

To: Zero Waste Committee

From: Karen Storry, Senior Engineer, Solid Waste Services

Date: March 3, 2025

Meeting Date: April 3, 2025

Subject: **Single-Use Plastic Reduction Actions**

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## **RECOMMENDATION**

That the Zero Waste Committee receive for information the report dated March 3, 2025, titled "Single-Use Plastic Reduction Actions".

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## **EXECUTIVE SUMMARY**

At its February 6, 2025 meeting the Zero Waste Committee requested information on Metro Vancouver's work to reduce single-use plastics. Metro Vancouver and member jurisdictions have been working collaboratively with other levels of government, industry, non-profits, and academia to address single-use plastic waste for almost a decade. As a result, the per-capita disposal of single-use items in Metro Vancouver has decreased to below 2018 benchmark levels, despite an increase after the pandemic.

While BC is a leader in plastic waste reduction, there is more collaborative work to be done. Current efforts to reduce single-use plastics are focused on encouraging behavior change, supporting business compliance with recent province-wide regulations, and increasing reuse at events, stadiums, and campuses.

Staff continue to monitor emerging trends and review ideas collected as part of the solid waste management plan update process to inform future work.

## **PURPOSE**

The purpose of this report is to update the Zero Waste Committee on Metro Vancouver's initiatives to reduce single-use plastics.

## **BACKGROUND**

At its February 6, 2025 meeting the Zero Waste Committee requested information on Metro Vancouver's work to reduce single-use plastics. The Zero Waste Committee previously received a report on single-use items at its March 16, 2023 meeting, titled "Single-Use Item Reduction Regulatory Scan".

## **SINGLE-USE PLASTIC REDUCTION ACTIONS**

Reducing single-use plastics is a complex systems-change problem which Metro Vancouver is addressing through policy, advocacy, behavior change campaigns, collaboration, programs, research, and data collection.

## Regulations

Metro Vancouver does not have the authority to regulate the sale or distribution of single-use items. Historically, Metro Vancouver and members have advocated for a harmonized approach to single-use item reduction regulations to reduce confusion for residents and improve efficiencies for businesses. In 2023 a province-wide *Single-Use and Plastic Waste Prevention Regulation* was approved by the Government of BC. The regulation takes a phased approach to single-use item reduction rules for BC as outlined in Table 1.

The Government of BC regulation stands alongside municipal bylaws that regulate the same items at the municipal level. However, municipal bylaws can be stricter than the provisions of the BC regulation, and municipalities may further enforce or educate at the local level about reducing single-use items. For items not covered under the regulation, municipalities can submit bylaws to the province for minister approval if the municipality does not have the governing authority.

Table 1 – Summary of BC Provincial <i>Single-Use and Plastic Waste Prevention Regulation</i>	
Effective Date	Items and Requirements
Dec 20, 2023	<ul style="list-style-type: none"> <li>Single-use plastic utensils banned</li> <li>Food service accessories such as non-plastic utensils, straws, napkins, condiment sachets, garnishes and drink cup lids and sleeves can only be provided upon request by the customer</li> </ul>
Jan 15, 2024	<ul style="list-style-type: none"> <li>Single-use plastic shopping bags banned (including those labelled compostable)</li> <li>Minimum fees for recycled paper bags and reusable shopping bags</li> <li>To-go food service ware made from certain plastics including polystyrene foam and compostable plastics banned</li> <li>All other food packaging such as potato chip bags, egg cartons and instant noodles in a cup must be free of biodegradable plastics, oxo-degradable plastic, PVC, PVDC and polystyrene foam</li> </ul>
July 1, 2028	<ul style="list-style-type: none"> <li>PVC film wrap banned</li> </ul>
July 1, 2030	<ul style="list-style-type: none"> <li>Polystyrene foam meat trays banned</li> </ul>

As part of Canada's plan to move toward the goal of zero plastic waste by 2030, the Government of Canada is looking to implement an evidence-based plan that addresses the entire lifecycle of plastics, and keeps plastic in the economy and out of the environment. This plan includes a Federal Plastics Registry which requires companies, including resin manufacturers, service providers, and producers of plastic products, to report annually on the quantity and types of plastic they manufacture, import, and place on the Canadian market.

## Metro Vancouver Initiatives

The following is a summary of recent or current Metro Vancouver initiatives to reduce single-use plastics.

### *Behaviour Change Campaigns*

In 2020 Metro Vancouver launched the *What's Your Superhabit?* behaviour change campaign to celebrate everyday actions residents take to reduce single-use items, like bringing a personal mug or remembering reusable shopping bags, which add up to make a big difference.

Metro Vancouver also has a campaign encouraging washing clothes and household linens in cold water to reduce the shedding of microfibres — a form of microplastics — in our ocean.

### *Project and Pilots*

Metro Vancouver works with the Recycling Council of BC to help businesses adapt to and go beyond the province-wide single-use item reduction regulations. In 2025, Metro Vancouver is supporting the Recycling Council of BC to continue this work with an aim to understand if businesses have any remaining challenges or confusions about the regulation. There will also be a focus on determining how best to support independent coffee shops to incorporate more waste reduction strategies including reusable food service ware.

Through the University of BC Scholars Program, Metro Vancouver hired a business student to identify best practices and lessons learned to guide the large-scale implementation and promotion of reusable food service ware. The report titled *Toward Zero Waste: Case Studies and Policy Guidelines for Reusable Food Service Ware* is available online through the University of BC Sustainability Scholar Project Library. The study found that employee training and customer communication were key components to the success of reusable food service ware programs.

To support the adoption of reuse across sectors, the National Zero Waste Council has produced a series of case studies that demystify how reuse can work. The case studies are posted on the reuse section of the National Zero Waste Council website. Work is underway in 2025 to share and market the case studies with food and event industries starting with a webinar on March 5, 2025.

Metro Vancouver works with Ocean Ambassadors Canada to deliver reuse programming at offices and events. In 2024 they delivered 26 plastic waste reduction presentations to office groups. They also attended 15 community events in the region where they provided community reuse education through games, displays, and handouts, and worked with the New Westminster Hyack Festival and Vancouver Folk Festival to reduce their plastic waste through the use of reusable food service ware. In 2025, Metro Vancouver is working with Ocean Ambassadors Canada to incorporate the learnings from these successful reusable events in 2024 into an event guide aimed at scaling reusable food service ware at events throughout the region.

### *Canada Plastics Pact*

Metro Vancouver staff participate in the Canada Plastics Pact. It is free for government staff to participate. Over the past three years, the following notable achievements have been made possible by staff participation:

- Staff chaired the Source Reduction Working Group which placed problematic and hard-to-recycle plastics on an elimination list, which is now being implemented;

- Through the Reuse Working Group, staff have been involved with the development of a reuse accelerator pod, reuse case studies, and advocating for prioritizing reuse infrastructure development in Canada; and
- The recent report titled *Understanding the Current Landscape of Compostable Plastics in Canada* provides a balanced and realistic view about the feasibility of processing plastics labelled compostable when collected in municipal green bins. Staff participation in the development of this document was key in providing a municipal waste collection perspective.

### Research and Data

Starting in 2018, single-use items have been included in Metro Vancouver's waste composition monitoring program (Table 2). This data provides key insights into how single-use plastics programs and policies are performing. Most recent reporting indicates total single-use item disposal decreased from 2022 to 2023.

Table 2: Single-Use Items										
	2018		2020		2021		2022		2023	
Single-Use Item	Items/capita	Total items millions (mil.)	Items/capita	Total items (mil.)	Items/capita	Total items (mil.)	Items/capita	Total items (mil.)	Items/capita	Total items (mil.)
Retail Bags <sup>1</sup>	101	256	117	318	116	320	76	214	54	163
Cups	102	262	64	174	98	272	172	484	126	408
Containers <sup>2</sup>	70	179	95	259	65	180	87	245	68	207
Straws	40	102	34	92	33	90	30	84	22	70
Utensils	130	331	49	135	80	221	114	319	88	243
<b>Total</b>	<b>443</b>	<b>1130</b>	<b>359</b>	<b>978</b>	<b>391</b>	<b>1083</b>	<b>479</b>	<b>1346</b>	<b>358</b>	<b>1092</b>

<sup>1</sup> The proportion of paper bags compared to plastic has increased since measurement started in 2018. Retail bags consist of checkout bags.

<sup>2</sup> The number of expanded polystyrene (foam) containers has decreased significantly since measurement started in 2018.

### Emerging Trends in Single-Use Plastic Reduction Policy and Practice

BC is a global leader in plastic waste reduction thanks in part to leading work by member jurisdictions and other local governments, which has been adopted province-wide by the Government of BC. There are a number of emerging examples of programs in BC that go beyond current provincial regulations:

- The City of Victoria was the first jurisdiction in British Columbia to receive approval for a bylaw requiring that businesses use only reusable products for dine-in services (effective March 5, 2026).
- Reuse is being explored by the private sector in applications beyond food service ware and food packaging, such as direct refill of windshield wiper fluid and cleaning staples in consumer retail locations. Customers in most IGA and Fresh St. Market stores in British Columbia will now be able to get a reusable bag for a refundable deposit of \$2.99. When they are finished with the bag they can return it to get their deposit back.

- Events, stadiums and campuses where users can easily return reusable dishware on site continue to be early adopters of to-go reusable food service ware. The University of British Columbia's Green2Go program and Bard on the Beach are examples of campuses and events in the region that have switched to reuse.

In addition to monitoring and helping to promote trends, staff are reviewing ideas to reduce single-use plastics received through the solid waste management plan update process.

**ALTERNATIVES**

This is an information report. No alternatives are presented.

**FINANCIAL IMPLICATIONS**

Programs and initiatives to support single-use plastic waste reduction are carried out within the approved Solid Waste Services budget.

**CONCLUSION**

While progress has been made on the reduction of single-use plastics in the region, there is more work to be done. Staff continue to monitor emerging trends and review ideas collected as part of the solid waste management plan update process to inform future work.

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To: Zero Waste Committee

From: Alison Schatz, Senior Communications Specialist, Corporate Communications

Date: March 10, 2025

Meeting Date: April 3, 2025

Subject: **2025 Textiles Waste Reduction Campaign Update**

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## RECOMMENDATION

That the Zero Waste Committee receive for information the report dated March 10, 2025, titled “2025 Textiles Waste Reduction Campaign Update”.

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## EXECUTIVE SUMMARY

Textiles make up 6.5 per cent of the region’s garbage by weight, taking up valuable landfill space. The textiles waste reduction campaign, which has run since 2018, is being updated in 2025. Noting that 66% of survey respondents said they would be likely to repair their clothes, but only 28% currently do, the campaign will encourage women aged 45 – 64, who tend to throw the most clothing in the garbage, to do small, easy repairs to their clothing. The creative direction, “There’s Nothing Better,” leverages the feeling of pride from doing repairs and social diffusion, and performed well in focus group testing. The campaign will run across the region from March 24 to May 18, 2025 on radio, television, connected TV, social media, digital banner ads, and search ads.

## PURPOSE

To update the Committee on the 2025 regional textiles waste reduction campaign.

## BACKGROUND

The textiles waste reduction campaign is part of a suite of education, policy, regulatory, and facility investments by Metro Vancouver to reduce waste in the region. It supports the waste reduction objectives in the *Integrated Solid Waste and Resource Management Plan*. Metro Vancouver has run a textiles waste reduction behaviour change campaign since 2018, and is updating the campaign strategy and creative in 2025. This report provides an update on the results of the 2025 campaign as identified in the 2025 Zero Waste Committee Work Plan.

## 2025 TEXTILES WASTE REDUCTION CAMPAIGN

According to the 2023 full-scale waste composition study (Reference 1), textiles (clothing and household fabrics) make up 6.5 per cent of the region’s garbage by weight. When textiles are disposed in the garbage they take up valuable landfill space. Additionally, some textiles are put in the garbage when they could be repaired, reused, or recycled.

## Research

Post-campaign survey research shows that the main reasons Metro Vancouverites say they get rid of fabrics are because they are worn or stained (72%), have holes in them (65%), or no longer work (e.g., broken buttons or zippers; 47%). A large portion of these fabrics end up in the garbage.

When Metro Vancouverites were asked about behaviours to reduce textiles waste, there was an intention-action gap for “Repair”: 66% of respondents said they would be likely to repair their clothes, but only 28% currently do.

Post-campaign survey data also showed that women aged 45 – 64 generate the most textile waste and are more likely to put clothes in garbage (versus donation). They are also more likely to say they do or want to do repairs. These findings were supported by a literature review.

### **Strategy**

Previous campaign messaging encouraged donating textiles rather than disposal. Donating textiles is better than disposing of them in the garbage. But, repairing and continuing to use textiles has greater environmental benefits: it helps extend their life and realize their maximum value better than donation.

In order to reduce the amount of textiles disposed in the garbage, and, indirectly, the amount of textiles waste overall, the campaign now encourages women aged 45–64 to do small, easy repairs to their clothing.

Through Metro Vancouver’s survey and literature review, barriers to doing small/easy repairs were identified as lack of time, lack of knowledge, skills, cost or perceived cost of repairs, and the ease of replacing textiles with cheap new ones.

Motivators for doing small/easy repairs include saving money and reducing waste/helping the environment. As well, repairing clothes increases the clothes’ emotional value to the owner, and the act of repairing instills a feeling of agency and autonomy.

The feeling of pride that comes from repairing your clothes will be highlighted as a driving force to encourage the audience to repair their clothes instead of donating or throwing them away.

### **Creative Direction**

Following this strategy, the creative direction, “There’s Nothing Better,” (Attachment 1) harnesses the rush of pride you get from bringing clothes back to life: you’re saving money, being resourceful, and most importantly, keeping those clothes out of the landfill. It also leverages social diffusion (i.e., friends or colleagues that have already adopted the action tell others in their social networks about it) by using quotes from the people who repair their clothing to show just how proud one can be of this small, but important, accomplishment.

The concept will show diverse women in the target audience wearing everyday clothes. The look and feel are influenced by modern fashion ads, with aesthetic appeal, clean visuals, and straightforward messages.

### **Focus Group Testing Findings**

In focus group testing, the concept was understood and appreciated by the target audience across all groups. The call to action, “Repair and re-wear” also performed strongly. Focus group testing

also indicated that the ads do not need to show the repair itself, but do need to show clothing that people can imagine repairing.

### **Website and Repair Tips**

The existing campaign website (Reference 2) will be updated to align with the new strategy and creative direction. Notably, the “Repair” section, which already features a series of how-to repair/alteration videos, a stain removal guide, laundry tips, will be brought to the forefront.

### **Regional Media Placement**

The media plan will reach the audience (women aged 45 – 64 in Metro Vancouver) via radio (Z95.3FM, Move 103.5, Virgin Radio, and CFOX), television PSA, connected TV, Facebook, Instagram, Pinterest, digital banner ads, and search ads (Google and Bing). The campaign is scheduled to be in market across the region from Monday, March 24 to Sunday, May 18, 2025.

### **ALTERNATIVES**

This is an information report. No alternatives are presented.

### **FINANCIAL IMPLICATIONS**

The 2025 textiles waste reduction campaign has a budget of \$178,975.00, supported under the Zero Waste Communications Program of the 2025 General Government budget.

### **CONCLUSION**

Textiles make up 6.5 per cent of the region’s garbage by weight, taking up valuable landfill space. A new, more targeted approach to the textiles waste reduction campaign focuses on repairing and continuing to use textiles, which has greater environmental benefits than donation. The “There’s Nothing Better” campaign is based on research insights about the audience’s current behaviour and intentions, and leverages the feeling of pride as a motivator and the behaviour change concept of social diffusion. Campaign performance is scheduled to be reported to Committee in the third quarter of 2025.

### **ATTACHMENTS**

1. Presentation re: 2025 Textiles Waste Reduction Campaign Update.

### **REFERENCES**

1. [Report to Zero Waste Committee titled “Manager’s Report” dated August 29, 2024](#)
2. [“Think Thrice About Your Clothes” Website.](#)

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## 2025 Textiles Waste Reduction Campaign Update

Alison Schatz  
Senior Communications Specialist  
Zero Waste Committee, April 3, 2025  
74070345

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## BACKGROUND

- Textiles make up 6.5% of the region's garbage by weight
- "Think Thrice About Your Clothes" launched in 2018
- Updating campaign
  - More targeted approach
  - Stronger alignment with waste reduction hierarchy

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## RESEARCH

### Key Findings

- Main reasons Metro Vancouverites put clothing in the garbage
  - Worn or stained (72%)
  - Have holes in them (65%)
  - No longer work (e.g., broken buttons or zippers; 47%)
- Intention-action gap
  - 66% said they would be likely to repair their clothes
  - Only 28% currently do

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## RESEARCH

### Key Findings

- Women aged 45 – 64
  - Generate the most textile waste
  - More likely to put clothes in garbage (versus donation)
  - More likely to say they do or want to do repairs

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## STRATEGY

<b>Objective</b>	Reduce the amount of textiles disposed in the garbage and, indirectly, the amount of textiles waste overall
<b>Behaviour</b>	Do small, easy repairs to clothing
<b>Target Audience</b>	Women aged 45 – 64

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## STRATEGY

<b>Barriers</b>	<ul style="list-style-type: none"> <li>• Lack of time, knowledge, skills</li> <li>• Cost or perceived cost of repairs</li> <li>• Ease of replacing textiles with cheap new ones</li> </ul>
<b>Motivators</b>	<ul style="list-style-type: none"> <li>• Saving money</li> <li>• Reducing waste/helping the environment</li> <li>• Repairing clothes increases the clothes' <b>emotional value</b> to the owner</li> <li>• The act of repairing instills a <b>feeling of agency and autonomy</b></li> </ul>

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## CREATIVE DIRECTION

"There's Nothing Better"

- Show diverse women in target audience in everyday clothing
- Influenced by fashion ads
- Focus group testing
  - Understood by the target audience
  - "Repair and re-wear" performed strongly

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**"Nothing feels better than wearing the coat I repaired, and it's not just because of the great colour."**

When you repair your clothes you reduce waste — and that will make you feel as good as you look.

Learn how at [repairandrewear.ca](https://repairandrewear.ca)

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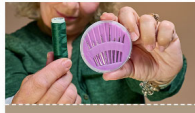


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## WEBSITE

repairandrewear.ca

### Simple care and repair tips



Repairs and alterations



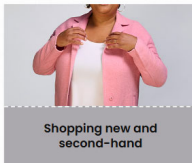
Stain removal



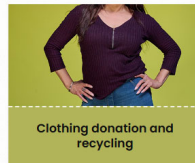
Clothing care tips

### Reducing textile waste

Not every garment can be repaired, but you can also reduce textile waste when shopping for clothes and getting rid of unwanted clothes.



Shopping new and second-hand



Clothing donation and recycling

### Repairs



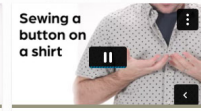
Stitching a hole

It's best to stitch up holes in your clothes right away so they don't get worse.



Sewing a button on pants

If you don't have the missing button or a spare, find one at a fabric store. Make sure it's roughly as thick and wide as the former and the thread matches the colour of your garment.



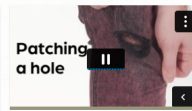
Sewing a button on a shirt

If you don't have the missing button or a spare, find one at a fabric store. Make sure it's roughly as thick and wide as the former and the thread matches the colour of your garment.



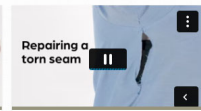
Replacing a drawstring

When the drawstring pulls out of



Patching a small hole

It's best to patch up holes in your



Repairing a torn seam

No need to toss your favourite

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## REGIONAL MEDIA PLACEMENT

- In market March 24 to May 18, 2025
  - Radio (Z95.3FM, Move 103.5, Virgin Radio, and CFOX)
  - Television PSA
  - Connected TV
  - Social media (Facebook, Instagram, Pinterest)
  - Digital banner ads
  - Search ads (Google and Bing)

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Screen capture from "Sewing a Button on Pants" repair video

Thank you

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Together we make our region strong

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To: Zero Waste Committee

From: Alisha Drinkwater, Communications Specialist, Corporate Communications

Date: March 25, 2025

Meeting Date: April 3, 2025

Subject: **Create Memories, Not Garbage 2024 Campaign Results**

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## RECOMMENDATION

That the Zero Waste Committee receive for information the report dated March 25, 2025, titled “Create Memories, Not Garbage 2024 Campaign Results.”

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## EXECUTIVE SUMMARY

The 2024 “Create Memories, Not Garbage” campaign ran from November 4 to December 24. The campaign’s objective is to reduce the amount of waste being sent to the landfill by encouraging more mindful gift giving. The campaign targets people who are likely to purchase holiday gifts and are aware of environmental issues and being mindful consumers (adults 18 – 44). In 2024, Metro Vancouver’s region-wide, two-phased campaign delivered relevant messages for the gift-planning and purchasing stages of the holiday season. The campaign performed strongly with 22 million impressions, close to 4 million reach, 23,000 engagements, over 3 million video views, and nearly 30,000 web page visits. The campaign will run again in 2025.

## PURPOSE

To update the Zero Waste Committee on the results of the 2024 regional holiday waste-reduction campaign, “Create Memories, Not Garbage.”

## BACKGROUND

2024 was the 14th year of the “Create Memories, Not Garbage” (CMNG) campaign and the 17th year that Metro Vancouver ran a holiday waste reduction campaign. The CMNG campaign is one of five waste reduction behaviour change campaigns that — along with education, policy, and enforcement — contribute to the waste reduction objectives outlined in the *Integrated Solid Waste and Resource Management Plan (2011)*. Since 2011, the amount of garbage produced per person (420kg) has decreased by 26%.

This report provides an update on the results of the 2024 CMNG campaign as identified in the 2025 Zero Waste Committee Work Plan.

## 2024 REGIONAL “CREATE MEMORIES, NOT GARBAGE” CAMPAIGN RESULTS

### Campaign Research

A biennial post-campaign survey conducted in 2023 reported that 25 per cent of residents are motivated by the campaign’s message. This number has declined since the start of Covid-19 which prompted further analysis into motivators for reducing waste during the holidays.



An additional survey and focus groups took place over summer 2024 to better understand holiday gift-planning and shopping behaviours and what messaging is most helpful in influencing audiences to buy differently. Using this research, the campaign's timing, audience, and key messages were updated, adding new creative that focuses on gift planning.

#### Research Highlights:

- Nearly one-third of Metro Vancouver residents received holiday gifts they didn't like from family members or friends last year
- Nearly three-quarters of residents hope their friends and family will give hints or ask them directly for their gift wish list
- Adults ages 18–34 are more likely to ask directly for a wish list and keep a list of gift ideas
- Younger people are more likely to purchase gifts
- Gift planning typically starts a bit earlier than gift purchasing, with planning peaking in November
- As residents increase in age, they are less likely to be concerned with reducing their waste or use gift-planning strategies
- The statement, “This Christmas, give gifts they’ll use” was found to be the most helpful campaign message by 26% of respondents and performed best with younger residents

#### Campaign Approach

The 2024 “Create Memories, Not Garbage” campaign ran from November 4 to December 24. The campaign's objective was to reduce the amount of unnecessary waste entering our landfills.

The 2024 campaign strategy was to encourage more mindful gift giving. It leveraged social diffusion by encouraging people who already plan in advance and give low-waste gifts to encourage their friends and family to do so. The strategy was supported through a new gift-planning web page, updated creative, and collaborations with three local social media influencers who helped amplify campaign messaging by sharing mindful gift-planning tips and ideas.

The target audience was people who are likely to purchase holiday gifts and are aware of environmental issues and being mindful consumers (adults 18 – 44).

The campaign continued to use the festive red and white platform that uses puns to playfully draw the audience in while highlighting seasonal low-waste ideas.

#### Creative Direction and Messaging

Similar to 2023, the 2024 campaign promoted experience-based gifts along with low-waste tangible gifts ideas. Updated creative and key messages were developed to reflect the gift-planning and gift purchasing phases.

Two new videos, “Gift Planning” (Reference 1) and “Gift Purchasing” (Reference 2) emphasized mindful gift-planning and low-waste gift messaging.



## Campaign Website

The campaign website is critical in helping overcome residents' barriers to shopping more mindfully. It continues to feature low-waste tips organized by waste categories — gifts, wrap, décor, and post-Christmas recycling. A gift-planning web page was created in 2024, helping residents to start planning earlier (Reference 3).

The low-waste gift section of the site links to the Merry Memory Maker app, which has over 200 low-waste gift ideas organized by price range.

## Media Strategy

The regional media buy was reduced from a 12-week buy to a seven-week buy to ensure that media spend was heaviest during the most competitive time of year. It spanned the seven weeks before Christmas, reaching residents in both the gift-planning (November 4 to November 28) and gift-purchasing (November 29 to December 25) phases.

The paid media strategy leveraged both broad and targeted placements and included digital (TV, Facebook, Instagram, TikTok, Google Ads, streaming audio, and banner ads), broadcast (television PSA), radio (Virgin 94.5, Move 103.5, CKNW, CFOX, 93.7 JR Country), and out-of-home advertising (bus ads, cinema ads and digital posters). All placements directed traffic to the campaign website.

## Engagement of Metro Vancouver Members

Campaign materials were shared with members' communication staff and the Regional Waste Coordinators Committee. Social media images and videos are available for download on the Metro Vancouver website and members could request custom, co-branded materials. The campaign materials were shared by 11 members.

## Results

### Website Analytics

- A website exit survey asked residents what they were most willing to do to reduce their waste, revealing that experiences were the preferred type of gift, followed by asking for gift lists, giving gifts that last, and wrapping with low-waste materials which were all tied for second choice.
- Over the campaign period, there were 26,413 page views — 508 page views per day.
- Users spent 2:39 minutes on average viewing a page, indicating that people were taking the time to read the content.
- Besides the landing page, the most popular pages were "Low-Waste Gift Ideas," followed by "Gift-Planning," "Wrap Wise," and "Tips to Reduce."

### Media Performance

- The campaign delivered 22 million impressions in total, a slight reduction from 27.6 million in 2023. This is due to variations in the media strategy (e.g. mall ads were removed and replaced with cinema ads, lowering impressions but garnering more time spent viewing the ads).
- The broad traditional placements delivered 7.3 million impressions across bus ads, television, and cinema ads. The television PSA aired 1,365 times.

- The targeted digital tactics delivered 12.8 million impressions across social media, banner ads, steaming audio ads, TV ads, and Google Ads, with a reach of 2.6 million.
  - There were 2.8 million video views on social media.
  - Social media placements reached 1.2 million people, achieving nearly 23,000 engagements (likes, comments, and shares), and nearly 10,000 website visits.
    - Three social media influencers had a total reach of over 900,000, drove nearly all engagements, and nearly 3,000 website visits.
- Radio received over 1.9 million impressions (562 spots).

### Plans for 2025 Regional Campaign

The overarching goals for 2025 include:

- Continuing to use the existing creative platform and build on the mindful giving strategy, informed by learnings from the 2024 campaign
- Creating shorter videos for optimal performance on social media
- Exploring new gift ideas for the Merry Memory Maker

### ALTERNATIVES

This is an information report. No alternatives are presented.

### FINANCIAL IMPLICATIONS

The 2024 CMNG campaign had a \$185,000 budget supported under the Zero Waste Communications Program of the 2024 General Government budget. The budget for the 2025 campaign is \$194,390.

### CONCLUSION

2024 was the 14th year of the “Create Memories, Not Garbage” campaign, which aims to encourage more mindful gift giving and reduce the amount of waste being sent to landfill. The campaign continued to leverage the festive red and white platform, targeting younger residents who tend to purchase more gifts while looking to be mindful consumers. The campaign performed strongly, with 22 million impressions, close to 4 million reach, 23,000 engagements, over 3 million video views, and nearly 30,000 website visits. The campaign will run again in 2025, informed by learnings from 2024 and building on the long-term equity of the creative platform.

### ATTACHMENTS

1. Presentation re: Create Memories, Not Garbage 2024 Campaign Results.

### REFERENCES

1. Metro Vancouver (2024). *Create Memories, Not Garbage – Gift Planning* [Video]. [https://www.youtube.com/watch?v=CiKeRcDBE\\_E&list=PL\\_ZrwSeONLoIASzsoKXerOjDBe2fuE2Ak](https://www.youtube.com/watch?v=CiKeRcDBE_E&list=PL_ZrwSeONLoIASzsoKXerOjDBe2fuE2Ak)
2. Metro Vancouver (2024). *Create Memories, Not Garbage – Low-Waste Gift Ideas* [Video]. [https://www.youtube.com/watch?v=llWj9QBD0&list=PL\\_ZrwSeONLoIASzsoKXerOjDBe2fuE2Ak](https://www.youtube.com/watch?v=llWj9QBD0&list=PL_ZrwSeONLoIASzsoKXerOjDBe2fuE2Ak)
3. Metro Vancouver (2024, December). *Gift-Planning Tips*. Create Memories, Not Garbage, Metro Vancouver. <https://metrovancover.org/holidaywaste/tips-to-reduce/gift-planning>

Merry list-mas!

Thoughtful planning  
leads to memorable gifts



## Create Memories, Not Garbage 2024 Campaign Results

Alisha Drinkwater  
Communications Specialist

Zero Waste Committee, April 3, 2025  
74062928



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## BACKGROUND

- What?** Encourage residents to celebrate the holiday season with less waste
- Why?** Supports waste reduction and recycling targets established in the *Integrated Solid Waste and Resource Management Plan*
- How?** Long-term waste reduction messaging
- 17th year of a holiday waste reduction campaign
  - 14th year of “Create Memories, Not Garbage”

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## 2024 UPDATE

Research Findings	Strategy
<ul style="list-style-type: none"> <li>33% of Metro Vancouver residents received holiday gifts they didn't like in 2023</li> <li>75% of residents hope people will give hints or ask them directly for their gift wish list</li> <li>Adults 18–34 more likely to ask directly for a wish list and keep a list of gift ideas</li> <li>Gift-planning typically starts earlier than gift-purchasing, with planning peaking in Nov and purchasing in Dec</li> </ul>	<ul style="list-style-type: none"> <li>Encourage planning and giving mindful gifts that are used by recipients, preventing waste</li> <li>Dedicated gift-planning web page</li> <li>Target adults 18–44</li> <li>New key message: "This Christmas, create memories by giving gifts people will use"</li> <li>Seven-week media buy</li> <li>Two creative phases</li> </ul>

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## CREATIVE DIRECTION

Gift-Planning Phase (November 4 – November 28)



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## CREATIVE DIRECTION

Gift Purchasing Phase (November 29 – December 25)

Look no further for  
low-waste gift ideas



Low-waste gift ideas  
for smart cookies



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## APPROACH

Media

Nov 4 – Nov 28	Nov 29 – Dec 25	Dec 26 – Jan 2
<ul style="list-style-type: none"> <li>Connected TV</li> <li>Online banner ads</li> <li>Social media</li> <li>Google search</li> </ul>	<ul style="list-style-type: none"> <li>Connected TV</li> <li>Online banner ads</li> <li>Social media</li> <li>Google search</li> <li>Cinema ads</li> <li>TV PSA</li> <li>Audio streaming</li> <li>Bus ads</li> <li>Online banner ads</li> <li>Radio</li> </ul>	<ul style="list-style-type: none"> <li>Social media</li> </ul>

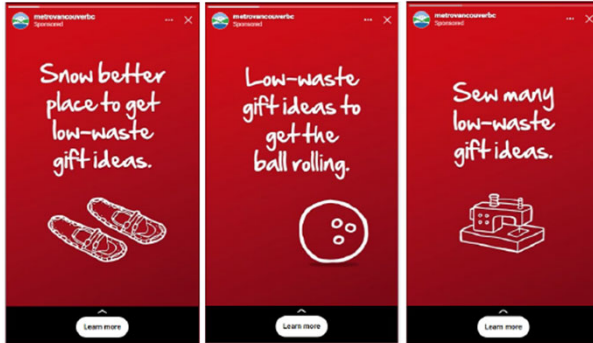
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## MEDIA METRICS

### Digital Media



Social media ads



Audio streaming

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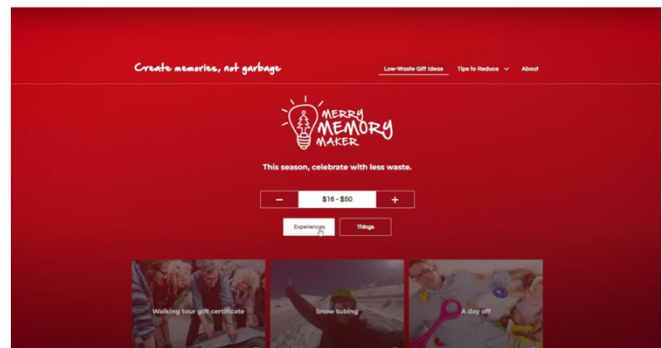
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## MEDIA METRICS

### Digital Media



Connected TV



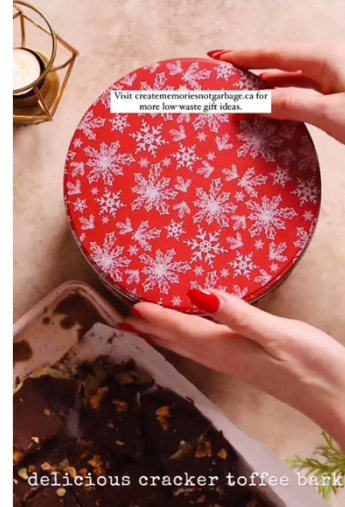
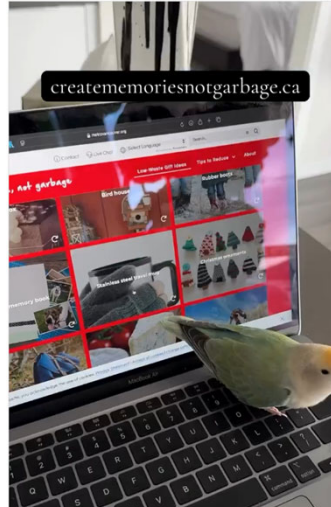
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## MEDIA METRICS

Social Media Influencers



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## MEDIA METRICS

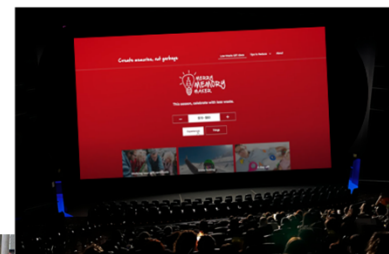
TV, Out-of-home, Radio



PSA



Transit bus backs



Movie theatre ads

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## RESULTS

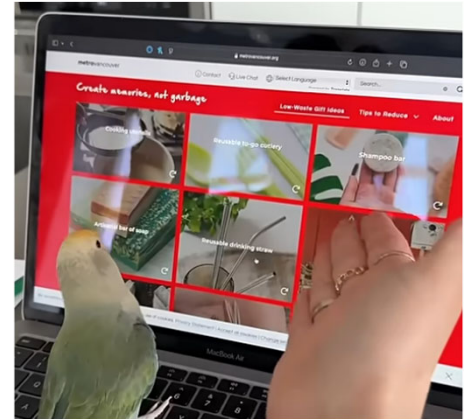
### Highlights

**22 million**  
impressions

**30,000**  
website sessions

**23,000**  
social media likes,  
comments, and shares

**4 million**  
reach



**metro**vancouver

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Questions?

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Together we make our region strong

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