

Communications Plan

City of Ottawa Green Bin Launch

June 15, 2009

Prepared by: Fleishman-Hillard

Contents

| | |
|---|----|
| Executive Summary | 2 |
| Strategic Considerations | 2 |
| Multi-Faceted Approach | 3 |
| Creative Concept and Brand | 4 |
| Communications Goals and Objectives | 4 |
| Audiences..... | 5 |
| Benchmarking and Measurement..... | 5 |
| Core Messages | 6 |
| Integrated Tactics..... | 8 |
| Online Tactics | 8 |
| Green Bin Campaign Website..... | 8 |
| Social/Viral Networking | 9 |
| Community Tactics..... | 10 |
| Community Outreach..... | 10 |
| School Programs | 11 |
| Workplace Programs..... | 11 |
| Media Tactics..... | 11 |
| Media and Public Relations | 11 |
| Advertising..... | 12 |
| Pre-Launch and Program Launch Events..... | 13 |
| Summary | 13 |

Executive Summary

The City of Ottawa is introducing and launching a city-wide, residential Green Bin program. This program represents a major advancement in Ottawa's approach to household organic waste. The purpose of the Green Bin Communications campaign is to inform, engage and motivate city-wide action to maximize participation in the Green Bin program and change the way people think about and dispose of organics.

This Communications Plan, anchored in change management and social marketing principles, identifies and outlines the goals, objectives and tactics for the campaign within the context of the current environment, existing operational timelines, and identified stakeholders.

Strategic Considerations

The communications campaign will provide consistent and repetitive messages, designed to reframe perspectives around how organic waste should be managed in the home. Achieving this goal requires communications and social marketing guided by 'change management' principles:

- **Relationships:** Because face-to-face communication is the most compelling type of communication, this campaign will focus heavily on engaging key stakeholders and communities in ways that are personal, meaningful, credible and useful to Ottawa residents.
- **Repetition:** This campaign integrates a range of tactics in the community, online and in the media, which will ensure repetition of a consistent message no matter where residents go for information.
- **Reframing:** The overarching focus of all communication activities will be to "reframe" peoples' perspective on organics diversion, leading them to look at the issue differently and in turn, change how they dispose of their organic waste. By leveraging community spirit and neighbourhood pride, the campaign will strive to create a fundamental shift in attitudes from organics as waste, to organics as a valuable resource that must be recycled.

The communications campaign takes into account several strategic considerations, including:

- **The Green Bin program is one of many waste diversion initiatives within the RETHINK GARBAGE brand –** The communications campaign will focus on the introduction of the Green Bin program, but will position the Green Bin within the over-arching RETHINK GARBAGE brand. Campaign materials will be branded with the RETHINK GARBAGE logo and specific tactics will fit within existing RETHINK GARBAGE programs.
- **Effective use of existing resources and budget –** In addition to having the greatest impact on awareness, many communications tactics were developed to capitalize on existing City programs and efforts, including community outreach events, communication pathways such as 3-1-1, and the waste diversion school curriculum. This approach will ensure that activities continuing beyond the duration of the campaign can be easily integrated into existing City capacity.
- **Awareness, interest and understanding steadily increase over time –** The communications campaign will complement the operational roll-out of the Green Bin program resulting in three distinct stages of activities aligned to operational milestones—the preparation stage, the delivery of Green Bins and the start of organics pick-up. Campaign tactics will ensure significant focus on the milestones, bridge time between milestones (specifically, the time between bin delivery and start of collection) and ensure ongoing dialogue about the Green Bin program at the community level.
- **Ottawa is a City with great geographic and community diversity –** Ottawa includes notable diversity of communities and neighbourhoods, multiple languages, and a range of attitudes on green issues. This integrated campaign is designed to reach all demographics of our City in both official languages. While campaign messages will be consistent across all mediums and all communities, the tactics include sufficient flexibility to be adapted for specific community needs.

- **This campaign will focus on minimizing the amount of waste it produces** – In keeping with the focus of the Green Bin program and RETHINK GARBAGE overall, specific tactics of the communications campaign will be tailored to ensure the minimum amount of waste.

Multi-Faceted Approach

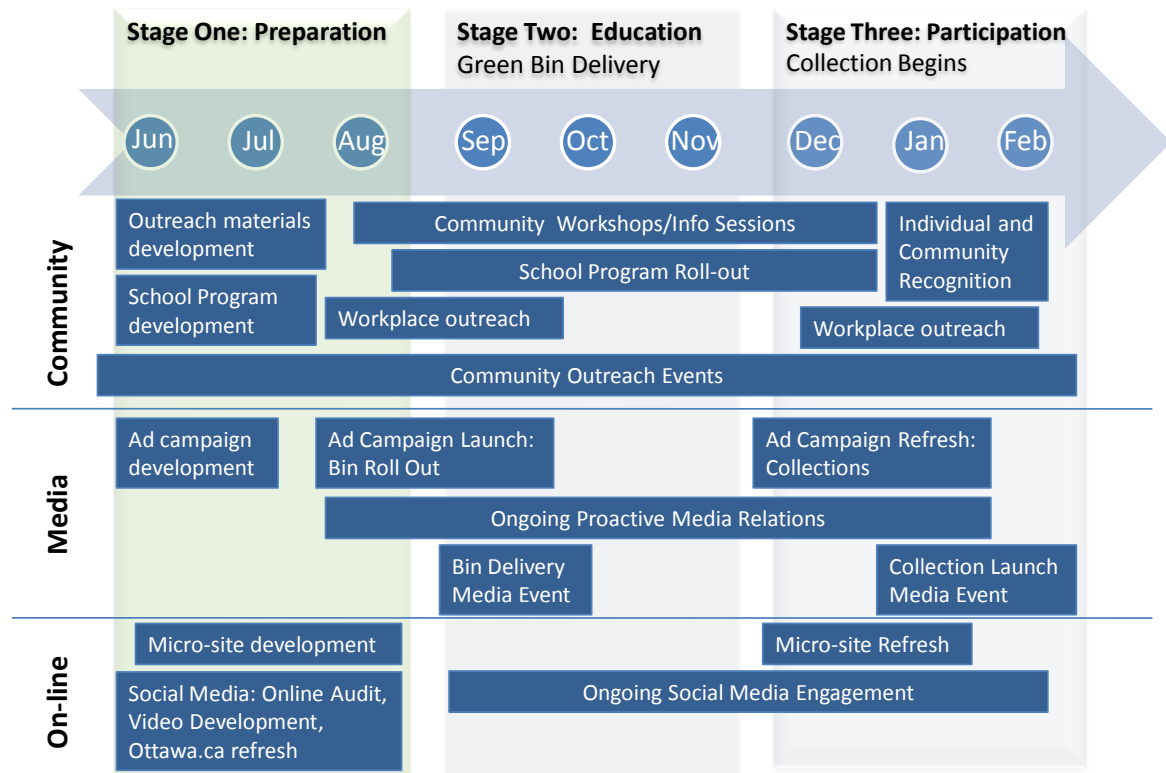
The multi-faceted approach of this communications campaign weaves the online world with community outreach and media activities for a sustained presence from bin distribution to collection commencement. Core activities within these three categories include:

- Online
 - Website – ottawa.ca and Green Bin micro-site
 - Social Networking – Facebook, Twitter, Flickr, videos to be posted on YouTube
- Community
 - Community Outreach – Community Liaison Officers, community workshops/information sessions, community events, individual and community recognition
 - Liaison through constituency offices of Members of Council
 - School Programs – primary and middle school curriculum, high school program
 - Workplace Program – e-newsletter, emails, Ozone content
- Media
 - Media Relations – proactive and reactive
 - Advertising – daily and community papers, television, radio and outdoor media
 - Events – green bin delivery and the start of organics collection

Communications and engagement activities will be established around the operational demands associated with implementing the Green Bin program. The multi-faceted approach outlined in this Plan will execute in three distinct stages – **Preparation**, **Education** and **Participation** – with each stage defined by specific operational activities, namely the start of bin delivery and the start of organics collection. While many activities will take place leading up to bin delivery and the start of organics collection, other activities span the time before, between and after these major events, ensuring ongoing communications about the Green Bin program.

The diagram below illustrates the integrated activities that will be undertaken over the duration of this campaign and their timing. Specific activities are detailed in the Integrated Tactics section of this document.

Communications Campaign Timeline



Creative Concept and Brand

A cornerstone of the Green Bin communications campaign will be the development of a compelling, creative concept capable of delivering key messages across all media channels simply, uniquely, and provocatively. The creative concept will allow for tight control over messaging while educating, motivating and entertaining all audience segments in both official languages. Whether through social media, print, outdoor, TV, online and radio advertising, each piece of communication will be delivered in a consistent, highly recognizable style/voice.

While perpetually anchored in one over-arching tagline, the specific secondary messaging of every creative execution will be informed through consultation with the City of Ottawa's Green Bin team and focus testing.

Communications Goals and Objectives

The overall goal of this communications campaign is to establish broad-based awareness and understanding of the Green Bin program so that Ottawa residents will engage in organics diversion. Specific objectives include:

- Increase awareness of the Green Bin program and the positive environmental impact residents can have by participating;
- Increase understanding of how to use the Green Bin and what items go into it;
- Increase understanding that putting organics in the Green Bin instead of the garbage is quick and easy;
- Establish the Green Bin as an important part of the waste diversion programs within RETHINK GARBAGE umbrella;
- Leverage City Council's commitment to environmental stewardship to reinforce community participation;

- Increase awareness that organics are not garbage, but a valuable, renewable resource;
- Establish awareness of operational timelines, including timing for bin delivery and for the start of organics collection; and
- Increase participation in waste diversion efforts, thereby extending the life of the landfill.

Audiences

To effectively communicate the benefits of the Green Bin program and secure maximum participation, the Green Bin communications campaign will address key stakeholders and audiences at specific times. We will monitor stakeholder motivators through traditional media, social media and queries to service centers such as 3-1-1 to help us update and refine communications.

Audience focus throughout the three main stages of the campaign will include:

- Ottawa Residents (urban and rural)
- Key Stakeholders
 - City Council
 - Green Bin Champions, other pilot program participants
 - City employees (3-1-1, information desk workers and volunteers)
 - Planning and Environment Committee
 - Environmental Advisory Committee
- Media
- Organizations and institutions
 - Associations (cultural, community, homeowner)
 - Schools
 - Environmental groups

Benchmarking and Measurement

Through each stage of the program, a series of specific touch-points with City staff, Members of Council and the greater community will be monitored to ensure that communications efforts are achieving program goals. Monitoring through traditional media, social media, and queries to the community outreach team, 3-1-1, offices of Council Members and online, will help update and refine communications. For example, if a specific question is continually asked, additional effort will be made to respond and address the information gap as well, and to provide resources to help City staff respond effectively.

By regularly monitoring response to the program, communications efforts can be refined and adjusted in a timely way.

Activities and outcomes that will be tracked and measured include:

- Earned media – number of stories, tone, content
- Social media – traffic, tone, content
- Promotional material – quantities distributed and where distributed
- Advertising – number of ads and placement
- Events and displays – number and locations (tracked in conjunction with the City)
- 3-1-1 – number, types and topics of calls received (provided by City)
- ottawa.ca – number, types and topics of inquiries received (provided by City)
- Correspondence and feedback – letters/emails, public meetings, and Councillors (provided by City)
- Inquiries – through councillor offices and resident touch-points across the city (provided by City)

Core Messages

Creating messages provides a framework and consistency for all Green Bin communications. The messages will explain what the Green Bin program is, and identify the benefits of the program in easy-to-understand, simple language. These messages will be customized for different audiences and updated throughout the different stages of the program.

Stage One: Preparation

These core messages will figure prominently throughout the campaign, but specifically will be used as the foundation in Stage One: Preparation timeframe for the development of advertising, web content, user guides and building general awareness of the upcoming program.

- **The Ottawa Green Bin program is a new waste diversion initiative which involves collecting residential organic waste and turning it into compost.**

Additional Information:

- Research shows 70 per cent of Ottawa residents are open to a Green Bin program.
- Green bin programs have been implemented successfully in communities across Ontario. For example, Toronto has a 98% participation rate.
- City Council has approved the funding to make residents fully aware in order for them to participate actively.

- **Using the green bin is an easy way for Ottawa residents to make a real difference to our environment by extending the life of our landfills and reducing greenhouse gases.**

Additional Information:

- Almost half (45 per cent) of Ottawa's garbage is organics – this will now be diverted from the landfill.
- This program will extend the life of our local landfills by 30 years.
- The cost of replacing landfills runs between \$200-300M.

- **The compost created from the green bin contents is a valuable resource that will be used in local farms and City initiatives.**

Additional Information:

- Orgaworld will be selling the majority (90 per cent) of compost created to local farmers. The compost has been very popular with farmers in other communities.
- The City will use its ten per cent in community gardens, and forestry initiatives.
- 20 new jobs will be created at Orgaworld.

Stage Two: Education

In Stage Two: Education, we will add new messaging that will be more tactical and focused on bin delivery to residents and explaining the delay between delivery and collection.

- **The Ottawa Green Bin program is a new waste diversion initiative which involves collecting residential organic waste and turning it into compost.**

Additional Information:

- Research shows 70 per cent of Ottawa residents are open to a Green Bin program.

- Green bin programs have been implemented successfully in communities across Ontario. For example, Toronto has a 98% participation rate.
- **Starting in September, Ottawa residents with individual curbside garbage collection will begin to receive their bins and kitchen containers.**

Additional Information:

- We anticipate it will take approximately 12 weeks to distribute 220,000 green bins (to 63% of Ottawa residences) across the city.
- Apartment buildings with more than six units, that currently have centralized or common pad collection, will not be included in the first phase of the Green Bin program. The second phase will involve delivery of bins to low-rise multi-residential buildings. This will commence in 2010, with high-rise apartments and rural non-village residents participating in a phased approach by 2012.
- **Even though you've received your green bin, collection won't start until January 2010. In the meantime, review your user guide and go to ottawa.ca/greenbin for tips on storing your bin, information on organics composting or to provide your comments, feedback and questions.**

Additional Information:

- Organics will be collected every week during the spring, summer and fall, and every two weeks in the winter. As collection starts in the winter (January 2010) collection will be every two weeks initially. Please refer to your collection calendar.
- ottawa.ca/greenbin is a community resource that includes additional information such as lists of acceptable bin contents, a collection calendar, event listings and social and interactive elements.
- **Using the green bin is an easy way for Ottawa residents to extend the life of our landfills, reduce greenhouse gases and make a real difference to our environment.**

Additional information:

- Almost half (45 per cent) of Ottawa's garbage is organics – this is will now be diverted from the landfill.
- This program will extend the life of our local landfills by 30 years.
- The cost of replacing landfills runs between \$200-300M.

Stage Three: Participation

In Stage Three: Participation, the messages will now include a call to action to begin setting out the green bin and provide instruction on correct use.

- **Dust off your green bin. Collection begins the week of January 5 on your regular garbage pick-up day.**

Additional Information:

- Organics will be collected every week during the spring, summer and fall, and every two weeks in the winter. As collection starts in the winter (January 2010) collection will be every two weeks initially. Please refer to your collection calendar.
- Your organics will be processed at a state-of-the art local facility with the compost being used by local farms and City initiatives.
- **Using your green bin is as easy as using your blue bin. Instead of throwing organics such as food scraps, soiled paper products and yard waste into your garbage can, throw them in your green bin.**

Additional Information:

- Remember no plastics in your green bin. Look to your user guide or www.feedmeottawa.ca for a complete list of what goes in your green bin.
- By excluding plastics, we sort compostable materials faster and produce better quality compost.
- **By using your green bin, you will be making a difference. Your organics will be converted into compost that will be used for local agricultural and urban initiatives, not the landfill.**

Additional Information:

- Almost half (45 per cent) of Ottawa's garbage is organics – this is will now be diverted from the landfill.
- This program will extend the life of our local landfills by 30 years.
- The cost of replacing landfills runs between \$200-300M.

Integrated Tactics

As outlined in the Executive Summary, the key elements and activities of the communications campaign will take place in the community, online, and in the media. Many of the tactics include development of supporting materials. All collateral produced will be developed with a focus on providing value and long shelf-life, while minimizing waste production.

Online Tactics

Green Bin Campaign Website

Timing: development in June and July, launch in August, and updates ongoing

A branded micro-site will create a strong online presence for the campaign that can be enriched with engaging activities and personalized for the community as the campaign progresses. The site will provide a central point for all communications, including information resources and ways for residents to share experiences, tips and ideas. Other communications campaign elements will help drive traffic to the site throughout the campaign.

The new, branded micro-site will complement the official City of Ottawa website (ottawa.ca). While the City of Ottawa website will be the home of all information-rich content (program descriptions, FAQs, etc.) about the Green Bin program, the micro-site will house social and interactive features the City of Ottawa site can't. These features will make it easy to learn about the program, spread the word to friends and family (both on- and off-line), and encourage frequent return visits. As the online conversation continues, the micro-site will build up over the life of the campaign, including:

- **Events listings:** A calendar listing all green-bin related events at upcoming local community events.
- **Local Community Sub-sites:** Community hubs to present localized content using blogs to review events and foster discussion. Schools will be able to create their own associated hubs for students.
- **Social Networking features:** "Involve a Friend" feature allowing users to link in their networks, including support for Facebook and other social networking tools such as Delicious, Digg, StumbleUpon, etc. and Flickr and YouTube integration, including photos and videos produced for the program and user-contributed media (with appropriate tagging).
- **Interactive Program Elements:** An interactive Flash animated 'game show' to educate kids about the importance of sorting organic items (e.g., in-home routines, how to sort items, how and when bins are picked up; and what happens to organics once they're picked up (where they go, how they decompose, etc.).

- **Experiential Sharing Tools:** Expanded home page features, including a highly engaging, interactive Flash piece tracking the amount of organic waste Ottawa has saved from our landfills.
- **Community Competition:** Community hubs (by pick-up zone) will show individual zone performance compared to other zones and an interactive ‘heat-map’ showing a global view of how each zone is performing with click-throughs for more specific information.

Social/Viral Networking

Timing: August through to March and ongoing

The Green Bin communications campaign will mobilize the online community by tapping into social networks and embracing viral marketing techniques to drive green bin awareness and adoption. Viral marketing involves leveraging pre-existing social networks (social media) through self-replicating or viral processes, whereby information spreads by contact.

The communication campaign will start with a thorough analysis of current social networks, blogs and websites to determine who the influencers are online. Then, campaign tactics (see below) will be leveraged to tap existing online communities, forums and online personalities to seed and encourage conversations aimed at increasing awareness of and participation in, the Green Bin program.

Social media elements of the communications plan will include:

- Monitoring online blogs and websites specific to Ottawa during the preparatory stage, including those focused on environmental issues such as Green Living Ottawa (greenlivingottawa.ca), Green Ottawa (greenottawa.ca), Ecology Ottawa (ecologyottawa.ca); proactively connecting with hyper-engaged communities to get them involved in the Green Bin program during Stage Two of the campaign.
- The communications campaign will also leverage other social networking sites to drive engagement with the program, including:
 - **Facebook:** As one of the online world’s fastest growing communities, a Green Bin branded Facebook page will provide another online location to congregate and share information. The site will carry similar branding elements to the Green Bin website and could include communications vehicles such as countdown widgets to bin delivery and to collections, rollout plans, images, videos and background information. This page will grow and evolve as the program rolls out.
 - **Twitter:** Nielsen Online numbers show that Twitter grew 1,382 per cent year-over-year from February 2007 to February 2008. The City will leverage Twitter to update residents on the status of the Program or direct them to community events where they can learn more. In addition, the City will monitor Twitter for real-time updates on people’s opinions of the project, and respond where appropriate to issues/questions.
 - **Flickr:** The City will also create a Flickr photo account to share images from community events. This becomes the image hub for sharing images online, and ties-in with the Green Bin web site.
- Themed videos will be created and used as effective education tools to support the Green Bin program. These videos will be shared online, providing a unique method of delivering key messages and generating viral “spread” via link sharing.
 - Rolling out from August through January, viral videos will be created and showcased on the Green Bin micro-site, as well as on a branded **YouTube** channel, acting as central repositories for all videos.
 - The branded YouTube channel will include elements of the marketing campaign and website to tie it back to the overall program.
 - Original video content will be developed, including simple how-to videos that address how to use the green bin, what goes in the green bin and benefits of the green bin program. In addition, the City will create “paparazzi-like ambush” videos of prominent Ottawa residents “caught” using their green bins to build momentum and support for the program.

Community Tactics

Community Outreach

Timing: development in June and July, execution specific to activities (see below)

Reaching into the communities to bring individuals together and effectively galvanize citizens to participate is critical to reaching the City's organic diversion goals. The Preparation Stage would devote significant effort to developing the basic building blocks and materials (designed to produce a minimum amount of waste) for a community outreach program including:

- Workshop modules that can be presented at councillor constituency meetings, and other local meetings/town halls in each community;
- A start up information package to be included with the green bin when it is delivered;
- A combined garbage/recycling/organics collection calendar;
- Key messages for each community/member of Council; and
- A list of fairs, tradeshow, farmers markets and community events where the City/Green Bin program should have a presence.

Outreach into the community will be led by the Public Education and Outreach Coordinator who will support specific activities for City Councillors, Community Liaison Officers and Outreach Volunteers.

- **Door-to-Door Resources** (September – December): A dedicated team of Community Liaison Officers will travel with the Green Bin delivery teams and be available to residents who are home as a face-to-face resource for any immediate questions they may have about the Bin and the program.
- **Community (Ward) Workshops/Information Sessions** (September – December): These sessions (one in each Ward) will take place during the Education stage and will be incorporated into existing events or will be organized separately and will provide an opportunity for the local Councillor and community members to come together and share information about the Green Bin program. This face-to-face communication will be an important step in engaging and encouraging people to adopt new behaviours.
- **Presence at Community Events** (ongoing): **This campaign will build on existing outreach efforts at community events.** An exhibit/kiosk will be developed to provide information and a backdrop for Community Outreach Employees at local fairs, festivals, tradeshow, the Super Ex, farmers markets. In addition to being a face-to-face connection for information sharing and answering questions, presence at family focused events will include short, interactive games (i.e., sorting contests) to get children and adults involved, demonstrating that sorting can be a quick and easy task.
- **Community/Citizen Recognition:**
 - **Individual Recognition (January):** Those households using their Green Bin will be given a sticker that will identify and recognize them for their participation in the program. When placed in their front window, this sticker will identify to the community that those homes use the Green Bin.
 - **Community-level Competition (January to June):** To motivate participation across the city, the amount of organics collected in each collection zone will be tracked and reported on so all residents can see results for the five different pick-up zones in the City and their individual performance compared to other zones.

School Programs

Timing: Development in June and July, promotion and distribution in August and September.

Children and youth play an important role in shaping a family's activities – from what they eat to what they watch on television to what community activities they participate in. That includes recycling.

As part of the RETHINK GARBAGE program, the City of Ottawa is already providing educational tools to Ottawa school boards for students in grades four through eight. This program will be expanded to include three distinct Green Bin specific programs to educate, engage and empower Ottawa's youth to become Green Bin ambassadors. All program materials will be posted online for teacher download in an effort to achieve a broad reach while minimizing waste.

- **Primary School Program:** For primary school students, a selection of age-appropriate activities will be developed providing education through fun, including things like speed-sorting challenges, web-based memory games and giveaways, such as stickers of organics to decorate their home green bin.
- **Middle School Program:** A curriculum module will be developed for middle school grade teachers to download and use with their classes. This module will be consistent in style with the existing RETHINK GARBAGE curriculum and will be designed in such a way that it can be incorporated into the RETHINK GARBAGE curriculum binder. The module will include fact sheets, simple experiments, fun activities and games, quizzes and contests.
- **High School Program:** A high school volunteer program will be developed to engage students with an environmental focus (i.e., members of the Environment Club) and capitalize on the academic requirement of 40 hours of volunteer work.

Workplace Programs

Timing: July (announce program), August (bin delivery), December (pick-up beginning soon)

The City of Ottawa workforce includes more than 13,000 employees. Internal communications is an important component of any strategic communications plan, especially when it involves changes in the products or services being offered by the organization. It is especially important for the City because the internal audience, employees, also act as ambassadors for their workplace and employer. To ensure City employees are informed and engaged in the Green Bin program, specific communications materials will be developed and distributed via existing internal communication pathways, including announcements in e-newsletters, information on the Ozone, and updates by email.

Media Tactics

Media and Public Relations

Timing: Throughout campaign

During the different stages of the program, the City will proactively engage the media as a means to educate residents, encourage them to participate and keep them up to date on the rollout of the full program. Opportunities to engage local broadcast and print media at regular intervals such as project milestones and community events will encourage dialogue around the Green Bin program and help communicate program goals and key messages.

Media relations is a two-way dialogue, and the City will also be prepared to deal with reactive questions or issues in a timely and upfront manner. Our goal in all public or media outreach is to continually drive forward the Green Bin messages and help Ottawa residents understand the need for, and value of, the program.

Activities that will be covered under the Media and Public Relations plan include:

- **Development of Resource Tools:** Training materials and FAQs will be provided for City staff supporting events, public outreach or responding to resident inquiries via 3-1-1 or other community support systems. In addition, the City will provide Councillors and their staff with information so they may support to their constituents.
- **Proactive Media Relations:** The City looks to keep Ottawa residents informed via the local media by communicating project milestones, creating photo opportunities, releasing research, providing tip sheets, profiling champions, and providing access to spokespeople.
- **Councillor Columns:** Provide support and content for articles or columns prepared for community newspapers.

Advertising

Timing: August-September and December-January

The advertising component of the campaign will focus around the two main landmarks of the program, delivery of the bins starting in September and the start of organics pick-up in January.

The Communications campaign will be formally launched across Ottawa with targeted outdoor advertising, capitalizing on the high visibility and reach of bus shelters and bus backs, to introduce the Green Bin brand and kick off the educational stage of the campaign.

Supported by 30-second radio spots and 15-second TV spots, both in English and French; French and English newspaper ads running in both daily and community papers; a possible unaddressed admail drop; and targeted ad placements in select city publications such as the Recreation Guide, this phase of the campaign will communicate the creative concept and brand through multiple media channels.

In addition, the program will capitalize on any “free”, city-owned/operated media opportunities such as Libraries, Community Centres, and City Hall, to spread the word and saturate the marketplace with key messages and the micro-site address/URL information. Select billboard locations in the city core will also be explored and utilized based on space availability and cost.

Following the initial distribution of the green bins, advertising will largely go dark from mid-September to early December, with awareness and education being driven by public relations and community events.

Outdoor, radio, city and community newspapers, and television ads will resume in early to mid-December focused on preparing citizens for the start of organics collection. In addition, a Bus Interior domination component will take over the interior advertising of a large number of city buses for four weeks during this period. Wherever possible, media activities during this stage will take maximum advantage of high-traffic areas during the Christmas shopping season to extend the campaign’s reach as widely as possible.

All advertising in the period leading up to organics collection starting will reinforce the importance and ease of separating and diverting organic waste and the value of establishing Ottawa as a community that shows leadership in environmental stewardship.

Pre-Launch and Program Launch Events

Timing: September and January

A key component of the campaign involves the execution of events designed to draw attention to key milestones in the program. Events provide timely news angles for local media looking to frame stories around the Green Bin program, and also excite residents as the program moves from roll-out to collection.

Events the City is currently working towards include:

- **Bin Delivery:** Create a media outreach opportunity at the beginning of bin delivery. The City spokesperson could stand in front of some of the 220,000 bins scheduled for delivery to create a great photo and broadcast opportunity. This is also a chance to highlight the Community Liaisons who will be travelling with the delivery teams.
- **January – Collections Start:** Officially launch the Green Bin program with an experiential event including Members of Council, and targeting both media and the general public. The goal of the event would be to create excitement around the beginning of collections and encourage public participation. The City is currently investigating options for an indoor garden installation at a central location that would be unveiled at the official launch of organics collection. An indoor garden would provide a welcome escape from January weather, tie back to the Green Bin program's eventual end product – compost, and provide a great visual for broadcast media.

Summary

The Green Bin program represents a major shift in the environmental focus of the City. An organics diversion program will make a significant impact on the City's overall waste management program, enabling the City to divert a significant amount of waste from landfill, reduce green house gases and create a valuable resource from the City's organic waste. With all the positive benefits of this program, it's imperative that the communications program engage and motivate residents to participate.

To do this, the City's communications strategy leans heavily on change management principles of establishing relationships, repeating messaging and reframing perspectives, and incorporates social media, community outreach and community leaders, and a creative ad concept to drive awareness and adoption of the Green Bin. This integrated approach will be staggered over three stages, to enable the City to control the message and provide residents across all demographics with the information they need to successfully participate.

The strength of the City of Ottawa Green Bin plan provides a perfect opportunity to showcase the City of Ottawa's leadership in waste diversion and management. To unite the City's many initiatives, the Green Bin program's communications tactics will also reference and revitalize the RETHINK GARBAGE brand, renewing the community's awareness of the City's commitment to environmental stewardship and creating a better City for everyone.