



Windsor & District Chamber of Commerce
2575 Ouellette Place Windsor, ON N8X 1L9
Tel: (519) 966-3696 Fax: (519) 966-0603
info@windsorchamber.org www.windsorchamber.org

January 20, 2003

Recycling Council of Ontario
Stewardship Ontario

Re: Public Consultation on the Blue Box Waste Diversion Program

The Environment Committee of the Windsor & District Chamber of Commerce heard a presentation from Todd Pepper, General Manager of the Essex-Windsor Solid Waste Authority on the proposed Blue Box Waste Diversion Program under the Waste Diversion Act on December 16, 2002. He then asked for our comments in input on the areas of targets for waste diversion and on public awareness and education.

COMMENTS

Targets

On the issue of targets, the Environment Committee believes that the Blue Box Program should strive to achieve maximum diversion from disposal for those materials where it makes economic and environmental sense to do so.

Measuring Diversion

After considering various alternatives to measuring waste diversion, the Committee supports the concept of using the Recycling Recovery Rate as set out in the background information to measure blue box performance. We note that the Essex-Windsor Solid Waste Authority already uses this methodology to determine recover rates in Essex-Windsor through the use of random sampling of residential waste.

As far as achieving diversion, the members thought that the Ministry of the Environment should enforce the regulation that requires apartment buildings to recycle. They also suggested that municipalities should pass by-laws requiring all households to recycle.

Public Education and Awareness

The Environment Committee offers the following suggestions:

- Use financial incentives – such as a rebate on taxes if the household participates in the recycling program;
- Provide more frequent and consistent messages on what can be recycled;
- Provide constant reminders about waste diversion through such things as calendars and fridge magnets;
- Tell residents how successful they are at diverting waste and what happens with the recyclable materials once it is collected at the curb;
- Provide more stories in the newspaper about recycling and waste diversion and less newspaper advertising.

The committee also raised a concern that there should be no cross subsidization of residential waste diversion programs by industry, except those industries who are defined as brand owners and first importers of packaging and printed paper materials collected in the residential blue box waste diversion program.

Respectfully submitted,

Michael Robinson
Chairman of the Board
Windsor & District Chamber of Commerce

Jim Drummond
Chair of the Environment Committee
Windsor & District Chamber of Commerce