



Toolbox – Training and communication

Promoting cooling appliance recycling among your employees and customers.

GORECYCLE

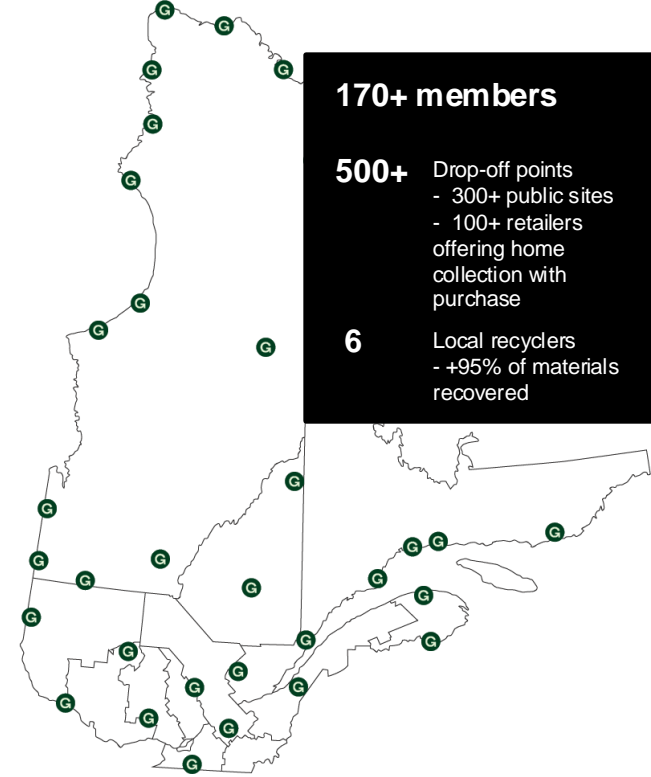
What is GoRecycle?

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 **500 drop-off points**, including more than 100 retailers and **over 300 publicly accessible drop-off points** across Quebec.

Since our inception in 2021, our operations have helped prevent the release of **over 345,926 tonnes 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.*

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.

A major impact

Your customers might not be aware of the environmental impact of improperly recycling cooling appliances. Your sales team can make a difference by encouraging them to take the right steps.

1 appliance recycled = 1 tonne of GHG emissions avoided

97% of materials are recovered during processing

1 voyage en avion
entre Montréal
et Barcelone



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

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

In-store communication tools

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

External communication tools

Content for your:

- Website
- Newsletters
- Social networks

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.

The screenshot shows the GORECYCLE website's 'Toolkit' section. At the top, there is a navigation bar with the GORECYCLE logo, a search bar, and links for 'What to do with my appliance', 'Services', 'Blog', and 'About'. A 'Where to Recycle?' button is also present. Below the navigation is a large image of a white refrigerator. The main heading is 'Toolkit', followed by a sub-heading 'Training and communication tools'. A paragraph explains that users can download training modules to train employees and inform customers. Below this is a section titled 'Training modules' which displays four video thumbnails. Each thumbnail includes a title, a brief description, and a duration. The thumbnails are: 1. 'Module 1: Environmental impacts' (3 minutes), 2. 'Module 2: What do we recycle?' (2 minutes), 3. 'Module 3: Promoting the service' (1 minute), and 4. 'Module 4: Thank you!' (1 minute). Each video thumbnail has a 'Watch on YouTube' button and a note that subtitles are available through YouTube settings.

GORECYCLE What to do with my appliance Services Blog About Where to Recycle?

Toolkit

Training and communication tools

Does your store offer consumer 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 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

Module 2: What do we recycle?
What appliances does GORECYCLE handle, and what does a refrigerating appliance consist of?
2 minutes

Module 3: Promoting the service
You and your company can be part of the solution by promoting the service.
1 minute

Module 4: Thank you!
Don't forget to thank your customers: their contribution has a huge impact.
1 minute

Watch on YouTube *French videos - 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.

Tools for official partners

Store POP and tools

Removal service sticker
(5 x 5 po)



Reusable sticker
Adhesive (5 x 8 po)



Tent Card
For fridge interiors
(4.25 x 6.5 po)



Sales team reminder
3 pages (4 x 6 po)



Staff room poster
(8.5 x 11 po)



And a guide to best practices.

Tools for official partners

Web

Social network post

Facebook & Instagram (1080 X 1080 pixels)

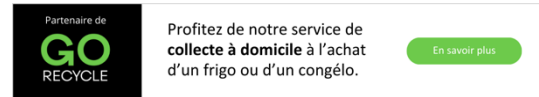
LinkedIn (1200 X 627 pixels)



Website banner

(1280 X 225)

(1800 X 225)



Newsletter banner

(600 X 400)



As well as an explanatory guide to the digital toolbox.



Go!

[Click here for access](#)



Got questions? [Contact us](#)

