



Scottish
Water

NATURE CALLS TOOLKIT



[JoinTheWave.Scot](https://www.scottishwater.co.uk/JoinTheWave)

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 stop 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 stopped 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

In April 2024, we welcomed the announcement that the UK will ban wet wipes containing plastic to help protect the environment. New legislation will be brought forward across all four nations and is expected to be ready in Scotland by the end of 2024, with the ban taking effect in mid-2026. Our Nature Calls campaign called for a ban on wet wipes containing plastic. The development will have a widespread positive impact on the efforts of a range of organisations working to tackle the issue.

– 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. ”

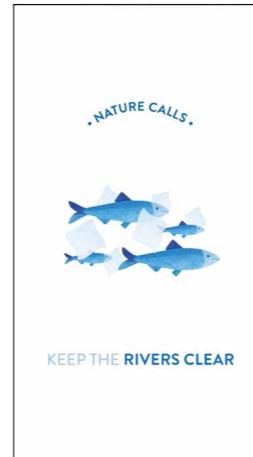
**Malcolm Roughead,
Chief Executive – VisitScotland**

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 hashtags **#NatureCalls #BinWipes**

BIN THE WIPES



TIK TOK / INSTAGRAM

NATURE CALLS SOCIAL MEDIA ASSETS

Video assets have been developed for you to use on social media, to help you communicate campaign behaviours to your followers.

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

BIN FATS, OIL & GREASE



BIN MAKE UP REMOVERS



NATURE CALLS

'BACK THE BAN' SOCIAL

Social media assets have been developed for you to communicate 'Back the Ban' to your followers.

Please remember to use the hashtags **#NatureCalls** **#BanWipes**

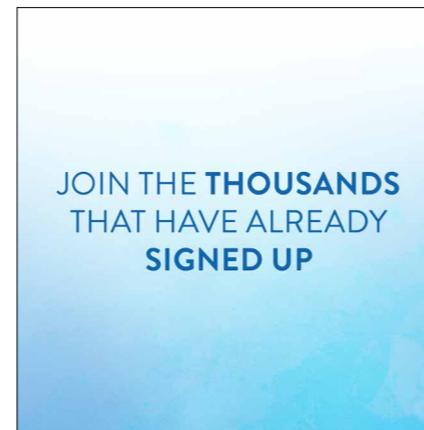
'BACK THE BAN' VIDEO



'BACK THE BAN' STATICS



CAROUSELS IMAGE 1



CAROUSELS IMAGE 2



CAROUSELS IMAGE 3



STATIC IMAGE

NATURE CALLS FESTIVE ASSETS

Festive social media assets have been developed for you to share online.

Please remember to use the hashtags
#Nature Calls #BanWipes

BIN FATS, OIL & GREASE



BIN THE WIPES



NATURE CALLS FESTIVE ASSETS

Festive social media assets have been developed for you to share online.

Please remember to use the hashtags
#NatureCalls BanWipes

NEW YEAR



POST DINNER



NATURE CALLS FESTIVE ASSETS

Festive social media assets have been developed for you to share online.

Please remember to use the hashtags
#NatureCalls #BanWipes

FESTIVE FRY UP



PREPARING DINNER



NATURE CALLS CAMPAIGN VIDEOS

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

Please remember to use the hashtags **#NatureCalls** **#BinWipes**

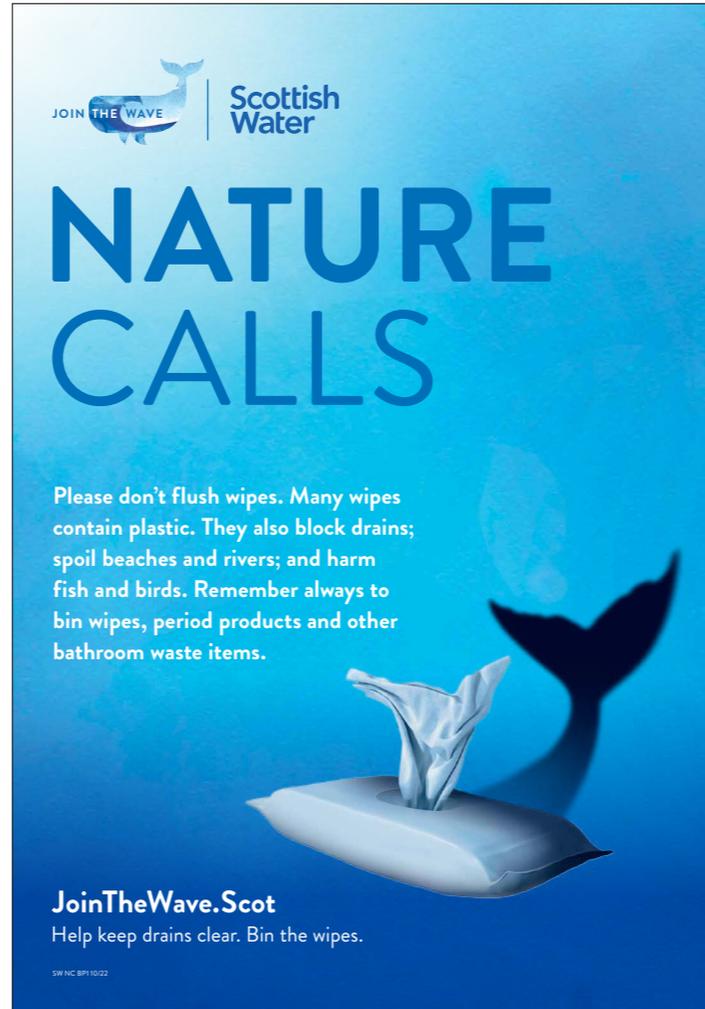


20 AND 30 SEC VIDEO

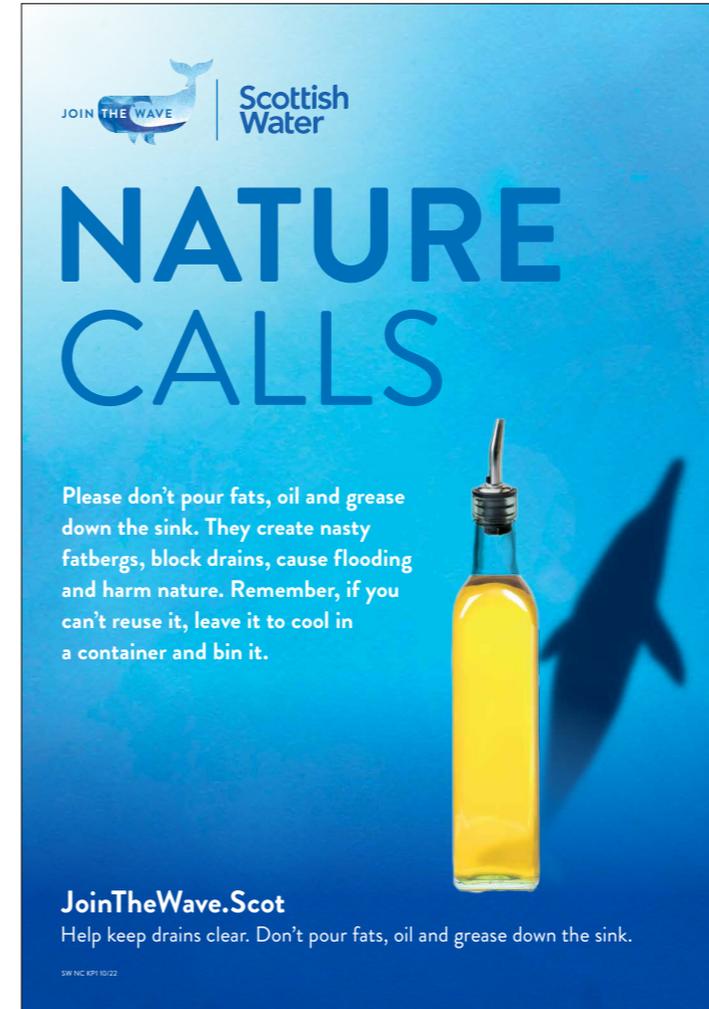
NATURE CALLS COLLATERAL ASSETS

Posters have been developed to help you communicate campaign messaging in bathrooms, kitchens and public places.

These are available to download and print in A4 formats.



BATHROOM POSTER



KITCHEN POSTER

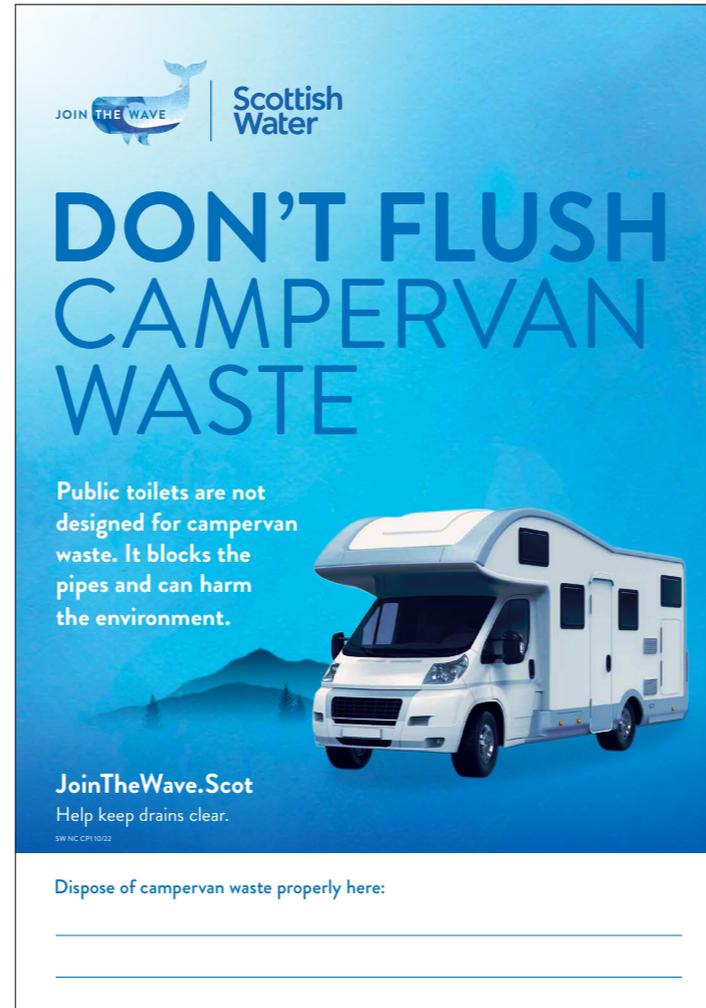
Find out more at JoinTheWave.Scot

COLLATERAL ASSETS [DOWNLOAD](#)

NATURE CALLS COLLATERAL ASSETS

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CAMPERVAN POSTER

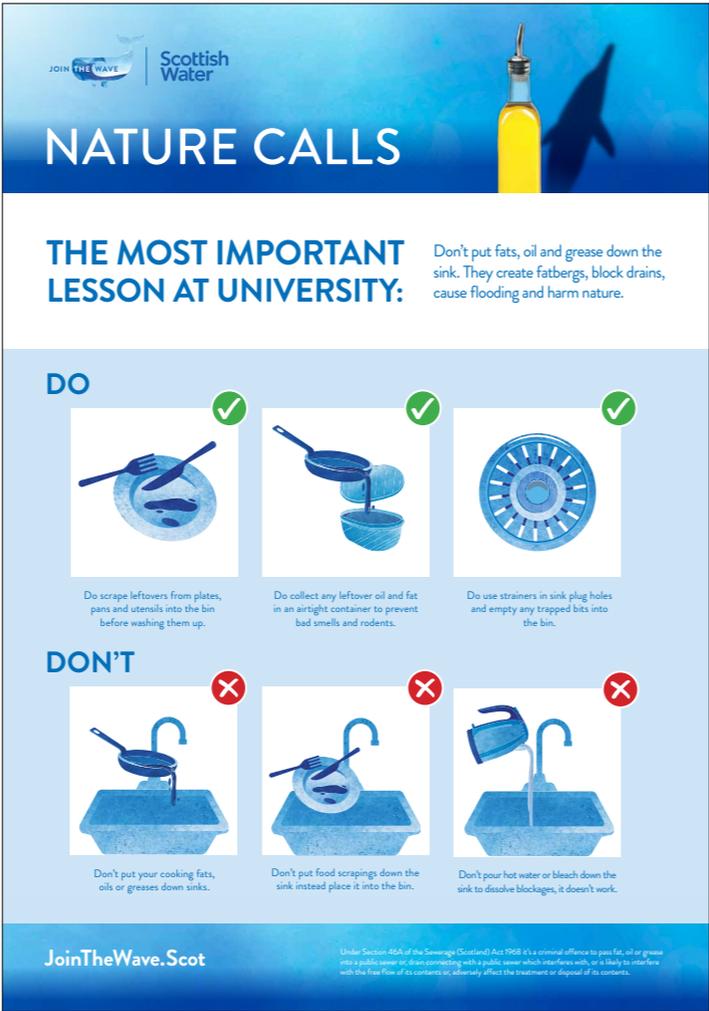


PUBLIC TOILET POSTER

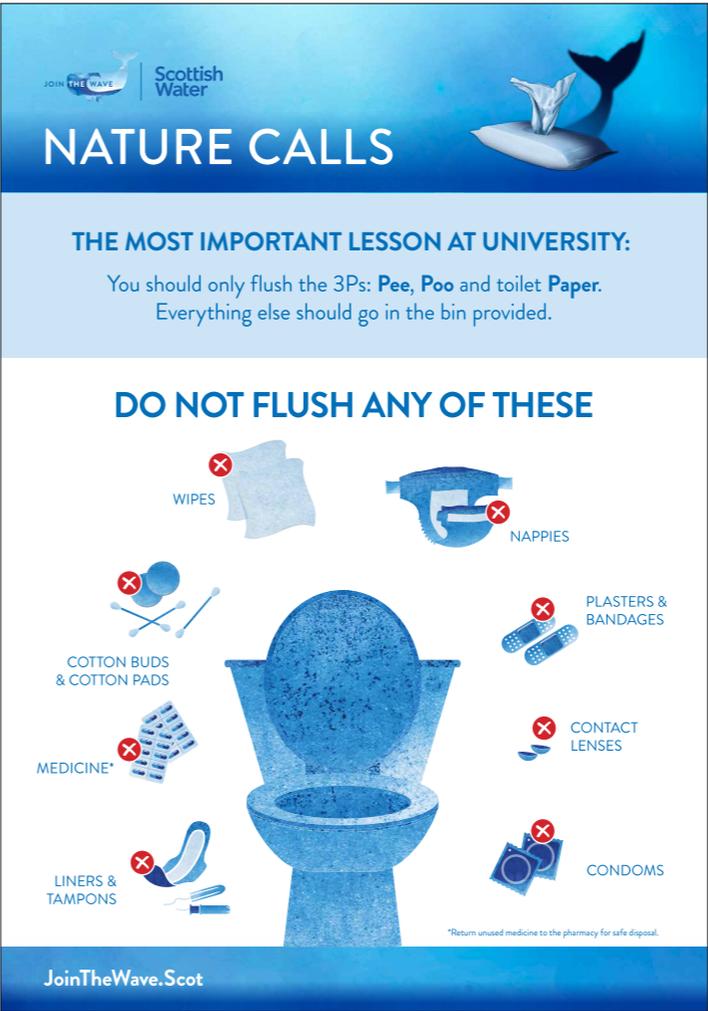
NATURE CALLS UNI HALLS ASSETS

Posters have been developed to help you communicate key campaign behaviours in student bathrooms, kitchens and public places.

These are available to download and print in A4 formats.



UNI HALLS KITCHEN POSTER



UNI HALLS TOILET POSTER

NATURE CALLS TRIFOLD LEAFLET

A trifold flyer has been developed to help you communicate campaign messaging in bathrooms, kitchens and public places.

It is available to download and print in A4 Trifold format.

Do not flush down the toilet:

- WIPES
- COTTON BUDS & COTTON PADS
- MEDICINE
- PLASTERS & BANDAGES
- CONTACT LENSES
- CONDOMS
- LINERS & TAMPONS

Never pour down the sink:

- Peelings / Leftover food
- Fats & Grease
- Milk products
- Sauces / Gravy
- Soup
- Oil / Lard

When nature calls, there's a world to save. Please bin the wipes and join the wave.

Visit JoinTheWave.Scot

Follow us

- facebook.com/scottishwater
- @scottish_water
- @scottishwater

Keep in touch

Sign-up to our e-newsletter www.yourwateryourlife.co.uk/join-the-wave-form/

Alternative formats of this leaflet can be made available free of charge. For information on Braille, large print, audio and a variety of languages, please call our Customer Helpline on 0800 077976. We reserve all rights for quality and training purposes.

If you have a disability, medical condition or other reason why you may need additional assistance from Scottish Water, then please contact us and we can add your name, address and requirements to our free and confidential Priority Services Register.

SW NC L1 03/22

Find out what causes blocked drains, sewer flooding in homes and harms the environment. Plus the steps you can take to stop it.

JoinTheWave.Scot

How you can help prevent blockages

We can all see that Scotland's climate is changing. With severe weather, storm water can overwhelm sewers which are blocked with wipes and other items that shouldn't be flushed.

Every year there are over 36,000 blocked drains and sewers across Scotland, which can cause flooding which affects you and your neighbours and pollutes rivers, burns, coastal waters and beaches in your local area. That's why we spend millions every year tackling the problems caused by waste. Around 80% of these blockages are caused by items that weren't meant to be flushed down the loo or poured down sinks and drains.

The waste water drain which runs from your home to the public sewer is usually about 10cm wide, which is less than the diameter of a DVD. This drain is designed to only take the used water from sinks, showers and baths and pee, poo and toilet paper from the toilet. Even though other things may seem to flush or pour away, they could be causing your drains to block.

But you can help a lot by doing a little. Please dispose of wipes in the bin, not down the loo, and don't slop fats, oil or grease down the sink.

In the bathroom

Here's an easy to remember rule of thumb: only flush the 3Ps: pee, poo and toilet paper. Everything else should go in the bin, not down your toilet.

Help play your part in protecting our environment. Keep a bin in the bathroom for you to quickly, safely and hygienically dispose of all the 'do not flush' personal items. Most of these items contain plastic.

Your bathroom checklist of 'do not flush' items:

- any wipes (baby, facial, personal cleansing, surface cleaning) - even if the pack says 'flushable';
- period products (sanitary towels, tampons, tampon applicators, panty liners, backing strips and wrappings);
- cotton wool, cotton buds, disposable nappies and nappy liners;
- condoms, incontinence pads, colostomy bags, used bandages and contact lenses.

Special disposable bags are available at most pharmacies and supermarkets.

You should also safely dispose of:

- razor blades in a solid container before putting them in the bin,
- syringes and needles in a sharps box or take them to your nearest Needle Bank, and
- unused or unwanted medicines - return these to a pharmacy for safe disposal instead of putting them down your toilet or in your bin.

Even when you are out and about, make sure you use the bins provided in public toilets.

In the kitchen

It may seem like fats, oil and grease (FOG) go down the kitchen drain with ease. However, once in sewers and pipes they cool and congeal. Then when these fats combine with other materials in the sewer system, they create blockages and nasty fatbergs.

Pouring hot water down your plughole will not help to dissolve any fats, oil or grease, and remember everything that you put down your plughole, toilet and drains all ends up in the drains and sewers.

All fats are equal. Whether it is saturated fat (like lard), mono-unsaturated fat (like olive oil) or vegetable oil - they all congeal and harden.

Your kitchen checklist:

- Fats, oil and grease - if you can't reuse it, leave to cool and then scrape into a sealable container and recycle or put it in the bin*.
- Give plates, pans, utensils and containers a quick scrape or wipe with some kitchen towel before washing and use a sink strainer in the plughole to catch any bits of leftover food going down the sink.
- Believe it or not soup, stocks, sauces and milk products all contain fat, which can also congeal and harden in your drains - leave these to cool/harden, scrape into a container and put them in the bin*.
- Peelings - put any waste food and peelings into your household rubbish*.

* Please check with your local Council, oil recycling site or waste contractor for information on how to recycle or dispose of used fats, oil and grease in your area.

A4 TRIFOLD



Find out more at JoinTheWave.Scot

COLLATERAL ASSETS [DOWNLOAD](#)

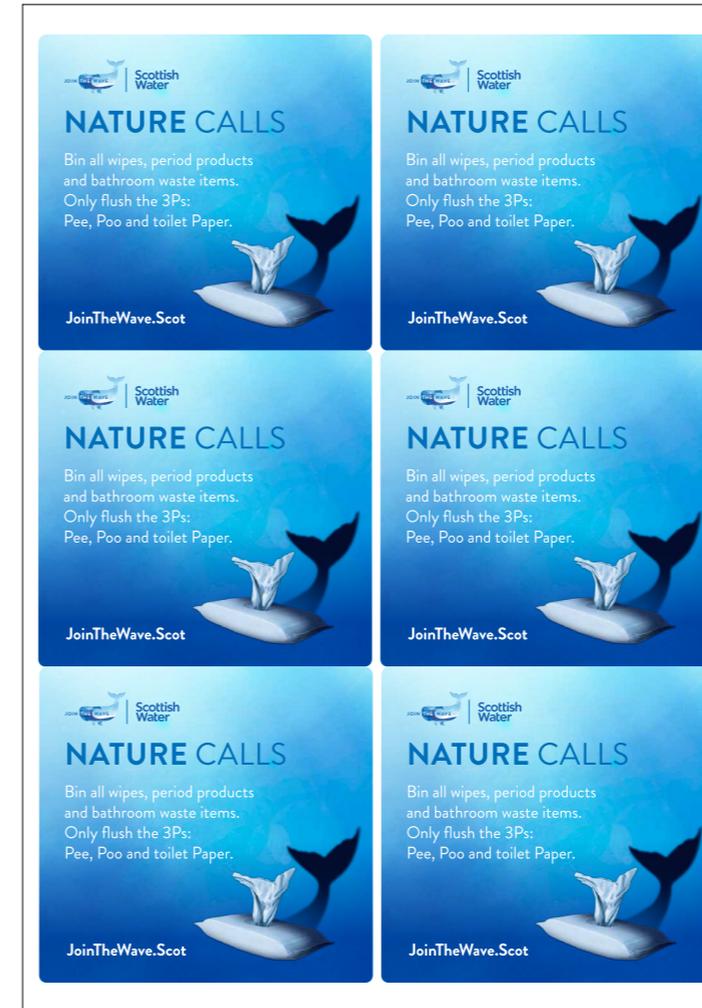
NATURE CALLS A4 STICKER SHEETS

Stickers have been developed to help you communicate the message to 'Bin The Wipes' wherever relevant.

These are available to download and print in A4 formats.



99.1 X 57 STICKER SHEET



99.1 X 93.1 STICKER SHEET

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

COLLATERAL ASSETS

[DOWNLOAD](#)

NATURE CALLS A4 STICKER SHEETS

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CIRCLE STICKER SHEET OPTION 1

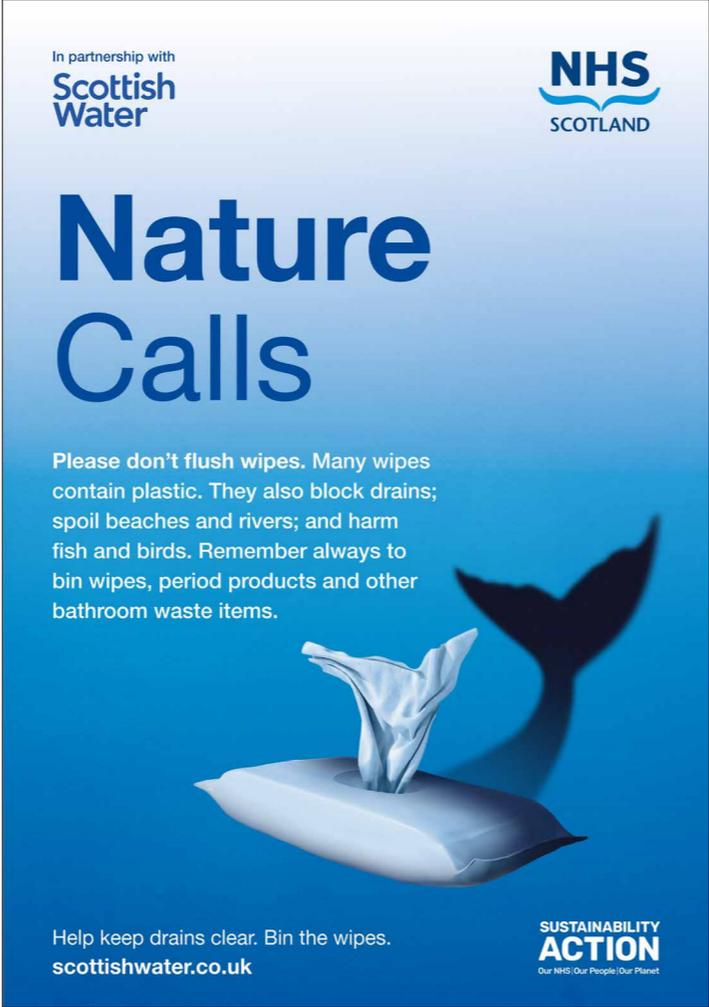


CIRCLE STICKER SHEET OPTION 2

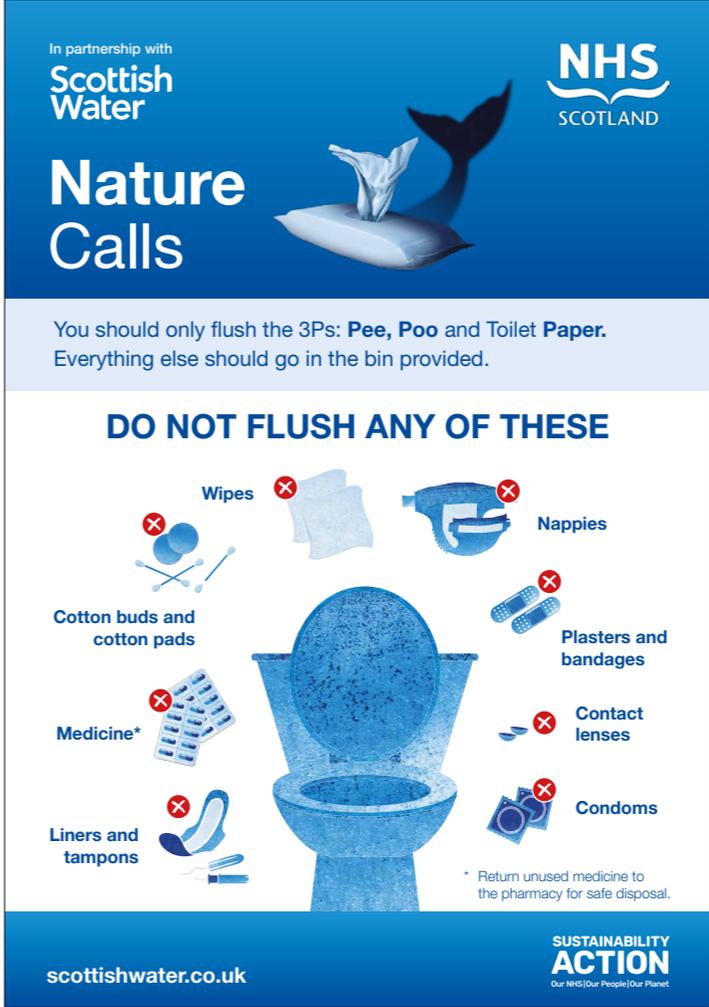
NATURE CALLS NHS ASSETS

Posters have been developed to help you communicate campaign messaging in NHS facilities.

These are available to download and print in A4 formats.



NHS WIPES POSTER



NHS PUBLIC TOILET POSTER

NATURE CALLS
BAN WIPES LOGO



Find out more at 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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