



**Partners in
Project Green**

A Program of Toronto and Region Conservation Authority

Recycling Collection Drive 2023

Presented by: Partners in Project Green, Diabetes Canada &
Electronic Recycling Association

September 20, 2023

We respectfully acknowledge that we are situated on the Traditional Territories and Treaty Lands, in particular those of the Mississaugas of the Credit First Nation, as well as the Anishinaabe of the Williams Treaty First Nations, the Huron Wendat, the Haudenosaunee, and the Metis Nation.

As stewards of land and water resources within the Greater Toronto Region, Toronto and Region Conservation Authority appreciates and respects the history and diversity of the land and is grateful to have the opportunity to work and meet on this territory.



www.yrnature.ca/acknowledging_land

<https://edgeofthebush.ca/about/>

www.native-land.ca

**Text 1-855-917-5263 with your City and
Province to learn whose traditional territory
you're on
(standard text messaging rates may apply)**





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Agenda

#	Item
1	About Partners in Project Green
2	Running the Drive- What to Expect
3	About Diabetes Canada and the Impact of Textile Waste & Recycling
4	About Electronic Recycling Association and the Impact of E-Waste & Recycling
5	What Happens with the Material Collected
6	Preparing for Staff FAQs
7	Other Opportunities & Announcements
8	Q&A

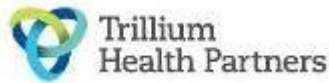


Our Story

Since 2008, we have been bridging private-public relationships to advance environmental and economic prosperity in the Greater Toronto Area.

What was created out of a long-standing relationship between Toronto Pearson and Toronto Region Conservation Authority (TRCA), has evolved into Partners in Project Green (PPG) becoming a community of like-minded members and a resource hub specializing in climate resiliency expertise.

Our Community: A Snapshot



PPG Model



- Network & Collaboration
- Knowledge & Resources
- Technical Expertise
- Sharing Stories





Running the Drive – What to Expect

Running the Drive – What to Expect

The campaign supports the Partners in Project Green community to engage and educate employees and residents about recycling clothing and other household goods. Every year during Waste Reduction Week in Canada, businesses and municipalities run collection drives simultaneously as part of a community-wide initiative. Outcomes include:

- Diverting waste from landfill
- Demonstrate environmental leadership
- Engaging employees to raise awareness about waste, recycling, and organizational waste programming
- Supporting social impact and community causes



2022 Participants



GRAND&TOY.



Resources and Templates

Templates

Recycling Collection Drive - Campaign Guide

Sample Communications

Please see below for sample communications content that can be sent through newsletters, email or social media. Feel free to customize these communications to suit your work environment. Don't forget to share photos of your staff with the bins and company logo with Partners in Project Green!

Newsletter

Title: We're celebrating Waste Reduction Week in Canada

Content:

Let's all do our part to help the environment! Did you know that clothing waste can be easily reused and recycled? In celebration of Waste Reduction Week in Canada, October 23-27, 2023, we are participating in a Recycling Collection Drive. We challenge you to bring your old and unwanted clothing and household textiles and place them in the bins located at _____ (bin location). We accept items in all conditions. Please ensure they are cleaned before donation. All clothing must be placed in plastic or paper bags before being placed into the bin. The material will be collected for reuse and recycling by Diabetes Canada.

Here is a list of materials that are accepted:

Clothing (all types), shoes, boots, accessories and bags, general household textiles (blankets, sheets, towels), sleeping bags, curtains, and soft toys (i.e. stuffed animals).

Thanks for your support making _____ (name of organization)'s Recycling Collection Drive a success!

If you have additional items and would like a free home pick up after Waste Reduction Week, please visit donor@diabetes.ca

Email Communication

Suggested date of release: October 23, 2023

Title: Recycle clothing at our Recycling Collection Drive

Did you know that 80% of clothing waste is currently sent to landfill? For Waste Reduction Week in Canada (October 23-27, 2023), _____ (name of organization) will host a Recycling Collection Drive where you can donate your unwanted clothing and household textiles to Diabetes Canada. It's the perfect opportunity to clean out your closet. We accept items in all conditions. Please ensure they are cleaned before donation. All clothing must be placed in plastic or paper bags before being placed into the bin.

Feel free to drop off all unwanted:


Clothing (all types), shoes, boots, accessories and bags, general household textiles (blankets, sheets, towels), sleeping bags, curtains, and soft toys (i.e. stuffed animals).

This event is brought to you by Diabetes in Project Green in celebration of Waste Reduction Week in Canada, with support from Diabetes Canada.

Drop off material from Monday to Friday at _____ (bin location). If you have any questions, contact _____

Toronto and Region Conservation Authority

Guide



Toronto and Region Conservation Authority

Recycling Collection Drive Campaign Guide

Partners in Project Green
2023

Poster

RECYCLING COLLECTION DRIVE

October 9 - 22, 2023

Bring Your Clothing, Household Textiles, and Electronics From Home!



For more information please visit partnersinprojectgreen.com/programs/recycling-collection-drive

In collaboration with **DIABETES CANADA**

A program of **Partners in Project Green**

Signage

RECYCLING COLLECTION DRIVE

October 9-22, 2023

We Accept:

- Clothing
- Shoes and boots
- Purses and bags
- Belts and ties
- Blankets, sheets and pillows
- Towels
- Sleeping bags
- Draperies and curtains
- Plastic and stuffed toys
- Yarn

For more information please visit partnersinprojectgreen.com/recycling-collection-drive

In collaboration with **DIABETES CANADA**

A program of **Partners in Project Green**

Toronto and Region Conservation Authority

In partnership with **ERA.CO** (Electronic Recycling Association)

A program of **Partners in Project Green**

ELECTRONIC RECYCLING & COLLECTION EVENT

Safely and securely donate your unwanted electronics cluttering up your home to help those in need & the environment at the same time!

ACCEPTED ITEMS

LAPTOPS & COMPUTERS LAPTOPS/COMPUTERS (MAC AND PC) DOCKING STATIONS PARTS (MOTHERBOARDS, HARD DRIVES, ETC.) KEYBOARDS, MICE, WIRES/CABLES	HANDHELD DEVICES MOBILE PHONES/IPHONES/ SMARTPHONES / TABLETS
CONSUMER ELECTRONICS GAMING CONSOLES IPODS/IPADS/MP3 PLAYERS STEREO EQUIPMENT	MISC DEVICES PHONE SYSTEMS CD/DVD & CARDS SERVERS (RACKS, STANDS, ALL BRANDS) SOFTWARE (OPERATING/EDITING/DESIGN) SWITCHES AND ROUTERS LAB EQUIPMENT DISK ARRAYS
PRINTERS PRINTERS (INKJET AND LASERJET) FAX MACHINES SCANNERS & COPIERS	*No Personal or Household appliances* * Properly remove sensitive data before donating

Electronic Recycling Association (ERA) | 1.877.9EWASTE | www.era.ca



Timelines and Activities (before drive)

DATE	ACTION
Sept. 20 - 27	<ul style="list-style-type: none">• Receive email from Partners in Project Green (PPG) to confirm your bin drop-off and pick-up date• Submit information for weekly employee newsletter using Newsletter template• Print and place promotional posters and signage about the campaign in strategic locations throughout the building
Oct. 2 - 6	<ul style="list-style-type: none">• Bins are dropped off at registered locations by PPG & Electronic Recycling Association• Print posters and signage and place on bins• Email or print a copy of the Campaign Guide for reception (close to where bins will be supervised)• Send out first Email Communications to staff
Oct. 6	<ul style="list-style-type: none">• Ensure bins are in the correct location for Monday morning



Timelines and Activities (during/after drive)

DATE	ACTION
Oct. 9-22	<ul style="list-style-type: none">• Collect material for Recycling Collection Drive in celebration of WRW in Canada• -Send out optional reminder email communication to staff (October 22)• -Take a photo of your staff beside your bins (with your company logo in the photo). Send to Partners in Project Green to share on social media• Receive email from Partners in Project Green to confirm bin pick-up date by Diabetes Canada and ERA
Oct. 23-27	<ul style="list-style-type: none">• Bins are picked up
Nov. 15 - 30	<ul style="list-style-type: none">• Results Certificates distributed to all participants



Photographs



Bin information

- Front lobby close to reception or the security desk (high traffic location)
- Areas that are locked during evenings and weekends
- Provide the reception desk with a copy of the Campaign Guide.
- If your bins are 75% full at any point during the week, **consider requesting an additional pick-up for \$100/site for textiles or arrange for additional storage for overflow material.**
- Additional pick-ups of E-Waste are **free**.

*Feel free to use alternative bins/receptacles



Textiles: 36" W by 24" D by 36" H

E-Waste: 48" W by 42" D by 48" H



What can you collect in the Textiles bins?

- Clothing (all types)
 - Shoes and boots
 - Accessories and bags
 - General household textiles (blankets, sheets, towels)
 - Sleeping bags
 - Curtains
 - Soft toys (i.e. stuffed animals)
- Note: material must be in plastic bags (transparent or translucent) before being placed into the bin.



What can you collect in the E-Waste bins?

Laptops & Computers:

- Laptops/Computers (Mac and Pc)
- Docking Stations Parts
(Motherboards, Hard Drives, Etc.)
- Keyboards, Mice, Wires/Cables

Printers:

- Printers (Inkjet and Laserjet)
- Fax Machines
- Scanners & Copiers

Consumer Electronics:

- Gaming Consoles
- Ipods/Ipads/Mp3
- Stereos, Speakers

Handheld Devices:

- Mobile Phones
- Tablets

All E-waste items can be placed directly into the bin





About Diabetes Canada

About Diabetes Canada

- Diabetes Canada collects gently used clothing, electronics and small household items. The \$5 million in annual proceeds (average past two years) help us fund world-leading Canadian research, as well as services for people affected by the disease. We also help the environment by diverting 45 million kg from landfill every year.

DIABETES
CANADA



A Trusted Partner

- 30+ years of collection
- Largest charitable clothing recycler in Canada
- Diverting over 45 million kilograms of textiles on a yearly basis
- 220+ municipal partnerships
- 1,000+ municipal bins
- 4,200+ bins
- 4,300+ partnerships
- Collection from 1.2 million homes
- 95% of our collected material is re-used or repurposed
- Provide the opportunity to maximize domestic reuse (11.3M kilograms of textiles re-used in Canada on a yearly basis)



Proud to Support and Collaborate with...



Canada united in the achievement of zero waste, now and for future generations





The Impact of Textile Waste and Recycling

Textile Waste – The Opportunity

- An estimated 475,000,000 kgs. of textiles go to the landfill in Ontario each year
- 5-10% of all waste is textiles
- 36 kgs; amount of textile waste per person per year in Canada, which is the equivalent of approximately 1 garbage bag per year
- 85% of all textiles go to landfills
- The clothing industry is the second largest polluter in the world, second only to oil



Textile Recycling – The Impact

ACTION	RESULT
Fundraises	\$5,000,000 contributed to Diabetes research
Sends	2,400 children and youth living with diabetes and prediabetes sent to D-camps
Saves	1 Billion kWh of energy (based on diversion)
Reduces	280 million pounds of CO2 emissions reduced (based on diversion)
Trees Saved	7,257 mature trees
Water Saved	167,828 liters of water
Removes	212,087 cars from road

*based on collection of 45 million kilograms of textile donations



Where Does it Go?

- **100 million pounds** of textiles collected and diverted yearly, 95% of the material collected is either reused or repurposed.
- Of the items that cannot be reused as second-hand clothing; approximately 30% is repurposed (upcycled or downcycled), 20% is turned into post-consumer fibers, 5% ends up as true waste (damaged to the point that no useful application for these items can be found).
- Diabetes Canada will accept all grades of textiles that are in reusable condition, just as long as they are not soiled or contaminated.
- 100% of all net proceeds raised through our collection program are charitable and support the 1 in 3 Canadians residents that are impacted by diabetes or pre-diabetes.



Preparing for Staff FAQs

- Is Diabetes Canada different from Canadian Diabetes Association?
- Is Diabetes Canada a charity?
- What percentage of the money raised from donations goes towards supporting Diabetes Canada?
- Can I bring damaged clothing?
- Do you accept anything else?
- If I have items to donate after October 22, 2023, how can I donate them? declutter.diabetes.ca





About The Electronic Recycling Association (ERA)

About The Electronic Recycling Association (ERA)

- The Electronic Recycling Association (ERA) is a non-profit organization founded in 2004 to address the growing problem of e-waste and the increasing 'digital divide'. For over 19 years, ERA has offered simple solutions to help individuals and organizations prevent operational equipment from premature destruction. With a focus on recovery, refurbishment and reuse, ERA continuously supplies charitable groups with donated IT equipment while securely managing the retiring IT assets of organizations and individuals across Canada.



electronic.recycling.association



A Trusted Partner

- 19+ years of collection
- Helped over 45,000 + organization divert e-waste from land fills
- Helped over 6,900+ Charitable Organizations in Canada with refurbished electronics
- 3500 + partnerships
- 2,500+ devices donated annually





The Impact of E-Waste and Recycling

E-Waste – The Opportunity

- In 2020, it was estimated that Canadians generated around 724,000 metric tons of e-waste.
- It was estimated that only about 28% of e-waste was recycled.
- 43% of households reported they had e-waste to dispose
- E-waste generation per person increased from 8.3 kilograms in 2000 to 25.3 kilograms in 2020



How It Works

01

REQUEST A PICK UP OR DROP OFF
UNWANTED ELECTRONICS AT A DEPOT



02

WE OFFER 100% SECURE ON-SITE AND
OFF-SITE DATA DESTRUCTION



03

OUR EXPERTS REPURPOSE
YOUR ELECTRONICS FOR
FUTURE USE



04

REPURPOSED ELECTRONICS ARE
DONATED TO COMMUNITY CHARITIES



Preparing for Staff FAQs

- Can I bring damaged devices?
- Can I bring in durable household goods (household appliances, TVs etc.)?
- What happens if my bins fill up before Recycling Collection Drive is over?
- If I have items to donate after October 22, 2023, how can I donate them? www.era.ca





Other Announcements & Opportunities

Fashion Takes Action!

FASHION
TAKES
ACTION



Employee education program around the impacts of the fashion industry.

<https://fashiontakesaction.com/employee-engagement/>





Partners in Project Green Celebrates 15 Years Meeting People Where They're At: Systemic Change, Partnerships & Moving Forward

When: October 19, 2023 @ 3-6pm

Where: C-Banquets, 300 City Centre Drive, Mississauga

Cost: Free for PPG (or Past) Members + 1 guest. \$25 for Non-Members

How: <https://partnersinprojectgreen.com/events/partners-in-project-green-celebrates-15-years/>

Expect Giveaways!





Partners in Project Green

A Program of Toronto and Region Conservation Authority



Thank you. Any questions?

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A Program of Toronto and Region Conservation Authority

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