



2015 RCO Awards Communications Category

Company Name

Current Date

Applicant Name

Applicant E-mail Address

Are you a first time applicant?

Yes

No

The Communications Award evaluates the following:

- (1) Business
- (2) Institution
- (3) Not-for-Profit Organization
- (4) Industry Association

The applicant has successfully communicated a recycling or waste diversion message, special program, campaign, activity or event to: tenants, residents, general public, communities, employees, members and any other stakeholder groups.

Emphasis is placed on strategic planning for outreach, creativity, educational content, longevity of the message and continuous improvement (can it grow and expand going forward), support from all levels of management, engagement by existing stakeholders and the ability of the promotion to be replicated by others.

Information that is designed to promote or sell a product or service is not appropriate for this category.

One-year time period for this application, ending in 2014. Example June 2013 to June 2014.

Provide a brief overview of the organization making this application. (Max 500 words)

1. Description:

Outline the program, campaign, event or activity covered by this application.

Include the following details:

- a. Purpose, need and/or intent of the campaign, event or activity.
- b. Audiences targeted. Explain the demographic selection.
- c. Key issues to be addressed.

2. Objectives:

What are the key messages?

- Are they educational - moving from awareness to action? Is there a specific call to action? OR
- Are they informational - bringing knowledge or understanding to an existing environmental situation or condition? Is there an intent to change attitude or behaviour through the information?

Describe the desirable changes you hoped to achieve.

How can the message or elements of the campaign be replicated or used by target audiences or other stakeholders to promote continuous improvement?

3. Creativity and Innovation:

- a. Describe how your campaign is thought provoking, engaging, participatory (hands on, easy to participate in).
- b. What communication tools were used (e.g. print/digital/electronic), to distribute the campaign? (Example: social media, websites, blogs, public service announcements, community newspapers, radio, billboards or other signage)
- c. How were the non digital elements deployed? (Example: Canada Post, handouts at events, door hangers, mailbox stuffing)
- d. Was there an environmental consideration in the choice of communication tools? (Example: digital communications to save paper, FSC certified paper and/or waterless printing for print materials).

Use attachment fields at the bottom of the form to provide samples of the materials developed.

4. Quantitative Results.

- a. Describe what you established as the success metric and what tools were used to measure against it? (Example: tracking increased web, social media activity or spikes in e-mail activity; tabulating responses to a quiz or contest; registering increased guest traffic to physical location, feedback forms, etc.)
- b. Describe the results of the campaign against the success metric
- c. Were there changes in the waste stream as a result of the campaign, event or activity? How were they determined? Compare solid waste results using Before and After data in the reporting fields below.

Materials Reduced (metric tonnes) prior to campaign

Materials Reduced (metric tonnes) subsequent to campaign

Materials Reused (metric tonnes) prior to campaign

Materials Reused (metric tonnes) subsequent to campaign

Materials Recycled (metric tonnes) prior to campaign

Materials Recycled (metric tonnes) subsequent to campaign

5. Qualitative Results

Provide qualitative/aneccdototal data on the outcome of the campaign, event or activity. Was the target audience receptive, were there actions; verbal feedback, changes in behaviour or activity?

6. Utilizing Results

As a result of the campaign outcomes, what are the next steps? How will the results be used?

Send support documents to: events@rco.on.ca