

Roncy Reduces: Check list for canvassing businesses

- **What to bring?**
 - ✓ Your info flyer for stores and restaurants
 - ✓ Stickers
 - ✓ This check list
- **What's your goal?**
 - ✓ Get the retailer interested in helping this neighbourhood initiative to reduce single-use plastic waste
 - ✓ Explain that it is an easy process
 - ✓ It will save them \$\$\$ for single-use packaging
 - ✓ Their business will be promoted on social media and at your event
- **What's the procedure?**
 - ✓ If the business wants to do it (or the person you speak to thinks that the owner probably wants to do it), leave them a flyer and a sticker
 - ✓ Ask when it would be a good time to come back
 - ✓ Very briefly document your experience on a google doc shared by your group for this purpose (for ex. 'dropped off sticker on Feb 22 at X, they are interested')
 - ✓ Return after a few days to check in (sometimes it takes multiple visits)
 - ✓ Once the business is on board and the sticker is up, take a photo of the sticker at the door - if possible with the store/restaurant being recognizable
 - ✓ Photos that show BYO in action make amazing posts, too (for ex. Reusable container with Sushi takeout)
 - ✓ Make sure to thank them and let them know that you will post about them
 - ✓ Ask if they would like to be invited to your event
 - ✓ Write up a brief engaging post praising the business, their environmental stewardship and maybe something great about their products, include their address & website and don't forget to tag them (check for examples on our Facebook page)
 - ✓ Send the photo (cropped to square) and your post to the person in your group who does social media
 - ✓ Check "sticker placed" on the shared google doc once it's up
- **How to prepare?**

Read through our handout for stores and restaurants and make sure that you know the content. It has two pages and contains our contact information. The first page is about how it works, the second page gives a bit more background information and can serve as a poster if retailers choose to hang one up to inform their customers.
- **What's the best time?**

Try to get to your business at a time when it is not busy, so they have time to chat. Late in the morning often works great. If they don't have time, leave a flyer and ask them when it would be a good time to come back to speak with the manager or owner of the business.
- **Good to know:**

The stickers cost approx. 2\$ per piece. We do not want to create waste; this is why we normally give out only one sticker per store front.

- **Here are some examples for possible conversations:**

- ✓ “I am here from a group called Roncy Reduces. - Roncy Reduces is a community initiative that was started by a group of Roncesvalles residents and parents. Our goal is to make it easier for everyone to reduce single-use plastics and packaging in our neighbourhood.” (Or if you are planning an event: “We are planning a big community event on waste reduction and want to know if you would like to support us...”)
- ✓ “We hope that you would like to participate in this community initiative by allowing customers to use their own containers or bags and posting our BYO sticker at your door.”
- ✓ “Our goal is to bring Roncesvalles residents and businesses together to reduce single-use plastics and packaging waste. We would like to ask you to allow your customers to bring their own containers and bags whenever possible. - This can be: a coffee cup, a string bag for produce, a cloth bag for bread and bulk food, a reusable container for takeout food and deli items such as meat and cheese and of course a reusable shopping bag and a reusable water bottle.”
- ✓ “In return we will advertise your business in our neighbourhood, on our social media platforms and at our public event in the Revue cinema. It is an event (one for the public and one for schools) on World Environment Day on June 5th on waste and waste reduction. We will have a film screening of the documentary *The Clean Bin Project* and a speaker from the City of Toronto’s Circular Economy Lab. Our hope is that by June we will have a lot of stickers placed and people can learn on that evening where they can start plastic-free shopping on Roncesvalles. All participating businesses will be featured in a pre-movie slideshow by Roncy Reduces.”
- ✓ “In order to participate, all you need to do is have the sticker on your door and be prepared for customers who come with their own bags and containers instead of using the store’s single-use plastic. Please train staff how to tare containers if needed.”