

## **4**

### **RECYCLING COUNCIL OF ONTARIO AWARDS**

**The Solid Waste Management Committee recommends the following:**

- 1. The recommendation contained in the following report, November 2, 2005, from the Commissioner of Transportation and Works be adopted; and**
- 2. A presentation of these awards be made at the Council meeting on December 15, 2005.**

#### **1. RECOMMENDATION**

It is recommended that this report be received for information.

#### **2. PURPOSE**

The purpose of this report is to update Committee and Council on the success of the Region's involvement in the Recycling Council of Ontario (RCO) 2005 Ontario Waste Minimization Awards Program.

#### **3. BACKGROUND**

This year Waste Management staff submitted two submissions for the RCO 2005 Ontario Waste Minimization Awards. The Yard Waste Campaign was nominated for the Promotion Award and the Litter Campaign was nominated for the Municipal Award.

#### **4. ANALYSIS AND OPTIONS**

The Recycling Council of Ontario is a not-for-profit organization committed to minimizing society's impact on the environment by eliminating waste. RCO's mission is to inform and educate all members of society about the generation of waste, the avoidance of waste, the more efficient use of resources, and the benefits and/or consequences of these activities.

Since its inception in 1978, RCO has actively assisted municipalities, corporations, other organizations and individuals in reducing their waste.

#### **4.1 RCO 2005 Ontario Waste Minimization Awards**

The RCO Awards were held on Thursday October 20, 2005 at the Arden Park Hotel in Stratford, Ontario.

These annual awards are the culmination of activities surrounding Waste Reduction Week in Canada (October 17<sup>th</sup> – 23<sup>rd</sup>) and were established many years ago to provide a forum to honour waste minimization leaders who have implemented innovative practices to protect the environment. Nominees attract attention from all over Ontario representing industry, communities, schools, business, not-for-profit, government and individual.

#### **4.2 RCO Award Categories**

There are fourteen 2005 Ontario Waste Minimization Award categories. The categories are as follows: Business Award, Stewardship Award, Sustainable Technology Award, Facility Management Award, Municipal Awards, Environmentally-Sustainable Municipality Award, Waste Diversion Program Operator Award, Not-for-Profit Organization Award, Promotion Award, Media Recognition Award, School Awards, Waste Reduction Week: Participation Award, Individual Recognition Award and the Chair's Award. The Region submitted applications for the Promotion Award and the Municipal Awards.

##### **4.2.1 Promotion Award**

This award recognizes a municipality or upper-tier government, business, institution, not-for-profit organization or industry association for its promotion of waste minimization.

This award is judged on the following:

1. Overall effectiveness of the promotion
2. Creativity and innovation of the promotion
3. Breadth and scope of the promotion
4. Involvement of partners and stakeholders
5. Social and environmental consciousness

York Region's Yard Waste Campaign received the Gold Award for this category (*see Attachment I*).

In January 2005, Regional Council banned the use of plastic bags for yard waste. To educate residents about the change, a promotional campaign was implemented in April. A key component of the multi-media campaign was the distribution of a mail-out which included a 10% discount card for the purchase of kraft paper bags and a sticker for reusable containers. Since the launch of the campaign, very few complaints have been received and the majority of feedback from the community has been positive. Heightened public awareness about the need/opportunity to divert yard waste resulting from this successful campaign has increased the Region's yard waste tonnage by 17% year to date despite the dry summer encountered this year.

#### **4.2.2 Municipal Awards**

This category recognizes municipalities, regional governments and groups of municipalities that divert a significant percentage of municipal waste from disposal (i.e., landfill or incineration).

York Region's Litter Prevention Strategy received a Finalist Award for this category (*see Attachment 2*).

York Region's Litter Prevention Strategy was adopted by Regional Council in September 2004. The Strategy featured litter cleanup events for schools, community groups and businesses including Regional staff. The 2004 cleanup events were extremely successful with over 5,700 participants collecting over 1,100 bags of litter. The success of this event prompted Waste Management staff to organize a similar event in 2005 for schools only. This year the school litter clean up event was held on October 18 and attracted over 9,000 students.

### **5. FINANCIAL IMPLICATIONS**

There are no financial implications associated with this report.

### **6. LOCAL MUNICIPAL IMPACT**

Many of the local municipalities also maintain and promote waste and litter reduction programs. Regional activities are carefully coordinated with the local municipalities to complement, rather than duplicate efforts.

### **7. CONCLUSION**

The Waste Management Branch received two awards for the RCO 2005 Ontario Waste Minimization Awards program. The Yard Waste Campaign received the Gold Award for the Promotion Category and the Litter Prevention Strategy received a Finalist Award for the Municipal Awards.

The Senior Management Group has reviewed this report.

*(The attachments referred to in this clause are included with this report.)*