

## E&E Project Summary Report

**Project Name:** Identifying Preferred Practices in Municipal Blue Box Promotion and Education  
**Project Number:** 68  
**Lead Sponsor:** Oxford County, Region of Waterloo, Essex-Windsor Solid Waste Authority, AMRC  
**Total project value (including in-kind):** \$152,100  
**Priority Area:** Promotion and Education  
**Completed By:** Clayton Sampson  
**E&E fund contribution:** \$133,500

### Project Overview:

#### *I. Goals*

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

#### *II. Accomplishments*

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

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

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.

#### *IV. Limitations*

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 the proponents’ 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.

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

- 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.

### Additional Resources

- 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](#)

