

## E&E Project Summary Report

**Project Name:** Building on 'Smart Contracts, Smart Marketing' - an AMRC 2004 Workshop

**Project Number:** 19

**Priority Area:** Cost containment

**Lead Sponsor:** Quinte Waste Solutions

**Completed By:** October 2004

**Total project cost:** \$14,500

**E&E fund contribution:** \$5,709

### Project Overview:

#### I. Goals

1. To ensure municipal staff had access to the "Smart Contracts" workshop and its contents;
2. To improve Blue Box system costs by providing information by which municipalities could improve contracts, reduce costs, and increase market revenues;
3. To provide opportunities for staff from targeted municipalities to attend the workshop by removing financial barriers; and
4. To ensure widest promotion of the workshop and access to the proceedings.

#### II. Accomplishments

- 67 delegates attended, including representatives from 29 municipal programs, the E&E Funded Model Contract Project (project #97) consultant, and industry and Stewardship Ontario representatives.
- Workshop included:
  - 'Hot Topics' session in which municipal staff were able to question the speakers about specific issues.
  - Session on municipalities marketing their own recyclables
- All municipalities who completed the WDO Data Call forms have been sent a copy of workshop proceedings and there was coverage in both the AMRC newsletter and website. The proceedings have been available for download from the website since the fall of 2004

#### III. Lessons Learned/Best Practice implications

- Workshops alone are not enough to motivate new behaviour; and should be supplemented with documents and other learning tools. In this case, the E&E Fund has proceeded to prepare a written document supporting model contracting best practices and has also developed on-line tools available on the Knowledge Network site
- E-mail invitations to workshops, especially when targeting a specific audience, should be followed-up with telephone calls.

#### IV. Limitations

- Relatively few people from the targeted programs (i.e. underperforming programs or those whose contracts were coming to an end shortly) attended.
- As a stand alone activity, there is no evidence that the workshop has led to a specific decision by a municipality resulting in either a better contract, reduced costs, or increased tonnes recycled.

#### Impacts (including tonnes diverted and cost impacts)

- None that can be directly measured

#### Resources & Tools

- Workshop proceedings are available on the AMRC web site:  
<http://www.amrc.ca/proceedings/index.html>
- The Model Recycling Tender Tool (including Model Recycling Tender Text and Sample Bid Sheets) are available on the Knowledge Network web site: <http://www.vubiz.com/V5/Stewardship/Home.asp>

