



August 4, 2004

Dear Municipal Recycling Program Director:

Waste Diversion Ontario (WDO), the Association of Municipalities of Ontario (AMO) and Stewardship Ontario (the industry funding organization representing stewards of the products and packages in Blue Box Waste) are pleased to inform you that the Effectiveness and Efficiency Fund (E&E) is now up and running!

This fund was created when the Minister approved the Blue Box Program Plan late last year. The E&E Fund provides funding support that will enable municipal recycling programs to increase their effectiveness and reduce or maintain program costs. The objective is to help achieve the provincial government's goal of diverting Blue Box materials from the waste stream through an efficient and effective system.

**Only municipalities are eligible to apply to this fund.** The E&E Fund is expected to be in operation for the next five years (i.e. for the duration of the approved Blue Box program). However, we encourage municipalities to submit their ideas to improve residential recycling performance and/or reduce costs early.

Individual municipalities and project teams comprising municipal partners, consultants and/or other partners are invited to apply (as long as the team leader is a municipality). There are no application deadlines. To receive funding, projects must focus on Blue Box materials, provide matching funding and meet other criteria established for the program.

Open applications (i.e. any blue box program improvement ideas you might have) and submissions that fit into one of the E&E Fund priority areas are welcome. The 2004 priority areas (as established by WDO's Municipal Industry Programs Committee) are:

- multi-family/high rise recycling
- material recycling facility optimization and rationalization
- innovative program compliance programs (e.g. user pay)
- waste audit and benchmarking studies
- communication and education to increase recovery of targeted materials
- implementation of a WDO municipal support team.

In most cases, the E&E Fund will support 50% of a project's cost. The fund is drawn from 10% of total annual funding allocated for municipal waste diversion programs. For 2004, the total E&E Fund is \$3.2 million.

Applicants complete a two stage process - all online. The process begins with an Intent to Apply. It is simple to fill out and it should take no more than an hour for this first stage of the application process. If the application meets the program's goals and objectives, the municipality is invited to complete a Detailed Application. Detailed Applications are evaluated by peer reviewers who are recycling experts selected from the public and private sector from across the province. WDO and Stewardship Ontario have committed to review projects in 90 days or less.

The E&E Fund offers a new level of support for Ontario's recycling programs. We encourage you to find out more about the [E&E Fund](#) at Stewardship Ontario's website and to watch for periodic program updates. If you would like to submit an Intent to Apply, please [click here](#).

Please also feel free to send this message to your municipal colleagues. If you have questions about the process or the program, please contact Geoff Love by e-mail: [glove@stewardshipontario.ca](mailto:glove@stewardshipontario.ca) or by telephone: 416-594-3460.

Sincerely

Waste Diversion Ontario

Stewardship Ontario

Association of Municipalities of Ontario



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