

## E&E Project Evaluation Form

\*\*\*\*Please be advised that completed evaluations are made available publicly and are posted on Stewardship Ontario's E&E Fund web site\*\*\*\*

**Project Name/Number/Priority area:** Identifying Preferred Practices in Municipal Blue Box Promotion and Education/ E&E Application #68/ Promotion and Education

**Lead Sponsor/completed by/date:** Oxford County, Region of Waterloo, Essex-Windsor Solid Waste Authority, AMRC.

**Project Duration:** 31 Months

**Total project value:** \$152,100

**E&E funding amount:** \$133,500

### **Section 1 –To be completed by Project Applicant**

**1) What were the Project Goals and Objectives** (as per the E&E Application and/or Contract)?

**Goal:**

To determine Blue Box Promotion and Education (P&E) preferred practices and develop a guide outlining the practices for municipal use.

**Objectives:**

1. Compilation of a detailed survey designed to produce a thorough baseline assessment of P&E practices in various representative municipalities across the province.
2. "Field Testing" of principles, theories and actual pieces of P&E material's to determine preferred/best practices that can be applied to programs.
3. Preparation of guide that outlines the practices, procedures and approaches that appear to be the most effective and economic as well as being replicable.

**2) Were the goals and objectives met?** (and if not why not?)

The goals and objectives as outlined were met through the completion of this project.

**3) Summary of Project Accomplishments** (i.e. what did the project do/achieve?):

There were a number of accomplishments from this project:

1. Production and publication of the "Recycling Program Promotion and Education Workbook"
2. Research Reports "Identifying Best Practices in Municipal Blue Box Promotion and Education"; and "Optimizing Municipal Blue Box Promotion and Education Programs"
3. Completion of a Consumer Research & Literature Review document on Promotion and Education.
4. Submission of proposed revisions for the 2006 provincial datacall in regards to P&E information
5. Assistance in the development of the P&E tool on the Knowledge Network (KN)

**4) Summary of Project Limitations** (*e.g. is there anything that should have been done differently?*)

The project encountered a number of limitations through the course of its completion.

The production, writing and completion of the final guide workbook took an extended period of time to complete. This was a result of an evolving vision of the contents and presentation of the final product. As well, the original writer for the guide/workbook was not able to provide a product that suited our needs.

It would have been advantageous to have a more developed concept of the final product at the start. Also separating project tasks between different consultants may have expedited the production of the final product, i.e., one consultant conducting background research and survey work, and the other writing the guide.

**4) What do you consider to have been the key “lessons learned” from this project? Does your project/activity represent a “best practice”?**

The key “lesson learned” from the project is that there are opportunities to improve the P&E for the majority of blue box programs in the province. Also, there appears to be a need for information related to improving P&E by municipal program staff.

Promotion and Education has been identified as a fundamental best practice for municipal blue box programs and the results of this project provide a means for programs to improve and work to a best practice.

**6) What specifically are municipal staff doing with the experiences and data from this project? Do you have plans to apply these lessons in your program? Please explain how.**

This project has been applied to the Knowledge Network in the development of the P&E tool. The workbook provides a tangible product which municipal staff can use and apply in an effort to improve blue box P&E and move towards best practices. As well, this project and its products have been a stepping stone for the possible development of ongoing promotion and education activities, such as training of municipal staff.

**7) Has your municipal council been informed about the project and its results?**

Yes

**8) Do you think there are opportunities to share/replicate the successful elements of this project with other Ontario programs? If yes, how and where?**

As stated above, this project has been applied to the KN. As well there is interest in developing ongoing P&E training opportunities for municipal staff.

**9) Did this project result in either reduced costs per tonne of Blue Box waste recycled and/or increased Blue Box tonnes diverted? (Please explain)**

At this point in time this question can not be overtly answered. Improved P&E is recognized as key to maximizing blue box material recovery and program operation. The workbook provides a means to improve municipal P&E efforts.

**Section 2 –To be completed by Stewardship Ontario (and reviewed by applicant)**

**9) Did this project do what it set out to do? If not, what were the reasons/ barriers?**

The project objective, according to the original proposal, was to:  
“Compile the P&E expenditures and blue box tonnage from the 2003 Datacall and compare to the 2002 figures. From this determine top and lesser performers for expenditures and blue box material recovery for in-depth analysis to identify best/preferred practices for P&E. The identified practices, and associated P&E materials, will be ground tested to gauge effectiveness of the materials. All the information will then be compiled into a Municipal best/preferred practices guide for municipalities into utilize.”

The project did what it set out to do to the extent that a P&E workbook was produced. There seems to have been a disconnect however, between the research that was carried out on P&E expenditure and tonnage and the content of the P&E manual, which is very focused on strategic communication planning.

**10) What are the key learnings from this project? Are there any next steps? What is being done to share the results?**

As mentioned by the project proponent above, P&E tools have been developed for the Knowledge Network to make the workbook more accessible.

**11) Was the project good value for the money (e.g. were there measureable program or system cost reduction benefits, cost effective tonnage increases, etc?)**

This was a relatively costly project which is hoped will lead to increases in tonnage through more effective P&E.

**12) Does this project represent “best practices”? If yes, explain.**

The completed report for the Blue Box Program Enhancement and Best Practices Assessment Project, a \$2.5 million E&E Fund initiative awarded to KPMG, establishes “Appropriately planned, designed, and funded Promotion and Education program” as a Fundamental Best Practice.

#### **14) Other Comments?**

Additional resources include:

- Blue Box Program P&E Review, a supplementary study with the objective of offering a stewards' perspective on recycling Promotion & Education as well as practical advice that communities may use to expand or enhance their recycling P&E activities.
- City of Stratford Communication Strategy
- Ottawa Valley Waste Recovery Centre Communication Strategy