

The Odd Couple that Belong Together

Niagara Region's Plastic Bag/Film Campaign

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Campaign Objectives

Implement a comprehensive public awareness and education campaign that will:

- Educate Niagara's residents that plastic bags and stretchy plastic film belong in the grey box
- Educate Niagara's residents on the proper preparation of plastic bags and stretchy plastic film for recycling
- Decrease the volume of plastic bags and stretchy plastic film placed in the blue box
- Decrease the volume of *loose* plastic bags and stretchy plastic film placed in the grey box

Key Messages

The following key messages support the core narrative of the campaign:

- Plastic bags and stretchy plastic film must be properly prepared and placed in the grey box
- Plastic bags and stretchy plastic film must be stuffed into one plastic bag; handles tied; and placed in the grey box
- The proper preparation of plastic bags and stretchy plastic film for recycling pick up helps offset program costs to Niagara's taxpayers

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Creative Designs



- The campaign introduces 'Poly' the Plastic Bag who joins 'Greycie' the Grey Box
- On the surface these two characters are like the Odd Couple, but for the purposes of recycling in Niagara, they belong together!

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Promotion and Education (P&E)

To effectively communicate the campaign messages the following P&E tools will be utilized:

- Media releases
- Newspaper advertisements
- Green Scene Publication
- Pop up banners and information booths rotated through major grocery stores
- Radio talk show interviews
- Radio Advertisements
- Social Media – Twitter and Facebook
- New curbside recycling box tags
- Region website updates

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Campaign Timeline

- The campaign launched on June 26th with the start of radio ads on all three local Bell Media stations; the issue of a campaign media release; and as the cover of the Green Scene publication delivered to all of Niagara's residential households.
- Promotional and educational materials will be in circulation until the end of August.

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Monitoring & Measurement

- Pre and post collection curbside audits will take place to ensure the Region's collection contractor is tagging non-compliant material
- A baseline composition audit that took place in the fall of 2013 indicated that 1.5% of the blue box stream, by weight, consisted of plastic bags and recyclable plastic film
- The impact of the campaign will be measured by:
 - Completing a post campaign composition audit at the end of August for comparison to the baseline audit; and
 - Determining if there is a decline in the use of curbside recycling box tags informing residents of why their material may not have been collected

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