

PPSReview

**Product & Packaging
Stewardship Review**

MANAGING WASTE RESPONSIBLY

An information service for municipal governments

Vol 7, Issue 2, February 2007

COMMENTS SOUGHT FOR DRAFT PAPER BY APRIL 2

Industry should pay all disposal, 50% of recycling costs — AMO

Ontario's municipalities are dissatisfied with the progress industry has made toward extended producer responsibility (EPR) practices, and they are proposing a radical change to put things right.

In a draft discussion paper released earlier this month, the Association of Municipalities of Ontario (AMO) calls

for industry to pay all municipal disposal and litter abatement costs, as well as half the recycling costs.

The *AMO Alert* notes there is "a growing concern ... regarding the widening disconnect between waste diversion objectives and private sector activities."

Notwithstanding the recent initiative by the Ministry of the Environment (MOE) to establish a deposit return system for all LCBO containers, there is "an increasing trend towards design and production of disposable packaging and non-recyclable products," says the *Alert*. "This type of producer activity is both counter-intuitive and counter-productive to the mutually agreed upon objectives of the *Waste Diversion Act*."

The AMO draft discussion paper, *Strengthening Extended Producer Responsibilities for Ontario's Blue Box*, was co-authored by the Association of Municipal Recycling Coordinators. It says municipalities are "the only ones showing leadership on this front", with the exception of the recent LCBO deposit-return decision.

LCBO \$5M annual blue box payment to continue for two years — Broten

Municipalities will receive \$5 million a year for the next two years to offset costs incurred in the management of wine and liquor containers that still appear in Ontario blue boxes, despite the new deposit system that should see them returned to the beer store.

The continuing funding will offset the \$7 million a year that was removed from the annual stewards' contribution by a majority vote—industry supporting; municipal representatives opposing—at the Waste Diversion Ontario (WDO) board meeting in October (see *PPSReview*, November 2006).

The complex calculations and background to the \$7 million reduction are contained in a special report dated October 6, 2006. The report concludes with the recommendation that the motion and report not be posted and a press release not be issued.

The October WDO board meeting minutes have been posted on the WDO website (www.wdo.ca), having been approved at the January 24 meeting, but the report hasn't. A copy of the relevant part of that report is available at the *PPSReview* website (www.productstewardship.org).

In a letter to Ontario Environment Minister Laurel Broten, November 2, Association of Municipalities of Ontario president Doug Reycraft had criticized the WDO decision and urged the minister to maintain the LCBO funding.

While it had been rumoured the Province was going to continue the LCBO dollars, it was not until February 16, at the Association of Municipal Recycling Coordinators' workshop at Hockley Valley that what might be regarded as a public announcement was actually made.

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Briefly...

AND NOW, THE BRA BAG!

Lingerie manufacturer Triumph International Japan has unveiled a new type of brassiere that can be turned into a shopping bag—the echo bag. The environmentally-friendly lingerie is designed to promote the reduction of plastic bag consumption, a key objective of the revised Containers and Packaging Recycling Law hammered out by Japanese lawmakers in June of last year. According to the company website (*and loosely translated by Google-Ed.*) when worn as a brassiere, the folded echo bag carries out the role of the pad. Pulling out the echo bag from the left and right respective pad and some rather clever material manipulation results in a shopping bag. (or, to put it another way—”inserting mouth of the brassiere, expanding, connect the left and right with the fastener, to connect the hook of the under part of the brassiere, removing the shoulder string of the brassiere, when you tie to the top of the sack, as the ribbon the race/lace which it allots to the cup surface of the brassiere becomes accent, you turn quickly to the cute shopping sack.”)

The bras come in black, red, pink, green and yellow.

www.triumphjapan.com



MY CHOPSTICKS MOVEMENT

A gradually increasing number of people are joining the My Chopsticks movement and carrying their regular chopsticks with them so they can decline to use disposable ones when eating out. Since October 2005, in Takamatsu City, many specially designated restaurants give favours such as a free cup of coffee or an extra side dish to customers who use their own chopsticks. Disposable chopsticks are said to be unique to Japan, and are thought to have appeared 300 to 400 years ago during the Edo period, when buckwheat noodle shopkeepers introduced them for sanitary reasons. Today about 25 billion pairs of these chopsticks are used annually in Japan—about 200 pairs per capita. Disposable chopsticks have become controversial as a symbol of throwaway culture and a cause of deforestation.

Japan for Sustainability, December 28, 2006
www.japanfs.org

US AIRLINES ALUMINUM WASTE HUGE

While the airline industry thinks a lot these days about what containers are brought onto the plane, it pays a lot less attention to thousands of tonnes of cans, bottles and paper that come off the aircraft headed for landfill. But according to a new report by the Natural Resources Defense Council (NRDC) some airports and the carriers that use them are finding creative solutions that pay significant financial dividends while reducing their environmental footprint. According to Dr. Allen Hershkowitz, a senior scientist at NRDC, airlines in the US throw away enough aluminum cans every year to build 58 new 747s. The complete report is available online from NRDC at its website (www.nrdc.org/cities/recycling/airline/contents.asp).

Natural Resources Defense Council
www.nrdc.org

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The current and past issues of PPSReview are available for viewing on the Internet (www.productstewardship.org).

Anyone wishing to support the Fair Comment Project may email Ben Bennett (bbc@albedo.net). Confidentiality is guaranteed.

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More recycled content needed in consumer packaging — AMO paper

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The discussion paper was written by the AMO Waste Management Task Force. It says stewards have made “no real efforts” in recent years to increase the recyclability of their products.

The existing blue box fee structure “should, but does not” include the cost to manage non-recovered consumer

packaging and printed paper (CPPP).

By not having steward fees that accurately reflect the total cost of managing packaging waste, the current system enables industry to produce more waste with minimal consequence, says the report.

Municipalities are constantly challenged with how to manage the end-of-life of industry-generated

materials, “while having little or no influence over design decisions.”

The AMO paper acknowledges the health regulations arguments made by some packaging stewards but says the legislation puts the onus on the manufacturer or distributor to use packaging materials that do not impart harmful substances to their contents.

“This regulation does not prescribe exact packaging types to producers and gives discretion to the producer over the reusability or recyclability of their products. Certainly producers should be capable of finding suitable packaging that is both easily recyclable and meets health requirements.”

Many of the products currently collected in Ontario’s municipal recycling programs and waste disposal systems are found to have negative environmental and financial impacts. Very few consumer products actually contain significant amounts of post-consumer recycled content, notes the report.

The failure of manufacturers to buy back locally recycled post-consumer material has resulted in many recyclables being shipped overseas. These markets are as far away as China or India where environmentally and socially responsible processing of these materials can not be assured.

“Surely if countries like Sweden, with a population of just 9 million, can achieve strong compliance from industry, Ontario, with a population of over 12 million, can accomplish the same objectives,” concluded the AMO paper.

What the AMO Waste Management Task Force is recommending

Summary of Recommendations

- #1.** AMO/AMRC recommend that WDO and the MOE provide an accurate breakdown of the full cost of managing consumer packaging and printed paper in municipal waste management and recovery systems. In addition, it is recommended that the MOE provide municipalities with the total cost of managing all municipal waste in Ontario, indicating what portion of the complete system cost is currently paid by industry stewards.
- #2.** AMO/AMRC recommend the MOE modify the industry blue box funding mechanism to more accurately reflect the full cost of managing all generated consumer printed paper and packaging.
- #3.** AMO/AMRC recommend the Province develop incentives for industry to support litter reduction and industry to provide funding for litter management activities related to packaging and print materials.
- #4a.** AMO/AMRC recommend the Province direct the board of Stewardship Ontario to reinstate contributions to the Market Development Fund as part of the 2007 Stewards Fees.
- #4b.** AMO/AMRC recommend the Province commence discussions with the federal government to establish minimum standards of at least 25% recycled content in new products where possible.
- #5a.** AMO/AMRC recommend that the Ontario government, as a first step, encourage stewards to employ better end-of-life considerations in product design.
- #5b.** AMO/AMRC recommend that any new CPPP designs introduced into the market are accompanied by a ministry-approved recyclability plan that outlines how to best collect, process and market that material within the existing programs.
- #5c.** AMO/AMRC recommend that industry be fully responsible for the cost implications of any new packaging introduced into the Ontario market that does not conform with existing municipal infrastructure.
- #6.** It is recommended that the Province encourage the federal government to create a national EPRS plan for waste and waste packaging in collaboration with municipalities and industry.

Draft AMO/AMRC Discussion Paper on Strengthening Extended Producer Responsibilities for Ontario's Blue Box, February 2007

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It's now called "MHSW" and Stewardship Ontario gets IFO job

After years of delay and months of intention announcements, Ontario should have a plan for what will be known collectively as municipal household and special waste (MHSW) by the end of the spring.

In December, Ontario Environment Minister Laurel Broten wrote to the Waste Diversion Ontario (WDO) board requesting a program be prepared by May 31 of this year.

Stewardship Ontario, which acts as industry funding organization (IFO) for the province's blue box plan, was appointed as IFO for the new program (much to the chagrin and surprise of some of its own board members, *PPS Review* has learned).

Since then, Stewardship Ontario staff have been scrambling to put together a consultation plan and meeting with municipal and industry

representatives to negotiate an acceptable program plan.

A draft preliminary plan is scheduled to be posted for comment by March 7, a status report given to the WDO board by March 21 and a third workshop to be held March 22.

ON-LINE SURVEY

Two other workshops, along with webcasts, were held in Toronto January 9 and February 12. Comments were also accepted by Stewardship Ontario via an on-line survey form. Given the breakneck nature of the development timetable, comments were due by February 22.

The governance proposal for the development of the MHSW program plan and the consultation plan to support the development of a diversion program for MHSW were approved by

the WDO at its January 24 board meeting and forwarded to the Minister Broten shortly afterwards.

PHASE ONE

Once approved, the MHSW program will be phased in, with Phase One covering paint and coatings, solvents, oil filters, oil containers that have a capacity of 30 litres or less, single-use dry cell batteries, antifreeze and antifreeze containers, pressurized containers, and fertilizers, pesticides and their containers.

A full list of items the Province wants to be ultimately covered by a stewardship program was released last June when HHW was designated under the Waste Diversion Act.

The rest of the municipal hazardous or special wastes are to be phased in to the program, "in accordance with future request letters".

Municipal household hazardous waste programs usually include collection of the full range of products, including used oil, which was not included in the minister's MHSW lists.

Saskatchewan now "sweeping"

Saskatchewan is the first out of the electronics stewardship gate. An industry-led stewardship program for the recycling of obsolete computers, monitors, printers, notebook computers and televisions began February 1.

The Saskatchewan Waste Electronic Equipment Program (SWEEP) was set up by the consumer electronics and information technology industries, and offers a network of 70 depots across the province accepting selected electronics for recycling. The program includes televisions or any video display device with an imbedded television tuner, including CRT, flat panel (plasma or LCD) and rear projection technologies.

SWEEP has partnered with SARCAN Recycling to manage the collection and recycling of the material.

SWEEP's website (www.sweepit.ca) encourages Saskatchewan residents to consider reuse options for their old electronic devices *before* they are brought into a depot.

The program will be managed by

Product Care Association, which manages Saskatchewan's Paint Stewardship Program and household hazardous waste programs in British Columbia.

Only qualified recyclers who have been accepted and audited through a Recycling Vendor Qualification Program will be eligible to process materials.

SWEEP is a non-profit product stewardship association whose members are the manufacturers, distributors and retailers of electronics products. It was established in response to Waste Electronics Equipment Regulations issued by the provincial government in October 2005.

An Environmental Handling Fee (EHF) funds the cost of operating this program, similar to the approach currently used in the province's used paint, motor oil and scrap tire recycling programs. The EHF will be added to the cost of designated new electronic products at the point of purchase.

OIL NOT INCLUDED

Used oil, for which a program was developed some years ago, but ultimately rejected, "may be included in possible future phases" of an MHSW program, notes the February 14 version of Stewardship Ontario's *Program Plan Development Consultation Paper*.

More information on the development of the MHSW program plan is posted on the Stewardship Ontario website (www.stewardshipontario.ca).

Canada's "world leader in recycling" (Nova Scotia) set to burn its tires

The "environmental fee" Nova Scotians pay on new tires will soon be used to burn them rather than recycle them. In a news release issued January 26, the Nova Scotia Resource Recovery Funding Board (RRFB) announced it has selected Lafarge Canada and its partner Systech Environmental to "collect and process" the more than 900,000 scrap tires generated in the province each year.

Lafarge will use the scrap tires as an alternate fuel source at its cement kiln in Brookfield, NS. Sixty percent of the total tires collected from across the province will be used in the Brookfield facility; the remaining tires will be sent to a Lafarge cement kiln in Quebec. The contract runs for five years.

Burning the tires will "benefit" Nova Scotians, RRFB CEO Bill Ring is

quoted as saying because it will replace coal as a fuel source, making it "an environmentally sustainable and responsible way to transform used tires from a waste into a resource."

"When you consider the big picture, using tires as a fuel supplement in cement kilns is an environmentally sound process that will result in net benefits to the people of Nova Scotia," Mr. Ring said in the release.

PHYSICAL UPGRADES

Lafarge Canada will be required to secure any necessary approvals from the Nova Scotia Department of Environment and Labour before it can proceed to use scrap tires as an alternate fuel at its Brookfield facility, which must also undergo physical

upgrades to ensure the reliable and consistent feeding of tires to the kiln. In the interim, RRFB will continue to collect scrap tires throughout the province from tire retailers and other sources, and transport them to approved facilities.

"Nova Scotia is considered a world leader in solid waste-management practices. We believe this Nova Scotia-based approach to managing used tires is consistent with our mission and our well-earned reputation for transforming solid waste into viable solutions,"

THREE SHORT-LISTED

Of the three tire-processing proposals short-listed by RRFB, the Lafarge Canada proposal ranked highest on environmental, social and economic impacts. The other two short-listed bidders were Atlantic Tire Processing (comprising Quebec-based Animat Inc. and its bid partner Ontario Tire Recovery Inc.), and Quebec-based Royal Mat Inc. and its Nova Scotia bid partner DD Transport.

Motor vehicle tires with a rim size of 24.5 inches or less have been banned from disposal in Nova Scotia since 1997. To date, RRFB has diverted more than 7 million tires from Nova Scotia landfills.

When a new passenger tire is purchased in Nova Scotia, a one-time environmental fee of \$3 is applied at the point of sale. Retailers submit the fee to RRFB Nova Scotia to support the costs of collecting and processing the tires.

Additional information about RRFB Nova Scotia's announcement on its used-tire management program is available at www.rrfb.com.

THE GOOD OLD DAYS...

Nova Scotia in 2004

7. Tire Recycling

On January 2, 1997 the Used Tire Management Program began collecting used tires for recycling. Now, all used tires that are left with registered tire retailers, are diverted from disposal sites in Nova Scotia. There are approximately 900 registered tire retailers throughout the Province.

When new tires are purchased in Nova Scotia, a \$3 environmental fee for each car tire and a \$9 fee for each truck tire over 17 inches, is charged to support this new recycling program. Each year, Nova Scotians generate approximately 1,000,000 used tires for disposal. Removing tires from disposal sites reduces waste and removes a potential fire and health hazard.

A surplus of funds has been generated through the Used Tire Management Program and the RRFB has designated that money for the clean up of old tire stockpiles located throughout Nova Scotia.

- More than 5.6 million tires have been diverted from disposal
- Over 50,000 tires have been recovered and recycled from old tire stockpiles.

•
Did you know?

Old tires are processed into crumb rubber which is used in the manufacturing of underlay for sports fields.

Taken from the *Status Report 2004
Solid Waste-Resource Management in Nova Scotia
(subtitled Nova Scotia, A World Leader in Recycling)*

COMMENTS SOUGHT ON NEW REGULATION

Green Manitoba to replace MPSC

The Manitoba Government was accepting comments until February 26 on a new regulation intended to improve household recycling in Manitoba. It was announced in January by the provincial Conservation Minister Stan Struthers.

The proposed regulation is based on the principles of producer responsibility and will require producers to act as stewards of packaging and printed papers and develop plans for sustainable management of all residential recyclables.

The proposed regulation would shift responsibility for managing recyclable materials collected by municipalities from the Manitoba Product Stewardship Corporation (MPSC) to a new organization to be established by industry stewards. Requirements for public consultation on the development of the program plan will also be broadened.

The consultations are being co-ordinated by Green Manitoba, a special operating agency of government. As

well as consultations on household recycling, Green Manitoba will focus on three other areas of product stewardship, including scrap tires, household hazardous waste and waste from electronic products.

In addition to the regulation, a guide for product stewards is available for review. The document outlines what stewards need to understand about the regulation, clarifies stakeholder roles and responsibilities, and provides guidance on performance, operational and reporting expectations of programs to be established for the management of packaging and printed paper.

The proposed regulation and guide for stewards are available online (www.gov.mb.ca/conservation/pollutionprevention).

Producers now looking after tire recycling in BC

Tire Stewardship BC (TSBC), a new organization set up to handle tire recycling in the province commenced operations in January. It replaces the Financial Incentives for Recycling Scrap Tires (FIRST) program, which began in 1991.

Under the TSBC plan, consumers will continue to pay an ecofee on new tires and will be able to return used tires for recycling and further processing.

As part of the new plan, TSBC will replace the existing FIRST fee with a fee schedule that is based on the collection and processing costs of each tire product. For most consumers, this will increase the fee from \$3 to \$4 per tire. The revenue generated by TSBC will be used exclusively to support tire collection and recycling.

Additional highlights of the new program include a research and development program focused on market development to ensure environmentally efficient and economically viable markets for products from scrap tires.

The new organization will also develop a public education program, a stockpile cleanup program and a formal

dispute resolution process.

Tire industry product stewardship is regulated by the provincial Recycling Regulation.

The regulation makes industry responsible for the lifecycle management of the tires they sell in BC, including funding used tire collection and recycling.

The plan is consistent with government's policy of shifting the onus for product lifecycle management from local governments and general taxpayers to industry and consumers.

TSBC held public consultations on its product stewardship plan in July 2006, and the plan was approved by the Ministry of Environment in September 2006.

For more information on the TSBC program, the new fee schedule and tire recycling in British Columbia visit www.tirestewardshipbc.ca

TSBC is a registered nonprofit association and represents the majority of the tire producers in British Columbia. TSBC's directors are from the Rubber Association of Canada, the Retail Council of Canada and the Western Canada Tire Dealers Association.

Betts leaving EPSC

David Betts will step down as President and CEO of Electronics Product Stewardship Canada (EPSC) in June of this year.

Betts has been president of the industry-led, not-for-profit organization that has been working to design, promote and implement sustainable solutions for the recycling of end-of-life electronics since it was founded in 2003.

...and in Ontario...

PPSReview has also learned that the senior official and spokesman of another major stewardship organization—in Ontario—has stepped down as CEO.

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Looking at Design for the Environment

The following is taken from the proceedings of the National EPR Workshop held in Charlottetown by the Canadian Council of Ministers of the Environment (CCME) in September. Prepared by Marbek Resource Consultants, the report was released December 14, 2006.

HOW COULD CCME PROMOTE DfE IN CANADA

Participants discussed the possible roles for CCME to encourage Design for the Environment (DfE) in Canada. There was extensive support for the idea of implementing green procurement policies across jurisdictional and national departments ("just do it/ let's do it"). The challenge related to this idea is that the government procurement system is based on price per point, and there may not be a strong political will to change that to include environmental aspects. Another participant pointed out that identifying suppliers for green procurement is a challenge. The suggestion was made that CCME could potentially coordinate this initiative among jurisdictions and at the national level. Sharing current best practices and developing guidelines on the attributes for green procurement and for vendor qualifications would be valuable. Participants agreed that monitoring the success of the initiative and reporting on it was important, possibly through a national report card supplemented by an awards process. Participants suggested that a certain level of formality similar to the Canada-Wide Standards process would be valuable. The initiative should build on existing work done and build on current champions (i.e., the Atlantic Ministers). The suggestion was made to check for any relevant recommendations from the Auditor General.

Other awareness-raising initiatives regarding DfE could be lead by CCME, and supported by the environmental non-governmental organization (ENGO) community, if they had a stronger presence with respect to waste management. One participant pointed out that a regulation mandating a certain proportion of recycled content would also make a significant impact.

Summary

- Provide leadership and set an example regarding green procurement policy;
- Develop guidelines, or best practices on green; procurement implementation for governments in Canada (provincial/territorial/federal);
- Engage in dialogue with other government departments, and consider advocating DfE criteria for technology development programs;
- Monitor and report on success of the initiative, provide recognition for leaders;
- Engage in dialogue with industry associations as well as large retailers;
- Engage in dialogue with education ministers regarding introduction of DfE into engineering curricula;
- Consider consumer awareness-raising initiatives, and foster networks.

COMING EVENTS

February 25-28

Ontario Goods Roads Association/Rural Ontario Municipalities Association Combined Conferences
Toronto, ON
(905) 795-2555
www.amo.on.ca

March 21-23

Coast Waste Management Association
Annual Conference
Victoria, BC
(250) 244-4200
www.cwma.bc.ca

March 22-23

Spring '07 Waste Minimization Forum
and Saskatchewan Waste Reduction Council AGM
Moose Jaw, SK
(306) 931-3242
www.saskwastereduction.ca

April 25-28

25th Annual Northwestern Ontario Municipal Conference
Dryden, ON
(807) 626-0155

May 2-4

54th Annual Ontario Small Urban Municipalities (OSUM) Conference
Midland, ON
(705) 526-4275

May 9-11

Federation of Northern Ontario Municipalities and the Ministry of Municipal Affairs and Housing
Annual Conference
Kirkland Lake, ON

May 16-18

Recycling Council of British Columbia 33rd Annual Zero Waste Conference and Trade Show
Whistler, BC
www.rcbc.bc

The full report is available from the PPSReview website (www.productstewardship.org).

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Opinion Piece

The opinions expressed in this column are not necessarily those of PPSReview

Playing the waste management card in an election year

By Jay Arthur

When everyone and his dog is telling us that the environment is the new issue for the great unwashed out there, does this mean that boring old waste management will finally see the light of day in political debates?

I have my doubts.

Kyoto is one thing; disposal capacity is another. Until Al Gore makes a movie that shows how failing to reduce solid waste is melting the polar ice cap, it likely ain't going to happen.

Yes, yes, I know there is a link between waste and energy and that not recycling that sardine can is ultimately contributing to global warming, but it's a stretch.

That being said, this is an election year in Ontario and obviously the Liberals are looking for good press—or as little bad press as possible—between now and October.

The premier-led LCBO deposit program had little to do with waste diversion and lots to do with polls. Everyone knows people support the system and in a refreshing case of the people's will actually being given higher priority than the corporations, it actually happened.

The Tories really couldn't knock the idea—they had seen the polls—so were forced to resort to rather hollow and poorly reported complaints about how it was done and why it took so long.

I felt sure it would be a total field day for Tory's Tories when, just three months after the LCBO announcement, the environment minister admitted we were nowhere near the provincial waste diversion targets. Apparently not.

The story came out of a CBC

interview as opposed to an actual announcement. But if local papers were able to pick it up where on earth were the PCs?

The Government had candidly fessed up that overall Ontario was not even halfway to the much-vaunted 60% diversion target and all we got from John Tory and Co. was silence.

What gives?

The PCs should have been all over the Liberals like flies on compost.

The Government had candidly fessed up that overall Ontario was not even halfway to the much-vaunted 60% diversion target and all we got from John Tory and Co. was silence. What gives?

...Another promise not kept (well, sort of).

...If you said you'd do 60 and you barely made 25 would you expect to be rehired as a manager?

...If they cannot look after our garbage what good can they be at running an entire province?

The possibilities were endless.

The Liberals must realise this—hence the mad rush to get something in place on household hazardous waste before the election. Reducing pollution will play well to the galleries. No one except those actually involved in the minutiae will note the folly of the impossible timetable and the shady way the funding organization was selected (on condition they shut up about the LCBO thing).

Perhaps the Liberals already had a plan in place to counter any Tory criticism of the sad diversion numbers by reminding everyone it was the evil Harrisites who created the crisis in the first place. They canned the Interim Waste Authority and left the borders

open to low-budget operators from poor Michigan and Pennsylvania communities who were hungry for landfill fees and less NIMBY-inclined than their counterparts in the 905 world. As a result of this market-driven policy, Ontario landfill gate fees were dragged down and many recycling initiatives were suddenly not feasible anymore.

Nice one, Mike.

The NDP seem to be looking at packaging as a vote-getting hobbyhorse. While mainly a federal issue, Ontario does have some room to move, if only by hustling the feds and the other provinces to do something about a few very visible irritants like plastic bags, Tim Hortons cups and fast food packaging.

While none of these materials is very high on many municipal waste managers' lists, given their relative small quantities in the waste stream, waving the packaging flag is sure to garner headlines.

The Greens are talking about doing a Nova Scotia and banning organics from landfill. That would get the waste managers' attention but would not likely get much media.

And don't forget, it's what fires up everyone and his dog that wins elections, not sound waste policies.

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