2012 COMMUNICATION EXCELLENCE AWARD
CHECKLIST AND RELEASE

2012 Applications must be submitted to SWANA no later than Friday, April 13, 2012

*** PLEASE NOTE THAT ENTRY REQUIREMENTS HAVE CHANGED ***

Application Checklist: (Please make sure the following items are included in your submittal packet)

- Completed release statement (this page), to be scanned and included in digital submission
- Check (made payable to SWANA) or credit card payment for nomination fee (in U.S. dollars) via Excellence Award Nominations
- At least 2 pictures of your operation (may be included in nomination text)
- One copy of your award submittal uploaded using your purchased 2012 SWANA Excellence Awards Application Uploading Instructions
- If you would like to mail your submission, please contact Jesse Maxwell, Program Coordinator, at jmaxwell@swana.org or (240) 494-2237.

Release Statement: I certify that the information provided in this application is accurate and correct to the best of my knowledge. SWANA reserves the right to publish the enclosed information. Nominations become the property of SWANA. My signature gives SWANA the right to reprint or make available for purchase any portion of this submittal.

Signature: ___________________________ Date: ___________________________
Submission for:
SWANA Communication Excellence Award 2012
City of St. John’s
Curb It Recycling Program
Executive Summary

The City of St. John’s implemented a curbside recycling program in the fall of 2010. There were two primary reasons for this. First, residents were pressing the City to offer such a service as there were limited recycling opportunities in the region. Secondly, the provincial government announced funding to implement a Provincial Waste Management Strategy which included a goal of 50 per cent diversion in the region by 2015.

Before the City could launch its recycling program it was tasked by the provincial government with redeveloping its landfill into a regional integrated waste management facility which included constructing the province’s first ever Materials Recovery Facility (MRF). The City had to time the implementation of the curbside program with the completion of the MRF and the retention of an experienced firm to operate the facility.

While work progressed on the facility, so too did plans for the recycling program. A recycling pilot program was launched which, among other things, informed the City that a successful curbside recycling program would require a comprehensive communications campaign to inform and educate the residents. The recycling program has been very successful which can be attributed in part to the effective development and implementation of the communications campaign.

Statement of Intent

The City of St. John’s implemented a curbside recycling program in the fall of 2010. Prior to this program there were very limited recycling opportunities available in the region. The City developed a comprehensive communications campaign to announce the program and advise residents how, when, what and why to recycle. The recycling program has been very successful which in part can be attributed to the success of the communications campaign. The City of St. John’s is applying for the Communications Excellence Award in recognition of that campaign.
Research & Planning

Program Need

There were two primary reasons why the City of St. John’s needed to implement a curbside recycling program.

First, many residents were pressing the City for a curbside recycling program as prior to the fall of 2010 access to recycling opportunities in the City of St. John's was limited to:

- Domestic beer bottles returned to beer retailers,
- Five Green Depots accepted deposit bearing beverage containers,
- Newsprint and corrugated cardboard drop off at Green Depots,
- A private company provided curbside collection for a fee,
- A private company offered a residential paper and cardboard drop-off and accepted office paper, newsprint and corrugated cardboard from offices and private haulers.

Secondly, in 2007 the Newfoundland and Labrador provincial government announced funding to implement its earlier Provincial Waste Management Strategy that in part outlined a goal of 50 per cent waste diversion for the region by 2015 through programs such as recycling and composting.

The City understood that in order to implement a successful curbside recycling program it would have to launch a comprehensive communications campaign to inform residents about the new program and to educate them about what could be diverted from the landfill.

Materials Used Prior to the Program

To research and prepare for a city wide curbside recycling program the City of St. John’s launched a curbside recycling pilot program to 1000 homes that initially included a weekly collection with blue bags provided to participants free of charge. The first six months of the program, May to November 2007, were utilized to gather formal information that would be used in determining the direction and plan for the citywide program. The pilot was voluntary and continued up until the citywide program began. Throughout that time period a few changes were made including a move to a bi-weekly collection and the removal of glass and plastic shopping bags from the program.

Goals of the pilot program included:

- To assess the quantity, quality and types of materials to accept,
- To gauge communications tools and messages – what would resonate with our residents,
- To determine participation rates,
- To determine weekly or biweekly collection,
- To determine whether to go with a voluntary or mandatory program,
- To learn the effects of changing accepted materials during the program.
Two neighbourhood forums were held introducing the pilot to residents. Information about what, how and when to recycle as well as free blue bags were provided to the residents. City staff also went door to door answering questions and leaving the same information and blue bags that were given at the forums.

A section of the City’s website was dedicated to the pilot and the City’s call centre staff had been educated on the pilot so they provided information to residents that called in with questions. There was no funding available for advertising. Some media attention was gained at the time of the launch and at different times throughout the two and a half years of the pilot.

Data was collected for the pilot by staff recording the set out of the recycling bags for each collection throughout the first six months. Comments from residents were recorded and waste audits were carried out to determine how well people were recycling. Counts were recorded on the deposit return containers, weights for all materials collected were recorded and a residue rate was tabulated. Material was shipped out of province as there was no MRF in the province at that time.

Research was done of the markets for the recycling material determining the revenue that could be generated from the material sold.

Lessons Learned

From the information gathered with the pilot the following was learned:

- Emphasize items that are not accepted at the curb which are commonly recycled elsewhere and in other programs (i.e. glass and plastic shopping bags)
- Use images and text to illustrate and describe materials accepted,
- Work with a professional marketing and communications firm, including graphic design work, to create communications material,
- Engage residents to participate,
- Educate residents to set out clean material that would be processed and sold,
- Bi-weekly collection was the best option to balance cost and service, and
- A clean product was required to market given our small volume and the transportation costs given our distance from the markets

These lessons learned provided an outline for the foundation and direction that the communications plan would take.
Target Audience

The general audience for the launch of the citywide curbside recycling program and its communication materials was all residents within the City of St. John’s.

The primary target audience however was resident adults ages 25 to 64 with a skew towards homeowners 35 to 54 and particularly the head of household.

The targeted head of household was skewed towards females as it was found they are generally in charge of the habits of the house, managing purchases and chores, and maintaining the order of home.

The secondary target audience was children under the age of 12, who are a significant influencer of ‘good habits’ such as recycling in the household and can become in-home ‘champions’ of recycling.

Goals

The following goals were set for the citywide curbside recycling program:

- Generate awareness among residents that curbside recycling was starting in the fall of 2010,
- Shift consumer behavior from initial awareness of current programs to participation in the new curbside recycling program,
- Inform and educate residents about what can and cannot be recycled and how to do it,
- Inform residents of changes to their garbage collection day and when recycling would be collected,
- Drive all residents to a new website for details on the program,
- Educate residents about the use of transparent blue bags,
- Achieve the following participation rates to attain 50 per cent diversion by 2015:
  - Year One  40%
  - Year Two  50%
  - Year Three  60%
  - Year Four  65%
  - Year Five  70%.
Opportunities for Meeting Goals

To meet these goals it was first determined that a successful recycling brand would need to be created that was memorable, engaging to both youth and adults, friendly and incorporated into a call to action. The brand would have to stand the test of time as waste management programs evolved. The brand chosen was ‘Curb It’

Our program name immediately became the action we wanted to promote. Not only did we want residents to curb the amount of waste they were sending to the landfill but we wanted to let them know that it was as easy as placing their recyclables to the curb. The look is energetic and friendly, underscored by the playful font, colours and movement. It also featured the blue bag, a critical component to this program. When extended to the URL, it also drives the action home and speaks to residents directly: “Curb It St. John’s”. The creative platform was built with a sense of fun, play and simplicity. Illustrations and animations, paired with a catchy, playful whistle in media all reinforced to residents just how easy it is to participate.

The Curb It brand, launched on September 16, 2010, is energetic, friendly and playful while underscoring the required use of blue bags for

Decals of the Curb It brand were put on each side of the all of the garbage and recycling trucks which acted as moving billboards reminding people of the curbside recycling program.

A condensed message was created and used in the media to give an impression that to recycle is easy. Three easy steps:

1. **Sort It** two types of recyclables, paper and container, sorted separately.
2. **Bag It** use only transparent blue bags
3. **Curb It** put recycling to the curb every second week along with your garbage.

The Curb It brand emphasized the convenience of setting recycling to the curb rather than having to travel to a Green Depot to take part in recycling. Instead City of St. John's trucks would be at their curb every second week. Curb It formed the platform to express our most critical key messages: the what, the how and the when of recycling. Our creative platform was built upon the three messages which reinforced the correct behaviour.

Furthermore a new website was developed which provided extensive information about the recycling program along with other waste management information.
A starter kit was mailed to every home three weeks prior to the role out of the program which contained the following:

- Letter from the mayor,
- Fridge magnet so that the information was close at hand,
- Sample blue bags so it was understood what type of bags must be used and people could begin recycling right away,
- New calendars for 2010 and 2011 so they could familiarize themselves with the changes to the collection schedule and find out what area they were in, and
- Paper copy of the magnet so if they wanted to keep the information in another place they would be able to.

When residents called in with questions to the call centre, staff were well educated about the recycling program so many questions could be addressed quickly. However, when questions could not be answered by the call centre they forwarded them on to the waste diversion staff. We aimed to answer concerns quickly and efficiently so that residents would not be frustrated. We also used the questions to determine what information was confusing to the resident.

There were two full time communications assistances hired to have direct contact with the residents when they were having difficulty in understanding what they needed to do to participate in the program. They are also responsible for recording the set out rates at the curb.

New calendars were created to clearly inform the residents that while their garbage day would remain weekly their recycling would be collected bi-weekly. To minimize disruption to residents, the bi-weekly recycling routes were created by splitting the existing garbage routes. For residents their garbage collection area would remain the same (numbered 1,2,3,4,5) and the recycling route would be denoted by an A or B (ie: 1A, 1B, 2A, 2B, etc). The messaging on the front of the starter kit sent to all residents, on the front of the webpage, and in both print and advertising was to call 311 (the City’s call centre) or look up on the website, to give your address and learn if you were in Area A or B for recycling.

The City provided written and illustrated information for what can and cannot be recycled. Fridge magnets were created that had illustrations and written text to explain what could be recycled, along with a list of what was not acceptable.

Stickers were made to leave on recycling bags that had not been done correctly; for example when the bag had non recyclables in with their recycling or when paper and containers were mixed together. A sticker was attached to help educate the resident. We anticipated that there would be some confusion with residents on setting their recycling out on the correct week so stickers were also created to address this issue. A friendly tone on the tags was used to keep a positive attitude regarding the mistakes.
Anticipated Obstacles for Meeting Goals

Like the introduction of any new behaviour, the launch of curbside recycling was not without its challenges to overcome.

**Timing and coordination:** Once the provincial government announced funding for the waste management strategy, the City of St. John’s was on a tight timeline to meet the Strategy’s target dates. The City had to redevelop its existing landfill into an integrated waste management facility which included not only re-engineering the landfill to modern standards but also designing and constructing the province of Newfoundland and Labrador’s first ever Materials Recovery Facility (MRF). The City had to time the implementation of the curbside program with the completion of the MRF and the retention of an experienced firm to operate the facility.

**Operational Challenges:** The original launch date was first set for the spring of 2009, however, this date was delayed due to financial reasons that led City Council to postpone the start of the program to the spring of 2010. Again this launch date had to be moved from the spring to the fall because challenges arose in securing an operator for the recycling facility. These delays required additional communications which gave the City the opportunity to be in the media to discuss the upcoming program. With more attention given to the curbside program residents became well aware of the intended citywide curbside recycling program.

**Perceived Inconvenience and Difficulty:** There are perceptions that recycling is simply too difficult or does not fit with established routines and takes up too much time and storage space. Focus group research reaffirmed these challenges, with people questioning the effort to wash their containers before recycling them. Therefore, in final communications, “wash” became “rinse”, a much faster and easier task. On the first day of collection the waste management staff and the contractor of the MRF were present to assess the first loads of recycling delivered to the recycling facility and were impressed at how clean the material was. Everyone was very pleased as it meant that residents had understood what needed to be done and our communications plan was working.

**Collection Schedule Changes:** The City was switching to a fixed day collection schedule and dividing the current five garbage collection areas into ten to accommodate the bi-weekly recycling pick-up. Residents needed to find their new recycling area and their new collection day before they could take part. Much time was spent in devising a calendar that was easy and clear for the resident to understand.

**Knowledge of Blue Bags:** Residents were not familiar with the transparent blue bags that they would be expected to use. That is why sample bags were provided in the starter kit. Advance contact was made with blue bag suppliers to ensure a good supply of blue bags would be available in stores.

**What’s Recyclable and What’s Not:** There was potential for confusion because the City’s program differs from what people may be used to in the province’s beverage deposit Green Depot Program. Not accepting glass or plastic shopping bags would be a challenge as most curbside recycling programs accept both. Some media attention was gained about why glass would not be recycled in the curbside program. The local paper did a great article on glass and explained very clearly the reasons why the City would not be accepting glass. Often when people understand the reason why they are more accepting of the decision.
# Implementation & Execution

## Program Implementation Timeline

<table>
<thead>
<tr>
<th>Implementation Date</th>
<th>Program Component</th>
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<tbody>
<tr>
<td>2008 to 2010</td>
<td>Design and construct the Materials Recovery Facility</td>
</tr>
<tr>
<td>Spring 2009 to Fall 2010</td>
<td>Planning and preparing communications campaign and materials of citywide curbside recycling program</td>
</tr>
<tr>
<td>Summer 2010</td>
<td>Retain the Materials Recovery Facility operator</td>
</tr>
<tr>
<td>August 10 to September 29, 2010</td>
<td>Curbside recycling information sessions for all City of St. John’s staff</td>
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<tr>
<td>September 13, 2010</td>
<td>Curbside recycling messages and information session to St. John’s City Council</td>
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<tr>
<td>September 14, 2010</td>
<td>Curbside recycling messages and information session to City of St. John’s call centre staff</td>
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<tr>
<td>September 16, 2010</td>
<td>Curb It brand launch, including unveiling logo and website</td>
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<td>September 20, 2010</td>
<td>Curbside recycling presentation to televised public meeting of St. John’s City Council</td>
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<tr>
<td>September 20 to October 4, 2010</td>
<td>Delivery of curbside recycling starter kits to residents</td>
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<tr>
<td>September 20, 2010 through to Summer 2011</td>
<td>Media campaign in print, radio, online, television, out of home</td>
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<tr>
<td>October 4 to 8, 2010</td>
<td>Open House information sessions at community centres in each collection area of the city</td>
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<tr>
<td>October 13, 2010</td>
<td>Curbside recycling demonstration and run-through to City of St. John’s waste collection staff</td>
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<tr>
<td>October 18, 2010</td>
<td>First day of curbside recyclable collection</td>
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<tr>
<td>October 21 to 23, 2010</td>
<td>Displays and blue bag giveaways at shopping mall</td>
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September 20 to October 4, 2010
Delivery of Curbside Recycling Starter Kits to residents, including a sample pack of four blue bags.
September 20, 2010 through to August 2011

Media campaign in print, radio, online, television, out of home

This print advertisement ran prior to the curbside recycling service beginning.
Budget

The budget approved by the City Council for the communication plan and implementation of the curbside recycling program spanned three years, from 2009 to 2011, and was $585,600.

This included:

<table>
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<th>Communication Elements</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Concept development, creative platform (brand) creation and project management</td>
<td>$108,000</td>
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<tr>
<td>Website creation and hosting</td>
<td>$28,900</td>
</tr>
<tr>
<td>Advertising (print, radio, television, online and out of home)</td>
<td>$355,200</td>
</tr>
<tr>
<td>Starter Kit including Recycling Reference Guide and Collection Calendars</td>
<td>$93,500</td>
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</tbody>
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Partnerships/Collaborations

Opportunity to partner with Clorox Canada, producers and distributors of Glad brand blue bags, to include a sample pack of four blue bags in each starter kit mailed to residents. Clorox Canada also provided extra sample packs to City of St. John’s waste diversion staff to use as incentive handouts at the door, at community events, during education opportunities and elsewhere.

The artwork on an envelope containing four sample Glad brand blue bags provided by Clorox Canada to encourage residents to begin curbside recycling.
How Planning Elements Were Successfully Accomplished

Anecdotally, response to the campaign has been positive, and city residents and stakeholders have welcomed the bright, warm tone and personality of the campaign.

In an email to the City, resident and new recycler Bonnie Stone extended her appreciation:

“...you have me on board. I have to say your entire Curb It program kit is excellent. Easy to read and understand. It is colorful and recyclable dummy friendly (such as myself). The entire package kit is wonderful. I hope it is a great success.”

Most importantly, residents are recycling.

Measured through daily monitoring of curbside collection areas, the average participation rate surpassed the goal of 40 per cent in its first year, and stood at 65 per cent just four months after the first pick-up on October 18, 2010. At the four month mark the set-out rate was measured at 49 per cent (daily percentage of houses putting recyclables at the curb) with participation at 65 per cent (percentage of residents who put recycling to the curb at least once in three collections). Using the set-out rate to determine the participation rate takes into account those residents who may travel or who may not generate enough waste to warrant placing a bag for collection each collection day.

Some areas have been experiencing even stronger participation rates, especially those in the pilot project area. Before the launch of the Curb It campaign, the set-out rate in this area was 55 per cent, based on direct communications between the City and pilot project residents (for the period of May 2007 and October 2010). After the campaign launch, this number grew to 76 per cent.

On the one-year anniversary of the curbside recycling program implementation the participation rate of 70 per cent was announced. We anticipate that this will continue to increase with ongoing communication through paid advertising, direct mail opportunities and door-to-door outreach to residents not participating in the program.
Creativity

One of the key differences in the communication of other recycling initiatives in the region and the City’s Curb It recycling program was the number of communication and advertising medium/opportunities used to launch and sustain interest in the Curb It program:

**Website As Main Portal: curbitstjohns.ca** – which includes key features such as:

- Quick Search: Enter your address to get your collection schedule
- Video demonstrations: ‘How to Curb It’ and ‘Behind the Scenes at the Recycling Facility’
- Downloadable cheat sheets, how tos
- Printable colouring sheets and games for children
- An interactive tour of the City’s Robin Hood Bay Waste Management Facility

**Information Sessions** – for residents in each city ward for demonstrations and Q&As.

**Direct Mail Starter Kit** – delivered to every household three weeks before the first start date, as a personal introduction to the program (all made of recycled and recyclable content) which included a letter from the mayor, the information session schedule, a fridge magnet illustrating what’s in and what’s out and a few other reminders, a reference guide and recycling collection schedule, and a sample pack of four blue bags to get residents started.

**Bag Stickers** – which are placed at the curb on blue bags that are uncollected because of a sorting error (wrong items, incorrect sorting, etc), which provides immediate feedback to correct behaviour.

**Communications Roll Out** – which included the official brand unveiling at the new recycling facility in September, a first pick up day photo opportunity with the mayor in October, and the official grand opening of the recycling facility in December.

**On The Street Team** – who continue to go door-to-door communicating with residents and correcting behaviour. For example, in the first few months of the program, those who placed their recycling in colourless clear bags rather than the required transparent blue bags received an extra sample pack of blue bags, delivered right to their door. This was well received by the resident as they subsequently changed their behavior.

**Branded Recycling Trucks** – all 26 City recycling and garbage trucks were branded with the Curb It logo and URL, acting as moving billboards five days a week.
Results and Evaluation

Reaction to the Program

At the end of year one 70 per cent of our residents were participating in the new recycling program. There is a very low residue rate of just three per cent of the materials received at the Recycling Facility, indicating that residents are putting out properly sorted and clean materials for processing. Residue rates are determined by the tonnage of residue that is landfilled divided by the total tonnage processed.

Near the launch of the program we received positive feedback from residents stating that they loved the branding along with the other communication tools used. In particular the starter kit was appreciated by residents for the breadth of materials provided, including the free sample blue bags.

Below are examples of the complimentary emails received soon after launching the Curb It branding and distribution of the Curb It Recycling Starter Kits:

Subject: Looks fabulous!

Hi Jim,

I'm just here at work (Access) going over the Recycling package that was mailed out to all the households. I was so impressed that I thought I would pass along my compliments to all involved. I find that it's very well put together, user friendly, easy to read, and overall a “fun” package -- something I would take the time to sit down and read. Everyone here seems to be impressed with the whole package as well. I'm sure a lot of hard work went into putting it all together.

Congratulations guys!!!

Daphne

Citizen Services Representative, Access St. John’s
**Subject: Questions about Curbside Recycling**

My compliments, you have me on board. I have to say your entire Curb It program kit is excellent. Easy to read and understand. It is colorful and recyclable dummy friendly (such as myself). The entire package kit is wonderful. I hope it is a great success. We have a beautiful city, thanks to our excellent City Council and proud and concerned citizens.

Congratulations,

Bonnie Stone

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**Subject: Re: news release**

Love the branding and the website.... good job! You should all be very proud of all this work – well done.

Cheers

Carol Ann Carter

Director of Marketing, Public Education and Communications (Acting)

Multi-Material Stewardship Board (MMSB)

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**RE: curbside recycling**

Awesome new website – and great job on the video! I’m so happy that this is out there. Good luck with everything leading up to the launch of the program.

Ashley Russell

Marketing and Public Education Officer

MMSB (Multi-Materials Stewardship Board)
Success Measurements

We determined our participation rate through the daily set out rate. Staff drive a collection route and record which residences have recycling at the curb. Each route is covered for three successive collection periods. If a residence has recycling out one of the three collection periods they are considered as participants.

Within the first four months of the program there was a 65 per cent participation rate. By the one year anniversary the participation rate had climbed to 70 per cent. This greatly exceeded the original goal of 40 per cent participation in the first year.

Another success is the very low residue rate which since the beginning of the program through to the end of 2011 is at three per cent. The residue rate is determined by the tonnage of residue that is sent to the landfill divided by the total tonnage received at the MRF. A three per cent residue rate is quite low within the industry especially for a new program.

Another positive point is that our material going to market has established a reputation of being very clean. The research completed during the pilot indicated that because we represent a smaller population and are further from markets, ensuring a clean end product was a must. It would also be a benefit to us when markets become weak that buyers will still be interested in our product because of it consistently being clean.

Improvement of the Program

Subsequent to the launch of the recycling starter kit we received some feedback that the magnet produced was a little unclear in some of the illustrated items. Specifically what was illustrated to represent a crumpled piece of paper (recyclable) looked to some like a crumpled used tissue or paper towel (not recyclable). This was likely because it was placed near a boxboard tissue box.

When the magnets are reprinted for the next distribution we plan to remove the crumpled ball of paper and to rename the tissue box a shoe box, to avoid such confusion.
Shortly after launching the curbside recycling program we heard from some residents that they wanted a quick reference list of common household waste materials that clearly outlined what were recyclable containers, what were recyclable papers and what was not to be put in recycling bags at the curb. A few mentioned that although the illustrated images were colourful and eye-catching that showing pictures of real items would be helpful.

From that feedback the following brochure was produced and we receive overwhelming positive response to it when we hand it out at the door or at community events:

As well, another area we have improved upon since beginning the recycling program is in our door-to-door, or one-on-one, outreach. We have seen encouraging results with this approach when we knock on the doors of residents not participating. Staff explain to them how to begin recycling by providing sample blue bags and the brochure detailing what to recycle. We plan to continue with including the door-to-door communication in our outreach emphasis in the future and to build upon its momentum and success.
Replication in Other Communities

The Materials Recovery Facility at the Robin Hood Bay Waste Management Facility is a regional facility for the eastern region of the province of Newfoundland and Labrador. When the facility became operational in the fall of 2010 all municipalities and service districts in the eastern region of the province had access to bring properly sorted recyclables to the facility.

The closest neighbouring community to the City of St. John’s is the City of Mount Pearl. They began a two-stream curbside recycling program a few weeks after St. John’s did. The City of Mount Pearl used some of the images and communication tools of the Curb It program in their own advertising and communication with their residents.

The Town of Torbay, another neighbour of St. John’s, has also requested and used most of the messages from the St. John’s program to communicate to their residents about what can be recycled.

The Town of Holyrood, a community approximately 50 kilometers from St. John’s, has also inquired about replicating the fridge magnet for the benefit of their residents.

Eastern Waste Management works with municipalities in the eastern region of Newfoundland and Labrador. Eastern Waste Management staff have contacted City of St. John’s waste diversion staff a number of times in the past year and a half to request pictures and images, and advice, in developing communication tools and messages about recycling programs in the communities they work with.
Appendix: Supplemental Information

Curb It logo, images and website unveiled during the brand launch on September 16, 2010.
Appendix: Supplemental Information

Another example of a print advertisement that ran between September 20, 2010 and August 2011.

Print advertisement to clarify the most common recycling errors found in the City of St. John’s program.
Appendix: Supplemental Information

A print advertisement that ran in December 2010

Print advertisement of holiday recycling messages.
Appendix: Supplemental Information

Storyboard of television advertisement, giving examples of what is a container recyclable, that ran between September 20, 2010 and August 2011.

Similar advertisements to specify what are paper recyclables were also produced and can be viewed at:

http://www.curbitstjohns.ca/?Content=Learning_Centre/Demo_Videos
Appendix: Supplemental Information

Online and billboard advertisements that ran between September 20, 2010 and August 2011.

Above:
Online advertisements placed on local news and weather sites.

Right, top:
Billboard advertisement with extension

Right, bottom:
Digital billboard advertisement
Appendix: Supplemental Information

Awards won by the Curb It communications program

Above:
A Curb It collection truck was the winner in the Recycling Truck category of the 2012 Waste Age Equipment Color and Design Contest.

Right:
The City of St. John’s Manager of Waste Management accepting the 2011 Pinnacle Award of Excellence for Marketing Communications from the International Association of Business Communicators Newfoundland and Labrador Chapter.