

E&E Project Summary Report

Project Title/number: Enhanced Blue Box Recovery Project: Phase 1 / PN 105A

Priority area: Communication and Education

Lead Sponsor/other partners: MGM Management, McConnell Weaver Communication Management, and Region of Peel

Project Timing: Phase 1 completion – June 2006; Phase 2 – March 2007

Project Summary:

i) Goals

- To increase the recovery of Blue Box materials throughout the GTA area (and potentially province-wide) through a multi-year electronic media focused advertising program.
- Phase 1 objectives:
 - Carry out technical research in the target area (originally the GTA and later expanded to the Golden Horseshoe) to identify available recyclables not currently being collected.
 - Gain an understanding of the attitudes and behaviour of single family and multi-family residents toward recycling.
 - Develop a comprehensive, strategic communication plan to encourage increased recovery.
- Phase 2 objectives (which is still underway): implement and evaluate (for possible widespread delivery) a communication and promotion campaign in a pilot market area.

ii) Accomplishments

Four technical research studies were completed:

- Aluminum Mass Balance Report
- MRF Residue Protocol (method of sampling residues at MRFs)
- Recyclables Available in Public Space and Schools; and
- Segmentation Analysis (study of available recyclables in Golden Horseshoe municipalities)

Four communications reports were also prepared:

- Quantitative Research (telephone survey)
- Qualitative Research (focus group research)
- Communication Research Summary report; and
- Strategic Communications Plan

iii) Lessons Learned/Best Practice implications

The technical research determined that an estimated 229,000 tonnes of recyclables (114,000 tonnes from Single Family Households and 115,000 tonnes from Multi-Family Households) remain unrecovered in the target area. The communication plan has clearly described a need for the communication and promotion campaign, and has identified the primary target audience as women between the ages of 25 and 60 years.

This project used technical, qualitative and quantitative research in order to identify the “best” sources of new blue box material in the Golden Horseshoe area, then tested creative concepts that will lead increased participation of the target audience and increased capture of Blue Box materials. The field test campaign will be measured for its impact before recommendations are made regarding further advertising in the future. As such, this is intended to be a “best practice” comprehensive blue box communication and education initiative.

iv) Limitations

Regarding the Technical Research, data on all possible sources of aluminum scrap (Technical Study # 1) was not available. This limited the ability to fully account for all aluminum recyclables in the Province. Furthermore, limited waste composition audit data (11 studies available) required that the consultant estimate available recyclables in non-audited target municipalities. Availability of data continues to be a challenge in waste management and recycling planning. Stewardship Ontario's waste composition audits program is progressively filling this data gap.

v) Impacts (including tonnes diverted and cost impacts)

It is anticipated that this project will lead to increased Blue Box tonnes diverted (at a comparatively low cost because the collection and processing infrastructure are already in place for the most part in the GTA), but it is premature to quantify this increase at present. The pre-cut is targeting the recovery of at least 25,000 tonnes of new blue box materials in the areas where the ads will run.

Financial Summary

Total project cost: Phase 1 - \$118,447 (\$59,447 for Technical Research and \$59,000 for
Communication Research)
Phase 2 – \$975,000

E&E fund contribution: Phase 1 – \$118,447

E&E Funds actually spent: Phase 1 – \$90,070.34