



Scottish
Water

NATURE CALLS TOOLKIT



[JoinTheWave.Scot](https://www.jointhewave.scot)

NATURE CALLS

IN A NUTSHELL...

Scottish Water's campaign is asking the people of Scotland to protect nature by rethinking what they flush down loos and slop down sinks.

The 'Nature Calls' campaign launched in February 2022 – a customer engagement campaign across TV, cinema, radio, digital and social channels. The message is clear; we ask people to bin wipes, and other bathroom detritus, to protect nature.

Many of these products contain plastic and don't biodegrade. They can combine with fat, oils and grease – other items that should be binned and not slopped down sinks – to create blockages in sewage pipes.

Extreme weather events due to climate change mean blocked sewers can't cope with a deluge of water and spill into our communities, rivers and seas. Not just unpleasant for customers, this is harmful to the environment and the creatures who live in our natural world.

The scale of this problem is significant; Scottish Water clears around 36,000 blockages each year at a cost of several million to the publicly owned body. This uses energy, meaning more harmful CO² is released into the atmosphere.

Therefore, Scottish Water is leading a call for wipes made with plastic to be banned. Supported by other like-minded organisations, a ban on wipes will reduce single use plastic and marine litter at source.

Protect nature, protect our communities, protect the planet. Bin the wipes.

www.JoinTheWave.Scot

We are calling for a BAN on wipes made with plastic. We appreciate you may only wish to back the behaviour change / customer engagement campaign. Individuals can back the ban too – by adding their name and email to the supporters list – **www.JoinTheWave.Scot/Ban**

NATURE CALLS

SOCIAL CHANNELS

The overarching campaign asks people to bin wipes to save nature.

#BinWipes
#NatureCalls #JoinTheWave
(in this order if choosing).

TWITTER @Scottish_Water
FB @ScottishWater
IG @ScottishWater

SUGGESTED TEXT:

We're supporting @Scottish_Water campaign to ask people to #BinWipes.

Many wipes contain plastic so don't disappear and can harm nature.
#BinWipes #NatureCalls #JoinTheWave

Please don't flush wipes. Many contain plastic.
Wipes block pipes. Protect nature, protect communities, protect the planet.
#BinWipes #NatureCalls #JoinTheWave

We've joined the wave and are asking everyone to bin the wipes
and protect nature and the planet.
#BinWipes #NatureCalls #JoinTheWave

Please don't flush wipes.
Many contain plastic and can pollute rivers and beaches.
#BinWipes #NatureCalls #JoinTheWave

Many wipes are made with plastic.
Protect rivers, beaches and marine life. Bin the wipes.
#BinWipes #NatureCalls #JoinTheWave

SUGGESTED BACK THE BAN TEXT:

We're calling for a ban on all wipes that contain plastic.
Protect nature, protect communities, protect the environment.
#BanWipes #NatureCalls #JoinTheWave

NATURE CALLS

TOGETHER WE ARE LOUDER CAMPAIGN SUPPORT:

“ The Scottish Wildlife Trust has long advocated for a healthy and productive marine environment, and to achieve this requires action in urban and rural areas, as well as along our coasts and out to sea. Scottish Water’s Nature Calls campaign highlights the important, yet largely unrecognised, challenge of managing household waste, in particular what we put down our drains. Drains provide a link between our homes and the sea, and it is vital we don’t put anything down them that could cause harm to marine life.

The marine life in Scotland’s seas is spectacular and it is our responsibility to protect it. Stopping the disposal of harmful waste and reducing our use of single-use plastics are small actions that everyone can take, which collectively can result in a big benefit for our marine life. ”

Dr Sam Collin,
Living Seas Manager – Scottish Wildlife Trust

“ NatureScot supports Scottish Water’s ‘Nature Calls’ campaign. Protecting and restoring nature, and inspiring everyone to value our natural world is at the core of what we do, so asking people to adopt better habits in their homes every day is essential to benefit nature - now and in the future. ”

Francesca Osowska,
Chief Executive - NatureScot

“ We fully support Scottish Water’s ‘Nature Calls’ campaign to encourage people to place used wipes in the bin rather than flushing them or discarding them in nature, as a way to highlight the harm that wipes cause to our environment.

An ideal scenario would be for people to reduce the use of wipes as in most cases they contain plastics and are not biodegradable and thus can pollute our rivers and harm nature. ”

Andy Ford,
Director of Nature & Climate Change -
Cairngorms National Park

NATURE CALLS

TOGETHER WE ARE LOUDER BAN AND CAMPAIGN SUPPORT:

“ A staggering 30,000 wet wipes have been picked up by our volunteers on Cramond beach alone over the last five years. It's not just a problem here though. At last year's Great British Beach Clean we found an average of 25 wet wipes for every 100m of Scottish beach surveyed.

Our toilets can still sadly be gateways to the ocean which is why incorrectly flushed items like plastic wet wipes can be found on beaches across Scotland. We need to stop plastic items, like wet wipes, getting into the sewer system and out in the ocean. That's why we're supporting the Nature Calls campaign and to ban plastic wet wipes and help reduce the number of wipes misflushed Show your support for wet wipe free beaches and seas by supporting the campaign too! ”

**Catherine Gemmell,
Scotland Conservation Officer -
Marine Conservation Society**

“ I'm delighted to see Scottish Water highlighting this important issue, encouraging everyone to be more conscious of the environmental impact of plastic wipes. We want doing the right thing for our environment to be easy and possible for everyone – including manufacturers finding affordable alternatives to plastic free wipes. This will make sure that industry contributes to a future without wipes that clog up our waterways and oceans, harming wildlife and permanently changing our environment.

Scotland is facing a climate and litter emergency, so action to find affordable solutions to plastic free wipes is needed to protect the future of our country. This campaign will help industry and individuals to understand that their actions can and do make a difference. ”

**Barry Fisher,
Chief Executive - Keep Scotland Beautiful**

NATURE CALLS

TOGETHER WE ARE LOUDER BAN AND CAMPAIGN SUPPORT:

“ At every step in its lifecycle, even long after it has been discarded, plastic causes harm to wildlife and contributes to the climate crisis we’re facing today. If we’re to stop climate change and eliminate plastic pollution from our oceans, we need to rapidly phase out unnecessary single-use plastics and that includes a ban on wipes made with plastic. ”

Lang Banks,
Director - WWF Scotland

“ At RZSS we’re inspiring and enabling our visitors and communities to do their bit to protect our planet and the wildlife we share it with. We want to make it as easy as possible to be a champion for nature.

We’re supporting the Nature Calls campaign because one of the most simple actions we can each take is to stop putting wet wipes and plastic products down our drains and we agree that wipes containing plastic should be banned. Not only does flushing these items cause flooding and pollution as they block and break pipes, but they end up littering our beaches and oceans and killing wildlife. ”

David Field,
Chief Executive - RZSS

NATURE CALLS

TOGETHER WE ARE LOUDER BAN AND CAMPAIGN SUPPORT:

“ It is great to see campaigns like this become more prominent in tackling the urgent problem of single-use items. At Zero Waste Scotland, we understand just how important it is to ban single-use plastic – and single-use items in general. We champion more sustainable ways of operating, which is why we love to see efforts, like Nature Calls from Scottish Water, grabbing attention and encouraging us all to think about our throw-away culture. Each time we choose to reuse we are one step closer to a more circular economy that will help alleviate Scotland’s contribution to the climate crisis. ”

**Iain Gulland, Chief Executive -
Zero Waste Scotland**

“ Our natural environment is one of Scotland’s biggest tourism assets. It is hugely important to communities and visitors alike and should be protected. To maintain the stunning landscapes and countryside that we all love to visit, we must all play our part to be responsible and respectful when visiting. As part of our #respectprotectenjoy campaign we ask everyone to help keep Scotland special by looking after our natural landscape and leaving no trace of their visit. ”

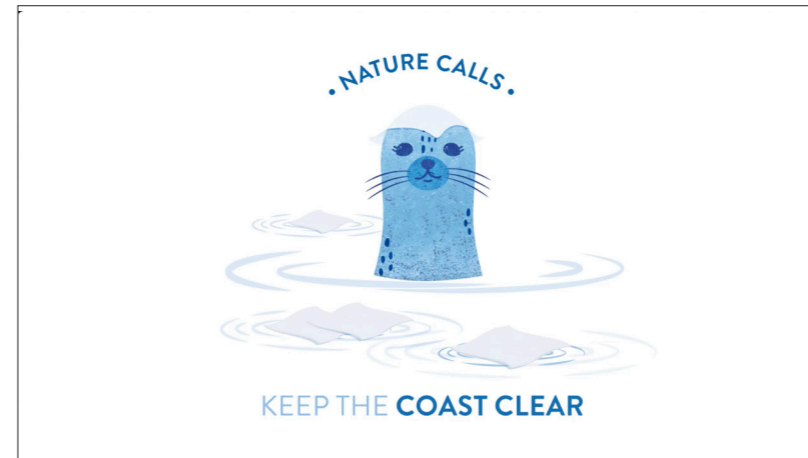
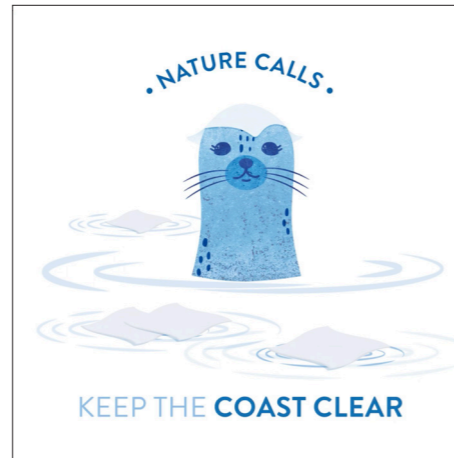
**Malcolm Roughead,
Chief Executive – VisitScotland**

NATURE CALLS SOCIAL MEDIA ASSETS

Video assets have been developed for you to use on social media, to help you communicate the message 'Bin The Wipes' to your followers.

Please remember to use the hashtag #BinWipes

BIN THE WIPES



TIK TOK / INSTAGRAM

Find out more at [JoinTheWave.Scot](https://www.jointhewave.scot)

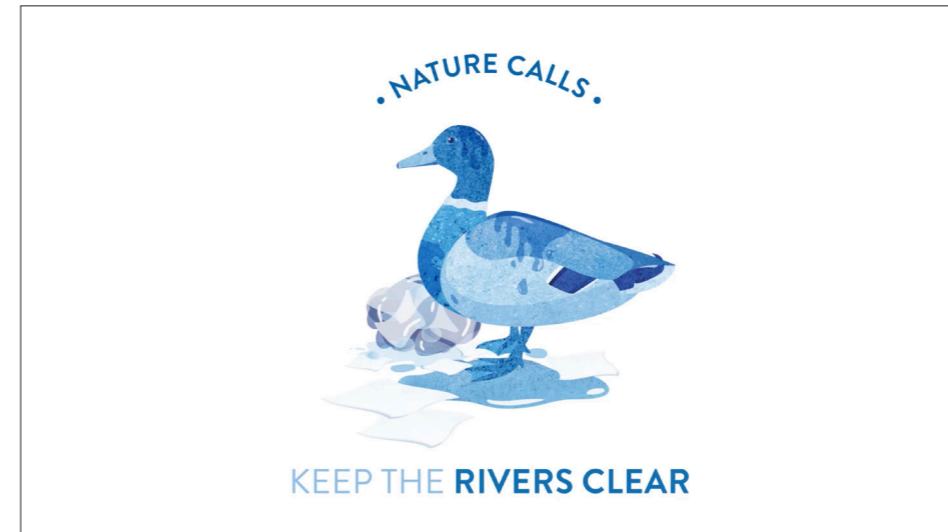
SOCIAL MEDIA ASSETS [DOWNLOAD](#)

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FATS, OIL & GREASE BIN IT



BIN THE MAKE UP REMOVERS



NATURE CALLS

'BACK THE BAN' SOCIAL

Social Media assets have been developed for you to share online.

Please remember to use the hashtag **#BanWipes**

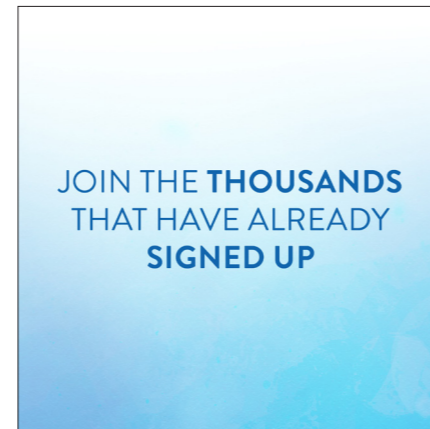
'BACK THE BAN' VIDEO



'BACK THE BAN' STATICS



CAROUSELS IMAGE 1



CAROUSELS IMAGE 2



CAROUSELS IMAGE 3



STATIC IMAGE

Find out more at [JoinTheWave.Scot](https://www.jointhewave.scot)

SOCIAL/CAMPAIGN VIDEOS ASSETS [DOWNLOAD](#)

NATURE CALLS CAMPAIGN VIDEOS

Videos have been developed for you to share in 20 sec and 30 sec formats.

Please remember to use the hashtag **#BinWipes**



20 AND 30 SEC VIDEO - FEMALE

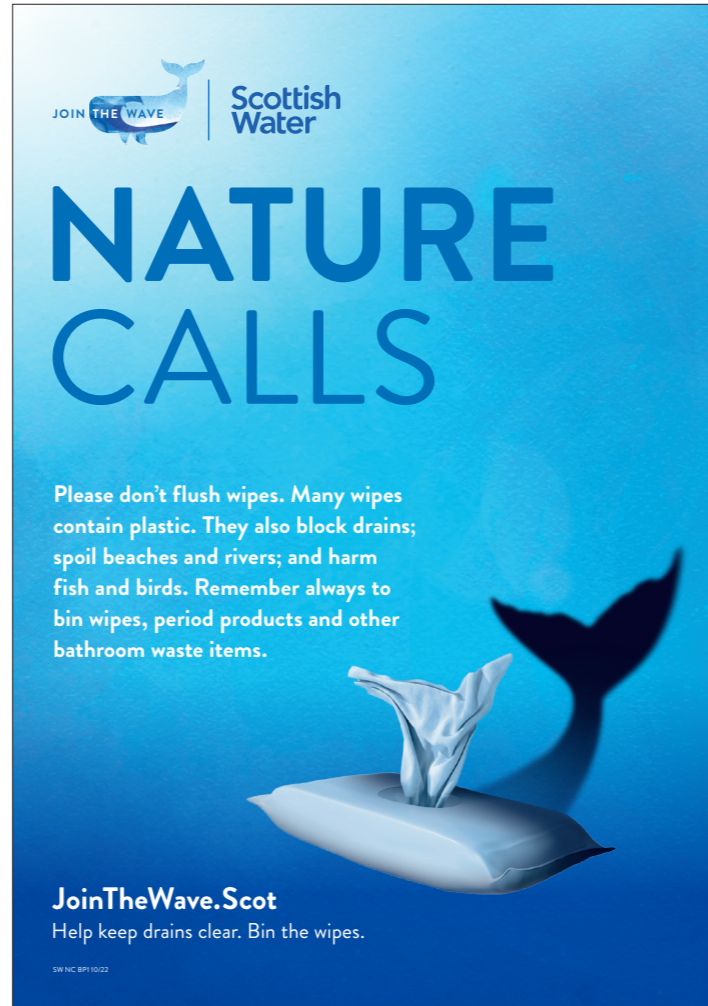


20 AND 30 SEC VIDEO - MALE

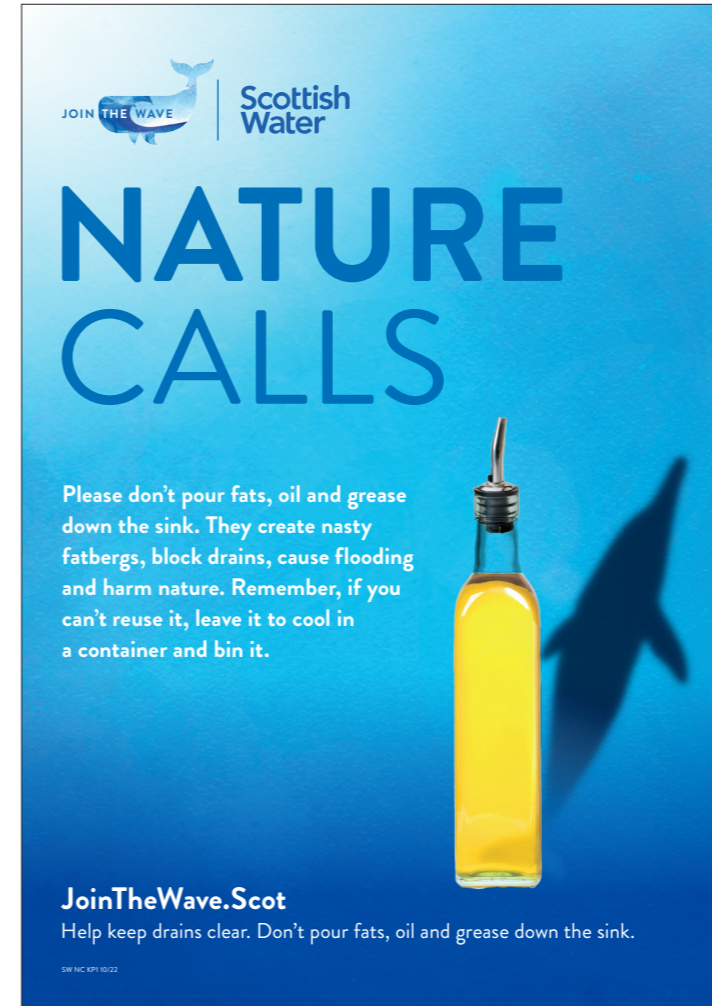
NATURE CALLS COLLATERAL ASSETS

Posters have been developed to help you communicate the message to 'Bin The Wipes' in bathrooms, kitchens and public places.

These are available to download and print in A4 formats.



BATHROOM POSTER



KITCHEN POSTER

Find out more at JoinTheWave.Scot

COLLATERAL ASSETS [DOWNLOAD](#)

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CAMPERVAN POSTER



PUBLIC TOILET POSTER

NATURE CALLS
BAN WIPES LOGO



Find out more at [JoinTheWave.Scot](https://www.jointhewave.scot)

NATURE CALLS
BAN WIPES LOGO



BAN WIPES LOGO [DOWNLOAD](#)



Scottish
Water

NATURE CALLS

CONTACT DETAILS

If you have any questions regarding this campaign,
please contact us at:
clare.smith@scottishwater.co.uk



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