

Association of Regional Waste Management Authorities of Saskatchewan (ARWMAS)

Communications Plan

- **Context**

In 2021, the ARWMAS Board updated its Mission and Vision Statements to reflect the current needs of its members to create sustainable waste management programs in light of escalating costs for landfill engineering and closure, and transportation in particular.

Vision Statement

Regional waste management authorities in Saskatchewan continue to diversify their operations by demonstrating a higher rate of diversion from landfill at a lower per capita cost than standalone programs achieve.

ARWMAS' membership has remained at 19 regional waste management authorities for the past several years, even though many municipal landfills, especially in rural areas, are closing. The only viable solution to the landfilling of waste from those municipalities is to band together to create a regional facility. ARWMAS needs to communicate its ability to advise and assist in creating a waste authority to identify a local, sustainable and financial viable alternative to transporting waste to distant landfills, and optimally to reduce dependency on landfills.

Mission

To promote regionalization by providing a forum to assist waste authorities in Saskatchewan develop sustainable waste management programs that reduce dependency on landfills through effective waste minimization practices, consultation with government and collaboration with ARWMAS members.

ARWMAS' Associate Members that are stewardship agencies are looking for assistance in expanding their programs for collection of their post-use products. These agencies pay a fee for service. This allows the regional waste authority to diversify its funding base and become more sustainable.

Many municipalities in Saskatchewan have implemented multi-material recycling programs for household paper and packaging materials. The legislation under which these programs receive funding requires industry to pay up to 75% of the eligible costs that these programs incur. However, the funding that Multi-Material Stewardship Western (MMSW) provides falls short of 75% due to deductions that MMSW applies to the costs. From a budgeting perspective, municipalities are unable to budget appropriately for their recycling program. For this reason, ARWMAS has advocated for the program to transition to a fully funded program by the industry stewards. The Ministry will initiate consultations after the regulations are amended and approved in Q4 2022.

- **Target audience(s)**

- 1) Municipalities that need to partner to create a regional program that will establish waste management/recycling facilities.
- 2) Municipalities who do not have a recycling program and would like one.
- 3) Regional waste management authorities who have not diversified their waste management programs to include collection for products legislated under obligated stewardship programs, e.g. waste electronics, grain bags.
- 4) Regional waste management authorities who need assistance posting SaskTenders.

- 5) Provincial government officials who need to be aware of ARWMAS and its issues and programs, e.g. new Environment Minister.
- 6) SUMA and SARM to collaborate in reaching out to municipal entities who are looking for information

- **Intended outcomes**

- More regional waste authorities have expanded their operations to include a broader range of materials that generate revenue for their waste management program.
- More municipalities have created regional waste management authorities and joined ARWMAS.
- An increase in ARWMAS membership contributes to a stronger revenue base for the organization.
- The Ministry of Environment recognizes ARWMAS as an eminent strategic partner in implementing its Solid Waste Management Strategy.
- The Household Paper and Packaging Recycling Program transitions to a full extended producer responsibility program to remove unpredictable, escalating municipal costs for residential recycling.

- **Key messages**

- Significant cost savings can be realized by pooling municipal resources to create a sustainable waste management system.
- The fees that the stewardship agencies pay for collection of their post-use products contribute positively to the bottom line.
- Competing private sector landfills must not be approved and constructed within the boundaries of an established regional waste authority's landfill.
- ARWMAS members are eager to participate in discussions that may lead to the transition to a full extended producer responsibility program for residential multi-material recycling.

- **Preferred messenger(s)**

To date, ARWMAS has relied on monthly board meetings, the AGM and the Regional Round-Up to disseminate information. A more focused approach is required in order to achieve the Intended Outcomes shown above.

- **In-person Collaboration**

- There is a need to work with SUMA and SARM to determine the best course of action to meet with municipalities who are interested in creating cost-effective waste management solutions. Those discussions need to take place in Q4 2022.
- The engineering firms who are working with municipalities to create regional waste authorities need to tap into ARWMAS' expertise and be invited to meet with the municipalities. That option needs to be addressed with the engineering firms in Q4 2022.
- The Premier appointed a new Environment Minister earlier in 2022. To date, the ARWMAS Executive has not met with the new Minister. This must take place in Q4 2022.
- The Regional Round-Up in October 2022 needs to ensure that the program allows the stewardship agencies to promote partnership opportunities.
- Ensure that regional waste programs are included in conference and workshop sessions at SUMA, SARM and Saskatchewan Waste Reduction (SWRC) events. This is an ongoing initiative beginning in Q4 2022 with the SWRC workshops.
- Budget for creation of a trade show display and participate in SUMA, SARM and SWRC conferences/conventions.

- **Quarterly newsletter/Articles**
 - The ARWMAS Executive Director will create a quarterly newsletter that will be distributed electronically and also posted on the association’s website. The timing of the newsletter will be co-ordinated with SARM’s Regional Councillor and SUMA’s Municipal Voice to ensure that they are not being released concurrently. The first newsletter will be produced Q4 2022 or Q1 2023 (timing to be confirmed). Associate and full members will be solicited for contributions to the newsletter.
 - Accept SUMA and SARM’s invitation to provide articles for their publications. The Executive Director will collaborate with ARWMAS members to publish relevant articles starting in Q1 2023.
 - Co-ordinate with Communications staff at the Ministry of Environment to assist with dissemination of their bulletins and consultations on an ongoing basis.

- **Miscellaneous**
 - Promote the efficient operations of member regional waste authorities by submitting nominations to the annual SWRC Waste Minimization Awards. Nomination forms are available Q1 2023.
 - The Executive Director will ensure that the Membership list on the website is up to date and that the Annual Report is posted each Q2.

Strategic Initiatives Timeline 2022-2023

Initiative	When	Who
Co-ordinate opportunities to meet with municipalities with SUMA & SARM	Q4 2022	Exec. Dir.
Collaborate with engineering members To identify presentation opportunities	Q4 2022	Executive
Meet with new Environment Minister	Q4 2022	Executive
Stewardship agencies to promote partnership opportunities	Q4 2022	Exec. Dir.
Conference/workshop presentations	Q4 2022	Exec. Dir.
Budget for trade show display and participate at SUMA, SARM & SWRC	Q4 2022- Q2 2023	Board & staff
ARWMAS produces quarterly newsletter	Q4 2022 or Q1 2023	Exec. Dir.
ARWMAS contributes to SUMA & SARM Quarterly publications	Q4 2022 or Q1 2023	Exec. Dir.
Co-ordinate with Ministry to release their bulletins/information	ongoing	Exec. Dir.
Submit nominations to annual SWRC Waste Minimization Awards	Q1 2023	Exec. Dir.
Website updates are current and Annual Report is posted	Ongoing/Q2 annually	Exec. Dir.

- **Program Effectiveness and Measurement**

The Communication Plan is reviewed and adjusted annually in conjunction with the Business Plan and Budget process in December. The efficacy of the communication strategy and the efforts to achieve its Intended Outcomes are evaluated at that time. This also allows for any budgetary considerations that may need to be addressed in order to achieve results.