



# Waterloo Region's Transition to EPR

## Sustainability, Infrastructure & Development Regional Committee

Allen Langdon, Chief Executive Officer

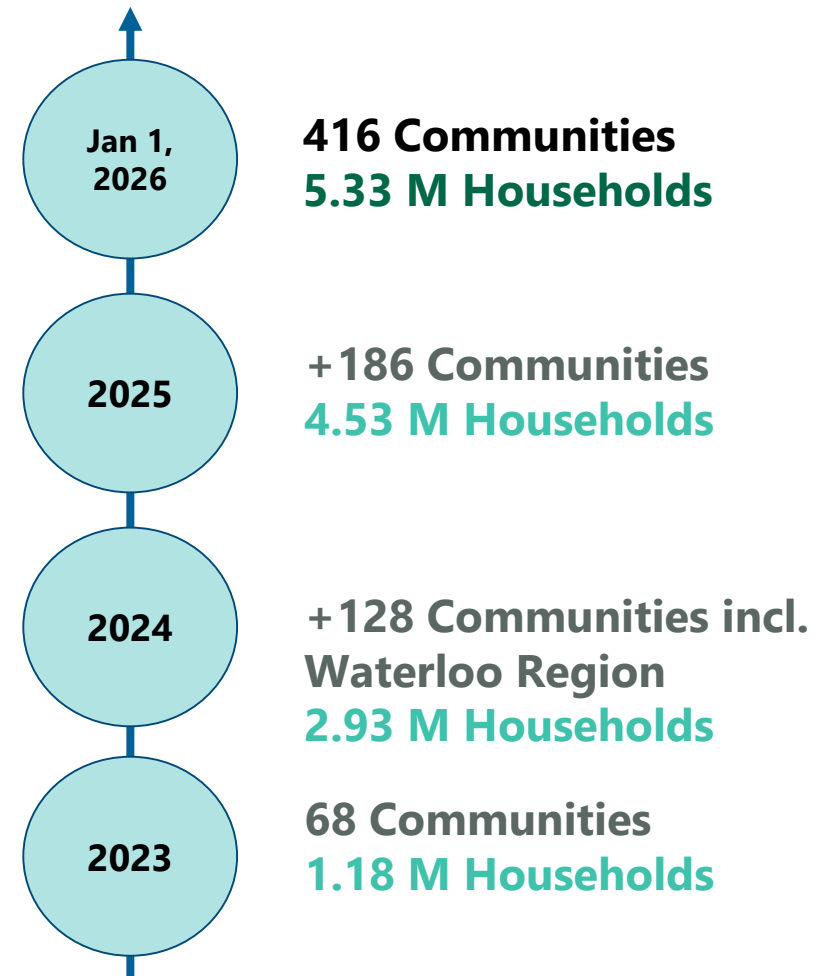
Jennifer Kerr, Director, Community & Media Relations

November 4, 2025

# 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 Waterloo Region residents 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

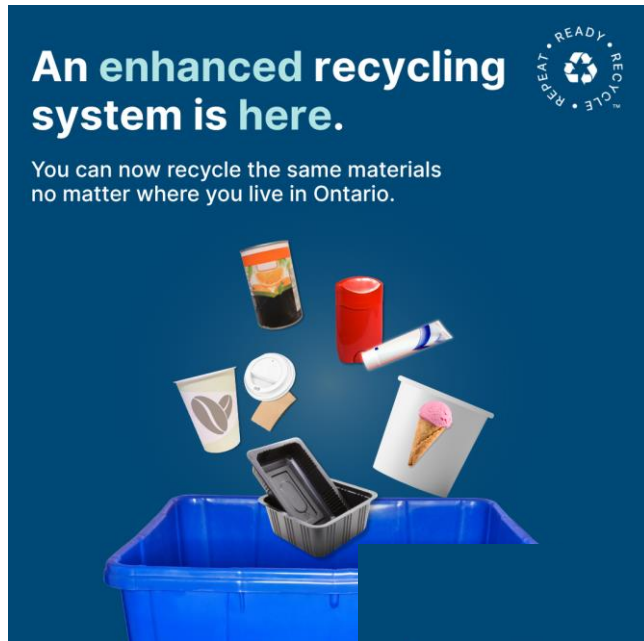


# January 1, 2026: Province-Wide Unified Material List

We are pleased to introduce a unified material list, including new materials, for the province of Ontario starting January 1, 2026.

Wherever you are in Ontario, the same materials can be recycled. Expanded list of materials that can be recycled include:

- Hot and cold beverage cups (coffee cups)
- Deodorant
- Toothpaste tubes
- Ice cream tubs
- Black plastic containers
- Frozen juice containers



# 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. A QR code is visible in the bottom left corner.

**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 on the left and the 'READY RECYCLE REPEAT' logo on the right. A QR code is visible in the bottom left corner.

**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 a green forest on the right, with the 'READY RECYCLE REPEAT' logo on the right. A QR code is visible in the bottom left corner.

**REPEAT**



# P&E Tactics Overview



School recycling education



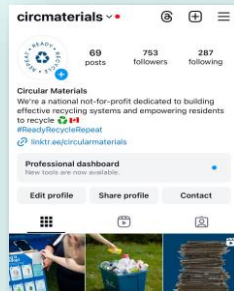
Website education: locally tailored content + resident education



Recycling guides and calendars



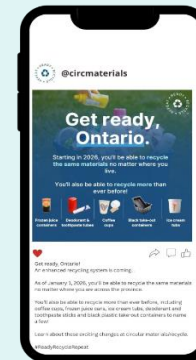
Contests and incentive programs



Social media education



Local event activations



Recycling app for schedules, materials, etc.



Province-wide and locally tailored advertising

# What's Changing in Waterloo Region on Jan 1, 2026

**No Change:** No change in collection service for residents of Waterloo Region on January 1, 2026.

Waterloo Region has been transitioned to full extended producer responsibility since March 2024.

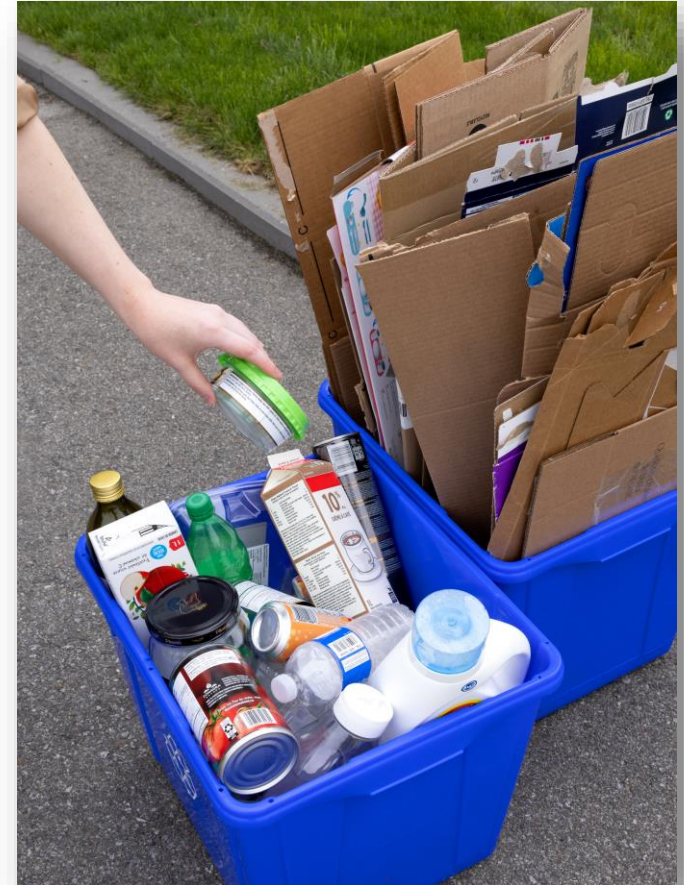
**What is New:** Updated, unified recycling list across Ontario. Same and new materials wherever you are in Ontario.



# Changes for Waterloo Region Residents: March 3, 2026

**Communities in Waterloo Region will experience changes as they transition to the new system on March 3, 2026.**

- Miller Waste will provide consistent service for all communities in the region.
- Collection will shift to a bi-weekly, four-day schedule, the opposite week of garbage collection.
  - To support the frequency change, residents will receive **2 additional blue boxes**, starting in mid-January 2026.
  - These boxes can be nested to help save space.
  - We ask that residents try the new boxes until June 2026 to fully understand if they need their additional bins. If they find they don't need them, they can be returned to the Miller Waste Office in Cambridge.



# Resident Communications to Support Changes

Local campaign runs from November 2025 to March 2026.

- All materials are developed with input from the region and service providers .

## P&E tactics include:

- Print, radio and digital advertising in local outlets.
- Direct mail outs to residents.
- Pamphlets with new blue boxes
- Out of home advertising (e.g. billboards and bus depots in Cambridge, Kitchener and Waterloo).
- Website copy for regional and community pages.
- Q&A resources for staff and Councillors.
- Social media templates for communities, councillors
- App campaign copy.

Accepted in recycling

Paper and cardboard

Paper Cardboard

Newspapers and catalogues

Containers

Cartons Plastic containers

Metal containers Glass bottles and jars

Not accepted

Diapers Ceramics Toys Books

As of March 3 2026, Waterloo Region will change to recycling collection every other week with two additional blue boxes.

Learn more: [circularmaterials.ca/waterlooregion](https://circularmaterials.ca/waterlooregion)

Waterloo Region

Starting March 3 2026, recycling will move to collection every other week and two additional boxes will be provided.

Learn more: [circularmaterials.ca/waterlooregion](https://circularmaterials.ca/waterlooregion)

**FAQs**

**Why am I receiving two new blue boxes?**

- To support the change in collection frequency, each household will receive two additional blue boxes, providing more space to store recycling between collection weeks.

**Why is my recycling collection schedule changing?**

- The recycling day is changing to align with other waste collection in your area, creating a more efficient and consistent collection system.
- By coordinating schedules, fewer collection trucks are needed on the road, which reduces traffic and emissions.

**What if I bought my own blue box? Can I set it out for collection?**

- Yes, you may use your own blue box for recycling collection.

**Two additional blue boxes**

To support the change in collection frequency, two additional blue boxes will be delivered to every household between January and February.

**Collection schedule change**

Starting March 3 2026, your recycling collection will change to every other week.

Please have your recycling to the curb by 7 a.m. on your collection day.

**Questions?**

Contact Miller Waste for questions about:

- Missed collection.
- Replacement boxes.
- Special accommodation requests.
- Other recycling questions.

1-888-852-3450  
area22@millerwaste.ca

**Recycling tips:**

- Sort paper and cardboard from containers.
- Flatten and tie cardboard.
- Place containers clean, dry and loose in your bin.

Learn more: [circularmaterials.ca/waterlooregion](https://circularmaterials.ca/waterlooregion)

# Our Commitment to Responsiveness

## Resident Support

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



- **General recycling inquiries (collection contractor):**  
**Cambridge, Kitchener, Waterloo: Miller Waste 1-888-852-3450**  
**Townships: Emterra 1-888-597-1541**
  - **Escalations: Circular Materials [customerservice@circularmaterials.ca](mailto:customerservice@circularmaterials.ca) or 1-877-667-2626**

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## Councillor and Municipal Support

Responsive support for City Councillors managing resident questions.



- **Dedicated Council Support:** Municipal and Region Council members can contact Jennifer Kerr, Director of Community & Media Relations for Ontario, at [JKerr@circularmaterials.ca](mailto: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.

# Ongoing Collaboration is Key

## Collaboration with Region of Waterloo and Communities

- Goal to support a smooth transition to EPR for residents, the community, and all stakeholders.

## Working Together

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

## Continuous improvement

- Evolve program based on data, performance metrics, and community feedback.





# Questions?



[circularmaterials.ca](https://circularmaterials.ca)

[info@circularmaterials.ca](mailto:info@circularmaterials.ca)