

Recycling Collection Drive Campaign Guide

Partners in Project Green
2025

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Recycling Collection Drive Campaign Guide

Thank you for participating in the Recycling Collection Drive! This employee engagement campaign guide provides you with all the information and sample templates needed to engage your employees in Waste Reduction Week and Circular Economy Month in Canada.

About Recycling Collection Drive

Recycling Collection Drive is a great way to engage your employees during Waste Reduction Week and Circular Economy Month in Canada. The 2025 program will run for two weeks, October 13-26, one week overlapping with Waste Reduction Week. Recycling Collection Drive participants place temporary bins in their front lobby for the campaign to collect clothing, household textiles, electronic waste, and books that employees and the community donate. At the end of the campaign, the materials will be reused and recycled by [Diabetes Canada](#), [Electronic Recycling Association \(ERA\)](#), and [Second Life Books](#). Each participating organization will receive a certificate with the amount of material diverted from landfill as a result of the campaign.



FIGURE 1 CITY OF MISSISSAUGA PARTICIPATING IN THE RCD 2023

Acceptance Criteria

Clothing and Household Textiles:

- Accessories and bags
- Clothing (including footwear)
- General household textiles (blankets, sheets, towels, curtains)
- Sleeping bags
- Soft toys (i.e. stuffed animals)

Electronic Waste:

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
- Players Stereo Equipment

Handheld Devices:

- Mobile Phones
- Iphones
- Smart Phones
- Tablets

Kindly note that we cannot accept the following Electronic Waste items:

- Personal electronics (shavers, toothbrushes, etc.)
- Household appliances (microwaves, blenders, toasters, etc.)
- Kitchen appliances (refrigerators, stoves)
- Large televisions

Book Collection:

- English Language books (Fiction & Non-Fiction)
- Textbooks
- CDs & DVDs

Timelines and Actions

Here are the program timelines and actions we recommend you follow to ensure a successful campaign.

DATE	ACTION
September 12, 2025	<ul style="list-style-type: none"> Deadline to register sites for campaign
September 16, 2025	<ul style="list-style-type: none"> Receive site confirmation email
September 25, 2025	<ul style="list-style-type: none"> Participate in Recycling Collection Drive organizer webinar (2:00 to 3:00pm)
September 25, 2025	<ul style="list-style-type: none"> Receive Campaign Guide and Resource Package from Partners in Project Green
September 29, 2025	<ul style="list-style-type: none"> Receive bin drop-off schedule from Partners in Project Green
September 29, 2025	<ul style="list-style-type: none"> Send out email communication to staff and/or submit information for weekly employee newsletter using newsletter template
October 6-10, 2025	<ul style="list-style-type: none"> Bins are dropped off at registered locations by Partners in Project Green, Electronic Recycling Association and Second Life Books
October 6, 2025	<ul style="list-style-type: none"> Print template poster and acceptance criteria signage and place on the bins and strategic locations throughout the building. Ensure bins are in the correct location for Monday morning (Oct 13) Email or print a copy of the Campaign Guide for reception (close to where bins will be supervised)
October 13 to 26, 2025	<ul style="list-style-type: none"> Collect material for the Recycling Collection Drive Take photos of your staff beside your bins, preferably when full (with your company logo in the photo). Send photos to Partners in Project Green to share through social media. We request that all individuals in shared photos consent to the use of the photos by signing the Participant Digital Image Release form. Send out reminder email (October 20th) to staff that the campaign is coming to an end See email from Partners in Project Green with bin pick-up date
October 27- 31, 2025	<ul style="list-style-type: none"> Bin pick-up

Collection Bins and Placement

Clothing, E-waste, and Book collection bins should be placed in the front lobby close to reception, the security desk, or lunchroom. These high traffic locations will raise awareness about the campaign and encourage employees to participate. Bins should be placed in a supervised area of the building that is locked when the building is closed. Please provide the reception desk with a copy of the Campaign Guide.

Please provide internal contact information near the bins for employees to get more information about the RCD. The purpose of this is to prevent calls directly to Diabetes Canada, ERA, and Second Life Books to allow for more effective internal communication.

IMPORTANT NOTE: If your bins are 75% full at any point during the week, consider arranging for storage of overflow material or alternative receptacles/bins (ensure any additional receptacles/bins can be easily handled by drivers to transport material into vehicles). **If you require an additional pick-up**, instructions are in the FAQs below.

FAQs

Here is a list of frequently asked questions you may get from participants and organizers.

Q: When does the Recycling Collection Drive run?

A: Recycling Collection Drive runs October 13-26, 2025. You will receive your bins on October 6-10, 2025. The bins will be removed on October 27- 31, 2025.

Q: What are the dimensions of the bins? What do they look like?

A: The clothing bin is 36" W x 24" D x 36" H. View the bins below or online at:

<https://partnersinprojectgreen.com/recycling-collection-drive-2022/>

The E-Waste Pallet Mount Collection Bin is 48"W x 42" D x 48" H. and the Wheeled Collection Cages (based on availability) is 60" W by 30" D by 60" H.

Book Pallet Mounted Collection Bin is 47"W x 39"D x 36"H.



FIGURE 2 TEXTILE AND E-WASTE COLLECTION BINS

Q: What percentage of books are donated, resold, and recycled?

A: 50% are donated, 40% are resold, and 10% are recycled.

Q: If I have items to donate after October 26, 2025, how can I donate them?

A: For textile donations, visit declutter.diabetes.ca for a free home pick up or to find a donation bin.

For E-waste donations, visit <https://www.era.ca/> for a [pick up request](#), [shipping label](#) or to find a [depot](#) near you.

For book donations, call 647-689-6066 or email info@secondlifebooks.net to schedule a pick up or drop off service.

Q: What happens if my bins fill up before Recycling Collection Drive is over?

A: Textile Bins: If you require an additional pick-up, a fee of \$100 for each additional pick-up if a total of less than 10,000lbs of textiles are collected in total from all your participating locations. If over 10,000lbs of textiles from all participating locations in total are collected, up to 10 free additional pick-ups can be scheduled. Contact Partners in Project Green at Darlene.Coyle@trca.ca and we would be happy to schedule a pickup with Diabetes Canada.

E-Waste Bins: Please contact Partners in Project Green (Darlene.Coyle@trca.ca) and we would be pleased to schedule a free pickup with ERA.

Book Bins: Please contact Partners in Project Green (Darlene.Coyle@trca.ca) and we would be pleased to schedule a free pickup with Second Life Books.

Additional pick-ups require about 24-48 hours' notice, so please schedule a pick-up when your bins are 75% full.

Q: Can I bring in durable household goods (household appliances, sport goods, etc.)?

A: Durable household goods and appliances, such as lamps, vacuums, and sporting goods, are **not accepted**. Soft textiles (e.g., blankets, sheets, stuffed animals) and IT equipment (e.g., printers, gaming consoles, mobile devices, monitors, and computers) are accepted.

Q: Can I bring clothing and electronics that are in poor condition?

A: Yes. We accept items in all conditions. Please ensure clothing is cleaned before donation.

Q: Can I place the clothing / electronics directly into the bin?

A: To allow us to easily transport the material, all clothing must be placed in clear or translucent plastic bags before being placed into the bin. However, electronics can be placed directly into the appropriate bin.



FIGURE 3 LONGO'S PARTICIPATES IN RCD 2022

Q: My building has a specialty recycling program for batteries. Can I utilize the Recycling Collection Drive to highlight this program?

A: This depends. The 2025 Recycling Collection Drive resources are intended for the collection of clothing, household textiles, electronics, and books only. However, you can leverage the momentum around the Recycling Collection Drive and its framework to promote other recycling programs.

Q: How does electronic recycling work?

A: The process of recycling old electronics can vary depending on the organization. If these devices are being

manufactured into new products, each device will likely go through a shredding machine before the separation process, while metals are melted down and refined.

ERA has taken a different approach to computer recycling in Toronto and electronic waste disposal. ERA takes your devices, destroys any personal data, and refurbishes them for their next stage of life. Once the process is complete, they donate your devices to local charities and organizations in need.

Q: How are my results calculated?

A: When the bins are picked up from Diabetes Canada, ERA, and Second Life Books, the total number of bags/items are tallied and recorded by a Diabetes Canada, ERA, or Second Life Books. Based on the number of bags/items collected, Diabetes Canada, ERA, or Second Life Books extrapolates the tonnage collected.

Q: When can I expect to learn the results of the Recycling Collection Drive?

A: Partners in Project Green will issue electronic certificates in late November once the tonnage has been calculated.

Q: We really enjoyed this campaign. Can we continue a recycling program all year long?

A: Yes! Diabetes Canada, ERA, and Second Life Books offers full-year recycling programs.

For more details about pickups of various collection streams:

Textiles	E-Waste	Books
Visit: declutter.diabetes.ca	Email: sally@era.ca Visit: www.era.ca/	Email: info@secondlifebooks.net Visit: https://www.secondlifebooks.net/

Facts and Stats

Textile waste

- Each year, the program diverts more than 100 million lbs. of clothing and household items from landfill sites across Canada. This translates into the following facts and stats:

Facts and stats by Diabetes Canada. For more information, please visit: declutter.diabetes.ca.

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

Electronic waste

ERA works with charities across the country to provide refurbished electronics for their programs. This gives them access to reliable technology while allowing them to apply their resources to what they're good at: developing programs to help Canadians struggling with poverty, health concerns, or are otherwise experiencing misfortune. Because the ERA is an advocate of equality, we are not specifically affiliated with a given charity. The ERA helps hundreds of charitable organizations each year through the donation of necessary computer equipment.

Book Waste & Literacy

- Residential paper products account for 10% of solid waste in Canadian landfills
- Industrial, Commercial, and Institutional paper products make up 14% of solid waste in Canadian landfills.
- A 2013 Statistics Canada report found that over 1 in 6 Canadian adults did not meet basic literacy standards.
- Second Life Books has collected books from over 10,000 homes and donated more than 300,000 books.

Electronic Poster and Signage



FIGURE 4 EVENT POSTER



FIGURE 6 ACCEPTED TEXTILE ITEMS POSTER



FIGURE 5 ACCEPTED E-WASTE ITEMS POSTER

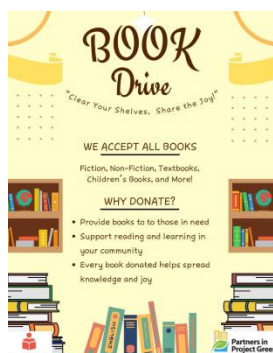


FIGURE 7 ACCEPTED BOOK ITEMS POSTER

The above event poster can be placed in strategic locations around your building to raise awareness of the campaign (bulletin boards, lunchrooms, main entrances, copy rooms, etc.). The Accepted Items posters should be placed on

the temporary bins to communicate what materials are accepted and encourage proper sorting. It is important to ensure the Accepted Items posters clearly indicate the segregation of materials to prevent materials from being rejected by the collection staff.

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!** We request that all individuals shown in shared photos consent to the use of the photos by signing the [Participant Digital Image Release form](#).

Communications for book collections will be provided separately.

Newsletter

Suggested date of release: Week of September 29, 2025

Title: We're celebrating Waste Reduction Week & Circular Economy Month in Canada

Content:

Let's all do our part to help the environment! Did you know that clothing and electronic waste can be easily reused and/or recycled?

In celebration of Waste Reduction Week and Circular Economy Month in Canada, from October 13-26, 2025, we are participating in a Recycling Collection Drive. We challenge you to bring your old and unwanted clothing, household textiles, and electronics from home and place them in the bins located at _____ (*bin location*). We accept items in all conditions. Please ensure clothing is cleaned before donation. All clothing must be placed in plastic bags before being placed into the bin. The material will be collected for reuse and recycling by Diabetes Canada and Electronic Recycling Association.

Below is a list of materials that are accepted:

Clothing and Household Textiles:

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

Laptops & Computers:

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

Consumer Electronics

- Gaming Consoles
- Ipods/Ipads/Mp3
- Players Stereo Equipment

Printers:

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

Handheld Devices:

- Mobile Phones
- Iphones
- Smart Phones
- Tablets

Kindly note that we cannot accept the following items:

- Personal electronics (shavers, toothbrushes, etc.)
- Household appliances (microwaves, blenders, toasters, etc.)
- Kitchen appliances (refrigerators, stoves)
- Large televisions

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

If you have additional items and would like a free home pick up after the Recycling Collection Drive, please visit declutter.diabetes.ca or www.era.ca/.

Email Communication

Suggested date of release: October 6, 2025

Title: Recycle clothing and electronics at our Recycling Collection Drive

Did you know that 85% of clothing and 83% of electronic waste is currently sent to landfill? For Waste Reduction Week and Circular Economy Month in Canada, from October 13-26, 2025, _____ (*name of organization*) will host a Recycling Collection Drive where you can donate your unwanted clothing and household textiles to Diabetes Canada and electronics to Electronic Recycling Association. It's the perfect opportunity to clean out your closet.

We accept items in all conditions. Please ensure clothing is cleaned and placed in plastic 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).

Tablets, smartphones, cell phones, home phones, handheld electronics (Mp3 players, gaming consoles, etc.), stereo equipment, gaming equipment, monitors, personal computers (desktop and laptop), mice, keyboards, printers, digital cameras, computer parts, miscellaneous cables, external hard drives, USB keys and other storage devices.

This event is brought to you by [Partners in Project Green](#) in celebration of [Waste Reduction Week and Circular Economy Month in Canada](#), with support from [Diabetes Canada](#) and [Electronic Recycling Association \(ERA\)](#).

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

Contact info name

Contact info job title

Contact info phone number and email

If you have additional items and would like a free home pick up after the Recycling Collection Drive ends, please visit declutter.diabetes.ca or www.era.ca/.

Reminder Email Communication

Suggested date of release: October 13, 2025

Title: Our clothing and electronics drive is now underway

The Recycling Collection Drive has commenced!

We accept:

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

Electronics (all types), Tablets, Smartphones, Cell phones, Home phones, Handheld electronics (Mp3 players, gaming consoles, etc.), Stereo equipment, Gaming equipment, Monitors, Personal computers (desktop and laptop), Mice, Keyboards, Printers, Digital cameras, Computer parts, Miscellaneous cables, External hard drives, USB keys and other storage devices.). We accept items in all conditions.

We accept items in all conditions. **Please ensure clothing is cleaned and placed in plastic bags before donation.**

These materials will be reused or recycled, ensuring that valuable resources do not go to landfill. This is a great opportunity to clean out your drawers, closets and basements!

Clothing will be reused and recycled by Diabetes Canada and e-waste will be reused and recycled by Electronic Recycling Association (ERA). This event is brought to you by [Partners in Project Green](#) in celebration of [Waste Reduction Week](#) and [Circular Economy Month in Canada](#).

From Monday to Friday, bring your unwanted clothes/ electronics to _____ (*bin location*). If you have any questions, contact:

Contact info name

Contact info job title

Contact info phone number and email

If you have additional items and would like a free home pick up after the Recycling Collection Drive, please visit declutter.diabetes.ca or www.era.ca/.

Textile Tuesday Email Communication

Suggested date of release: October 21, 2025

Title: This Textiles Tuesday, give clothes a new life!

Did you know that Tuesday during Waste Reduction Week in Canada is known as Textiles Tuesday?

Unwanted clothing and textiles can easily be diverted to support local communities and social causes while lowering environmental impact, however 85% of textiles still ends up in landfills. Textile waste causes an environmental problem because natural textiles biodegrade in landfills, producing CO₂ and methane emissions which contribute to climate change; while synthetic materials do not biodegrade and instead stay forever in landfills.

Solving this problem requires textiles to be given a new life and diverted from the waste stream. Find out how you can do your part and give clothes a new life by visiting [Textiles Tuesday](#).

And don't forget, this week you can bring your unwanted clothes to _____ (*bin location*) and support our Recycling Collection Drive!

E-Waste Wednesday Email Communication

Suggested date of release: October 22, 2025

Title: This E-Waste Wednesday, give electronics a new life!

Did you know that Wednesday during Waste Reduction Week in Canada is known as E-Waste Wednesday?

Unwanted e-waste can easily be diverted to support local communities and social causes while lowering environment impact, however 82.6% either ended up in landfills or was informally processed, leading to potential environmental and health hazards.

Solving this problem requires e-waste to be given a new life and diverted from the waste stream. The ERA works with charities across the country to provide refurbished electronics for their programs. This gives them access to reliable technology while allowing them to apply their resources to what they're good at, developing programs to help Canadians struggling with poverty, health concerns or are otherwise experiencing misfortune. Find out how you can do your part and give computers and electronics new life by visiting www.era.ca.

And don't forget, this week you can bring your unwanted electronics to _____ (bin location) and support our Recycling Collection Drive!

Final Email Communication

Suggested date of release: October 23, 2025

Title: Last chance to bring-in unwanted clothes, household textiles, and electronics!

Our Recycling Collection Drive is coming to an end. You have until Sunday (Oct 26) to drop off your unwanted clothes for reuse or recycling at _____ (location).

We accept:

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

Electronics (all types), Tablets, Smartphones, Cell phones, Home phones, Handheld electronics (Mp3 players, gaming consoles, etc.), Stereo equipment, Gaming equipment, Monitors, Personal computers (desktop and laptop), Mice, Keyboards, Printers, Digital cameras, Computer parts, Miscellaneous cables, External hard drives, USB keys and other storage devices.). We accept items in all conditions.

Clothing will be reused and recycled by [Diabetes Canada](#). Electronics will be reused and recycled by The Electronic Recycling Association (ERA). This event is brought to you by [Partners in Project Green](#) in celebration of [Waste Reduction Week and Circular Economy Month in Canada](#).

If you have any questions, contact:

Contact info name

Contact info job title

Contact info phone number and email

If you have additional items and would like a free home pick-up after Waste Reduction Week, please visit declutter.diabetes.ca or www.era.ca/.



FIGURE 8 SODA STREAM PARTICIPATING IN THE RCD 2019

Sample Social Media Messages

Note: If posting on LinkedIn, please tag @Partners in Project Green.

Can't wait to celebrate #WasteReductionWeek and #CircularEconomyMonth with @TRCA_HQ's #RecyclingCollectionDrive. We'll be collecting clothing, household textiles, and electronics for @DiabetesCanada and @ElectronicRecyclingAssociation @DonateRecycleIT to help ensure this material stays out of landfill
#WasteReductionWeek is around the corner! Next week, we'll be starting to collect clothing and household textiles for the #RecyclingCollectionDrive. @TRCA_HQ @DiabetesCanada @ElectronicRecyclingAssociation @DonateRecycleIT
We're doing our part for #WasteReductionWeek and #CircularEconomyMonth by participating in @TRCA_HQ's #RecyclingCollectionDrive and collecting clothing and household textiles
#DYK 85% of clothing and 83% of electronics currently goes to landfill? We're participating in @TRCA_HQ's #RecyclingCollectionDrive. Bring in your unwanted clothes, household textiles, and electronics to be reused and recycled with @DiabetesCanada @ElectronicRecyclingAssociation @DonateRecycleIT
#DYK clothing and textiles do not belong in the garbage even if they are in poor condition? We're participating in @TRCA_HQ's #RecyclingCollectionDrive to help divert this material from the landfill and support @DiabetesCanada
#DYK municipal recycling bins don't accept clothing, textiles, and electronics? @TRCA_HQ's #RecyclingCollectionDrive is engaging our employees and customers to drop these materials off at our facilities
Happy #Circular Economy Month in Canada! By participating in @TRCA_HQ's #RecyclingCollectionDrive we are helping divert unwanted clothing and household textiles from the landfill while supporting @DiabetesCanada @DonateRecycleIT @DonateRecycleIT @ElectronicRecyclingAssociation
It's #WasteReductionWeek in Canada (October 20-26) and we're doing our part by collecting clothing, household textiles and electronics. Thanks to @TRCA_HQ and @DiabetesCanada @DonateRecycleIT @ElectronicRecyclingAssociation for organizing this opportunity!

About the Organizers



About Partners in Project Green

Partners in Project Green's waste management programs provide organizations with hands-on support to facilitate the capture and diversion of waste materials, support local communities and move towards a circular economy.



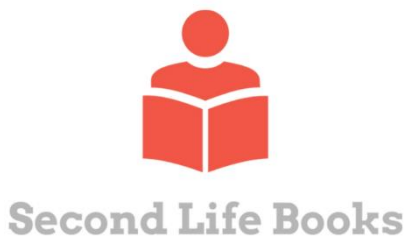
About Diabetes Canada

Diabetes Canada collects gently used clothing, electronics, and small household items. The \$8.7 million in annual proceeds help us fund world-leading Canadian diabetes research as well as services for Canadians affected by diabetes or prediabetes. We also help the environment by diverting 100 million lbs. from landfills. Learn more at: declutter.diabetes.ca.



About Diabetes Canada

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'. 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.



About Second Life Books

The mission of Second Life Books is to repurpose unwanted books and enhance literacy. They achieve this by donating to organizations such as The Children's Book Bank, University of Toronto Book Sales, and various initiatives in Africa.

Key Contacts

General Inquiries	Clothing Inquiries
<p>Darlene Coyle Partners in Project Green (437) 880-2148 darlene.coyle@trca.ca</p>	<p>Ashley Barbosa Diabetes Canada (416) 834-0171 ashley.barbosa@diabetes.ca</p>
E-Waste Inquiries	Book Inquiries
<p>Sally Tran Electronic Recycling Association 413-477-0664 sally@era.ca</p>	<p>Sarah Morris Second Life Books 647-689-6066 Info@secondlifebooks.net</p>

