



Stewardship Ontario sets aside \$2.5 million for ground-breaking “Best Practices in Recycling” study

(TORONTO, December 12, 2006) -- In a joint municipal-industry venture funded under Stewardship Ontario's Effectiveness and Efficiency (E&E) Fund, a total investment of up to \$2.5 million is being committed to making Ontario's already outstanding residential blue box recycling program even better, Damian Bassett, CEO of Stewardship Ontario announced today.

Bassett confirmed Stewardship Ontario has retained the international management company, KPMG, to examine a wide range of Ontario municipal recycling programs to determine why the top programs work well, what can be done to improve under performing programs and to translate the information into a 'best practices' approach that can be applied to all municipal recycling programs across the province. This project represents the major component of the overall best practices work.

Considered vital to the future sustainability of residential recycling in Ontario, the study will evaluate everything from the bins municipalities use, to how they collect, process and market recyclables and how they promote their programs.

“This is one of the largest grants Stewardship Ontario has ever awarded under our E&E Fund and we expect it to yield the type of ground-breaking 'best practices' information that will ensure Ontario remains at the forefront of residential recycling. Cost effective residential recycling programs make good business and environmental sense and that is important for both municipalities and the industries which share 50/50 the cost of operating the system,” Bassett said.

Stewardship Ontario undertook an extensive international search to recruit the project team for this study. Adding to the expertise of the KPMG team are R.W. Beck, leaders in solid waste management and recycling benchmarking and best practice, as well as other local experts. Ontario municipalities also have agreed to make available a number of part and full time staff to work on the project team. Steward companies (those obligated to contribute money to help fund blue box programs) are also bringing to the table expertise in marketing, promotion and logistics.

As part of this undertaking, the E&E Fund has also provided funding for a Senior Project Coordinator, retaining Nigel Guilford, a highly experienced senior project manager who will provide top level co-ordination of this new best practices effort.

“The Minister of the Environment has decided that, in 2008, recycling programs will be funded according to ‘best practices.’ With diverse programs operating in very different conditions across the province, we need to inform municipalities on how to change their programs to meet best practices. This will ensure they receive full funding from the stewards,” said Andy Campbell, Director of the Solid Waste Management Branch for York Region and a municipal representative on Waste Diversion Ontario’s Municipal-Industry Programs Committee and a municipal representative on Waste Diversion Ontario’s Municipal-Industry Programs Committee. “Recycling programs are always looking for ways to operate more efficiently, increase recovery and lower costs.”

Under the *Waste Diversion Act*, 2002, companies that introduce packaging and printed paper into the Ontario marketplace that is managed through the municipal waste stream are required to contribute to a fund which is used to pay 50% of the net system costs of municipal residential blue box programs.

Stewardship Ontario is the industry funding organization, operating under the Act that collects fees from the obligated companies and distributes the funds directly to Ontario municipalities. Over the first three years of the funding program, industry’s total contribution to help pay for blue box programs is close to \$148 million.

The grants for the best practices project come from Stewardship Ontario’s Effectiveness and Efficiency (E&E) Fund which comprises 10% of the fees collected from the obligated companies. The goals of the E&E Fund are to reduce the net cost of municipal recycling in Ontario, to increase overall waste diversion and to build capacity for sustainable residential recycling. Sixty-two municipal projects across the province have received grants totaling \$11.8 million since the E&E Fund was launched in July, 2004.

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Additional project information is available at:
http://www.stewardshipontario.ca/eefund/best_practices.htm

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