



**SINKING
OR
FALLING**

**TO
KEEP
FROM**

SUSTAINABLE

WEBSTER'S



**RESEARCH
ADVOCATE
EDUCATE**



**LOW
BUDGET
DAVID SUZUKI**



**SIERRA
CLUB
CANADA**



**WASTE
DIVERSION
CAMPAIGNER**



**FANCY WORD
FOR
BALANCE**

"SUSTAINABILITY"





**POLITICIANS
& PUBLIC**



**TIME
MONEY
ATTENTION**



**WE'RE IN
A WAR**

THAN
MANY
ALT'S

QUICKER

EASIER

CHEAPER

WASTE
DIVERSION

ACHIEVING
SUSTAINABILITY

+ \$3 TICKET
1 PERSON!
1 TRIP!
1 WAY!

EGLINTON
CROSSTOWN
SUBWAY

\$5,000
HOUSEHOLD

\$5,800
HOUSEHOLD

\$4
2 ZONE
TICKET

CANADA LINE
\$2.1 BILLION

**H.E. FURNACE
IN EVERY
BASEMENT**

**PRIUS IN
EVERY
DRIVEWAY**

**TIME
REQUIRED**

**HIGH EFFICIENCY
HEAT & COOL
\$10,000**

**NEW PRIUS
\$20,000**

INCLUDE
EXTERNAL
COSTS

NEED GUTS
TO PRICE
POWER

PRACTISE
ENERGY
EFFICIENCY

GOOD
LUCK!

GET PEOPLE
OUT OF CARS

MY GOD
THE DIFFICULTY



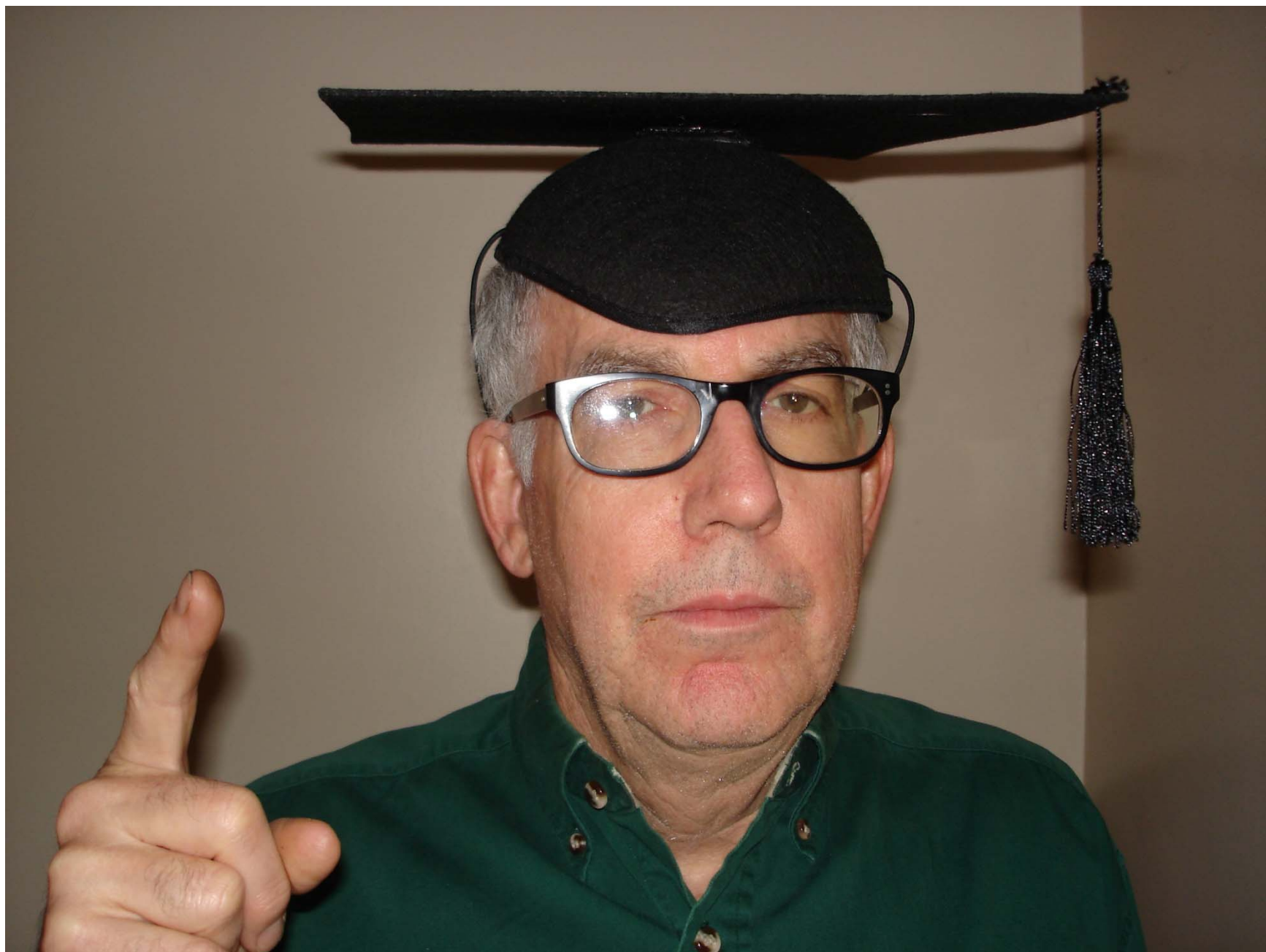
**ON-GOING
\$1-\$2 WEEK**

**\$0-\$300
HOUSEHOLD**

**OK REALISTICALLY
1-3 YEARS**

OVERNIGHT

**MEANWHILE
FOODSCRAP
COLLECTION**





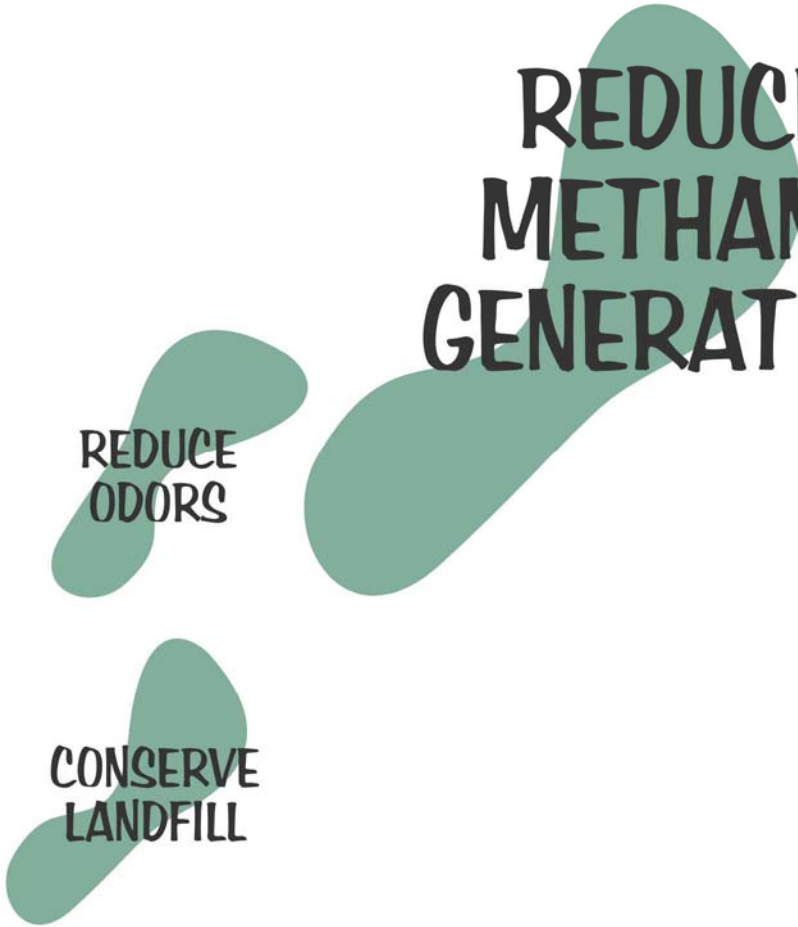
BENEFITS



BENEFITS



BENEFITS



REDUCE METHANE GENERATION

REDUCE
ODORS

CONSERVE
LANDFILL

**LANDFILLS
LARGEST
SINGLE
MAN-MADE
SOURCE**

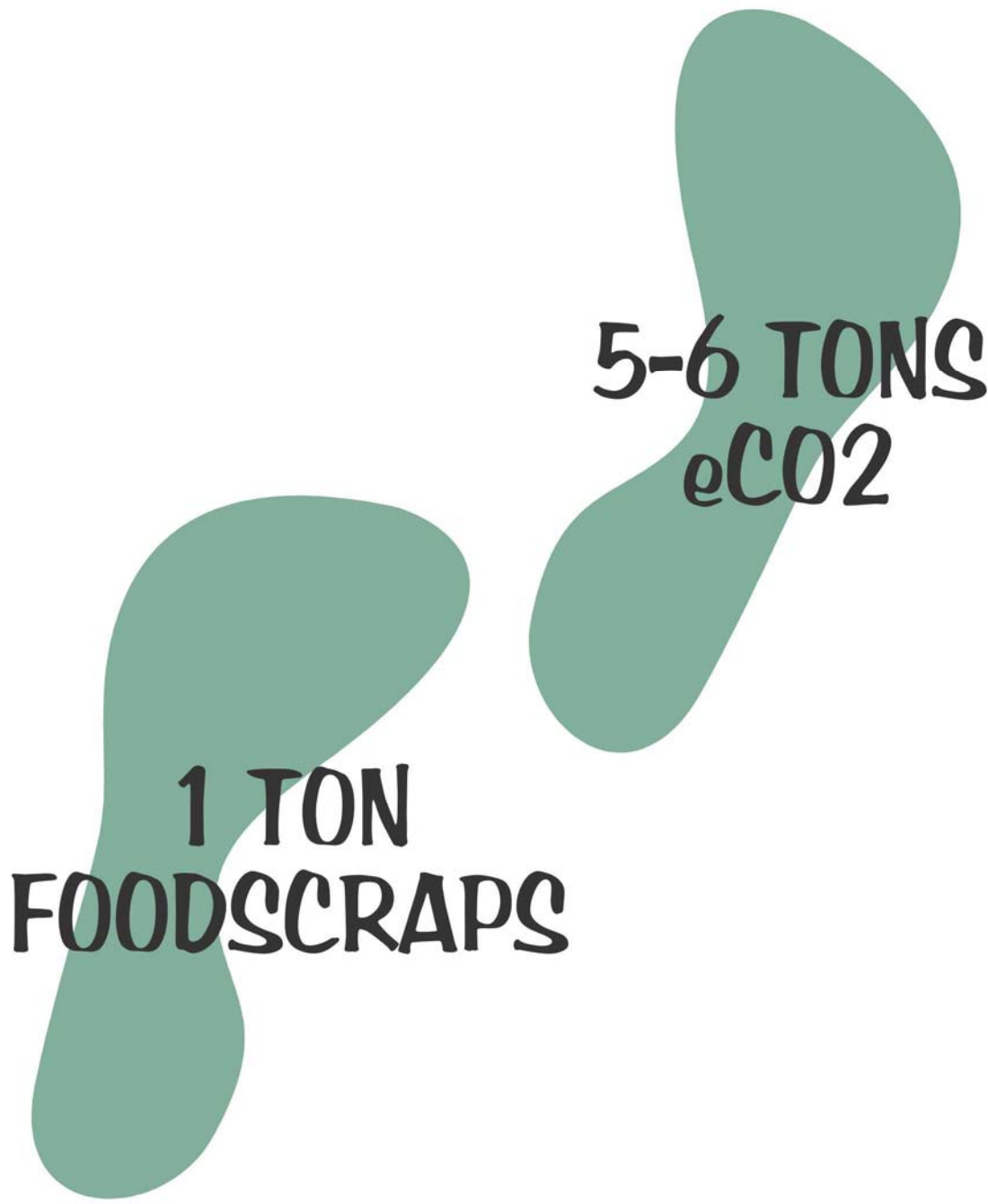
**ANAEROBIC
DECOMPOSITION**

**60%
IN LANDFILL
IS CARBON**

**117 X'S
FIRST
TEN
YEARS**

**23 X'S
MORE
POTENT**

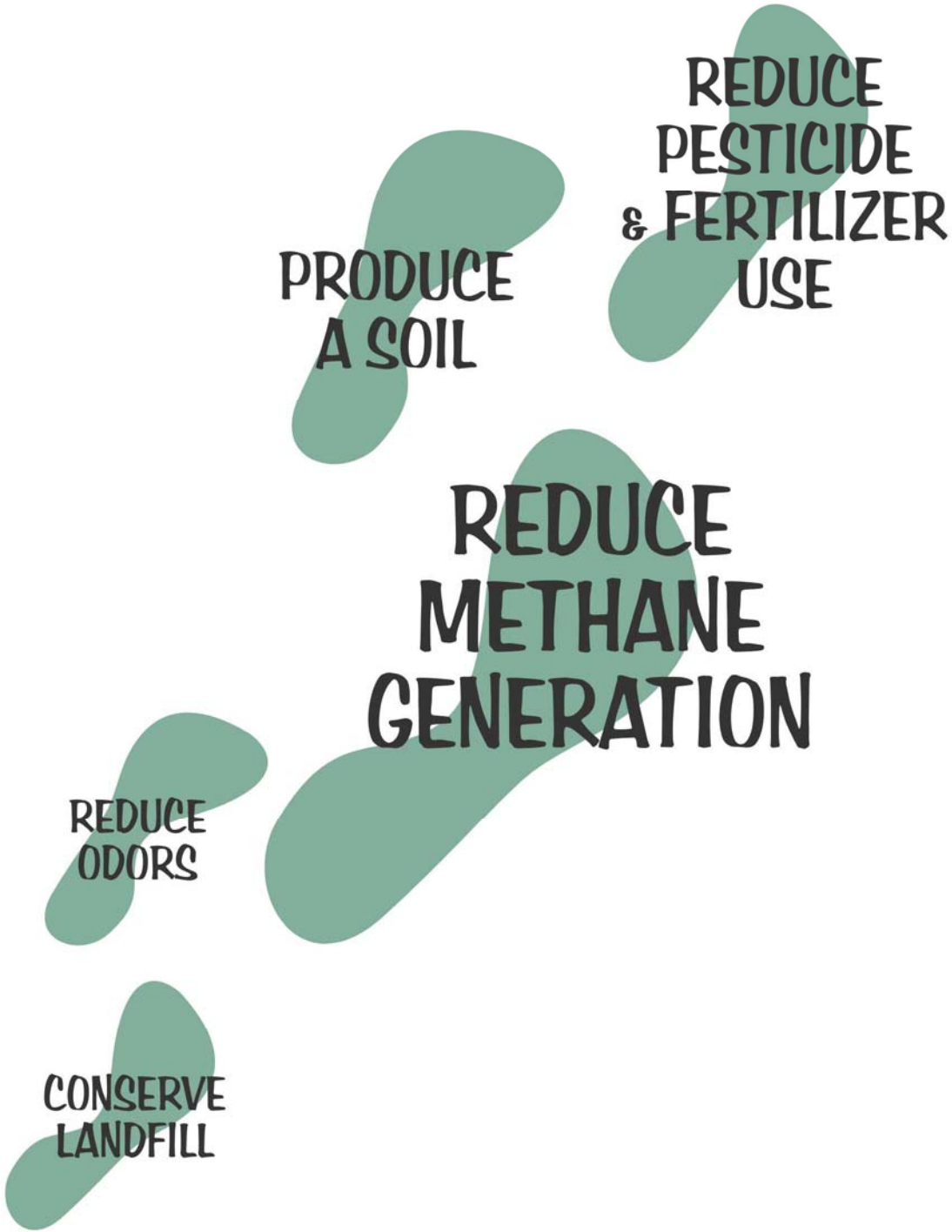
METHANE



The infographic consists of two green, irregular blob shapes. The left blob is smaller and contains the text '1 TON FOODSCRAPS'. The right blob is larger and contains the text '5-6 TONS eCO2'. The blobs are positioned diagonally from the bottom-left to the top-right.

**1 TON
FOODSCRAPS**

**5-6 TONS
eCO₂**



**PRODUCE
A SOIL**

**REDUCE
PESTICIDE
& FERTILIZER
USE**

**REDUCE
METHANE
GENERATION**

**REDUCE
ODORS**

**CONSERVE
LANDFILL**

**RETURNS
ORGANIC
MATERIAL**

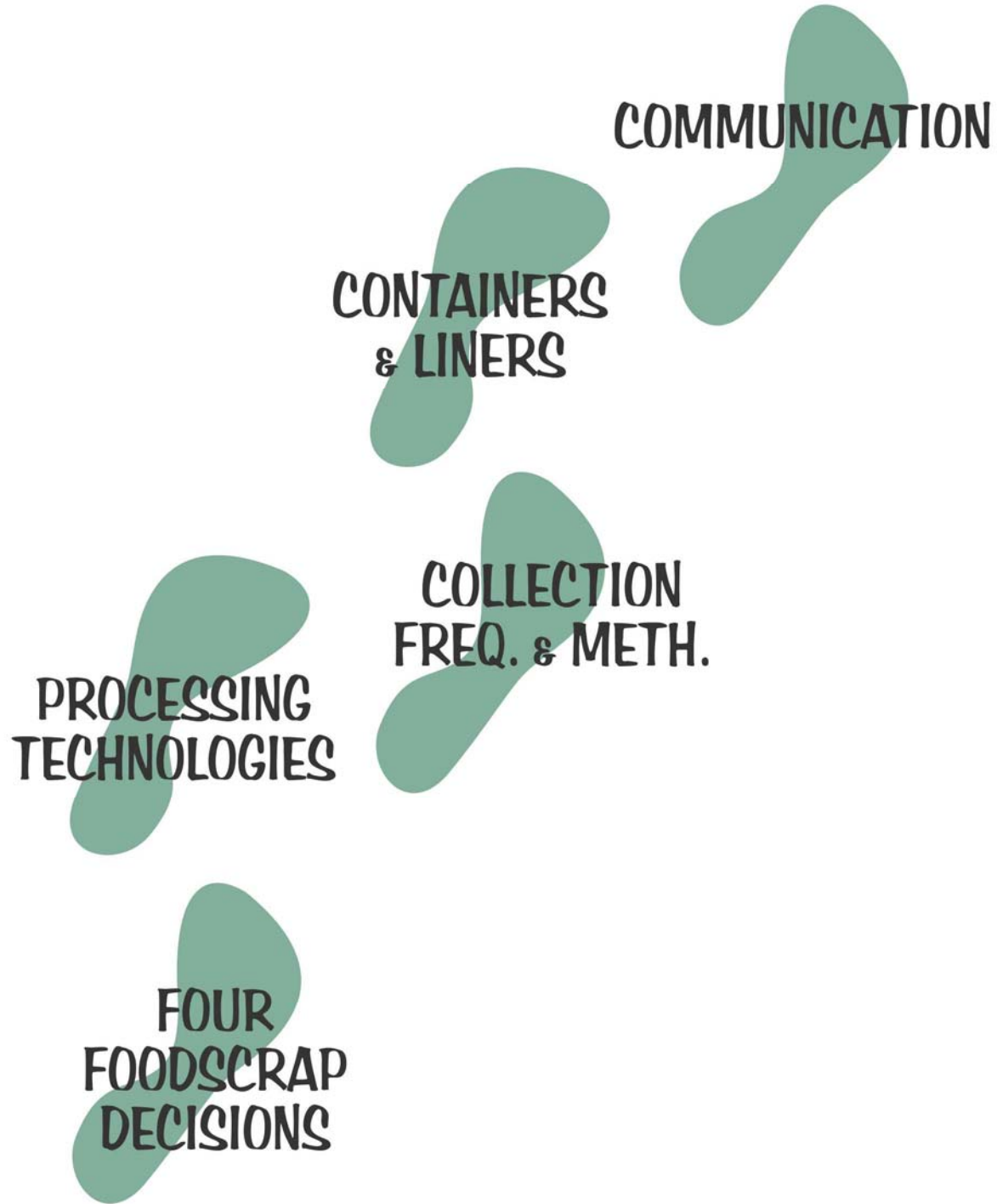
**INCREASED
H₂O HOLDING
CAPACITY**

**NITROGEN
INCREASES
FERTILITY**

**REDUCED
SOIL
EROSION**

**APPLICATION
OF COMPOST**





COMMUNICATION

**CONTAINERS
& LINERS**

**COLLECTION
FREQ. & METH.**

**PROCESSING
TECHNOLOGIES**

**FOUR
FOODSCRAP
DECISIONS**

CONTROL= SPEED

**ABILITY
TO ACCEPT
LINERS**

**FRONT END
PROCESSING**

**LOCATION
AND AMOUNT
OF MATERIAL**

**CHOICING
TECHNOLOGY**



EVERY
OTHER
WEEK
(EOW)



RESIDUAL



FOODSCRAPS
WEEKLY



COLLECTION
FREQUENCY

126% / 57%
INCREASE
IN CAPTURE

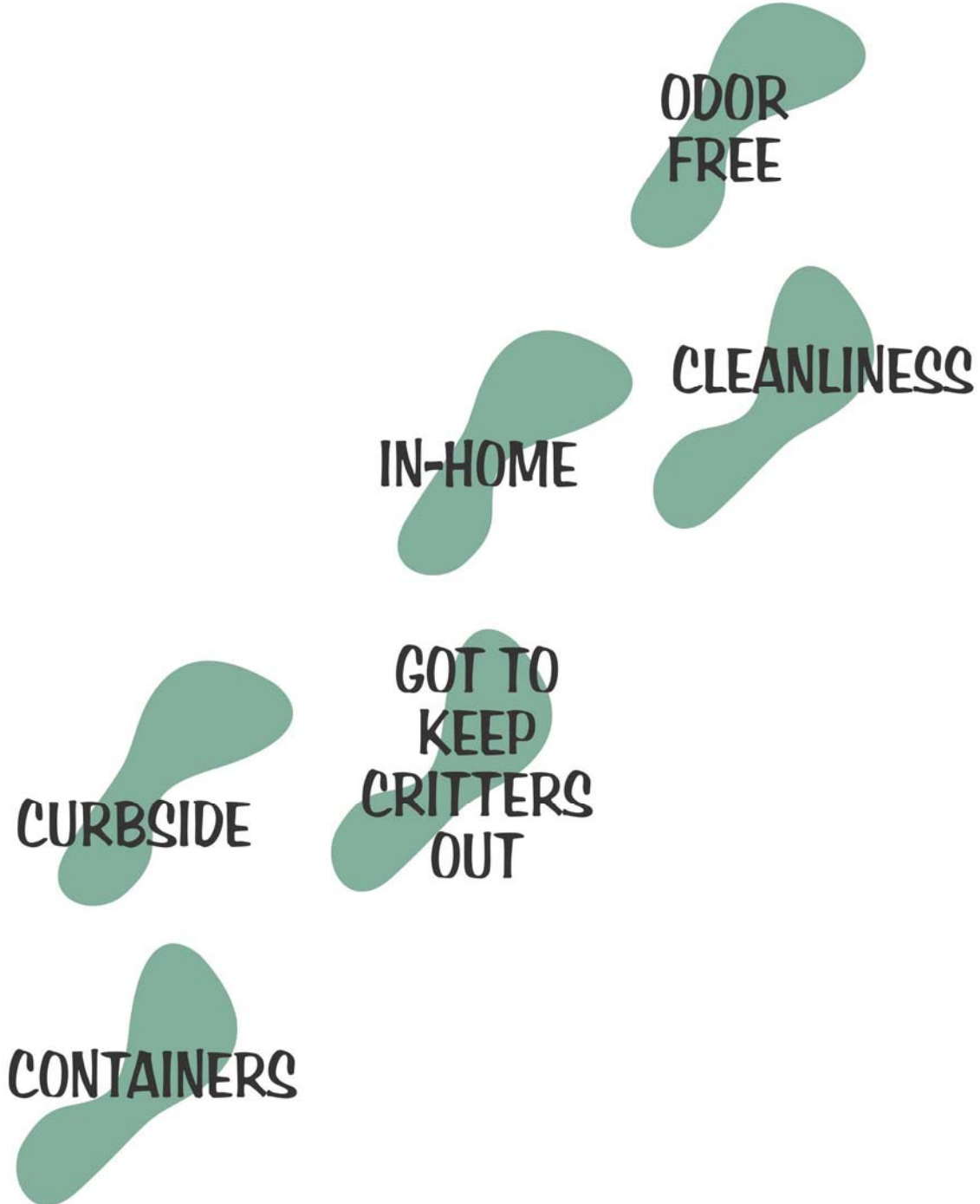
WEEKLY
TRASH
177 / 255
LBS/YR

EOW/
+400
LBS/YR

RANGE
112-440
LBS/YR

MEDIAN
198
LBS/YR

AVERAGE
318
LBS/YR



ODOR
FREE

CLEANLINESS

IN-HOME

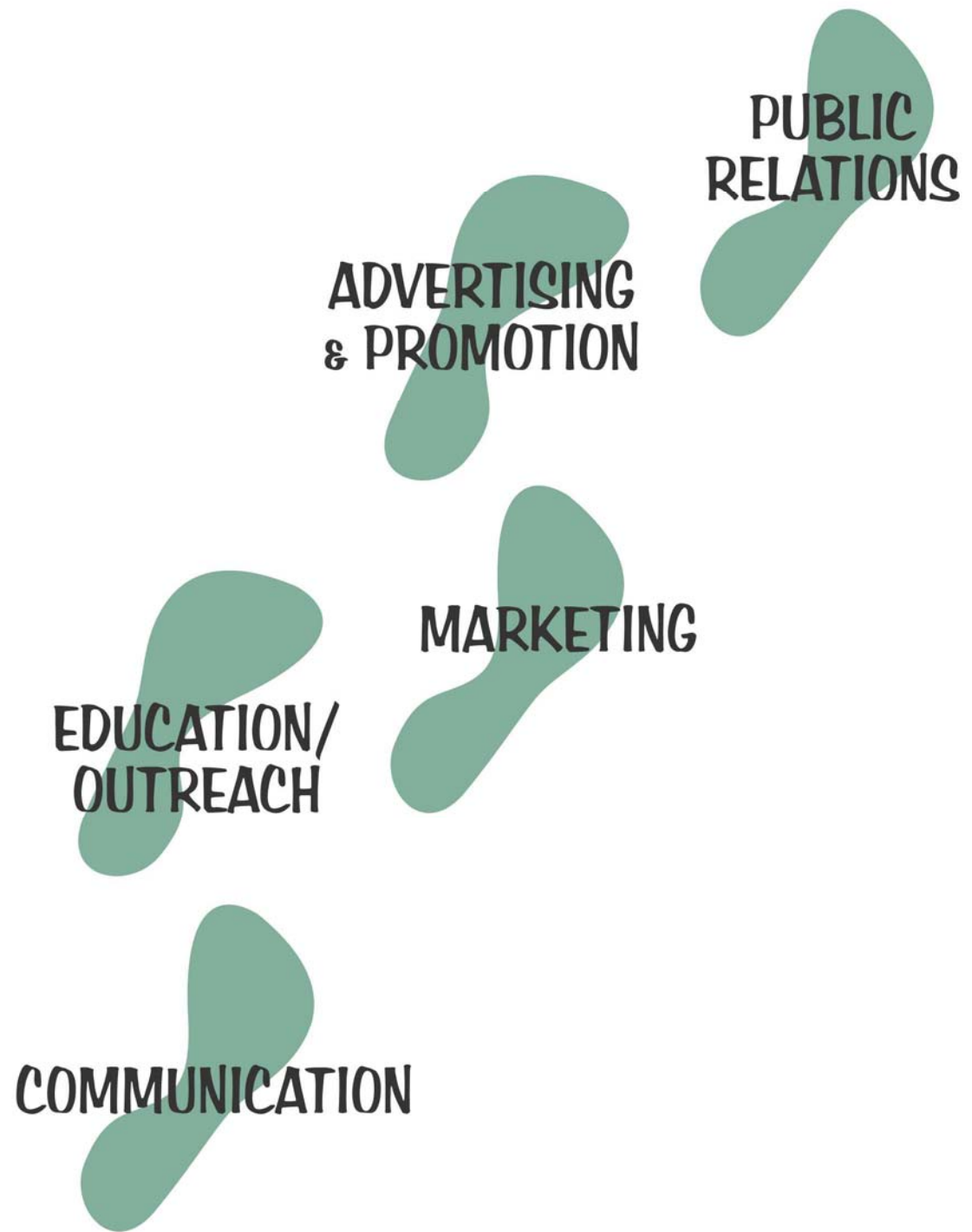
GOT TO
KEEP
CRITTERS
OUT

CURBSIDE

CONTAINERS







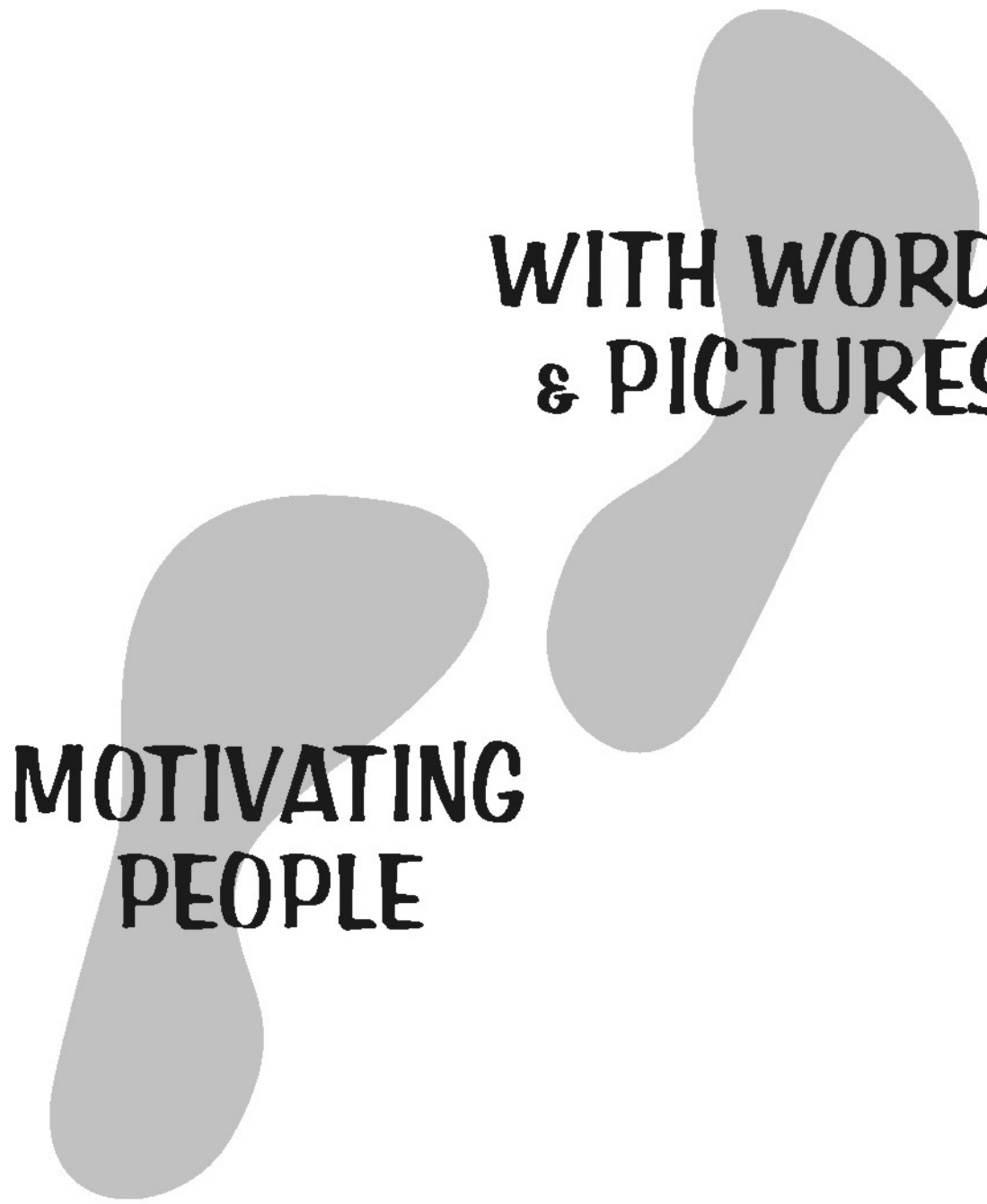
**PUBLIC
RELATIONS**

**ADVERTISING
& PROMOTION**

MARKETING

**EDUCATION/
OUTREACH**

COMMUNICATION



**WITH WORDS
& PICTURES**

**MOTIVATING
PEOPLE**



**SOLUTION TO
DIRTY CLOTHES**

**BUY
SOLUTIONS
TO PROBLEMS**

**DON'T
BUY
TIDE**

**PEOPLE
DON'T BUY
PRODUCTS**



POSITION



POSITION



POSITION

A large, teal-colored abstract shape, resembling a stylized letter 'S' or a drop, is positioned behind the text.

THINK FOODSCRAP COLLECTION



**THINK
LOGICAL
NEXT STEP**

**THINK
FOODSCRAP
COLLECTION**

A large, irregular teal shape that serves as a background for the text 'BANANA PEEL TIME'.

**BANANA
PEEL
TIME**

A large, irregular teal shape that serves as a background for the text 'CONTAINERS & FIBERS'.

**CONTAINERS
& FIBERS**

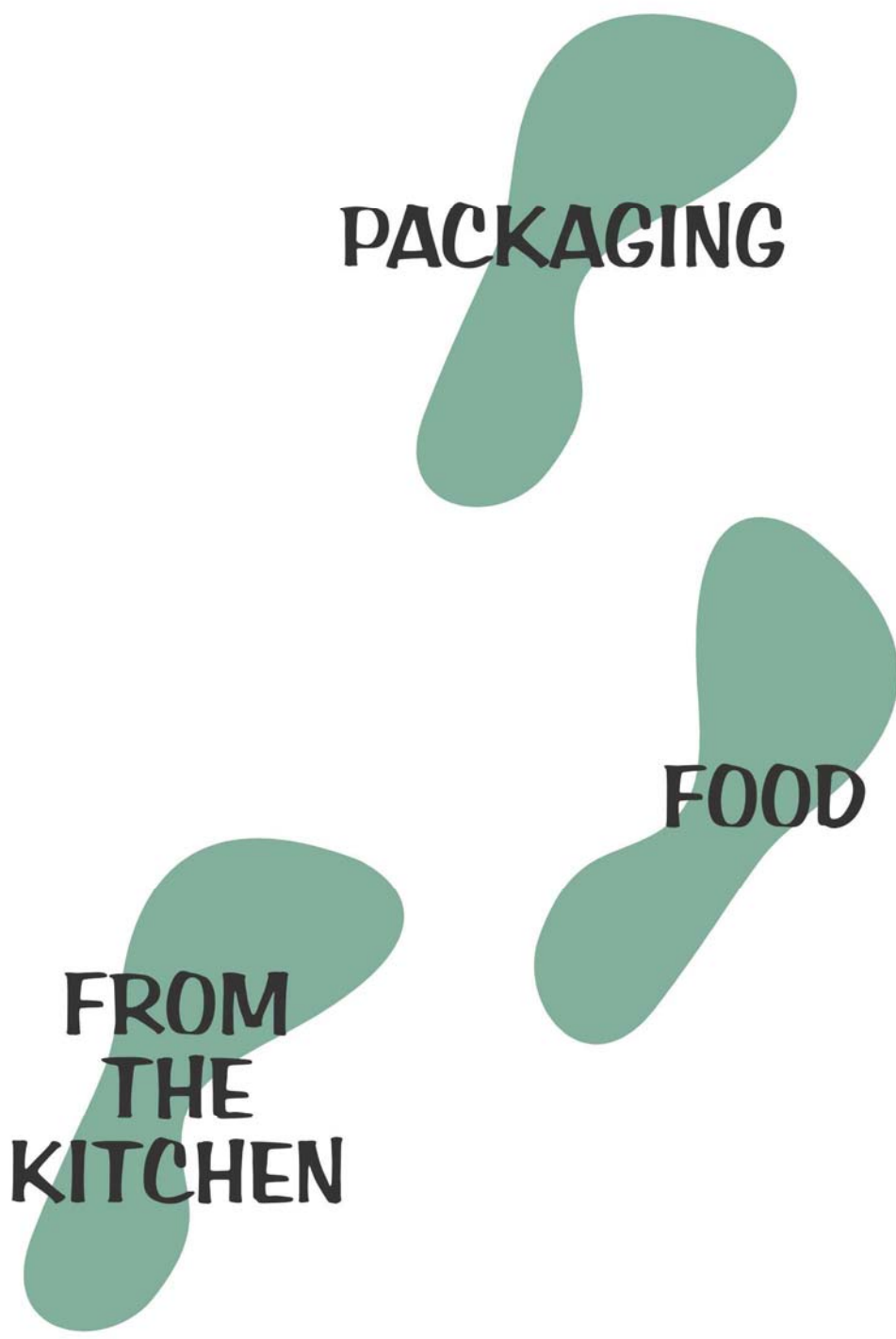
**AFTER ALL
PURCHASED
& CONSUMED
SEPARATELY**

**SERIES
SIMPLE
STEPS**

**SEPARATE
SEPARATE
SEPARATE**

**ONLY
ONE
RULE**





PACKAGING

FOOD

**FROM
THE
KITCHEN**

**AND
YOUR
WRISTS**

**JUST
NEED
BRAINS**

**TO SOLVE
THIS
"PROBLEM"**

SEPARATION
SEPARATION
SEPARATION

EASE
EASE
EASE

NEED TO
FOCUS ON

THINK
DIVERSION'S
A HASSLE

PEOPLE BELIEVE
THE BENEFITS

A large, abstract, teal-colored shape that resembles a stylized footprint or a splash, positioned behind the text. It has a rounded, organic form with a slight indentation in the middle.

**TAKE THE
NEXT
STEP
WINNIPEG**



SIERRA
CLUB
CANADA



FRANÇOIS

Media Campaigns Latest Get Involved Program Areas Chapters About Us Foundation JOIN THE CLUB

Home Bin Outdoor Resources Transcripts Pages Menu



Lead a "Bin Talk" today!

Ottawa's Green Bin curbside pick-up program has begun and we need your help to encourage its success.

The collection of food scraps is the most logical way to our waste diversion efforts and a critical step in our efforts to mitigate climate change. Food scraps buried in a landfill produce large amounts of methane, a Greenhouse Gas (GHG) that is estimated to be 70-100 times more potent, by volume, than CO₂. In addition, we conserve valuable landfill space, reduce odours, and produce a soil instead of using chemical fertilizers and pesticides.

By leading a "Bin Talk" with your organization, staff or peers you can help influence the future of this program...and our planet!

This is an excellent opportunity to promote your public spending and presentation skills. High school students can also earn community service hours.

To sign up, contact waste@sewer@ottawa.ca

Below you will find the tools, developed by Sierra Club Canada, that will allow you to give a successful Bin Talk.

Bin Talk materials for download

- "Bin Talk" Budget - key points on what needs to be said
- "Bin Talk" Presentation - helpful outline with graphics
- "Bin Talk" Cue Cards - printable cue cards with key words
- "Bin Talk" Tips - some presentation tips
- "Bin Talk" Poster - promote your bin talk in your community

Please note the following:

1. Presenters are responsible for arranging their own Bin Talks.
2. After giving a Bin Talk, please send an email to the address above confirming its completion as well as the results.
3. Spaces are limited. We can always use more volunteers!
4. To download the pdf documents, you will need to download and install Adobe Reader.



© 2011, waste

Bin Talk Ottawa

- Main Page
- Bin Talk Budget
- Bin Talk Presentation
- Bin Talk Poster
- Bin Talk Cue Cards
- Bin Talk Tips
- Post Your "Bin Talk Success" PowerPoint

Participate in this Campaign

- Create Poll
- Create Action Alert
- Create 22 Campaign
- Create Employment Opportunity
- Create In the News
- Create 22 in the News
- Create Media Release
- Create 22 Media Release
- Create Page
- Create Publication
- Create Story
- Create Volunteer Opportunity
- Invite Friend
- 2 members
- Manager Bin Talk
- My membership

Member Menu

- My unread
- My recent posts
- My account
- Top site content
- Create content
- Case Teacher

Sign Up and Get Involved

Get the Sierra Club Canada email newsletter. News, green lifestyle tips, and ways to take action...right in your inbox.

Email:

Connect with Us



Sierra Club Canada
SierraClubCan

Water fact #10: One drop of oil can contaminate up to 25 litres of water as well as drink. [Watch the video!](#)

[Join the conversation](#)

Search this site:

Admin Board | Log out





GOOGLE BIN-TALK



HOPE



FOCUS



DIRECTION



**BEGINS
WITH A
SINGLE
STEP**

**A JOURNEY
OF A
THOUSAND
MILES**

50%
MAKE/MANAGE
PRODUCTS

22%
HEAT/COOL
LIGHT

18%
CAR

11%
OTHER

U.S.
GHG
SOURCES

This infographic displays the distribution of greenhouse gas (GHG) sources in the United States. The data is presented in a circular layout with four segments of varying sizes, each containing a percentage and a description of the source. The segments are: 50% for 'MAKE/MANAGE PRODUCTS' (the largest segment), 22% for 'HEAT/COOL LIGHT', 18% for 'CAR', and 11% for 'OTHER' (the smallest segment). The entire graphic is set against a light gray background with a white circular area in the center.

Source	Percentage
MAKE/MANAGE PRODUCTS	50%
HEAT/COOL LIGHT	22%
CAR	18%
OTHER	11%

**SIMPLE
COST
STRUCTURE**

**SIMPLE
OPERATING
STRUCTURE**

**SIMPLE
COMPOSITION**

**COMMON
PROBLEM
COMMON
SOLUTIONS**

**I ♥
WASTE**

**COST
A BIT
MORE**

**EVOLUTIONARY
VS.
REVOLUTIONARY**

**UP-FRONT
MOTIVATING
MEDIEVAL**

**CHEAP
& EASY
TOO LONG**

**PEOPLE
WANT TO
DO MORE**

**ALL
ABOUT
DIVERSION**



**DIVERT
YOUR
WASTE**



**SAVE
ENERGY
AT HOME**



**GET OUT
OF YOUR
CAR**



**ONLY
3 STEPS**

**LAST 6
OUT**

**ORGANICS
IN**

**RECYCLING
UP**

**NEED TO
TAKE
3 STEPS**



**LIKE
RAIN
FROM
THE SKY**



**SOLUTIONS
FALL**



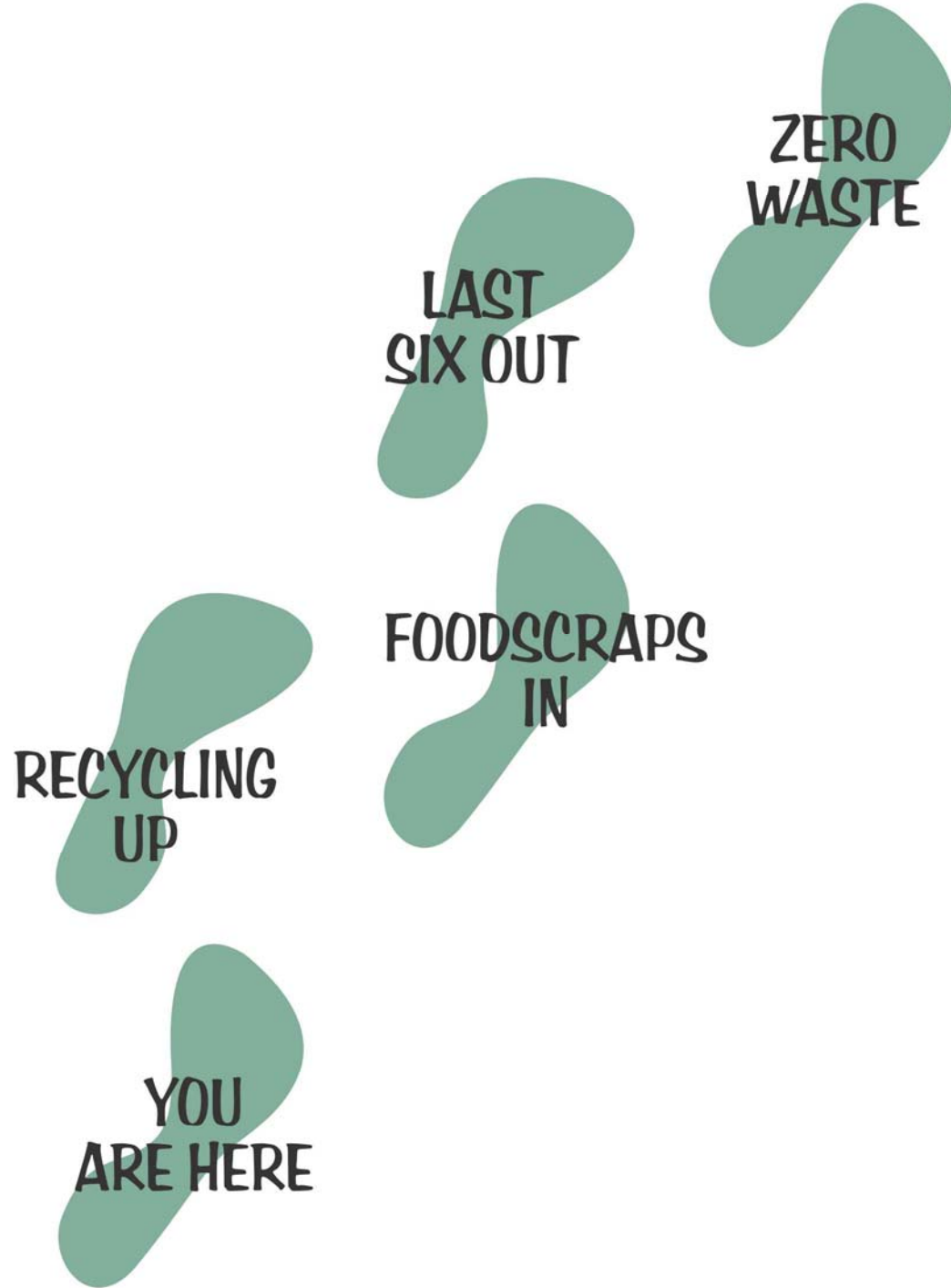
**UNDERSTAND
WASTE
COMPOSITION**

A teal-colored abstract shape, resembling a stylized leaf or a drop with a tail, positioned behind the text.

**ZERO
WASTE**

A teal-colored abstract shape, resembling a stylized leaf or a drop with a tail, positioned behind the text.

**YOU
ARE HERE**



**ZERO
WASTE**

**LAST
SIX OUT**

**FOODSCRAPS
IN**

**RECYCLING
UP**

**YOU
ARE HERE**



HOPE



FOCUS



DIRECTION



**TAKE
THE
NEXT
STEP
B.C.**