



# Wimbledon **#InTheLoop**

## Communications guide

[wimbledon-intheloop.co.uk](http://wimbledon-intheloop.co.uk)



# What is Wimbledon #InTheLoop?

Wimbledon #InTheLoop is making on-the-go recycling as easy as possible in order to save plastic bottles and cans from going to waste. We are introducing colourful new on-street recycling bins to Wimbledon Town Centre and educating the public on how to recycle correctly while out and about.

Launching in May 2021, Wimbledon #InTheLoop is a partnership between [Merton Council](#) and 2020 Charity of the Year [Hubbub](#), supported on-the-ground by [Sustainable Merton](#), with help from Love Wimbledon and funded by [evian](#), natural mineral water brand and Official Partner of The Championships, Wimbledon. It's a real team effort, and we hope that you will help us spread the word too using this guide.

This is [Hubbub's fifth recycling on-the-go campaign](#) and we will be applying the latest thinking on behaviour change to stop valuable materials going to waste both on-street and during the Wimbledon Tennis Tournament!

**This guide provides you with everything you need to:**

- [Understand the waste issue and find out how Wimbledon #InTheLoop aims to address it](#)
- [Get to grips with the basics of recycling and read our campaign FAQs](#)
- [Access free content to help promote the campaign and find sample social media posts](#)
- [Follow the campaign](#)
- Learn about the In The Loop art competition





## What's the issue?



In 2019 an estimated **eight billion drinks containers** were thrown into landfill, littered or burned in the UK.



That's **250** per second.



Or 126 for every single person across the whole year.

## Why is this?



As lockdown eases, on-the-go consumption is set to boom again, with an estimated 40% increase in the food-to-go market in 2021.



Less than half of local authorities currently have on-street recycling systems (WRAP 2019).



Nearly half of the public find recycling while out and about confusing.





# Wimbledon #InTheLoop will...



## Create a system

for recycling on-the-go that is cost effective and will remain in place long term.



## Raise awareness

of how to recycle correctly and why it is an important step in tackling the waste issue.



## Nudge people

to change their behaviours while they are out and about so that they recycle correctly by default.



## Test what works

in the context of a major sporting event with high footfall by introducing infrastructure and interventions to encourage correct recycling during the 2021 Wimbledon Championships.



## Save materials

from going to waste by collecting empty plastic bottles and cans and responsibly recycling them.



# Recycling on-the-go explained

## (hint: it's easy peasy)

What to recycle??



Empty plastic bottles  
and cans only.

How to recycle??



No coffee cups,  
liquids or other  
materials please!

Where to recycle??



Across Wimbledon  
Town Centre using the  
[colourful new bins](#).  
You can't miss them!

Benefits of recycling



- Reduces waste sent to landfill or for incineration. Or even worse... littered.
- Production with recycled materials uses much less energy than making materials from scratch.
- Reduces the amount of virgin plastic and aluminium required for new products.
- Leaves you (the humble recycler) with a warm glowing feeling inside.





## Frequently asked questions

### **Why are you recycling plastic bottles and cans?**

These are the two most commonly used and easily recycled materials that we consume while out and about.

### **I used to be able to recycle paper, cardboard and glass in Wimbledon, why can't I do this in the new bins?**

Unfortunately, experience has taught us that offering paper, cardboard and glass recycling on-street can be counter productive. If paper or cardboard gets wet it breaks down rapidly and becomes very difficult to recycle (which, given the British weather, is very likely...). Also, food packaging ends up in the bins which often can't be recycled due to food waste contamination. Glass bottles also cause issues as they often break in the bag, tearing it open or posing a safety risk to the waste collection crew.

### **What happens if I put the wrong things in the bin?**

Putting any materials other than empty plastic bottles and cans (e.g. food, liquids or coffee cups) in these bins results in what we call 'contamination'. This can mean that recycling plants are unable to accept materials and the whole lot can go to waste. If you have recyclable items that are not plastic bottles and cans (e.g. glass bottles, paper and more), we recommend holding on to them and recycling them when you get home!

### **Who collects the waste as part of this initiative? And where does it go?**

Veolia, the council waste contractor will be collecting the waste. All recycling collected is sorted in the UK with most being taken to a sorting facility in Rainham, East London. Once the recycling has been sorted, it is baled (squashed into cubes) and sold on to reprocessors who turn the materials into new products. It goes back #InTheLoop.

### **What's the point in recycling? Shouldn't we just be using less?**

Of course, it's important we all take steps to reduce and reuse. We encourage everyone to use reusable coffee cups and refillable water bottles, (remember to use them many times though, so they become the better environmental option) and many local businesses are already supporting the [Refill Merton](#) campaign. But tackling the waste problem requires multiple solutions and the more waste we can recycle and put back in the loop, the better.



### **Why are the bins yellow?**

The bins were designed by environmental charity Hubbub to be colourful and easy to use. Research has shown people spend just a few split seconds deciding what to do at a bin - our bright coloured bins stand out and make people take a second longer to make the right decision, increasing the quality of recycling.

### **Does the trial cover all of Merton?**

There will be 20 new bins initially in select locations chosen based on footfall. At a later stage in the six month campaign, we are aiming to add more bins to more streets across Wimbledon. You can see the map of bins [here](#).

### **Who is funding the initiative? And what other organisations are supporting?**

Wimbledon #InTheLoop is made possible by the financial support of evian, natural mineral water brand and Official Partner of The Championships, Wimbledon. The campaign will be supported and delivered on-the-ground by local partners. Those include Sustainable Merton, the ears and eyes of our campaign on the ground, Recoup as an independent measurement and evaluation partner, and Love Wimbledon.

### **How does the project help towards Merton's recycling/environmental aims?**

Merton Council has declared a climate emergency and is working towards becoming a carbon neutral borough by 2050. It is also aiming for a 7.5% reduction in waste by 2023 to meet its long term goals around waste. Promoting a circular and low carbon economy through initiatives like this is essential to achieving these commitments.

### **How will you measure impact?**

Recoup will be measuring impact on the ground and providing results that will help create a blueprint for more cities to transform high street recycling in the future. We will release an impact report after the official campaign ends.

### **What is the plan after the official campaign ends?**

At the end of the trial, the evidence collected will allow Merton Council to take a decision on the long term legacy of the scheme. If you are interested in funding Wimbledon #InTheLoop to support its long term success please [get in touch](#).

### **How can I contribute to this project?**

So glad you're interested in getting involved! You can enter the art competition, follow us, and spread the word far and wide on your channels (see next pages for details). If you'd like to get involved further, you can become a [Sustainable Merton Community Champion](#)!





## Art competition

To celebrate the launch of the Wimbledon #InTheLoop, we're launching an art competition for young people (aged 13-21) to give them a chance to have their artwork featured around Wimbledon this summer, as well as chance to win some incredible prizes!

### What do you need to do?

Create an original drawing, painting or piece of digital art inspired by one of the following prompts:

- **Recycling:** Celebrate the value and importance of recycling. Your drink packaging is made of valuable materials which, if recycled, can become something new. It's too good to waste, so put recycling in the right place. You could include a slogan or catchphrase – find out more on the Wimbledon #InTheLoop webpage.
- **Wimbledon:** Show us what you love about Wimbledon. Maybe it's spending time exploring Wimbledon Common, visiting local shops, spending your summers watching The Championships or playing tennis. Use your imagination!

### Prizes supplied by evian

- 1st Prize: A pair of tickets to the Wimbledon Championships in 2022 and an exclusive artistic workshop with a renowned British artist.
- Runner up prizes: Limited edition evian x Virgil Abloh x Soma reusable bottle
- Five winning entries will be displayed on bins locally to form a mini art trail and will be visible by thousands during this year's Tennis Championship.

### How do I enter?

Send entries to [campaigns@hubbub.org.uk](mailto:campaigns@hubbub.org.uk) with the subject 'Art Competition'

For full submission guidelines and info go to the art competition webpage here: [www.hubbub.org.uk/artcompetition](http://www.hubbub.org.uk/artcompetition)

[Click here to download the competition poster.](#)





# Promoting Wimbledon #InTheLoop

You can promote Wimbledon #InTheLoop via social media, on your website, or in- store. The more organisations and people help spread the word, the better!

Printable materials are also available for Wimbledon-based businesses to communicate the campaign to staff and the general public.

Below is the directory of campaign materials which can all be found here and will be updated on an ongoing basis.

All materials
<a href="#">Website</a>
<a href="#">Art competition website</a>
<a href="#">Art competition poster</a>
<a href="#">Press release</a>
<a href="#">Campaign one pager</a>
<a href="#">Photography</a>
<a href="#">All digital materials</a>
<a href="#">All printable materials</a>

Digital materials
<a href="#">Social media cards</a>
<a href="#">GIFs</a>
Printable materials
<a href="#">Roll banners</a>
<a href="#">Window vinyls</a>
<a href="#">Point of sale strut cards</a>



## Sample social media posts


Shouting about the campaign on social media? Please use the **#InTheLoop** hashtag so we can amplify our combined reach.

Top tip: download social media pictures and photography from the previous page to post with your messages.



Recycling while out and about in Wimbledon is now easier than ever! Check out these colourful new bins for recycling empty plastic bottles and cans and putting materials back **#InTheLoop**. Find out more here: [wimbledon-intheloop.co.uk](http://wimbledon-intheloop.co.uk).



Calling all young creatives! Enter the **#InTheLoop** art competition to be in with the chance of winning tickets to next year's Wimbledon Championships and workshop with a top British artist , prizes supplied by @evianwater. Find out more here: [www.hubbub.org.uk/artcompetition](http://www.hubbub.org.uk/artcompetition)



We're excited to join the Wimbledon **#InTheLoop** collaboration – a town-wide campaign to collect and recycle empty plastic bottles and cans across the town centre and save materials from going to waste! Find out more at: [wimbledon-intheloop.co.uk](http://wimbledon-intheloop.co.uk).



Did you know that an estimated 8 BILLION drinks container go to waste every year in the UK. That's about 250 per second. Wimbledon **#InTheLoop** has introduced new bins across town to make recycling empty plastic bottles and cans as easy as possible. [wimbledon-intheloop.co.uk](http://wimbledon-intheloop.co.uk).



89% of Brits already recycle drinks containers at home. It's now easy to recycle plastic bottles and cans while out and about in Wimbledon too with these colourful new bins. You know it makes sense! [wimbledon-intheloop.co.uk](http://wimbledon-intheloop.co.uk).



Wimbledon **#InTheLoop** is a collaboration between @HubbubUK, @Merton\_Council and @evian water to recycle plastic bottles and cans in colourful new bins across Wimbledon and reduce waste. [wimbledon-intheloop.co.uk](http://wimbledon-intheloop.co.uk).





# Staying #InTheLoop

[Sustainable Merton](#) and [Hubbub](#) are leading the social media activity for the Wimbledon #InTheLoop campaign. The easiest way to promote the campaign is to follow their channels and like and share their posts.

**The official channels for the campaign are:**



[www.wimbledon-intheloop.co.uk](http://www.wimbledon-intheloop.co.uk)



[sustainablemerton](#)  
[HelloHubbub](#)



[@SustainableMert](#)  
[@HubbubUK](#)



[Sustainable Merton](#)  
[Hubbub](#)

Sign up to Hubbub's newsletters for **FRIENDS** and for **BUSINESSES** for weekly sustainability tips and news.

Wimbledon #InTheLoop is a partnership between Merton Council and 2020 Charity of the Year Hubbub, supported on-the-ground by Sustainable Merton, with help from Love Wimbledon and funded by evian natural mineral water brand and Official Partner of The Championships, Wimbledon.





**Any questions?  
Get in touch or say hello**

**[enterprise@hubbub.org.uk](mailto:enterprise@hubbub.org.uk)**

**[wimbledon-intheloop.co.uk](http://wimbledon-intheloop.co.uk)**

