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TO:	CHAIR AND MEMBERS ENVIRONMENT AND TRANSPORTATION COMMITTEE MEETING ON OCTOBER 19, 2009
FROM:	JAY STANFORD, M.A., M.P.A. DIRECTOR – ENVIRONMENTAL PROGRAMS & SOLID WASTE
SUBJECT:	UPDATE – WASTE REDUCTION WEEK IN CANADA

RECOMMENDATION

That on the recommendation of the Director, Environmental Programs & Solid Waste, the following report **BE RECEIVED** for information.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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None

BACKGROUND

PURPOSE:

The purpose of this report is to provide a brief update on:

- Waste Reduction Week in Canada, October 19 to October 25 and details for London
- the success of Londoners in reducing the amount of garbage produced (waste diversion), and
- an overview of waste reduction in the business sector including a featured company in London, Labatt Breweries of Canada (London Office), and its significant work undertaken to reduce waste generation and implement other environmental initiatives.

CONTEXT:

Waste Reduction Week in Canada's origins can be traced back to the mid 1980s when a number of environmental organizations, recycling organizations and municipalities began holding recycling and waste reduction days or weeks. Many of these events were provincial in nature. In Ontario, the efforts were led by the recycling Council of Ontario which London has been a long standing member. In 2001, these provincial organizations decided to pool their resources and expand their efforts into a national event called Waste Reduction Week (WRW) in Canada.

To help with this education and awareness process, the City of London, environmental groups in London along with partners from across Canada will rally together during Waste Reduction Week in Canada scheduled from October 19 to October 25.

Waste Reduction Week in Canada aims to inform and engage Canadians about the environmental and social ramifications of wasteful practices. It strives to educate, engage and empower Canadians to reduce, reuse, recycle and compost materials before they become garbage. These same messages are key for Londoners and businesses.

DISCUSSION:

Waste Reduction Week in Canada and Details for London

For 2009, the following London-based items have been undertaken or are planned for Waste Reduction Week in Canada:

- Two, one hour shows on CJBK 1290 Eco Show (October 2 and 10) along with radio commercials; all focusing on waste reduction This includes highlighting activity in both the community sector (e.g., Waste Free World) and the business sector
- Rogers Green Segment (October 14)
- A series of advertisements in the London Free Press and The Londoner (space provided through a partnership between industry and Ontario municipalities to support waste diversion programs)

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- New details on the City's webpage for WRW including many links to existing information sources; highlighting the recently delivered 2009-2010 Waste Reduction & Conservation calendar containing updated and new information; etc.
- Report and presentation to ETC (October 19)

Success of Londoners in Reducing the Amount of Garbage Produced

The citizens of Londoners have done a very good job in reducing the amount of waste generated. Currently, 41% of the amount of materials produced by householders are managed on-site through home composting and grasscycling; through the curbside collection and composting of yard materials and leaves; and recycled through various initiatives including the Blue Box program (Blue Carts for residents living in multi-residential high-rise buildings) (Table 1). These activities represent about 65,730 tonnes of materials or about 7,000 garbage trucks (truck loads) per year no longer destined for waste disposal.

Table 1: Residential Waste Diversion in London - 2008

Waste Diversion Program	Tonnes	Percentage
1. On-site Reduction - Organics - includes home composting, grasscycling	9,400	6%
2. Organics (Compostables) – Centralized Composting - includes curbside leaf and yard program materials delivered to the Community EnviroDepots Christmas tree recycling and grass clippings (pay per bag)	18,270	11%
3. Recycling - includes curbside program, multi-residential program, materials delivered to the Community EnviroDepots, public space bins and electronics	27,660	17%
4. Other Programs - various programs for wood waste, scrap metal, white goods, used tires, renovation materials, LCBO containers through deposits, etc.	10,400	7%
Total Waste Diverted	65,730	41%
Total Waste Delivered directly to landfill	93,650	59%
Total Waste Managed	159,380	100%

Our success to date must not be overshadowed by our need to continuously improve and seek higher levels of waste reduction and diversion. To address this, it is worth noting these two key items:

1. The ongoing research and business planning associated with the Green Bin Program (source separated organics), enhanced recycling and zero waste principles. City staff will be reporting to ETC in November 2009.
2. Significant recent research, policy assessment and policy development in the field of waste management at the provincial level by Municipal Council and City staff. For example, Municipal Council has recently responded to important provincial documents such as the Ministry of the Environment (MOE) discussion paper on proposed reforms to the *Waste Diversion Act*. The MOE discussion paper provided thirty five questions which focused on four key building blocks of a zero waste system:
 - i. Extended Producer Responsibility
 - ii. Increasing waste reduction through the 3Rs Hierarchy
 - iii. Increasing reduction and diversion of Industrial, Commercial & Institutional (IC&I) waste
 - iv. Streamlining governance and administration

Waste Reduction in London's Business Sector – Featured Company Labatt Breweries of Canada (London Office)

There are a wide variety of waste reduction activities in the business sector in London. These range from companies that have on-site source separation programs to companies that manage recyclable and compostable materials as a business activity. There are also important services provided by consulting and marketing companies based in London and in other cities.

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There is no comprehensive database that highlights all the activities in the business sector and how much waste is currently being diverted. Based on conversations with waste management professionals in London and area, a best estimate would suggest that between 35% and 50% would be diverted with the largest contribution coming from construction and demolition recycling.

Many businesses have comprehensive environmental management programs that not only deal with waste reduction but also look at energy conservation, water conservation and overall environmental impact.

In 2009, the London Chamber of Commerce launched its Green Guide for EcoConscious Businesses to help more and more businesses improve their environmental performance. Many other steps are also being taken in London by businesses and groups to help reduce waste generation, encourage environmentally wise purchasing, improve energy efficiency and reduce overall impact on the environment.


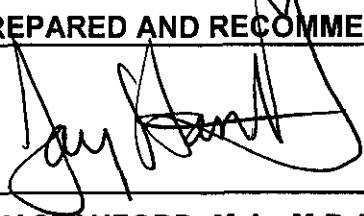
City staff have been in contact with the London office of Labatt Breweries of Canada for several months regarding a number of environmental initiatives and, in particular, its role in both waste reduction, reuse and recycling. It is a success story worth telling and City staff felt that Waste Reduction Week represented an ideal time to highlight what one business in London has achieved.

Labatt representatives will be presenting at the ETC meeting on October 19, 2009. It is also worth noting that Labatt is also a partial owner of The Beer Store which recently released its Responsible Stewardship 2008-2009 report. Among the many waste reduction and environmental achievements are the following for the period May 1, 2008 to April 20, 2009:

- Ontario beer consumers returned over 1.86 billion of the 1.97 billion beer containers (refillable and non-refillable) sold in the province for a 94 per cent return rate. In the previous period it was 93 per cent;
- 1.4 billion refillable beer containers were returned for a recovery rate of 99 per cent of all refillable bottles sold. In the previous period it was 98 per cent. The October 2, 2009 Beer Store News Release notes that "The Canadian brewing industry's standard refillable beer bottle enjoys the highest return rate of any package in the world. Refilling beer bottles rather than manufacturing new bottles for each serving also helps avoid the creation of 131,000 tonnes of greenhouse gas emissions each and every year";
- Ontarians returned 259 million or 73 per cent of all wine and spirit containers sold in Ontario to The Beer Store. This is an increase from 67 per cent in the previous reporting period. This is a relatively new initiative in Ontario that has removed a portion of materials that were previously collected through the City's recycling programs.

CONCLUSION:

Residents and businesses of London have made great strides in moving forward with waste reduction, recycling and composting. Waste Reduction Week in Canada is an excellent opportunity to acknowledge both the accomplishments to date and the important road ahead to minimizing waste generation and optimizing the use of resources. The road is full of challenges and opportunities as part of the green economy.

PREPARED BY:	PREPARED AND RECOMMENDED BY:
	
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