

# MUNICIPAL COMMUNICATIONS TOOLKIT





# INTRODUCTION

Multi-Material Stewardship Manitoba Inc. (MMSM) is a not-for-profit, industry-funded organization that funds and provides support for the province's residential recycling programs for packaging and printed paper. MMSM works on behalf of the manufacturers, retailers and other organizations that supply packaging and printed paper to Manitobans. These businesses pay fees on the materials to MMSM, which are used to reimburse municipalities for up to 80% of the net cost of their residential recycling system.

Participation in MMSM's program is voluntary. MMSM will pay up to 80% of eligible costs incurred by municipalities and other collection and processing agents who enter into a services agreement with MMSM. The services agreement sets out the roles and responsibilities of each party, including the recycling services to be provided by municipalities and other partners and the payments to be made by MMSM.

It's important to remember that your municipality owns the contract with your collector and processor. Review your agreements annually so you understand the requirements for funding and ensure that you're collecting the mandatory materials. As always, MMSM has technical experts on staff that can assist you with reviewing your program for efficiencies.

MMSM has had a lot of success over the past ten years in working with municipalities on their recycling programs. We are committed to providing Manitobans with access to residential recycling services and are dedicated to working with our municipal partners to improve programs.

We hope this toolkit can help you improve your recycling communications with your community members. Do not hesitate to reach out to us if you have any questions.

## HOW TO USE THIS TOOLKIT

We've developed this toolkit as a guide to help your community improve education on residential recycling. You can follow along month by month, or implement the ideas and strategies that work for you. This is simply a guideline to show you the various resources available to help increase your recovery rate, reduce contamination and divert materials from landfill.

## INFORMATION AND ASSISTANCE

Email: [municipalservices@stewardshipmanitoba.org](mailto:municipalservices@stewardshipmanitoba.org)

Phone: 1-877-952-2010 (toll-free)

[StewardshipManitoba.org](http://StewardshipManitoba.org)

[SimplyRecycle.ca](http://SimplyRecycle.ca)

# JANUARY

## MONTHLY TIPS

Here are some easy tips to get started with your communications plan:

1. Connect with us on social media. MMSM has an active presence on most social platforms and shares relevant tips and tricks to help improve recycling in Manitoba. All you have to do is like and share our posts on your own pages so residents have the most current recycling information. You can find us with the following handles:
  - Facebook: Simply Recycle Manitoba
  - Twitter and Instagram: SimplyRecycleMB
  - LinkedIn: Multi-Material Stewardship Manitoba
2. If your community has a monthly or quarterly newsletter, include a recycling tip.

## SOCIAL MEDIA - CLEANING UP AFTER THE HOLIDAYS

Facebook	A new year is a great time to refresh and hit the reset button. Decluttering your home is a great place to start. If you're cleaning your home but don't know how to dispose of your items, Multi-Material Stewardship Manitoba has put together a list of where you can take common items in your home. Read more here: <a href="https://bit.ly/2VZGJRu">https://bit.ly/2VZGJRu</a>
Twitter	Decluttering your home is a great way to kick-off the new year. Multi-Material Stewardship Manitoba has put together a list of where you can take common items in your home. Read more here: <a href="https://bit.ly/2VZGJRu">https://bit.ly/2VZGJRu</a> #SimplyRecycle (226 characters)

### DID YOU KNOW?

*Do you know how much material your community diverted from the landfill last year? Municipalities can reference MMSM's annual report to see how much material they recycled in 2018. You might be surprised to see how well your community is doing! You can also check the Municipal Online Reporting System (MORS) for a current update.*

# FEBRUARY

## MONTHLY TIP

1. If you don't have the resources to build out a recycling page on your website, simply add a link to the 'What Can I Recycle' page on [SimplyRecycle.ca](http://SimplyRecycle.ca). Your community is listed on the search function with detailed information on your program.

## SOCIAL MEDIA - PIZZA DAY, HOW TO RECYCLE YOUR PIZZA BOXES

*\*Note: Pizza Day is February 9, 2020*

Facebook	It's Pizza Day! Celebrate by making some homemade pizza, or order from your favourite restaurant. When you're done, remember to recycle your pizza boxes in the blue bin. Boxes that are stained through with food and grease are not accepted, as they will contaminate other recyclables. If you are unsure, just remove the bottom and recycle the top of the box.
Twitter	Happy #PizzaDay! Celebrate by making your own pizza, or order in from your favourite restaurant. Remember to #recycle your pizza boxes in the blue bin. Boxes stained through with food and grease are not accepted, as they will contaminate other recyclables. #SimplyRecycle (271 characters)

## SOCIAL MEDIA - BLACK PLASTICS NOT ACCEPTED

Facebook	Black plastics, including microwavable trays, take-out containers and coffee lids, aren't accepted in your recycling bin. There is a limited end market for these types of plastics, making it hard to collect. Try to repurpose this type of plastic, or avoid using it if possible.
Twitter	Black plastics aren't accepted in your recycling bin. There is a limited end market for these plastics, making it hard to collect. Try to repurpose it, or avoid using it if possible. #SimplyRecycle (197 characters)

## DID YOU KNOW?

*The MMSM services agreement requires advance written notification of proposed changes to program design and delivery. MMSM has technical experts on staff that can provide your community with onsite visits to provide feedback on program effectiveness and efficiencies. Our Municipal Services team can provide your municipality with technical assistance for processing, collection and hauling of your residential material.*



# MARCH

## MONTHLY TIPS

1. Contact MMSM to get a customized recycling poster and post it around your community in high traffic areas.
2. Celebrate Earth Hour (March 28, 2020) and encourage residents to show their commitment to the environment by turning off all lights and unplugging unused electronics and appliances between 8:30 and 9:30 p.m.

## SOCIAL MEDIA - PRODUCTS vs. PACKAGING

Facebook	Unsure about what can go in your blue bin? A friendly reminder that our recycling program only accepts packaging and printed paper, not products. Items such as toys, clothing, ceramics and electronics are not accepted in your blue bin.
Twitter	Not sure what can go in your blue bin? A reminder that our program only accepts packaging and printed paper, not products. Check our recycling guide before putting items in your blue bin: <a href="https://bit.ly/2RTzMDi">https://bit.ly/2RTzMDi</a> #Recycle #SimplyRecycle (235 characters)

## SOCIAL MEDIA - EARTH HOUR

*\*Note: Earth Hour is March 28, 2020 from 8:30 p.m. - 9:30 p.m. CST*

Facebook	Join in Earth Hour tonight and show your commitment to the environment by turning off your lights and unplugging unused electronics and appliances between 8:30 and 9:30 p.m. We know you're up for the challenge!
Twitter	Join in Earth Hour tonight by turning off your lights and unplugging unused electronics and appliances between 8:30 and 9:30 p.m. We know you're up for the challenge! #SimplyRecycle #ReduceReuseRecycle #Connect2Earth (217 characters)

# APRIL

## MONTHLY TIPS

1. Hold a community clean-up with your residents to pick up litter after a long winter.
2. Promote Earth Day (April 22) with a community event.

## SOCIAL MEDIA - EARTH DAY

*\*Note: Earth Day is April 22, 2020*

Facebook	Happy Earth Day Manitoba! Today is all about the environment, and taking steps to be more environmentally friendly. We only have one planet, so let's do our best to take care of it! How are you going to celebrate today?
Twitter	Happy Earth Day! Today is all about the environment, and taking steps to be more environmentally friendly. We only have one planet, so let's do our best to take care of it! #SimplyRecycle #EarthDay (197 characters)

## SOCIAL MEDIA - BOOK RECYCLING

Facebook	Even though they're made of paper, books aren't accepted in your blue bin. If your books are still in good condition, donate them to your local hospital, library, charitable organization or secondhand store.
Twitter	Although they're made of paper, books aren't accepted in your blue bin. If they're still in good condition, donate them to your local hospital, library or secondhand store. #SimplyRecycle (187 characters)

# MAY

## MONTHLY TIPS

1. Contact MMSM for a customizable recycling guide. You can include it in your annual property tax bill or an upcoming water bill.
2. Hold a giveaway weekend – ask your residents to place any unwanted items at the curb for free.
3. With summer just around the corner, it's important to keep your recycling wildlife safe. Check out our blog on keeping your recycling wildlife safe (<https://simplyrecycle.ca/new-educational-program/>) and encourage children in the community to become an Earth Ranger and take the Challenge. Sign up here: <https://www.earthrangers.com/>

## SOCIAL MEDIA - PLANT POTS

Facebook	If you're doing any gardening this season, a friendly reminder that store-bought plastic plant pots are not accepted in your blue bin. Contact your local greenhouse or nursery to see if they will accept the containers for reuse, or buy seed packets for your garden instead. You can also take them to any of the 4R Winnipeg Depots to be recycled.
Twitter	A reminder for when you're gardening that store-bought plastic plant pots are not accepted in the blue bin. Contact your local greenhouse or nursery to see if they will accept the containers for reuse, or buy seed packets for your garden instead. #SimplyRecycle (261 characters)

## SOCIAL MEDIA - WILDLIFE-SAFE RECYCLING

Facebook	If you're going camping or heading out to the lake, what steps do you take to ensure that your recycling is wildlife-safe? MMSM has put together a list of tips on their website, which will come in handy during your next trip! Read it here: <a href="https://bit.ly/2HfxKpp">https://bit.ly/2HfxKpp</a>
Twitter	What steps do you take to ensure that your recycling is wildlife-safe when you're camping or out at the lake? MMSM has put together a list of tips on their website that will come in handy during your next trip! Read it here: <a href="https://bit.ly/2HfxKpp">https://bit.ly/2HfxKpp</a> (247 characters)



## DID YOU KNOW?

*Did you know that Manitoba has 12 Producer Responsibility Organizations (PRO), like MMSM, that manage the recycling of a comprehensive list of products including:*

- *Agricultural Chemical Containers*
- *Automotive Anti-Freeze*
- *Domestic Pesticides*
- *Electronic Equipment*
- *Fluorescent Lights and Tubes*
- *Household Hazardous Products (i.e. Corrosives, Solvents)*
- *Lead-acid Batteries*
- *Mercury-containing Thermostats*
- *Oil, Containers and Filters*
- *Packaging and Printed Paper (MMSM)*
- *Paint*
- *Pharmaceuticals*
- *Rechargeable Batteries*
- *Single-use Batteries*
- *Tires*

*Collectively, we created a website called [RecycleManitoba.ca](http://RecycleManitoba.ca) that lists drop-off locations throughout the province for these materials. Don't hesitate to reach out to the individual PRO groups if you need help recycling other materials that don't belong in the blue box.*

# JUNE

## MONTHLY TIPS

1. Hold a collection event for recyclables that don't belong in the blue bin (i.e. tires, electronics, HHW). This will help improve contamination in your residential recycling program as residents learn where the other materials can go.
2. Hand out your custom recycling guide at local community events (i.e. fairs, festivals, farmers markets).

## SOCIAL MEDIA - RECYCLE MANITOBA WEBSITE

Facebook	Wondering where to bring your leftover paint? What about old tires? To help Manitobans recycle all they can, the Producer Responsibility Organizations have created Recycle Manitoba, a website that lists all the drop-off locations for various materials throughout the province. Visit the website to find out what items are accepted in your community. <a href="http://RecycleManitoba.ca">http://RecycleManitoba.ca</a>
Twitter	To help Manitobans recycle all they can, the Producer Responsibility Organizations have created Recycle Manitoba, a website that list most of the drop-off locations for various materials throughout the province. Find a drop-off location near you: <a href="http://RecycleManitoba.ca">http://RecycleManitoba.ca</a> (272 characters)



# JULY

## MONTHLY TIPS

1. Refresh your residents on what the accepted and non-accepted materials are in their recycling program. These may change over time, depending on market conditions.
2. Reach out to MMSM if you would like us to promote your recycling events (i.e. giveaway weekend, recycling collection event). We'd be happy to support your efforts.

## SOCIAL MEDIA - ACCEPTED MATERIALS

Facebook	Do you know what materials can go in your recycling bin? It's always a good idea to check with your municipality to know what items are accepted and not accepted in your recycling program, as this may change over time. Visit your municipality's website, or check online at <a href="http://SimplyRecycle.ca">http://SimplyRecycle.ca</a>
Twitter	Do you know what items can go in your blue bin? It's a good idea to check with your municipality to know what items are accepted and not accepted in your recycling program, as it may change over time. #SimplyRecycle (215 characters)

## SOCIAL MEDIA - PLASTIC-FREE JULY

Facebook	It's Plastic Free July! Here are some tips to help you to go plastic-free this month: bring reusable bottles for any drinks you need to take on-the-go. Skip the straw if your drink doesn't require one, or keep a reusable metal one handy. Lastly, you can bring your own reusable containers when eating out to cut down on single-use takeout containers.
Twitter	It's #PlasticFree July! Some tips to help you go plastic-free this month: bring reusable bottles for drinks on-the-go. Skip the straw if your drink doesn't need one, or keep a reusable one handy. #SimplyRecycle #ReduceReuseRecycle (230 characters)

# AUGUST

## MONTHLY TIP

1. Have municipal staff go around your municipality and check people's recycling bins to see if they are recycling the right things. Leave a 'good job' sticker if what you see appears acceptable. Give an 'oops' tag if there are things in the recycling bin that aren't allowed, complete with specific pointers on how residents can improve.

## SOCIAL MEDIA - CONTAMINATION

Facebook	What is contamination in your blue bin? Contamination is when items that don't belong in your recycling make it into the bin. Contamination in your recycling raises costs to your community's residential recycling program, as well as contaminating clean recyclables. Be cart smart and know what goes in the bin. To learn more about contamination, read this blog post: <a href="https://bit.ly/2upqnoP">https://bit.ly/2upqnoP</a>
Twitter	What is contamination in your blue bin? It's when items that don't belong in the recycling make it into the bin. Contamination raises costs to your community's recycling program, and contaminates clean recyclables. Learn more here: <a href="https://bit.ly/2upqnoP">https://bit.ly/2upqnoP</a> (253 characters)

## SOCIAL MEDIA - NATIONAL THRIFT SHOP DAY

*\*Note: National Thrift Shop Day is August 17*

Facebook	It's National Thrift Shop Day! Thrift stores are a great way to give life to your old clothes. Textiles and clothes aren't accepted in the blue bin, but they are recyclable in other places. Check out our website for ideas and tips for ways to recycle and reuse your clothes. <a href="https://bit.ly/2Mqyufx">https://bit.ly/2Mqyufx</a>
Twitter	It's #NationalThriftShopDay! Textiles aren't accepted in the blue bin, but are recyclable in other places. Visit our website for tips on ways to reuse and recycle your clothes. <a href="https://bit.ly/2Mqyufx">https://bit.ly/2Mqyufx</a> #SimplyRecycle #KnowYourReyclables #TextileRecycling (253 characters)

# SEPTEMBER

## MONTHLY TIPS

1. Back to school
  - Help families/students minimize their waste – share our blog post on the Back to School version of the 3R's. <https://simplyrecycle.ca/go-green-this-back-to-school/>
  - Did you know that MMSM has lesson plans available for teachers in Manitoba that focus on recycling? Check out <https://simplyrecycle.ca/school-programs/lesson-plans/> and share the information with your school.
2. Hold a second giveaway weekend in your community. Ask your residents to place any unwanted items out at the curb for free.

## SOCIAL MEDIA - BACK TO SCHOOL

Facebook	Is your family gearing up to go back to school? Minimize your waste by packing lunches in reusable containers instead of paper bags. Send their drinks in a reusable water bottle they can refill at school. Lastly, take a look at your child's school supplies to see what items can be reused for the upcoming year before purchasing new ones.
Twitter	Gearing up for #BackToSchool? Minimize waste by packing lunches in reusable containers instead of paper bags. Send drinks in a reusable water bottle kids can refill at school. And look at your child's school supplies to see what items can be reused! #SimplyRecycle (266 characters)

## SOCIAL MEDIA - PHOTOGRAPHS

Facebook	Don't toss your old photographs in your blue bin! During the photo developing process, the photo paper gets coated in chemicals that the machinery in the processing facilities are unable to break down and separate. Instead of tossing your photos in the trash, give them to a family member, or put them into an album or scrapbook for safekeeping.
Twitter	Don't toss your old photos in your blue bin! Photo paper is coated in chemicals from the developing process that machinery in the processing facilities is unable to break down and separate. Instead, put your photos in an album or scrapbook for safekeeping. (260 characters)

# OCTOBER

## MONTHLY TIPS

1. Promote Waste Reduction Week in your community. Check out <https://wrwcanada.com/en> and follow the theme days.
2. Is your local school participating in the MMSM Bag Up MB Challenge? Reach out to Take Pride Winnipeg and get your local school signed up. Visit <https://www.takepride.mb.ca/programs/education/bag-up-manitoba> for more information.

## SOCIAL MEDIA - WASTE REDUCTION WEEK

Facebook	Today kicks off Waste Reduction Week in Canada! This week is all about bringing awareness to the three R's, with a focus on the first R – reduce. Each day has a theme that focuses on a different topic and how to reduce waste. Share your best tips for reducing waste in the comments, we'd love to hear them!
Twitter	Today kicks off #WasteReductionWeek! This week brings awareness to the 3 R's, focusing on reducing. Each day has a different theme. Today's theme is circular economy, learn more here: <a href="https://bit.ly/2kDPQtp">https://bit.ly/2kDPQtp</a> #SimplyRecycle @WRWCanada (280 characters)

## SOCIAL MEDIA - HALLOWEEN

Facebook	Happy Halloween! Whether you're handing out candy at home, or going door-to-door with your little ones, remember to put your leftover materials in the right place. Boxboard is accepted in your blue bin, but candy wrappers are not. And don't forget to put your jack-o'-lantern in the compost bin once the candles blow out!
Twitter	#HappyHalloween! Remember to put your leftover materials in the right place. Boxboard is accepted in the blue bin, but candy wrappers are not. And don't forget to put your jack-o'-lantern in the compost when the candles blow out! #Recycle #SimplyRecycle #KnowYourRecyclables (274 characters)

# NOVEMBER

## MONTHLY TIP

1. Provide your community members with tips for recycling in the winter on your website, social media pages or through a community event.

## SOCIAL MEDIA - WINTER RECYCLING

Facebook	Putting out your recycling in the winter can be challenging. To ensure collection isn't interrupted, make sure there is no snow or ice on top of your recycling. Also, please make sure your recycling is placed away from any snowbanks.
Twitter	Putting out your recycling in the winter can be challenging. So collection isn't interrupted, make sure there is no snow or ice on top of your recycling. And please place your recycling away from any snowbanks. #WinterRecycling #SimplyRecycle (242 characters)

## SOCIAL MEDIA - DON'T NEST YOUR RECYCLABLES

Facebook	Do you know what 'nesting' your containers means? It's when you stuff your recyclables into one another, like putting an aluminum can into a tissue box. We kindly ask that you toss your items loosely into the bin to ensure your items get recycled properly. If you're trying to save space in your blue bin, flatten your boxes and cut up your cardboard into smaller pieces.
Twitter	Do you know what 'nesting' is? It's when you stuff recyclables into one another, like putting an aluminum can into a tissue box. We kindly ask that you toss your items loosely into the bin to ensure your items get recycled properly. #Recycle #SimplyRecycle (256 characters)

# DECEMBER

## MONTHLY TIPS

1. Share tips on how to recycle various holiday related items with your residents.
2. Consider offering a Christmas tree composting program for your residents.

*The following posts are part of a social media campaign for recycling seasonal items around the holidays. Feel free to use the posts that work best for your municipality.*

## SOCIAL MEDIA - STRING LIGHTS

Facebook	Light displays are a great way to decorate and get into the holiday spirit. If you're replacing any of your lights this year, a reminder that lights don't belong in your blue bin. If they are still in good condition, consider donating them to a second-hand store.
Twitter	If you're replacing your decorative lights this year, a reminder that lights don't belong in your blue bin. Consider donating them if they are in good condition. #HolidayRecycling #SimplyRecycle (194 characters)

## SOCIAL MEDIA - STYROFOAM

Facebook	Over the holidays, there is going to be a lot of foam packaging (Styrofoam) with all those new purchases. In Manitoba, foam packaging is NOT accepted for recycling in your blue bin. Try to avoid using it if possible and look for recyclable alternatives when sending gifts.
Twitter	In Manitoba, foam packaging is NOT accepted for recycling in your blue bin. Try to avoid using it, and look for recyclable alternatives when sending gifts. #SimplyRecycle #HolidayRecycling (189 characters)

## SOCIAL MEDIA - SINGLE-USE CUTLERY

Facebook	A friendly reminder that single-use plastic plates and cutlery aren't accepted in the blue bin for recycling. Try to avoid using them over the holiday season and try to use real dishes to serve food instead. It may take more time but the environment will thank you!
Twitter	#RecyclingReminder: Single-use plastic plates and cutlery aren't accepted in the blue bin for recycling. Try to avoid using them over the holidays and use real dishes to serve food instead. #HolidayRecycling #SimplyRecycle (222 characters)

## SOCIAL MEDIA - WRAPPING PAPER

*\*Note: You can use either of the following posts for Facebook and Twitter*

Facebook	When you're wrapping gifts, keep some recyclable options in mind. Try wrapping your gifts in a reusable material, such as newspaper, flyers, or cloth bags. Or, put your gift in a reusable bag so they can reuse the bag later.
Facebook	Remember that not all wrapping paper is accepted in the blue bin. Wrapping paper that comes from a tree is accepted, but foil-lined wrapping paper and cellophane are NOT accepted in your blue bin. One tip to see if your wrapping paper is recyclable is to crush your wrapping paper into a ball. If it stays bunched up, then it's probably recyclable!
Twitter	When wrapping gifts, keep some recyclable options in mind. Try wrapping them in a reusable material, such as newspaper or cloth. Or put your gift in a reusable bag for reuse later on. #HolidayRecycling #SimplyRecycle (216 characters)
Twitter	#RecyclingReminder: Not all wrapping paper is accepted in the blue bin. Wrapping paper from a tree is accepted, but foil-lined wrapping paper and cellophane is NOT accepted in your blue bin. #HolidayRecycling #SimplyRecycle (223 characters)



## SOCIAL MEDIA - CHRISTMAS TREE COMPOSTING

*\*Note: You can add more information about the program, if your municipality has one, in the post.*

Facebook	If you used a real Christmas tree to decorate this year, check with your local municipality to see if they offer Christmas tree recycling! This is a great way to repurpose natural resources and to divert waste from our landfills.
Twitter	If you used a real Christmas tree to decorate, check with your municipality to see if they offer Christmas tree recycling! It's a great way to repurpose natural resources and divert waste from the landfill. #HolidayRecycling #SimplyRecycle (239 characters)