

Recycling television commercials to air province-wide this fall: municipalities asked to consider "Recycling Works" ads for "in-kind" space to coincide with campaign

The "Recycling Works" television commercials promoting increased recycling in single and multi-family households will air on television stations province-wide this fall (November).

The commercials highlight in a humorous way that recycled products and packaging do come back to life as new, useful products.

The Municipal Industry Partnership Committee (MIPC) of Waste Diversion Ontario, the Association of Municipalities of Ontario and the Stewardship Ontario Board of Directors have all approved moving forward with the fall campaign.

"Recycling Works" consists of the two TV commercials and three print ads. The print ads, following the lead of the TV commercials, show how certain recyclables reappear as new products: PET transformed into a fleece jacket; an HDPE laundry detergent jug becomes a watering jug; and newsprint becomes an egg carton.



PET Transformed



HDPE Transformed



Newsprint Transformed

The print ads also can be viewed on the [WDO Ad Bank](#). The commercials depict only materials that are collected universally across Ontario.

Municipalities that have not used their 2007 "in-kind" CNA/OCNA ad space allocation are asked to consider using the "Recycling Works" print ads to help support and expand exposure to the recycling message. The "in-kind" space should be booked, as usual, through Nicole Lewis, WDO communications (416-226-5113).

"Recycling Works" campaign works

An in-depth examination of the campaign after it was field tested in London (fall 2006 and winter 2007) revealed the promotion program had a direct and positive impact on recovery rates in London.



The city reported that compared to two other promotion campaigns London had launched over the previous two years, the "Recycling Works" campaign performed best, increasing the tonnage recovered and revenues received.

- "Recycling Works" contributed an estimated \$140,000 in additional revenues over the four month period of the campaign
- If sustained over 12 months, the estimated additional revenue would be \$420,000 resulting in a payback on the cost of the campaign in less than eight months
- Over the four months of the campaign, household diversion increased by 8.5 kg
- Analysis of the recovered materials extrapolated over 12 months showed the following potential increases: all metals up 9%; ONP up 22%, mixed fibres up 13%
- The campaign drove up recovery of "least cost per tonne" materials
- A conservative estimate of the potential increase across Ontario of a province-wide campaign is 25,000 additional tonnes or about 8%

"Recycling Works" drives recyclers to website—blueboxmore.ca

One of the key findings of the research undertaken prior to the development of the campaign indicated that many households, most particularly multi-residential, did not retain or have a recycling information card in the home for on-going reference, contributing to a gap in knowledge about what is and isn't accepted in local programs. Consequently, the "Recycling Works" campaign drives its audience to a universal recycling information website, www.blueboxmore.ca, that features a list of recyclables accepted in every municipal recycling program in the province.

The London field test showed that during the campaign, visits to the website spiked. Stewardship Ontario has invested in ensuring the municipal information contained on the site is factually correct by contacting every solid waste staff in every municipality. Also included on the site is information concerning where to acquire additional blue boxes and the range of new products made from recycled products and packaging. The site is currently being revised to include a blue bag along with a blue box to avoid confusion for residents who recycle using bags. (Additions/corrections to the information on blueboxmore.ca can be directed to bstone@stewardshipontario.ca).

Questions about the "Recycling Works" campaign can be directed to Barbara McConnell at bmccconnell@stewardshipontario.ca.