

Hosting a Waste Reduction Event

A Kit for Local Home Builders' Associations



by **Habitat Associates**

for the **Ontario Home Builders' Association**

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The Ontario Home Builders' Association believes that waste reduction is an important objective in the house building process.

In our research, we came to two conclusions. First, reduction is by far the most economical of the 3Rs. This is demonstrated through examples of builders who have increased profits through integrated waste reduction techniques. Second, builders' waste quantities and management techniques vary widely. Therefore, builders can learn a lot from each other about practical ways to minimize waste.

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Focus on Waste Reduction

Focus on Waste Reduction

Purpose of this Kit

Because the Ontario Home Builders' Association serves builders large and small, in major cities and smaller communities, we recognized that a homegrown, grassroots approach was needed in order to help builders make progress towards waste reduction. We felt that the best way to demonstrate and encourage waste minimization was to provide each local association with a guide for organizing an event to raise awareness of waste reduction techniques.

As a result, we developed two documents. This Kit is designed to assist local home builders' associations with holding an event that focuses on waste reduction. By hosting such an event, you can help to increase awareness of the benefits of being waste-wise. Some builders have addressed waste pro-actively, and are enjoying economic and other benefits; we want you to help spread the word about how waste reduction can reduce costs, and make better known specific techniques that can help builders effectively reduce waste.

A second Kit, called "Lower Costs Through Waste Reduction: Practical Ideas for Ontario Home Builders" contains facts, tips and builders' experiences with waste reduction. It can be used to understand the benefits of waste reduction, for promoting your event, and for preparing presentations.

Did you Know?

Waste disposal costs represent about 5% of the average profit on a home. That's not counting the purchase cost of all those unnecessary materials!

Focus on Waste Reduction

10 Reasons to Reduce Waste

Reduction is by far the best way to cut waste and its costs. Here's why:

Cost - Reducing waste saves money by lowering both *disposal* costs and materials *purchased*. Disposal costs average 5% of the profit of a home, but vary considerablyⁱ. Material-saving framing techniques can reduce material costs by \$1,000 or more per home.ⁱⁱ

Efficiency - Efficient use of materials reduces time spent handling waste and the number of trips the disposal company makes to the site.

Safety - Tidy job sites are safer job sites. A site that produces less waste is easier to keep clean and clear of debris.

Productivity - Better quality work tends to occur on a clean site. Less time is spent moving materials around and walking around obstacles. It also takes less time to build a house designed to use materials efficiently.

Conservation - Wasting good material just doesn't make sense — using only what we need and keeping usable resources out of landfill does. Often people do care about the environment, but do not know about reliable alternative techniques that curb waste.

New Products - New products or techniques that cut waste are continuously being developed. While many of these, such as trusses or re-usable forms, are not specifically designed to reduce waste, they can significantly reduce waste in addition to their principal function.

Professional Development - Material-saving techniques that save money while reducing waste are less well known than they could be. Many construction practices are learned on the job and done one way because of tradition — they've always been done that way — without the benefit of advanced products and techniques, and under false perceptions of what building codes require.

Preparedness - If home builders as an industry voluntarily take steps to reduce waste, governments will be less likely to impose legislated targets. As landfills fill up, municipalities are putting bans on certain construction wastes, so it makes sense to understand and explore alternatives to disposal *before* additional impediments/regulations are imposed.

Distinction - By actively diverting waste from landfill, home builders and renovators can become distinguished leaders in the community.

Marketing - Many builders, home buyers, and communities favour environmentally responsible practices. Distinction in the marketplace can lead to positive press and a competitive edge that enhances customer relations and improves home sales.

What About the 3Rs?

This kit focuses on **reduction** as opposed to reuse or recycling, for many reasons.

Not generating waste in the first place saves money not just at the disposal stage but also at the materials purchase stage. It also reduces natural resource depletion and lessens stress on the landfills, which saves us all money in the long run.

Where it is not possible to reduce waste, consideration should next be given to reuse. Many reuse techniques are already being practised, from using cutoffs from framing lumber for bridging to using excess insulation for soundproofing.

Recycling construction waste on the job site is time consuming and expensive compared to reduction. Wastes like wood and drywall don't have as high a value as commonly recycled materials like metals. Furthermore, recycling markets can be distant (adding to cost) and volatile (subject to fluctuating prices and uncertain supply and demand). This is not to say that you should avoid recycling, but consider it a last resort, after implementing reduction and reuse strategies.

So, when you think about the 3Rs, think of avoiding waste altogether. Think

1. REDUCE

2. REUSE

3. Recycle

Focus on Waste Reduction

How to Use this Kit

This Kit contains materials to assist you with planning, promoting and running a local waste awareness event. These materials include:

- a guide for **planning** your event, including suggestions for how to identify speakers and sponsors, and a list of tasks that need to be accomplished
- a guide for **promoting** your event, including a sample brochure, press release, public service announcement (PSA) and tips for dealing with the media
- a guide for **running** your event, including tips on how to moderate a lively discussion

Feel free to adapt the information to suit your needs. Abbreviate or expand on it, or pick what suits your situation. Whether you decide to bring the topic of waste to your regular meeting, host a luncheon seminar, on-site demonstration or a half-day workshop in the off-season, this Kit will help you make sure that you have covered all the bases needed to make your event a success.

If a meeting format won't work for you, the information in this Kit can be re-worked to raise awareness through your association newsletter, a special mailing to your association members or a display. You decide on the format that best suits your building community.

Dispose of the Misconceptions

There are many misconceptions about the cost and convenience of waste reduction (see the companion document "Lower Costs Through Waste Reduction: Practical Ideas for Ontario Home Builders").

Because home builders generally learn on the job, many of the waste reduction techniques outlined here that are new to some will be old hat to others. R2000 and EnviroHome builders, in particular, can teach other builders about proven and cost-effective waste management strategies.

You might find it worthwhile to survey your builders, to determine which techniques they already use. There may be more knowledge in your community than you realize, and sharing this information serves everyone. Two-way communication is usually well-received in any organization.

Hosting a Waste Reduction Event

Event Planning Overview

A waste reduction event has two primary objectives. First, you want to focus some attention on waste — get builders and others thinking and talking about alternatives to typical waste generation practices. Second, you want to educate the members about specific techniques that will inspire them to begin their own waste minimization efforts.

To achieve both objectives, you will need to plan your event carefully. To help you, we have developed this Kit, which includes many tips for planning the event, promoting the event and running the session.

5 Steps to Organizing Your Event

Organization is the key to the success of an event. The following checklist will get you started. Most items are expanded upon later in this Kit.

Step 1 - Organize yourselves: Identify one individual or a small team to:

- decide who, where, when, etc.
- make contacts
- organize publicity
- prepare a draft budget

Step 2 - Develop a program: Contact potential participants (speakers and sponsors) and:

- determine speakers' interest in presenting an informative talk
- determine availability on prospective dates
- determine whether sponsors would consider covering certain costs

Step 3 - Logistical planning: Success is in the details. Don't forget to:

- book a room and audiovisual equipment, if required
- order refreshments/snacks
- finalize budget, considering honorariums and travel expenses

Step 4 - Finalize the details: Its always wise to double-check, so:

- verify date, time and location; ensure that space is adequate
- confirm speakers, including the host or moderator, by telephone or fax-back; confirm audio-visual requirements
- draft short introductions/biographies for each speaker
- confirm refreshments, door prizes (if applicable)

Step 5 - Publicize the event: Identify the best avenues for reaching your audience. Know how much you can afford to spend.

Tips!

- Consider adding a local building product supplier onto the team early on. An interested supplier can provide important resources such as energy, time, money, and contacts.
- Consider asking area businesses to sponsor the refreshments.
- Remember to ask if the speaker expects an honorarium or reimbursement for travel expenses, and include these amounts in your budget.
- If the venue that you are considering is unfamiliar to you, be sure to visit it first, to make sure that the space is suitable for your needs.
- Keep audio-visual requirements, time of day, curtains and lighting in mind.

No Free Lunch

Hosting a free lunch for trades or on-site demonstration is a good way to increase awareness and open up dialogue. They can serve as a reality check when new techniques are under consideration, and an integral part of training when the time comes.

Hosting a Waste Reduction Event

Event Planning Overview

Choose a Topic or Theme

There are many subjects that come under the heading of “Construction Waste Reduction.” You should decide on an overall theme for your event, so that your program holds together conceptually. This will also help you identify potential speakers and sponsors.

For example, do you want to cover all construction waste, or do you want to focus on wood? Perhaps your audience is interested in designing and planning buildings to minimize waste generation and maximize materials efficiency, or in learning about new products and materials.

Choose a Format

First of all, you need to decide on the format of the event you will be hosting. Possibilities include:

- one or more speakers
- a panel discussion or workshop
- a demonstration project or tour
- a contest

You also have to decide when to hold your meeting and how long it should be. Some possibilities include:

- a breakfast or luncheon meeting (typically limited to 1.5 to 2.5 hours)
- a dinner/evening meeting (2 or 3 hours)
- a half-day workshop
- an on-site demonstration

When deciding on the type and timing of your event, consider the needs of your intended audience. How much time can they afford to devote to the topic? When is their busiest time of the day or year? Are they a hands-on crowd, or would they prefer to sit back and listen?

One sample program is shown in the sidebar.

Set a Budget

Do you need money for room rentals, audio-visual expenses, honorariums, refreshments or publicity? Can you get one or more businesses to sponsor the event? Will you charge an attendance fee to help recover costs? Set a budget early on and determine who will fund a shortfall if it occurs, or what will happen to surplus funds if you actually make money.

A Model Program for a Waste Reduction Event

1. The HBA President welcomes the group, thanks the sponsors of the event, and introduces the moderator.
2. The moderator, a building supplier, outlines the evening's program and introduces the panel.
3. A three-member panel takes the floor, each speaking for 10 minutes:
 - A truss distributor discusses how engineered wood products save materials and labour while reducing waste
 - A re-usable forms distributor discusses the advantages of his/her product
 - A waste hauler discusses emerging markets for construction wastes.
4. The moderator asks the audience to hold questions, and introduces the main speaker, a visiting home builder who has converted to material-saving framing techniques. He describes how he educated and persuaded his subcontractors to alter their methods, and outlines material and cost savings achieved.
5. The floor is opened for discussion.
6. Informal discussion and refreshments follow.

Hosting a Waste Reduction Event

Speakers and Sponsors

The success of your event depends largely on the credibility and message of your speakers and sponsors, so you should carefully select them. It is a good idea to include at least one speaker who is not a salesperson, but rather an expert in his or her field. A builder or renovator who has investigated and applied a particular waste reduction technique is a good example of someone with credibility and relevant experience.

Candidates could include builders, suppliers, manufacturers, waste haulers, software designers, municipal officials, professional educators and others, as discussed below.

Builders

Builders have experienced the realities of coordinating all of the people who need to work as a team in order to achieve really significant waste reduction. Some topics that a builder could speak on include:

- how they convinced trades to change their methods
- innovative framing techniques and training tips
- how to educate home buyers about the merits of efficient framing
- how to get suppliers to reduce packaging waste

Builders active in your local Home Builder's Association can identify builders who have gone out of their way to experiment with waste reduction. In particular, R2000 builders and building evaluators may be able to suggest suitable speakers who excel in waste reduction.

A list of builders from around the province who are willing to address other builders on the topic of waste reduction is included in the Resources section of this Kit (page 16).

Suppliers

Suppliers can help you identify manufacturers who have addressed their waste production in the manufacturing process or developed products that reduce waste on the construction site.

Many suppliers actively assist builders with minimizing materials use, either with the aid of design software or by hand. This kind of experience can be illuminating. Suppliers who go the extra mile and are noted for their creativity in suggesting modifications to building plans that improve materials efficiency would make very interesting speakers. They will appreciate an opportunity to be in the spotlight and might co-sponsor an event that has the potential to draw attention and new customers.



Tips on Approaching Potential Speakers and Sponsors

To help entice a potential speaker or sponsor to participate, you need to explain what is in it for them. This type of event has actually increased the market share for participating suppliers and manufacturers, particularly if builders see that a speaker or sponsor has a genuine interest in service. Individuals demonstrating expertise and initiative attract loyalty and new customers.

When asking salespeople or distributors to speak at your event, make sure they understand that their involvement is not meant to be a product endorsement or commercial. Ask them to focus on providing *information* on how waste can be avoided or reduced from a generic perspective, with only minor emphasis on their specific product line.

Hosting a Waste Reduction Event

Speakers and Sponsors

Manufacturers

Product manufacturers (e.g. trusses, pre-fabricated walls, steel studs, re-usable forms) could make interesting speakers, particularly when the process or product that they are speaking about results net cost savings. In addition to manufacturers of products that reduce the amount of construction waste generated on the job site, consider manufacturers who make use of recycled materials, or who recycle construction wastes into other products. Manufacturers could talk about:

- how their products reduce construction site waste
- how their manufacturing process minimizes waste
- how their product incorporates recycled materials
- how they minimize packaging waste, or accept returned packaging

Other potential speakers include trade school instructors or other professionals involved in promoting advanced framing techniques, renovators practicing de-construction, etc.

Waste Haulers and Recycling Agencies

Haulers and recyclers can speak on their successes finding markets for construction wastes. Waste management companies are proud of their achievements in finding high-value end uses for materials. They are always seeking out new end users who will pay top dollar and who are the most environmentally friendly. For example, they will typically prefer to sell scrap wood to a medium-density fibre board manufacturer, instead of to a landfill site for use as daily cover.

Software Designers

Software designers might be interested in promoting the ability of their design software to economize materials use, or to precisely estimate materials needs. Consider matching such a speaker with a local builder who can relate his positive experiences in using the software.

Municipalities

Municipalities might be very interested in discussing the reduction of construction waste, especially if the local landfill is nearing capacity. They could address builders on waste minimization objectives or on new bans being instituted or under consideration. They may even be willing to partner with you to co-sponsor a residential waste challenge, contest, demonstration project or an event that increases awareness or recognizes leadership. Incentives could be explored. Your municipality may be a useful ally in disseminating information, because they communicate with each and every builder. Some building inspectors may have useful building tips; others have yet to hear about advanced techniques, so consider inviting them to the meeting as participants if not as speakers.

Build Green

Many builders are wondering what became of the Build Green program.

Build Green is being revitalized. The Greater Toronto Home Builders' Association is stepping aside, and co-founder Ortech International is teaming up with TerraChoice (the people behind the EcoLogo) to renew the program. The new Build Green will go beyond just promoting recycled building products, to a much wider mandate relating to all aspects of green construction, and including consideration of all phases of the building life cycle (siting, design, construction, operations, maintenance, retrofit and demolition).

The new Build Green is interested in air time, to inform the industry of its renewal and expansion. To contact a speaker, see page 16.

Hosting a Waste Reduction Event

Promoting the Event

Encouraging Attendance

“If you build it, they will come.” While this may have held true in the movie *Field of Dreams*, don’t assume that people will automatically attend your event just because you are hosting one. To make your event successful, you will have to promote it.

Of course, people need to know that your event is happening, and be clear on basics such as time and location. More importantly, however, they need to be enticed into attending by some intriguing fact or figure.

You need to spark an interest in your target audience by highlighting the benefits of waste reduction. For example, you can point out that good waste management goes way beyond reducing tipping fees — that waste-wise building can save money on the amount of materials purchased, increase site safety, improve marketability, etc. The companion document “Lower Costs Through Waste Reduction: Practical Ideas for Ontario Home Builders” contains many examples of savings and improvements that builders have achieved through waste reduction. You may want to draw upon this information to add some specifics to your promotional material.

This section of the Kit includes materials to help you promote your event, including samples and numerous tips. Please adapt them freely to fit your own situation. Samples of the following are included:

- program brochure and poster
- public service announcement (PSA)
- press release
- advertisement



Tips for Dealing with the Media

- Be prepared and be available for follow-up.
- Know what you want to say and how you want to say it before you talk to a reporter.
- Listen carefully to questions and answer them fully but concisely. Learn to respond in 30 second clips — about 3 sentences. Both print and broadcast media prefer quotes of that length.
- Do not provide erroneous or questionable information. If you don’t know the answer to a question, offer to get back with the information.
- There is no such thing as “off the record.” Do not offer any information that you would not want to see in print.

Be sure to call back immediately, because a reporter’s attention is hard to win and easy to lose.

Hosting a Waste Reduction Event

Promoting the Event

Promotion and Media Plan Checklist

Don't rely on a single method of promotion. We suggest that you try as many of the following as practical.

- **Customize the sample brochure and poster.** Also, identify other organizations who might include the brochure or its contents in their regular mailings, and provide copies or an original as needed.
- **Prepare a notice for the Home Builders' Association newsletter.** Do this *early*, and try to run it in two consecutive issues. You may be able to reinforce the invitation and develop interest in your event by including a short editorial, article or quotation in the newsletter, perhaps using the information in the companion Kit.
- **Encourage trades and site supervisors to attend.** Depending on the topic, attempt to take the message straight to those affected. Contact trade associations directly, or, if you rely on builders to pass on the invitation, stress the importance of having site workers attend, and suggest incentives. Consider distributing free passes.
- **Send brochures and posters to your municipality** for display and distribution. The Building Department or the Waste Management Office may be able to help you with distribution.
- **Send brochures and posters to local building supply dealers** for display and distribution. Call ahead and request a good location, such as the order desk. You may want to provide a display stand or flier holder to make your material visible and accessible.
- **Prepare a public service announcement (PSA)** and send it to local media, including radio and television stations and area newspapers. Don't forget about other potential audiences or newsletters, such as the Chamber of Commerce, local college or trade school, etc.
- **Prepare a press release** and send it to newspapers and other media. Call first to identify the appropriate contact person. After you send the release, call the contact person again to ensure that she received the information and to answer any questions.
- **Advertise your door-prizes and refreshments.** By making the availability of such enticements known through your promotional material, you may attract the "unconverted" to the event.
- **Get on the Net.** Some local Home Builders' Associations have Web sites where information can be posted. Alternatively, or you might post information on a municipal or other Web page.

Public service announcements and press releases are free and far-reaching ways of getting publicity. They:

- inform the industry at large that the event is happening
- highlight the community service provided by the host association
- inform the general public and prospective home buyers that home builders are environmentally conscious
- get people thinking and talking about how waste affects operations and net revenues

Hosting a Waste Reduction Event

Promoting the Event

Sample Flyer and Poster

Printing up special brochures and posters can be expensive. Unless you have a generous budget, you may want to stay with a simple design that can be easily reproduced. The following sample could do double duty as either a brochure/flyer or a poster.

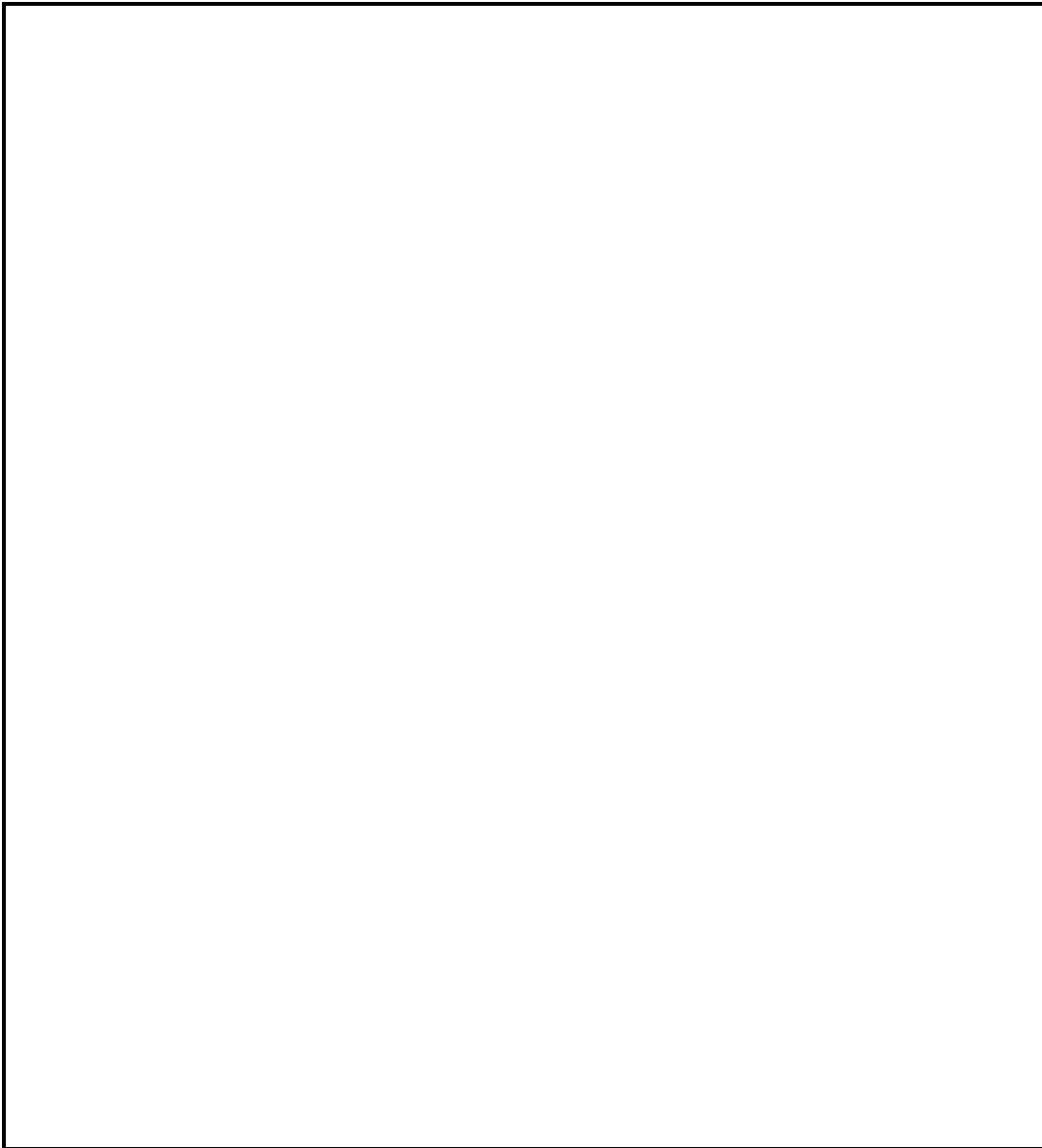
<i>letterhead</i>	The Timbuktu Home Builders' Association invites you to a presentation and discussion on
Overcoming Waste: Reduce Materials Used with Advanced Framing	
on Thursday, March 29, 1999, 7 - 9 p.m. at the Bay Hall, 12 Dawson Road, Timbuktu	
This XHBA event is a special presentation in our series on reducing construction waste through innovative techniques. Speakers include:	
1. Rob Roberts, Maximilian Construction Inc. 2. Owen Cram, Arlow Building Supply Centre 3. Begon Harper, Empirical College	
Pizza will be provided courtesy of Trust Trusses	
<i>This event is \$10 for non-members. Framers get in free! All welcome.</i>	

Hosting a Waste Reduction Event

Promoting the Event

Sample Advertisement

Formal advertising can be expensive, so consider whether a newspaper advertisement is an effective way of reaching your target audience. Nevertheless, advertising in the local papers will boost your Association profile and stimulate awareness about how home builders are contributing to the community. One way of making advertising more cost effective is to do a joint promotional piece with area suppliers, as in the example below.



Hosting a Waste Reduction Event

Promoting the Event

Placing a Public Service Announcement (PSA)

A PSA is a short announcement of an event. It is intended for community calendars in newspapers, radio or community television.

Prepare a two or three sentence summary of the date, time and location of your event, along with a brief statement of the purpose of the event, who should come, and why people might be interested.

It is wise to call ahead to identify the person to whom you should send the PSA. Be sure to get the correct spelling of the individual's name. Follow up two or three days later to ensure that your announcement was received, and to answer any questions.

Placing a Press Release

A Press Release is a longer version of the PSA. Its purpose is to interest the press in doing an article on the event. Often, the PSA will attract reporters to the event.

The newspaper may choose to use the press release as is, or it may call for an interview for more in-depth coverage. A sample press release is provided on the next page.

Follow the same instructions for placing a PSA, above. If, when you follow up your press release, you find that the contact person is not interested, ask if someone else in a different department at that publication might be interested. If your contact person provides you with a new name, make sure that you re-send the release to the new contact, instead of depending on someone else to pass it along.

Invite the Press

Invite reporters as you would any other prospective guest. It's another reminder that could generate a pre-event article, and if they attend, could lead to coverage about what took place at the event.

Sample PSA

The Timbuktu Home Builders' Association, together with Bashir Lumber Supply, is holding a waste reduction evening at 7:00 p.m. at the Bay Hall at 12 Dawson Road on March 29. The event will present both new and tried-and-true methods of cutting waste and reducing costs in residential home construction. For more information, contact the XHBA at 456-7890.

Please send clippings of stories that appear about your event to the OHBA. We invite your comments and suggestions, and want to know the results of your initiatives. Help us build on your experience, so that we can deliver the most accurate and useful information possible.

Hosting a Waste Reduction Event

Promoting the Event

Sample Press Release

Timbuktu Home Builders' Association
123 Road Avenue
Timbuktu, ON A1B 2C3

**Home Builders to Focus on Waste:
Addressing Housing Costs through Waste Reduction**

FOR IMMEDIATE RELEASE
Wednesday, January 15, 1999

To: Ms. E. Ditor
Tribune Herald
456 West Street East
Timbuktu, ON A1B 4D5

The Timbuktu Home Builders' Association is holding a waste reduction evening on March 29 at 7:00 p.m. at the Bay Hall, 12 Dawson Road. The event will present new as well as tried and true methods to cut waste and costs in residential construction.

Panel speakers include Amal Bashir on how trusses can cut wood waste, Max Welch on recycling construction wastes, and Fred Cantor on the cost-benefit of truss versus stick-frame construction. The keynote address will be given by John Larou, who will tell us how he managed to significantly reduce waste at Paramount Construction. He will tell us about problems that he ran into, how to avoid them, and tips for seeing quick results.

The Association recognizes that, while the home building industry generates less waste today than years ago, there is always room for improvement. We want to bring state-of-the-art products and techniques to home builders and new home buyers. Frank Weckon, President of the XHBA, said that "It is important for home buyers to see that the builders are doing their part to be environmentally-responsible corporate citizens. Reducing waste also keeps housing costs down, because less waste means fewer materials are purchased in the first place and less material needs disposal."

All are welcome. Fee for non-XHBA members is \$10.

Contact: Frank Weckon, President XHBA
tel. (123) 456-7890

Remember: it's wise to contact the print media / community TV station / radio station BEFORE sending the news release to find out the name of the appropriate individual and to let him/her know it's coming, and AFTER to ensure it was received and to answer any questions.

Try to find a catchy title.

Be sure to contact the right person, and spell his/her name correctly.

Remember to specify all of the details: time, date, location.

Highlight the material to be covered and the benefits of attending.

Include a quotation if possible.

Identify a contact person so the media can follow up.

Hosting a Waste Reduction Event

Running the Event

Finally, the day of your event will come, and there are numerous details to be attended to. This section of the Kit will help ensure that you have everything that you need to run a smooth meeting.

Readiness Checklist

- Arrive well in advance of the meeting to supervise setup.
- Make sure enough tables and chairs are available.
- Double-check audio-visual equipment, especially the microphone, slide projector and overhead projector. Set up a flip-chart and markers close to podium, if using.
- Make sure that you know where the lighting controls are.
- Set up a registration desk, if appropriate.
- Locate refreshments in a convenient spot out of the way of main traffic areas. Put a pitcher of water and glasses within easy reach of the speakers.
- Put up directional signs, if appropriate.
- Ensure the moderator understands his/her role, i.e. to introduce speakers, keep them on schedule, handle the flow of questions and discussion.
- Get ready to greet attendees.

Meeting Agenda

- Welcome and thank everyone for coming.
- Open with a general statement about the benefits of waste minimization, and what people can expect out of the evening. For example, that reducing material purchase costs + less time spent cleaning up + less waste = lower tipping fees, cleaner sites and better business.
- Acknowledge supporters and sponsors, especially those who provided financial support to help pay for the room, refreshments, honorariums, advertising, etc.
- Outline the evening program (e.g. "There will be 3 ten-minute information sessions followed by our main speaker"). Describe any logistics related to breaks, question and answer periods, etc.
- Ensure that the moderator and speakers are properly introduced.
- You may want to present an honorarium or gift to speakers in front of the group, or informally afterwards.

Remember to Bring:

- your notes
- registration list
- directional signs
- name tags
- extra pens and markers
- receipts (if charging a fee)
- masking tape
- small bills for making change

Tips for Moderating a Lively Discussion

Acknowledge everyone who seems to want to speak. Be sure to include the less assertive people in the discussion. For example, after the assertive ones have had their turn, you can say "Bob, there in the back, did you have a comment?"

If the discussion is getting out of control, try "OK, let's hear from Larry, Klaus, Alberto and then Bob," so that the talkative types recognize that others also want to speak and the shy participants know that their turn is coming.

To handle someone who is dominating the discussion, break in politely at some point with a phrase like "Thank you for your input, Tony, but we should also hear from others before we run out of time." You may also want to suggest that they can resume their discussions with the speaker during the break or after the meeting.

Resources

Willing Speakers

The following people have expressed an interest in speaking to builders about residential construction waste. Each of them has addressed waste in one way or another, and can offer views, experiences and approaches that home builders will find relevant and practical.

Region	Speaker	Company	Telephone	Fax
BUILDERS				
Belleville	Gordon Tobey	Gordon Tobey Developments Ltd.	613-475-0618	613-475-0618
Guelph/ Kitchener- Waterloo	Tom Keating	James Keating Construction Ltd. (Elora)	519-846-9704	519-846-9360
Kingston	John Teixeira	Teixeira Construction	613-272-2182	613-272-3566
Lanark-Leeds	Andrew McIntyre	Maberly Housing	613-268-2149	613-268-2154
London	Paul Rawlings	Rawlings Homes	519-439-1515	519-666-2762
Sudbury	Dave Arnold	Dalron Homes Ltd.	705-560-9770	705-560-9800
Toronto	Marvin Green	River Oaks Homes	416-445-6900	416-445-1900
Toronto	Byron Scott	Monarch Construction Ltd.	416-491-7440	416-491-7216
OTHER				
Ontario-wide	David Bailey	Build Green Inc.	905-822-4111 ext. 307	905-823-1446
Ontario-wide	John Polak	TerraChoice Environmental Services Inc.	613-247-1900 ext. 235	613-247-2228
Canada-wide	Catherine Lalonde or Etienne Lalonde	Canadian Wood Council/ Canadian Wood Truss Association	800-463-5091	513-747-6264

Resources

Videos

Title	Subject	Contact	Cost
Waste Education	all aspects of construction waste	Greater Edmonton Home Builders' Assoc. 403-425-1020	\$18.60 (including G.S.T. and postage)
Framing the American Dream	craftsmanship, ease of use and savings in component vs. stick-framing; side by side footage compares floor, wall and roof systems	Canadian Wood Truss Association 800-463-5091	\$45.00 plus G.S.T.
Making a Molehill Out of a Mountain	learn to reduce, re-use and recycle through proper planning and good construction practices	CMHC 800-668-2642 package no. 4011E	\$13.90 (including G.S.T. and postage)

Internet

C&D Waste Web Site (collects and posts region and waste-specific information, case studies and contacts, links to and from other sites, etc.): www.cdwaste.com

Environmental Building News (provides new product reviews, case studies, in-depth and short articles, book reviews, events, etc. Contacts and telephone numbers are often included): www.ebuild.com ebn@ebuild.com

Documents

The following documents may be used by speakers for guidance on presentation structure, content and graphics:

- City of Edmonton, Public Works Department. Partners in Clean Construction: A Blueprint for Action for the Residential Construction Industry, 1996. (403-425-1020)
- Kalin Associates Inc. The Residential Construction Waste Management Challenge Follow-Up Survey and Report. Ottawa: Canada Mortgage and Housing Corporation, 1994. (800-668-CMHC)
- National Association of Home Builders (U.S.) Research Center. Residential Construction Waste Management: A Builders Field Guide, 1997. (800-898-2842)
- REIC Consulting Ltd., Renova Consultants, RIS Ltd. Making a Molehill out of a Mountain. Toronto Home Builders' Association, 1990. (416-391-3445 or 800-668-CMHC)

Endnotes

ⁱ At \$10,000 profit with \$500 spent on waste disposal, waste disposal costs represent 5 percent of your profit on a home. Actual costs vary from builder to builder and between regions.

ⁱⁱ The National Association of Home Builders Research Center (U.S.) estimates savings of between \$500 and \$1,000 per home through the use of advanced framing techniques. For a breakdown of what each technique saves in lumber costs, see the section “Reducing Framing Waste” in the companion Kit “Lower Costs Through Waste Reduction. Practical Ideas for Ontario Home Builders.”

For more information,

to give us your feedback on this document, or

for the companion Kit containing savings, tips and testimonials,

please contact

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