



RECYCLEBC

# Pack Lean, Leave Clean

Summer 2023

Partner Campaign Toolkit



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# Pack Lean, Leave Clean

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**June 13–September 5, 2023**

The Pack Lean, Leave Clean campaign from Recycle BC is designed to raise awareness about opportunities for visitors and residents of British Columbia who enjoy outdoor recreation to recycle their packaging, specifically flexible plastics.

The campaign is based on the ‘take nothing but pictures, leave nothing but footprints’ maxim, providing instructions on how to pack, pick up, and dispose of recyclable materials after your stay in nature, with an emphasis on soft plastic wraps/flexible plastics. There are many different kinds of outdoor recreationists in BC, and we have identified the following three categories of campers/camping for this campaign: Backpacking, Car Camping and Day-Trippers.

Informative ‘Pack Lean, Leave Clean’ tips highlight materials campers may not know are recyclable and demonstrate how and where to correctly recycle them, as well as tips on how to pack recyclable materials to bring back with them through fun and engaging social campaigns.

The campaign launches in mid-June 2023 to align with the beginning of the camping season in the province.

# Campaign Messages

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Campaign messaging is focused on information about plastics that campers may not know are recyclable, and creating easy-to-follow pathways for how and where to correctly recycle on their return from the outdoors.


The main call to action for the campaign is: pack up your recycling, including flexible plastics, after outdoor activity and take them home, or to an appropriate drop-off location on your way home.

## Messages

1. Pack Lean—minimize packaging before you leave, think about recycling at the start of your trip
2. Leave Clean—pack up responsibly, take your recyclables with you - home or to the depot
3. Trail Tips/Depot Drops—outdoor recycling tips and how to find a depot
4. Recycle Right—various items are recyclable, and can be recycled at home or at a depot



# Social Media Guidelines



## How you can participate

This toolkit is designed to help you and your partners promote the campaign and keep our outdoor spaces beautiful.

We encourage you to participate in the launch by posting the approved messages and/or sharing our Pack Lean, Leave Clean posts on your social media channels.

The Social Media Samples and Visual Assets in this toolkit are approved messaging from Recycle BC.

You can follow and tag us on this channels:

- Facebook [@recyclebc/](https://www.facebook.com/recyclebc/)
- Twitter [@recyclebc](https://twitter.com/recyclebc)
- Instagram [@recyclebc](https://www.instagram.com/recyclebc)  
(Remember to check our Insta Stories too!)

# Official Hashtags

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#RecycleBC (every post)

#RecycleRight

#DepotDrop

#CampClean

#PackLean

#LeaveClean

# Sample Social Posts

Pack Lean, Leave Clean. It's camping season in BC, whether you're out for the day, overnight, or longer, plan ahead to collect and bring back your recyclables. Flexible plastics can be dropped off at Recycle BC depots and containers and paper can go in your home recycling or to a depot. [RecycleBC.ca/LeaveClean](https://www.recyclebc.ca/LeaveClean)

**#RecycleBC #CampClean #PackLean #LeaveClean**

Escaping the city for the day? Pack Lean! Minimize your waste by packing bulk food in reusable plastic storage containers or glass containers when possible. Follow [Tag @RecycleBC channel] to learn more.

**#RecycleBC #PackLean #LeaveClean #TrailTips**

#DepotDrop! Teach your kids responsible recreation. At the campground show your family how to collect, sort and store the recyclables you pack in. Then plan a trip to drop off your packaging at a Recycle BC depot on the way home. [RecycleBC.ca/Depots](https://www.recyclebc.ca/Depots) #RecycleRight #CampClean

**#RecycleBC #RecycleRight**



# Sample Social Posts

4. No one likes litter on the trail. Remember to take your food packaging with you and recycle your paper, hard plastic, metal and cartons at home or at a Recycle BC depot. Find one here: [RecycleBC.ca/Depots](https://RecycleBC.ca/Depots)

**#RecycleBC #CampClean #PackLean #LeaveClean**

5. Teaching kids responsible recreation, including all the different ways you can recycle your camping packaging, keeps BC's outdoor spaces beautiful for generations to come. Follow [Tag @RecycleBC channel] to learn more.

**#RecycleBC #PackLean #LeaveClean #TrailTips**

6. #TrailTip! Camping overnight? Flexible plastics, like snacks bags or meal pouches with zippers can be returned to a Recycle BC depot! Plan a trip to drop off your packaging at a depot on the way home. [RecycleBC.ca/Depots](https://RecycleBC.ca/Depots)

**#RecycleBC #PackLean #LeaveClean**

[Download Assets](#)







# Recycling in BC Parks

## BC Parks Recycling Guidelines

Our parks are not self-cleaning. As part of its [Responsible Recreation Guide](#), BC Parks emphasizes the importance of cleaning up after you've visited. The responsibility is with visitors to remember to leave nature the way they found it, packing up and taking home garbage, organics and recyclables.

### Taking recyclables with you at the end of your stay is important because:

- Waste and organic matter attracts wildlife and increases wildlife-human conflict.
- Leaving waste in bear caches and bear hangs can damage these facilities and prevent others from using them.
- Waste ruins the enjoyment of the park for other visitors.

# What are Flexible Plastics?

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The Pack Lean, Leave Clean Campaign encourages campers in BC to bring home all recyclables after camping, focusing primarily on flexible plastic packaging (including plastic bags and overwrap, crinkley wrappers and bags, and stand-up and zipper-lock pouches).

Many campers in BC may not know that packaging for camping foods are accepted at depots, including:

- Energy bar wrappers
- Chocolate bar wrappers
- Energy gel packets
- Snack and candy pouches (with zippers, like: jerky, moon cheese, hydration powder)
- Meal pouches
- Plastic bags
- Overwrap (overwrap is the plastic packaging around things like flats of pop, diapers, paper towels, etc. and is accepted at a Recycle BC depots. It should not be included in household recycling).

# Where to Recycle Camping Packaging



Flexible plastic packaging, plastic bags and overwrap, hard plastic packaging, metal containers, cartons, paper, glass bottles and jars, and foam packaging at participating locations:

**(Bottle Depots, Eco-Depots, Transfer Stations, Waste Management Centres, selected Return-Its, Landfills)**

Flexible plastics, and foam packaging at:

**London Drugs**

Hard plastic packaging, metal containers, cartons, paper (and in some communities glass):

**Recycle at home in recycling bins and/or bags**

Search here:

[RecycleBC.ca/Depots](https://RecycleBC.ca/Depots)

# Content Partnership



## Pack Lean, Leave Clean Articles

As part of the campaign, Recycle BC is creating blog content that will be available through our website via [RecycleBC.ca/LeaveClean](https://RecycleBC.ca/LeaveClean)

Blogs will be promoted on our social channels throughout the campaign, and we encourage partners to re-post or link to the blogs as appropriate.

Please reach out to our team if your organization is interested in cross-posting articles to your site or blog.

# Who is Recycle BC?

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Recycle BC is a not-for-profit organization responsible for residential [packaging and paper product recycling](#) throughout British Columbia, servicing over 1.8 million households or over 99% of BC through curbside, multi-family and/or depot services.

Recycle BC ensures packaging and paper is collected from households and recycling depots, sorted and responsibly managed and recycled. Recycle BC provides recycling services either directly to communities or by working in partnership with local governments, First Nations, private companies, and other not-for-profit organizations. Approximately 200,000 tonnes of material is collected from households and depots annually.

The program is [funded by businesses](#), like retailers, manufacturers and restaurants that supply packaging and paper products to BC residents. Recycle BC provides financial support to its collection partners, shifting costs away from homeowners.

