



**February 8, 2024**

**To:** Metro Vancouver Zero Waste Committee  
**From:** BC Technology for Learning Society

**Regarding:** COMPUTERS FOR SCHOOLS PLUS PROGRAM - 30 year anniversary

The purpose of the presentation is to deliver a certificate of appreciation from ISED Minister **Philippe Champagne** in recognition of Metro Vancouver's 20 year support of the Computers for Schools Program.

Established in 1993, the Computers for Schools program collects donations of used computers from businesses and government for refurbishment by youth on paid internships for distribution to schools, non profit organizations and low income families.

Metro Vancouver has been a donor for over 20 years and we recognize your long-standing commitment to protecting our environment through reusing computer technology. Reuse is a key component of a circular economy and achieving zero waste goals.

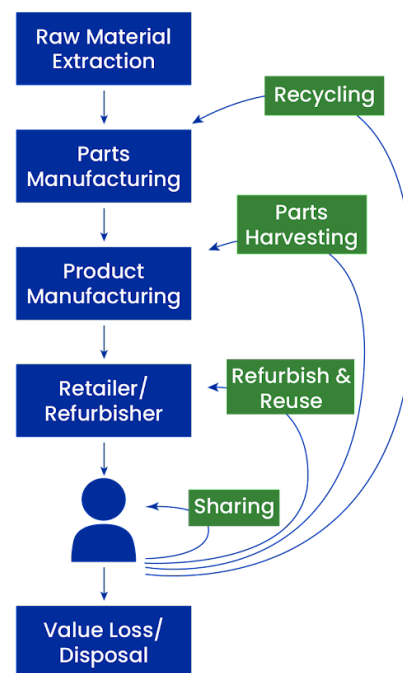
Ensuring a reduction in manufacturing is vital for environmental sustainability and the protection of people and the planet. The manufacturing process is a heavy investment of minerals, water, and energy.

The manufacture of a computer and its screen requires a minimum of:

- ➔ 240 kg (530 pounds) of fossil fuels;
- ➔ 22 kg (48 pounds) of chemicals;
- ➔ 5 tons of water (a single computer chip needs 9 gallons of water!)

By keeping used technology out of the waste streams, Metro Vancouver has ensured donated computers and laptops have landed back in the hands of those who need them while making a strong environmental impact. Equipment donated to BC Tech often **doubles** its useful life, significantly eliminating e-waste in landfills, reducing greenhouse gas emissions, preserving natural resources, and conserving more energy than recycling prematurely.

Since 2008, Metro Vancouver has donated 2500 computers and laptops to BC Tech. Another area of support includes producing a [video](#) that detailed the impacts our work has on communities, as well as the environment.



**BC Technology for Learning Society**

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Page 6 of 15

## Backgrounder

BC Technology for Learning Society is a registered charity, non-profit organization operating in the Province of British Columbia. We deliver a number of programs:

- Industry Canada's (ISED) **Computers for Schools Plus Program** and **Connecting Families Initiative**;
- Government of Canada's **Computers for Schools Intern Program**;
- TELUS' for *Internet for Good*;
- Tech for Home

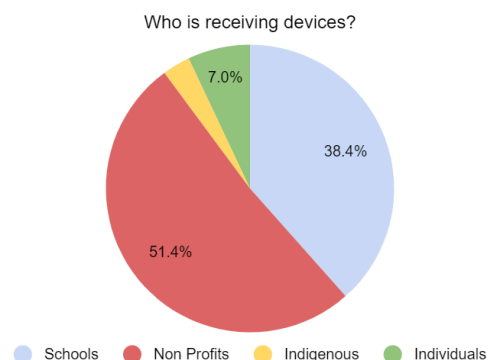
BC Technology for Learning Society is very close to reaching a new milestone of **200,000 computers** refurbished and distributed across BC, contributing to a total of 2 million computers and laptops distributed Canada-wide.

## Info on Incoming Donations:

- BC Tech receives between 12K -14K donated devices per year
- Key donors include the Federal Government, City of Burnaby, City of Vancouver, Metro Vancouver, TELUS, and local post secondary institutions.

## Info on Outgoing Distribution:

- Annual distribution averages 6000 computers per year
- Equipment is provided to BC schools, non profits, Indigenous communities, and individuals
- Metro Vancouver donations have supported local Neighbourhood Houses, Aboriginal Mother Earth Society, Lookout Housing & Health Society, immigrant settlement organizations, Community Radio Education Society, and YWCA Metro Vancouver (to name a few!)



Our mission is to provide job training for youth and access to refurbished technology for British Columbians. Our vision is a BC where everyone has equal access to technology and to tools to facilitate learning.

**Our thanks to Metro Vancouver for helping make this a reality.**

To: Zero Waste Committee

From: Sandra Jansen, General Manager, External Relations  
Lucy Duso, Division Manager, External Relations

Date: February 1, 2024

Meeting Date: February 8, 2024

Subject: **Zero Waste Conference 2023**

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### **RECOMMENDATION**

That the Zero Waste Committee receive for information the report dated February 1, 2024, titled “Zero Waste Conference 2023”.

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### **EXECUTIVE SUMMARY**

The 2023 Zero Waste Conference (the Conference) occurred November 1 and 2, and was, as with previous events, well-received by participants. Hosted by Metro Vancouver, the Conference included international, national, and local speakers and stories, and met its goal of attracting nearly 600 participants. The Conference featured the connections between waste prevention, circular solutions, and a heightened emphasis on climate through the theme of “Climate Action through Circularity”. As requested by past participants, the Conference included an increase in networking opportunities. In response to input from participants and partnering organizations, this report also introduces the Zero Waste Committee to the intention that in future years, Metro Vancouver shifts to delivering the Conference biannually, with the next one in 2025.

### **PURPOSE**

This report provides a summary of the Zero Waste Conference hosted by Metro Vancouver in November 2023 and a look ahead to future Conference delivery.

### **BACKGROUND**

The Zero Waste Conference, hosted by Metro Vancouver supports the first two goals of the Integrated Solid Waste and Resource Management Plan related to waste prevention. The Conference attracts interest from all orders of government, the business sector, sustainability practitioners, academia, and the broader general public within the region and across Canada. The focus, on waste prevention, looks to solutions that are outside of the geographic region of any one region or city, and require national and international system changes.

### **ZERO WASTE CONFERENCE – A Component of Zero Waste Collaboration Initiatives**

The Zero Waste Conference is one component of Metro Vancouver’s Zero Waste Collaboration Initiatives where the other two components are the National Zero Waste Council and Love Food Hate Waste. Each are distinct, but weave together ideas and aligned audiences. The focus on all three is the prevention of waste. The Conference is in its 11th year, and in recent years has expanded from one to two days’ delivery, attracted over 500 participants annually, and connected to speakers and ideas from across the globe.

### **2023 Program Highlights**

As noted to the Committee in the report dated October 12, 2023, “Zero Waste Conference Update”, the 2023 program included both consistent and new components.

Day 1 started with a thoughtful and warm welcome from Tsawwassen First Nation Elder, Ruth Adams. This was followed by a welcome from three governments including the Prime Minister, Premier, and Metro Vancouver Board Chair. A consistent feature from previous years was the Day 1 programming, with a line-up of local and international speakers addressing circular opportunities for urban form, plastics, and textiles. Conference staff put particular focus on attracting youth participants and noted that of the nearly 550 participants, 76 were students. The agenda also included a new feature in the form of table-based conversations for participants, which was highlighted as a very positive experience in participant feedback forms.

Completely new for 2023 were the Day 2 workshops, each addressing a different waste challenge; cities, food, textiles, and consumer habits. These were co-hosted, taking advantage of the strong partnerships among Metro Vancouver, the National Zero Waste Council, and multiple national partners. Workshops used a variety of delivery models such as plenary, table discussions, and a Samoan Circle to engage participants. As with the table-based conversations, feedback from the participant survey indicates these were a highly valued component of the 2023 program.

Day 2 ended for most participants at the end of the workshops at noon. Members of the National Zero Waste Council then re-grouped for the Council AGM. Part of the AGM agenda included a debrief on the Conference, and this group also expressed positive feedback on the new features.

### **2024 Responding to a Changing Landscape**

Metro Vancouver’s Zero Waste Collaboration Initiatives launched in 2012 in support of the then-new Integrated Solid Waste and Resource Management Program. Even in this short history the portfolio has made substantial progress on advancing waste prevention and circular economy concepts locally and nationally and will continue to do so. The Zero Waste Collaboration Initiatives are undergoing a comprehensive review, both reflecting on the successes, but also considering the current landscape, where new organizations have launched in this space, and societal priorities, where climate and emissions are a critical priority. The Zero Waste Committee will receive an update in the March agenda.

For the Conference component, Metro Vancouver will continue to deliver the Zero Waste Conference. Delivery will shift to alternate years, with the next in 2025. This aligns with a network of organizations working in the circular economy sector that attract partially-overlapping audiences. It creates space for these aligned organizations to support one another’s activities rather than compete for attention. This also responds to feedback from participants who, while indicating an ongoing need for Metro Vancouver’s Conference as one of the few places with a Zero Waste focus, also note their own work plans and event calendars have competing activities. Bi-annual (alternating) delivery meets this request. The Zero Waste Conference can be scheduled in consideration for example for events such as Globe Forum or a CELC (Circular Economy Leadership Canada) program. In addition, this opens the opportunity for the team delivering the Conference to

explore new program ideas and continue to offer content that is fresh and directly applicable to current priorities.

#### **ALTERNATIVES**

This is an information report. No alternatives are presented.

#### **FINANCIAL IMPLICATIONS**

The Conference is supported through the 2023 General Government Program of \$212,000 and the remainder through registration fees. There will be substantial savings through shifting to a bi-annual program delivery. Conference-related programming in the non-delivery years will be developed as an annual workplan.

#### **CONCLUSION**

The 2023 National Zero Waste Conference was delivered with success and on budget. Participants expressed a very high level of satisfaction. The Conference program included a combination of presentations, audience participation, thought leaders, and networking opportunities. New in 2023 was a workshop series co-delivered among a network of leaders in the zero waste and circular economy landscape. Staff included a focus on youth participation in the promotions, and youth, as future leaders, were a visible portion of the audience. Staff continue to plan for future delivery of the Zero Waste Conference, ensuring content is fresh and current, and scheduling aligns with other organizations in the circular economy landscape. This includes shifting from annual to bi-annual Conference delivery.

#### **REFERENCE**

1. Highlights of the 2023 Conference, including video clips of the program speakers can be found at Metro Vancouver's Zero Waste Conference [website](#).

To: Liquid Waste Committee

From: Carol Nicolls, Communications Specialist, External Relations

Date: January 25, 2024

Meeting Date: February 14, 2024

Subject: **2023 “Wipe It, Green Bin It” Campaign Results**

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## **RECOMMENDATION**

That the Liquid Waste Committee receive for information the report dated January 25, 2024, titled “2023 ‘Wipe It, Green Bin It’ Campaign Results”.

## **EXECUTIVE SUMMARY**

The disposal of fats, oils, and grease (FOG) into the regional sewer system is an ongoing issue that costs the region over \$3 million a year. The 2023 “Wipe It, Green Bin It” campaign ran in the lead-up to Thanksgiving and through November, asking residents to put FOG in their green bins and not down their sinks. The campaign included social media, YouTube, television, transit advertising, Google search, and a website. The campaign produced solid results and delivered over 32 million impressions, 1,050 engagements, 1 million video views, 7,600 clicks for more information, 6,800 website visits, and reached 940,000 residents through online tactics. Post-campaign survey results show the number of residents who say they dispose of FOG into the drain dropped to 32% in 2023, compared to 45% in 2017. The campaign will run in 2024 using similar timing and refreshed creative.

## **PURPOSE**

To update the Liquid Waste Committee on the 2023 regional “Wipe It, Green Bin It” campaign to reduce the disposal of fats, oils, and grease into the sewer system.

## **BACKGROUND**

The disposal of FOG into the wastewater system is an ongoing issue that costs the region over \$3 million yearly. Fats, oils, and grease harden in the sewer system, leading to clogged sewers and overflows into homes, businesses, and the environment, and resulting in associated maintenance and repair costs. Since 2017, Metro Vancouver has conducted regional “Wipe It, Green Bin It” campaigns asking residents to dispose of grease in their green bin instead of down their sink.

This report provides an overview of the main results of the 2023 “Wipe It, Green Bin It” campaign, as identified in the 2024 Liquid Waste Committee Work Plan.

## **2023 “WIPE IT, GREEN BIN IT”**

The “Wipe It, Green Bin It” campaign was in market from September 25 to November 19, 2023. The campaign aimed to reach residents in the lead-up to Thanksgiving and during a time of heavier cooking related to the season. The campaign materials (Attachment 1) featured dripping grease, oil, or dairy, reminding residents to “Wipe It, Green Bin It” to avoid clogged pipes.

## **Media Strategy**

The campaign targeted Metro Vancouver residents 18+, with particular focus on those aged 25 to 54 who cook or are involved in cooking cleanup. Paid media included a mix of traditional and digital tactics, with placements on YouTube, social media (Facebook/Instagram), a television PSA and in-language content (Fairchild TV), transit advertising (buses and transit shelters), and Google search. Digital placements targeted people with interests in cooking and food services and included the use of two social media influencers, while television and transit advertising allowed the campaign to reach a broader demographic.

## **Engagement with Members**

Prior to launch, campaign details and creative materials were shared with members' communication staff and the Regional Engineers Advisory Committee (REAC) – Liquid Waste Subcommittee. All materials are available for download on the Metro Vancouver website and members could request custom, co-branded materials. Materials included a printable rack card in six languages. The media buy included all member jurisdictions, ensuring that campaign advertising appeared across the region.

## **Results**

The campaign continued to produce solid overall results, with good engagement and steady traffic to the campaign website for more information. A post-campaign survey of residents showed positive trends in understanding and use of correct FOG disposal practices.

### *Paid Media Placements and Website*

- The campaign delivered 32 million impressions — 5 million more than 2022
- Targeted digital tactics delivered 8.4 million impressions across social media, YouTube, and Google Search, reaching over 940,000 residents
- The campaign generated over 1 million video views via YouTube and social media, which led to 750 engagements and 6,800 clicks to the website for more information
- Google search had a high click-through rate, with over 800 clicks to the website for more information, primarily due to searches related to cooking oil disposal
- Posts from two cooking-related social media influencers were well received by their target audiences, generating over 300 engagements and over 125,000 video views
- The television PSAs and in-language TV spots aired over 3000 times
- The campaign website (Reference 1) had over 6,800 visits

### *Post-Campaign Survey*

A post-campaign survey of 1,100 residents was conducted to help assess campaign performance. As this is the fourth survey, it allows for some comparison over time. In general, results show a steady trend towards improved knowledge and practices, compared to the 2017 benchmark survey:

- Over half of residents (64%) now believe that there is no safe amount of FOG to pour down the drain, compared to 51% in 2017, while 33% unsure if FOG can be put down the drain
- About one-third (32%) of residents report putting FOG down the drain when washing dishes and cooking instruments, mainly for convenience, a drop from 45% in 2017
- Fewer residents report putting foods with FOG in them down the drain (31% in 2023 compared to 37% in 2017)

- Residents aged 18 to 34 remain more likely than those 45 and older to dispose of FOG into the drain when washing dishes and cooking instruments (40% vs 28%)
- The campaign reached 18% of residents, with highest campaign awareness among 18 to 34 year-olds, likely due to an increase in the campaign’s use of social media and transit advertising
- Over half of residents (55%) who saw the campaign say they are more likely to dispose of FOG in their green bin

### **FATS, OILS, AND GREASE MEASUREMENT**

Fats, oils, and grease levels have been monitored at various pump stations since 2018. This monitoring uses a visual rating scale, which helps assess FOG issues and evaluate campaign effectiveness. Metro Vancouver and the Township of Langley continue to monitor FOG build-up in two Metro Vancouver pump stations and one municipal pump station in residential hot spot areas. In general, 2023 data shows comparable FOG levels to 2022, with average yearly FOG levels dropping since 2019. This monitoring should be considered as just one metric to measure campaign success, as external conditions (such as rain and cleaning schedules) can affect FOG build-up.

### **PLANS FOR 2024 CAMPAIGN**

The campaign will run again in 2024 with similar timing and using existing creative. The campaign will continue to educate residents about the range of foods, like dairy, that can contribute to clogs. Post-campaign research shows that additional consideration needs to be given to how to motivate younger residents (18- to 34-year-olds) to adopt better practices. This will likely require development of additional creative materials and use of different media platforms to better reach this group.

### **ALTERNATIVES**

This is an information report. No alternatives are presented.

### **FINANCIAL IMPLICATIONS**

The 2023 “Wipe It, Green Bin It” campaign had a budget of \$110,000. These costs were included in the 2023 Liquid Waste Communications Program Budget managed by the External Relations Department.

### **CONCLUSION**

Results of this year’s post-campaign survey and pump station monitoring suggest that the “Wipe It, Green Bin It” campaign, now in its seventh year, is having an impact and shifting behaviours. Campaign results show a solid level of awareness of correct grease disposal practices among residents, with fewer residents reporting that they dispose of FOG down the drain compared to previous surveys. Survey results still show that while disposal practices have improved over the years of the campaign, a noteworthy amount (32%) of residents still put FOG down the drain, with younger residents being the most likely to dispose of these items improperly. About one-third of residents also remain uncertain about whether it is safe to put any amounts of FOG down the drain. Consideration will be given to how best to reach these groups in 2024.



**ATTACHMENTS**

1. Sample of Campaign Materials
2. “2023 ‘Wipe It, Green Bin It’ Campaign Results” Presentation

**REFERENCE**

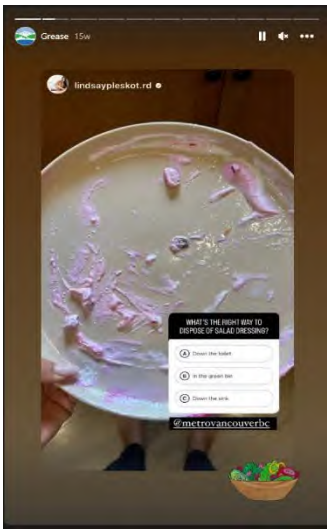
1. Campaign website: [wipeitgreenbinit.ca](http://wipeitgreenbinit.ca)

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Sample of Campaign Materials



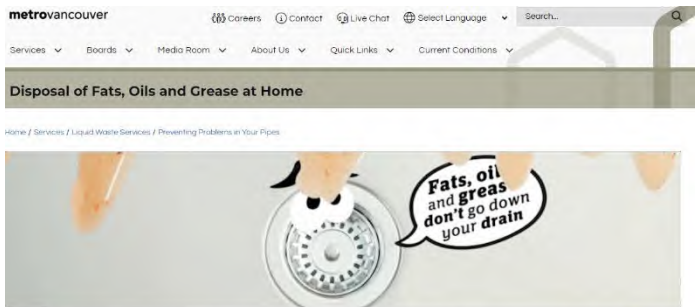
Campaign messaging on bus side



Social media posts by influencers



Transit shelter advertising



Putting fats, oils and grease down the sink can cause a real pain in the drain. As they travel through pipes and sewers, these items harden and pick up other materials along the way. The result: clogged pipes in your home and blocked sewers that can overflow into homes, businesses and the environment.

Campaign website ([wipeitgreenbinit.ca](http://wipeitgreenbinit.ca))



Social media image

## ATTACHMENT 2



Wipe It, Green Bin It outdoor campaign materials

# Wipe It, Green Bin It – 2023 Campaign Results

Carol Nicolls

Communications Specialist, Corporate Communications

Liquid Waste Committee - February 14, 2024  
65524599

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## OVERVIEW

- Residents 25-54
- Sept 25 to Nov 19
- Fats, oils, and grease (FOG)



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## RESULTS

Media buy



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3

## RESULTS

Survey

- 64% think there is no safe amount to put down drain (51% in 2017)
- 32% wash FOG down the drain (45% in 2017)



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4

## RESULTS

Survey

- 18-34 year olds more likely to dispose down drain (particularly men)
- 55% who saw campaign are more likely to dispose in green bin



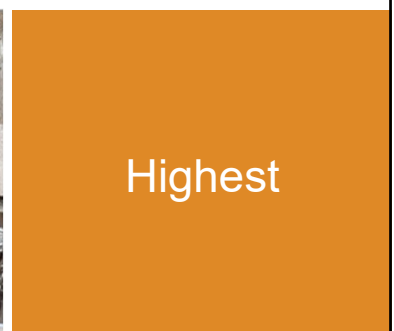
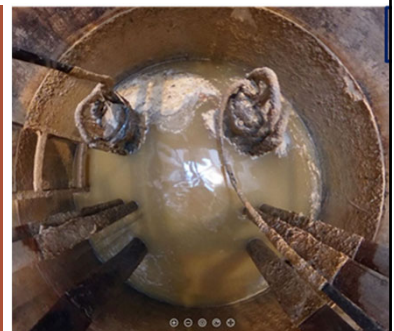
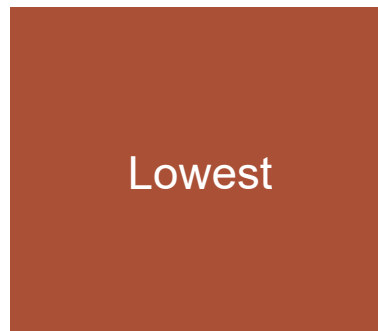
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## RESULTS

Pump stations

- Monitoring
- General decrease in FOG levels



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6

## PLANS FOR 2024

- Similar timing & approach
- Refresh creative
- Assess target audience
- Pump station monitoring



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7

