

**METRO VANCOUVER REGIONAL DISTRICT
ZERO WASTE COMMITTEE**

REGULAR MEETING

Friday, March 12, 2021

9:00 a.m.

28th Floor Boardroom, 4730 Kingsway, Burnaby, British Columbia

REVISED AGENDA¹

1. ADOPTION OF THE AGENDA

1.1 March 12, 2021 Regular Meeting Agenda

That the Zero Waste Committee adopt the agenda for its regular meeting scheduled for February, 2021 as circulated.

2. ADOPTION OF THE MINUTES

2.1 January 22, 2021 Regular Meeting Minutes

That the Zero Waste Committee adopt the minutes of its regular meeting held January 22, 2021 as circulated.

3. DELEGATIONS

4. INVITED PRESENTATIONS

5. REPORTS FROM COMMITTEE OR STAFF

5.1 Award of Contract Resulting from Request for Proposal No. 20-143: Inspection Services at Solid Waste Regional Facilities

That the GVS&DD Board:

- a) approve award of a three (3) year contract in the amount of up to \$3,674,026 (exclusive of taxes) to Stasuk Testing and Inspection Ltd., resulting from Request for Proposal No. 20-143: Inspection Services at Solid Waste Regional Facilities, subject to final review by the Commissioner; and
- b) authorize the Commissioner and the Corporate Officer to execute the required documentation once the Commissioner is satisfied that the award should proceed.

¹ Note: Recommendation is shown under each item, where applicable.

5.2 Award of Contract Resulting from Request for Proposal No. 20-016: Organics Management at the North Shore Transfer Station

Withdrawn

That the GVS&DD Board:

- a) approve award of a 5-year contract in the amount of up to \$17,428,425 (exclusive of taxes) to Arrow Environmental Services, resulting from Request for Proposal No. 20-016: Organics Management at the North Shore Transfer Station, subject to final review by the Commissioner; and
- b) authorize the Commissioner and the Corporate Officer to execute the required documentation once the Commissioner is satisfied that the award should proceed.

5.3 United Boulevard Recycling and Waste Centre Opening Plan

That the Zero Waste Committee receive for information the report dated March 5, 2021, titled "United Boulevard Recycling and Waste Centre Opening Plan".

5.4 2020 Waste Composition Study Results

That the Zero Waste Committee receive for information the report dated March 5, 2021, titled "2020 Waste Composition Study Results".

5.5 Create Memories Not Garbage 2020 Campaign Results

That the Zero Waste Committee receive for information the report dated March 5, 2021, titled "2020 Regional Create Memories Not Garbage Campaign Results".

5.6 Manager's Report

That the Zero Waste Committee receive for information the report dated March 5, 2021, titled "Manager's Report".

6. INFORMATION ITEMS

6.1 Metro Vancouver's 2020 Zero Waste Conference

6.2 Correspondence from City of New Westminster re Single-Use Item Reduction Advocacy for Consistent Regional Regulation dated February 5, 2021

6.3 Correspondence from City of Coquitlam re Single-Use Item Reduction Advocacy for Consistent Regional Regulation dated February 22, 2021

7. OTHER BUSINESS

8. BUSINESS ARISING FROM DELEGATIONS

9. RESOLUTION TO CLOSE MEETING

Note: The Committee must state by resolution the basis under section 90 of the Community Charter on which the meeting is being closed. If a member wishes to add an item, the basis must be included below.

That the Zero Waste Committee close its regular meeting scheduled for March 12, 2021 pursuant to the *Community Charter* provisions, Section 90 (1) (e) and (g) as follows:

- “90 (1) A part of the meeting may be closed to the public if the subject matter being considered relates to or is one or more of the following:
- (e) the acquisition, disposition or expropriation of land or improvements, if the board or committee considers that disclosure could reasonably be expected to harm the interests of the regional district; and
 - (g) litigation or potential litigation affecting the regional district

ADJOURNMENT/CONCLUSION

That the Zero Waste Committee adjourn/conclude its regular meeting of March 12, 2021.

Membership:

Froese, Jack (C) - Langley Township
Hodge, Craig (VC) - Coquitlam
Calendino, Pietro - Burnaby
Elford, Doug - Surrey

Fathers, Helen - White Rock
Fry, Pete - Vancouver
Little, Mike - North Vancouver District
Martin, Gayle - Langley City

McDonald, Bruce - Delta
Morden, Mike - Maple Ridge
Steves, Harold - Richmond
Vagramov, Rob - Port Moody

**METRO VANCOUVER REGIONAL DISTRICT
ZERO WASTE COMMITTEE**

Minutes of the Regular Meeting of the Metro Vancouver Regional District (MVRD) Zero Waste Committee held at 9:01 a.m. on Friday, January 22, 2021 in the 28th Floor Boardroom, 4730 Kingsway, Burnaby, British Columbia.

MEMBERS PRESENT:

Chair, Mayor Jack Froese, Langley Township
 Vice Chair, Councillor Craig Hodge*, Coquitlam
 Councillor Pietro Calendino*, Burnaby
 Councillor Doug Elford*, Surrey
 Councillor Helen Fathers*, White Rock
 Councillor Pete Fry*, Vancouver
 Mayor Mike Little*, North Vancouver District
 Councillor Gayle Martin*, Langley City
 Councillor Bruce McDonald*, Delta
 Mayor Mike Morden*, Maple Ridge (arrived at 9:15 a.m.)
 Councillor Harold Steves*, Richmond
 Mayor Rob Vagramov*, Port Moody (arrived at 9:03 a.m.)

MEMBERS ABSENT:

None.

OTHERS PRESENT:

Director Sav Dhaliwal, Board Chair and Ex Officio committee member

STAFF PRESENT:

Paul Henderson, General Manager, Solid Waste Services
 Eva Haan, Legislative Services Coordinator, Board and Information Services

OPENING REMARKS

Director Sav Dhaliwal, Board Chair and Ex Officio committee member, acknowledged the contributions of the Metro Vancouver Standing Committee members in what has been a challenging time for the region due to COVID-19 pandemic and recognized the vital role this Committee will play in moving forward.

Mayor Vagramov arrived at the meeting at 9:03 a.m.

*denotes electronic meeting participation as authorized by Section 3.6.2 of the *Procedure Bylaw*

1. ADOPTION OF THE AGENDA

1.1 January 22, 2021 Regular Meeting Agenda

It was MOVED and SECONDED

That the Zero Waste Committee:

- (a) amend the agenda for its regular meeting scheduled for January 22, 2021 by:
 - (i) varying the order of the agenda to consider item 5.2 as the first item in section 5; and
- (b) adopt the agenda for its regular meeting scheduled for January 22, 2021, as amended.

CARRIED

2. ADOPTION OF THE MINUTES

2.1 November 6, 2020 Regular Meeting Minutes

It was MOVED and SECONDED

That the Zero Waste Committee adopt the minutes of its regular meeting held November 6, 2020 as circulated.

CARRIED

3. DELEGATIONS

No items presented.

4. INVITED PRESENTATIONS

No items presented.

5. REPORTS FROM COMMITTEE OR STAFF

Agenda Order Varied

Pursuant to Item 1. Adoption of the Agenda, the order of the agenda was varied to consider Item 5.2 at this point.

5.2 Solid Waste Management Plan Independent Consultation and Engagement Panel: Progress Update

Report dated January 14, 2020, from Sarah Evanetz, Division Manager, Strategy and Stakeholder Relations, Solid Waste Services, updating the Zero Waste Committee on progress made to date by the Solid Waste Management Plan Independent Consultation and Engagement Panel.

At this point in the meeting, the Solid Waste Management Plan Independent Consultation and Engagement Panel -- formed to advise staff and the Board on consultation and engagement with the development of a new solid waste management plan -- introduced themselves to the Committee.

Mayor Morden arrived at the meeting at 9:15 a.m.

It was MOVED and SECONDED

That the GVS&DD Board receive for information the report dated January 14, 2021, titled "Solid Waste Management Plan Independent Consultation and Engagement Panel: Progress Update".

CARRIED

Agenda Order Resumed

The order of the agenda resumed with Item 5.1 being before the Committee.

5.1 2021 Zero Waste Committee Priorities and Work Plan

Report dated January 14, 2020, from Paul Henderson, General Manager, Solid Waste Services, providing the Zero Waste Committee with the priorities and work plan for the year 2021.

Members engaged in a discussion regarding the work plan, the desire to investigate new technologies, how to inform the public that recycling systems in Metro Vancouver continue to function effectively, and the potential for commercial organic receipt at Metro Vancouver recycling and waste centres.

It was MOVED and SECONDED

That the Zero Waste Committee endorse the work plan as presented in the report dated January 14, 2021, titled "2021 Zero Waste Committee Priorities and Work Plan".

CARRIED

5.3 Alternative Fuel and Recyclables Recovery Interim Processing Strategy

Report dated January 6, 2020, from Terry Fulton, Senior Project Engineer, Solid Waste Services, seeking GVS&DD Board approval to initiate procurement for processing small load waste.

Staff provided members with a presentation regarding the use of unrecyclable waste materials in creating alternative fuels and the work being done to implement this process.

Presentation material titled "Alternative Fuels and Recyclables Recovery Program", is retained with the January 22, 2021 Zero Waste Committee agenda.

It was MOVED and SECONDED

That the GVS&DD Board approve initiating procurement for the processing of approximately 60,000 tonnes per year of small load waste to recover recyclables and alternative fuel.

CARRIED

5.4 Manager's Report

Report dated January 15, 2020, from Paul Henderson, General Manager, Solid Waste Services, providing an update regarding Solid Waste Services operations.

Staff provided members with a presentation regarding the Smart Bin pilot program and its progress thus far.

Presentation material titled "Smart Bin Pilot" is retained with the January 22, 2021 Zero Waste Committee agenda.

Staff provided members with a presentation regarding the status of the public outreach campaigns currently in use. Three videos were shown as part of this presentation to demonstrate the public outreach campaigns regarding solid waste.

Presentation material titled "Solid Waste Campaign Updates" is retained with the January 22, 2021 Zero Waste Committee agenda. The three videos of public outreach campaigns are not retained with the agenda.

It was MOVED and SECONDED

That the Zero Waste Committee receive for information the report dated January 15, 2021 titled "Manager's Report".

CARRIED

6. INFORMATION ITEMS

It was MOVED and SECONDED

That the Zero Waste Committee receive for information the following Information items:

- 6.1 Correspondence re CleanBC Plastics Action Plan Implementation Update from Ministry of Environment and Climate Change
- 6.2 School and Youth Leadership Programs: Engaging K-12 Audiences Through Curriculum and Leadership Programs
- 6.3 Correspondence re Proposed Integrated Management Approach to Plastics Products to Prevent Waste and Pollution to Environment and Climate Change Canada
- 6.4 Correspondence re 2020 Recycling Regulation Policy Intentions Paper – Metro Vancouver Submission to Ministry of Environment and Climate Change Strategy

CARRIED

7. OTHER BUSINESS

No items presented.

8. BUSINESS ARISING FROM DELEGATIONS

No items presented.

9. RESOLUTION TO CLOSE MEETING

No items presented.

10. ADJOURNMENT/CONCLUSION

It was MOVED and SECONDED

That the Zero Waste Committee conclude its regular meeting of January 22, 2021.

CARRIED

(Time: 10:50 a.m.)

Eva Haan,
Legislative Services Coordinator

Jack Froese, Chair

To: Zero Waste Committee

From: Roy Moulder, Director, Purchasing and Risk Management, Financial Services
Paul Henderson, General Manager, Solid Waste Services

Date: March 4, 2021 Meeting Date: March 12, 2021

Subject: **Award of Contract Resulting from Request for Proposal No. 20-143: Inspection Services at Solid Waste Regional Facilities**

RECOMMENDATION

That the GVS&DD Board:

- a) approve award of a three (3) year contract in the amount of up to \$3,674,026 (exclusive of taxes) to Stasuk Testing and Inspection Ltd., resulting from Request for Proposal No. 20-143: Inspection Services at Solid Waste Regional Facilities, subject to final review by the Commissioner; and
- b) authorize the Commissioner and the Corporate Officer to execute the required documentation once the Commissioner is satisfied that the award should proceed.

EXECUTIVE SUMMARY

Metro Vancouver received and evaluated three proposals in response to Request for Proposal No. 20-143: Inspection Services at Solid Waste Regional Facilities. Stasuk Testing and Inspection Ltd. submitted the highest overall ranked proposal. Staff recommend contract award to Stasuk Testing and Inspection Ltd. in the amount of up to \$3,674,026 (exclusive of taxes) for a three (3) year term, commencing on May 1, 2021. The contract would allow for an optional two (2) year extension at a cost of up to \$2,598,048 (exclusive of taxes), for a total five (5) year cost of up to \$6,272,074. With increased hourly inspection costs compared to the previous contract, the recommended award is based on slightly reduced annual inspection hours to fit within the available budget. The paperless inspection process now in place has increased inspection efficiency and staff are exploring options to reduce inspection requirements over time while ensuring waste reduction and recycling efforts are not compromised.

PURPOSE

This report is to advise the GVS&DD Board of the results of Request for Proposal (RFP) No. 20-143: Inspection Services at Solid Waste Regional Facilities, and to recommend a contract award in the amount of up to \$3,674,026 (exclusive of taxes) for three (3) years to Stasuk Testing and Inspection Ltd., for conducting disposal ban inspections at regional solid waste facilities commencing on May 1, 2021.

BACKGROUND

Pursuant to the *GVS&DD Officers and Delegation Bylaw No. 284, 2014* (Bylaw) and the Procurement and Real Property Contracting Authority Policy (Policy), procurement contracts that exceed a value of \$5 million require the approval of the Board of Directors.

This report is being brought forward to the Zero Waste Committee to consider a recommendation to the GVS&DD Board to award a contract for an initial three (3) year term for disposal ban inspection

services. Should the additional two (2) year extension be exercised the total value of the contract will exceed the \$5 million threshold required for approval by the Board of Directors.

DESCRIPTION OF SERVICES AND PROPOSAL EVALUATION RESULTS

Disposal ban inspection services are currently under a contract that will expire on April 30, 2021. A Request for Proposal, RFP No. 20-143, was advertised on the Metro Vancouver and BC Bid websites on December 22, 2020 and closed on January 15, 2021. The RFP's scope of service includes the provision of all labour, supervision and administration necessary to provide disposal ban inspection services at the regional solid waste facilities for a period of five (5) years commencing on May 1, 2021. Proposals were based on up to 18,720 hours of inspection annually.

Three companies, Stasuk Testing and Inspection Ltd., Southern Cross Holdings Ltd. and 369 Enterprises submitted proposals in response to RFP 20-143. All three proposals were evaluated based on a maximum of 65 points for the technical components and 35 points for the commercial considerations with relevant weightings as identified in the RFP. The technical component of the proposals was evaluated by staff from Solid Waste Services, Solid Waste Operations Division and the commercial considerations were evaluated by staff from Financial Services, Purchasing and Risk Management Division. The proposed fees are summarized in the following table:

Proponent	Total Proposal Price (exclusive of taxes and annual CPI adjustment)
369 Enterprises	\$3,599,856
Stasuk Testing and Inspection Ltd.	\$7,675,200
Southern Cross Holdings Ltd.	\$14,508,000

Stasuk Testing and Inspection Ltd.'s proposal ranked the highest overall. Stasuk Testing and Inspection Ltd. had a strong technical score and ranked second for commercial considerations, and has extensive corporate experience with facility inspections. The proposed price of up to \$7,675,200 is for a five (5) year term at the originally proposed inspection hours. All proposed fee submissions exceeded the available budget. Subsequent negotiations with the top ranked proponent focused on a reduction in the total inspection hours. The reduction has resulted in a new total five (5) year cost of \$6,272,074.

The inspection hours are approximately 7% less than the hours provided under the previous contract. The inspection process is now paperless, and as such the process is more efficient than the previous process. Staff will monitor the efficacy of the program with reduced hours compared to the previous contract and report back to the Board if the reduced hours impair program outcomes. Additionally, staff are exploring new processes to encourage waste reduction and recycling that may result in reduced inspection requirements over time.

ALTERNATIVES

1. That the GVS&DD Board:
 - a) approve award of a three (3) year contract in the amount of up to \$3,674,026 (exclusive of taxes) to Stasuk Testing and Inspection Ltd., resulting from Request for Proposal No. 20-143: Inspection Services at Solid Waste Regional Facilities, subject to final review by the Commissioner; and
 - b) authorize the Commissioner and the Corporate Officer to execute the required documentation once the Commissioner is satisfied that the award should proceed.
2. That the GVS&DD Board terminate RFP No. 20-143: Inspection Services at Solid Waste Regional Facilities and direct staff to report back to the GVS&DD Board with options for an alternate course of action.

FINANCIAL IMPLICATIONS

If the Board approves Alternative 1, a contract will be awarded to Stasuk Testing and Inspection Ltd. beginning May 1, 2021, with total inspection hours of 44,304 hours for a period of three (3) years for an amount up to \$3,674,026 (exclusive of taxes). This amount is within the budget allocated for these services. The execution of the optional two (2) year extension at a cost of up to \$2,598,048 (exclusive of taxes) is at Metro Vancouver's sole discretion, and includes an estimated 2% annual Consumer Price Index starting January 1, 2023. Award of the extension will be conducted by the appropriate contracting authority as identified in the Policy.

CONCLUSION

RFP No. 20-143 was issued for Inspection Services at Solid Waste Regional Facilities and Stasuk Testing and Inspection Ltd. was identified as the highest ranked proponent. The proposed service will provide disposal ban inspections at regional solid waste facilities and educate customers of banned materials that are not accepted at the facilities.

Based on the evaluation of the RFP submissions, it is recommended that the Board approve award and authorize the Commissioner and the Corporate Officer to execute the contract to Stasuk Testing and Inspection Ltd. for an initial three (3) year term in the amount of up to \$3,674,026 (exclusive of taxes). The service contract will commence on May 1, 2021.

43498689

To: Zero Waste Committee

From: Marcel Pitre, Division Manager, Policy and Facility Development, Solid Waste Services

Date: March 5, 2021 Meeting Date: March 12, 2021

Subject: **United Boulevard Recycling and Waste Centre Opening Plan**

RECOMMENDATION

That the Zero Waste Committee receive for information the report dated March 5, 2021, titled “United Boulevard Recycling and Waste Centre Opening Plan”.

EXECUTIVE SUMMARY

The United Boulevard Recycling and Waste Centre will be one of the most comprehensive solid waste facilities in North America, with recycling opportunities significantly enhanced compared to the current facility. An opening plan has been developed to ensure a smooth transition from the current Coquitlam Recycling and Waste Centre to the new facility and communicate the importance of the new facility within Metro Vancouver’s solid waste management system to the public, facility users and other stakeholders. This report outlines the opening plan for the new facility along with communications activities. The facility is expected to open in late spring 2021.

PURPOSE

The purpose of this report is to describe the opening plan for the new United Boulevard Recycling and Waste Centre.

BACKGROUND

Updates on the progress of the United Boulevard Recycling and Waste Centre are included in the Zero Waste Committee’s work plan. Staff are preparing for the facility opening in late spring 2021 with a number of initiatives and supporting communications to transition customers to the new facility. This report provides an update on construction and outlines the elements of the opening and communications plans.

FACILITY OVERVIEW AND OPENING PLAN

Facility Overview

The United Boulevard Recycling and Waste Centre will accept a comprehensive range of materials from commercial, municipal, and small vehicle customers. Materials accepted for a fee include garbage, food scraps, yard trimmings, clean and treated wood, mattresses and gypsum. Materials accepted in the free recycling area include a full suite of extended producer responsibility program recyclables and more.

The new United Boulevard Recycling and Waste Centre sits on a 6.2-hectare property within the Coquitlam Landfill site at 995 United Boulevard in Coquitlam. This large footprint provides flexibility to expand services as opportunities arise. The facility boasts dedicated traffic lanes for large and small vehicles, separate weight and payment systems for account customers (automated scales) and

non-account customers (attended scales), a dedicated service vehicle access and traffic corridor, a 5,800 m² flat tipping floor with three material chutes, a maintenance garage, administration building, two scale houses, a recycling attendant booth, customer washrooms and number of green infrastructure elements. The following table highlights some key improvements between the existing Coquitlam Recycling and Waste Centre and the new United Boulevard Recycling and Waste Centre.

Feature	Existing Facility	New Facility
Site area	2.7 hectares	6.2 hectares
Recycling depot area	2,400 m ²	6,000 m ²
Tipping floor area	2,200 m ²	5,800 m ²
Total queuing for all customers	120 m	775 m
Designated lanes and tipping areas for small vehicles and commercial customers	No	Yes
Total number of scales	3	6
Separate access for service vehicles	No	Yes

The recycling depot features grade separated bins with catwalks and service access at the back of the recycling area for enhanced safety, a mixed metals and appliances concrete bunker, paper and cardboard compactors, a covered area for extended producer responsibility program items, and customer washrooms.

The following materials will be accepted for free at the recycling depot:

Batteries	Expanded polystyrene (also known as Styrofoam) - white	Paint products and solvents
Beverage containers	Expanded polystyrene (also known as Styrofoam) – coloured	Recyclable paper and paper packaging
Books (for donation)	Film packaging	Pesticides (must be in original labelled container. Limit 10L per container)
Cellular phones	Glass packaging	Plastics packaging
Cooking oil	Gasoline (must be in approved ULC container. Limit 25L per container)	Propane tanks
Clothing (for donation)	Lamps and light fixtures	Small appliances and power tools
Corrugated Cardboard	Metals: Scrap metal, metal appliances, outdoor power equipment, metal packaging (max. four refrigeration appliances)	Smoke and carbon monoxide alarms
Electronics	Oil filters	Thermostats

The receipt of other materials such as used oil and deposit containers is being explored with the goal of finalizing receipt of those materials in advance of opening the new facility.

Beyond the recycling and waste centre, the construction project also includes upgrading United Boulevard with additional traffic turning lanes and a multi-use path, landfill closure systems, landfill gas collection, and the utility connections to the Metro Vancouver's property adjacent to the recycling and waste centre.

A location map and a site plan of the facility highlights the various elements of the new recycling and waste centre (Attachments 1 and 2).

Opening Plan

Metro Vancouver is working with the construction contractor and the future operating contractor on the operational transition from the existing facility to the new one, including a buffer period where the operating contractor can become familiar with the facility and its new systems. The new facility will open to the public in the late spring of this year.

A communications strategy has been developed to ensure users have the information they need to smoothly transition to using the facility and communicate the value of the United Boulevard Recycling and Waste Centre and the overall regional solid waste and recycling system.

The primary audience will be users of the existing Coquitlam and new United Boulevard recycling and waste centres, including residents, small businesses, and the local solid waste industry. The audience will be further segmented into regular users, infrequent users, and first time users. Additional audiences include Metro Vancouver member jurisdictions, extended producer responsibility programs and other stakeholders. Messages will be tailored to these audiences.

Key information to be communicated includes:

- Opening date and location information. There will be no gap in service.
- The same services are available, plus recycling options for a wider variety of items.
- Reduced wait times, and no impacts on surrounding public streets.
- Adherence to strict environmental and sustainability guidelines.

Communication materials will include site signage, website content, social media posts, email updates, fact sheet, video, and facility map. The online facility map will be interactive and show on-site traffic patterns and indicate specific drop-off areas for garbage and recyclables. There will be two phases of materials: phase 1 will include information users need pre-transition, and phase 2 will feature key messages for post-transition. Materials will be distributed via email, text message updates, on-site, through the Metro Vancouver Info Centre, on Metro Vancouver social media and website, through the Metro Vancouver Update and Chair Update email newsletters, and to member jurisdictions and stakeholders for promotion on their platforms. Targeted Google Search ads will reach people who are searching for information about the facility or recycling and waste drop-off in the geographical area. These would appear on Google search engine results pages, as well as Google Maps.

ALTERNATIVES

This is an information report. No alternatives are presented.

FINANCIAL IMPLICATIONS

Transition and operational costs as well as capital costs of the new United Boulevard Recycling and Waste Centre are integrated into the Solid Waste Services 2021 budget as well as the five-year financial plan. A model for funding recycling depots for Metro Vancouver recycling and waste centres is under development in consultation with municipal staff and will be brought forward to the Zero Waste Committee and Board for consideration later this year.

CONCLUSION

As construction of the United Boulevard Recycling and Waste Centre is almost complete, staff are preparing a number of communications items to transition customers who use the existing Coquitlam Recycling and Waste Centre to the new United Boulevard Recycling and Waste Centre when it opens. The opening plan outlines communication with customer audiences, municipal partners and the public to ensure all have the information to use this new facility with ease. The facility is expected to open in late spring, 2021.

Attachments *(Orbit # 44195406)*

1. United Boulevard Recycling and Waste Centre location map
2. United Boulevard Recycling and Waste Centre features plan

44009671

To: Zero Waste Committee

From: Terry Fulton, Senior Project Engineer, Solid Waste Services

Date: March 5, 2021 Meeting Date: March 12, 2021

Subject: **2020 Waste Composition Study Results**

RECOMMENDATION

That the Zero Waste Committee receive for information the report dated March 5, 2021, titled “2020 Waste Composition Study Results”.

EXECUTIVE SUMMARY

Metro Vancouver conducts regular waste composition studies to better understand the types of material disposed in the region and assess trends over time. The 2020 Waste Composition Study reflects atypical disposal habits likely influenced by the ongoing COVID-19 pandemic such as the disposal of personal protective equipment. A decrease in commercial/institutional waste disposal accompanied by an increase in residential waste disposal resulted in a shift in overall waste composition, including a notable decrease in compostable organics. Some single-use items, such as retail bags and takeout containers, increased, while others, such as utensils and cups, decreased. Subsequent annual waste composition studies will allow Metro Vancouver to evaluate any lasting disposal trends. The study results highlight the importance of new initiatives such as the alternative fuel and recyclables recovery project that targets wood from small loads as well as ongoing initiatives to reduce single-use items.

PURPOSE

The purpose of this report is to update the Zero Waste Committee on the results of the 2020 regional waste composition study.

BACKGROUND

At the October 2020 Zero Waste Committee meeting, Metro Vancouver staff presented a new waste composition program plan which included annual full-scale waste composition studies to provide baseline data for Metro Vancouver’s new solid waste management plan while building upon existing waste composition data. The 2020 Waste Composition Study is the first full-scale study of the new annual schedule and provides a snapshot of waste disposal habits during the COVID-19 pandemic.

2020 WASTE COMPOSITION STUDY RESULTS

The 2020 Waste Composition Study analyzed the waste stream across all sectors (single-family, multi-family, commercial/institutional and small loads, formerly referred to as “drop-off”) and 167 material categories. To capture data on materials commonly used during the ongoing COVID-19 pandemic, this study included new categories for personal protective equipment such as masks and wipes. Waste sampling took place over six weeks at five regional solid waste facilities.

The 2020 Waste Composition Study does not include construction and demolition waste which is predominantly managed at private facilities. Small loads, however, are included in the study and are very similar in composition to construction and demolition waste. Both small loads and construction and demolition waste contain approximately 60% wood, the majority of which is painted or engineered wood products. Wood represents 17% of the overall waste stream in 2020. The alternative fuel and recyclables recovery project, for which the Board approved initiating procurement, will process small load waste to extract recyclable materials and create an alternative fuel product from the remainder.

COVID-19 Impacts on Disposal

The ongoing pandemic and associated public health measures affected the way businesses operated in the region and resulted in many residents working from home. Weigh scale data from 2020 indicates a decrease in total waste disposed by approximately 4% from 2019 levels. This can primarily be attributed to commercial waste (waste delivered by private hauling companies, often from commercial sources) which decreased by 8%, compared to municipal and small load waste which increased by 7-8%. As overall waste composition is weighted proportionally by the tonnage disposed by each sector, this shift in disposal by sector affects the overall regional waste composition.

Overall results

Prior to 2020, the most recent waste composition study was conducted in 2018. Historically, waste composition studies utilize the last complete year of disposal data to estimate tonnage, which means that the 2018 waste composition study tonnages are based on the 2017 Solid Waste Management Annual Summary. Due to the significant changes to the waste stream in 2020, the tonnage for this waste composition study is estimated based on 2020 weigh scale data rather than using the 2019 Solid Waste Management Annual Summary. The estimated tonnage in the 2020 waste composition study is thus 11% lower than the estimated tonnage used in the 2018 waste composition study. Table 1 shows the kilograms per capita and percent composition by weight of each material category analyzed in 2018 and 2020.

Although compostable organics remained the largest component of the waste stream in 2020, compostable organics per capita decreased by 33% from 2018 levels (91 kg/capita in 2018 to 61 kg/capita in 2020). The other major constituents in 2020 were plastic (19%), non-compostable organics (16%, including painted and engineered wood and synthetic textiles) and paper (14%). A link to the Metro Vancouver 2020 Waste Composition Study report, which provides a more detailed summary of composition including all material categories and sectors, is provided in the References section of this report.

Table 1: Regional Waste Disposal by Material				
Material	2018		2020	
	kg/capita	Percent	kg/capita	Percent
Paper	63	18%	44	14%
Plastic	57	16%	57	19%
Compostable Products and Packaging	<1	<1%	<1	<1%
Compostable Organics ¹	91	26%	61	20%
Non-Compostable Organics ¹	57	16%	49	16%
Metal	13	4%	14	4%
Glass	8	2%	7	2%
Building Material	20	6%	30	10%
Electronic Waste	4	1%	6	2%
Household Hazardous	3	<1%	3	1%
Household Hygiene	26	7%	24	8%
Bulky Objects ¹	2	<1%	11	3%
Fines	5	2%	2	1%
Total²	350	100%	310	100%

¹ Wood is a constituent of compostable organics (clean wood), non-compostable organics (painted and engineered wood) and bulky objects (furniture). Overall in 2020, wood represented approximately 17% of the waste stream, primarily from small loads.

²Regional waste composition data excludes construction and demolition waste, which is analyzed in separate studies.

Single-Use Item Results

Metro Vancouver first included detailed single-use item categories in the 2018 waste composition study. These categories correspond with the items prioritized in Metro Vancouver's Single-Use Item Reduction Toolkit (available at metrovancover.org). Single-use items are typically disposed in higher concentrations in streetscape waste, which is delivered to regional solid waste facilities in dedicated loads or comingled with other types of waste. As samples were selected randomly for sorting in the 2018 and 2020 waste composition studies, the single-use item data may not capture the contribution of streetscape waste to overall single-use item disposal.

Total single-use item disposal decreased in 2020 compared to 2018. Cups and utensils saw the most significant decreases which can be primarily attributed to changes in the commercial/institutional sector. Disposal of takeout containers and retail bags increased. The retail bags category consists of both paper and plastic carryout bags. As 2020 was not a typical year, these results are not necessarily indicative of any long term trends in single-use item disposal. Table 2 summarizes the change in the estimated number of single-use items disposed in 2018 and 2020.

Continued monitoring of single-use items will help provide important feedback on the impact of current and planned measures to reduce single-use items. New initiatives are being worked on at the federal, provincial and local government levels. At the same time, Metro Vancouver is reviewing options for the region-wide harmonization of single-use plastic bylaws and will report back to the Zero Waste Committee and Board with recommendations.

Table 2: Single-Use Items				
	2018		2020	
SUI Item	Items/capita	Total items (millions)	Items/capita	Total items (millions)
Retail Bags	101	256	117	318
Cups	102	262	64	174
Containers	70	179	95	259
Straws	40	102	34	92
Utensils	130	331	49	135
Total	443	1130	359	978

Personal Protective Equipment Results

Metro Vancouver residents disposed an estimated 194 units of personal protective equipment per capita in 2020, or a total of 528 million items. The most commonly disposed personal protective equipment items were gloves, followed by masks. The wipes category consists of synthetic wipes and does not include paper products such as paper towels. This is the first year Metro Vancouver reported personal protective equipment category in its waste composition study. Total quantities may be underestimated as it is uncertain if overall contributions of personal protective equipment from health care waste, which contains high concentrations of certain personal protective equipment, have been accurately estimated. The data was also collected before the mask mandate for public indoor spaces and retail stores was introduced in British Columbia. With the increase of personal protective equipment use in 2020, Metro Vancouver has developed a [web page](#) with information on safe personal protective equipment disposal, washing instructions for reusable masks, and links to the BC Centre for Disease Control, with the objective to reduce instances of personal protective equipment littering and encourage use of reusable options. Table 3 summarizes the items disposed per capita and total items disposed.

Table 3: Personal Protective Equipment		
PPE Item	Items/capita	Total items (millions)
Masks	40	109
Gloves ¹	136	371
Wipes	18	48
Total	194	528

¹ Gloves are counted individually

ALTERNATIVES

This is an information report. No alternatives are presented.

FINANCIAL IMPLICATIONS

The waste composition monitoring program is ongoing and is included in the Solid Waste Services operational budget.

CONCLUSION

Metro Vancouver's 2020 Waste Composition Study provides a snapshot of waste disposal habits during the on-going COVID-19 pandemic. Waste disposal quantities were not typical in 2020 and the overall regional composition reflects a shift in waste disposal habits, including a decrease in compostable organics and single-use item disposal. Subsequent waste composition studies will help assess any lasting impacts in future years.

References

[Metro Vancouver 2020 Waste Composition Study](#)

43969129

To: Zero Waste Committee

From: Shellee Ritzman, Policy Coordinator, Corporate Communications, External Relations
Larina Lopez, Corporate Communications Division Manager, External Relations

Date: March 5, 2021 Meeting Date: March 12, 2021

Subject: **Create Memories Not Garbage 2020 Campaign Results**

RECOMMENDATION

That the Zero Waste Committee receive for information the report dated March 5, 2021, titled “2020 Regional Create Memories Not Garbage Campaign Results.”

EXECUTIVE SUMMARY

The holidays can be a heavy consumption season resulting in unnecessary waste and 2020 was no exception due to a dramatic increase in shipping waste from online purchases. To address shipping waste, the “Create Memories, Not Garbage” campaign promoted low-waste gift and wrapping tips while also offering tips to help residents dispose of their shipping packaging. A region-wide, three-phased media promotion delivered relevant messages at each buying and disposing stage.

The campaign continues to achieve strong reach and engagement with the top-performing digital tactic reaching 15% more people than 2019, a 1,000% increase in Pinterest clicks compared to 2019, and 25% of website traffic coming from Google Search. The campaign’s website survey revealed that low-waste wrap continues to be the most likely way residents will reduce their waste. While a similar campaign approach is planned for 2021, the increase in online competition will result in more focused, high-performing digital tactics.

PURPOSE

To update the Zero Waste Committee on the results of the 2020 regional holiday waste-reduction campaign, “Create Memories, Not Garbage.”

BACKGROUND

The “Create Memories, Not Garbage” (CMNG) campaign supports the waste reduction objectives in the *Integrated Solid Waste and Resource Management Plan*. 2020 was the tenth year of the CMNG campaign and the 13th year that Metro Vancouver ran a holiday waste reduction campaign.

This report provides an update on the results of the 2020 CMNG campaign as identified in the 2020 Zero Waste Committee Work Plan.

2020 REGIONAL “CREATE MEMORIES, NOT GARBAGE” CAMPAIGN RESULTS

Campaign Approach

The campaign was in market from October 5, 2020 to January 10, 2021 and aimed to:

- Raise awareness of the amount of needless waste produced over the holiday season,
- Have audiences choose to celebrate the holidays in ways that produce less waste, and

- Reduce the amount of waste produced in Metro Vancouver during the holiday season over the long term.

The campaign's primary audience was residents aged 18–34 who are aware of environmental issues and looking to be mindful consumers. The secondary audience included 35–54 year olds. Both groups skewed towards women; in particular, those doing the shopping, wrapping, and decorating for the holidays.

Creative Direction / Messaging

The creative direction maintained a festive and helpful platform with an inspirational tone to help residents buy more mindfully.

In recent years, the CMNG campaign narrowed its primary messaging to focus on the two behaviours that residents are most receptive to change in order to reduce their waste — buying low-waste gifts and using low-waste wrap. However, because of COVID-19's influence on online shopping behaviour, more information on how to reduce and recycle shipping materials (bubble wrap, foam packaging, etc.) was added to the website. See Attachment for sample creative.

The 2019 CMNG Christmas carol (featuring local artists Ben and Dan) was used again in 2020 and ran in tandem with a new, second version of the carol that playfully encouraged 'safe giving'. The singers/actors were also featured in a series of Facebook Live sessions where their skills and knowledge were tested on topics such as how to recycle disposable gift wrap, shipping recycling, and low-waste giving. Episodes were further promoted on Facebook and added to the CMNG home page.

Campaign Website

Consistent with the past three years, CMNG's website (creatememoriesnotgarbage.ca) offered users access to tips for the reducing their waste for four main waste-causing categories: gifts, wrapping, decorating, and food. The "After Christmas" category was added a few days before Christmas to help residents with post-holiday clean up.

New to the homepage was a distinct section that directed visitors to information on how to recycle shipping materials from their online shopping. While this kind of 'diversion' message is typically a lower priority compared to 'reduction' messages, it was a timely and relevant message given COVID-19's influence on how people were shopping in 2020.

The "Merry Memory Maker" app remained a prominent feature of the campaign's homepage. It organized gift ideas by either gifts that last or experiences as gifts and by price range (\$0–\$250+).

Media Strategy

The media plan's three-phased structure remained: a pre-Christmas promotion (Oct) to reach early shoppers, the main promotion (Nov-Dec) to reach audiences when they're most likely to be in the Christmas mindset, and a light post-Christmas promotion (late Dec-Jan) to reach audiences as they're tidying up/recycling their holiday waste. With more people shopping online and earlier than in years past, the media plan was adjusted to have a heavier presence for its 'early shopper' phase

in October (Oct 5–Nov 1) and the launch for the main campaign was moved two weeks earlier to November 2.

Throughout all tactics, targeting for audience, interests and age helped to ensure the messages were placed in front of a relevant audience. Interests included holidays, Christmas, gift ideas, and environmentally friendly topics.

Traditional placements were focused on transit, a multi-layered collaboration with Corus (Global TV), and a 30 second radio buy.

Engagement of Metro Vancouver Members

Roughly 45% of Metro Vancouver member municipalities promoted the campaign by sharing CMNG social posts. Anecdotally, and unique to 2020, members seemed to be focused on posting ‘buy local’ messages and promoting local events or recreation center activities — messages that would help keep local business afloat and bring the community together.

Use by Other Municipalities and Like-Minded Organizations

The Regional District of Central Okanagan co-branded materials again this year while other municipalities and organizations shared our posts through their social media channels, including Sunshine Coast Regional District, and City of Nanaimo.

Evaluation

Various methodologies were used to assess the overall performance of the campaign.

- **Website Exit Survey**

For the second year, CMNG’s website hosted a single-question ‘exit survey’ that appeared when users were about to leave the website. It asked which low-waste idea residents were most likely to do to reduce their waste this season. The survey was seen by desktop users, of which 10% completed the survey. With ‘low-waste wrapping’ maintaining its rank of first place.

- **Online Media Performance**

The online portion of the campaign served over 10.9 million impressions across social media, display ads, sponsored content and video. Below are the most notable results.

- Facebook and Instagram alone delivered over 3.8 million impressions and reached 554,000 residents (a 15% increase from 2019). Video view-through rate increased 4% from 2019 to nearly 27%.
- Four Facebook Live sessions (new to 2020) garnered an additional reach of 34,417 people and 2,827 engagements. The highest engagement was from the ‘How to Recycle an Advent Calendar’ session.
- Pinterest’s engagement doubled in 2020 to 13,000 expansions, saves and swipes; and achieved nearly 1,000% more link clicks (73 in 2019 vs. 710 in 2020).
- Google Search saw an increase in searches related to gift ideas in 2020, versus wrapping in 2019 — reflective of more people shopping online. However, in-keeping

with 2019, 2020's post-Christmas searches had the strongest performance overall as the majority of competitors dropped off after Christmas.

- Spotify reached over 125,000 users (:30 audio and banner ad).
- Snapchat (new) achieved 709,000 impressions with a strong swipe up rate of 0.46% (3,275 swipes).
- Global TV co-developed and ran two native content pieces and promoted each via its Facebook page. The combined results totaled over 23,000 unique page visits.

The traditional portion of the campaign resulted in three strong complementary tactics.

- A partnership with Corus (Global TV) was the driver for this year's TV campaign including a branded 15 second PSA, a Saturday Morning News interview, an in-news graphic on Global Morning News, and the above mentioned native content.
- Out-of-home placements returned in 2020 with SkyTrain posters, transit shelter ads, and bus kings. The estimated total impressions were strong at 2.3 million over a 10-week campaign.
- The 30 second radio buy aired two spots across a 5-week timeframe and achieved over 3.4 million impressions between 3 key stations (CFOX FM, as well as QMFM and The Breeze which change their formats to Christmas music).

- **Website Analytics**

- Gift ideas was the most visited section of the website, followed by low-waste wrapping.
- 19% of visitors to the website used the app, 4% of which used the app more than once.
- Visits to the shipping packaging page increased by 800% (80 in 2019 vs 650 in 2020).
- Google Search delivered over 25% of the website's traffic.

- **Earned Media**

Beyond paid advertising, the 2020 campaign received positive earned media coverage in print, online, radio and TV publications, with 35 total hits (6 TV, 14 radio, 3 print, 13 online). Media stories focused on recycling tips for shipping material and packaging, as well as on low-waste holiday gift ideas. Notable media hits included feature stories in *Chatelaine* and *Today's Parent* and a CBC spot that was broadcast throughout BC.

Total potential cumulative reach was 14,835,952; total approximate ad value equivalent was \$125,442 — a 200% increase from 2019.

Plans for 2021 Regional Campaign

The 2021 regional holiday waste reduction campaign will continue to use the current CMNG platform but with some refreshed creative to prevent wear out amongst our audience. The website and app will continue to be refined as required and pending the evolution of COVID-19, messaging will also be adjusted as needed. Because of the increased competition in the digital realm, only select high-performing tactics will be considered to further strengthen our position in the digital marketplace. Collaboration with Metro Vancouver members will continue to be expanded.

ALTERNATIVES

This is an information report. No alternatives are presented.

FINANCIAL IMPLICATIONS

The 2020 CMNG campaign had a \$175,000 budget supported under the Zero Waste Communications Program of the 2020 General Government budget. The budget for the 2021 campaign is \$170,000.

CONCLUSION

The holidays are a heavy consumption season when residents fall into traditions/habits that can cause unnecessary waste. The 2020 Create Memories, Not Garbage (CMNG) campaign continued to offer helpful tips for low-waste giving and celebrating, but because of COVID-19 and the increase in online shopping, new messaging was added to help residents properly dispose of shipping packaging. Digital tactics were especially key this year given the rise in online shopping, but because of the increased competition in the digital realm, fewer digital tactics will be considered for 2021 to reduce message fragmentation and build frequency. The 2021 campaign will continue to target residents through its three-phased approach to ensure the most relevant messages and low-waste tips are seen at each buying and disposing stage.

Attachment:

Create Memories, Not Garbage – Sample Creative

43995389

Create Memories, Not Garbage – Sample Creative

Banner Ads

Note: ads were created in desktop and mobile sizes. A sampling of versions is shown below.

“Countdown” (animated loop)



“Wrapping” (animated loop)



“Sing-a-long” banner ad (animated loop)




Google Search

https://www.google.com

Ad - www.potterybarnkids.com/Christmas
Pottery Barn Kids® | Baby's First Christmas | PotteryBarnKids.com
Find Fun & Festive Christmas Gifts and Clothes For Baby's First Christmas. Your Dream Nursery. Quality, Comfort & Style. Free Design Services.

Ad - www.metrovancouver.org/christmas
Create Memories, Not Garbage | Metro Vancouver
Do one thing differently this Christmas to celebrate with less waste. We've collected...



The best gifts for your baby's first Christmas


- Baby Handprint or Footprint Keepsake

Social Media

(carousel images and animated videos)

Metro Vancouver Like Page

Did you know that not all paper wrapping is recyclable? Most of it ends up in the landfill. This season, try wrapping with low-waste alternatives. Create memories, not garbage.




Create memories, not garbage Learn More Newsprint

Like Comment Share

Comment as Metro Vancouver

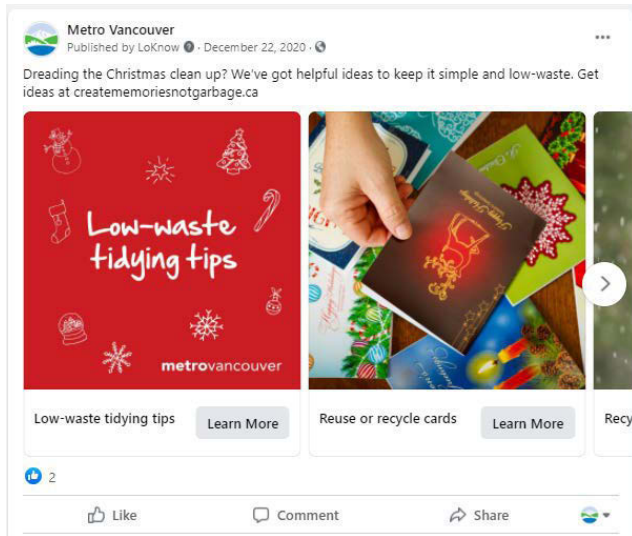
Metro Vancouver Published by LoKnow • December 21, 2020

Bubbling over with bubble wrap and other materials from online holiday shopping? If you can't reuse it, do you know how to recycle it? Visit creatememoriesnotgarbage.ca to find out.



Create memories, not garbage Learn More Bubble wrap Learn More Hard

5 Like Comment Share




CMNG Christmas Song (music video)	https://youtu.be/Oak_wbIHQ8
Wise Wrapping	https://vimeo.com/294438746
Holiday Packaging	https://vimeo.com/294438763
O Christmas Tree	https://vimeo.com/297403147
Reuse or Recycle Wrapping Paper	https://vimeo.com/298485651
Merry Memory Maker	https://youtu.be/hyCoUoO-VUU

Facebook Live

 Metro Vancouver was live.
December 11, 2020 · 🌐

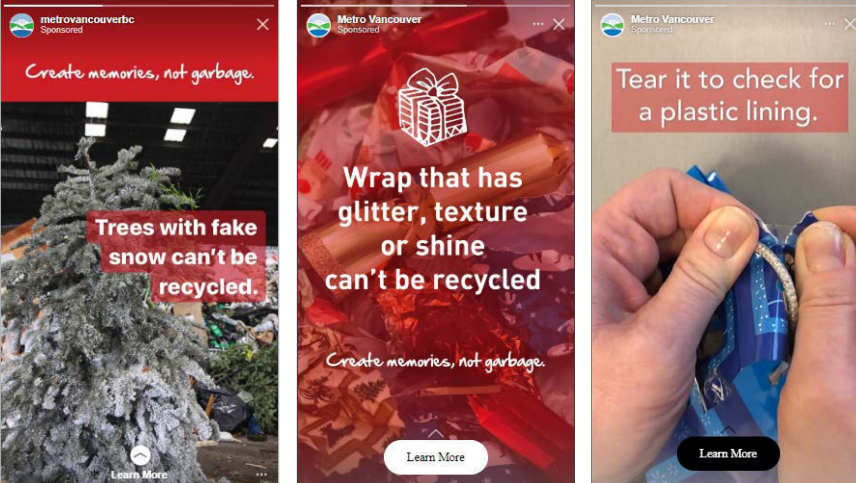
Last year we teamed up with Ben and Dan to create our first Create Memories Not Garbage Christmas Carol. They were invited back so we could test their knowledge on how to recycle disposable wrapping materials and cards. Watch the video to see how they did.



  Jack Fox and 48 others 11 Comments 10 Shares

 Like  Comment  Share 

Social Media Stories



metrovancoverbc Sponsored

Create memories, not garbage.

Trees with fake snow can't be recycled.

Learn More

Metro Vancouver Sponsored

Wrap that has glitter, texture or shine can't be recycled.

Create memories, not garbage.

Learn More

Metro Vancouver Sponsored

Tear it to check for a plastic lining.

Learn More

Member Municipalities

citypittmeadows @citypittmeadows · Nov 30, 2020

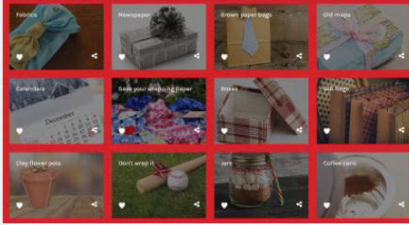
Online shopping is a convenient and safe way to get your holiday gifts this year during COVID-19, but shipping materials **create** a lot of waste! For tips on how to **create memories, not garbage** this holiday season, visit metrovancover.org/christmas.



2

City of North Vancouver
December 23, 2020

If you're wrapping your gifts choose paper, not foil wrap (foil wrap can't be recycled). Better yet, use a reusable gift bag. Find lots of wrap wise tips here: <http://ow.ly/vfw150CRAYe> #NorthVan #CreateMemoriesNotGarbage




5 1 Share

Like Comment Share

Write a comment...

City of Richmond - Local Government
January 10 at 1:03 PM

Were your Christmas lights a little less twinkly this holiday season? Drop off your well-loved indoor and outdoor string lights at the Richmond Recycling Depot located at 5555 Lynas Lane. Get more info at www.creatememoriesnotgarbage.ca



2 3 Shares

Township of Langley @LangleyTownship · Nov 26, 2020

This season, choose to reduce holiday-related waste and **create memories, not garbage**. To kick off the season, jangle to @MetroVancouver's jingle: vimeo.com/375272542?ref=...

Find more tips to reduce holiday-related waste: bit.ly/TOLcreatememor...



Create Memories Carol
This season, create memories not garbage. Try doing just one thing differently to reduce your holiday wast...
vimeo.com

2

To: Zero Waste Committee

From: Paul Henderson, General Manager, Solid Waste Services

Date: March 5, 2021 Meeting Date: March 12, 2021

Subject: **Manager's Report**

RECOMMENDATION

That the Zero Waste Committee receive for information the report dated March 5, 2021, titled "Manager's Report".

Wastech Waste Flow Allocation Claim

On February 5, 2021, the Supreme Court of Canada released its decision in Wastech Services Ltd. versus Greater Vancouver Sewerage and Drainage District. The Supreme Court of Canada dismissed Wastech's appeal and ruled that Metro Vancouver's application of its contractual discretion to allocate 2011 waste volumes was reasonable. The Supreme Court of Canada confirmed that Metro Vancouver did not breach its obligation of good faith. The original arbitration award of \$2.88 million plus interest has been set aside and the court directed Wastech to compensate Metro Vancouver for its costs in accordance with the courts' tariffs.

A summary of the Supreme Court of Canada ruling can be found here:

<https://www.scc-csc.ca/case-dossier/cb/2021/38601-eng.aspx>

Think Thrice About Your Clothes

The textiles waste reduction campaign, "Think Thrice About Your Clothes," will be in market from February 22 to May 2, 2021. Originally launched in 2019, the primary objective of the campaign is to increase diversion of textiles from the waste stream by raising awareness of the textile waste problem and empowering residents to take action. While clothing donation and recycling options are encouraged, this year the campaign will put additional emphasis on reduction and reuse options. All campaign messaging will direct residents to www.clothesarentgarbage.ca. The target audience continues to be all Metro Vancouver residents, with a key segment being adults aged 18–64, and a secondary segment of adults aged 18–34 who are above-average shoppers. The creative platform is the same as used in the previous two years, with some updates to key messaging and imagery based on post-2020 campaign research and focus group testing. Tactics will include digital (YouTube, Facebook, Instagram, Spotify, native content in Daily Hive, search ads, an interactive Facebook Live Series), television PSA, and out-of-home (transit shelter ads, bus sides). New for 2021 are the Spotify video ads intended to reach the 18-34 demographic and the television PSA which will be featured on a variety of TV networks available to Telus and Shaw subscribers. The Facebook Live Series will run for approximately six weeks starting Wednesday, March 10, 2021, and will include a variety of guest speakers covering topics such as sustainable fashion, thrifting, sharing and rental options, online shopping tips, and mending services.

If it becomes apparent that we cannot have the creative in market as planned due to COVID-19, we will pause the campaign and re-launch at some point during the year when it is more appropriate. This contingency has been built into the media plan.

Waste in Its Place Promotion (Illegal Dumping and Personal Protective Equipment)

The 'Waste in its Place' campaign that targets abandoned waste and illegal dumping, now in its fifth year, will be launch at the start of spring break, when an increase in home cleaning and purging is most likely, and be in market March 15–April 5, 2021. The campaign objectives are to reduce instances of illegal dumping across the region and increase the likelihood of residents recycling, donating and disposing of waste responsibly. The target audience continues to be adults aged 18-34, renters, and multi-family homes. Creative will be carried forward from 2020, with updates to key messaging around construction and demolition debris disposal, as an increase in illegal dumping of these materials was reported by municipalities in 2020. The key tactic will be Google Search as well as organic posts on Metro Vancouver social media channels. All campaign messaging will direct the audience to www.wasteinitsplace.ca.

With personal protective equipment littering and disposable personal protective equipment use emerging in 2020 and continuing to be a concern, the 2021 illegal dumping campaign will include a personal protective equipment component. A new web page, www.metrovancouver.org/PPE, has been developed with information on safe personal protective equipment disposal, washing instructions for reusable masks, and links to the BC Centre for Disease Control - the page will be updated as new directives are given by the BC Centre for Disease Control and Health Canada. The target audience is all adults aged 25-54, with the objective to reduce instances of personal protective equipment littering and encourage use of reusable options. New creative has been developed for personal protective equipment in a style that aligns with the existing Waste in its Place creative, with 'Bag it. Bin it.' messaging and fabric mask icons. All messaging, whether web or social, links back to the BC Centre for Disease Control website, to ensure up-to-date COVID-19 protocols.

Illegal Dumping in Metro Vancouver

At its January 22, 2021 meeting, the Zero Waste Committee requested an update on illegal dumping in Metro Vancouver. Illegal dumping is a shared problem across Metro Vancouver, resulting in potential environmental, health, community, and financial impacts on local governments, businesses and residents. Preliminary data shows that in the early stages of the COVID-19 pandemic in April and May 2020, illegal dumping incidents increased temporarily but returned to 2018 levels by the end of 2020. Staff are working with member municipalities to discuss and update information on illegal dumping reporting and enforcement efforts, as well as preventative measures such as large item pick-up programs, education campaigns, addition of streetscape recycling bins, and drop-off events. Staff will report back to the Zero Waste Committee to share the results of these discussions along with data on municipal costs and number of illegal dumping incidents.

Canadian Circular Cities and Regions Initiative

The Canadian Circular Cities and Regions Initiative (CCRI) is a one-year national pilot developed by the National Zero Waste Council, Federation of Canadian Municipalities, Recycling Council of Alberta, and RECYC-QUÉBEC to advance circular economy knowledge sharing and capacity building in the Canadian local government sector. Over one year, the CCRI will deliver a national webinar series on innovative approaches and provide direct support, guidance and peer-to-peer exchange for a group

of 15 local governments as they take steps to become more circular. The CCRI website (www.canadiancircularcities.ca) will go live on March 8 and there will be a kick-off Webinar on March 18th to share information about the program and how local governments can get engaged moving forward.

2021 Zero Waste Committee Work Plan

The attachment to this report sets out the Committee's work plan for 2021. The status of work program elements is indicated as pending, in progress or complete. The listing is updated as needed to include new issues that arise, items requested by the Committee and changes in the schedule.

Attachment:

Zero Waste Committee 2021 Work Plan

Zero Waste Committee 2021 Work Plan

Report Date: March 5, 2021

Priorities

1st Quarter	Status
2020 Create Memories Not Garbage Results	In Progress
2020 Waste Composition Data	In Progress
2020 Zero Waste Conference Results	In progress
2021 Food Scraps Campaign	Complete
2021 Think Thrice Textiles Campaign	In Progress
Alternative Fuel and Recyclables Recovery Procurement Process	Complete
Contingency Disposal Contract Award	Pending
Disposal Ban Inspections Contract Award	In progress
National Zero Waste Council 2020 Accomplishments and 2021 Projects	Pending
North Shore Organics Agreement and Contract Award	In progress
Single-Use Items	Pending
Solid Waste Management Plan Consultation and Engagement Panel Update	Complete
2nd Quarter	
2020 Disposal Ban Inspection Program Results	Pending
2020 Food Scraps Campaign Results	Pending
2020 Waste-to-Energy Facility Environmental Performance Summary	Pending
2020 Waste-to-Energy Facility Financial Summary	Pending
2021 Single Use Item Campaign	Pending
2021 Think Thrice Textiles Campaign Results	Pending
Commercial Organics Management	Pending
Extended Producer Responsibility Programs	Pending
Love Food Hate Waste	Pending
Recycling Depot Funding Strategy	Pending
Reuse and Repair Initiatives	Pending
Solid Waste Services Capital Program Expenditures Update as at December 31, 2020	Pending
United Boulevard Recycling and Waste Centre Opening	In progress
Waste-to-Energy Facility - Bottom Ash Beneficial Use Contract Award	Pending
Waste-to-Energy Facility – District Energy Business Case	Pending
3rd Quarter	
2021 National Zero Waste Council Projects	Pending
2021 Textiles Campaign Results	Pending
2021 Zero Waste Conference Update	Pending
Adjacent Regional District Collaboration Opportunities Including Emerging Technologies	Pending
Central Surrey Recycling and Waste Centre Operations Contract Award	Pending
Illegal Dumping Data and Programs	Pending
Solid Waste Management Plan - Studies	Pending
Solid Waste Services Capital Program Expenditures Update as at April 30, 2021	Pending

4 th Quarter	
2020 Solid Waste and Recycling Annual Report	Pending
2021 Abandoned Waste Campaign Results	Pending
2021 Create Memories Not Garbage Update	Pending
2021 Single-Use Item Campaign Results	Pending
2022-2026 Financial Plan – Solid Waste Services	Pending
2022 Tipping Fee Bylaw Revisions	Pending
Solid Waste Services Capital Program Expenditures Update as at August 31, 2021	Pending
Waste-to-Energy Facility - Ambient Air Quality Monitoring	Pending

To: Zero Waste Committee

From: Heather Schoemaker, General Manager, External Relations Department

Date: February 26, 2021 Meeting Date: March 12, 2021

Subject: **Metro Vancouver's 2020 Zero Waste Conference**

The attached report titled *Metro Vancouver's 2020 Zero Waste Conference* has been considered by the Finance and Intergovernment Committee at its meeting of February 10, 2021, and is presented here to the Zero Waste Committee for its information.

Attachment (orbit doc #43523387):

Metro Vancouver's 2020 Zero Waste Conference, report dated January 26, 2021.

To: Finance and Intergovernment Committee

From: Heather Schoemaker, General Manager, External Relations
Ann Rowan, Division Manager, Collaboration and Engagement, External Relations

Date: January 26, 2021 Meeting Date: February 10, 2021

Subject: **Metro Vancouver's 2020 Zero Waste Conference**

RECOMMENDATION

That the MVRD Board receive for information the report dated January 26, 2021 and titled "Metro Vancouver's 2020 Zero Waste Conference".

EXECUTIVE SUMMARY

For the first time Metro Vancouver's annual Zero Waste Conference was a virtual event; as it will be in 2021. Celebrating its tenth anniversary, the conference delivered the same strong program it is renowned for but in a unique television studio experience. The program was anchored by four compelling and thought-provoking keynotes and a keynote discussion on solving the plastics challenge. Interspersed through the day were spotlights on innovators, entrepreneurs and practitioners in zero waste practices and policies as well as an armchair discussion on "build back better." The overwhelming response from participants was that the 2020 Zero Waste Conference was one of the best – virtual or otherwise. Total number of participants was 501, compared to 530 in 2019. Key take-away from the conference is that we stand at an important cross-roads – a return to the past or to a more circular future. The urgency for the latter comes from science as do many solutions. Within the marketplace, new collaborations will be important with governments and other key stakeholders creating the environment for innovation to thrive.

PURPOSE

To provide the Finance and Intergovernment Committee an overview of Metro Vancouver's tenth annual Zero Waste Conference: *A Future without Waste: Resiliency, Prosperity, Carbon Neutrality - the Circular Economy Solution* held virtually on Friday, November 13, 2020 at the Annacis Research Centre.

BACKGROUND

Metro Vancouver's annual Zero Waste Conference is designed to inform and inspire regional and national stakeholders who can be engaged in actions that will deliver on the waste reduction and prevention goals of the *Integrated Solid Waste and Resource Management Plan*. Effective action on waste prevention requires cross-sectoral collaboration at a geographical scale larger than the region; including changes in design and materials used in production, promoting behaviour change, and aligning policies across jurisdictions. Connections made through the National Zero Waste Council to thought leaders and change agents involved in identifying, promoting and adopting waste prevention measures and opportunities to transition to the circular economy are essential to the development of the Conference program and the conference is delivered in collaboration with the Council. The development of a strong program attracts participants from all levels of government and the private

sector, as sustainability practitioners, students and researchers within the region, and increasingly across Canada and globally. Through knowledge exchange and networking at the Conference, strong and informed advocates for advancing waste prevention and the transition to a circular economy in Metro Vancouver and across Canada is fostered.

This report summarizes key aspects of the 2020 Zero Waste Conference.

2020 ZERO WASTE CONFERENCE

Planning in early 2020 for the annual Zero Waste Conference began with the assumption that it would be a day and half event hosted at the Vancouver Convention Centre where more than 500 participants would convene for thought-provoking and inspiring keynotes and panels. As was the experience of most event planners in 2020, this was not to be. Planning for the conference transitioned from a totally in-person event to a mostly virtual event with a small studio audience to a completely virtual event held on one day and broadcast from a studio constructed in the Annacis Research Centre.

While the format changed, the quality of the programming did not change. The program was anchored by strong and inspiring keynotes interspersed with small dynamic panels showcasing entrepreneurs, innovators and pioneering practitioners in waste prevention and circular solutions. In the Annacis Research Centre, staging was created similar to that of a news broadcast creating an environment very different from the virtual conference calls and webinars that had become a very common, and similar, format by the end of 2020.

Program Highlights

Metro Vancouver's Zero Waste Conference is renowned for a curated program of thought-leaders, innovators and decision-makers committed to waste prevention and accelerating the transition to a circular economy, and this year's conference was no exception. The day-long program was anchored by four compelling and thought-provoking keynotes and a keynote discussion focused on solving the plastics challenge. Interspersed through the day were spotlights on innovators, entrepreneurs and practitioners in zero waste practices and policies as well as an armchair discussion on "build back better."

The opening keynote was Beau Lotto, a Professor of Neuroscience and Founder & CEO of the Lab of Misfits who acknowledged how disquieting change can be but urged participants to reclaim the sense of awe we had in our youth in order to see the opportunities presented by disruption. The next keynote was Suzanne Lee, a fashion designer and pioneer of 'biofabrication.' The latter is an approach to materials production that involves weaving together new understandings from science with design to reinvent the way we make everything from shirts to couches to buildings. Maintaining a focus on materials, the program moved to a discussion of the urgency of taking ambitious and concerted actions to implement circular solutions and innovation in the design of plastic products. The discussion involved Peter Schiefke, Parliamentary Secretary to the Minister of Environment and Climate Change Canada, Dr. Chelsea Rochman, a leading scientist in marine ecology, and Horacio Barbeito, President & CEO of Walmart Canada, who shared how Canada could and must rise to the challenge of tackling plastic pollution in one generation.

The afternoon began with Michael Green, an award-winning architect, who questioned traditional ways of designing and constructing buildings and presented examples of innovative approaches in creating a built environment that results in less waste and an enhanced human experience in urban spaces. The closing keynote was Katie Treggiden, a storyteller and designer, who shared numerous examples of how craftspeople are collapsing the distinction between materials and waste ideas and turning waste streams into material “pipelines.” Even though it was midnight in England when Katie came into the Conference, she effectively pulled ideas generated throughout the day into a compelling and positive argument for seizing opportunities to build a better future for our communities and the planet through a transition to a circular economy.

In terms of spotlight sessions, following the opening keynote four circular economy entrepreneurs and innovators shared their stories of following their passions and finding commercial success. In the next generation materials session, the spotlight was on two innovators who shared their experiences in developing products derived from materials in nature while conserving natural ecosystems. The speakers in the spotlight on the built environment identified new technologies, methods and materials that provide opportunities to vastly decrease the waste and greenhouse gas emissions generated in creating and maintaining urban environments. The “Build Back Better” session engaged four Canadian thought leaders in a discussion of how the COVID-19 pandemic revealed systemic problems in our economy as well as the opportunities to forge a new, more resilient and equitable future. The path to this future included seizing opportunities as they present themselves, building local economies and supply chains, facilitating the potential of an indigenous economy in Canada, supporting businesses that adopt circularity principles, and charting a recovery plan that aligns with important global initiatives on equity, environment and economic issues.

The attachment provides the full program for the 2020 Zero Waste Conference and the biographies of the keynotes, speakers and moderators.

The conference host and moderators play a critical role in the success of the conference interacting with and facilitating the keynote and spotlight sessions, finding those unique threads, sensing the audience interest, for asking speakers to elaborate on key points and providing the opportunity for audience engagement. Vanessa Timmer, Co-Founder and Executive Director, One Earth returned once again as the conference MC and was joined by moderators Kathryn Gretsinger, Associate Professor at UBC School of Journalism, Writing and Media, Chris Henderson, Chair, GLOBE Series and Executive Director, Indigenous Clean Energy and Brock Carlton, former CEO, Federation of Canadian Municipalities.

As in the past, Pigeonhole was used, a software that allows participants to post their questions using their smart phones and to vote on questions they think important. This means that the questions asked of a speaker reflects a collective rather than an individual enquiry. Reference 1 provides a link to a short video of the 2020 ZWC highlights.

Key take-away messages from the 2020 Conference were:

- While science has been providing the clarion call for urgent and effective action to reduce the negative environmental implications of resource extraction as well as the generation of waste

(including plastics) and pollution (including greenhouse gas emissions), science is also key to solutions, including the identification of new bio-based materials.

- Waste is a category, not a fact; that is, there are many opportunities to take materials that are generally considered waste or residuals from one industry that can actually be used in another.
- Innovation in terms of processes and products that create value in the marketplace continue to emerge and thrive, even during a world-wide pandemic.
- The transition to the circular economy will be built through collaboration across different industry sectors, scientists and financial institutions. Governments at all levels need to recognize the economic, social and environmental potential of these collaborations and create the regulatory and policy environments conducive for these collaborations to thrive.

Audience/Networking

The total number of participants for the 2020 Zero Waste Conference was 501; compared to last year's conference with 530 participants, with the number of participants over the course of the day staying relatively constant between 450 and 480 – a significant achievement with a virtual environment.

According to the information provided at registration, 34% of the participants were from the private sector (from start-ups to corporate brands), 28% were from government (elected officials and staff), 14% were from the non-profit/NGOs, 10% had an academic affiliation, 3% were interested members of the public and 12% did not report an affiliation. This is a very similar distribution to prior years. The number of Metro Vancouver Directors registered for the 2020 Zero Waste Conference was 20.

In moving to a virtual conference, the general registration fee was reduced from \$495 to \$150 and from \$150 to \$89 for students. This is the first year that an honour system was used for those who registered using the student fee - individuals were required to provide their student number. There was a total of 62 student registrants, a number that exceeds the number claiming to have an academic affiliation.

Marketing

The Zero Waste Conference has a modest budget for marketing. In 2020, efforts were focused on digital opportunities targeting audiences interested in waste prevention and the circular economy and because of the virtual nature of the conference, the geographic scope was expanded. Nothing allocated to print media. Given the shifting of the conference to an eventual virtual environment, the digital marketing campaign was relatively short, 10 weeks, and achieved 2.3 million impressions. Facebook ads reached over 318,000 people in Canada and the US with an average frequency of 3.8 and LinkedIn reached almost 118,000 people in Canada, the US and Europe with an average frequency of 4. The learning on marketing for 2021 is a longer marketing campaign with a tighter geographical scope; for instance, focusing on metropolitan areas as opposed to provinces.

In addition, e-vites and the conference blog – a mainstay of marketing and engaging audiences with the conference - were sent on a regular basis to existing Metro Vancouver, National Zero Waste Council and Conference databases providing updates on the program and speakers. These e-vites were also posted on association notice boards and newsletters such as the Federation of Canadian

Municipalities and redistributed to the mailing lists of the Globe Foundation, PAC Packaging Consortium and various chambers and boards of trade.

There were 366 hashtag mentions of the Conference between October 1 and November 16; with @MV gaining 184 new followers after the Conference. The Zero Waste Conference blog is used to promote the Conference but also to stimulate thinking and discussions on waste prevention and the circular economy before and after the Conference. Twenty-two blogs were published in 2020 and between August and November and the blog resulted in more than 2,400 site visits.

Social and Earned Media

While social media continues to be an important outreach and engagement platform for the Conference, conventional media interest and coverage of the Conference also plays an important role. In 2020, there were 77 on-line and print earned media stories as well as 24 broadcast stories on radio and TV. The focus of most of the stories was the keynote discussion on the urgency of addressing the plastics challenge and Government of Canada's announcement of a \$2 million investment into research made at the Conference. The highlight in 2020 was a Black Press story that was syndicated by Canadian Press/Associated Press, with over 60 publications picking it up. The story carried quotes from Peter Schiefke, Parliamentary Secretary to the Minister of Environment and Climate Change, ecological researcher Dr. Chelsea Rochman, and Walmart Canada's president and CEO, Horacio Barbeito. The Vancouver Sun and the Province ran very similar stories. Reference 2 provides a link to the Black Press story.

Ongoing Knowledge Sharing - Zero Waste Conference Website

The Zero Waste Conference website is maintained throughout the year and provides participants and other interested individuals access to videos from the keynotes, panel discussions and question and answer sessions in addition to the blog. Also included are previous year conferences resulting in a treasure trove of information as well as a marker of how the discussion of waste prevention and the transition to the circular economy is evolving in Canada. Reference 3 provides a link to these videos.

Sponsorships

While registration fees are the main source of funds to augment the Zero Waste Conference budget, the opportunity for sponsorships was introduced in 2018 - sponsorships from organizations that are aligned with the importance of waste prevention and a transition to a circular economy. Unfortunately, it was difficult to explore sponsorships until the format for the Conference was assured. Long-time sponsor, the Canadian Stewardship Alliance was our sole sponsor in 2020 for \$5,000.

NEXT STEPS

The 2021 Zero Waste Conference will take place October 28th and it has already been determined that it will once again be a virtual forum. This decision eliminates the uncertainty regarding venue and format thereby allowing more time to focus on programming, staging and marketing. It is anticipated that the focus will continue to be on the opportunities for moving towards a circular economy as well as linking action on circular economy to the pressing issue of effective action on climate change. A report by the Ellen MacArthur Foundation establishes the link between deep cuts in greenhouse gas emissions and the transition to a circular economy.

ALTERNATIVES

This is an information report. No alternatives are presented.

FINANCIAL IMPLICATIONS

The cost to host the 2020 Zero Waste Conference was \$275,826. It was funded by Metro Vancouver Regional District Requisitions in the amount of \$212,000 as well as \$64,268 from a combination of Conference registration fees and sponsorships.

CONCLUSION

In 2020, the 10th annual Zero Waste Conference was an entirely virtual event; essentially the same number of participants were engaged as previous years for a day-long event on November 13th that was broadcast from the Annacis Research Centre. The program was anchored by four compelling and thought-provoking keynotes and a keynote discussion on solving the plastics challenge. Interspersed through the day were spotlights on innovators, entrepreneurs and practitioners in zero waste practices and policies as well as an armchair discussion on “build back better.” The use of the Annacis Research Centre meant the venue and catering costs associated with a large in-person conference were significantly reduced which meant the price of registration could also be reduced. However, there was no compromise on the quality of programming and in fact, by creating essentially a television studio, the look and feel of the Zero Waste Conference was very different from the teleconferencing environment that has become the norm under COVID-19 restrictions. The overwhelming response from participants was that the 2020 Zero Waste Conference was one of the best – virtual or otherwise; the speakers were excellent – both thought-provoking and inspiring and generated an interesting exchange of ideas. The total number of participants for the 2020 Zero Waste Conference was 501 with on-line participation staying above 450 throughout the day and the exchange between participants was lively.

Attachment:

2020 Zero Waste Conference -- *A Future without Waste: Resiliency, Prosperity, Carbon Neutrality - the Circular Economy Solution* Program and Speaker Bios

References:

1. Highlights of 2020 Zero Waste Video: <https://vimeo.com/483240287>
2. Black Press Story on “Fed offers \$2.3 million for plastics-based scientific research”:
<https://www.bclocalnews.com/news/fed-offers-2-3-million-for-plastics-based-scientific-research/>
3. Videos of presentations from the 2020 Zero Waste Conference:
<http://www.zwc.ca/sessions/Pages/default.aspx>



2020 Zero Waste Conference

Vancouver, November 13, 2020

Virtual Conference

A Future Without Waste: Resiliency, Prosperity, Carbon Neutrality - the Circular Economy Solution

Presented by Metro Vancouver and the National Zero Waste Council

PROGRAM

Conference MC: [Vanessa Timmer](#), Co-Founder and Executive Director, One Earth and Board Member, National Zero Waste Council

Disruptive times can kindle the flames of creativity and innovation. This year's conference spotlights how the circular economy is already transforming the ways we produce, use and circulate goods and services. Change-makers are designing out waste, keeping valuable materials in circulation and regenerating natural systems while creating new economic opportunities and opening the doors to a more inclusive prosperity.

8:30 am WELCOMING/OPENING REMARKS

- [Sav Dhaliwal](#), Chair, Metro Vancouver Board
- [Malcolm Brodie](#), Chair, National Zero Waste Council
- Representative, Government of Canada
- Representative, Province of British Columbia

8:45 am OPENING KEYNOTE - BEAU LOTTO, PROFESSOR OF NEUROSCIENCE AND AUTHOR AND FOUNDER & CEO, LAB OF MISFITS

- [Beau Lotto](#), Professor of Neuroscience and Author and Founder & CEO, Lab of Misfits

Adapting and Thriving in an Ever-Changing World

Life is rapidly changing, challenging each of us to adapt to an increasingly uncertain world. But for those of us passionate about systems change and innovation, these are also times of great opportunity.

In his opening keynote, neuroscientist and entrepreneur Dr. Beau Lotto will shed light on how we can 'embrace uncertainty' to drive positive changes in our local and global communities. Using the latest in brain science, Dr. Lotto will explore the nature of innovation and offer insights into how we may use today's upheavals as a springboard to a more equitable and sustainable future.

Your ideas and questions take centre stage in an interactive session with Dr. Beau Lotto following the opening keynote.

Moderator: [Kathryn Gretsinger](#), Associate Professor at UBC School of Journalism, Writing and Media



9:30 am SPOTLIGHT ON CIRCULAR ECONOMY INNOVATORS & ENTREPRENEURS

If you've been searching for practical examples of the circular economy in action, you need look no further than the two trailblazing companies featured in this session. Learn how business leaders are forging ahead with innovative circular economy business models and finding commercial success.

- [Wanjiru Waweru Waithaka](#), Founder and CEO, Funkidz and FunHomes
- [Felix Böck](#), Founder and CEO, ChopValue Manufacturing
- [Dihan Chandra](#), Founder and Managing Director, The Spent Goods Company
- [Josephine Abate](#), Sustainability Officer, Keilhauer

Moderator: [Kathryn Gretsinger](#), Associate Professor at UBC School of Journalism, Writing and Media

10:15 am NETWORKING BREAK

Network, chat, videos and more . . .

10:30 am KEYNOTE – SUZANNE LEE, FOUNDER & CEO, BIOFABRICATE

- [Suzanne Lee](#), Founder & CEO, Biofabricate

Growing a New Paradigm:

Many of the products we use every day cause untold stress to the planet. Take clothing for example – textiles are one of the fastest growing categories of waste and the industry is responsible for staggering global carbon emissions and water pollution.

The good news is that entrepreneurs, scientists and brands worldwide are pushing the boundaries of design and manufacturing to embrace new techniques and materials that meet practical needs while reducing environmental impacts.

We welcome Suzanne Lee, fashion designer and pioneer of 'biofabrication,' a suite of production methods that weave together science, agriculture, design, 3D printing, gardening and even brewing. Suzanne takes us on a journey of microscopic organisms that can reinvent the way we make everything from clothes to couches to buildings.

Moderator: [Vanessa Timmer](#), Co-Founder and Executive Director, One Earth and Board Member, National Zero Waste Council

11:00 am SPOTLIGHT ON NEXT GENERATION MATERIALS

Moderated Discussion and Q&A

Hear how innovation in next generation materials is moving the market. From biofabrication using 'mushroom' technology to using food waste for a range of products, these innovators demonstrate the daring and commitment required to reduce waste and toxics without compromising on performance and quality.



Participants will have an opportunity to directly engage with Suzanne, Eben and Valerie in a moderated Q&A

- [Suzanne Lee](#), Founder & CEO, Biofabricate
- [Eben Bayer](#), Co-Founder and CEO, Ecovative
- [Valerie Langer](#), Fiber Solutions Strategist, Canopy Planet

Moderator: [Vanessa Timmer](#), Co-Founder and Executive Director, One Earth and Board Member, National Zero Waste Council

11:30 am BREAK

Network, chat, videos and more . . .

11:45 am KEYNOTE CONVERSATION: SOLVING THE PLASTICS CHALLENGE IN ONE GENERATION - FROM SCIENCE TO SOLUTIONS

Plastic waste has captured the world's attention, yet plastic production continues to grow as does the problem. All of the latest scientific research points to the same conclusion: we are at a critical crossroads in reducing plastic waste in the world's oceans.

Time is short – Canada must take ambitious and concerted actions now to implement circular solutions and innovation in the design of plastic products if we are to solve the plastic problem.

Join us for a keynote conversation with the Honourable Jonathan Wilkinson, Minister of Environment and Climate Change, Dr. Chelsea Rochman, a leading scientist in marine ecology, and Horacio Barbeito, President & CEO of Walmart Canada, to explore how Canada can rise to the challenge of tackling plastic pollution in one generation.

- [Peter Schiefke](#), Parliamentary Secretary to the Minister of Environment and Climate Change Canada
- [Chelsea Rochman](#), Assistant Professor in Ecology, University of Toronto & Scientific Advisor to Ocean Conservancy
- [Horacio Barbeito](#), President & CEO, Walmart Canada

Moderator: [Chris Henderson](#), Chair, GLOBE Series & Executive Director, Indigenous Clean Energy

12:30 pm NETWORKING LUNCH

1:30 pm KEYNOTE - MICHAEL GREEN, ARCHITECT & PRINCIPAL, MGA

- [Michael Green](#), Architect & Principal, MGA

Michael Green is an award-winning architect known for his research, leadership, and advocacy in promoting new technologies and techniques for construction. His keynote will challenge traditional ways of designing and constructing buildings and present examples of



innovative approaches that reduce waste and enhance our experience within the built environment.

Moderator: [Brock Carlton](#), former CEO, Federation of Canadian Municipalities

2:00 pm SPOTLIGHT ON OPPORTUNITIES IN THE BUILT ENVIRONMENT

It's easy to take buildings for granted, but the structures we occupy every day actually have tremendous implications for climate change, waste management and the circular economy.

By 2050, it's expected that 68% of the world's population will live in cities and this rapid growth will require the construction of millions of new buildings. Meanwhile, the construction industry accounts for nearly half of all global GHG emissions, and in North America, consumes about 40% of raw materials.

Speakers in this Spotlight will identify new technologies, methods and materials that offer promising opportunities to vastly decrease the waste and greenhouse gas emissions generated from the built environment.

- [Michael Green](#), Architect & Principal, MGA
- [Eric Dunford](#), Director of Sustainability, Carbon Cure
- [Amy Marks](#) - Head of Industrialized Construction Strategy and Evangelism, Queen of Prefab, Autodesk
- [Vivian Kuan](#), Executive Director, Terreform ONE

Moderator: [Brock Carlton](#), former CEO, Federation of Canadian Municipalities

2:45 pm BREAK

Network, chat, videos and more . . .

3:00 pm BUILD BACK BETTER – LET'S NOT SCREW IT UP

The COVID-19 pandemic has been revealing – we are, despite our built environments and digital fixations, part of the natural world. As we look to recovery, our work is to forge a new, more resilient and equitable future where prosperity and environmental security are assured for generations to come.

The circular economy holds great promise – it creates economic opportunities, restores the environment and fosters an ethos that aligns with equity and social justice. This session will explore how Canadians can work together to make that promise a reality.

Armchair Discussion:

- [Tima Bansal](#), Ivey School of Business, Western University & Chair, Canadian Council of Academics Expert Panel on the Circular Economy
- [Richard Florizone](#), President & CEO, International Institute for Sustainable Development
- [Carol Anne Hilton](#), President & CEO, Indigenomics Institute



- [Melissa Barbosa](#), Head of Sustainability, IKEA Canada

Moderator: [Brock Carlton](#), former CEO, Federation of Canadian Municipalities

3:45 pm CLOSING KEYNOTE

- [Katie Treggiden](#), Writer, Journalist, Speaker, championing a circular approach to design. Author of newly released book "Wasted: When Trash Becomes Treasure"

The destructive impact humans are having on the earth – land, oceans and atmosphere – is clearly apparent. Katie is a storyteller and designer and will share how she believes that craft can save the world. She will share how designers are exploring the potential of increasingly plentiful waste streams to become the raw materials of the future. When trash becomes treasure, we create space to restore nature and re-invigorate our communities.

We will close out the day with an interactive discussion with Katie and your ideas and questions.

Moderator: [Kathryn Gretsinger](#), Associate Professor at UBC School of Journalism, Writing and Media

4:25 pm WRAP UP REMARKS

2020 Zero Waste Conference

Vancouver, November 13, 2020

Virtual Conference

A Future Without Waste: Resiliency, Prosperity, Carbon Neutrality - the Circular Economy Solution
Presented by Metro Vancouver and the National Zero Waste Council

PROGRAM

CONFERENCE MC:



VANESSA TIMMER

Co-Founder & Executive Director, One Earth

Dr. Vanessa Timmer is the Executive Director of One Earth, a Vancouver, Canada-based environmental ‘think and do tank’ creating and imagining sustainable ways of living in cities and around the world. One Earth collaborates with partners to transform how people live their lives – what they need, what they consume and produce, and what they aspire to – enabling everyone to live good quality of lives within their fair share of our planet’s resources. Vanessa is also a Senior Research Fellow at Utrecht University with Pathways to Sustainability, the Urban Futures Studio, and the Copernicus Institute of Sustainable Development. She holds a Doctorate and studied at Queen’s University, Oxford, UBC and Harvard. Vanessa sits on the Multi-stakeholder Advisory Committee for the United Nations 10YFP Sustainable Lifestyles Programme. In Canada, she is a Board member of the National Zero Waste Council and of the Vancouver Foundation Partnership Committee.

In 2018, Vanessa received the 2018 YWCA Women of Distinction Award in Environmental Sustainability.

8:30 am WELCOMING/OPENING REMARKS



SAV DHALIWAL

Chair, Metro Vancouver Board

Sav Dhaliwal was elected Chair of the Metro Vancouver Board in November 2018, following a decade as a Board Director and 16 years as City of Burnaby Councillor. He has also served as president of both the Union of B.C. Municipalities and Lower Mainland Local Government Association and worked with the Federation of Canadian Municipalities as the Chair of the Standing Committee for Municipal Finance and as well as Infrastructure and Transportation Policy.

Prior to local politics, Sav enjoyed a long career in the private sector working in information technology at TELUS. He has also served not-for-profit organizations in Burnaby, including the Burnaby Minor Hockey Association, Burnaby Sports Hall of Fame Committee, New Vista Society and the Burnaby Lions Club.

Sav has been recognized by the Government of Canada, the University of British Columbia & the Goel Family Charitable Foundation, the Fiji Association of British Columbia and the Chetna Association of Canada for his outstanding services to the Community. He and his wife, Cheryl, have lived in Burnaby for more than 40 years.



MALCOLM BRODIE
Chair, National Zero Waste Council

Malcolm Brodie has been a Board Director and Chair of the National Zero Waste Council since its inception in October 2013. He has also been a member of Council for the City of Richmond since 1996, and Mayor since 2001.

Malcolm Brodie has been appointed by his Council to the Board of Directors of Metro Vancouver and he currently is the Chair of the Water Committee, Vice-Chair of the Performance and Audit Committee and also serves on the Finance and Intergovernment Committee, the Mayors' Committee, the George Massey Crossing Task Force, and the Industrial Lands Task Force. He represents Metro Vancouver on the Municipal Finance Authority, and in

2015, was elected as Chair.

Before election to Council, Mayor Brodie was a practicing lawyer and had a long record of service to Richmond in the volunteer community.

8:45 am OPENING KEYNOTE



BEAU LOTTO
Professor of Neuroscience, University of London and Founder & Director, Lab of Misfits

Beau Lotto is the director of The Lab of Misfits, a neuroscience studio that seeks to "break down the walls of the traditional laboratory" and study humans in their natural habitats. By inviting audiences to take part in his interactive research, Lotto is able to achieve more authentic results. The goal of his work is not objectivity, but adaptability. "The most successful systems are the ones that are adaptable," Lotto explains. "Being able to have flexibility in our perception means we can adapt to a changing world." His methods, while unconventional, are deeply interactive and immersive. The measurable insights gleaned from these

experiments have led to organizational breakthroughs for clients as diverse as Cirque du Soleil, L'Oréal, and The London Science Museum.

Lotto is a professor of neuroscience at the University of London, and a visiting scholar at New York University. He is the author of *Why We See What We Do*, and *Deviate: The Science of Seeing Differently*. In addition to his role at The Lab of Misfits, Lotto is the Founder and CEO of the sound-based AR company Acoustigram. He has spoken at large-scale events such as the G8 Innovation Conference, as well as for companies like *WIRED* and Google. Lotto has contributed to television and radio documentaries produced by influential media such as the *BBC*, *National Geographic*, *Netflix* and *PBS*.



KATHRYN GRETSINGER

Associate Professor at UBC School of Journalism, Writing and Media

In addition to being a professor at the UBC School of Journalism, Writing and Media, Kathryn is a long time public broadcaster at the Canadian Broadcasting Corporation, with a record of creating award-winning work at the local and national level in Canada. Kathryn is also a Killam Teaching Prize winner and she was named as one of North America's top innovative journalism educators in 2018.

Kathryn is a respected mentor and trainer at CBC, where she continues to work consultant in the public broadcasters' Learning and Development department. She works across platforms, but her first love is audio. She leads training workshops for reporters, producers, editors and hosts on performance and audio skills including podcasting and compelling storytelling. There is a strong social justice undercurrent to Kathryn's work. Her commitment to teaching, reporting and fostering dialogue about issues of social justice, Indigenous relations and mental health appear in the courses she teaches and key collaborations.

9:30 am SPOTLIGHT ON CIRCULAR ECONOMY INNOVATORS & ENTREPRENEURS



WANJIRU WAWERU WAIHAKA

CEO and Founder, Funkidz and FunHomes

Wanjiru Waweru Waithaka is a creative entrepreneur, innovator and manufacturer from Kenya, and a graduate of Interior Architecture from the University of Glasgow's School of Art. She founded and successfully ran the interior architecture consultancy Amber Africa, where clients ranged from individuals to hotels and multinationals within East Africa.

After running Amber Africa for 10 years, Wanjiru's passion for design and manufacturing led her to create the first global children's brand from Africa - Funkidz Limited. Funkidz is an innovative children's brand that designs and manufactures products for children age 0-16 years. But it is a brand with a big story, multiple goals and exemplifies Wanjiru's commitment to creating change for entrepreneurs, especially women and youth, through experiential education and mentoring. Within the company

exists several brands, including Kidz Go Tech which focuses on transforming and leap-frogging education on the African continent by using storytelling, tech sensory learning and animation. The lack of homegrown technical skills in manufacturing in Kenya led Wanjiru to launch in 2016 an in-house Funkidz training program, designed to build the capacity of Kenyan carpenters and joiners to deliver on global manufacturing and design standards.

Wanjiru is a sought-after speaker, and award-winning entrepreneur. She has been asked to present her work by UNESCO, Facebook, and the World Economic Forum, has received awards from Goldmansachs, GSMA, and special mention and commendation by Former US First Lady Michelle Obama. In a recent COVID-19 pivot, Wanjiru has also now founded, and acts as the CEO, of a new company called FunHomes.



FELIX BÖCK

Founder and CEO, ChopValue Manufacturing

Felix Böck knocks on wood for a living. He is the founder of the ChopValue Microfactory concept where he developed and engineered an innovative material using under-utilized resources. ChopValue has allowed him to discover a way to connect his expertise and re search focus on bamboo composite materials within the circular economy while doing his PhD in a collaboration with UBC/MIT/Cambridge. Motivated to create a global impact in the bamboo industry, he has gained experience by working on projects supporting companies through all stages in over 20 countries with his firm CrossLink Technologies. He believes that leading by example with innovation and resilience will inspire others to rethink resource efficiency and reshape the future of

urbanization.



DIHAN CHANDRA

Founder and Managing Director, The Spent Goods Company

Dihan started his first social enterprise, Organic Lifestyle, to focus on promoting non-toxic alternatives for the home such as organic pillows, linens and mattresses.

While researching whether his dog’s poo could be used to generate energy to power his house instead of having to pick it up, he was inspired by solutions that made revenue from plastic pollution, cementing his belief that practical solutions to reducing waste while generating profits are within our reach.

One night at his local pub Dihan asked the question we’ve all been too shy to ask: What happens to all the grain used to make beer? After learning that most spent grain, especially from smaller breweries, ends up in landfills, The Spent Goods Company was born.

2 years later, Spent Goods has fed over 39K families, offset 1.6 Tons of equivalent CO₂, partnered with 17 different local businesses, and directly contributed to 10 new jobs.



JOSEPHINE ABATE
Sustainability Officer, Keilhauer

Josephine manages all of Keilhauer’s sustainability initiatives, successfully ensuring the company achieves zero waste to landfill, reduces their carbon footprint, and works with watchdogs and NGOs to advance the commercial manufacturing industries standards towards a more sustainable future. Abate is a graduate from the University of Western Ontario, where she acquired her Masters Degree in Environment and Sustainability with a focus on EcoBusiness Zones and Corporate Sustainability. Since then, Abate’s professional focus has been reducing lifecycle impacts of manufactured items. Career highlights include introducing one of the sector’s first carbon neutral

chairs, and deep supply chain management and investigation to remove prominent red-listed chemicals. Josephine has also been involved in expanding the end-of-life planning to ensure more recycled and recyclable products by 37%. Josephine has built community partnerships to support regional economics through material upcycling, targeting groups with resource and financial insecurities. She has helped Keilhauer achieve recognition as one of Canada’s Greenest Employers for 4 consecutive years.

10:30 am KEYNOTE – SUZANNE LEE, FOUNDER & CEO, BIOFABRICATE



SUZANNE LEE
Founder & CEO, BIOFABRICATE

Suzanne is a designer turned pioneer of biotechnology for consumer products. She started growing materials from microbes for the fashion industry in 2003 coining the term 'Biocouture™'. Today Suzanne is the founder of Biofabricate, a global network serving the needs of biomaterial innovators, investors and consumer brands. Biofabricate’s vision is 'A sustainable material world. Built with biology, not oil'.

Suzanne is the author of 'Fashioning the Future: tomorrow’s wardrobe'. She is a special advisor to Parley For The Oceans on biomaterials, a TED Senior Fellow, and a Launch Material Innovator - an initiative of NASA, Nike, USAID and the US State Department. For the previous 5 years Suzanne was the Chief Creative Officer of Modern Meadow, a materials startup in New York.

11:00 am SPOTLIGHT ON NEXT GENERATION MATERIALS



EBEN BAYER
Co-Founder & CEO, Ecovative

Eben Bayer, Co-Founder of Ecovative Design, leads the biomaterials company to grow high performance, premium, award-winning products that are safe, healthy, and certified sustainable. Bayer, who grew up working on his family's Vermont farm, is a pioneer in leveraging mycelium—"nature's glue"—in Mushroom® Materials to drive sustainable innovation in the industrial sector. Eben uses biology to solve important environmental challenges by leading Ecovative to grow safe and healthy new materials as well as envisioning creative ways to use natural technology at industrial scales and in consumer applications. Eben shares his vision for a future powered by biology around the world, including presentations at TED Global,

PopTech, and Davos. Eben has led Ecovative to be widely recognized including as a World Economic Forum Tech Pioneer, a U.S.EPA Environmental Quality Award winner, and Buckminster Fuller Institute socially responsible design designee. Bayer is the primary inventor on more than 10 patents published in over 30 countries. In addition to overseeing the emergence of a new materials science at Ecovative, and promoting a more circular economy, Bayer is realizing his vision of building and operating an off-grid home and farm, while also exploring other creative uses of biology.



VALERIE LANGER
Fiber Solutions Strategist, Canopy Planet

Valerie Langer has been engaged in forest conservation campaigns for over 30 years. She works with non-profit, Canopy (www.canopyplanet.org) to accelerate globally availability of Next Generation alternatives to tree fibre pulp for manufacturing paper, packaging and viscose fabrics,. She pioneered the international market campaign strategy of influencing logging companies' practices by engaging their commercial customer base. She and her team of colleagues at Rainforest Solutions Project won the Buckminster Fuller Challenge Award for their role in the collaboration that designed the globally unique model of conservation in the Great Bear Rainforest (British Columbia, Canada). Her work has directly contributed to the conservation

of millions of hectares of biologically rich forest Valerie's focus is on large scale forest conservation by leveraging markets, investments and innovation.

11:45 am KEYNOTE CONVERSATION: SOLVING THE PLASTICS CHALLENGE IN ONE GENERATION - FROM SCIENCE TO SOLUTIONS



PETER SCHIEFKE

Parliamentary Secretary to the Minister of Environment and Climate

Peter has served as the MP for Vaudreuil-Soulanges since 2015. He is a recognized specialist in sustainable development, with over 15 years of experience in the field. Before being elected to parliament, he served as National Director of The Climate Reality Project Canada, an organization founded by Nobel Laureate Al Gore. He also co-founded the Concordia Empowerment Education Development Program based in Uganda, East Africa. For his work, he has received numerous awards and distinctions, including the YMCA Peace Medal and the Forces Avenir Award for Peace Justice and Humanitarian Aid. Peter brings a wealth of experience and perspective to the Solving the Plastics

Challenge in One Generation session.



CHELSEA ROCHMAN

Assistant Professor in Ecology, University of Toronto & Scientific Advisor to Ocean Conservancy

Chelsea received her PhD in Ecology from a joint program between University of California, Davis and San Diego State University in 2013. She then was a Smith Postdoctoral Fellow in Conservation Biology. She is currently a Sloan Fellow. She was hired as an Assistant Professor at the University of Toronto in the Department of Ecology and Evolutionary Biology in 2016. Chelsea has been researching the sources, sinks and ecological implications of plastic debris in marine and freshwater habitats for more than a decade.

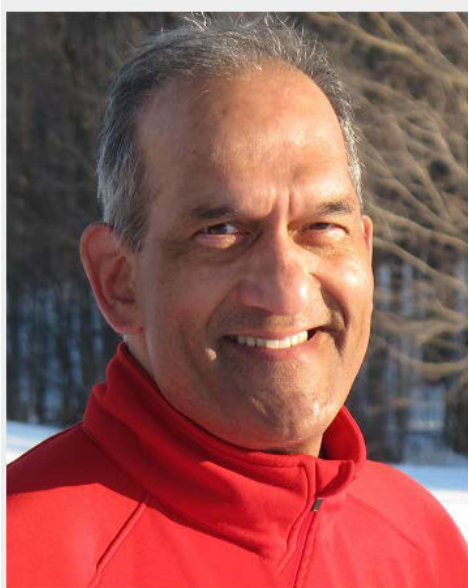
She has published dozens of scientific papers in respected journals and has led international working groups about plastic pollution. In addition to her research, Chelsea works to translate her science beyond academia. For example, Chelsea presented her work to the United Nations General Assembly and at the US State Department. Moreover, she co-founded an outreach group call the U of T Trash Team.



HORACIO BARBEITO
President and CEO of Walmart Canada

Horacio “Haio” Barbeito is President and CEO of Walmart Canada. He has been with Walmart since 1995 and has worked in Argentina, the U.S., Puerto Rico and Chile. He started as a Trainee Buyer and has worked in a variety of roles throughout the company. He led Imports and Replenishment at Walmart Argentina and then became a Division Merchandising Manager for Home and Seasonal.

Horacio later transferred to Walmart International where he became Senior Director for International Replenishment, based in Bentonville, Arkansas. Following this, Horacio became Supply Chain Lead in Puerto Rico and later the Head of Puerto Rico’s Store Operations. In 2008 he returned to Walmart Argentina as Food General Merchandising Manager before becoming Chief Merchandising Officer. He was President and CEO of Walmart Argentina and Chile from 2012 to 2019.



CHRIS HENDERSON
Chair, GLOBE Series & Executive Director, Indigenous Clean Energy

Chris Henderson is a Canadian eco-entrepreneur, community leader and environmental innovator. For the past 35 years, he has led and been at the forefront of ground-breaking Canadian enterprises and local/national business, social and ecological initiatives which have global impact and resonance. Chris is a trusted and insightful commentator on economic, environment and energy issues that respect the Planet, and generate enduring outcomes for corporations, communities and Canada. Chris prime current role in advising and equipping Indigenous peoples and communities to develop and own clean energy projects to catalyze social development, economic opportunity and to combat Climate Change. His first

book *Aboriginal Power* was published in 2013.

Chris is the President of Lumos Energy, Executive Director of the Indigenous Clean Energy Social Enterprise, Founder of The Delphi Group and Board Chair of the Globe Series.



MICHAEL GREEN
Architect & Principal, MGA

Michael Green is an award-winning architect known for his research, leadership, and advocacy in promoting the use of wood, new technology and innovation in the built environment. He lectures internationally on the subject, including his TED talk, “Why We Should Build Wooden Skyscrapers.” Based in Vancouver, Canada, Michael founded MGA to create meaningful and sustainable change in building through innovation in construction sciences and design. Michael and his team are ambitiously extending the boundaries of mass timber construction, having completed some of the largest modern timber buildings in the world, including The Wood Innovation Design Centre and T3 Minneapolis. He is also the founder of DBR | Design Build

Research and TOE | Timber Online Education, a non-profit school and research platform dedicated to teaching the design and construction of socially, culturally and environmentally relevant student-led installations, with a focus in systemic change in building for climate, environment, disaster and global shelter needs.

Michael is a Fellow of the Royal Architectural Institute of Canada and has been honoured with North America’s most prestigious awards, including two RAIC Innovation Awards and three Governor General’s Medals. In 2014, Michael received an honorary doctorate degree from the University of Northern British Columbia. He is the co-author of ‘The Case for Tall Wood Buildings,’ now in its second edition, and ‘Tall Wood Buildings: Design, Construction and Performance.’ An avid traveler and adventurer, Michael has explored remote regions on every continent and loves ice climbing, mountaineering, ocean kayaking and biking.



BROCK CARLTON

Former CEO, Federation of Canadian Municipalities

Brock Carlton recently retired after 13 years as CEO of Federation of Canadian Municipalities (FCM). Brock was a leading voice in supporting the need to build strong cities and communities as a means of solving local and national challenges. As CEO, Brock led a strong staff and a united membership in advancing municipal interests by influencing both federal government decisions and national debates on issues critical to communities. Under Brock's tenure, FCM became one of the most influential organizations in Canada, influencing federal policy decisions and spending on such issues as infrastructure, affordable housing and homelessness, environment and climate change, broadband access and public transit.

Brock also played a leadership role in the global municipal movement as Secretary General of the North American Section of the United Cities and Local Governments. He has been a speaker and panelist representing Canadian municipal perspectives and experiences at numerous international events, domestic conferences and in the media. Prior to being CEO, Brock was involved in international cooperation, managing projects engaging Canadian and overseas partners focused on municipal management, environmental management, social service delivery and good governance in such diverse places as Gaza, the Czech Republic, East and Southern Africa and Guyana. He lived in Kenya (1981-2), China (1983) and Namibia (1991). He has recently completed a course on empathic leadership and is committed to using his years of experience to help build strong effective leaders for social change and good environmental stewardship. He is an avid paddler, skier and cyclist, and enjoys time with his wife and 3 adult children.

2:00 pm SPOTLIGHT ON OPPORTUNITIES IN THE BUILT ENVIRONMENT



ERIC DUNFORD

Director of Sustainability, Carbon Cure

Eric Dunford is the Director of Sustainability at CarbonCure Technologies. In this role, he oversees CarbonCure's internal sustainability initiatives, manages government relations efforts, and works with partners in the design and construction community to build awareness of low-carbon materials options and solutions. Based in Toronto, Eric is a graduate of the University of Waterloo and Dalhousie University.



AMY MARKS

Head of Industrialized Construction Strategy and Evangelism,
Queen of Prefab, Autodesk

Amy Marks is the Head of Industrialized Construction Strategy and Evangelism at Autodesk; she is known throughout the construction industry as the "Queen of Prefab." A graduate of the University of Florida and an alumna of Harvard Business School, Marks is the former CEO of XSite Modular, a leading prefabrication consultancy and design-builder of critical infrastructure buildings. As a prefabrication consultant, she defined the language and process that is adopted by companies, countries, and builders around the world. Amy was also appointed by the Singapore government's Building &

Construction Authority as an international expert to advise its construction productivity roadmap.



VIVIAN KUAN

Executive Director, Terreform ONE

Vivian Kuan is Executive Director of Terreform ONE, a non-profit architecture and urban design think tank focused on ecological design solutions for cities. Vivian has also served as adjunct faculty at Parsons in the Strategic Design and Management graduate program. Before Terreform, Vivian designed and managed large scale architecture projects in the U.S. and Asia for Kohn, Pederson, Fox Associates, and for Sun Hung Kai Properties. Vivian currently serves on the Advisory Council of Cornell's College of Architecture, Art, and Planning, on the Dean's Council of the Yale School of Architecture, and as a board member of the Cue Art Foundation. Vivian earned an MBA from the

Wharton School and an MA from the Lauder Institute, University of Pennsylvania, and a B.Arch. from Cornell University.



TIMA BANSAL

Ivey School of Business, Western University & Chair, Canadian Council of Academics Expert Panel on the Circular Economy

Tima Bansal is a Professor and Canada Research Chair, Ivey Business School, Western University (London, Canada). She is committed to researching business issues that will facilitate sustainable development and mobilizing those ideas to business practice. She founded and continues to direct the Network for Business Sustainability (www.nbs.net) and Chairs the CCA Expert Panel on the Circular Economy.



DR. RICHARD FLORIZONE

President & CEO, International Institute for Sustainable Development

Dr. Richard Florizone is President and CEO of IISD, and President Emeritus of Dalhousie University. Originally from Prince Albert, Saskatchewan, Richard has also held senior roles with the Boston Consulting Group, Cambridge University, Bombardier Aerospace, and the International Finance Corporation. Part scientist, part strategist, Richard has a strong track record of forging collaborative partnerships to build institutions and communities that are intelligent, inclusive and inspiring. He holds a Ph.D. in Physics from MIT and is a Fellow of the Canadian Academy of Engineering.



CAROL ANNE HILTON
CEO and Founder of The Indigenomics Institute and the Global Center of Indigenomics

Carol Anne Hilton, MBA is the CEO and Founder of The Indigenomics Institute and the Global Center of Indigenomics. Carol Anne is a dynamic national Indigenous business leader and senior adviser with an international Masters Degree in Business Management (MBA) from the University of Hertfordshire, England. Carol Anne is of Nuu chah nulth descent from the Hesquiaht Nation on Vancouver Island.

Carol Anne has led the establishment of a line of thought called #indigenomics- growing from a single word to an entire movement which focuses on the re-building and strengthening of Indigenous economies. Carol Anne is the author of 'Indigenomics- Taking A Seat at the Economic Table' and is an adjunct professor at Royal Roads University School of Business.

Carol Anne served on the BC Emerging Economy the BC Indigenous Business and Investment Council and was the only Indigenous person appointed to the Canadian Economic Growth Council. Carol Anne's work has been recognized with the national Excellence in Aboriginal Relations Award from the Canadian Council for Aboriginal Business.

Carol Anne currently serves as a Director on the McGill University Institute for the Study of Canada, the BC Digital Supercluster and recently as a juror on the Canadian Smart Cities Challenge.



MELISSA BARBOSA
Head of Sustainability, IKEA Canada

For over 13 years Melissa has had the pleasure of leading change towards sustainability with diverse roles in private, non-profit, and public sectors; a range of experience that includes corporate social responsibility, academia, natural resource management, renewable energy development, and social finance. As Head of Sustainability for IKEA Canada, Melissa provides strategic and dynamic leadership working through and across the organization to facilitate the delivery of the IKEA Group People & Planet Positive Strategy; enabling the ongoing transformation and growth of the business.

3:45 pm CLOSING KEYNOTE



KATIE TREGGIDEN
 Writer, Journalist and Speaker

Katie Treggiden is a purpose-driven writer and keynote speaker championing a circular approach to design – because Planet Earth needs better stories. With 20 years' experience in the creative industries, she regularly contributes to publications such as *The Guardian*, *Crafts Magazine*, *Design Milk* and *Monocle24*. She is currently exploring the question 'can craft save the world?' through an emerging body of work that includes her fifth book, *Wasted: When Trash Becomes Treasure* (Ludion, 2020), and a podcast, *Circular with Katie Treggiden*. She has launched, edited and published an award-winning design blog and an independent print magazine. She recently gained a distinction for her Master's Degree in the History of Design from the University of Oxford. She was the founder and first president of Bloom and is a Fellow of the Royal Society of Arts and a Trustee of the Leach Pottery.

4:25 pm WRAP UP REMARKS



JACK FROESE
 Chair, Metro Vancouver's Zero Waste Committee

Re-elected to office in 2018, Mayor Jack Froese is currently serving his third term as Township of Langley Mayor. For 40 years, Mayor Jack Froese has lived, worked, and raised a family in Langley and was a successful business owner and farmer. He is also a retired police officer from the Vancouver Police Department. Mayor Froese is the Vice Chair of the TransLink Mayor's Council, Chair of Metro Vancouver Zero Waste Committee, and a Director on the Metro Board.



Jonathan X. Côté
Mayor

February 5, 20201

Jack Froese
Chair, Zero Waste Committee
Metro Vancouver
Metrotower III, 4730 Kingsway
Burnaby, BC V5H 0C6

Dear Mr. Froese,

Re: Single-Use Item Reduction Advocacy for Consistent Regional Regulation

I am writing to advise that at the February 1, 2021 regular meeting, New Westminster City Council adopted the following resolution:

THAT Council authorize the Mayor and Corporate Officer to submit the letter (Attachment 1 in the February 1, 2021 Council Report) to the Board of Directors of the Greater Vancouver Sewerage and Drainage District Board (GVS&DD) and the Zero Waste Committee at Metro Vancouver, along with all Lower Mainland Municipalities, to develop a region-wide single-use items reduction strategy including regulation.

On January 18th, 2021, City Council received a staff report on the current efforts Federal and Provincial governments are taking towards developing regulatory frameworks to reduce single-use items in the waste stream. Bylaws enacted by some local governments and their implementation were also outlined.

Council recognizes that Metro Vancouver has created a toolkit of strategies (including regulation) which the 21 member municipalities could utilize to reduce single-use item waste in their communities. However, the enactment of local bylaws by individual municipalities could lead to a mosaic of regulations across the region, which may lead to confusion and inconsistency for residents and businesses. Council believes that single-use items regulation should be developed regionally within the context of Federal and Provincial frameworks. Metro Vancouver should take the lead role in creating the regulatory framework through the Greater Vancouver Sewerage and Drainage District (GVS&DD) and the Zero Waste Committee.

Council understands that Metro Vancouver as a regional district does not currently have legislative authority to restrict the sale and use of single-use items. Notwithstanding, Council is urging Metro Vancouver to advocate for regional consistency in regulating the use of single-use items. The City is prepared to support Metro Vancouver in this advocacy work by submitting a resolution to the Lower Mainland Local Government Association (LMLGA) for consideration and possible subsequent submission to UBCM.

As provincial legislative change will take time and to ensure this important work moves forward in 2021, Council is requesting Metro Vancouver lead the development of an inter-municipal regulatory framework for the region so local governments can be more unified in achieving consistency for residents and businesses. In addition, Council strongly believes that the framework needs to be sensitive to the principle of equity, including aspects such as accessibility and cultural needs.

A good example is the harmonized ride-hailing regulation developed by TransLink. This was an area where only municipalities had jurisdiction, and where cities came together in a short time frame to create a single framework for the entire region. The resulting regulation allowed municipalities the ability to opt into the legislation and create better consistency for ride-hailing companies. Another example is the regional approach on regulating water use during the summer water shortage period.

Council appreciates the work that Metro Vancouver has undertaken thus far in terms of resources and support for local governments (and other organizations) to reduce single-use items. Council urges Metro Vancouver to take a more active role by both advocating for the legislative authority and bringing together an inter-municipal team to develop a region-wide regulatory framework.

If you have any questions about this or would like more information, please contact Environmental Coordinator Jennifer Lukianchuk at jlukianchuk@newwestcity.ca or 604-515-3780.

Sincerely,



Jonathan X Cote,
Mayor

Enclosures:

January 18, 2021 Council report “Single-Use Item Reduction Update”

February 1, 2021 Council Report “Single-Use Item Reduction Advocacy for Consistent Regional Regulation”

Cc: Greater Vancouver Sewerage and Drainage District
Metro Vancouver Local Governments
Chris Plagnol, Corporate Officer, chris.plagnol@metrovancover.org
Jennifer Lukianchuk, Environmental Coordinator, City of New Westminster

Office of the Mayor

Corporation of the City of New Westminster

511 Royal Avenue, New Westminster, BC • Canada V3L 1H9 T (604) 527 4522 F (604) 527 4594

Zero Waste Committee



REPORT

Engineering Services

To: Mayor Côté and Members of Council **Date:** 1/18/2021

From: Jim Lowrie
Director of Engineering Services **File:** 09.1740.04
(Doc# 1727581v2)

Item #: 1/2021

Subject: Single-Use Item Reduction Update

RECOMMENDATION

THAT Council receive this report for information.

PURPOSE

The purpose of this report is to provide Council with an update on the status of single-use item reduction and pending senior government regulation.

BACKGROUND

On August 26, 2019, Council passed a resolution to explore the implementation of a ban on the use of plastic straws, single-use plastic bags and Styrofoam take-out packaging and report back to Council on a strategy with actionable steps harmonized to the provincial regulatory framework once released. Staff indicated that once the provincial framework is released, the City may proceed with a more efficient and harmonized approach to regulate these items.

At the time, the Province released a Policy Consultation Paper to seek feedback from the public on potential bans on single-use items and opportunities to improve existing programs in collaboration with all levels of government.

On June 10, 2019, before the provincial engagement commenced, the Prime Minister also announced a proposed federal ban of “harmful” single-use plastics, which could come into effect as early as 2021.

Some local governments (cities of Victoria and Richmond) introduced bylaw regulations on the use of single-use items in their communities. However, these local government bylaws are subject to ministerial approval.

EXISTING POLICY/PRACTICE

The City’s Environmental Strategy & Action Plan (ESAP) has an action (8.5a) for the City to work with regional partners to develop a strategy to minimize the use of single-use products.

The City’s Official Community Plan contains the following policy statement: 12.3. Decrease the amount of waste generated and divert the maximum amount of material possible from the waste stream.

ANALYSIS

Various jurisdictions have been working together and individually to come up with options that could be implemented at the national, provincial and local levels to protect the environment from plastic pollution. Some of the more recent key works are highlighted below.

Province of BC

On November 2019, the Province released its CleanBC Plastics Action Plan: *What We Heard Report*¹ that provides a summary of proposed changes to reduce the amount of plastic waste/pollution and the results of the policy paper consultation from July 25-September 30, 2019. One key finding in the Report indicates that when it comes to implementing bans, most retailers, producers, and businesses prefer regulatory requirements from the highest level of government possible in order to support consistency and competitiveness across jurisdictions.

On September 12, 2020, the Province stated that even under the current economic challenges associated with COVID-19, local governments and businesses indicate that they remain committed to prevent millions of single-use plastic products from damaging the environment, polluting B.C.’s waters and harming wildlife. The Province announced it will move to approve municipal bylaws (e.g. Richmond, Victoria) banning single-use plastic items and to draft a new regulation under the Community Charter to allow local governments to ban single-use plastics, such as shopping bags, plastic straws and polystyrene foam take-out containers, without requiring ministerial approval.

¹ <https://cleanbc.gov.bc.ca/app/uploads/sites/436/2020/09/CleanBC-Plastics-Action-Plan-What-We-Heard-Report-Mar-2020-FINAL.pdf>

The Province also stated that the number of single-use products to be recycled through industry-funded recycling programs would be expanded to include plastic cutlery, sandwich bags, stir sticks and other such items and it will explore adding materials such as mattresses, electric-vehicle batteries, propane canisters to the Extended Producer Responsibility (EPR) program. Engagement with the public on these items took place from September 12 to November 20, 2020. The feedback will inform the development of a multi-year strategy.

Federal Action

On October 7, 2020 the Minister of Environment and Climate Change announced the next steps in the federal government's comprehensive plan to achieve zero plastic waste by 2030 and initiated public consultation on its proposed integrated management approach². Regulations developed would be included under the provisions of the Canadian Environmental Protection Act, 1999.

A key part of the proposed plan is to ban or restrict (by the end of 2021) certain harmful single-use plastic items where there is evidence that they are found in the environment, are often not recycled, and have readily available alternatives. Based on this criteria, six items to be banned are: plastic checkout bags, straws, stir sticks, six-pack rings, cutlery and food ware made from hard-to-recycle plastics.

The federal government has been collaborating with provinces and territories through the Canadian Council of Ministers of the Environment (CCME) in the implementation of the Canada-wide Strategy on Zero Plastic Waste – a strategy that lays out a vision for a circular economy, as well as a two-phase action plan³. The Government of Canada and CCME are continuing to work to strengthen existing programs and increase Canada's capacity to reuse and recover more plastics. Through collaboration, the development of Pan-Canadian targets will ensure that rules are consistent and transparent across the country, and make producers and sellers of plastic products responsible for collecting them.

The federal government emphasized that throughout the COVID-19 pandemic, health and safety of Canadians is a high priority and recognized that some plastic products play a key role in saving lives and minimizing the spread of disease. In particular, personal protective equipment (PPE) plays an important role in keeping Canadians safe, particularly frontline health care workers. They indicated that a ban on harmful single-use plastics will not impact access to PPE. The Government of Canada with CCME and the private sector will work to keep PPE out of our environment.

As part of consultation with stakeholders⁴ on the integrated management approach, a series of five webinars took place from October 30 to November 27, 2020 to provide an overview of the proposed federal direction and to help launch the dialogue on the discussion paper,

² <https://www.canada.ca/content/dam/eccc/documents/pdf/cepa/proposed-approach-plastic-management-eng.pdf>

³ https://www.ccme.ca/files/Resources/waste/plastics/CCME%20Phase%20%20Action%20Plan_En%20-%20external-Secured.pdf

⁴ <https://www.canada.ca/en/environment-climate-change/services/managing-reducing-waste/consultations/plastics.html>

process and timelines. The public comment period ended on December 9, 2020 and a final webinar will be released in January 2021 (date to be determined).

Municipal Actions

A ban on foam cups and take-out containers came into effect on January 1, 2020 and plastic straws on April 22, 2020 in the City of Vancouver. Food vendors must provide flexible plastic straws for accessibility and single-use utensils can only be provided upon request. Despite the current economic challenges, the City of Vancouver felt it was important to follow through on its commitment to reduce waste from single-use items as part of their zero waste community initiative.

As a result of COVID-19 and the associated economic challenges for businesses and provincial health orders, City of Vancouver announced on December 10, 2020 that they will use discretion with enforcement of the current bans; however, businesses are expected to comply as soon as it is possible for them to do so. In addition, a start date for the shopping bag and single-use cup bylaws has been extended to January 1, 2022 (originally scheduled for January 1, 2021).

Vancouver's website states that it will launch a public-awareness campaign, bylaw guide, and business toolkit early in 2021 to encourage behavior change and to help businesses prepare for, comply with, and communicate the upcoming requirements to their staff and customers. The website also states that it will continue to advocate for federal regulations that meet the highest standards and align with the bylaws. Until then, Vancouver business license holders are required to comply with the City's single-use item bylaws.

The City of Richmond's Single-Use Plastic Bylaw No. 10000 has been approved by the Ministry, but has indicated that due to the pandemic, an enactment date has not been set. The City of Victoria's website indicates that their Checkout Bag Regulation Bylaw #20-205 was approved by the Ministry but would not be adopted until April 15, 2021 to allow more time for businesses to prepare. Recently, on December 21, 2020, City of Surrey Council approved a path to ban plastic checkout bags, foam cups and foam take-out containers and authorized staff to submit the proposed bylaw to the Province for approval.

NEXT STEPS

In consideration of the upcoming regulations by senior level governments, staff believe the preferred course of action is to establish and harmonize our approach to reduce single-use items once legislation is introduced by the Federal/Provincial governments. Adopting local bylaws at this time may result in inconsistencies with upcoming legislation and varying practices across the region. Resources would also be needed to implement and enforce the new bylaws. Current public awareness on the impacts of plastics on the environment and the forthcoming legislation are already influencing some businesses in New Westminster and other cities to take steps to transition away from the use of single-use plastic items.

In the meantime, the City can focus its resources on supporting the recovery from the current pandemic, monitor progress of federal and provincial regulatory changes and collaborate with Metro Vancouver and member jurisdictions in preparation for the new regulations. Beginning in 2021, staff are pursuing the reduction in the use of single-use plastic items in City corporate (food services) facilities.

FINANCIAL IMPLICATIONS

The introduction of a municipal bylaw to ban single-use plastic items would require additional resources to implement and enforce (i.e. stakeholder engagement, enforcement staffing, etc.). Potential actions associated with a city framework or plan to support federal and provincial regulations (when in place) and the resources needed can be presented to Council as part of a future report.

INTERDEPARTMENTAL LIAISON

The Engineering Department has consulted with staff from Parks & Recreation-Food Services in the preparation of this report.

OPTIONS

The following options are presented for Council's consideration:

1. THAT Council receive this report for information; or
2. THAT Council provide alternate direction to staff.

Staff recommends Option #1.

CONCLUSION

Federal and Provincial governments are currently taking significant actions (including public engagement) on preparing a regulatory framework to reduce single-use plastics, even during the current COVID-19 pandemic. Staff feel that the best course of action is to establish and harmonize our approach to reduce single-use items use once a regulatory framework is released by senior governments. In the interim, staff will continue to monitor this issue, collaborate with Metro Vancouver and member jurisdictions and pursue reducing the use of single-use plastic items in City corporate (food services) facilities.

This report has been prepared by:
Jennifer Lukianchuk, Senior Environmental Coordinator

This report was reviewed by:
Eugene Wat, P.Eng. PTOE, Manager, Infrastructure Planning

Approved for Presentation to Council



Jim Lowrie, Eng.L, MBA
Director of Engineering Services



Lisa Spitale
Chief Administrative Officer



REPORT

Engineering Services

To: Mayor Côté and Members of Council **Date:** 2/1/2021

From: Jim Lowrie
Director of Engineering Services **File:** 09.1740.04
(Doc#1740496v2)

Item #: 22/2021

Subject: Single-Use Item Reduction Advocacy for Consistent Regional Regulation

RECOMMENDATION

THAT Council authorize the Mayor and Clerk to submit the letter (Attachment 1 - in the February 1, 2021 Council Report) to the Board of Directors of the Greater Vancouver Sewerage and Drainage District Board (GVS&DD) and the Zero Waste Committee at Metro Vancouver to develop a region-wide single-use items reduction strategy including regulation.

THAT Council direct staff to submit a resolution to the Lower Mainland Local Government Association (LMLGA) to advocate for consistent regional regulation of the use of single-use items.

PURPOSE

The purpose of this report is to provide Council with an advocacy letter for consideration to be sent to the Board of Directors of the Greater Vancouver Sewerage and Drainage District (GVS&DD) and Zero Waste Committee to develop a region-wide single-use items reduction strategy.

This report also provides Council with an option to assist with advocacy for a regional approach by submitting a resolution to the next Lower Mainland Local Government Association (LMLGA) meeting that could be endorsed and submitted to Union of BC Municipalities (UBCM) for consideration.

BACKGROUND

On January 19, 2021, Council directed staff to prepare a letter to the Board of Directors at the Greater Vancouver Sewerage and Drainage District Board (GVS&DD) and the Zero Waste Committee at Metro Vancouver requesting the development of a region-wide single-use plastics reduction strategy incorporating the principles of Metro Vancouver's Single-Use Item Toolkit and integrating them into a regional regulatory regime. Council also discussed that an equity lens be applied to that regime.

ANALYSIS

A letter (Attachment 1) has been prepared for Council's consideration. The letter advocates Metro Vancouver to take a lead role in developing a regulatory framework for the region so that local governments can be more unified in their approach to implementing regulations that could help reduce single-use item waste. Council expressed at its meeting on January 18th, 2020, that the framework developed must also ensure that equity aspects, such as accessibility and cultural needs, are adequately addressed.

The two most relevant bodies of Metro Vancouver, which would have a mandate to consider regulations related to solid waste, would be the Greater Vancouver Sewerage and Drainage District (GVS&DD) and Zero Waste Committee. The GVS&DD operates under a Solid Waste Management Plan (approved by the Province) and is one of four separate corporate entities governed by a board of directors of elected officials appointed by their respective municipal council. The Zero Waste Committee is the standing committee of the Metro Vancouver Board that provides advice and recommendations on policies, bylaws, plans, programs, budgets and issues related to solid waste management under the GVS&DD service.

The draft letter acknowledges that Metro Vancouver, as a regional district, does not currently have authority to restrict the sale and use of single-use items for the region. This authority was recently highlighted in the Regional District staff report¹ submitted to the North Okanagan Regional District Board of Directors. This report includes a letter from the Province (to the District) that states:

“While Sections 304 and 307 of the Local Government Act allow regional districts to make bylaws in relation to two of the four spheres (public health and prohibition of soil deposit or removal), subject to the Community Charter’s concurrent authority rules, the concurrent

¹https://rdno.civicweb.net/document/149438/201118_RPT_BoD_SUP_regulation_update_full.pdf?handle=B192C17571974A95AAE17307252180DD

authority provisions of the Community Charter are not generally applicable to environmental protection bylaws enacted by regional districts". See Attachment 2.

The City could support Metro Vancouver in this advocacy effort by submitting a resolution to the Lower Mainland Local Government Association for consideration at the next meeting in March and if endorsed, it could then be submitted to the Union of BC Municipalities (UBCM) for consideration.

FINANCIAL IMPLICATIONS

There are no financial implications. However, staff time will be needed for research, administration and liaison with Metro Vancouver.

INTERDEPARTMENTAL LIAISON

The Engineering Department has consulted with the City solicitor and with staff from Legislative Services in the preparation of this report.

OPTIONS

The following options are presented for Council's consideration:

1. Authorize the Mayor and Clerk to submit the letter (Attachment 1 - in the February 1, 2021 Council Report) to the Board of Directors of the Greater Vancouver Sewerage and Drainage District Board (GVS&DD) and the Zero Waste Committee at Metro Vancouver to develop a region-wide single-use items reduction strategy including regulation.
2. Direct staff to submit a resolution to the Lower Mainland Local Government Association (LMLGA) to advocate for consistent regional regulation of the use of single-use items.
3. Provide other directions to staff.

Staff recommends Options 1 and 2.

ATTACHMENTS

Attachment 1 - Draft Letter to GVS&DD and Zero Waste Committee: Single-Use Item Reduction Advocacy for Consistent Regional Regulation

Attachment 2 - Letter from Province to Regional District of North Okanagan, Dated October 1, 2020

This report has been prepared by:
Jennifer Lukianchuk, Senior Environmental Coordinator

This report was reviewed by:
Eugene Wat, P.Eng. PTOE, Manager, Infrastructure Planning

Approved for Presentation to Council



Jim Lowrie, Eng. L, MBA
Director of Engineering Services



Lisa Spitale
Chief Administrative Officer

Attachment 1

**Draft Letter to GVS&DD and Zero Waste Committee:
Single-Use Item Reduction Advocacy for
Consistent Regional Regulation**

February 2, 2021

Attention:

Chair, GVS&DD Board @metrovancover.org and Chair, Zero Waste Committee

Dear:

Re: Single-Use Item Reduction Advocacy for Consistent Regional Regulation

I am writing to advise that at the February 1, 2021 regular meeting, New Westminster City Council adopted the following resolution:

THAT Council authorize the Mayor and Clerk to submit the letter (Attachment 1 - in the February 1, 2021 Council Report) to the Board of Directors of the Greater Vancouver Sewerage and Drainage District Board (GVS&DD) and the Zero Waste Committee at Metro Vancouver to develop a region-wide single-use items reduction strategy including regulation.

On January 18th, 2021, City Council received a staff report on the current efforts Federal and Provincial governments are taking towards developing regulatory frameworks to reduce single-use items in the waste stream. Bylaws enacted by some local governments and their implementation were also outlined.

Council recognizes that Metro Vancouver has created a toolkit of strategies (including regulation) which the 21 member municipalities could utilize to reduce single-use item waste in their communities. However, the enactment of local bylaws by individual municipalities could lead to a mosaic of regulations across the region, which may lead to confusion and inconsistency for residents and businesses. Council believes that single-use items regulation should be developed regionally within the context of Federal and Provincial frameworks. Metro Vancouver should take the lead role in creating the regulatory framework through the Greater Vancouver Sewerage and Drainage District (GVS&DD) and the Zero Waste Committee.

Council understands that Metro Vancouver as a regional district does not currently have legislative authority to restrict the sale and use of single-use items. Notwithstanding, Council is urging Metro Vancouver to advocate for regional consistency in regulating the use of single-use items. The City is prepared to support Metro Vancouver in this advocacy work by submitting a resolution to the Lower Mainland Local Government Association (LMLGA) for consideration and possible subsequent submission to UBCM.

As provincial legislative change will take time and to ensure this important work moves forward in 2021, Council is requesting Metro Vancouver lead the development of an inter-municipal regulatory framework for the region so local governments can be more unified in achieving consistency for residents and businesses. In addition, Council strongly believes that the framework needs to be sensitive to the principle of equity, including aspects such as accessibility and cultural needs.

A good example is the harmonized ride-hailing regulation developed by TransLink. This was an area where only municipalities had jurisdiction, and where cities came together in a short time frame to create a single framework for the entire region. The resulting regulation allowed municipalities the ability to opt into the legislation and create better consistency for ride-hailing companies. Another example is the regional approach on regulating water use during the summer water shortage period.

Council appreciates the work that Metro Vancouver has undertaken thus far in terms of resources and support for local governments (and other organizations) to reduce single-use items. Council urges Metro Vancouver to take a more active role by both advocating for the legislative authority and bringing together an inter-municipal team to develop a region-wide regulatory framework.

Sincerely,

Jonathan X Cote,
Mayor

Enclosure
Council Reports from January 18, 2021 and Feb 1, 2021.

Attachment 2
Letter from Province to Regional District of
North Okanagan - October 1, 2020



Reference: 350879

October 1, 2020

Kevin Acton, Chair
and Directors
Regional District of North Okanagan
9848 Aberdeen Road
Coldstream BC V1B 2K9
Email: info@rdno.ca

Dear Chair Acton and Directors:

I am writing in response to the July 24, 2019, submission of the Checkout Bag Regulation Bylaw No. 2826. As a provincial election has been called, I am responding on behalf of the Minister.

I want to commend the Regional District of North Okanagan's efforts to take leadership on this important issue. Due to the unforeseen delays of the COVID-19 pandemic, I thank you for your patience while the ministry reviewed and responded to your request.

Staff of the Ministry of Environment and Climate Change Strategy have reviewed the legislation respecting the authority of a regional district to make a checkout bag regulation bylaw. They have determined that a regional district bylaw to regulate checkout bags under the *Local Government Act* is not within the authority of the Minister of Environment and Climate Change Strategy to approve or reject. Therefore, I am writing to inform you that the ministry is unable to provide approval or rejection of the Regional District of North Okanagan's Checkout Bag Regulation Bylaw No. 2826.

Bylaws regulating checkout bags require provincial involvement from the Ministry of Environment and Climate Change Strategy in accordance with provisions of the *Community Charter*. The *Community Charter* recognizes that, in four spheres, municipalities and the provincial government have a shared interest in regulating activities. While Sections 304 and 307 of the *Local Government Act* allow regional districts to make bylaws in relation to two of the four spheres (public health and prohibition of soil deposit or removal), subject to the *Community Charter*'s concurrent authority rules, the concurrent authority provisions of the *Community Charter* are not generally applicable to environmental protection bylaws enacted by regional districts. Further information on local government and provincial government concurrent authority is available online at

<https://www2.gov.bc.ca/gov/content/governments/local-governments/facts-framework/legislative-framework/authority>.

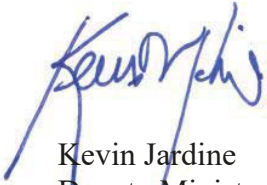
...2

If you have not already done so, you may wish to consult with your solicitor before adopting Bylaw No. 2826 to determine whether the Regional District of North Okanagan has the authority to adopt and implement the Checkout Bag Regulation Bylaw No.2826. Please be aware that regional district bylaws made under the authority of the *Local Government Act* cannot contradict or impose changes upon solid waste management plans that have been approved by the Ministry of Environment and Climate Change Strategy under the *Environmental Management Act*.

If you have any questions, please don't hesitate to contact Sonya Sundberg, Director of Clean Communities in the Ministry of Environment and Climate Change Strategy. Sonya Sundberg can be reached by email at Sonya.Sundberg@gov.bc.ca.

Thank you for your patience and for your efforts to protect our environment.

With best regards,



Kevin Jardine
Deputy Minister

cc: Paddy Juniper, Corporate Officer, Regional District of North Okanagan
Mike Fox General Manager, Community Services, Regional District of North Okanagan
Sonya Sundberg, Director, Clean Communities, Ministry of Environment and Climate Change Strategy



February 22, 2021
 Our File: 11-5280-01/000/2021-1
 Doc #: 3980198.v1

Jack Froese
 Chair, Zero Waste Committee
 Metro Vancouver
 Metrotower III, 4730 Kingsway
 Burnaby, BC V5H 0C6

Dear Mr. Froese:

RE: Single-Use Item Reduction Advocacy for Consistent Regional Regulation

Coquitlam City Council is aware that both provincial and federal governments are currently taking significant actions on preparing a regulatory framework to reduce single-use plastics and that some local governments have already started to enact local related Bylaws.

On February 1, 2021 New Westminster City Council adopted a resolution advocating for *"the development of a region-wide single-use items reduction strategy including regulation"*. On February 5th, 2021 a letter was sent to the Greater Vancouver Sewerage and Drainage District Board, the Zero Waste Committee at Metro Vancouver and all Lower Mainland municipalities advocating for a consistent regional regulation.

The City of Coquitlam, both City Council and staff, agrees with the City of New Westminster that a coordinated and regional approach is needed on this issue, within the context of Federal and Provincial frameworks, and that the enactment of individual local bylaws could lead to confusion and inconsistency for residents and businesses. We respectfully request that Metro Vancouver take the lead role in developing an inter-municipal regulatory framework to reduce single-use plastics similar to the successful regional approach taken to seasonal drinking water restrictions.

Sincerely,

A handwritten signature in blue ink that reads "Richard Stewart".

Richard Stewart
 Mayor