

Valentine's Day Recycling Assets

February 2025





At Pledge 2 Recycle Plastics we love, love! A gift of humanity that can extend to one another but also our environment.

We aim to cut confusion around recycling to aid resource efficiency, help conserve habitats and reduce the effects of Climate Change.



**24.5 million people
celebrate Valentine's in
the UK**



UK Valentine Facts

- 7,500 tonnes of plastic packaging.
- 25 million Valentine cards.
- 220 million roses.
- More than 17,000 tonnes of cardboard packaging from chocolate boxes & delivery boxes.

A romantic couple is shown in profile, kissing. The man on the left has short, dark, curly hair and is wearing a tan jacket. The woman on the right has dark, curly hair and is wearing a light blue shirt. They are embracing each other. The background is dark with many out-of-focus, warm yellow lights, creating a bokeh effect.

Typical Valentine gifts in the UK

- Cards
- Food & Drink
- Flowers

The toolkit includes:

- **Social media assets**

A helpful reminder to residents of how to dispose of additional purchases generated by Valentine's Day celebrations.

- **School assembly**

An introduction to the sustainable use of natural resources on celebration days.

A man and a woman are walking a light-colored dog on a path covered in fallen autumn leaves. The man is wearing a red puffer jacket and the woman is wearing a blue jacket and green boots. They are both smiling. The background shows trees with yellow and orange leaves and a wooden fence.

Assets



**Recycle cardboard gift
packaging**

Valentine's Day brings love & joy but also significant amounts of cardboard - around 17,000 tonnes in the UK. So, while you're showering your sweetheart with gifts, show some love to Mother Earth & remember to put the cardboard packaging in the recycle bin!

#sustainablevalentinesday



**Recycle your empty bottles
this Valentine's!**

Celebrate Valentine's Day with something fizzy? Say cheers to love and the planet by popping glass bottles, metal cans and plastic drinks bottles in the recycle bin. #sustainablevalentinesday



**Recycle plain paper
cards**

Each year 25 million Valentine's Day cards are sent in the UK. Show the Earth some love this Valentine's Day too -pop plain cards in your recycle bin and glittery or shiny ones in your general waste. #sustainablevalentinesday



Around 13,500 miles of wrapping paper is used for Valentine's gifts in the UK. Put plain gift wrap in the recycle bin & any glittery or shiny gift wrap in the general waste. #sustainablevalentinesday



**You can recycle plastic
bouquet wrappings at most
supermarkets**

The UK generates 7,500 tonnes of plastic packaging from Valentine's gifts! Give those plastic bouquet wrappings a second chance by recycling them at your local supermarket!

#sustainablevalentinesday



Valentine's Day is all about love and thoughtful presents! Remember, those lovely gift bags can be reused for future occasions. Let's keep the love going and the planet happy!

#sustainablevalentinesday



In the UK, 220 million roses are sold on Valentine's Day. Once they've lost their bloom, place your flowers in your garden waste or dry them out as a symbol of everlasting love!

#sustainablevalentinesday

A young couple is taking a selfie in a park. The woman, on the left, has long brown hair and is wearing a dark blue jacket and a light-colored scarf. She is holding a smartphone and looking at the screen. The man, on the right, has short dark hair and is wearing a dark blue jacket with a red hood. He is smiling and looking at the camera. They are standing in a grassy area with trees in the background. The text "School Resources" is overlaid in the center of the image.

School Resources

School Resources

The aim of these resources is to promote a sustainable celebration message to children and families. The resources include:

- A school assembly
- An activity sheet
- Inspiration list
- Copy for school newsletters

School Assembly



Introduces:

- Concept of natural resources
- Scale of consumption on Valentine's Day
- Environmental impact of consumption
- Buy less, but do more ethos



School newsletter copy

Buy less, but do more: Valentine's Day 2025

Valentine's Day brings a lot of love, but did you know it also brings 220 million roses, 25,000 tonnes of plastic and cardboard packaging, 25 million cards and 13,500 miles of gift wrap! That's a lot of natural resources and carbon emissions. We love the fun of Valentine's Day but this year we're thinking about celebrating a little differently by buying less and doing more!

Browse our Valentine's Day buy less inspiration list and activity sheet at [XX](#). Show some love to that special someone—and give a big hug to Mother Earth too!

UK Valentine Facts: sources

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**Many thanks to our contributors in producing
this toolkit**

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**Pledge2
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