



BINNERS' PROJECT

2016 ACTIVITIES

OVERVIEW

At its core, the Binnners' Project fosters social and economic inclusion, builds community resilience and stronger networks, and engages on sustainability issues. Through our programs, we empower binnners as part of the circular economy cleaning alleys and building a community from the bottom up. All of our activities speak to the social determinants of health stemming from the City of Vancouver Healthy City Strategy and the creation of new economic possibilities, relating to recycling, that align with the City's 2020 Greenest City Action Plan.

The Binnners' Project is a project on Tides Canada's shared platform, which provides governance, human resources, financial, and grant management for leading environmental and social projects across Canada.

2016 has been our biggest year so far. The Binnners' Project continues to grow as we see an influx of interest from binnners, residents, community partners, and Canadians at large in working together towards a more just society.



OUR PROGRAMS

We work critically and creatively on solutions that boost the positive impact binnners have across the country. Our key activities are:

Capacity Building	Binnners Hook	Waste Education	Pick-Up Services	Coffee Cup Revolution
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CORE OPERATIONS, MEETINGS & WORKSHOPS

We build upon binners' existing assets is enabled by our regular meetings and workshops.

Our core operations are run by two full-time staff, and two binner Outreach Coordinators. Hiring two binners in October 2016 was a significant step towards our efforts to empower binners to take increased leadership roles.

Our outreach work is done through meetings and workshops with the aim of building capacity and networks amongst binners. We discuss common goals, project updates, and invite guest speakers from various organizations. These meetings are at the heart of the Binners' Project.

Our guest speakers included Erin Nichols, Vancouver Food Bank; Belinda Li, Tetra Tech; Marie-Noel Campbell, Access Pro Bono; Karen Massicotte, Pacific National Exhibition (PNE); Corinne Atwood, BC Bottle Depot Association; Jason Smith, Regional Recycling; Jonathan McDermott, City of Vancouver Engineering Services; Alisha Maxfield, Community Economic Development Strategy Action Committee (CEDSAC); and Annalise Mathers, WIEGO.

We have seen a rise in some of our key markers of community-uptake and success. New attendees for our programming is on the increase, while returnee binners remain steady. Our Core Group of Binners, providing the strategic decision-making function of the project, has seen consistent engagement and growth in membership.



QUICK FACTS

Binners meetings are open to anyone self-identifying as a binner and interested in connecting with the community

38 meetings held in 2016

50+ binners have attended a meeting in 2016

170 volunteer hours by binners, recognized with honoraria

Additional 140 volunteer hours from the Core Group of binners, spent on key project activities with students, partners, media and speaking engagements

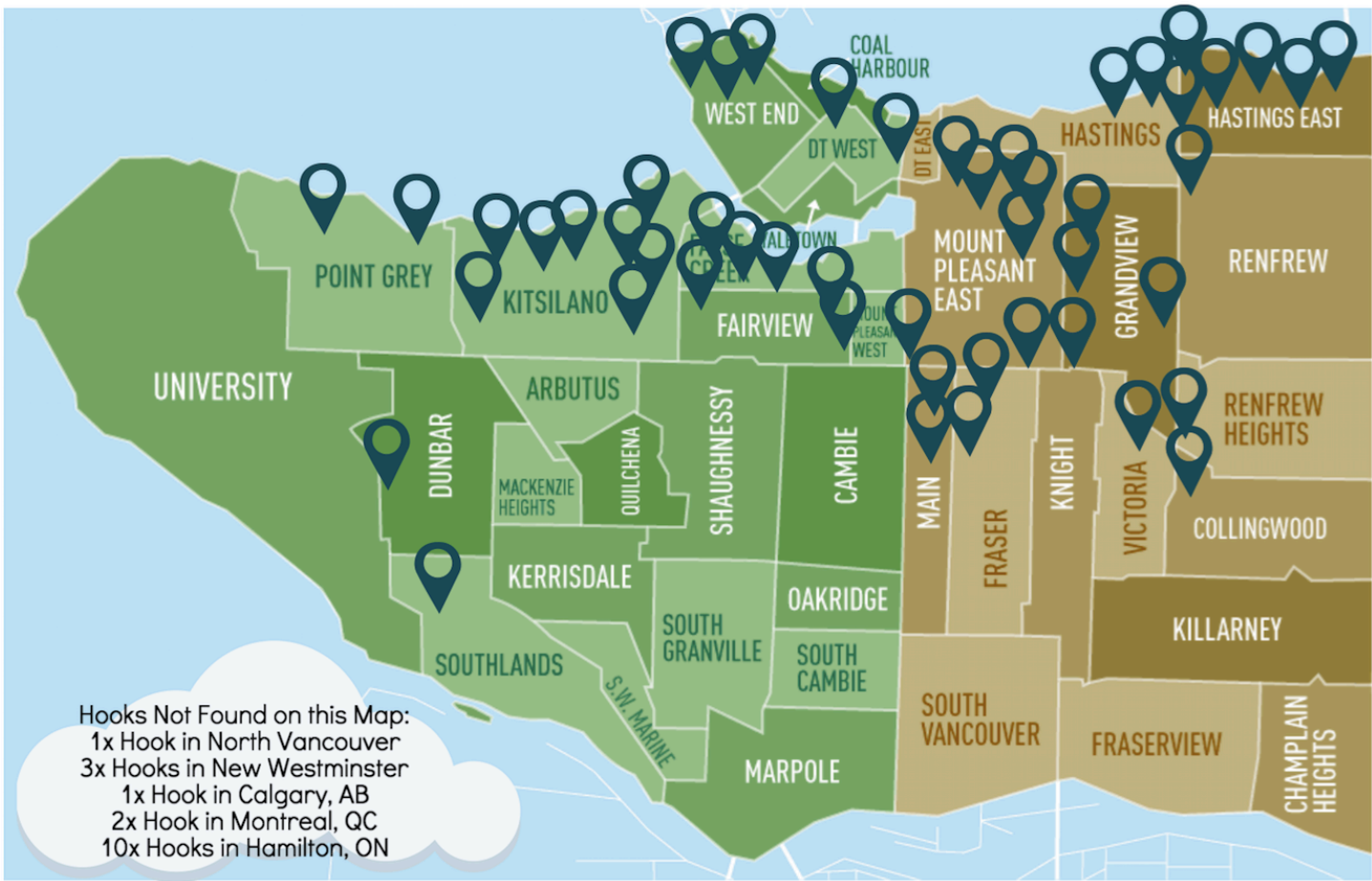
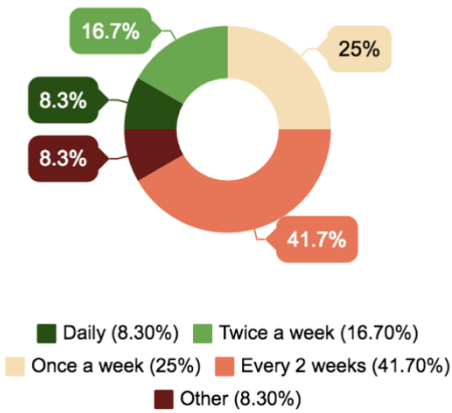
The majority of attendees are returnees. In fact, **the first 6 members** that helped start the workshops are still regular attendees, Core Group organizers or have joined our staff team.

BINNERS HOOK PROGRAM

By adding our locally manufactured stainless steel hook outside their property, residents engage with nearby binners by hanging bottles and cans in bags for easy and safe pick-ups.

This simple act acknowledges the contribution that binners make to communities, supports their economic stability, and adds dignity to their work.

How often residents use their Binnars Hook:



BINNERS EVENTS PROGRAM



There is a growing demand from the public, and from cities, for events to be socially inclusive, rooted in their communities and geared towards waste reduction. With that in mind, we connected event hosts with binners who provide public education services. Our Events program has grown by leaps and bounds from our initial pilot testing in 2015. Our largest events in 2016 include Car Free Day and the Fair at the PNE.

Event organizers see the importance of the work of binners, and have provided us a launch pad for success, including the flexibility and room to expand as the binners form a more cohesive identity and expand their knowledge in recycling.

We created increased room for those seeking more involvement (through heavier Core Group involvement, opportunities to represent the Binners' Project through public engagement and public speaking, and media interviews.) Donations and sponsorships help pay for staff time to seek opportunities for more exposure.

EVENTS	OUR STATS
May 3-4 [2 event days] - UBC Learning Exchange Conference on New Perspectives on Learning	26 event days
May 29 - Fair in the Square	\$9,794.25 in total revenue to binners
June 18 - The Gathering Festival	185.5 event hours
June 19 - Car Free Day	7.13 avg. hours of binner engagement per event
July 1 - City of Port Coquitlam - Canada Day	17 binners participating this year
July 9 - Khatsahlano 4th Avenue Festival	4 avg. number of binners per event
July - September [3 event days] - Instruments of Change, Beats of Change	\$74.89 avg. amount going to each binner per event*
Aug 20 - Vancouver Mural Festival	976 total hours of economic opportunities generated for binners
Aug 20 - Sept 5 [15 event days] - Fair at the PNE	7795 refundable containers diverted**
Sept 17 - Renfrew Ravine Moon Festival	<p>*this is skewed from earlier events, where we relied more heavily on revenue for binners generated by refundable containers (and which the data was not captured in full by the Binners' Project). By mid July 2016, we moved to a more comprehensive honoraria system, which ensures participants are fairly and reliably compensated for their time.</p> <p>**numbers are incomplete this has been difficult to track. Some events don't ask for containers collection, such as the PNE, so statistics omit a significant amount of recyclables diversion.</p>

PICK-UP SERVICES AND APP PROGRAM

We added the Pick-up Services to our programs in Fall 2015 - and have since been piloting this with 36 progressive businesses and organizations. The Binner's Project supports binner's in developing relationships with local companies, which allows them access to their bottles and cans. The service is free but the program participants are paid via the refund collected from the material.

With the recent uptake in offices signing on, this program is encountering unexpected success and it is difficult to keep up with the demand. Moreover, our recent partnership with United We Can has allowed us to get more pick-up locations. We now take on pick-ups too small for their trucks, but just large enough for our members working individually.

Our new binner outreach coordinators help with the increased workload. However, there is still a lot of capacity-building and skills upgrading needed in the coming months to ensure this program runs well. Our MBA intern provided by the Local Economic Development Lab (LED lab) is also exploring new possibilities for scaling in 2017.

OUR STATS

9 binner's participating

\$4,001.97 income generated from bottles

54,129 bottles and cans recycled

\$49.47 average income per month

Number of pick-up arrangements per month

July	73
August	68
September	68
October	68
November	78
December	84

REGULAR LOCATIONS

Amp Co-location offices

App Neta

Better Business Bureau

BrandLive

Earl's Restaurant Head Office

Eastside Flea Market

EcoServices

Dialog

Discourse Media

Big Rock Brewery

Dossier Creative

Farm Dispensary

HiVE Co-location offices

Laura Ballance

Open Media

PacSun

Pivot Legal Society

Purebead

Roundhouse Radio

Royal Vancouver Yacht Club

Strathcona BIA

Tides Canada

ONE-OFF LOCATIONS

BrandLive - Malkin Bowl

BrandLive - Celebration of Light

Downtown Eastside Family Fun Fair

Kitsilano condo

Kitsilano housing co-op

Open Door Society

McSpadden County Fair

Red Truck Beer Summer Festival

United We Can - Food Bank

COFFEE CUP REVOLUTION

On October 24, the Binnars' Project hosted the 3rd Coffee Cup Revolution at Victory Square. We diverted 49,060 cups in 4 hours, presenting \$2,453 in refunds to the greater binner community, as well as gifting a total of \$510 paid out in honoraria for the 14 binner volunteers who ran the event on behalf of the Binnars' Project.

175 binnars participated in this year's Coffee Cup Revolution

This year's roundtable discussions focused on:

- The green economy
- The Commons & how binnars experience the city
- Grassroots social justice
- Recycling & waste

We had 30+ participants at our roundtable discussions from a variety of backgrounds. Including Metro Vancouver Solid Waste Planning Director, Andrew Marr; Shane Simpson, MLA; and Albert Shames, City of Vancouver Director of Waste Management and Resource Recovery.



2016 HIGHLIGHTS

BUILDING OUR OWN NETWORK

While still young, the Binners' Project is establishing itself as a connector. It is getting recognised for the multiple layers of networks that it is building. Locally, the team has worked closely with over 15 organisations in 2016. Those partnerships range from one-time only projects, to a significant part of the project's activities.

A great example of a successful partnership is the one with the Greater Vancouver Food Bank (GVFB) and United We Can. Piloted in 2016, the program offers a chance for binners to access unwanted bottles and cans for refund. Thanks to this partnership, binners are now regularly asked for at United We Can for the de-packaging and sorting of containers. On average, this generates revenue for 2 binners totalling \$25-50 per shift volunteering. This opportunity occurred 10 times in 2016 and the GVFB has offered to continue working together in 2017.



PUBLIC REPRESENTATION

Through group consensus, we've established that binners should be given an opportunity to speak for themselves, with the appropriate level of support from the staff. We've worked hard throughout 2016 to provide as many openings as possible for people to do so, representing themselves as a binner, and promoting the Binners' Project. These opportunities are in high demand from the binners we work with, as they are interested in community participation and speaking on behalf of their widely under-represented counterparts.

In 2016, this entailed:

- I. Binner interactions with local organisations, via partnerships or invitation to meetings with professionals, including:
 - a. Downtown Eastside (DTES) Street Market – information-sharing

- b. Instruments of Change - binners working on music projects
 - c. LED lab – some binners were offered spots in a series of social enterprise workshops
 - d. UBC and SFU – numerous binners guest-speaking at UBC and SFU classes
 - e. Recycling industry – dialogue with Regional Recycling, Recycling Alternative, United We Can, Encorp, City of Vancouver Solid Waste Management, and Metro Vancouver Solid Waste Management
- II. Binners speaking to the media: we are always looking to ensure that the voice of binners is front and centre.
- III. Binners speaking with policy makers: binners spoke at City Council three times in 2016.

ENGAGEMENT IN THE DTES

The Binners' Project is heavily involved as a stakeholder and leader in the City of Vancouver's efforts for the community economic development of Vancouver's Downtown Eastside.

In 2016, the Binners' Project took an active part in the Vancouver Urban Core Community of Workers Association (VUCCWA), a collective of 40+ agencies in the Downtown Eastside that connects and collaborates



on issues most pressing to the community, including income generation and poverty reduction. In 2016, Binners' Project Director Anna Godefroy chaired a series of sessions on the theme of "support for self-employment." The City of Vancouver Council adopted the recommendations that came out of this work and funding was approved to carry out the proposal.

Davin Boutang and Anna Godefroy have also represented the Binners' Project at, and have been important contributors to, the CEDSAC, a new City-convened leadership committee examining community economic development opportunities, and will continue to do so in 2017. Davin's exemplary contribution has led to a part-time job offer from the LED lab to carry on his work on the informal economy.

MEDIA INTEREST

We had a tremendous number of media requests in 2016. The Binnners' Project has been reported on at the local, national, and international level, from media groups as prestigious as the T Brand Studio (The New York Times), Al Jazeera International Network, and The Guardian.

Journalists appreciate meeting binnners in person. Producers often go for "raw" interviews with a binner, something we encourage and facilitate. We see the role we play in connecting media directly to people as part of our work in de-stigmatizing binning, and making sure it is handled with sensitivity towards the community. List of media reporting in 2016:

Vancouver Sun – Sept 6th, 2016	Sightline Institute – Mar. 8th, 2016	CBC News – Jan. 14, 2016
CTV – August 4th, 2016		Radio Canada – Jan. 14, 2016
T Brand Studio (The New York Times) – August 1st, 2016	CBC Marketplace – Jan. 29, 2016	CBC News with Andrew Chang – Jan. 14, 2016 (@ 6:55)
Aljazeera International Network – May 25th, 2016	CKNW Local Radio Station – Jan. 16, 2016	CBC Early Edition – Jan. 14th, 2016
	Global News – Jan. 15, 2016	
The Guardian – May 3rd, 2016	The Province – Jan. 15, 2016	
Roundhouse Radio – Apr. 7th, 2016	Global News News Hour – Jan. 15, 2016 (skip to 13:01)	

OUR CHALLENGES AND LESSONS LEARNED

One of the largest challenges we've faced this year was relying on steady engagement from individuals. After more than two years of meetings, we found that it could be difficult for members to be consistent in their level of involvement. Barriers include, but are not limited to, housing insecurity, addictions, mental health issues, physical disabilities, abuse and/or homelessness.

We've found workarounds to some of the simpler barriers to involvement, such as access to internet or phones. We're also learning that to succeed as a social innovation project, the Binnners' Project needs to have a strong web of interconnected individuals. Implementing peer-to-peer coaching and binner-led initiatives allows for fast adaptation of the evolving nature of the group and its needs. Weekly meetings also tighten relationships between individuals and staff. For more on this topic, read the Anna Godefroy blog post on the J. W. McConnell Family Foundation website: <http://bit.ly/2joc5k5>.

In the fall 2016, we were able to hire 2 binnners as outreach coordinators. An important amount of staff time (director and programs manager) is currently dedicated to their training. Neither has worked for over 20 years and need critical support, especially with regard to working with mobile phones and internet. This has a

cost on the project, but it stays true to our grassroots work. It is our greatest achievement this year. We hope to find more funding to renew their contracts and increase their work hours in 2017.

As a charitable project, precarious funding, lack of work security, and long hours for staff members is a challenge. To some extent, it prevents the Binnners' Project from fulfilling its full potential. Securing longer-term and consequential support is a primary goal for 2017.

LOOKING AHEAD

Our future directions are informed by the binnners invested in our activities.

Programs Continuity

In 2017, we're committed to the continuing testing of our pilot programs, and scaling those ready to grow. For example, our Events program shows promise in becoming a mainstay because of its widespread popularity. Phase 2 of the Binnners Hook initiative began in September 2016 and continues in 2017.



Need Assessment for a New Pilot

In January 2017 we are initiating a 6-month researching and planning phase for a Community Cart pilot. This idea comes from our involvement with the CEDSAC and funding was granted by the City of Vancouver.

Programs Sustainability

As a new project, we rely heavily on grants from generous donors. While we believe that the fundamental cause of supporting marginalised people will always be fundamentally charitable, some of our activities have the potential for revenue generation. We are increasingly seeing the potential for cost recovery in some of our programs. The Events program is already generating revenue to cover its costs. We're excited about this and will explore this further in 2017 with dedicated coaching from Sean Condon, former Megaphone Executive Director and now Development Advisor in Social Enterprise from Vancity Community Foundation.

Public Representation

We are realising that we are popular! In 2017 we want to make sure we can address the many demands for public speaking, and also students and corporate staff wanting to spend time with us. We additionally want to make sure everyone gets fairly compensated for their time when public speaking.

Scope

The Binnars' Project maintains a deep relationship with analogous groups in Montreal, Calgary, and Hamilton. Some are already utilizing the community engagement models that the Binnars' Project created as part of their own initiatives.

The Binnars' Project also continues to build strong ties to the Global Alliance of Waste Pickers (based in Sao Paulo,) seeking social equality and recognition of waste pickers worldwide. Regular updates from the Binnars' Project are published on their website.

WHO WE WORKED WITH IN 2016: OUR PARTNERS



OUR FUNDERS, DONORS & SPONSORS IN 2016

