Executive Summary

The Region of Durham operates a two stream Blue Box curbside recycling program. This program diverts over 50,000 tonnes of containers and paper fibres from landfill annually. In 2012, Durham secured markets to expand the Blue Box program to include all #1 thermoform PET and #3 to #7 rigid plastic food containers. The Region officially added these plastic packages to the Blue Box program in April 2013.

A Region-wide public education campaign was rolled out in 2013 in two phases. The first phase took place in the spring to raise awareness about the program change. The second phase was rolled out in the fall to reinforce consistent messaging among Greater Toronto Area municipalities.

The education campaign was very successful as Durham Region exceeded its target of 1,000 tonnes by diverting 1,675 tonnes or 68% higher than projected of additional plastic containers in 2013. This translates into a 57 per cent overall increase in plastics recycling over 2012.

1.0 Statement of Intent

The Region of Durham is applying for the 2014 Public Education Excellence Award because of the success resulting from the extensive effort put into the public education campaign associated with the expansion of the Blue Box program to include rigid plastic packaging (#1 thermoform PET and #3 to #7 plastics). Multiple media were used to reach residents such as newspaper and radio advertisements, television commercials, social media (Twitter and Facebook), website updates and public space advertising (transit bus wraps and billboards). This allowed for every segment of the Region’s demographics to become educated about the Blue Box program expansion and to participate in an informed manner, thereby working collectively towards the Region’s goal of diverting 70 per cent of waste from landfill.

Advertisement in local newspapers – Spring 2013
2.0 Research/Planning
The Region of Durham borders the City of Toronto, Ontario to the east and is home to approximately 646,000 residents in the Cities of Pickering and Oshawa, the Towns of Ajax and Whitby, the Municipality of Clarington and the Townships of Scugog, Uxbridge and Brock. The geographic area encompasses approximately 2,500 km², stretching from Lake Ontario in the south to Lake Simcoe in the north and includes a wide variety of natural features and urban and rural land uses. The Region of Durham is responsible for residential waste management services including collection, processing and disposal of household waste in six of the eight area municipalities and recycling collection in all eight municipalities.

Our commitment to public education began in 1987 with the birth of the Blue Box Recycling program in the Region of Durham and has grown since to include numerous programs, services and tools to help residents achieve one of the highest waste diversion rates in Ontario, which currently stands at 54%. In 2013, the Region’s two-stream (papers and containers) curbside Blue Box program had a high participation rate of over 90 per cent and a very low contamination rate of less than 2 per cent. This converts into 50,000 tonnes of recyclable materials being diverted from landfill every year.

Regional staff has worked diligently to identify stable local markets to capture additional materials into the Blue Box program. These efforts resulted in the successful addition of #1 thermoform PET and #3 to #7 plastics to Durham’s Blue Box recycling program in 2013. Allowing all rigid plastic food containers into the Blue Box program in April 2013 has made recycling even easier for residents who may have been previously confused about which plastics are recyclable and which ones are not.

New acceptable plastic containers include:
- molded plastic bakery trays and cake domes (including black base);
- clear plastic fruit and vegetable containers and baskets, such as berry trays;
- clear plastic egg cartons;
- single-serve yogurt, fruit and pudding cups;
- clear cold drink cups and lids, such as iced coffee and smoothie containers; and
- plastic take-out food containers, such as roasted chicken containers (including black base).

Previous waste audit results led Regional staff to project that the addition of the light-weight plastics listed above to Durham’s Blue Box program could assist the Region in diverting approximately 1,000 tonnes more plastics from landfill annually. The actual result of the Blue Box program expansion, supported by the comprehensive public education campaign outlined in this submission, was the diversion of 1,675 tonnes of additional plastic from landfill in the first year of implementation.

This additional diversion greatly reduces the volume of waste being sent to landfill because these containers are bulky. Rigid plastic food containers represent a significant proportion of what Durham residents dispose of by volume compared to weight.
The Region currently has a limit of four bags of garbage every other week. The addition of these plastics is also anticipated to help residents decrease the amount of garbage bags that they place at the curb for disposal. Placing high volume items such as these plastics in the Blue Box reduces our residents’ reliance on landfill disposal.

A public education campaign targeting all Durham residents (219,660 households) receiving municipal Blue Box collection was rolled out in two phases. The first phase, titled “Plastics is In” took place in the spring of 2013 and aimed to raise awareness about the program change. In the fall, the second phase, titled “Recycle More” was launched in conjunction with six other Greater Toronto Area (GTA) municipalities that accept similar Blue Box plastic materials to reinforce and standardize the “Plastics is In” messaging across the GTA.

The goals of the public education campaign were:

- to raise awareness about the Blue Box program changes;
- to assist the Region in diverting an additional 1,000 tonnes of light-weighted plastics that will greatly reduce the volume of waste sent to landfill annually; and
- to reduce confusion over which plastics are acceptable in the Blue Box and to increase the overall diversion of plastics.

To meet the public education campaign goals, a simple and targeted message (see Attachments) was conveyed in a wide variety of media such as newspaper and radio advertisements, television commercials, social media (Twitter and Facebook), website updates and public space advertising (transit bus wraps and billboards). This allowed for every segment of the Region’s demographics to become educated about the Blue Box program expansion and participate in an informed manner, thereby working collectively towards the Region’s goal of diverting 70 per cent of waste from landfill.

There were many opportunities that the Region of Durham anticipated from the public education campaign for the Blue Box program expansion, such as:

- increasing the overall diversion rate of #1 thermoform PET and #3 to #7 plastics by about 1,000 tonnes annually;
- reducing the confusion over which plastics are acceptable and making recycling easier for residents;
- increasing the capture rate of all acceptable materials in general;
- harmonizing key messages with other municipalities across the Greater Toronto Area to have a larger impact on our collective audience; and
- leveraging funding through partnerships with stewardship organizations.

The main challenge perceived by the Region of Durham was gaining acceptance and participation from residents as the Program’s success in diverting waste depends largely on public cooperation.
3.0 Implementation/Execution
The Region of Durham’s public education campaign for the Blue Box program expansion was rolled out in two phases. The first phase, “Plastic Is In” ran in the spring of 2013 coinciding with the launch of the new plastics program. The second phase of the campaign, “Recycle More” was launched in the fall and reinforced earlier key messages in collaboration with six other municipalities and two industry organizations. Overall, multiple approaches were used to reach residents such as newspaper and radio advertisements, television commercials, social media, website updates and public space advertising. This allowed for every segment of the Region’s demographics to become educated about the Blue Box program expansion and participate in an informed manner thereby working collectively towards the Region’s goal of diverting 70 per cent of waste from landfill. Samples of promotional and educational materials are included as attachments to this submission.

Spring 2013 – “Plastic Is In”
This portion of the campaign ran specifically in Durham Region starting in April 2013 to raise awareness of the new Blue Box additions. It provided residents with a consistent and simple message that was easy to understand. Details are provided below:

Media Relations
- News releases to all local media outlets were strategically issued to increase public awareness of the new additions into the program.
- Both Facebook and Twitter were utilized to distribute messaging and engage the community in the new changes. The media messages intensified as the start date of the additional plastics approached.
- Durham Region’s website was also updated to include information. All external promotional material listed the Region’s website address for more information – www.durham.ca/waste.

Advertising
- Newspaper advertising – advertisements were initiated in all local newspapers to promote and educate residents on the new acceptable plastics in the Blue Box Program.
- A television commercial was produced and aired on local television along with interview style segments on daily talk shows. All messaging focused around the additional plastics campaign.
- Radio advertising to encourage participation in the Blue Box program, ran on three local radio stations during the weeks leading up to the collection date. Radio interviews were also conducted.
- Transit Bus Ads – Advertisements were produced for the back of Durham Region’s transit buses. A straight-forward message was used focusing on the additions to the Blue Box program.

Community Relations
- Staff used space available for articles and advertisements in “Durham Works”, a newsletter produced by the Durham Region Works Department for distribution to all residents twice per year.
• The Region’s “Know Before You Throw” online search tool was updated to include all new plastics items. Residents were directed to this tool throughout the campaign.

Advertisement in local newspapers – Spring 2013

Transit Bus Advertisement – Spring 2013
Events Timeline and Budget
The Region of Durham’s existing promotion and education budget funded all aspects of “Plastic Is In”. In order to reduce costs, the Region maximized free media exposure whenever possible such as news releases, website content and social media. The events timeline and budget breakdown for spring 2013 are provided below:

<table>
<thead>
<tr>
<th>Media</th>
<th>Date</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Newspaper Ads</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Berry Container</td>
<td>April 4, 2013</td>
<td>$4,432</td>
</tr>
<tr>
<td>Takeout Container</td>
<td>April 11, 2013</td>
<td>$4,432</td>
</tr>
<tr>
<td>Smoothie Cup</td>
<td>April 18, 2013</td>
<td>$4,432</td>
</tr>
<tr>
<td>Bakery Tray</td>
<td>April 25, 2013</td>
<td>$4,432</td>
</tr>
<tr>
<td>“Ask Katherine” Article</td>
<td>March Issue, 2013</td>
<td>$4,432</td>
</tr>
<tr>
<td>Newspaper Flyer Wrap</td>
<td>April 25, 2013</td>
<td>$11,000</td>
</tr>
<tr>
<td><strong>Radio Ads</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KX 96, The Rock, CKDO - Additional plastic campaign</td>
<td>April 1-May 31, 2013 (daily)</td>
<td>$7,189</td>
</tr>
<tr>
<td></td>
<td>June 1-August 31, 2013 (sporadic)</td>
<td></td>
</tr>
<tr>
<td><strong>Television</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV Commercial (CHEX)</td>
<td>April 1-April 31, 2013</td>
<td>$3,697</td>
</tr>
<tr>
<td>Daily Talk Show Segments (CHEX and Rogers)</td>
<td>April 1-April 31, 2013</td>
<td>No cost</td>
</tr>
<tr>
<td><strong>Social Media</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Durham Region Facebook</td>
<td>March 1-April 31, 2013</td>
<td>No cost</td>
</tr>
<tr>
<td>Durham Region Twitter</td>
<td>March 1-April 31, 2013</td>
<td>No cost</td>
</tr>
<tr>
<td><strong>Transit Ads</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Durham Region Transit Bus advertisement</td>
<td>April 1 - December 31, 2013</td>
<td>$27,000</td>
</tr>
<tr>
<td><strong>Website</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website updated and links added</td>
<td>April 1, 2013</td>
<td>No cost</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>$71,046</td>
</tr>
</tbody>
</table>
Fall 2013 – “Recycle More”
Traditionally, Blue Box recycling programs in Ontario have varied from municipality to municipality. This makes recycling confusing for many residents who move from one municipality to another within the province and are faced with program differences. That’s now starting to change, with many Ontario municipalities now accepting the same sort of materials, especially when it comes to rigid plastic packaging. With this in mind and with the knowledge that other Greater Toronto Area municipalities were also expanding, or had already expanded their Blue Box programs to accept rigid plastic food containers, Durham waste management staff saw an opportunity to use leveraged resources for consistent messaging.

Durham waste management staff initiated an innovative collaboration with six other Greater Toronto Area municipalities which included the Regional Municipalities of Halton, Niagara, Peel, York, and the cities of Hamilton and Toronto (see map below). A joint communications campaign was launched in the fall of 2013 called “Recycle More” to encourage all residents to recycle even more rigid plastic packaging. The purpose of this multi-media campaign was to promote mixed plastic recycling across a large area of Southern Ontario targeting over 7 million residents simultaneously. The campaign was developed in conjunction with Brees Communications and ran from September 23 to November 17, 2013.

Map showing Greater Toronto Area municipalities participating in the “Recycle More” campaign
(Adapted from CIF’s Fall 2013 Workshop Presentation)
Recycle MORE

Recycle empty rigid food, beverage and household plastic containers and packaging.
Visit your municipal website for more information.
Events Timeline
The “Recycle More” campaign was timed in 2013 with the fall return to school. With a return to school comes a return to routine. This campaign served to remind people to pay attention to their recycling habits and to remember to include new materials into their Blue Boxes. The chart below outlines the various tactics used in the Region of Durham. Please note that identical advertisements were used in partnering municipalities for the same duration of time.

<table>
<thead>
<tr>
<th>Media</th>
<th>Dates</th>
<th>Total ½ page ads</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Newspaper Advertising</strong></td>
<td><strong>Publication Day</strong></td>
<td></td>
</tr>
<tr>
<td>Ajax/Pickering News Advertiser</td>
<td>Wed, Thurs, Fri</td>
<td>4</td>
</tr>
<tr>
<td>Clarington This Week</td>
<td>Wed, Thurs, Fri</td>
<td>2</td>
</tr>
<tr>
<td>Oshawa Express</td>
<td>Wed, Thurs, Fri</td>
<td>1</td>
</tr>
<tr>
<td>Oshawa/Whitby This Week</td>
<td>Wednesday</td>
<td>3</td>
</tr>
<tr>
<td>Port Perry Standard</td>
<td>Thursday</td>
<td>4</td>
</tr>
<tr>
<td>Uxbridge Tomes Journal</td>
<td>Thursday</td>
<td>1</td>
</tr>
<tr>
<td>Port Perry Star</td>
<td>Thursday</td>
<td>1</td>
</tr>
<tr>
<td>National Post</td>
<td>All</td>
<td>6</td>
</tr>
<tr>
<td>Toronto Star Life Section</td>
<td>Saturday</td>
<td>5</td>
</tr>
<tr>
<td><strong>Radio Advertising</strong></td>
<td><strong>Total Spots</strong></td>
<td></td>
</tr>
<tr>
<td>CHFI-FM</td>
<td>232</td>
<td></td>
</tr>
<tr>
<td>CHUM-FM</td>
<td>232</td>
<td></td>
</tr>
<tr>
<td>KX 96</td>
<td>240</td>
<td></td>
</tr>
<tr>
<td>E-Z Rock</td>
<td>216</td>
<td></td>
</tr>
<tr>
<td>K-Lite</td>
<td>216</td>
<td></td>
</tr>
<tr>
<td><strong>Billboards</strong></td>
<td><strong>September 23 – November 17</strong></td>
<td></td>
</tr>
<tr>
<td>5 Durham Locations</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Online Advertisements</strong></td>
<td><strong>September 23 – November 17</strong></td>
<td></td>
</tr>
<tr>
<td>Google Word Ads</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>In-store Advertisements</strong></td>
<td><strong>September 23 – November 17</strong></td>
<td></td>
</tr>
<tr>
<td>Ajax Walmart</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pickering Walmart</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Budget
The total cost of the “Recycle More” campaign was $540,000, which was jointly funded by the Continuous Improvement Fund (CIF), Stewardship Ontario and the participating municipalities through Waste Diversion Ontario’s 2013 CAN/OCNA In-kind Advertising Program. The following tables provide a detailed breakdown of the costs and contributions associated with the “Recycle More” campaign.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper Advertising</td>
<td>$207,800</td>
</tr>
<tr>
<td>Radio Advertising</td>
<td>$129,815</td>
</tr>
<tr>
<td>Online Advertising</td>
<td>$25,850</td>
</tr>
<tr>
<td>Billboard Advertising</td>
<td>$111,500</td>
</tr>
<tr>
<td>In-store Advertising (Walmart Ads)</td>
<td>$25,150</td>
</tr>
<tr>
<td>Management Fees</td>
<td>$39,885</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$540,000</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Who Paid</th>
<th>Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipalities (CAN/OCNA in-kind)</td>
<td>$140,000</td>
</tr>
<tr>
<td>Continuous Improvement Fund</td>
<td>$200,000</td>
</tr>
<tr>
<td>Stewardship Ontario</td>
<td>$200,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$540,000</strong></td>
</tr>
</tbody>
</table>

The Region of Durham benefited greatly from the leveraged partnership with the six other GTA municipalities for the “Recycle More” campaign. Pooling resources gave the Region of Durham access to a broader spectrum of advertising that would otherwise not have been accessible. These included the major daily Greater Toronto Area newspapers, major mainstream radio stations and in-store electronic advertising in Walmart stores.

4.0 Results/Evaluation
The responses of residents to the public education campaign were very positive. Residents are eager to do the right thing especially when given convenient tools to do so. As over 90 percent of Durham residents are already participating in the Region’s Blue Box program, our job was to educate and encourage them to contribute to the fullest extent possible by including rigid plastic containers (#1 thermoform PET and #3 to #7 plastics) into their recycling routines.

The public education campaign has helped residents to divert 1,675 tonnes of additional plastic containers in 2013, which translates into a 57 per cent increase in plastic container recycling over 2012 tonnages. This increase was much greater than the original anticipated 1,000 tonnes of material. The growth in recycling of these materials is expected to continue with the first full year of the program in 2014 and the proliferation of these types of containers in the marketplace.

This result demonstrates that the public education campaign has been a great success and that the goals were met in terms of raising awareness about the Blue Box program changes and increasing diversion and capture rates associated with rigid plastics and plastics in general. Other more subjective tools used to
assess our campaign include anecdotal feedback from the curbside contractors regarding participation and contamination rates and interaction with the public at local community events.

Regional staff will continue to monitor the participation and contamination rates of the Blue Box program in order to determine whether further targeted education efforts are required. Although our public education program met its original goals, there is always room for improvement. Some of the enhancements we would like to see happen in the future include:

- continued partnering with other municipalities in the Greater Toronto Area to provide consistent messaging to reduce confusion and increase impact over a wider audience; and
- investigate the feasibility of adding even more materials to the Blue Box program.

The Region of Durham is a leader in the management of its waste and in the implementation of progressive waste diversion programs. A combination of the Region’s excellence in public education programs and the participation of residents within our communities have made the Blue Box program expansion a success.

This campaign’s promotion and education methodology, media and materials could easily be adopted by other municipalities implementing similar programs to expand their recycling programs and to boost their recycling capture rates.

**Attachments**

The following attachments are provided with this submission as examples of tactics used during the public education campaign that made the Blue Box program expansion a success.

Attachment 1: Newspaper Advertisements – Spring 2013

Attachment 2: Durham Works Newsletter – Spring 2013

Attachment 3: Sample Radio Advertisements – Spring 2013

Attachment 4: Billboard Signs – Fall 2013

Attachment 5: Radio Advertisement – Fall 2013
Attachment 1: Newspaper Advertisements – Spring 2013

Berry Container Ad – April 4, 2013

Chicken Container Ad – April 11, 2013
Smoothie Cup Ad – April 18, 2013

**YES!**

**Durham has added more plastics to the blue box recycling program.**

*New items include:*
- clear fruit and vegetable containers
- plastic takeout food containers
- clear molded bakery item trays
- clear cold drink cups and lids
- clear egg cartons

1-800-867-5671 • www.durham.ca/bluebox

If this information is required in an accessible format, please contact the number above.

Bakery Tray Ad – April 25, 2013

**YES!**

**Durham has added more plastics to the blue box recycling program.**

*New items include:*
- clear fruit and vegetable containers
- plastic takeout food containers
- clear molded bakery item trays
- clear cold drink cups and lids
- clear egg cartons

1-800-867-5671 • www.durham.ca/bluebox

If this information is required in an accessible format, please contact the number above.
Blue Box recycling just got clearer!

Clear plastic food and drink containers, egg cartons, berry and bakery trays can now be recycled through Durham Region’s Blue Box collection program!

Thanks to recent market developments and advancements in recycling and sorting technology, Durham Region is excited to introduce new clear plastics recycling to its Blue Box program.

Known as “clear plastics” or “PET clamshell containers,” newly accepted items include:
- Molded plastic bakery trays and cake domes.
- Clear plastic fruit or vegetable containers and baskets.
- Clear plastic egg cartons.
- Single-serve yogurt and pudding cups.
- Clear cold drink cups and lids, such as iced coffee and smoothie containers.
- Plastic take-out food containers, such as roasted chicken containers (including the black base).

After they are recycled, the materials are used to produce a variety of new products, such as lumber for outdoor decking, carpeting, fleece jackets and t-shirts. Residents should feel proud for helping protect the environment by recycling! For more information about Durham Region’s Blue Box program, visit www.durham.ca/bluebox.

What you’ll learn inside...
- Tips on how to save water
- Update on Durham York Energy Centre
- Sanitary sewer blockages on private property
- Learn about a construction project
- What to do with your old toilet
- 2013 Works Department budget

www.durham.ca works@durham.ca 1-800-372-1102
Attachment 3: Sample Radio Advertisements – Spring 2013

Radio Advertisement #1

(READ: INTENSE, SERIOUS, PORTRAYING THE SUBJECT AS EVIL)

ANNCR: YOU SEE THEM EVERYWHERE.
   THEY HOLD YOUR EGGS … YOUR CUPCAKES … EVEN YOUR SMOOTHIES.
   AND NOW … YOU CAN THROW THEM WHERE THEY BELONG.

(CHANGE TONE: HAPPY, EXCITED)

ANNCR: IN YOUR BLUE BOX!

(MUSIC UP AND UNDER)

ANNCR: NOW IN DURHAM REGION, YOU CAN PUT MANY DISPOSABLE CLEAR PLASTIC CONTAINERS INTO YOUR BLUE BOX, INSTEAD OF THE GARBAGE! CLEAR PLASTIC FRUIT AND VEGGIE CONTAINERS, MOLDED BAKERY TRAYS, CLEAR PLASTIC EGG CARTONS … EVEN CLEAR DISPOSABLE PLASTIC DRINK CUPS AND LIDS.
   CHECK OUT A MORE COMPLETE LIST OF ACCEPTABLE BLUE BOX ITEMS ONLINE AT DURHAM DOT C-A SLASH WASTE.

Radio Advertisement #2

ANNCR: THE LIST OF ITEMS YOU CAN RECYCLE IN DURHAM REGION HAS GROWN. IT’S LITERALLY BECOME CLEARER!
   NOW, YOU CAN PUT SEVERAL CLEAR PLASTIC ITEMS INTO YOUR BLUE BOX INSTEAD OF THE TRASH! CLEAR PLASTIC FRUIT AND VEGGIE CONTAINERS, CLEAR PLASTIC CUPCAKE TRAYS, CLEAR PLASTIC EGG CARTONS. CHANCES ARE, IF YOU CAN SEE THROUGH IT AND IT MAKES THIS SOUND WHEN YOU SQUEEZE IT...

SFX: CRINKLING CLEAR PLASTIC CONTAINER

ANNCR: …YOU CAN PROBABLY THROW IT IN YOUR BLUE BOX.
   TO BE SURE, CHECK ONLINE FOR A MORE COMPLETE LIST OF ACCEPTABLE ITEMS – DURHAM DOT C-A SLASH WASTE.
Attachment 4: Billboard Signs – Fall 2013

Durham

Bayly Shoal Point

Bloor Grandview

Highway 7 & Paddock

Wentworth & Wilson
STEWARDSHIP ONTARIO
PLASTICS CAMPAIGN RADIO
“MORE”
30 SECONDS

(FEMALE, 30S, WARM, FRIENDLY)
ANNCR: THIS TIME OF YEAR IT’S ALL ABOUT MORE.
   MORE LUNCHES TO MAKE.
   MORE SNACKS TO PACK.
   YOU KNOW WHAT ELSE THERE’S MORE OF?
   MORE PLASTIC CONTAINERS FOR YOUR BLUE BOX.
   IN FACT, MORE PLASTIC CONTAINERS ARE RECYCLABLE NOW THAN EVER BEFORE.

SO THINK “MORE”.
MORE PLASTIC IN YOUR BLUE BOX.
MORE STUFF DIVERTED FROM LANDFILL.

FOR A LIST OF ALL FOOD, BEVERAGE AND HOUSEHOLD PLASTIC CONTAINERS THAT CAN GO IN YOUR BLUE BOX, VISIT YOUR MUNICIPAL WEBSITE.

A MESSAGE FROM YOUR LOCAL MUNICIPALITY, STEWARDSHIP ONTARIO AND THE CONTINUOUS IMPROVEMENT FUND.