

Details of Social Marketing and Education Planned for 2019

Green Bin Campaign

In an effort to increase Green Bin usage, another phase of the campaign will take place in 2019. The strategic communications plan for the campaign is being finalized and incorporates the barriers identified in the Green Bin survey completed by Brock University's Environmental Research Centre, and will be comprised of a broad spectrum advertising plan.

IC&I Recognition Campaign

This recognition-based program aims to encourage and promote waste diversion practices amongst the Industrial, Commercial, and Institutional (IC&I) sector, titled 'Rethink Your Waste at Your Workplace'. Each business that has been successfully certified by the Niagara Region as either a Bronze, Silver or Gold level participant in the 'Rethink Your Waste at Your Workplace' program will receive a window decal indicating their achievement in waste diversion. Names of certified businesses will also be featured on the Niagara Region's external facing website, on a new page dedicated to the 'Rethink Your Waste at Your Workplace' program.

In addition to being certified as a Gold, Silver, or Bronze member of the program, businesses will also have the opportunity to be nominated as one of the program's Business Champions. Individuals or businesses may nominate another business or self-nominate their own business, to be named a 'Rethink Your Waste at Your Workplace Business Champion'. This award is intended to recognize businesses that have made significant strides in waste reduction and environmental sustainability.

Waste Management staff will pilot this program inside the Designated Business Areas, where IC&I properties are eligible to place unlimited quantities of recyclable and organic material curbside for collection through the Niagara Region's recycling program. Postcard mail outs will be sent to businesses to notify them about the program. Participating businesses will receive support from Waste Management staff in the form of coaching to identify areas for improvement, provision of a variety of promotional materials, and personalized site visits.

Multi-Residential Textile Diversion Pilot

The early stages of the textile pilot involved reaching out to interested buildings and conducting site visits prior to delivery of the containers to finalize a location and collection frequency. The next phase that will be carried out in 2019 will involve

onboarding more buildings to participate in the program, which will involve providing them with the necessary promotion and education to launch the program at their building, and will include a door hanger and poster.

Illegal Dumping Awareness Campaign

The Illegal Dumping campaign will continue in 2019. The campaign will continue marketing strategies used to date, such as print and newspaper advertisements, arena board advertisements, and social media communication. Additional strategies for 2019 will be discussed and developed with the Illegal Dumping Working Group.

Anti-litter Awareness Campaign

Development of an Anti-litter campaign is currently in progress and is expected to roll out in 2019. As part of the campaign, key messages will include residents taking control of their litter, keeping our public spaces clean, and promoting putting litter in waste and recycling containers. To support the key messages, there may also be some supporting messaging around helpful proactive measures, such as proper preparation of recyclables for the curb to avoid wind-blown litter.

Gold Star Recycler Awareness Campaign

The Gold Star Awareness campaign is expected to continue for 2019. The campaign will continue to improve upon waste reduction by recognizing residents for their material separation and preparation.

Promotional Plan for New Collection

In preparation for the new waste collection contract, Waste Management staff will initiate development of a communication strategy to modify the 'Rethink your Waste' brand to align with the new collection changes. Throughout this process, key messages and creative concepts will be developed, including themes, slogans and visual elements. This rebrand will include an extensive update of all existing promotion and education materials, a review of current promotional material and identifying print material required.

Waste Management Cell Phone Application

To increase our customer service and provide timely communication, Waste Management staff will be looking to develop a cell phone application, specific to Waste Management, that will provide residents the ability to sign up for collection reminders and receive notifications in regards to collection delays or holiday collection changes. In addition to the web application, residents will be able to access all of this information from their cell phone to increase our ability to educate residents, cut down on call volumes and provide great customer service.

Links for Greener Learning Partnership*

Waste Management Services will be expanding on their existing partnership with Links for Greener Learning through a formal agreement to provide waste management education to elementary school age children to further promote our waste diversion message, have the ability to offer workshops and increase the overall reach and educational opportunities for Waste Management. This partnership will include the use of in-kind design support and printing services for Links for Greener Learning to be able to provide promotion and education materials to their audiences. This initiative is dependent on budget availability.*

Promotion of new and continuing programs

New and continuing programs will be promoted to inform residents regarding on-going and new initiatives. Promotional tactics will be considered and implemented for curbside battery collection, multi-residential battery collection, Household Hazardous Waste Depots, large/rigid plastics recycling, the newly established online booking form for large/bulky items, and other initiatives as they arise.