

**Waste Diversion Task Force 2010
Toronto City Hall, Committee Room 1
Saturday, April 21, 2001
10:00 a.m. – 3:00 p.m.**

Wrap-up Event

The purpose of this Wrap-up event was to set priorities for a plan that will help Toronto achieve its waste diversion goals. Participants were provided with a compilation of suggestions from the previous 15 open houses that took place across the City and from comments received by mail, email and phone.

Each of the three breakout groups was asked discuss the following three topics:

1. Set priorities for a waste management plan: the desired future
2. Identify obstacles to your plan
3. Discuss ways to overcome obstacles

Each of the breakout group facilitator recorded the comments of their group. The reporting format for each group varies slightly because of the unique nature of each group and their discussion of issues.

Purple Breakout Group

Facilitator: Christine Iamonaco

Question: What are your priorities for a waste management plan?

Responses:

Responsibility

The responsibility for reducing waste should be shared by manufacturers, institutions, and individuals. Right now most of the onus for reducing waste is placed on the individual. Polluters should pay! The city should lead by example. The city should do more to reduce its own waste.

Empower the people. People should investigate the waste reduction position of any politician before voting.

Waste reduction should be cost effective when compared with the cost of disposal, even if this means raising the cost of disposal.

Political will is needed to get people to reduce waste. Politicians can be a big part of the solution.

Interconnectedness

We should work together to reduce waste. Neighbours can help neighbours with things like composting, or by creating a community or street waste exchange day. Create partnerships and share the responsibility for reducing waste.

Plans and actions for waste diversion should be integrated. What we do to reduce waste should apply everywhere. If we can recycle at home, we should be able to recycle at work and school, too.

City should share some of its public space with apartment dwellers so that they will have somewhere to compost, and apply their compost.

Carrot and Stick

There should be incentives to encourage people to separate their waste. Incentives could include dollar savings, awards or other appropriate incentives. There could be a city-wide incentive to reach a target and

either the entire city wins or loses. There should be penalties, too! By-laws need to be made and enforced. People need to be educated about by-laws and waste reduction. Enforce the rules, for example don't pick up cardboard on garbage day, leave it behind.

Do It Now!

The city should open and operate more composting facilities, now. Make pick-up and drop-off of Household hazardous waste easier.

Innovation

Use new technologies. Sell our un-recyclable items to places like New York State for use in energy from waste incinerators. Fill up old mines with inert waste.

Educate, Educate, Educate

There should be much more education about waste reduction. Engage the media. Get a regular spot on a t.v. show and present ideas and information about waste reduction. Make sure messages are reoccurring. Inform people about what happens to items that are diverted from the waste stream, and how valuable those materials are.

Participation

Apartments should be involved. Landlords should educate their tenants about recycling and waste reduction. Information about waste reduction should be part of the contract tenants sign when they get a lease. Help people to change their attitudes, it worked for smoking and stoop and scoop. People should think about what they throw out, this will get them to participate in reducing their waste.

Question two and three: What are some of the barriers to waste diversion and how can we overcome them?

Responses:

Politics

Lack of political will at all levels of government is seen as a barrier to reaching our waste diversion targets. People should vote for the politician who supports waste diversion. People should call for provincial legislation that supports waste diversion.

People should identify politicians and people with public profiles and corporations and then network with those who support the issue.

Politics can be a barrier to waste diversion. Waste diversion should be privatized.

Costs

Costs for waste diversion can be high and a burden to the taxpayer. The city should come up with a total system cost that makes waste diversion effective, even if that means increasing the cost of diversion. Good markets for collected material helps.

The city is not up to speed for full recycling. We do not have all the facilities and technology in place that will be needed to achieve higher diversion rates. The city needs to make necessary capital investment. This could include partnering with the private sector.

User friendly

People can't recycle everywhere. We see garbage cans everywhere. There should be recycling everywhere that we see garbage cans. Recycling containers should be in our face, just as garbage cans are in our face.

Collection and privatization

The city should identify what it wants to collect for example compostables and plastics. Then collection of materials should be privatized.

Penalties

Impose surtax on non-diversion disposal. Therefore disposal will always cost more than recycling, and more people will recycle.

Special interest groups

Special interest groups can be a barrier to achieving waste diversion targets because they lobby politicians to support their issue, for example the cloth diaper issue. Politicians should look at the overall interest, and not those of special interests.

Big Solutions

People don't recognize how valuable their recyclable material is. Before implementing technological solutions like thermal digestion or other full-scale technologies, educate people about the value of the material. There will be more material captured for use and less of it used improperly.

Corporations not participating

Corporations are not doing their fair share to reduce waste. For example, products are over packaged. Consumers are left to deal with the packaging. We want the products not the package. People can vote with their purchasing power by not buying the product. Corporations should have cradle to grave responsibility for their products and packaging.

A for attitude

People attitude towards waste diversion is linked to their behaviour. To address attitude, there should be the following things:

- Education
- Legislation
- Fines
- User fees

Global Climate

Act locally, think globally. There are global barriers to waste diversion, like NAFTA. Also global corporation are part of the problem. Federal government support should be sought for waste diversion initiatives.

Red Breakout Group

Facilitator: Bob Davis

1. Priorities for a waste management plan

- Encourage diversion at source
- Take baby steps to solutions
- Focus on litter
- Emphasis on "soft" products like paper and cardboard
- Composting in backyard
- Charge retailers a flow-through fee to pay for recycling
- Work closely with school boards
- Encourage reduction in use of disposables at restaurants
- Accountability – if you profit from making garbage, you have to pay
- Make industry responsible for the waste generated in their operations
- Clean environment must be important
- Bigger blue boxes – and non-logo kraft bags
- Better awareness of recycling – include other metals and more education
- Public control of waste management system – in house services with public accountability
- New technologies to process waste
- Encourage re-use
- Better education and awareness – help people know what's happening

2. Identify obstacles to your plan

3. Discuss ways to overcome obstacles

Obstacle	Solution
Lack of awareness of waste management issues	<ul style="list-style-type: none"> ▪ Decent calendar to explain the curbside recycling processes ▪ Use the internet ▪ Use TTC ads ▪ Tell people about the costs and implications of doing nothing ▪ Mass media ▪ Support school education ▪ Instead of just an earth day, earth decade or century ▪ Carrot and stick approach ▪ Focus on apartments
Participation Rates Low	<ul style="list-style-type: none"> ▪ Provide more blue boxes
Flyers	<ul style="list-style-type: none"> ▪ Provide a license for firms that deliver flyers to control flyers
Incineration concerns	<ul style="list-style-type: none"> ▪ Research world solutions
Apartment Recycling	<ul style="list-style-type: none"> ▪ Change building code ▪ Site planning rules ▪ Retrofit old buildings with modern systems
Willingness to take responsibility	<ul style="list-style-type: none"> ▪ Changing the way “they” think ▪ “waste diversion” should be “resource diversion” ▪ fines for non-compliance ▪ by-laws ▪ education and celebrity hosting ▪ peer pressure ▪ rewards – logo on billboards for companies that comply, lower cost TTC ads and for community groups prizes such as free TTC and ferry rides ▪ increase 3Rs funding
Motivating Province	<ul style="list-style-type: none"> ▪ publish Premier’s fax and email ▪ if LCBO to be sold, impose 3Rs conditions ▪ create opportunities for province to overturn City by-laws to give the public the sense that the province is not interested in waste management issues ▪ work with Municipal Affairs ministry

Green Breakout Group

Facilitator: Nancy Martins

1. What are your priorities for a waste management plan? What is the Desired Future?

Act now

Everyone agrees that we should act now on a few good suggestions and programs that have been recommended over the last 10 years. Start programs that have a high visibility, get people encouraged with the results and expand from there.

Accountability and responsibility

Get individuals to care. Onus must also be placed on the individual, must get them to see the connection with what they do and the environment.

Awareness and Education

- Need constant messages on waste reduction everywhere and for everyone. Positive, simple repetitive messages. Use collection truck to advertize.
- Must engage the public in the creation and implementation of a waste management plan and in carrying it out.
- Ongoing education and communication for everyone. Newspaper ads do not work
- Peer Pressure –use clear plastic bags- not only is this a safety measure for collection staff, be it allows people to see that there aren't any recyclables in your bags
- Target various multi-cultural groups. Need strategies for setting up stakeholder groups that meet specific needs (needs of the gardeners, needs of the multi-family dwelling residents, needs of various ethnic and cultural groups.) Much of the educational material exists
- Keep in mind the various levels of education in our campaigns and literature

Convenience of use

- Recycling must be convenient and easy, as easy are waste disposal
- Predictability of programs – people must know when to expect collection
- Use solutions that do not in them selves create garbage

Target our plan

- on multi-residential buildings – give them the tools to recycle
- on workplaces (considering this is where we spend most of our time)
- on corporations

Use stick not just carrots

Polluter pays - implement user pay system.

Others felt that punitive measures do not work. We must engage the public.

Engage waste producers in discussions

- Producers have not been involved
- Businesses must be involved and cooperate
- Encourage waste reduction in product production

Find our own solution

- Research other technologies via the web, but no need to travel abroad

Funding

Funding for waste diversion must be available. **Consider it an investment.**

2 and 3 –Obstacles (O) and Solutions (S)

O- Lack of political will and political leadership.

S- Educate leaders, change purchasing policies – this sends message to suppliers, have public leadership

O- Funding

S- Get volunteers to help this keeps costs low. Have a team – staff plus volunteers working together.

O- Lack of Facilities

S- Decide on what is actually needed, acquire funding, and do it.

O- How to frame the question of funding.

S- Think of it as an investment

O- Lack of education

S- Have clear, regular literature. Consistently use a page in the newspaper for environmental issues.

At this point the group decided to approach this discussion from a different angle: there are no obstacles to our solution. Don't blame, take individual responsibility, be positive and work on implementation of solutions and not on obstacles.

S - Try asking

Use gentle persuasion. Ask producers to reduce waste (ie reduce size of newspaper).

S - Get together with producers and find solutions

S - Get Federal government on board

- Show willingness of producers to show initiative
- Showcase corporations doing the right thing
- Get public support
- Pressure from public

S - Time and tools

- Use our experts and resources (ie waste collectors, staff) and also use volunteers

S - Create Communications campaign to change attitudes

- Change attitudes at various levels – individual, corporate. (ie we have implemented English and French, we can do this)
- Get a team to work on this, made up of volunteers, artists, city officials, other departments, public relations people, outside knowledge, changing behaviour specialists, packaging and industry groups. Ask for change and it will come.

S - Increase apartment recycling

- provide appropriate containers and place them in a visible location
- as a starting point, use TEA's idea of having contests to see who can divert most in buildings
- In the long-term write specifications regarding recycling into building codes
- Make recycling just as easy to residents as disposal
- Use teams of volunteers and staff to help with education
- Monitor and offer help

S - Get people involved and contributing

- Central registry for volunteers
- Make it easy
- Solidify partnerships
- Groups already exist
- Use the city's Waste Watcher program
- Use your recycling boxes
- Use existing programs and resources and support them (funding)
- Acceptability and accountability

S – Increase and stabilise markets for recyclables

- tax incentives
- Get other levels of government involved
- Political enforcement
- Stabilise markets by banning materials from waste stream

S – Messages

What message are we going to convey to get people to care?

- show results of programs
- Don't forget 4th R – Repair
- Provide examples of what we can produce with recycled materials

- Use a well known person to spread the message (a sports figure or simply a child)
- Relate the message to health
- Use strong, simple, visual message (ie: pesticide sign, smoking and United Way campaigns)
- Get artist to contribute/volunteer
- Get wealthy people to contribute
- Look at history and what has worked in the past
- Consider future generations, children

We don't have to make money. Money is not the bottom line.

Attachments

A – Invitation Letter

B – Agenda

C – List of Participants

April 10, 2001

To: **Interested Individuals and Parties**

Re: **Waste Diversion Task Force Wrap-Up Event**

In order to wrap-up the series of public open houses that have been held by the City of Toronto's Waste Diversion Task Force 2010, a final meeting will occur to give an overview of the Task Force's consultation with residents, environmental organizations, and industry representatives. The Waste Diversion Task Force's wrap-up meeting will be held on April 21. You are invited to participate at this meeting.

The particulars of the meeting location and time are as follows:

Saturday April 21, 2001
Committee Room No. 1
Toronto City Hall
100 Queen St., West
Toronto, ON
10:00 a.m. to 3:00 p.m.
9:30 a.m. sign-in and coffee

Please register in advance by calling Nancy Martins at 416-392-4390 or by email at nmartin@city.toronto.on.ca.

Guest speakers in the field of environmental and waste management will provide plenary opening and lunch-time speeches to present the opportunities and challenges that face a municipality. As well, you will have the opportunity to participate in a variety of break-out groups that focus on different waste management issues. If you have any questions, please feel free to call Nancy Martins, Public Consultation Co-ordinator at (416) 392-4390.

Sincerely,

Councillor Betty Disero
Co-Chair, Waste Diversion Task Force 2010



Agenda
Waste Diversion Task Force 2010
Wrap-up Event
Saturday, April 21, 2001
10:00 a.m. – 3:00 p.m.
City Hall, Committee Room 1

Meeting Goals: Set priorities for a plan that will help Toronto achieve its waste diversion goals

- 9:30 a.m. **Registration – Sign-in, coffee**
- 10:00 a.m. **Welcome**
Purpose of today's event – Councillor Disero, Co-Chair,
Task Force 2010
- 10:10 a.m. **Guest Speaker - Skid Crease, Outdoor Education Teacher**
- 10:35 a.m. **Waste Management - Where are we now? Lawson Oates,**
Solid Waste Management
- 10:45 a.m. **What have we heard at other Task Force 2010 events?**
- What is the public saying? What is industry saying?
Nancy Martins, Public Consultation & Community Outreach
 - What are Environmental Non-Governmental Organizations saying? – *Lois Corbett, Toronto Environmental Alliance*
- 11:00 a.m. **CUPE Local 416 Deputation – Dave Hewitt**
- 11:10 a.m. **Small Group Discussions**
1. Set priorities for a waste management plan:
The Desired Future
- 11:50 a.m. Report to larger group
- 12:00 noon **Lunch Time Speaker – Lewis Molot, York University, Faculty**
of Environmental Studies
- 12:45 p.m. **Small Group Discussions**
2. Identify obstacles to your plan
- 1:30 p.m. Report to larger group
- 1:45 p.m. 3. Discuss ways to overcome obstacles

2:30 p.m.

Report to larger group

Demonstration of environmentally-related weathervane –
Donald Fraser

3:00 pm.

Adjournment



**Waste Diversion Task Force 2010
Wrap-Up Event Participants
April 21, 2001
(List of participants that signed in)**

<u>First Name</u>	<u>Second Name</u>	<u>First Name</u>	<u>Second Name</u>
Florabela	Carvalho	Donna	Buck
John H.	Pasquill	Gilda	Dailey
Max	Silverman	Rob	Summers
Yvette	Naviou	John	Cartwright
Debbie	Mack	Dave	Gordon
Robert	Gilmour	Bob	Nesbitt'Rodmura
D.	Lynes	Cecilia	Tam
D.	Bergart	Walter	Bujalski
D.	Hewitt	Lionel	Mernick
Gina	Gignac	Alan	Sha
	Kailee	Hamish	Wilson
Linda	Hilpold	S.	Brueggemann
Otto	Lang	Anthony	Leo
Lore	Lang	Shan	Dhingra
W.	Brown	Gail	Birnie
Debra	Anthony	Gary	Berssenbrugge
Mike	Kopansky	Katrina	Miller
Margaret	Armstrong	Michelle	Root
Richard	Gilbert	Mack	Williams
Amina	Essop	Lois	Corbett
Eileen	Mabee		
Frank	Del Core		
Patrick	Nagel		
Paula	Grahovar		
Chris	Rybak		

Presenters

Skid Crease
Donald Fraser
Lewis Melot

Councillors and Staff

John Piper
Chris Korwin-Kuczynski
Jane Pitfield
Rose Burrows
Betty Disero
Lawson Oates
Katie Tulk

Bob Davis
Christine Iamonaco
Nancy Martins