

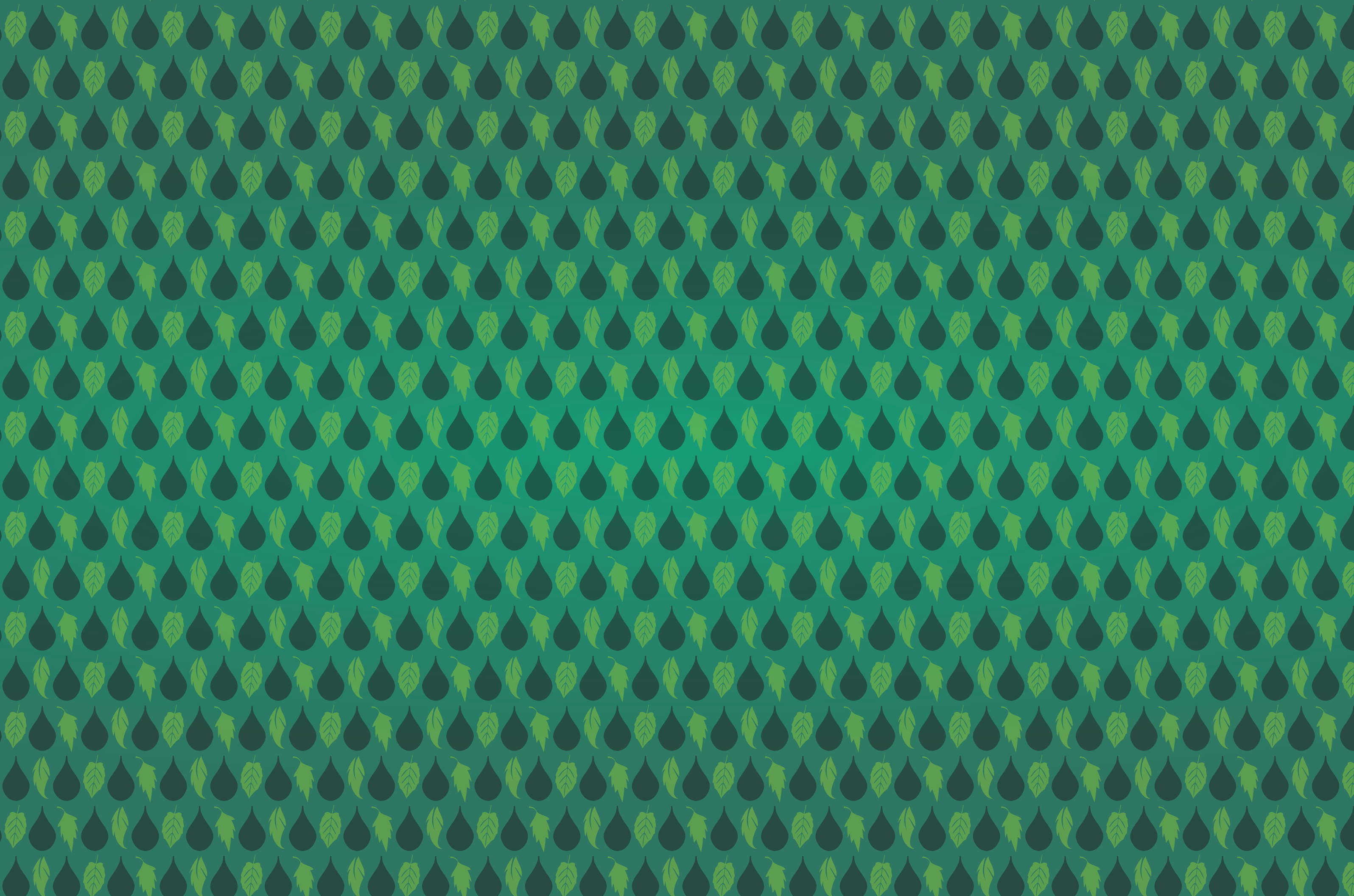
# THEY ARE WATCHING

*You're not only under the gun to remain financially viable, your every move is under the microscope. Make no mistake the world, the nation, the province, our communities and individuals are all better connected and more informed than ever before. There cannot be slip ups or miscommunication. Everyone has to be better informed and more in the know. Going forward the emotional push behind relevant programs has to be as strong as the rational ones. It's no longer a pure dollar and cents world. We've seen the push to be good environmental stewards. And without rhyme or reason those not listening will be forever punished in eyes of social scrutiny. You're not just recycling used automotive waste anymore. You're saving our planet.*



Saskatchewan Association for  
Resource Recovery Corp.  
[usedoilrecyclingsk.com](http://usedoilrecyclingsk.com)





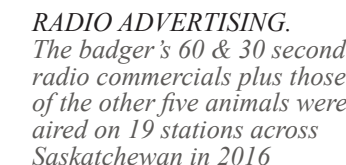
**& LISTENING  
OPENING  
CLICKING  
SWIPING  
SHARING  
READING  
HELPING  
LOOKING ACTING  
RECYCLING.**

**BELIEVING**

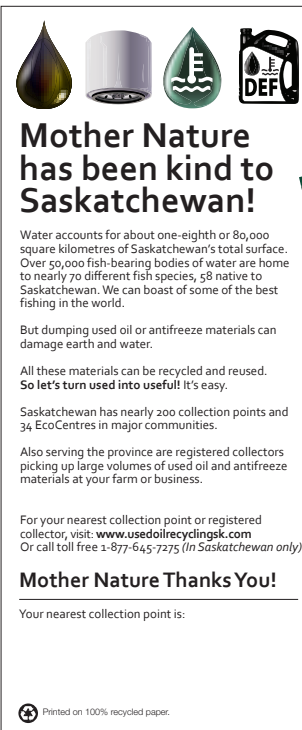
*Communicating to all the recycling stakeholders in such a vast area as Saskatchewan can be a daunting task. That is why you'll see such a diverse marketing effort. But branding those efforts is all visually and emotionally linked to, Mother Nature Thanks You.*



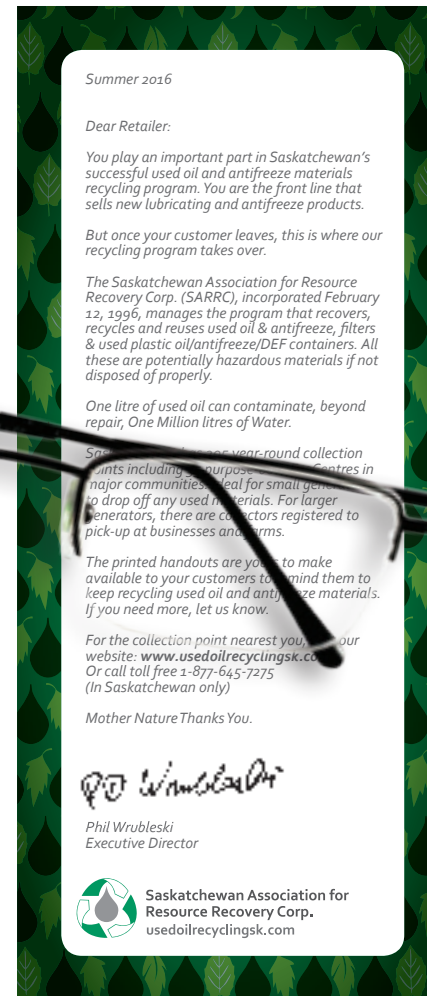




I thank you. My food chain thanks you and so does Mother Nature, eh.



**RETAILER LETTER**  
*Nearly 1800 retailers of lubricating and anti-freeze materials in Saskatchewan received this special note from SARRC Executive Director, Phil Wrubleski, along with a package containing printed handouts featuring the six animals.*



*Used filters are crushed and the residual used oil is captured. The crushed steel filters are then processed at steel recycling mills and turned into other metal products such as construction rebar, angle iron and pipe.*

*Used antifreeze is recycled into new antifreeze. It's cost effective, saves resources and protects our quality of life and environment.*

*Used plastic containers end up as clean pelletized feedstock for new containers, or oily plastic flake for guardrails, fence posts, landscape ties, pipe and parking curbs, as well as for plastic durable goods such as patio furniture and flower pots.*

*In Saskatchewan there are currently 192 year-round collection points including 34 purpose-built EcoCentres where individuals and businesses can drop off used oil and anti-freeze materials. For larger volumes, there is a network of collectors/processors who will pick-up on site. For locations and details visit [www.usedoilrecyclingsk.com](http://www.usedoilrecyclingsk.com).*



**SARRC AMBASSADORS.** Saskatchewan has a large geographical footprint. To communicate the importance of recycling used oil and antifreeze materials is challenging. Traditional and new digital media are used to reach as many people as possible.

*As well, each summer, SARRC, in cooperation with six other provincial stewardship programs and under the banner, Recycle Saskatchewan, sends out teams of Ambassadors to visit communities and participate in various events. Tagging along are mascots, Mr. Oil Drop and Auntie Freeze.*

*Each summer, on behalf of SARRC, the Ambassadors visit one-third of the collection point communities as well as one-third of the nearly 1,800 retailers of lubricating and antifreeze materials.*

*It's the best summer job for university students and a great way for telling Saskatchewanians that Mother Nature Thanks You for recycling used oil and anti-freeze materials.*



*DIGITAL “PAY PER CLICK.” Advertising is growing and effective. From April to early August 2016, SARRC’s digital campaign generated 13,351 clicks to the website and over 7 million impressions.*

**HOW THE WEST & EAST WERE ONE.**  
This special video and booklet highlight the history of the development of the used oil and antifreeze materials program model currently in use in seven Canadian provinces. View the video on-line at [www.usedoilrecycling.com](http://www.usedoilrecycling.com).



*ECOCENTRES. The 34 purpose-built EcoCentres received a face-lift that included animal decals on the doors and new signage.*



**MASCOTS.**  
Popular at community events and trade shows, mascots Mr. Oil Drop and Auntie Freeze bring the recycling message to the people of Saskatchewan each summer.



*PRINT ADVERTISING.* The six animal print ads appeared throughout the year in such publications as *Rural Councillor*, *Urban Voice* and other magazines.



*AIR FRESHENERS. Recycling never smelled so good. The animal illustrated air fresheners attracted attention at trade shows and community events visited by our summer Ambassadors.*







**SARRC AMBASSADORS.**  
*Social media has changed what we share and how we share it. Our 2016 Summer Ambassadors shared, on various social media platforms, photos of their activities such as attending Show'n Shines, the Farm Progress show and Ag in Motion, plus community events across the province.*