

# EVALUATION OF A HOUSEHOLD WASTE MANAGEMENT AWARENESS PROGRAM

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# DEFINITIONS

## Residual materials:

Obsolete, scrapped or discarded materials which may be either improved or eliminated.

- Materials or objects (households, businesses or construction)
- Obsolete, scrapped or discarded (are no longer of a specific use)
- Reclamation (second life)
- Elimination (burial or incineration)

## Management of residual materials:

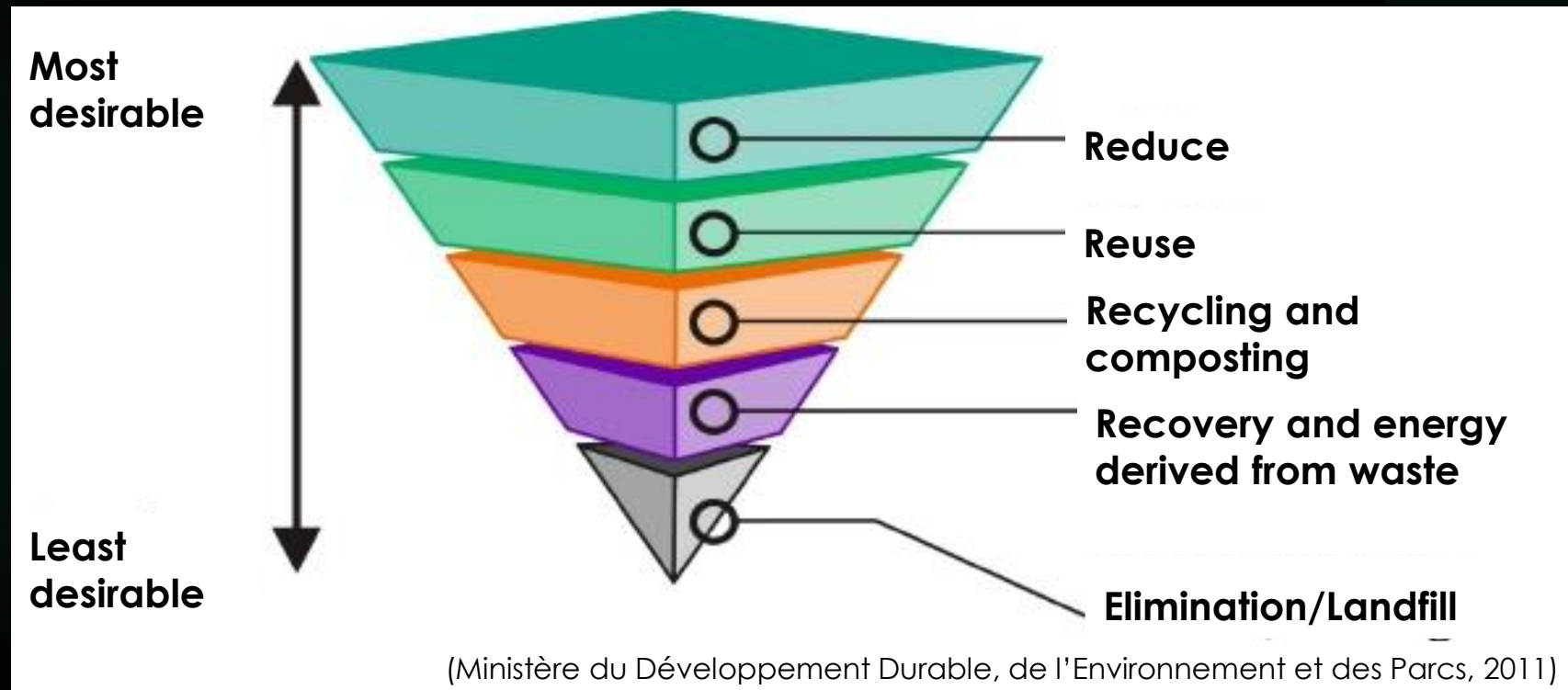


# IN QUEBEC

## Framework tool: *Quebec Residual Materials Management Policy*

- 1998-2008
- 2011-2015

### 3RV-E : Principle of progressive order of management modes



# ISSUES

## Economic

Good MRM↑

- Value of residual materials
- Number of jobs

## Environmental

Burial sites↑

- Biogas
- Greenhouse gasses
- Climate warming
- Contamination of water (leachate)
- Soil contamination

## Social

Potential impact on human health

- Aggravation of the state of health
- Sterility
- Congenital defects
- Cancer

« Not in my yard »

- A feeling of social injustice
- Noise and bad odours
- Reduction in the value of homes
- Stress and fear

# MEANS OF COMMUNICATION

## IAE Campaigns=

Information, Awareness and Education

### Assessment: problems and issues

A lack of instruments and techniques

- Few campaigns are assessed (lack of financial resources, time or competency)

Inherent complexity of campaigns

- Difficulty in isolating real sources of persuasion  
Multidisciplinary

Use of inappropriate indicators

- Mismatching between practice and theory
- Emotional indicators ≠ reflect reality

# RESEARCH QUESTIONS

What is the impact of an IAE campaign on citizens who are targeted by the campaign?

Is a citizen's knowledge of MRM different if that person was exposed to an IAE campaign or not?

Do a citizen's attitudes to MRM differ if that person was exposed to an IAE campaign or not?

Do a citizen's behaviours regarding MRM differ if that person was exposed to an IAE campaign or not?



# USEFULNESS

## Importance of an assessment

- Optimize/improve campaigns;
- Reduce the negative impacts regarding residual materials;
- Improve assessment techniques;
- Optimize investments;
- Better support for the usefulness of IAE campaigns.

# METHODOLOGY

## Angle of approach

- Quantitative

## Who is to be assessed?

- Citizens of the Arthabasks MRC (regional county municipality)

## How to assess?

- Telephone survey



# CONCLUSION

Mass consumption = a lot of waste

Management of residual materials =  
problem situation

Prioritize reduction and discourage  
elimination

IAE campaigns = a solution?



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Bibliography available on request

