

Missouri Recycling Information Campaign (MORIC)

MWCC Conference
June 25, 2007

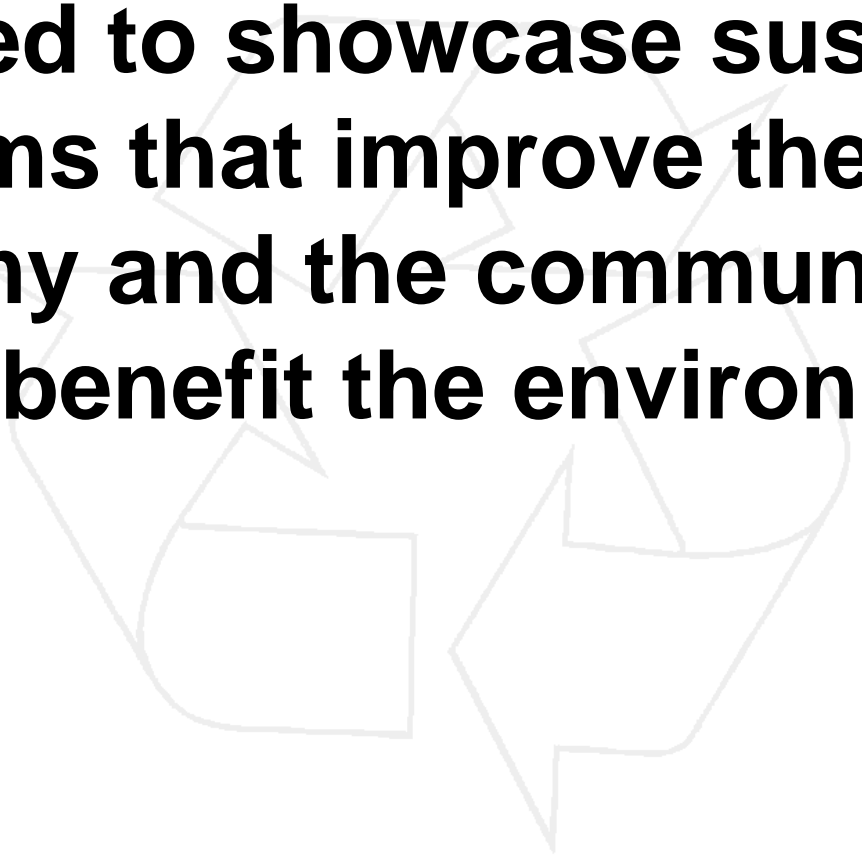
Angie Gehlert
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What is MORIC?



Statewide education campaign designed to showcase sustainable programs that improve the economy and the community as well as benefit the environment.



How was MORIC created?



- **October 2005 Meeting in Columbia**
- **Groups including EIERA, EPA, MDNR, MORA, Private Business and the Solid Waste Districts wanted elected officials, community decision makers, and the general public to know the work and success that have been accomplished in solid waste management across the state.**
- **After an exploratory meeting, committees were formed to outline goals and objectives for the information project.**



MORIC – Project Team



Angie Gehlert, Project Manager

Brenda Senseman, Project Intern

Christine Gardener, Project Intern

- **“Stories” Committee, Chair: Donna Utter**
- **“Data” Committee, Chair: Kristin Allan Tipton**
- **“Tools” Committee, Chair: Dave Berger**



MORIC Project Goal



Project Goal: To raise the visibility of recycling across Missouri and to increase long term political and social support at the city, county and state level. The MORIC Campaign will pull our stories together to create one unifying message -

Recycling Is Important to Missouri's Economy!



Key Messages:



MORIC success stories will be used to tell the big picture of Missouri's recycling infrastructure. The stories will be crafted to illustrate these key messages:

"Recycling strengthens the environment"

"Recycling strengthens the economy"

"Recycling strengthens communities"

"Strong solid waste management programs at the district, state, and federal levels are critical to the recycling industry"



Key Audiences:



Key audiences established by the Solid Waste and Recycling Information Committee (SWRIC)

- Legislators
- City Officials
- County Officials
- Businesses
- General Public



How is this effort funded?



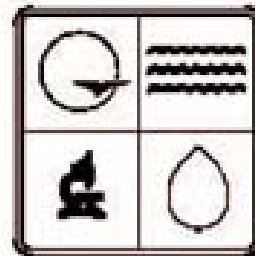
The MORIC project has been made possible through grant funding from:

EPA Region 7

St. Louis-Jefferson Solid Waste Management District

Missouri Department of Natural Resources

MORA



MORIC Project Budget (Proposed)



	EPA RCC Grant	Reg. L District Grant	MORA	Total Project Cost
Personnel	31,113	14,790	17,484	\$63,387
Contractual Costs	13,400	9,800		\$23,200
Travel	4,672	1,500		\$6,172
Supplies/Equipment	1,000	1,500	4,150	\$6,650
Printing/Mailing	4,100	3,270	2,000	\$9,370
Administrative	300	950		\$1,250
TOTALS	\$54,585	\$31,810	\$23,634	\$110,029
Received Approval Notification of Reg. L Funding				
Funding to be secured	\$54,585	\$30,000	\$25,444	\$110,029



MORIC Project Approach



- A focused, marketing campaign
- Develop resource materials with a strong, consistent message that all can use.
- Provide training to all District spokespersons and interested stakeholders to increase skills to sell the message.
- The report and other tools including PowerPoint presentations, tri-fold flyers, PSAs, and displays will be designed in a format that is easy to update so that when a need for information arises, there would be a way to get it quickly.
- Use data as a supplement to positive stories about the recycling industry including collection, processing, and manufacturing, selling and using recycled content products. Develop “hooks” that engage the audience on an emotional level revealing the need to further develop recycling and waste reduction in Missouri.



Status of MORIC Project



- **MORIC Interns have collected approximately 100 success stories to date.**
- **The Vandiver Group (TVG) has been hired to create**
 - Name**
 - Tagline**
 - Logo**



Campaign Re-Name (front-runner)??



What's Next?



- **Complete the “success story” book**
- **Create various printed materials and other media and tools as identified**
- **Plan statewide workshops**
- **WE NEED YOUR INPUT!**
 - Survey





MORIC - A wonderful
opportunity to promote
your business or program!

got your story in yet?

