

Mobilizing Distinct Communities to Participate in P2

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for Pollution Prevention

Canadian Pollution Prevention
Roundtable

Thursday June 15, 2006



Overview of Presentation

- How this work is relevant in the context of other P2 work
- Present three stories as examples
- Draw out the themes
- Open the floor for dialogue



Relevance to P2

- Environmental protection
- Linkage between sustainable production and sustainable consumption
- Community Based Social Marketing
- Access to information - Community-right-to-know
- Collaborations with multi-level stakeholders
- Social equity
- Transforming the marketplace
- Cultural shifts



Distinct Communities

- Unique needs or requirements
- Unique barriers to change
- Little access to traditional environmental information or messages
- Few relationships with environmental practitioners
- May be isolated
- May be vulnerable



Stories

- Truckers Idling Reduction Program; Sarnia, Ontario. The results of talking with 1500 truck drivers face to face.
- Healthy Paws; Greater Toronto Area, Ontario. Talking to suburban dog owners about pesticide reduction
- Sarnia Senior Energy Efficiency Ambassador Program. Helping seniors on fixed incomes save money and protect the environment.



Mobilizing

- Capacity building
- Empowerment
- Community building
- Social cohesion
- Creating meaning
- Quality of life
- Agents of change



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Pollution Prevention**

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Idling
Reduction
Initiative
2004
Sarnia, ON**

Canadian Centre for Pollution Prevention

Front Line Outreach



Truckers
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Initiative
2004
Sarnia, ON



Elusive Audience

- “hard to reach”
- “hard to help”
- Large generic programs may miss many people and therefore compromise their ability to adapt to environmental changes in the long run

- Relevant messaging to all Canadians
- “Average Canadian”
- By reaching distinct communities - messaging for all Canadians improves
- Inclusive message



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Healthy Paws Initiative 2005 Toronto, ON



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Participate

- Provide infrastructure to take action
- Share information, resources and tools
- Share experience
- Demonstrated success
- Take ownership of positive results
- Build sustainability into the initiative
- Partnerships
- Timing



Getting ready for higher energy bills

By CATHY DOBSON
The Observer

Don Urry isn't one to wait for the bomb to drop.

For the past year, the Sarnia retiree has been avidly working at home improvements to get his utility bills in check.

"I'm interested in saving money. Either you pay the high bills or you change your habits," he says. The Urrys prefer to change their habits.



They've installed a new high-efficiency furnace for their 55-year-old home. They've invested in high-efficiency windows.

"And we use a solar drier," he laughs. That would be the clothesline.

Most recently, he and his wife, Helen, attended a workshop at Sarnia Public Library where local seniors were being



energy consumption and get them to commit to passing it on to their peers, said project officer Kady Cowan.

"A lot of it seems like common sense. People know what to do but it's very difficult to get them to do it," she said. "We're selling commitment here. We want people to achieve energy efficiency, environmental and cost savings."

She and others at the Pollution Prevention Centre hope the rising cost of utilities will entice many more people to get on board.

If the pilot project — named Senior Ambassadors for Energy Efficiency — is successful here, Cowan hopes to duplicate it in other communities across Canada.

workshop.

He was motivated last summer when hot temperatures kept his air conditioning running and ran up a nasty hydro bill.

"I usually pay \$90 every two months and last summer it was \$180. So I turned the air conditioning off," he said. "A bill like that makes you cut back."

Trouble was, the searing temperatures continued and Taylor was uncomfortable in his home.

The Centre for Pollution Prevention encourages Canadians to take what's called the One-Tonne Challenge, a program that's been widely promoted by comedian Rick Mercer. It's a computer exercise put together by Environment Canada. Homeowners fill out a questionnaire and they receive a calculation of their annual greenhouse emissions, as well as a list of suggestions to reduce them by one tonne. The challenge is at www.climate-change.gc.ca/onetonne/eng-

No-cost options for saving this winter

- lower thermostat one degree during day and two degrees at night.
- open window blinds in the winter, close them in summer.
- use cold water instead of hot to wash clothes.
- hang clothes to dry or only use dryer when it is full.
- turn lights, TV and radio off when not in use.
- clean or replace your furnace filter every two months.
- clean the coils on your fridge.
- clean south-facing windows to maximize sunlight.
- only use dishwasher when full. Air dry.
- use fans with air conditioning.
- lower temperature on hot water tank by 5 C/10 F.

Low cost options

- change incandescent light bulbs to fluorescent.
- install timers or motion detectors on frequently-used outdoor lights.
- insulate the first three feet of your hot water pipes.
- install a low flow shower head and faucet aerators.

Source: Canadian Centre for Pollution Prevention

Sarnia Senior Energy Efficiency
Ambassadors
2006 Sarnia, ON

P2 Community Outreach Under \$5000

- Program development – need successful models to follow in order to gain relevant experience
- Value of making assumptions to move short-term programs forward
- Individual engagement and individual solutions – no “one best way”
- Reputation – information comes from a trusted source
- Momentum
- Commitment
- Culture of volunteerism



Theme One: Successes

- Scale of success important
- Ability to provide appropriate incentives
- Participate in cultural shifts
- Learn from past experience
- Complimentary messages from many organizations
- Solutions for individuals
- Solutions from within distinct communities



Theme Two: Common Roadblocks

- Getting information on distinct communities
- Getting to the right people
- Developing the inclusive message
- Base level of understanding in audience will influence the shape of the message and adoption of change
- Program development takes time



Theme Three: Innovation

- Characterize the audience to illustrate needs and approach
- Opportunities for new strategies, ideas and methods of implementation
- Flexibility and adaptability of message allows for replication elsewhere
- Witnessing change
- Inclusive messaging



Theme Four: Trial and Error

- Documenting results of working with a variety of communities helps to build foundations for change
- The timing may not be right
- Select appropriate message to accommodate a wide range of values, habits and cultures
- Real-life experience



Theme Five: Moving P2 Forward

- Change is possible through collective solutions
- Creating more options for all Canadians to play their part
- Active in shifting cultural norms toward more sustainable and healthy options
- Individuals and communities taking ownership of the solutions



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