

NO: R089

COUNCIL DATE: May 17, 2011

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**REGULAR COUNCIL**

TO: Mayor & Council

DATE: May 16, 2011

FROM: General Manager, Engineering

FILE: 2320-20 (Garbage & Recycling)

SUBJECT: National Zero Waste Marketing Council

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**RECOMMENDATION**

The Engineering Department recommends that Council:

1. Receive this report as information;
2. Endorse the resolution titled "National Zero Waste Marketing Council" attached as Appendix I to this report;
3. Request that this resolution be introduced by the Mayor at the Big City Mayors' Caucus being held on June 1, 2011 with a recommendation that the Big City Mayors' Caucus endorse the resolution and forward it for consideration at the 2011 FCM Convention in Halifax; and
4. Instruct the City Clerk to forward a copy of this report and the related Council resolution to Metro Vancouver.

**DISCUSSION**

Metro Vancouver (MV) staff presented a report dated April 26, 2011 and titled "National Zero Waste Marketing Council" at the May 4<sup>th</sup>, 2011 meeting of the MV Intergovernmental Committee and will be considered at the May 18<sup>th</sup>, 2011 meeting of the MV Waste Management Committee. A copy of the report is attached as Appendix II.

The report advises that MV has set aggressive waste reduction and diversion goals in its Integrated Solid Waste and Resource Management Plan. The Plan recognizes that to reach these goals, collaboration and cooperation between all orders of government and with others will be necessary to create greater public awareness of the need to reduce waste and to achieve "cradle-to-cradle" approaches in the design of products and their packaging. The report proposes that MV and its member municipalities work with the FCM and other key stakeholders to develop and implement a National Zero Waste Marketing Council. As a first step, Metro Vancouver proposes to convene a roundtable with FCM and key stakeholders to assess interest and define the terms of reference of the Council, including scope, mandate, expectations and resources.

### **Resolution to Big City Mayors' Caucus:**

The deadline in relation to the regular process for introducing resolutions for consideration at this year's FCM Convention has lapsed. As such, the only means by which to have this resolution brought forward for consideration at the 2011 FCM Convention is through the Big City Mayors' Caucus. If the Big City Mayors' Caucus endorses the resolution at its meeting on June 1<sup>st</sup>, 2011, it can at the same time request that the resolution be forwarded to the 2011 FCM Convention for consideration. In this regard, Regional Districts, such as MV, do not have membership on the Big City Mayors' Caucus and, therefore, must rely on one of the "Big Cities" to forward the resolution to the Big City Mayors.

MV staff are supportive of this approach.

### **SUSTAINABILITY CONSIDERATIONS**

The waste reduction initiatives addressed in this report support the City's commitment to minimizing consumption and waste generation that will assist in achieving "zero waste" over time as targeted in Surrey's Sustainability Charter.

### **CONCLUSION**

Based on the above discussion, it is recommended that Council:

- Endorse the resolution titled "National Zero Waste Marketing Council" attached as Appendix I to this report;
- Request that this resolution be introduced by the Mayor at the Big City Mayors' Caucus being held on June 1, 2011 with a recommendation that the Big City Mayors' Caucus endorse the resolution and forward it for consideration at the 2011 FCM Convention in Halifax; and
- Instruct the City Clerk to forward a copy of this report and the related Council resolution to Metro Vancouver.



Vincent Lalonde, P.Eng.  
General Manager, Engineering

RAC/brb

- Appendix I - FCM Resolution – National Zero Waste Marketing Council
- Appendix II - Metro Vancouver Report, dated April 26, 2011 and titled: "National Zero Waste Marketing Council"

## FCM RESOLUTION

### National Zero Waste Marketing Council

**WHEREAS** the municipalities and electoral areas that comprise the Metro Vancouver Regional District have through the adoption of the Metro Vancouver Integrated Solid Waste and Resource Management Plan established aggressive solid waste reduction and diversion goals;

**AND WHEREAS** most, if not all, cities and metropolitan areas across Canada similarly have set or are in the process of setting aggressive solid waste reduction and diversion goals;

**AND WHEREAS** the achievement of such goals will require enhanced cooperation and collaboration among municipalities across Canada and between orders of government in Canada and will require that the public be informed of the importance of the goals and be educated about and engaged in the actions that are critical to the achievement of the goals;

**AND WHEREAS** the achievement of solid waste reduction goals would be significantly accelerated if all products and packaging produced and/or sold in Canada were designed with an emphasis on reuse and recycling (i.e., “cradle-to-cradle” approach);

**THEREFORE BE IT RESOLVED THAT** the Federation of Canadian Municipalities take all necessary actions to establish a National Zero Waste Marketing Council, with membership including but not limited to local governments and regional districts, that would advocate across all levels of government in Canada and collaborate internationally toward the implementation of “cradle-to-cradle” product and packaging design with an emphasis on reuse and recycling and that would develop and implement common messaging to create national public awareness regarding the need to reduce solid waste and the actions that can be taken by the public to accomplish such reductions.



Intergovernmental Committee Meeting Date: May 4, 2011  
Waste Management Committee Meeting Date: May 18, 2011

To: Intergovernmental Committee  
Waste Management Committee

From: Heather Schoemaker, Manager, Corporate Relations Department

Date: April 26, 2011

Subject: **National Zero Waste Marketing Council**

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*Recommendation:*

That the Intergovernmental Committee receive for information the report titled *National Zero Waste Marketing Council* dated April 26, 2011.

That the Waste Management Committee receive for information the report titled *National Zero Waste Marketing Council* dated April 26, 2011.

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## 1. PURPOSE

To inform the Intergovernmental Committee and Waste Management Committee of the proposal to develop a National Zero Waste Marketing Council, in collaboration with the Federation of Canadian Municipalities (FCM) and other key stakeholders, to implement specific actions under Goal 1 of the Integrated Solid Waste and Resource Management Plan.

## 2. CONTEXT

Metro Vancouver has set aggressive waste reduction and diversion goals in its Integrated Solid Waste and Resource Management Plan that was approved by the GVS&DD Board and submitted to the BC Government for approval on July 21, 2010. The plan lays out a set of strategies and actions to achieve these targets under the Plan's Goal 1: Minimize Waste Generation and Goal 2: Maximize Reuse, Recycling and Material Recovery. Most of the actions are within the jurisdiction of Metro Vancouver and its member municipalities. However, the Plan also recognizes that in order to reach the targets, advocacy work reaching beyond local jurisdiction will be necessary in order to influence the design of products toward "cradle-to-cradle" approaches, and to create greater public awareness of the need to reduce waste.

Actions which reach beyond local the jurisdiction of Metro Vancouver and its member municipalities include:

- 1.1.1 Advocate that senior governments progressively move towards the prohibition of the manufacture and distribution of non-essential, non-recyclable materials and products.
- 1.1.2 Advocate that senior governments prohibit the manufacture and distribution of non-recyclable packaging.

**National Zero Waste Marketing Council**

Intergovernmental Committee Meeting Date: May 4, 2011

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- 1.1.4 Work with other municipalities and regions across BC, Canada and internationally to advocate for more development by senior governments in encouraging and developing incentives, including regulation, that promote design of products with an emphasis on reuse and recycling (cradle-to-cradle-design).
- 1.3.3 Develop a national zero waste marketing council so that cities across Canada can pool resources and develop common messaging, with national impact, on the need to reduce waste, resulting in informed and educated citizens on waste reduction opportunities.

To implement these actions, Metro Vancouver proposes to work with the Federation of Canadian Municipalities (FCM) and other key stakeholders to present, develop and implement the concept of a National Zero Waste Marketing Council. As a first step, Metro Vancouver proposes to convene a roundtable with FCM and key stakeholders to assess interest and define the terms of reference of the Council, including scope, mandate, expectations and resources. Attachment 1 is an executive summary that describes the concept, rationale and next steps of the proposal.

International action advocating "cradle-to-cradle" design is also envisaged to meet the targets of the Integrated Solid Waste and Resource Management Plan. The international proposal (Attachment 2) was presented to the World Council of the United Cities and Local Governments (UCLG) and endorsed by the UCLG Presidency and members as an important new priority for the 2011-2014 strategic work program. Next steps include establishing partnerships with select cities (Canadian and international) and working with UCLG and other interested local governments in defining the theme of solid waste management and articulating a clear set of objectives and actions.

### **3. ALTERNATIVES**

None presented.

### **4. CONCLUSION**

Metro Vancouver has set aggressive waste reduction and diversion goals in its Integrated Solid Waste and Resource Management Plan. Most of the actions are within the jurisdiction of Metro Vancouver and its member municipalities. However, the Plan also recognizes that in order to reach the targets, advocacy work reaching beyond local jurisdiction will be necessary in order to influence the design of products toward "cradle-to-cradle" approaches, and to create greater public awareness of the need to reduce waste. A national zero waste marketing council is identified as a key action.

Metro Vancouver proposes to collaborate with the Federation of Canadian Municipalities (FCM) and other key stakeholders, to assess interest and develop the concept of a National Zero Waste Marketing Council in order to develop common messaging, with national impact, on the need to reduce waste and advocate more effectively for "cradle-to-cradle" product design.

### **ATTACHMENTS:**

- 1. National Zero Waste Marketing Council Executive Summary (*Orbit 5076929*)
- 2. Metro Vancouver's International Engagement Program: Engaging the Global Community on Solid Waste Management (*Orbit 5074282*)

## National Zero Waste Marketing Council Executive Summary



### CONCEPT

Local governments across Canada face high and growing economic and environmental costs managing the garbage generated by their citizens and businesses. In order to reduce both costs and environmental concerns, many municipalities undertake outreach and education initiatives in efforts to bring down the volume of waste that needs to be disposed. These include:

- Encouraging local residents to pay more attention to reducing, re-using and recycling, and
- Informing senior governments of the need to strengthen extended producer responsibility programs so that products and their packaging can be more readily repaired, re-used and recycled.

Metro Vancouver believes that if these efforts could be shared among municipalities across Canada, the impact of local voices could be strengthened. To this end, it proposes developing a national organization – a National Zero Waste Marketing Council – so that municipalities across Canada can pool resources and develop common messaging. The intended result would be:

- Reduced costs for education and outreach campaigns;
- Municipalities with fewer resources would have outreach messaging available for their use;
- Greater impact from consumer education campaigns; and
- Strengthened outreach to senior levels of government on the need to reduce waste by influencing the design of products and packaging.

### RATIONALE

Metro Vancouver recognizes that its challenges in waste management are not unique, and that local governments across Canada face mounting costs in managing the unwanted refuse from our consumer-oriented, high-throughput society.

Encouraging an overall reduction in the amount of waste that needs to be disposed is therefore a priority for most local governments. However, waste generation generally correlates with the level of economic activity, and the tools available to local governments to shift behaviour toward waste reduction and increased diversion are limited. To this end, two streams of activity are required.



#### ENCOURAGING BEHAVIOUR CHANGE:

While new regulations, pricing incentives and investments in recycling infrastructure can set the stage for increased waste diversion, individuals and businesses need to be informed of the changes and encouraged to develop new habits. An important element of behaviour change campaigns is effective public engagement that communicates new expectations and requirements, and helps raise the general awareness of the need for change and the opportunities to become part of the solution.

However, effective and comprehensive communications campaigns are expensive. In order to “cut through the clutter” of innumerable messages faced by citizens daily, campaigns have to be crafted carefully and repeated across many media. Sharing best practices and offering them to all municipalities would achieve two results:

- High quality communications materials could be utilized by many municipalities, increasing the effectiveness of communications investments;
- The repetition of messages across the country and in different media would increase the visibility and frequency of the messages, and help raise both local and national awareness of the importance of waste reduction.

The first steps in developing a national campaign could be sharing existing and planned social marketing campaigns among all municipalities. With this approach, municipalities would be able to pick and choose from an existing set of communication materials, and apply them in their own situations. A further step could be to pool resources and develop common national campaign materials for all municipalities to use, as well as purchasing national advertising opportunities. Development of a national campaign with common messaging would likely lead to the most efficient and effective use of communications resources; strengthening the zero waste message building awareness and championing community level behaviour change across Canada on key issues of reduction, reuse and recycling.

#### INFLUENCING THE DESIGN OF PRODUCTS AND PACKAGING:

While waste management services are the responsibility of local and regional governments, waste generation is influenced by practices beyond their jurisdiction to control, such as product design and packaging. As long as the products citizens use are difficult to re-use, repair or recycle, they will too easily be discarded as garbage, and local governments will continue to face the high costs needed to manage that waste. And as the limits of what can be economically recycled are approached, with products that are difficult to separate into recyclable components, municipalities will likely face diminishing returns in their investments to reach higher diversion targets.

To overcome these limits, products and their packaging will need to be designed with “cradle-to-cradle” principles, so that at the end of their useful lives they can be economically repaired or recycled into similar-value products.

The National Zero Waste Marketing Council could coordinate outreach efforts with senior levels of government, encouraging them to move more rapidly in developing Extended Producer Responsibility Programs that shift lifecycle responsibility to manufacturers and distributors, so that products and packaging are designed to be more readily reused, repaired and recycled.

## NEXT STEPS

Metro Vancouver will offer leadership, in collaboration with the Federation of Canadian Municipalities and other key stakeholders, to develop a round-table discussion among municipalities to present this opportunity, discuss the options available and assess interest.

To stimulate the discussion, Metro Vancouver will present and offer all of the elements of its social marketing and information campaigns to other local governments. Some examples that Metro Vancouver has developed are:

- MetroVancouverRecycles.org, an award-winning, user-friendly, map-based website displaying the nearest locations in the region where individuals can find re-use or recycling facilities for any desired product or material.
- Christmas waste reduction campaigns with demonstrated results encouraging seasonal celebration through gifts of experiences or other low-waste ideas.
- Videos supporting waste reduction and diversion, such as promoting reusable coffee cups and food scraps recycling.
- Public opinion research supporting effective messaging.





## ENGAGING THE GLOBAL COMMUNITY

# Sustainable Solid Waste Management:

## A METRO VANCOUVER PROPOSAL

### THE CHALLENGE

Managing waste is a key role for local governments world-wide. Doing so in a way that supports economic, environmental and social sustainability requires the application of best management practices in solid waste reduction, diversion and disposal.

While waste management services are most often the responsibility of local and regional governments, waste generation is influenced by practice, such as product design and packaging, which have significant international implications. Similarly, the impacts of waste management on the environment, including climate change and human health, have global consequences.

### KEY ELEMENTS OF THE APPROACH

Metro's new solid waste management plan contains initiatives to work nationally and internationally in addressing solid waste management challenges. A national marketing council in Canada is envisaged, as is the establishment of international partnerships.

As a first step, Metro Vancouver intends to invite participation from other cities to further develop the proposal, and to engage the UCLG World Congress in defining key issues as they relate to sustainable solid waste management.

Metro Vancouver is also exploring how it might provide resources that would allow it to act as a secretariat for a committee or working group formed to advance this initiative.

### WHAT WE PROPOSE

Recognizing the interconnectedness of local waste management practices and global impacts, and seeking to capitalize on existing expertise, Metro Vancouver proposes to:

- Explore collaborative processes to *compile and share* local and municipal government efforts in the research and implementation of *proven solid waste management best practices*, including diversion and disposal options and business models
- Create and support a global partnership to *foster incentives and regulations* that promote the design of products that reflect *cradle-to-cradle principles*.

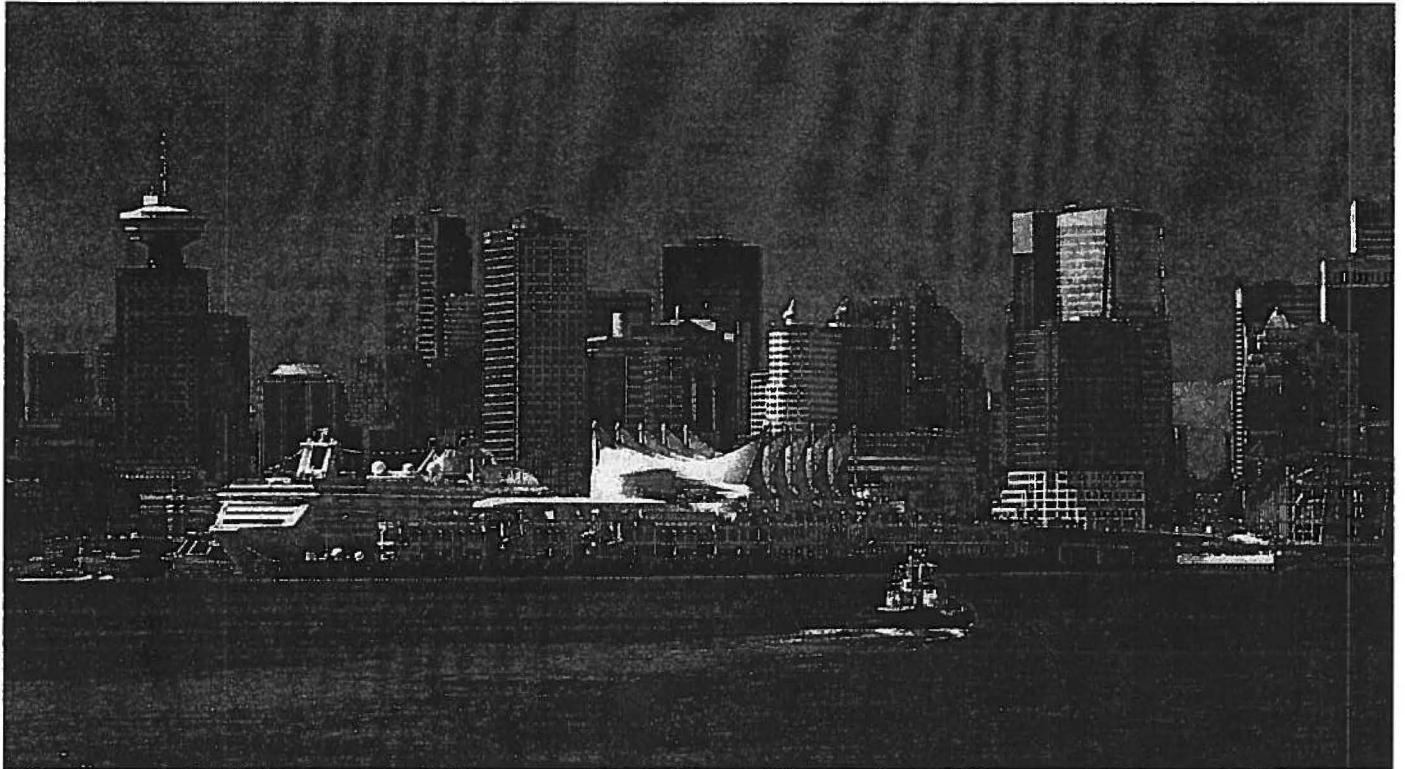
### DESIRED OUTCOMES

If successful, Metro Vancouver's proposal would lead to establishment of an international clearinghouse for best management practices in sustainable solid waste management. Best practices would encompass waste diversion (reduce, re-use and recycle) as well as waste disposal, and would offer *proven strategies in the areas of:*

- Governance structures
- Private and public sector participation
- Technology and design
- Regulations
- Financial models
- Communications, education and awareness building
- Behaviour change
- Protection of public health
- Climate change mitigation



# *Sustainable* Solid Waste Management: A METRO VANCOUVER PROPOSAL



## WHO WE ARE

Metro Vancouver is Canada's third-largest metropolitan region. A confederation of 24 local authorities, Metro Vancouver provides core utility services – drinking water, sewerage and drainage, and solid waste management – as well as regional planning and political leadership on behalf of the region's 2.4 million residents.

Metro Vancouver and its member municipalities currently divert 55 percent of the more than three million tonnes of waste produced in the region each year. Metro's new solid waste management plan commits the region to:

- improve reduction, reuse and recycling efforts to increase the diversion rate to 70 percent by 2015, striving for 80 percent by 2020
- recover materials and energy from wastes that cannot be recycled
- responsibly managing residuals that remain

## HOW YOU CAN CONTRIBUTE

Metro Vancouver has lots to share, and lots to learn, in managing solid waste. That is undoubtedly true of most other local and regional governments across the globe. We hope you too have experiences to share, and support Metro Vancouver in its efforts to reduce and responsibly manage waste.

Join us in responding to a global issue.

To find out more please contact:  
[heather.schoemaker@metrovancover.org](mailto:heather.schoemaker@metrovancover.org)

LEARN MORE ABOUT METRO VANCOUVER AND ITS SERVICES AT  
[www.metrovancover.org/SERVICES/SOLIDWASTE](http://www.metrovancover.org/SERVICES/SOLIDWASTE)