



## **Recycling Advisor to help Northern Ontario communities boost recycling and reduce program costs**

**TORONTO** (September 18, 2007) —Recycling in Northern Ontario communities has its own set of unique challenges. For that reason an industry organization is setting up a special technical advice program that will be available to municipalities to help them investigate and implement systems that will overcome efficiency barriers and drive down recycling system costs, Damian Bassett, CEO of Stewardship Ontario announced today.

The industry organization, Stewardship Ontario, is providing a grant of \$180,000 under its Effectiveness and Efficiency Fund to hire a municipal recycling expert to provide technical advice on request and at no cost to residential blue box recycling programs throughout the north.

“Over many years, northern area recycling managers have had to overcome geography, resource limitations and financial constraints that have impeded their best efforts to operate recycling programs efficiently,” Bassett said. “Many northern recycling program operators have expressed keen interest in obtaining technical assistance to help them figure out how to reduce recycling costs and increase waste diversion.”

Following a province-wide search process conducted during the spring, Stewardship Ontario has hired Clayton Sampson, a former recycling program coordinator with more than 12 years of experience in recycling issues. The contract is for 18 months.

Mr. Sampson is well known in the Ontario recycling industry as a long standing member of the Association of Municipal Recycling Coordinators (AMRC) where he has served as a member of the executive and on several of its committees. He is familiar with Northern Ontario recycling programs, and recently completed a tour of several facilities in his role as consultant to a study of ‘best practices’ in recycling programs in Ontario.

“Northern recycling program operators have done an exceptional job in making their programs work under difficult conditions for many years. Together, we’ll be taking a fresh look at what might be done to improve services to residents, to sort and bale materials more efficiently and to identify stable, long-term markets for materials,” said Sampson. “By pooling our resources and industry expertise, I believe we will be able to find new ways to address some of the lingering cost-effectiveness issues and increase program performance.”

As a first step, Mr. Sampson will contact recycling program operators in the region to identify their top priorities and concerns. Following that, he plans to meet with most program operators, observe the operations at their recycling facilities and visit the communities they serve as a basis for completing a technical assessment of the programs. With this, he will provide practical, technical advice that is tailored to the needs of specific programs and northern recycling conditions.

“Recycling programs in the north are different from anything that is in operation in the south and that has been reflected in waste diversion numbers. Our household recycling rates are simply not as high,” said Denise Belanger, co-ordinator of waste diversion with the City of Greater Sudbury, which sponsored the application for the Stewardship Ontario grant. “Blending the expertise of northern recyclers with Clayton’s broad-based industry experience will enable us to develop the customized solutions to local and regional recycling issues that what we need.”

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 has awarded \$16.2 million for 60 different projects since its launch on July 1, 2004. Increasing the efficiency and reducing costs of recycling programs and identifying means by which to continuously improve the waste diversion system in Ontario are the goals of this program.

The need for this position was identified in the completion of two recent projects under the E&E Fund. The findings of a province-wide Blue Box Recycling Enhancement and Best Practices Assessment Project and the Northern Ontario Waste Diversion study highlighted the specific challenges to recycling in Northern Ontario and called for dedicated support for these programs.

For more information about the E&E Fund, please click on the E&E Fund [Background](#).

View the Blue Box Recycling Enhancement and Best Practices Project [Report](#)

View the Northern Ontario Waste Diversion Study [Report](#)

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