

Please feel free to use the copy for the corresponding assets across different social channels, if not using this copy we would ask that you use the following hashtags with all posts:

#NationalFoodWasteRecyclingWeek2023 #NFWRW23 #CircularEconomyIRL #positiveclimateaction #foodwasterecycling

TOPIC	COPY/TYPER	FULL COPY/POST
CAMPAIGN LAUNCH Date: 5th June 2023 Time: 7am	Visuals Copy - Tagline	<i>Key campaign image (Approved image to be sent on May 24th)</i>
	Twitter Post Copy	It's National Food Waste Recycling Week 2023! From June 5th-11th, let's separate food waste from packaging to prevent contamination and achieve quality recycling. Learn more at Mywaste.ie
	Instagram/Facebook post copy	Join us for the National Food Waste Recycling Week 2023, running from June 5th to 11th! This campaign aims to raise awareness about recycling food waste and provide practical tips on how to do it effectively. Check with your local authority for information on scheduled events happening near you. To learn more visit www.mywaste.ie <i>#NationalFoodWasteRecyclingWeek2023 #NFWRW23 #CircularEconomyIRL #positiveclimateaction #foodwasterecycling</i>
SOIL Date: 6th June Time: 1pm	Visuals Copy - Tagline	<i>Too Good to Waste</i>
	Twitter Post Copy	Soil provides 95% of our food, helps regulate the Earth's atmosphere and is a bigger carbon sink than all the world's forests combined. Soil is the source of life – so let's treat soil like the queen it is! <i>#NationalFoodWasteRecyclingWeek2023 #NFWRW23 #CircularEconomyIRL</i>
	Instagram/Facebook post copy	Soil provides 95% of our food, helps regulate the Earth's atmosphere and is a bigger carbon sink than all the world's forests combined. Soil is the source of life – so let's treat soil like the queen it is! To learn more visit MyWaste.ie

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FOOD WASTE <i>Date: 7th June</i> <i>Time: 7am</i>	Visuals Copy - Tagline	<i>Contribute to the Green Economy in Ireland</i>
	Twitter Post Copy	Did you know that recycling food waste diverts the waste stream from landfills and allows it to be transformed into renewable energy and bio-fertilisers for horticulture and agriculture here in Ireland? Visit www.mywaste.ie to learn more. <i>#NationalFoodWasteRecyclingWeek2023 #NFWRW23</i>
	Instagram/Facebook post copy	Recycling food waste diverts the waste stream from landfills and allows it to be transformed into renewable energy and bio-fertilisers for horticulture and agriculture here in Ireland? Visit www.mywaste.ie to learn more. <i>#NationalFoodWasteRecyclingWeek2023 #CircularEconomyIRL #positiveclimateaction #foodwasterecycling</i>
REGIONAL EVENTS <i>Date: 7TH June</i> <i>Time: 5.30pm</i>	Visuals Copy - Tagline	<i>Image from Enfield photocall (image to be sent through on June 6th)</i>
	Twitter Post Copy	All this week community events are being held across the country to celebrate National Food Waste Recycling Week. We encourage you to check with your local authority and get involved! <i>#NationalFoodWasteRecyclingWeek2023 #NFWRW23 #CircularEconomyIRL</i>
	Instagram/Facebook post copy	All this week lots of community events are being held across the country to celebrate National Food Waste Recycling Week. We encourage you to check with your local authority and get involved! To learn more visit www.mywaste.ie <i>#NationalFoodWasteRecyclingWeek2023 #NFWRW23 #CircularEconomyIRL #positiveclimateaction #foodwasterecycling</i>
BIN USAGE <i>Date: 8th June</i> <i>Time: 8am</i>	Visuals Copy - Tagline	<i>Feeding that Green Feeling</i>
	Twitter Post Copy	Organic waste collected in the brown bin accounted for 11% of all household waste managed in 2020 However, EPA studies have shown that over 60% of household organic waste continues to be placed in the

		wrong bin and therefore not recycled. Start your food waste recycling journey this #NFWRW23 by introducing a compost caddy to your kitchen. Visit MyWaste.ie to learn more. #CircularEconomyIRL #NFWRW23
	Instagram/Facebook post copy	Organic waste collected in the brown bin accounted for 11% of all household waste managed in 2020. However, EPA studies have shown that over 60% of household organic waste continues to be placed in the wrong bin and therefore not recycled. Start your food waste recycling journey this #NFWRW23 by introducing a compost caddy to your kitchen. Visit MyWaste.ie to learn more. <i>NationalFoodWasteRecyclingWeek2023 #CircularEconomyIRL #positiveclimateaction #foodwasterecycling</i>
CLIMATE Date: 9 th June Time: 1pm	Visuals Copy - Tagline	<i>Climate action for breakfast, lunch and dinner</i>
	Twitter Post Copy	Did you know that recycling food waste is a positive climate action? Kickstart your food waste recycling journey this #NFWRW23 by introducing a compost caddy to your kitchen & learning how to segregate food waste. #CircularEconomyIRL #positiveclimateaction #foodwasterecycling
	Instagram/Facebook post copy	Did you know that recycling food waste is a positive climate action? Kickstart your food waste recycling journey this #NFWRW23 by introducing a compost caddy to your kitchen & learning how to segregate food waste. #NationalFoodWasteRecyclingWeek2023 #CircularEconomyIRL #positiveclimateaction #foodwasterecycling
FOOD WASTE Date: 10 th June Time: 1pm	Visuals Copy - Tagline	Feeding the Green Feeling
	Twitter Post Copy	EPA studies have shown that over 60% of household organic waste continues to be placed in the wrong bin and therefore not recycled. Start your food waste recycling journey this #NFWRW23 by introducing a compost caddy to your kitchen. Visit MyWaste.ie to learn more.
	Instagram/Facebook post copy	EPA studies have shown that over 60% of household organic waste continues to be placed in the wrong bin and therefore not recycled. Start your food waste recycling journey this #NFWRW23 by introducing a compost caddy to your kitchen. Visit MyWaste.ie to learn more. <i>#NationalFoodWasteRecyclingWeek2023 #CircularEconomyIRL #positiveclimateaction #foodwasterecycling</i>

BUGS Date: 11th June Time: 7am	Visuals Copy - Tagline	Don't bug out
	Twitter Post Copy	Bugs rock! Insects are an integral aspect of composting and soil improvement. They aerate the soil, help recycle nutrients and dig channels that help water flow to plants. <i>#NationalFoodWasteRecyclingWeek2023 #NFWRW23 #CircularEconomyIRL #positiveclimateaction #foodwasterecycling</i>
	Instagram/Facebook post copy	 Bugs rock! Insects are an integral aspect of composting and soil improvement. They aerate the soil, help recycle nutrients and dig channels that help water flow to plants. <i>#NationalFoodWasteRecyclingWeek2023 #NFWRW23 #CircularEconomyIRL #positiveclimateaction #foodwasterecycling</i>