

DO WHAT YOU

CAN



Recycle your
electronics.

Host Your Own Event
Toolkit



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Each year, thousands of tonnes of electronic waste are diverted from Ontario landfills for safe recycling and reuse.

Whether you are a municipal leader, a local business, an active member of your community or the operator of an OES-approved collection site, you have the chance to get involved and encourage your fellow Ontarians to do what they can to help keep electronic equipment out of landfill.

WHO IS OES?

The Ontario Electronic Stewardship (OES), a not-for-profit industry organization, oversees the responsible recycling of waste electronics through its network of more than 500 approved collection sites across the province. Under the banner *Do What You Can*, each Ontario resident and business is encouraged to safely recycle electronic waste.

The program was developed with Waste Diversion Ontario on behalf of the Ontario government under the Waste Diversion Act, 2002. The OES's waste electronic program accepts 44 items of electronic waste including unwanted equipment such as computers, televisions, DVD players, hand-held devices and more.

HOW DO YOU GET STARTED?

Contact events@ontarioelectronicstewardship.ca to inform the OES Events team of your plans and get resources to help you along the way. Notify OES six to eight weeks before the event for optimal planning and support.

As an OES-supported event, all of the e-waste you collect counts towards Ontario's electronic waste diversion goals and, more importantly, you'll be assured that it will be safely recycled in an OES-approved facility.

WHAT IS THIS TOOLKIT?

We know that you are committed to the environment. We know you are looking for ways to get involved. We know you want to make a difference.

By year five of the program, OES aims to divert almost 85,000 tonnes of e-waste from landfill annually. In order to reach this target, we need to involve Ontarians like you, in every corner of the province, to do their part for a greener Ontario.

That is exactly why this toolkit was created. To help you showcase your organization's commitment to environmental stewardship by giving you the tools to host your own event and mobilize your community to do what they can.

YOUR TOOLS

In this toolkit you will find the following materials available to download:

- Template press release and media alert
- OES Media Backgrounder
- OES and *Do What You Can* logos with branding guidelines
- *Do What You Can* consumer brochure (PDF) and order form for printed quantities
- Posters



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OTHER OES RESOURCES

In addition to OES' communications resources, when you contact events@ontarioelectronicstewardship.ca, you can obtain details on several types of support:

- Events requirements like insurance, permits, traffic routes, staffing and other technical and safety features
- Logistics for packaging supplies and transportation services (where available)

Depending on the site you choose, many of these details may be handled by the host facility but it is important to know what is expected in advance.

Planning Your Event

Hosting a community event can be a fun and effective way to engage the members of your community and educate each one to *Do What You Can* to reduce electronic waste.

Here are some things to consider when planning your event:

EVENT TIMING

The timing of your event is important. Before choosing a date, consider the opportunity to tie the event into another initiative already taking place. For example, during Earth Day or Earth Week, the members of your community might feel more motivated or inspired to attend an environmental event like yours.

To increase attendance, try to avoid holidays, long weekends or dates that conflict with other popular community events as this can limit participation.

The time of day you choose is also important. If you are holding it on a weekday, consider the lunch hour or immediately after the workday ends. If you are having it on a weekend, choose a Saturday over a Sunday.

Plan ahead to ensure a safe and successful event where safety requirements are in place, permits are secured and promotional activities are in market. OES staff and materials can make a difference if you give them **six to eight weeks notice**.

VENUE SELECTION

When deciding where to hold your event, we recommend incorporating one of the program's main themes: the environment and electronics.

Consider factors like convenience for access, traffic, parking, storage and on-site support. Time of year and weather conditions will also influence your selection.

Some appropriate locations include a neighbourhood park, an OES-approved facility or a local electronics retailer.

If you own your own business, consider hosting the event at your store or office – this will showcase your organization's commitment to the program.

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Another option is to host the event at a local community centre, an accessible and familiar location to all members of your community.

Often, the local landfill site, transfer station or recycling facility offers a 'one-stop-drop' location.

Make a short-list of a few sites that best meet your needs and visit each one to make a final decision.

Whichever venue is selected, obtain permission in writing to hold your event on the specific date and time and confirm when you have access to set up and vacate the premises.

INVITING COMMUNITY VIPS

When creating the guest list for your event, consider inviting local officials such as your MP, MPP, City or Town Councillors and Mayor. You should also consider inviting prominent community and business leaders. Having VIP support lends credibility and raises the profile of your event and *Do What You Can*. We also suggest teaming up with a media sponsor and inviting local media to cover your event.

PHOTO OPPORTUNITY

One initiative that will encourage local media to attend is to provide them with a photo opportunity during the event.

During the planning stages, think of an interesting visual that captures the objective of your event with a single image. For this event, it could be VIP members of the community placing their waste electronics in a designated area for collection.

Choose the time the photo will occur during the event and let all involved parties know, including media, when you invite them. At the event, ensure you have a person assigned to gather and pose all the involved parties and then announce that the photo opportunity is occurring so media in attendance can prepare to capture the shot.

Don't forget to take your own photos and video. Immediately after the event, choose the photo and video clip that best illustrate your success. Write a short caption (cut-line) for each and email them to the media who were unable to attend. You can also send the email to VIPs and special guests who attended to thank them for their participation.

GUEST INCENTIVES

One way to encourage members of your community to get involved is to offer them an incentive. Leverage the relationships you have in the community to create an incentive program – when it comes to helping the environment, people can be very generous.

If you run a local business, consider offering discounts to customers that drop off waste electronic items. You may also choose to issue a community-wide challenge, where people or groups compete to collect the most waste electronic items and the top team wins a prize. Be creative and have fun with it!



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A CALL TO ACTION

During and after your event, your guests will want to know: “What can I do? How can I get involved?” Don’t underestimate the importance of a clear call to action: a message that tells your guests what the next important step is. It doesn’t have to be complicated. It can be as simple as driving people to the *Do What You Can* website (dowhatyoucan.ca) to learn more about the program. The important thing is that they walk away knowing how and where to safely recycle their waste electronics.

TAKE AWAY MATERIALS FOR GUESTS

OES has materials available for distribution at events. If you are interested in obtaining OES brochures for your guests, download a copy from the website or ask at events@ontarioelectronicstewardship.ca.

OES AND *DO WHAT YOU CAN* BRAND GUIDELINES

At your event, we encourage you to use the OES and *Do What You Can* logos whenever possible. This helps keep the program’s identity consistent across all communities so that the public recognizes that all the e-waste collected at your event contributes to reaching our electronic waste reduction goals for a greener Ontario.

Before you use the logos there are some simple guidelines to respect:

- Follow logo usage and branding guidelines for all print and electronic materials, signage, etc.
- Obtain OES approval by contacting events@ontarioelectronicstewardship.ca

DO WHAT YOU CAN. RECYCLE YOUR ELECTRONICS. AND, HAVE FUN!

Special collection events are a convenient, fun and effective way to bring together people who care about the environment and successfully divert electronic waste from landfill. Whether it’s a little or a lot, it all counts.

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Event Planner's Checklist

The following checklist will assist you when planning your *Do What You Can* community or employee event. This checklist includes common elements that should be considered throughout the event planning process. Identifying and prioritizing pre-event tasks will help you stay organized and ensure a successful event!

SIX TO EIGHT WEEKS BEFORE YOUR EVENT

EVENT GOALS

- Outline the goals of the event
- Determine what you want to achieve (attendance, electronic waste collection, dollars raised, media coverage, etc.)

TEAMING UP WITH OES

- Contact OES at events@ontarioelectronicstewardship.ca to inform them of your event and request other materials to help with your event planning

PLANNING COMMITTEE

- Identify who will be involved in the event planning
- Assign roles and responsibilities
- Determine how often you will meet as you approach Event Day

RESOURCES AND BUDGET

- Decide if you need a budget to fund your event or whether you can source your own supplies through donations and in-kind contributions
- If you need to finance the event, determine roughly how much money you will need for the event
- Consider finding sponsors to provide some or all of your supplies and services like signage, promotion, materials, etc.
- Determine if you need to conduct any fundraising initiatives
- Recruit volunteers to help you plan ahead and provide support on event day
- Always refer back to your budget to determine feasibility

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BRAINSTORMING

- Get together with your planning committee to brainstorm event ideas
- Record all ideas
- Decide together which ideas will work best for your event, within budget

EVENT DATE

- Determine the best day to hold your event
- Consult the community calendar to identify environment days or events and to ensure that your plans don't conflict with another local activity, festival, fair or major holidays
- Evaluate the benefit of joining forces with one or more like-minded groups to pool resources and stretch your budget

VENUE AND LOGISTICS

- Determine the best place to hold your event (park, approved recycling centre, electronics retailer, etc.)
- Once you have a location, arrange a site visit. Consider things like accessibility, power outlets, washrooms, traffic flow and parking
- Provide staff and volunteers with food and refreshments and ensure they are sheltered from rain and heat in summer and wind, snow and cold in winter
- Set up a plan to map out 'What goes where' on event day
- If you expect a large amount of e-waste, ensure you have outdoor space that allows for:
 - ✓ Orderly traffic so that people, cars and trucks can come and go safely
 - ✓ Sufficient bins, containers or pallets to collect waste electronics
 - ✓ Designated space for people to gather
- Decide whether you want people to drop off their unwanted electronics and go or, if you want them to stay:
 - ✓ If you want people to keep moving through, set up for easy access, drop-off and departure. Plan for clear directional signage or volunteers to direct traffic
 - ✓ If you want people to stay, consider a program to keep them there:
Do What You Can display, speakers, local musicians, face-painting, etc.

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ONE MONTH BEFORE EVENT DAY

SPEAKERS

- Determine who will host the event and if you would like any VIPs to speak at the event

ATTENDEES

- How many people will you invite? Consider minimum attendance required for the event to run and maximum event capacity
- VIPs -- Identify prominent community leaders to invite to your event
- Consider inviting community members that are environmentally engaged and share the same goals for electronic waste recycling
- Once all logistics and dates are finalized, send out your invitations (consider the environment and try to email most of the invitations)

PROMOTION

- Determine what tactics you will use to promote your event (flyers, posters, email blasts and public service announcements)
- Ask the site host to help spread the word
- Take advantage of OES resources and templates and customize your materials: media advisory, media release and poster
- For any print and electronic communications, use the *Do What You Can* or OES logos
- Media - will you be informing local media? You can do this by sending a media alert via email or by simply calling to inform them. Don't forget to compile a list of local media outlets in advance

SUPPLIERS

- Make a list of all physical items needed at your event. Things to consider are: tables, chairs, signs, banners, podium, microphone, name tags, food and beverage, and a photographer
- Contact and book suppliers if you do not have access to these items

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TWO WEEKS BEFORE YOUR EVENT:

- Develop a 'show flow' or chronology of the event day program and key tasks to help you stay organized. Include things like what time supplies will be delivered and when guests will arrive
 - Have a brief check-in meeting with key event planners to review the event schedule
 - Deliver non-perishable supplies to the venue (when you have permission to do so)
 - Schedule volunteers from your planning committee for event day clean-up
 - Make an event day contact sheet for your committee and suppliers
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THE DAY BEFORE EVENT DAY:

- OES supplies will be delivered (if arranged in advance as part of your event planning). Ensure someone is on site to receive materials and that a secure area is designated for storage
 - Arrive early. Double check that signage, tables, chairs, A/V equipment, food and the collection area are set up as planned
 - Ensure staff and volunteers are in place. Designate one person to collect information and report on key results for the day
 - Once event set up is complete, begin accepting electronic waste
 - Clean up – ensure all supplies are picked up by appropriate suppliers and the venue is tidy before you leave
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AFTER THE EVENT:

- Evaluate the success of your event – What worked? What would you do differently the next time?
- Send thank you letters or an email with a photo and video clip to all of your special guests
- Share your success. Advise OES of your results:
 - ✓ How many people attended?
 - ✓ How much e-waste was collected?
 - ✓ Did you get media coverage? From which outlets?
 - ✓ What did you do with the event proceeds (if any)?
 - ✓ Send OES an email with a photo and video clip to events@ontarioelectronicstewardship.ca