

## PUBLIC PARTICIPATION MEETING COMMENTS

### 13. Business Licensing By-law Review Contractors - Donation Bins, Personal Service Establishment and Tobacco and Electronic Cigarette Retailers

- Simon Langer, Diabetes Canada – indicating that he wishes to speak about the importance of textile diversion and would like to change the conversation in terms of how clothing donation by-laws are seen; stating that he believes the context of this conversation should be more about textile diversion strategies; stating that 85% of textiles go to the landfills across Canada and that textiles account for 5% to 11% of garbage and it's estimated that in Ontario alone over 500,000 tons of textile waste is currently going to Ontario's landfills every year; stating that studies have indicated that every consumer in Canada is producing approximately 80 pounds of textile waste on a yearly basis; stating that when you take 36 million Canadians times 80 pounds, that's quite a bit of textile waste going to a landfill; noting that Stats Canada research shows that Canadians spend approximately over 37 billion dollars in retail clothing and that also fits into what is called "fast fashion", which is a significant problem; asking that the City of London takes notice of this; indicating that in terms of who they are, Clothesline is a social enterprise which is owned and operated by the National Diabetes Trust and they are proud of the fact that every year they contribute over 10 million dollars to Diabetes Canada in support of its mission to end diabetes; noting that Diabetes Canada supports the over 11 million Canadians who suffer from diabetes or pre-diabetes and they also divert over 100 million pounds, every year, from Canadian landfill sites; stating that his role is to work with municipalities all across the country in what's referred to as textile diversion strategies and they currently have 70 municipal partnerships across the country who have decided to work with them in diverting these textiles and stating that the City of London is one of those partners; stating that they are also partnered with the City of Toronto, the City of Ottawa, the City of Markham, the City of Vancouver, the City of Calgary, Peel Region and Durham Region, among many others; stating that they collect from over 1.7 million homes and have over 4000 textile recycling bins across the country and have over 2900 partnerships; stating that they are proud members of the Zero Waste Council, the Ontario Waste Management Association, Partners in Project Green, Recycling Council of Alberta, among other reputable organizations involved in sustainability and environmental initiatives; indicating that the real issue is transitioning from clothing donation bin by-laws to a comprehensive diversion strategy; stating that clothing donation by-laws do not work and have not been proven to be a deterrent for illegal bin placements in the majority of municipalities across Ontario; noting that by-laws that restrict bin placement in municipalities only encourage textiles to go to the landfill; stating that the majority of these by-laws are not capable to deal with "charity pretenders", organizations that use terminology to misrepresent their cause and their true identity which negatively impacts diversion efforts; indicating that the bottom line is that people like to know where their donations are going; stating that they do have a solution that they would like to expand on; stating that they would like to put together a pilot project working with the City of London in order to create similar programs that have proven themselves to be extremely successful and are proven case studies where municipalities rid themselves of by-laws regarding donation bins and stating that all the details are included in the document they submitted to the added agenda.
- Dr. Calvin Lakhan, York University – indicating that York University and Diabetes Canada are going to engage in the first national study on textile diversion; noting that there is a lack of general data surrounding the cost of managing textiles and the diversion impacts of environmental and economic consequences of doing so; stating that what the university would like to do is to work with municipalities in understanding what it means to divert textiles and what are the economic, social and environmental implications of doing so; noting that by partnering with Diabetes Canada they have the ability to begin monitoring that data to assess what kind of contribution increased textile diversion plays with respect to a municipalities ability to achieve zero carbon emissions and various environmental roles; stating that, as a tangent to that, one of the primary impediments to textile diversion behavior is charity masquerading; indicating that in their own research throughout the Greater Toronto Area, households are disinclined to participate in textile diversion when they do not know where their material is going to end up; noting that there is a concept called cognitive dissonance, where if a person does not know who is operating that bin and where their material is going, they will be more inclined to throw it away than they would to put it in the bin; stating that actual charitable

- foundations have to compete with masqueraders; noting that this necessitates that municipalities forge formal partnerships with charitable organizations and undertake municipal branding, or giving a stamp of approval on municipal bins that indicate to the public that this is an approved charitable partner and that through that charitable partner, that material is being diverted in a socially, economically and environmentally responsible way; stating that in the way of a deliverable to the municipality, in addition to Diabetes Canada offering their services, which entails the placement of the bins as well as collecting used textiles, the university will independently review that data and offer lifecycle analysis including the economics of managing textiles; stating that one of the common issues posed by municipalities is “should I go it alone?” “should I develop my own textile diversion strategy?”, similar to the blue box program; stating that their own internal cost monitoring has gauged that it is not economically viable or sustainable for municipalities to undertake their own textile diversion strategy and it is more economically viable for them to partner with an approved charity who has the requisite processing and collection infrastructure to effectively manage textiles; stating that the cost of developing this infrastructure is in the tens of millions of dollars and while textiles are a high value commodity, the revenue received does not rationalize the investment of capital costs and reiterating that the university wants to help the city better understand what textile diversions costs the municipality and what the benefits are of potentially partnering with a charitable organization such as Diabetes Canada.
- Linda Stobo, MLHU – stating that she is there to speak on behalf of the Health Unit relating to the licensing of tobacco retailers, e-cigarette retailers and tanning bed operators; indicating that part of the mandate of her team is to provide education and promote three pieces of legislation: the Smoke-Free Ontario Act, the Electronic Cigarettes Act and the Skin Cancer Prevention Act and under that mandate they are also designated under each of those pieces of legislation to enforce; noting that the Health Unit was very glad to see that these three types of businesses were being considered for licensing; noting that the Health Unit has a rich history of working with the city and with their partners around the licensing table and by-law enforcement because they all have a shared goal, they want to ensure business owners understand their obligations under provincial legislation or municipal by-laws and that they have a full understanding of their responsibilities and that the health unit does as much as they can to support voluntary compliance; noting that what they found while working together with the city a few years ago around the Open Ontario Compliance Initiative Partnership table was that by working together and sharing information and having a clear picture on who is operating within the city that they can reach out to those operators to ensure they have a better understanding of what their obligations are; stating that across Middlesex-London there are 312 tobacco retailers and 237 e-cigarette retailers, or vape retailers, the majority of those being in the City of London and there are 28 tanning bed operators within the City of London alone; noting that a lot of people know the dangers of tobacco and that there is concern regarding the long-term use of e-cigarettes and access to e-cigarettes but people don’t always think as much about tanning and what needs to be remembered is that UV tanning devices are carcinogenic and they are classified in the same type of carcinogenic property as tobacco and asbestos and indicating it is important to get a handle on who is selling these types of services so that it can be ensured that they understand their obligations under the law and so that they can be inspected routinely as they are mandated to do.