

CIF Project # 740 - P&E Training Course Development

Background

In response to ongoing requests, the CIF developed a Promotion & Education (P&E) course to be delivered through its Centre of Excellence. The course content focused on the fundamental elements of building and executing a strategic recycling P&E initiative as well as how to measure, monitor and report project outcomes. In 2015, there was a second delivery of the course in response to the demand.

Summary of Results

After completion of the course, participants would be able to develop campaigns that deliver tangible program improvement as well as strategically plan, budget, prepare for and roll out ongoing P&E activities and specialized campaigns. They would be more confident in deciding which tactics to use (e.g., print, social media, etc.) and how best to stretch a P&E budget with low and no-cost resources. Finally, they would work with their in-house communications and neighbouring communities to share the work and to set, track and communicate P&E performance metrics related to increased capture and reduce contamination. Attendees provided very positive feedback and would benefit from further training.

Financials

The budget was increased from \$25,000 to \$35,000 to incorporate a second course delivery. CIF paid a total of \$23,042.53.

Learnings

Based on participant feedback, it was evident that training courses are an effective way to help program staff better understand and manage their campaigns against performance criteria. Continuing education is beneficial to municipal staff members and it is clear that there is an ongoing need for formal training as programs continue to evolve.