



"I appreciate big business getting involved."

"They give themselves a good name by showing they are environmentally friendly."

"Smart move for all concerned. City gets cleaned up, the companies get exposure and we save on taxes."

Background

The City of Toronto is home to 2.6 million people. In 2007 it was shipping approximately 452,000 tonnes of trash to landfills daily. Facing the 2010 expiration of a key waste disposal contract, the city approved a plan that would bring its waste diversion from landfills to 70% by 2010. The City of Toronto's key goals for the plan were to reduce the amount of waste going to landfills while increasing the revenue generated by selling recyclable material.

City of Toronto's Requirements

As part of the "Target 70" plan, the city made a significant investment in promoting and educating the public about the city's recycling goals and purchasing and distributing recycling bins to residents. With residents engaged in the program it was critical that they be able to continue their recycling practices beyond their home. A public program was needed that would clean up Toronto's streetscapes and offer a harmonized look across the city.

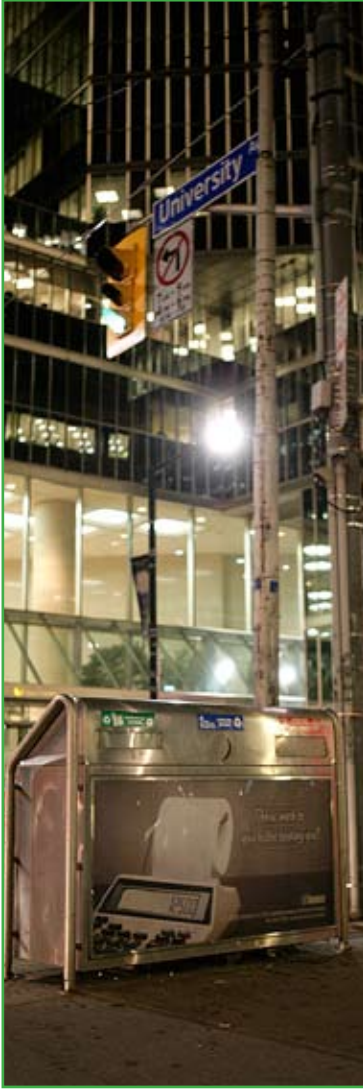
The city had installed recycling bins in the past but they were not a success. The bins had a very poor overall capture rate of just 20%. As well, citizens had united and rallied against them because the bins were too large, as was the advertising space. Because the "Target 70" plan was designed to motivate residents to recycle, it was essential that the new public recycling solution be simple to use and require a much smaller footprint. It was also important to the city that the new recycling units be easy to install and maintain.

City of Toronto's Solution

Envyrozone was the obvious choice for the City of Toronto. The company's line of ergonomic and user-friendly products coupled with a sustainable cost recovery model for the city was a perfect solution. The products integrated into the recycling program had a high capture rate that would help divert materials from the landfill and offered a harmonized look for the city that encouraged people to recycle, keeping the streetscape clean. As well, the units provided the opportunity to generate revenue. In addition, they were very easy to install and required minimal maintenance.

The Envyrozone units are specifically designed to achieve a high capture rate while minimizing contamination due to the design which uses small, specifically shaped, disposal openings for recyclables and larger openings for trash. Once the units were installed, the city found that the overall capture rate jumped to 88% in the first year and 89% in the second year. In the second year specific capture rates were 92% for fiber, 91% for paper, 88% for aluminum and 73% for PET. Under the new public space program the City of Toronto was able to divert between 2,000-2,500 tonnes of recyclables away from the landfill annually which decreased its disposal costs. The program also generated additional revenue as the city was able to sell the recyclables it had collected.

Toronto residents liked the Envyrozone units because they were sleek and did not take up a lot of space. Consumer research showed that 95% of people in the city had a very/somewhat favorable opinion of the recycling program. By having a harmonized look right across the city, people were able to easily identify the bins, even from a



"It's a great idea because it allows us to recycle, it is convenient and it is paid for by advertising."

"It's good for the environment. It's good for the economy and it pays for itself."

"[It's] good that private companies are pitching in to help the environment."

distance, and make use of them. Consumer research also showed that 77% of those asked had actually used the bins personally.

From an operational perspective, site installation of an Envyrozone bin takes approximately 15 minutes so very little time was required to implement the bin rollout across the city. Maintenance of the bins is a simple process, taking between 2 to 6 minutes, as the unit door opens wide to allow easy access to the refuse inside. The City of Toronto bins are cleaned once per week with a two person crew cleaning 100 boxes a night. There is little trouble with graffiti as it is easily removed from the bin and the frequency of the cleaning discourages this type of vandalism.

As the City of Toronto needed to integrate more than 4000 recycling bins into the public space recycling program, this was a significant investment of taxpayer's money and potentially cost prohibitive. However, the advertising space available on the Envyrozone bins provided the opportunity to generate significant revenue and achieve a very strong return on investment.

The advertising opportunity provided by the Envyrozone bins was quickly recognized by large brand companies and local businesses. Individual contracts for up to three years and 1000+ faces were signed. The faces were sold at rates ranging from \$120 – \$250 per face for a four week period. Bins that had special "wrap" promotions were priced at \$900-\$1000 per four week period. The creative and printing charges were extra. Beyond the advertising reach, utilizing Envyrozone bin advertising has been a public relations win for advertisers as city residents have reacted very positively to businesses that have used the bins. Consumer research found that 91% of respondents have a very/somewhat favorable opinion of the companies who advertise on the boxes.

Angelo Bacopoulos was the General Manager, Solid Waste Management Services at the City of Toronto when the Envyrozone receptacles were installed across the city. He was enthusiastic about the solution claiming, "it cleans up the streetscape. It gives a harmonized look to the streetscape. It provides the opportunity for citizens to recycle away from home. It diverts materials from landfill disposal. It provides a municipality with the opportunity to generate revenue." As part of the "Target 70" plan Bacopoulos stated that the Envyrozone solution "provides a number of positive benefits to the municipality."

About Envyrozone

Envyrozone is a recycling and waste management products and solutions company focused on your corporate recycling and landfill redirection needs. Envyrozone's growing line of custom designed recycling products is continually being enhanced to bring you the best in ergonomic and functional commercial use.

We've worked with some of the largest corporate and municipal organizations in the world, tackling a variety of challenging recycling product installations and recycling solutions requirements.

We are the most forward thinking waste management solutions company in the world. To find out more about us visit www.envyrozone.com.