





**GOT  
WASTE?**



**WASTE  
IS  
FOREVER**



**WHERE'S  
THE  
LANDFILL?**



**LESS  
LAND  
FILLING**

**DIVERSION'S  
GREAT**

**RESEARCH  
ADVOCATE  
EDUCATE**

**SIERRA  
CLUB  
CANADA**

**LOW  
BUDGET  
AL GORE**

**WASTE  
DIVERSION  
CAMPAIGNER**

**COMMUNICATION**

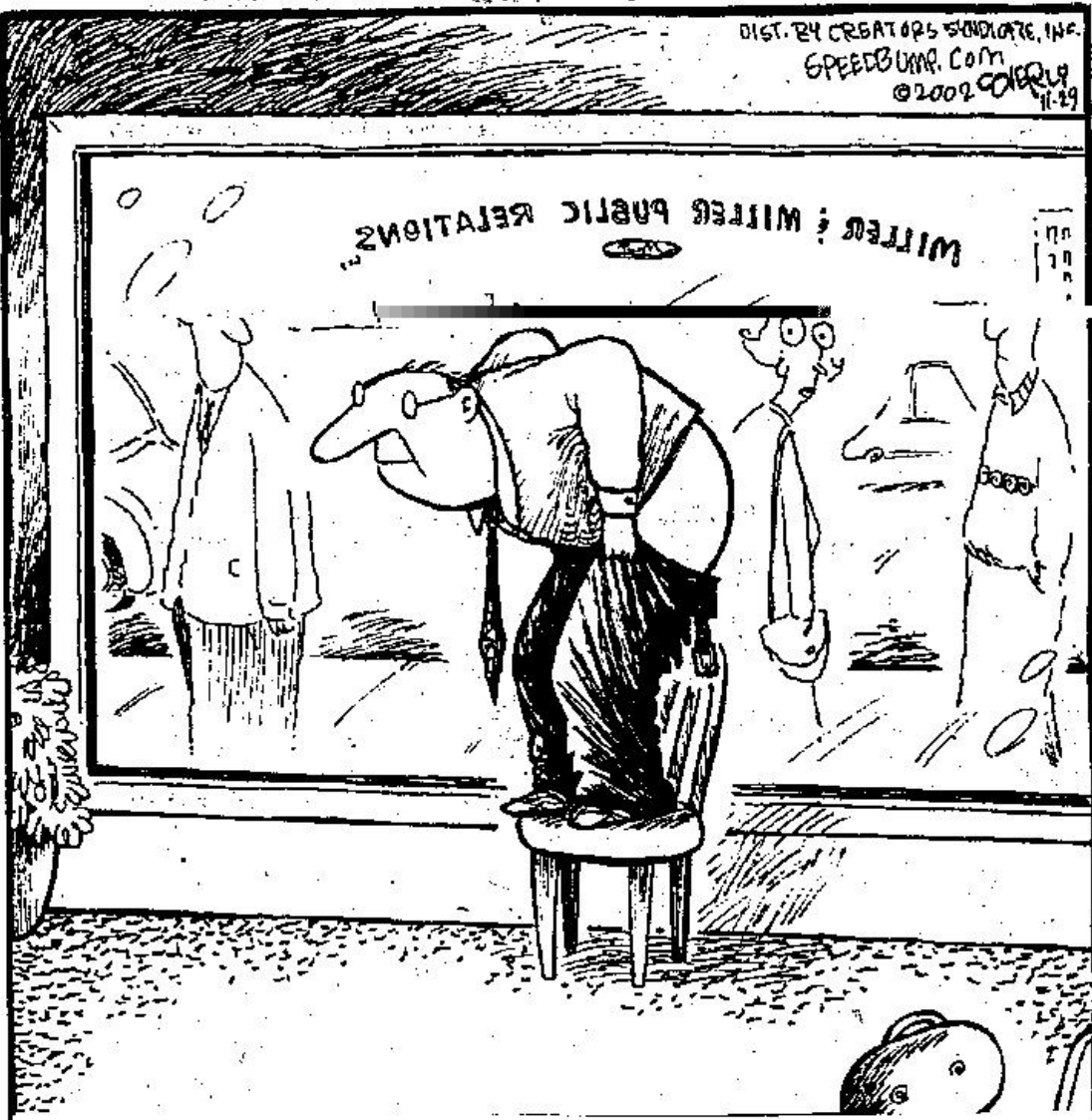
**CONTAINERS  
& LINERS**

**COLLECTION  
FREQ. & METH.**

**PROCESSING  
TECHNOLOGIES**

**FOUR  
FOODSCRAP  
DECISIONS**

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11-19



AFTER 20 YEARS IN ADVERTISING  
ROD FINALLY SNAPS



**PROMOTION**

**PRICE**

**PLACE  
(LOCATION)**

**PROGRAM/SERVICE**

**FOUR  
P's**

**MARKETING  
101**

**PUBLIC  
RELATIONS**

**ADVERTISING  
& PROMOTION**

**MARKETING**

**EDUCATION/  
OUTREACH**

**COMMUNICATION**



**WITH WORDS  
& PICTURES**

**MOTIVATING  
PEOPLE**

**GIVE 'EM  
WHAT THEY  
WANT**

**SURVEYS**

**SALES**

**BEFORE  
MARKETING**



**CONVENIENCE**

**ECONOMIC**

**PRESTIGE**

**CONFORMITY**

**SAFETY**

**NEEDS**

**BUY SOLUTION  
DIRTY CLOTHES**

**BUY SOLUTIONS  
TO PROBLEMS**

**DON'T  
BUY  
TIDE**

**DON'T BUY  
PRODUCT/SERVICES**

**THAN  
MANY  
ALT'S**

**EASIER**

**CHEAPER**

**WASTE  
DIVERSION**

**QUICKER**

**ACHIEVING  
SUSTAINABILITY**

**50%**  
**MAKE/MANAGE**  
**PRODUCTS**

**22%**  
**HEAT/COOL**  
**LIGHT**

**18%**  
**CAR**

**U.S.**  
**GHG**  
**SOURCES**



**IN  
FOODSCRAP  
PROGRAM**

**HIGH  
EFFICIENCY  
FURNACE**

**EVERYBODY  
INTO A  
HYBRID**

**CONTAINERS  
FOR  
FOODSCRAPS  
\$30!!**

**HIGH  
EFFECIENCY  
FURNACE/A.C.  
\$3,000**

**HYBRID CAR  
\$30,000!**



**POSITIONING**



**POSITIONING**



**POSITIONING**



**THINK  
FOODSCRAP  
COLLECTION**



**THINK  
LOGICAL  
NEXT STEP**



**THINK  
FOODSCRAP  
COLLECTION**



**BANANA  
PEEL  
TIME**



**CONTAINERS  
& FIBERS**

**AFTER ALL  
PURCHASED  
& CONSUMED  
SEPARATELY**

**SERIES  
SIMPLE  
STEPS**

**SEPARATE  
SEPARATE  
SEPARATE**

**ONLY  
ONE  
RULE**



**STEPS**

**SIMPLE**

**SERIES**

**WASTE  
DIVERSION**



**CAN BE EASILY  
OVERCOME**

**PERCEPTION  
OF  
INCONVENIENCE**

**CHANGES  
OVER TIME**

**CONVENIENCE**



**PACKAGING**



**FOOD**



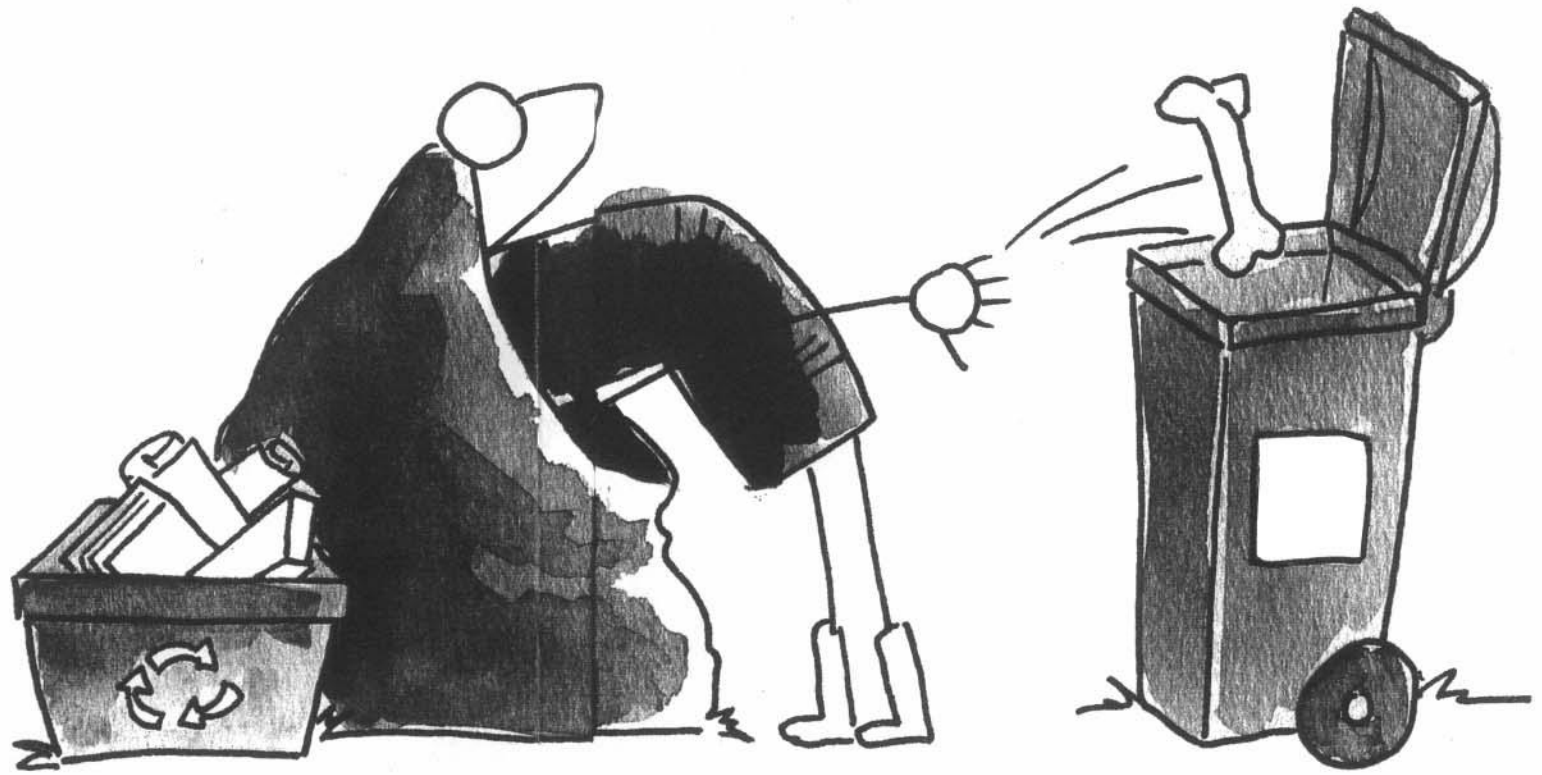
**FROM  
THE  
KITCHEN**



**MIXED  
WASTE**

**NON-SEPARATION**

**OUR  
"COMPETITION"**



**KEY  
MESSAGES**

**THEME(S)**

**BRAND**

**POSITIONING**

**HOW  
STANDS  
OUT**

**IDENTITY  
PERSONALITY  
(WHO)**

**BRANDING**

**KEY  
MESSAGES**

**THEME(S)**

**BRAND**

**POSITIONING**

**MESSAGE  
STRATEGY**

**TARGET**

**SUPPORT**

**BENEFIT**

**STONE &  
MANNER**

**SUPPORT**

**BENEFIT**

**TARGET**

**MESSAGE  
STRATEGY**



**HABIT**

**RE-TRY**

**TRY**

**KNOWLEDGE**

**AWARNESS**



**SCHOOLS**



**KIDS**



**RADIO, TV  
& PRINT**



**MOMS**



**BENEFITS**



**BENEFITS**



**BENEFITS**



**WHY SHOULD I?**



**WHY SHOULD I?**



**WHY SHOULD I?**

**REDUCE  
PESTICIDE  
& FERTILIZER  
USE**

**PRODUCE  
A SOIL**

**REDUCE  
METHANE  
GENERATION**

**REDUCE  
ODORS**

**CONSERVE  
LANDFILL**



**MOTIVATING**

**APEAL TO  
SELF-INTERESTS**

**BELIEVABLE**

**SELLING  
IDEA**



**SELF-PRESERVATION  
YES**

**FEAR  
NO**

**LACK  
CALL TO  
ACTION**

**NOT ENOUGH  
ON BENEFITS  
(WHY)**

**FOCUS ON  
FEATURES  
(HOW)**

**ADVERTISING  
MISTAKES**



**COMMUNITY  
BASED**

**SOCIAL  
MARKETING**

**MARKETING**

COMMON  
PROBLEM  
BARRIERS

FOSTERS  
SEPARATISM

REALLY  
CONCERNS ME

LOT THAT  
MAKES SENSE

⌘ ⌘  
DOOR TO DOOR ⌘  
COMMITTMENT ⌘  
⌘

COMMUNITY BASED  
SOCIAL  
MARKETING

**MESSAGE  
TO TARGET  
AUDIENCE**

**PLAN  
TO  
GET**

**MEDIA  
STRATEGY**

**vs.  
FREQUENCY**

**REACH**

**MOST  
IMPORTANT  
CONCEPT**

**6 X's  
TAKE  
ACTION**

**3 X's  
PAY  
ATTENTION**

**FREQUENCY/  
EXPOSURE**

**SOCIAL  
NETWORK**

**ASSOCIATIONS  
ENGO's  
ETC.**

**EMPLOYERS**

**SCHOOLS**

**MERCHANTS**

**FREE MESSAGE  
DISTRIBUTION**




# Step Forward

...and be an environmental leader.

Lead a 'Bin Talk' today!

Ottawa's Green Bin recycling job-up program has begun and we need your help to encourage its success.

The creation of food scraps is the most logical way to save waste transfer volume and a critical step in our efforts to mitigate climate change. Food scraps buried in a landfill produce large amounts of methane, a Greenhouse Gas (GHG) that is estimated to be 70-100 times more potent, by volume, than CO<sub>2</sub>. In addition, we convert valuable landfill space, reduce odours, and produce a soil instead of stinky chemical fertilizers and pesticides.

By leading a 'Bin Talk' with your organization, staff or users you can help influence the future of this program... and our planet.

This is an excellent opportunity to provide your public speaking and presentation skills. High school students can also earn community service hours.

To sign up, contact [waterforpeople@sierraclub.ca](mailto:waterforpeople@sierraclub.ca)

Below you will find the tools developed by Sierra Club Canada, that will allow you to give a successful Bin Talk.

**Bin Talk materials for download:**

- 'Bin Talk' Script - key points on what needs to be said
- 'Bin Talk' PowerPoint - helpful slideshow with graphics
- 'Bin Talk' Cue Cards - printable cue cards with key words
- 'Bin Talk' Tips - some presentation tips
- 'Bin Talk' Poster - promote your bin talk in your community

Please note the following:

- Presenters are responsible for arranging their own Bin Talks.
- After giving a Bin Talk, please send an email to the address above confirming its completion as well as the results.
- Update the script. Talk can always use more volunteers!
- To view the pdf documents, you will need to download and install Adobe Reader.

## Bin Talk Ottawa

- [Main Page](#)
- [Bin Talk Script](#)
- [Bin Talk PowerPoint](#)
- [Bin Talk Poster](#)
- [Bin Talk Cue Cards](#)
- [Bin Talk Tips](#)
- [Post-Work 'Feel Good About' PowerPoint](#)

## Participate in this Campaign

- [Create Poll](#)
- [Create Action Item](#)
- [Create 22 Campaign](#)
- [Create Employment Community](#)
- [Create In-the-Spirit](#)
- [Create 22 in The News](#)
- [Create Media Release](#)
- [Create 22 Media Stories](#)
- [Create Page](#)
- [Create Publication](#)
- [Create Story](#)
- [Create Volunteer Opportunity](#)
- [Invite Friend](#)
- [2 members](#)
- [Manager Bin Locality](#)
- [My membership](#)

## Member Menu

- [My unread](#)
- [My recent posts](#)
- [My account](#)
- [Top site content](#)
- [Create content](#)
- [Case Teacher](#)

## Sign Up and Get Involved

Get the Sierra Club Canada email newsletter. News, green lifestyle tips, and much to take action - right in your inbox.

Email:

## Connect with Us



## Sierra Club Canada SierraClubCan

Water for \$30. One drop of all our rain - up to 2.5 litres of water as well as drink, soap, and so much more!

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135 reads



OTTAWA'S  
GREEN BIN  
PROGRAM

EAGE  
& BENEFITS

SIERRA  
CLUB  
CANADA

MY  
GOAL

WASTE  
DIVERSION  
VOLUNTEER





**GOOGLE**  
**BIN-TALK**



**POSITIONING**



**POSITIONING**



**POSITIONING**

**THAN  
MANY  
ALT'S**

**EASIER**

**CHEAPER**

**WASTE  
DIVERSION**

**QUICKER**

**ACHIEVING  
SUSTAINABILITY**



TAKE THE  
NEXT STEP  
SANTA CLARA

SIMPLY  
SEPARATE  
FOODSCRAPS



**IT'S  
THE REAL  
THING**



**JUST**

**DO**

**IT.**



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**[www.wastediversion.ca](http://www.wastediversion.ca)**

