



Overview

During the summer of 2007, BC Used Oil reprised the province-wide communications campaign that was undertaken last year. Two ambassadors toured the province in a branded Toyota Prius and promoted BC Used Oil's message "one drop can make a difference." The team visited collection facilities to build relationships with these important program stakeholders; met with numerous civic and regional district officials; participated in media interviews; and attended relevant community events.

This year, the program also saw a partnership between BCUOMA and the Post Consumer Pharmaceutical Stewardship Association (PCPSA). The ambassadors were promoting the PCPSA program through distribution of collateral materials to government officials during meetings as well as to the general public at community events.

A total of 57 B.C. municipalities were visited during the 13-week program, including communities on Vancouver Island, as well as throughout the BC Rockies, Thompson-Okanagan, Northern B.C. and the Lower Mainland. The program also supported the BCUOMA goal of reconnecting with collection facilities and local government officials as the stewardship program was under review this summer. Additionally, by reaching out to the media and utilizing community events, the ambassadors were able to educate the public on the importance of properly disposing of used oil materials.

Objectives

The BC Used Oil Ambassador campaign involved a number of different elements working together to help achieve the following objectives:

- ◆ Encourage the responsible recycling of used oil, oil filters and plastic oil containers to protect B.C.'s environment;
- ◆ Help reduce the frequency of night drop off incidents at used oil collection sites across the province;
- ◆ Connect with as many used oil collection facilities as possible to confirm participation in the program and gather their feedback;
- ◆ Meet with civic and regional district officials to discuss the BCUOMA program, gather their feedback and concerns;
- ◆ Generate informative and positive media coverage of the tour and BC Used Oil.

Target Audiences

- ◆ Collection Facilities – registered used oil collection sites across the province
- ◆ Civic & Regional District Officials – environmental and waste management contacts; civic officials

- ◆ Media – environment, community and driving reporters at major dailies, community newspapers, radio stations and broadcast media outlets.
- ◆ Public – community members with an interest in environmental issues, do-it-yourselfers, those involved in the automotive industry, general public.

Key Messages

- ◆ The British Columbia Used Oil Management Association is a not-for-profit organization that encourages British Columbians to responsibly recycle used oil, oil filters and plastic oil containers at return collection facilities across the province.
- ◆ Launched in 2003, the goal of the BCUOMA program is to continually offer British Columbians an environmentally friendly and cost-effective solution to disposing of used oil, oil filters and plastic oil containers.
- ◆ BC Used Oil relies on the active participation of more than 160 wholesalers and retailers, 40 collectors, 31 processors, 540 return collection facilities, and more than 4,000 generators, making it easy to recycle these items.
- ◆ The goal of the BC Used Oil campaign this summer is to educate British Columbians that one drop of oil makes a difference.
- ◆ One drop of oil can contaminate more than one million drops of water, so it is very important that every drop of used oil, every filter, and every container is returned to a collection facility during regular business hours so it can be disposed of properly.
- ◆ Millions of litres of recyclable oil is improperly disposed of in our environment and not recovered by the BC Used Oil program each year, so increased public awareness is critical to both the success of this program and the protection of health and the environment.

Program Planning & Tactics

- ◆ Designed campaign concept and graphic identity.
- ◆ Produced relevant collateral materials and tools (table top display, car wrap, brochures, etc.)
- ◆ Developed comprehensive route map and schedule to determine where and when the ambassador team would visit BC communities.
- ◆ Determined the registered collection facilities in these communities to visit, to ensure contacts are satisfied with program.
- ◆ Identified and connected with civic and regional officials to arrange meetings with the ambassadors to discuss the BC Used Oil program.
- ◆ Trained ambassadors as media spokespeople using approved program key messaging and sample Q & A.
- ◆ Issued media advisories and news releases to all major dailies, community newspapers, local radio and television stations in communities visited. Facilitated interviews as requested and monitored for coverage.

- ◆ Attended relevant community events to encourage responsible used oil recycling on a grassroots level (e.g. Vancouver Landfill Open House).
- ◆ Distributed BCUOMA collateral materials at every interaction, including signage, branded tire gauges and informational brochures.
- ◆ Regularly prepared and submitted reports capturing program activity, including photographs.

Tools

With a number of new communication tools this year, the ambassadors were able to capture the attention of individuals and effectively communicate the message that ONE DROP OF OIL MAKES A DIFFERENCE. The ambassadors were consistently representing the BCUOMA brand and helping people understand the importance of recycling used oil materials.

They utilized the following communication tools:

- ◆ Branded (wrapped) Toyota Prius
- ◆ Collection Facility window clings
- ◆ Night Drop Off signs
- ◆ Informational brochures
- ◆ Branded tire gauges
- ◆ Table-top display (plus table banner & various display items)
- ◆ Ambassador uniforms
- ◆ Brand toolkit CDs
- ◆ Media fact sheet
- ◆ Collection facility & government contact questionnaire
- ◆ PCPSA brochures & signs
- ◆ Mr. Oil Drop (where applicable)



Results

The results of the program this year were impressive, and the ambassadors saw a very positive response overall from the target audiences.

- ◆ **Collection Facilities**
 - Ambassador team visited 221 registered used oil collection sites across the province.
 - Additionally, the team connected over the phone with another 35 sites they were unable to personally meet with. Over the phone they confirmed their participation, gathered feedback on the used oil recycling program and fielded requests for new signage.

- These totals do not include the 46 facilities that were deemed to be 'issue' facilities. These are ones that are no longer in business, state they are no collecting or otherwise not registered and require BCUOMA to follow up.
- As a result of this outreach, information has been updated in the database and on the BCUOMA website to make it easier for consumers to find their local collection facility.
- Majority of facilities provided positive feedback on the program and their relationship with BCUOMA; and appreciated the updated signage.
- Through these meetings, the Ambassadors also collected email addresses to add to the distribution list for the semi-annual email newsletter that BCUOMA is introducing this fall.

REGION	# Of Sites Visited	# Of Sites Phoned	# Of Issue Sites
Lower Mainland	108	4	26
Vancouver Island	36	8	8
BC Rockies/Kootenays	14	17	5
Thompson – Okanagan	32	6	4
Northern B.C.	31	0	3



◆ Government Outreach

- The ambassadors met with nine regional district contacts and nine civic officials to discuss the used oil recycling program:
 - Jeff Ainge, Regional District of Nanaimo
 - Jennifer Brunn, Comox Strathcona Regional District
 - Jesse Lee, Squamish-Lillooet Regional District
 - Don May, Thompson Nicola Regional District
 - Wendy Horan, Regional District of Central Kootenay
 - Emy Lai, City of Richmond
 - Heidi Gerlach, City of Chilliwack
 - Elvis Riou, City of Abbotsford
 - Allen Lynch, North Shore Recycling Program
 - Carmen Fennell, Columbia Shuswap Regional District
 - Elaine Leckie, Capital Regional District
 - Kim Day, Ridge Meadows Recycling Society

2007 Ambassador Program: Recap

- Jennifer Meier, District of Mission
 - Dale Ebner, City of Burnaby / Still Creek Recycling
 - Mitch J. Minchau, Cariboo Regional District
 - Brian Carruthers, City of Williams Lake
 - Jack Marsh, City of Quesnel
 - Monica Kosmak, Metro Vancouver
- o The meetings provided valuable feedback, suggestions and insight for BC Used Oil to take into consideration. This was particularly important as BCUOMA was mandated to review the program and create a new Stewardship Plan in 2007.
 - o During these meetings, the ambassadors also provided a BCUOMA Brand toolkit CD for them to create custom signage; as well as distributed PCPSA collateral materials.

Please see Appendix I for detailed notes on their feedback and suggestions.

🔥 **Media Coverage**

- o Media coverage results for the ambassador campaign were very impressive this summer. The ambassadors participated in interviews with radio, print and broadcast media around British Columbia to discuss the tour and the importance of used oil recycling.
- o Resulting coverage captured all of the BC Used Oil key messages, including returning used oil during regular business hours, why it is important to recycle used oil and where to find more information.
- o Media outreach across the province totalled 26 media hits, yielding more than **1 million media impressions**, people who were reached with the used oil recycling message.
- o Coverage was secured in the following media outlets:



- **Vancouver Island:** Eagle FM, Campbell River Mirror, Nanaimo News Bulletin, A-Channel, CFUV (University of Victoria), Victoria Times Colonist
- **BC Rockies:** Christina Lake News, Radio NL, North Thompson/Clearwater Times, KBS Radio, Kootenay Western Star, Trail Daily Times, Cranbrook Daily Townsman, Kimberley Daily Bulletin, Castlegar News
- **Thompson – Okanagan:** Kamloops Daily News, Kamloops This Week, Sun FM/800 AM (Penticton), Kelowna Capital News, CHBC Television, Osoyoos Times.
- **Northern B.C:** Williams Lake Tribune, The Wolf (97FM), Prince George Citizen, Quesnel Cariboo Observer.
- **General Coverage:** Adnews On-Line Daily, Media in Canada

Please see Appendix II for the complete media coverage summary.

◆ Community Events

- Over the course of the summer, the ambassadors staged a presence at five community events around the province. Their attendance was decided based on the events' relevancy to used oil recycling or the audience in attendance. The events included:
 - Vancouver Landfill Open House (June 1 - 2)
 - Burnaby Green Alternatives Fair and Farmer's Market (June 9)
 - Mr. Lube Customer Appreciation Event (June 30)
 - Nelson Eco-society Community Market (July 4)
 - Kelowna Super Summer Nite Car Show (July 21)
- These events enabled the ambassadors to interact directly with members of the public about the program, field inquiries and encourage people to responsibly recycle used oil materials.
- Promotions reached approximately **5,000 people**.



Vancouver Landfill Open House



Nelson Eco-Society Market



Kelowna Car Show



Mr. Lube Customer Event

Key Learnings

◆ General program coordination

- To continue to increase visibility and interest in the used oil recycling program, explore opportunities to align with similar recycling stewardship programs such as the Tire Stewardship and Vehicle Battery Recycling programs. This will help to promote an overarching recycling message and weave in a newsworthy angle for the third year of the program.
- Should we move forward with a complete joint ambassador program with other groups, will need to investigate creative options to connect the individual partners' branding on the vehicle and promotional items.

◆ **Ambassador education**

- As there will not be Public Consultation Meetings held next year, explore ways to bring the ambassadors to relevant and similar proceedings. This will help in exposing them to the various stakeholders and viewpoints in the industry, which was immensely helpful this year.

◆ **Key audiences**

- Next year, focus the ambassadors' schedule on visiting areas they were unable to connect with personally in the past couple summer tours (ie. Princeton, East Kootenays).
- Should the program incorporate more partners, explore the possibility of having two teams canvass the province to be able to visit all of the 530 used oil collection sites.
- Additionally, with more partners on board, ensure that even those return collection facilities that may not collect all three materials (batteries, tires and used oil) are visited.

◆ **Digital support**

- To fully utilize the functionality of the website, create a space where the ambassadors can regularly add updates in a blog type format. This could include informational videos when they tour specific collection facilities for people to fully understand the used oil recycling process; feature photos and captions on their travels; and provide a space for their touring schedule.
- If a partnership with other stewardship programs moves ahead, consider creating and utilizing a micro-site or dedicated space online with which to highlight this new initiative and communicate the overall recycling message, including links to partner organizations.
- Leading up to the launch of the ambassador program, include information of their summer tour within the e-newsletter. This will give the facilities a heads up that the ambassadors will be in contact to avoid any confusion as to their relationship with BCUOMA.

◆ **Collateral materials**

- Continue to explore innovative and exciting giveaway promotional items. The tire gauges worked very well this year, but look into other items as well (such as chamois).
- Refine display items. For instance, put plastic pellets into a canister for display as opposed to plastic bags; display all three recyclable oil materials; and determine most effective way to present on the table.

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