


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/TYPE	FULL COPY/POST
<b>CAMPAIGN LAUNCH</b> <b>Date: 5<sup>th</sup> June 2023</b> <b>Time: 7am</b>	<b>Visuals Copy - Tagline</b>	<i>Key campaign image (Approved image to be sent on May 24<sup>th</sup>)</i>
	<b>Twitter Post Copy</b>	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
	<b>Instagram/Facebook post copy</b>	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 <a href="http://www.mywaste.ie">www.mywaste.ie</a>  <i>#NationalFoodWasteRecyclingWeek2023 #NFWRW23 #CircularEconomyIRL #positiveclimateaction #foodwasterecycling</i>
<b>SOIL</b> <b>Date: 6<sup>th</sup> June</b> <b>Time: 1pm</b>	<b>Visuals Copy - Tagline</b>	<i>Too Good to Waste</i>
	<b>Twitter Post Copy</b>	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>
	<b>Instagram/Facebook post copy</b>	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 <a href="http://MyWaste.ie">MyWaste.ie</a>

		<i>#NationalFoodWasteRecyclingWeek2023 #NFWRW23 #CircularEconomyIRL #positiveclimateaction #foodwasterecycling</i>
<b>FOOD WASTE</b> <i>Date: 7<sup>th</sup> June</i> <i>Time: 7am</i>	<b>Visuals Copy - Tagline</b>	<i>Contribute to the Green Economy in Ireland</i>
	<b>Twitter Post Copy</b>	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 <a href="http://www.mywaste.ie">www.mywaste.ie</a> to learn more. <i>#NationalFoodWasteRecyclingWeek2023 #NFWRW23</i>
	<b>Instagram/Facebook post copy</b>	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 <a href="http://www.mywaste.ie">www.mywaste.ie</a> to learn more. <i>#NationalFoodWasteRecyclingWeek2023 #CircularEconomyIRL #positiveclimateaction #foodwasterecycling</i>
<b>REGIONAL EVENTS</b> <i>Date: 7<sup>TH</sup> June</i> <i>Time: 5.30pm</i>	<b>Visuals Copy - Tagline</b>	<i>Image from Enfield photocall (image to be sent through on June 6<sup>th</sup>)</i>
	<b>Twitter Post Copy</b>	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>
	<b>Instagram/Facebook post copy</b>	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 <a href="http://www.mywaste.ie">www.mywaste.ie</a> <i>#NationalFoodWasteRecyclingWeek2023 #NFWRW23 #CircularEconomyIRL #positiveclimateaction #foodwasterecycling</i>
<b>BIN USAGE</b> <i>Date: 8<sup>th</sup> June</i> <i>Time: 8am</i>	<b>Visuals Copy - Tagline</b>	<i>Feeding that Green Feeling</i>
	<b>Twitter Post Copy</b>	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
	<b>Instagram/Facebook post copy</b>	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>
<b>CLIMATE</b> Date: 9 <sup>th</sup> June Time: 1pm	<b>Visuals Copy - Tagline</b>	<i>Climate action for breakfast, lunch and dinner</i>
	<b>Twitter Post Copy</b>	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
	<b>Instagram/Facebook post copy</b>	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
<b>FOOD WASTE</b> Date: 10 <sup>th</sup> June Time: 1pm	<b>Visuals Copy - Tagline</b>	Feeding the Green Feeling
	<b>Twitter Post Copy</b>	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.
	<b>Instagram/Facebook post copy</b>	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>

<b>BUGS</b> <b>Date: 11<sup>th</sup> June</b> <b>Time: 7am</b>	<b>Visuals Copy - Tagline</b>	Don't bug out
	<b>Twitter Post Copy</b>	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>
	<b>Instagram/Facebook post copy</b>	 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>