

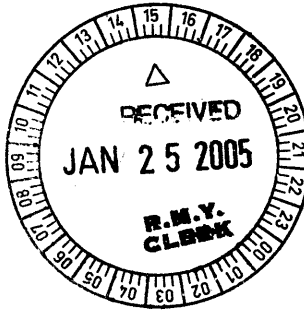
A NON-PROFIT - OUR MANDATE IS TO ASSIST IN THE STEPS NECESSARY
TO DIVERT WASTE FROM LANDFILL OR INCINERATION

Rodney Muir, Hons. B. Comm., MBA., CAAP.

138 Garden Avenue, Toronto, Ontario M6R 1H7

Tel: (416) 535-9918 • rodmuir@sympatico.ca

A MEMBER OF THE ONTARIO (OEN) AND CANADIAN (CEN) ENVIRONMENTAL NETWORKS
AND A PARTNER WITH THE SIERRA CLUB OF CANADA



REGION OF YORK
CLERK'S OFFICE

FILE No. - P27

January 20, 2005

Chair and Members,
of the Solid Waste Management Committee,
The Region of York,
Administrative Center,
17250 Yonge Street,
Newmarket, Ontario
L3Y 6Z1

Theme and logo in support of
recycling and foodscrap collection*

Dear Sirs;

The purpose of this letter to formally submit our theme and logo in support of both recycling and foodscrap collection and to request that they be given due and fair comparison with other themes and logos which are to be considered.

Our theme

TAKE THE EXTRA STEP - RECYCLE

in support of recycling provides residents with;

Direction - their marching orders if you will

Focus - by breaking down the tasks in waste
diversion

and perhaps most importantly

Hope - for a solution

Our foodscrap collection theme

TAKE THE NEXT STEP

SIMPLE SEPARATE ORGANICS

builds upon current behaviour and positions foodscrap collections as

Extension and

Expansion of existing recycling collection

Both themes of course reinforce the principle of source separation.

Both are simple, easy to understand and easy to translate.

A more detailed rationale is attached.

Thanking you in advance,



Rod Muir,
Founder,
Waste Diversion Toronto

Member:

Sierra Club of Canada

Recycling Council of Ontario (RCO - Board of Directors)

Association of Municipal Recycling Coordinators (AMRC)

Conservation Council of Ontario (CCO)

Municipal Waste Integration Network (MWIN)

Ontario Environmental Network (OEN) and the

Canadian Environmental Network (CEN)

*** A final word of advise**

Focus attention on foodscrap separation not 3 stream collection

Three stream collection is the natural result of separating foodscraps for collection leaving recycling and residual.

Don't focus residents attention on 3 stream but rather emphasize proper foodscrap separation which will, again, result naturally in 3 streams.

**TAKE
THE
EXTRA
STEP
RECYCLE**





PRESS RELEASE

October 22, 2004

WASTE REDUCTION AND CLIMATE CHANGE

Reducing your waste lowers greenhouse gas emissions limiting climate change

As "Waste Reduction Week" draws to a close the Sierra Club of Canada wishes to remind you of the connection between waste generation and climate change.

In aggregate nearly half the energy we produce is used to manufacture the goods we consume and discard.

The energy that is lost when our waste is buried or burned must be reproduced, typically via fossil fuel combustion, resulting in unnecessary greenhouse gas emissions.

By recycling all of the newspaper, cardboard, glass, and metal cans from a home CO₂ emissions are reduced by 400 kg a year or 40% of the One Tonne Challenge goal.

More specifically, the energy in a single pop can could power a television or computer for three hours. Yet, yearly, we send billions to the landfill.

The energy in all of the home's newspapers, the equivalent of three months of heating or cooling plus an additional 250 miles of gasoline, is lost if not recycled.

"The solutions are simple" according to Rod Muir, Waste Diversion Campaigner, Sierra Club of Canada. "40% of the waste from a home is perfectly good recyclable material. Yet we fail to capture most than half this material. We need to maximize existing blue box and deposit return systems."

Food scraps and other organic material are another 40% and are the logical next step in our reduction efforts. Driving lettuce leaves to the dump while we pour increasing amounts of fertilizers and pesticides on our increasingly depleted farmland is unsustainable.

Electronics, furniture including mattresses, textiles including carpets, household items, building materials and paint, oil and other hazardous wastes are another large component. Reducing the waste of these items requires a combination of seasonal curbside collection and reuse centers for reusable items.

By reducing your waste you lower greenhouse gas emissions and limit climate change

Together with reduced automobile use and increased energy efficiency, waste reduction must be an essential part of the plan to meet Canada's climate change targets.

-30-

For further information please contact
Rod Muir, Waste Diversion Campaigner,
Sierra Club of Canada – Ontario Chapter
ph: 416.535.9918
email: rodmuir@sympatico.ca

24 Mercer Street, Toronto, ON M5V 1H3
ph: 416-960-9606 fax: 416-960-0020
ontariochapter@sierraclub.ca
<http://ontario.sierraclub.ca>

THEME IN SUPPORT OF INCREASED RECYCLING

WE NEED TO GET

RECYCLING - UP

ORGANICS - IN

THE LAST SIX - OUT

(LEFT WITH TOOTHBRUSHES AND POTATO CHIP BAGS)

DON'T HAVE MUCH MONEY

NEED TO MAKE EVERY DOLLAR COUNT, THEREFORE

COMMUNICATION ELEMENTS

MUST REINFORCE AND EXTEND CURRENT BEHAVIOUR

IN ADDITION THEY MUST

BUILD UPON ONE ANOTHER

IT IS COMMON KNOWLEDGE THAT

SOURCE SEPARATION IS FUNDAMENTAL

RESIDENTS NEED TO UNDERSTAND SEPARATION IS

A SERIES OF

SIMPLE

STEPS

THE BIG ADVANTAGE

RESIDENTS HAVE EXPERIENCE IN SEPARATION FOR RECYCLING

WE MUST MAKE IT A HABIT

RESIDENTS SIMPLY NEED TO BE ENCOURAGED TO

"TAKE THE EXTRA STEP"

AND PRACTICE RECYCLING

100% OF THE TIME

WHY "STEPS" - THE RATIONAL

1. GIVES PEOPLE DIRECTION "WHAT CAN I DO"

A SENSE OF MOVING FORWARD

TOWARDS A SOLUTION

(LITERALLY A CALL TO ACTION)

2. GIVES PEOPLE FOCUS "DON'T KNOW WHAT TO DO"

BREAKS IT DOWN

INTO BITE SIZE PIECES

IE. STEPS

3. GIVES PEOPLE HOPE "I DON'T KNOW WHETHER THIS HELPS"

4. SIMPLE SO IT **TRANSLATES** EXTREMELY WELL

5. NOT TOO CUTE - DIRECT AND TO THE POINT

6. NOT TOO DIFFICULT TO UNDERSTAND

7. HAS MANY EXTENSIONS

"TAKE THE NEXT STEP" - FOODSCRAP DIVERSION PROMOTION

"COME ON TAKE ANOTHER STEP" - LITTER (WALK TO THE BIN AND
PITCH IT IN)

"TAKE THE FINAL STEP" - RETURN TO RE-USE CENTER

"STEP OUT THE BACK" - BACKYARD COMPOSTING

8. NOT ABOUT SEPARATION - RESIDENTS ALREADY KNOW HOW

9. EXCELLENT DEMONSTRATION TOOL.

10. TIES IN WELL TO "ECOLOGICAL FOOTPRINT" CONCEPT



**TAKE
THE
NEXT
STEP**

ORGANICS

SEPARATE

SIMPLY

PUBLIC EDUCATION MERGES WET STREAM AND BLUE BOX CONCEPTS

DEVELOPING public involvement and community support requires a comprehensive advertising and promotional program. Four concerns were addressed in this area:

1) Residents were being asked to make a fundamental change to their waste management habits. There is a significant difference between the wet system and the existing recycling program — in which the public is asked to separate a selected portion of their waste stream, while the majority of domestic waste continues to be collected as garbage. Effectiveness of the pilot program will not be measured in terms of participation rates, as with recycling programs, but more in terms of levels of contamination of the wet fraction.

2) The pilot project is voluntary, so participants must minimize contamination on their own accord. As a result, the messages have to be persuasive. Gaining community support will enhance success.

3) Over the past six years, millions of dollars have been spent in Ontario in order to promote the blue box concept which, as a result, has become synonymous with "recycling." The wet system must be seen as a natural extension and expansion of existing concepts.

4) The promotional program must include feedback mechanisms to elicit information from participants, so that the feasibility of extending the wet system throughout the Metro area can be evaluated.

Effective public information is essential, due to the sheer size of the population and the number of competing media messages all vying for attention at the same time. Given the wide diversity of national origins of residents, it is also common for Metro to make waste management information available in English, French, Italian, Chinese, Portuguese, and Spanish.

The three collection areas were selected for their common characteristics to simplify the promotional program. They are all middle class neighborhoods, with well established community structures, and are predominantly English-speaking.

In addition to the residents, several other groups were targeted for promotion, including municipal representatives, community groups, ratepayer groups, school children, and the local media. The overall strategy was to develop a community program as specific as possible for each pilot area.

Included in the promotional program are:

1) Distribution of a letter from

each municipality to all participating residents outlining project purpose and requesting their cooperation.

2) Hand delivery of a household-er package including: the first issue of a newsletter; a card defining specifically what materials go into the "wet" and "other" containers; the day of collection for each household; and a magnet to hold the card on a refrigerator.

3) Distribution of a second newsletter, including initial results, along with invitations to two open houses — one for North York, and one for Toronto and Etobicoke — which will be held at the processing facility.

4) Two more newsletters are planned, to give participants updates on materials recovered. A follow up participant survey may be included.

Metro staff prepared the information and promotional materials for "customizing" by the individual cities. Day-to-day public inquiries are being handled by the municipal recycling coordinators, through a telephone hotline system.

An interim survey was distributed. Residents were asked numerous questions about participation and habits with regard to organic waste. Results are being compiled.

BioCycle

OCTOBER 1992

"THE ORGANIC (WET COLLECTION) SYSTEM MUST BE SEEN AS A NATURAL EXTENSION AND EXPANSION OF EXISTING CONCEPTS (COLLECTION SYSTEMS)"

Our theme has this benefit as it builds upon current recycling behaviour, of paper and containers - a great First Step in waste diversion.

Our theme;

TAKE THE NEXT STEP
SIMPLY SEPARATE ORGANICS.

Our theme gives residents;

Direction - literally,

Focus - by breaking the task of waste diversion into steps

and perhaps, most importantly,

Hope - for a solution.

FOODSCRAP DIVERSION THEME

BUILDING UPON CURRENT RECYCLING BEHAVIOUR

RESIDENTS SIMPLY NEED TO BE ENCOURAGED TO

"TAKE THE NEXT STEP"

(and) SIMPLY SEPARATE THEIR ORGANICS

(SIMPLY ANOTHER FORM OF RECYCLING)

"SIMPLY

SEPARATE

ORGANICS"

SIMPLY - ATTACKS THE #1 MISCONCEPTION

TOO DIFFICULT/TIME CONSUMING

SEPARATE - ALREADY KNOW HOW TO DO

SIMPLY REINFORCE/EXPAND

ORGANICS - NO BETTER ALL ROUND WAY TO DESCRIBE

PROVIDES EXCELLENT JUMPING OFF POINT FOR TEACHING

"IF IT WAS ONCE ALIVE - PUT IT IN"

(IF IN DOUBT - LEAVE IT OUT)

SOURCE - FORGET IT - AN INDUSTRY TERM

AND BESIDES RESIDENTS ALREADY KNOW WHERE THEY ARE

AT HOME/SOURCE.

WASTE DIVERSION CANADA