


Revised Blue Box Program Plan
Draft for Consultation
Feb 17, 2010

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Welcome to consultation on revisions to the Blue Box Program Plan

Via webcast: ~ 170

- speaker moves slides
- enlarge slide for larger view
- sound slider for volume
- box for questions/ comments at left
 - technical issues: webcast@newswire.ca




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Today's objectives

1. Review the evolution of the Blue Box Program Plan
2. Understand the challenges of meeting a 70% recycling target
3. Provide an overview of the measures necessary to achieve the target and related impacts
4. Answer your questions

Reminder: draft plan posted on SO website



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I. The Evolution of the Blue Box Program in Ontario

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Blue Box – an Ontario success story

- 1981 Kitchener pilot
- 1984 Mississauga launch
- 1991 one million boxes on curbs
- Today 95% (5 million) Ontario households
- 90% of consumers recycle regularly



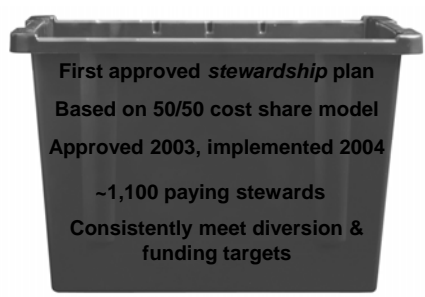
Blue Box -- made in Ontario!

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Blue Box Program Plan – first five years

First approved *stewardship* plan
 Based on 50/50 cost share model
 Approved 2003, implemented 2004

~1,100 paying stewards
 Consistently meet diversion & funding targets

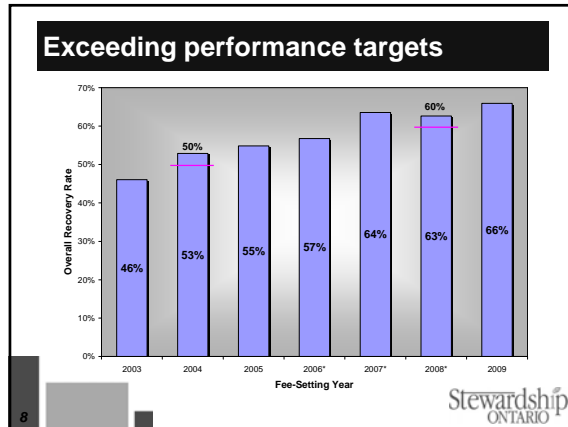


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Almost 1 million tonnes recycled in '08

5 million tonnes since 2003

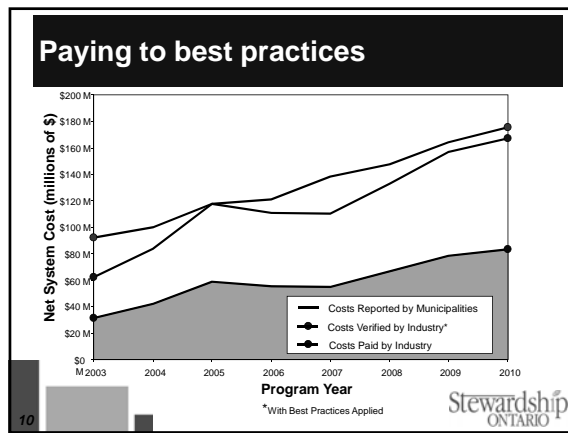
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Encouraging optimization through best practices

- Clear waste management plans that address recycling
- Program performance measures
- Pooling material / collaboration
- Automated collection
- Effective promotion & education
- Training in core Blue Box competencies
- Establishing & enforcing policies that induce waste diversion
- Generally accepted principles (GAP) to effectively manage contracts and procurement

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Optimizing the system through infrastructure upgrades

- Investing in optical sorting technology in order to improve material separation process
 - standard best practice in larger MRFs
- **Result:** better grade of material, less contamination, higher commodity prices

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Investments in market development

Glass

- Issue: commingling of recyclables led to loss of value and lower recycling rates for glass

Solution:

- SO committed \$2.5 million to glass market development

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Investments in market development

- Unical glass processing plant
 - \$1.75 million grant
 - municipal partnership
 - 6 municipalities committed collected glass
 - 5 have entered into long-term contracts – others now negotiating contracts
 - plant opened in July 2008
- Results:
 - savings to date ~ \$1.4 million
 - projected savings
 - ~ \$8 to \$10 million over 7 years




Emerging trend

- Changes in Blue Box material composition/mix
 - typically higher volume and lighter weight
 - less newsprint - online editions and slimming of print copies
 - increase in aseptic containers and gable-top cartons
 - higher cost to handle, collect, sort and market
 - lower commodity values

II. Achieving a 70% Recycling Target



Minister's request – build on success to date



- Target: Achieve 70% recycling
- When: By Dec 31, 2011
- How:
 - improve calculation method by including other avenues where Blue Box materials are collected
 - include packaging-like materials sold as products (that are compatible with current collection & management systems)
- Tonnes required to meet target: ~60,000



Improving the recycling calculation (1)

Multi-Family



- Current data reporting not consistent
- Surveyed municipalities with 5k or more multi-family units
- Adjusted both generation & recycled data based on survey results
- Resulted in net **decrease** in recycling performance

Improving the recycling calculation (2)

Direct to Market Sales



- Paper mills, scavengers, scrap metal dealers & charitable drives
- Updated previous analysis & tapped new sources to revise estimates
- Revised generation & recycling data
- No material impact on recycling performance

Improving the recycling calculation (3)

Paper/Package-Like Products


- Nearly identical to obligated materials, but attract no fees
- Most already included in generation statistics
- All already appear in recycling statistics
- Another net **decrease** in recycling performance

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The challenge of 70% diversion

- A better recycling calculation is not enough
- Natural growth in the system is not enough
- Trends in packaging mix are not promising
 - less material with high recycling rates
 - more material with low recycling rates
 - more harder & more expensive material to recover
 - more material that has weak commodity markets



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What we need to get to 70%?




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How do we get to 70%?

70%



- Encourage natural growth
- Accelerate market development
- Continue partnership with municipalities



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Encourage natural growth

- Disposal levies
- Consistency in materials collected province-wide
- More effective promotion & education

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Accelerate market development

- Already accomplished
 - SO commitment of up to \$3M/year for three years
 - Commissioning of two major new/expanded processing facilities
 - Other smaller projects in development
- To be accomplished
 - Secure supply of mixed plastics of a consistent quality to support new processing capacity
 - Identify manufacturers interested in using resulting commodity inputs in new consumer products




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Continue municipal partnership

Continuous Improvement Fund

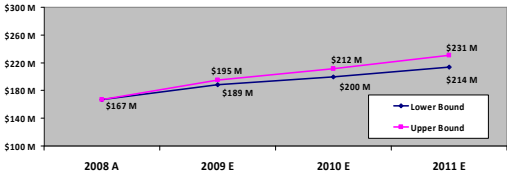
- Improve multi-residential building collection capacity
- Capture more mixed rigid plastic
- Ensure quality of collected mixed rigid plastic suitable for new processing capacity




3 year Generation and Recovery Projections



Cost & performance projections




	2008	2009	2010	2011
Generation ('000 tonnes)	1,427	1,421	1,419	1,418
Recycling ('000 tonnes)	938	953	972	995
Recycling Rate (%)	65.7	67.1	68.5	70.2



Summary

- Achieving 70% will be a challenge
- Better data & natural growth is not enough
- We need more material & successful market development, which means we must:
 - work together with municipalities to capture & separate more mixed plastics
 - extend the CIF through 2011 to provide funds to support necessary investments



Questions?



Comments

Please send comments to:

comments@stewardshipontario.ca

by: end of business Wednesday, March 3

