



Alberta Municipal Working Group

Phase 2 Promotion and Education

May 20, 2026

Agenda

- P&E approach
- Opt-in promotion and education
- Opt-out promotion and education
 - Change management
 - General education and awareness
- Questions
- Next steps



Overview

- As Alberta's not-for-profit producer responsibility organization (PRO) for the PPP recycling program, Circular Materials is responsible for developing and implementing promotion and education (P&E) in Alberta.
- The P&E program is aimed at increasing awareness, influencing resident behaviour and shaping how Albertans recycle.
- We kick-started our P&E program for transitioning opt out communities on April 1, 2025.



P&E Objectives



Meet Regulation Requirements

Recycling education, publicly accessible on website and through other advertising channels.



Deliver a Seamless Transition for Residents

Duplicate and enhance the P&E initiatives received prior to transition.



Increase Recycling Rates

Increase participation through education and awareness.
Reduce contamination by influencing recycling behaviour.

Inputs: Promotion and Education Development

Circular Materials' discovery process with communities supports development of a customized P&E program for Alberta.

Research

Focus groups / surveys to collect data on perceptions around recycling, motivators, challenges, and test promotion and education creative.

One-on-one meetings

Learn about current P&E initiatives, challenges, and best practices.

Webinars

With transitioning communities to gain feedback on promotion and education plans and creative.

Audit data

Collect local audit data to determine common challenges, contaminants and issues on a micro and macro scale.

Resident call centre

Through a robust CRM tool, track metrics on common questions/challenges to target local P&E strategies and tactics.

Key Research Result Themes 2026

- **Recycling motivation is driven by clear instructions and outcomes.** Instructional messaging resonates most to influence behaviour change. Emphasis on providing clear and relevant messaging to support education and engagement.
- **Skepticism persists.** Residents question what truly happens to recyclables and whether their efforts make a difference. Transparency and storytelling are essential to support credibility in recycling, especially by showing what happens to materials after they leave the curb.(e.g., used as new products, the recycling and processing of materials.)
- **Recognition and incentives matter.** Amid cost-of-living pressures, residents respond positively to acknowledgment or small rewards that make recycling feel valued and appreciated.

2026 Areas of Focus

- Increase recycling rates.
 - Increase participation.
 - Reduce contamination.
- Reinforce trust and transparency.
- Make recycling feel personal and easy.
- Motivate behaviour change through positive reinforcement.
- Optimize channels and target audiences.

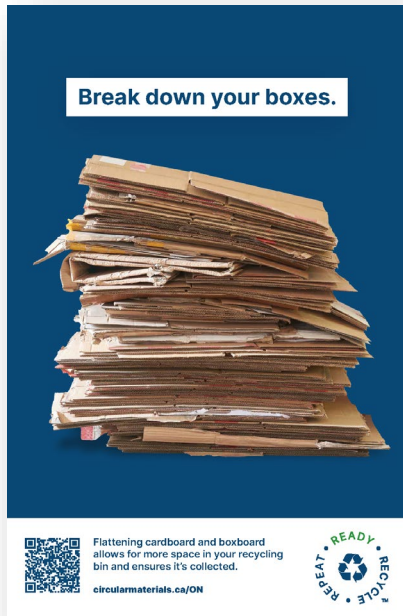


Strategic and Targeted P&E Program

Simple, easy-to-understand *call to action* that focuses on motivation and behaviour change.



Recycling preparation and what you need to do before your material goes into the recycling bin.

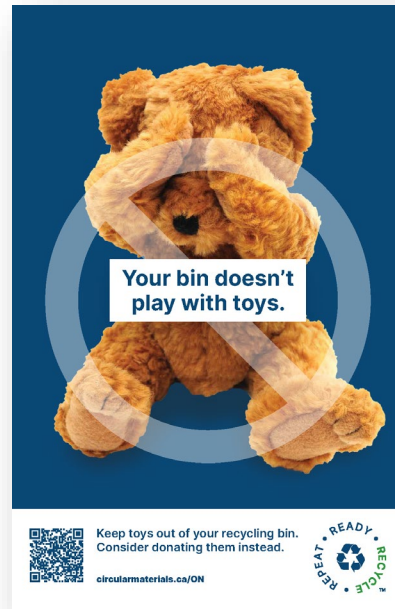


Break down your boxes.

Flattening cardboard and boxboard allows for more space in your recycling bin and ensures it's collected.
circularmaterials.ca/ON



What you need to do when placing your material in the bin and at the curb.



Your bin doesn't play with toys.

Keep toys out of your recycling bin. Consider donating them instead.
circularmaterials.ca/ON



Continuing the behaviour cycle, focusing on the 'why recycle' piece.



Recycling is a power saver.

Recycling one glass jar can conserve enough energy to run a light bulb for four hours. Thank you for recycling!
circularmaterials.ca/ON

Recycle more, use less.

Products made from recycled materials use less natural resources.
circularmaterials.ca/ON



Community Managed P&E (Previously Opt-In)

P&E Approach for Opt-in Communities

- Opt-in communities are compensated for P&E initiatives through community contracts to continue managing recycling P&E.
- Circular Materials will provide supporting P&E to opt-in communities to use on your local channels to further amplify P&E efforts.
- Supporting P&E includes:
 - Customizable creative assets for posters, print, social/digital platforms, and other platform sizes upon request.
 - Videos.
 - School activities worksheets.
 - Multi-residential posters.

Keep Doing What You're Doing!

- During the transition period, please maintain the same level of recycling P&E your residents have come to expect.
- Our assets are available for you to use any time after your transition date within your P&E plans to amplify recycling messaging.
- We are here to support you – please contact us if there are any additional assets you would like us to consider at communications@circularmaterials.ca.



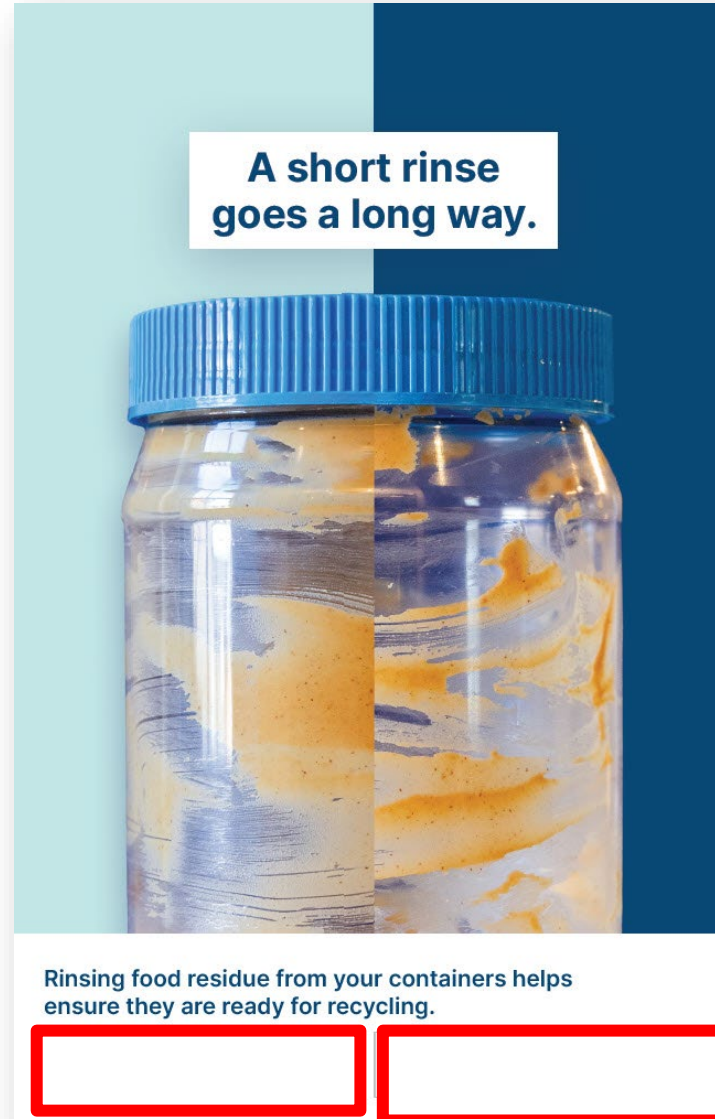
Transition Toolkit

- A toolkit with materials and resources on Alberta's transition have been sent and include:
 - Overview of the transition.
 - New province-wide material list.
 - Transition key messages & FAQs.
 - Link to P&E resource portal to access education and creative assets.



Example of Customizable Asset

By request and approval
from Circular Materials



- Social templates are static with no branding.
- Alternative sizes outside of the provided sizes can be requested.
- Circular Materials can support communities in customizing the assets if you do not have design software in-house.

By request and approval
from Circular Materials



Community CTA



Community logo





Circular Materials Managed P&E (Previously Opt-out)

P&E Initiatives: Overview



Community toolkits to support communication to residents.



Province-wide and locally tailored advertising: system changes, community changes, resident education.



Website education: locally tailored content + resident education.



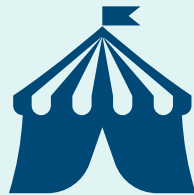
Recycling guides and calendars.



Recycling app for schedules, materials, etc.



Social media education.



Local event activations.



School education and programs.



Depot and multi-family signage, decals, education.



Oops stickers.

Transition Toolkit

A toolkit with materials and resources outlining Alberta's transition **and upcoming changes** have been sent and include:

- Login for the P&E resource portal to access education and creative assets.
- Two-page overview of the transition and P&E outline.
- Transition key messages & FAQs.
- Pre-written social media posts, website copy and newsletter copy.
- Creative assets for use on your channels.
- Customer service process flow.

This is an opportunity to share information to your residents about upcoming changes through guides/calendars, apps, website, tax bills, and newsletters.



Starting October 1, 2026, your community's recycling program is getting bigger!

Starting October 1, 2026, your community's recycling program will be managed by Circular Materials.

Additionally, your community will be receiving new curbside recycling services. More materials will be accepted in the curbside and depot recycling programs, across the province. The transition will introduce a more convenient, consistent, and effective recycling program across the province – a change that will not only benefit people, but also the province.



Producer Responsibility Regulation was introduced for plastic, glass, and paper products. Regulation and standards, targets and timeline.

On April 1, 2025, Phase 2 of the transition to a circular economy where materials are recycled content in new packaging and products.

Producer responsibility organization managing the new extended producer

Curbside recycling pick-up is coming to your community!

Starting on October 1, 2026, residents will move to an enhanced recycling program that includes:

- ✓ New curbside recycling pick-up
- ✓ More materials will be collected in the recycling program at the depot and curbside
- ✓ The community's recycling program will be managed by Circular Materials, a national non-profit organization.

If you received this postcard by mail and are not a resident of [community], please disregard.

Learn more:
circularmaterials.ca/AB



P&E Survey

- A [link to our P&E survey](#) has been sent to you as part of your transition toolkit email.
- This survey will help us understand:
 - Your depot signage needs.
 - Cart decal placements.
 - Current P&E channels.
 - Local events.
 - Language and translation needs.
- Please complete this survey by **May 30, 2026**.

The image shows a computer monitor displaying a survey form. At the top of the form is the 'REPEAT • READY • RECYCLE' logo, which features a recycling symbol in the center. Below the logo, the text 'Alberta Recycling Promotion and Education (P&E) Survey' is visible. The form itself is titled 'Your details:' and contains several input fields: 'First name', 'Last name', 'Email', and 'Community name'. Below these fields, there are two radio button options for the question 'Does your community currently provide outside recycling service for residents?'. The first option is 'Yes' and the second is 'No'. At the bottom of the form, there is a question: 'Do you provide a calendar for your residents outside the recycling collection date?'. The monitor is a silver-colored desktop monitor with a black bezel.

Calendars and Guides

- Circular Materials will design, print and mail new recycling schedules and guides to all residents (In communities without a P&E calendar agreement).
- Guides and calendar creatives are shared with the community and the contractor before being printed and distributed.
- Materials are mailed through addressed mail where address information is available.

The collage features several key components:

- Monthly Calendar:** A 12-month calendar for 2025 recycling collection. It includes instructions: "Have recycling to the curb by 7 a.m.", "Ensure materials are clean, dry and loose in your recycling.", "Flatten cardboard to save space.", and "Give containers a quick rinse." It also lists contact information for Integrity Waste Solutions and provides a QR code to download the Circular Materials app.
- Recycling Guide:** A blue guide titled "2025 Recycling Guide" for the Town of Mayerthorpe. It lists acceptable items: Paper, Cardboard, Plastic containers, Aluminum, Cartons, and Metal containers. It also lists items that do not belong: Books, Propane canisters, Pots and pans, Toys, Diapers, and Batteries. It includes a QR code to download the app.
- Informational Cards:**
 - What happens to your recycling?** Explains the recycling process from curb to facility.
 - Did you know?** Recycling one tonne of paper saves approximately 17 trees.
 - Recycling safety:** Warns against burning or charging batteries in the recycling bin.
 - Find a drop-off location:** Encourages users to search for nearby drop-off points.
 - Oops stickers:** Lists non-compliance issues like oversized cardboard, unrecycled items, and unclean containers.
 - How to recycle:** Provides tips on flattening cardboard, cleaning containers, and bundling items.
 - Questions?** Offers contact information for the contractor.
 - Collection schedule:** Details collection days for North of Railway Street (every Tuesday, starting Oct 6, 2025) and South of Railway Street (every Wednesday, starting Oct 7, 2025).
 - Holiday collection:** Notes that collection is moved to the following day if it falls on Christmas Day.
 - Never miss a collection day!** Promotes the app for reminders and includes a diagram for correct bin placement.

Phase 2 P&E Calendar Agreements

P&E Agreement Background

- Based on learnings from our discovery calls, most opt-out community recycling guides and calendars are shared with other waste streams (e.g. garbage, organics, hazardous waste).
- Intention is to keep community's current practice for guides/calendars to support a seamless transition for residents.
- Circular Materials offers funding for communities to provide one calendar/guide for all waste streams.
- The agreement is optional. If you choose not to sign the agreement, Circular Materials will develop and distribute a recycling-specific calendar/guide for your residents

2026 P&E Calendar and Guide Agreements

- Communities with phase 2 curbside services, joining the program in 2026 have been offered the option to sign a P&E calendar agreement. The deadline to confirm your intention of signing the agreement is **May 30, 2026**. Payments for these calendars and guides will be funded on a pro-rated basis, commencing from the community's opt-out date.

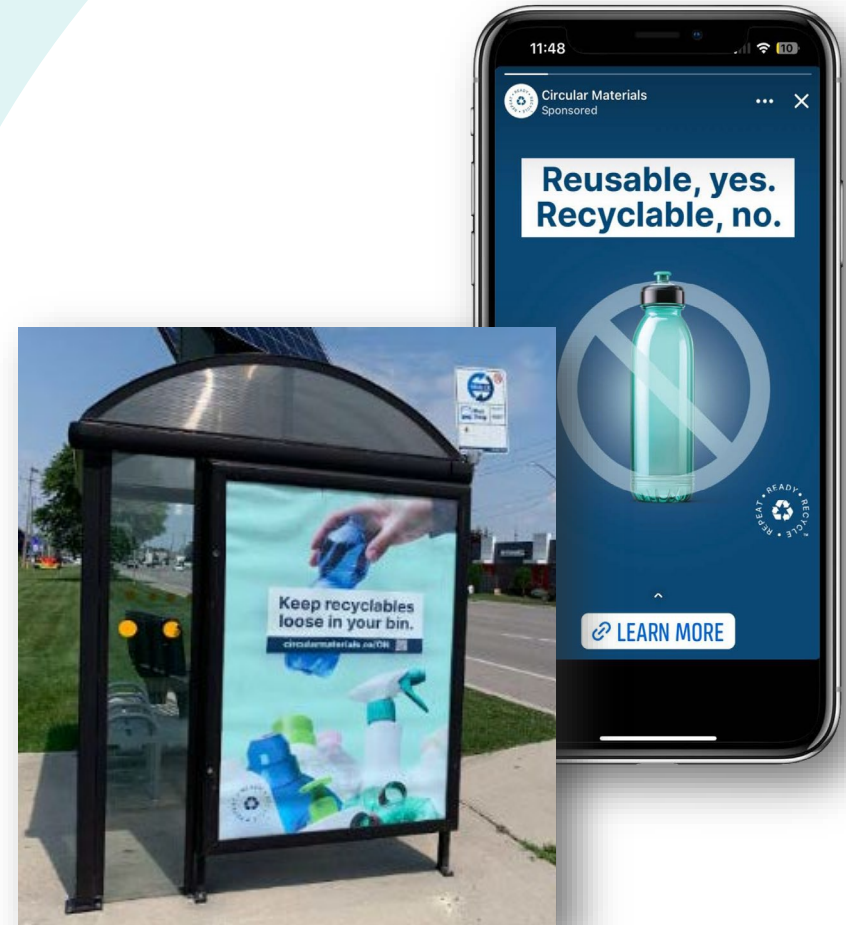
Resident Community Webpages

- Due to every community having varying recycling info (e.g. customer service info, bin types, etc.), there will be a community-specific webpage for each Alberta community on Circular Materials website.
 - Pages include visuals for residents, key contact information, collection schedules etc.
 - URLs will be shared in July with communities and in P&E materials.
 - All P&E materials, including guides, calendars and oops stickers are directing residents to regional pages with a few exceptions.
 - URLs will be used as the call to action in local P&E (e.g. circularmaterials.ca/airdrie).



Advertising

- Recycling advertising will be province-wide and led by Circular Materials.
- Tactics include, but are not limited to, print, radio, out-of-home advertising, TV and digital/social platforms.
- Paid advertising goals are to increase awareness and reduce contamination to increase recycling rates rather than operational focus (e.g., what you can recycle, keep recyclables loose etc.).
- We will use discovery learnings and audit data to target low recycling performance to influence behaviour.



Local Events

- Direct face-to-face interactions are a powerful way to educate residents and answer real-time questions about recycling.
- We will continue our events activation in 2026, including:
 - Tent, staff and recycling education materials.
 - Activities – sorting, did you know, trivia, etc.
 - Education activity handouts.
- **Upcoming events:**
 - Rotaract River Days (Peace River) – June 20-22
 - Airdrie FEST – Sept 12
 - High River International Balloon Festival – September 25-27



Resident Quotes

"My bin always gets a warning tag. Now I know what we're doing wrong."

"I had no idea that tinfoil was recyclable. I've been throwing it in the trash for years without realizing! Definitely making a change going forward."

"This will save so much space in my garbage bin now that more plastics are accepted."

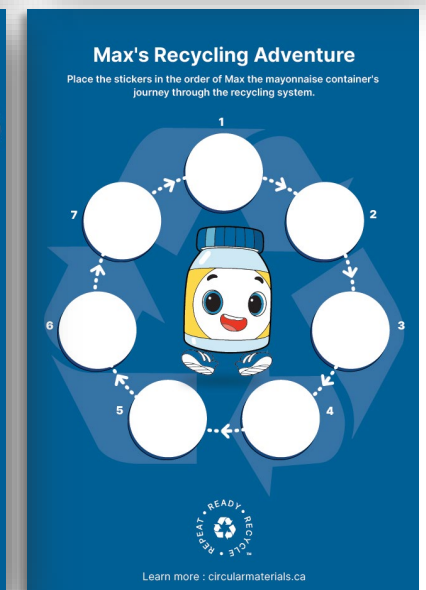
"I didn't know paper towels weren't recyclable. I always put them in the blue bin-oops!"

"Now you can recycle more like in BC —finally Alberta is getting with the times!"

"I didn't know putting yogurt cups in bags was a problem —no wonder my bin got skipped!"

School Education: Toolkit

- Post-transition, toolkits will be delivered to educators by request to implement recycling education in their classrooms and empower youth to recycle.
- Toolkits include:
 - Posters for classroom.
 - Group activities: sorting, circular economy, trivia.
 - Worksheets – find recyclables.
 - Recycling at home journal.
 - Digital resources (videos, worksheets, etc.) via USB.
- If communities wish to still do presentations to schools and community groups, Circular Material can provide content on the recycling program by request.



School Education: Collaborations

EcoSchools

- New partnership with EcoSchools in 2026.
- EcoSchools will promote our digital and physical toolkits to educators.
- Educators will complete feedback cards and provide feedback on the activities.
- Opportunity to request a physical toolkit for the school.



Earth Rangers

- New partnership with Earth Rangers.
- Attending 100+ elementary schools in Alberta to provide a recycling-focused game show segment as part of their school assembly program.
- Additional recycling activities will be offered on their app.



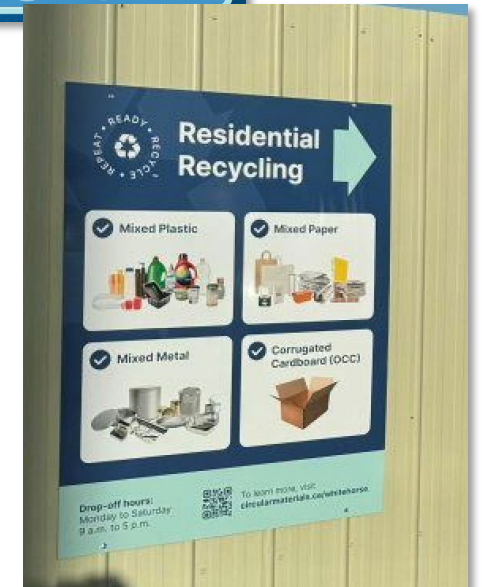
Multi-Family Resources

- To accommodate the growing need in 2026 for materials and resources for multi-family buildings, we will provide a request form on our website.
- Through the form, communities, contractors and property managers can request resources such as posters, updated bin signage/decals, etc.
- Resources will begin being distributed in October.



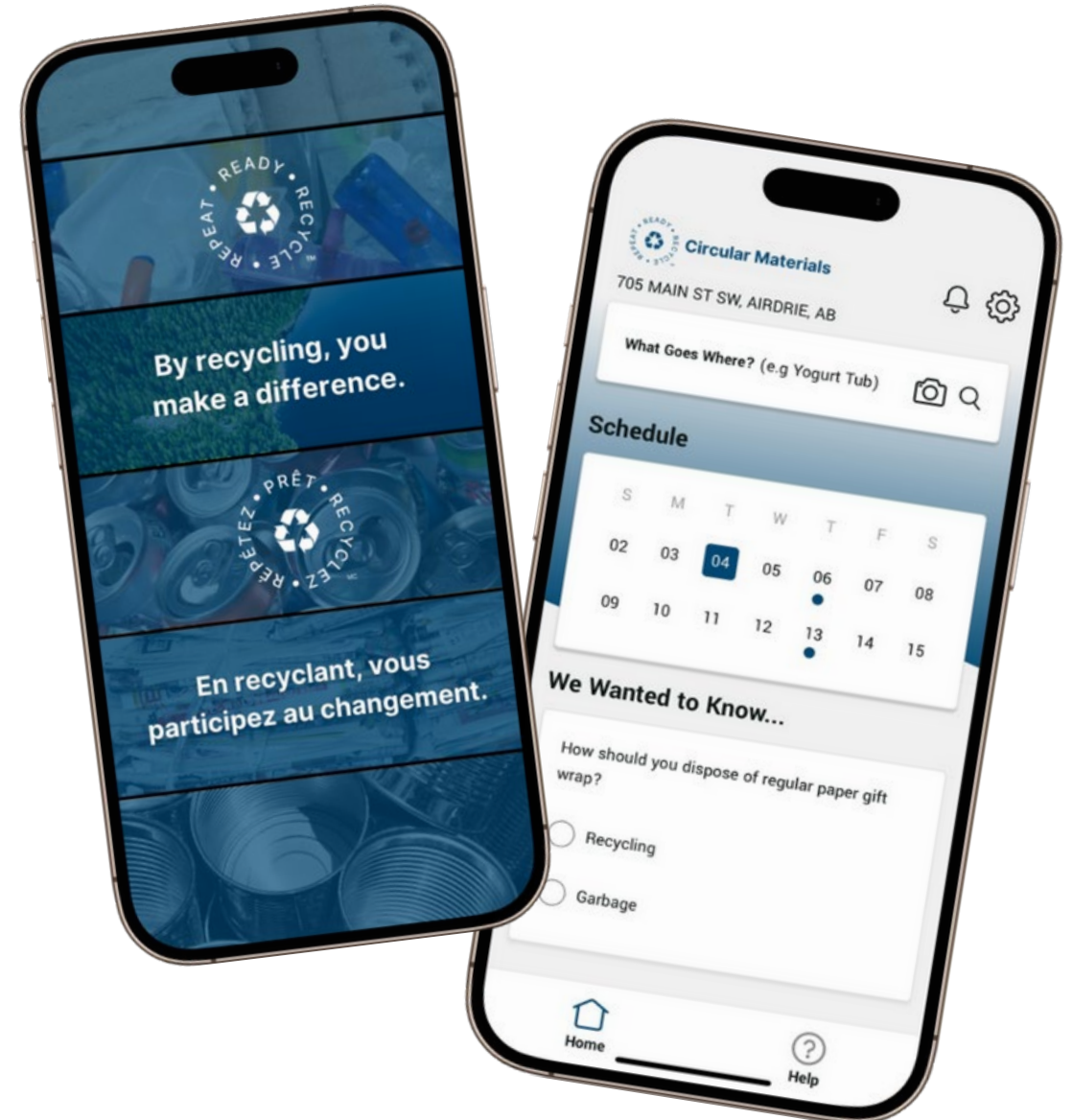
Depot P&E

- Circular Materials will work with communities to provide consistent signage and communication materials at depot locations for residents in 2026.
- Assets will include:
 - Updated entrance signage where applicable.
 - New bin signage for single stream materials.
 - Portable message boards.
 - Recycle guide handouts and printed materials.
- Depot signage must at a minimum meet the regulation requirements that include:
 - Operating hours.
 - Contact information.
 - Accepted and not accepted materials.



Recycling App

- We will be launching a recycling-specific app in opt-out communities to support meeting our P&E objectives.
- P&E channels will be used to encourage residents to download the app to learn more.
- Working with communities that already have an app on a seamless collaboration process for sharing information.
- App will be rolled out in a phased approach, starting on October 1, 2026.



App: Key Features

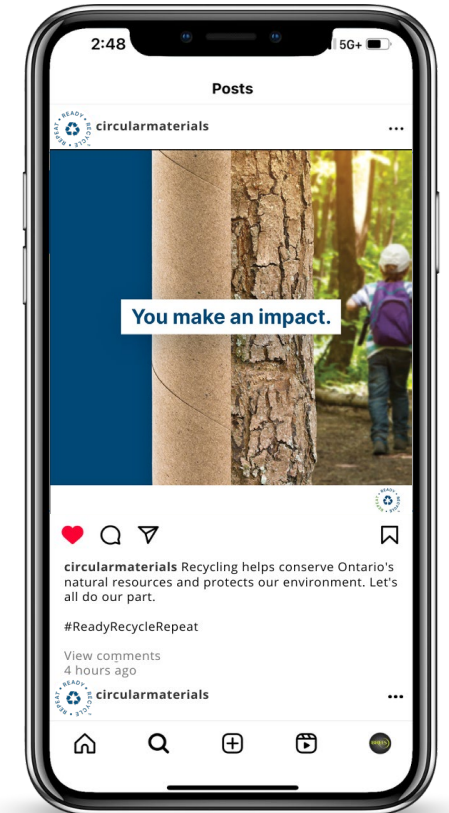
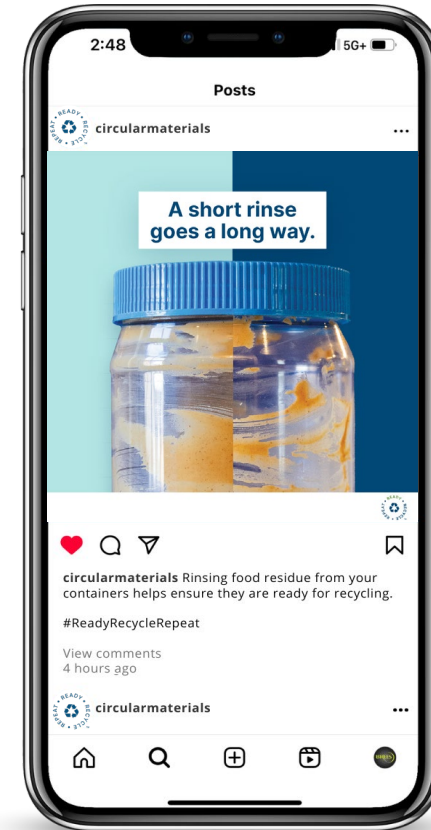
- Represent Circular Materials' brand consistent with promotion and education program.
- Provides accessible recycling information to residents in a free and convenient way (collection schedules and reminders, depot info, material look up tool, etc.).
- Channel to communicate with residents regarding their local recycling program (e.g. service alerts, tailored behaviour change campaigns).
- Analytics and measurement tools to be able to get key insights on usage rates, engagement, material searches, etc.
- Translation in 30+ languages.



CircMaterials

Social Media

- Circular Materials has national social media accounts on Facebook and Instagram to further education residents online.
- We encourage all communities to follow and share our recycling content on their channels.
- We will continue to build following and encourage engagement and educate through social media platforms.

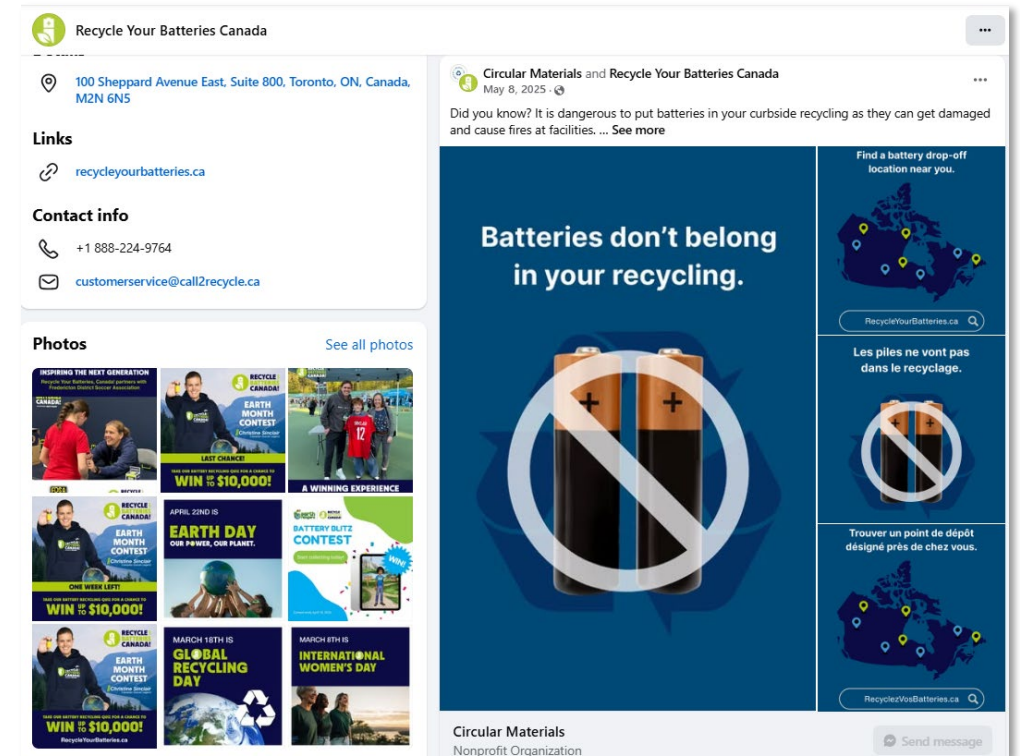


Social Media Partner Ads

A collaborative Meta advertising campaign between Circular Materials and participating communities to increase recycling awareness and deliver localized recycling education directly to residents.

How it works:

- Circular Materials develops messaging and creative assets for Meta.
- Partner ads allow Circular Materials to tag the community in local, targeted campaign ads. Ads are visible across both audiences in targeted locations.
- Campaigns can be customized with local branding, programs and priorities
- Community will have access to campaign metrics and reporting.

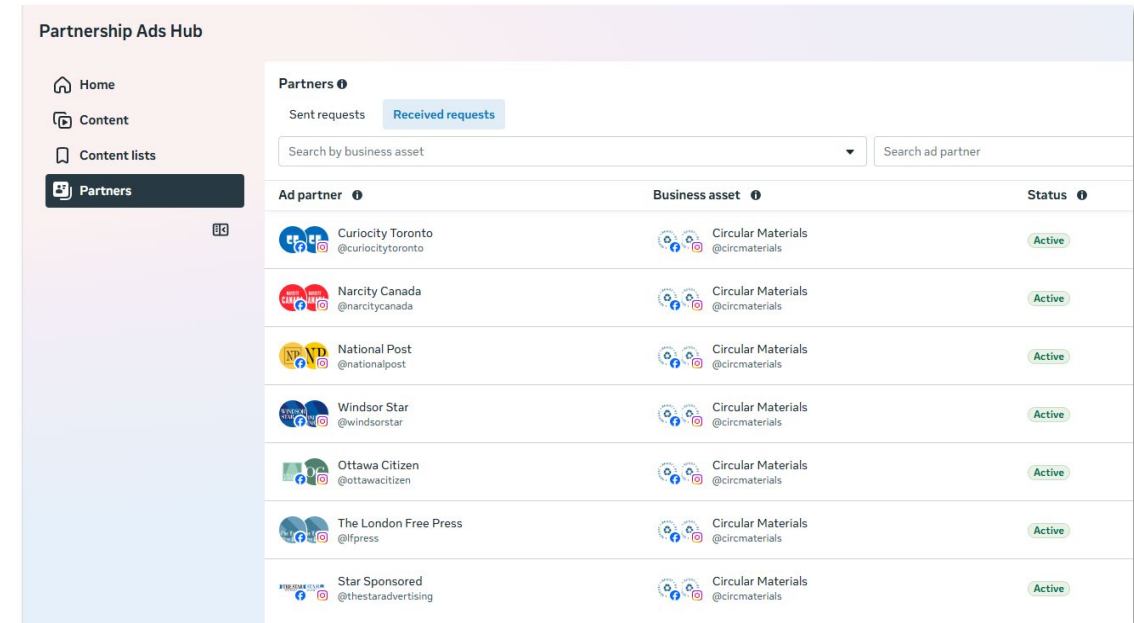


Social Media Partner Ads

How to participate:

- Circular Materials sends a partnership request to the community through Meta Business Suite.
- Community reviews request and accepts partnership.
- Circular Materials creates the partnership ad and tags community.
- Community reviews/approves ad creative and copy.
- Ad will serve to Circular Materials audiences in targeted locations and be visible on the community's social media pages.

Next week, you'll receive an email inviting you to participate in and support this initiative.




Oops Stickers

- Oops stickers will be deployed in all opt-out communities, starting on October 1, 2026.
- Stickers will have the same categories along top (minor differences for single vs dual stream), and bottom is customized to the community.
- Will analyze sticker and call logs to measure impact stickers are having on behaviour change.

OOPS!

Your recycling was not collected because:



- Oversized cardboard**
Flatten, bundle and tie cardboard.
- Unaccepted material**
Learn what materials are accepted at the website below.
- Harmful material**
Contact your community for safe disposal methods.
- Unaccepted container**
Confirm bin specifications at the website below.
- Not recycle ready**
Ensure materials are clean, dry and empty.

Other / notes:


Questions?

☎ XXX-XXX-XXXX

✉ email

Thank you for recycling!

Learn more:



circularmaterials.ca/community

2026 Change Management Campaigns

Campaign	Message	Timeline
Resident change preparedness	<ul style="list-style-type: none"> • High-level messaging introducing the upcoming changes via the Municipality through transition toolkits. • Circular Materials will distribute a toolkit to Councilors and MLAs. 	March - June
Teaser campaign	Direct mail, OOH, radio, TV streaming: <ul style="list-style-type: none"> • New curbside services and materials coming soon. • Your recycling program will be managed by Circular Materials. • Contractor information. • Community webpages live. 	June - Mid August
Changes are coming – Here's what you need to know!	<ul style="list-style-type: none"> • Curbside rollout plans (cart deliveries, collection schedules, contact information). • Material lists. • New management and contact information. • No more sorting at depots. 	Mid-August - October
Changes are here – Make sure you recycle right! <small>Circular Materials</small>	<ul style="list-style-type: none"> • Now you can recycle more than ever before. • A more convenient system for residents. • Here is what you can recycle. • How to place your carts/curbside recycling correctly. 	October - December

2026 Resident Education Campaigns

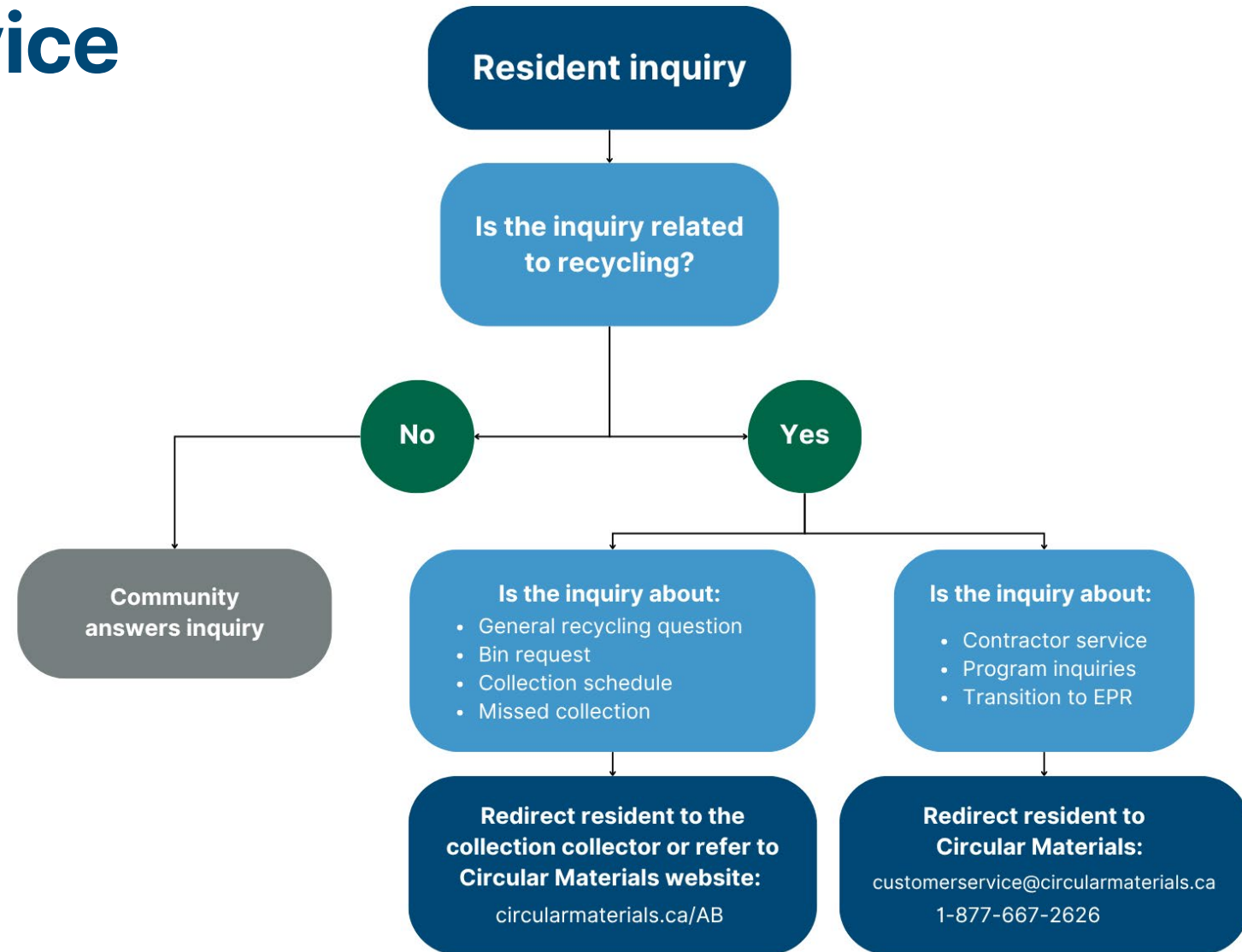
Campaign	Message	Timeline
The recycling journey	<ul style="list-style-type: none"> • What happens when your recycling leaves the curb? What does it become? Where does it go? 	April - May
Recycling is easy	<ul style="list-style-type: none"> • What not to do. • How to video. • Summer recycling guide. • Myths vs facts. 	June-July
Rewards for recycling	Thank you for recycling correctly – Incentive program.	August- September
Keeping Alberta green!	<ul style="list-style-type: none"> • By doing your part, you are keeping Alberta green! • Impacts of recycling right. 	October - December
Download the Circular Materials recycling app	<ul style="list-style-type: none"> • Never miss a collection day. • Learn what you can recycle. • Earn rewards for recycling. • Get notifications and alerts. 	Jan - December
Community specific messaging	Targeted messaging to address contamination based on oops and call logs.	March - December

Customer Service Process



- Starting October 1, 2026, all resident recycling inquiries will be redirected to the collection contractor for the community. This supports residents receiving response as most inquiries relate to collection related matters.
- Contractor customer service information will be provided ahead of October 1 and included on community-specific webpages on Circular Materials' website.
- If a resident is unable to resolve their concern with the contractor, they can contact the Circular Materials resident relations team.
- Circular Materials escalates, monitors and tracks inquiries to ensure continuous improvement.
- Residents will be informed of this change in advance via Circular materials website, P&E campaigns and redirect efforts through communities' websites.

Customer Service Process



Next Steps

Timing	Community Action
June	<ul style="list-style-type: none">✓ Circular Materials will launch a teaser change management campaign through available advertising channels including digital, out of home, social media, digital advertising, radio, newspaper and direct mail.✓ Communities update their recycling webpage to redirect to Circular Materials' community-specific webpage.
August	<ul style="list-style-type: none">✓ Circular Materials will launch a rollout campaign to residents that include messaging about new materials, curbside service rollout, what goes where and how to guides.
September	<ul style="list-style-type: none">✓ Circular Materials will begin the rollout of new depot signage, recycling guides and cart delivery.



Questions?



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