

# Paper Is In!

## Fibre Recycling Campaign Final Report

Submitted by the **City of Kawartha Lakes** in partnership with Northumberland County, the City of Peterborough, the County of Peterborough, Quinte Waste Solutions, and Stewardship Ontario



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# 1 Executive Summary

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In February 2014, the City of Kawartha Lakes, in partnership with **Northumberland County**, the **City of Peterborough**, the **County of Peterborough**, and **Quinte Waste Solutions**, received approval from the **Continuous Improvement Fund** (CIF) to deliver the **Paper Is In!** campaign (CIF Project #812.6), a blue box harmonization initiative promoting curbside paper recycling in the five municipalities. Shortly thereafter, the **Paper Is In!** project was fortunate to receive additional support from **Stewardship Ontario** for promotional materials, and curbside and material recovery facility (MRF) audits. In all, the budget for the project was \$211,000.<sup>1</sup>

At first glance, the **Paper Is In!** campaign is a vibrant, relevant public education campaign to engage and educate the public on the diversity of recyclable paper/fibre materials and the importance of recycling them. However, more significantly, the **Paper Is In!** campaign applied the expertise of 5 municipalities to share experience, leverage funding opportunities and reduce costs to develop a campaign with the potential to be used by communities well beyond the borders of the participating municipalities.

The **Paper Is In!** campaign launched Monday, August 11, 2014 and ran for a duration of thirteen weeks. During this campaign, various advertising methods were employed to target local residents and capture additional paper products in the fibre recycling streams. Campaign messaging focused on changing habits; specifically, it identified for residents the paper products that can be recycled from ‘every room of your home’.

Currently within the partnering municipalities, paper recycling is separated from container recycling through a two-stream curbside collection and at depot drop-off locations. The fibre materials are then delivered to a materials recovery facility (MRF) for further sorting. This format provides obvious points at which to audit the quantity and composition of the recycled materials.

Material audits, conducted both curbside and at the MRF have demonstrated that the **Paper Is In!** campaign has been positive for all five municipalities and has resulted in an increase in marketed paper tonnes. The increase in paper products marketed in comparison to 2013 for the campaign period is 5.3%. Similarly, curbside audits completed prior to, during, and post campaign confirm the increase of fibre products diverted from the waste stream in addition to other materials. Further, recycling bin/bag residue decreased.

Audit period	Printed paper	Paper packaging	Total paper products	Plastics	Metals	Residual
Summer (pre)	78.8%	76.8%	77.8%	48.7%	63.1%	9.9%
Fall (during)	86.2%	77.7%	82.4%	55.1%	73.9%	8.2%
Winter (post)	80.9%	81.2%	81.1%	50.0%	69.6%	6.9%

The **Paper Is In!** campaign was an effective one: the methods of education employed have proven valuable across the all five municipal areas. As a result, the City of Kawartha Lakes would recommend this strategy and the accompanying harmonized education materials to other municipalities in Ontario.

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<sup>1</sup> \$75,000 for P&E materials; \$50,000 for radio advertisements, and; \$96,000 for curbside & MRF audits.

The City of Kawartha Lakes and partners of the *Paper Is In!* campaign would like to express their gratitude to the Continuous Improvement Fund for both their financial support and their expertise towards this meaningful and effective initiative.

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## 2 Project Overview

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### 2.1. Project Description

The *Paper Is In!* campaign was designed to deliver a new harmonized strategy for promoting paper recycling and enhancing current communication and education efforts within five partnering municipalities. To address an overall decrease in paper recycling, the campaign focused on increasing targeted paper materials such as mixed fine paper, boxboard tubes, catalogues, books, photo paper, newspaper and corrugated cardboard using a “recycle from every room” approach.

Funding was utilized for different advertising methods such as brochures, newspaper advertising, billboard advertising, social media, and posters. Funding obtained from Stewardship Ontario was assigned to the development and implementation of radio advertisements and, importantly, for curbside and Material Recycling Facility (MRF) audits. The audits were performed before, during, and after the campaign to determine impacts.

### 2.2 Project Goals and Objectives

The goals and objectives of the *Paper Is In!* campaign were:

**GOALS** – The goals of the *Paper Is In!* campaign were:

To renew an interest in and/or expand the knowledge of paper (fibre) recycling within the general public, while creating an efficient, harmonized format for use across municipalities.

**OBJECTIVES** - The objectives of the *Paper Is In!* campaign were:

- To educate and engage 70,000 residents on what mixed fibres/papers are, and why they should be recycled.
- To improve the collection of mixed fibre/paper recyclables to meet a 2% increase in the amount of fibre material marketed in comparison to the same period the previous year.
- To develop a kit of educational materials with consistent, harmonized, paper recycling messaging.
- To enlist a partnership of multiple municipalities in a shared project in order to leverage opportunities, reduce expenses, and share expertise and experience.

## 3 Background Information

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### 3.1 Partnership Engagement

Waste Management representatives from five (5) municipalities (Northumberland County, City of Peterborough, County of Peterborough, Quinte Waste Solutions, and City of Kawartha Lakes) meet quarterly to share experience, resources, and to explore partnership opportunities.

*Paper Is In!* is an initiative that came out of this collaboration when the Area Waste Managers group identified residential paper/fibre recycling participation rates as low. After funding approval from the Continuous Improvement Fund in February 2014, followed by further funding from Stewardship Ontario, the group mobilized, with the City of Kawartha Lakes identified as the lead on the project.

### 3.2 Municipal Data

The *Paper Is In!* project was delivered in five municipalities: **the City of Kawartha Lakes, Northumberland County, County of Peterborough, City of Peterborough, and Quinte Waste Solutions.** Within these municipalities, paper recycling is provided through two-stream collection services (container recycling and paper/fibre recycling). In addition, residents of the participating municipalities can drop-off their recyclables at any landfill site/transfer station within their municipal area; hours of operation vary from site-to-site.

The population within the targeted campaign area includes a mix of urban and rural residents as well as a seasonal population (May to October). The total number of households served within the campaign area is **195,875**:

Table 1: Municipal household count

Municipal Partner	# of Households	Percent of total
City of Peterborough	39,465	20%
City of Kawartha Lakes	39,445	20%
County of Peterborough	33,000	17%
County of Northumberland	37,657	19%
Quinte Waste Solutions	49,308	24%
<b>TOTALS</b>	<b>195,875</b>	<b>100%</b>

It should be noted that within each municipal area there are different methods of paper recycling collection. Methods of collection include blue box, green box and bagged recycling. The following list describes the municipality and the paper recycling collection method used.



Table 2: Recycling collection methods by municipality

Municipal Partner	Fibre Collection Method	Container Collection Method
City of Peterborough	Blue Box	Blue Box
City of Kawartha Lakes	Green Box	Blue Box
County of Peterborough	Blue Box	Blue Box
County of Northumberland	Blue Box or Clear Blue Bag	Blue Box or Clear Blue Bag
Quinte Waste Solutions	Blue Box	Blue Box

## 3.3 Baseline Data

### 3.3.1 Curbside Audits

Each municipal partner regularly conducts curbside audits to ensure the effectiveness of their waste management services. (Northumberland County also conducts MRF audits on a regular basis.) Waste audits were conducted pre, during and post campaign. The pre waste audit data was treated as baseline statistics for key performance indicators.

### 3.3.2 Marketed Materials

Each participating municipality works with a curbside collection contractor and MRF to collect and market the fibre/paper materials collected through its recycling services. Table 3 summarizes the weights generated for the same time period the year prior to this campaign (August to October, 2013).

Table 3: Municipal marketed fibre tonnes – pre campaign

2013	City of Kawartha Lakes	City of Peterborough	County of Peterborough	Northumberland County	Quinte Waste Solutions
Tonnes					
August	352.65	1,037.8	1,014.4	703.0	766.62
September	320.80	1,001.5	1,006.5	656.7	744.01
October	438.34	984.4	1,053.7	893.4	728.84
<b>TOTAL</b>	<b>1,111.79</b>	<b>3,023.7</b>	<b>3,074.6</b>	<b>2,253.1</b>	<b>2,239.47</b>

Further investigation of marketed fibre/paper tonnes data revealed the following paper categories had weak capture rates:

- Boxboard
- Mixed paper fibre (including magazine and catalogues)
- Office paper

It was expected that the timely *Paper Is In!* campaign would help address this shortcoming.

## 4 Implementation

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### 4.1 Target Audience

The blue box program has been around for decades and participation has become an ingrained habit within households. Though types of recyclable materials have broadened, statistics do not reflect this increased potential, and in fact, suggest participant apathy. The *Paper Is In!* campaign was meant to re-invigorate engagement.

The primary audience of the *Paper Is In!* campaign are residents within the 5 partnering municipalities who are currently participating in paper/fibre recycling programs but not to their full potential (Kelleher Report). The secondary audience are new blue box recyclers (e.g. New Canadians).

### 4.2 Key Messaging

The visually-dynamic and earnest messaging of the *Paper Is In!* campaign was meant as a cue to residents that they can **improve their recycling participation while benefiting our communities**:

#### ***Paper Is In!***

You can recycle all paper products from every room of your home into recycling bins to be transformed into new products.

The key messaging educates residents on the **increased diversity of recyclable products** by encouraging them to recycle from “every room of your home”! In making the messaging more relatable (with images of where exactly to find recyclable products in their home, and using simple and engaging graphics), the intention was to ensure the message was sustained in the mind of the viewer. In addition, the graphic **style meets the needs of busy residents (quick glance reference) and those with limited literacy or English language skills**. Importantly, committed collaboration ensured that messaging was written in a harmonized manner so that the content was relatable to the residents of all partnering municipalities.

## 4.3 Communications Tools

In final consideration of the need for advertising that had equal reach for all five municipalities, the following tools were used:

<b>Brochure</b>	<p>A double-sided, colour brochure featuring the rooms of a home and related recyclables. The brochure contained a <b>sticker designed to adhere to recycling containers</b> as a participation prompt and to accompany contest submissions (see below).</p> <p><u>Distribution:</u> Via Canada Post and municipal facilities.</p>
<b>Contest</b>	<p>A contest to win three \$100 VISA gift cards per week ran over eight weeks (Aug 11 – Oct 5). To be eligible, residents had to adhere the <i>Paper Is In!</i> sticker from the brochure to their paper recycling container, take a photo and submit it with contact information to the Stewardship Ontario <i>Paper Is In!</i> website.</p> <p><u>Distribution:</u> Promotion through the brochure, and various media and social media outlets; paperless.</p>
<b>Print Ads</b>	<p>A ¼ page colour ad featuring <i>Paper Is In!</i> messaging and graphics ran the duration of the campaign.</p> <p><u>Distribution:</u> Local newspapers.</p>
<b>Website</b>	<p>Campaign-specific webpages were developed to provide educational information alongside a central portal for <i>Paper Is In!!</i> contest submissions.</p> <p><u>Distribution:</u> Stewardship Ontario: <a href="http://www.stewardshipontario.ca/paperisin">www.stewardshipontario.ca/paperisin</a>; paperless.</p>
<b>Billboards, Bus Shelters, and Mall Displays</b>	<p>Throughout the campaign, municipalities used other advertising methods featuring <i>Paper Is In!!</i> messaging and graphics as appropriate to their communities<sup>2</sup>.</p> <p><u>Distribution:</u> Billboards, bus shelters, mall displays and posters.</p>
<b>Radio Ads</b>	<p>Two radio ads ran for 10 weeks on a number of radio stations within the campaign areas. These radio ads were developed for each municipality with consistent <i>Paper Is In!!</i> messaging.</p> <p><u>Distribution:</u> Local radio stations; paperless.</p>
<b>Social Media</b>	<p><i>Paper Is In!</i> social media messages were delivered throughout the campaign.</p> <p><u>Distribution:</u> Scheduled posts on Facebook and Twitter through the social media sites of the participating municipalities; paperless.</p>

<sup>2</sup> Note: Two versions were created to account for either the blue or green box used for fibre collection used by the municipalities. There was no additional cost associated with these two versions.

In addition to the above communications tools, media release distribution and municipal website promotion was delivered by each partnering municipality. All materials development took Ontario Accessibility Guidelines into consideration. (See **Appendix A** for the *Paper Is In!* Communications Plan, Reach and Schedule, and **Appendix B** for samples of materials developed.)

## 4.4 Campaign Timeline

The *Paper Is In!* campaign ran for a 12-week period, starting August 10<sup>th</sup> and wrapping up October 31<sup>st</sup>. A contest for *Paper Is In!* ran for eight weeks, beginning August 11<sup>th</sup>. Marketed material quantities and auditing results were measured before, during, and after the campaign, with the final curbside audit that took place in January 2015. (See Appendix A for schedule details.)

## 5 Budget

The following financial commitment was secured for the *Paper Is In!* project:

Table 4: Partner campaign contributions (financial only)

Partner	Contribution
City of Kawartha Lakes	\$ 5,000
City of Peterborough	\$ 5,000
County of Peterborough	\$ 5,000
Northumberland County	\$ 5,000
Quinte West Solutions	\$ 5,000
Stewardship Ontario	\$ 171,000
WDO Continuous Improvement Fund	<u>\$ 25,000</u>
<b>TOTAL</b>	<b>\$ 221,000</b>

The budget for delivering the *Paper Is In!* campaign to 5 municipalities with follow-up evaluation was **\$221,000**. The **actual cost was \$220,915**; under budget by \$85. With 194,875 households within the 5 municipality region, the cost/household was **\$1.08**.

Table 5: Project expenses

Item	Cost	Notes
Brochure w/ Sticker	\$ 18,080	70,000 households
Brochure Mailing	\$ 11,788	Through Canada Post
Posters	\$ -	In-kind (printed by each municipality.)
Contest Prizes	\$ 1,861	\$100 VISA Cards
Newspaper Ads	\$ 9,908	1/4 page (5.145" X 5.714"), colour
Webpages	\$ -	In-kind (Stewardship Ontario)
Billboard Ads	\$ 33,279	25 billboards, 10 bus shelters @ \$950 each
Webpage/Social Media	\$ -	In-kind (per municipality)
Radio Ad Design	\$ 15,000	Stewardship Ontario funded
Radio Ad Bookings	\$ 35,000	Stewardship Ontario funded
Audits	<u>\$ 96,000</u>	Stewardship Ontario; 3- Season Curbside & MRF
<b>TOTAL</b>	<b>\$ 220,915</b>	

## 6 Evaluation

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### 6.1 Quantitative Results<sup>3</sup>

To determine the effectiveness of the *Paper Is In!* campaign, the following tools were used:

- **Audience Reach** – Measuring the statistics from various communications outlets to identify reach.

**RESULTS:** The objective of the initiative was to educate 70,000 residents. This was the number of brochures distributed followed up with a reinforcement of **20,132,463** message views/listens (statistics from the other media/social media formats).

- **Marketed Tonnes** – Marketed tonnage from the campaign period was compared to the same period in the previous year to determine if municipalities had improved their paper/fibre collection.

**RESULTS:** After accounting for “MRF stockpiling” and other factors, an improvement rate of **5.3%** was identified as a direct result of the *Paper Is In!* campaign.

- **Curbside Waste Audits** – With the financial assistance of Stewardship Ontario, the municipal partners were able to conduct pre-, during, and post-campaign waste audits to determine if the public education initiative had an overall influence on behaviour change.

**RESULTS:** Through the waste audits (pre vs post<sup>4</sup>) we were able to show that the *Paper Is In!* campaign had an impact on behaviour by increasing the amount of papers captured by **5.0%**.

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<sup>3</sup> See [Appendix C](#) for Evaluation Details

<sup>4</sup> We are still waiting on post-campaign audit results.

### 6.1.1 Promotion & Education Tools Analysis

The *Paper Is In!* education material was designed to deliver a consistent paper recycling message across the five municipalities. At the onset of this campaign, the intent was to develop one printed brochure and run 40 newspaper ads to engage 70,000 individuals, however, a more diversified communications strategy was implemented. The following table lists the harmonized education tools developed for this project.

Table 6: Number of educational tools developed

Education Tool	Proposed	Actual	Performance
Printed Brochure	1	1	Target Met
Newspaper Ads	40	34	Target not Met
Website	0	1	Additional Item
Contest	0	1	Additional Item
Billboards, Bus Shelters & Mall Displays	0	42	Additional Item
Radio Ads	0	2	Additional Item
Radio Ad Spots	0	1,820	Additional Item
Social Media	0	3	Additional Item
TOTALS	41	1,904	Target Exceeded

The *Paper Is In!* municipal team was able to expand their campaign tool kit and reach due to receiving additional funding and support from Stewardship Ontario.

Additional exposure was provided by the advertising company that was contracted for billboards, bus shelters and mall displays at no additional cost.

The number of newspaper ads inserted into local papers was less than originally proposed due to the varying range advertising fees required by the different newspapers.

The success of the *Paper Is In!* campaign was dependant on the number of individuals engaged. The original goal was to reach 70,000 residents with the door-to-door delivery of 1 brochure supported by 40 newspaper articles. The table below features the proposed exposure and the actual exposure associated with each educational tool.

Table 7: Campaign reach

Education Item	Proposed Reach	ActualReach <sup>5</sup>	Performance
Printed Brochure	70,000	70,000	Target Met
Newspaper Ads	5,429,800	4,615,330	Target not Met
Website	0	614 <sup>6</sup>	Additional Engagement
Contest	0	33	Additional Engagement
Billboards, Bus Shelters & Mall Displays	0	15,516,149	Additional Engagement
Radio Ad Spots	0	Unknown	Additional Engagement
Social Media	0	337	Additional Engagement
<b>TOTALS<sup>7</sup></b>	<b>5,499,800</b>	<b>20,202,463</b>	<b>Target Exceeded</b>

Again, the City was able to exceed proposed campaign reach due to an increase in funding from Stewardship Ontario and additional exposure from billboards, bus shelters and mall displays. This exposure over a twelve-week period appears to be enough to make an impact on residential recycling behaviour change when compared to the results captured in the marketed tonnes tally and curbside audits (see next).

### 6.1.2 Marketed Tonnes

To assess the success of *Paper Is In!*, the municipal team analyzed the marketed tonnes of material generated by their material recovery facilities (MRFs) for both 2013 and 2014. This year-over-year analysis was done to help identify seasonal factors such as the “back to school” period. Seven months of data were compared for both the pre vs post periods (August – February). In Figure 1 below, the pre-campaign period, August 2013 – February 2014, is represented in blue while the post/during campaign period, August 2014 – February 2015, is represented in orange.

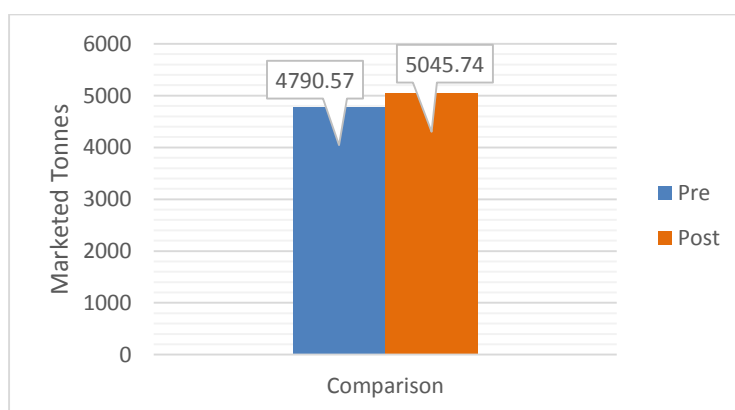


Figure 1: Marketed tonnes during campaign period

<sup>5</sup> Numbers are based on those provided by the media outlets and advertising companies contracted.

<sup>6</sup> Of these, there were 752 page views, visitors looked at an average of 2.08 pages per visit, and spent an average of 1:21 minutes per session on the site.

<sup>7</sup> This number will include those who have been exposed to the Paper Is In! message multiple times.



On *first* examination of marketed tonnes, paper materials had increased 14% from the previous year (when comparing August – October 2013 vs 2014). This significant outcome had the 5 municipalities re-examining the measuring tool to identify any outstanding variables that had affected the results.

Together, they identified factors that influenced their marketed tonnes data, including:

- Inventory
- Waiting on loads to leave
- Stockpiling
- How material is sorted month to month (ex. sorting into mixed fibres vs. hardpack or OBB)

After accounting for these other factors and lengthening the analysis period, an improvement rate of **5.3%** in marketable tonnes was identified as a direct result of the *Paper Is In!* campaign.

Conducting curbside audits assisted in further supporting the positive impact of the campaign.

### 6.1.3 Curbside Audits

In partnership with Stewardship Ontario (SO), pre-campaign, during campaign, and post campaign curbside recycling audits were conducted within the City of Kawartha Lakes from July 7 to 17, September 22 – October 2, and January 12 – 22, respectively. Ten routes were selected to represent the various demographics (urban, rural and seasonal). A summary of the results is presented below. It should be noted that the material collected and sorted during July 7 to 17 is paper contamination found in the plastics recycling stream. During this audit magazines & catalogues and mixed fine paper indicated lower capture rates.

**Table 8: Overall audit results**

Audit period	Printed paper	Paper packaging	Total paper products	Plastics	Metals	Residual
Summer (pre)	78.8%	76.8%	77.8%	48.7%	63.1%	9.9%
Fall (during)	86.2%	77.7%	82.4%	55.1%	73.9%	8.2%
Winter (post)	80.9%	81.2%	81.1%	50.0%	69.6%	6.9%

The SO audit data identifies several exciting trends in the behaviours of City of Kawartha Lakes residents: more paper, plastic, and metal containers are being captured at the curbside and residual rates are also decreasing. This is a positive indicator of improvements in the performance of the City's Blue Box program.

## 6.2 Qualitative Results

- **Relationship Building** - The relationship of the 5 municipalities was strengthened and industry knowledge gained during the *Paper Is In!* project as partners worked to understand and overcome the unique issues and needs faced by each region both in the development of the project and in examining results.
- **Greater Commitment** – Website hits, social media exchanges and contest participation (together, reaching almost 1000 samples) demonstrate residents going beyond improving their recycling habits (as shown by MRF and waste audit numbers) to express a greater interest and commitment overall.
- **Comprehensive Campaign Kit** – The *Paper Is In!* campaign allowed for the creation of a 5 municipality tested paper/fibre recycling campaign kit and evaluation guidelines that can be used in communities across Ontario.

## 7 Lessons Learned

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### 7.1 Varied Measurement Procedures

When the partnership team reviewed residential curbside audit data, they found that measurement methodologies greatly differed (including sample size) from year to year, and from municipality to municipality. This inconsistency made it difficult to make accurate comparisons. For future projects involving curbside audit data, the development and adoption of standardized auditing protocols would be of value.

### 7.2 Managing Expenses

Early in the campaign, the municipal team determined that project funding was best managed through the lead partner (City of Kawartha Lakes). The full campaign budget was not accounted for in the lead's annual budget resulting in deficits (albeit short-term) for them until partner funding was received. This was challenging for the lead and their financial department. In the future, this challenge needs to be addressed to ensure it doesn't become a barrier to participation.

### 7.3 Economies of Scale

As a result of implementing a joint campaign, expenses were reduced. Due to large/bulk purchasing, advertising companies offered extra service at no additional cost. This resulted in the campaign message being delivered to the community at a greater frequency and for a longer period of time; stretching budget dollars.

### 7.4 Value for the Dollar

Throughout the *Paper Is In!* campaign, a number of promotional methods were employed. The use of diverse media formats worked very well towards meeting the needs of a varied demographic. The greatest reach was from billboards, bus shelters, mall displays and newspaper ads; and, next to radio ads, the most costly. (Note the "free" media formats had a notably reduced reach. To take advantage of their potential, a special expertise is required. This may be worth budgeting for in subsequent campaigns.)

The municipal team learned that determining radio station reach for this project was impossible. Stations with larger listening areas cannot identify between participating municipalities (and their listeners) and non-participating municipalities. They therefore could not associate listenership data with the ads. Overall, the *Paper Is In!* campaign did not receive enough feedback from this format to determine its effectiveness.

## 8 Recommendations

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It was very important to the *Paper Is In!* campaign partners to develop harmonized materials that could be used by other Ontario municipalities. A result of working in partnership with five municipalities was that messaging needed to be standardized, with only small adjustments per municipality, as required.

Key recommendations for other municipalities considering a joint education project include:

- Communicate with bordering municipalities to identify if there is a shared educational gap/need and the potential to partner (sharing costs and expertise).
- Establish a working group consisting of one representative from each partner.
- Though the educational material and tools used depend on municipal demographics and the availability of media outlets, it is highly recommended that diverse media formats are used to ensure thorough reach.
- Make arrangements to accommodate the large costs of the multi-partner projects. Some municipalities may find this a barrier to participation. Prior to the launch of the campaign talk to finance departments to determine what is possible and/or establish a method of cost sharing.
- Consider one municipality as the lead to plan and coordinate all aspects of the campaign, including financial.

## 9 Conclusion

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In conclusion, the numbers – from **media reach**, **curbside audits**, and **marketed tonnage** - made it clear that the *Paper Is In!* campaign provided a meaningful opportunity for 5 municipal partners – **City of Kawartha Lakes**, **City of Peterborough**, **County of Peterborough**, **Northumberland County**, and **Quinte Waste Solutions** - and 2 funding partners – **Continuous Improvement Fund** and **Stewardship Ontario** - to collaborate on a visually-dynamic, interactive project to improve paper recycling that exceeded original goals and objectives.

Further, by meeting the needs of all municipal partners while increasing paper recycling, the project displayed the potential for campaign use well beyond the boundaries of the participating communities.

## APPENDIX A: Communications Plan, Timeline, Format and Reach

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### P&E Objectives

- Increase the capture rate of mixed fibres in participating municipalities (particular focus on: mixed fine paper, boxboard tubes, magazines/catalogues/books and photo paper).
- Educate people on what mixed fibres are and understand why they should recycle them each fibres collection week.
- Create a common advertising strategy that encompasses all the different municipal methods of separating fibers from plastics.
- Advertising tactics such as radio spots, newspaper ad's, billboard advertising, social media, etc.
- Measure and monitor behaviors of residents' paper recycling pre and post campaign
- Monitor awareness, response and engagement to the campaign (compare to numbers from before the campaign launched to understand the effectiveness)

### Municipal Partners and their Paper Recycling Format

City of Peterborough	→ Blue boxes to separate both plastics and fibres
City of Kawartha Lakes	→ Blue box for plastics and green box for fibres
County of Peterborough	→ Blue boxes to separate both plastics and fibres
County of Northumberland	→ Blue boxes or bags to separate both plastics and fibres
Quinte Waste Solutions	→ Two or more blue boxes to separate plastics and fibres

### Funding Partners

Continuous Improvement Fund, Stewardship Ontario

### Strategies

<b>Municipal Outreach Needs</b>	Co-brand with the municipalities to ensure the campaign encompasses the different recycling methods of all locations.
<b>Diverse Contact Points</b>	Include a variety of touch points/interactions for residents to engage – survey and social marketing contest.
<b>Resources for Municipalities</b>	Provide resources to help municipalities promote the program.
<b>Diverse Communications Tools</b>	Use various communication vehicles and opportunities to engage and interact with service providers.

### **Broad and Relatable Message**

Ensure our advertising initiatives are directed at all residents to create the best results possible.

### **Critical Success Factors**

- Timely, clear, consistent and energetic communications are undertaken
- Resources are available to support project needs
- Providing regular MRF fibre numbers and historical data
- Creating a campaign that is functional for all municipalities

### **Target Audience**

All residents of our participating municipalities: County of Peterborough, City of Peterborough, City of Kawartha Lakes, County of Northumberland, and Quinte Waste Solutions.

### **Key Messages**

Did you know all of these fibers (from every room of your house) can be recycled at the curb?

Help keep these materials out of landfills by recycling them on your fibre collection week.

Fibres have a second life and become new materials – Put them at the curb every fibre collection week.

### **Measurement and Monitoring**

<b>Impact on MRF &amp; Curbside Audit</b>	<ul style="list-style-type: none"><li>• Conduct pre and post curbside and MRF audits to analyze any changes in the data.</li><li>• Does contamination, volume, variety of products, etc. change from pre and post program audits?</li><li>• Keep in mind any variables which could skew data (e.g. time of year/season)</li></ul>
<b>Tonnage Change</b>	<ul style="list-style-type: none"><li>• Since it is already required to track tonnage for MOE, use this info to look for trends in the program.</li><li>• Look for pre, during and post program changes in tonnage, have diversion rates changed?</li><li>• Keep in mind any variables (e.g. time of year/season)</li></ul>
<b>Media &amp; Social Media Hits</b>	<ul style="list-style-type: none"><li>• Could use an analytics program for website for tracking traffic of site; media reach statistics</li><li>• Track the number of visits, tweets, likes, shares</li><li>• Contest participants</li></ul>

Table 9: Advertising Schedule

		Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
		Aug 11 - 15	Aug 18 - 22	Aug 25-29	Sept 1- 5	Sept 8-12	Sept 15-19	Sept 22-26	Sept 29-Oct 3	Oct 6-10	Oct 13-17	Oct 20-24	Oct 27-31
Billboards	CKL												
	City of Ptbo												
	County of Ptbo												
	Northumberland												
	Quinte												
Mall Posters/ Transit Shelter	CKL												
	City of Ptbo												
	County of Ptbo												
	Northumberland												
	Quinte												
Newspaper	CKL												
	City of Ptbo												
	County of Ptbo												
	Northumberland												
	Quinte												
Brochure	CKL	Distribution for August 14											
	City of Ptbo												
	County of Ptbo												
	Northumberland												
	Quinte												
Radio Ads	CKL												
	City of Ptbo												
	County of Ptbo												
	Northumberland												
	Quinte												
Social Media Posts	CKL												
	City of Ptbo												
	County of Ptbo												
	Northumberland												
	Quinte												
Website, Contest & Prizes	CKL												
	City of Ptbo												
	County of Ptbo												
	Northumberland												
	Quinte												

Table 9: Brochure Distribution by Municipal Area

Municipality	# of Brochures Distributed by Canada Post	% of total Mailing
City of Kawartha Lakes	14,824	22%
City of Peterborough	14,398	21%
County of Peterborough	11,278	17%
Northumberland County	14,259	21%
Quite Waste Solutions	12,694	19%
<b>TOTAL</b>	<b>67,453</b>	<b>100%</b>

Table 10: Newspaper Ads for Insertion by Municipality

Municipality	Local Newspaper	# of Newspaper Ads	% of total Ads
City of Kawartha Lakes	Kawartha Lakes This Week	6	17%
City of Peterborough	Peterborough This Week	5	15%
County of Peterborough	Lakefield Herald	3	26.5%
	The Trent Hills Independent	6	
Northumberland County	Northumberland News	5	15%
Quite Waste Solutions	Quinte West News	3	26.5%
	Belleville News	3	
	Central Hastings Independent	3	
<b>TOTAL</b>		<b>34</b>	<b>100%</b>



Table 11: Newspaper Readership

Local Newspaper	Reach
Kawartha Lakes This Week	18,775
Peterborough This Week	24,120
Lakefield Herald	2,000
The Trent Hills Independent	12,016
Northumberland News	19,955
Quinte West News	23,196
Belleville News	24,062
Central Hastings Independent	11,621
<b>TOTAL VIEWERSHIP</b>	<b>135,745</b>

Table 12: Paper Is In Contest

Contest Week	# of Entries	# of Winners
Aug 11 – 17	2	2
Aug 18 – 24	10	3
Aug 25 – 31	8	3
Sept 1 – 7	6	3
Sept 8 – 14	4	3
Sept 15 – 21	1	1
Sept 22 – 28	1	1
Sept 29 – Oct 5	1	1
<b>TOTALS</b>	<b>33</b>	<b>17</b>

Table 13: Contest Winners by Municipal Area

Municipality	# of Entries	% of Total Entries by Area
City of Kawartha Lakes	9	27%
City of Peterborough	4	12%
County of Peterborough	6	18%
Northumberland County	6	18%
Quinte Waste Solutions	8	25%
<b>TOTALS</b>	<b>33</b>	<b>100%</b>

Table 14: Summary of Billboards, Bus Shelters & Mall Displays by Municipality

Municipality	# of Billboards	# of Bus Shelters	# of Mall Displays	% of Total by Area
City of Kawartha Lakes	4			10%
City of Peterborough	5	15		48%
County of Peterborough	6			14%
Northumberland County	2			5%
Quinte Waste Solutions	6		4	23%
<b>TOTALS</b>	<b>23</b>	<b>15</b>	<b>4</b>	<b>100%</b>

Table 15: Billboard, Bus Shelters and Mall Display Reach

Media Type	Reach
Billboards	5,200,967
Bus Shelters	9,682,011
Mall Displays	633,171
<b>TOTAL VIEWERSHIP</b>	<b>15,516,149</b>

Table 16: Radio Advertising

Local Radio Station	# of Spots
Magic 96.7	300
Star 96.3	120
Bob FM	270
Country 105	220
The Wolf	220
Kruz	220
680 News	250
CHUM FM	220
<b>TOTALS</b>	<b>1,820</b>

Table 17: Social Media Statistics

Social Media Type	# of Postings or Tweets	# of Re-Tweets, Views or Reach
Twitter	19	216
Facebook	6	121
<b>TOTALS</b>	<b>25</b>	<b>337</b>

## APPENDIX B: Promotion and Education Materials

Brochure (exterior, with sticker on centre panel):



Brochure (interior):



Sample Newspaper Ad (Peterborough This Week, October 31, 2014):

22  
PETERBOROUGH THIS WEEK - Friday, October 31, 2014

# Paper Is In!

You can recycle all paper products from *every room of your home* into your recycling bins to be transformed into new products.



**Show us your Paper Is In and Win!**

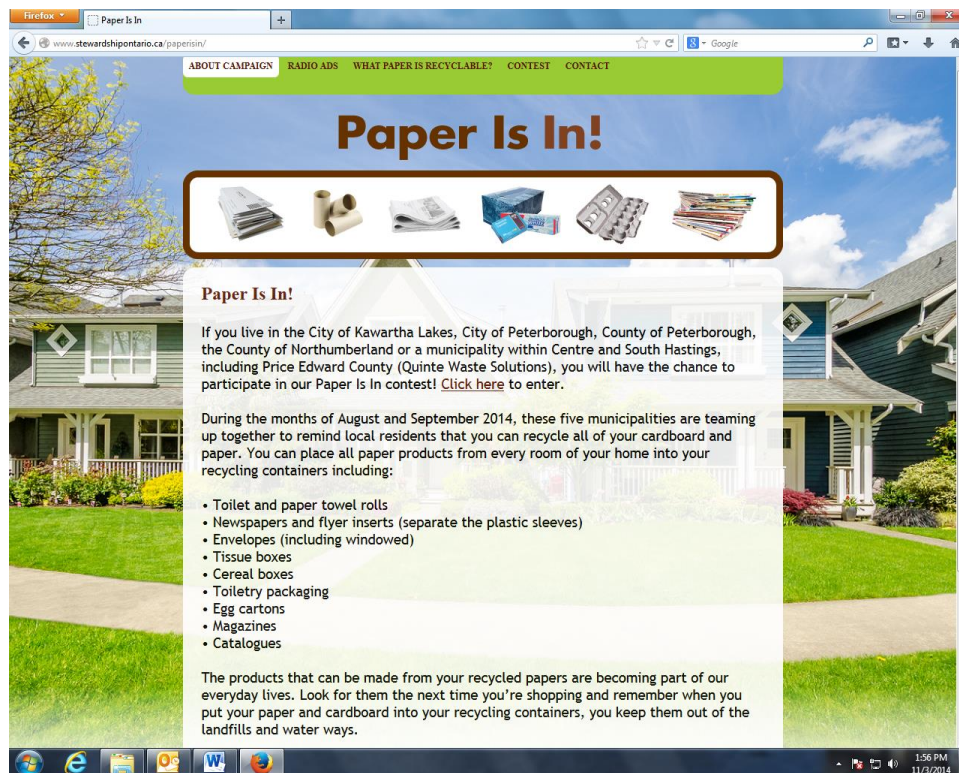
Send us a picture of you, your friends or family members putting papers in with your recycling. You'll automatically be entered to win gift certificates from over 25 participating retailers.

To find out more, visit [www.stewardshipontario.ca/paperisin](http://www.stewardshipontario.ca/paperisin)

Funded by Quinte Waste Solutions, City of Kawartha Lakes, County of Peterborough, City of Peterborough, Northumberland County, Continuous Improvement Fund and Stewardship Ontario.

Stewardship Ontario Webpages (live):

<http://www.stewardshipontario.ca/paperisin/>



ABOUT CAMPAIGN RADIO ADS WHAT PAPER IS RECYCLABLE? CONTEST CONTACT

## Paper Is In!

**Paper Is In!**

If you live in the City of Kawartha Lakes, City of Peterborough, County of Peterborough, the County of Northumberland or a municipality within Centre and South Hastings, including Price Edward County (Quinte Waste Solutions), you will have the chance to participate in our Paper Is In contest! [Click here](#) to enter.

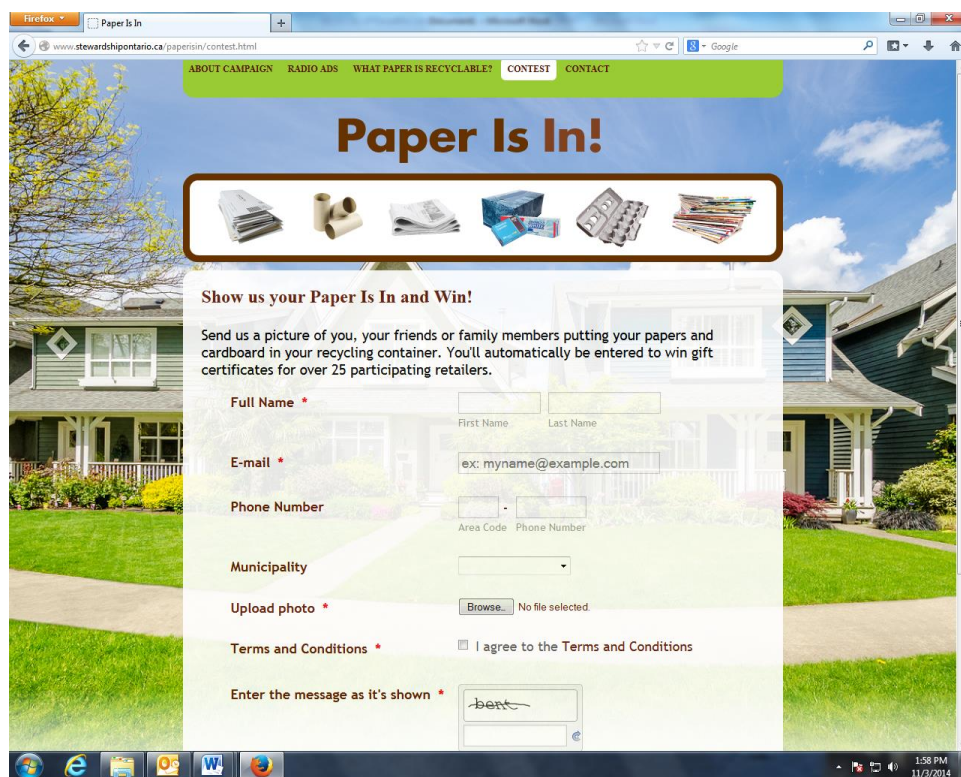
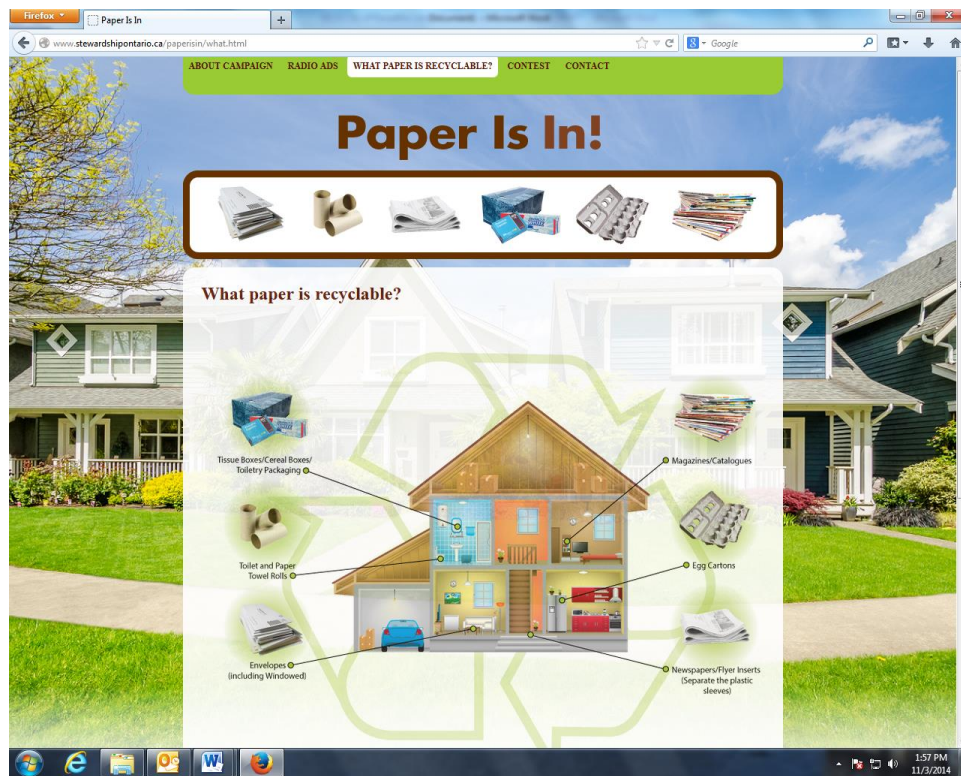
During the months of August and September 2014, these five municipalities are teaming up together to remind local residents that you can recycle all of your cardboard and paper. You can place all paper products from every room of your home into your recycling containers including:

- Toilet and paper towel rolls
- Newspapers and flyer inserts (separate the plastic sleeves)
- Envelopes (including windowed)
- Tissue boxes
- Cereal boxes
- Toiletry packaging
- Egg cartons
- Magazines
- Catalogues

The products that can be made from your recycled papers are becoming part of our everyday lives. Look for them the next time you're shopping and remember when you put your paper and cardboard into your recycling containers, you keep them out of the landfills and water ways.

Final Report: *Paper Is In!* Fibre Recycling Campaign – July 31, 2015





## Billboards, Bus Shelters & Mall Displays

Sample Bus Shelter & Mall Displays:



## Sample Billboards:



## Sample Contest Entries:



## Radio Ads:



Toilet Paper Roll Ad



Toothpaste Ad

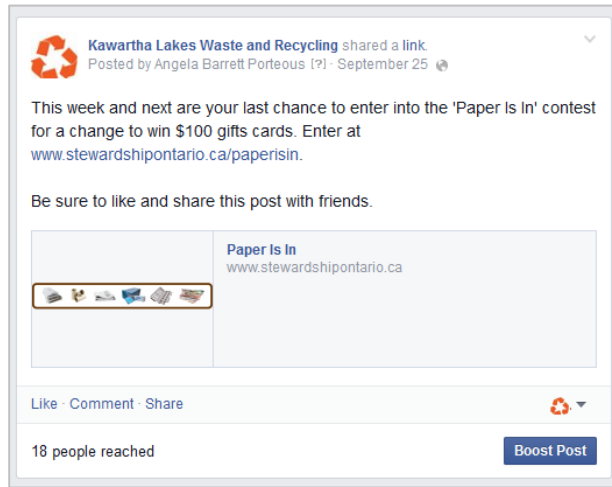


## Social Media

Twitter Screen Shots:



## Facebook Screen Shots:



## APPENDIX C: Evaluation Details

### Marketed Tonnage Results:



Figure 2: Pre versus post marketed tonnes

Table 18: Paper products and capture through three waste audits

Material Category	Summer	Fall	Winter
Newsprint	8.20%	0.30%	1.90%
Magazines and Catalogues	29.40%	12.90%	5.10%
Other Printed Paper	47.80%	65.50%	61.90%
Gable Top Cartons	19.20%	14.40%	14.70%
Corrugated Cardboard	12.80%	11.20%	7.60%
Boxboard	29.80%	25.30%	22.90%
<b>"Papers" in the garbage</b>	<b>21.30%</b>	<b>19.90%</b>	<b>16.30%</b>