



ZERO WASTE HEROES

An InspirAlba Initiative



Advertising events

- Local paper/press release
- Local radio
- Shop front
- Social media





Uniform amnesty for local youth groups



Work with local charity shops

- Sales
- Advertising



Facebook competition

Repurposed items



Jigsaw swap



Swishing

KINTYRE RECYCLING LIMITED



*Don't let a good thing go to waste!
KRL are launching a new Bicycle reuse project*

Promoted various reuse, repair, etc. outlets