



# Toolbox – Training and communication

Promoting household cooling appliance recycling among your employees and customers.

**GORECYCLE**

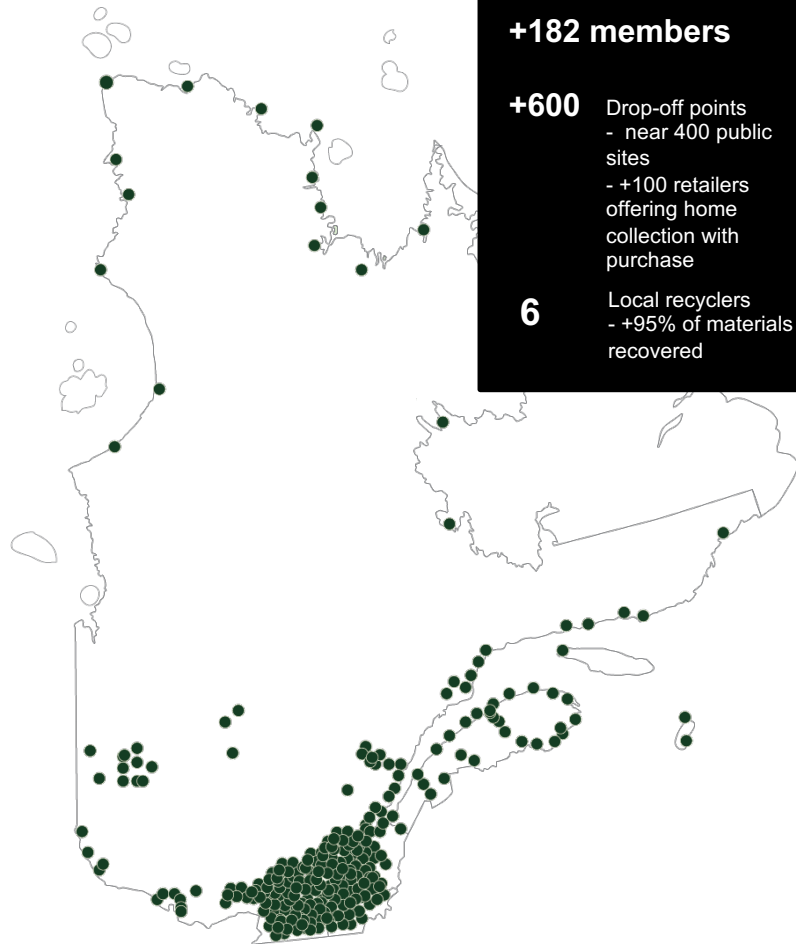
# What is GoRecycle?

GoRecycle is a non-profit organization that represents retailers and manufacturers who have joined forces to improve household appliance recycling throughout the province.

We collect and recycle cooling appliances from over **600 drop-off points**, including more than 100 retailers and **near 400 publicly accessible drop-off points** across Quebec.

Since our inception in 2021, our operations have helped prevent the release of **over 434,000 tons of greenhouse gas emissions (GHG)** into the atmosphere.

GoRecycle is the **only organization recognized by RECYC-QUÉBEC** that offers a suitable recycling solution for cooling appliances.



# Did you know?

## Your customers want a service you already offer!

**85%**

of Quebecers would opt for a retailer that offers a home collection service to ensure their recycling.\*

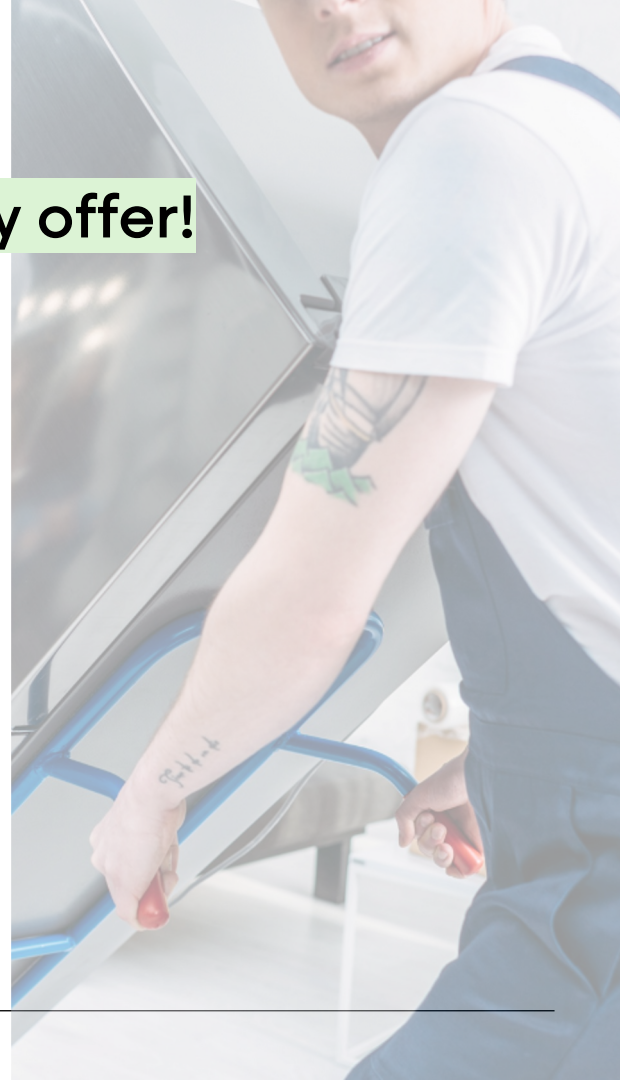
### Is your sales team prepared?

Since the program is fairly new, your customers might not be aware that you offer this service.

### Discover the toolbox

To inform your employees and customers that you offer the recycling service in collaboration with GoRecycle.

\*Source: Omnibus Web Survey by Léger conducted among Quebec residents for GoRecycle, October 2021.



# Proper Recycling Makes a Difference!

1 appliance  
recycled

=

1 ton of GHGs  
avoided

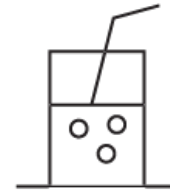
Which represents:



1 flight  
Montréal-  
Barcelone



4½ years  
of compost



Refuse  
684,932 straws

# GoRecycle toolbox

GoRecycle offers you customized tools to inform your employees and customers of:

- your participation in the program
- the importance of the program
- how they can contribute

## 4 training modules

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- Short videos
- Knowledge-testing quiz
- Printable PDF for sales teams without computer access

## In-store communication tools

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- Posters
- Brochures for your customers
- Checklist for your sales teams

## External communication tools

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Content for your:

- Website
- Newsletters
- Social networks

# Tools for official partners

## Store POP and tools

**Removal service sticker**  
(5" x 5")



**Reusable sticker**  
Adhesive (5" x 8")



**Tent Card**  
For fridge interiors  
(4.25" x 6.5")



**Sales team reminder**  
3 pages (4" x 6")



**Staff room poster**  
(8.5" x 11")



And a guide to best practices.

# Tools for official partners

## Web

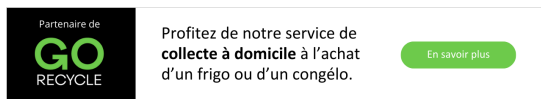
### Social network post

Facebook & Instagram (1080 X 1080 pixels)  
LinkedIn (1200 X 627 pixels)



### Website banner

(1280 X 225)  
(1800 X 225)



### Newsletter banner


(600 X 400)




As well as an explanatory guide to the digital toolbox.

# Self-service portal

- Video training to download and access at any time.
- Ordering tool for in-store signage.
- Printable in-store signage for download.
- Material for your website, social networks and newsletters.
- Internal awareness guide.

What to do with my appliance Services Blog About [Where to Recycle](#)




## Toolkit

**Training and communication tools**

Does your store offer consumers home collection service, and are you a GORECYCLE partner? We suggest you train your employees, and inform your customers about this important environmental commitment.

Here you will find training modules that you can consult online or download, as well as communication tools for in-store or online display.


## Training modules



### Module 1: Environmental impacts


We will go over the role that GORECYCLE plays and the importance of recycling refrigerating appliances.

3 minutes



Watch on YouTube


\*French video - subtitles available through YouTube settings



### Module 2: What do we recycle?


What appliances does GORECYCLE handle, and what does a refrigerating appliance consist of?

4 minutes



Watch on YouTube


\*French video - subtitles available through YouTube settings



### Module 3: Promoting the service


You and your company can be part of the solution by promoting the service.

1 minute



Watch on YouTube


\*French video - subtitles available through YouTube settings



### Module 4: Thank you!

Don't forget to thank your customers: their contribution has a huge impact.

1 minute



Watch on YouTube

\*French video - subtitles available through YouTube settings



# 4 modules to raise employee awareness

Less than 3 min. per video



## **Module 1:**

### **Environmental impacts**

What is GoRecycle's role, and why is it important to recycle cooling appliances?



## **Module 2:**

### **What do we recycle?**

Which appliances does GoRecycle accept and what's inside your cooling appliance?



## **Module 3:**

### **Promoting the service**

You and your business are part of the solution. Discover how!



## **Module 4:**

### **Thank you!**

Don't forget to thank your customers: their actions have a real impact.



# Go!

[Click here for access](#)



Got questions? [Contact us](#)

