# Metro Vancouver: The Zero Waste Challenge

#### **Greg Moore**

#### Chair, Metro Vancouver Waste Management Committee

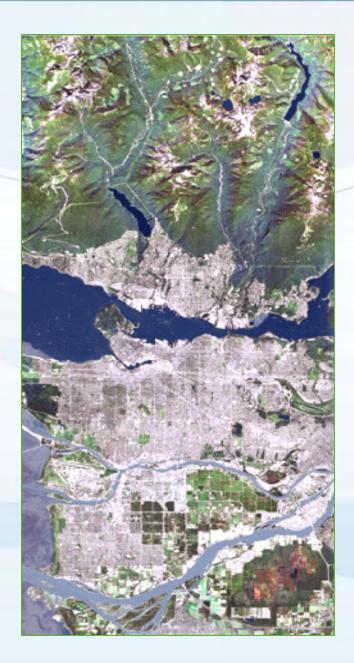
Mayor, City of Port Coquitlam





#### **Metro Vancouver**

- Canada's only unamalgamated major metropolitan area
- A federation comprising 22 municipalities (including Abbotsford), one First Nation and one electoral area, which vary greatly in size and character
- Created in 1967 but the core utilities (water and sewer) date back to early 20th century





# **Regional Functions**

Greater Vancouver Regional District

> air quality; regional growth strategy; regional parks; 911; electoral area A

Greater Vancouver Sewerage & Draining District

 liquid waste; solid waste and recycling; limited drainage

Greater Vancouver Water District

• water supply

Metro Vancouver Housing Corp.

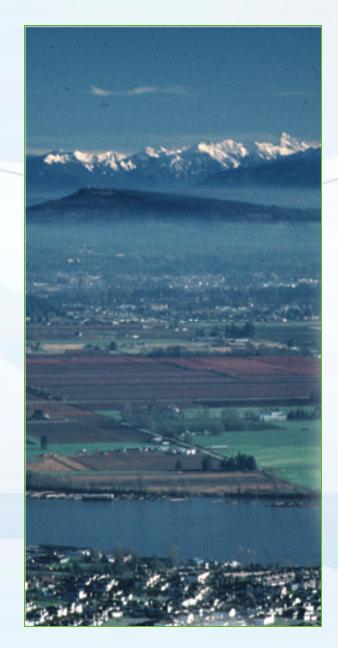
affordable housing





## **Metro/Municipal System**

- One non-hierarchical system of local government – regional role varies with function
- Metro Vancouver provides regional coordination/ leadership, some direct regional services, but mostly services to municipalities
- Municipalities involved through membership on board and standing committees, standing staff advisory committees, various consultation mechanisms

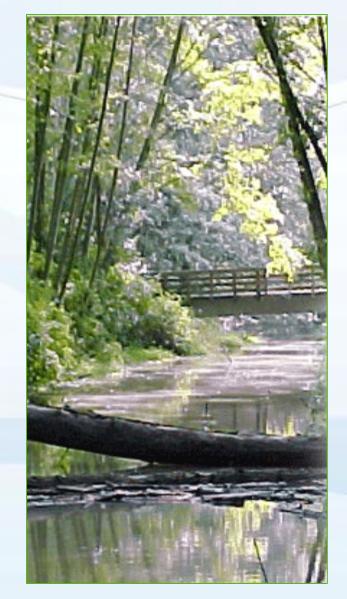




#### Sustainable Region Initiative (SRI)

- Promote sustainability and role of Metro Vancouver
- Broader engagement with a focus on business sector and local government
- Implement management plans for Growth Management, Solid Waste Management, Liquid Waste Management, Ecological Health, Regional Food Strategy
- Take Corporate Sustainability to a new level
- Sustainability reporting





#### **Past Performance**

- 50% diversion goal by 2000 mandated by Province of BC
- Metro Vancouver surpassed 50% in 1998
- Current diversion rate of 55% achieved through:
  - Blue Box Program
  - Greenwaste Collection
  - Extended Producer Responsibility programs:
    - Beverage containers, tires, paint, pesticides, oil and oil filters, pharmaceuticals, solvents, electronics
  - Material Disposal Bans:
    - All Bluebox & EPR materials, gypsum, greenwaste, batteries







## Zero Waste Challenge

- Adopted by Metro Vancouver Board in 2006
- Stakeholder workshops and consultation has confirmed:
  - Top priority is to Reduce, Reuse, and Recycle
  - Extensive list of specific actions identified to divert waste from disposal
- Metro Vancouver Board adopted diversion target of 70% by 2015



#### **Zero Waste Challenge**

#### Materials Targeted:

- Organics/Food Waste
- Wood waste
- Paper
- Plastic
- E-Waste and Small Appliances





#### **Zero Waste Challenge Diversion Potential**

	Quantity Disposed Diversion Program (tonnes)		Estimated Capture (tonnes)
Wood Waste	240,000	Modifications to Demolition and Building Permit Process	85,000
VVOOU VVASIE		Provide Wood Drop Off Facilities at Transfer Stations/Eco-Centres	70,000
Paper and Paperboard	305,000	Enhanced Disposal Bans	115,000
		Composting	50,000
Food Waste	335,000	Composting	170,000
Plastic Waste	190,000	Expansion of Plastics Recycling	30,000
Yard Waste	85,000 Disposal Bans		60,000
E-Waste and Small Appliances		EPR - E-Waste	10,000
	27,500	EPR - Small Appliances	10,000
	600,000		

## Summer 2009 Zero Waste Challenge Activities

- Stadium Diversion Guidelines
- Parades and Public Events
- Wood Waste Retail Depot Pilot
- Multi-Family Residences
- Food Waste Composting







#### **Swangard Stadium** Stadium and Arena Diversion Guidelines



#### **Parades and Public Events**









## Home Depot Wood Waste Diversion Pilot



### Multi-Residential Solid Waste Diversion Pilot



For more recycling information, please visit MetroVancouverRecycles.org or call the RCBC Hotline at 604-732-9253.



#### **Organics Collection**



#### **Backyard composting**



Food Waste Collection



**Curbside Organics Collection** 



#### **Regional Food Waste Composting**





Fraser Richmond Soil & Fibre



#### **Future Initiatives**

#### **Eco-Centres**

 Move from a few transfer stations to many distributed Eco-Centres

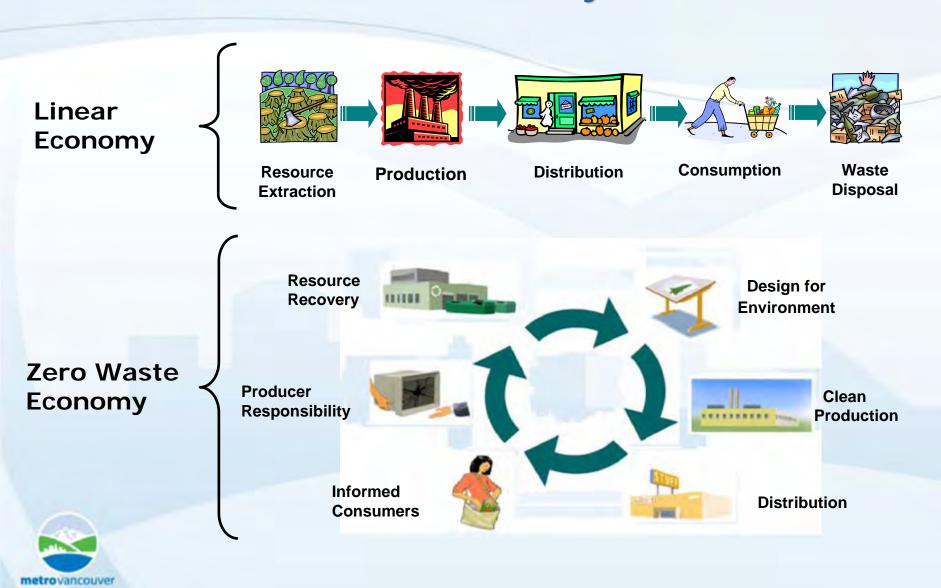


One-stop drop for all materials





#### Zero Waste Economy Beyond 70% Diversion





#### **The Proposal**

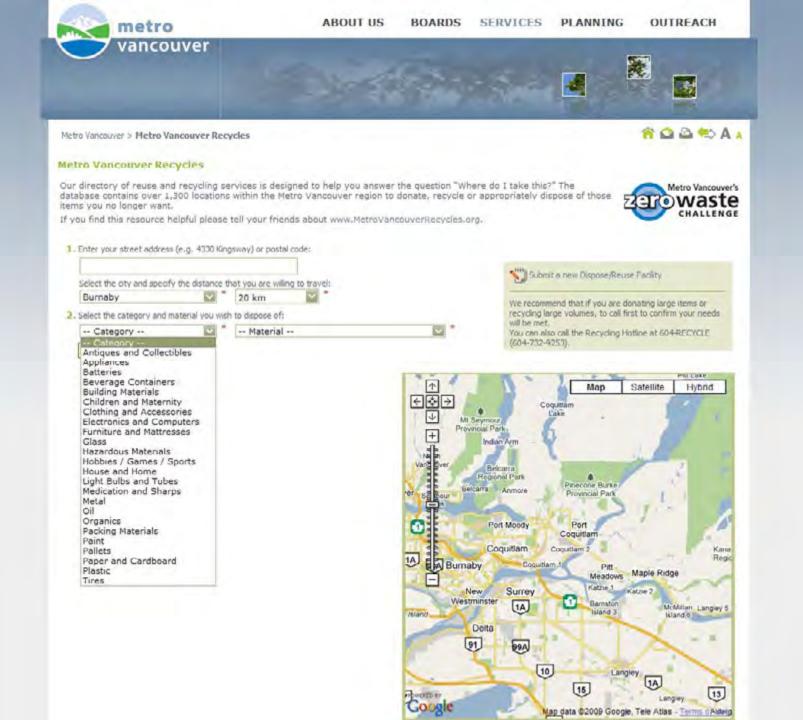
- Share MetroVancouverRecycles.org
- Create 3Rs.ca
- Collaborate on future development
- Develop national social marketing campaigns

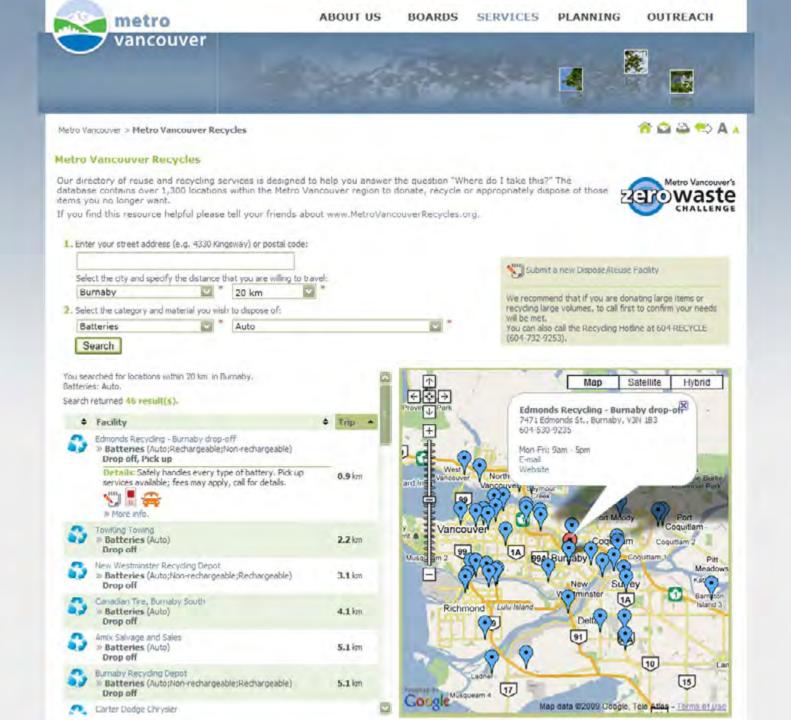


#### MetroVancouverRecycles.org

- Award-winning web application
- Introduced new information technologies to recycling
- Increasing reuse and recycling convenience for residents







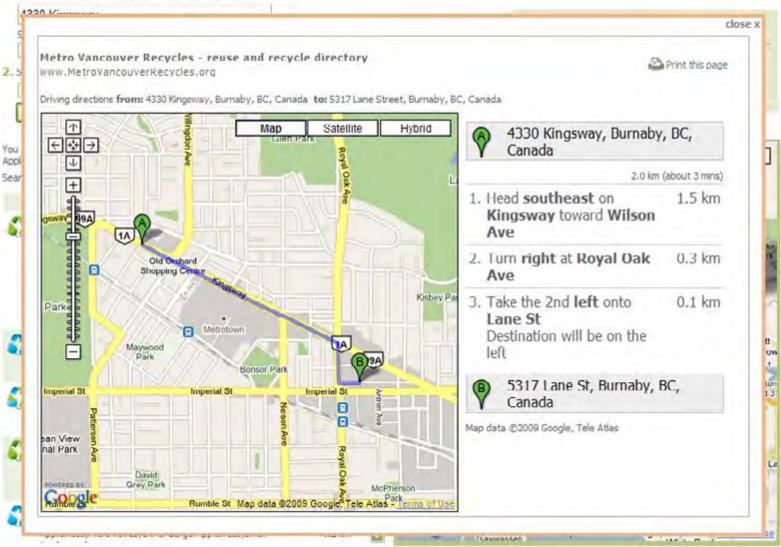
Metro Vancouver > Metro Vancouver Recycles

#### Metro Vancouver Recycles

Our directory of reuse and recycling services is designed to help you answer the question "Where do I take this?" The database contains over 1,300 locations within the Metro Vancouver region to donate, recycle or appropriately dispose of those items you no longer want.

If you find this resource helpful please tell your friends about www.MetroVancouverRecycles.org,

1. Enter your street address (e.g. 4330 Kingsway) or postal code:





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CHALLENGE

#### Metro Vancouver Recycles

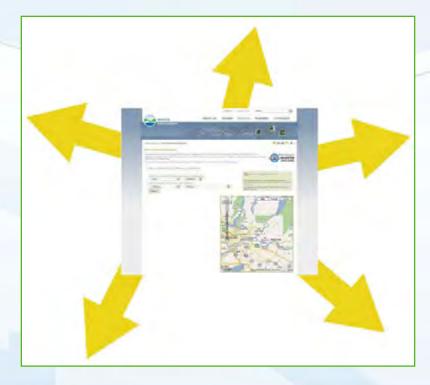
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#### Let's Work Together

- We would like to share our website with anybody who wants to use it.
- Our message is: we want to share, we want to work together, we want everyone in Canada to recycle more.





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Phone: 604-436-6993 Email: CorporateRelations@metrovancouver.org

## Messaging

- Canadians are bombarded with hundreds of web addresses & thousands of media messages every day
- Recycling information is often hard to find on municipal websites
- 3Rs.ca could be a one stop shop for recycling information—411 for your blue box
- This would allow us all to promote just one national web address—3rs.ca
- Leverage social media tools like facebook and YouTube.





#### your national & local 3Rs guide



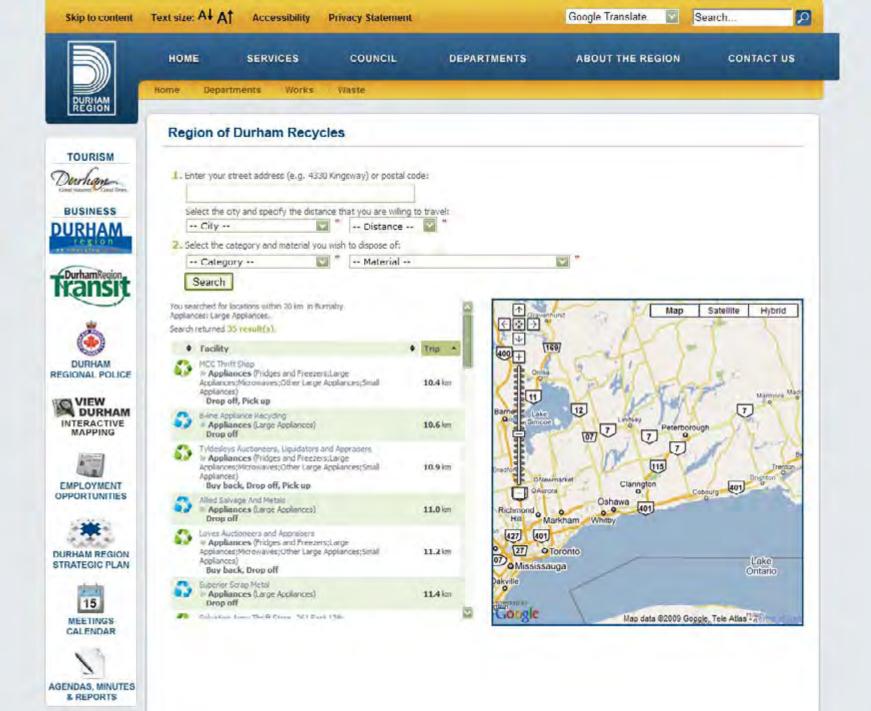


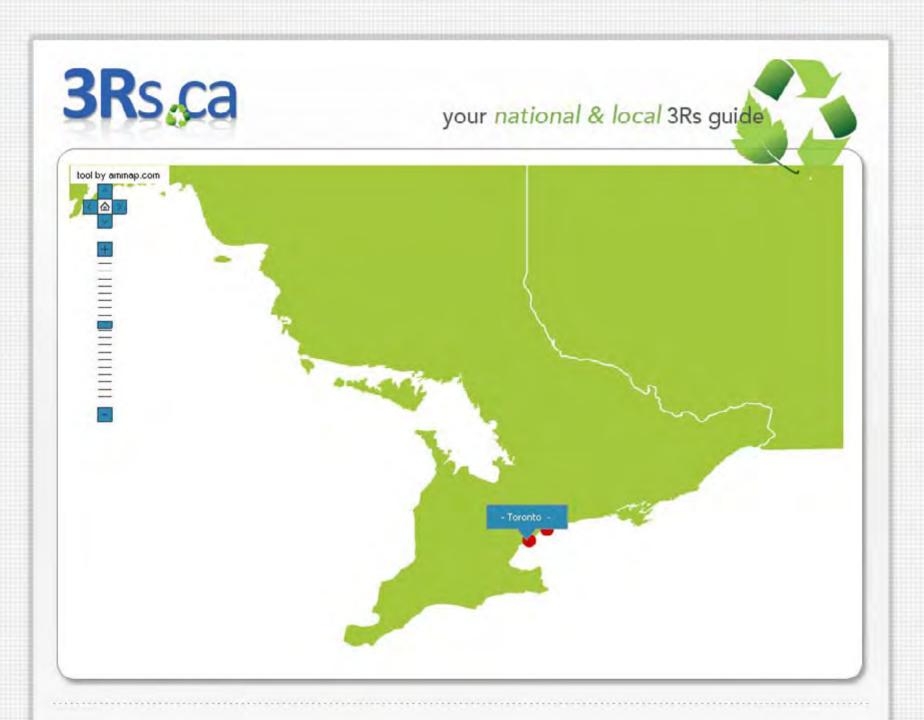




<b>Exclusion Directory</b> 1. Enter your street address (e.g. 4330 Kingsway)) or postal code:         Select the city and specify the distance that you are willing to travel:         - City         - Otstance         - Category         Select the category and material you with to dispose of:         - Category         Select the category and material you with to dispose of:         - Category         Search	City Hall	Online Services	Discover Port Coquitlam	Citizen Services	Business Resources	Parks and Recreation
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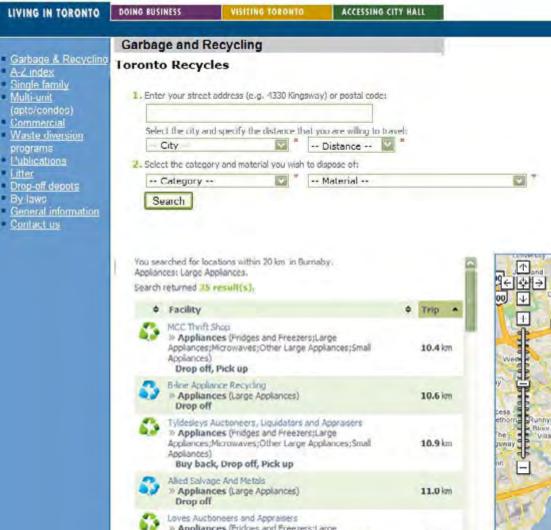


#### TOBONTO

60

11.2 km

11.4 km



» Appliances (Fridges and Freezers;Large

Applances)

Drop off

-

Buy back, Drop off Superior Scrap Metal

» Appliances (Large Appliances).

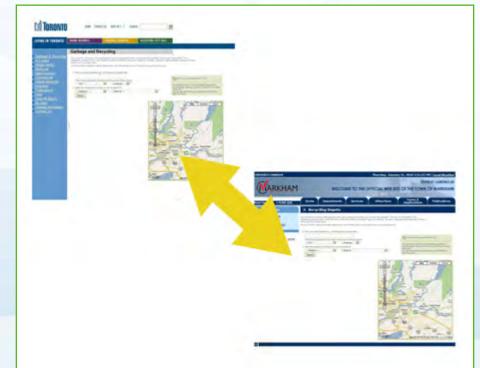
Cubrations Arms Thriff Chura 761 East 17th

Applances;Microwaves;Other Large Applances;Small



#### **Collaboration**

- Metro Vancouver's development of this web application helps over two million people access recycling information.
- Why should each municipality develop their own application for a smartphone, or each pay for other enhancements in isolation?





# **Other Opportunities**

- There are other opportunities to collaborate, both on and offline.
- How about this year we work together to get top quality marketing developed and all run it at the same time across the country?



# How much of what you give will end up as garbage? The best way to reduce our garbage this holiday season is not to create it in the first place. metro vancouver www.metrovancouver.org

#### Thank you



Metro Vancouver Phone: 604-436-6993 Email: CorporateRelations@metrovancouver.org

