



City of London to receive \$10,000 from Stewardship Ontario to strengthen multi-family recycling

TORONTO (February 9, 2005) —“The City of London has been awarded the first grant under Stewardship Ontario’s Effectiveness & Efficiency (E&E) Fund, to improve recycling in apartment buildings and condominiums,” Damian Bassett, CEO of Stewardship Ontario announced today.

The grant for \$10,000 will focus on identifying key barriers that inhibit effective recycling performance. Approximately 30% of London’s households live in multi-family residences.

“As in many communities, recycling performance in multi-family residences in London lags significantly behind single family curbside recycling,” notes Bassett, “so it’s a top priority for both municipalities and the industries supporting recycling to see blue box recycling grow.”

London’s recycling staff plans to target the 500 buildings that are currently participating in the city’s recycling collection program.

“When we know what the real barriers are, we will prioritize the issues and categorize them by their importance,” said Jay Stanford, division manager of London’s Environmental Programs and Customer Relations. “We can use this information to develop action plans for each barrier, with concrete operational and communications strategies. Ultimately, everything we develop will be shared with communities across the province so they can apply these tools to their multi-family programs.”

With overall co-ordination by the Association of Municipal Recycling Co-ordinators, the City of London will work on a team that includes representatives from four other Ontario municipalities: the Region of Peel; the City of Hamilton, Essex Windsor Solid Waste Authority and Quinte Waste Solutions.

“This grant is above and beyond the regular funding that London receives in support of its municipal Blue Box recycling system, which to date has amounted to \$339,627,” Bassett said. “The city submitted an application to address a persistent and common problem. A panel of industry and municipal experts chose this project to move forward because improved recycling in apartments and condominiums is essential to achieve our diversion potential. In other words, too many tonnes of recycling resources are still ending up in landfill sites, instead of being re-manufactured into new products.”

...2

Under the *Waste Diversion Act, 2002* and the Blue Box Program Plan, brand owners and first importers who use packaging or printed papers that are handled through Ontario municipal residential waste management programs contribute to a fund equal to 50% of the net cost of municipal residential Blue Box recycling systems. Stewardship Ontario is the industry funding organization for the Blue Box Program Plan and is authorized under the Act to collect the funds from industry and distribute them to municipalities. The E&E Fund represents 10% of stewards' contributions.

The Effectiveness and Efficiency (E&E) Fund, launched on July 1, 2004 makes \$3.3 million available in 2004 for approved projects and up to \$9 million through 2005. Improving multi-family recycling is one of six identified priorities for the program. To date, the E&E Fund has received more than 40 applications from Ontario municipal recycling programs.

—30—

Backgrounders attached

Contacts:	Stewardship Ontario	Jay Stanford
	Barbara McConnell	City of London
	Communications	Division Manager
	647-777-3362	Environmental program &
	After hours: 613-471-1816	Customer Relations
		519-661-5411

In Ontario, stewards of “Blue Box” materials pay a fee on the amount of packaging and printed papers their businesses contribute to the municipal waste management system. This provides 50% of the net funding for the municipal residential blue box recycling system.

In 2004, \$3.3 million of these funds comprise the Effectiveness and Efficiency (E&E) Fund – a program that provides financial support for municipalities to implement projects that will demonstrate how to reduce recycling costs and improve program effectiveness.

For more information and to apply:
www.stewardshipontario.ca; see
the **E&E Fund** in “Funding”

Eligible Projects

Applications for funding in 2004 are welcome for “open” blue box recycling projects of any type or for the following priority areas:

- multi-family recycling;
- material recycling facility (MRF) optimization and rationalization;
- innovative financing/program compliance (e.g. user pay);
- waste audit and benchmarking studies;
- communication and education to increase the recovery of targeted materials; and
- cost containment.

Application Evaluation Criteria

- 1) Will the project *divert materials cost-effectively* (e.g. lower collection or processing costs?)
- 2) Is it likely to *increase the amount of residential blue box material recycled* in Ontario?
- 3) Is it *well managed* (i.e. planned, properly sized, overseen and evaluated)?
- 4) Will it encourage *replication of results*?

Applications

Applications are completed online at **www.stewardshipontario.ca** on a continuous basis. An application requires two steps: *Intent to Apply* and a *Detailed Application*. If the *Intent to Apply* meets program goals the proponent may submit a *Detailed Application*. Submissions are evaluated by at least two peer reviewers – recycling experts selected from the public and private sectors from across the province. Based on their analysis, projects are recommended for approval or returned with detailed comments. Once approved by its Board of Directors, Stewardship Ontario notifies proponents of the decision.

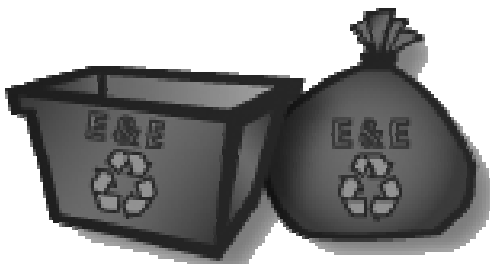
Project Requirements

Recommended projects must:

- focus on increasing effectiveness and efficiency of recycling for blue box materials;
- be submitted *only* by an Ontario municipality (with or without a project team); and
- demonstrate that 50% matching funding (cash and/or eligible in-kind investments) is in place.

Shared Results

All Ontario municipal blue box recycling programs can benefit from the E&E Fund, regardless of whether they participate. Watch for project reports and highlights as they are posted at **www.stewardshipontario.ca**.



E&E Fund c/o Stewardship Ontario
Phone: 416-594-3456/888-288-3360
email: eefund@stewardshipontario.ca



Backgrounder on Waste Diversion Ontario and Stewardship Ontario

Waste Diversion Ontario (www.wdo.ca)

Waste Diversion Ontario (WDO) is a permanent, non-share non-government corporation created under the *Waste Diversion Act* on June 27, 2002. WDO was established to develop, implement and operate waste diversion programs for a wide range of materials that currently include Blue Box Waste, for which a program is approved, Used Tires, for which a program is posted on the Environmental Registry for comment, and Used Oil Material, for which a program is being developed. Waste diversion programs are developed after materials are designated by the Minister of the Environment. The Minister recently asked WDO to work with representatives of the industries involved to develop a program that would include more than 50 products, ranging from appliances to computers to cellphones and TVs. Materials such as Household Special Waste, Organic Materials, Pharmaceuticals and Fluorescent Tubes may be designated by the Minister in future.

The WDO has been authorized by the Act to work co-operatively with those industries that produce and distribute these products to establish programs to divert waste materials.

Stewardship Ontario (www.stewardshipontario.ca)

The WDO designated Stewardship Ontario as the industry funding organization for Blue Box Wastes (glass, metal, paper, plastic and textiles collected in municipal recycling programs). All packaging and printed paper that fall within these categories are included in the Blue Box Program Plan and in the fees calculation. Companies designated as stewards for Blue Box Wastes can discharge their legal obligations under the Act through membership in Stewardship Ontario and paying the applicable steward fees. Currently, more than 1,730 companies (see www.stewardshipontario.ca/xls/Prereg_list.xls) have registered with Stewardship Ontario as stewards and have paid their fees. Fees vary based on the types, amounts and recyclability of packaging materials and printed papers used, i.e. packaging that is not recyclable or that has weaker markets has been designated a higher fee than packaging that has stronger markets.

Non-obligated Companies

Many companies that introduce packaging and printed papers into the Ontario marketplace fall under the “de minimis” rule in the Blue Box Program Plan. If their sales are under \$2 million annually they are exempt from registering or paying fees. If their sales are over \$2 million but they produce less than 15 tonnes of “Blue Box Wastes” annually, they are exempt from paying fees but must register with Stewardship Ontario (www.stewardshipontario.ca)

Blue Box Program Plan

A copy of the Blue Box Program Plan can be found at:
www.stewardshipontario.ca/pdf/PlanFeb28/BBPP_Feb28_Plan_Appendices.pdf

Contacts:

Stewardship Ontario
Barbara McConnell
Communications
647-777-3362

Waste Diversion Ontario
Glenda Gies
Executive Director
416-226-5113