

# The Trash We Create

An Online Shopping Experience In A Pandemic

free shipping on orders \$50+

10% off first order!

50-70% sale only today!

start shopping!!!



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# The Trash We Create

An Online Shopping Experience In A Pandemic

Enter the website to start shopping and explore our offers while learning about packaging waste.



# The Trash We Create

## An Online Shopping Experience In A Pandemic



Welcome! Browse our website to do some online shopping to learn more about recycling guidelines and online shopping packaging waste. Remember, a purchase of \$50+ is required for free shipping! We have already curated items that you might enjoy purchasing and items that are trending on our website right now.

### Trending Packaging Waste Items



Packaging Waste 101  
**\$4.99**



Recycling Guidelines  
**\$4.99**



How Is Waste Managed?  
**\$4.99**



Reduce & Reuse Your Waste  
**\$9.99**

### Popular Orders



Use TerraCycle  
**\$9.99**



Shop on Loop  
**\$9.99**



DIY Packaging Projects  
**\$4.99**



Resources  
**FREE**

# Packaging Waste 101

How online orders are packaged and sent to you



Often times, items that you purchase online are sent in packaging that comes with multiple parts and containers that will need to be managed separately. It is important to know what items to know how each part of your shipment is disposed of and how you can reduce this waste.

Below is an example of an item being shipped in standard packaging. The item is packaged by the manufacturer and when it is shipped, it is placed in a box that is often supported with packing peanuts or plastics to ensure it remains intact. You can hover on each item of the shipment to see how that piece of packaging would be managed:



Did you explore packaging waste? If so, add this item to your cart now to qualify for free shipping!

QTY: 1 **\$4.99**

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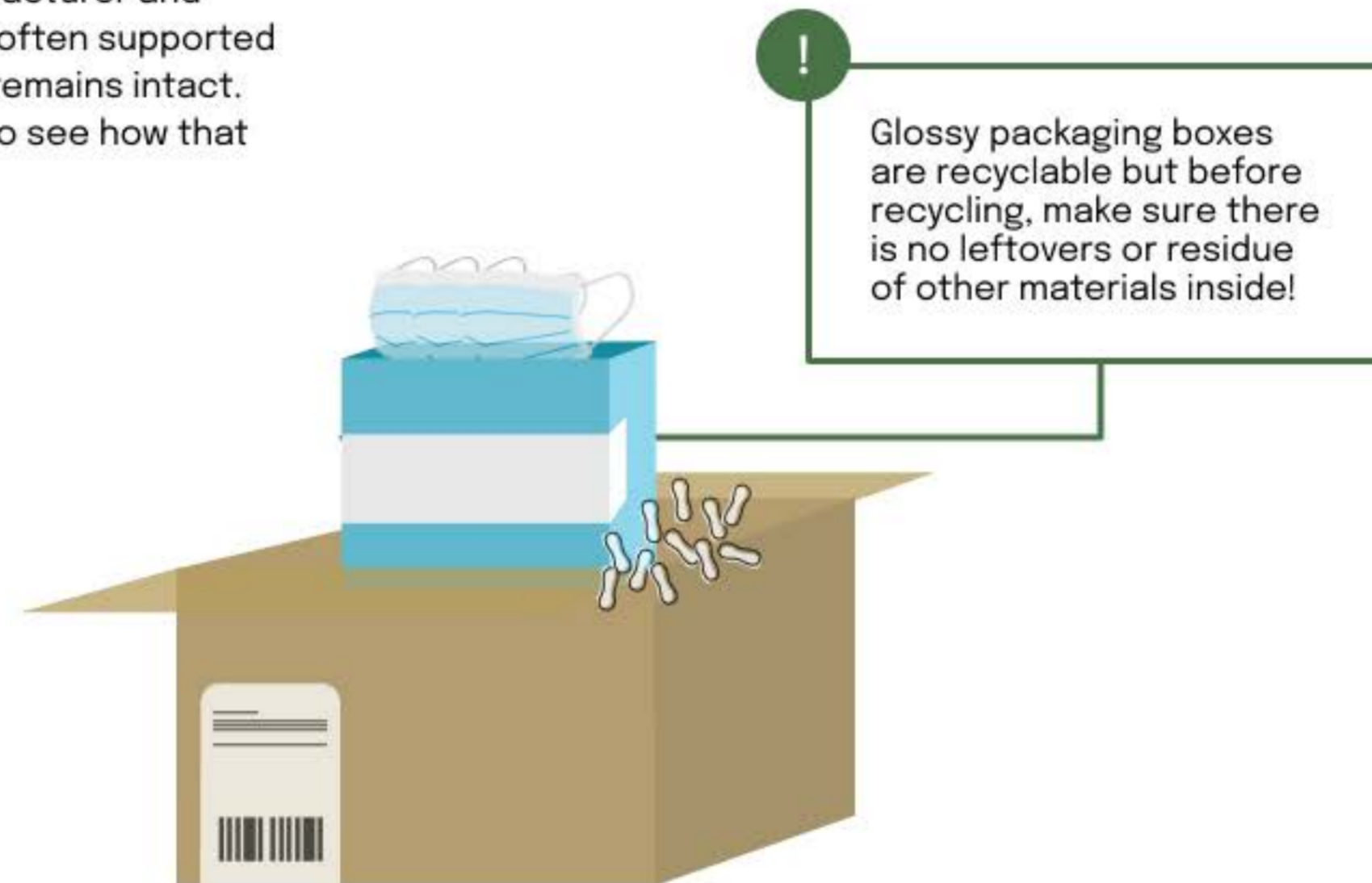
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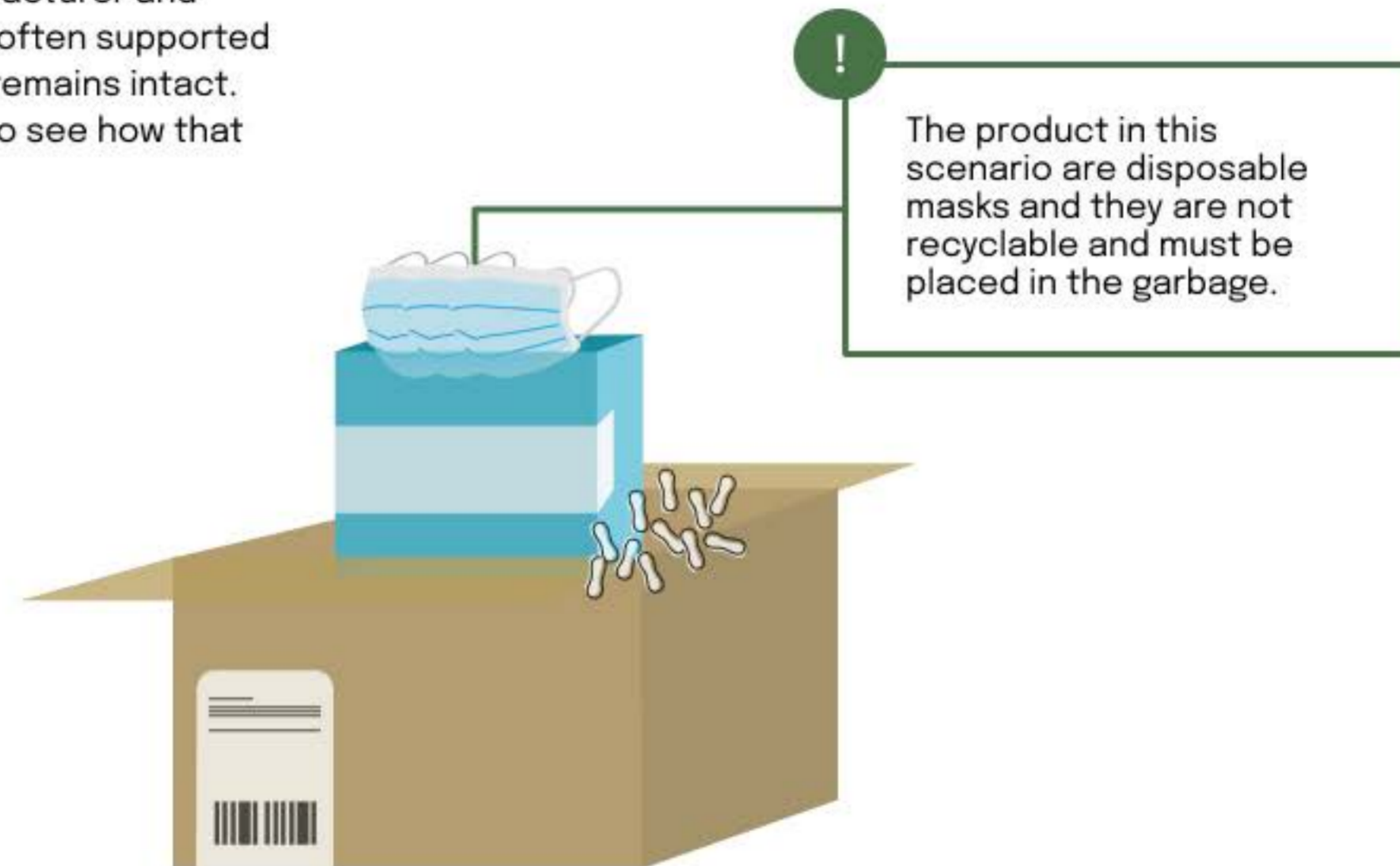
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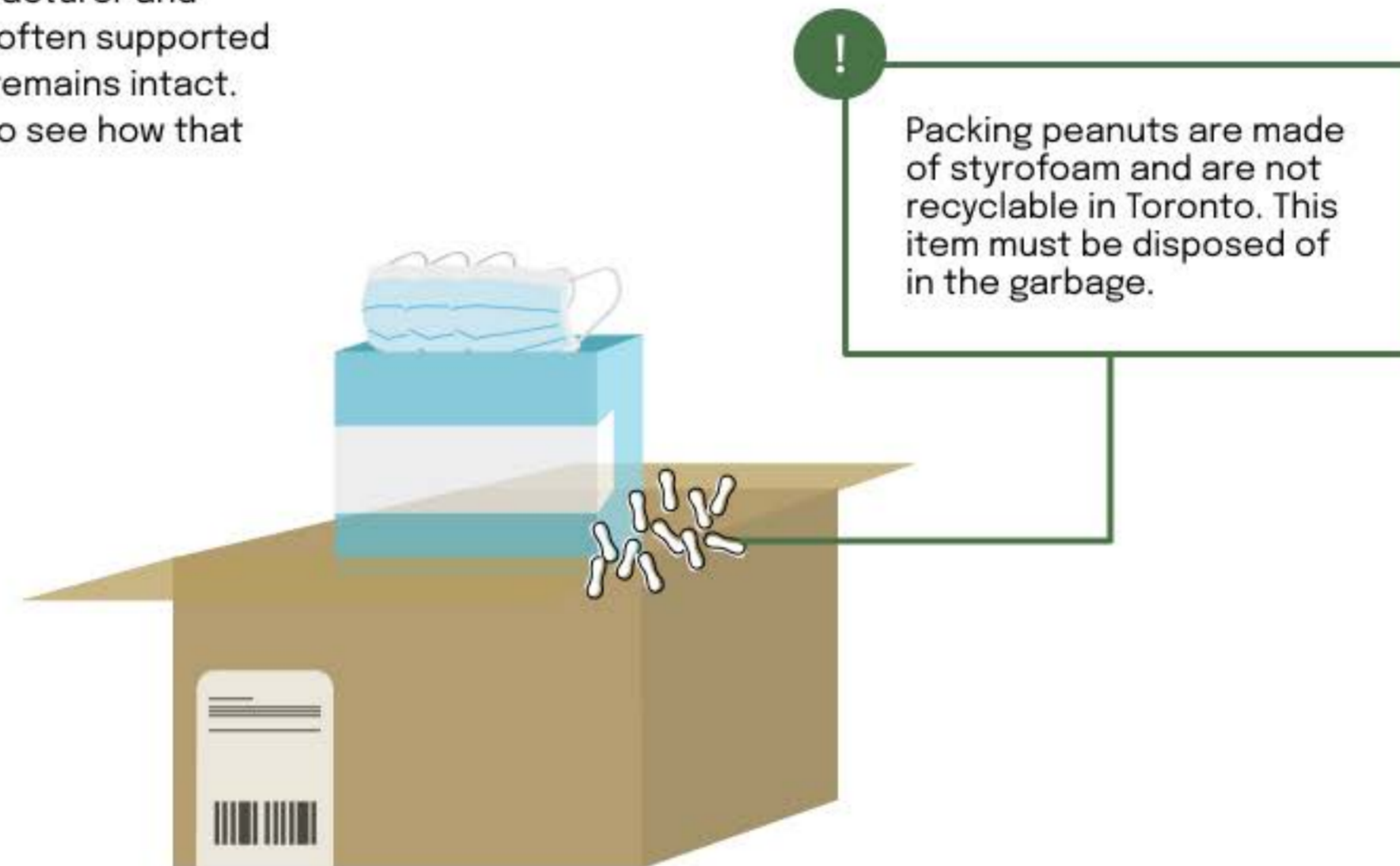
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# Recycling Guidelines

How to dispose of your trash properly



It is now more important than ever to manage your waste properly. Whether it is from online shopping or in-store products, there is a worsening problem of contaminated recycling in Ontario. Not all plastic or paper packaging is recyclable and contaminated recycling is sent to landfills. According to a 2020 CBC article it was reported by the The Ontario Waste Management Association that, "the province will reach its landfill capacity by 2032 – 12 years from now".

By informing yourself of the recycling guidelines and knowing exactly what you can and cannot recycle, you can lower your waste contamination and make sure less recycling is being sent to landfills. Hover on the icons below to find out what you cannot dispose into your recycling bins:



**In Canada,**  
Less than 14% of plastic packaging is recycled



Did you explore recycling guidelines? If so, add this item to your cart now to qualify for free shipping!

QTY: 1 **\$4.99**

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food scraps cannot be recycled and belongs in the green bin. Any organic waste that is thrown in the blue bin will contaminate the waste and the recyclables will be sent to a landfill instead.

Did you explore recycling guidelines? If so, add this item to your cart now to qualify for free shipping!

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Much like food scraps, any containers that have food residue in them must be cleaned before being thrown in the blue bin otherwise the batch of recyclables will be sent to a landfill instead.

Did you explore recycling guidelines? If so, add this item to your cart now to qualify for free shipping!

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**In Canada,  
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Any type of clothing and textiles do not belong in the recycling. These items belong in the garbage but if they are in good conditions, we recommend donating the clothes to a not-for-profit agency.

Did you explore recycling guidelines? If so, add this item to your cart now to qualify for free shipping!

QTY: 1 **\$4.99**

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**In Canada,**  
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Hot beverage cups also do not belong in the recycling despite them often having recycling icons. The materials are hard to recycle and sort so they are not recyclable in Toronto.

Did you explore recycling guidelines? If so, add this item to your cart now to qualify for free shipping!

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Black plastic is not recyclable in Toronto's recycling programs. There is no market for this type of plastic and they are hard to sort so they are instead meant to be thrown in the garbage instead.

Did you explore recycling guidelines? If so, add this item to your cart now to qualify for free shipping!

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Chains, hoses, VHS tapes, and cords are not recyclable. They are too hazardous as they often damage the equipment at the facilities. These materials can go into your garbage.

Did you explore recycling guidelines? If so, add this item to your cart now to qualify for free shipping!

QTY: 1 **\$4.99**

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# How Is Waste Managed?

## What Toronto does with your trash?

With recent policies that ban the import of plastics in various countries, it has been increasingly difficult for Canada to manage and dispose of their waste, especially their recyclables. Canada was extremely affected by the 2018 'Operation National Sword' policy and with all these bans and restrictions, Canada now has to manage 88% of their waste domestically.

One problem that arises from this is that different provinces have different recycling guidelines and policies on what recycling programs are in place and who would have to pay for them. Another rising issue is that much of the recycling or organic waste can be easily contaminated by residents. Once waste is contaminated by misplacing items in your trash, this waste ends up in landfills. Explore the waste management of each province and the contamination rates by hovering on each section on the diagram:

\*some provinces have no data available.



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! In British Columbia, producers fund 100% of the recycling. Recycling programs are producer funded and operated. In Vancouver contamination rates are 4.6% in residential recycling.

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! In Newfoundland and Labrador, producers fund 0% of the recycling. In St. John's contamination Rates are 3% in residential recycling.

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! In New Brunswick, Nova Scotia, and P.E.I., producers fund 0% of the recycling. In Halifax contamination Rates are 21% in residential recycling and 14% in Fredericton.

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\*some provinces have no data available.



! In Quebec, producers fund 100% of the recycling. Recycling programs are producer funded but not producer operated. In Montreal contamination rates are 7.5% in residential recycling.

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! In Ontario, producers fund 50% of the recycling. Recycling programs are producer funded but not producer operated. In Ottawa contamination in residential recycling is 5% and 26% in Toronto.

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!

In Manitoba, producers fund 80% of the recycling. Recycling programs are producer funded but not producer operated. In Winnipeg contamination rates are 13% in residential recycling.

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!

In Saskatchewan, producers fund 75% of the recycling. Recycling programs are producer funded but not producer operated. In Regina contamination rates are 11% in residential recycling.

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!

In Alberta, producers fund 0% of the recycling. Recycling programs are not producer funded or operated. In Calgary contamination rates are 13% in residential recycling and 24% in Edmonton.

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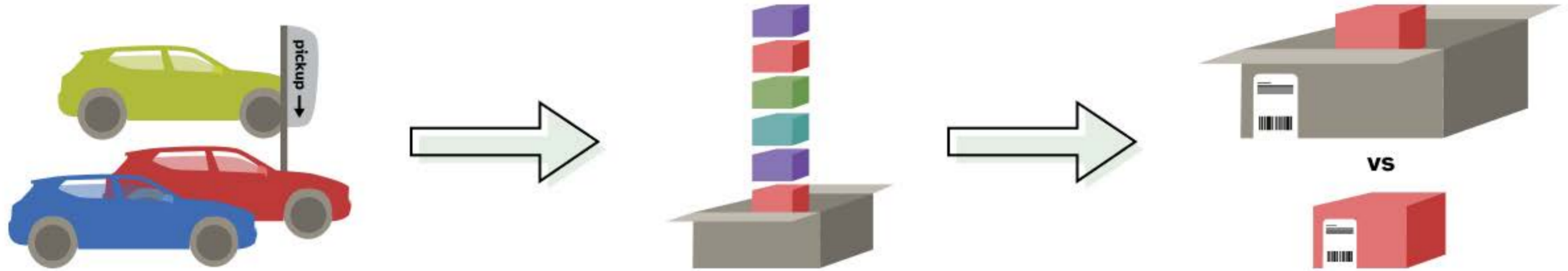
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# Reduce & Reuse Your Waste

How to optimize your online shopping experience



The first and easiest step in creating an impact on your ecological footprint would be to optimize and control the packaging from your online orders. Look at the diagrams below to find out more about these solutions:



## Curbside Pickups

Curbside pickup is a good contactless online shopping alternative that is available during the pandemic. These pickups have guidelines to ensure the safety of the user and avoid product packaging.

## Buy In Bulk

When using online stores, you can build your cart or wishlist and buy in bulk instead. Often times this reduces packaging as the producer sends less packaging and places items together.

## Frustration Free Packaging

When shopping online, you can check store policies for their environmental initiatives. Many will have programs similar to Amazon's frustration free packaging where items are placed in less packaging.

Did you explore solutions for reducing waste? If so, add this item to your cart now to qualify for free shipping!

QTY: 1 **\$9.99**

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# Use TerraCycle

## How to optimize your online shopping experience



TerraCycle is a social enterprise on a mission to eliminate waste. They collect recyclables and send them to facilities where they can be converted into usable materials. They have zero waste boxes that are for purchase, with these usually being aimed at companies and users who would purchase these materials in high quantities rather than to single individuals. TerraCycle's Zero Waste Box allows users to recycle almost any type of waste, from your coffee capsules to complex laboratory waste.

There also happen to be initiatives where TerraCycle partners with municipalities to collect cigarette butts for recycling. If you are concerned about your cities public waste, please contact your city officials to encourage them to partner with Terracycle.

Finally, Using their recycling programs, you can send in your recycling in through the mail or request for it to be picked up to be recycled by them. These recycling programs also allow you to earn rewards that can later be donated to charities within their organization.



visit TerraCycle's website

zero waste box programs

partner with Terracycle

free recycling programs

Did you explore TerraCycle? If so, add this item to your cart now to qualify for free shipping!

QTY: 1 **\$9.99**

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# Shop on Loop

## How to optimize your online shopping experience



If you are a person who shops for beauty, personal care, grocery, or household essential products online, loop may be the perfect option for you.

They are an online store that are partnered with Loblaws to offer brands such as Presidents Choice, Heinz, and Ocean Spray to allow you to shop from a wide range of items online and have a waste free experience. By shopping on Loop, you place a refundable deposit on the items you buy and get your money back when you return the item packaging and containers. This way you do not need to deal with the hassle of product packaging and they will reuse the materials.

Deliveries are made personally to your door and placed in a reusable tote that can later be used to contain your empty packaging when you wish for your waste to be picked up. Once your products are used up, you simply schedule a pickup and the totes will be picked up for free. If you also shop online in bulk and make big purchases, there is free shipping in Ontario on orders over \$75.



[visit Loop Store's website](#)

[join Loop and create an account](#)

[Loop Facebook page](#)

[Loop Instagram page](#)

Did you explore Loop? If so, add this item to your cart now to qualify for free shipping!

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# Do-It-Yourself Projects

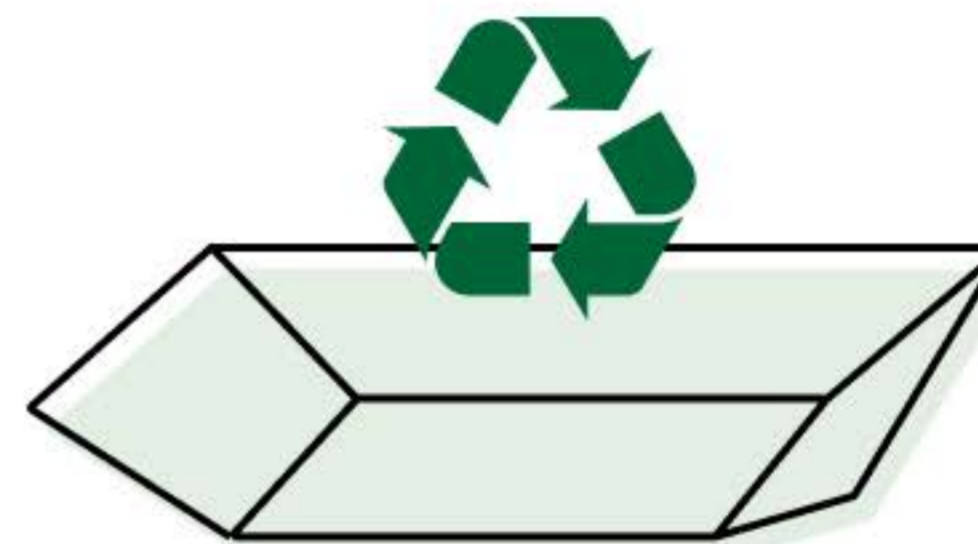
How to reuse the waste you have in fun and creative ways



One of the most fun and easiest initiatives that you can be a part of is reusing the waste you already have. The TerraCycle website offers a range of DIY projects that can be fun for both children and adults.

These projects are quick arts and crafts activities that are simple to do for everyone. They all use various product packaging that are commonly bought such as pen caps, kids food pouches, and cardboard. These activities are available through a free PDF that is available on the TerraCycle website.

The DIY projects listed below are an example of some of the available projects but if you would like to see all of the DIY projects that TerraCycle has, you can click the 'TerraCycle's DIY projects' button to visit their website directly:



[TerraCycle's DIY projects](#)

[DIY accessories project](#)

[DIY bag project](#)

[DIY home and garden projects](#)

Did you explore do-it-yourself projects? If so, add this item to your cart now to qualify for free shipping!

QTY: 1 **\$4.99**

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The DIY projects listed below are all available projects that you can use to create projects that TerraCycle has created. You can find more projects' list on the TerraCycle website.

**Amazing!**

**You have learned new things about online packaging and recycling waste and now qualify for free shipping! You can use the resources you added to your cart to better shop in the future!**

**Good Luck!**

QTY: 1 \$4.99

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# Resources

## The resources shown on Phase 3



All of the information accessed on this interactive experience was compiled from a variety of news articles and previous research. Below are a list of my resources:

Chung, Emily. "Many Canadians are recycling wrong, and it's costing us millions" CBC News, CBC News, 6 April 2018, [cbc.ca/news/technology/recycling-contamination-1.4606893](https://www.cbc.ca/news/technology/recycling-contamination-1.4606893).

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