Blue Approved.



Recycling Education: Do you approve?

Daniel Mireault
Environmental Coordinator
City of Saskatoon
daniel.mireault@Saskatoon.ca









2012 – CURBSIDE (SINGLE-FAMILY) RECYCLING 65,000 CARTS







2014 -MULTI-FAMILY RECYCLING 35,000 UNITS 850 SITES



















The StarPhoenix Dec 12, 2012

The new city-wide curbside recycling program begins to roll out next month. Do you or someone you know plan on NOT using the city-provided curbside recycling program? Even though it's on your taxes and you'll get a bin either way, are you planning on boycotting the system? Email our reporter Charles Hamilton at cthamilton@thestarphoenix.com to chat.

From politics to a civic service





- Three phases:
 - Pre-Launch build awareness and enthusiasm
 - Launch Encourage Acceptance and adoption
 - Post-Launch Reinforce behavioural change



CURBSIDE RECYCLING LAUNCH



BLUE CART. GREEN CITY.





WHEN WILL I GET MY CART? Use the Cart Delivery Schedule to find out when your cart will arrive.



RECYCLING DAY?

Check out the Collection Calendar to see when your cart will be emptied.

PUT IN MY CART?

HOW MUCH DOES IT COST?



For questions about your service.

Lorass Recycle provides the recycling service and is available to answer your questions about cart delivery, collections, how to properly use your recycling cart, or any other service-related questions you may have. Just call 308-242-230000 or customercare@orass.ca.

If you would like to know more about the fee for recycling on your utility bill please contact the City of Saskatoon Revenue Branch at 306-975-2400 or revenue@saskatoon.ca.





CURBSIDE RECYCLING LAUNCH



COMMUNICATION RESULTS

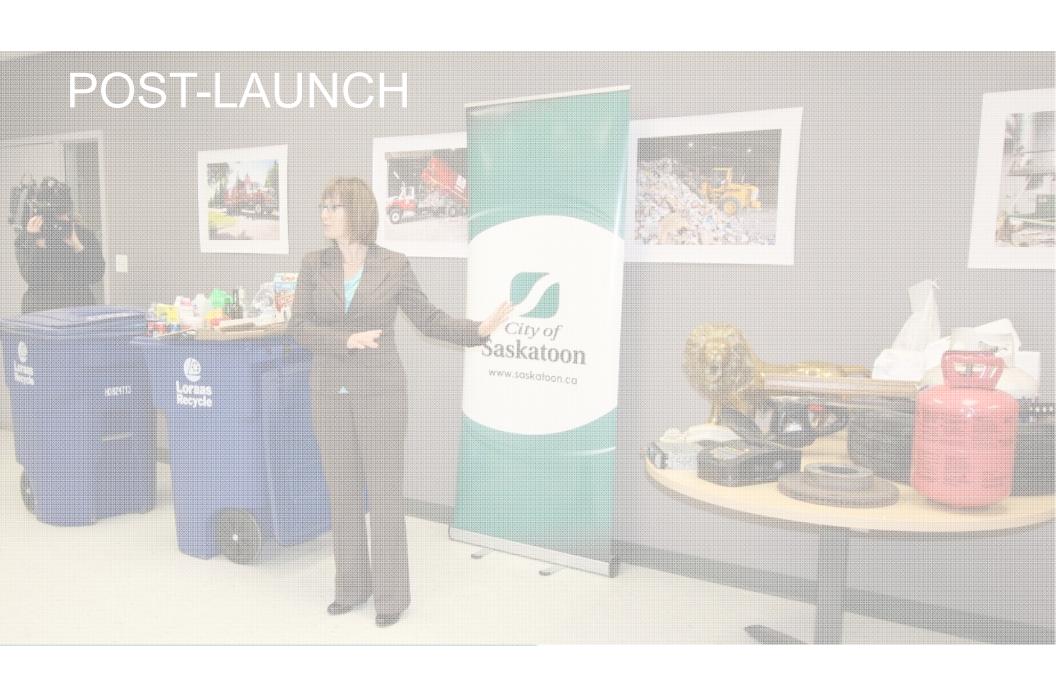
- Three phases:
 - ✓ Pre-Launch build awareness and enthusiasm
 - ✓ Launch Encourage Acceptance and adoption
 - X Post-Launch Reinforce behavioural change

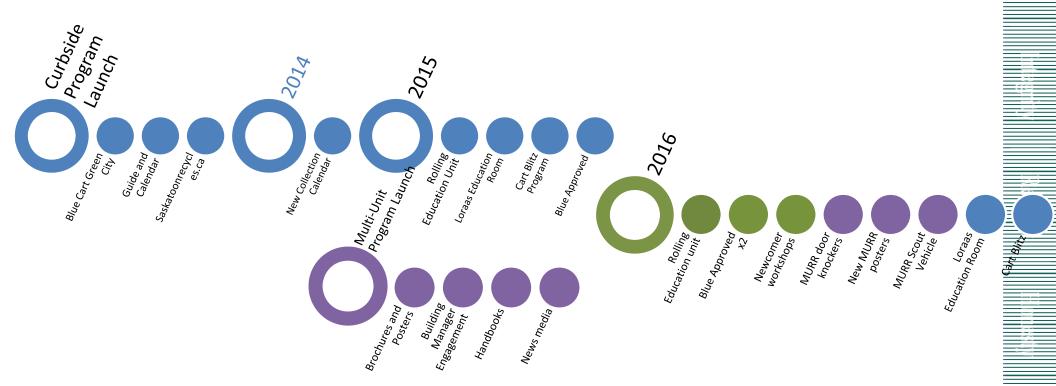


















GARBAGE

Use your black cart for normal household garbage









Non Recytable

Romombor

- · Bag and tie all waste
- . Your cart lid must be completely closed

Not Accepted

- Take to Household Hazardous Material Hazardous Waste Day

Take to the

Saskatoon Landfill

Take to a SARCAN

Call (306) 655-4444

Recycling Depat

for safe disposal

- . Construction Waste
- · Auto Parts
- Compressed Gases (Cans. Tanks)
- · Paint
- Electronics & Components

· Needles

+ Oil

Visit SaskWasteReduction.ca for locations and options

Visit SaskWasteReduction.ca to find places to recycle anything from your home.

RECYCLING

Use your blue cart for clean containers and packaging









Romombor

- · Your cart lid must be completely closed
- · Toss items loosely into your cart do not bag
- Remove and throw away caps and lids
- · Rinse containers
- · Place shredded paper in a clear, tied plastic bag

Not Accepted

- · Styrofoam
- · Hazardous Material
- Electronics
- · Yard Waste
- · Needles call (306) 655-4444 for safe disposal

COMPOSTING

Subscribe to green cart collection for your yard waste







Unbegged Leaves Unbegged Grass

Green Cart Collection is a fee-for-service program from May to November. To subscribe visit SaskatoonRecycles.ca or email leavesandgrass@saskatoon.ca

- Your cart lid must be completely closed
- · Elm Tree wood is not accepted at City Compost Depots or in green carts
- Food waste goes in your black cart or backyard compost bin

FREE COMPOSTING SERVICES

City Compost Depots are open from April to November to take your yard waste free of charge. Visit Saskatoon.ca.

Backyard Compost Bin Rebates are available through the City at Saskatoon.ca or (306) 975-2487.

Composting Workshops are offered free of charge. Learn more at Saskatoon.ca.

Real Christmas Trees can be taken to drop-off sites from December 26 to January 31. Visit Saskatoon.ca.

HOUSEHOLD HAZARDOUS WASTE

Drop off hazardous materials for safe disposal. Visit Saskatoon.ca.









For a list of places that recycle hazardous materials visit SaskWasteReduction.ca.

OIL

For a list of places that accept used oil, and related products. visit SaskWasteReduction.ca.



Oil Care

ELECTRONICS

Recycle at SARCAN depot locations across the city. Visit Sarcan.ca or call (306) 933-0616.









Audio Equipment

0

Take to any SARCAN depot location across the city. Visit Sarcan.ca or call (306) 933-0616.



Romombor

· Electronics, paint, oil and household hazardous waste should never go in your black or blue cart.

CART PLACEMENT

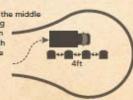


Place your cart on the street with the wheels facing the curb and 4 feet of clearance on all sides.

Place your cart on the edge of the lane, with the wheels facing the fence, and 4 feet of clearance

Cut-Do-Sac

Place your cart in the middle of the circle, facing the same direction as other carts, with 4 feet of clearance on all sides.







Flattened Cardboard



Mixed Pape



Foil and Can



Glass

lcons



Plastic Containers (look on bottom for #1-7)



Beverage Containers Milk & Drink Cartons



Electronics



Styrofoar



UNACCEPTABLE ITEMS

By City of Saskatoon Bylaw #8310, these items are not accepted. No illegal disposal.



Hazardous Waste



Cartana



Metal



Introccec



Pressure Fille



Vard Wast



PLASTICS



OFFICE PAPER



E - WASTE



HAZARDOUS



MATTRESSES



GARBAGE



GLASS



NEWSPRINT



ALL BULBS

ELECTRICAL TOOLS

& EQUIPMENT



BATTERIES



TIRES

PAINT

























FOIL AND CANS





PIZZA BOXES



MEDICATIONS



STYROFOAM



DRYWALL



AEROSOL CANS

BATTERIES





BLUE BOX

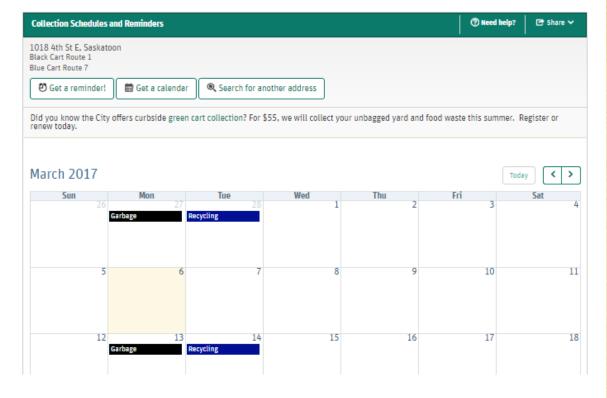
DRINK CARTONS



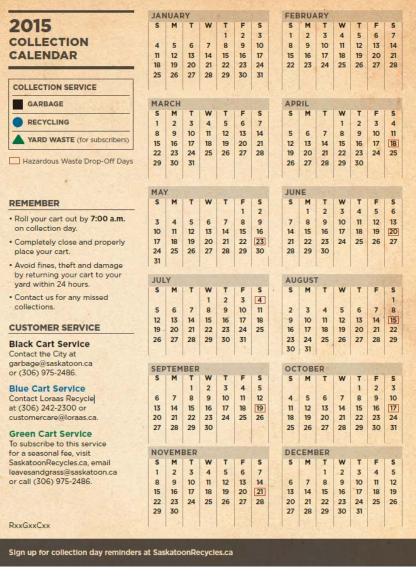
CARDBOARD



Collection Calendar

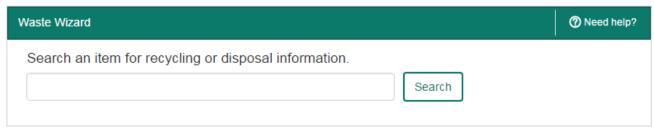






Collection Calendar





List of Materials

Powered by Recollect

https://www.saskatoon.ca/wastewizard



VIDEOS









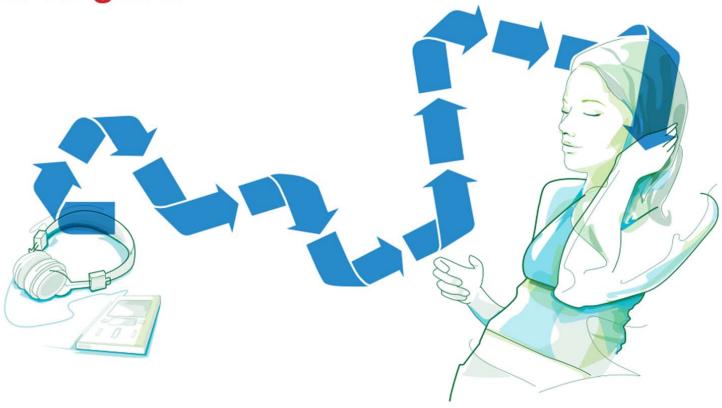


Ted got pottery lessons
last Christmas. This year,
he's making a gift for the
whole team!





reduce, reuse, recycle or re-gift it



JUST DON'T TRASH IT
Visit MetroVancouverRecycles.org













PUT WASTE IN THE RIGHT PLACE.



We can make a difference by recycling the right things, Saskatoon! Our recycling program is easy - simply toss clean, recyclable household containers, paper and packaging into your blue cart.

saskatoon.ca/recycle Lorass Recycle 306-242-2300



Worth keeping.



Worth recycling.





When you recycle, you turn used materials into new products and keep them out of our landfill.





saskatoon.ca/recycle

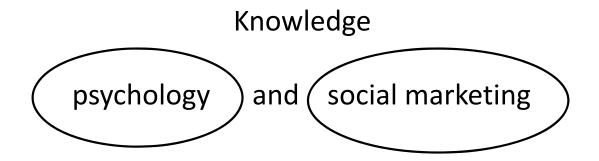
LET'S ROLL RECYCLING





COMMUNITY BASED SOCIAL MARKETING (CBSM)

approach to achieving broad sustainable behavior in our communities.



leverage community members' action to change behavior.

more than education, it's spurring action by a community and for a community.





ops! Great Job!

Please remember that these are the items you can recycle:



DON'T FORGET!

- Do not bag items
- Your cart lid must be completely closed for collection
- Place cart at least 4 feet from obstructions
- No Styrofoam





saskatoon.ca/recycle

By participating in recycling, you are saving valuable landfill space and helping to grow a greener Saskatoon.

> Thanks for being a superstar recycler!











YOU ROCK!



















Keep in mind:

- Your cart fid must be completely closed for collection
- Place cart at least 4 feet from obstructions

By doing your part in recycling, you are helping save valuable landfill space and contributing to a greener Saskatoon.



Thanks for making your community great!

OVERALL IMPROVEMENT RATE

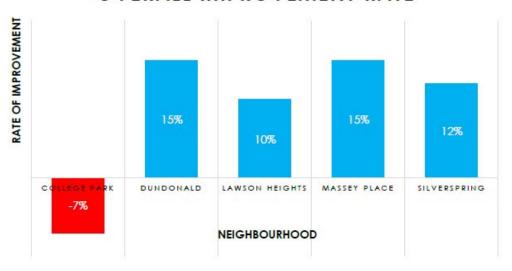
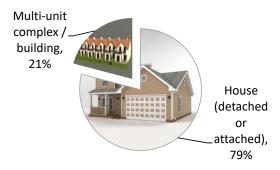


Figure 4: This figure illustrates the tag improvement rates for all neighborhoods over the six week collection period. Dundonald, Lawson Heights, Massey Place, and Silverspring show positive changes, while College Park shows a slight regression.

2015 Recycling awareness survey

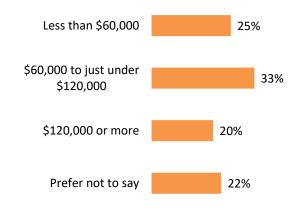
Type of Household



	40%			
17%		16%	26%	
				1%
1	2	3	4+	Prefer not to say

Number of People in Household

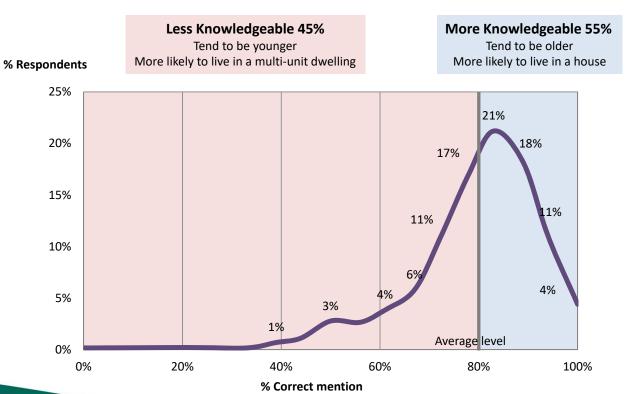
Household Income



Age range	House	Multi-unit complex / building
18-34	20%	36%
45-54	39%	27%
55+	41%	38%
Total (100%)	793	210



Do you know what to Recycle?

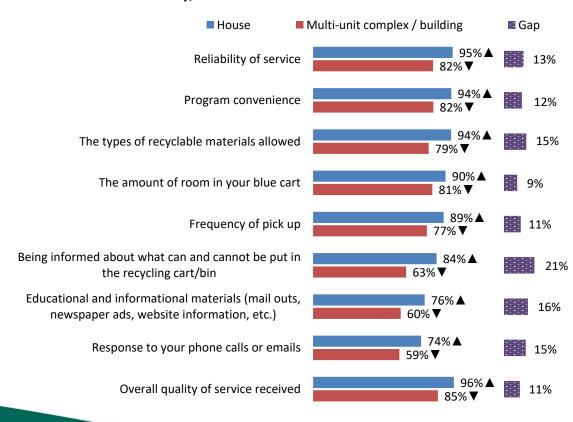






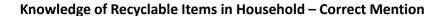
Program Satisfaction

Satisfaction with Recycling Program by Type of Household % Very/somewhat satisfied





Knowledge of What can be Recycled





Beverage containers, such as juice boxes, milk jugs, and aluminum...

91%

Pressure filled containers such as propane tanks or aerosol products

91%

Yard waste 89%

Cans, such as those used for soup, or pet food 88%

Electronics 88%

Clothing 87%

Glass, such as jars and bottles 86%

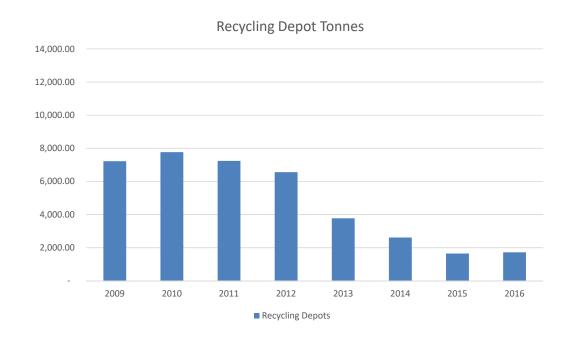
Plastic containers, such as shampoo bottles, laundry detergent jugs

riaru piastic containers	/ / 70
Plastic grocery bags	72%
Styrofoam	66%
Plastic toys	53%
Aluminium foil or tin foil	42%
Foil containers or foil roasting pans	39%



WHAT ABOUT THE TONNES?

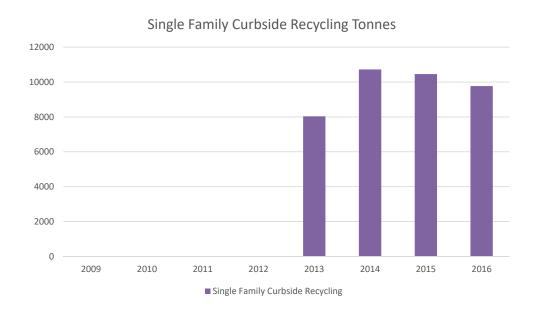
Program Goal was to double the volume of recycling to at least 14,000 tonnes





WHAT ABOUT THE TONNES?

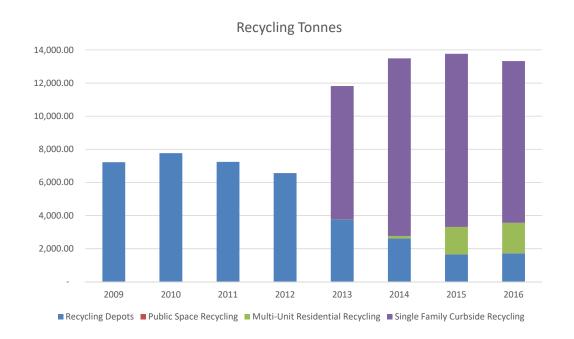
Program Goal was to double the volume of recycling to at least 14,000 tonnes





WHERE ARE THE TONNES?

Program Goal was to double the volume of recycling to at least 14,000 tonnes





Goals	Objective: Year 1	Objective: Year 2	Objective: Year 3
	(2011)	(2012)	(2013)
To maximize capture	To increase capture of	To increase capture of	To increase capture of
rates of recyclable	mixed fine paper to	tubs & lids to 49%.	mixed fine paper to
material through existing programs and	58%.	To increase capture of	64%.
targeted promotion and education at specific materials.	To increase capture of	# 6 PS to 50%.	To increase capture of
	boxboard to 69%.	To increase capture of	boxboard to 76%.
	To increase capture of	film plastic to 33%.	To increase capture of
	# 1 PET to 81%	To increase capture of	# 1 PET to 90%.
	TO increase capture of	aluminum to 76%	To increase capture of
	# 2 HDPE to 79%.	To decrease the	# 2 HPDE to 87%.
	To increase the overall	percentage of LCBO	To increase capture of
	recyclable capture rate	glass in the garbage ² to	tubs and lids to 54%.
	to 76%	30%*	To increase capture of
		To increase our overall	# 6 PS to 56%.
		recyclable material capture rate to 77%.	To increase capture of
		capture rate to 77%.	film plastic to 37%.

Saskatoon launches 'Blue Approved' campaign to improve recycling habits



By Jacqueline Wilson Reporter Global News



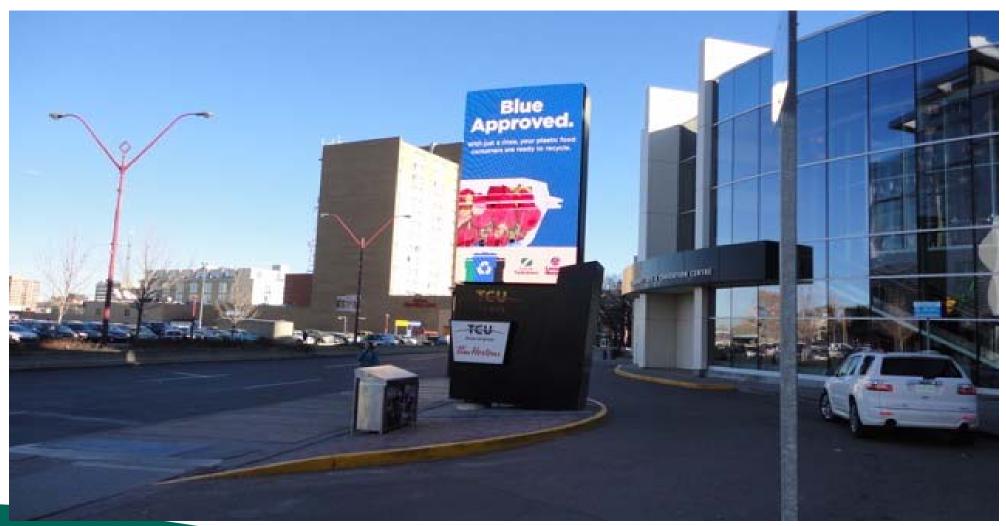
WATCH ABOVE: Saskatoon residents just can't seem to get it right when it comes to recycling. Jackie Wilson says that's why a new informational program is being introduced to direct recyclables from the landfill to the recycling plant.































NEWCOMER WORKSHOPS











DO I LOOK LIKE GARBAGE TO YOU?!?

Don't treat *hazardous waste* like garbage.

If that empty can of spray paint could talk, it might say, "Don't treat me like garbage!" If household hazardous waste like aerosols, cleaning products, pesticides, and fertilizers get tossed in the garbage or poured down the drain, they contaminate land and water. So, listen up and dispose of household hazardous waste the right way!

For easy how-to information, call (306) 975-2486 or visit saskatoon.ca/hazardouswaste.





DO I LOOK LIKE GARBAGE TO YOU?!?





Don't treat recyclable items like garbage.

If that empty plastic jug could talk, it might say, "Don't treat me like garbage!" It can be recycled. And so can cardboard, tin cans, milk jugs, beverage containers, and a whole bunch of other stuff that we want to keep out of the landfill. So, listen up and step up your recycling game!

For easy how-to recycling information, call 306-242-2300 (Loraas) or 306-955-9100 (Cosmo) or visit saskatoon.ca/recycle.

















DON'T FORGET ABOUT MULTI-UNIT







Benefits of Recycling

INCLUSION

Recycling provides opportunities for over 400 adults with intellectual disabilities at Cosmopolitan Industries, the non-profit organization behind Saskatoon's multi-unit residential recycling program.



SAVINGS

The new program will help divert recyclable waste from our Landfill saving millions over the long term.



ENVIRONMENT

By recycling everyday materials, and putting waste in the right place, you are helping to reduce pollution, conserve energy and grow a greener Saskatoon for us all.





The organization known to many as 'Cosmo' plays a very important role in our community.

Cosmopolitan Industries enhances the quality of life for adults with intellectual disabilities, providing purposeful vocational activities which challenge capabilities and build self-esteem.

Cosmo explores opportunities for participants to make meaningful contributions to our community.



RECYCLE WITH COSMO



Cosmopolitan Industries has been contracted by the City of Saskatoon to provide recycling service for multi-unit buildings and complexes, like apartments and condos.

Here's what you need to know!



IT'S SIMPLE

Use this brochure as a **quick reference** guide to help you sort recyclables from your trash.

IT'S EASY

Toss loose, clean recyclables in the large **blue bin** outside and the rest of your waste in your building's garbage bin.

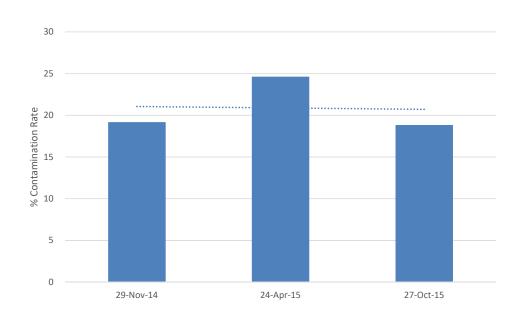
IT'S GREAT FOR OUR COMMUNITY

Community **benefits** will come with every load of recyclable material we haul away.



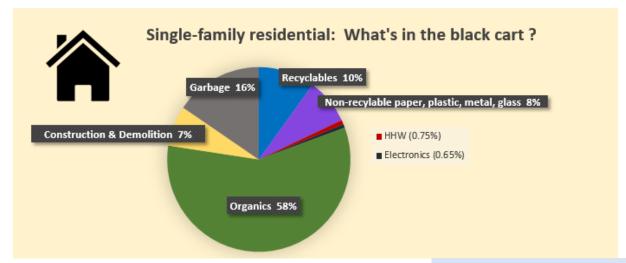


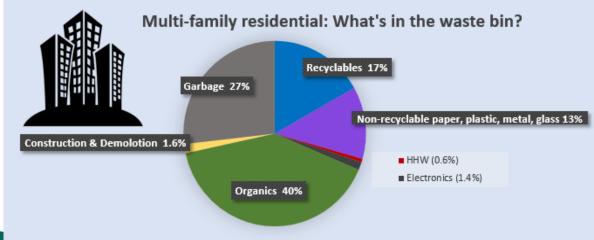
CONTAMINATION IN MULTI-UNIT RESIDENTIAL RECYCLING



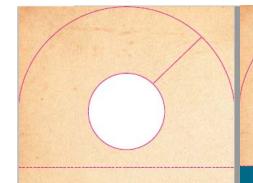


2016 CHARACTERIZATION











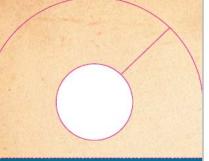


What will be lost if we don't keep recycling?

- By not recycling, we will lose over 250,000 trees each year.
- If we don't recycle, 2,500 busloads of plastic will go into our landfill annually, instead of being turned into other things.
- · If we recycle the wrong things, adults with intellectual disabilities will lose opportunities at Cosmo. Disposing of garbage and contamination is expensive and reduces funds available for Cosmo programs.







Here's how you can make a difference

Use the blue bin outside our building



















Remember:

- . Empty and rinse containers.
- · Toss items loosely into our blue Cosmo bin.
- · Remove and throw away caps and Ilds.
- Place shredded paper in a clear, tied plastic bag.

For more information: 306-955-9100 | murr@cosmoindustries.com

Thank you for your support of persons

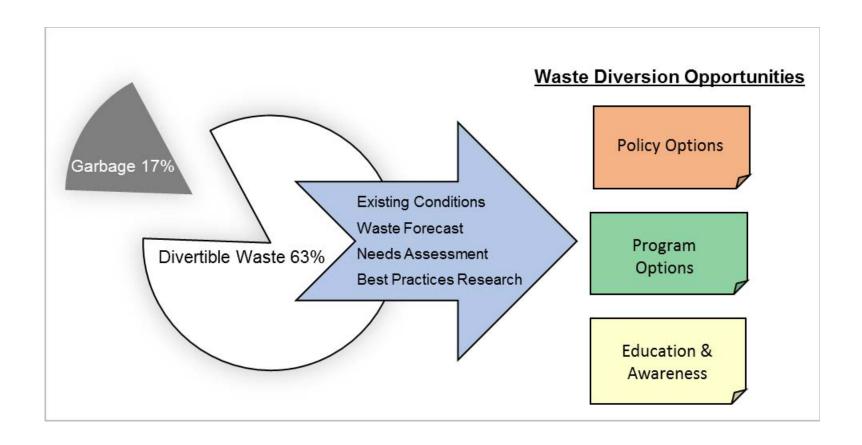






LANDFILL Trash only please.







Policy Options

- Modify approach to financing solid waste
- Waste bylaw/ enforcement
- Collection frequency of solid waste
- Influence and enforce diversion of ICI and C&D waste
- Disposal bans

Program Options

- Recovery Park
- HHW program development
- Mandatory city-wide organics program for single-family households
- Data managment system

Education & Awareness

- Refine and validate promotion and education efforts to launch potential new programs and improve existing programs
- Implement promotion and education about ways to reduce waste
- Standardize signage and symbols







