

City Council**Notice of Motion**

MM11.7	ACTION			Ward:All
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Request for Provincial Review of Misleading Advertising Related to Recycling - by Councillor Jon Burnside, seconded by Councillor Kristyn Wong-Tam

** Notice of this Motion has been given.*

** This Motion is subject to referral to the Executive Committee. A two-thirds vote is required to waive referral.*

Recommendations

Councillor Jon Burnside, seconded by Councillor Kristyn Wong-Tam, recommends that:

1. City Council request Mayor John Tory to write a letter to the Minister of Government and Consumer Services requesting that the Minister provide the Mayor with information about whether and how enforcement takes place under the Ontario Consumer Protection Act, 2002, and related regulations to ensure that food and retail establishments located in the City of Toronto do not engage in unfair practices by making false, misleading, or deceptive representations to their customers about the establishment's recycling of food and beverage containers.

Summary

Recent media investigative reports have revealed false claims of responsible recycling by food and retail establishments. Influencing consumers' buying decisions with misleading claims of environmentally friendly policies raises concerns of false advertising and unethical business practice, whether knowingly or recklessly.

Retail and food establishments must only make claims that are true, allowing for a fair market where consumers can make decisions based on accurate and credible information.

The Ministry of Government and Consumer Services is the appropriate Ministry to address such false advertisement of environmental policy and corporate social responsibility practices, as it concerns consumer services.

Background Information (City Council)

Member Motion MM11.7