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## ROCHER-PERCÉ RCM'S APPROACH

In 2016, Rocher-Percé RCM chose to test an innovative approach to increase citizen participation: the use of a radio frequency identification chip on wheeled bins and containers for waste, recyclables and organic material in the residential and industrial, commercial and institutional (ICI) sectors, combined with activities on the ground led by an outreach officer. The technology made it possible to pinpoint the moment at which the bins were raised and identify the households and ICI organizations that recycled (and those that did not).

As early as 2017, Rocher-Percé RCM was able to determine that the participation of a significant number of households and ICI organizations in recyclable and organic material collection was limited or non-existent. The outreach officer then met with these citizens to create awareness about taking the right actions.

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## RESULTS

In 2017, the outreach officer met with over 1,200 citizens. Afterwards, 64% affirmed that they intended to change their habits and participate in the collections. Of this percentage, 10% did so in the very short term.

These very satisfactory results constitute a means to measure the notion of behaviour change. By combining technology and outreach, the approach leads to new gains in addition to those achieved through mass awareness, whose efficiency seems to have reached a plateau across Québec in recent years. Specific support will be available to the citizens who had pledged to take part in the curbside collections. Also, they will eventually be offered a positive incentive: a reduction in their tax bill.



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The Best Practices Initiative aims to stimulate discussions and collaboration among municipal organizations across Québec on best practices for effective curbside recycling. To obtain more information or share your experience with us, contact us at [chantier@eeq.ca](mailto:chantier@eeq.ca).



**BEST PRACTICES  
INITIATIVE**  
*For effective  
curbside recycling*

