



Thinking
beyond
the box

Stewardship Ontario

Blue Box Revisited

How global trends point to a bright future for curbside recycling and Ontario's *Green Economy*

AMO Annual Conference
August 22, 2011

From Strength to Strength



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- Pioneered in Ontario 30 years ago
- Global success story, universally recognized
- Comprehensive, Convenient and Economical

Still a Strong Brand



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- 57% still “feel good” about blue box recycling
- 75% say it is their primary environmental effort
- 89% say blue box is the main driver of recycling

Threats to the Brand



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- 75% say they have too much blue box recycling
- 68% say they have too much packaging they can't put in their blue box
- 37% say the blue box has fallen behind trends in consumer packaging

Threats to the Program



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- Current program trends are not sustainable:
 - Costs increasing too fast
 - Innovation in consumer packaging will continue
 - Performance may start to decline
- Fiscal pressures, legislative uncertainty & other priorities limiting new investment
- Municipalities also lack scope needed to optimize the full recycling supply chain

So Where's the Bright Future?



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- Long-term global trends promise growing and sustained demand for recycled materials
- Stewardship Ontario's efforts to develop downstream markets are bearing fruit
- More and more businesses see Ontario as the best opportunity for investment in post-consumer recycling
- Retailers and packaged goods companies are determined to help the blue box succeed

Global Supply Chain



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Market Development is Working



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EFS-PLASTICS INC.
PLASTIC REPROCESSING TECHNOLOGY



ENTROPEX



GRACIOUS LIVING



Market Development is Working



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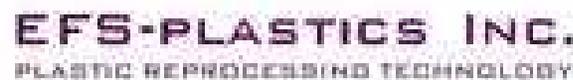


Investing in Innovation



Bottles made from 100% recycled plastic
Lightest weight bottle in Canada*
Please recycle again

*Standard 667 g bottle



Stewards Stepping Up



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TORONTO (June 23, 3:35 p.m. ET) -- Canada's top five grocery chains will require its suppliers to shift to PET for clamshell thermoformed packaging in a move designed to simplify the product stream and increase recycling...

Loblaw
COMPANIES LIMITED
LES COMPAGNIES LOBLAW LIMITÉES

Walmart 

metro
Food at its best.

sobeys

SAFEWAY 
Ingredients for life..



As is Stewardship Ontario



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If you live in the City of Kawartha Lakes, City of Peterborough, or the County of Northumberland, please place your plastic in your blue box. Don't forget, all PET (#1) plastics can go in your blue box.



My Plastic Is In!



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If you live in the City of Kawartha Lakes, City of Peterborough, or the County of Northumberland, please contact your local waste authority for more information. Don't forget, all PET (#1) plastics can go in your blue box.





**The sun will rise on blue box
recycling in Ontario...**

**... if we have the desire, the commitment,
and the determination to
make it happen**

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