

MARKETING AND COMMUNICATIONS

RECYCLE BC CONSULTATION
NOVEMBER 15 - 16, 2017



RECYCLEBCTM

PURPOSE

- To present an overview of the new brand, its rationale and early results.
- To discuss challenges/opportunities with the new brand.
- To identify marketing and communications goals.
- To discuss how Recycle BC can support collector goals.
- To identify other materials that may be helpful or useful to support collector goals.

AGENDA

1. A Story in Rebranding
2. Activity: Opportunities and Challenges with the Recycle BC Brand
3. Research: 2017 Recycling Attitudes and Awareness
4. Marketing and Communications Plan
5. Community Examples
6. Activity: Education Responsibility Spectrum
7. Activity: Supporting Your Goals
8. Discussion



A STORY IN REBRANDING

AWARENESS



94%

AWARENESS



16%

REACH



Curbside and Multi-family:
400,000 directly
1.3M with collectors

PROCESS AND TIMELINE

Research

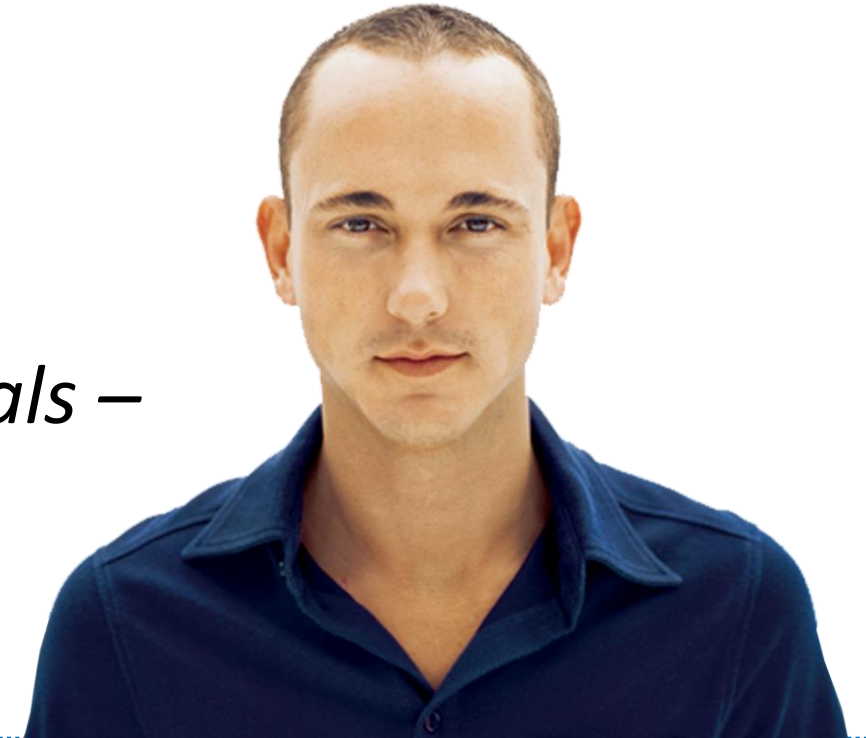
January 2016 June July August September-March 2017 March 28 April - Present

RESEARCH

Focus Groups

- Didn't notice the logo
- Didn't associate the name or logo with recycling
- No connection to them
- Confusion about organization set-up and oversight

“All I get here is multiple types of materials – it doesn't lead me in a certain direction”



REBRAND OBJECTIVES

1. Create a brand that is intuitive, relevant and engaging
2. Build an understanding of our program by creating a name and identity that can start to tell our story
3. Drive resident education and recycling promotion
4. Support the goals of our key stakeholder groups

PROCESS AND TIMELINE

Research

January 2016

June

July

August

September-March 2017

March 28

April - Present

Brand Foundation

VISION AND MISSION

Vision

To be a recycling leader, inspiring and accelerating innovation in recycling technology, waste reduction, and packaging design.

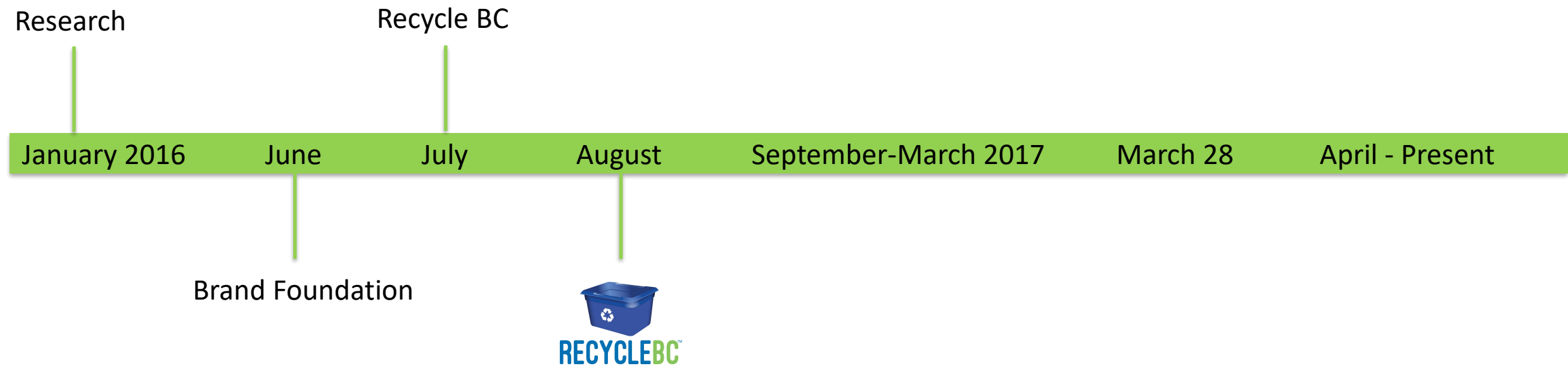
Mission

To be a trusted environmental advocate and community partner offering equitable, effective and efficient residential recycling services.

VALUES

Innovation • Trust • Knowledge • Service • Respect

PROCESS AND TIMELINE



WHO WE ARE



Recycle BC is a non-profit organization responsible for residential packaging and printed paper recycling throughout British Columbia.

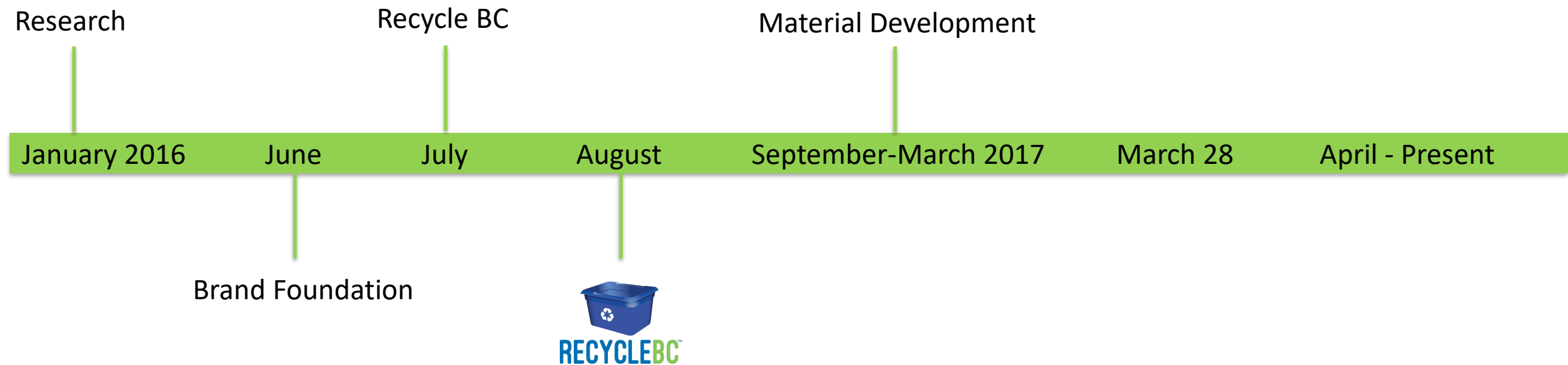
Recycle BC ensures household materials are collected, sorted and responsibly recycled.

Our program is funded by over 1,200 businesses that include retailers, manufacturers and restaurants that supply packaging and printed paper to BC residents, shifting costs away from homeowners.


LEVELS OF MESSAGING



PROCESS AND TIMELINE



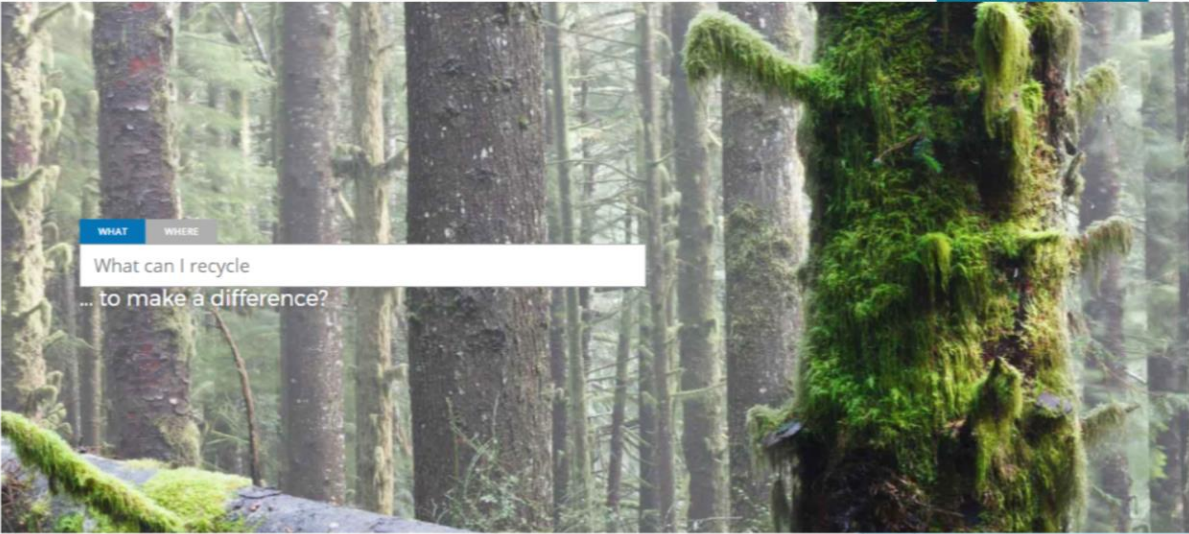
MATERIAL DEVELOPMENT



COLLECTORS STEWARDS

Search ...

SIGN UP FOR OUR NEWSLETTER



WHAT WHERE

What can I recycle
... to make a difference?

RECYCLING COLLECTION

HOME • RECYCLING AT HOME • RECYCLING COLLECTION

Many communities in BC are participating in Recycle BC's packaging and printed paper recycling program. In most areas, local governments continue to provide collection services, but the list of accepted materials has been expanded.

In the following communities, Recycle BC has directly assumed responsibility for curbside recycling. Click on the community name below for recycling guides, the nearest depots and a list of FAQs for that area.

ANIMORE

COQUITLAM

LANGLEY

NEWS

RECYCLE BC AND LONDON DRUGS EXPAND PARTNERSHIP TO RECYCLE PLASTIC...

Starting today, recycling plastic bags, plastic overwrap and ...

READ MORE

NEWS



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Making a difference together.

2017-2018 RECYCLING SCHEDULE

City of Vancouver



RecycleBC.ca



OOPS! RECYCLING REMINDER

WE WERE UNABLE TO COLLECT YOUR RECYCLING TODAY BECAUSE:

- ☐ This material is not accepted for collection with your recycling
 - ☐ Foam packaging (please take to Recycle BC depot)
 - ☐ Plastic bags and overwrap (please take to Recycle BC depot)
 - ☐ Glass (please take to Recycle BC depot)
 - ☐ Other (contact Recycling Council of BC at 1-800-667-4321 for recycling options)
- ☐ The material was not set out properly
 - ☐ Empty and rinse containers
 - ☐ Place material loose in bin (do not place in plastic bags)
 - ☐ Flatten and cut cardboard to no larger than 30" x 30"
- ☐ This material was put in the wrong recycling bin/bag
 - ☐ Paper/cardboard not separated from containers
- ☐ Other: _____

Questions?
Collector Name
XXX-XXX-XXXX

Learn what can be recycled or find your nearest depot at RecycleBC.ca



PAPER



please flatten



cut down cardboard



Printed Paper, Newsprint & Magazines



Boxboard, Cardboard & Paper Bags



Hard & Soft Cover Books



Plastic Bags & Overwrap



ACCEPTED



NOT ACCEPTED



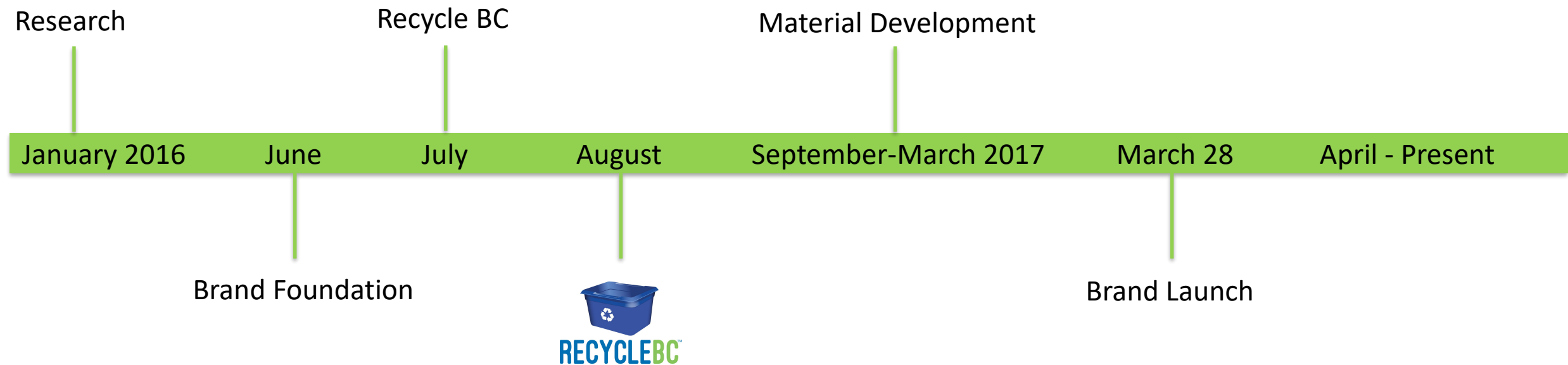
FOR A COMPLETE LIST OF ACCEPTABLE MATERIALS:
Download Recycle BC's app to search our waste wizard and find your nearest depot.



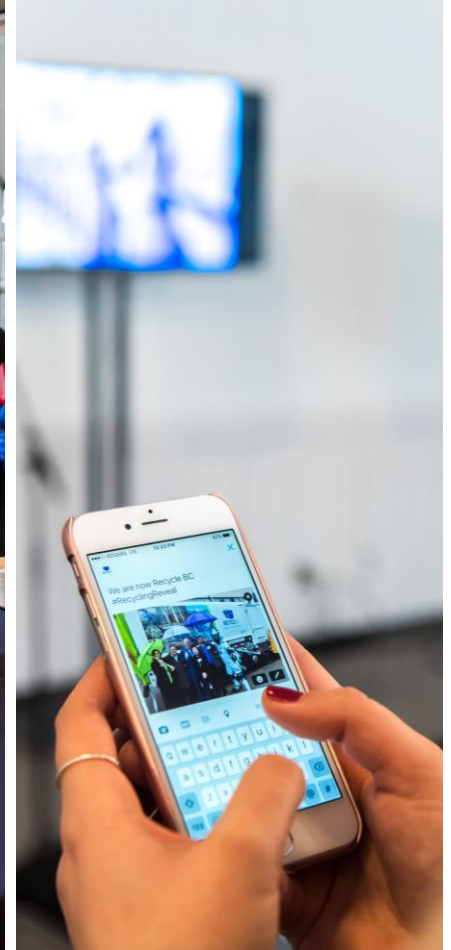
RecycleBC.ca

Customer Service: 604-282-7961

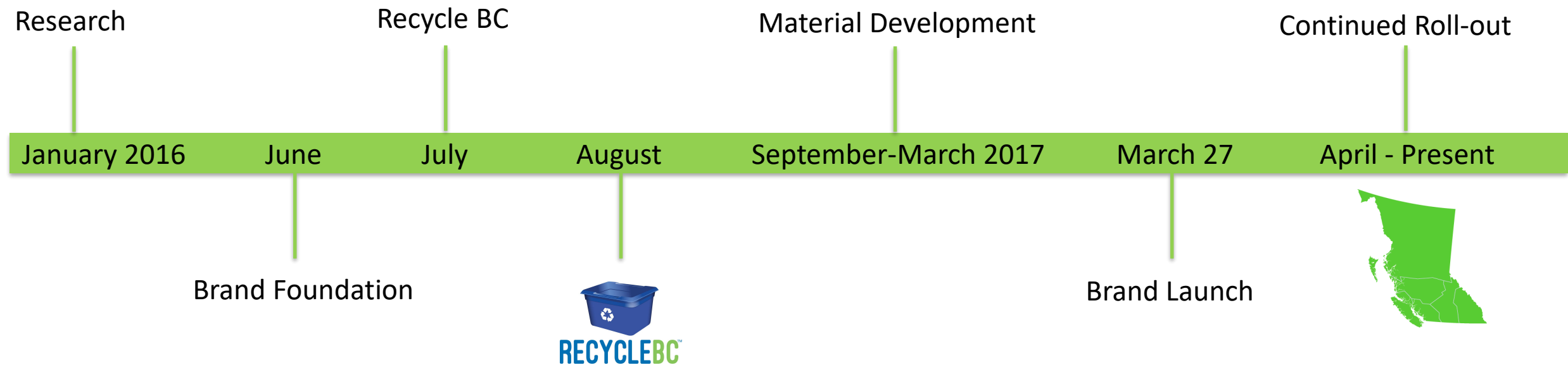
PROCESS AND TIMELINE



BRAND LAUNCH



PROCESS AND TIMELINE





ACTIVITY:

Challenges and Opportunities



RESEARCH

2017 Recycling Attitudes and Awareness

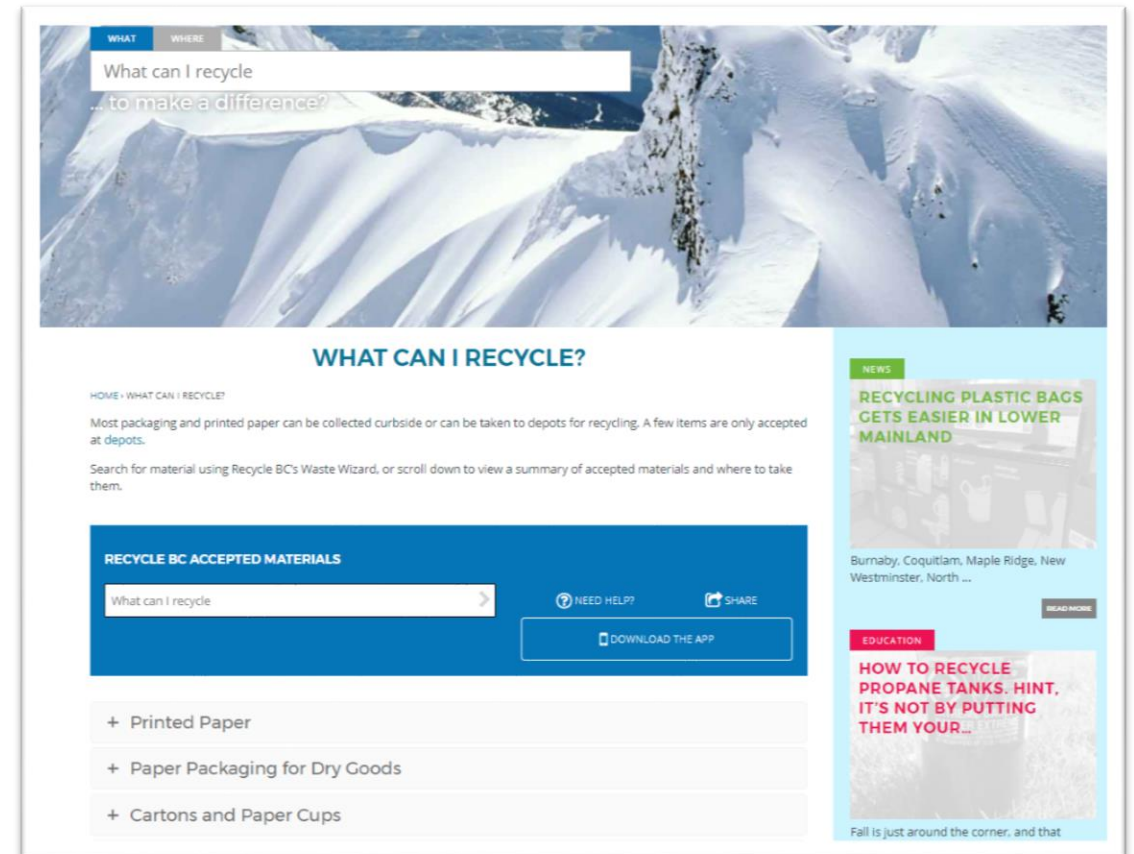
RECYCLING ATTITUDES

- Attitudes towards recycling and recycling behaviors first observed in 2014 have not changed significantly
 - 99% claim to recycle, steady from 2016
 - Household usage of recycling containers remained steady overall from 2016
 - As in previous years, a majority of recyclable items are disposed of properly
- People recycle because they want to be part of the solution (31%), it's easy to do (27%) and for future generations (25%)
- Over-recycling has significantly increased for younger cohorts



RECYCLE BC AWARENESS

- Awareness of Recycle BC has risen to 38%
- Recycle BC is comparable to municipal governments as the go-to contact for recycling information
 - RecycleBC.ca is now the second most often mentioned source for recycling information (26%, up 7 points)



RECYCLE BC AWARENESS

WHIPEEE!

Recycle BC is your residential packaging and printed paper recycling program.



MAKING A DIFFERENCE TOGETHER
Find out everything you can recycle at RecycleBC.ca





CANNONBALL!

Recycle BC is your residential packaging and printed paper recycling program.



WHIPEEE!





BINCOMING!

Recycle BC is your residential packaging and printed paper recycling program.



MAKING A DIFFERENCE TOGETHER
Find out everything you can recycle at RecycleBC.ca



RECYCLE BC AWARENESS

- 55% reported having seen the Recycle BC logo before viewing the ad
 - Collection calendar (53%)
 - Recycling depot (46%)



UNDERSTANDING AND ATTITUDES

- Which of the following most closely described what Recycle BC represents to you?
 - Recycle BC is program that coordinates recycling across BC: 40%
 - Recycle BC is a campaign to encourage recycling: 29%
 - Recycle BC is an organization that is responsible for recycling: 21%
- What is the greatest value Recycle BC can provide?
 - To promote recycling and increase diversion from landfills: 56%
 - To make recycling easier and more accessible: 47%
 - To expand recycling in BC: 42%
 - Recycle BC has no value to me: 3%

RESEARCH SUMMARY

- In all measured areas improvements significantly outweigh any minimal perceived declines in service delivery
- Ongoing consumer education about Recycle BC using regular, clear, simple and engaging communication is essential to build brand associations and increase compliance
- Expectation from residents for Recycle BC to inform and promote recycling
- Most significant gains relate to the brand, rather than functional service aspects; Responsiveness and transparency are notable increases
- Continue active brand roll-out, phasing Multi-Material BC completely out of communication to all audiences



MARKETING AND COMMUNICATION

Recycle BC Plan

OBJECTIVES

1. Make residents and other target audiences aware of the program features and benefits through communication activities
2. Engage and encourage residents to make informed and proper decisions concerning the preparation and management of packaging and printed paper for collection and recycling

PROMOTION AND EDUCATION ELEMENTS

1. Advertising
2. Strategic partnerships
3. Brand management
4. Community outreach
5. Media relations
6. Research
7. Collector resources and support





COMMUNITY EXAMPLES

CITY OF PENTICTON

RECYCLING TIPS

You can help ensure that more materials are recycled by following these steps:

- 1 Empty and rinse containers.
- 2 Contain shredded paper inside a clear plastic bag before adding to your recycling.
- 3 Flatten cardboard, remove plastic wrap from cardboard flats. Staples and tape okay. Cut to size if too large to fit in bin.



For more tips, visit www.RecycleBC.ca.

Want to recycle something not included here?

- Search Recycle BC's Waste Wizard or download a full material list at RecycleBC.ca.
- To recycle items that are not packaging or printed paper, contact the Recycling Council of BC (RCBC) at 1-800-667-4321 or visit RCBC.ca.

DOWNLOAD THE RECYCLE BC APP ON YOUR SMARTPHONE.

Search items that can be recycled on the waste wizard and find your nearest depot. Download our app at RecycleBC.ca/app.



? RECYCLING COLLECTION QUESTIONS?

Contact: City of Penticton
Phone: 250-490-2500
Email: publicworks@penticton.ca
Web: www.penticton.ca

For more information regarding garbage or recycle collection services, please contact the City of Penticton.

Find your nearest depot location at RecycleBC.ca/depots.

ABOUT RECYCLE BC

Originally launched as Multi-Material BC in 2014, Recycle BC is a non-profit organization responsible for residential packaging and printed paper recycling throughout BC, servicing over 1.8 million households. Recycle BC ensures your household materials are picked up, sorted, and responsibly recycled. Our program is funded by over 1,200 businesses that include retailers, manufacturers and restaurants that supply packaging and printed paper to the BC residents, shifting costs away from homeowners.

For more information visit: RecycleBC.ca



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Making a difference together.

RECYCLING GUIDE

Residents with Curbside Garbage Collection



RecycleBC.ca

PAPER

PUT IN HOME RECYCLE CART



CONTAINERS

PUT IN HOME RECYCLE CART



- ✓ Gift cards
- ✓ Paper gift wrap
- ✓ Paper gift bags
- ✓ Paper bags for pet food, flour, sugar, etc.
- ✓ Paper carry-out beverage trays
- ✓ Cores from paper towel and toilet tissue
- ✓ Plastic packaging for toys, batteries etc. Separate plastic from paper backing
- ✓ Spiral wound cans and lids for frozen juice concentrate, chips, etc.
- ✓ Plastic pails less than 25L for laundry detergent etc.
- ✓ Plastic tubs for yogurt, margarine, etc.

NOT ACCEPTED

Do NOT place in cart or bin



- ✗ Non-paper gift wrap, foil wrap
- ✗ Rubber bands, ribbons, bows
- ✗ Padded envelopes
- ✗ Bags and boxes with foil liners
- ✗ Plastic bags used to cover newspapers/flyers

NO HAZARDOUS MATERIALS

Exclude batteries, medical syringes, bleach or aerosol containers with any contents remaining, compressed gas cylinders, for example used propane cylinders, containers for paint, motor oil, vehicle lubricants, or antifreeze; or containers for pesticides with the words DANGER, WARNING or POISON, and precautionary octagon or diamond symbols with skull and cross bones.

NOT ACCEPTED

Do NOT place in cart or bin



- ✗ Electronics and appliances
- ✗ Toys and games
- ✗ Hangers, pots, pans and other sharp metal
- ✗ Wiring, metal cords, hardware
- ✗ Clothing, textiles and shoes
- ✗ Food and yard waste
- ✗ Foam packaging
- ✗ Chip or foil bags, candy wrappers
- ✗ Stand up pouches
- ✗ Packaging labeled biodegradable or compostable

DROP-OFF ONLY

TAKE TO RECYCLING DEPOTS:
J&C Bottle Depot
at 200 Rosetown Avenue
or
Campbell Mountain Landfill
Recycle Station



GLASS

Glass bottles - clear & coloured

Glass jars - clear & coloured

FOAM PACKAGING



PLASTIC BAGS AND OVERWRAP



- ✓ Bags for groceries, produce, dry bulk foods, frozen vegetables, water schemes, salt, garden products, newspapers, etc.
- ✓ Overwrap for diapers, feminine hygiene products, paper towels, soft drink flasks

Please, NO:

- ✗ Drinking glasses, dishes, cookware
- ✗ Window glass, mirrors
- ✗ Ceramic products
- ✗ Light bulbs or light fixtures
- ✗ Blue or pink foam insulation, packing chips and peanuts
- ✗ Quantity or flexible foam, foam noodles
- ✗ Sticky wrap for tea, floral arrangements etc.
- ✗ Pasta and cereal bags, chip and snack bags, stand-up pouches
- ✗ Zipper lock bags, garbage bags, kitchen stretch wrap
- ✗ Plastic shipping envelopes, bubble packaging



CITY OF KAMLOOPS

Thanks for taking us to the depot!

Plastic bags and glass no longer belong in residential recycling.

Canada's Tournament Capital

Find the nearest designated depot at kamloops.ca/recycle

Home | City Services | City Hall | Business | Residents | Visitors | Google Custom Search | Search

City of Kamloops Residents

Public Works & Sustainability » Recycling and Garbage

New Residential Recycling Program

Environmental Sustainability

Collection Services

- 2017 Collection Schedule
- Bears and Waste
- Container Rates and Sizes
- Frequently Asked Questions
- K-Cups & Coffee Capsule Recycling
- Recycling and Garbage Guide


Compost and Yard Waste

Kamloops Resource Recovery Centre

Public presentations, one by an engineering firm, the other by the City of the results of the access options study.





- » Urban Systems Presentation
- » City Presentation

CARIBOO REGIONAL DISTRICT





Curbside Recycling Guide

108 Mile Ranch

| Included Items | Description | But Don't Include |
|--|--|---|
| Plastic bottles & caps  | Bottles and caps for: <ul style="list-style-type: none"> Mouthwash, shampoos, conditioners etc. Food Pills and vitamins Dish soap, laundry products, household cleaners, auto cleaners, e.g., glass cleaner, windshield washer fluid, etc. | <ul style="list-style-type: none"> Deposit beverage bottles (return for deposit refund) Stand up pouches Containers for motor oil, vehicle lubricant, or antifreeze products (recycle at bulk plant - 380 Exeter Road, or at Gold Trail Recycling) Container contents (rinse first) Caps or spray pumps <u>attached</u> to containers (remove and recycle loose in recycling tote) |
| Plastic jars & lids  | Plastic jars and lids for: <ul style="list-style-type: none"> Peanut butter, jam, nuts, condiments Vitamins and supplements Personal care products and cosmetics Pharmaceuticals, etc. | <ul style="list-style-type: none"> Dirty jars (rinse first) Attached lids (remove and recycle loose in recycling tote) |
| Plastic jugs with screw tops  | Jugs and lids for: <ul style="list-style-type: none"> Milk, cooking oil Laundry detergent, fabric softener, cleaning solutions, and cleaning products Body care products Windshield washer fluid, etc. | <ul style="list-style-type: none"> Deposit jugs for flavored tea, juice, and other beverages (return for deposit refund) Dirty jugs (rinse first) <p>Deposit beverage containers <u>will</u> be recycled if included in curbside totes, but the deposit will not be claimed. <i>Please consider donating your containers if you don't want the deposit.</i></p> |
| Plastic clamshells  <p><i>Containers are clear with hinged or click-closed tops.</i></p> | Clamshells for: <ul style="list-style-type: none"> Baked goods Fruit and produce Eggs, etc. <p>Labels are OK.</p> | <ul style="list-style-type: none"> Packaging labelled biodegradable or compostable Liquid-absorbing pads Dirty clamshells (rinse first) |

Please use this guide as a reference for your recycling




RECYCLEBC™

Suite D, 180 North Third Ave, Williams Lake

250-392-3351 or 1-800-665-1636
cariboord.bc.ca facebook.com/caribooregion



OOPS! RECYCLING REMINDER

THE FOLLOWING CONTAMINATION WAS IN YOUR RECYCLING TODAY:

- ☐ GLASS
- ☐ FOAM PACKAGING (Styrofoam)
- ☐ PLASTIC BAGS, PLASTIC FILM
- ☐ OTHER _____

Next time your tote will not be collected.

Please attend the CRD's Recycling Meeting on Wed. June 7 at 6 pm at the 108 Community Hall and enter to win a Samsung tablet!

Questions?
 Contact the CRD
 Call: 1-800-665-1636
 Email: talktrash@cariboord.ca
 Web: cariboord.ca





COWICHAN VALLEY REGIONAL DISTRICT

No plastic bags or wrap in the tote.

Don't bag your recycling, leave it loose.

Why? Find out more at cvrd.bc.ca/recycling

OOPS! We didn't empty your tote because it contains one or more of the following:

- PLASTIC BAGS
- CLOTHING
- FOOD WASTE
- OTHER

To learn how to recycle *right* at the curb, call the Recycling Hotline at 250.746.2540 or visit cvrd.bc.ca/recycling



VALUE IN PARTNERSHIP



Province-wide program



Consistent material list



End-market validation

ACTIVITY: EDUCATION RESPONSIBILITY SPECTRUM

Collector

Recycle BC





ACTIVITY

Supporting your goals

EXERCISE: SUPPORTING YOUR GOALS

5 statements:

1. My number one goal is_____.
2. The one most important thing I need to tell residents is _____.
3. If I had _____ my job would be so much easier.
4. The thing that is mandatory for resources provided by Recycle BC is_____.
5. I could benefit from _____.

EXERCISE: SUPPORTING YOUR GOALS

5 most used/must have resources:

1. _____
2. _____
3. _____
4. _____
5. _____



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RecycleBC.ca



@RecycleBC



@RecycleBC