

# Valley Give & Take

## Curbside Collection Map

Supported by:



## Valley Give and Take Final Report

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Colibri Software

December 9, 2024

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## **I. Executive Summary**

Valley Give and Take is a community initiative aimed at encouraging the sharing and reusing of household items in the Kings County area. The pilot phase of this project focused on testing and developing an online platform where residents could exchange items during the fall clean-up period. The primary goals of this pilot project were to:

1. Develop an easy-to-use digital platform for community resource sharing.
2. Boost community interaction and connections.
3. Encourage sustainable practices through sharing and reusing resources.
4. Evaluate the practicality and impact of such a platform.
5. Collect user feedback and data to guide future improvements and expansion.

This pilot aimed to demonstrate how technology can strengthen community bonds and foster a sustainable, cooperative circular economy in the Annapolis Valley region.

### **Engagement and Reach Metrics (Facebook Business Suite Data)**

#### **Meta Data Highlights:**

- Total Reach: 22.7K
- Content Interactions: 615
- Followers: 754 (lifetime total)
- Link Clicks: 2.1K

## **Reach Breakdown:**

- From Organic Sources: 11,894
- From Ads: 15,168

This data, sourced from Facebook Business Suite, indicates that we achieved substantial reach at the start of the project, particularly through advertising efforts. The Valley Give & Take Facebook page gained a lifetime total of 754 followers, with the majority being women aged 35-44. Our street-level marketing efforts also saw widespread interest and acceptance of the application within our target communities. By leveraging both organic reach and paid advertising, we were able to effectively engage our target audience, laying a strong foundation for future growth and development of the platform.

## **Top Towns for Engagement:**

- Kentville, NS: 19.9%
- Berwick, NS: 12.7%
- Annapolis, NS: 10.1%
- New Minas, NS: 8.2%
- Coldbrook, NS: 8.1%
- Wolfville, NS: 6.5%
- Greenwood, NS: 5.6%
- Aylesford, NS: 4.6%
- Kingston, NS: 4.2%
- Canning, NS: 4.1%

## **Google Analytics Highlights:**

- Total Active Users: 2.8K
- New Users: 2.6K
- Average Engagement Time per User: 1 minute and 5 seconds

## **Comparison and Insights:**

Both engagement tracking tools show significant growth in user engagement and reach. Facebook (Meta) data highlights strong performance in paid advertising, while Google Analytics shows consistent user activity and engagement time.

The combination of social media and website interactions demonstrates that our community engagement strategies are effective. With 2.1K link clicks from our program's Facebook page, most of our website traffic came from Facebook marketing efforts.

## **Conclusion:**

The Valley Give and Take pilot project successfully achieved its objectives by fostering community engagement and promoting sustainable practices through resource sharing. Engagement was evenly spread through the target region, with Kentville showing the most engagement.

This is consistent with the direct marketing as well as the partner location. Notably, there was a fair amount of web traffic even outside the target region, suggesting a broad interest in the community sharing platform developed.

The positive metrics from both Meta and Google Analytics underscore the project's impact and potential for future growth. Moving forward, we will use the insights gained to refine our platform and expand its reach across more communities across Nova Scotia.

## **II. Introduction**

### **A. Project Overview**

Valley Give and Take is a pilot community project initially restricted to Kings County. It is aimed at encouraging people to share and reuse household items. During the fall clean-up week, we tested an online platform where residents could find and exchange items, from which comes the name “Give and Take”.

Additionally, this project aims to build stronger community connections and promotes sustainable practices by providing an extremely low bar to categorize and map reusable objects that are being disposed of.

### **B. Objectives**

- Create an easy-to-use digital platform for sharing resources.
- Increase community interaction and connections.
- Raise awareness of waste diversion and waste mitigation.
- Encourage sustainable practices through sharing and reusing.
- Assess the practicality and impact of the platform.
- Gather user feedback to guide future improvements.

### **C. Timeline**

- Project Start: August, 2024
- Pilot Launch: September 10th, 2024
- Data Collection Period: September 10th - October 18th, 2024
- Final Report Preparation: November, December, 2024
- Final Report Issued: December, 2024

### III. Methodology

#### A. Data Collection Methods

We collected data through various methods to understand how the platform was used and how it impacted the community:

- **Online surveys:** These were distributed to users to gather feedback on their experiences.
- **Digital Tools:** Engagement metrics were tracked using digital tools to measure user activity.
- **Word of Mouth Campaigns:** Effectively utilized to promote the platform, including setting up promotional booths at local farmers' markets, street level “guerrilla marketing” campaigns, and leveraging influencer campaigns. These efforts helped increase community awareness and participation in the project.

#### B. Tools Used

We used a variety of tools to collect metrics, including:

- **Meta Business Suite:** Used to track social media engagement, reach, and interactions.
- **Google Analytics:** Monitored website traffic, user behaviour, and engagement time.
- **Google Forms:** Collected survey responses from users to gain insights into their experiences and suggestions for improvement.

These tools helped us analyze the effectiveness of the platform and identify areas for future development.



## **C. Survey Design and Distribution**

The Valley Give and Take project utilized a well-structured survey to gather user feedback and insights on the platform's effectiveness. Designed to assess user satisfaction, feature usage, and areas for improvement, the survey was distributed through Google Forms. This approach ensured broad participation from a diverse demographic, providing valuable insights into user experiences.

## **IV. User Engagement Analysis**

### **A. Website Traffic (Google Analytics)**

- Total active users: 2.8K
- Average engagement time per user: 1 minute and 5 seconds
- The data indicates strong initial interest, with significant user activity.

### **B. Social Media Engagement (Meta Business Suite)**

- Total reach: 22.7K
- Content interactions: 615
- Link clicks: 2.1K, highlighting effective Facebook marketing strategies.

### **C. User Demographics and Behaviour**

- Predominantly female respondents aged 29 to over 70.
- High engagement from key cities such as Kentville, Berwick, New Minas and Wolfville

## **V. Survey Results Analysis**

### **A. Participant Demographics**

- Majority of respondents were female and aware of Divert Nova Scotia's initiatives.
- Participants ranged in age from 29 to over 70.

### **B. User Experience Feedback**

- Positive feedback on the concept of resource sharing.
- Interest in expanding the program to more regions was noted.

### **C. Feature Popularity and Usage**

- Initial survey responses indicated limited item exchanges due to timing at the pilot's start.
- High interest in using a map-based website for locating and sharing free items.

### **D. Suggestions for Improvement**

- Recommendations included increasing community awareness.
- Enthusiasm for extending the program's reach.

## **VI. Direct Feedback**

### **A. Guerrilla Marketing (Kentville and Canning)**

- Extremely positive feedback on application goals
- Application is remarkably simple to use
- Highly engaged discussion of use cases

## **B. Farmers Market (Wolfville and Kingston) Engagement**

- Simple user experience was lauded.
- Easy to explain goals.
- Requests for application in other geographical areas:
  - Other counties of Nova Scotia.
  - Other provinces in Canada.
  - International interest.

## **VII. Impact Assessment**

### **A. Community Engagement Metrics**

- The project successfully increased community interaction through digital tools.
- Positive feedback on fostering stronger community bonds.

### **B. Resource Sharing Statistics**

- Potential for growth in exchange activities with targeted outreach.
- Significant interest in sustainable practices aligns with environmental goals.

### **C. Environmental Impact Estimates**

- Participants expressed strong interest in sustainability.
- Potential for significant environmental impact with increased engagement.

## **VIII. Technical Performance**

The platform demonstrated stable performance throughout the pilot phase, effectively supporting both mobile and desktop users. These sections provide a comprehensive overview of the project's methodology, user engagement, survey results, impact assessment, and technical performance based on positive insights gathered from the survey responses and analytical data.

## **IX. Application Weaknesses Discovered**

- Users are unaware of turning on geo-location services – add detailed instructions
- Usage under weak data connection – add data caching to the application
  - Cache data being collected on the phone (Give side)
  - Allow users to download and cache the map of items (Take side)
- Image size management
- Provide better reasons to use these “metric tools”:
  - Like an item
  - Rate an item
  - Express interest in an item

## **X. Challenges and Lessons Learned**

### **A. Technical Challenges**

In the initial phase of the Valley Give and Take project, we encountered a technical limitation with file sizes being restricted to 2.5MB. This constraint affected users' ability to upload larger images, which is crucial for accurately representing items on the platform.

Recognizing the importance of seamless user experience, we promptly addressed this issue by increasing the file size limit. This swift action ensured that users could easily share detailed images, enhancing their interactions on the platform. Notably, after resolving this challenge, we experienced no

further technical difficulties, and the platform maintained consistent up time throughout the pilot phase. This reliability was a significant factor in building user trust and satisfaction.

## **B. User Adoption Hurdles**

While users generally found the final product intuitive and easy to navigate, we identified a key adoption hurdle: some users were initially unaware that they needed to mark their items as collected once picked up from the curb. This misunderstanding led to confusion about item availability. To address this, we implemented targeted communication strategies, including direct comments and messages on Facebook, to educate our audience effectively. By proactively engaging with users and providing clear instructions, we improved user understanding and streamlined the item exchange process.

User feedback from our survey indicated that over 85% of participants found the website easy to use. This positive response reflects the platform's overall user-friendly design and functionality. Insights from Google Analytics further supported these efforts by highlighting areas where user guidance was most needed, allowing us to tailor our communication more effectively. These strategies not only addressed initial challenges but also enhanced the overall user experience, contributing to the project's success.

## **C. Operational Insights**

The project greatly benefited from strategic word-of-mouth campaigns, which included setting up promotional booths at local farmers' markets and leveraging influencer partnerships. These efforts significantly enhanced community awareness and engagement, drawing attention to the platform's benefits and encouraging participation. By collaborating with influencers who resonate with our target audience, we amplified our reach and established credibility within the community.

These initiatives not only increased user adoption but also fostered a sense of community ownership and involvement. The success of these campaigns underscores the importance of integrating traditional marketing tactics with digital strategies to maximize impact. By addressing these challenges proactively and leveraging effective communication strategies, we enhanced user experience and operational efficiency, laying a strong foundation for future initiatives. These lessons will guide us in refining our approach as we expand the platform's reach and capabilities.

## **XI. Recommendations for Future Extended Launch**

### **A. Platform Improvements**

To enhance the Valley Give and Take platform, we recommend several key improvements that will address user feedback and optimize the user experience. Firstly, increasing the visibility of the "mark as collected" feature will help users manage their listings more effectively. This can be achieved by incorporating clearer prompts and notifications within the user interface.

Additionally, improving mobile responsiveness will ensure that users have a seamless experience across all devices. Given that many users access the platform via smartphones, optimizing load times and navigation for mobile users is essential.

Further improvements to an inclusive “All Nova Scotia” app might include user interface translations into French as well as Mi'gmaq. This would provide a more inclusive application, and support both the Acadian and Mi'kmaq communities.

Finally, integrating user tutorials or help sections can provide guidance and support, particularly for new users unfamiliar with the platform's features. This would require some redesign of the application interfaces.

## **B. Scaling Strategies**

Expanding the reach of Valley Give and Take involves strategic planning to accommodate a larger user base while maintaining service quality. One approach is to partner with local municipalities and community organizations to promote the platform through existing networks. This will not only increase awareness but also foster community trust and participation.

Additionally, implementing targeted marketing campaigns on social media can attract new users from diverse demographics. As the platform scales, ensuring robust infrastructure is crucial to handle increased traffic without compromising performance. Regular updates and maintenance will be necessary to support a growing community of users effectively.

An enhancement to application administration would also be critical. This would allow someone that is giving an object anywhere in a large geography (say all of Nova Scotia) to place a point as always, but the administration of that point (approval, rejections) is assigned to an administrator that is in the region (county) that the item is placed. This would avoid making the user choose a region and make a more unified application. It would also coincide with a regional manager that is working locally for marketing and promotion.

## **C. Potential New Features or Services**

To further enhance the platform's value proposition, we propose introducing several new features and services. A map-based interface could allow users to locate available items geographically, making it easier to find resources nearby. This feature was highly requested in user surveys and aligns with our goal of facilitating community connections. Another potential addition is a notification system that alerts users when items of interest become available or when their listings receive inquiries. This would require some changes to the application to allow notifications based on item type and geography.

Additionally, expanding the platform to include services such as skill-sharing

or community events could diversify offerings and increase engagement. By continually innovating and responding to user needs, Valley Give and Take can remain a relevant and valuable resource for its community. These recommendations aim to enhance user satisfaction, increase engagement, and ensure sustainable growth for Valley Give and Take in the future.

#### **D. Development of Targeted “Partner” Applications**

In our “direct community” marketing efforts, it became clear that non-profit organizations that collect goods for the community in need like Open Arms would benefit from a similar application that would allow people wishing to donate furniture or other items manage and submit their donations. This might even allow for documentation providing a CRA tax receipt to record data around these donations.

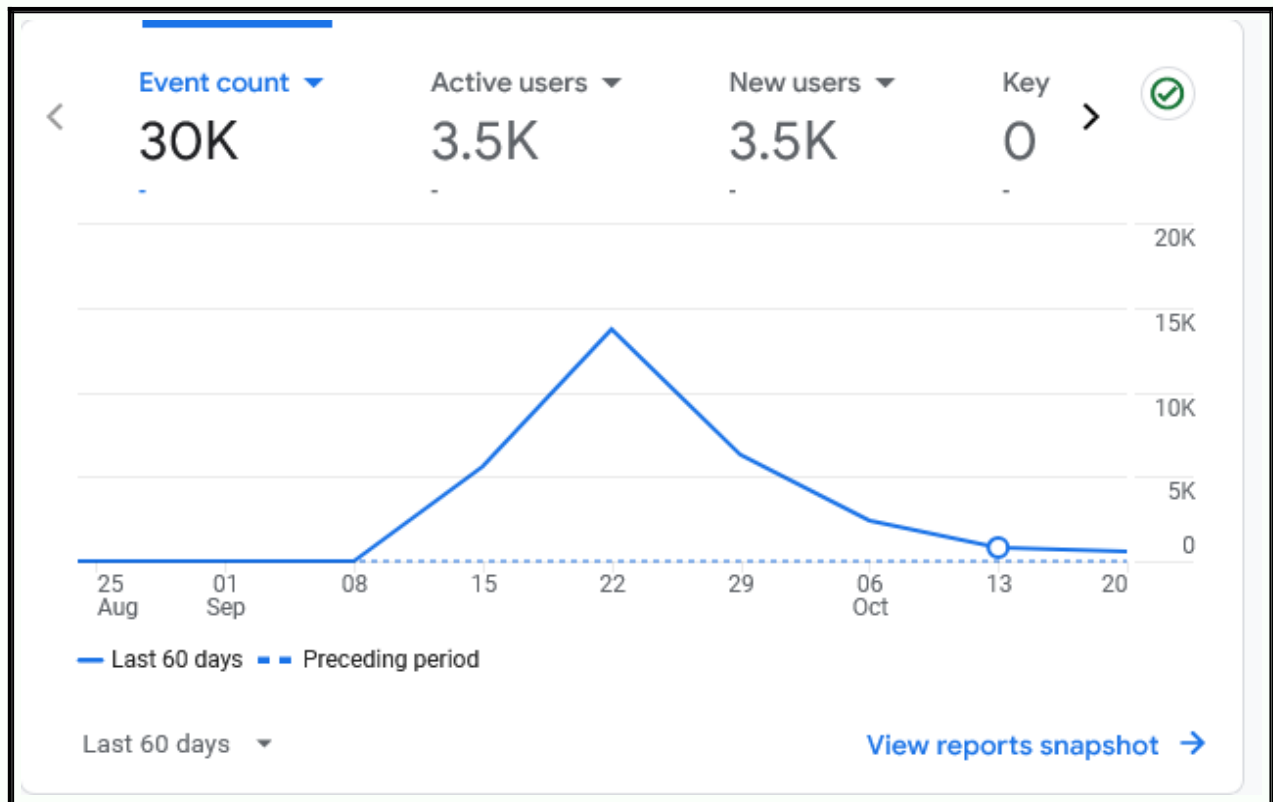
This similar application would generate a map of items and their photo and location. This would allow the non-profit to view the item and contact the owner to schedule a pickup, allowing the non-profit to streamline the collection (say be targeting specific communities on specific days). The application would then provide documentation of what is being collected with photographic evidence and a simple verification by the non-profit that the item was indeed collected. This would support the donor’s claim to the CRA for tax purposes.

A final application idea that was raised is an application that waste haulers could use to generate a detailed map of items that cannot be collected and sent to landfills. This would make the job of flagging non-eligible items easier. The drivers would be able to take a picture and leave a voice recording for each item that is rejected, which would make the job of reporting rejected items simple and straight forward.



## XII. Analytics Details

### A. Google Analytics Data (Site Traffic - Aug 25<sup>th</sup> – Oct 20<sup>th</sup>)



#### 1. Analysis of User Engagement Trends

The data from Google Analytics reveals significant insights into user engagement patterns during the Valley Give and Take pilot phase. The graph shows a notable spike in active users, reaching 3.5K, with an event count of 30K. This peak occurred in the second week following the platform's launch, driven by a concentrated marketing effort that included social media campaigns and community outreach initiatives.

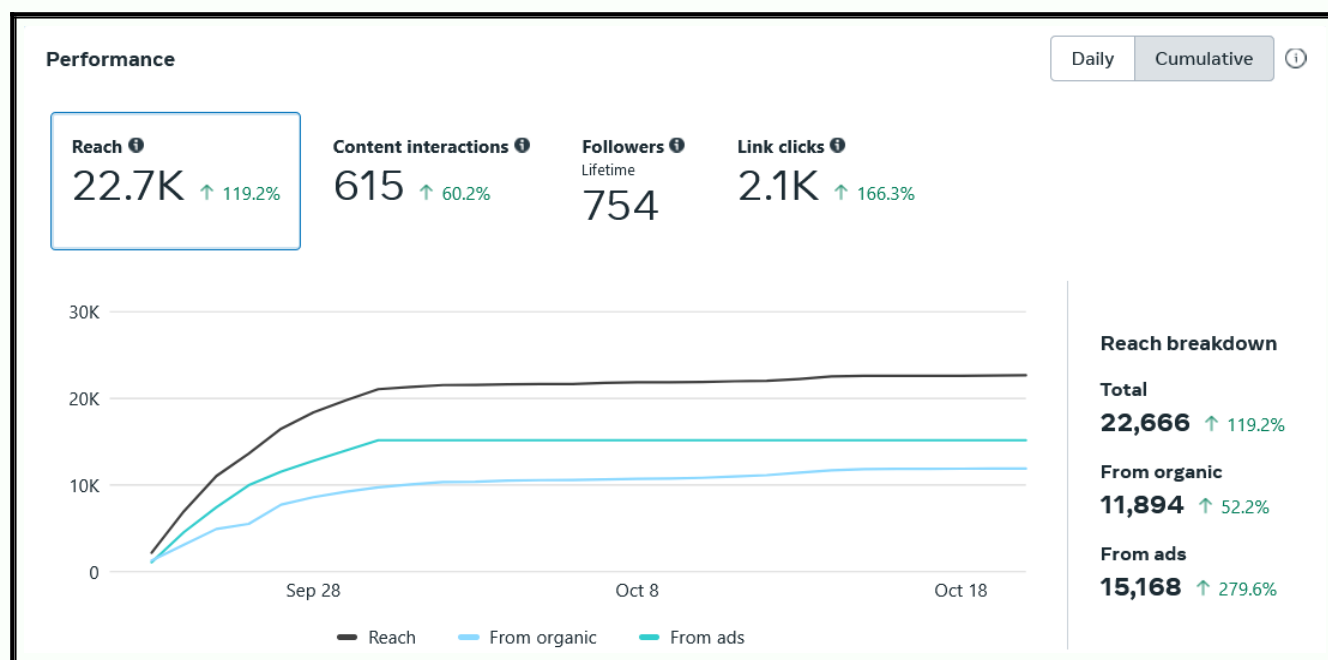
## 2. Initial Success and Decline

The initial surge in user activity highlights the effectiveness of our combined marketing strategies at launch. However, following this peak, there was a downward trend in audience engagement. This decline can be attributed to a lack of new items being posted on the platform during the critical first few weeks. As a result, we were unable to fully convert the initial interest into sustained user activity, which is not unexpected given the limited pilot.

## 3. Conclusion

The data suggests that while our marketing efforts successfully attracted users to the platform, maintaining their interest required a consistent influx of new content. To address this in future iterations, we recommend implementing strategies to encourage more frequent item postings and enhance user retention through ongoing engagement activities.

## B. Meta Business Suite (Performance Sept 16<sup>th</sup> – Oct 20<sup>th</sup>)



- Total Reach: 22.7K
- Content Interactions: 615
- Link Clicks: 2.1K
- Followers: 754

### **1. Initial Engagement Surge**

The initial spike in active users aligns with the high number of link clicks (2.1K) from Meta, indicating successful marketing efforts that drove traffic to the platform.

### **2. Audience Decline**

While there was a natural decline after the initial peak, this trend is typical as initial excitement stabilizes. The overall engagement remains highly encouraging, showcasing potential for growth.

### **3. Conversion Challenges**

Although many users visited initially, the eventual lack of new content contributed to reduced ongoing interaction. This highlights a gap between initial interest and long-term engagement in a limited pilot.

## **C. Conclusion**

The data suggests that while marketing efforts were effective in attracting users, maintaining their interest requires continuous content updates and user engagement strategies. Future efforts should focus on encouraging more frequent item postings and enhancing user retention through targeted communication and additional features. By continuing to enhance the platform and maintain user interest through consistent updates and community involvement, we can build on this momentum and foster long-term engagement.

## **XIII. Demographic Details**

### **A. Gender and Age**

- Predominantly female (86.4% women).
- Most engaged age group: 35-44 years old.

### **B. Geographic Location (Engagement by Town)**

- Kentville: 19.9%
- Berwick: 12.7%
- Annapolis: 10.1%
- New Minas: 8.2%

### **C. User Behaviour and Preferences**

- High interest in using a map-based website for locating and sharing items.
- Many users are aware of Divert Nova Scotia's waste reduction initiatives.
- Preferred methods for disposing of items include waiting for fall clean-up weeks and giving away to friends/family.

### **D. Conclusion**

The Valley Give and Take platform has successfully attracted a predominantly female audience aged 35-44, particularly in key communities like Kentville and Berwick. The strong interest in sustainable practices and map-based features indicates a community eager to engage with eco-friendly initiatives. By focusing on these demographics and preferences, the platform can enhance its offerings and continue to build a dedicated user base.

## **XIV. Buyer Persona**

### **A. Summary**

- Name: Eco-Conscious Emily
- Age: 38
- Location: Kentville, NS
- Occupation: Teacher
- Interests: Sustainability, community events, DIY projects

### **B. Goals**

- To find easy ways to share and acquire household items sustainably.
- To engage with community-driven environmental initiatives.

### **C. Challenges**

- Limited time to explore new platforms.
- Desire for easy-to-use technology that fits into her busy schedule.

### **D. Preferred Platforms**

- Facebook for community updates.
- Mobile-friendly websites for quick access.

By understanding and targeting users like Eco-Conscious Emily, Valley Give and Take can tailor its strategies to meet the needs of its core demographic effectively.

## **XV. Detailed Survey Results**

The Valley Give and Take pilot project received valuable feedback from 90 respondents through our survey. This feedback is crucial for understanding user experiences and identifying areas for improvement. The survey focused on user demographics, ease of use, and gauging interest of ideas for future features.

### **A. Demographic Analysis (Gender and Age)**

- Predominantly female audience (86.4% women).
- Most engaged age group: 35-44 years old.

### **B. User Behaviour and Preferences**

- High interest in using a map-based website for locating and sharing items.
- Many users are aware of Divert Nova Scotia's waste reduction initiatives.
- Preferred disposal methods include waiting for fall clean-up weeks and giving items to friends or family.

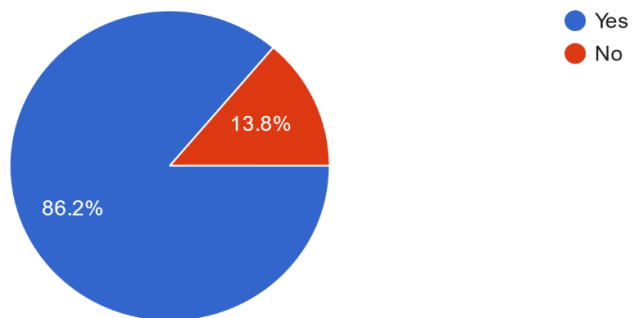
### **C. Key Findings from the Survey**

#### **1. Ease of Use**

A majority of users found the Valley Give and Take website easy to use, indicating a user-friendly design.

Did you find the Valley Give and Take website easy to use? ?

87 responses

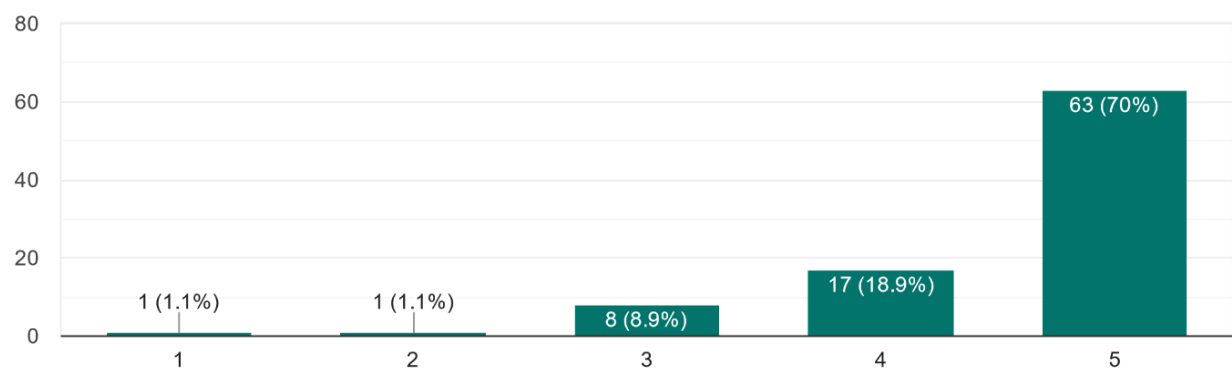


## 2. Interest in Valley Waste type app

Users expressed high interest in features like map-based item locating.

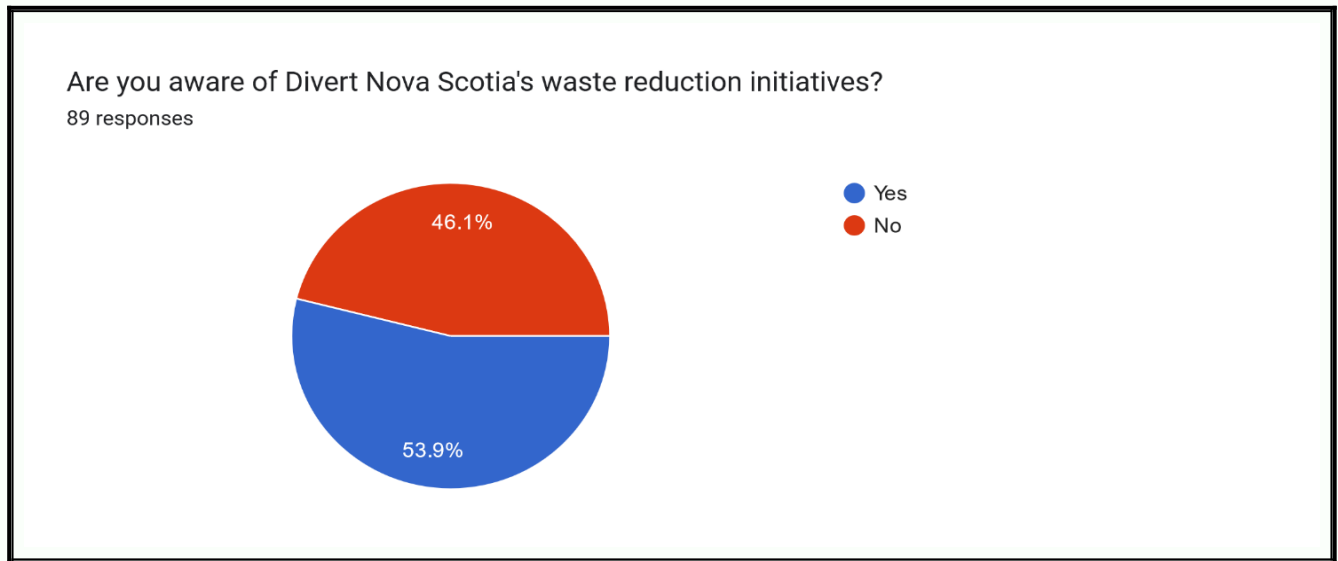
On a scale of 1-5, how interested are you in using a map-based website to locate and share free items in your community?

90 responses



### 3. Users showed awareness of sustainability initiatives

A small majority of users were aware of Divert Nova Scotia's Waste reduction initiatives



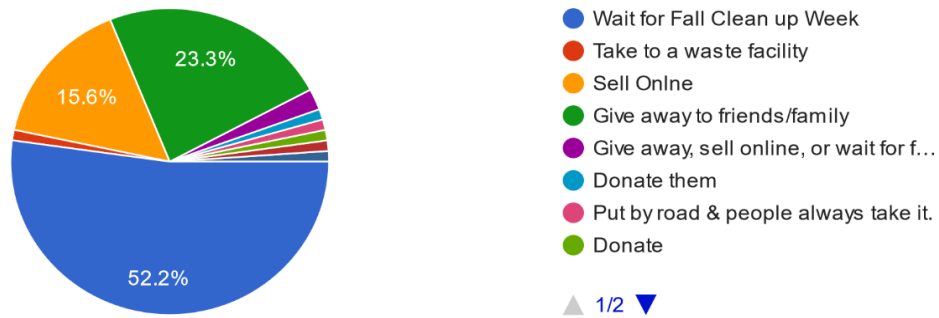
### 4. Disposal Preferences

Users typically dispose of large items by waiting for fall clean-up weeks or giving them to friends and family.



How do you typically dispose of large items you no longer need?

90 responses



## XVI. Conclusion

The Valley Give and Take pilot project has successfully engaged a key demographic, particularly in communities such as Kentville and Berwick. The platform's emphasis on sustainability efforts within the local community, and innovative features like anonymous map-based item locating resonated well with users, indicating interest in eco-friendly initiatives that aim to create a community.

### A. Key Achievements

#### 1. Geographic Reach

The project effectively reached its target geographic audience, with high engagement in top cities within the Valley Waste fall clean-up zone. This highlights the project's local impact and potential for expansion.

## **2. User Feedback**

Survey responses reveal a positive reception of the platform's usability and concept, with many users expressing interest in future enhancements.

## **B. Areas of Improvement**

### **1. Soft Launch Strategy**

To maintain engagement, consider populating items during a soft launch period. This approach can help sustain user interest beyond the initial excitement.

### **2. Item Management**

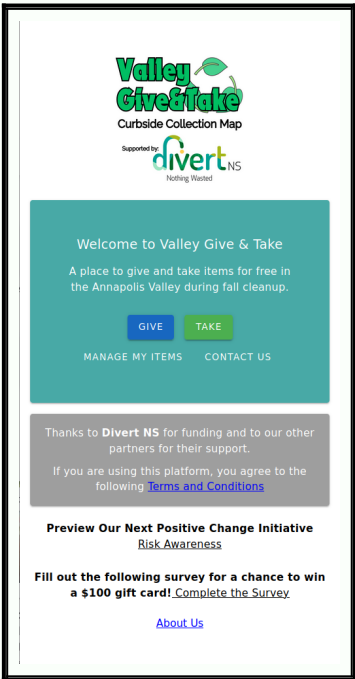
Address the issue of users not removing items once picked up by implementing reminders or automated notifications.

## **C. Future Opportunities**

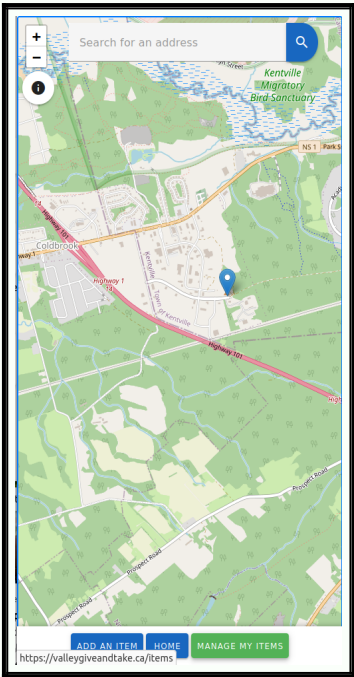
To build on the success of the Valley Give and Take pilot project, we recommend focusing on long-term community engagement within local and niche groups. By fostering sustained interaction, we can enhance the platform's value and impact.

## **D. Screenshots of the Application and Administrative interface**

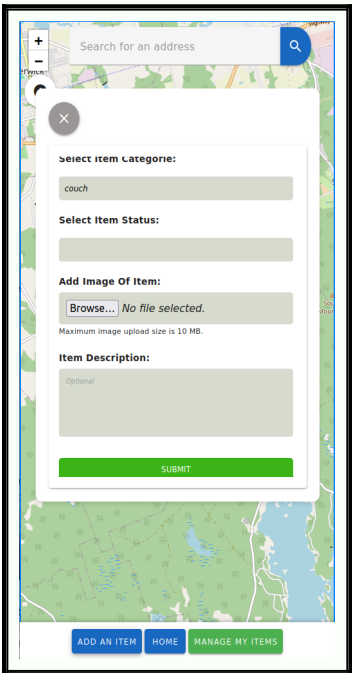
# 1. User application



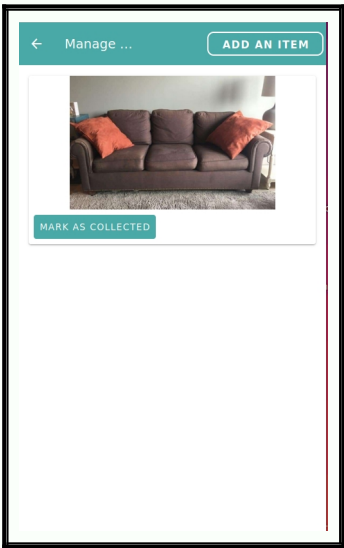
Home Screen



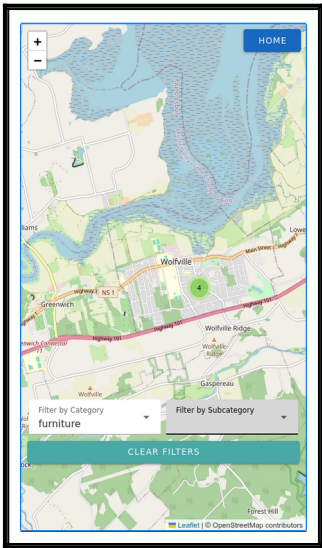
Give



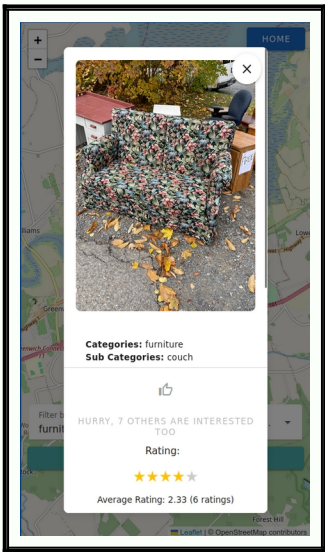
Add an Item



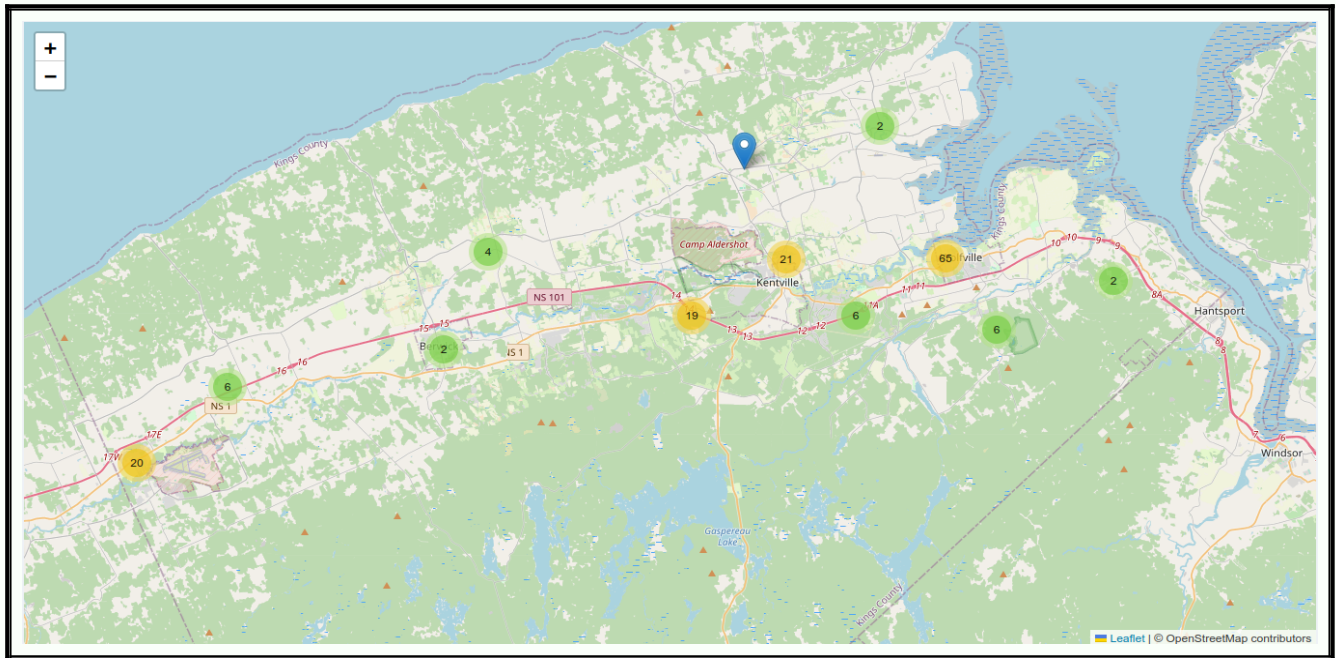
Manage My Items



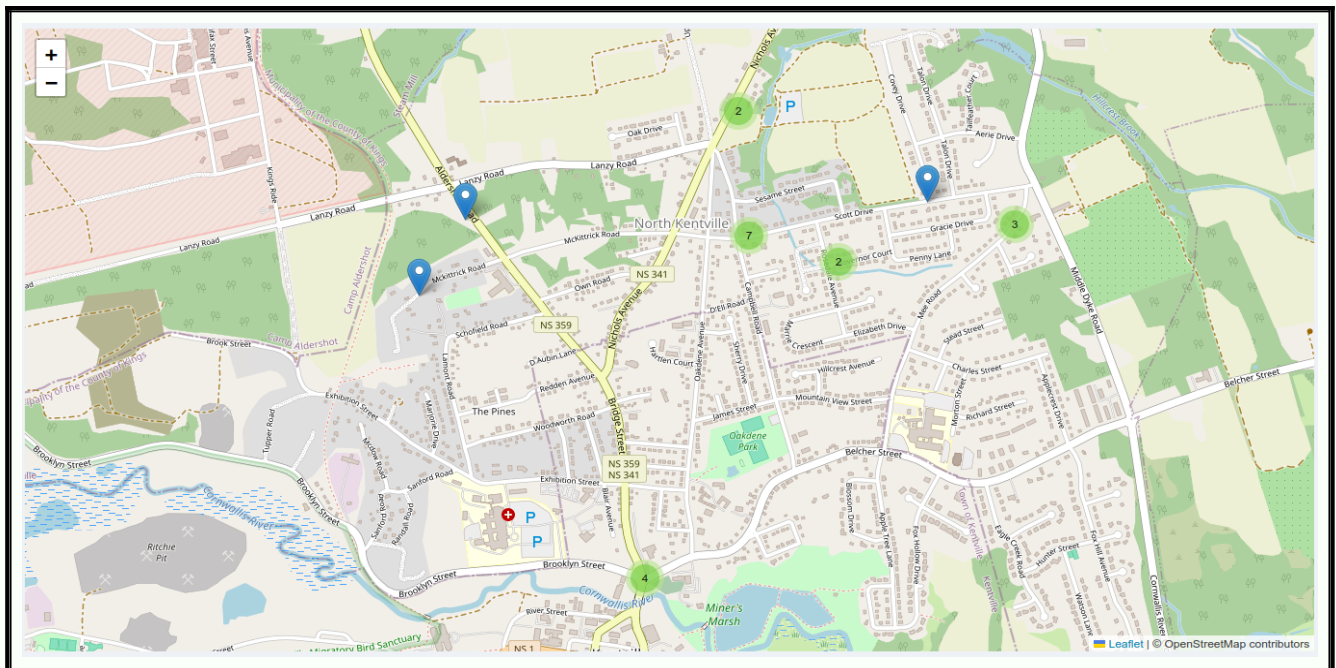
Take



Single Item

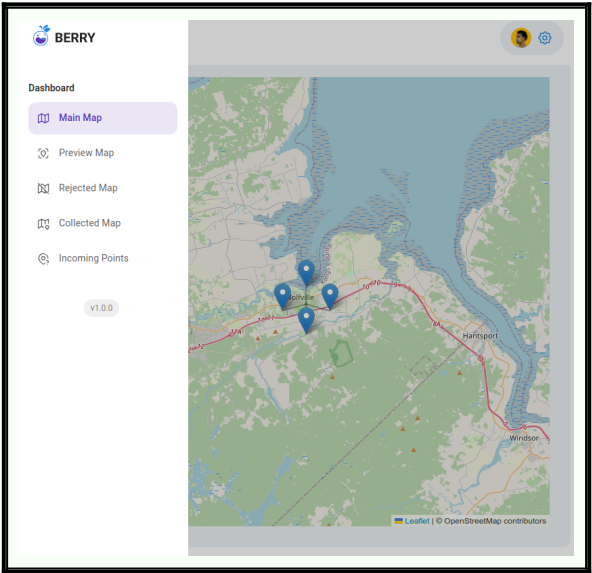


All Items



Kentville area zoom

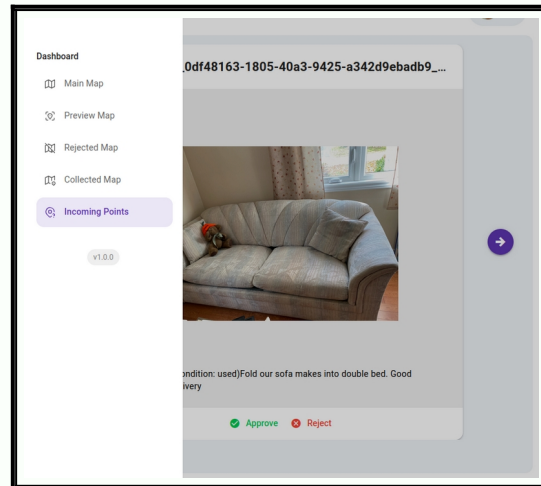
## 2. Administrative Interface



Main Map



To Collect



Approval Process

## E. Less Waste, More Data

At the start of this project we proposed a number of features and a discussion of their impact. We will summarize these to measure the overall success of the pilot vis-à-vis the stated goals.

*This proposed project has two aims. The first is to build a simple community based application that will engage consumers with simple to use technology (low bar to adoption) whose aim is to reuse products that have not reached end of life. This resource can become a central hub for providing information and services while featuring a mapping tool to help underline the power a community can bring to bear on this process. The second is to generate a database of data around product disposal and reuse that will provide richer insights into trends that are important in managing the waste disposal industry.*

Both of these aims were achieved. The pilot app was launched and received broad community interest as a tool to share reusable products in an extremely simple manner. The fact it has been developed by a local Nova Scotia tech company as well as the architectural flexibility will allow it to be a hub for “Developing education and awareness of source reduction, reuse, recycling and composting”.



The simplicity of its user interface design as well as the feed back of quickly “publishing” items to be recycled resulted in an overall positive user experience.

In the four weeks that the pilot ran in September and October, over 150 points were added to a database of items being disposed of, which illustrates the start of a data driven foundation for future policy around waste diversion and reuse.

The pilot was conducted together with Valley Waste Resource Management, and has received very positive feedback from them both on the ease of use, the simplicity of the management tools developed and the overall pilot launch and project management.

The project milestones set out in the project proposal were:

- 1) Build initial working prototype to aid in formalizing the feature discussion
  - i. working prototype app that allows a user to construct a private map
  - ii. ability to add items to the map under one of a number of (sub) categories
  - iii. ability to attach a photo of the item to the map
  - iv. ability to view their map in a viewer
- 2) Review with stakeholders to define geographic regions that the app will be used
  - i. a client management login for the stakeholder partners
  - ii. a user interface to add regional boundaries to the application to limit access to the client’s collection area
- 3) Develop a mechanism to limit use to the specified areas
  - i. code added to the API (back end) that restricts item locations to points that are Geo-located in the collection area
- 4) Add the ability to add tags to items

- 5) Develop tools for partner to “aggregate” the maps created by users in a “master map” that is searchable by users
- 6) Add ability to mark an item “collected” and remove it from the master map
- 7) Develop a strategy for engaging end users with the application
  - i. back end modifications needed to collect voluntary user info for any potential participation prizes
- 8) Add educational pages for application
- 9) Develop marketing strategies for the pilot launch
- 10) Develop media release of pilot in conjunction with the stakeholders
- 11) Perform post pilot review of data collected and community engagement
- 12) Start discussions with other stakeholders in Nova Scotia and beyond

- 1) Completed in full
- 2) Completed in full, however, point ii. Was deployed internally due to the short time window
- 3) Completed in full
- 4) Completed in full
- 5) Completed in full
- 6) Completed in full, and the ability to mark “collected” was given to the person posting the item
- 7) We used Google forms to achieve this instead of back end modification
- 8) This was added, but not published due to the short time line
- 9) Completed in full with our local partners
- 10) Completed in full
- 11) In process
- 12) In process. I had some initial discussions with a community in Texas that is interested in this pilot as a mechanism for waste diversion.

The innovation goals of this pilot have been achieved, both by way of ease of use of the app as well as the start of a database of items being disposed of. The map generated allows people to find and collect items easily.

The business model of the app was by and large validated by the pilot, although the mechanisms to judge if an item was diverted needs to be tuned so that better data is collected in this regard. We discussed a number of



approaches to this, including adding a QR code to the item, letting anyone mark the item as collected or asking the person that placed the item to mark it as collected when it has been removed. Each approach has advantages and disadvantages and we chose to let the item be removed by the “giver”.

## **F. Things learned, media coverage and recommendations**

The community response to the pilot shows that it was a great success, and garnered a great deal of media coverage as well as community involvement on the tight timeline around the fall cleanup period in Kings County. Overall we had a few thousand users on the site, not all of whom posted items for collection.

Media coverage was reasonable due to the unique aspects of this pilot. We had both free and paid radio time, as well as free and paid influencers promoting the project through their social media feeds. Additionally, our own marketing team was active on Facebook, promoting the pilot.

A quick analysis of the images of items posted would indicate that up to three metric tonnes of items were posted on the application in the short time the pilot ran. Although we have no metric to see that these items were indeed collected by the members of the public, it seems that the community was made aware of the need for recycling instead of disposal.

We believe that the pilot has shown that such an application serves the needs of the community, raises awareness of the purpose of Divert Nova Scotia as well as waste diversion generally. We recommend building on this pilot by expanding the region served in 2025 to many more counties based on particular needs expressed.

A larger roll out of this application would require some changes to the application as described in this report, but the foundation has proven itself during the pilot.

Recommendations for a future release:

- ensuring that it works correctly under poor data conditions
- adding multi-region administrative control
- enabling the admin to set the categories
- adding language support for Acadian and Mi'kmaq languages
- notification system to inform users of items being added to the map
- adding the ability to donate items to charity
- address the points mentioned in sections IX and X
- add “regional” marketing managers to help with “on the ground” marketing efforts in the app coverage zones

## **XVII. Thank you to Divert Nova Scotia and VWRM**

Thank you for the opportunity to implement the Valley Give and Take pilot project. This initiative has demonstrated the power of community-driven sustainability efforts in Kings County. The enthusiastic response from residents, particularly in Kentville, Berwick, and surrounding areas, underscores the potential for positive change through resource sharing and reuse.

We appreciate the support that allowed us to develop and test this innovative platform. The insights gained from user engagement, survey responses, and analytical data have provided valuable direction for future improvements and expansion. The project's success in fostering community connections while promoting environmental consciousness aligns perfectly with our objectives.

As we move forward, we are excited about the possibilities for growth and the continued positive impact on our community. The lessons learned and the strong foundation built during this pilot phase will undoubtedly contribute to the long-term success of Valley Give and Take.

Once again, we extend our gratitude to Divert Nova Scotia as well as Valley Waste Resource Management for enabling this pilot launch of a home grown, engaging approach to focusing our province on innovative ways to divert waste from landfills and foster a community based approach to a circular product usage model.

Together, we are building a more sustainable and connected Nova Scotia.