

# Litter Campaign Summary

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Diane Gibson, Supervisor,  
Environmental Sustainability

A large, colorful graphic composed of overlapping, semi-transparent geometric shapes in shades of purple, pink, orange, yellow, green, and blue, forming a stylized, abstract shape that resembles a ribbon or a path. It is positioned on the right side of the page, partially overlapping the 'CELEBRATE' text.

**CELEBRATE**

# Project Overview

- Reduce litter in parks, trails, roadways and open spaces
- City-wide campaign with support from various teams (e.g. Parks Operations, Works Operations and Maintenance, Marketing, Corporate Communications)
- Targeted themes (e.g. volunteer litter clean-ups, waste reduction, wildlife preservation, dog waste)












# Summary

- 2021/2022:
  - Marketing and campaign development
  - Created new brand “Own Your Litter”
- 2022 Launch
  - Webpage: [ownyourlitter.ca](http://ownyourlitter.ca)
  - In-park and roadside signage
  - Social media
  - Digital advertising
  - Volunteer litter cleanups
- 2023 Expansion
  - Webpage update
  - Amplify waste reduction messaging to include single-use items

**Let's take action**

We all have a part to play in keeping our city beautiful and litter-free. Here are some ways you can make a difference.

 <p><b>Organize a park clean-up</b> Volunteer with family or friends to pick up litter in a park.</p>	 <p><b>Adopt a park</b> Make a commitment to help clean up litter in your community by adopting a park.</p>	 <p><b>Report litter or dumping</b> Tell the City about garbage and debris left on City or private property.</p>
 <p><b>Curb your food waste</b> Learn ways to reduce the amount of food waste at home.</p>	 <p><b>Start a garden at home</b> From backyard to balcony, learn how to grow your own garden at home to help minimize waste and plastic packaging from store-bought food.</p>	 <p><b>Purchase garbage bag tags</b> Elginville residents of Peel can purchase garbage bag tags for excess garbage or drop off waste at Peel's Community Recycling Centres for a disposal fee.</p>
 <p><b>Sort your waste correctly</b> From batteries to yard waste, learn how to properly sort and dispose of your waste.</p>	 <p><b>Feed trash bins, not wildlife</b> Follow the rules and respect our City's parks and trails, along with wildlife in their natural habitat.</p>	 <p><b>Scoop your dog poop</b> Follow the proper steps to bag and dispose of your dog's waste.</p>

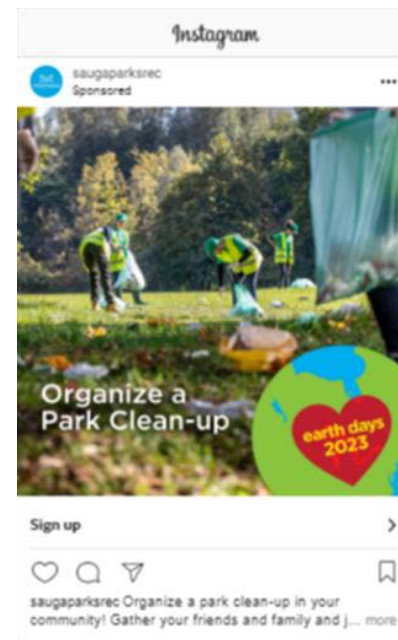
**Global Awareness Days**

Join others in Ontario and around the globe as they combat litter within their communities.

- May 14, 2024, will be the [Provincial Day of Action on Litter](#).
- September 20, 2024, will be the [World Clean-Up Day](#).
- October 2024, will be the [Circular Economy Month](#).



# Digital Advertisements



# Measurements

- 16,481 combined campaign website views
- 2,620,683 combined social media impressions
- Litter and waste-related 311 calls down 15% and 10% in 2022 & 2023, respectively
- Volunteer litter clean-ups increased year over year



# Future Goals

- Continue scheduled public communication
- Leverage ongoing corporate communications for stories and social media outreach
- Embed litter mitigation actions
- Annual campaign website update



# Contact Us

[Living.Green@Mississauga.ca](mailto:Living.Green@Mississauga.ca)



[ownyourlitter.ca](http://ownyourlitter.ca)

