

Calgary



ICI Waste Diversion Program Engagement

SWANA Conference
May 12, 2016



Agenda

- I. Development of stakeholder working group
- II. How we engaged a diverse group
- III. Lesson learned
- IV. Successes we've shared
- V. Vision for the future

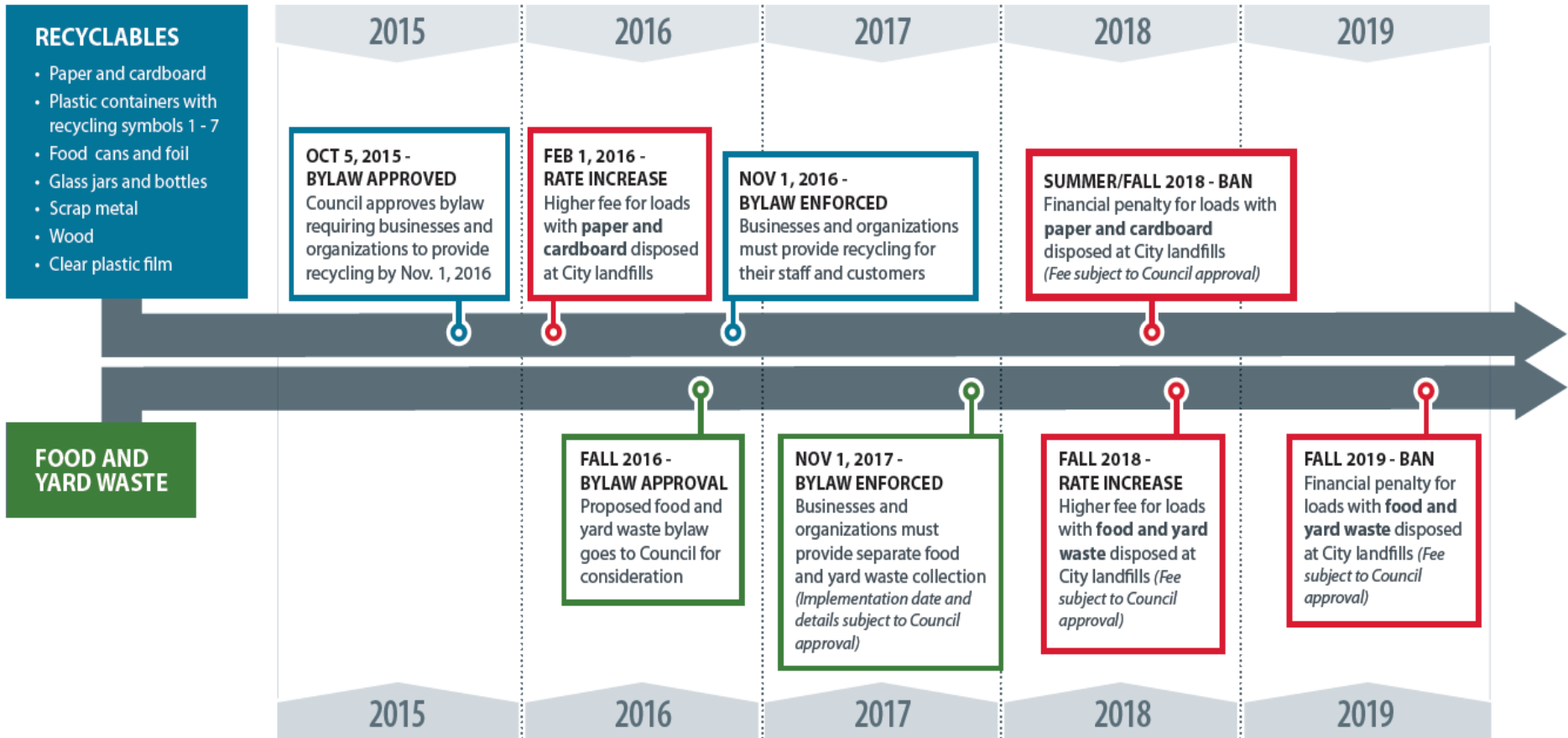
Development of stakeholder working group





Waste Diversion for Businesses and Organizations

CITY INITIATIVES AT A GLANCE



For more information, tools and resources visit calgary.ca/businessrecycling

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The City's role

Education

Communication

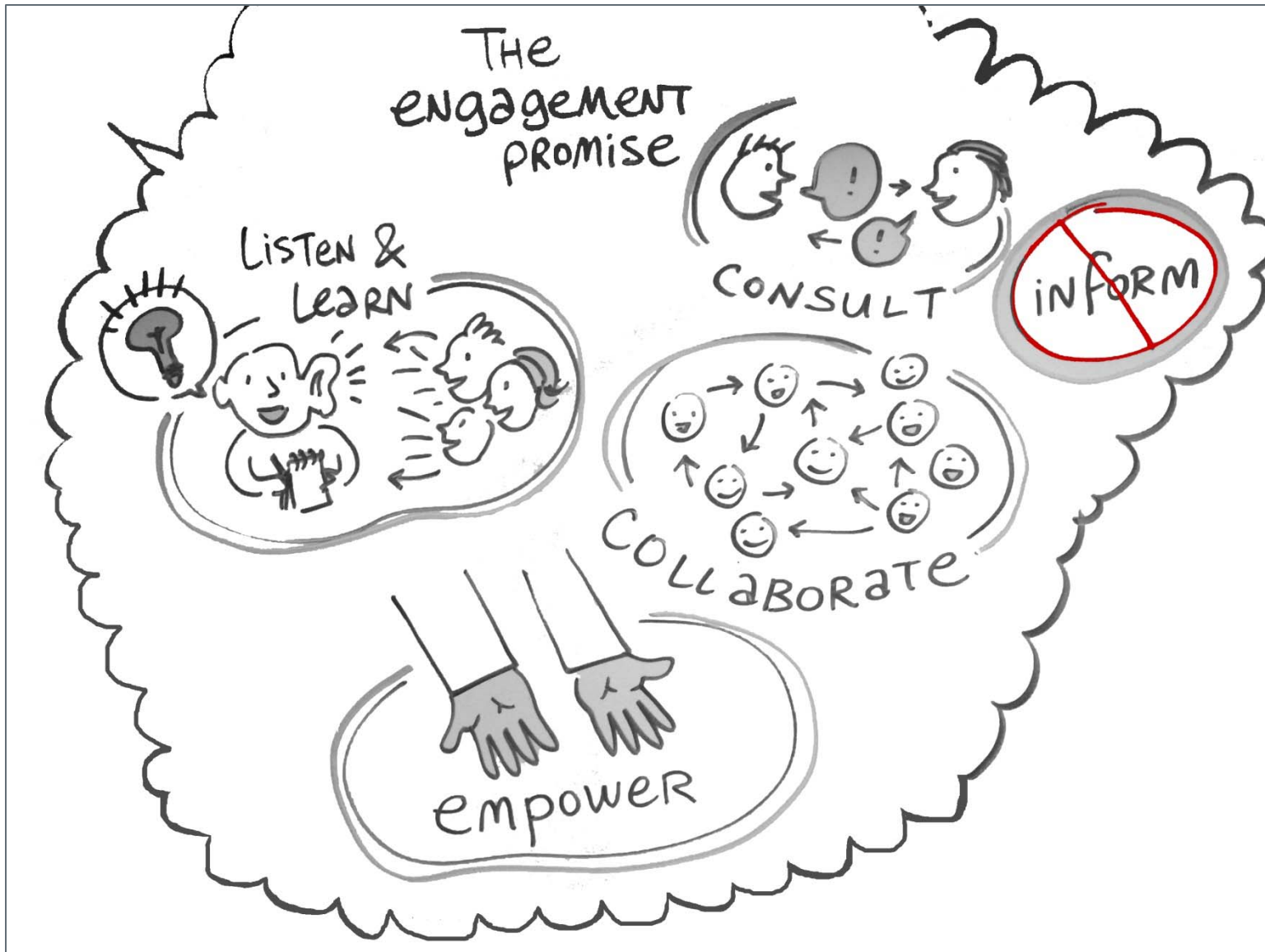
Data
Management
+ Reporting

Enforcement

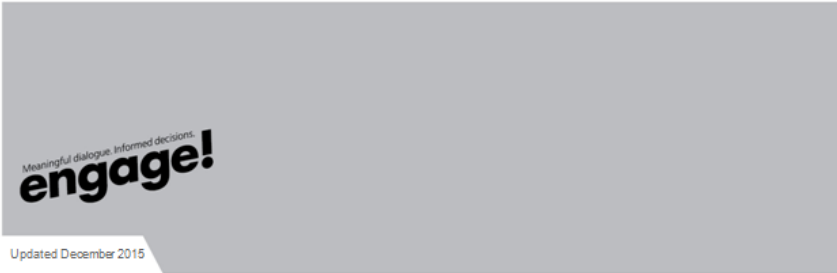
Facilitation +
Stakeholder
Engagement











Industrial, Commercial and Institutional (ICI) Waste Diversion Engagement 2015-16 Plan



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STEP 3 - Actions and Responsibilities

Combine your Impact Number and Complexity Letter from **Step 2** and find the corresponding box below.

Complexity Letter/Number Combination:

Degree of Complexity HIGH MEDIUM LOW	1C: Low impact, high complexity ▶ Engagement Plan Approval Level: Director ▶ Budget: \$\$	2C: Medium impact, high complexity ▶ Engagement Plan Approval Level: General Manager ▶ Budget: \$\$\$	3C: High impact, high complexity ▶ Engagement Plan Approval Level: General Manager ▶ Budget: \$\$\$
	1B: Low impact, medium complexity ▶ Engagement Plan Approval Level: Project Sponsor or Manager ▶ Budget: \$	2B: Medium impact, medium complexity ▶ Engagement Plan Approval Level: Director ▶ Budget: \$\$	3B: High impact, medium complexity ▶ Engagement Plan Approval Level: General Manager ▶ Budget: \$\$\$
	1A: Low impact, low complexity ▶ Engagement Plan Approval Level: Project Sponsor or Manager ▶ Budget: \$	2A: Medium impact, low complexity ▶ Engagement Plan Approval Level: Project Sponsor or Manager ▶ Budget: \$	3A: High impact, low complexity ▶ Engagement Plan Approval Level: Director ▶ Budget: \$\$
	LOW	MEDIUM	HIGH
	Degree of Impact		

How we engaged a diverse group





Membership

- 260 members on email list
- Members include:
 - Haulers
 - Processors
 - Businesses
 - Organizations

How we engaged a diverse group

- Terms of Reference
- Constantly reaching out
- Stakeholders are ambassadors
- Content which can easily be passed along
- Recognizing the gaps

Gaps and challenges



- Small businesses, not-for-profits
- Those who choose not to participate
- Voluntary nature – self selected champions
- Stakeholder burnout

Lessons learned





Lessons learned

- Pre-meeting newsletter
- Breakout tables
- Prepping new members
- Checking in on satisfaction

Successes we've shared



Success we've shared

- Sharing success stories
 - ICI Working Group Success Story:
<https://www.youtube.com/watch?v=Dvr7HW80yX4&rel=0>
- Satisfaction survey



ICI Working Group satisfaction survey highlights

- Why do you attend meetings?
 - 96% to receive information
 - 73% to share input
 - 55% to network
- 95% feel their voice is heard at meetings
- 80% feel their input is taken into consideration when decisions are made
- 86% have shared information from the ICI Working Group with others

Other benefits

- Project reporting
- They answer each others questions
- Media preparation
- Networking

Vision for the future





Conclusion

www.calgary.ca/engage

www.calgary.ca/businessrecycling

[ICI Working Group sign-up](#)

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