

A dandelion seed head is positioned on the left side of the image, with its stem extending down into a field of tall, green grass. The background is a bright blue sky with wispy white clouds. Several dandelion seeds are shown in mid-air, appearing to blow away from the seed head.

Recycling Council of Ontario

Protecting the environment for future
generations through Reduction, Reuse and
Recycling



About RCO

- Not-for-profit, non-government, membership-based environmental organization
- Mandate – to inform and educate society about waste generation, waste reduction guided by the 3Rs hierarchy, more efficient use of resources and the benefits and/or consequences of these activities
- Members represent a variety of stakeholders including municipalities, manufacturers, brand owners, material processors, industry associations, businesses, other NGOs, academics, consultants, and other ‘sister’ provincial organizations
- Funding comes from government grants, events, membership, research funding, and corporate sponsors



History & Milestones

- Celebrating over 30 years (incorporated in 1978)
- Instrumental in developing Ontario's Blue Box Program (25 years old – diverts 60% of residential packaging)
- United Nations Environmental Award (1989)
- Only environmental, not-for-profit organization, appointed by the Minister to Waste Diversion Ontario, consulting with the government of Ontario on the development of Extended Producer Responsibility programs



What We Do

- Conduct research and share information
- Support the development of effective waste reduction policies and programs
- Form partnerships with members and other stakeholders to facilitate discussion and debate the issues.
- Lead and support the implementation and application of policies
- Operate waste reduction services and programs



Programs & Projects

- ▶ Take Back the Light (www.takebackthelight.ca)
- ▶ Waste Free Lunch Challenge (www.wastefreelunch.com)
- ▶ Waste Reduction Week in Canada (www.wrwcanada.com)
- ▶ Ontario Waste Minimization Awards
- ▶ Waste Diversion Certification Program

New Projects

- ▶ Zero Waste Community Event Toolkit / Certification Program
- ▶ Expanding TBTL to Consumer sector (retail)



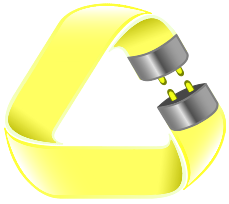
TAKE BACK THE LIGHT



Fluorescent Lamps & Mercury



TAKE BACK THE LIGHT

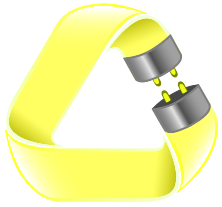


TAKE BACK THE LIGHT

Why Focus on Mercury?

- ▶ Mercury is one of the most poisonous substances in the environment. It's toxic at very low concentrations and can be harmful to fish, waterfowl, wildlife and humans.
- ▶ It has the potential to build up in concentration over time in aquatic food chains, making consumption of contaminated fish hazardous to birds, mammals and humans.
- ▶ It is a neurotoxin which affects the central nervous systems causing impairment of vision, hearing, and the ability to walk and talk.



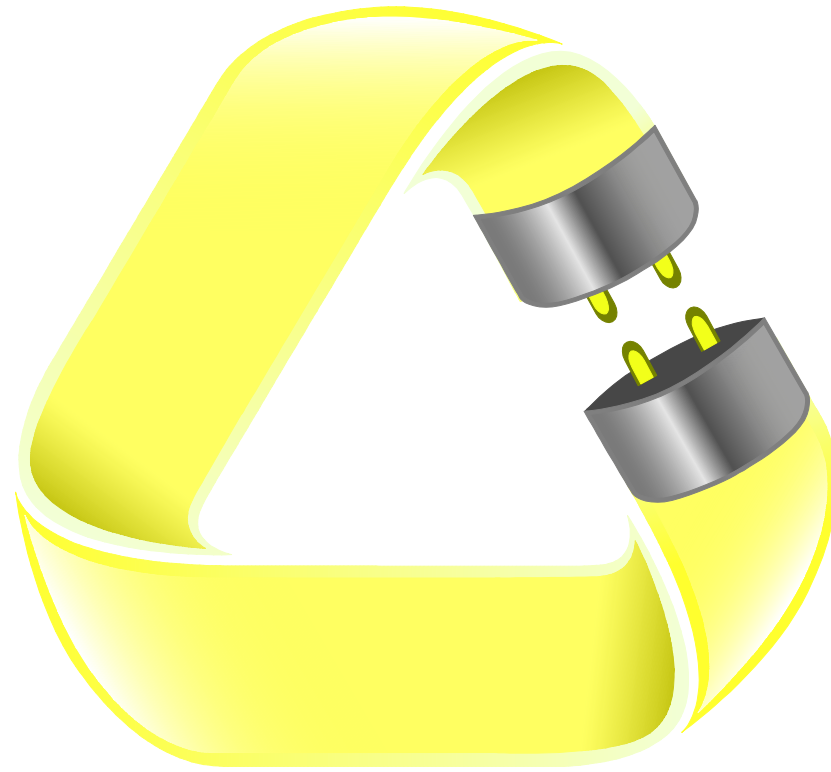


TAKE BACK THE LIGHT

Why Focus on Mercury?

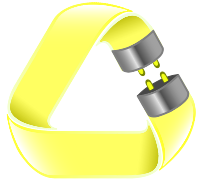
- ▶ When mercury containing products are improperly disposed of, such as in a landfill, the mercury is exposed to the atmosphere
- ▶ Mercury released from waste incinerators, landfills or wastewater treatment facilities **does not disappear**, it **accumulates** in the environment.
- ▶ Mercury is easily absorbed in soil, migrates in surface water, and settles in bottom sediment of rivers and lakes.





TAKE BACK THE LIGHT
www.takebackthelight.ca





TAKE BACK THE LIGHT

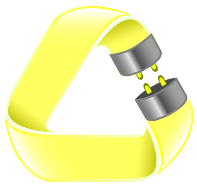
About *Take Back the Light*

- *Take Back the Light* is Ontario's first comprehensive mercury-containing lamp¹ recycling program. It currently services both the industrial, commercial and institutional (IC&I) sector and the residential sector (through return-to-retail)
- It is estimated that only 7% of the over 35 million fluorescent lamps sold in Ontario² (in the IC&I) each year are recovered and properly recycled
- Lamps contain valuable resources which when collected and separated can be used in the remanufacturing of other products. Mercury can be safely recovered and reused.

¹ Mercury-containing lamps include fluorescent tubes, metal halide, mercury vapour, high and low pressure sodium.

² Source: Electro Fed





TAKE BACK THE LIGHT

Why TBTL Works

TBTL is built on the principals of green procurement

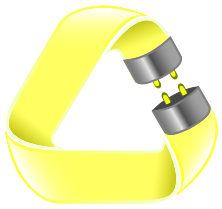
IC&I TBTL OPTION

- The program is targeted to both sellers (distributors & manufacturers) and buyers of lamps
- Sellers offer collection and recycling services as an added value to their customers
- Buyers (waste generators) require sellers to be a registered TAKE BACK THE LIGHT registrants, meaning they require their supplier to take spent product back and have it recycled.
- Buyers and sellers are connected through the interactive website.

RETAIL-TAKE-BACK-OPTION

- Consumers can bring their lamps back to a participating retailer (e.g. Canadian Tire) at no additional cost
- Retailer bears the cost of the lamp recycling as a service to their customers.



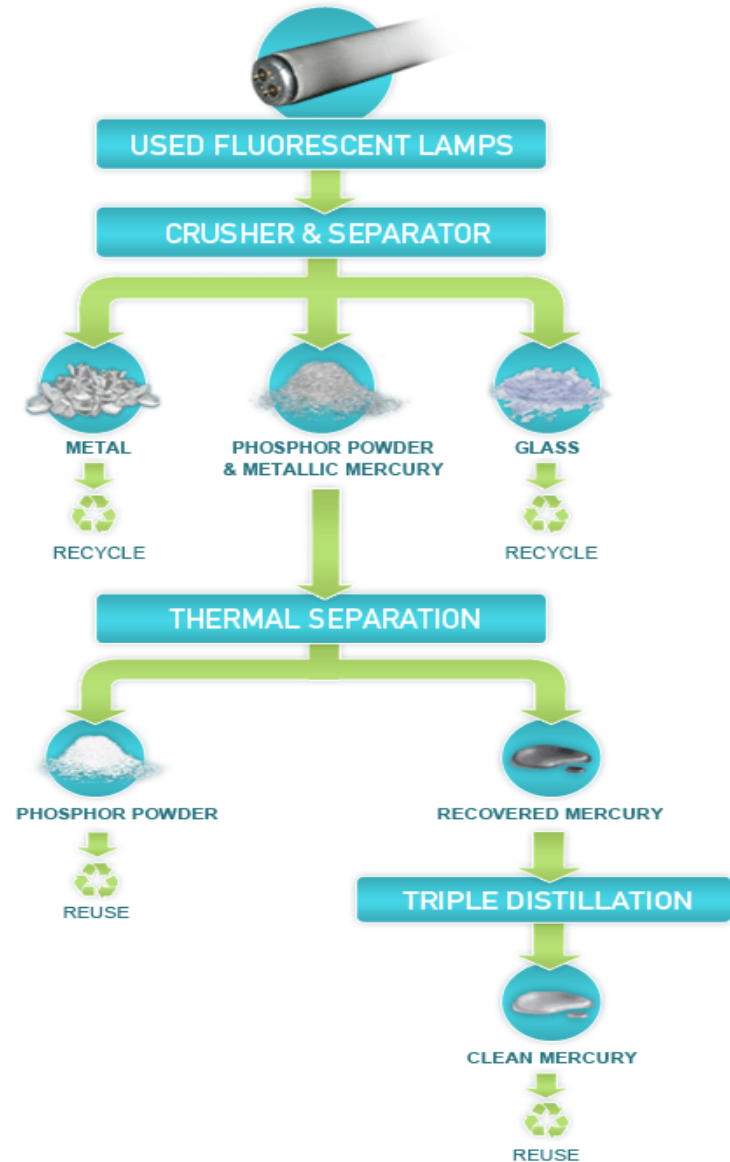


TAKE BACK THE LIGHT

How The Lamps Are Recycled

Currently, all of the lamps collected by the *Take Back the Light* are recycled responsibly at Aevitas Inc. in Ayr, Ontario.

Aevitas is currently the only Ontario Ministry of Environment approved fluorescent lamp recycling facility.

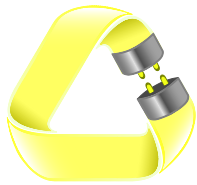




Lamp Recyclers are exempt from Regulation 347

- Knowledge gained through RCO's two pilot projects helped to build rationale for & supported changes to MOE's Regulation 347 that better facilitates collection & recycling of lamp materials
- Spent lamps no longer need to be registered or manifested if they are being transported to a "common mercury waste recovery facility".
- This change allows the "backhauling" of spent fluorescent lamps by fluorescent lamp distributors/manufacturers.
- Fluorescent lamps have also been targeted for stewardship in a number of Canadian provinces and is on the radar for the federal government



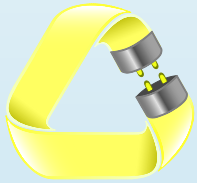


TAKE BACK THE LIGHT

Benefits –Why You Need to Join

- Confidence that lamps are being recycled properly and associated data is being verified
- Access to preferential lamp recycling costs
- Participants have use of TBTL brand
- Profiled through our dedicated website
 - ✓ We can also profile your clients!
- Business referral
- Support with information and a quarterly newsletter





TAKE BACK THE LIGHT

Additional Benefits

Promotional Pieces

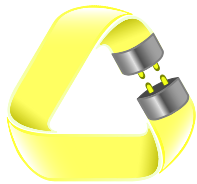
- Participants also receive circular window cling stickers with the *Take Back the Light* brand to place prominently in a window or glass door
- Printed on 100% recycled Enviro 100 stock, participants can use the *Take Back the Light* postcard as a calling card for clients

Window Cling Sticker



Post Card



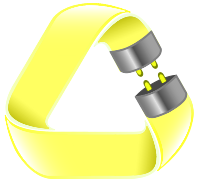


TAKE BACK THE LIGHT

TBTL is Growing

- **Mercury Containing Lamps Recycling Standard for Processors**
 - Time to allow additional processors to service the program adding processing capacity and providing participants with processing options
 - Standard is focused on environmental protection, worker safety and waste diversion
 - Completed end of March 2011
- **Database**
 - Simplified, web-based reporting for all participants
 - More efficient verification of data received from participants and processors
 - Participants and processors will be able to get reports from the system on their own recycling numbers and status





TAKE BACK THE LIGHT

Your Next Step

If you are not registered

- Contact Sarah or Jodi or complete the online form to get registered! There is no cost for lamp generators/users to join and we will help you get your lamps recycled
- Next, send us your logo, website address and word story so we can begin to profile your organization on our website

If you are a Registered Participant

- Contact Sarah or Jodi to make sure you are making the most of your participation in the program. You and your clients should be properly recognized for your lamp recycling efforts.





We will help YOU make the most of your participation in TBTL!

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Waste Minimization Awards



Waste Minimization Awards

▶ New to the WMA's?

- The program supports participants by encouraging them to examine their waste management practices, set goals to reduce wastes and quantify results, both with respect to waste diversion and economic savings.
- Any individual or organization can apply under one of 8 categories: Arts, Business, Communications, Facilities, Festivals, Municipal, Program Operator, Sustainable Product/Service
- Applicants are assessed against four pillars of criteria: Diversion Results, Program Goals & Continuous Improvement, Green Procurement and Communications

Waste Minimization Awards

- ▶ Take Back the Light = a step in the right direction
- ▶ Participation in TBTL will enhance an application and gain points in two of the four pillars: **Green Procurement & Diversion Results**
- ▶ **To learn more about the WMA's, contact:**
Diane Blackburn, Events Manager
Ph: 416-657-2797 ext. 4
Email: events@rco.on.ca | diane@rco.on.ca



What is 3RCertified?

- ▶ **3RCertified** is the RCO's Waste Diversion Certification Program
- ▶ Intended for businesses and institutions that generate solid waste
- ▶ Onsite evaluation by 3RCertified Evaluators will verify that the site meets specific criteria

Criteria



- Sector-specific
- Associated with solid waste diversion and a commitment to continuous improvement
- Support and reinforce the applicable provisions of certain provincial legislation related to waste diversion and recycling



- ▶ Participating businesses and institutions meeting the prescribed performance standards will become accredited to **3R Certified**
- ▶ Entry level into the program can only be achieved by Sites demonstrating *compliance* with O. Reg. 102/94 and O. Reg. 103/94
- ▶ To recognize and incent continuous improvement, different levels of certification will indicate differentiated performance standards, e.g. Gold, Silver and Bronze certification

Criteria

* Identification / Characterization of Solid Wastes	Solid Waste Generation Legal Requirements
* Solid Waste Objectives	Procurement
Resources, Competence and Training	Operational Procedures
Communication	Monitoring and Measurement
Corrective Actions	Records
Review	



For More Information

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**We want to hear
from you!**

Questions, comments, suggestions?