



THE BLUE BAG PROJECT

RECOOL
Canada Inc.

CITY OF
Thunder Bay
Superior by Nature

potter
environmental



Project Intro

ReCool Canada, Potter Environmental and the City of Thunder Bay have partnered to develop Keen on Green, an initiative to promote blue bag recycling in Thunder Bay.

The Keen on Green Campaign will focus on changing people's attitudes toward recycling and teaching people how they can recycle.

Research shows that when asked why they do not recycle, people have expressed that it is too complicated and confusing, that they don't believe the materials they collect will actually be recycled, or that they don't believe that their efforts would make a difference.

By changing people's attitudes through education and awareness, we believe we can dramatically increase the number of people in Thunder Bay who recycle.





Project Overview

This one year campaign will include print, outdoor, TV, web, promotional materials, contests and two five-minute segments on Shaw Cable.

We will work with sponsors to create unique promotional opportunities specific to their businesses. We will also develop an educational program for Thunder Bay schools, targeting a variety of different age groups and education levels.

This creates a unique opportunity for business to show their commitment to environmentally responsible practices, while taking advantage of a program of partnerships with government agencies to create a large budget for advertising and communication far beyond what an individual business could create.





Project Overview

In the initial phase of the project, we will conduct telephone surveying to determine Thunder Bay residents' attitudes toward recycling and during this phase build a base of environmentally responsible partners.

The next phase will focus on changing attitudes toward recycling, educating people about how to recycle and eliminating any confusion and uncertainty that people may have.

We will be building tools to accomplish these goals and developing promotion specific programs; for instance, a contest with prizes showing examples of good recycling practices and how easy it is to recycle. An example; a family who recycles is chosen and featured on radio, TV, print and web, talking about how their family recycles. Sponsored by businesses who want to demonstrate their commitment to recycling.





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Building Partnerships

Recycling in schools.

From a partner stand point, we will develop promotions specific to their business, for example; a program for a retailer or restaurant chain to hand out blue bags with every purchase or to create a display to highlight containers for recycling.

We are in initial talks with the University and College to develop educational programs for the schools on all levels.





Shaw Cable

We will be preparing two five-minute spots that will air on Shaw Cable.

The first television spot will take viewers on a tour of the Recool recycling plant in Thunder Bay to demonstrate how items get from your bluebag to raw materials that can be used to create new products.

The second television spot will show viewers how to set up a recycling system in their own homes.





Media Advertising

Our media campaign will be implemented with two distinct focuses: why recycling is important and how people can start recycling.

We will make use of newspaper, outdoor, television and radio for our media advertising campaign.

We will employ the medium as the message; for example, a newspaper ad that encourages readers to recycle the paper they are holding when they are finished reading or a bus ad that provides facts on how many recycled cans would be needed to make a bus.



Sample: Newspaper Ads

Did you know...
Recycling **3,000 kilograms**
of aluminum will
SAVE ENOUGH ENERGY
to power an average vehicle
to the moon
(that's 384,000 kms away!)



Sponsored by:

Tim Hortons
WAL•MART
REAL CANADIAN
Superstore⁺

keen_{on}
green
THUNDER BAY
THE BLUE BAG PROJECT

www.keenongreen.ca

Sample: Newspaper Ads



H E Y !
DON'T FORGET TO
RECYCLE ME
WHEN YOU'RE DONE!



Recycling this newspaper is really easy. Just place it in a blue bag with your flyers, junk mail, magazines, soft cover books, fine paper and cereal boxes. Then place it on the curb for your regularly scheduled curb

side pick up, or bring it down to one of the city's recycling depots.

By recycling this paper you'll save electricity, water and energy. It's the green choice.

Sponsored by:



For more information on recycling visit www.keenongreen.ca



Our Website

We will create an interactive and engaging web presence for the program.

The website will contain a variety of sections:

- Interesting recycling facts – why recycling is important and what it does for the community and environment.
- Detailed information on how to recycle.
- Recycling attitudes survey.
- Information on how local sponsors are recycling and being environmentally responsible.
- Fun activities for kids.



Sample: Keen on Green Website

Mozilla Firefox

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http://www.keenongreen.ca

Google



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THUNDER BAY
THE BLUE BAG PROJECT

Home
About Keen on Green
Why Recycle?
How It Works
How Do I Recycle?
Sponsors



find out how

WAL*MART

is working to
improve the
environment
in Thunder Bay





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Keen on Green
Sponsors

WAL*MART

Tim Hortons



REAL CANADIAN
Superstore



Prospective Budget

Our goal is to raise \$60,000 from the private sector and then double or triple that budget with government participation, for a total budget of \$120,000 to \$180,000.

Money is available through the Trillium Fund, Fed Nor and the Northern Ontario Heritage Fund Corporation.

ReCool Canada, Potter Environmental and The City of Thunder Bay have provided the seed money for the initial development of this project, in addition the Thunder Bay Chamber of Commerce has agreed to endorse and make a financial contribution.

We also have an agreement in principle with local media to provide very favorable rates for the promotion of the program. We are hoping all local media will participate as partners in the program.





THE BLUE BAG PROJECT

Why Recycle?

So why should we recycle? Does it really make a difference?

Here are some compelling facts about just what recycling can do for our community and environment, from saving energy and raw materials to reducing emissions.

Our goal with the Keen on Green project is to increase recycling in Thunder Bay by 60%.

By recycling one tonne of steel we save:

- 1,380 kilograms of iron ore
- 780 kilograms of coal
- 55 kilograms of limestone
- 74% of the energy required to manufacture new steel

In one year the steel industry saved enough energy to power about 18 million homes for 12 months.





Why Recycle?

Recycling 3,000 kilograms of aluminum will save enough energy, to power an average vehicle to the moon (384,000 kms away).

Throwing out one aluminum can is like pouring out 170ml of gasoline while recycling that can will save enough energy to run a television set for 3 hours.

100% of an aluminum can ends up as another aluminum can in as little as 60 days.

Just one of the plants in the United States recycled 22.3 billion used beverage cans in 2001, saving enough energy to light and heat over 320,000 homes for one year.





Still Not Convinced?

Did you know that each person generates 2kg of waste per day? Imagine if everyone in Thunder Bay did their part to reduce this. The benefits of recycling are enormous.

- Recycling one tonne of plastic saves 7.47 cubic metres of landfill space.
- Plastic can take up to 400 years to break down in a landfill.
- Over 69 billion kilograms of plastics were recycled in 1999 and the industry still needs more than is being supplied by recycling.
- Half of all polyester carpet made in the USA is made from recycled plastic.

Plastic is also made into lumber, clothing, insulation and more. It takes five 2 litre pop bottles to make enough fibrefill for a ski jacket, while 35 will make enough for a sleeping bag.

Plastic lumber holds nails and screws better than conventional wood, is maintenance free and lasts up to 50 years.





Still Not Convinced?

By recycling one tonne of paper we save 26,319 litres of water.

Paper and cardboard make up nearly 40% of the waste stream. By recycling one tonne of paper we save:

- 26,319 litres of water
- 1,753 litres of oil
- 219 kilograms of air pollution
- 2.34 cubic metres of landfill site
- 4,077 Kilowatt Hours of Electricity (enough to power a typical three bedroom house for one year).

Paper fibre can be recycled up to 7 times before it gets too small.





Get Involved

We have found that many local corporations have implemented extensive recycling programs in their own organizations, both large multi-nationals and small, locally owned business.

This program will provide them an opportunity to show the community what they have done and set an example to individuals as community leaders.

We are currently looking for local corporations and small business who wish to make a commitment to being environmentally responsible. You can get involved through financial sponsorship and active participation in developing promotions.





THE BLUE BAG PROJECT

Get Involved

We're asking you to join the program as a sponsor.

Sponsors will receive:

- Your logo in our advertising.
- A section on our website showing how your business is recycling and being environmentally responsible.
- A link to your corporate web site.
- A plaque and decals for your business to show your participation.
- Promotional materials for your business (poster, brochures, displays etc).
- Keen on Green logos that can be placed on your website or in your promotional materials.



Sample: Website

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Sponsors

WAL*MART

Tim Hortons



REAL CANADIAN
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Sample: Your Website

Potter Pumping Services Ltd. - Mozilla Firefox

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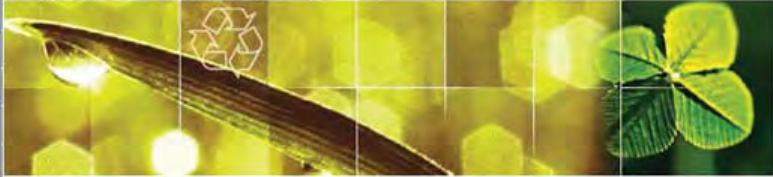
http://www.potterpumping.com/ potter thunder bay e

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POTTER PUMPING SERVICES LTD. 807.939.2994 1.888.213.2220

R.R. #2 26 Haniak Road Thunder Bay, ON P7C 4V1


- Home
- Residential Services
- Industrial Services
- Contact Us



Welcome

Potter Pumping Services septic pump trucks began servicing the Thunder Bay area in 1970. The foundation of our business was built on providing efficient, reliable, quality service, relying on hard work, innovation, and a commitment to safety, the environment and our customers to help us grow. From that small septic service company, we have evolved into a complete waste management and industrial service provider.

[Residential Services click here](#) [Industrial Services click here](#)



Potter Pumping News

Potter Pumping Services Launches New Web Site...

CERCA
VERIFIED

Done

Sample: Newspaper Ad

Did you know...

Recycling **3,000 kilograms**
of aluminum will

SAVE ENOUGH ENERGY
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side pick up, or bring it down to one of the city's recycling depots.

By recycling this paper you'll save electricity, water and energy. It's the green choice.

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For more information on recycling visit www.keenongreen.ca



THE BLUE BAG PROJECT

How You Benefit

More than 83% of people, when given a choice, would prefer to deal with an environmentally responsible business.

When you make a commitment to the Keen on Green campaign, you show the community your commitment to the environment and to your community.

Different levels of sponsorships are available –choose the sponsorship level that is right for your business.

- Diamond: \$10,000+
- Platinum: \$10,000
- Gold: \$5,000
- Silver: \$2,500
- Bronze: \$1,000

We will work with sponsors to develop unique promotions tailored to their individual businesses.





Contact Us

If you would like to become a sponsor of the Keen on Green campaign contact John Henderson to pledge your commitment or to discuss which sponsorship level is right for your company.

John Henderson

john@brainboxonline.com

Phone: (807) 767-9696

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Thunder Bay, ON P7A 5A1

