

Appendix VII

Consultation Program

Consultation Programs

This report provides additional detail on the consultation process supported and/or undertaken by Stewardship Ontario. It includes:

- 1.1 – Description of Stewardship Ontario’s two advisory committees and two sub-committees
- 1.2 – Industry Consultation Program Description
- 1.3 – Municipal Consultation Program Description
- 1.4 – Public Consultation Program Description
- 1.5 – Stewardship Ontario Communications and Website

1.1 Stewardship Ontario Advisory Committees

Stewardship Ontario established three advisory committees to address issues of particular relevance to industries with economic interests in the packaging and printed materials chains.

1.1.1 Materials and Packaging Advisory Committee

The Materials and Packaging Advisory Committee (MPAC) was established in the first week of October 2002 and includes representatives from all major packaging groups:

Bill Wilson, International Paper
Brenda Pulley, Alcan Aluminum
Cathy Cirko, Environment and Plastics Industry Council
Chris Benedetti, GPC Int'l (on behalf of Alcan Aluminum)
Don Lamont, Ontario Community Newspapers Association
Don McCallen, Sony of Canada
Francois Dalpe, Bell Canada
Greg Lorenzoni, Alcan Aluminum
Jaan Koel, Tetra Pak
John Hall, Rogers Media Publishing
John Hinds, Canadian Newspaper Association
John Mullinder, Paper and Paperboard Packaging Environmental Council
John Paulowich, Dofasco Steel
Kamy Zarbafi, Transcontinental Publishing
Larry Dworkin, Packaging Association of Canada
Lynn Johannson, E2M (on behalf of O-I Canada Corp.)
Nicola Crawhall, Association of Municipalities of Ontario
Ozzie Zatka, Tetra Pak
Paul Sanagan, Bell ActiMedia
Peter Robinson, Nexcycle
Rick Findlay, PSTG Consulting (on behalf of EPIC)
Stephanie Kilfoil, Earth Tech Canada (on behalf of CNA/OCNA/PPEC)
Todd Latham, Canadian Business Press
Dan Lantz, Stewardship Ontario (Chair)
Geoff Love, Stewardship Ontario
Gordon Day, Stewardship Ontario

Each member of the MPAC was provided with an agenda and the minutes for each meeting. Between October and February 3, 2003, the Committee met 13 times (approximately once each week).

The focus of the MPAC was to review the elements of the Blue Box Program Plan specifically related to packaging and printed materials producers. Each member of the committee understood that Stewards had been defined as brand owners and first importers. However, a number of packaging producers anticipated that some part of the program levies (to be established for each packaging type) could be downloaded to the packaging manufacturer. Given that some of these companies do not have direct representation on the WDO (other than through the observer status granted to the Paper and Paperboard Packaging Environmental Council), it was important that the printed paper manufacturers and packaging material manufacturers had the opportunity to participate in the Blue Box Program Plan development through an advisory committee.

The key issues that were discussed by the MPAC include:

- Overview of the WDO process and timing for the activities required to complete a Blue Box Program Plan;
- Process for determining costs for the management of individual Blue Box wastes (See 1.1.2 on the Activity Based Costing Subcommittee);
- Total and material specific targets related to the Minister's Program Request Letter;
- Residues: What are they? What can MPAC members do about residues related to market development?;
- Potential for a recycled content credit within the calculation of Stewardship Ontario fees;
- Ability of markets to absorb all recovered materials;
- Market prices paid vs. "as reported" by municipalities;
- Material definitions;
- Review of the proposed Stewardship Ontario Pay In (Fees) Model to be used to assign levies to Stewards;
- Definition of fairness with respect to the Pay In Model;
- Manufacturers' representation on the Stewardship Ontario Board if costs are downloaded from Stewards to packaging manufacturers; and
- Review of the Draft Blue Box Program Plan.

In the first two months of 2003 through to the submission of the Blue Box Program Plan, the MPAC will spend additional time and effort on reviewing the plan relative to the impact on the MPAC membership.

The minutes for each of the MPAC meetings are posted on the Stewardship Ontario website.

1.1.2 Activity Based Costing Subcommittee

A subcommittee of the main MPAC was established to develop the protocol for material-specific costs, using activity based costing (ABC) methods for the management of individual materials within the recycling program. The ABC Subcommittee included:

Cathy Cirko, Environment and Plastics Industry Council
Don Lamont, Ontario Community Newspapers Association
John Hinds, Canadian Newspaper Association
John Mullinder, Paper and Paperboard Packaging Environmental Council
John Paulowich, Dofasco Steel
Larry Dworkin, Packaging Association of Canada
Lynn Johannson, E2M (on behalf of O-I Canada Corp.)
Peter Robinson, Nexcycle
Rick Findlay, PSTG Consulting (on behalf of EPIC)
Stephanie Kilfoil, Earth Tech Canada (on behalf of CNA/OCNA/PPEC)
Dan Lantz, Stewardship Ontario (Chair)

The ABC Subcommittee started with the work completed six years ago by CSR: Corporations Supporting Recycling through a Municipal Recycling Cost Allocation Task Group, which was the first attempt by a broad cross-section of industry to establish a series of protocols to assign collection and processing costs to individual materials. The ABC Subcommittee met for the first time on 24 October 2002. The Subcommittee met five times over the next month for an average of four hours each meeting, to establish 48 collection and 11 processing principles. Once consensus was reached on all principles by the members of the ABC Subcommittee, a full presentation was given to the members of the main MPAC. The principles are outlined in the Appendix IX.

1.1.3 Printed Paper Subcommittee

A separate Subcommittee for printed paper was established because of the specific characteristics of printed paper within the Blue Box Program Plan. The Subcommittee's concerns specifically relate to the delineation of costs between individual subcategories within the total printed paper category. For example, with the exception of some telephone directories (only a few programs in Ontario separate telephone directories) and some mixed household paper, all printed papers are marketed in Ontario as newspaper (#8 ONP and/or #6 ONP) and, therefore, are not always distinguished within municipal recycling programs.

The membership of this Subcommittee consists of both members from the main MPAC and other individuals wanting to address printed paper issues, and includes the following:

Bill Shields, Masthead
Bruce Shuh, Home Hardware Stores
Don Lamont, Ontario Community Newspapers Association
Francois Dalpe, Bell Canada
Gus Sevink, FDSA Canada
John Hall, Rogers Media Publishing
John Hanson, Hanson Research (On behalf of the Retail Council of Ontario)
John Hinds, Canadian Newspaper Association

Justin Sherwood, Canadian Council of Grocery Distributors
Lisa Marsden, Retail Council of Canada
Kami Zarbafi, Transcontinental Publishing
Mark Jamison, Canadian Magazine Publishers
Paul Sanagan, Bell ActiMedia
Ted Mader, Zellers
Terry Goulding, Home Hardware
Dan Lantz, Stewardship Ontario (Chair)
Gordon Day, Stewardship Ontario

A number of key printed paper topics were covered in the four meetings that were held from the beginning of November, when the Subcommittee was first formed, until the end of December, 2002:

- Overview of the WDO process and timing for the activities required to complete a Blue Box Program Plan;
- Impact of magazine imports vs. domestic on residential Blue Box programs;
- Trade publications vs. consumer publications (residential vs. Industrial, Commercial and Institutional (IC&I) sourced materials);
- What about supplied material running in magazines? Should brand owners pay costs or those generating it?
- Should there be a credit for recycled stock?
- How is it determined how much of each printed paper stream is generated and ends up in the Blue Box?
- Can other Stewards receive credit for in kind advertising similar to the CNA/OCNA agreement?
- Who will be responsible and how will costs of newsstand issues be reported and paid?
- How is the funding formula structured and how much will each category of printed materials be expected to pay?
- Material definitions; and
- Review of the proposed Stewardship Ontario Fee Model that will used to assign levies to Stewards.

The minutes of the Printed Paper Subcommittee meetings are posted on the Stewardship Ontario website.

1.1.4 Data and Reporting Advisory Committee

The Data and Reporting Advisory Committee was established in the first week of October 2002 and is comprised of the following representatives from a range of industry brand owners and industry associations:

Michael Gagnon, Procter and Gamble Inc.
Fred Ware, Hudson's Bay Company
Don McCallen, Sony of Canada
Andrew Horsman, Wal-Mart Canada
Steve Rathlou, S.C. Johnson and Sons Ltd.
Gail Bebee, Canadian Tire Corporation, Limited
Don Strain, Mattel Canada Inc.
David Betts, Electronics Product Stewardship (EPS)

Walter Kraus, Loblaw's Companies
Don Lamont, Ontario Community Newspaper Association (OCNA)
Warren Hertle, Hasbro Canada Corporation
Robert White, Nonprescription Drug Manufacturers Association of Canada (NDMAC)
Silvio Ferrante, Unilever Canada
Justin Sherwood, Canadian Council of Grocery Distributors (CCGD)
Joanne McGovern, Canadian Manufacturers and Exporters (CME)
Ryan Parks, Ontario Restaurant, Hotel and Motel Association (ORHMA)
Melanie Currie, Canadian Federation of Independent Business (CFIB)
Sheila Edmonson, Canadian Toy Association (CTA)
Jane Mackenzie, Stewardship Ontario
Gordon Day, Stewardship Ontario

The focus of the Advisory Committee was to provide support and feedback to the Stewardship Ontario Board by reviewing and critiquing draft program elements. The key task areas addressed by the Advisory Committee include:

- Establish *de minimis* criteria as required by Minister's letter to the WDO;
- Development of reporting requirements for Stewards;
- Define obligated Stewards, including issues related to franchises and service packaging;
- Development of a sectoral quick calculator to assist Stewards in meeting Year One obligations;
- Develop definitions for designated materials; and
- Review online registration process.

Meeting agenda, minutes and discussion documents are distributed by email to the Committee members.

1.2 Industry Consultation Program Description

1.2.1 Background and Objective

The industry consultation process carried out by Stewardship Ontario was designed to inform, consult with and take into account comments from industry stakeholders that will be affected by Ontario's *Waste Diversion Act*.

To quickly introduce the new industry roles and responsibilities as a result of the Blue Box Program Plan, Stewardship Ontario selected use of a website as the primary mode of communication with industry throughout the consultation period. Workshops and webcasts were determined most suitable for information and question and answer session gatherings.

1.2.2 Elements of Consultation

Website: a new Stewardship Ontario website was launched on November 18, 2002. The website is the primary vehicle for promotion of the consultation process, posting of consultation documents for comment, reception of comment from industry, and general communication between Stewardship Ontario and Ontario industry. Above all, the site is

designed to be flexible and easily updated to match the tight timeframes brought on by the *Waste Diversion Act* and the Minister's Program Request Letter. For the consultation and recruitment periods, to guide industry, the website will be primarily text content.

Postcard: a postcard announcing the new website was distributed widely to spark awareness of the new organization and its consultation mandate and site. Its distribution was primarily to potentially obligated industry, industry and stakeholder media, Ontario municipalities and the Ontario media.

Notice to CSR Members: CSR's *Quick Facts* (electronic newsletter) is being used to communicate directly with 120 CSR industry Members, informing them of the consultation period, website, workshops and webcast.

Press Release to Industry and Retailers Associations: Releases continue to be sent to industry and retail associations' newsletters (many electronic weeklies) to inform a wider range of obligated companies of the Stewardship Ontario consultation period and activities.

The following associations received press releases:

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| Allied Beauty Association | Canadian Pharmacists Association |
| American Forest & Paper Association | Canadian Plastics Industry Association |
| Association of Canadian Biscuit Manufacturers | Canadian Polystyrene Recycling Association |
| Association of Canadian Publishers | Canadian Printing Industries Association |
| Association of Sales & Marketing Companies International | Canadian Restaurant & Food Services Association |
| Automotive Aftermarket Retailers of Ontario | Canadian Retail Hardware Association |
| Automotive Industries Association of Canada | Canadian Sanitation Supply Association |
| Automotive Parts Manufacturers Association of Canada | Canadian Seed Trade Association |
| Baking Association of Canada | Canadian Snack Food Association |
| Breakfast Cereal Manufacturers of Canada | Canadian Toys Vending Inc. |
| Canadian Apparel Federation | Canadian Wholesale Drug Association |
| Canadian Appliance Manufacturers Association | Canadian Wireless Telecommunications Association |
| Canadian Association of Chain Drug Stores | Children's Apparel Manufacturers' Association |
| Canadian Association of Importers & Exporters Inc. | Confectionery Manufacturers Association of Canada |
| Canadian Association of Petroleum Producers | Consumers' Association of Canada |
| Canadian Association of Regulated Importers | Food & Consumer Product Manufacturers of Canada |
| Canadian Association of Specialty Foods | Forest Products Association of Canada |
| Canadian Automatic Merchandising Association | Heating, Refrigeration and Air Conditioning Institute of Canada (HRAI) |
| Canadian Bankers Association | Information Technology Association of Canada |
| Canadian Booksellers Association | Landscape Ontario |
| Canadian Bottled Water Association | National Seafood Sector Council |
| Canadian Chemical Producers' Association | Nonprescription Drug Manuf. Assoc. of Canada |
| Canadian Consumer Specialty Products Association | Ontario Community Newspapers Assoc. |
| Canadian Cosmetic, Toiletry & Fragrance Association | Ontario Dairy Council |
| Canadian Council of Grocery Distributors | Ontario Forest Industries Association |
| Canadian Down and Feather Products Association | Ontario Furniture Manufacturers Association |
| Canadian Drug Manufacturers Association | Ontario Imported Wine, Spirit & Beer Assoc. |
| Canadian Federation of Independent Business | Ontario Independent Meat Packers & Processors |

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| Canadian Federation of Independent Grocers Canadian Gift & Tableware Association Canadian Hardware & Housewares Manufacturers Association Canadian Health Food Association Canadian Homeopathic Pharmaceutical Association Canadian Magazine Publishers Association Canadian Manufacturers & Exporters Association Canadian Naturopathic Association Canadian Newspaper Association Canadian Office Products Association Canadian Paint & Coatings Association Canadian Paper Box Manufacturers' Association Canadian Paper Trade Association Canadian Petroleum Products Institute Canadian Pharmaceutical Distribution Network | Ontario Pharmacists Association Ontario Printing & Imaging Association Packaging Association of Canada Paper & Paperboard Packaging Environment Council Portable Appliance Manufacturers Association Refreshments Canada Retail Council of Canada Seafood Producers Association of Nova Scotia Shoe Manufacturers Association of Canada Siding & Window Dealers Association of Canada Spirits Canada & Association of Canadian Distillers Sportive Sportswear Manufacturers Sports Manufacturers International Wine Council of Ontario |
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Letters and Postcards to Stewardship Ontario Database: Letters and postcards are being sent to industry contacts in the CSR database to inform them of the Stewardship Ontario consultation period and activities.

Press Release to Ontario and National Business Media: Releases are also being distributed periodically, promoting workshops, webcast and overall consultation period.

Workshops: Two workshops were held as key events in the consultation process. One introduced the *Act* and the process, the second summarized the feedback received and brought closure to the process. Workshops were held at a Toronto airport hotel location for ease of attending. Workshops, webcast and website were also open to the public. To enhance the participation in the consultation process, a written transcript of Workshop I is posted on the Stewardship Ontario website, recorded proceedings of Workshop II is posted for 90 days.

Webcast: Two webcasts were held. The first addressed the pay in formula and definitions. The second was a “simulcast” of the second workshop. The purpose was to extend the reach of the consultation process. To enhance the participation in the consultation process, recorded proceedings are posted for 90 days.

1.2.3 Key Participants in Consultation

Promotions and participation in the consultation process were targeted at three key audiences:

Affected Industry Representatives: individual representatives (executive, government relations, legal, public affairs) from the companies that will be registering with Stewardship Ontario or carrying out their own recovery programs.

Industry Associations' Representatives: industry and trade associations are treated as equally important targets for participation in the consultation process. They play a

key role in helping Stewardship Ontario reach more individual company representatives (their members).

Stewardship Ontario Committees (and their outreach): Stewardship Ontario's Committees were in constant consultation on the developing funding formula and Blue Box Program Plan. These committees include: the Materials and Packaging Advisory Committee and its Subcommittees, the Data and Reporting Advisory Committee, and the AMO/Stewardship Ontario Task Group.

Representatives who pre-registered for the industry consultation workshops represented the following companies, associations or NGOs:

Workshop I:

3M Canada Company
 A & P Company of Canada Ltd.
 Aberfoyle Springs Co.
 Alberto Culver Canada Inc.
 Amcor PET Packaging - North America
 Archer Daniels Midland Company
 Arla Foods Inc.
 Armstrong Corporation
 Association of Municipal Recycling Coordinators
 Association of Municipalities of Ontario
 Atlantic Packaging Products Ltd
 Automotive Industries Association of Canada
 Baking Association of Canada
 Bayer Inc.
 Bell ActiMedia Inc.
 Benjamin Moore & Co., Limited
 Binney & Smith Canada
 Black & Decker
 Cadbury Trebor Allan Inc.
 Can Cos, Toil & Frag Assn (CCTFA)
 Canada Bread
 Canadian Association of Chain Drug Stores
 Canadian Federation of Independent Business
 Canadian Hardware & Housewares Manufacturers Assoc
 Canadian Magazine Publishers Association
 Canadian Newspaper Association
 Canadian Paper Box Manufacturers Association
 Canadian Snack Food Association
 Canon Canada Inc.
 Castle Building Centres Group Ltd.
 CCL Industries Inc.
 Cdn. Federation of Independent Business
 Chantler Packaging Inc.
 Clorox Canada
 CM Consulting
 Coca-Cola Bottling Company
 Cogenics Inc.
 Colgate-Palmolive Canada Inc.
 Collecte sélective Québec
 Comark Inc.
 Costco Wholesale Canada Ltd.

Workshop II:

A&P Company of Canada Limited
 Acuity Specialty Products
 Admaston Bromley Waste Reduction Committee
 AEP Canada Inc
 Alberto Culver Company
 Amcor
 Amcor PET Packaging
 Archer Daniels Midland Company
 Arla Foods
 Ashland Canada Corp.
 Atlantic Packaging Products Ltd
 Baking Association of Canada
 Benjamin Moore & Co., Limited
 Binney & Smith Canada
 Black & Decker
 BRAIN Inc.
 Cadbury Trebor Allan Inc.
 Campbell Soup Company Ltd.
 Canadian Association of Chain Drug Stores (CACDS)
 Canadian Hardware & Housewares Manufacturers Assoc
 Canadian Paint & Coatings Association
 Canadian Polystyrene Recycling Association
 Canadian Steel Can Recycling sponsored by Dofasco
 Canadian Tire Corp.
 CCTFA
 Clover Leaf Seafoods Inc
 CM Consulting
 Coca-Cola Bottling Company
 Coffee Association of Canada
 Colgate-Palmolive Canada Inc.
 Collecte sélective Québec
 Comark
 Costco Wholesale
 Curran Events Media Inc.
 Dare Foods Limited
 Del's Pastry
 Direct Selling Association of Canada
 Dow Canada
 E.D. Smith & Sons, Limited
 E2M on behalf of O-I Canada Corp
 earthbound environmental

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| <p> Curran Events Media Inc. Dare Foods Limited Dofasco DowChemical Canada Inc E2M on behalf of O-I Canada Corp Environment and Plastics Industry Council EPI Epson Canada Limited ESG International For R Information (AMRC newsletter) Gay Lea Foods Co-operative Limited GlaxoSmithKline Consumer Healthcare GNLB International GPC International H. J. Heinz Company of Canada Ltd. Hallmark Cards Canada Ltd Home Hardware Stores Limited Hood Packaging Corporation ICI Canada ICI Paints IKEA IKEA Trading Services Canada Imperial Oil Innovative Management Solutions Inc. Japan External Trade Organization Jergens Canada Inc. Keith Mussar & Associates kleen-flo tumbler Industries Ltd. Kodak Canada Inc Kraft Canada Inc. Lavo Inc. Logic Box Systems Inc. Maple Leaf Consumer Foods Mary Kay Cosmetics Ltd. Masthead Magazine McNeil Consumer Healthcare Mead Johnson MGM Management Ministry of Enterprise, Opportunity and Innovation Municipal Affairs Consulting Natrell inc. Nature's Sunshine Products of Canada Neilson Dairy Nestlé Purina PetCare Norampac Novartis Consumer Health Canada Inc. Nu Skin Canada Ontario Ministry of the Environment Ontario Restaurant Hotel & Motel Association Ontario Waste Management Association P&G Pharmaceuticals Packaging Association of Canada Para Paints Parmalat Canada Parry Sound North Star PepsiCo Foods Canada Inc. Pepsi-Cola Canada Ltd. Photo Marketing Association International Pinnacle Pharmaceuticals Ltd. </p> | <p> Ecolab Electronics Product Stewardship Canada Environmental Commissioner of Ontario Environmental Strategies Limited EnviroTech Associates Inc EPI EPIC EPSON Canada Food Industry Competitiveness Branch, Ont. Min of Frank Stewart & Associates Gartner Lee Ltd Gay Lea Foods Co-operative Limited General Mills Canada GlaxoSmithKline Consumer Healthcare GlaxoSmithKline Inc Government of Ontario GPC International Hallmark Canada Hallmark Cards Hayes LLC representing Sonoco High Liner Foods Inc. Hill and Knowlton Canada ICI Canada IKEA Canada Imperial Tobacco Canada Ltd Jergens Canada Inc. Keith Mussar & Associates kleen-flo Tumbler Industries Ltd Kodak Canada Inc. Kraft Logic Box Systems Inc. Manitoba Product Stewardship Corporation Maple Leaf Foods Inc. Mary Kay Cosmetics Ltd. McCormick Canada McNeil Consumer Healthcare Mead Johnson Canada Metro Label Company Limited Ministry of Enterprise , Opportunity and Innovation Natrell Nature's Sunshine Products of Canada NDMAC Nestle Canada Nestlé Purina PetCare North Island Publishing Novartis Consumer Health Canada Inc. Nu Skin Canada Ontario Dairy Council Ontario Food Processors Association Ontario Ministry of the Environment Ontario Restaurant Hotel and Motel Association Ontario Waste Management Association Packaging Association of Canada (PAC) Para Paints Parmalat PepsiCo Foods Canada Inc Pepsi-Cola Canada Pfizer Canada Inc. Polytainers Inc. </p> |
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| <p> Polytainers Inc. PPEC Prime Strategies Int'l Procter & Gamble Inc. Product Care Association Puresource Natural Products Purity Life Health Products Ltd. Quebecor World Quixtar Canada Corporation R.A. Miller & Company, Inc. Recycling Council of Ontario Regional Municipality of Niagara Remington Products (Canada) Inc. Retail Council of Canada RIS International Ltd Riviera Concepts Inc., Rochester Midland Limited Rohm and Haas Canada Inc. S.C. Johnson and Son, Limited Saturn Scotia Investments Limited Scotts Canada Ltd. Sealed air (Canada) Inc Sears Canada Inc Shoppers Drug Mart Inc. Silgan Plastics Canada Inc. Simmons Canada Inc. Sobeys Inc. Sobeys Ontario Sony Music Canada Sony of Canada Ltd Tetra Pak Canada Inc The Clorox Company of Canada, Ltd. The Great A&P Company of Canada Limited The Hudson's Bay Company The Mentholatum Company of Canada Ltd. Toronto Star Newspapers Limited Toys' R' Us Canada Ltd Transcontinental Printing - RBW Graphics Division TWD Technologies Ltd. Unilever Canada USANA Canada Van Wyck Packaging Visions of Utopia W. Ralston (Canada) Inc. Waste Diversion Ontario Waste Diversion Toronto Winners Merchants Inc. Winners Merchants International L.P. WKI Working Knowledge Inc </p> | <p> PPEC PPG Canada Inc. Prime Strategies Group Inc. Procter & Gamble Inc. Procter & Gamble Pharmaceuticals Quebecor World Quixtar Canada Corporation R.A. Miller & Company, Inc. Raymond Communications Reckitt Benckiser (Canada) Inc. Reg Consulting Remington Retail Council of Canada RIS International Ltd Riviera Concepts Inc., Robin Hood Multifoods Inc. Ronco Protective Products S.C. Johnson and Son, Limited Sandworks Scotts Canada Ltd. Sears Canada Sherwin Williams Sherwin-Williams Diversified Brands Shoppers Drug Mart Inc. Simmons Canada Inc. Smurfit-MBI Smurfit-Stone Sobeys Inc. Sony of Canada Ltd Staples-Business Depot Strub Pickles Tea Association of Canada Tetra Pak Canada Inc. The Clorox Company of Canada, Ltd. The Hudson's Bay Company The Minute Maid Company Canada Inc. Toronto Star Newspapers Ltd. True Value Manufacturing Ultima Foods Inc Unicity Network Canada Ltd Unilever Canada USANA Velcro Canada Inc. Vistapac Inc. Wal-Mart Canada Waste Diversion Ontario Waste Diversion Toronto Weston Bakeries Limited Whitehall-Robins Inc. Working Knowledge Inc. Zephyr Enterprises </p> |
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1.2.4 Content Covered and Participation in Consultation Sessions with Industry

Workshop I – December 3, 2002:

A Message from Ontario's Ministry of the Environment

Keith West – Director of Waste Management Policy Branch, Ontario Ministry of the Environment

Introducing Waste Diversion Ontario and Stewardship Ontario

Tim Moore – Chair, Waste Diversion Ontario and President and General Manager, The Clorox Company of Canada Ltd.

Development and Approval of the Required Blue Box Program

Derek Stephenson – Stewardship Ontario Program Manager

Question and Answer Period

Facilitator: Damian Bassett – Stewardship Ontario

Audience participation in Workshop I: 220 participants at workshop. 331 individuals have viewed the written transcript of the workshop since posted on Stewardship Ontario website.

Webcast – December 17, 2002:

Draft Definitions for Calculating Obligated Materials

Gordon Day – Stewardship Ontario, Technical Services

How Material Levies will be Calculated by Stewardship Ontario

Dan Lantz – Stewardship Ontario, Technical Services

Question and Answer Period

Facilitator: Damian Bassett – Stewardship Ontario

Audience participation in Webcast: 424 participants in webcast. 712 individuals have listened to the audio and viewed the visuals of the webcast since posted on the Canada NewsWire website.

Workshop II/Webcast II – January 16, 2003:

1. Definitions of Blue Box Wastes and Stewards (Revised)
2. De Minimis (Revised)
3. Discharging Your Obligations under WDA
4. Input into the Plan Development Process
5. Projected Recovery Scenarios
6. Date of Obligation
7. Year One Municipal Payments (Partial)
8. Year One Stewardship Ontario Program Costs (Partial)
9. Fee Setting Methodology
10. Proposed Weightings and Rationale
11. Material Specific Recommended Fees
12. What If Fees Too High or Too Low
13. Projected 5 Year Cost Estimates
14. Stewardship Ontario Governance Issues / Model
15. Stewardship Ontario and WDO Operating Agreement

16. Online Registration and Key Dates Summary
17. Deadline for Industry Comments
18. Question and Answer Period

Audience participation in Workshop II: 120 participants at workshop, 302 individuals listened “live” to the simulcast (webcast). 617 individuals have listened to the archived simulcast since posted on Canada NewsWire website.

1.2.5 Questions from Industry during the Consultation Period

To support the consultation process, a “Questions” function was available to industry representatives on the Stewardship Ontario website. Questions were received and responded to in a timely fashion by Stewardship Ontario staff. Copies of questions received and answers returned are posted on the Stewardship Ontario website.

1.2.6 Presentation of Proposed Blue Box Proposed Plan for Comment

On January 21, 2002, the complete Proposed Blue Box Program Plan was presented to the Board of Directors of Waste Diversion Ontario for comment, and simultaneously posted on the Stewardship Ontario website for official Industry comment. 1183 individuals downloaded the document from the website for review and comment. A total of 35 official comments were received from Industry. Copies of comments received are posted on the Stewardship Ontario website.

1.3 Municipal Consultation Program Description

Ontario municipalities have provided Blue Box programs to their residents since 1982. Municipal Blue Box waste management systems became mandatory for municipalities with a population of at least 5,000 on March 3, 1994 through Section 7 (1) of Ontario Regulation 101/94. In 2001 there were 190 municipal Blue Box waste management systems in operation in 355 municipalities representing 95% of the population of Ontario.

Since 1995 Ontario municipalities have funded 100% of the total net cost of the Blue Box programs. Section 25 (5) of the WDA specifies that a waste diversion program for Blue Box waste must provide for payments to municipalities equal to 50 per cent of the total net cost of the Blue Box programs. The Minister’s Program Request Letter of September 23, 2002 also requests a number of other key program elements that directly affect municipalities. These include:

- The method used to calculate the total net costs incurred by municipalities;
- The funding formula to be used for determining payments to municipalities;
- A funding performance incentive to encourage program efficiency and effectiveness;
- Waste diversion targets and per material targets for Blue Box waste to be captured under the program;

- The allocation and administration of the voluntary contribution from the CNA and OCNA; and
- Educational and awareness activities to support the Blue Box program.

The date, locations, attendance and municipal representation for each of the workshops held by SAMO are summarized below.

AMO Consultation Sessions:

| Date | City | Location | Total Attendance | Municipalities Represented |
|-------------------|----------------|--|------------------|----------------------------|
| October 15, 2002 | Sudbury | AMO County and Regions Conference | 40 | 20 |
| November 5, 2002 | Ottawa | Ottawa Sportsplex, Hall F, Woodruffe Drive, Ottawa | 30 | 19 |
| November 7, 2002 | Toronto | Committee Room 3, City Hall, 100 Queen Street. W., Toronto | 26 | 11 |
| November 12, 2002 | London | Civic Gardens Complex, 615 Springbank Drive, London | 29 | 20 |
| November 13, 2002 | Orillia | Council Chambers, 50 Andrew St. S., Orillia | 33 | 19 |
| November 26, 2002 | Teleconference | AMO Office, 394 University Ave. Toronto | 14 | 7 |
| December 5, 2002 | Mississauga | Canadian Waste and Recycling Expo, International Centre | 27 | 15 |

1.4 Public Consultation Program Description

1.4.1 Core Elements

The core elements of the public consultation process are outlined below:

Public open houses: The open houses featured a drop-in, informal discussion and distribution of program information. Four open houses were held: Thunder Bay (Jan. 7); North York (Jan. 9); London (Jan. 11) and Kingston (Jan. 13). Hours for the open houses were from 3 p.m. to 7 p.m., with the exception of London, which operated from 12 p.m. to 3 p.m. (because it was held on a Saturday). In addition to discussions, open house participants were provided sheets and were encouraged to submit their comments by fax, mail, or through the RCO website.

Stakeholder workshops: The workshops used a problem-based learning model for small group discussion and feedback with a short presentation on the program. Participants discussed three topic areas (the recycling efficiency rate proposed as the

“target” for the program, Blue Box performance improvement/ Efficiency and Effectiveness Fund, and education and public awareness). The small groups provided a summary of the key points from each discussion as a contribution to the public consultation. Workshops ran for 2.5 hours. Six sessions were held. The first two (in Toronto on Dec. 12 and Guelph on Jan. 6) were invitation sessions where interested stakeholders were specifically invited to attend (the general public was welcome as well). The remaining four sessions were in Thunder Bay, North York/Toronto, London and Kingston.

The RCO website: Background documents were posted on the *Waste Diversion Act*, Waste Diversion Ontario, and materials related to the three topic areas identified above. Members of the public were invited to attend the open houses/workshops and also to submit comments directly through the website or by email.

The Stewardship Ontario website: Links were established from Stewardship Ontario’s home page. All information and formal advertising included Stewardship Ontario’s website address.

Responsive newspaper publication: A quarter-page announcement ran in newspapers in the areas of Guelph, Thunder Bay, North York, Kingston, Markham, North York, Richmond Hill and London, prior to public open houses and stakeholder workshops. The advertisements contained a response form that members of the public could fax or mail to RCO, together with instructions for submitting comments through the RCO website or by email.

CBC Radio – Ontario Today: A one hour question and answer session was held on January 8, 2003. During the session, dates and venues were promoted during the show as well as visits to Stewardship Ontario site for future information.

1.4.2 Promotion and Participation

Email invitations were distributed through RCO’s network and other partnering organizations and associations (3000+, including members, *Renews* subscribers, information requests, ex-members, provincial and municipal elected officials). Additional reminders were posted on the readers of Highlights the Headlines daily service. Notices were sent almost exclusively by email.

Listed below are the associations contacted to help distribute information about the consultation and to help extend invitations:

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| Association of Canadian Distillers Association of Condominium Managers Association of Municipalities of Ontario Association of Municipal Recycling Coordinators Automotive Parts Manufacturers' Association Bluewater Recycling Association Canadian Association of Recycling Industries Canadian Environmental Defense Fund Canadian Environmental Industry Association | Ontario Home Builders' Association Ontario Restaurant Hotel and Motel Association Ontario Waste Management Association Packaging Association of Canada Pembina Institute Sierra Club Solid Waste Association of North America Sustainability Network Thames Region Ecological Association Ontario |
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| Canadian Environmental Law Association Canadian Household Battery Association Canadian Institute of Environmental Law and Policy Canadian Newspaper Association Citizen's Network on the Environment Canadian Paint and Coatings Association Canadian Plastics Industry Association Canadian Polystyrene Recycling Association Canadian Standards Association Canadian Vehicle Manufacturers Association Composting Council of Canada Conservation Council of Ontario Consumers Association of Canada Earth Day Canada Environment and Plastics Industry Council Forest Products Association Green Communities Association Green Tourism Association Motor Vehicles Manufacturers Association National Association for PET Container Resources North American Recycled Rubber Association Ontario Association for Geography and Environmental Education Ontario Automobile Dealers Association Ontario Community Newspaper Association | Environment Network (distributed notice to their lists) MWIN (distributed notice to their lists) 2000 WDO Consultation Lists Distribution List and WDO Round-up List (notices sent primarily by email) Municipal Clerks and Mayors (notices sent 1/5 by email and the remainder by fax) 1997-98 Roles and Responsibilities Distribution List (notices sent by fax) People and Planet Friendly Events listserv (notice sent by email) Northwestern Ontario Recycling Association (notice sent by email) Ontario Public Interest Research Group (OPIRG) (notice sent by email) Federation of Ontario Municipalities www.fonom.org (notice sent by email) Great Lakes United (notice sent by email) Rural Ontario Municipalities Association www.roma.on.ca (notice sent by email) WDO Board, Observers, Stewardship Ontario, Working Group (notice sent by email) Post-Secondary Schools (Political Science and Environmental Dept) (notice sent by email) |
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RCO and Stewardship Ontario measured the impact of the public consultation sessions in five ways:

- Number of requests for background information packages;
- Participation in the Public Open Houses;
- Attendance at the Stakeholder Workshops;
- Traffic on the Stewardship Ontario website; and
- Visits to the RCO website.

Workshop Registrations

| Consultation Date | Registered | Actual |
|---------------------|------------|--------|
| Dec 12 (Toronto) | 15 | 15 |
| Jan 6 (Guelph) | 11 | 18 |
| Jan 7 (Thunder Bay) | 6 | 14 |
| Jan 9 (North York) | 19 | 20 |
| Jan 11 (London) | 12 | 13 |
| Jan 13 (Kingston) | 18 | 26 |

RCO Website Traffic Summary (as of January 9, 2003)

| | Dec 2001 - Jan 2002 | Dec 2002 - Jan 7/2003 | Jan 8-9/ 2003 |
|--------------------------------|---------------------------------|--------------------------------|------------------------------|
| Unique Visits to RCO's website | 14,134 | 8,442 | 1,163 |
| Visits to RCO's website | 44,100 (3.12 visits/visitor) | 18,742 (2.2 visits/visitor) | 3266 (2.8 visits/visitor) |
| Hits to RCO's website | 226,016 | 132,712 | 13,719 |

| | (5.12 pages/visit) | (7.08 pages/visit) | (4.2 pages/visit) |
|--|--------------------|--------------------|-------------------|
| Consultation Invitation Page Visited | N/A | 571 | |
| Consultation Registration Page Visited | N/A | 278 | |
| Registration Form Completed | N/A | 122 | |
| Background Documents Viewed | N/A | 172 | |
| Dec 12 Summary Document Viewed | N/A | 65 | |

The timing of the workshops (just before and after the holiday season) had a negative impact on the public's participation in the sessions. Very few email and fax comments were received (15 in total as of January 9). Seventeen people requested the Background Information Package (through email/phone). Nonetheless, the website traffic, particularly as a result of the CBC phone-in program, exceeded more than 500 hits the day of the program.

1.5 Stewardship Ontario Communications and Website

1.5.1 Background and Objective

Stewardship Ontario's communications objective was common to any "start up" organization: get noticed. Not only was an expansive introduction program necessary, but also a consultation period, a recruitment campaign, a member registration process, and general communication between Stewardship Ontario and obligated companies were all to be implemented in a relatively short period of time.

1.5.2 Naming of Organization

The new Industry Funding Organization was in need of a name to represent its activities and membership. A modified "focus group" approach was used to research a name for the IFO and contact was made with key representatives of industry, trade associations, and NGOs. Among all names tested, the key words that drew the strongest support were "Stewardship," "Industry," "Ontario," and "Trust". The Board of Directors took into account the results of the research and chose "Stewardship Ontario", a name for the new IFO that all agreed best described the organization.

1.5.3 Look

The corporate look of Stewardship Ontario is centred on the design of the website. Corporate colours are a combination of blue and green, with text in black. The logo's blue text represents the Blue Box. The green leaf represents the environmental aspects of the work carried out by Stewardship Ontario and the maple leaves represent Ontario and Canada.

1.5.4 Website

The Stewardship Ontario website was established as the primary mode of communication with industry, stakeholders, government and the general public. The website quickly introduced the organization to industry, providing a means by which they could follow through on the steps of consultation, recruitment and communication. All communication would strive to be e-based and paperless.

The Stewardship Ontario website's role is to be the primary Industry communication vehicle for the consultation period, recruitment campaign, member registration mechanisms, posting of documents, reception of comments, and general communication between the IFO and obligated Industry.

Address: www.stewardshipontario.ca

Above all, the site is designed to be flexible, and easily updated to match the tight time frames brought on by the *Waste Diversion Act* and Minister's Program Request Letter. All words and attachments are easily updated (words and page links are changeable within minutes). As the organization both "defines itself" and changes its daily business over the coming months and years, website changes will not cause strain on budget or manpower.

Website Traffic: 2002-2003

| | Unique Visitors | Total Visits |
|---------------|-----------------|--------------|
| November 2002 | 652 | 3,093 |
| December 2002 | 1,096 | 7,969 |
| January 2003 | 1,676 | 10,302 |
| February 2003 | 1,124 | 6,282 |

For the consultation and recruitment periods, the website consisted of primarily text-based content, which guided industry through the processes. Sections of the site include: [home], [contact us], [search], [stewards only], and [public and media] header navigation buttons. The content sections are: Who We Are, What's New, The IFO, How to Register, Municipal Affairs, The Province, and Links.

1.5.5 Additional Communications

To spark awareness, a postcard announcing the new organization and website was distributed widely. The *CSR Quick Facts* is used to communicate directly with 120 CSR Industry Members. Press releases are sent to industry and retail association's newsletters to alert other industry and retail association members. Letters, notices and e-mails are being sent to industry contacts in CSR's contact database, and press releases are being distributed to Ontario and the national business media.

1.5.6 Results

Research into the effectiveness of the organization's communications activities shows a growing awareness and understanding of the issues surrounding the Ontario *Waste Diversion Act*, and increasing numbers of contacts from industry through the Stewardship Ontario website.

