Litter Prevention Toolkit – Bin it or Bring it Home

We are pleased to introduce the litter prevention toolkit and anticipate the positive impact of the "Bin it or Bring it Home" assets in preventing litter from entering our waterways.

This toolkit incorporates insights from local councils, litter advocacy, community and animal welfare groups, highlighting the urgent need to understand how urban littering affects our waterways and the biodiversity that depend on these ecosystems.

This introduction guide provides a simple outline on how to make the most of each asset found within the toolkit. All assets are available for download from the toolkit website: https://www.melbournewater.com.au/litter-toolkit
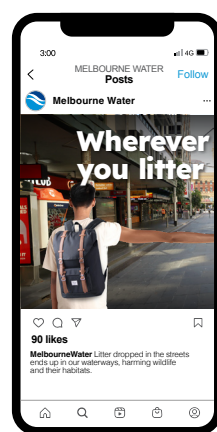
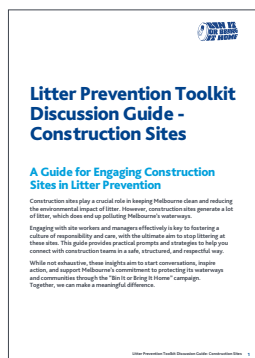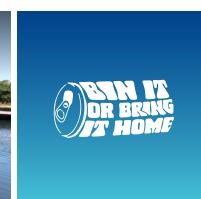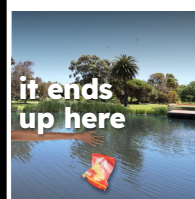**The toolkit contains:**

Semi-customisable posters

Bin decals

Social media templates

Litter prevention discussion guides

Floor decals

Semi-customisable Posters

The toolkit includes 24 different poster designs, allowing you to choose the version that best suits your location and audience.

To maximise impact, we encourage displaying these posters in high-traffic areas where littering is more common, such as train stations, tram stops, high streets, and underpasses. The goal is to raise awareness among Melburnians that urban litter eventually makes its way into waterways, harming local ecosystems.

The posters come in two different sizes - A2 & A3 - and can be used on bins, in combination with the bin decals.

Before printing and installing the posters, we recommend seeking the necessary approvals from your local council or relevant authorities.

We have also created space on these posters for you to add in your own logo, if you so desire.
To add your logo please follow the steps below:

1. Download your chosen poster asset (this will download as a PDF file),
**2. Now open one of the below software programs**

Canva – A free design software. However, we recommend having a paid subscription in order to achieve the highest quality print.

Photoshop – A paid for design software. Slightly more intricate than Canva and we would recommend someone with design experience utilising this software.
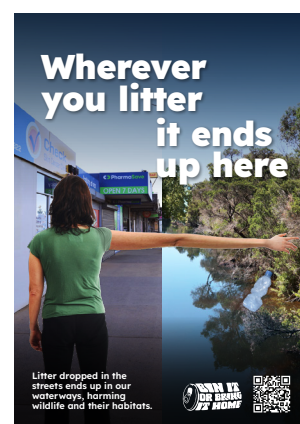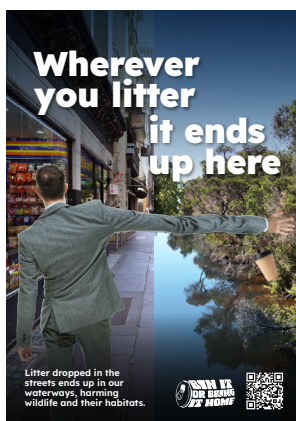
Using Canva

1. Login to your account and open up a new project by clicking **"projects"** and then **"create design"**
   a. If you don't have an account you can create one (please note some features, including downloading high quality files, requires a paid subscription).

2. Scroll down to the **"upload"** section and upload the PDF file you have downloaded from the website

3. This will open up a file with the poster uploaded

4. Next, you need to select **"file"** and then **"upload files"**

5. This will open up this panel, where you will need to select **"upload files"**. From here, choose the logo you wish to add to the poster.
   a. We recommend uploading your logo file as a PNG with a transparent background
   b. We recommend a fully white logo to standout from the background

6. The logo will be uploaded here. To get this onto your design, you will need to click **"upload files"** and then it will appear on your design.

7. Once you have got the logo onto the design, resize the logo to fit in the top right of the image. Making sure it isn't too big or too small.

8. Once you are happy with your logo placement, your poster is now ready to be downloaded. To complete the last step, simply click **"file"** and then **"download"**.

9. Change the file type to **"pdf print"**, colour profile to **"CMYK"** and click **"download"**

10. This file will then appear in your download folder and is now ready to be sent to the printers.
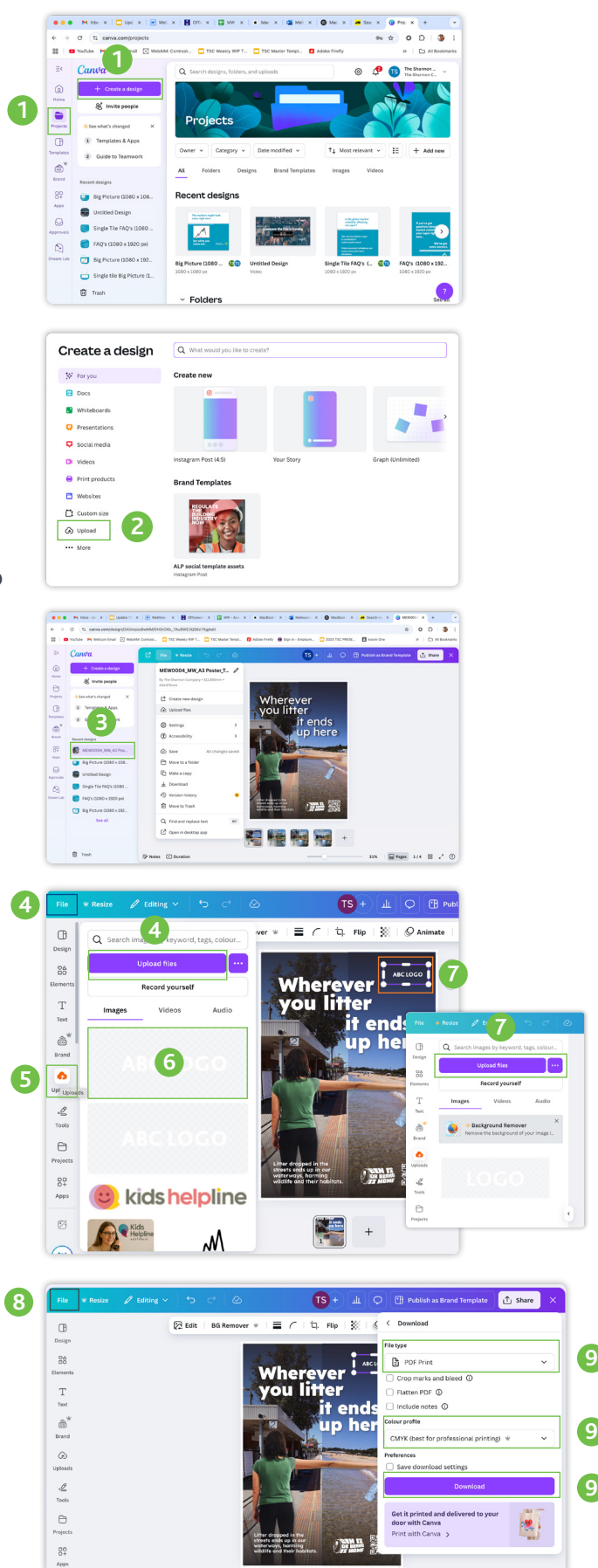
Using Photoshop

1. Open up Photoshop application, new window will pop up

2. Click "New file" button on the left, a new document window opens. Select **"print"** tab at the top then click **"View All Presets+"** This allows you to select the desired poster size.

   <u>Please note:</u> Anything over A3 size you will need to specify measurements on the right hand side.
   a. A2 Poster - 420mm (w) x 594mm (h)
   b. A3 Poster - 297mm (w) x 420mm (h)

3. Click on the A3 document: To the right, make sure Resolution: 300, Colour Mode: CMYK Color, Click "Create" button.This will open a blank photoshop document

4. Next, you need to select **"file"** and then **"open"**.

5. New window opens, select the destination where the poster is located (make sure the poster size matches the photoshop canvas size).
   Pop up window appears. Make sure Resolution is 300 and Mode is CMYK Colour.
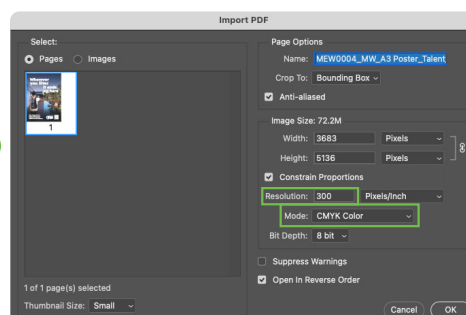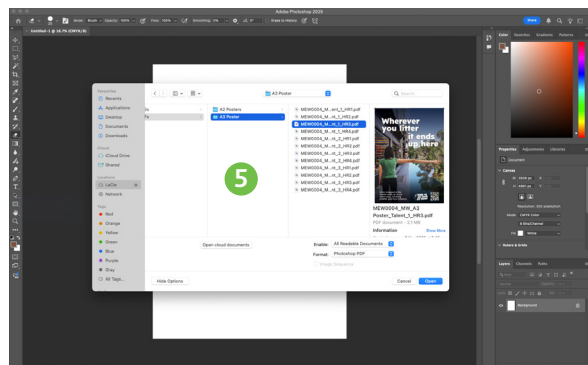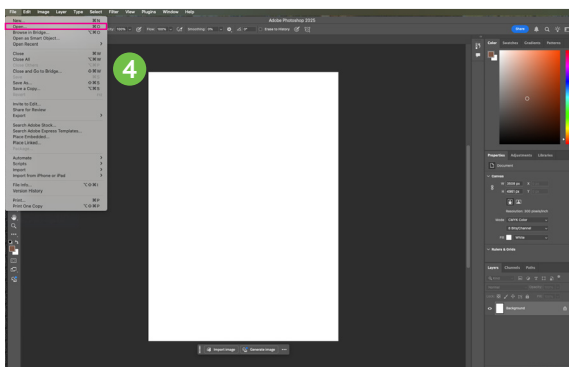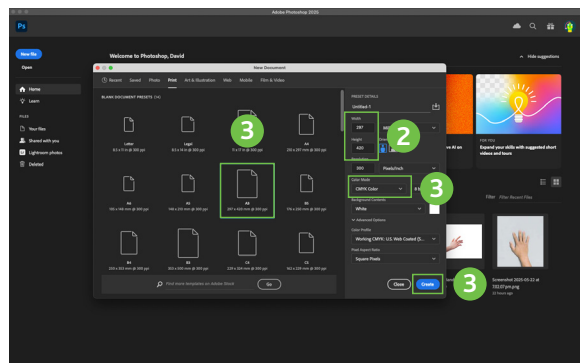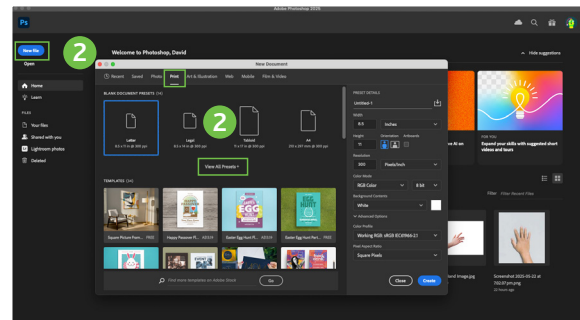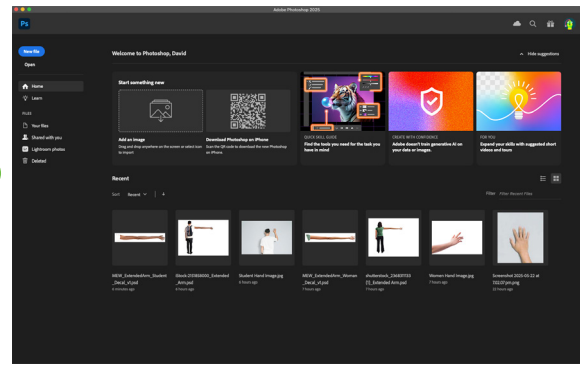
Using Photoshop - cont.

6. Once the poster is open, you can then drag your logo file from your File Explorer directly onto the poster. We recommend uploading your logo file as a PNG with a transparent background

7. Once the logo is placed and you are happy, go to File and select **"Save As"**.
Select your destination. Under Format: select **"Photoshop PDF"**, then click **"Save"**.

8. New window opens, select "Adobe PDF Preset": **[High Quality Print]**, then click **"Save PDF"**

This file is now ready to be sent to the printers.
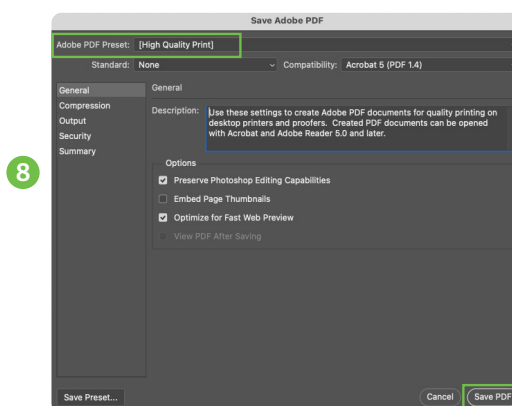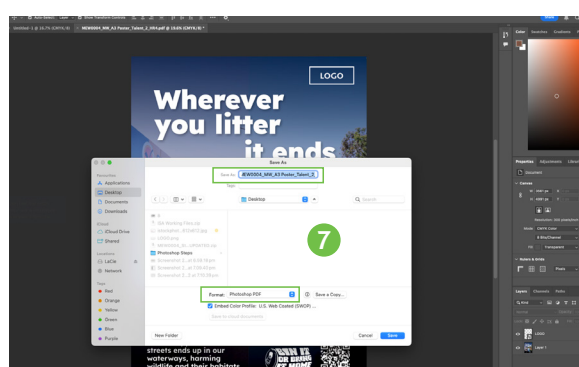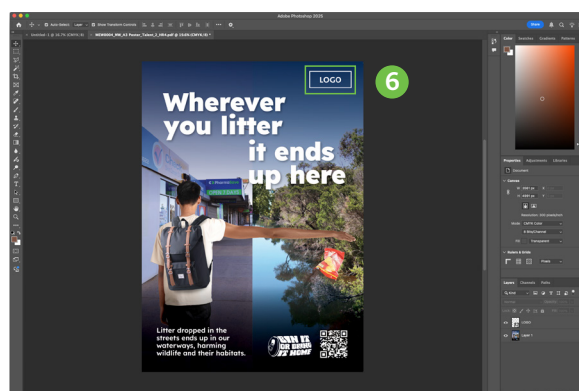
Social Media Templates

Two formats are available: a square carousel of images and a 9x16 story image.

Carousel of Images

When using the carousel, ensure you download both images featuring the same person with the corresponding arm. These two images should be posted together in the same social media post. The first image is designed to capture attention, encouraging users to swipe and see the real impact of urban littering.

Suggested Social Media Copy

You are welcome to use any supporting text alongside the carousel. A suggested caption is:

"Litter dropped in the streets ends up in our waterways, harming wildlife and their habitats. #BinItOrBringItHome"
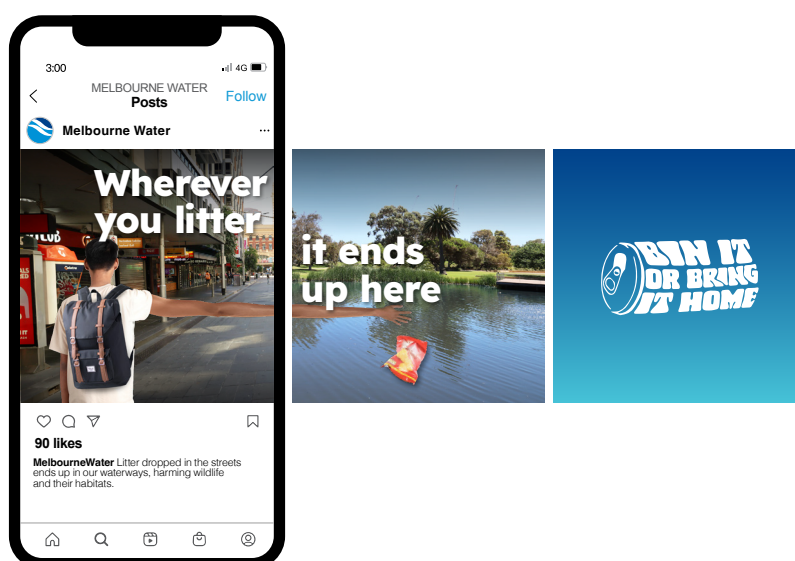
9x16 Story Image

We have provided three frames for story images. If you choose to post all three, please ensure they are shared in sequence—frame 1, followed by frame 2, and then frame 3.

However, using all three frames is not essential for an effective story. If you prefer a shorter sequence, we recommend posting either frame 1 on its own or frames 1 and 2 together.
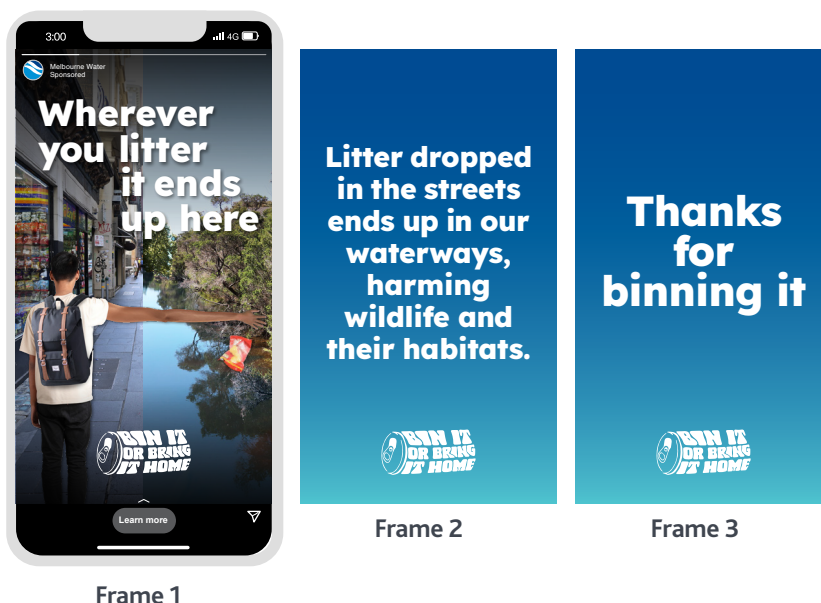
Frame 1

Frame 2

Frame 3

Decals

Bin Decals

The toolkit includes a range of decals that can be applied to local bins to encourage litter prevention behaviours. You can also use the main toolkit posters on bins to reinforce the message.

You are welcome to place any decal on any side of the bin. However, we recommend using the "Thanks for binning it" decal on the front to reinforce positive litter disposal behaviours.

We've designed two versions of the bin decal, one featuring a chip packet, and the other a plastic water bottle. We recommend using the chip packet decal on landfill bins, and the plastic water bottle decal on recycling bins. This helps clearly signal correct disposal and encourages positive recycling behaviours.

The downloadable assets are available in a selection of standard bin sizes (A3 & A2). However, we recognise that some bins may fall outside these dimensions. If you require a custom-sized decal, please contact our creative partners at **elisa@theshannoncompany.com.au**. Please note that bespoke decal creation will incur a small fee, which you can arrange directly with our creative partners.

Floor Decals

We have provided a range of distance markers to help direct people towards bins or remind them to take their litter home. We have created two sizes of the floor decals, one is larger at 600x748mm and other is smaller at 500x622mm.

These simple markers communicate distances to nearby bins and notify people when they are in areas without bins. The markers provide clear instructions on what to do with rubbish, encouraging responsible litter disposal in urban and parkland settings.

These decals can be printed using our recommended supplier or your own preferred provider.
As always, we strongly encourage requesting environmentally sustainable printing options.
To reinforce the stretchy arms creative, we've designed a series of floor decals, each two meters long. Placing these in high-traffic areas near bins will help draw attention and encourage people to dispose of their litter properly.

Litter Prevention Discussion Guides

The final component of the toolkit is the litter prevention discussion guides. These guides are designed to inspire conversations with construction groups, schools, and community organisations about getting involved in litter advocacy—focusing on both prevention and clean-up efforts. They include key litter statistics and practical tips for fostering litter prevention behaviours in different settings.

While not exhaustive, these guides provide discussion prompts to help encourage positive behaviour change. Before engaging with the groups outlined in the guides, we recommend seeking any necessary approvals from your local council.
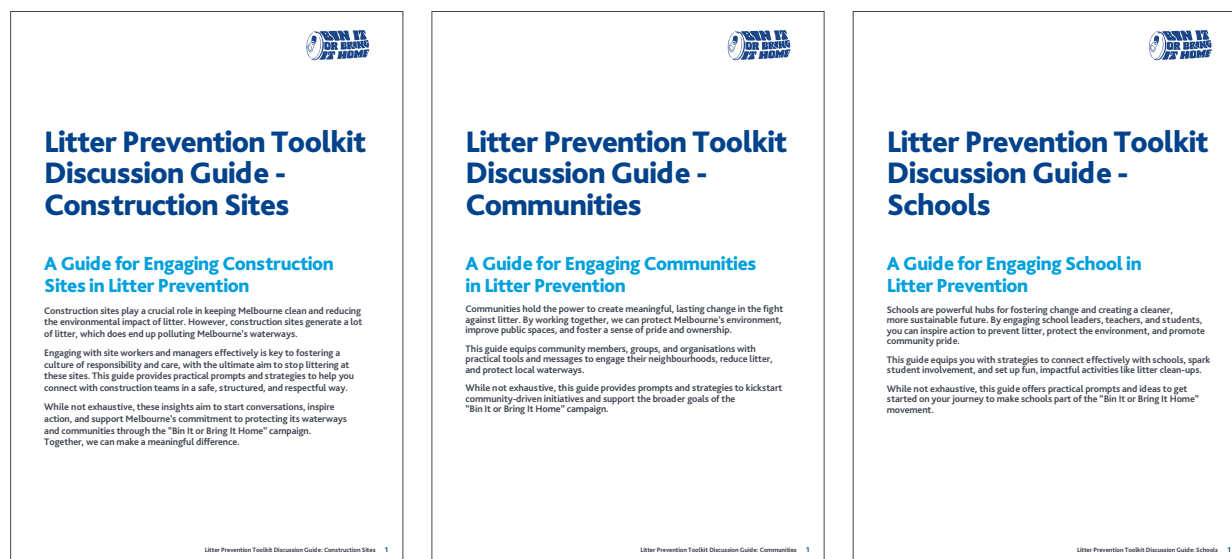
Printing

We have liaised with a local printing company who specialises in environmentally friendly printing. Their contact details are listed below:

TotalPrint
Email: chris@totalprint.com.au
Phone number: (03) 9358 6812

You are welcome to use your own printing partners for this toolkit, however, it is essential that any printed assets from the toolkit do not become litter themselves. If you are arranging your own printing, please ensure that only environmentally friendly and recyclable materials are used.

Support

At Melbourne Water, we are always looking for ways to further develop this toolkit. If you have any suggestions, please reach out to us via our website, customer service line or email.

Website: www.melbournewater.com.au/about/contact-us

Phone: 131 722 (Monday to Friday, 8:30am – 5pm AEDT)

Email: communityconnections@melbourne.com.au