



# 2025 Opt-out Community P&E Meeting

September 5, 2024

# Agenda

- Background
- P&E approach
- P&E assets
- Customer service
- Launch toolkits
- Next steps





# Background

- On July 1, 2023, Ontario communities began transitioning their blue box recycling programs to the new producer responsibility framework under the Blue Box Regulation.
- As the administrator of the common collection system, Circular Materials is responsible for delivering promotion and education (P&E) in each transitioned community.
- P&E plans employ strategies and tactics aimed at influencing consumer behaviour and shaping how Ontarians' use the blue box system.

# P&E Objectives



## Meet P&E Regulation Requirements

Recycling education, publicly accessible website, translation, available in print.



## Seamless Transition for Residents

Duplicate and enhance the P&E initiatives received prior to transition.



## Increase Recycling Rates

Increase participation through education and awareness.  
Reduce contamination by influencing recycling behaviour.

# Transition Schedule



# Discovery & Research Phase

- Circular Materials' discovery process with 2025 transitioning communities launched in May.
- The below inputs will inform P&E plans.

## Focus groups

Leveraged 2022 and 2023 consumer focus group research to understand consumer behaviour and perceptions around recycling.

Another set of focus group research set for Q4 2024.

## One-on-one meetings

Conducted one-to-one meetings with each of the opt-out communities to audit and learn about their current P&E initiatives, best practices and learnings.

Meetings with CIF depot committee to learn about depot P&E needs.

## Webinars

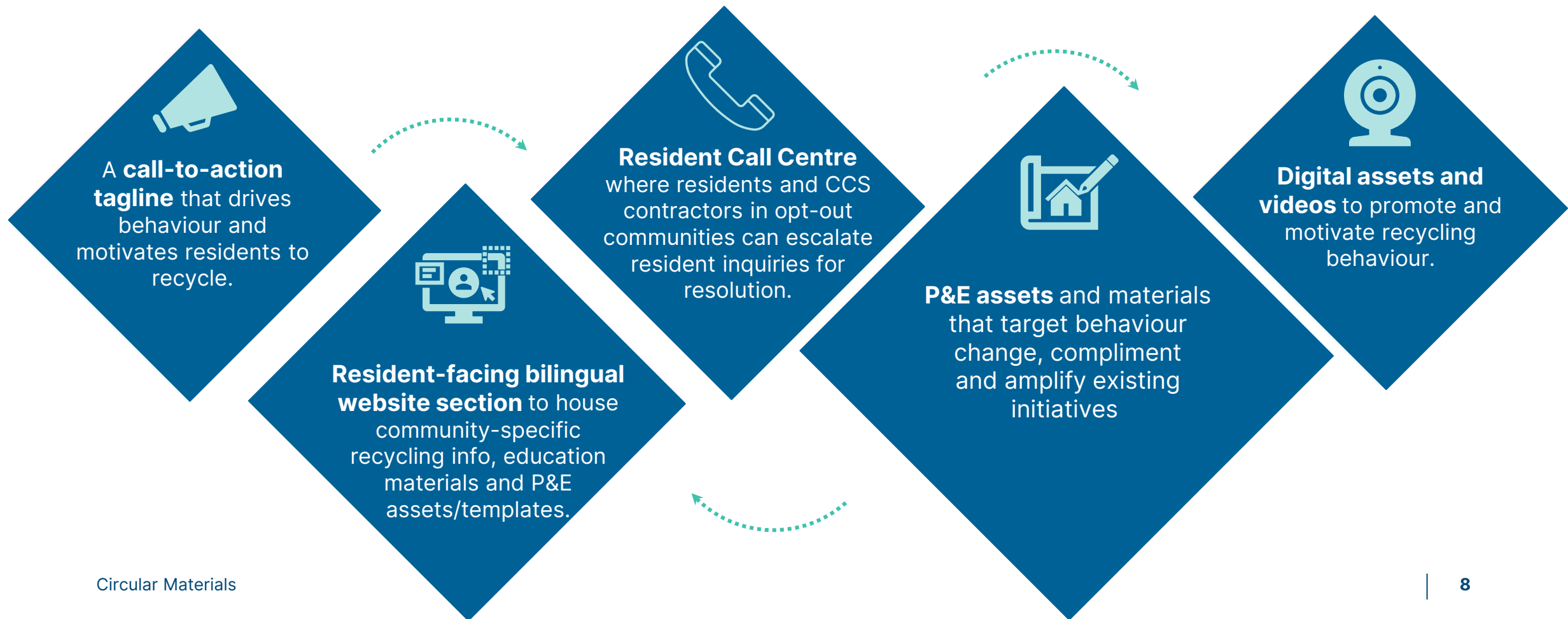
Webinars with 2025 opt-in and opt-out communities to review P&E approach and answer questions – happening today!

# Focus Group Research Learnings

- Recycling is an **unthinking habit** entrenched in one's daily routine.
- **Confusion** and noise on what is recyclable and what is not – simplicity is key.
- **Lack of trust in the system** and feel that recycling is still under-developed with broken promises.
- **Looking for an 'enabler'** that provides options to be more sustainable in their daily lives.
- Reject higher-order promises; need to **understand what is possible in real, tangible terms** - demonstrate what recycled material creates.
- **Aspire to be part of a circular model** but the concept of 'circularity' / 'circular economy' is not well understood.

# Outcome: P&E Approach

Based on the discovery and research phase learnings, the following assets have been developed to meet compliance requirements and set the groundwork to influence resident recycling behaviour.





# Call to Action Tagline: Ready. Recycle. Repeat.

- Simple, easy-to-understand messaging.
- Influences resident barriers and taps into their motivation.
- Consistently used on all P&E assets, highlighting the word that each asset speaks to.



## READY

Recycling preparation and what you need to do before your material goes into the recycling bin.



## RECYCLE

What you need to do when placing your material in the bin and at the curb.



## REPEAT

Continuing the behaviour cycle, focusing on the 'why recycle' piece.

# P&E Assets

- We have developed P&E assets covering recycling topics in various sizes in both English and French.
- Inputs include discovery meeting learnings, audit data and research findings.
- Sizes include:
  - Social/digital (Facebook, Twitter, Instagram).
  - Poster.
  - Other sizes upon request.
- Focus is on back-to-basics to set the groundwork for future years and address contamination/recycling topics communities raised during the discovery phase.

# READY Examples

A short rinse goes a long way.



Rinsing food residue from your containers helps ensure they are ready for recycling.  
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Break down your boxes.



Flattening cardboard and boxboard allows for more space in your recycling bin and ensures it's collected.  
[circularmaterials.ca/ON](https://circularmaterials.ca/ON)



Bins out by 7 a.m.



Put your recycling bins out by 7 a.m. on collection day to ensure they get collected.  
[circularmaterials.ca/ON](https://circularmaterials.ca/ON)



# RECYCLE Examples

**Keep lids on.**

Containers and bottles can be put in your recycling bin with the lids on.

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**Infinite aluminum.**

Did you know aluminum cans can be recycled an unlimited number of times? Recycle yours!

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**Loosen up.**

Keep materials loose in your bin to ensure they're ready for recycling.

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**When the wind blows.**

Stack bins on windy collection days to prevent recyclables from getting away.

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**Not all materials play nice together.**

Separate containers from paper and cardboard to ensure materials are ready for recycling.

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# RECYCLE Examples

**No food in the bin.**



Food and organics can contaminate your recyclables. Keep them out of your recycling.

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**No pots. No pans.**



Pots and pans can disrupt the recycling process. Keep them out of your recycling bin.

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**Festivities are not for your bin.**




Holiday lights and décor can disrupt the recycling process. Keep them out of your recycling bin.

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**Keep lids on.**

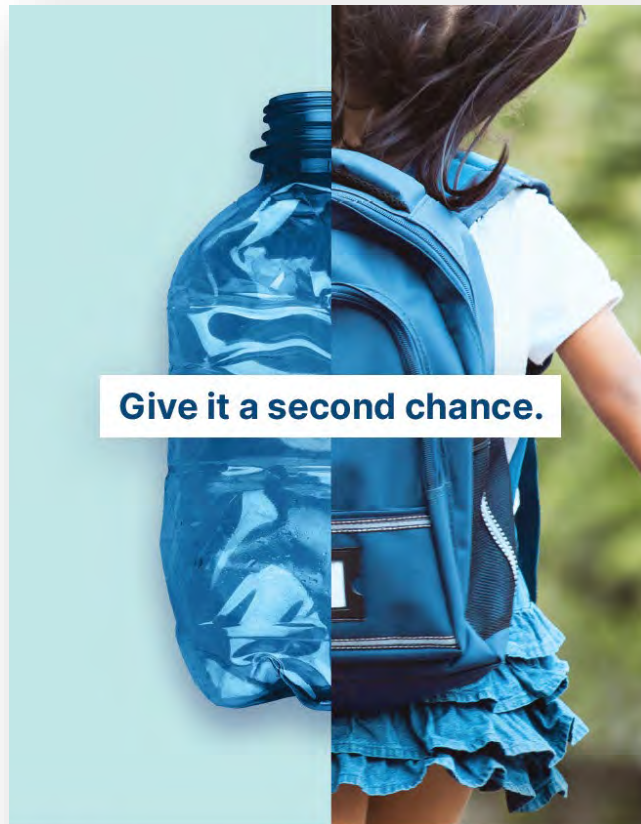


Containers and bottles can be put in your recycling bin with the lids on.

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# REPEAT Examples



**Give it a second chance.**

Recycle plastic containers so they can be turned into something new.


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**Recycle more, use less.**

Products made from recycled materials use less natural resources.


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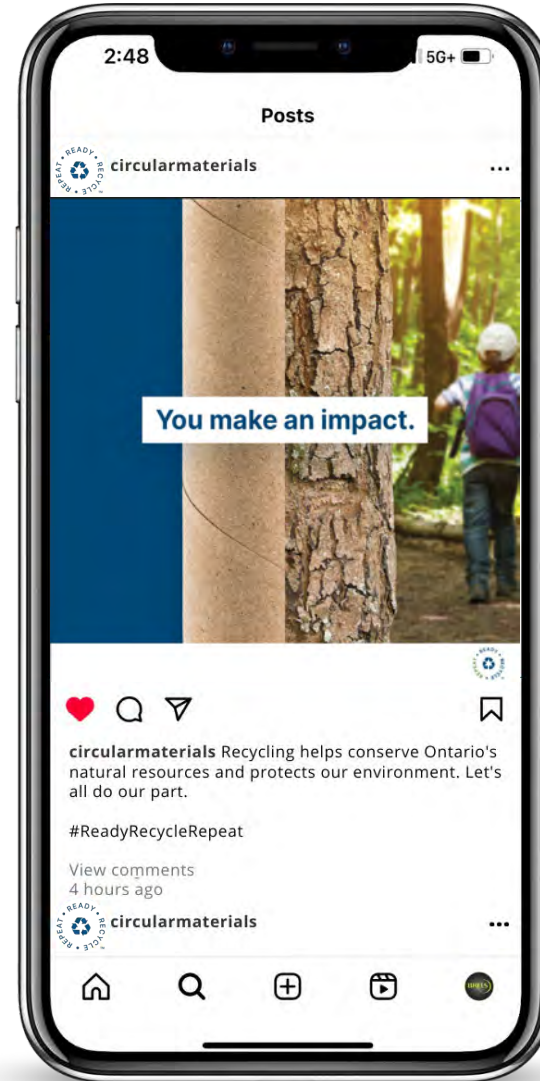
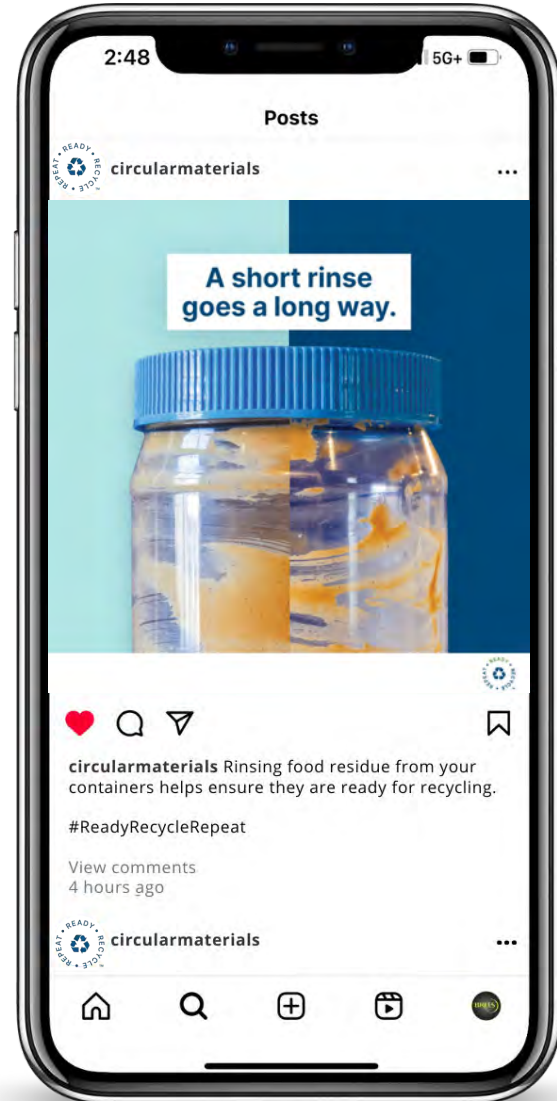
**You make an impact.**

By recycling, you are protecting our environment for future generations. Thanks for doing your part!

[circularmaterials.ca/ON](https://circularmaterials.ca/ON)



# Social Adaption Examples



# Social Images for Service Disruptions and Holiday Reminders





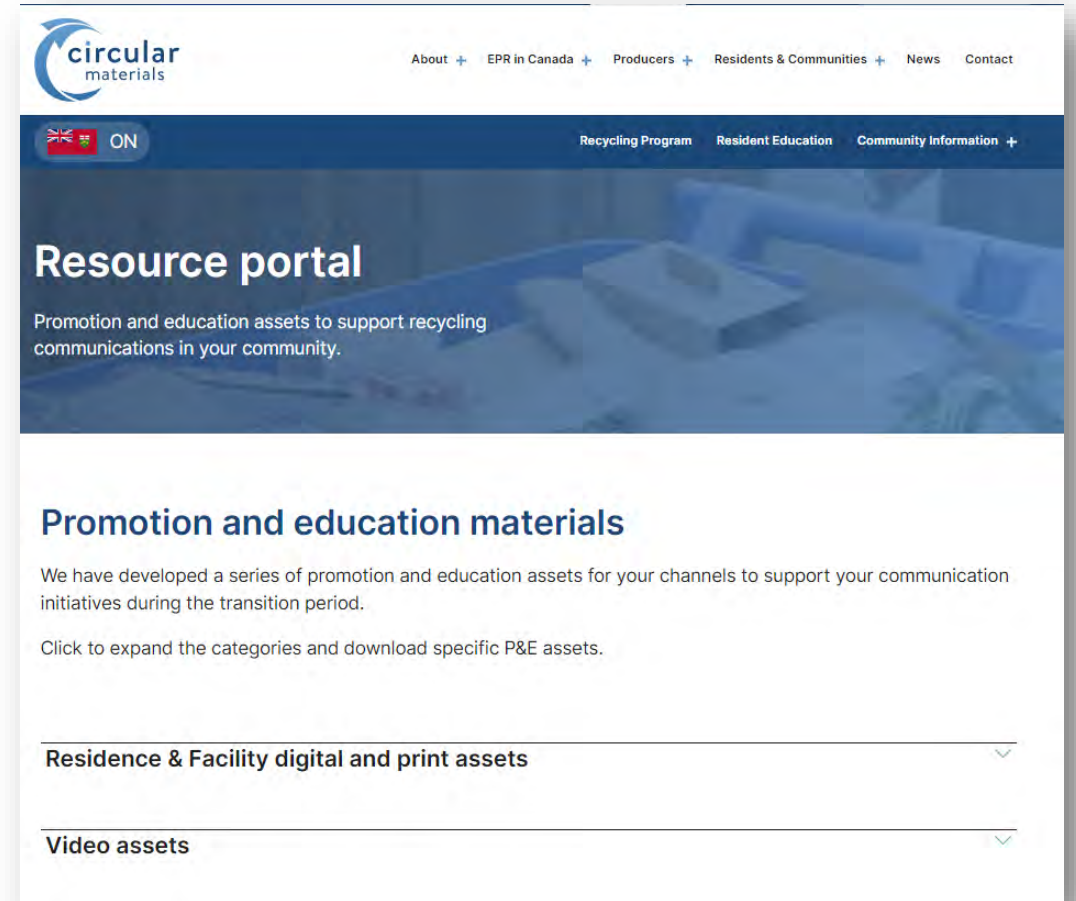
# Educational Videos

- 30-second education videos.
- Reiterate P&E asset messaging (rinsing, flattening, sorting, recycling process, why recycle, no batteries, no holiday decorations).
- Available for you to use on digital channels.



# Resident Website Hub

- Evolved website launched late June 2023 to capture residents and meet regulation requirements.
- The website features a resource portal for communities to log in and download P&E assets to use on communication channels.
- Each community will have a unique log in to access the resource portal prior to their transition date.



# P&E Approach for Opt-out Communities

# Directly Manage Opt-Out Community P&E

- Circular Materials will replicate P&E initiatives for opt-out communities to support a seamless transition for residents.
- Plans are tailored to each opt-out community and based on their P&E prior to transition.



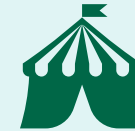
Collaborate on recycling guides and calendars.



Local ad planning and buys.



Host website information for each community.



Local event activations.



Manage recycling-portion of waste apps.



Educational school toolkits.



Provide recycling-related social media content.

# Calendars and Guides

- Based on learnings from our discovery calls, most opt-out community recycling guides and calendars are shared with other waste streams (e.g., garbage, compost, yard waste, hazardous waste).
- Depending on your transition date, P&E agreements to support your team in continuing to develop and distribute guides/ calendars. **Please return these as soon as possible.**
- Intention is to keep your current practice for guides/calendars during the transition period to support a seamless transition for residents.
- Contact details for selected contractors can be included on your next guide/calendar for resident inquiries.



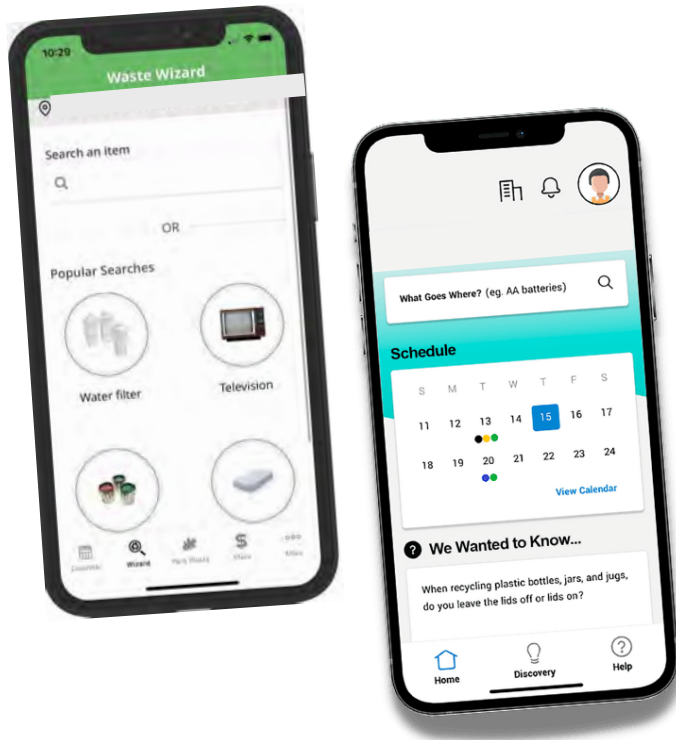


# Website Information

- As part of our evolved website, each opt-out community will have a community-specific page that includes the recycling information that's currently on your website and the customer service information for your contractor.
- Recycling information on your website will be redirected to the Circular Materials website – copy will be provided to you.
- Website URLs will be confirmed prior to your transition date and follow this format: *circularmaterials.ca/communityname*.
- On your transition date, please update your recycling page with the following text and hyperlink to your website URL:

*Community's* recycling program is now managed by Circular Materials – the administrator of the common collection system and a not-for-profit organization that is committed to building an efficient and effective recycling system in Ontario. [Click here](#) to visit Circular Materials' website.

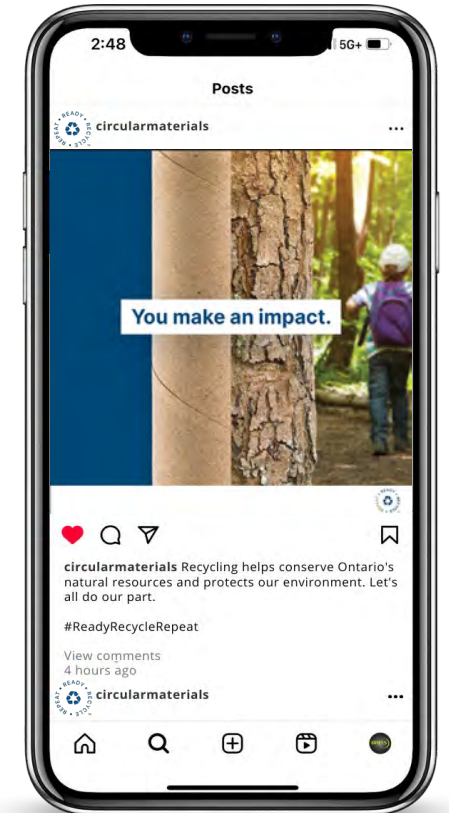
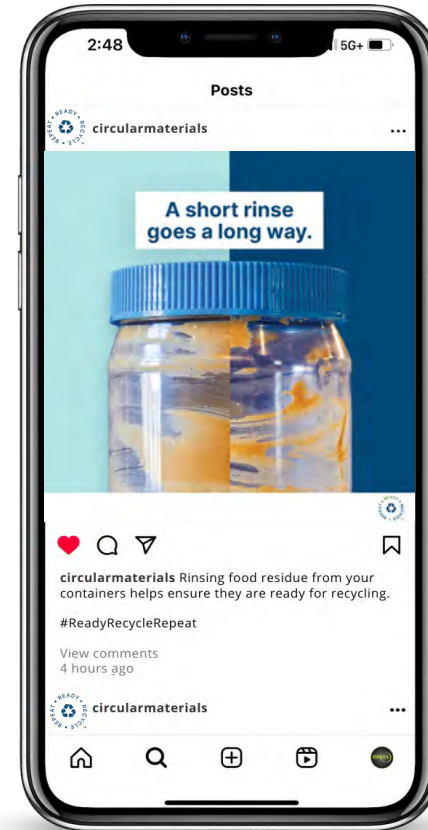
# Waste Apps/Widgets



- Circular Materials can directly manage the recycling content within your waste app.
  - Depending on transition date, P&E agreements were issued to support continuing the subscription of these apps.
- **Material info and collection calendar:** we will directly update and maintain the information on your app.
- **Service disruption/alerts:** we will directly issue the service alert to affected residents.
  - We will email you with the service issue and social media/website post copy should you wish to share on other channels.
- **Website widgets:** please send your website embed code as soon as possible for publication on your community-specific page on the Circular Materials website.
- *\*Please contact us if you are approached to renew/extend waste app contracts as we are considering moving to one app post-2026.*

# Social Media Content

- P&E assets available in sizes for Twitter, Facebook and Instagram.
- These assets can be included in your social media content calendars to amplify recycling messaging.
- Circular Materials launched channels in February and encourage you to follow/share our posts on your channels.
- As of your transition date, if you receive a complaint/question on social media regarding the blue box program, please direct them to [customerservice@circularmaterials.ca](mailto:customerservice@circularmaterials.ca).





# Local Advertising

- For those communities that conducted paid advertising prior to transition, Circular Materials will continue to profile recycling through these channels.
- Planning for these advertising campaigns will be a collaborative effort with each community.
- To avoid confusion, 2025 media plans will be a targeted approach with less focus on broadcast channels that have an extended reach to opt-in communities or communities that have not transitioned yet.

## Safety measures announced for Autoroute 50

**ARGENTEUIL** - The Québec government has announced a series of measures to improve safety on Autoroute 50, beginning this summer. The announcement was made on Friday, July 5 after a series of serious and fatal collisions on the 87-kilometre highway between Gatineau and Mirabel. Most of the highway is two lanes with occasional passing lanes. Speed and illegal passing have been a recurring problem along the highway.

"With the measures announced today, we wish to respond concretely and quickly to the population's expectations in terms of road safety on Autoroute 50," Québec Minister of Transportation Geneviève Guilbault said.

Over the coming weeks, with the collaboration of the Sûreté du Québec, police surveillance will be increased on the highway, particularly in the most accident-prone areas. An awareness campaign will also be deployed by the Société de l'assurance automobile du Québec (SAAQ), in the Laurentides and Outaouais

regions, to encourage users to adopt prudent driving behaviours by respecting posted speed limits, avoiding taking risks, and stopping in case of fatigue while driving. In addition, mobile photo radars could be installed by the end of the year along the Autoroute 50 corridor.

Argenteuil Member of the National Assembly Agnès Grondin said the measures will help improve safety on the highway until a multi-year project to fully divide the route is completed.

"Until the massive widening work on Highway 50 is completed, it has become imperative to act to secure travel on this essential route for Argenteuil," Grondin said.

The 87 km of mostly two-lane highway between L'Ange-Gardien and Mirabel is being analyzed in order to determine the sites where it will be possible to install a median safety barrier to separate the lanes and assess whether the addition of lighting is required. The first work should begin in the fall of 2025.

- Press release



Looking east on Autoroute 50 from chemin Kilmari in Grenville-sur-la-Rouge. PHOTO: JAMES MORROW

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# Local Events

- Circular Materials' events team will be present at community events indicated during the discovery meetings.
- Event activation will include:
  - Tent, staff and recycling education materials.
  - Sorting activity.
  - DYK flipboard activity.
- Event activations and activities will evolve in future transition years based on metrics, feedback and learnings.



# School Toolkits








- To continue in-school programming, we have developed school toolkits that will be taught by educators and delivered as blend of physical kits mailed to schools supplemented by downloads to maximize accessibility.
- Toolkits will include:
  - Welcome letter and how-to guide to the school/teacher.
  - Activities: sort it out, keeping it in the loop, digital trivia.
  - Worksheet activities (word search, colouring pages, etc.).
  - Large format activities and posters for classrooms.
  - USB drive with vignette videos and digital downloads.
- Toolkits will be delivered to all public and Catholic elementary schools within communities that had school programming in place prior to transition.




# Depot P&E

- Depot information (hours, location, etc.) will be housed alongside community-specific information on our evolved website.
- Current depot signage can be maintained during transition unless it requires repair or has outdated information.
- Working with the CIF Depot Subcommittee on specific needs for depots.

**DEPOT RECYCLING GUIDE**

	<b>BEVERAGE CANS</b>
	<b>NEWSPAPER</b>
	<b>CARDBOARD</b>
	<b>STEEL CANS</b>
	<b>PLASTICS</b>
	<b>GLASS</b>
	<b>CARTONS</b>

**PLACE THESE MATERIALS CLEAN, DRY, AND LOOSE IN THE RECYCLING BINS.**



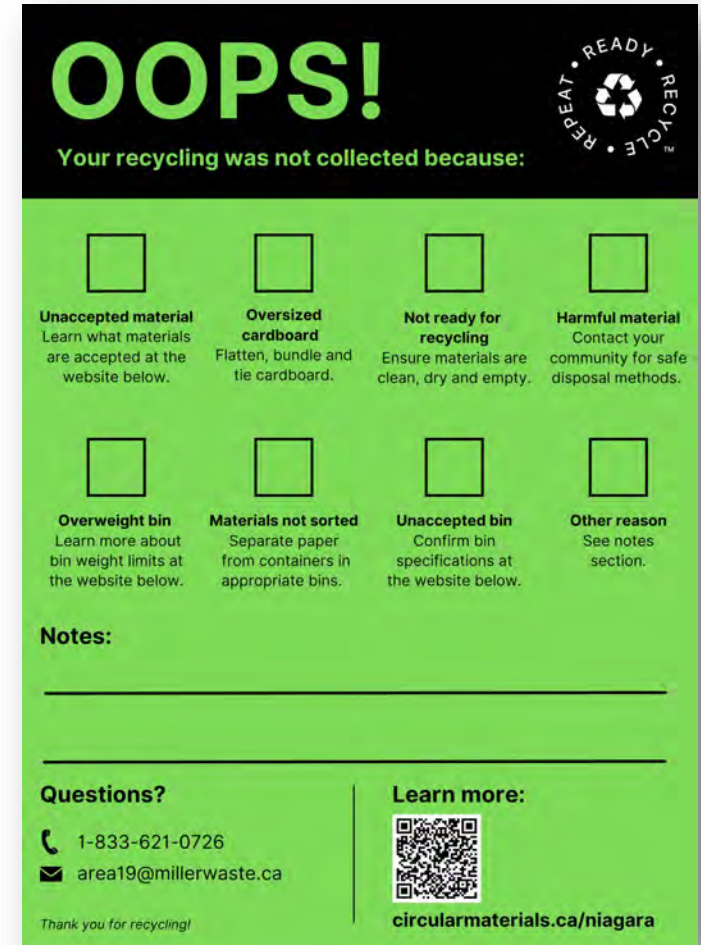
# Multi-Family P&E

- We are developing and deploying assets and campaigns targeting multi-family units with recycling information specific to them.
- Using audit data to determine current contamination levels and how to address them.



# Oops Sticker Pilot

- Currently piloting recycling-specific oops stickers in select opt-out communities.
- Pilot will gather insights and learnings as we prepare to distribute oops stickers province-wide in 2026.
- Stickers will have the same categories along top (minor differences for single vs dual stream), and bottom is customized to the community or region.
- Contractor reports provide information on challenge areas that we can use to tailor P&E.



# Measuring Impact

Continuous improvement to test and improve P&E effectiveness



## Research

Through focus groups, measure year over year P&E ad recall, awareness and perceptions.



## Audits

Localized audit data is compared to determine whether P&E influenced problematic behaviour.



## Resident Call Centre

Themes and trends of questions & complaints are addressed by targeted communications and P&E and measured by reduction of inquiries.



## Event Activations

Measure interactions, impressions and qualitative feedback related to booth and activities.



## Media Buy Analytics

Based on channel, we measure reach, impressions, click through rate, etc. to determine impact of P&E.



## School Toolkits

Educators provide feedback; digital trivia provides intel on what recycling topics P&E should focus on.



## Digital Metrics

Website, social channels, video views, downloads, etc. are measured to determine what content is most impactful.

# Customer Service



# Resident Inquiries to be Directed to Contactor



- As of your transition date, please direct any resident inquiries to your contractor's customer relations email and phone number. Contractor contact info will be posted on the respective residential webpage.
- Understand this process may be different than current practice and will take some time for residents to learn the new contact.
- If you receive an issue/complaint that requires escalation to Circular Materials, please direct to: [customerservice@circularmaterials.ca](mailto:customerservice@circularmaterials.ca) or 1-877-667-2626.

# Leading Up To Your Transition Date

# Launch Toolkit

- A toolkit with materials and resources around Ontario's' transition will be sent prior to your transition date and include:
  - Overview of the transition.
  - News announcement.
  - Transition key messages & Q&A.
  - Contractor customer service information.
  - Contact info and links to where to go for more information (new website).
  - Pre-written social media posts with corresponding photos and hashtags.
  - Login for the P&E resource portal to access education and creative assets.
- We encourage you to share elements of the toolkits with your city council to address inquiries.
- We are open to collaborating on a joint communications or other launch initiatives within your community.

# Upcoming Engagement Session

- Circular Materials, in partnership with Waste to Resource Ontario (W2RO), invite you to a second session to continue the conversation on the blue box transition and seek feedback from municipalities as we develop plans to support the completion of transition to extended producer responsibility by the end of 2025.
- During this session we will discuss:
  - the transition status to date.
  - public space plans.
  - depot rationalization.
  - promotion and education.
- If you are interested in attending, please register using the link below:

**Thursday, September 26, 2024**

10 - 12 p.m. ET

Fairmont Royal York

100 Front St W, Toronto

[Register here](#)



# Next Steps



# Next Steps

Timing	Community Action
<b>Now</b>	<ul style="list-style-type: none"> <li>✓ If applicable, sign and return P&amp;E agreement for guides/calendars and apps.</li> <li>✓ If applicable, provide access and send embed codes for waste apps.</li> </ul>
<b>At least eight weeks prior to transition date</b>	<ul style="list-style-type: none"> <li>✓ Transition launch toolkits will be sent.</li> <li>✓ Review P&amp;E resources portal on the Circular Materials website and download assets for use in your communication channels.</li> </ul>
<b>Transition date</b>	<ul style="list-style-type: none"> <li>✓ Update recycling webpage to redirect to Circular Materials' community-specific webpage.</li> <li>✓ Begin directing residents to contractor for customer service inquiries.</li> </ul>



**Questions?**



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