

Township of Gillies

CIF Project # 265

Development of Waste Management Communications

Project Report

September 2012

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1 Overview

1.1 Background

The Municipalities of Conmee, Gillies, O'Connor, Oliver Paipoonge, and Shuniah are located adjacent to the City of Thunder Bay and have a combined population of approximately 5,000 people. The communities also consist of a large seasonal population that own cottages and seasonal property.

The municipalities own and operate small landfill sites that residents and commercial businesses use to dispose and recycle their waste material. The current recycling system consists of residents sorting recyclable material onsite at the landfill into bunkers and bins, which is then shipped to a contractor for processing and marketing. The promotion and education program is limited and the recycling operation needs improvement if it is to be effective. The municipalities collaboratively developed the report *Moving on Diversion*, a joint recyclable material diversion plan based on best practices in other Ontario municipalities. The plan set out a number of initiatives to increase the recycling program's effectiveness and efficiency and thereby decrease the amount of waste requiring disposal. The initiatives include:

- Research barriers to participation and develop a Communication and Public Engagement Strategy;
- Implementation of bag limits for disposal;
- Establish a joint haulage and processing contract that includes a standardized service level; and
- Improvement of local recycling depots.

The municipalities understand that waste diversion programs cost money and we have determined to assign sufficient funds for the operation of such programs. However, having limited economic resources for development and implementation of a recycling program, the municipalities obtained funding from the Waste Diversion Organization to assist with the implementation of their Recyclable Material Diversion Plan.

1.2 Project Goals

The goals of this project were to:

- To design a sustainable waste recycling system and that will allow the municipalities; and
- To achieve its target to divert 100% of recyclable material from disposal

1.3 Proposed Initiatives

The initiatives carried out for this project included:

1. Conduct a telephone survey to determine appropriate tools and methods to maximize the diversion of recyclable waste.
2. Use the results of the previous task to develop a communication and public engagement plan.
3. Develop and deliver tools to implement the communication and public engagement plan.

2 Implementation

2.1 Materials Developed

The following materials were developed as part of this project:

- A telephone survey with 300 residents from the five municipalities;
- A joint communications plan;
- A recycling fridge magnet and brochure;
- Recycling depot signs; and
- Recycling promotion stand for use in kiosks and displays.

The communication materials were designed in part using the communications template provided on the CIF website. The materials are shown in Appendix A.

2.2 Distribution

The fridge magnet and brochure was distributed at the landfill site (as there is no curbside collection, and since most or all households must go to the landfill site to drop off their garbage). Additionally, new residents moving into one of the municipalities are given the brochure and magnet at the office when they come in for their landfill permit.

The recycling depot signs were installed at all of the landfill sites near the recycling stations.

The recycling promotion stand is used as needed at events and various other strategic locations within the municipalities.

2.3 Monitoring and Tracking

The Waste Recycling Communications Plan includes an approach for monitoring and tracking the impact of the communications program. It notes that the communications plan

should be assessed annually to review the activities completed and program results. The assessment would describe:

- Activities completed;
- Audiences reached;
- Implementation issues and possible solutions; and
- Activities for the next year.

As part of this assessment, the Municipalities will monitor:

- The number and type of calls received from the public;
- The blue box diversion rate; and
- Media coverage.

3 Conclusions

While the new promotional campaign is still in the early stages of implementation, there has been a perceived positive response from the public regarding the campaign materials and the municipal recycling program. The municipalities believe the new campaign will have a decisive effect on their recycling programs by increasing the amount of materials recovered through the programs thereby, making them more effective and efficient.

Appendix A – Materials Prepared

Fridge Magnet

Your Blue Box Recyclable Items



Paper
(household and newspaper)



Corrugated Cardboard



Boxboard
(like cereal and tissue boxes)



Plastic Containers



Aluminum Cans



Steel Cans
(food and other steel cans)



Cartons
(milk and juice cartons and Tetra-Paks)

For a full list of recyclable items, contact your local municipality.



Recycling Brochure

WHAT IS RECYCLABLE?

Paper: Household paper such as letters, envelopes, newspaper, magazines, flyers, paperback books.

Cardboard: corrugated cardboard (e.g., shipping boxes).

Boxboard: Boxes such as cereal boxes, tissue boxes, file folders, etc.

Plastic Bottles: Plastics with a #1 PETE or #2 HDPE symbol on them. Clear plastic bottles such as water, beverage or other clear plastic bottles. Opaque plastic bottles such as shampoo or detergent bottles (must be empty).

Aluminum Cans: Clean, uncrushed drink cans (e.g., pop, energy drinks, etc.)

Steel Cans: Food cans and other steels cans. Please rinse and remove labels.

Cartons and Tetra Paks: Milk and juice cartons, juice boxes.

Please ensure all containers are empty, and rinse when possible.

EXTREME MAKEOVER OF THE WASTE WORLD

Recycling gives new life to old items... literally! Check out some of these amazing transformations:

For more information on waste management services, contact your local municipality.

Conmee	(807) 475-5229
Gillies	(807) 475-3185
Oliver Paipoonge	(807) 935-2613
O'Connor	(807) 476-1451
Shuniah	(807) 683-4545

Recycling and You

Your guide to recycling in your community

Recycling is...

Smart and easy -
Saves natural resources and set a good example!

Good for you -
Enjoy the self-satisfaction that you're contributing to a healthier environment for generations to come!

Good for your community -
Maintain your community's beauty while keeping it's resources clean!

YOU CAN MAKE A DIFFERENCE – RECYCLE

Recycling is now part of the lives of all Canadians. Doing this one small thing is an important step in helping to preserve our environment and keep our communities clean now and for generations to come.

But why recycle?

Recycling is smart and easy...

Sorting your household's garbage can be a quick and simple process that is part of your daily routine. By integrating recycling into your home, you can make the process easy, while doing your part to help the environment. Recycling is the fastest way to make a positive impact on the environment. It only requires you to sort your waste.

Recycling is good for you...

Not only does recycling help the environment, it can have a positive impact on you and your family. Recycling conserves natural resources, which reduces pollution and the amount of energy needed to make new products. Recycling reduces the amount of waste in landfill, reducing the risks of water and air contamination.

By recycling at home, you help ensure your children, and future generations, will enjoy the clean and healthy, natural country you have been able to enjoy. And when you recycle, your children learn by example, and they will recycle too.

Recycling is good for your community...

Cleaner air and water, less waste in odorous landfill, improved funding from government groups and **greener living for the whole planet**, these are some benefits of recycling. All communities need to carefully manage the waste they produce. Recycling helps divert materials away from disposal at landfills, which conserves valuable landfill space, extends their lifespan, helps reduce the number of landfills needed and their associated costs.

When one person makes a change, it can encourage others to follow suit. Your actions, and commitment to recycling, can have a snowball effect. "Be the change you want to see in the world" – Gandhi

To learn how you can easily integrate recycling into your everyday life, contact us.

HOW DO I RECYCLE?

Recycling is quick and easy. By setting up recycling in your home, in key areas, you can make the process a simple part of your day. Below are some tips and tricks to help integrate recycling into your household routines:

- Place recycling containers in key areas such as the kitchen and bathroom.
- Post recycling lists in these key areas.
- Do it right away, as soon as you are done with your product, so you won't forget.
- Get everyone involved. If all family members recycle, it is less work overall.
- Keep your blue box or recycling container clean by rinsing out recyclables before putting them in.
- Take your recyclables to your local recycling depot.

By keeping recycling as part of your daily life it is not only easier, it makes a greater impact on our local and global environment.

Did you know?

Recycling 1 plastic bottle saves the equivalent of 1.75 ounces of oil.

Recycling 1 aluminum can saves the equivalent of almost 2 litres of gasoline.

YES, 1 bottle or can does make a difference. It's so easy, why not recycle?

Recycling Depot Sign

Recycling Depot



Please place your recyclables in the appropriate recycling bins.

Accepted items:

- 
Paper
- 
Corrugated Cardboard
- 
Boxboard
(like cereal and tissue boxes)
- 
Plastic Containers

- 
Steel Cans
(food and other steel cans)
- 
Aluminum Cans
- 
Cartons
(milk and juice cartons and Tetra-Paks)

Recycling Promotion Stand

Recycling & You!



Recycling is...

- ♻️ Smart and easy!
- ♻️ Good for the environment and you!
- ♻️ Good for your community!

To recycle, just take the following materials to your local recycling depot.



Paper



Corrugated Cardboard



Boxboard
(like cereal and tissue boxes)

Did you know?
Recycling 1 aluminum can saves the equivalent of almost 2 litres of gasoline.



Plastic Containers



Steel Cans
(food and other steel cans)

Did you know?
Recycling 1 newspaper saves an average of 6 litres of water.

Did you know?
Recycling 1 plastic bottle saves enough energy to run a 60 Watt light bulb for 4 hours.



Aluminum Cans



Cartons
(milk and juice cartons and Tetra-Paks)













