



Take it Back! Program

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Waste Diversion Coordinator
City of Ottawa



City of Ottawa - Background

- Amalgamation of 11 municipalities in 2001
- Large geographical area - 2,796 km²
- 80% of area is rural
- 2007 Population – 888,882
- 23 Wards



Take it Back! Program History

Household Hazardous Wastes

- **Take it Back! program tied to HHW**

1992 – Permanent HHW depot at landfill opened

- **Open April to December**
- **Approx. 11,000 vehicles per year**

1995 – Mobile HHW events began

- **4 mobile events per year**

Take it Back! Program History

2005 – Permanent HHW depot closed

- **10 mobile events only**
- **Approx. 12,000 - 13,000 vehicles per year**
- **Expensive program**

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HHW Depot Issues

- **Remote locations**
- **Complaints**
- **No depots in winter months**
- **High cost per vehicle**
- **Small capture rate (500-600 tonnes per year)**
- **No product responsibility**

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Take it Back! Program- Beginnings

1997

- **Began with 3 products and 16 automotive partners**
- **Philosophy - return to vendor product stewardship**
- **Voluntary**
- **Augments the HHW program**
- **Retailers re-use, recycle or properly dispose of items**

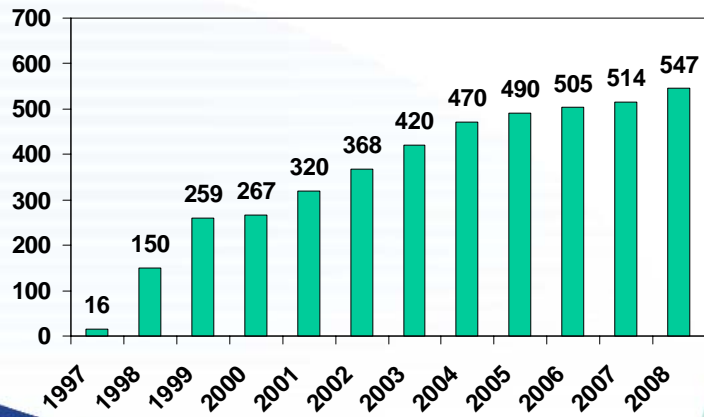
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Take it Back! Program 2008

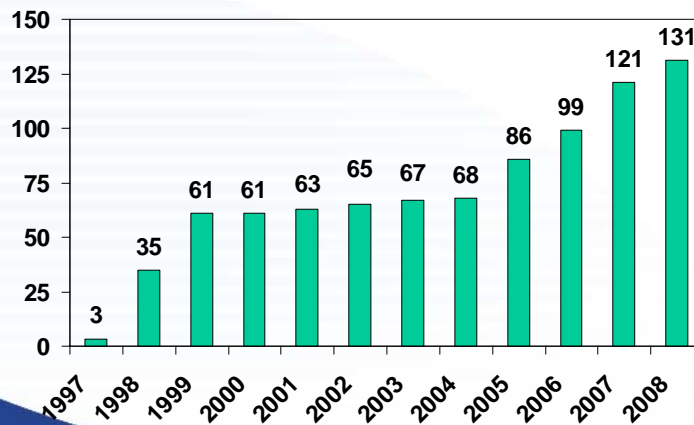
- **Year 11**
- **131 products**
- **547 retailers and charitable organizations**
- **Includes web based re-use and recycling organizations**

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Take it Back! Partners



Take it Back! Products



Take it Back! Advantages

- **Simple infrastructure**
- **Direct customer-vendor partnership**
- **Communication and promotional support**
- **Easy to qualify to program**
- **Program easy to maintain**
- **Minimal staff time**
- **We seek out any type of take back material**
- **Costs are minimal**

Take it Back! Customer Conditions

- **Quantities may be limited**
- **Retailer may apply a small handling charge**
- **Products dropped off during business hours**
- **Residents must phone ahead**

Take it Back! – Good News


- **500+ tonnes diverted annually**
- **Popular program**
- **November 2002 Decima “pulse” survey**
- **Articles: December 2005 Canadian edition of Readers Digest**
- **Interviews**


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Communications and Promotion

- **Store posters**
- **Counter-top display**
- **Stickers**
- **Bookmarks**
- **Take it Back! directories**
- **Web site**
- **Advertising**
- **Media events**
- **Articles**


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Don't throw it out
Take it Back!





Ne les jetez pas
Rapportez-les!



City services **3-1-1**
Services municipaux 3-1-1
OTTAWA 613-562-2411
ottawa.ca

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Don't throw it out
Take it Back!

Ne les jetez pas
Rapportez-les!

**WE TAKE BACK YOUR USED PRODUCTS
NOUS ACCEPTONS VOS PRODUITS USAGÉS!**



REMEMBER

- Phone ahead before returning your item.
- Quantities may be limited.
- A small handling fee may apply.
- Products must be returned during business hours.
- Take it Back is for residential customers only.

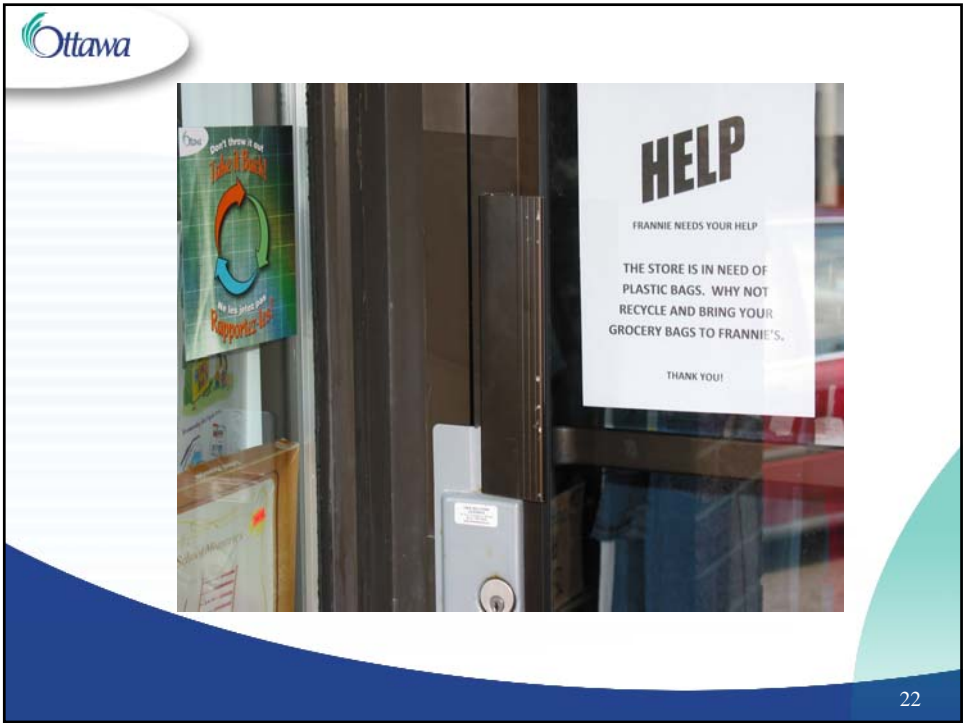
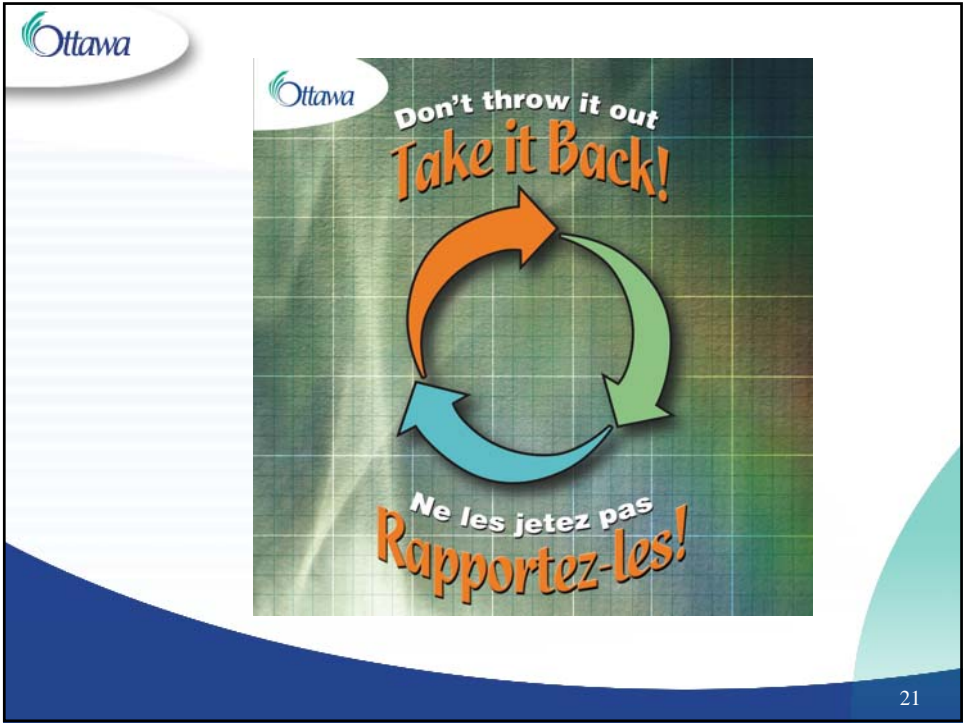
N'oubliez pas

- d'appeler avant de rapporter votre article
- que les quantités peuvent être limitées
- que des frais minimes peuvent être exigés
- de rapporter votre article
- durant les heures d'ouverture
- que le programme Rapportez-les! s'adresse

ottawa.ca / reportez-les

RETHINK | REPENSEZ-LES

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Packaging – Take it Back!

2004

- **Plastic bags removed from Blue Box**

2005/2006 Partnership

- **City of Ottawa**
- **Environment and Plastics Industry Council (EPIC)**
- **Canadian Plastics Industry Association (CPIA)**
- **Loeb**
- **United Way/Centraide Ottawa**

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Packaging – Take it Back! 2006

- **19 Loeb stores in Ottawa**
- **First to accept back clean plastic grocery bags in Ottawa**
- **Bags recycled by US based Hilex**
- **47,000 kg of film plastic diverted**
- **Loeb donated \$10,000 from recycling to United Way**

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Packaging – Take it Back! 2007

- **17 Ottawa Loblaws became Take it Back! partners**
- **Clean plastic grocery bags**
- **Loblaws expected to divert 51 million bags in 1st year**

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Packaging – Take it Back!

- **Cardboard mailing boxes**
- **Cereal boxes**
- **Dry cleaning bags**
- **Egg cartons**
- **Glass jars**
- **Clean plastic tubs with lids**
- **Styrofoam chips**
- **Styrofoam sheets**

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