

E&E Project Summary Report

Project Name: Markets Help Desk
Project Number: 164
Lead Sponsor: ReMM/Region of Peel
Total project cost: \$25,000

Priority Area: Benchmarking and Waste Audits
Completed By: ReMM
E&E fund contribution: \$25,000

Project Overview:

I. Goals

Maximize the commodity revenues of those programs reporting low revenues for their materials using the following procedure:

- Review commodities marketing efforts of up to ten municipal programs. Emphasis to be placed upon programs marketing larger amounts of material with basket of goods revenues lower than the provincial average.
- Identify potential limitations, highlighting why revenues from selected municipalities are lower than the provincial average.
- Identify opportunities to increase net revenues for the selected programs.

II. Accomplishments

- Eight municipal programs were reviewed
- The following opportunities for municipalities to increase the revenues obtained for their recyclable materials were identified:
 - Auditing their MRF residue to determine the amount and composition of recyclable commodities being disposed
 - Examining the following areas: Materials Marketed, Load Weights of Commodities being marketed, Transportation Methods to Market materials, Reviewing and/or Enforcing Contract Provisions.
 - Reviewing Net System Costs that may result in lower net revenues offset by lower collection and processing costs as part of awarded contracts.

III. Lessons Learned/Best Practice implications

The practice of municipalities keeping 100% of the revenues from the sale of their materials has generally been identified as a best practice for maximizing revenues, and hence lowering system costs. A number of factors however, such as the fact that from a municipal perspective, Blue Box system costs cannot be looked at independently from overall waste management system costs, may conflict with the application of this best practice.

Given the report's finding that up to \$1 million worth of recyclable commodities are currently disposed as residue, carrying out periodic audits of MRF processors and holding processors accountable to keeping under maximum residue rates could be explored as a possible best practice.

IV. Limitations

- Although recommendations were formulated for participating municipal programs, none of these were completely implemented within the project's timeline (some of the recommendations are in process of being implemented) and it is therefore not possible to measure their respective impact.
- In addition to time constraints, some of the opportunities were not implemented due to contractual constraints.

Impacts (including tonnes diverted and cost impacts)

No immediate benefits relating to system cost reduction can be quantified at the moment. Given that the results of this project did not prove conclusive, Stewardship Ontario does not expect to roll out this service on a larger scale.

Resources & Tools

The Region of Peel has developed a protocol for auditing residue generated by MRF's. This tool is available in Appendix C of the project report and can assist municipalities to identify recyclable commodities currently being disposed and serve as a tool in future MRF contracts.

