



## 2015 RCO Awards Municipal Communications Category

### Municipality

Current Date

Applicant Name

Applicant E-mail Address

Are you a first time applicant?

Yes

No

### Category Description

This category recognizes municipalities, regional governments and groups of municipalities that have successfully communicated their recycling, or waste diversion message to residents, neighbouring communities, municipal employees and other stakeholders.

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.

Provide relevant support documents (pictures, charts, graphs or text documents) that illustrate and substantiate the activities undertaken. Please reference any uploaded support materials specifically with the criteria question to which it relates. **Do not submit general marketing or product brochures that are not germane to the application.**

### Provide a brief description of your organizations. (max. 500 word)

Include the following details:

Number of households served in all jurisdictions.

Name the separate communities served

### 1. Describe the program, campaign, event or activity covered by this application.

Include the following details:

Purpose, need or intent of the campaign

Target audiences (explain why the group(s) were chosen)

Key issues to be addressed

Duration of the campaign.

### 2. 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 & 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 subsequent to campaign**

**Materials Recycled (metric tonnes) prior to campaign**

**Materials recycled (metric tonnes) subsequent to campaign**

**5. Provide qualitative/anecdotal data on the outcome of the campaign, event or activity. Was the target audience receptive, were there actions, 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?

**7. List the partners, management, public, stakeholders who supported the activity and the way(s) in which they contributed to this initiative. (Example: funding support)**

Send support documents to: [events@rco.on.ca](mailto:events@rco.on.ca)