

ICI Recycling

WRAPP 03 ~ Final Project Report ~ September 2006

**ICI (Industrial, Commercial and Institutional) Recycling 101
Final Report**

WRAPP Fund

**Partner Organization:
The City of Brandon
Brent Hansen Environmental
The Marquis Project
Westman Recycling Council**

The following document is the final report for the ICI Recycling project, which has three phases: Glass and Plastic Recycling, Bio-diesel and Composting.

As the interim report (October 2005) has already comprehensively covered the project history, goals, purpose and objectives, as well as summarized the project activities and outcomes up to September 2005, this final report will give an overview of the last half of the project from this interim reference point.

A reprisal of the interim report follows to appropriately frame the overview of the last half of the project, the activities and accomplishments of which are prefaced in each section with headings labeled **"FINAL REPORT".**

PROJECT OVERVIEW

ICI Recycling (Industrial, Commercial and Institutional) – is an environmental education project aimed at increasing participation from the ICI sector in recycling, composting and bio-diesel programs. The Marquis Project, Westman Recycling Council (WRC), Brent Hansen Environmental (BHE) and the City of Brandon (CofB) administered the project.

The goal of *ICI Recycling* is to educate about/promote the environmental and socioeconomic benefits of all types of industrial, commercial and institutional composting, bio-diesel and recycling in the Brandon area. Additionally, information will be collected from the project participants for the report in order to provide information to other communities as they study the feasibility of creating similar projects. Education and promotion to both the project participants and the community at large have also been conducted.

ICI Recycling compliments the WRAPP Fund's mandate to promote waste reduction and pollution prevention initiatives in the areas of:

1. Organic Waste Management and Composting;
2. Modeling Integrated Waste Management System Development and Planning; and
3. Pollution Prevention.

The project partners are very grateful to the WRAPP Fund for the financial support that makes such initiatives possible. Appropriate acknowledgment of this support has been included in project promotional material and media relations.

The project's objectives can be described within two interrelated focus areas:

1. Community Promotions and Media:

- a. Advertising on CKX (local channel) (84 times over a four week period).
- b. Promotional posters, pamphlets, fact sheets, decals and displays for all project participants
- c. Contributing two articles to project partner newsletters;
- d. Two articles in the Wheat City Journal
- e. One article in the Brandon Sun
- f. Two half an hour shows on the City of Brandon's One on One show on the Access 12 Community Channel (bio-fuel focus and recycling focus).

2. Industrial, Commercial and Institutional Activities –

- a. Organize a focus group meeting with a variety of participants from across the ICI sector within the City of Brandon.

- b. Solicit interested ICI member to participate in the projects three-month trial period.
- c. Hold educational workshops with all project participants to explain the benefits, both economically and environmentally, in their participation in the project.
- d. Develop a media awareness and recognition strategy, that includes project promotion on CKX television commercials
- e. Outline the project activities and refuse management system as case studies for other communities interested in the ICI composting, recycling, and bio-diesel program.

PROJECT ACTIVITIES

FINAL REPORT: Community Promotions and Media:

- A brochure for the composting project was developed. Additionally, posters and window decals were also developed and distributed to project participants
- A brochure for the bio-diesel project was developed and distributed to project participants.
- A brochure for the glass and plastic recycling project was developed. Additionally, posters and window decals were also developed and distributed to project participants
- Introductory columns were placed in the Westman Recycling Council and Marquis Project newsletters, with regular updates submitted respectively.
- Two articles were published in the Wheat City Journal.
- Regular commercial advertising ran on CKX television. The commercials aired 84 times over a four week period. These commercials advertised the project participants and the waste reduction strategy of the project.
- Project staff and partners were interviewed twice on the City of Brandon's 'One to One' panel show, a current affairs discussion that regularly explores timely topics around the Brandon area. This show was taped and enjoyed a well-received airing on local Community Access TV. A copy of the taped show is available for reviewing by WRAPP staff upon request.

FINAL REPORT – Activities Summary:

- The Brandon Regional Health Authority received promotion materials and training, and have been participating in the composting project. Sobey's ended the 3 month pilot project early due to lack of space. Safeway also received materials and training, however due to changing their store location, they were unable to participate in the project due to time constraints.
- Six different restaurants at The Shopper's Mall and the Brandon Regional Health Authority received training and project materials for the bio-diesel program. All continue to participate beyond the three-month pilot project.
- The Keystone Centre and the Canda Inns were approached to participate in the glass and plastic recycling pilot project but, though an interest was expressed, their full project participation did not happen due to their work commitments and communication difficulties.

- All project participants have been circulated progress reports and contact has remained steady with all participants throughout the three-month trial period.
- A focus group meeting was held with the following participants being contacted to participate: Canda Inns, McKenzie Seeds, Brandon School Division, Brandon University, Brandon Regional Health Authority, and the Downtown Postal Outlet.

FINAL REPORT – FOCUS GROUP

At the focus group meeting on April 7th, a representative from the following organizations were present: Brandon University, McKenzie Seeds and the Brandon Regional Health Authority. The Brandon School Division was unable to attend. Both the Canad Inns and the Downtown Postal Outlet confirmed their attendance but did not attend for reasons unknown.

A series of 8 questions were asked to the group, they were:

1. What options for recycling and waste reduction are you aware of within the City of Brandon (both private and public)?

All responded that they were aware of the residential program. All were aware that private waste haulers could pick up recyclable materials. Additionally Brandon University noted that they haul their own material to the city dump cite, which includes recyclable materials. Two of the group members are part of the pilot project and were aware of the bio-diesel project. Also one group member was part of the composting pilot project and was aware of that service.

2. What type of recycling does your organization currently do and at what level?

Only the BRHA had a comprehensive survey of how much and what type of material is recycled at their location. 36.4% of total waste is recycled, 33% enters the landfill and 30% is incinerated at the BRHA. BU estimated that 100% of their vegetable oil is recycled, 50% of glass, plastic and paper, and that none of their compostable material was composted.

3. Does you organization currently have a waste reduction policy or target in place? If yes what are the target.

The BRHA set a target in 1999 to have 38.9% of their waste recycled. Both BU and McKenzie Seeds do not have a waste reduction strategy.

4. What are the biggest barriers to increasing recycling (examples: a) funding b) staff time c) education d) lack of concern?

All stated that the biggest barrier was what materials could be recycled in Brandon. All had concern over the recent collapse of the cardboard market and felt that that was a barrier to recycling, especially for McKenzie Seeds because the majority of their waste is cardboard. BU felt that further education among staff would be beneficial.

5. What are some of the barriers your organization has over come in order to adopt a recycling program?

The RHA felt that in the beginning education and training as well as conducting a yearly audit were large barriers.

McKenzie felt that training and purchasing bins were also costly in the beginning of their program.

Also stated that originally having to separate all materials was a barrier, but now that policy has been changed.

6. What incentives could the City or Province provide that would aid your organization in increasing recycling?

All felt that having a resource person within the City who could provide information and in some cases training would be beneficial to their organization. Bio-diesel participants felt that the program runs very smoothly and needs little change other than further expansion. All felt that composting within the City would be good if there was no or minimal cost. BU felt that budgeting and lack of staff time many be a deterrent.

7. Is your organization interested in expanding the composting, recycling and bio-diesel projects within the city?

Yes.

8. What benefits has your organization seen since you have begun recycling?

All felt that they were producing a lot less waste and that there was a reduction in their costs associated with waste hauling.

FINAL REPORT – PROJECT CHANGES

Due to the collapse of the cardboard market the committee notified WRAPP that the cardboard recycling pilot program within the ICI recycling project would be changed to glass and plastic recycling.

Additionally there has been a reduction in the number of project participants. Originally there were to be three project participants in the composting project. Unfortunately two project participants declined to participate after the project had already commenced. Due to timeline problems, the number of participants was reduced.

FINAL REPORT - Next Steps:

a) Conclusions

The project was successful in the promotion of ICI recycling initiatives amongst the business community and the public, though it faced several problems in finding and keeping fully active project participants. These problems were mostly due to the participants' existing work schedules and, in the cases of large businesses with many employees, it was difficult to either have project information “filter through” to all involved at the workplace or to maintain consistent communication with those who had expressed interest.

The change in the cardboard recycling market also was problematic for the project, in terms of switching to glass recycling as well as for the change in project partners.

The Focus group of local business (some project participants, other who are members of the business community) was useful in collecting information and opinions for future projects and continuing with current initiatives.

b) Sustainability of the initiative

The City of Brandon is pursuing an analysis of the project's collected compost once it thaws in the spring. Ian Broome, Waste Management Services Chargehand with the City, is leading this information collection (729.2281, 761.2769 (cell)). This information will be used by the City of Brandon in determining the use of the compost and as future consideration of the compost collection program. The information will also be available for project participants.

The information from project participants and the focus group is also helping the City in its ongoing assessments of its environmental programs in conjunction with Brandon businesses, from bio-fuel to recycling and composting. The positive reaction of focus group participants, including a supportive response to future and/or ongoing environmental initiatives, also points to a sustainable environment amongst the ICI sector for this type of project.

The City of Brandon is securing its own bio-fuel processor as part of the continuation of the bio-fuel program. This continuation also includes working with current and future bio-fuel collection participants.

All information collected, statistics and reporting is available at The Marquis Project offices for any other community members interested or for use by other communities as they too consider ICI recycling initiatives. The City of Brandon too has copies of project reports, materials, statistics and minutes for information-sharing purposes.

c) Success of project

The project has been successful at reaching several of its proposed goals, including developing test groups for recycling, collecting feedback, and project promotion, while also dealing with several project changes and challenges.

d) Project evaluation

See above Conclusions, Sustainability and results of Focus Group.

➤ **Media Journal:**

Please see attached.

➤ **Financial Information:**

Please see attached.

Project Declaration:

As Project Manager for WRAPP Project 04-201, "ICI Recycling 101", I declare that this project is complete as reflected in the narrative and financial reports.

Lynn Slobogian
Executive Director
The Marquis Project

Date