

CIF Project #166: CIF Directed Project for the development of Promotion & Education Templates to support recycling in Multi-residential Buildings

Project Background & Rationale

This project was initiated in 2009 at a time when many municipalities had done little work to provide information to residents, staff and property owners about multi-residential (MR) recycling. There was, and continuous to be, a need for development of consistent messaging across municipalities and the associated cost benefits that one coordinated project provides. Increased Promotion & Education (P&E) is a recognized best practice, and previous project work under Stewardship Ontario's Effectiveness & Efficiency (E&E) program indicated that MR residents and building staff were uninformed about recycling.

Methodology

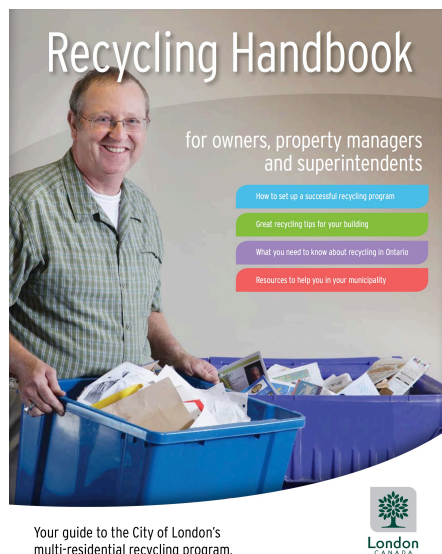
This project was an outcome of the direction provided by municipal staff working within the Multi-residential Working Group. This group ranked development of P&E as a high priority. An objective of the project was to engage municipalities in the development of the P&E tools. Through a series of conference calls and meetings municipalities helped to direct the creative process and had the opportunity to give on-going input. The design consultant on the project was Lashbrook Marketing. The Project Budget (Phase 1) was \$115,000. Phase 1 included development of materials for up to fifteen municipalities. In Phase 2, the budget was increased to \$150,000 to include additional municipalities.

Work Completed & Summary of Results

The project developed P&E templates for multi-residential recycling that were customized to municipal program specifications, including resident flyers, posters, container labels, signs, MR photo gallery and a handbook for superintendents.



Approximately 25 municipalities have made use of the P&E templates¹. Combined they represent approximately 825,000 multi-residential households. Assuming that municipalities made use of the P&E templates for a minimum of two years, the cost is \$0.09 per household. Most, (if not all) of the municipalities continue to use the templates today (2013) and have indicated in the Multi-residential Round Table discussions that this is a valuable tool for them.



¹ Aylmer, Barrie, Brantford, Cornwall, Dufferin County, Durham Region, Essex Windsor Solid Waste Authority, Sudbury, Kawartha Lakes, Kingston, London, Niagara Region, North Bay, Oxford County, Perth, Peterborough, Quinte, Sarnia, Smith Falls, St Thomas, Stratford, Toronto, Waterloo, Wellington County, Woodstock.