



Recycling Council of Ontario

RCO... Working toward
Eliminating Waste in 2008

Dear Valued RCO Member,

This past year has proven to be a hallmark year for environmental issues, including waste. Not for a decade has there been such public interest, media attention, political focus or industry scrutiny on all things environmental. Ranking higher than health and education in public polls, the current collective focus on environmental protection provides the greatest of opportunities.

RCO has seized its opportunity, closing a year marked by milestones. As an organization, we have turned back to our roots of facilitating open and fair discourse on priority policy issues, developing innovative projects that are based on sound environmental rationale and investing in our core programs to meet the expanding demands and interests of the public and our stakeholders. RCO has kept its pulse on the issues of waste and recycling that have been central to it for decades but has also begun to expand its focus on areas where more attention is needed. With 60% of Ontario's total disposed waste generated by the Institutional, Commercial and Industrial (IC&I) sector, RCO has begun to make investments into providing more information, resources and services in this area. We also look forward to our role in the development and execution of Stewardship and Producer Responsibility Programs, a trend that is sure to change the face of waste and resource management in Ontario.

Our membership has been patient over the past several years, continuing to support RCO in its time of adjustment. As in the past, RCO's partnerships are what have formed its foundations. We look forward to working with these partners, growing and strengthening the RCO and furthering our collective goal of positioning Ontario as a leader in waste diversion.

Jo-Anne St. Godard
Executive Director

RCO's Work In 2006/2007

Programs:

- ◆ Waste Reduction Week in Canada, in Ontario (2006)
- ◆ Ontario Waste Minimization Awards (2006)
- ◆ Ontario Waste Free Lunch Challenge
- ◆ Waste Assessment and Audit Services

Projects:

- ◆ Zero Waste Community Event Toolkit Project
- ◆ Fluorescent Lamp Diversion Pilot Project
- ◆ Customer Shopper Loyalty Pilot Project (Reusable Shopping Bags)

Events:

- ◆ Energy from Waste Forum
- ◆ RCO/Dell E-Waste, Take Back Event

Policy Focus:

- ◆ LCBO Deposit Return
- ◆ Amendments to Regulation 347
- ◆ Stewardship: RCOs Work on Waste Diversion Ontario
 - WDO Governance
 - Municipal Hazardous/Special Wastes
- ◆ Plastic Bag Reduction Task Force
- ◆ 15 litre disposable Water Containers
- ◆ Ban on used oil in Space Heaters

Operations/Communications:

- ◆ New Board Governance Model
- ◆ New digs, both real and virtual

2006/2007 Programs

Waste Reduction Week in Canada

Waste Reduction Week in Canada, a unique national program focused on waste reduction, lead nationally and delivered provincially by RCO, experienced a steep rise in the number of registered participants from the business, educational and citizen sectors of Ontario. The organizations that participate in WRW in Canada include: Recycling Council of British Columbia, Recycling Council of Alberta, Saskatchewan Waste Reduction Council, Resource Conservation Manitoba, Action Re-butts, New Brunswick Solid Waste Association, Clean Nova Scotia, PEI Island Waste Management, Newfoundland Multi-Materials Stewardship Board, NWT Ecology North, City of Iqaluit, and Yukon Raven Recycling Society.



From October 16-22, 2006, more than 2,000 schools, 100 municipalities, 150 businesses, and several organizations and individuals from all corners of Ontario took action to reduce the waste they produce. The launch occurred in conjunction with the 25th Anniversary of the Blue Box Program in the Region of Waterloo, where the first community-wide blue box program was implemented. The launch focused on junior high students from Trillium & Southridge public schools, who were joined by representatives from the Government of Ontario, the Region of Waterloo, The Recycling Council of Ontario and National and Provincial sponsors of the WRW Program.

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Participants from across the province held their own community-wide events that included recycling fairs, waste free days and litterless lunches. Schools are very active participants of WRW and take the opportunity to educate staff and students about making responsible everyday choices and being conscious of recycling and waste reduction while at school and at home. Businesses, both large and small, held events for employees including information sessions on reducing waste in the workplace to challenging staff to reduce and eliminate their waste through litterless lunch campaigns. For full details on Waste Reduction Week in Canada, visit the official WRW site at: www.wrwcanada.com.

WRW Ontario was supported by:



WRW National was supported by:



Waste-Free Lunch Challenge (WFLC)

The Ontario schools Waste Free Lunch Challenge, an innovative program launched in partnership between the RCO and Eco-Schools, with funding from the Ontario Ministry of the Environment, ran from April 16th - 27th in conjunction with 2007 Earth Day celebrations. Schools were challenged during the period to review and eliminate food and packaging waste related to student lunches (homemade or commercial). The response was overwhelming with over 1,800 classrooms participating, representing approximately 55,000 students across 300 schools in 30 school boards. The momentum generated by the WFLC will be sustained by these participants and will be integrated as a permanent tenet of school waste reduction programs.



Waste Assessment & Audit Services

The RCO has responded to the needs of a variety of business and other organizations that are keen to implement waste reduction strategies, but lack internal resources and expertise to get started. Resources will be made available to any organization that requires an evaluation of their waste stream as the first step in developing and deploying a waste reduction and diversion program and implementation strategy. RCO can provide on-site consultation including waste assessments and audits, along with waste reduction action plans. Resources will include such items as model waste and recycling contracting, model vendor/supplier contracts, directory of material brokers and processors and basic information on regulatory compliance.



Waste Minimization Awards

In 2006, the Ontario Waste Minimization Awards became a recognizable program among Toronto's public space venues, and other landmark office buildings in the downtown core.

Exhibition Place and the Metro Toronto Convention Centre were at the forefront of the Facilities Awards, with Cadillac Fairview, Menkes, Oxford Properties and Ivanhoe Cambridge also vying for top honours. Other institutions that found recognition in the RCO program included Ryerson and St. Joseph's Health Centre. All of these awards winners have a sustainable vision in active growth mode, which bodes well for their future and the role that the RCO can play in helping them achieve higher waste reduction levels.

Attendance at the dinner gala grew from 97 in 2005 to 170 in 2006, setting a new benchmark for future growth and stimulating interest throughout diverse business sectors across Ontario.

New memberships flowed from the success of the Awards as well as a greater interest on the part of individuals to share their expertise through participation on RCO committees/advisory boards.

Ministry of the Environment support remained strong for this program and corporate sponsorship received a boost from the Bank of Montreal and The Beer Store, who made generous contributions to the financial success of the 2006 event.

The 2006 Awards were supported by:



2006/2007 Projects

Zero Waste Community Event Toolkit Project

The RCO was commissioned by the Ontario Ministry of the Environment to examine waste reduction opportunities at Ontario's community events. The main program objective is the development of a Zero Waste Community Event Toolkit - a tool that event organizers and municipal hosts can use to identify ways to avoid generating waste and to expand upon the materials that are collected for recycling. RCO will work with event organizers from across the province to apply the 3R's principles to improve all components of event planning and execution – including methodology on sourcing/contracting “green vendors”; the best markets available for recycling materials, best practices communications, sample “green” agreements with event sponsors and supporters, etc. Currently, 32 Ontario events have been chosen as official test sites for this project.

The project is managed in partnership with VisionQuest Environmental Strategies and Lura Consulting. An advisory committee of 15 experts has been convened to guide the program. Included are representatives from: Ontario Ministry of the Environment, Festivals and Events Ontario, Tourism Ontario, City of Toronto, Region of Niagara, Communities in Bloom, Exhibition Place, Bureau de Normalization du Quebec (BNQ), Conestoga College, Ottawa Blues Fest, and Burlington Rotary Club. RCO will work with the project's Advisory Committee and the 32 test sites to build the toolkit. Launch of the first iteration is scheduled for Earth Day 2008 (April 23).

Fluorescent Lamp Stewardship Pilot Project

The recycling of fluorescent lamps will reduce mercury in the environment and capture all materials inherent to lamps for secondary markets.

In 2005, RCO lead a small-scale, 3-month pilot project in partnership with the Grand Erie District School Board (GESDB). The objectives for the project were to assess the current status of lamp waste in a typical institutional setting. The RCO partnered with the facility management and procurement departments of the GDSB, as well as Fluorescent Lamp Recyclers (FLR) to undertake the work. Through normal random replacement and retrofit activities, 5,958 fluorescent lamps were collected, stored and recycled. Total materials recovered included:

Material	Amount (mg)
Mercury	70,829
Glass	1743.9
Aluminum	21.77
Phosphor	27.34

Through this experience, RCO developed a “take back” stewardship model, based on a shared, collaborative approach between lamp manufacturers, distributors, user and recyclers.

In 2006 the RCO, in conjunction with the Toronto District School Board (TDSB) and with funding from the Ministry of the Environment, tested the stewardship model in a six month pilot project. The model, based on a vendor “take back” provision incorporated into all TDSB purchasing tenders for lighting, worked with natural market and commercial forces to integrate and encourage stewardship. Partners in the project included RCO, Osram Sylvania, Paul Wolf Electric, TDSB, FLR and the MOE. Costs for the diversion activities were shared, transport and collection costs were borne by the supplier and recycling costs were the responsibility of TDSB.

Spent Lamp Generation	Lamps (#)	Mercury (kg)	Glass (kg)	Metals (kg)	Phosphor Powder (kg)
6 mo Pilot Project	12,943	.392	3,762	47.15	58.95

Customer Shopper Loyalty Pilot Prog. (Reusable Shopping Bags)

In 2006, the Ontario Minister formed a coalition of industry representatives and the RCO to develop and deliver a plan to reduce the number of plastic bags distributed in Ontario by 50% by 2012. To support the development of this plastic bag reduction initiative, RCO in partnership with the City of Sault St. Marie, with funding from the MOE, embarked on a pilot project to explore ways retailers could encourage their customers to invest in, and continuously use their reusable shopping bags.

This Customer Shopper Loyalty Program is intended to test which shopper recognition and reward programs foster a permanent change in shopper behaviour. To date, about 50 Sault Ste. Marie retailers including Home Depot, Roots Canada, Mac's Convenience Stores, M&M Meat Shops, Canadian Tire, A&P, Food Basics and No Frills have agreed to participate in this initiative.

2006/2007 Events

Energy from Waste Forum

The Recycling Council of Ontario hosted an all day Energy from Waste Forum (EFW) on Friday November 3rd 2006. This forum brought together perspectives and experiences from the European, Canadian, and Ontario context to closely examine the subject of managing wastes through thermal technologies and the role that this contentious issue may play in Ontario's evolving waste management strategy.

RCO/Dell E-Waste Take Back Event

RCO, in partnership with Dell and The Region of Peel, hosted a free computer drop-off day on Saturday, September 30, 2006 at each of the Region's four community recycling centres. Peel residents had the opportunity to drop off any make or model of computers and peripherals to be reused and recycled. Peel and RCO staff collected and placed equipment into the bins ready for delivery to the receiving partners – Geep and Computation – who provided free pick-up, refurbishment and recycling of the collected equipment.



Total traffic and weights collected per location are shown below:

Location	Address	Cars Visited	Weights Collected (kg)
Brampton	395 Chrysler Dr.	498	7,300
Battleford	2255 Battleford Rd.	714	16,925
Bolton	109 Industrial Road	189	3,860
Caledon	1795 Quarry Dr.	134	550
TOTALS		1535	28,635



2006/2007 Policy Focus

(All policy submissions to government and supporting documentation can be found on RCO's website: www.rco.on.ca)

LCBO Deposit Return Program

In November 2006, RCO supported the Government of Ontario in their decision to place LCBO containers on a deposit-return program. To support this decision, RCO submitted to Premier Dalton McGuinty a list of performance indicators to be incorporated into the design and implementation of the Program.

RCO Submission to Environmental Registry Posting Reg. 347: To amend various regulations to facilitate efforts of municipalities, waste generators and managers to divert more wastes from disposals and to better manage residual waste.

RCO's submission to this regulatory change provided specific comments on each category as it was presented by government. Specific comments were prefaced by a general statement that focused on the lack of a comprehensive, long-term waste reduction plan for Ontario. RCO requests that Government focus on its original commitment of diverting 60% of its wastes from landfill by 2008 and develop a strategy that clearly lays out the mechanisms and milestones for reaching it.

Stewardship: RCO's participation on Waste Diversion Ontario

As the only NGO participant on the WDO, RCO devotes a significant amount of time and resources to support the development of stewardship programs under the Waste Diversion Act (WDA). In 2006, in addition to our Board work, RCO made submissions in two specific areas:

1. Revising the Governance Structure (The Board) of the WDO

The RCO rejected WDO's recommendation to dedicate one seat to be jointly shared between RCO and OEN and recommended that government continue to provide RCO with its own seat, and dedicate a second seat to another representative from the NGO community

2. Municipal Hazardous or Special Waste Designation under the Waste Diversion Act

RCO made specific recommendations for suggested improvements to the draft program plan including:

- Funding – in accordance with the principles of Extended Producer Responsibility, brand owners must be responsible for end of life management of their products and associated packaging
- Formation of the Industry Funding Organization – an open and transparent process for stakeholders to select the IFO
- Setting firm and aggressive reduction/diversion targets
- Program scope – to include used oil
- Ensuring the highest of end uses for all collected materials
- Ensuring adequate infrastructure for collection and processing (including collection mechanisms outside of the municipal sector)
- Recognition and inclusion of existing programs

15 litre One-Way Water Containers

In July of 2006 RCO wrote to the Minister of the Environment expressing its concerns regarding the recent influx of one-way 15 litre water bottles into Ontario's market place and their impact on recycling/disposal system. The letter recommended that the Ministry mandate the implementation of an independent collection/recycling system that encourages reuse over recycling to protect the blue box system's effectiveness for any new one-way containers such as these 15 litre water bottles.

RCO Annual Member Newsletter

Plastic Bag Reduction Task Force

In April of 2007 RCO was appointed, along with Retail Council of Canada, Canadian Council of Grocer Distributors, Canadian Federation of Independent Grocers and Canadian Plastics Industry Council, to a coalition of industry representatives.



This task force was formed under a voluntary Memorandum of Understanding with an overarching objective of reducing the usage of single-use, oil-based plastic bags in Ontario by 50% by 2012 through the application of the 3Rs. The task force has adopted a Terms of Reference to clearly articulate their objective, roles and responsibilities and set outcomes. Their current focus is on collecting distribution data and developing the strategy to reach its reduction goals.

Ban on Used Oil in Space Heaters

In February of 2007, RCO supported Government's ban on burning used oil in space heaters. The submission did express its concerns, however, over the exemptions made to the ban for agricultural operations for Northern Ontario. RCO therefore included a recommendation that the Ministry should work to find ways to increase used oil recovery and proper reuse/re-refining for the North and farm operations in Ontario.

Operations/Communications

RCO's New Board Governance Model

In 2006, the RCO Board struck a new Governance Committee to review our mandate and mission, define roles/responsibilities, establish/confirm Board committee structures, articulate rolling three year strategic plans and priorities, determine appropriate and suitable funding sources and review/revise Board operation-related processes.

A first result of this review was the development of a comprehensive conflict of interest policy. The Directors also reviewed board composition with the goal of ensuring balance, while maintaining a healthy cross-section of our multi-stakeholder membership.

New Digs, both Real and Virtual

2006-07 was a busy year in terms of RCO's presence in the world! We launched a new look to our website – further upgrades to which are currently in the works – and we moved our office. RCO staff continue to work virtually as much as possible but has a main "hub" in downtown Toronto for admin functions and meeting requirements. Our new home is part of The Centre for Social Innovation, where many like-minded not-for-profits cost-share amenities and pursue collaborative ventures with the support of a visionary property management group. Members are welcome to visit us to tour the green roof (weather permitting!) and see the other sustainable features and progressive set-up of this remarkable space. If you can't get down soon, visit our virtual home to "meet" our busy board and staff members and keep abreast of our current activities.



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