

PROJECT TITLE: Sign Better, Sort Better

Please answer the following questions and return the completed form to the [SPF Staff](#) via e-mail.

Final Report prepared by Kendra Pomerantz
E-mail Kendra.pomerantz@mcgill.ca
Actual Project Start Date 2019-01-03 Actual Project End Date 2020-01-04

Questions

1. Please summarize the project and its key accomplishments to date in 1-2 sentences.
(400 characters maximum)

The project team worked with graphic designers to design the new waste signage standard for the campus. These graphics were then printed on 23,000 vinyl stickers and 30 plastic sorting station inserts, and the first round of installation completed in 30 major campus buildings.

2. Your team listed the following goal in your project application:

To have uniform signage across all downtown indoor McGill waste and recycling bins (in terms of colour codes, wording and fonts)

Did your team achieve your project's goal? In your answer, please describe the impact your project had on McGill's structures, processes, and/or systems. Also, please specify how this positively transformed people's behaviors/perspectives/habits on McGill campus(es).

(Unlimited characters, suggested minimum ½ page or approximately 250 words)

Yes the project's goal was completed. Using the funding granted by this project, the waste signage stickers were designed and printed. They are bilingual and aligned with provincial signage standards in terms of colours, wording and images. Furthermore, the budget amendment approval from SP0178 allowed for the hiring of an Intern to help with bin inventories and initial installations, and a Communications intern to turn the new signage standard into an accompanying campaign of visuals delivered via web, posters and workshops (to be launched September 2019).

This created consistency between educational materials and what can be readily seen on all the waste and recycling bins across campus buildings. This is expected to ease the confusion of building users with regards to the waste system and improve proper sorting on campus. There are also expected benefits to the custodial staff, as the clarity of how to properly empty and treat all streams of waste has increased. In short, SP0206, Sign Better Sort Better, gave the McGill waste system a consistent visual identity, from which all future improvements can spring.

3. Please describe the key successes and challenges of your project. (Minimum of two examples for each)
(Unlimited characters, suggested minimum ½ page or approximately 250 words)

The first key success of the project is the high visual quality of the resulting signage. There were multiple iterations of the graphics to ensure that the colours, wording and images stood out and were easy to understand. Furthermore, dozens of adhesives were tested, with consultations with multiple industry experts, to obtain the best possible product for McGill's specific needs. Given this attention to detail during the project's conception phase, all parties are very satisfied with the resulting look of the new signage.

The second key success of the project was the collaboration between various departments to uphold the standard. Buildings and Grounds have outfitted their 30 main campus academic buildings. Athletics has also displayed the signage on their public-facing bins, including new sorting stations. Residences were provided with new signage for all of their cafeteria and lobby sorting stations, as well as recycling stickers for the small bins in every residence room. This was thus a true cross-departmental initiative, creating a campus-wide visual cohesion downtown.

The first major challenge was, as in many projects, related to timing. Given several administrative delays, the team's actual project kick-off was later than expected. This was compounded by graphic design delays, and then further delays regarding the sticker ordering. Finally, the hiring of the employee to help with installations was delayed as well. Given these difficulties, while the project team is pleased to have accomplished the physical goals of the project (ie designing, printing and installing stickers), the educational component and results tracking will not be completed until the upcoming semester.

The second major challenge was determining the optimal size of the stickers, given that there was only a limited understanding of the models of bins on campus. We wanted to minimize the number of models needed to cover the maximum number of bins so as to be financially efficient. Finally, after some testing, two sticker sizes were developed, estimated to cover all on-campus bin models but one (which will soon be replaced, in any case, creating the ability to adequately sign 100% of bins to the best of our knowledge).

4. What key points of advice or *lessons learned* would you give to other SPF teams either regarding your experience managing your project or the project itself?

(Unlimited characters, suggested minimum $\frac{1}{2}$ page or approximately 250 words)

Do not be afraid to change suppliers if a company is not offering the support and service you want. At the beginning, this project was aligning to work with a certain sticker company, given the product line and the fact that they came with several recommendations. However, this supplier proved unreliable and frequently had to be "chased after" to obtain basic service and information. Finally, it was decided that another supplier should be contacted, who had originally provided samples for a more expensive and less ideal sticker product. As it turned out, this second supplier was able to not only match the selected product, but their price was cheaper and their service top notch compared to the first company! The SP0206 project could have come together significantly faster had it cut ties with the unsatisfactory supplier earlier on.

5. What recommendations do you have for the future of this project to be continued and are there any opportunities for complementary projects? Who will take responsibility for the project's future and how can interested persons be in touch? The SPF team will also be in touch with this contact for updates on the project's progress in coming years, if ongoing.

(Unlimited characters, suggested minimum 1 paragraph)

Since the SP0206 project began, Kendra was transferred from the SPF-funded Zero Waste Coordinator contract position to a permanent supervisory role in the Buildings and Grounds department, responsible for all their sustainability projects. As such, she will be able to monitor the Sign Better, Sort Better project going forward, as well as liaise with anyone interested in launching similar initiatives.

Buildings and Grounds is currently pursuing a follow-up project in the purchase of wall-mounted sorting stations for its major downtown buildings over the coming years. These will be visually aligned with the stickers installed in SP0206.

6. Would you or your project team member(s) be willing to serve as a mentor to SPF project teams? Please choose one. If yes, SPF Staff will contact you with more information.

(800 characters maximum)

Yes No

Kendra is willing to serve as a mentor to waste-related project teams, insofar as she aims to be aware of and liaise between all waste-related activities on campus. Furthermore, her knowledge of the waste system and its stakeholders

could likely be useful to future initiatives. However, given her limited bandwidth, she would likely not be able to involve herself beyond offering suggestions and/or advice.

7. In your application, you listed the following sources of funding:

N/A

Please confirm if you received this funding in the space below. In your response, please list the actual amount (in dollars) that you received. Note: If you received funding from a McGill Department or Unit, please attach a letter from its Financial/Budget Officer confirming the actual amount of support.
(1,800 characters maximum)

8. Did you purchase equipment or make an installation on campus? Yes No

If yes, please briefly describe how these items will be maintained and used in the future.

(1,800 characters maximum)

As of August 7, 2019, 864 stickers have been installed on all bins in the common spaces of 25 major academic buildings, with the 30 largest buildings expected to be completed by the end of the summer. Since all of these bins fall under the mandate of the Buildings and Grounds Department, where Kendra works as Sustainability Supervisor, it will be easy to keep track of their status and maintain/replace them as necessary in future. Furthermore, as part of the application process, a detailed bin inventory was created, offering insights into the current waste infrastructure over and beyond knowing exactly where sticker installations took place.

9. The following Key Success Indicators were indicated in your project application and selected for tracking. Please indicate the actual results that you have achieved in the "Actual" column.

Selected Key Success Indicators	Target	Actual
% of bins that can now be signed with a developed signage model	90%	100
# of bins with signage installed by end of 2019	5,000	864
% increase of diversion rate	10%	?

If there is a significant difference in the target numbers and the actual numbers achieved, please explain. If you have any additional information to share about these success indicators, please also include it below.

(1,800 characters maximum)

Given the timeline delays mentioned above, there unfortunately has not yet been enough time to assess the impact of the signage on the diversion rate. When students return to classes in September, the signs will be installed across the major buildings, and the education campaign will be launched. We thus expect to see an impact in the coming months, but are not able to measure it at this time.

It is estimated that about 1300 stickers will be installed in Buildings and Grounds buildings by the end of the summer, with installations continuing over the coming months.

10. Please report on your progress with the standard SPF Key Success Indicators in the "Actual" column.

Standard SPF Key Success Indicators	Actual
# of volunteers directly or indirectly engaged in the project	0

# of people (student, staff, or other) trained in the context of the project	700
\$ raised for project activities subsequent to SPF funding	-
# of tons of GHG emissions reduced by your project	TBA
# of partnerships or collaborations developed between the project team and other McGill administrative units, student groups, community groups, other universities, and/or other groups/organizations.	17

Regarding the last Key Success Indicator, please list the groups and/or organizations that you counted.
(Unlimited characters; point form acceptable.)

- 13 Peer universities were contacted during the conception phase of the project
- 4 McGill departments collaborated (MOOS, Buildings and Grounds, Student Housing and Hospitality Services, Athletics)

If you have any additional information to share about the Standard SPF Key Success Indicators, please include it below.
(1,800 characters maximum)

*GHG emission reductions will be calculated following implementation

***People Trained:**

- All Building Services staff members were trained in the context of the project to recognize the new signage and ensure that it remained visible.
- Approximately 500 additional McGill employees were made aware of the initiative and new signage during a waste strategy presentation given at several quarterly and annual meetings (FMAS directors meeting, FMAS employee general assembly, Sustainability Advisory Council, Building Director's luncheon)
- 13 peer universities were consulted during the conception phase of the project

11. Please indicate the McGill stakeholder groups that were involved with your project as a team member or collaborator/partner. Choose all that apply.

Undergraduate Postgraduate Administrative Staff Academic Staff Alumni

12. Please rate your project team's overall satisfaction with the support provided by the SPF Staff. Choose only one response.

Very Dissatisfied Dissatisfied Neither Satisfied Nor Dissatisfied Satisfied Very Satisfied

13. Please provide any feedback or recommendations regarding your team's experience with the SPF
(Unlimited characters, suggested minimum 1 paragraph)

Shona and Krista were always very supportive. Their great advice and speedy replies were always very appreciated!

14. If there is additional information you would like to share about your project, please use the field below.
(Unlimited characters)

15. Has involvement in this SPF project positively impacted your team in the area of professional growth? Please choose one. If you would like to elaborate, please use the field below.

(800 characters maximum)

Yes No Prefer Not to Share

16. Has involvement in this SPF project positively impacted your team in the area of personal growth? Please choose one. If you would like to elaborate, please use the field below.
(800 characters maximum)

Yes No Prefer Not to Share

17. Which of the following skills or attributes has your team improved through involvement in your SPF project? Choose all that apply.

- | | | |
|--|--|--|
| <input type="checkbox"/> Budgeting | <input type="checkbox"/> Networking | <input checked="" type="checkbox"/> Systems Thinking |
| <input type="checkbox"/> Communications | <input type="checkbox"/> Planning | <input checked="" type="checkbox"/> Teamwork |
| <input type="checkbox"/> Conflict Resolution | <input type="checkbox"/> Problem Solving | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Leadership | <input type="checkbox"/> Project Management | <input checked="" type="checkbox"/> Time Management |
| <input type="checkbox"/> Listening | <input type="checkbox"/> Public Speaking | <input type="checkbox"/> Writing |
| <input type="checkbox"/> Mentoring | <input checked="" type="checkbox"/> Stakeholder Engagement | <input type="checkbox"/> Other (Please specify in the field below) |
| <input type="checkbox"/> Negotiating | <input type="checkbox"/> Stakeholder Identification | |

Other:

18. Since starting your SPF project, has your team improved its knowledge of sustainability? Please choose one. If you would like to elaborate, please use the field below.
(800 characters maximum)

Yes No Prefer Not to Share

While already quite well versed in sustainability, the benchmarking that lead to the creation of this project definitely provided many insights into the specific field of waste management and the improvement of university diversion rates.

19. (Optional) If applicable, please list the total number of team members voluntarily self-identifying as members of marginalized communities:

Please identify the represented communities below. (e.g. women, Indigenous people, people of colour, LBTTQI, student parents, members of ethnic minorities, immigrants, people with disabilities)
(1,800 characters maximum)

1. Kendra Pomerantz- Woman

THANK YOU FOR COMPLETING YOUR FINAL REPORT!

Please e-mail your report to the [SPF Staff](#) attaching any additional information that you would like to share about your project (e.g. other reports, research, documents, photos, etc.). Please note that this Final Report will be shared publicly on your SPF project's webpage.