

Connector

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Recycling Council
of Alberta

www.recycle.ab.ca



Credit: photo dict.faps.org. Geller, 1989; Andreasen, 1995; McKenzie-Mohr, 2000

Community-Based Social Marketing Workshop

On February 10, the RCA was once more thrilled to present a Community-Based Social Marketing workshop with Ken Donnelly of Beyond Attitude Consulting.

With approximately 30 waste managers from counties and organizations all over the province in attendance at the River Bend Golf & Recreation Area in Red Deer, this year's workshop was again a success.

As promised, Ken's workshop was interactive and fun. Participants learned the fundamentals of designing effective education and promotion programs and got to work through how to them implement them.

Ken proved to be a knowledgeable and approachable presenter, contributing to the atmosphere of participation and cooperation. Examples of successful programs added to the value of the workshop and provided inspiration for participants to take home with them to apply their own initiatives.

Highlights from the workshop included: lessons learned – learning from successful campaigns and avoid repeating mistakes, overcoming barriers, and working within measurable outcomes; knowing your goal – asking for achievable commitments to get the greatest impact; and how to make it all work – moving from theory to practice for each community and situation.

The RCA plans to continue hosting events like this, which will help members to build their personal repertoire of tools to assist in effective waste management and reduction program design and implementation.

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Alberta Recycling Hotline's Top Recycling Searches of 2014

In 2014, Alberta's Recycling Hotline received more than 69,000 inquiries. Listed below are the top 15 items people were looking to recycle:

1. Large Appliances
2. Fluorescent Light Tubes / Bulbs
3. Microwave
4. TV (televisions)
5. Alkaline Batteries
6. CDs
7. Fridge / Freezer
8. Computers
9. Cartridges
10. Electronic Equipment (other than TVs and computers)
11. Small Appliances
12. Furniture
13. Lead Acid Batteries
14. Ferrous Metals
15. Concrete

Call 1.800.463.6326 or visit www.recyclinghotline.ca to find out about recycling opportunities in your local area.

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Hire RCA's Summer Ambassadors

Does your municipality or organization need help with specific tasks or projects this summer? Want someone to do the odd or dirty jobs that never get done? Look no further, the RCA Summer Ambassadors are just what you need!

Every summer since 1999 the RCA has hired a group of responsible, dynamic and environmentally-minded university / college students to carry out important educational messages at public information events and technical projects such as surveys, waste audits and field research. Project duration can vary from one day to four months. RCA Ambassadors bring an environmental, marketing or technical background, combined with a keen interest in applying their educational experience, as well

as the support of the RCA administration and board.

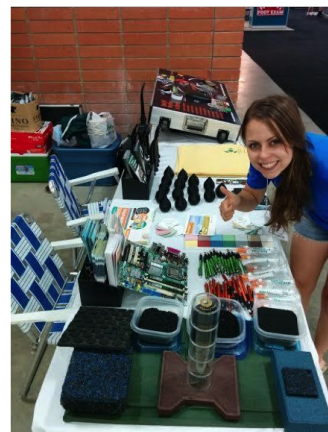


Ambassador Testimonials:

"Meaningful work, learning, variety, once-in-a-lifetime experience –some of the things that come to mind when I reflect on being a Summer Ambassador."

"An incredible work experience... provided the opportunity to learn about, work for, and meet the leaders of a variety environmental groups, all while travelling the province with fun co-workers who shared my passion for the environment."

"I developed a lot of valuable skills and made contacts with people in the waste management industry that I am confident will be of benefit as I move forward in my career."



Terms and hourly rates can be negotiated to fit the scope of your project. If you have a project that may benefit from the involvement of the RCA's Summer Ambassadors, contact Leanne Moreira at leanne@recycle.ab.ca or call 778.772.8733 to discuss your requirements.

Grants in Gear Announcement

The Automotive Recyclers of Canada (ARC) has partnered with Summerhill Impact to offer their granting initiative, Grants in Gear, for a second year. The nation-wide program will provide funding worth up to \$100,000 to Canadian environmental non-profit organizations.

In its first year, Grants in Gear funded four organizations across Canada working to achieve measurable impact for the environment through their winning ideas. ARC is excited to extend this opportunity to four new organizations whose project ideas seek tangible results in emissions reduction or pollution prevention in the transportation sector or automotive recycling excellence.

We welcome not-for-profit organizations of all sizes who seek to make a positive environmental impact on the automotive industry. This year, ARC will disburse up to four grants worth a maximum of \$25,000 each.

Applications will be accepted from March 2 to April 10, 2015. For more information or to download an application form, please visit <http://autorecyclers.ca/grants-in-gear-funding>.

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Think Green Success Story

Feature sponsored by



Garbage-Free February

Nine years ago, a single individual took up the challenge to try a garbage-free existence for one month. From that first sustainable living experience, Red Deer's Garbage-Free February (GFF) was born.

Officially declared in the City of Red Deer by Mayor Morris Flewwelling in 2012 and renewed by Mayor Tara Veer in 2015, GFF remains a yearly celebration of sustainable living. The goal of the event was not to be completely garbage free from the start but was an invitation to begin the journey toward a sustainable future.

The goal of GFF is to make choices as a consumer that will not produce any contributions to the landfill for the entire month. Methods suggested by ReThink Red Deer include: purchasing only reusable and recyclable products, learning about local recycling programs, bringing reusable bags to grocery stores and composting organic waste. If we work together and master the little things, we will find that "zero-waste" isn't as insurmountable as one might think.

GFF kicked off on February 1st in Margaret Parsons



from the film. They got to hear about personal challenges during the year-long zero-waste living experiment as well as how life has changed since the documentary was made.

Informative and interesting articles full of tips, videos, great ideas and food for thought were posted to GFF's Facebook page throughout the month, as well as updates from participants on their successes and challenges from the month.

Garbage-Free February will be celebrating its 10th anniversary in 2016, and ReThink Red Deer will be ramping up the month-long challenge with even more zero waste

challenges. Stay tuned to ReThink's webpage on all the activities that will be happening next February.



Theatre at Red Deer College. Attendees got to watch the documentary The Clean Bin Project and follow up with a Skype Question & Answer session with Jenny Rustemeyer



Do you have a Waste Reduction Success Story?

Submit details on your successful business or municipal program to info@recycle.ab.ca, fax 403.843.4156 or phone 403.843.6563 for further details.

Canadian Students Keep Stepping Up to the Plate for the Environment

The results are in and Canadian students have once again demonstrated their commitment to the responsible management of e-waste. Recycle My Cell, Canada's recycling program for mobile devices and accessories, announced today the winners of the fifth annual Recycle My Cell Student Challenge. In collaboration with the 2014 Waste Reduction Week in Canada, the Challenge saw students from kindergarten to post-secondary collecting as many old wireless devices as possible, including cell phones, smartphones, pagers, accessories and cell phone batteries.



More than 130 schools from across the country participated in the 2014 edition of the Challenge, which was held from October 20 to November 21. The schools collected more than 5,200 wireless devices along with 262 kilograms of wireless accessories and batteries.

The school that collected the most wireless devices in each participating province and territory, based on student population, will receive a \$500 donation to support the school's green initiatives.

"Canada's young people are to be commended for their understanding that simple steps to managing e-waste will have lasting effects on our environment for generations to come," said Bernard Lord, President and CEO of the Canadian Wireless Telecommunications Association (CWTA). "On behalf of the country's wireless industry, I congratulate all of the students that participated in the Challenge for once again demonstrating their environmental leadership."

"There is a lot of value in so much of what we usually toss aside and consider junk, like out-of-date or broken electronics," said Jo-Anne St. Godard, Executive Director, Recycling Council of Ontario. "Thanks to students across Canada that collected more than 5,200 devices for recycling, approximately 83 kilograms of copper and 2 kilograms of silver will be recovered."

The winning schools in the 2014 Recycle My Cell Student Challenge are:

- Coles Island School, Coles Island, New Brunswick
- Decker Colony School, Decker, Manitoba
- École Évangéline, Wellington, Prince Edward Island
- École Val-des-Ormes, Rosemère, Québec
- Edwin Parr Composite School, Athabasca, Alberta
- Immaculate Heart of Mary School, Corner Brook, Newfoundland and Labrador

- Islands Consolidated School, Freeport, Nova Scotia
- Marysville Public School, Wolfe Island, Ontario
- Princess Alexandra School, Hay River, Northwest Territories
- Sacred Heart School, Prince George, British Columbia
- Tisdale Elementary School, Tisdale, Saskatchewan



The Recycle My Cell Student Challenge is made possible by the generous support of the Recycle My Cell Partners: Bell, BlackBerry, Eastlink, GEEP Inc., Google, GREENTEC, LG Electronics Canada, Inc., Lynx Mobility, Microsoft, MTS, ProMobility, Rogers Communications, Samsung Electronics Canada Inc., SaskTel, Sony of Canada, Tbaytel, TELUS, Videotron, and Virgin Mobile Canada.

For more information contact Marc Choma at 613.233.4888 ext. 207 or mchoma@cwta.ca

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New Member Profile: Re-Matt

In 2014, Shawn Cable established Re-Matt Inc. in Calgary, Alberta. Shawn has lived in Calgary since the early 2000s, after moving from Prince George, BC. During a tour of a Calgary furniture warehouse (as part of a university course), he realized there was a crucial need to find a way to recycle mattresses. Shawn realized there was an absence of recycling programs in Alberta for mattresses.



to recycle mattresses in Calgary (or surrounding areas) and all used mattresses would end up in landfills, where they represent wasted resources and are operationally problematic, as they are very hard to compress.



Re-Matt recycles mattresses (from both businesses and residential customers) into their raw materials (wood, foam, felt, metal, etc.). Until 2014, there were no other ways

After purchasing a new mattress, consumers now have the option to bring their old mattress to the Re-Matt facility, where it will be broken down to its

raw materials. Re-Matt dismantles the mattress or box spring, recycling about 95% of the materials by sending them to local manufacturers.



Re-Matt strives to be the green alternative for mattress disposal. Re-Matt is working with various municipalities across Alberta to create a mattress recycling option at landfills and transfer sites. Re-Matt also accepts mattresses from commercial businesses, residential homes, universities, hotels, hospitals, and industrial camps – anyone with mattresses!

If you have an old, used, worn mattress – let us know! Re-Matt would love to take it off your hands. For more information, visit www.re-matt.com. To book a tour of the facility, call 403.287.7659 or email sales@re-matt.com.

submitted by Ally Herauf, Re-Matt



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Young People May Not Be As Committed to Recycling

According to conventional wisdom, millennials are more environmentally conscious than older generations. However, their attitude toward recycling suggest they may not be as “green” as we thought, according to the Institute of Scrap Recycling Industries (ISRI), Washington.

A November online survey of more than 2,000 US adults by Harris Poll on behalf of ISRI found that younger American adults ages 18-34 are significantly less likely to say they always recycle than older generations (33% versus 48% of those aged 35 or older). In addition, younger Americans are less likely to say that recycling is critical to reducing energy consumption (36% versus 46% of those aged 55-64) and will help reduce landfill space (45% versus 60% of those aged 45 and older). Younger adults also are more likely to say they wish they recycled more than any other age group (37% versus 22% of those aged 35 or older).

According to the poll, Americans would like to see more readily available recycling options. The vast majority, 90%, of Americans think that recycling collection sites need to be more readily accessible to consumers. Furthermore, 68% say they believe that manufacturers and/or retailers should pay for recycling programs when they are not already available to consumers, while 62% think the government should pay for these recycling programs, according to the survey results.

Other key findings include:

| Americans believe that: | Overall | 18-34 years old | 65+ |
|--|---------|-----------------|-----|
| If a product is not easy/ convenient to recycle they won't do it | 62% | | |
| Not always certain if an item is recyclable | 26% | | |
| Items set aside for recycling are actually recycled | 6% | | |
| Say they recycle | 94% | 33% | 54% |
| Recycling is the right thing to do | 68% | 62% | 78% |
| Recycling is the socially responsible thing to do | 55% | 53% | 61% |
| Recycling is critical to reduce energy consumption | 40% | 36% | 46% |

This survey was conducted online within the United States by Harris Poll on behalf of ISRI from Nov. 3-5, 2014 among 2,013 adults aged 18 and older.

Source: Recycling Today

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or phone 1.800.463.6326

CANADIAN NEWS

Residential Foam Recycling Sparked by Grant Program

The Foam Recycling Coalition launched a new grant program to help fund infrastructure for the collection, processing, and marketing of products made from polystyrene foam. The grant program targets the following post-consumer polystyrene foam products:

- Foodservice packaging (i.e., cups, plates, bowls, clamshells, cafeteria trays)
- Egg cartons
- Meat trays
- Protective packaging (used when shipping electronics and other fragile items)

The coalition, part of the Foodservice Packaging Institute, is seeking applicants involved in managing residential curbside recycling programs, drop-off recycling centers and commercial recycling programs. Material recovery facilities are expected to apply for funding, especially those looking to add or strengthen a polystyrene foam program. Grants, available to both public and private sectors, will range from an estimated \$15,000 to \$50,000 each.

Grant amounts will be determined on a case-by-case basis dependent upon equipment needs. No cash match is required, but additional costs may be incurred by the grantee for related items such as site preparation, provision of conveying system, electrical infrastructure, freight and other installation costs.

Grantees will be expected to communicate the addition of polystyrene foam to their recycling program, directly to households and in their regular communication materials. Grantees also will commit to collecting, processing and marketing polystyrene foam for a minimum of three years – and report on the volumes to the coalition.

Applications must be submitted by March 16, 2015. Grant recipients will be announced by April 30.

Further information and grant applications are available at www.fpi.org/recyclefoam.

The proposed changes include the following:

Source: Government of Saskatchewan, SWRC

Are You On Facebook?

So are we!

Drop by the RCA's Facebook page:
facebook.com/RecyclingCouncilOfAlberta

School Organics Recycling Pilot Project Launches in Leduc, AB

Three Leduc, Alberta, elementary schools are participating in a new organics material collection pilot project for the remainder of the 2014–2015 school year.

Teachers and students from Willow Park School, Caledonia Park School and Christ the King School are responsible for sorting material into city-supplied organics carts and putting the carts out for collection. The pilot project started the week of Dec. 1, 2014.

Ever Green Ecological Services Ltd., the waste management collection contractor for the City of Leduc, is also sponsoring blue bag collection at all elementary schools that want to collect recyclable material and have it picked up in blue bags. All elementary schools have been invited to participate in the blue bag collection program.

While all schools establish their own waste collection programs, the organics collection pilot project and the blue bag collection program encourage schools to sort their materials and help keep reusable material out of the landfill. The City of Leduc and Ever Green Ecological Services Ltd. are sponsoring the pilot project for the remainder of the school year. The pilot will be evaluated after the school year ends in late June 2015.

For more information about Leduc's waste diversion initiatives, download a free phone app available at Leduc.ca, email ecosmart@leduc.ca or call the Eco-smart Hotline at 780.980.7107.

Source: City of Leduc

Compact Fluorescent Bulb Recycling Won't be Mandatory

The federal government has quietly backed away from a plan for mandatory recycling of compact fluorescent light (CFL) bulbs, which contain the toxic element mercury.

Instead, the Government of Canada posted regulations that will create a voluntary code of practice for companies that sell CFL bulbs.

The federal government announced in 2007 it would ban incandescent light bulbs in favour of the compact fluorescent ones because they use less energy.

Under the new regulations, stores will not be forced to take back compact fluorescent bulbs. Instead, the government will make the practice voluntary. The new rules do limit the amount of mercury in the compact fluorescent light bulbs.

The voluntary code of practice will be released in 2015.

Source: CBC News

SK Provincial Recycling Program Stalled

Multi Material Stewardship Western (MMSW) posted an announcement to their website on December 18th, 2014, announcing that the launch of the MMSW Waste Packaging and Paper Program has been postponed.

MMSW advised, via website, that the Saskatchewan Government had made numerous changes without advance notice or consultation.

The Minister of Environment made several exemptions for businesses to the previous waste paper packaging and printed paper plan. The changes are:

- Small businesses, including newspapers that have gross revenue of less than \$2 million or generate less than one tonne of packaging and paper or operate as a single point of sale (not a franchise or chain) are fully exempt from participating in MMRP.
- A two-year temporary transition exemption will be in place for businesses whose annual revenue is between \$2 and \$5 million. These businesses will not be required to report their tonnage of household packaging and paper during this period, but will be required to register with MMSW and contribute a \$500 annual flat fee.
- The two-year transition exemption will also apply to all larger newspapers (all those not captured within the small business exemption).
- During the two-year transitional period, a working

group with representatives from municipalities, businesses, newspapers, and the waste reduction community, supported by the Ministry of Environment, will aim to identify further program adjustments that would bring mid-size businesses and larger newspapers into the MMRP.

- During the two-year transitional period, the Minister of Environment will set program fees and approve any changes to fees.
- The Ministry of Environment will reallocate \$500,000 to help municipalities cover the costs of recycling over the two-year transition period.

This resulted in MMSW requesting that the Minister of Environment give an extension as to when the program commences, in order for the two sides to come to agreements respecting amendments to the program plan.

The suggested length of extension is 180 days, meaning that if accepted, the new program launch date would be July 1, 2015.

In the meantime, funding agreements between SK municipalities and MMSW have been terminated.

MMSW plans to meet with the Government early in the New Year in order to work on solutions for the project.

Under the Multi Material Recycling Program, any businesses and organizations that distributed both packaged goods and paper to homes in the province were to be partially responsible for the associated cost.

Source: Melfort Journal

Way to go Alberta!

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electronics



paint



tires

Manitoba Minister Announces Plans to Reduce Waste

The province of Manitoba is asking for public input on how to implement its blueprint on getting greener.

A discussion paper released at the Manitoba Legislature in December, Tomorrow Now – Manitoba's Green Plan, proposes cutting the amount of waste that goes to landfills in half by 2020.

Gord Mackintosh, Minister of Manitoba Conservation and Water Stewardship said Manitobans have made strides in reducing waste and applauded the city for "doing the right thing" in its switch to blue box recycling. However, he noted Canada has the worst record in the developed world for sending waste to landfill, and Manitoba sits near the bottom of the pack among provinces.

Meeting the goal would create an estimated 450 green jobs and reduce greenhouse gases the equivalent of taking more than 71,000 cars off the road. But the province is looking for input on how to get there, asking the public to have its say on the matter before March 20. Mackintosh would only say a strategy would come sometime in 2015.

Among the talking points is a ban on plastic bags. Mackintosh said the province expects to meet its goal of cutting their use in half by 2015, but cautioned they must weigh "unintended consequences" such a ban might bring about.

The province has set a target of tripling the amount of organic waste diverted through composting and intends to "greatly expand" the amount of electronic waste depots. It's considering banning the disposal of reusable and recyclable materials. It's also asking for feedback on province-wide municipal pickup, and establishing a new target for recovering beverage containers, expecting to reach approximately 75% by next year.

But as much as the public has a role to play in meeting the target, about half of what now goes to landfills is industrial, commercial, and institutional waste. Construction and demolition waste take up another 20% of the total.

Mackintosh noted Manitoba's landfill fees are among the lowest in Canada.

"For goodness sake, let's cut our waste in half," he said. "Let's eventually get to zero waste. Let's put our dumps out of business."

Source: Winnipeg Sun

Vancouver Bans Food Waste

This new year, Vancouver made a region-wide resolution to stop sending food waste to landfill. The resolution comes via Metro Vancouver in the form of a new regulation restricting food waste in garbage.

Metro Vancouver began outreach and industry awareness campaigns in 2011. Enforcement will begin this July, when fines will be levied on any load delivered to transfer stations with more than 25% organics.

The Metro Vancouver website has toolkits and videos in six languages to help.

The ban doesn't just touch small businesses. Everyone producing waste is affected. Single-family homes can comply by using their green bin. Building managers will have to incorporate organics bins. Large food-waste generators like grocery stores and big restaurants have already heard from Metro Vancouver or from their waste hauler, and if they don't have a composting plan, they will be receiving firm but friendly notifications and details about what to do next to comply.

Metro Vancouver has spent the last few years upping fees at transfer stations, so sending a truckload of mixed garbage to a waste facility is actually more expensive than sending it to an organics-processing facility. This means businesses can view composting as a cost-reduction opportunity.

Source: Metro News

Metro Vancouver Considering Lowering Tipping Fees

Metro Vancouver will consider rolling back its hefty tipping fees for large commercial haulers in a bid to reduce records amounts of garbage being exported to US landfills.

Paul Henderson, manager of Metro Vancouver's solid waste division, said the regional district will look at changing the tipping fees, possibly making it cheaper for larger haulers.

Following reports that Metro Vancouver's waste exports to Washington jumped 60% over 2014, city officials are looking to slash local tipping fees to stop the surge of exports, which have reached an all-time high.

Currently averaging more than 19,000 tonnes of exported waste per month, Metro Vancouver city officials are betting that a reduced tipping fee for large haulers could make a difference.

The tipping fee is currently set at \$109 per tonne for all vehicles. A new system could base the fee on vehicle size, as many larger haulers ended up taking advantage of better rates at private transfer facilities that charge around \$80 per tonne.

Metro Vancouver estimates that in 2014 about 170,000 tonnes of garbage was shipped outside the region.

Source: Solid Waste & Recycling

Plasco Obtains Creditor Protection, Ottawa Searches for New Waste Company

About 80 jobs at Plasco have been terminated after the company obtained a court order to protect itself from creditors following several missed deadlines to secure financing for a waste-to-energy plant.

The company announced on February 10, 2015 that it secured the order under the Companies' Creditors Arrangement Act after it failed to pay a \$3.5 million bill earlier that month, stating in a media release that "Plasco is a pre-revenue, development-stage technology company that requires additional time and funding to refine and commercialize its waste conversion technology".

In 2012, the City of Ottawa signed a 20-year, \$180-million contract with Plasco to divert residential waste from landfills and instead use it to produce electricity. Plasco was given until Dec. 31, 2014 to secure financing for a proposed plant, after missing two previous deadlines.

After Plasco also missed its year-end deadline, the City of Ottawa had the option of backing out of its contract in favour of a new partner. The City posted a Request for Information "to identify potential established or emerging technologies that could be used in the future to manage residual waste." The posting states that it is

seeking information only at this point about options other than landfills. With Plasco's bankruptcy announced, the City's Mayor, Jim Watson, has confirmed that Ottawa's relationship with the company is over.

The contract between the City and Plasco called for the company to process 300 tonnes of curbside waste a day and turn it into electricity through "plasma gasification." The company has been unable to show its technology works on a large scale.

Source: CBC News

"Under the Big Top"

Details on the **2015 Conference on Canadian Stewardship and RCA Waste Reduction Conference** will be posted at www.recycle.ab.ca/conference

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INTERNATIONAL NEWS

Seattle is Publicly Shaming People for Putting Food in Trash Bins

Too lazy to separate your trash? Too bad if you live in Seattle.

At the beginning of the year, Seattle began enforcing a new law, which aims to curb the amount of food sent to landfills. As of January 1st, residents of the city, including all commercial establishments, must have a composting service haul away their food waste, drive the waste to a processing site, or compost it themselves at home or on-site. The law applies not only to food but also any cardboard or paper with food on it.

For those unwilling to cooperate, there will be a price. The cost of defiance will come in the form of public shaming. Those who refuse to separate their garbage will find their bins tagged with a red sign for all to see. The hope is that the tags will help serve as both a warning as well as an incentive to make composting a habit.

Come June, after a public education campaign lasting several months about the new rules, violators will begin facing fines – \$1 per infraction for households; and \$50 per breach by apartment buildings and businesses.

Seattle's new law is meant to help the city achieve its goal to recycle 60% of waste by the end of this year. The city currently recycles approximately 56% of its waste. But progress toward that goal appears to have stalled; the percentage has barely increased in recent years, and even fell in residential homes between 2012 and 2013.

Seattle's new law is the first in the country that fines people for refusing to properly sort their garbage. Other cities, including Portland, San Francisco, and New York City, have passed other, less stringent food waste requirement laws.

Source: Washington Post

Big US Brands Stuck on Disposable Packaging

Big brands, including Burger King, Dunkin Donuts, KFC, Kraft Foods and MillerCoors, are wasting billions of dollars worth of valuable materials because they sell food and drinks in subpar packaging, according to a comprehensive new report on packaging and recycling by the fast food, beverage, consumer goods, and grocery industries.

The 62-page study, *Waste and Opportunity 2015*, was published by advocacy non-profits As You Show and the Natural Resources Defense Council. They found few companies that have robust sustainable packaging policies or system-wide programs to recycle packages.

No company was awarded their highest rating of “best practices.”

The environmental groups did identify a number of leaders, albeit flawed ones. In the beverage industry, New Belgium Brewing, Coca-Cola, Nestlé Waters and PepsiCo won praise. Starbucks and McDonald's are said to be a cut above their competitors in fast food and quick-serve restaurants. As for consumer goods companies and grocery stores, the report offers qualified praise for Walmart, Procter & Gamble, Colgate-Palmolive and Unilever.

Broadly, though, this study paints a discouraging picture. What progress has been made is incremental and spotty, not comprehensive. As often than not, single-use packages of food and drinks are made from virgin materials and then tossed in the trash.

The United States lags behind many other developed countries, with an overall recycling rate of 34.5% and an estimated packaging recycling rate of 51%. Less than 14% of plastic packaging – the fastest-growing form of packaging – is recycled. Recyclable post-consumer packaging with an estimated market value of \$11.4 billion is wasted annually.

Perhaps most significantly, public policy around packaging has advanced at a snail's pace. While businesses in the EU and elsewhere help finance comprehensive recycling programs through “extended producer responsibility” fees, only a handful of companies – led by Nestle Water, Coca-Cola and New Belgium – have expressed a willingness to support that approach in the US.

Activities deemed praiseworthy by the report included:

- Starbucks' promise to serve 25% of all beverages in its stores in reusable mugs or tumblers by 2015, even though the coffee giant backtracked, saying it would reach only 5%.
- PepsiCo is the only major beverage company that maintains a consistent amount – at least 10% – of PET content in its containers. PepsiCo and Coca-Cola are both moving forward to introduce plant-based PET bottles.
- Walmart was cited for achieving its commitment to reduce packaging across its global supply chain by 5%, as well as for its goal of increasing its use of postconsumer recycled plastic in products and packaging by 3 billion lbs by 2020.

Of the 47 companies surveyed, most were graded as “needs improvement” or “laggards,” for various reasons.

The report is intended to prod companies to take a closer look at their practices, especially in light of growing consumer concern about plastics in the ocean.

Source: The Guardian

New York City Rule, Foam Packaging to Go, Not the Food

New York City Hall's two most recent occupants – Mayor Bloomberg and Mayor de Blasio – have successfully combined to vanquish a common foe: plastic foam.

Nearly two years after Mr. Bloomberg first proposed banishing the material in his final State of the City address, de Blasio administration officials are expected to announce that they have completed the deed.

Beginning July 1st, food establishments will be barred from using plastic foam cups or containers. The sale of packing peanuts within the city limits will also be prohibited.

Efforts to rid the city of the material met fierce opposition from Dart Container Corporation, one of the largest makers of plastic foam products, and the American Chemistry Council, a trade group that aggressively lobbied city officials and council members.

In December 2013, just before Mr. Bloomberg left office, the Council passed a compromise measure that gave foam defenders a year to prove to the sanitation commissioner that “dirty foam” could be collected, recycled, and sold in an economically viable way. But, City officials recently said that the foam, known as expanded polystyrene, was not recyclable and that they had not found any established markets where it could be sold.

Similar measures have been enacted in other cities, including San Francisco, Seattle and Portland. New York's ban seems primed to make a significant dent: The city collected roughly 28,000 tons of expanded polystyrene in the year ending in June 2014.

The city does not plan to enforce the ban until January 2016, delaying fines and allowing a grace period for vendors to learn the new rules.

Non-profits and businesses with less than \$500,000 in annual revenue can apply for exemptions, which they will receive if they prove that buying other materials in place of foam would create “undue financial hardship.”

Source: New York Times

40 Bags/Year by 2025

Considered to be a “historic” deal, a proposed EU target which would help Europe's waste management issues by dramatically reducing the number of plastic bags that end up in landfills and oceans, if approved, in little more than a decade will lower the annual number of bags used by Europeans by over three quarters.

Under the new proposal, EU states can opt for mandatory pricing of bags by 2019, or binding targets to reduce the number of plastic bags used annually per person from 191 now to 90 by 2019 and 40 in 2025. Measures such as bag taxes could also be considered as equivalent.



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News

It is estimated that 4.5 billion of the plastic bags used by Europeans every year end up as litter, or in landfills.

A concern of the European commission in regard to this new target is that European countries have extremely different recycling and waste management rates for plastic bags, which will make it easier for some countries to reach the new target but much harder for others. For instance, in Denmark, the average person uses four bags per year, while in Poland and Slovakia, each person uses about 466 bags annually.

Source: Hydrogen Fuel News, The Guardian

Novelis Beverage Cans Will Contain Recycled Content by 2017

Novelis, producer of aluminum rolling products, has announced a new commitment to convert its entire beverage can body sheet production to its evercan sheet by the end of 2017.

This new commitment means that all can body sheet produced by Novelis will be certified 90% recycled content, compared to the global industry average of 50%. Evercan is the company's independently certified high-recycled content aluminum sheet for beverage cans. The product is priced at the same levels as standard beverage can sheet and there is no difference in quality, technical characteristics or run-speed at customer plants between evercan and standard sheet. Craft beer maker Red Hare became the first to adopt the product in April.

To encourage broad adoption across the market, Novelis will help other aluminum manufacturers by sharing knowledge of the process to certify high-recycled content beverage sheet using the methodology of SCS Global Services (SCS).

According to a survey by Forum for the Future, 62% of consumers say they would feel negatively toward brands that do not use sustainable packaging and 90% are prepared to boycott brands they consider to be acting irresponsibly. The survey also found that consumers say changes to operations such as sourcing material more responsibly and reducing the environmental impact of factories should be the top priority for companies when it comes to sustainability efforts.

In October, Novelis opened the world's largest aluminum recycling center, located adjacent to the company's rolling mill in Nachterstedt, Germany. The \$258 million recycling center can process up to 400,000 metric tons of aluminum scrap annually, turning it back into high-value aluminum ingots to feed the company's European manufacturing network.

Source: Sustainable Brands

No-Waste Wooden Beer Bottle Will Be World First

A toast raised with Carlsberg A/S (CARLB) beer bottles may soon lack that familiar clink.

The Danish brewer said today that it's developing the world's first fully biodegradable receptacle for beverages – made mostly of wood fibre.

The “Green Fibre Bottle” will generate zero waste and everything including the cap will be made out of biodegradable material, the Copenhagen-based maker of Tuborg said in a statement. It will be developed in a three-year project with packaging company ecoXpac in collaboration with Innovation Fund Denmark and the Technical University of Denmark.

The project is part of an initiative called Carlsberg Circular Community, where the brewer collaborates with partners aiming to pursue a zero-waste economy when introducing new products. Other efforts include development of a new type of coating for refillable glass bottles to make them look good for longer and be reused more times.

Source: Bloomberg

Tequila + Plastic = Wood

When the sap from plants such as sugar cane is extracted for commercial use, what's left over is a fibrous material known as bagasse. This is commonly used as biofuel, or is compressed into a wood substitute. Now, Mexican start-up Plastinova is using agave bagasse from the tequila industry to make a wood-like material of its own, although it's also incorporating recycled plastic.

To make the material, the alcohol and sugar content is first removed from agave bagasse, leaving nothing but the fibre. That fibre is then dried and ground into a flour-like powder, to which a chemical agent is added – that agent allows the fibre powder to bond with waste plastics such as polypropylene and polyethylene, which make up 65 to 90% of the composite material.

The finished product is claimed to be stronger than natural wood, and takes the form of tablets measuring 1 m x 1.2 m x 10 cm (39 x 47 x 4 in) from which pieces can be cut as needed. Plastinova suggests that it could be made into items such as construction forms, benches, tables and chairs.

That said, the company is now looking into replacing the agave bagasse with coconut fiber, as lab tests have indicated that it should offer higher strength. Additionally, the agave bagasse can be difficult to acquire, as tequila companies usually keep it to fuel their boilers.

Source: gizmag

Electronic Waste Banned from Curbside Disposal

Beginning January 1st, a state law goes into effect that makes it illegal to put electronic waste in the garbage or at the curb with other household trash across the state of New York.

The new e-recycling law is aimed at helping to eliminate e-waste from entering landfills and to boost efforts at recycling materials in electronic equipment. The new law prohibits curbside disposal of common electronic gear such as computers and their peripheral equipment, as well as televisions, DVD players, cell phones and other smaller portable electronic devices.

According to the US Environmental Protection Agency, e-waste is the fastest-growing municipal waste stream in the country. Recent cost increases related to e-waste disposal have put pressure on municipal disposal budgets.

Source: The Buffalo News

Recycling Secrets in Fish Sperm

File this under: Awesome things you didn't know fish semen was good for. Japanese scientists have uncovered an unlikely source to aid in the extraction and recycling of rare earth metals.

The DNA within salmon milt (or semen) has been found to be capable of aiding in the extraction and recycling of the rare earth metals commonly used in technologies from smart phones to wind turbines.

A team of scientists in Japan made this discovery while seeking out better ways to extract rare earth elements like neodymium from the crude ore in which they are found. Current methods use large amounts of environmentally damaging chemicals, including mercury and arsenic, and are severely compromising water sources in mining regions like parts of China.

The scientists found that several rare earth elements bound strongly to phosphate-containing molecules on the surface of bacterial cells. So they turned to salmon sperm, since it is largely made up of DNA, which contains a lot of phosphate. (And is insoluble in water, unlike pure DNA, making it easier to work with.)

When applied to neodymium, the team found that the salmon milt DNA made a strong bond with the metal, allowing its subsequent extraction following an acid bath and spin through a centrifuge.

Salmon semen has the benefit of being both cheap and green. Even better, experts say the discovery could be applied to recycling rare earth metals used in smart phones, computers and electronic circuits.

This isn't the only research performed on the wondrous powers of fish semen. Previous studies have found that the same DNA that binds to metals like neodymium also lends itself to fireproof coating. As for fish semen in its natural form: it is considered a delicacy in Japan.

Source: Smithsonian.com

Classifieds

For Sale

- **Two 60" Vertical Balers** - \$5,990 each (FOB Alberta)
 - Harmony / GPI, model: M60-MD, two 4" Cylinders, 208 volt / 5 HP, on castors / wire guides, dealer said: good condition
 - Electraulic Systems Ltd, model: ES-12207, 220 volt - 600 volt (step-up transformer included), 10 HP, 6" Cylinder, dealer said: cylinders just reconditioned in the last 60 days
 - Contact: Grant Harrington, gh@west-can.com, 403.329.1713
- The Town of Innisfail is transforming the existing waste transfer station into a recycling depot and is offering their current **Compactor Facility** for sale. The compactors were installed by Universal Handling Equipment in 1989 (view photos here). Maintenance has been done on a regular basis and is ongoing. The facility is still being used at this time and both compactors are in good working condition. The compactor facility consists of the following components:
 - two compactors
 - two hoppers
 - electrical panels
 - 5 roll-on/roll-off container bins
 - all rollersThe Town of Innisfail is looking for a best offer from a company or municipality who is interested in purchasing, dismantling, and moving the compactor facility to its new location. The facility has to be removed from its current location no later than July 31, 2015. Bids will be received until March 31, 2015 by:
 - Town of Innisfail
 - 4943 - 53 Street
 - Innisfail, AB T4G 1A1For more information please phone 403.227.3376 or email mat.reijnders@innisfail.ca.



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Coming Events

30th Annual International Conference on Solid Waste Technology and Management (ICSW),

March 15-18, 2015, Philadelphia, PA, www.solid-waste.org

SWANApalooza: The Road to Zero Waste Conference, Landfill Gas & Biogas Symposium, Landfill Symposium, LMOP Workshop

hosted by the Solid Waste Association of North America, March 16-19, 2015, New Orleans, LA, www.swana.org

EcoLiving Fair & Seedy Saturday 2015, hosted by ReThink Red Deer, March 21, 2015, Red Deer, AB, www.rethinkredder.ca

BioCycle West Coast Conference 2015, April 13-16, 2015, Portland, OR, www.BioCycleWestCoast.com

"Seeing Connections. Realizing Value."

Waste ReForum 2015, Saskatchewan Waste Reduction Council Conference, April 22-24, 2015, Saskatoon, SK, contact: 306.931.3242, www.saskwastereduction.ca

CANECT 2015, Canadian Environmental Conference & Tradeshow, April 27-29, 2015, Mississauga, ON, contact: 1.888.254.8769, www.envirogate.ca/canect

International Compost Awareness Week, May 3-9, 2015, www.compost.org

"Creating the Circular Economy – Join the Conversation" Recycling Council of British Columbia's 41st Annual Conference, May 6-8, 2015, Whistler, BC, contact: 604.683.6009 x 314, www.rcbc.ca

National Sustainable Materials Management Summit, presented by the National Recycling Coalition, May 12-13, 2015, College Park, MD, www.nrcrecycles.org

"Measuring Success" SWANA's Northern Lights Chapter annual conference, May 13-15, 2015, Winnipeg, MB, contact: 780.496.5614, swananorthernlights.org

Federation of Canadian Municipalities (FCM) 2015 Annual Conference and Trade Show, June 5-8, 2015, Edmonton, AB, contact: 613.907.6303, www.fcm.ca

E-Scrap 2015, September 1-3, 2015, Orlando, FL, e-scrapconference.com

Environmental Services Association of Alberta (ESAA) presents **An Evening with Dr. Jane Goodall, DBE**, September 9, 2015, Edmonton, AB, full event details at www.esaa.org

Resource Recycling Conference 2015, September 28 - 30, 2015, Indianapolis, IN, rrconference.com

"Under the Big Top", 2015 Recycling Council of Alberta Waste Reduction Conference, held jointly with the Conference on Canadian Stewardship,

Sept. 30 - Oct. 2, 2015, Banff, AB, contact: 403.843.6563, info@recycle.ab.ca

Earth Matters Conference 2015, hosted by the Alberta Council for Environmental Education (ACEE) and partners, October 15-17, 2015, Canmore, AB, contact: conference@abcee.org

Waste Reduction Week in Canada, October 19-25, 2015, www.wrwcanda.com

Canadian Waste & Recycling Expo, co-located with the 6th Annual Canadian Waste to Resource Conference, formerly known as the Canadian Waste Sector Symposium, November 4-5, 2015, Montreal, QC, www.cwre.ca

2016 Recycling Council of Alberta Waste Reduction Conference, September 28-30, 2016, Jasper, AB, contact: 403.843.6563, info@recycle.ab.ca

2017 Recycling Council of Alberta Waste Reduction Conference, October 10-12, 2017, Lake Louise, AB, contact: 403.843.6563, info@recycle.ab.ca

Visit www.recycle.ab.ca/events for more events listings.

Market Updates

| | \$ Per Tonne | Trend |
|--------------------------|--------------|-------|
| Glass | | |
| Coloured | 0 | ↔ |
| Plate | 0 | ↔ |
| Paper | | |
| Cardboard (baled) | 30-35 | ↔ |
| Cardboard (loose) | 10-15 | ↔ |
| Office Pak (loose) | 80 | ↑ |
| Mixed (loose) | 5 | ↓ |
| Magazines (loose) | 5 | ↓ |
| News (loose) | 35 | ↑ |
| Plastic | | |
| HDPE (baled) | 150 | ↓ |
| Mixed #1-7 | -100 | ↓ |
| Clear PE Film (baled) | 150 | ↔ |
| Coloured PE Film (baled) | -100 | ↓ |
| Metal | | |
| Steel Food Cans (baled) | 50 | ↓ |
| White Goods | 50 | ↓ |

Prices reflect surveyed averages (F.O.B. buyer) at the time of publishing and are subject to market fluctuations. Individual prices may vary according to material quality, volumes and contractual arrangements. Please contact your buyer to update prices at time of shipping.