

# Winners and Finalists

## Municipal Promotion and Education Awards – 2008/2009

Thank you to all those municipalities who submitted their very best in promotional and educational initiatives. This year's awards covered P&E used from July 1<sup>st</sup>, 2008 to June 30, 2009. Almost 50 entries were submitted across 8 categories from 19 different municipalities!

Also, thanks to the sponsor of this year's awards:



Judging was completed by a subcommittee of the Policy and Programs Committee. It was done in two stages:

- Stage 1 - determine 3 finalists from each category
- Stage 2 - determine winner from the finalists

Below are the winners and finalists for each category.

### Best Brochure, Pamphlet or Booklet

- Waste management-related brochure, pamphlet or booklet that contains specific program information (how's, why's, when's). Can be for a single program (i.e. recycling only) or multiple programs combined (i.e. recycling, HHW, organics)
- Judging Criteria: Creativity/innovation, content (educational component, relevance and clarity of information, quality of work), overall aesthetic appeal, recycled paper content.



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Municipality	Description/topic	Contact information	
<p><b>Gold Award</b></p> <p>City of Peterborough</p>	<p>The City of Peterborough's Waste Management Services brochure was inserted into the local free newspaper distributed to every household and small business within Peterborough. An electronic version is also available on the website and at various Municipal facilities throughout Peterborough. Residents that are experiencing a problem with the recycling or garbage are mailed a brochure to help clarify the problem.</p> <p>The brochure uses high quality photographic images to provide residents with information on recycling, organics, large article collection, and household hazardous waste.</p>	<p>Janelle Carey</p>	<p>705-742-7777 x1891 jcarey@peterborough.ca</p>
<p><b>Silver Award</b></p> <p>Halton Region</p>	<p>"The What's Big and Green and Helps Keep the Earth Clean" booklet was used to support Halton Region's Green Cart and School/Community outreach programs. Using the Region's Blue box and green cart mascots, Sprout and Kerby, the booklet explains the green cart program including acceptable materials, collection, processing and the end use of compost.</p>	<p>John Watson</p>	<p>905-825-6000 x7484 john.watson@halton.ca</p>
<p><b>Bronze Award</b></p> <p>County of Simcoe</p>	<p>The County of Simcoe information brochure was hand delivered in green bin startup kits distributed to over 112,000 eligible residences just prior to the launch of the new collection program in September 2008. The brochure was also available at various community outreach events such open houses and fairs, as well as through the Customer Service Centre and on the County of Simcoe's web site.</p>	<p>Willma Bureau</p>	<p>705-726-9300 x1350 willma.bureau@simcoe.ca</p>



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### Best Calendar

- Publication with actual calendar/dates for use in 2008/2009. Must contain waste management program information.
- Judging Criteria: Design and layout, content (educational component, relevance and clarity of information, quality of work), functionality, originality, cross promotion.

Municipality	Description/topic	Contact information	
<p><b>Gold Award</b></p> <p>City of Guelph</p>	<p>The City of Guelph’s Conservation Calendar is designed to foster a culture of conservation in the community. The calendar encourages residents to eat locally produced foods, take pride in the quality of municipal drinking water, and provides useful tips to conserve resources and reduce waste. The Calendar includes a special Wet/Dry + pull-out section that includes information on the City’s curbside collection program and special waste collection services.</p> <p>The calendar was distributed in the local community newspaper, the Guelph Tribune, and additional copies are made available at various City facilities.</p> <p>The calendar features photographs taken by Guelph residents as part of the City’s Making A Difference photo contest and includes 12 stories of how local people and organizations are making a difference when it comes to conservation and protecting our environment.</p>	<p>Laurie Watson</p>	<p>519-822-1260 x2407 laurie.watson@guelph.ca</p>
<p><b>Silver Award</b></p> <p>County of Northumberland</p>	<p>Northumberland County’s Waste &amp; Recycling Information Calendar was distributed as unaddressed admail via Canada Post to over 35,000 homes and businesses within the County. Copies are also available at all Municipal facilities.</p> <p>The calendar pictures focus on heritage homes and destinations of Northumberland County and include an historic photo insert on each month. The Calendar</p>	<p>Heather Nemec</p>	<p>905-372-3329 x2316 nemech@northumberlandcounty.ca</p>



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	includes a centre, pull out spread that includes information on hazardous waste depots and garbage and recycling.		
<b>Bronze Award</b>  City of Peterborough	<p>The City of Peterborough's Waste Reduction and Conservation Calendar was inserted into the local free newspaper distributed to every household and small business within Peterborough. An electronic version is also available on the website and at various Municipal facilities throughout Peterborough.</p> <p>The calendar provides Peterborough residents with tidbits of information on everything from saving money on electricity to waste management services. It features photographs from the Balsillie Collection of Roy Studio Images from the Peterborough Museum and Archives.</p>	Janelle Carey	705-742-7777 x1891 jcarey@peterborough.ca

### Best Campaign

- Overall waste management campaign that involves different types of promotional mediums and materials. Can be to launch a new program or enhance an existing program. Has to have specific focus/goal and show effectiveness.
- Judging Criteria: Creativity/innovation/uniqueness, cohesiveness (how it all works together to be effective), range of media used, effectiveness, overall aesthetic appeal.

Municipality	Description/topic	Contact information	
<b>Gold Award</b>  County of Simcoe	<p>The goal of the County of Simcoe's Be A Hero-Fight Garbage campaign was to support the new curbside collection program by maximizing public awareness.</p> <p>As mentioned earlier, the campaign slogan 'Be a Hero – Fight Garbage' was developed along with the creation of a superhero 'Diversion Man'. The comic book appearance engages youth</p>	Willma Bureau	705-726-9300 x1350 willma.bureau@simcoe.ca

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	<p>who are vital to the long term success of the program. The campaign was launched in August 2008, just prior to the collection program implementation, and continued into 2009.</p> <p>Promotional materials utilized in this campaign included a campaign media launch, radio advertisements and PSAs, a series of newspaper ads, billboards, press releases, various community outreach events, media interviews, a calendar, a green bin start-up kit with the bin itself embossed with campaign messaging and an information guide and magnets. Other promotional components included t-shirts, reusable cloth bags, temporary tattoos, colouring and activity books, all of which featured the campaigns comic book theme or were imprinted with the campaign slogan.</p>		
<p><b>Silver Award</b></p> <p>Halton Region</p>	<p>Halton Region implemented a campaign of advertisements to support waste diversion programs. The Campaign Goal was to educate residents and increase awareness about waste diversion options in household rooms and holidays, through a series of eye-catching print advertisements.</p> <p>The advertisement campaign began in late summer of 2008, and continued periodically through the fall and winter. Many advertisements were re-run in the summer of 2009.</p> <p>Advertisements were placed in seven community and a monthly newspaper available in community centres, libraries and retailers.</p> <p>Besides explaining Blue Box, GreenCart and garbage materials, this campaign also features information about yard waste, household hazardous waste, reuse, waste-free lunches and the provincial Bag It Back program. Advertisements were developed and designed by Regional staff.</p>	<p>John Watson</p>	<p>905-825-6000 x7484 john.watson@halton.ca</p>

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<p><b>Bronze Award</b></p> <p>Ottawa Valley Waste Recovery Centre</p>	<p>The goal of the “Do It In Every Room Of The House” campaign was to target items that were identified during a waste audit as having low capture rates and to increase the recycling rates of these items. Material that had a lower capture rate included mixed fine paper, Boxboard cores, and some plastic containers-material that would typically be generated in other rooms of a house such as a garage, bathroom or home office. The Centre wanted to encourage residents to recycle in all rooms of their household so the tagline “Do It In Every Room Of The House” was developed.</p>	<p>Elizabeth Graham</p>	<p>613-735-7537 x216 egraham@ovwrc.com</p>
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### Best ‘Grassroots’ Campaign

- Creative programs or campaigns that were executed on a **limited budget**. **Must have partnership focus (i.e. school program, community associations, etc.).**
- Judging Criteria: Creativity/innovation/uniqueness, concept, educational component, overall aesthetic appeal.

Municipality	Description/topic	Contact information	
<p><b>Gold Award</b></p> <p>City of London</p>	<p>London Green Festivals was formed to make a positive environmental impact on London’s summer festivals. In July and August of 2008 London Green Festivals focused its efforts on London’s largest festivals: Sunfest (220,000 visitors), Home County Folk Festival (100,000) and Ribfest (150,000). The goals were to divert waste, change how all London festivals and events operated with respect to waste management, and introduce other environmental initiatives and most importantly, raise awareness in the community to encourage all Londoners to consider making better environmental choices as they plan their own private celebrations and special events.</p>	<p>Anne Boyd</p>	<p>519-661-2500 x6464 a Boyd@london.ca</p>
<p><b>Silver Award</b></p> <p>County of Simcoe</p>	<p>The County of Simcoe partnered with the Simcoe County District School Board to implement a grassroots pilot program within two local elementary schools. The goal of the initiative was to demonstrate a significant diversion of waste through</p>	<p>Willma Bureau</p>	<p>705-726-9300 x1350 willma.bureau@simcoe.ca</p>

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	<p>implementation of organics, increased recyclables collection and by encouraging other waste reduction activities.</p> <p>Components of the program included pre-implementation meetings between County staff, teachers, green team leaders, and custodial staff in order to establish a positive rapport and ensure a smooth transition to the program. At program implementation County staff held presentations at each school in order to describe the new waste diversion initiative to students and faculty. At these assemblies the County's superhero, Diversion Man, made appearances to generate excitement with respect to waste reduction and diversion initiatives. Other campaign components utilized in the program were classroom sized green bins, certified compostable bags, as well as posters for each classroom.</p>		
<p><b>Bronze Award</b></p> <p>Halton Region</p>	<p>In April 2009, Halton Region implemented a grassroots campaign called <i>Waste-free Lunch Week</i>. Targeting elementary students, this program promoted reduce and reuse aspects of the 3Rs, connected to Earth Day, aligned with Ontario EcoSchool's waste minimization initiative, and encouraged healthy eating habits.</p> <p>The goal of the campaign was to increase awareness of waste-free lunches, and the importance of waste reduction within the 3Rs hierarchy.</p> <p>The campaign consisted of a flyer, print advertisements, PA announcements, waste audit information and certificates. The program content was developed by Halton Region (Waste Management Services and Community Health Services), Halton District School Board and Halton Catholic District School Board. The campaign aligned with the goals of Ontario EcoSchools.</p>	<p>John Watson</p>	<p>905-825-6000 x7484 john.watson@halton.ca</p>

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### Best Newsletter

- A periodical publication that contains general interest information on waste management and programs.
- Judging Criteria: Creativity/innovation, layout, content (educational component, relevance and clarity of information, quality of work), distribution methods and frequency, overall aesthetic appeal, recycled paper content.

Municipality	Description/topic	Contact information	
<b>Gold Award</b> County of Dufferin	<p>The County of Dufferin's Diversion Digest was sent to every household within Dufferin County through bulk mail. It is also made available at municipal offices and the County's website. The first re-designed edition was sent out in December 2008 and the second edition sent out in June 2009.</p> <p>The purpose of the Diversion Digest newsletter is to generate interest in waste management issues. Increased number of calls and e-mails were received when the new version of the newsletter was sent out, likely attributed to the fact that the new format was colorful and interesting.</p>	Melissa Kovacs-Reid	519-941-2816 x2620 mkovacs@dufferincounty.on.ca
<b>Silver Award</b>  Bluewater Recycling Association	<p>Bluewater Recycling Association's newsletter was distributed to 70,000 households in the Fall of 2008. The Newsletter is updated and redistributed to all households every three years.</p> <p>The newsletter covers waste reduction initiatives currently being used by the Association as well as providing information to the reader on how to achieve zero waste in regards to clothing, construction waste, scrap metal, yard trimmings, used tires, propane tanks, and kitchen waste.</p>	Francis Veilleux	519-228-6678 bluebox@bra.org
<b>Bronze Award</b>  County of Simcoe	<p>A series of three 'Managing Your Waste' newsletters were developed and distributed to all County of Simcoe residents via Canada Post bulk mail and addressed mail to seasonal residents at their permanent residences. These promotional newsletters were also distributed through the sixteen lower tier municipal offices, at all County waste management facilities, through the County's Customer Service Centre, on the</p>	Willma Bureau	705-726-9300 x1350 willma.bureau@simcoe.ca

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	<p>County's website, and through the many community outreach events held in support of the new collection program. The distribution of the newsletters was timed strategically to provide residents with information to promote the County of Simcoe's new curbside collection programs (including organics, expanded blue box materials and a one bag per week garbage limit) in order to educate them on specific components of the initiative. The first newsletter was delivered in early August to coincide with distribution of green bin start up kits and the campaign launch event, the second was timed to coincide with the commencement of the new curbside collection program in late September and the third provided a two month update on the program in mid November.</p>		
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### Best Print Ad

- Waste management ad/notice that appeared in a print medium (newspaper, magazine, newsletter). Contains a key message or general information on waste management issue(s) or program(s).
- Judging Criteria: Content, use, effectiveness, overall aesthetic appeal.

Municipality	Description/topic	Contact information	
<p><b>Gold Award</b></p> <p>Regional Municipality of Durham</p>	<p>Recycling really is child's play was created for use in the 2009 Waste Diversion Ontario OCNA/CNA program and appeared in papers throughout Durham Region. Factual information was combined with a visual image to capture the attention of the audience and both educate and make you think about the simplicity of recycling. The ads were conceived, created and developed in house by Durham Region Staff.</p>	<p>Carol Slaughter</p>	<p>905-668-7711 x2208 Carol.slaughter@durham.ca</p>
<p><b>Silver Award</b></p> <p>County of Simcoe</p>	<p>A series of newspaper advertisements were developed in support of the County of Simcoe's new curbside collection program. This advertisement was a first in the series titled 'The Green bin is Coming', and ran in all local newspapers across the County of Simcoe.</p>	<p>Willma Bureau</p>	<p>705-726-9300 x1350 willma.bureau@simcoe.ca</p>

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	This ad was one of a series of six different newspaper ads that were developed as part of the 'Be a Hero – Fight Garbage' marketing campaign. The ads were timed strategically to provide the target audience with information to promote the new curbside collection program and educate them on the specific components of the initiative in a very clear and concise manner. 'The Green Bin is Coming' ad was the first and most important of the series as it initiated excitement and awareness of the County's new waste reduction and diversion initiative. This print ad featured the comic book appearance that was consistent throughout the 'Be a Hero-Fight Garbage' campaign.		
<b>Bronze Award</b>  County of Dufferin	The County of Dufferin's Print ad is focuses on waste reduction by giving some useful and practical ideas for reducing and reusing materials during the busy holiday season. It ran in two local newspapers in mid-December.	Melissa Kovacs-Reid	519-941-2816 x2620 mkovacs@dufferincounty.on.ca

### Best Web Based Tool

- A tool used on Municipal website related to waste management.
- Judging Criteria:

Municipality	Description/topic	Contact information	
<b>Gold Award</b>  City of Kingston	The City of Kingston's Waste Sorting Lookup tool allows residents to enter a waste item and be presented with instructions for the proper disposal of that waste item. If an item is misspelled or multiple items with similar wording are possible, the search engine will make suggestions of what items the resident may choose from. The instructions are color coded to match the City's Trim Your Waste Guide. The Waste Sorting Lookup tool is also used heavily by customer service representatives, cutting down on the response time to resident inquiries as representatives do not need to contact Solid Waste staff for disposal instruction on waste items.	Derek Ochej	613-546-4291 x2703 dochej@cityofkingston.ca
<b>Silver Award</b>	Bluewater Recycling Association's website is multi-faceted and covers all areas of waste and collection. Information on collection routes, service dates, landfill locations, hazardous	Francis Veilleux	519-228-6678 bluebox@bra.org



Dedicated to Waste Minimization and Diversion

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Bluewater Recycling Association	waste drop off sites and links to each municipality the Association services. The website includes a virtual tour of the MRF and an online curriculum guide for elementary and secondary school students to assist teachers to educate their students on the value of a cleaner, greener earth.		
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### Best P&E Tool

- If it doesn't fit anywhere else, this is the place for it. Can be a float in a parade, a mall display, or anything else you came up with as long as it promotes waste management/diversion.
- Judging Criteria: Creativity/innovation/uniqueness, effectiveness, appropriateness, overall aesthetic appeal.

Municipality	Description/topic	Contact information	
<b>Gold Award</b>  Halton Region	In 2008, to support the implementation of new waste management programs, Halton Region produced a video, <i>More Blue and Green for a Better Planet</i> . This 15-minute video highlights the various aspects of waste management: landfill, Blue Box, GreenCart, yard waste, household hazardous waste and reuse.  All elementary schools in the Halton District School Board and Halton Catholic District School Board, and all elementary private schools, received a copy of the video and education resource booklet. All public libraries received a copy and the video can be viewed online at <a href="http://www.halton.ca/waste">www.halton.ca/waste</a> .  The video was shown repeatedly during twelve Green Cart Open Houses to 2,000 participants. The video is used in training all new staff at the Region's centralized call centre.	John Watson	905-825-6000 x7484 john.watson@halton.ca
<b>Silver Award</b>	The City of Guelph launched a new Collection Vehicle ad campaign in in April 2009. The City of Guelph has a fleet of	Laurie Watson	519-822-1260 x2407 laurie.watson@guelph.ca

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City of Guelph	14 collection vehicles used for residential curbside collection. The truck decals on either side of the collection vehicle were 110' x 41' in size and the back doors of the split recycling vehicles have decals 23' x 36' in size. Staff chose to highlight Eco Days, Exchange weekends, the Paint Plus Program and the Take It Back directory. The decals on the back of the split trucks were used to show residents that material collected at the same time was actually loaded into separate compartments to maintain segregation of waste.		
<b>Bronze Award</b>  County of Simcoe	The County of Simcoe participated in numerous community outreach events such as fairs, festivals and parades in order to promote and provide education with respect to the County's new curbside collection program. At fairs and festivals a booth with displays, an interactive game as well as staff presence where provided in order to promote and educate residents with respect to the County's new waste reduction and diversion initiative. At parades the County's own superhero 'Diversion Man' and other costumed characters walked parade routes while providing re-useable cloth bags, t-shirts, temporary tattoos, colouring and activities books all of which promoted the County's program through the campaign slogan "Be a Hero – Fight Garbage".	Willma Bureau	705-726-9300 x1350 willma.bureau@simcoe.ca
<b>Finalist</b>  County of Wellington	The County of Wellington used an 8 x 10 floor standing display with full color graphic panels at various home shows and community events. The new display board created an opportunity to show that waste management can be a "green service" by placing pictures of solid waste services on a background of trees. At events residents are drawn to the images and the display; allowing staff to have interaction with the public and answer questions. The display unit is reusable and new graphic panels can be created to communicate different messages.	Sharon McCorquodale	519837-2601 x2750 sharonm@wellington.ca