



Engaging An Increasingly Distracted and Divided Public in Reducing and Safely and Effectively Managing Waste

Oct 16, 2025 MARR Forum
Winnipeg, Manitoba



Mike Fernandes, StrategyMakers Consulting
Phone: 204-223-4460
Email: mikefernandes@strategymakers.ca

How do we engage the other people in our neighborhood



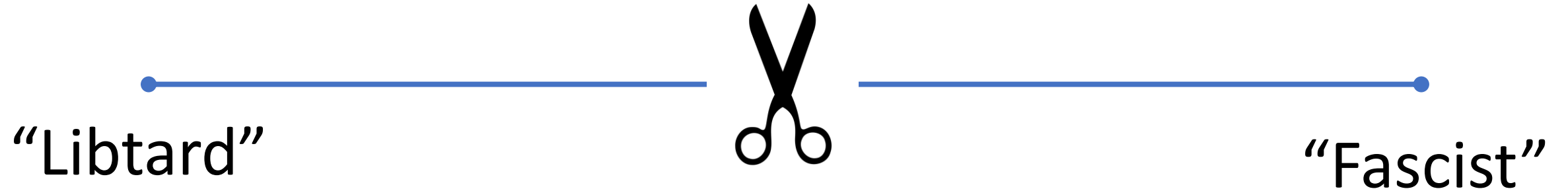
Why is it so hard to engage community members in helping us reduce waste?

1. We just simply don't like change, and we generally don't like being told what to do.
2. It's more complicated, and we don't like complicated
3. When we're already not liking change, and we're finding something complicated, we're also suspicious and we tend to believe everything we hear that reinforce our suspicions.
4. We're all different and unique and we don't all see, listen or understand things in the same way

What a difference a year makes!?!?!?

- US elections and political landscape
- Tariffs and upheaval in global trade
- Gaza situation
- Canada election and political landscape
- A summer of wildfires and evacuations
- The quickening rise of AI and its impact on society
- The proliferation of algorithm-based online platforms
- New pope...and he's from Chicago?
- The roller coaster of Jets beating the Blues, then whimpering out of round 2

Increasing Division, Distraction and Suspicion



Increasing Division, Distraction and Suspicion



We know the basics work! We Just have to keep at it.

1. Human interaction and verbal instructions
2. Clear and simple instructions (printed)
3. Clear and well-placed signs
4. Consistency and repetition
5. Clear and regular expressions of vision and support from leadership
6. Transparency and honesty
7. Community sharing events and other opportunities for listening and dialogue