

JOIN THE WAVE

your water
your life

Scottish
Water

TOOLKIT GUIDE

WELCOME TO YOUR TOOLKIT

This Toolkit has been designed with your business in mind. It will show you how to appropriately use your Join the Wave content both in and around the workplace, and through your Social Media channels.

PRINT

- Set of A4 Posters
- Press Release Template
- Two Pull Up Banners

POLICY

- Sustainability policy template

DIGITAL

- Square and Landscape Social Media Posts
- Online “Sustainability at work” for employee engagement
- Email footer for internal distribution of Employee Engagement piece



POLICY ASSET

SUSTAINABILITY POLICY TEMPLATE

We've created a sustainability policy template for your business which outlines the commitment you're making to Join The Wave. Easy to use, three page document full of insight on water sustainability.

ARTWORK PDFS

- Print ready
- One set with printers marks for professional printing
- One set for in house printing (no printers marks)



WATER SUSTAINABILITY POLICY

Making sure our business operates in the most sustainable way is a primary concern to us. We recognise that our activities can impact the natural environment and the surrounding communities both directly and indirectly.

Therefore, we seek to minimise our environmental impact by regularly monitoring our performance, following best practices and implementing the most appropriate measures. Our commitment to sustainable practices aligns with the Sustainable Development Goals of the United Nations as they relate to the conservation and sustainable management of our shared water resources.

 Comply with relevant legislations and regulations	 Apply the appropriate codes of practice	 Regularly review the environmental impact of our activities	 Implement measurement and monitoring mechanisms
 Reduce the amount of waste produced at our premises	 Recycle and reuse water where possible	 Engage our employees and provide the necessary training	 Improve resource efficiency through sustainable procurement
 Set appropriate and science-based reduction targets	 Regularly engage with our stakeholders	 Periodically review and update our internal strategies	 Publicly disclose our environmental objectives and performances

Name
Title

Date
Signed

In house print:

JTW_Toolkit_Sustainability Policy Template_A4_Inhouse print.pdf

Professional print:

JTW_Toolkit_Sustainability Policy Template_A4_Professional print.pdf

PRINT ASSET

SET OF A4 POSTERS

The A4 posters are useful for reminding your colleagues in real time of the many ways they can make small changes to get big results. When placed in key areas where water is typically wasted, such as the bathroom and the kitchen, they can make a significant impact and serve as a great daily reminder.

ARTWORK PDFS

- Print ready
- One set with printers marks for professional printing
- One set for in house printing (no printers marks)
- For cobranding/resize please use InDesign file

INDESIGN FILES

- Cobranding/resize option available with provided InDesign file named: JTW_Toolkit_A4 Poster_Cobranded.indd
- Place your logo in specified area and export as PDF. If printing professionally please export with all printers marks



COBRANDING EXAMPLE

Inhouse print PDF: JTW_Toolkit_A4 Poster_Inhouse Print_Joined the wave.pdf

Professional print PDF: JTW_Toolkit_A4 Poster_Professional Print_Joined the wave.pdf

Cobranding IND: JTW_Toolkit_A4 Poster_Cobranded.indd

HEALTH BENEFITS THEMED



Inhouse print PDF:

JTW_Toolkit_A4 Poster_Inhouse Print_Be More Energised.pdf

Professional print PDF:

JTW_Toolkit_A4 Poster_Professional Print_Be More Energised.pdf



Inhouse print PDF:

JTW_Toolkit_A4 Poster_Inhouse Print_Be More Focused.pdf

Professional print PDF:

TW_Toolkit_A4 Poster_Professional Print_Be More Focused.pdf

SUSTAINABILITY THEMED



Inhouse print PDF:

JTW_Toolkit_A4 Poster_Inhouse Print_Lose The Litter.pdf

Professional print PDF:

JTW_Toolkit_A4 Poster_Professional Print_Lose The Litter.pdf



Inhouse print PDF:

JTW_Toolkit_A4 Poster_Inhouse Print_Save The Seas.pdf

Professional print PDF:

JTW_Toolkit_A4 Poster_Professional Print_Save The Seas.pdf

WATER WASTING THEMED



Inhouse print PDF:

JTW_Toolkit_A4 Poster_Inhouse Print_Waste Less Water Bath.pdf

Professional print PDF:

JTW_Toolkit_A4 Poster_Professional Print_Waste Less Water Bath.pdf



Inhouse print PDF:

JTW_Toolkit_A4 Poster_Inhouse Print_Waste Less Water Car.pdf

Professional print PDF:

JTW_Toolkit_A4 Poster_Professional Print_Waste Less Water Car.pdf

PRINT ASSET

PULL UP BANNERS

Pull up banners are a great conversation starter for clients and can demonstrate to prospective employees the values your company is proud of. They are an effective way to increase awareness while giving the office a fresh new look.

ARTWORK PDFS

- Currently set to 2000mm X 800mm
- Bleed 5mm
- Print ready
- For cobranding/resize please use InDesign file

INDESIGN FILES

- Cobranding/resize option available with provided InDesign file named: JTW_Toolkit_Pull Up Banner_2000x800_Cobranded.indd
- Place your logo in specified area and export with all printers marks



COBRANDING EXAMPLES

Print Ready PDF (2000mm X 800mm):

JTW_Toolkit_Pull Up Banner_2000x800_Lose The Litter.pdf



Print Ready PDF (2000mm X 800mm):

JTW_Toolkit_Pull Up Banner_2000x800_Join The Wave.pdf

DIGITAL ASSET

SQUARE SOCIAL POSTS

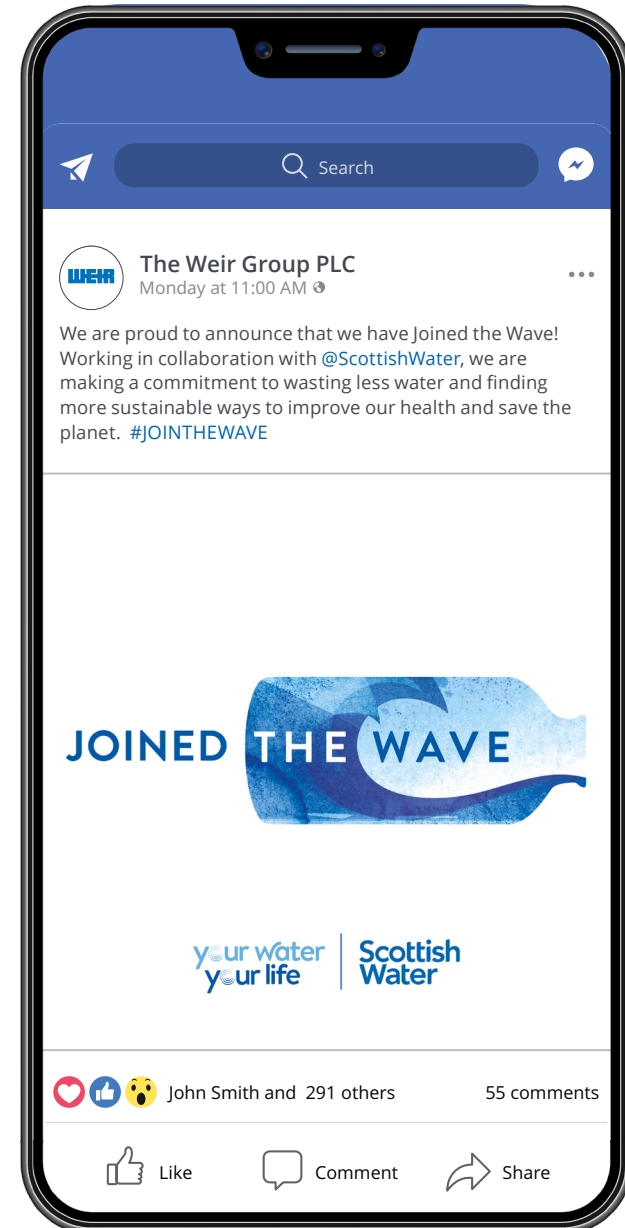
The Square Social Posts are to be used for Instagram and Facebook only. As with the Landscape Social Posts, these posts are to be used to let your audience know that you've Joined the Wave and provide updates on your ongoing commitment to be more sustainable in the workplace.

IMAGE SPEC

- Currently set to 1200px X 1200px

COPY

- Please include #JOINTHEWAVE
- See pages 7- 10 of this guide (square social post set) for examples of accompanying copy for social posts
- Be creative with your content. Ask questions, share tips and facts related to your company's approach to sustainability



File Name:

JTW_Toolkit_SM_Square_Joined the wave.jpg

CORE SQUARE SOCIAL POSTS

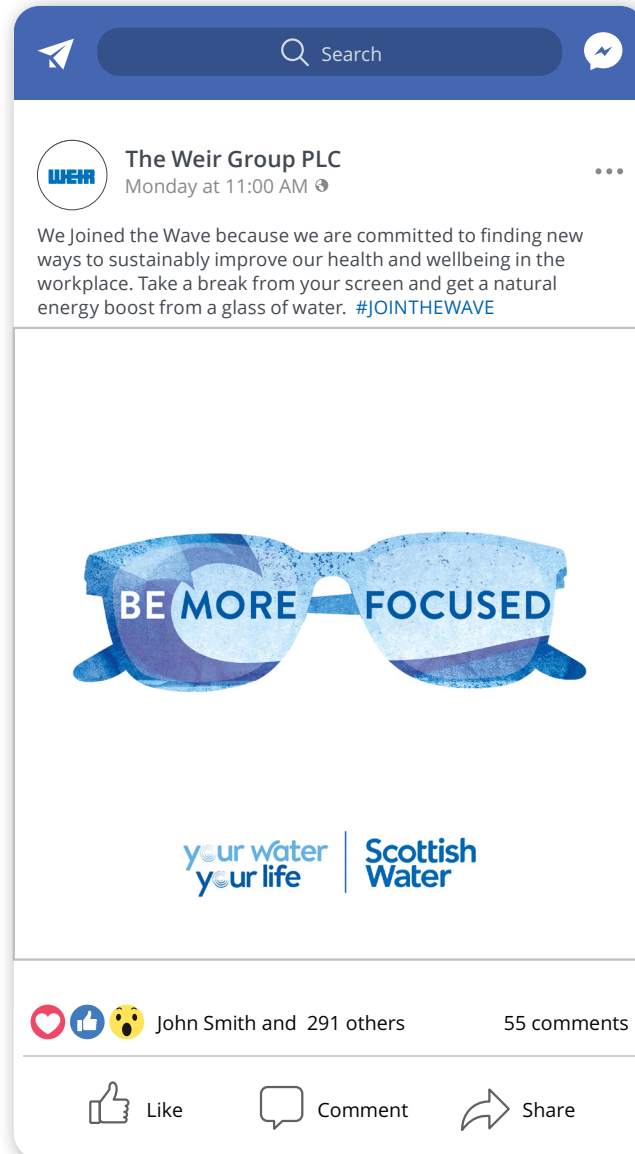


File Name:
JTW_Toolkit_SM_Square_Joined the wave.jpg

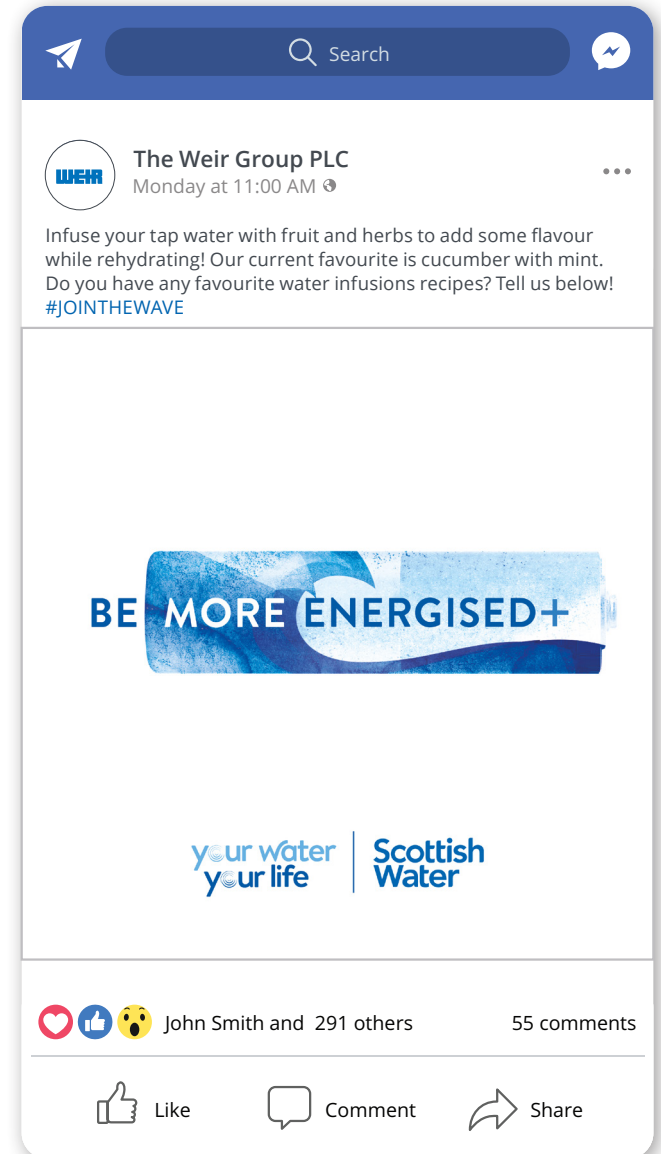


File Name:
JTW_Toolkit_SM_Square_Waste Less Be More.jpg

HEALTH BENEFITS SQUARE SOCIAL POSTS

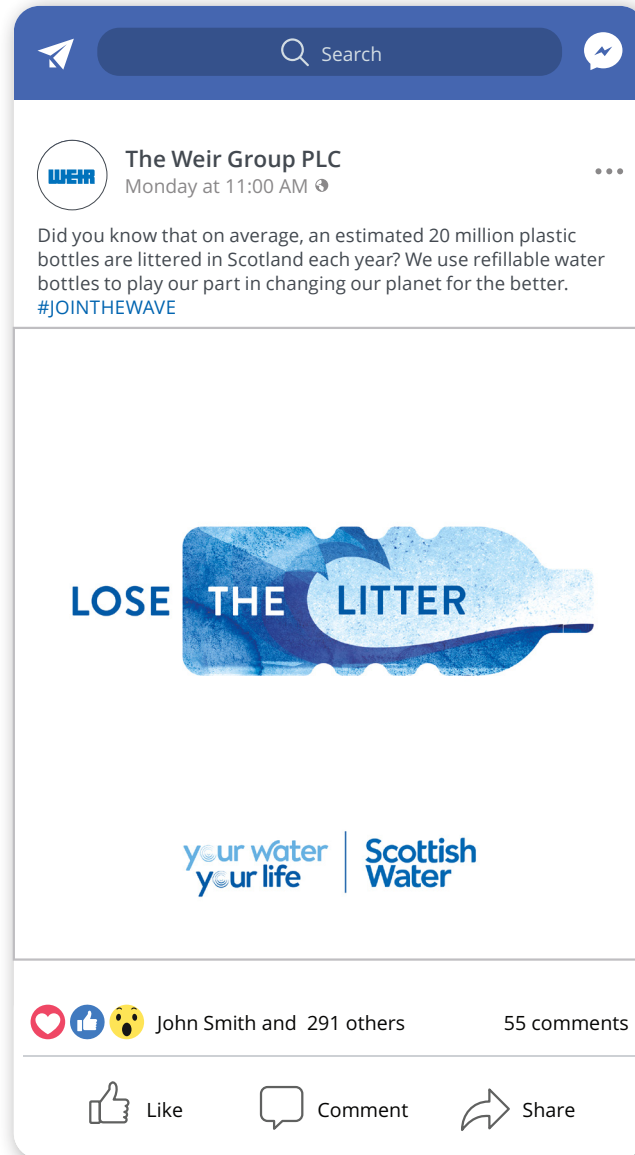


File Name:
JTW_Toolkit_SM_Square_Be More focused.jpg



File Name:
JTW_Toolkit_SM_Square_Be More Energised.jpg

SUSTAINABILITY SQUARE SOCIAL POSTS

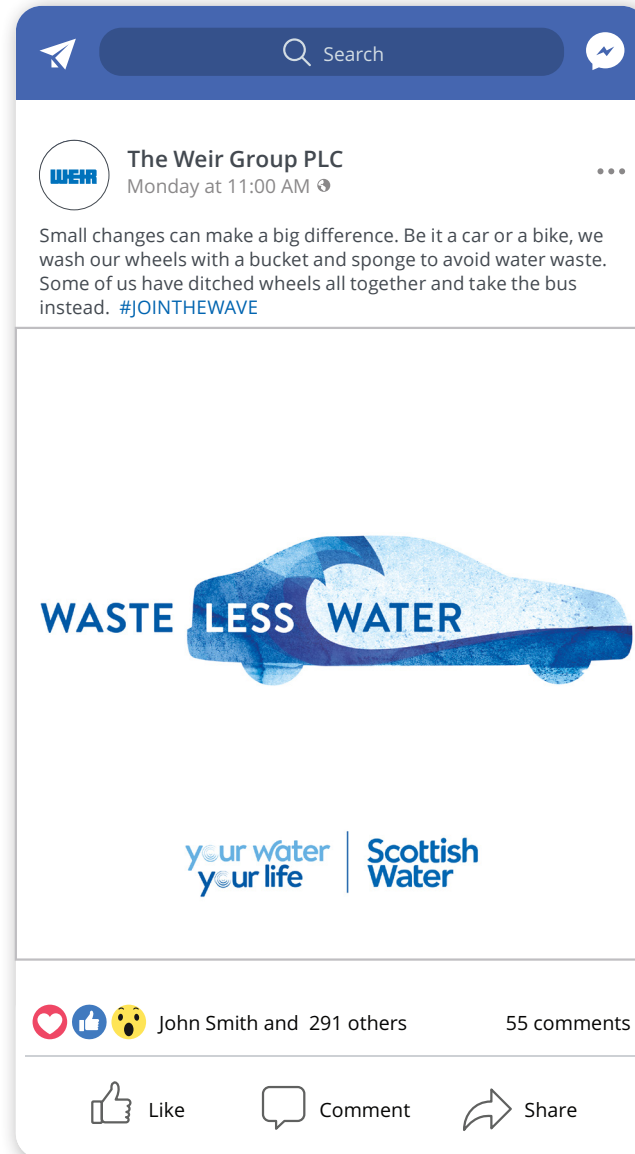


File Name:
JTW_Toolkit_SM_Square_Lose the litter.jpg



File Name:
JTW_Toolkit_SM_Square_Save The Seas.jpg

WATER WASTING SQUARE SOCIAL POSTS



File Name:
JTW_Toolkit_SM_Square_Waste Less Water Car.jpg



File Name:
JTW_Toolkit_SM_Square_Waste Less Water Bath.jpg

DIGITAL ASSET

LANDSCAPE SOCIAL POSTS

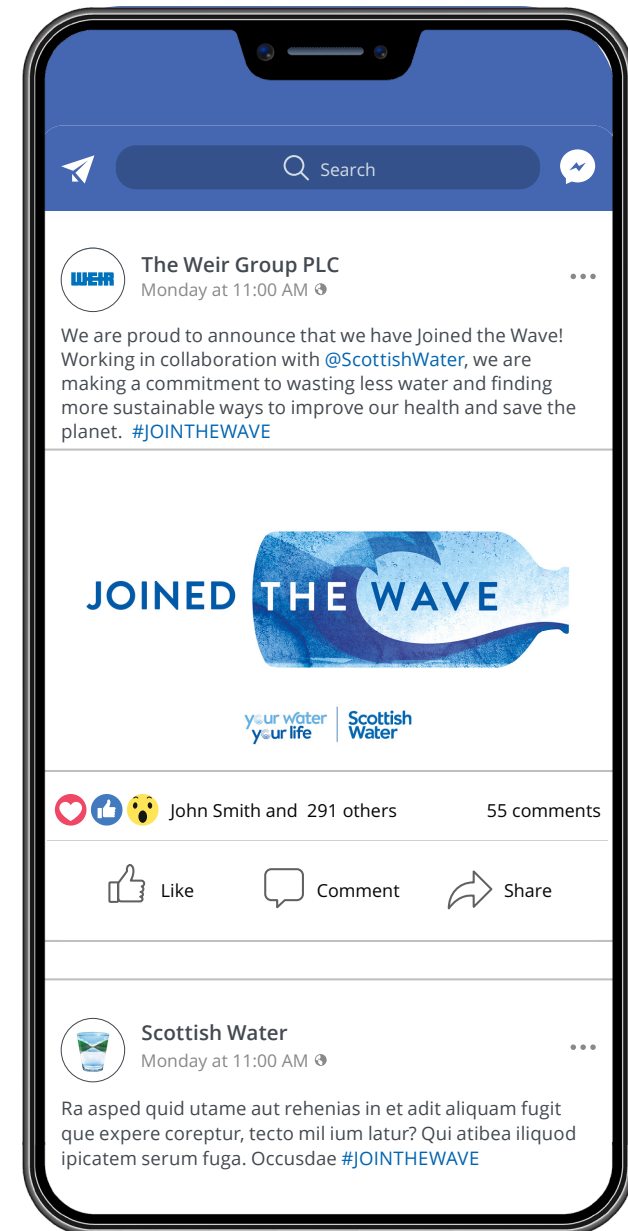
A Social Post is a great way to demonstrate the positive sustainability changes your company is making. Engaging online with the public on a topic we can all unite on, such as sustainability, gives your company an opportunity to show how much you care.

IMAGE SPEC

- Currently set to 1200px X 675px

COPY

- Please include #JOINTHEWAVE
- See pages 7- 10 of this guide (square social post set) for examples of accompanying copy for social posts
- Be creative with your content. Ask questions, share tips and facts related to your company's approach to sustainability



File Name:

JTW_Toolkit_SM_Landscape_Joined the wave.jpg

DIGITAL ASSET

EMPLOYEE ENGAGEMENT ONLINE PIECE

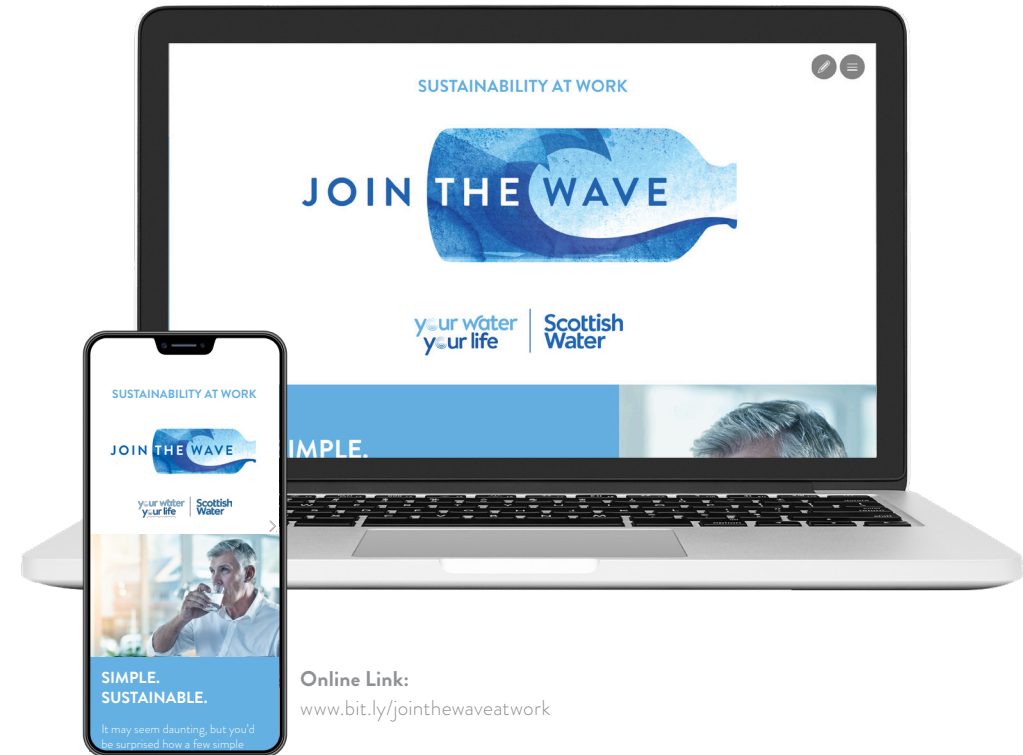
We've created an online guide you can share with your employees to get them involved with the Join The Wave movement. This engaging resource features simple tips and tricks on how we can all play our part in moving towards a more sustainable future.

LINK

www.bit.ly/jointhewaveatwork

USE

- Mobile and desktop friendly
- Share with employees via link provided or share by emailing promotion image (which displays links)



Online Link:
www.bit.ly/jointhewaveatwork



Shareable email footer jpg:
JTW_Toolkit_Employee_email footer.jpg

HAVE ANY QUESTIONS?

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