

Spring Communication Campaign – Plastic Film

Background

In April 2018, plastic film was removed as an acceptable item in City of Saskatoon (City) recycling programs. Due to low oil prices, markets for plastics have diminished, since using virgin materials is currently more cost-effective than sorting and processing recycled material. In addition, China's new standards on imported materials has had a significant impact on recycling programs internationally, resulting in fewer market options and a demand for higher quality material.

While plastic film represents a small percentage of the total material being collected through the City's recycling programs; its negative impact on the recycling process as a result of the changing recycling market is two-fold. First, there are currently no markets for plastic film, resulting in the landfilling of this material. Second, plastic film can contaminate other recoverable products, namely paper, and reduce marketability. The City worked closely with its recycling service providers to develop a spring campaign to inform residents of the change to the program.

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A variety of communication channels include:

- social media (organic posts and paid ads),
- updated information and a Frequently Asked Questions (FAQ) page on our webpage,
- Waste Wizard and Recollect app,
- radio ads (30 second ads that played for 1 month on multiple local stations),
- printed utility bill stuffers, as well as a digital version for those who subscribe to e-bill,
- news segment on Global Morning News,
- billboards throughout the city,
- print posters and door hangers created for multi-units as well as new decals for their bins.

Total Impressions for the eight ads used in the campaign was 184,709. The approximate cost was \$0.02/Impression.

Figure 1: Sample social Media Post

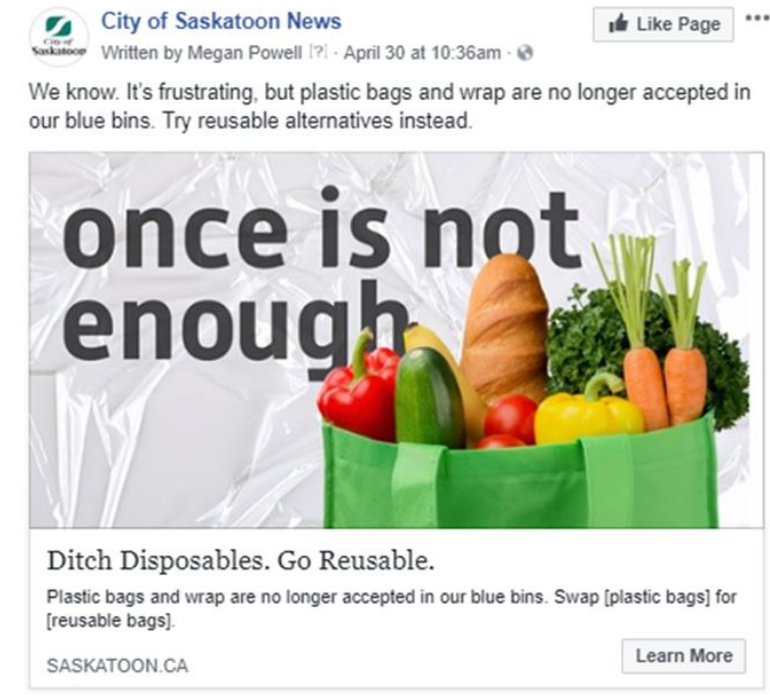


Figure 2: Sample Social Media Post – Video

