



To: General Purposes Committee
From: Tom Stewart, AScT.
Director, Public Works Operations

Date: December 9, 2013
File: 10-6405-01/2013-Vol
01

Re: Membership in the National Zero Waste Council

Staff Recommendation

That:

1. the City of Richmond apply for membership on the National Zero Waste Council;
2. a member of Council be appointed as the City’s representative to the National Zero Waste Council; and
3. the City demonstrate its commitment to waste prevention and reduction through the Letter of Intent, as contained in **Attachment 2** to the staff report dated December 9, 2013 from the Director, Public Works Operations, entitled, “Membership in the National Zero Waste Council”.

Tom Stewart, AScT.
Director, Public Works Operations
(604-233-3301)
Att. 2

REPORT CONCURRENCE	
CONCURRENCE OF GENERAL MANAGER 	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS:
APPROVED BY CAO 	

Staff Report

Origin

The National Zero Waste Council (NZWC) was launched by Metro Vancouver in collaboration with the Federation of Canadian Municipalities on October 16, 2013 as part of the 2013 Zero Waste Conference. The NZWC is a cross-sectoral leadership initiative which brings together governments, businesses and non-government organizations with a vision to unite Canada in the achievement of zero waste, now and for future generations. Mayor Malcolm Brodie chairs the NZWC. The governance model includes management and collaboration boards, working groups and a secretariat supported via Metro Vancouver.

This report seeks approval for the City of Richmond to become a member of the National Zero Waste Council as well as approval to appoint a member of Council as the City's representative.

Analysis

Background

The NZWC was formed to address the issue of growing waste volumes, which local governments across Canada spend an estimated \$2.6 billion annually to manage. There is a recognition that overall waste produced is not declining despite growth in recycling and material recovery programs – a trend that is not sustainable. The focus of the NZWC is on overall waste generation, with a goal of supporting a high quality of life, environmental sustainability and economic prosperity, while consuming fewer resources and less energy.

The NZWC has established a vision, mission, guiding principles, strategic directions/approaches and priorities as outlined in *Attachment 1*. Membership in the NZWC is open to local, provincial, federal and territorial government entities; for-profit businesses and business organizations; not-for-profit organizations, and other public or academic entities. Involvement in the NZWC is designed to steer the development of new policies and partnerships across the country to address waste prevention by fostering design and behavioural change. A key strategy is to move away from the concept of waste and instead towards creating a circular economy where products are designed so they can be 'made to be made again', such as disassembled and turned into new products.

Membership Requirements

Membership in the NZWC is for a two-year term, and is renewable. Applications are reviewed for approval by the NZWC Management Board on a bi-monthly basis. There is no fee for membership, although this is subject to change.

Membership requires the following commitments:

- acknowledgement of the guiding principles of the NZWC and agreement to act accordingly,

- a demonstrated commitment to waste prevention and reduction via submission of a Statement of Intent (proposed as per *Attachment 2*),
- demonstrated organizational support through a Council resolution,
- a Council-appointed politician or senior staff representative to support and participate in the NZWC, notwithstanding that Mayor Brodie is the Chair of the NZWC,
- service on working groups and committees, and attendance at the annual general meeting,
- placement of a link to the NZWC on the City's website (and an agreement not to use the NZWC to promote commercial interests),
- notification to the NZWC within one month of any change in the appointed representative.

The City has been a leader in many aspects of its community recycling programs for a number of years. Membership in the NZWC will allow the City to move beyond recycling and onto the next level of advancing waste reduction and prevention at a national level. Through this membership, the City will be able to share ideas and learn from other national organizations and cities. This will aid Richmond in continuing to be a leader in waste diversion and recycling.

Financial Impact

None.

Conclusion

The National Zero Waste Council is a cross-sectoral collaborative body which acts as a unified, national voice for local governments and other stakeholders to advance waste prevention and reduction across Canada. Membership in the NZWC will allow the City to advance to the next level of leadership in contributing toward influencing the development of national policies designed to advance a zero waste agenda.

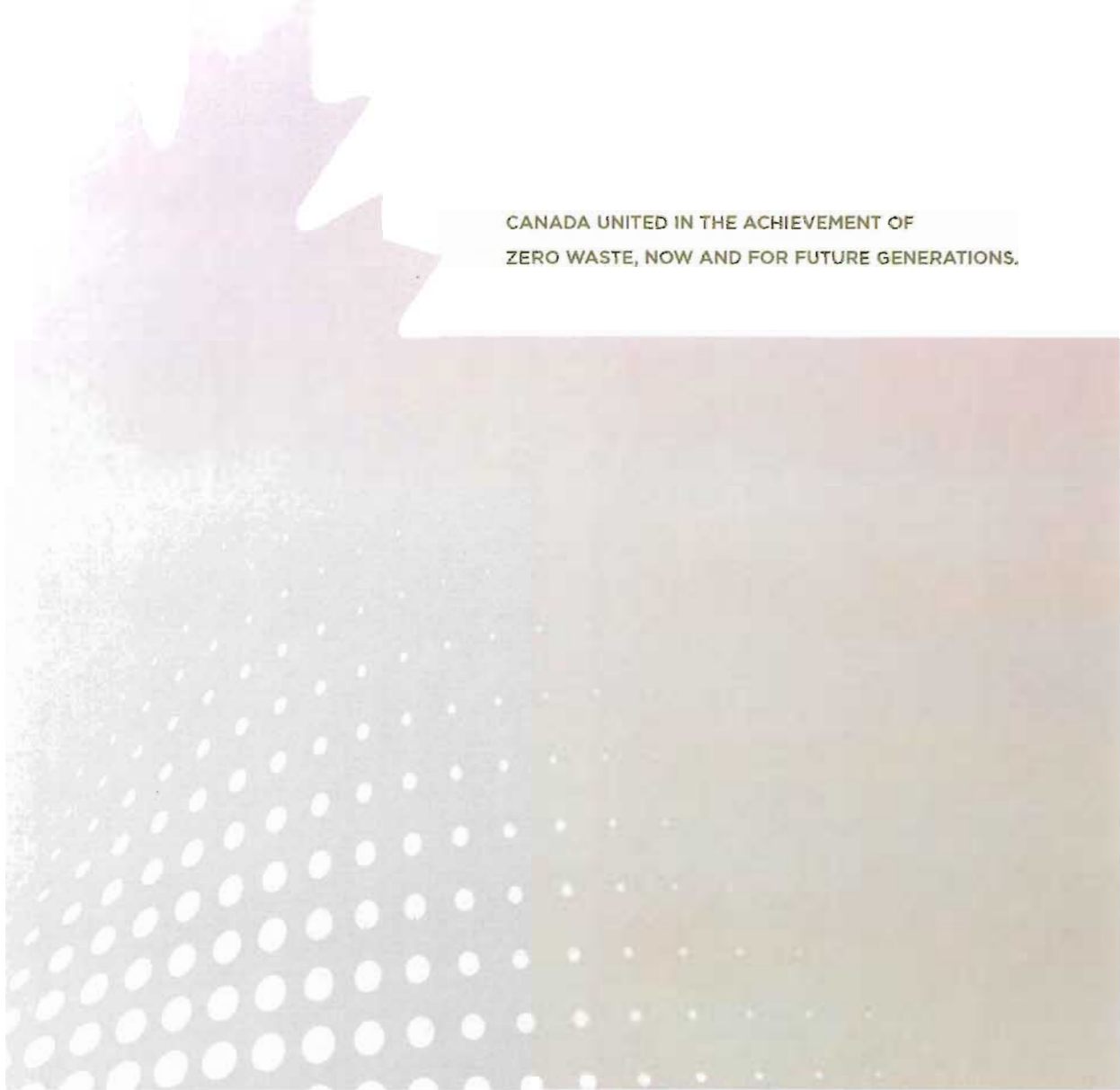
Staff recommends that the City apply for membership in the NZWC and appoint a member of Council to be the City's representative.



Suzanne Bycraft
Manager, Fleet & Environmental Programs
(604-233-3338)

SJB:

Attachment 1



CANADA UNITED IN THE ACHIEVEMENT OF
ZERO WASTE, NOW AND FOR FUTURE GENERATIONS.

Attachment 1 (Cont'd)

The National Zero Waste Council

is a cross-sectoral leadership initiative bringing together governments, businesses, and non-government organizations to advance a national waste prevention and reduction agenda in Canada.

Founded by Metro Vancouver in collaboration with the Federation of Canadian Municipalities, Canada's National Zero Waste Council launched on **October 16** at Metro Vancouver's **2013 Zero Waste Conference**.
www.metrovancouver.org/zwc

Why a National Zero Waste Council?

Local governments in Canada spend approximately \$2.6 billion a year to manage waste, and while recycling and material recovery programs have increased the amount of waste diverted from disposal, the amount of waste being produced is not declining.

The National Zero Waste Council aims to take action on the factors that drive waste generation.

The goal is to support a high quality of life, environmental sustainability and economic prosperity while consuming fewer resources and less energy. Taking early action will ensure that Canada is well placed to effectively compete in a resource constrained world.

VISION

Canada united in the achievement of zero waste, now and for future generations.

MISSION

To act collaboratively with business, government and the community, at the national and international level, as an agent of change for waste prevention and reduction in the design, production and use of goods.



Attachment 1 (Cont'd)**EXECUTIVE LEADERSHIP**

The National Zero Waste Council is governed by a Chair, Vice-chair, and two executive boards. Additionally, the Council is well served by several advisors who contribute their knowledge and expertise to organizational development and program planning.

CHAIR

Malcolm Brodie Chair, Metro Vancouver Zero Waste Committee and Mayor, City of Richmond

MANAGEMENT BOARD

Frank Came Senior Advisor, Globe Foundation
Shelley Carroll City Councillor – Ward 33, City of Toronto
Dan Casselman Senior Policy Advisor, Federation of Canadian Municipalities
David Lawes Manager, Waste Prevention, British Columbia Ministry of Environment, and Co-Chair, Waste Task Group, Canadian Council of Ministers of the Environment
Brock Macdonald Chief Executive Officer, Recycling Council of BC
Christian Shelepuk Waste Reduction Program Manager, Wal-Mart

COLLABORATION BOARD

Alan Blake Executive Director, PAC NEXT
Renee Gratton Founding President, Construction Resource Initiatives Council
Bill Karsten Councillor, Halifax Regional Municipality and Vice-chair of FCM's Standing Committee on Environmental Issues and Sustainable Development
Brock Macdonald Chief Executive Officer, Recycling Council of BC
Christina Seidel Executive Director, Recycling Council of Alberta
Christian Shelepuk Waste Reduction Program Manager, Wal-Mart
Nathalie St-Pierre Vice-President, Sustainability and Quebec, Retail Council of Canada

ADVISORS

Michael Goeres Executive Director, Canadian Council of Ministers of the Environment
Jared Wright Director of Advocacy and Government Relations, Union of BC Municipalities
Bridgitt Luther President, Cradle to Cradle Products Innovation Institute (US Seat)

Attachment 1 (Cont'd)

Guiding Principles

1. Commit to collaboratively working with business, government and community partners to develop new solutions
2. Adopt a waste prevention and reduction framework that positions Canadian cities and businesses to compete globally in an emerging resource-constrained economy
3. Align with global and international initiatives
4. Stress the economic, social, and environmental benefits associated with the conservation of resources
5. Consider local and global consequence and long term impacts

Strategic Directions

- Design Change – To catalyze change in the design of products and packaging to reduce material intensity and allow them to be more easily reused, recovered and recycled.
- Behaviour Change – To catalyze change in behaviour, among all stakeholders and sectors of society, with the goal of reducing the amount of waste entering the waste stream.

Strategic Approaches

- Advocate for the enhancement of government policy and other innovative approaches that encourage manufacturers and retailers to make product and packaging design changes.
- Develop national social marketing programs to influence behaviour and reduce the amount of waste entering the waste stream.

Priority Areas of Work

Priority 1.0 – Implement a National Communication Campaign

- Develop and support national communication and education campaigns that encourage behaviour change and build public awareness that products and packaging can be and should be designed to prevent waste, with benefits for the economy, the environment and lifestyles.

Priority 2.0 – Advance Policy Development

- Research and assess opportunities for policy harmonization that will facilitate more producers to improve the design of products and packaging, and pursue targeted initiatives to help facilitate this shift in identified product streams.

Priority 3.0 – Facilitate Knowledge Exchange and Dialogue

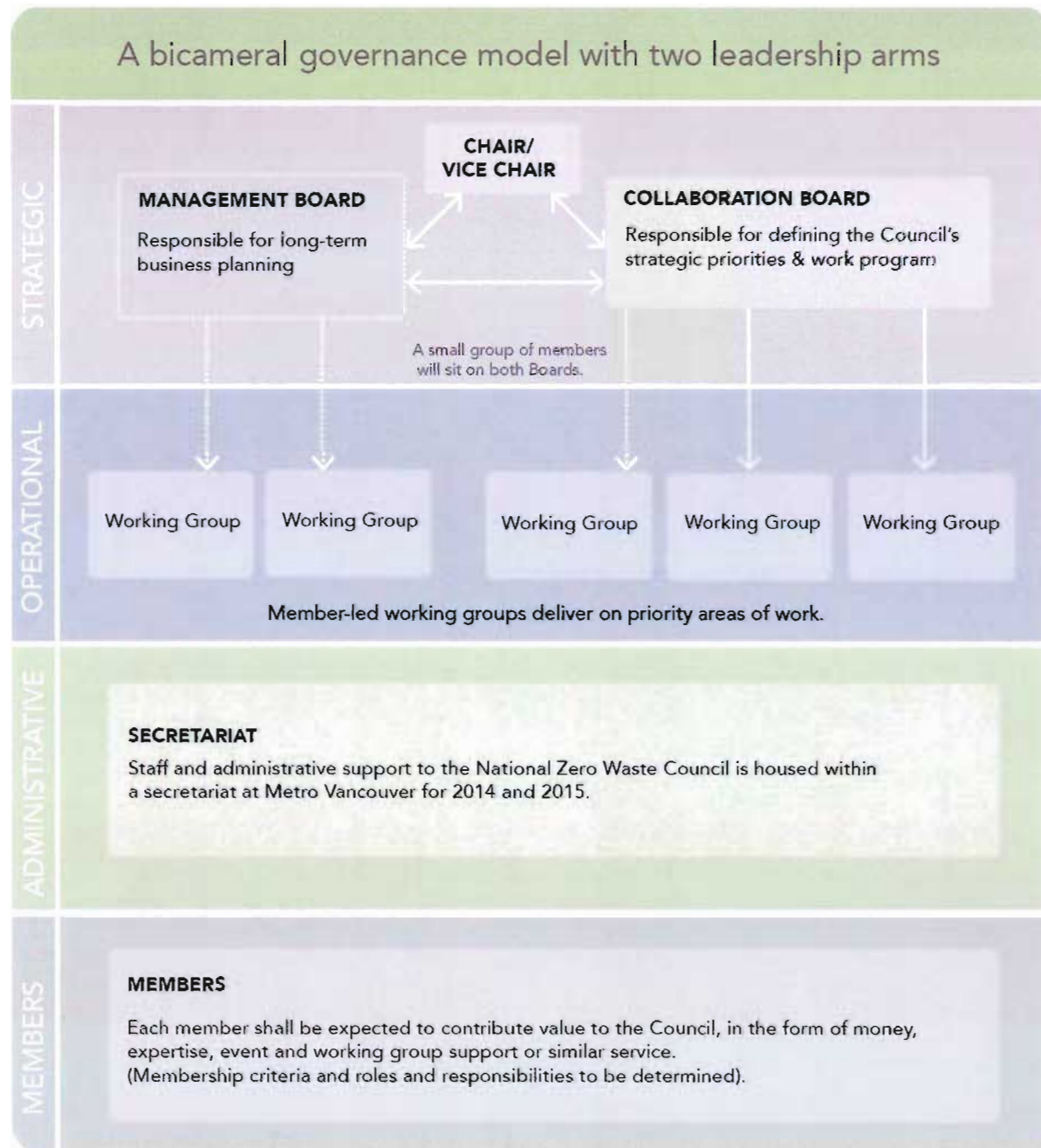
- Support and leverage existing initiatives and opportunities that promote best practices and facilitate knowledge exchange between industry, government and other key stakeholders.



Attachment 1 (Cont'd)

Governance Framework

For the 2013-2014 year, appointments to the Management and Collaboration Boards are at the discretion of the Chair. Moving forward members will be elected to board positions from the general membership at an AGM.



Attachment 1 (Cont'd)

Membership

Why Join the NZWC?

As a member, you will have a voice in shaping the direction of the zero waste movement in Canada.

Networking and Connections

Become part of a growing network of stakeholders developing new solutions and partnerships to address waste prevention. Develop new connections and relationships with key stakeholders across the country.

Learning and Information Sharing

Participate in online discussions on emerging issues and take advantage of webinars, special presentations, and workshops. Engage in activities that align with the Council's mission, and contribute your ideas, knowledge and resources.

Policy Development and Advocacy

In a rapidly changing landscape and regulatory environment, become involved in emerging research, policy development, harmonization and advocacy initiatives - attend the Annual General Meeting, participate in national working groups, and raise issues and activities for the Council to consider.

How to Become a Member?

By becoming a member you are indicating your support for the National Zero Waste Council's Mission, Vision, and Guiding Principles.

Membership application details are available online at <http://www.metrovancouver.org/region/ZWCouncil/Membership>

MORE INFORMATION:

National Zero Waste Council – www.nzwc.ca

Metro Vancouver – www.metrovancouver.org

FCM – www.fcm.ca



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Attachment 2

City of Richmond
Statement of Intent – National Zero Waste Council

The City of Richmond is an established champion of waste reduction through the three key tenets of reduce, reuse and recycle, and the City has embedded its commitment to sustainable waste management in its corporate *Strategic Plan, Sustainability Framework* and endorsement of the region's *Integrated Solid Waste and Resource Management Plan*. We are pursuing the opportunity to be a member of the National Zero Waste Council as we believe partnerships are integral to achieving the goals in these strategies and help to reduce and prevent waste in our City, in our province and across Canada.

Through proactive and progressive initiatives, including the *Solid Waste Strategic Framework*, Richmond is making waste reduction and prevention integral to its operations. This includes internal programs to reduce waste, recycle and encourage procurement that reflects principles of waste prevention. The City's external programs include services that make it easy and convenient to recycle, partnerships, and outreach and education programs to encourage waste reduction. The City reports annually to the community on our progress through our annual *Recycling and Solid Waste Management* report.

Through the leadership of City Council, Richmond has invested in continuous program improvements, including recently expanded and enhanced programs such as Green Cart recycling for food scraps, outdoor recycling stations in parks, public spaces and transit hubs and a new Large Item Pick Up Program. The City is also proactively engaging businesses and stewardship groups to create partnerships for take-back programs and expanded recycling services.

Richmond's outreach programs include free workshops to encourage reuse and waste reduction initiatives, and youth "Green Ambassador" and school programs that develop youth leaders in sustainable waste management. As well, Richmond's campaign "Let's Trim Our Waste!" ensures there is ongoing education and awareness to reduce waste and increase recycling.

Richmond's vision and goals to be a Recycling Smart City along with its measures to facilitate waste reduction and prevention are aligned with the goals of the National Zero Waste Council. As such, Richmond is pleased to support and empower through our own corporation and community actions the guiding principles, vision and mission statements of the National Zero Waste Council. Together, through cooperation and shared leadership, the members can continue to influence behaviours and unite efforts to prevent waste as a fundamental change in waste management across the country. We would be proud to be a part of this joint initiative.