

The New and Emerging Technologies, Policies and Practices Advisory Group recommends that Toronto City Council adopt the following resolution and send it to the Ontario and Federal Ministers of the Environment:

“Whereas a significant quantity of packaging is being sent to landfills for disposal;

And whereas there is a significant amount of excess packaging;

And whereas the City of Toronto, along with many other municipalities, is facing significant pressure to reduce the quantity of waste requiring disposal;

And whereas the Governments of Ontario and Canada have a responsibility to encourage waste reduction;

And whereas “packaging” is understood here to include containers, wrapping, card and cushioning materials on consumer goods and food, during transport and sale;

And whereas “brand owners” are understood here to be companies or individuals that operate in the Ontario and/or Canadian marketplace, and are resident in Ontario and/or Canada, including those that are registered holders of, or licensees of, a trademark;

And whereas “first importers” are understood here to be companies or individuals that import packaged products into Ontario and/or Canada, and are resident in Ontario and/or Canada;

Therefore be it resolved that the City of Toronto requests the Governments of Ontario and Canada to take action, as appropriate within their respective jurisdictions, on the problem of excess packaging, and specifically requests that they:

- Require brand owners and first importers to significantly reduce the amount of packaging that they use, by setting limits restricting the size, volume and/or weight of packaging, relative to the size of the product being packaged;
- Require brand owners and first importers to use the highest possible content of recycled material, in any packaging that is produced and/or used;
- Require brand owners and first importers to use materials, in any packaging that is produced or used, that are recyclable through the majority of municipal recycling programs;
- Encourage brand owners and first importers to use reusable packaging where appropriate, and establish programs including suitable incentives, whereby such packaging can be returned by the consumer for reuse;

- Establish, or require brand owners and first importers to establish, economic incentives to develop markets for materials not widely recyclable;
- Change the Waste Diversion Ontario levy structure by decreasing the levy for recyclable packaging and increasing the levy for non-recyclable packaging;
- Introduce and promote guidelines, and economic incentives and disincentives, that reflect which recyclable packaging materials, from a life cycle perspective, are the least resource intensive and the most environmentally preferred.
- Establish stewardship programs that require all brand owners and first importers to be responsible for their product packaging, and meet specified targets for reduction, reuse and recycling of their packaging by specified timelines.

Note: Definitions of “brand owners” and “first importers” are adapted from: Stewardship Ontario, 2004. *Guidebook 1*, page 3.