



MEMO

February 7, 2019

To: Chair and Members of ACE
From: Jay Stanford, Director, Environment, Fleet & Solid Waste

Direction from Council to City staff on November 20, 2018 (via an ACE Recommendation)

That the following actions be taken with respect to recycling:

- a) the Civic Administration BE REQUESTED to consider a voluntary commercial recycling reporting system similar to the Health Unit Dine Safe Program where businesses display signage indicating their recycling efforts including, but not limited to, what materials are being recycled; and,
- b) staff representatives responsible for the above-noted request BE IDENTIFIED to the Advisory Committee on the Environment (ACE) and attend a future meeting of the ACE for further discussion.

Summary Response

- a) the Civic Administration (Solid Waste Management) has considered this request and determined it is not something that can be pursued at this time for the following reasons:
 - **There is no capacity within existing City staff resources for this project** – Work is required to research, develop, implement and/or verify recycling programs in businesses in London. A City-led program, similar to the DineSafe program lead by Middlesex London Health Unit (MLHU), is not as simple as just placing a notice in a window with the City of London logo on it (i.e., there would need to be evidence to support the accuracy of a statement that ‘this business recycles correctly’).
 - **The DineSafe program was reviewed.** It is described on the MLHU website as “a food safety program that provides the public with quick and easy access to the results of food safety inspections. Inspection results for restaurants and other food premises’ in the City of London or Middlesex County are provided. The results can be found by [searching DineSafe](#), or by looking at the [inspection summary signs](#) posted at the food premises”. The program can be accessed here: <https://www.healthunit.com/about-dinesafe>.
 - **Provincial laws already exist for recycling in business defined in Ontario Regulation 103/94. If laws are being broken, the authority rests with the Province.** The City of London does not have jurisdiction over recycling in businesses. Any concerns about a business recycling program or a business without a program would be determined by examining *Ontario Regulation 103/94*. This activity would be undertaken by the Provincial Government; not City staff.
 - **City staff could not find a comparable recycling awareness program in Ontario that could be borrowed for easy implementation in London.** Efforts to encourage more recycling are supported by City staff. There is evidence of vague information, perhaps misleading information or even wrong information; however it is unknown how problematic it is (i.e., how wide spread is “fake recycling”, a phrase listed on the ACE Agenda, November 7, 2018). There is also little information that businesses would be interested in placing an “inspection/ approval” notice, with City of London logo on it in a public location. However, creating a new program; adjusting an existing program; and the verification program to introduce accountability and scrutiny; would be time consuming.
 - **Recycling Council of Ontario (RCO) has a program in place called 3RCertified.** This is a comprehensive and verifiable program that recognizes excellence in waste reduction and diversion. It is a certification program designed for properties in the Industrial, Commercial and Institutional sector that assesses and verifies operational solid waste reduction and diversion (website <http://3rcertified.ca/>). This is initiated by the business and paid for by the business.
 - **Council has recently assigned 21 actions to City staff (October 2018)** to achieve 60% waste diversion by the end of 2022. Recycling in businesses or at business locations, although very important, is not part of these actions.

- **Idea #1** - There is nothing preventing a business from promoting recycling programs and related matters to the general public right now. If they believe this would be an added value to their business activity, the business can explore opportunities directly with RCO.
- **Idea #2** - There is nothing preventing a local community group from developing, managing, registering and promoting companies that recycle properly and can be held accountable for their statements. For example; “blueW.org is a unique community-based program dedicated to promoting municipal tap water as a healthy, easily accessible alternative to purchasing bottled drinks. We provide mapped details on where to find clean, free, public and commercial sources to fill your reusable bottle without compelling you to make additional purchases - just look for the blueW.org decal in participating shop and restaurant windows.” <http://www.bluew.org/>
- **Idea #3** - The City has supported the development and implementation of Green Economy London which will be officially launched in spring 2019. This represents an opportunity for businesses to verify and promote a number of environmental actions including waste diversion. For businesses that participate in this upcoming program, there may be a future opportunity for this type of positive recognition.

b) to assist ACE members (and as previously provided), Jay Stanford will serve as the ACE contact for solid waste matters including any future discussion on this matter. ACE can receive advice from City staff in a number of ways as they examine different matters dealing with solid waste.

Potential Action for ACE

- Form an ACE subcommittee and undertake further research on a project like this to scope and/or undertake the required work including roles and responsibilities, where comparable recycling awareness campaigns are offered, verification process, success of other programs, and barriers to implementation.
- Further examine the ideas presented above.