



## AVICC Special Committee on Solid Waste Management: RECYCLE RIGHT - AT HOME CAMPAIGN

**Summary:** Association of Vancouver Island and Coastal Communities (AVICC) Special Committee on Solid Waste Management Communications Working Group with partnership and collaboration from 8 regional districts (Alberni-Clayoquot Regional District, Capital Regional District, Comox-Stratcona Waste Management, Cowichan Valley Regional District, qathet Regional District, Regional District of Nanaimo, and Sunshine Coast Regional District) created and distributed videos/graphics for the “Recycle Right - At Home” campaign as a tool to educate all residents within each Regional District so everyone is getting the same information so that we can work together for the end result, which is to reduce, reuse and recycle responsibly and effectively at home.

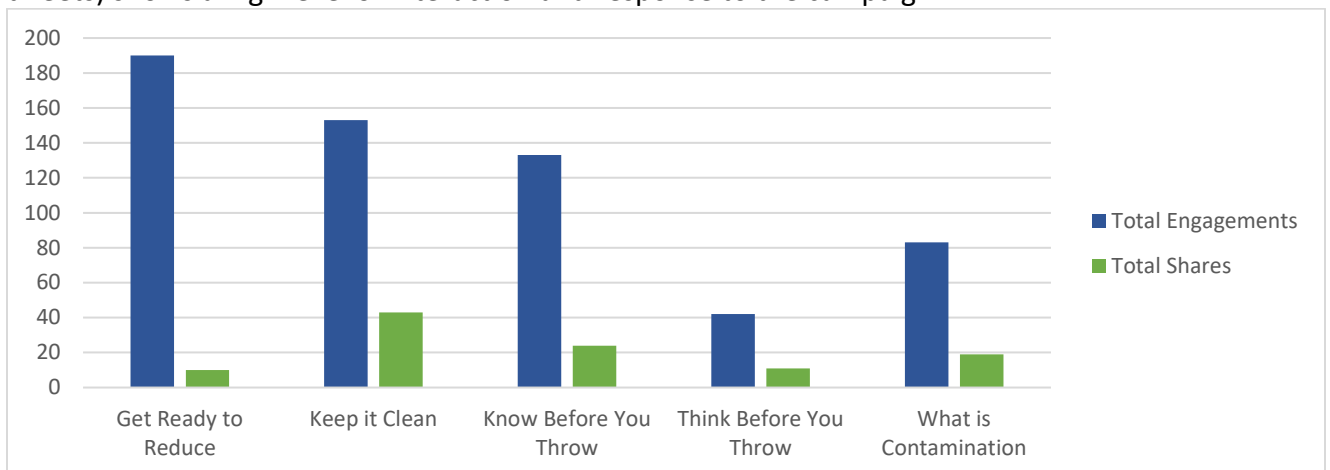
**Communication Tools:** Overall, the campaign was well received by all Regional Districts. The videos were shared through a number of different communication methods including:

- Regional District Websites
- Facebook
- Twitter
- Youtube
- New Releases

The posting of videos allowed for follow up questions and information sharing to residents. The videos and stills created for this campaign will continue to be a useful tool for Regional District to share in the future. While the videos were designed to be relevant to all AVICC residents, some were more tailored to curbside collection which is not available in all AVICC Regional Districts.

### Outreach Statistics:

Using the various communication tools, Regional Districts were able to track data on the 5 videos. The data does not represent the number of views for the videos or visits to websites. However, the number of engagements (i.e. reactions, comments) and shares (including re-tweets) shows a high level of interaction and response to the campaign.



**Feedback:** The response and feedback from residents was overall positive. The topics were easy to understand and were frequently shared to increase the reach of this campaign. For future campaigns it is recommended to include municipalities in the roll-out to increase the messaging across all jurisdictions. Municipal members were pleased to see the videos and happy to have a helpful resource for their residents.

**Cost:** The campaign was entirely funded by the AVICC Special Committee on Solid Waste Management. The total cost of the campaign was \$5,368.82. Final costs were higher than the original quote to include customized videos for each regional district and video material expenses (i.e. reusable items and recycling bins).

**Deliverables:** Five videos and stills were created and customized to include AVICC and Regional District information at the end for more information. The videos are the property of all AVICC members.

### Video 1: Get Ready to Reduce



**Roll-out date: Week of April 22, 2019**

**Important Message:**

- Making small daily changes add up quickly
- Get ready to reduce and reuse – it will make a difference

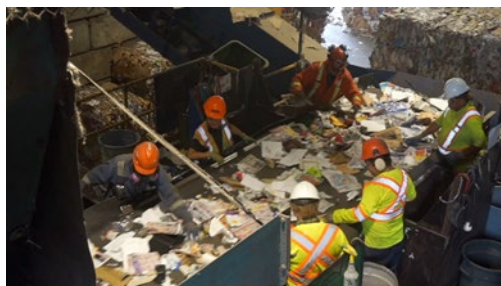
### Video 2: Keep it Clean



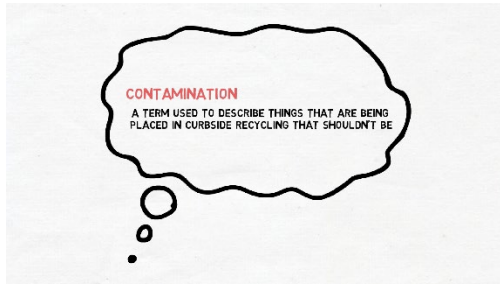
**Roll-out date: Week of April 29, 2019**

**Important Message:**

- Rinsing plastic makes the container more recyclable and easier to deal with both at home and at recycling facilities.
- By giving your containers a quick swish in the dishwater, we can:
  - Reduce funky odours
  - Stop visits from pests
  - And avoid the hassle of a mess
  - Leaving stuff behind in your containers can damage machinery or hurt the workers who sort the recycling.
- Keep it clean – it will make a difference



### Video 3: What is Contamination



Roll-out date: Week of May 6, 2019

#### Important Message:

- Explain what Contamination is
- How contamination effects recycling
- 5 Common Contamination items
  - Garden Hoses
  - Styrofoam
  - Electronics
  - Glass
  - Film Plastics
- Explanation why these items are not accepted in curbside recycling

### Video 4: Know Before You Throw



Roll-out date: Week of May 13, 2019

#### Important Message:

- You'll make a difference when you know before you throw
- Sort your items into separate bins to be put out for curbside recycling, brought to a drop-off recycling depot, and donated for reuse
- Know before you throw – it will make a difference

### Video 5: Think Before You Throw

**WISHCYCLING**  
PUTTING NON-RECYCLABLE  
MATERIALS INTO THE RECYCLING STREAM.  
HOPING THAT THEY CAN BE RECYCLED



Roll-out date: Week of May 20, 2019

#### Important Message:

- Recycling can be confusing, but knowing how to 'Recycle Right' is an important step we can all take in ensuring our recycling doesn't end up in a landfill

## **AVICC Member Links:**

Alberni-Clayquot Regional District

<https://www.acrd.bc.ca/recycle-right-at-home>

[Recycle Right at Home News Release](#)

Capital Regional District

<https://www.facebook.com/CapitalRegionalDistrict/videos/>

Comox Strathcona Waste Management

<https://www.cswm.ca/recycling/what-can-i-recycle>

<https://www.cswm.ca/recycling/curbside-recycling-organics-yard-waste-pick>

<https://www.cswm.ca/garbage/facilities-hours>

<https://www.cswm.ca/about/news/cswm-rolls-out-recycle-right-home-videos>

<https://www.youtube.com/channel/UCMPDSmBpL7vP2RkrghXlmmg>

Cowichan Valley Regional District

[https://www.facebook.com/pg/mycvrd/videos/?ref=page\\_internal](https://www.facebook.com/pg/mycvrd/videos/?ref=page_internal)

<https://www.cvrld.bc.ca/78/Garbage-Recycling>

qathet Regional District

[https://www.facebook.com/pg/letstalktrashpr/videos/?ref=page\\_internal](https://www.facebook.com/pg/letstalktrashpr/videos/?ref=page_internal)

<http://letstalktrash.ca/lets-talk-trash-lends-you-a-hand-with-recycling/>

Regional District of Nanaimo

<https://www.rdn.bc.ca/recycle-right-home>

<https://twitter.com/RDNanaimo>

<https://www.facebook.com/RegionalDistrictofNanaimo/videos/>

<https://www.rdn.bc.ca/news-2019-05-14>

Sunshine Coast Regional District

<https://www.facebook.com/sunshinecoastrd/>

<https://twitter.com/SunshineCoastRD>