
Memorandum

WMPSC-C 12-2024

Subject: Niagara Region Wins Bronze Award for Promotion and Education

Date: August 27, 2024

To: Waste Management Planning Steering Committee

From: Amber Schmucker, Waste Management Engagement and Education Coordinator

The Municipal Waste Association (MWA) Promotion and Education Awards were presented May 29, 2024, during the MWA Spring Workshop. The annual Promotion and Education Awards recognize excellence in municipal promotion and education of waste management programs and services. Niagara Region received the bronze award in the 'Social Media & Online Strategy' category for its illegal dumping campaign videos.

Three lighthearted videos were created as part of the 2023 illegal dumping campaign with the goal of providing greater clarity to residents and contractors on the definition and cost of illegal dumping.

- [Video 1](https://youtu.be/m1YpwmmPflM?si=oyD2RIro8UIIN-UA) (https://youtu.be/m1YpwmmPflM?si=oyD2RIro8UIIN-UA)
- [Video 2](https://youtu.be/YCIhWCAIC-w?si=tbZP18zy8mOoOIPd) (https://youtu.be/YCIhWCAIC-w?si=tbZP18zy8mOoOIPd)
- [Video 3](https://youtu.be/160X6HZiYMM?si=1FCTjyVLnVRCM6ac) (https://youtu.be/160X6HZiYMM?si=1FCTjyVLnVRCM6ac)

The videos were shared widely on Niagara Region's social media platforms, including Instagram, Facebook, Nextdoor, YouTube and were played as ads at the Landmark cinemas to increase viewership.

Between July and August 2023, the videos:

- Reached over 100,200 individual accounts on social media platforms. The "reach" metric is how many individual accounts saw the videos at least once.
- Left 283,286 impressions while users were on social media platforms. Impressions is how many times the video posts were viewed on a screen.
- Were reacted to 575 times, shared 216 times, and commented on 421 times.
- Over 30,000 views on YouTube.
- Played for approximately 40,000 ticket holders at the Landmark Cinemas.

The MWA is an incorporated not-for-profit organization formed in 1987 by Ontario municipal waste management professionals to facilitate the sharing of municipal waste reduction and recycling information and expertise.

Respectfully submitted and signed by

Amber Schmucker

Waste Management Engagement and Education Coordinator