

CLEAN4 CHANGE

MARKETING TOOLKIT



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ABOUT



Clean4Change is an open-sourced, global movement to encourage cleanup actions, launched by the Alliance to End Plastic Waste.

With our launch on Earth Day in 2021, we have engaged with diverse audiences around the world and motivated them to adopt cleanup behaviours. And to date, we have collectively picked up more than 1.5 million pieces of litter all over the world.

We know that employee and citizen engagement is possible if everyone believes that keeping our environment clean is a shared responsibility between governments, local authorities, organisations and individuals.

Clean4Change will be the catalyst to inspire that change through education, empowerment and collective action.

ABOUT THIS TOOLKIT

This toolkit is designed to provide you with communications materials to engage and encourage participation from your employees and any other stakeholders in your community.

The content outlined in this document is available for you to download and customise or use as is. If you have any questions or require assistance, please reach out to clean4change@endplasticwaste.org

MESSAGING

The messaging for the campaign is built on the idea that

“Every cleanup is more than just a cleanup”.

To create a strong recycling movement, we have to find ways to make recycling relatable to everyone. Cleanups have become activities that many can relate to and every cleanup is a pathway towards helping everyone to understand the role their behaviours play in helping end plastic waste in the environment.

This guide will help you develop internal and external communication materials that are consistent in message, visual style, and tone. You can find more information on how to implement the messaging in this document.

01 KEY VISUAL

OVERVIEW

To remind followers of your participation in Clean4Change, the always-on visual can be used at any point in the campaign.



LAUNCH VISUAL



ALWAYS-ON VISUAL

COLOUR PALETTE

Primary colours

Secondary colours

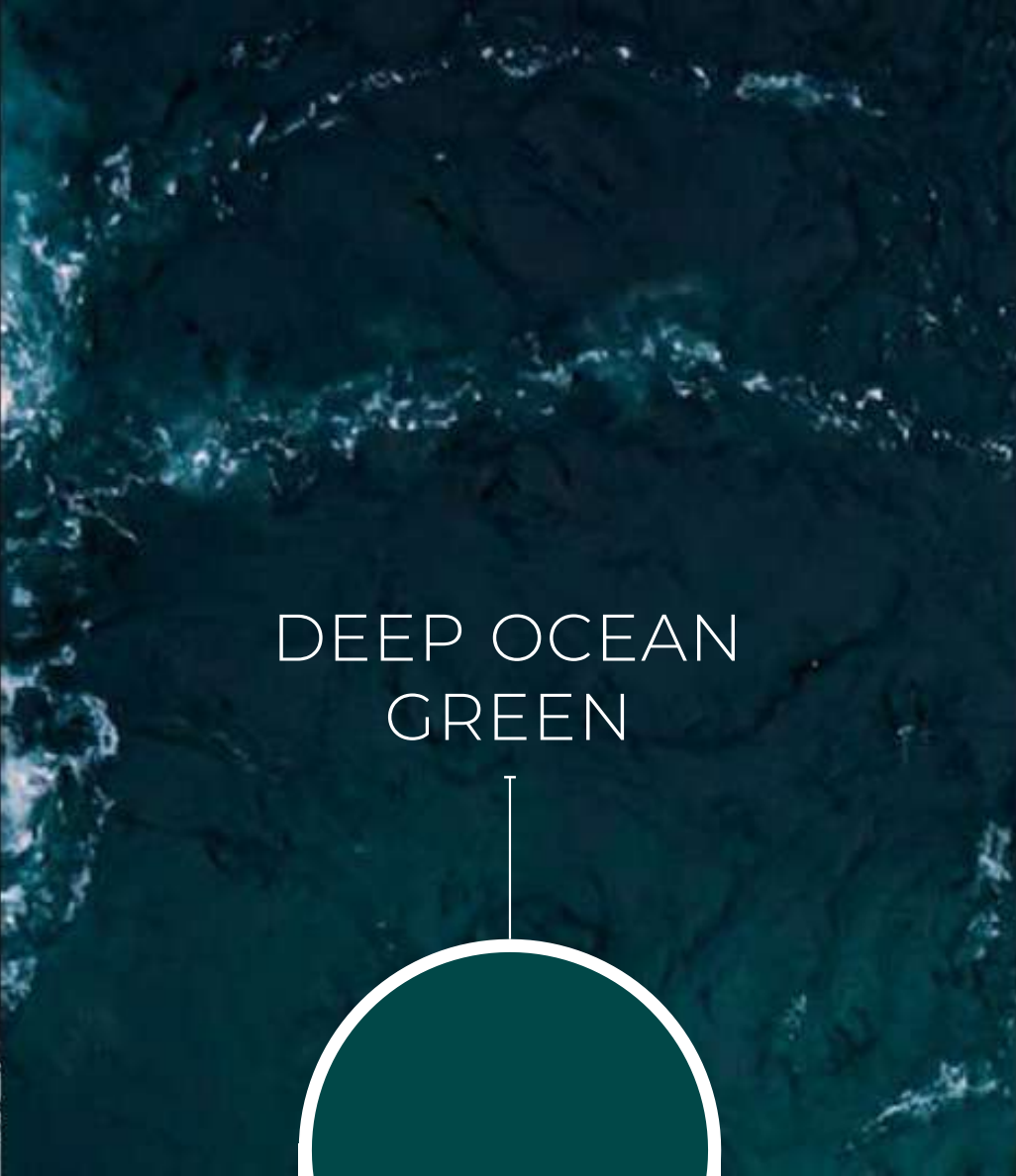
At a glance



MIDNIGHT
BLACK



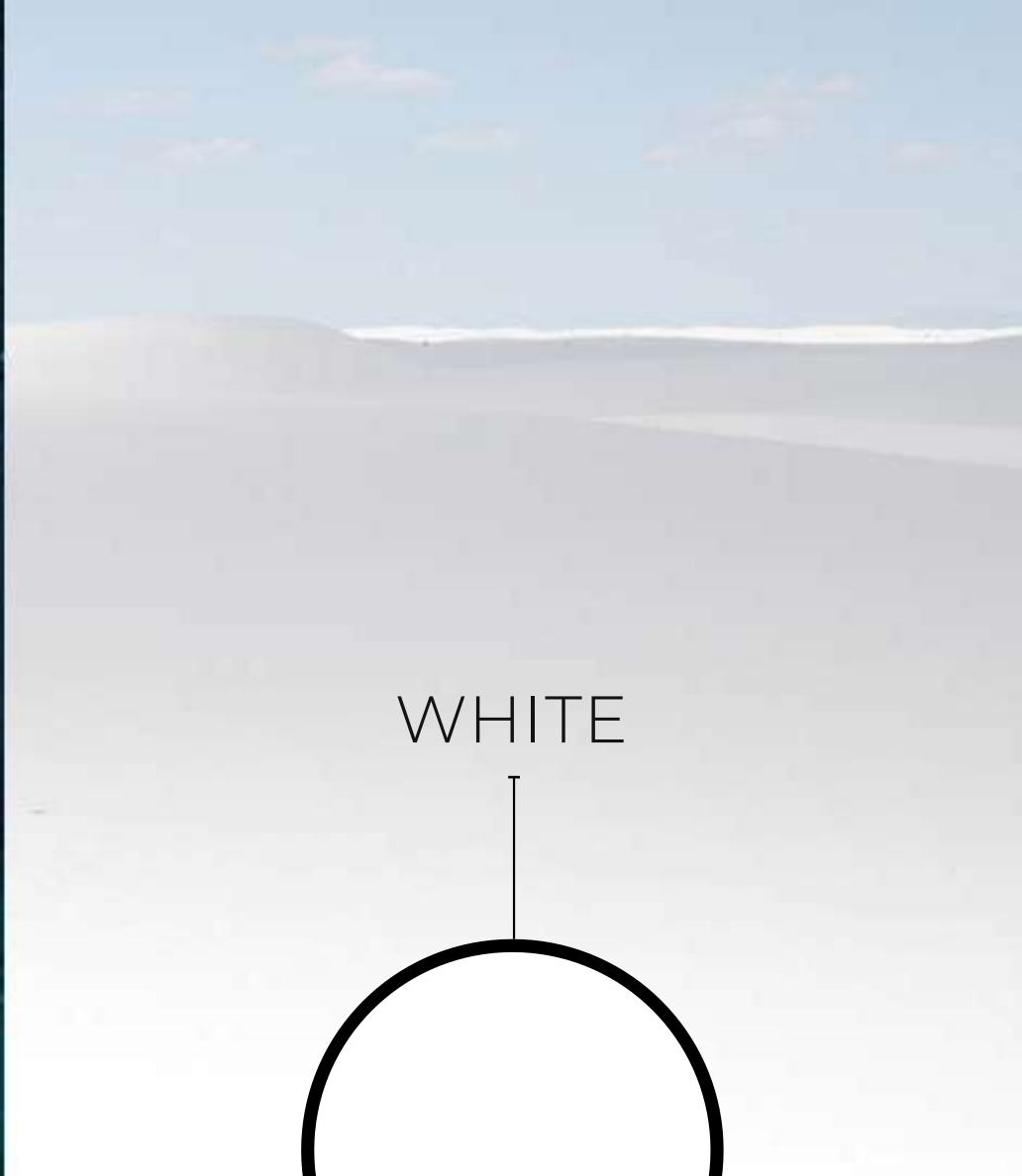
C0 M0 Y0 K100
R0 G0 B0
#000000



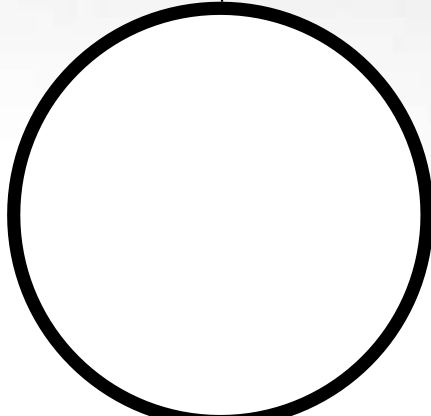
DEEP OCEAN
GREEN



C90 M50 Y60 K40
R1 G72 B72
#014848



WHITE



C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

COLOUR PALETTE

Primary colours

Secondary colours

At a glance

Inspired by the environment

JUNGLE
GREEN

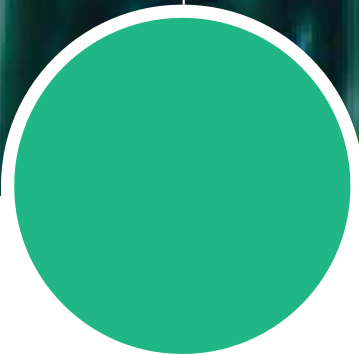
OCEAN
TURQUOISE



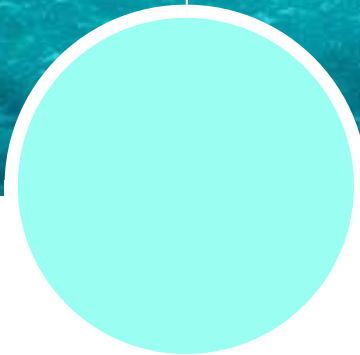
C87 M25 Y78 K10
R4 G132 B192
#04845C



C83 M16 Y71 K2
R3 G153 B112
#039970



C75 M0 Y65 K0
R33 G182 B133
#21B685



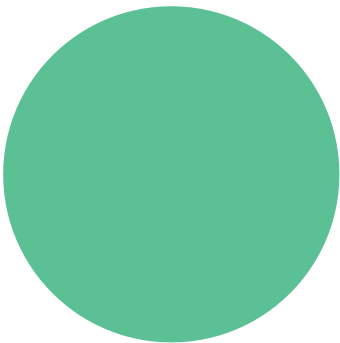
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#9AFFF2



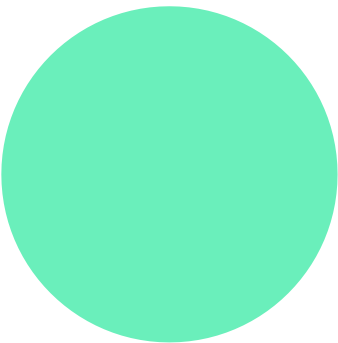
C63 M0 Y31 K0
R120 G216 B203
#78D8CB



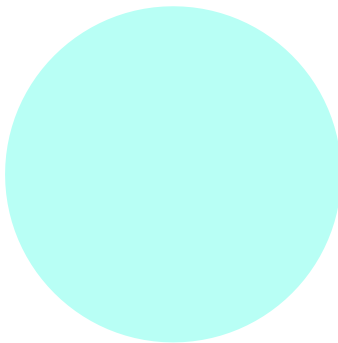
C79 M0 Y43 K0
R81 G196 B177
#51C4B1



C85 M0 Y59 K0
R54 G214 B106
#36D69C



C71 M0 Y46 K0
R106 G239 B187
#6AEFBB



C23 M0 Y10 K0
R184 G255 B245
#B8FFF5



C12 M0 Y7 K0
R217 G255 B245
#D9FFF5

COLOUR PALETTE

Primary colours

Secondary colours

At a glance

Inspired by different times of the day

MIDDAY
BLUE

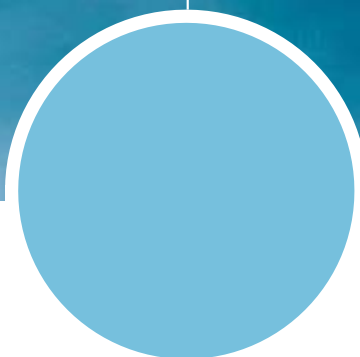
SUNSET
ORANGE



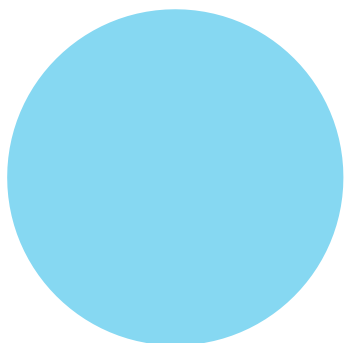
C100 M84 Y41 K41
R0 G43 B78
#002B4E



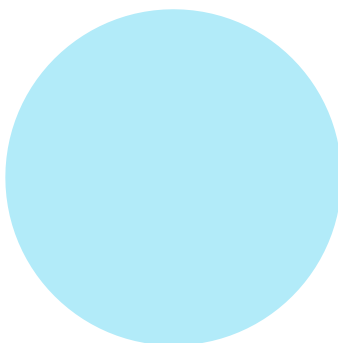
C100 M51 Y27 K13
R4 G93 B133
#045D85



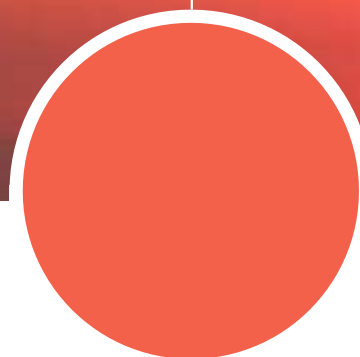
C51 M8 Y7 K0
R118 G192 B221
#76C0DD



C42 M0 Y3 K0
R134 G216 B242
#86D8F2



C41 M0 Y8 K0
R178 G235 B249
#B2EBF9



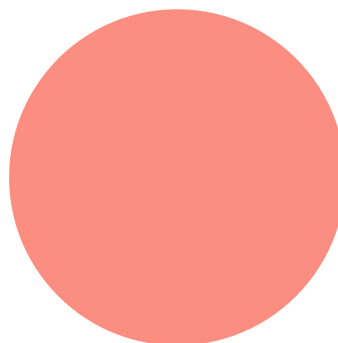
C0 M77 Y73 K0
R243 G97 B74
#F3614A



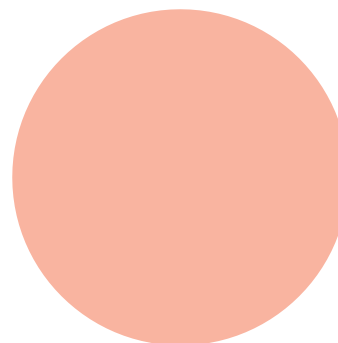
C11 M83 Y79 K1
R214 G79 B65
#D64F41



C7 M88 Y82 K1
R188 G60 B53
#BC3C35



C0 M58 Y40 K0
R252 G141 B129
#FC8D81



C0 M35 Y32 K0
R255 G184 B159
#FFB69F

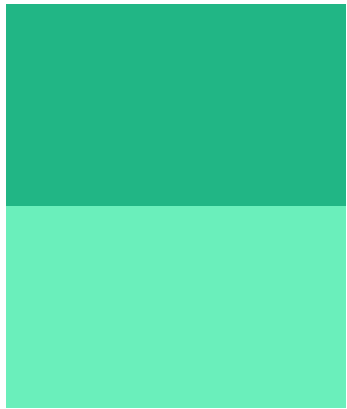
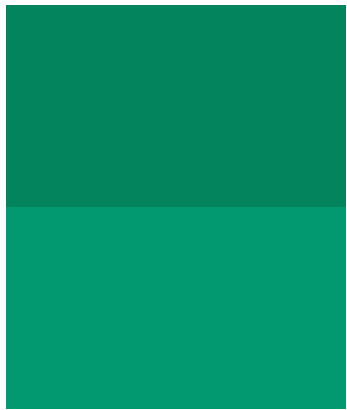
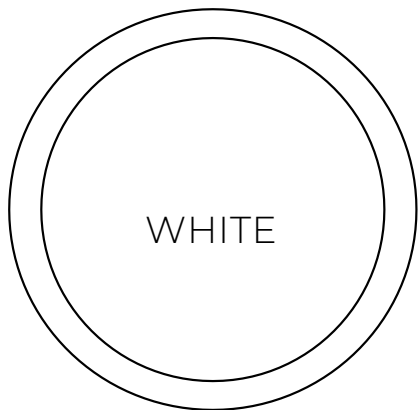
COLOUR PALETTE

Primary colours

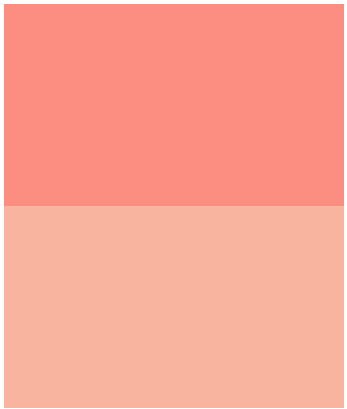
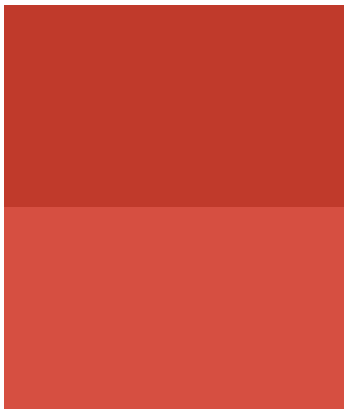
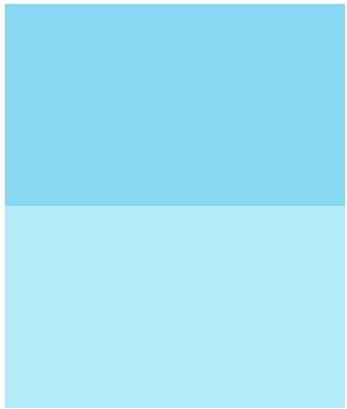
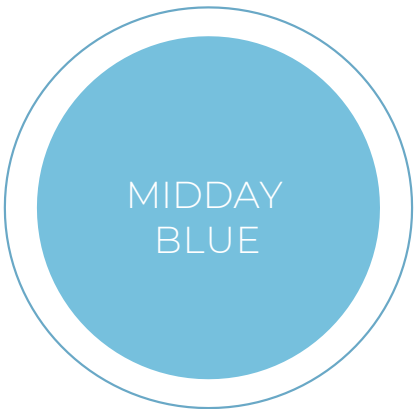
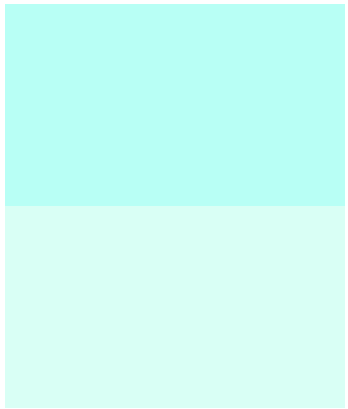
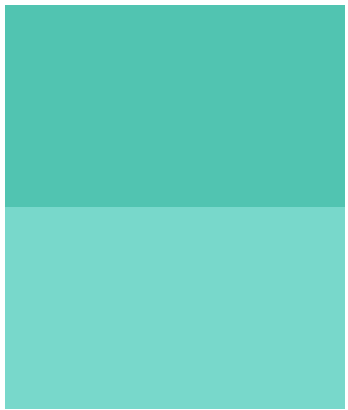
Secondary colours

At a glance

PRIMARY



SECONDARY



TYPOGRAPHY

Consistent typography use

By keeping the use of typography consistent, the Clean4Change brand is unified. The typography should always be clean and simple, making it easily readable.

Teko Medium

A condensed and bold typeface, [Teko Medium](#) should be used for all headings to help capture the attention of the intended audience.

Montserrat Family

The [Montserrat Family](#) typeface complements the boldness of Teko Medium, and offers a clean and simple look for communication needs.

It is recommended to use [Montserrat Light](#) for regular copy and **Montserrat SemiBold** for emphasis.

You may download the fonts at the above links.



02

CAMPAIGN LOGO

CAMPAIGN LOGO

LOGO

Overview

Clear space & scale

Colour

Incorrect usage

CLEAN4
CHANGE

[DOWNLOAD HERE](#)

LOGO

- Overview
- Clear space & scale
- Colour
- Incorrect usage

Clear space



A minimum amount of clear space around the logo is required at all times. The minimum clear space is defined by X, where 'X' equals the height of the letter 'C' on Clean.

Scale



To ensure clarity in all spaces, the minimum size of the Logo Mark is 25mm (width) in printed materials and 190px (width) in digital environments. The logo proportions should be maintained in all instances.

LOGO

- Overview
- Clear space & scale
- Colour
- Incorrect usage

Colour variations

The use of background colours that contrast with the logo ensures that the logo is legible and stands out.

DEEP OCEAN GREEN



On White



Reversed Out



On Imagery

WHITE



On Black



Reversed Out



On Imagery

LOGO

Overview

Clear space & scale

Colour

Incorrect usage

Things to avoid

Please refrain from any modifications to the Logo Mark as such modifications will confuse its meaning and diminish its impact.



Do not distort



Do not rotate



Do not add drop shadow or other effects



Do not use colours not from the colour palette



Do not fill with multiple colours



Do not separate elements

03

CO-BRANDING

GUIDELINES

Co-branding dos

Co-branding badge

Co-branding dos

Before using our co-branded brand mark, please make sure to obtain the right permissions from the Clean4Change team and our partners. It is important to carefully follow the standards for using the Clean4Change and partner logos.

PLACEMENT

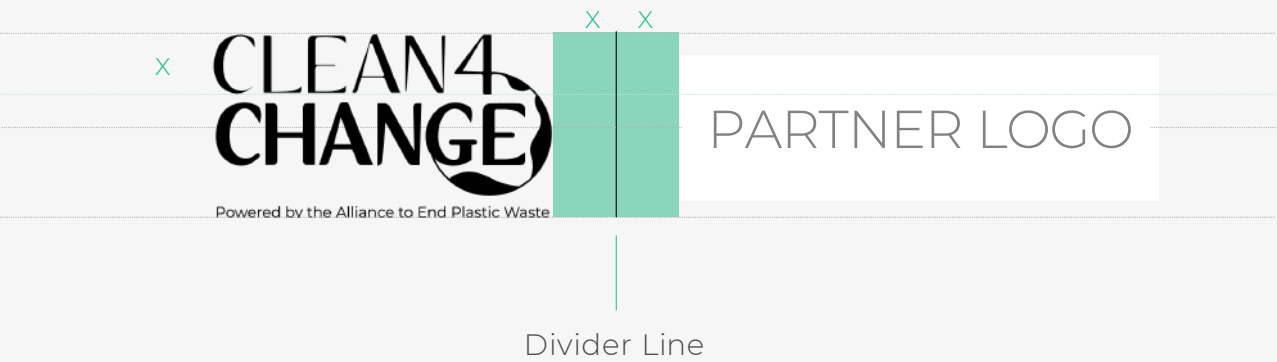
Please ensure that the two logos are horizontally aligned.

DIVIDER

The two logos are separated by a black divider line. The line colour may be reversed in white when placed against dark backgrounds. The line thickness should be 0.5pt for small to medium size applications e.g. Website Page, A4 Brochure, etc. For larger applications, the thickness may be adjusted accordingly.

DISTANCE

The clear space between the logo and the divider line is X in width, measured from the left and the right side of the respective logo. The 'X' is determined by the height of 'C' on 'CLEAN4CHANGE' in the Logo Lockup.



Example

[DOWNLOAD HERE](#)

GUIDELINES

Co-branding dos

Co-branding badge

For organisations

For others

For organisations and others

The co-branding badge is used when organisations want to show that an image they have is part of the Clean4Change campaign.

VERTICAL



Powered by the Alliance to End Plastic Waste



HORIZONTAL



Powered by the Alliance to End Plastic Waste



ALIGNMENT

Please ensure that the Clean4Change, 'Powered by', and partner logo is aligned left.

SPACING

Keep a consistent amount of space around logos to avoid looking cluttered.

[DOWNLOAD HERE](#)

04 OFFLINE ASSETS

POSTER

Organisations can download the design and distribute it to employees to print at home or in the office.

Note:
Should there be instances where edits are required, you should be using the following fonts:

Header font - [Teko Medium](#)
Body font - [Montserrat](#)

[DOWNLOAD HERE](#)



LAUNCH POSTER



ALWAYS-ON POSTER

BANNER



Organisations can download the design and to print for use.

[DOWNLOAD HERE](#)

T-SHIRTS

Should your organisation require T-shirts for Clean4Change team activities, the design is provided in the link, and you are able to co-brand the t-shirt designs with your organisation's logo as per referenced.

[DOWNLOAD HERE](#)



05 ONLINE ASSETS

COPYWRITING

Voice

On social media, the copy should forge a connection between organisations, communities, and individuals.

It should also encourage positivity about a future that can be created where everyone plays their part in keeping the environment clean.

Hashtag

For all social media content, the official hashtag is:

#Clean4Change

Links

When including links to the Clean4Change microsite, please include the URL: www.clean4change.org

E-MAIL TEMPLATE FOR PARTICIPANTS

CAMPAIGN
ANNOUNCEMENT



IT'S TIME TO...

**CLEAN4
CHANGE**

Ending plastic waste starts from taking individual action to drive collective change. Clean4Change is a global movement powered by the Alliance to End Plastic Waste, where people from all walks of life are encouraged to participate in clean up actions.

The movement is continuing this year to drive bigger impact and end plastic waste through cleanups.

Cleaning up is not just a chore or a job for someone else. It is part of something bigger, a catalyst for change that drives a movement forward. And you can be part of it.

We are excited to announce that we will be taking part in this movement and look forward to the various activations over the upcoming months. Keeping the environment clean is the collective action of every global citizen.

We hope this will inspire you to consciously keep your environment – whether it is your workspace or neighbourhood – clean.


Sign up for [#Clean4Change](#) updates and learn more on how you can do your part to [#EndPlasticWaste](#) here: www.clean4change.org

**CLEAN4
CHANGE**

Powered by the Alliance to End Plastic Waste

www.clean4change.org [@clean4change](#)

POST CAMPAIGN
WRAP-UP



WE COULD NOT HAVE
DONE IT WITHOUT YOU.

**CLEAN4
CHANGE**

Dear all,

Thank you for going on this [#Clean4Change](#), powered by the Alliance to End Plastic Waste, journey with us. Together, your actions have made a difference. In total, we have achieved [\[INSERT STATISTIC\]!](#)

We are heartened by this result and hope that you will continue to work with each other to [#EndPlasticWaste](#).

Remember: [Every cleanup is more than just a cleanup.](#)

**CLEAN4
CHANGE**

Powered by the Alliance to End Plastic Waste

www.clean4change.org [@clean4change](#)

Note:
The copy used here are examples. Should you have your own copy that you would like to use, you may do so. Please use the [#Clean4Change](#) hashtag in all social posts.

[DOWNLOAD HERE](#)

ONLINE ASSETS

SOCIAL MEDIA

LinkedIn

Twitter

Facebook

Instagram

Note:
The copy, images and dates used here are examples. Should you have photos from your cleanup campaigns that you would like to use, you may do so. Please use the #Clean4Change hashtag in all social posts.

[DOWNLOAD HERE](#)



TEASER



PARTNERSHIP POST

ONLINE ASSETS

SOCIAL MEDIA

LinkedIn

Twitter

Facebook

Instagram

Note:
The copy and images used here are examples. Should you have photos from your cleanup campaigns that you would like to use, you may do so. Please use the #Clean4Change hashtag in all social posts.

[DOWNLOAD HERE](#)



[INSERT DURATION], [INSERT STATISTIC].

This would not be possible without the support of our partner organisations in #Clean4Change, a movement powered by @Alliance to End Plastic Waste.

Every little action that you have undertaken – no matter big or small counts, in moving towards a cleaner environment and a bigger change to #EndPlasticWaste.

Learn more about #Clean4Change and how you can take part here: clean4change.org



CAMPAIGN UPDATE



From all around the world, you have joined us on #Clean4Change, a movement powered by @Alliance to End Plastic Waste, and together we have contributed to a cleaner environment.

However, this is not the end of the journey. There is more that we can achieve together to #EndPlasticWaste.

In #Clean4Change, every cleanup is more than a cleanup.



CAMPAIGN WRAP-UP

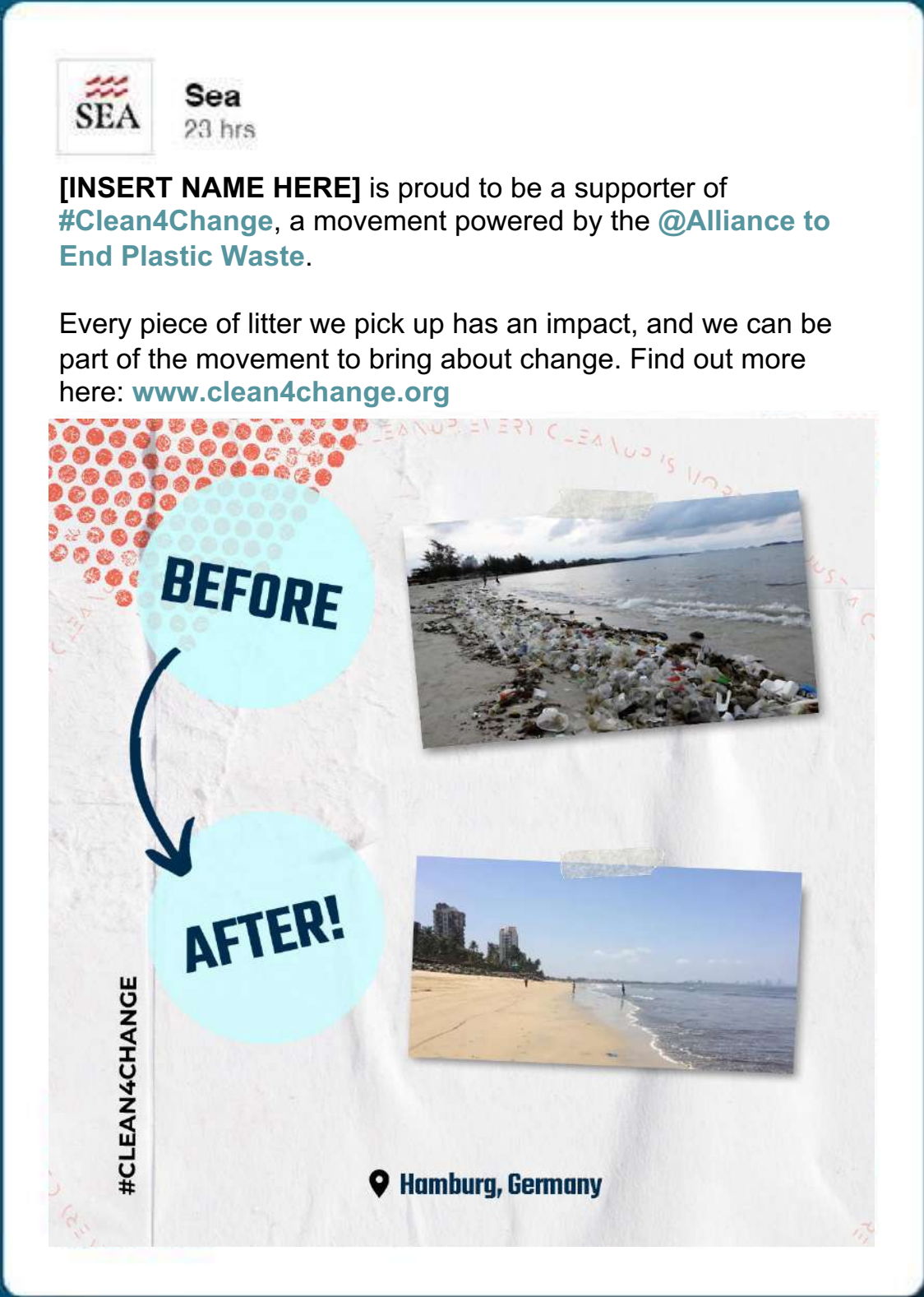
ONLINE ASSETS

SOCIAL MEDIA

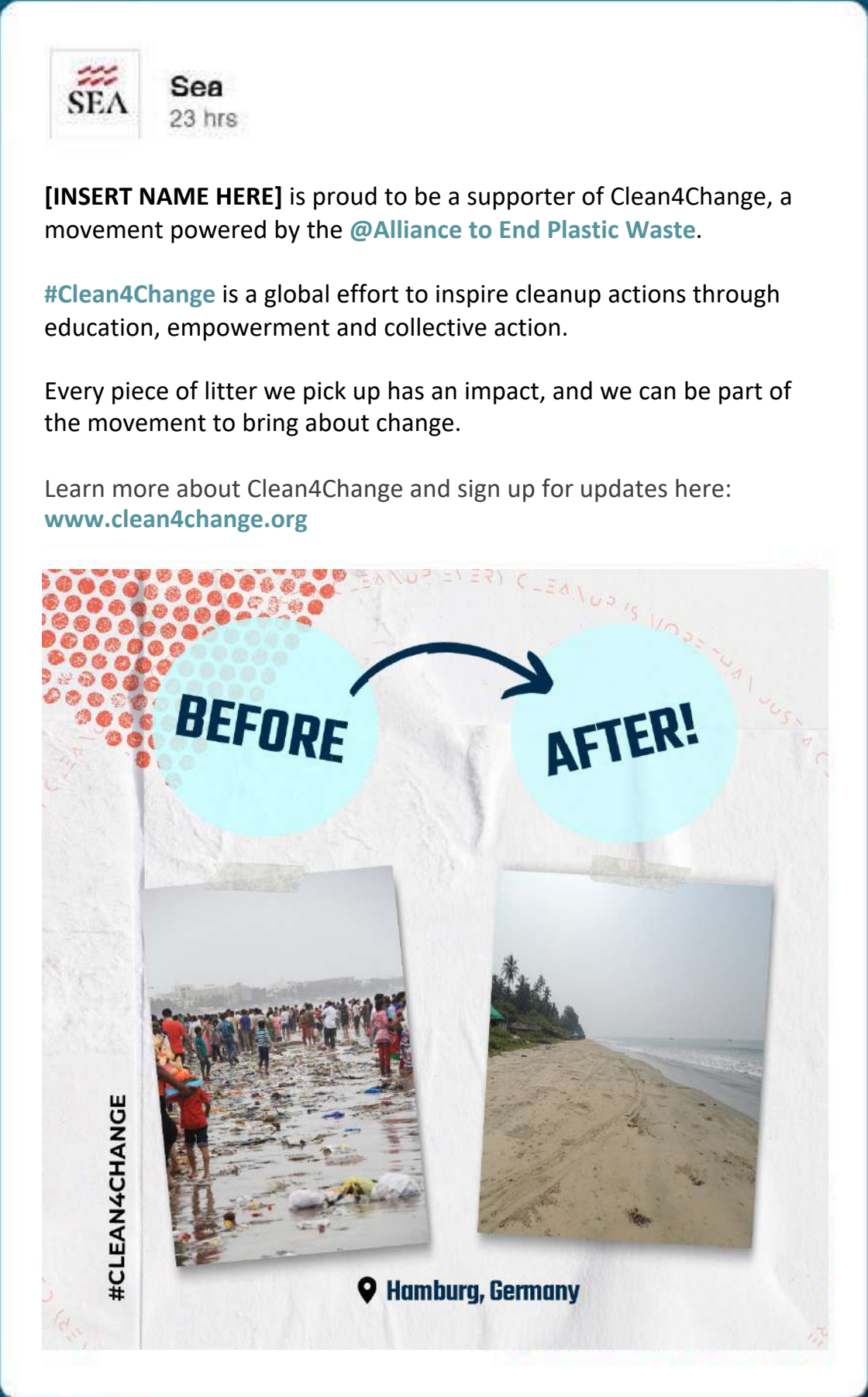
- LinkedIn
- Twitter
- Facebook
- Instagram

Note:
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[DOWNLOAD HERE](#)



BEFORE & AFTER V1



BEFORE & AFTER V2

ONLINE ASSETS

SOCIAL MEDIA

- LinkedIn
- Twitter
- Facebook
- Instagram

Note:
The copy and images used here are examples. Should you have photos from your cleanup campaigns that you would like to use, you may do so. Please use the #Clean4Change hashtag in all social posts.

[DOWNLOAD HERE](#)



Sea
23 hrs


[INSERT DURATION], [INSERT STATISTIC].

This would not be possible without YOUR support for Clean4Change, a movement powered by the [@Alliance to End Plastic Waste](#).

Every little action that you have undertaken – no matter big or small counts in moving towards a cleaner environment and a bigger change to [#EndPlasticWaste](#).

Learn more about [#Clean4Change](#) and how you can take part here: www.clean4change.org



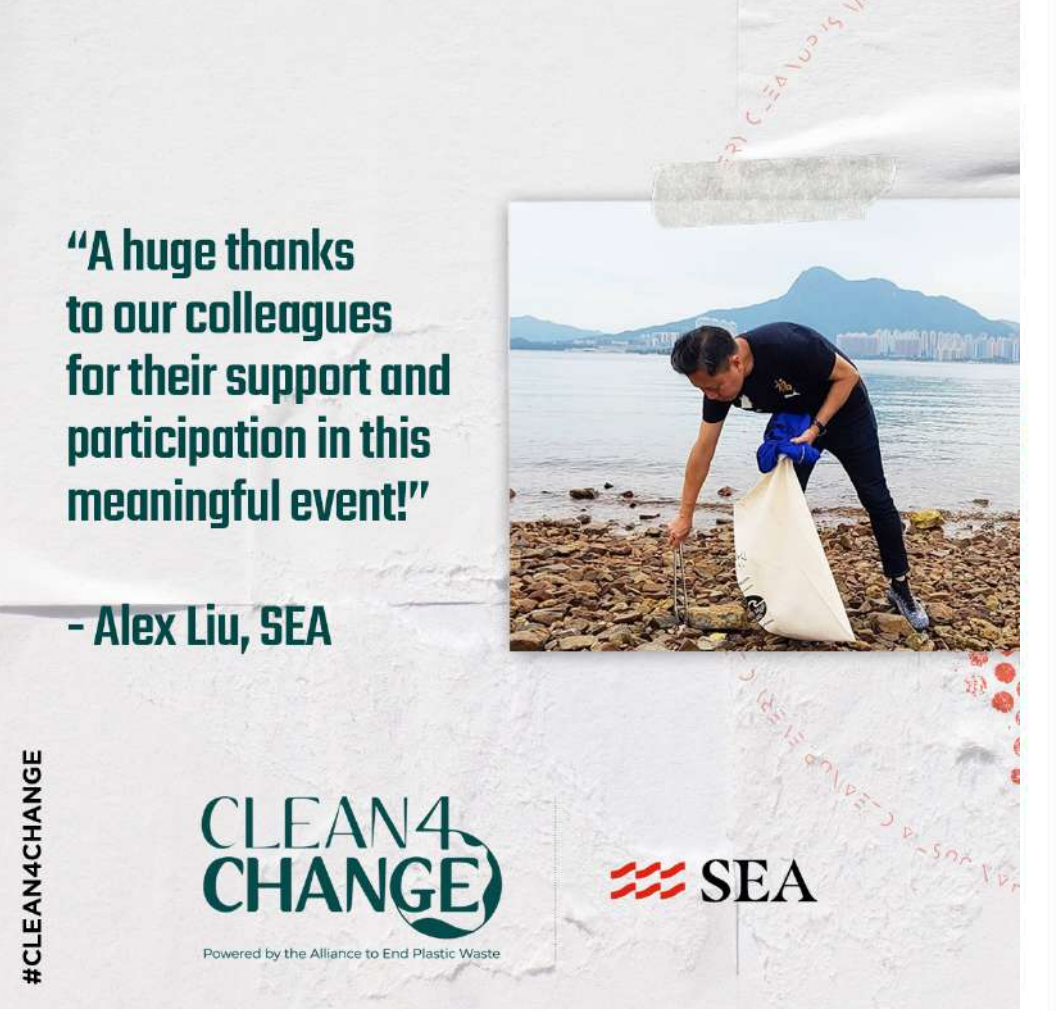


Sea
23 hrs

From all around the world, you have joined us on Clean4Change, a movement powered by [@Alliance to End Plastic Waste](#), and together we have contributed to a cleaner environment.

However, this is not the end of the journey. There is more that we can achieve together to [#EndPlasticWaste](#).


In [#Clean4Change](#), every cleanup is more than a cleanup.




"A huge thanks to our colleagues for their support and participation in this meaningful event!"

- Alex Liu, SEA

#CLEAN4CHANGE



Powered by the Alliance to End Plastic Waste



COMPILATION

QUOTE

ONLINE ASSETS

SOCIAL MEDIA

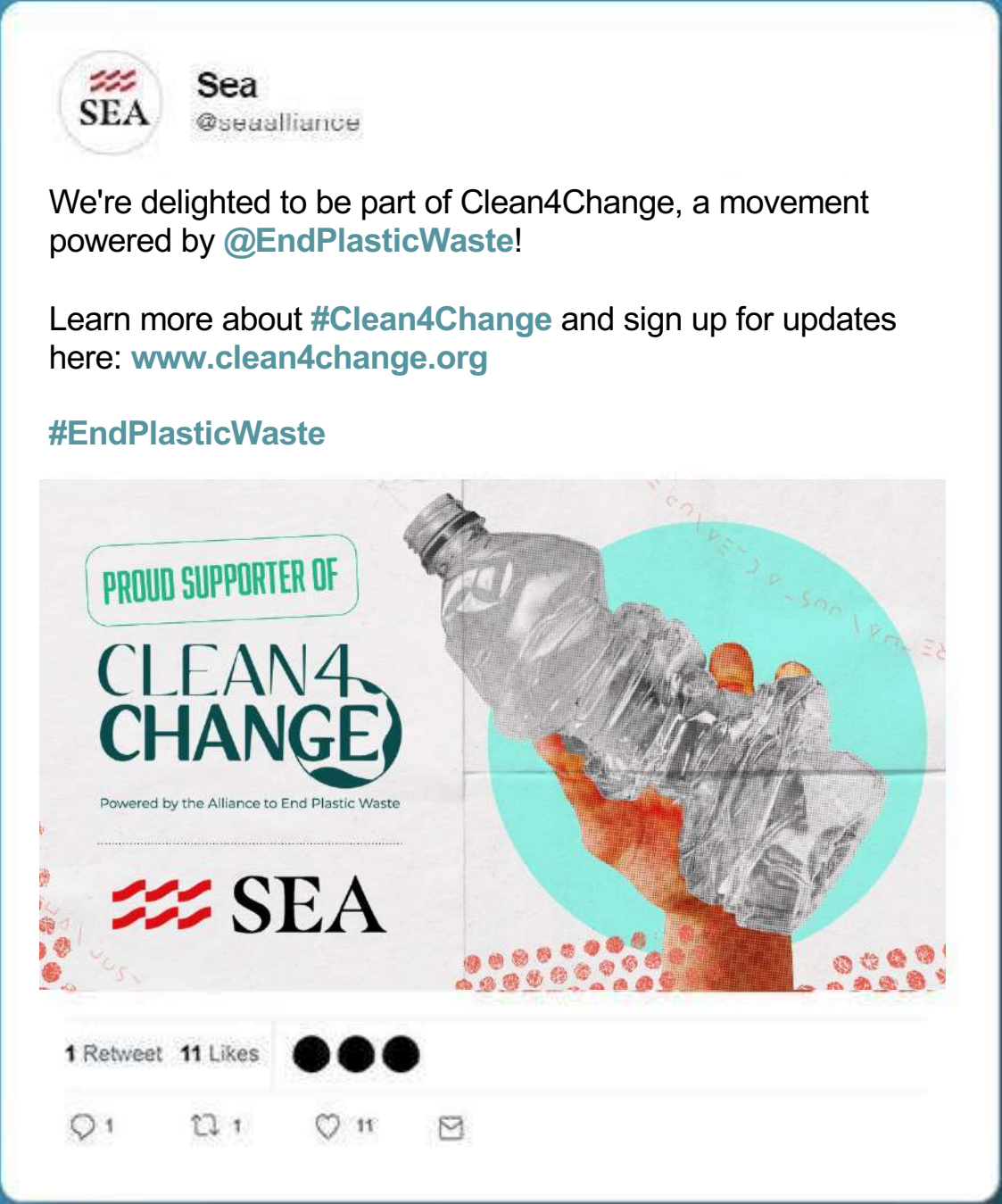
- LinkedIn
- Twitter
- Facebook
- Instagram

Note:
The copy, images and dates used here are examples. Should you have photos from your cleanup campaigns that you would like to use, you may do so. Please use the #Clean4Change hashtag in all social posts.

[DOWNLOAD HERE](#)



TEASER



PARTNERSHIP POST

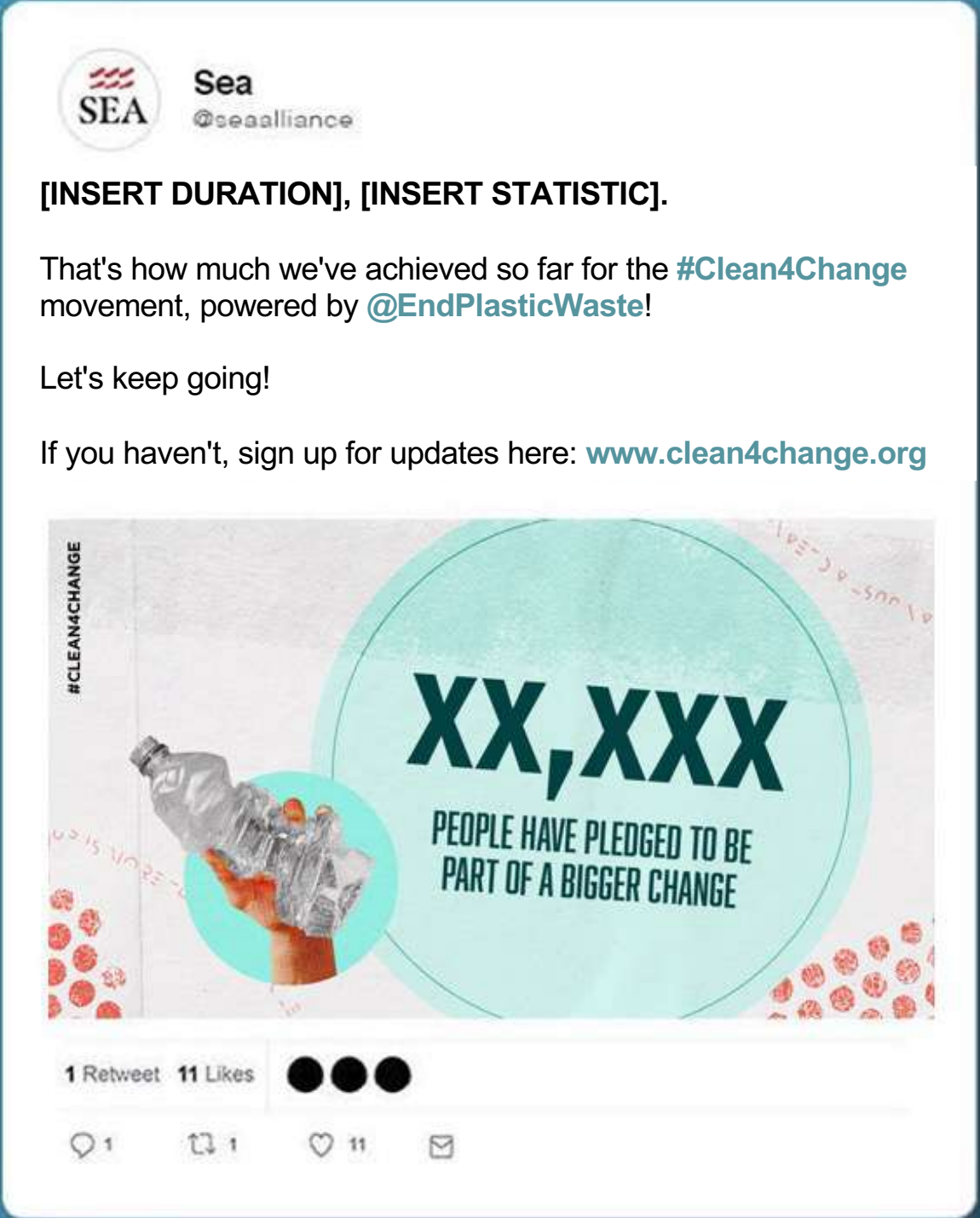
ONLINE ASSETS

SOCIAL MEDIA

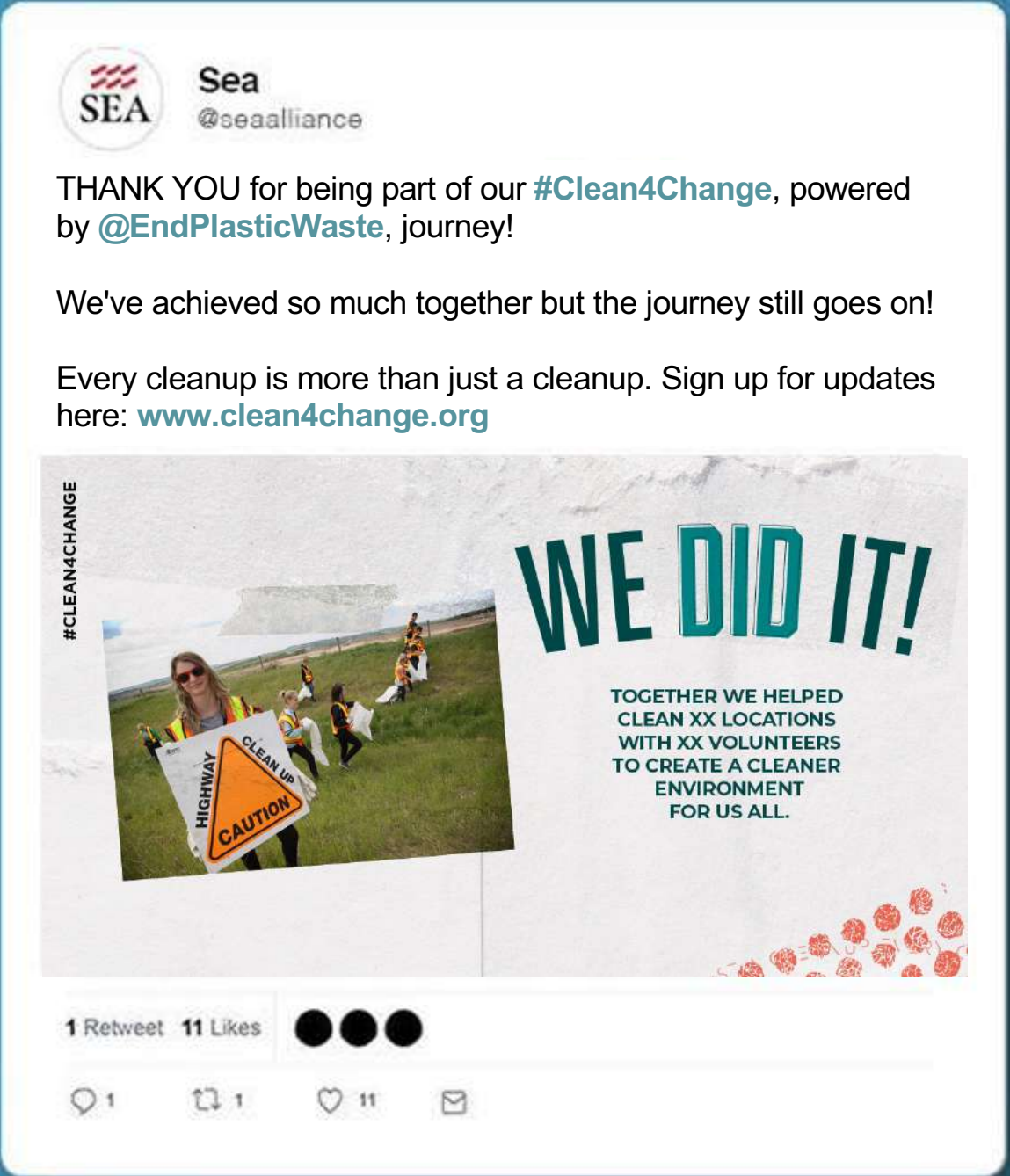
- LinkedIn
- Twitter
- Facebook
- Instagram

Note:
The copy and images used here are examples. Should you have photos from your cleanup campaigns that you would like to use, you may do so. Please use the #Clean4Change hashtag in all social posts.

[DOWNLOAD HERE](#)



CAMPAIGN UPDATE



CAMPAIGN WRAP-UP

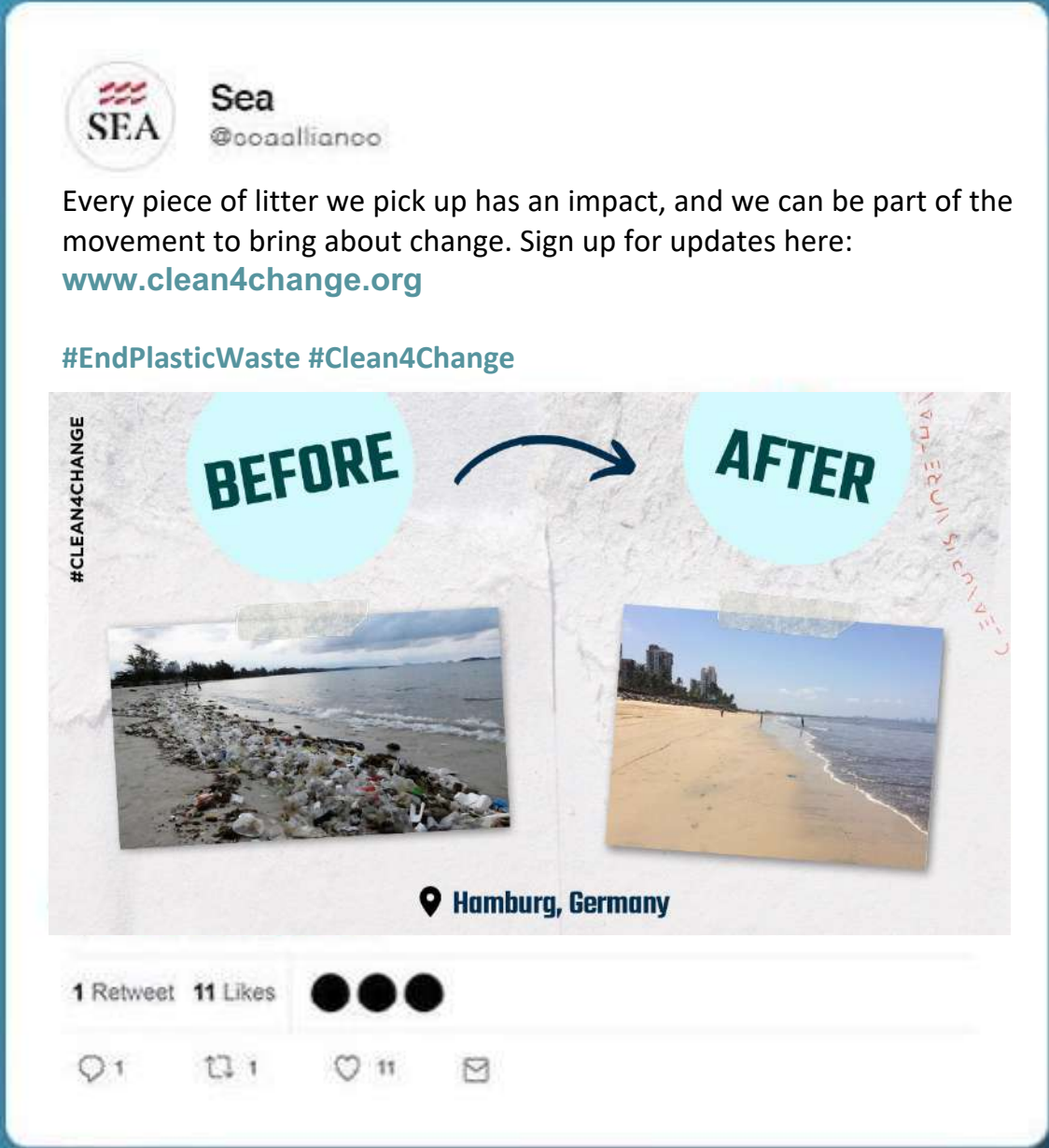
ONLINE ASSETS

SOCIAL MEDIA

- LinkedIn
- Twitter
- Facebook
- Instagram

Note:
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[DOWNLOAD HERE](#)



BEFORE & AFTER

ONLINE ASSETS

SOCIAL MEDIA

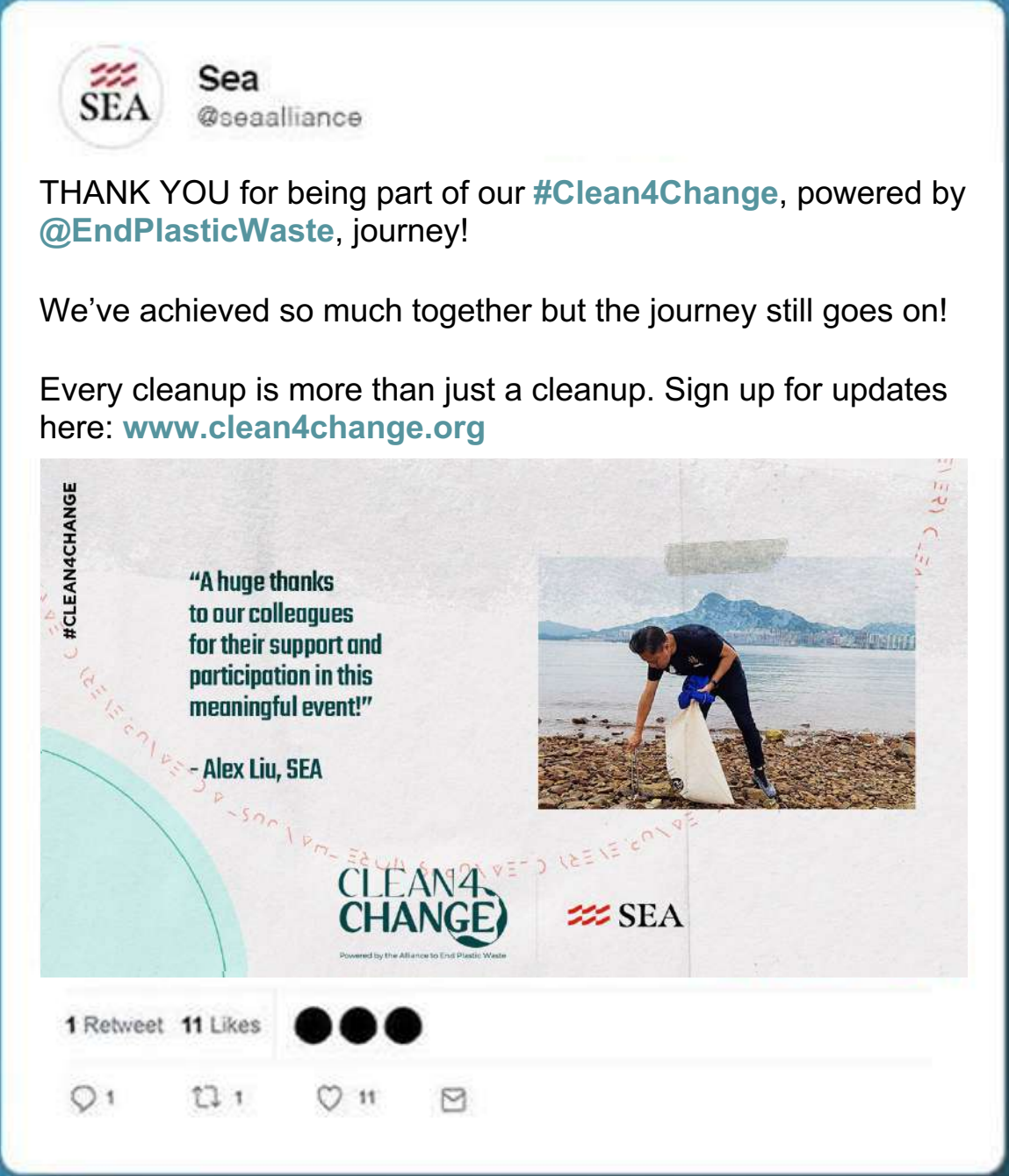
- LinkedIn
- Twitter
- Facebook
- Instagram

Note:
The copy and images used here are examples. Should you have photos from your cleanup campaigns that you would like to use, you may do so. Please use the #Clean4Change hashtag in all social posts.

[DOWNLOAD HERE](#)



COMPILATION



QUOTE

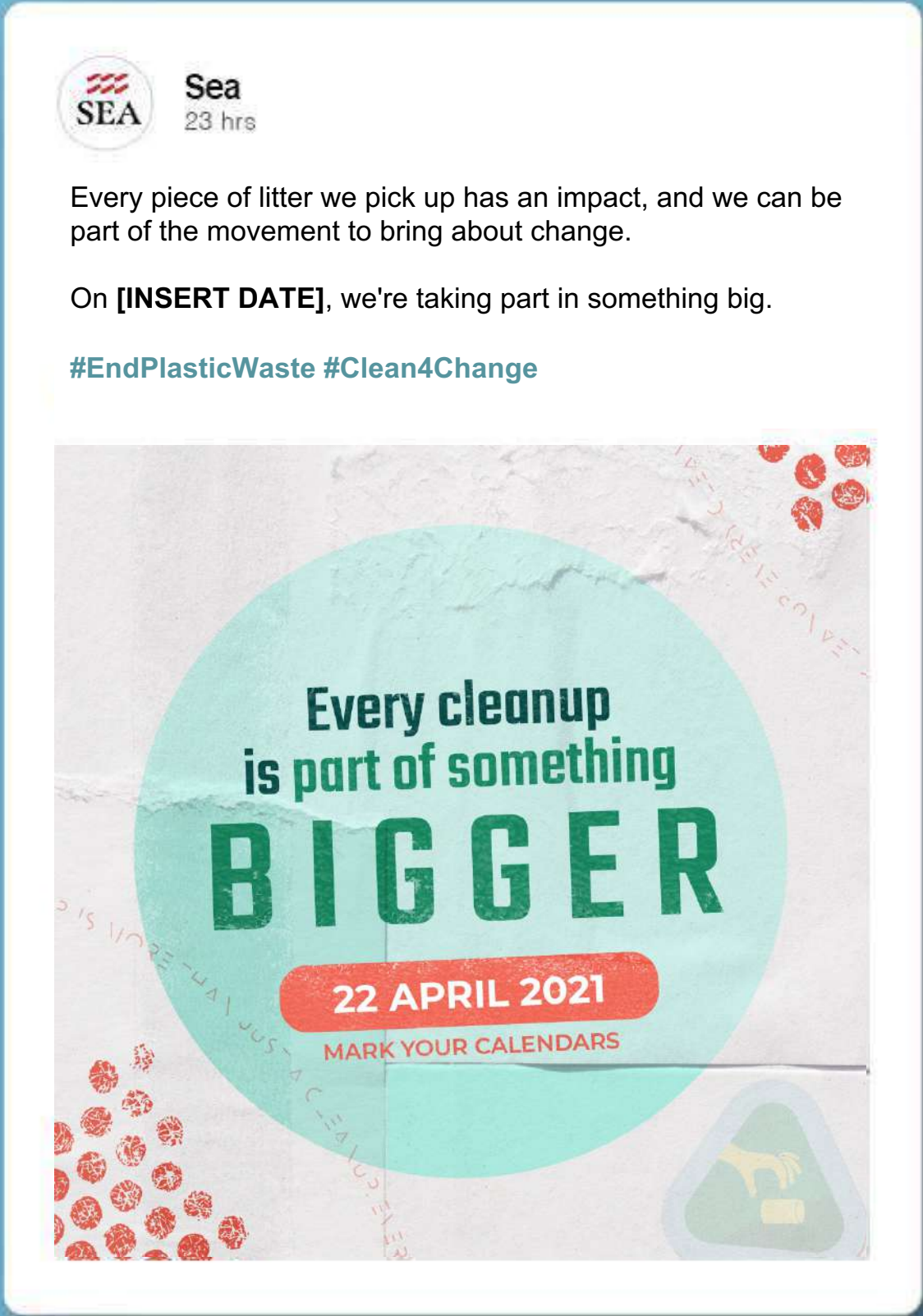
ONLINE ASSETS

SOCIAL MEDIA

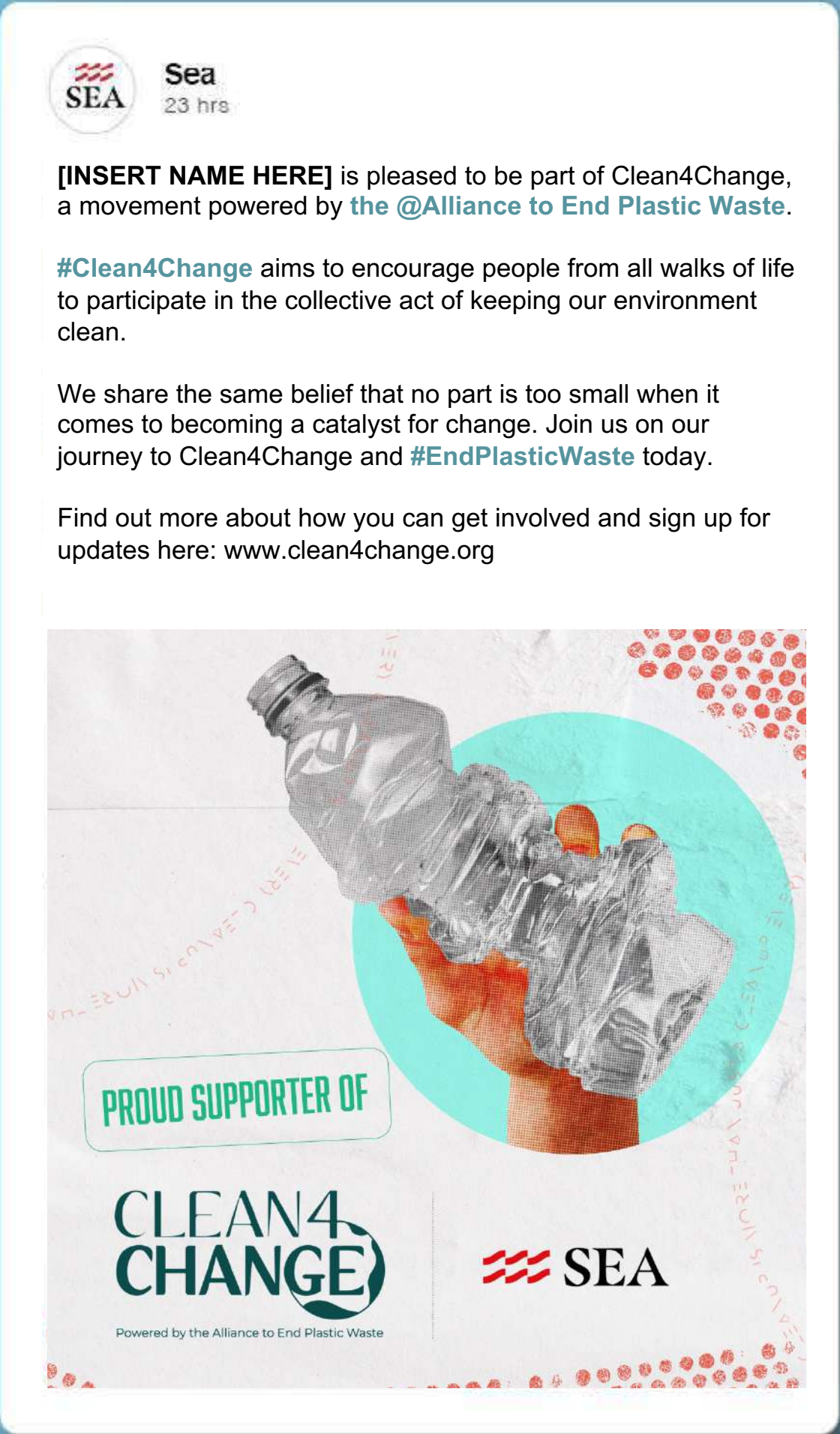
- LinkedIn
- Twitter
- Facebook
- Instagram

Note:
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[DOWNLOAD HERE](#)



TEASER



PARTNERSHIP POST

ONLINE ASSETS

SOCIAL MEDIA

- LinkedIn
- Twitter
- Facebook
- Instagram

Note:
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[DOWNLOAD HERE](#)



Sea
23 hrs

[INSERT DURATION], [INSERT STATISTIC].


This would not be possible without YOUR support for Clean4Change, a movement powered by the [@Alliance to End Plastic Waste](#).

Every little action that you have undertaken – no matter big or small counts in moving towards a cleaner environment and a bigger change to [#EndPlasticWaste](#).

Learn more about [#Clean4Change](#) and how you can take part here: www.clean4change.org



CAMPAIGN UPDATE




Sea
23 hrs

You've done it!

By working together, your collective actions will drive forward a bigger movement for a cleaner environment and ultimately, a cleaner world!

Thank you for being part of this [#Clean4Change](#) journey and we hope you continue to do your part to [#EndPlasticWaste](#).



CAMPAIGN WRAP-UP

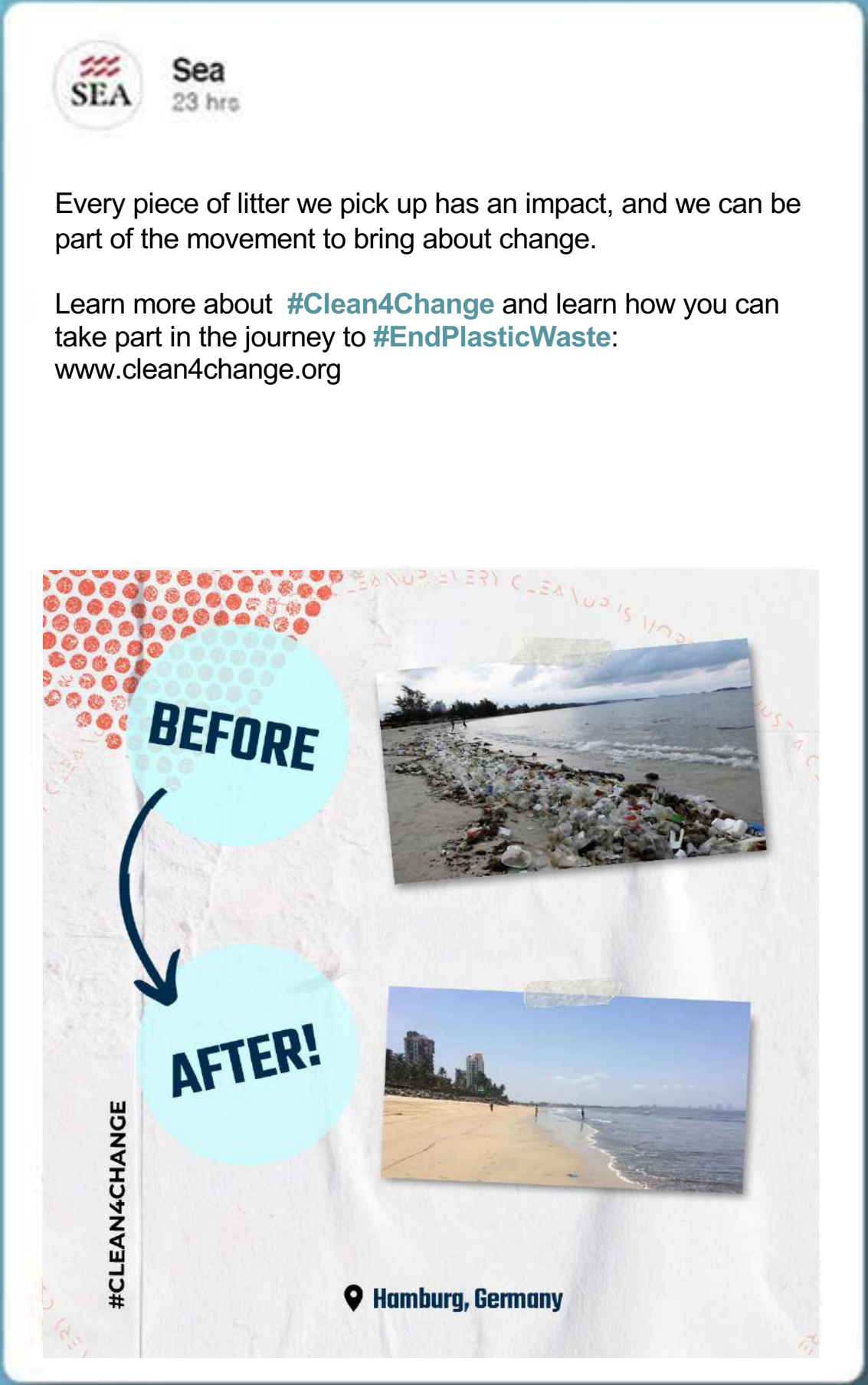
ONLINE ASSETS

SOCIAL MEDIA

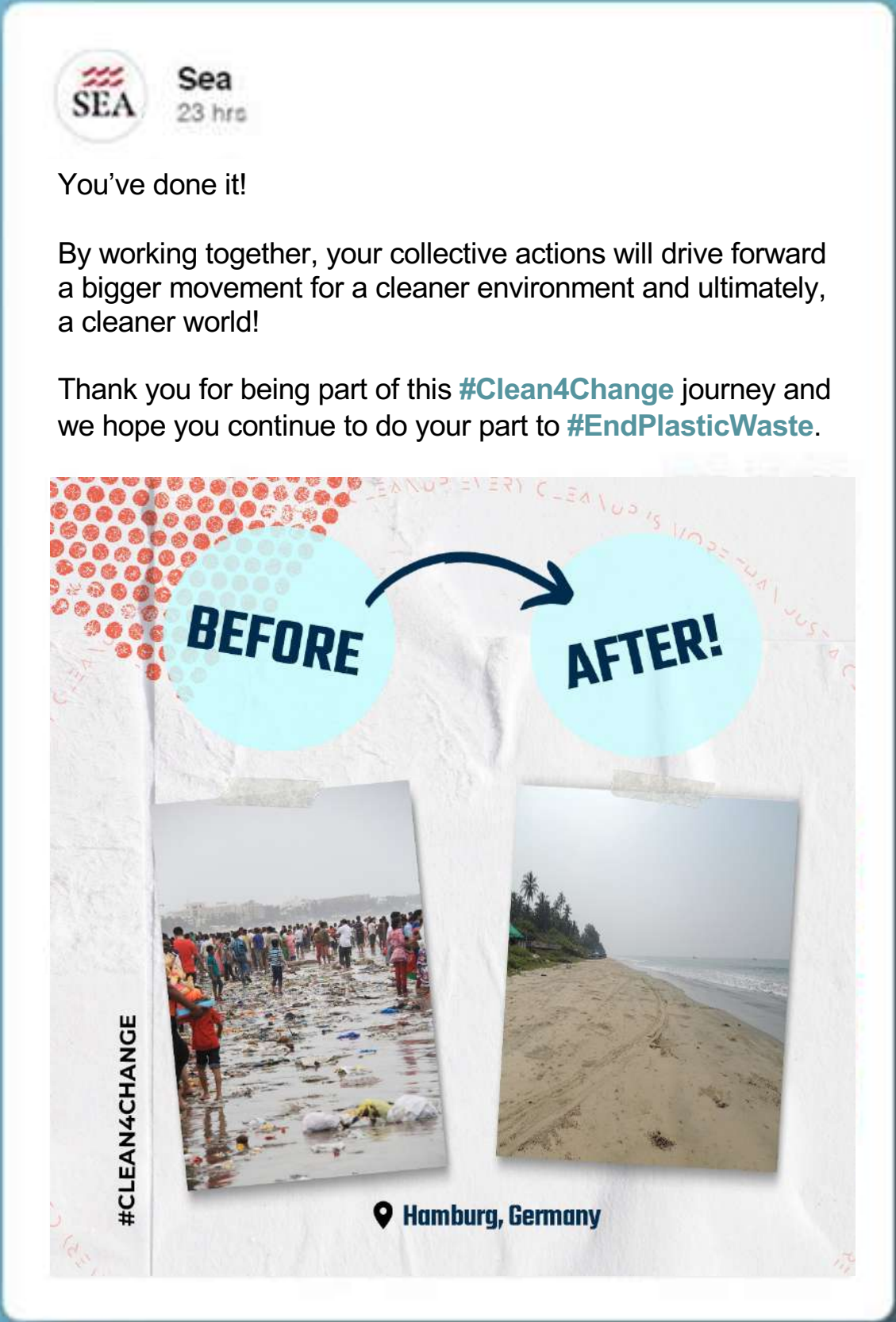
- LinkedIn
- Twitter
- Facebook
- Instagram

Note:
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[DOWNLOAD HERE](#)



BEFORE & AFTER V1



BEFORE & AFTER V2


ONLINE ASSETS

SOCIAL MEDIA

- LinkedIn
- Twitter
- Facebook
- Instagram

Note:
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[DOWNLOAD HERE](#)




Sea
23 hrs


We have achieved so much through collective action in the #Clean4Change movement, powered by [@EndPlasticWaste!](#)

Let's keep going!

If you haven't, sign up for updates here: www.clean4change.org



COMPILATION




Sea
23 hrs

[INSERT NAME HERE] is pleased to be part of Clean4Change, a movement powered by the [@Alliance to End Plastic Waste](#).

[#Clean4Change](#) aims to encourage people from all walks of life to participate in the collective act of keeping our environment clean.

We share the same belief that no part is too small when it comes to becoming a catalyst for change. Join us on our journey to [#Clean4Change](#) and [#EndPlasticWaste](#) today.

Find out more about how you can get involved here and sign up for update here: www.clean4change.org



QUOTE

ONLINE ASSETS

SOCIAL MEDIA

- LinkedIn
- Twitter
- Facebook
- Instagram

Note:
The copy, images and dates used here are examples. Should you have photos from your cleanup campaigns that you would like to use, you may do so. Please use the #Clean4Change hashtag in all social posts.

[DOWNLOAD HERE](#)



SEA





SEA Want to find out how you can do your part to clean the environment and **#EndPlasticWaste**? We know we do!

The answer is coming in ONE WEEK at **@clean4change**.

TEASER



SEA





SEA As a believer that everyone has a part to play to **#EndPlasticWaste**, we are proud to support **@clean4change**, a movement powered by **@endplasticwaste**.

Come join us on our journey to **#Clean4Change**! Head over to **@clean4change** to find out more about how you can be a part of this movement.

PARTNERSHIP POST

ONLINE ASSETS

SOCIAL MEDIA

- LinkedIn
- Twitter
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- Instagram

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[DOWNLOAD HERE](#)



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#CLEAN4CHANGE





SEA Within the span of **[INSERT DURATION]**, the **@clean4change** movement, powered by **@endplasticwaste**, has achieved **[INSERT STATISTIC]**.

Talk about the power of community coming together to **#EndPlasticWaste!**

Want to know more about how you can be a part of **@clean4change**? Head over to their page to find out! **#Clean4Change**

CAMPAIGN UPDATE



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#CLEAN4CHANGE





SEA Thank you for joining us on our **@clean4change** journey, a movement powered by **@endplasticwaste!**

We hope that you were as inspired as we were and went on your very own journey to clean the environment and **#EndPlasticWaste** with your loved ones!

Remember, every cleanup is more than a cleanup!

CAMPAIGN WRAP-UP


ONLINE ASSETS

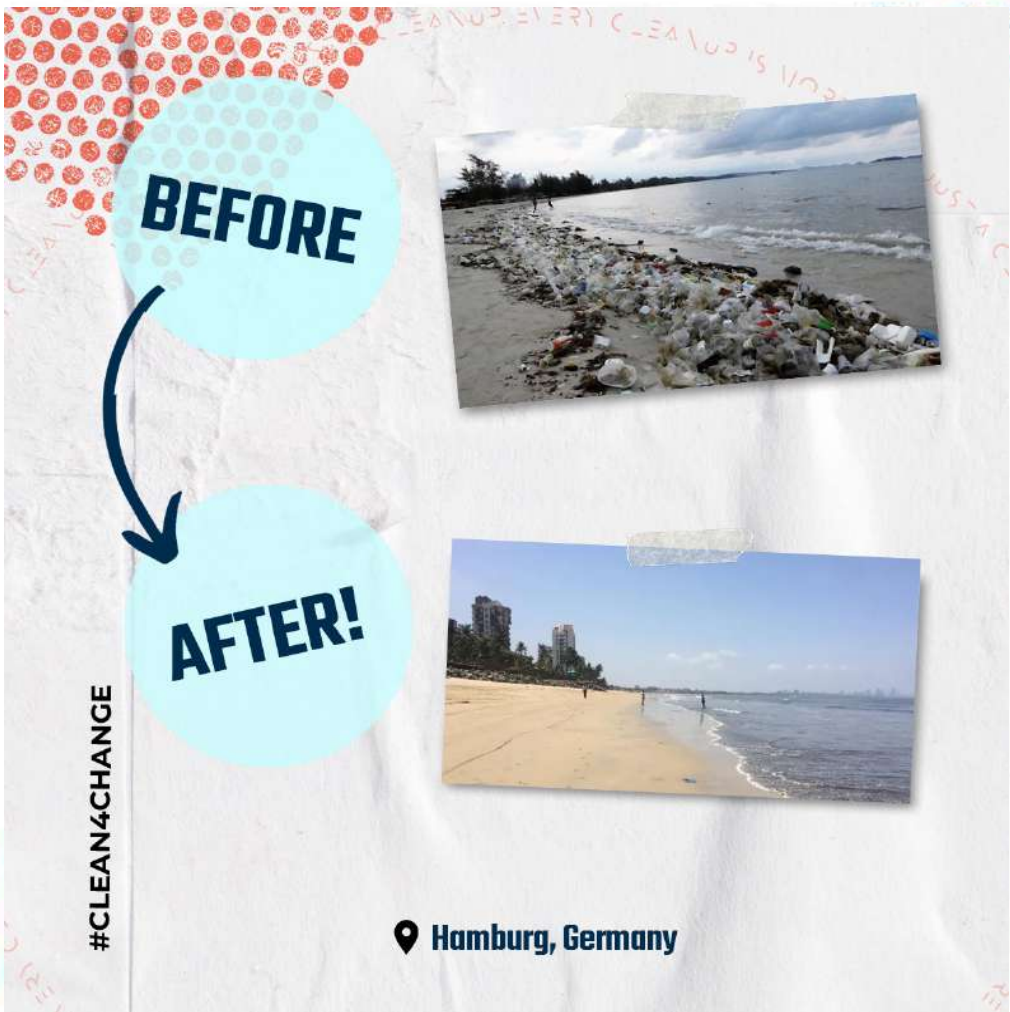
SOCIAL MEDIA


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[DOWNLOAD HERE](#)

 SEA





SEA This is what it means to **#Clean4Change**! We are proud to support **@clean4change**, a movement powered by **@endplasticwaste**.

Want to find out how you can do your part to clean the environment and **#EndPlasticWaste**? Head on over to **@clean4change**.

BEFORE & AFTER V1

 SEA





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Come join us on our journey to **#Clean4Change**! Head over to **@clean4change** to find out more about how you can be a part of this movement.

BEFORE & AFTER V2


ONLINE ASSETS

SOCIAL MEDIA

- LinkedIn
- Twitter
- Facebook
- Instagram

Note:
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[DOWNLOAD HERE](#)




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COLLECTIVE IMPACT



GERMANY



MEXICO





NETHERLANDS



SEA Within the span of **[INSERT DURATION]**, the **@clean4change** movement, powered by **@endplasticwaste**, has achieved **[INSERT STATISTIC]**.

Talk about the power of community coming together to **#EndPlasticWaste!**

Want to know more about how you can be a part of **@clean4change**? Head over to their page to find out! **#Clean4Change**

COMPILATION



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"A huge thanks to our colleagues for their support and participation in this meaningful event!"

- Alex Liu, SEA

#CLEAN4CHANGE

CLEAN4CHANGE

Powered by the Alliance to End Plastic Waste





SEA Thank you for joining us on our **@clean4change** journey, a movement powered by **@endplasticwaste!**

We hope that you were as inspired as we were and went on your very own journey to clean the environment and **#EndPlasticWaste** with your loved ones!

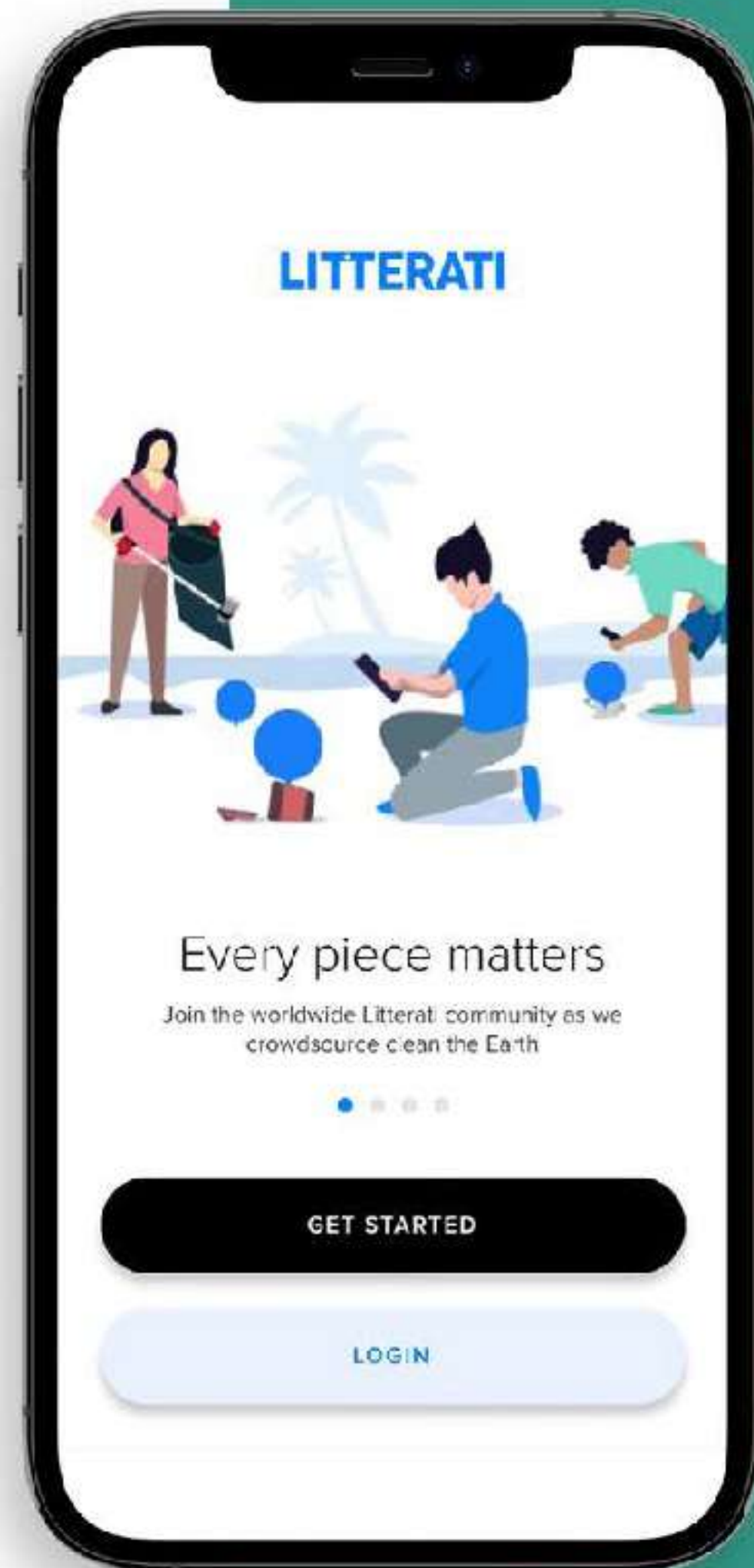
Remember, every cleanup is more than a cleanup!

QUOTE

43

06 JOINING THE CHALLENGE

LITTERATI



What is Litterati?

Available on [iOS](#) and [Android](#), Litterati is a free mobile app that uses AI technology to empower people to clean the planet. Not only that, users get to contribute to the crowd-sourced Global Litter Database that keeps track of the different types of litter found in a location.

To ensure that the actions taken can be recorded accurately, each company should provide their unique Litterati challenge code to the friends and families of their employees. This data will then be collated onto a dashboard and can be made available upon request.

For more information on how Litterati works, please [download this guide](#).

FAQS

When will Clean4Change happen?

Clean4Change is an open-source global movement to encourage cleanup actions, launched by the Alliance to End Plastic Waste.

Who will be part of Clean4Change?

Clean4Change is a global initiative and we welcome member companies, partners, organisations, and the public to participate and help us create a bigger impact towards our collective cause.

What is the campaign URL and social media #?

www.clean4change.org | #Clean4Change | @Clean4Change on Instagram

As a participating company of Clean4Change, what are the list of assets that we will be provided to help us activate?

The participating companies can expect to receive a toolkit that has the following messages and creative assets:

1. Campaign Logo

2. Poster

3. Banner
4. T-shirts

5. E-mail Templates

6. Social Media Templates

Point of contact for any requests or questions about assets:

clean4change@endplasticwaste.org

Can family & friends of an employee participate in Clean4Change?

Yes! This is highly encouraged—friends and family can participate by organising their own cleanups. The more people that participate, the bigger the impact we can create. Each company should provide their [unique Litterati challenge code](#) to family and friends of their employees so that actions they are creating can be credited under the correct code and company on a data dashboard perspective (which can be made available upon request).

How do I use the Litterati app during the Clean4Change campaign?

Using the Litterati app is extremely easy. After an employee enters the challenge code provided by their company and signs up for the Clean4Change challenge, simply find discarded litter in your neighbourhood to photograph.

Take a picture of the litter with the camera in the Litterati app. Click Upload to make it official.

The app automatically geo-tags the image with Litterati's LitterAI tool and recommends the kind of litter you collected. Simply confirm the tags to help the LitterAI keep learning. After you've photographed the litter collected, please remember to discard the litter properly.

Is Litterati available in iOS & Android?

Yes, the app is available on both platforms for free. Please download here—[iOS](#), [Android](#)

Where can I find out more details about the Litterati app?

Here is the Litterati [YouTube Tutorial](#) and [FAQ](#) page for users to get acquainted with the app. Additional background information is available on their [website](#).

THANK YOU

For updates on the Clean4Change movement, please visit our website or follow our social media channels.

CLEAN4 CHANGE

Powered by the Alliance to End Plastic Waste

🌐 www.clean4change.org

📱 [clean4change](#)

