

Newsletter of the Toronto 3Rs Working Group Autumn, 2009

Hello, and Happy Waste Reduction Week, (October 19-25)!

This Summer

We have, despite the Toronto civic workers' strike, had a very interesting, exciting, and productive summer, initiating three new members, while saying goodbye to three of our originals. We saw the coming to fruition of some of our cherished initiatives. We lost three members: Charlotte Ueta, Sarah Webb, and Heather Ducharme. While we are sorry to lose them, we know that they all moving on to bigger and better things in their lives. In turn, we gained three new and valued members, Anne Sabourin, Adi Astl, and Carol Bailey.

Moving on

Our Chair, Heather Ducharme is moving on to further her studies. Heather's contribution to the development and success of our group cannot be overstated. She will be a very tough act to follow. Vince Higgins has agreed to accept the challenge.

The 3Rs Ambassador Volunteer Program

The City has hired a full-time Ambassador co-ordinator to establish the exciting 3Rs Ambassador Volunteer Program developed by our Group. This program, aimed at having a 3RsAmbassador in every Multi-Residential building in Toronto, was entirely conceived and developed by our Group. These Ambassadors will be trained and equipped to promote responsible waste diversion and disposal in Toronto's multi-residential buildings. These building include condominiums, rental complexes, townhouse, etc.

Any building with more than 8 residential units is considered a Multi-Residential building.

The Ambassadors will, with the help of City staff and our Group, promote good diversion and disposal practices through posters, flyers, meetings, visits to units, etc. They will also strive to find ways to make recycling easier. In most M-R buildings, the diversion rate from landfill is much lower than in single-family homes. We believe that this is principally due to the huge difference in convenience. Dropping a bag into a chute down the hall is so much easier than carrying it downstairs, perhaps to a basement or parking lot. The Ambassador will try to find an easier way while, at the same time, selling the idea that the extra walk is worth it.

Great news! The new Ambassador Coordinator is none other than Charlotte Ueta, our former Group member. Having someone with Charlotte's background and experience in this

position assures us that the project will move ahead quickly, with less training and development necessary than we would expect with a new employee.

3Rs Advertising

The One Team Sub-Committee has played an important role in working with City staff to develop new advertising initiatives aimed particularly at source reduction and Blue Box savvy. These programs are expected to play an important role in getting our message out. Some of these waste reduction initiatives are being displayed in and around the City, check it out.
<http://www.toronto.ca/wesads/index.htm#pack>

The team is also providing advice on the ongoing coffee-cup situation.

Website

Our website Sub-Committee has been busy developing a new 3Rs website as well as providing insight and advice to the City's information websites. We look forward to the future roll out of an upcoming database that tells you which Solid Waste program should be utilized for your waste, don't forget to think green to reduce, re-use and recycle first before disposal which should be your last option.

Recruitment

As we have used up our bench-strength in the form of applicants from our Winter 2008 recruitment, we have begun the search to build a new list of future 3RWG members. Recruitment information sessions were held at North York Civic Centre and at Metro Hall. These were attended by over 100 interested citizens. Interviewing will start shortly and we anticipate Council approval of chosen applicants early in 2010.

Remember, if you live in a multi-residential building, check out the 3Rs Ambassador Volunteer Program. It will provide an exciting and rewarding experience.

Contacts; 3RWG Chair at vinguy@rogers.com or City Staff at 3rwg@toronto.ca or contact your Councillor.