

# PPSReview

## MANAGING WASTE RESPONSIBLY

### Product & Packaging Stewardship Review

An information service for municipal governments

Vol 7, Issue 4, June 2007

ONTARIO CALLS FOR A PROGRAM BY FEBRUARY 2008

## *E-waste plan to be phased in, stewards to cover all costs*

About 14 months ago, Ontario Environment Minister Laurel Broten was guest speaker at the annual general meeting of Waste Diversion Ontario (WDO). Minister Broten told the audience she would be asking for two new programs: one on household hazardous waste (HHW) and another on electronics.

The letter calling for the HHW plan (now described as municipal hazardous or special waste) came last December. It included a rushed schedule, which, to its credit, Stewardship Ontario met. The plan was submitted to the Minister in May (see below).

In April of this year, Ms Broten appeared at the WDO annual general

meeting once again, and told the audience a program request letter for electronics (described as waste electronics and electrical equipment—WEEE) “will be coming shortly.”

That letter came June 11.

It calls for a program by next February.

### COMPUTERS

The program is to be phased in, with the first phase covering computers and peripherals, fax machines, monitors and television sets.

Phase Two will include other information technology equipment, telecommunications equipment (including telephones), cameras and audio-visual equipment.

The addendum to minister’s letter notes designated stewards “shall be responsible for payment of all program costs.”

“At a minimum”, those costs include collecting, storing, transporting, processing and marketing or disposal of materials as appropriate, research and development activities to increase effectiveness and efficiency of WEEE collection and diversion, and promotion and education to support the program.

While the WEEE plan is to focus on recycling and safe disposal, Minister Broten wants to see reuse options explored as well. In addition, she acknowledged the already-existing take-back programs.

## MHSW plan now posted on Environmental Registry

The 184-page Municipal Hazardous or Special Waste Program Plan (including appendices) and a 56-page Municipal Hazardous or Special Waste Consultation Document (including appendices) have been posted to the Ontario Government’s Environmental Bill of Rights (EBR) registry ([www.ebr.gov.on.ca](http://www.ebr.gov.on.ca)).

The 30-day public review and

comment period started June 11. According to EBR policy, all comments received before July 11, 2007, will be considered as part of the decision-making process by the Ministry of the Environment if they are submitted in writing or electronically using the form provided in this notice and reference EBR Registry Number 010-0558.

See “Minister “ Page 3/8

### INSIDE THIS SIX-PAGE ISSUE

<b>News in brief</b>	<b>2/6</b>
<b>More on WEEE</b>	<b>3/6</b>
<b>More bag bans</b>	<b>4/6</b>
<b>New SO board</b>	<b>5/6</b>
<b>Lost opportunity</b>	<b>6/6</b>

# Briefly...

## THE NEW CHIC—REUSABLE BAGS

Fashion-conscious consumers are turning to designer totes to bag their greens and express their style. *The Washington Post* reports that Hermes, Stella McCartney and Consuelo Castiglioni of Marni are among the top designers now offering reusable shopping bags that are chic (and expensive, of course). The bags give shoppers an alternative to paper or plastic without sacrificing style. The Silky Pop Hermes bag, which is to go on sale in the United States this summer, has a price tag of \$960. Made of hand-wrought silk, it collapses into a wallet-size pouch of calfskin. Castiglioni's foldable nylon bag retails for \$843. The Stella McCartney organic canvas shopper sells for \$495. Reusable shopping bags have increased in popularity as cities consider banning the use of certain plastic bags and encourage shoppers to do more for the environment. Earlier this year, San Francisco became the first major U.S. city to ban the use of non-biodegradable plastic grocery bags in large supermarkets and drug stores. At the other end of the price scale, Trader Joe's sells a bright blue and green print polypropylene sack for \$1.99. And the "I'm Not a Plastic Bag" by British handbag designer Anya Hindmarch goes for \$15. May's *Vogue* magazine urges fashionistas to become more bag-wise. "No loitering, girls," says contributing editor Sarah Mower. "Today, let us go out and harness the power of fashion to change the way the nation shops."

*Resource Recovery Forum, May 10*  
[www.resourcesnotwaste.org](http://www.resourcesnotwaste.org)

## PAT FRANKLIN LEAVES CRI AFTER 16 YEARS

Container Recycling Institute (CRI) founder and long-time Executive Director Pat Franklin retired this spring. Described by CRI Chair Scott Trundle as the Washington-based institute's "brain trust and inspiration for 16 years," Ms. Franklin set up the organization in February of 1991 to provide research on beverage container sales and recycling trends and to serve as a clearinghouse on container deposit laws. Ms. Franklin will be replaced by Elizabeth (Betty)

McLaughlin. She comes to the organization from the Connecticut Audubon Society, where she served as Environmental Affairs Director. Previously, Ms. McLaughlin served as the Legislative Issues Director for the Sierra Club/Connecticut Chapter, Executive Director of the Farmington (CT) River Watershed Association and Connecticut Director for the Regional Plan Association.

*Container Recycling Institute, April 23*  
[www.container-recycling.org](http://www.container-recycling.org)

## STEWARDSHIP GROUPS CALL FOR CONVENIENT CFL RECYCLING

Three local government product stewardship organizations from the U.S. and Canada have praised retailers and consumers for promoting the switch to energy efficient light bulbs, but said manufacturers must take the next step of creating and financing convenient, environmentally safe recycling systems for mercury-containing compact fluorescent light bulbs (CFLs). The California Product Stewardship Council, the Northwest Product Stewardship Council and the British Columbia Product Stewardship Council issued a joint statement May 8 calling for manufacturers to take financial responsibility and provide collection programs for fluorescent lights, since the toxins they contain

are banned from disposal in many states. "In British Columbia, we have take-back programs for beverage containers, medicines, used oil, paint, pesticides, solvents, and soon, electronics, which are financed by industry and manufacturers. Lighting manufacturers are equally as capable of establishing a similarly successful take-back program," said Raymond Gaudart, Co-chair of the British Columbia Product Stewardship Council. The full joint statement is on the Product Policy Institute website.

*Product Policy Institute, May 8*  
[www.productpolicy.org](http://www.productpolicy.org)

**Product & Packaging Stewardship Review** is published by Ben Bennett Communications as part of the Fair Comment Project. It is emailed as a communications service aimed at providing a broad range of stewardship and associated information from Canada, the United States and overseas.

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

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

© Ben Bennett Communications, 2007

NOTICE: THIS PUBLICATION, AND THE VIEWS EXPRESSED, HAVE NO CONNECTION WITH THE ASSOCIATION OF MUNICIPAL RECYCLING COORDINATORS OF GUELPH, ONTARIO.

**PPS  
Review  
June  
2007**

**Page 2/6**

## BREWERS WORRIED THEY'LL BE "KICKED OFF"

# No word yet on WDO restructuring

The 30-day Environment Registry posting on proposed restructuring of the Waste Diversion Ontario (WDO) board ended May 11, but as of press time there have been no announcements from the Province.

The proposed restructuring, approved by the WDO board at its January 24 meeting, was forwarded to the Ontario Environment Minister Laurel Broten two days later.

The proposed changes to the board would see five voting industry representatives, four "stakeholder" representatives comprising four municipal delegates and one person representing the environmental community, and four voting members appointed by the minister and one non-voting senior bureaucrat.

The board chair would be elected from those four appointees.

The proposed changes could see

Canada's National Brewers either removed from the board or vying for a position as one of the minister's appointees.

"The WDO has set out criteria for industry representation that effectively kicks the Canadian brewing industry and The Beer Store off of the WDO Board," notes the Brewers' Eastern Canada president Jeff Newton, who has sat on the board since its inception four years ago.

"In doing so WDO is suggesting that the largest, most effective and longest standing waste diversion program in the province – one clearly recognized by, and subject to the WDA – is to be excluded from participation in the governance of a key body," Mr. Newton wrote in his May 15 response to the EBR posting.

The Brewers have often crossed swords with their industry colleagues

on the WDO board. Last November, following what they deemed "inappropriate" actions by WDO and Stewardship Ontario in response to the Province's announcement that a deposit system would be instituted for the LCBO, the Brewers wrote to the premier calling for a review of the board's structure and how it runs its affairs.

The Recycling Council of Ontario, a multi-stakeholder ENGO that has also held a seat at the table from Day One has also responded to the EBR, suggesting its seat be made permanent and second seat set aside for an ENGO appointed through the Ontario Environment Network.

The Toronto Environment Alliance feels there should be three ENGO seats "to ensure balance between commercial interests and environmental protection."

## Minister pushes reuse options, too

*Continued from  
Page 1/8*

While the press coverage following the June 11 announcement focussed on the likelihood that consumers will have to pay an eco fee of some kind (not a tax!), the minister's letter said the program designers "shall consider options with respect to internalizing program costs" and determine which option is appropriate for Ontario.

When quoted in news stories, however, industry representatives talked about up-front fees, as did the chair of Waste Diversion Ontario. And the Minister is quoted as not ruling out visible fees.

### LABOUR CONCERNS

Acknowledging labour and environmental concerns about what happens to some end-of-life electronics, Minister Broten requires WDO to adopt a set of vendor

qualification requirements to ensure the materials are handled in a safe and environmentally sound manner that satisfies all national and international obligations, including the Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and Their Disposal.

The first consultation was to be held by WDO June 26 in Toronto.

### BC STARTS IN AUGUST

British Columbia's e-waste stewardship is set to begin August 1.

Consumers and businesses will be able to take their old electronics to Encorp take-back centers and other designated collection locations province-wide at no charge. An environmental handling fee (EHF) will be used to fund the program. It will be levied on the sale of new products in the designated categories. For more information on the program visit the Encorp website ([www.encorp.ca/electronics](http://www.encorp.ca/electronics)).

### JOINT COLLECTION IN ALBERTA

Alberta Recycling has launched a pilot project to add electronics waste collection to existing community-based HHW Roundups.

During this pilot project running throughout 2007, community joint roundups will accept HHW for safe disposal and various electronics at no charge for recycling.

For more information, see the Alberta Recycling Management Authority website ([www.albertarecycling.ca](http://www.albertarecycling.ca)).

**PPS  
Review  
June  
2007  
Page 3/6**

# Ontario voluntary program aims for 50% plastic bag reduction by 2012

Plastic bags continue to make the news (see "Plastics bags won't go away, nor will attempts to deal with them"—*PPSReview* April 2007).

On May 9, Ontario Environment Minister Laurel Broten announced a joint agreement with industry to reduce the number of shopping bags used by

consumers by 50% by 2012.

Incentives for customers who use cloth or canvas bags could include store "points" redeemable for products, air miles or cash.

Like many MOE announcements, the news release issued at the time noted other elements of the program

will be announced in future months.

Those elements "may include" special training for store clerks to put more items in each bag, to stop bagging large or single items, and to double bag less often. It may also include per-bag fees.

The Province says Ontarians use more than two billion plastic bags every year, or about four bags per person every week.

Annual reports will measure success of the bag reduction program and failure could see the Province regulate tougher measures such as bag fees or bans.

The Province may have to keep its big stick handy. *The Toronto Star* reported May 10 that a year after A&P, Ontario's second largest supermarket chain, began selling reusable grocery bags, there has been almost no impact on the number of plastic bags used in its stores.

The company, which also operates under the Dominion banner has sold 500,000 reusable bags since last June, but very few customers are in fact reusing them to buy groceries.

## English town claims European first with its plastic bag ban



The latest plastic bag ban in the news did not come from a council, but from the merchants themselves. Modbury shoppers are happy with the move away from plastic.

Shopkeepers in the Devon town of Modbury are claiming a European first, by being entirely free of plastic bags. Shopkeepers began a six-month bag-free trial May 1.

The BBC reports all 43 merchants in Modbury are taking part in the initiative, following a suggestion by a wildlife camerawoman who lives in the town.

Rebecca Hosking suggested the ban while in the pub one evening in March shortly after filming a BBC documentary about the devastating effect of plastic bags on marine life in Hawaii. She showed the film to the town's traders and hasn't looked back since.

The idea received no funding or council intervention but Modbury was helped by its preponderance of independent traders. Only the Co-op supermarket was part of a chain and it has been an enthusiastic supporter,

convincing all the other merchants to go plastic-free.

On a busy day, the Co-op store could use 500 to 1,000 plastic bags, but those days are now gone.

The store also donated re-usable, fair trade cotton bags which were delivered to each of Modbury's 760 households in time for the ban.

Plastic bag amnesty bins are dotted around Modbury, and those collected will be sent for recycling.

Just two weeks after the ban was launched, *The Independent* reports that more than 60 towns in the UK, including 15 in Devon and Cornwall, have approached Ms Hosking for help. International media has swarmed there; several celebrities desperate to "endorse" Modbury's action have been politely rebuffed.

There is a website for those seeking more information ([www.plasticbagfree.com](http://www.plasticbagfree.com)).

## EEQ 2006

The Éco Entreprises Québec (EEQ) 2006 annual report is now available at the organization's website ([www.ecoentreprises.qc.ca](http://www.ecoentreprises.qc.ca)).

As of March 15, companies and organizations targeted by ÉEQ's fee schedule were legally required to register with ÉEQ, file a report on the quantities of materials generated, and pay their contribution.

## BC minister keynote in conference line-up

British Columbia Premier Gord Campbell has been invited to open this year's Conference on Canadian Stewardship in Vancouver, September 13, and his environment minister, Barry Penner is confirmed as the keynote speaker.

The theme of this year's event is "Should Governments be in the Boardrooms and the Bank Accounts of Stewardship Programs?" Minister Penner's presentation, "How the Government Regulates and Then Gets out of the Way", will set the tone for the day.

To be held at the Renaissance Vancouver Harbourside Hotel, the conference will feature speakers involved with stewardship programs in Canada, Europe and the United States. These include including Robert Lemieux from Recyc Quebec; Eric Partridge, a key player in the development of BC stewardship programs; Drew Franklin of S.C. Johnson and Jerry Powell from *Resource Recycling* magazine.

The conference website notes the Conference on Canadian Stewardship is a cooperative effort among many of the leading stewardship organizations of Canada. These organizations currently operate stewardship programs dealing with tires, paint, non-alcoholic beverage containers, beer containers, electronics, packaging and printed materials, and household special waste materials.

The registration fee for the one day-event is \$350 and includes a networking reception the night before. It does not include accommodation. For more information, visit the conference website ([www.canadianstewardship.com](http://www.canadianstewardship.com)) or contact Mark McKenney at (250) 446-2322 ([mckenney@xplornet.com](mailto:mckenney@xplornet.com)).

## SO's new board

Stewardship Ontario (SO) named seven new directors to its board at its annual general meeting in Toronto, May 30. All were appointed for two-year terms.

Representing Alcoholic Beverages: Tamara Burns, LCBO; Printed Media: Anne Kothawala, Canadian Newspapers Association; Retail & Distribution: Diane Brisebois, Retail Council of Canada and Kim McKinnon, Canadian Council of Grocery Distributors; Consumable Products: Dennis Darby, Procter and Gamble, Sandra Banks, Coca Cola Bottling, and Shannon Coombs, Canadian Consumer Specialty Products Association.

Entering their second year as directors are: John Coyne Unilever Canada; Jill Carman, General Mills Canada Rosanne Angotti, Kraft Canada; Ron Damiani, Costco Canada; Stephanie Jones, Canadian Restaurant & Foodservices Association; Vaughn Crofford, Canadian Hardware and Housewares Association; and Lyle Clarke, LCBO.

SO's Chief Executive Officer is also a board member.

## COMING EVENTS

### August 19-22

108th AMO Annual Conference  
Ottawa, ON  
(416) 971-9856  
[www.amo.on.ca](http://www.amo.on.ca)

### September 12-14

Ontario East Municipal Conference  
Kingston, ON  
(613) 925-1498  
[www.oemc.ca](http://www.oemc.ca)

### September 13

Conference on Canadian Stewardship  
Vancouver, BC  
(250) 446-2322  
[www.canadianstewardship.com](http://www.canadianstewardship.com)

### September 19-21

Composting Council of Canada National Conference  
Moncton, NB  
(416) 535-0240  
[www.compost.org](http://www.compost.org)

### September 24-28

Union of British Columbia Municipalities Convention  
Vancouver, BC.  
(604) 270-8226  
[www.civicnet.bc.ca](http://www.civicnet.bc.ca)

### September 26-28

"20/20 Vision" - 2007 Recycling Council of Alberta  
Waste Reduction Conference  
Calgary, AB  
(403) 843-6563  
[www.recycle.ab.ca](http://www.recycle.ab.ca)

### October 18

Ontario Waste Minimization Awards  
Toronto, ON  
(416) 657-2797  
[www.rco.on.ca](http://www.rco.on.ca)

**PPS  
Review  
June  
2007**

**Page 5/6**

# Opinion Piece

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

## E-WASTE

# How a good news environment story and a teaching opportunity were lost

By Jay Arthur

For some time now there has been growing concern about the amount of computer equipment in our basements and what happens to it if and when we get around to taking it somewhere for recycling or disposal.

I don't think that too many of us seriously believe there is much recycling going on. It just doesn't feel right to see a thousand bucks worth of hardware that you handled so carefully when you brought it into the house being tossed into a dumpster. But the reality is that while the metal may get recovered for scrap the rest—the plastics, the glass, the wiring—will likely end up in a landfill somewhere, or worse, being taken apart by hand in a small village in China where environmental protection is unheard of and pollution is everywhere. We've all seen the documentaries.

So you'd think that when the Province of Ontario announced its e-waste program this month, the stories would be about the relief we all felt that not only would the material be properly managed, it would not be done on the backs of the taxpayers, as it is now.

Well, it didn't quite work out that way, and while it's easy to blame the media for leading with the eco fee angle, a great chance was missed to set the right tone up front.

There has been a debate going on for some time about whether fees for handling the end-of-life management of products should be visible or invisible.

Industry, not wanting to mess with the marketplace doesn't want anything to increase the price of its products on the shelf, so if money needs to be raised

to cover a new expense, industry prefers it be added on at the till, and shown separately as an eco fee of whatever euphemism may be appropriate. That way the consumer can blame the government, not the fact that these things have to be paid for by someone. (It always makes me smile when even the most fervent believers in "the market" become socialist when it comes to taking responsibility.)

**"Governments, particularly those with unfortunate baggage in the taxes and truth department, would prefer to see nothing that could be regarded as a tax anywhere on the sales receipt."**

Visible fees go against the grain of promoters of extended producer responsibility who rightly argue that the proper management of products should be treated no differently from any other cost—like raw materials, assembly, transportation etc.—so should not be shown separately.

Governments, particularly those with unfortunate baggage in the taxes and truth department, would prefer to see nothing that could be regarded as a tax anywhere on the sales receipt.

Which brings us nicely back to Ontario, where premier Dalton McGuinty had just released *I Will Not Raise Your Taxes II*—to decidedly unconvincing reviews and echoes of "Yeah, right."

So when the environment minister announced the e-waste program and the good news that industry (read consumers) would finally cover the cost of the end-of-life management for computers and televisions, there should have been included in that statement a

very firm stipulation that the costs would be internalized.

That way, the good minister could make the appropriate comments about how the cost of managing the end of the product's life needs to be covered every bit as much as the manufacturing part and we'd better get used to it because we are living in a greener Ontario under the Liberals now etc. etc.

Instead, no such comment was made and this opened the door for industry, no doubt responding to media questions, to not only speculate on whether there would be an eco fee, but how much it might be. And of course, that became the story.

Everyone was just doing his or her job. You do have to wonder though that if the money angle is always so important, why there aren't more stories about the free ride the producers of consumer goods have had all these years, courtesy of municipalities (read taxpayers).

It's a shame because there really is a good news story here, and we all know that competitive forces in the market place (and the ever falling prices of e-products) would have meant little or no increase in the price.

Sigh.

**PPS  
Review  
June  
2007**

**Page 6/6**