

Toronto's Recycle Right Campaign

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March 21, 2019



City of Toronto's Waste System



Collection Customers



Collection

Solid Waste Management Services collects from approximately 1 million residential and non-residential customers.



Residential – 873,000

Single family households and Multi-residential units



Commercial – 7,600

Bin and bag-only small commercial locations



Non-Residential – 3,500

Schools, charities, religious institutions, City facilities



Public Space and Events

Parks, litter bins, special events

Services and Assets

Services

- Garbage
- Blue Bin Recycling
- Green Bin Organics
- Yard Waste
- Household Hazardous Waste
- Electronic Waste
- Drop-off Depot
- Community Environment Days

1M Tonnes

- 497,000 tonnes of garbage
- 203,000 tonnes of recyclables
- 159,000 tonnes of organics
- 85,000 tonnes of yard waste

Assets

- 7 Transfer Stations
- 1 Open Landfill + 160 Closed
- 1 Organics Processing Facility + 1 under expansion
- 5 Collection/Litter Yards
- 600+ Vehicles & Equipment
- 1.5M+ Waste Bins

Recycle Right



Recycle Right – Edu-tainment


BAD THINGS HAPPEN WHEN FOOD SCRAPS & RECYCLING GET TOGETHER.



Learn what goes in your Blue Bin and what doesn't at toronto.ca/recyclerright




 | Call  | 

BAD THINGS HAPPEN WHEN OLD CLOTHES & RECYCLING GET TOGETHER.



When you throw the wrong items (like clothing, curtains, blankets, etc.) in your Blue Bin, they can get tangled in sorting machines, damage equipment and cause workplace injuries at the recycling facility. Last year, an estimated 45,000 tonnes of garbage was mistakenly put into recycling. That's a big problem you can help fix.

Learn what goes in your Blue Bin and what doesn't at toronto.ca/recyclerright

 | Call  | 

Recycle Right – Multi-tactic



把舊衣服與回收物品混在一起會造成不良後果。

A cartoon illustration of a blue recycling bin and a yellow clothing bin. The blue bin is on the left, and the yellow bin is on the right, holding a piece of clothing. They are standing on a pink background with a city skyline in the background. A red sign on the left says "水泥未乾 請勿踏入" (Concrete not dry, do not enter).

若您把不當物品（如衣物、書簿、襪子等）丟進藍桶，這些物品可能會在分揀過程中黏結，造成設備損壞及導致回收設施內發生工傷事故。去年，估計有 45,000 噸垃圾被錯誤回收。這是一個嚴重的問題，而您可以幫忙改正這些錯誤。

要瞭解什麼可以去進藍桶什麼不可以，請上網：toronto.ca/recyclerright

TORONTO | 熱線電 311 | Live Green



Recycle Right - Videos



Recycle Right – Direct Mail



LEARN WHAT DOESN'T GO IN YOUR BLUE BIN.



FOOD & ORGANIC WASTE

Food scraps, pet waste, diapers, eggshells and expired leftovers



CONTAINERS WITH FOOD

Peanut butter jars, takeout containers and squeeze bottles



CLOTHING & TEXTILES

All clothing items, shoes, blankets, towels and curtains



ALL BLACK PLASTIC

Packaging, garbage bags and VHS tapes



COFFEE CUPS

Hot drink cups and black plastic lids

To learn more about why these items don't belong in recycling, visit toronto.ca/recycleright

Complimentary Activity



- Curbside bin inspection
- Single Family – 4%
- Multi-Residential – 16%
- Monitoring, education and follow up

Media Coverage

Toronto targeting recycling contamination with bin inspections

Global News > RADIO By Kerri Breen Digital Content Coordinator AM640
640 Toronto

BRIEF
Toronto steps up bin inspections to fix multimillion-dollar contamination problem



Live Eye

What you should and shouldn't recycle

Adam is live with Jim McKay, General Manager of the Solid Waste Management Services for the city of Toronto to know everything about recycling.

Recycle Right – 2.0

NOT WANTED IN YOUR BLUE BIN



CULPRIT: FOOD WASTE

DESCRIPTION: Rotten food and scraps. Coffee grounds.

CRIME: Ruining loads of paper and sending it to landfill.

SENTENCE: Confined to the Green Bin.

Learn what goes in your Blue Bin and what doesn't at toronto.ca/recycleright



Call 311



NOT WANTED IN YOUR BLUE BIN



CULPRIT: COFFEE CUP

DESCRIPTION: Paper cups lined with plastic or wax.

CRIME: Identity theft; posing as an item that can be recycled.

SENTENCE: Confined to the Garbage Bin.

Learn what goes in your Blue Bin and what doesn't at toronto.ca/recycleright



Call 311



“Get that garbage outta here!”

Jack Armstrong repeatedly yells "get that garbage outta here" in hilarious new commercial

BarDown Staff



TSN's Jack Armstrong ., City of Toronto/Twitter

TSN's own Jack Armstrong has taken his signature catchphrase to a new level.



 **City of Toronto** 
@cityoftoronto

The City of Toronto and Jack Armstrong team up to remind you to [#recycleright](#) Info: bit.ly/2DN8BxO [#knowbeforeyouthrow](#) [#CityofTO](#)

♥ 845 1:05 PM - Jun 10, 2018

 367 people are talking about this 

Recycle Right – Campaign Results

- 9M+ digital media impressions
- 5M+ Facebook impressions
- 1M+ video views
- Contamination rate dropped to ~ 25%
- 87% corrected behaviour at 2nd visit

Recycle Right - Insight

- Contamination is **caused by a number of factors**
- Lot of education around what can be recycled but more education is needed on **why not**
- Change requires a **long-term and multi-pronged approach**
- Be **clever** and **unique** to capture attention and break through the clutter of competing messages

Thank you!



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