

**BRIEFING FORM**

**SUBMITTED TO:** Environment and Sustainability Standing Committee

**MANAGER'S APPROVAL:**



Gord Helm, Manager, Solid Waste Resources

**DATE OF MEETING:** July 7, 2011

**SUBJECT:** **Additional Plastics:  
Advertising & Communications Campaign**

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**ORIGIN**

Environment and Sustainability Standing (E&SS) Committee's May 5, 2011, recommendation to Regional Council for the inclusion of additional plastics (#3,#5, & #7) and include hard plastics of #6, other than foam type plastics, in the blue bag for municipal collection and processing.

Regional Council May 24, 2011, approval of E&SS Committee recommendation noted above.

**RECOMMENDATION/ DECISION REQUIRED**

None required, for information only.

**BACKGROUND**

In the report to E&SS Committee dated May 5, 2011, it was noted that HRM staff would formulate public communication pieces to message service level enhancements for the addition of plastics to the blue bag program. This briefing note is a follow up to this report to provide an outline of the proposed advertising and communications campaign.

Following Council approval on May 24, 2011, Solid Waste Resources (SWR) staff met with HRM Marketing and Communications Department to discuss building this plan. The message "What Goes Where" will carry throughout all production pieces. This slogan will be used to

focus attention on each of our diversion streams, the blue bag stream, the paper stream and green cart organics to be used in radio, newspaper and TV advertising mediums. This theme will bring cohesion and consistency to the SWR communication pieces and build upon the recent completion of the recycling and composting video.

This theme “What Goes Where” – In the Blue Bag, will kick off with the opportunity to showcase additional plastics. The message will be kept simple to refer to “all plastic containers” included in the Blue Bag program. This use of simple language is in sync with all other municipal blue bag programs across this province and has proven effective. Other items that are acceptable in the blue bag including tin/glass containers, all milk containers, foil plates and plastic bags will also be part of the Blue Bag promotion.

During filming of the recently completed recycling video, production staff included footage of additional plastics which can be used to create video for TV production. In-house resources and expertise will be utilized.

The following is an outline of the elements of the new advertising and communications campaign:

### **Messages**

- What Goes Where – In the Blue Bag
- Green and Blue – It’s Up to You

### **Media Strategies/Tools & Tactics**

- Target residents through articles in community newspapers
- Promote our message in news releases & PSAs leading up to September acceptance date
- Heavy HRM website presence during the month of August
- Use of social marketing mediums such as Facebook and YouTube to post videos
- Radio & newspaper advertising
- Target HRM residents through high impact television commercials to be run frequently during the lead up to September 1 start date of acceptance of all plastic containers
- Distribution of Naturally Green Newsletter
- Make our message part of the student move-in package with production of “What Goes Where” sorting guides for apartment properties updated to include all plastics
- Profile as “New” onto revised “What Goes Where” sorting Guides and all other collateral communication pieces

### **Timing**

- In-house production will occur during the month of July
- Most of the advertising as well as editorials in community newspapers will occur in August as lead up to September acceptance date and back to school/work
- To follow through with reinforcement, the NG newsletter distribution will be slated for mid-September

## **ALTERNATIVES AND ASSOCIATED RISKS**

N/A

## **IMPACT/BENEFITS**

Enhancing diversion away from landfill and separation at source supports the citizens based solid waste resource management strategy.

## **COMMUNICATION ISSUES/OPPORTUNITIES**

The communication campaign, as noted above, will provide the opportunity to support public education to enhance diversion. Focusing on 'What Goes Where' will bring attention to getting the proper materials in the proper stream and will minimize contamination in the material streams for management by processing facilities.

The "What Goes Where" that will be transcended into future campaigns as a common theme will include "What Goes Where" – In the Blue Bag, "What Goes Where" – In the Green Cart and "What Goes Where" - In the Paper Stream messages.

## **ATTACHMENTS**

N/A

**KEY STAFF CONTACT:** Laurie Lewis, Diversion Planning Coordinator,  
Solid Waste Resources, 490-7176