



Toronto's Transition to EPR: City of Toronto IEC Briefing

Allen Langdon, Chief Executive Officer Baljit Lalli,
Chief Corporate Affairs Officer

October 29, 2025

Circular Materials Presence

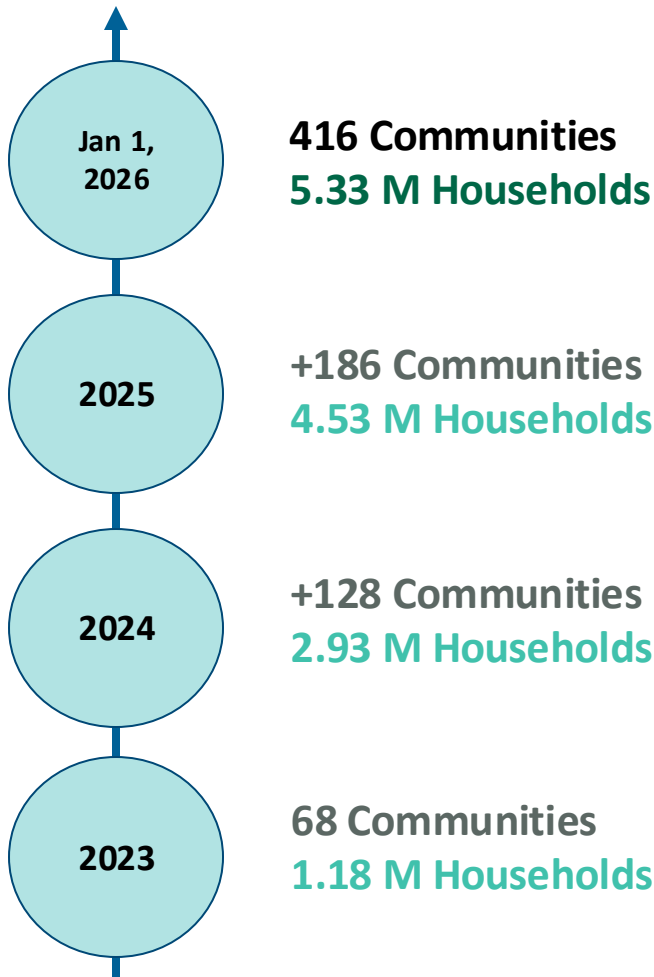
Not for profit producer responsibility organization focused on **enhancing recycling systems across Canada**, with a growing presence in Ontario, New Brunswick, Nova Scotia, Alberta and the Yukon.



Our Commitment

- ✓ Circular Materials has dual roles in Ontario:
(1) Administrator of the common collection system and (2) national not-for-profit producer led organization that builds efficient and effective recycling systems across Canada.
- ✓ Since 2023, we've led Ontario's EPR transition — reaching over **4.53 million households** to date with a communications strategy that keeps communities informed and engaged.
- ✓ We remain **committed to a smooth transition and a results-driven recycling program** that Torontonians can be proud of. Our approach focuses on strong partnerships, a clear rollout, and continuous improvement backed by data and community feedback.

Leading EPR in Ontario Since 2023





Consistent Material Lists Across Ontario

An important aspect of the new system is a standardized approach to materials accepted for recycling province-wide.

This new unified material list in Ontario will make it easier for residents to recycle, improving recovery rates and benefiting both people and the environment.

While currently, materials collected for recycling across Ontario vary from community to community, starting **January 1, 2026**, Ontario residents will be able to recycle the same and even more materials no matter where they live across Ontario.

Resident Communications Program

Extensive promotion and education (P&E) campaign shared with communities in advance of Jan 1, 2026, to support Toronto residents through the upcoming transition.

Now – Dec 31, 2025

- Recycling remains managed by the City of Toronto, with resident inquiries directed to 311.
- To support change management and resident education ahead of Jan 1, Circular Materials' collaboration with the City includes:
 - one unified calendar with recycling info,
 - coordinated recycling app,
 - 311 / website FAQs,
 - Coordinated resident campaign



Starting Nov 2025

- Circular Materials will launch a province-wide campaign to inform residents on the 2026 changes and materials accepted under the new recycling system — including a unified material list.
- **In Toronto, starting January 1:** same bins, with recycling collected on the same day as garbage collection. Targeted tactics and custom messaging will support resident awareness in Toronto.

Strategic and Targeted P&E Program

Circular Materials' resident communications program is built on meeting regulatory requirements, ensuring a smooth transition for residents, and increasing recycling rates by boosting participation and reducing contamination through targeted education and behaviour change.

Use local data (i.e. audits, focus groups, discovery meetings) and a resident call to action tagline to increase participation and target recycling behaviours like contamination.



Break down your boxes.

Recycling preparation: what to do before material goes into the recycling cart.

The poster features a stack of flattened cardboard boxes on the left and the 'READY. RECYCLE. REPEAT.' logo on the right. The logo consists of a circular arrow with the words 'READY.', 'RECYCLE.', and 'REPEAT.' around it.

READY.



Your bin doesn't play with toys.

What to do when placing material in the cart and at the curb.

The poster features a teddy bear made of cardboard on the left and the 'READY. RECYCLE. REPEAT.' logo on the right.

RECYCLE.



Recycle more, use less.

Focusing on the why it's important to recycle.

The poster features a white plastic bag on the left and the 'READY. RECYCLE. REPEAT.' logo on the right.

REPEAT.



P&E Tactics Overview



School recycling education



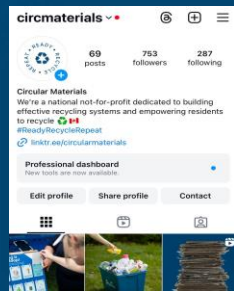
Website education: locally tailored content + resident education



Recycling guides and calendars



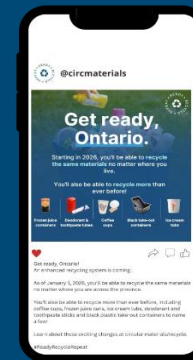
Contests and incentive programs



Social media education



Local event activations



Recycling app for schedules, materials, etc.



Province-wide and locally tailored advertising

Our Commitment to Responsiveness

Starting January 1, 2026:



Resident Support

Dedicated call line for general inquiries and escalations ensure residents get timely, accurate answers to recycling inquiries.

- **General recycling inquiries (collection contractor):** 1-888-921-2686
- **Escalations (Circular Materials):** 1-877-667-2626



Councillor and Municipal Support

Responsive support for City Councillors managing resident questions.

- **Dedicated Council Support:** Toronto City Council members can contact Jennifer Kerr, Director of Media and Community Relations for Ontario, at JKerr@circularmaterials.ca for timely support and escalations throughout the transition.
- **Shared bilingual toolkits for Municipalities and Councillors** with background/overview, key messages, FAQs, key contacts, and message amplification.

Our Commitment

Ongoing Collaboration

- Ensure a seamless transition to EPR for residents, the community and all stakeholders.

Working Together

- Deliver an outcomes-based recycling program that Torontonians can be proud of.

Continuous improvement

- Evolve program based on data and performance metrics.



Questions?



circularmaterials.ca

info@circularmaterials.ca