

Strategy to Enhance Plastics Recycling
Update to WDO
December 12, 2007

Background

Stewardship Ontario indicated in a March 12, 2007 letter to the WDO Board that it was undertaking an analysis of the opportunities for and costs of increasing plastics diversion to support the development of a strategy for plastics. Stewardship Ontario, with additional funding support from EPIC, retained RW Beck to undertake that analysis. RW Beck submitted their report to Stewardship Ontario on September 28, 2007.

On the basis of a preliminary report from staff, at its October 3, 2007 meeting, the Stewardship Ontario Board approved the addition of \$2.4 million to the fees for stewards of plastics for 2008. At that time, the Board directed that it would review and approve an implementation plan before approving any expenditure.

At its November 30 meeting, the Stewardship Ontario Board reviewed and assessed the findings and recommendations of the RW Beck analysis, additional analysis from staff and considered and approved an approach to implementing a strategy for enhancing plastics recovery.

RW Beck Report

After detailed analysis, based on data from Ontario and other jurisdictions, RW Beck proposed two parallel tracks:

1. A province-wide program and campaign targeting All Bottles Plus Tubs
2. A program of study and consulting assistance on best practices for collection & processing, and R&D on next generation of plastics recycling technologies

The Beck report is posted on the Stewardship Ontario website -

http://www.stewardshipontario.ca/bluebox/pdf/funding/plastics/Plastics_Market_Dev_Report.pdf.

Stewardship Ontario Board Strategy

- Support for the 2-track process
- Undertake a more focused first year campaign to promote “All Bottles Plus Tubs”, with an anticipated first year cost of ~ \$500K
 - recognizing the diversity of municipal programs and the complexity of messaging required for a province-wide campaign, beginning with a province-wide campaign was considered ambitious and risky until more implementation work is completed

- Undertake a request for expressions of interest (REOI) as with glass market investment fund, with a first year cost of ~ \$600K,
 - rather than the proposed Beck program of study which was considered to be too research-oriented and given that opinions differ about what work is required for developing end-use technologies
- Ensure there is synergies and compatibility wherever possible between projects within this initiative and projects within the Continuous Improvement Fund (CIF)

Stewardship Ontario Board Decisions

- The year 1 strategy for increasing plastics recovery was approved
- Approve spending of up to \$1.1 million from the \$2.4 million to be collected as part of 2008 stewards fees and hold the remaining \$1.3 million in reserve, dedicated to plastics recovery issues
- The Stewardship Ontario Projects Committee will oversee the implementation of the strategy
- The Projects Committee and staff will report regularly to the Stewardship Ontario Board on progress, and
- Staff will report to the WDO at its December 12 board meeting regarding this strategy.