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BRIEFING FORM

SUBMITTED TO: Environment and Sustainability Standing Committee

MANAGER'S APPROVAL:

A handwritten signature in black ink, appearing to be "Gord Helm", written over a horizontal line.

Gord Helm, Manager, Solid Waste Resources

DATE OF MEETING: July 7, 2011

SUBJECT: Compost & Recycling Videos

ORIGIN

Staff

RECOMMENDATION/ DECISION REQUIRED

None required, for information only.

BACKGROUND

In 2010/11, HRM Solid Waste Resources received 50% cost sharing from the Resource Recovery Fund Board (RRFB) to produce videos to educate residents on what happens to compost and recycling after it leaves the curb. This includes green cart from curbside collection to processing at the Miller Composting Plant and blue bag recycling from curbside collection to the Recycling Plant at the Bayers Lake Industrial Park as well as examples of materials made from the recycling and compost process. Each video is 5-7 minutes in length. These videos will be used as an educational tool when conducting classroom and business presentations.

This was a shared initiative of HRM Solid Waste Resources and HRM Marketing and Corporate Communications. All production, including script development, assembling footage, filming and editing was completed internally by HRM expertise. Total cost to HRM was \$ 11,171.00.

The resulting compost and recycling videos have been compiled onto one DVD along with the Otter Lake waste processing and disposal site video that was produced by the Community Monitoring Committee (CMC). All streams are showcased from collection to processing for green cart organics, blue bag recycling, paper recycling and the garbage stream. The video compilation is entitled “Green and Blue – It’s up to You”.

Limited print of the DVD (300 copies) were distributed in conjunction with the Federation of Canadian Municipalities (FCM) tours of waste processing facilities where participants received a copy as a take away in early June.

The marketing team has posted the video links to YouTube:

<http://www.youtube.com/watch?v=VNmMHES29G8>

http://www.youtube.com/watch?v=AXegj_MRb7Y

ALTERNATIVES AND ASSOCIATED RISKS

N/A

IMPACT/BENEFITS

Videos of this nature offer a means to bring the message to our audience as an alternative to travelling to a facility to see what happens to materials once they leave the curb. These videos bring the process to the people and the public are able to view areas of the processing plants that would not otherwise be accessible during tours. There is also a benefit to further reinforce the message of diversion, “What Goes Where” and why proper separation at source is so important to making the process work.

COMMUNICATION ISSUES/OPPORTUNITIES

Opportunities for enhanced communication are identified as a benefit as noted above. SWR will be working with Corporate Communications to further enhance opportunities to distribute this video via the internet, video links and Facebook.

ATTACHMENTS

The DVD will be distributed and unveiled at the meeting.

KEY STAFF CONTACT: Laurie Lewis, Diversion Planning Coordinator,
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