



August 2011

The **Municipal Waste Association (MWA)**, previously known as the AMRC, is now taking registrations for five **free training opportunities** this fall for municipal recycling staff.

The MWA is contracted to E&E Fund Project #341 to coordinate the delivery of the 3 Year Ontario Blue Box Recyclers Training Program. This initiative is a Stewardship Ontario Effectiveness and Efficiency Fund project financed by Ontario municipalities and stewards of Blue Box waste in Ontario in association with WDO, AMO, and the City of Toronto. The MWA has been retained by Stewardship Ontario to coordinate the delivery of the training program.

The course content and format for both Fundamentals and Specialized training sessions have been developed to provide a rigorously detailed, Ontario-content based course with practical application to municipal recycling program operators and decision makers.

The five courses offered this fall include: the Fundamental Principles in Recycling Planning, as well as all four of the specialized courses: Promotion & Education; Contract Management; Markets & Marketing; and, Data Management. Those interested in registering may do so online at: http://www.stewardshipontario.ca/service_providers/what-we-do/blue-box/program-plans/training

Fundamental Principles in Recycling Planning
September 26 to September 30
The Hilton Garden Inn/City Centre, Toronto ON

The fundamental training course is a five-day course. The course has been developed by Stantec with input and direction from a number of municipal and technical recycling experts. The steering committee involved in the course development included a variety of individuals with backgrounds in waste diversion, continuing education, workplace training and course delivery. The course content and format have been developed to provide a rigorously detailed, Ontario content based course with practical application to municipal recycling program operators and decision makers. The course is divided into eight modules and covers all aspects of developing a recycling plan.

Module Titles

- Module 1: Introduction
- Module 2: Markets
- Module 3: Processing
- Module 4: Collection
- Module 5: Promotion & Education

- Module 6: Policies Supporting Recycling
- Module 7: Measure & Monitor
- Module 8: Present Your Program Plan

Course Structure

Course Part	Purpose	Time Commitment
1. Pre-classroom online readings and quiz (the week before the in class training)	Participants familiarize themselves with the key course concepts through online readings	2 to 3 hours
2. Four-day classroom course	Participants collaborate with peers and receive guidance from subject matter experts.	4 days 8:00 a.m. to 4:30 p.m.
3. Post-classroom final exam (online)	Participants apply the best practices and concepts learned while taking the course and develop skills in the context of their own municipality.	2 hours

Participants successfully completing the exam will receive a certificate of course completion. There are 30 spaces available for this fundamental training course.

Fundamental Principles in Recycling Planning is a mandatory, prerequisite to all of the specialized courses. You must have taken the Fundamentals Principles course prior to signing up for any of the specialized courses detailed below.

Markets & Marketing

October 13 to October 14

The City of London's Municipal Recovery Facility, London ON

The Markets & Marketing Course is a specialized, 2-day training program. It is intended to provide learners with an opportunity to evaluate or verify their commodity marketing approach, ensuring they understand the implications of their decisions. It will provide a deeper understanding of marketing that goes beyond theory of the Fundamentals Marketing session to the realities of marketing – including market trends, the management of marketing contracts, common marketing challenges (e.g. quality issues), opportunities for optimization throughout the process, and best practices (policies and procedures) when marketing materials. The training will address the decisions, knowledge (including best practices) and skills required of the learner in each respective role – as direct marketer, and as manager of someone else who markets. The training will adopt the approach established in the *Fundamental Principles in Recycling Planning* program of markets as a key driver of decisions in an interrelated system, where marketing and operations go hand-in-hand.

Module Titles

- Module 1: The Basics
- Module 2: Choosing a Market
- Module 3: Managing & Measuring Performance
- Module 4: Responsibility for Marketing

Course Structure

Course Part	Purpose	Time Commitment
1. Pre-classroom online readings and quiz	Participants familiarize themselves with key course concepts through online readings	3 to 4 hours
2. Two-day classroom course	Participants collaborate with peers and receive guidance from subject matter experts.	2 days 8:00 a.m. to 5:00 p.m.
3. Post-classroom final assessment (Marketing Assessment Plan)	Participants will analyze the current state of affairs for their municipality's marketing program, and then look at the future state of affairs.	10 to 20 hours

There are 20 spaces available for this specialized course. Participants successfully completing this assignment will receive a certificate of course completion.

Promotion & Education for Recycling Programs

October 25 to October 26

The White Oaks Resort and Spa, Niagara-on-the-Lake ON

The Promotion and Education for Recycling Programs Course is a specialized, 2-day training program that follows the Fundamental Principles in Recycling Planning course's Module 5: Promotion and Education, and explores municipal Promotion and Education (P&E) recycling planning in greater depth. It is intended to provide learners with an opportunity to use the given criteria to assess their current Blue Box Communication Plan (BBCP) and later create their own plan to achieve a particular goal.

Module Titles

- Module 1: Purpose & Impact
- Module 2: Communications Plan Components & Criteria
- Module 3: Messaging & Tools
- Module 4: Budgeting & Evaluation
- Module 5: Planning & Presenting the Plan

Course Structure

Course Part	Purpose
1. Pre-classroom online readings and quiz	Participants familiarize themselves with the key course concepts through online readings
2. Two-day classroom course	Participants collaborate with peers and receive guidance from subject matter experts.
3. Post-classroom final assessment (BBCP)	Participants will assess their municipality's Blue Box program and create a Blue Box Communication Plan (BBCP) to achieve a particular goal. Once completed, they will have a plan that can be implemented in their Municipality.

There are 20 spaces available for this specialized course. Participants successfully completing this assignment will receive a certificate of course completion.

Data Management

November 10 to November 11

The Hilton Garden Inn/City Centre, Toronto ON

Course Description

The Data Management Course is a 2-day training program. It is intended to provide learners with an opportunity to acquire knowledge and skills relating to how to effectively collect and analyze data in support of recycling program management. In addition, learners will have opportunities to apply and demonstrate their knowledge through the development of a personalized list of key data management improvement actions for their recycling programs.

Module Titles

- Module 1 – Introduction: Why Data Management
- Module 2 – Data Collection
- Module 3 – Data Analysis
- Module 4 – Your Personal Data Management Action List

Course Structure

Course Part	Purpose	Time Commitment
1. Pre-classroom online readings and quiz	Participants familiarize themselves with the key course concepts through online readings	3 to 4 hours
2. Two-day classroom course	Participants collaborate with peers and receive guidance from subject matter experts.	2 days 8:00 a.m. to 5:00 p.m.
3. Post-classroom final	Participants will demonstrate the	10 to 20 hours

assessment (Data Management Action List)	application of key principles and practices related to data collection & analysis to their own circumstances. Once completed, they will have a plan that can be implemented in their Municipality.	
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There are 20 spaces available for this specialized course. Participants successfully completing this assignment will receive a certificate of course completion.

Contract Management

November 17 to November 18

The Hilton Garden Inn/City Centre, Toronto ON

The Contract Management for Recycling Programs course is a specialized 2-day training program. The training will focus on the *management* of your blue box contract *post award*, (as opposed to the procurement process leading up to award), recognizing that some procurement decisions will impact significantly on the subsequent ease of management of the contract. Although the focus of this training is Blue Box, the principles and concepts will largely apply to any type of contract. It is intended for services that are contracted out; however, much of the content will be relevant to management of services delivered by municipal staff.

Module Titles

- Module 1: Introduction to Contract Management
- Module 2: Assess General Contract Provisions
- Module 3: Manage (Measure & Monitor)
- Module 4: Problem Solve - Avoiding & Handling Problems

Course Structure

Course Part	Purpose
1. Pre-classroom online readings and quiz	Participants familiarize themselves with the key course concepts through online readings and short quizzes
2. Two-day classroom course	Participants collaborate with peers and receive guidance from subject matter experts.
3. Post-classroom final assessment	Participants will be able to assess their municipality's Blue Box program contract(s) and make appropriate improvements.

There are 20 spaces available for this specialized course. Participants successfully completing this assignment will receive a certificate of course completion.



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