

**METRO VANCOUVER REGIONAL DISTRICT  
ZERO WASTE COMMITTEE**

**MEETING**

**Thursday, June 5, 2025**

**1:00 pm**

**28<sup>th</sup> Floor Committee Room, 4515 Central Boulevard, Burnaby, British Columbia**

**Webstream available at <https://www.metrovancover.org>**

**A G E N D A**

**A. ADOPTION OF THE AGENDA**

**1. June 5, 2025 Meeting Agenda**

That the Zero Waste Committee adopt the agenda for its meeting scheduled for June 5, 2025 as circulated.

**B. ADOPTION OF THE MINUTES**

**1. April 3, 2025 Meeting Minutes**

That the Zero Waste Committee adopt the minutes of its meeting held April 3, 2025 as circulated.

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**C. DELEGATIONS**

**D. INVITED PRESENTATIONS**

**E. REPORTS FROM COMMITTEE OR CHIEF ADMINISTRATIVE OFFICER**

**1. 2025 Food Scraps Recycling Campaign “Food Scraps Aren’t Garbage” Results**

*Pg. 9*

**Executive Summary**

The 2025 “Food Scraps Aren’t Garbage” campaign ran from January 13 to March 9, 2025. The campaign’s objective is to increase the diversion of organic waste into the green bin.

The target audience is people living in apartments and condos (adults ages 35+), who tend to use their green bins less than people living in houses. Knowing that people tend to conform to the perceived norm in their community, the strategy was to communicate that using the green bin is now the common and accepted behaviour in the region. The campaign performed strongly, with 45.1 million impressions, 2.1 million reach, nearly 5,000 social media engagements, and 12,700 visits to the website. The campaign will run again in early 2026.

**Recommendation**

That the Zero Waste Committee receive for information the report dated May 22, 2025, titled “2025 Food Scraps Recycling Campaign ‘Food Scraps Aren’t Garbage’ Results”.

**2. Solid Waste Management Plan Progress Update**

*Pg. 20*

**Executive Summary**

Metro Vancouver is a North American leader in waste reduction and recycling, having achieved a 65% recycling rate – roughly twice the Canadian average – and 11% reduction in waste generation since 2011. Metro Vancouver is updating its solid waste management plan, building on the strengths of the current plan and identifying opportunities to further advance waste reduction and recycling, reduce greenhouse gas emissions, and promote a circular economy. The plan update is supported by robust engagement and technical studies.

Metro Vancouver recently concluded the idea generation phase, where research and engagement contributed to the development of potential strategies and actions for an updated plan. Draft goals and a draft waste hierarchy were also developed and will be provided to the Zero Waste Committee and GVS&DD Board for consideration at an upcoming meeting. The draft solid waste management plan is anticipated to be provided to the Zero Waste Committee and GVS&DD Board in 2026 for consideration, prior to submission to the Minister of Environment and Parks.

**Recommendation**

That the GVS&DD Board Receive for information the report dated May 26, 2025, titled “Solid Waste Management Plan Progress Update”.

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**3. Manager's Report**

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**Recommendation**

That the Zero Waste Committee receive for information the report dated May 27, 2025, titled "Manager's Report".

**F. INFORMATION ITEMS**

**G. OTHER BUSINESS**

**H. RESOLUTION TO CLOSE MEETING**

*Note: The Committee must state by resolution the basis under section 90 of the Community Charter on which the meeting is being closed. If a member wishes to add an item, the basis must be included below.*

That the Zero Waste Committee close its meeting scheduled for June 5, 2025 pursuant to section 226 (1) (a) of the *Local Government Act* and the *Community Charter* provisions as follows:

90 (1) A part of a council meeting may be closed to the public if the subject matter being considered relates to or is one or more of the following:

- (a) personal information about an identifiable individual who holds or is being considered for a position as an officer, employee or agent of the municipality or another position appointed by the municipality.

**I. ADJOURNMENT**

That the Zero Waste Committee adjourn its meeting of June 5, 2025 meeting.

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Membership:

Kirby-Yung, Sarah (C) – Vancouver  
Hodge, Craig (VC) – Coquitlam  
Calendino, Pietro – Burnaby  
Darling, Steve – Port Coquitlam

Ferguson, Steve – Langley Township  
Locke, Brenda – Surrey  
Muri, Lisa – North Vancouver District  
Wallace, Rosemary – Langley City

Weverink, Paul – Anmore  
Wolfe, Michael – Richmond  
Zhou, Lenny - Vancouver



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**METRO VANCOUVER REGIONAL DISTRICT  
ZERO WASTE COMMITTEE**

Minutes of the Regular Meeting of the Metro Vancouver Regional District (MVRD) Zero Waste Committee held at 1:01 pm on Thursday, April 3, 2025 in the 28<sup>th</sup> Floor Committee Room, 4515 Central Boulevard, Burnaby, British Columbia.

**MEMBERS PRESENT:**

Chair, Director Sarah Kirby-Yung, Vancouver  
Vice Chair, Director Craig Hodge, Coquitlam\*  
Director Pietro Calendino, Burnaby\*  
Councillor Steve Darling, Port Coquitlam  
Director Steve Ferguson, Langley Township  
Director Brenda Locke, Surrey\* (arrived at 1:02 pm; departed at 2:45 pm)  
Director Lisa Muri, North Vancouver District  
Councillor Rosemary Wallace, Langley City\*  
Councillor Paul Weverink, Anmore  
Councillor Michael Wolfe, Richmond  
Director Lenny Zhou, Vancouver\*

\*denotes electronic meeting participation as authorized by the *Procedure Bylaw*

**OTHERS PRESENT:**

Glyn Lewis, Founder & CEO, Renewal Development  
Gil Yaron, Managing Director, Circular Innovation, Light House

**STAFF PRESENT:**

Jerry W. Dobrovolny, Chief Administrative Officer/Commissioner  
Paul Henderson, General Manager, Solid Waste Services  
Jacque Killawee, Deputy Corporate Officer, Board and Information Services

**A. ADOPTION OF THE AGENDA**

**1. April 3, 2025 Meeting Agenda**

**It was MOVED and SECONDED**

That the Zero Waste Committee agenda:

- a) be amended to move Item H to close the meeting after Item D; and
- b) adopt the agenda as amended.

**CARRIED**

1:02 pm Director Locke arrived at the meeting.

**B. ADOPTION OF THE MINUTES****1. February 6, 2025 Meeting Minutes****It was MOVED and SECONDED**

That the Zero Waste Committee adopt the minutes for its meeting held February 6, 2025 as circulated.

**CARRIED**

**C. DELEGATIONS**

No items presented.

**D. INVITED PRESENTATIONS****1. Glyn Lewis, Founder & CEO, Renewal Development and Gil Yaron, Managing Director, Circular Innovation, Light House**

Subject: Home Demolition Waste Prevention Forum

Glyn Lewis and Gil Yaron provided members with a presentation titled "Home Demolition Prevention" which outlined their work promoting house relocation and deconstruction, provided suggestions on regulator tools that local governments might implement, and invited the committee to the Home Demolish Waste Prevention Forum on June 2, 2025.

**H. RESOLUTION TO CLOSE MEETING****It was MOVED and SECONDED**

This matter is being presented at a closed meeting pursuant to Section 226 (1) (a) of the *Local Government Act* and the *Community Charter* provision(s) as follows:

90(1) A part of a council meeting may be closed to the public if the subject matter being considered relates to or is one or more of the following:

- (a) personal information about an identifiable individual who holds or is being considered for a position as an officer, employee or agent of the municipality or another position appointed by the municipality;
- (e) the acquisition, disposition or expropriation of land or improvements, if the council considers that disclosure could reasonably be expected to harm the interests of the municipality;
- (g) litigation or potential litigation affecting the municipality; and

90 (2) A part of a council meeting must be closed to the public if the subject matter being considered relates to one or more of the following:

- (b) the consideration of information received and held in confidence relating to negotiations between the municipality and a provincial government or the federal government or both, or between a provincial government or the federal government or both and a third party.

**CARRIED**

The Zero Waste Committee recessed at 1:38 pm.

The Zero Waste Committee reconvened at 2:11 pm, with item E1 before the Committee.

#### **E. REPORTS FROM COMMITTEE OR CHIEF ADMINISTRATIVE OFFICER**

**1. GVS&DD Notice of Bylaw Violation Enforcement and Dispute Adjudication Amendment Bylaw No. 387, 2025 (Tipping Fee Bylaw Provisions)**

Report dated March 18, 2025, from Paul Henderson, General Manager, Solid Waste Services, seeking GVS&DD Board adoption of *Greater Vancouver Sewerage and Drainage District Notice of Bylaw Violation Enforcement and Dispute Adjudication Amendment Bylaw No. 387, 2025*.

**It was MOVED and SECONDED**

That the GVS&DD Board:

- a) give first, second, and third reading to *Greater Vancouver Sewerage and Drainage District Notice of Bylaw Violation Enforcement and Dispute Adjudication Amendment Bylaw No. 387, 2025*; and
- b) adopt *Greater Vancouver Sewerage and Drainage District Notice of Bylaw Violation Enforcement and Dispute Adjudication Amendment Bylaw No. 387, 2025*.

**CARRIED**

**2. Single-Use Plastics Reduction Actions**

Report dated March 3, 2025, from Karen Storry, Senior Engineer, Solid Waste Services, updating the Zero Waste Committee on Metro Vancouver's initiatives to reduce single-use plastics.

**It was MOVED and SECONDED**

That the Zero Waste Committee receive for information the report dated March 3, 2025, titled "Single-Use Plastic Reduction Actions".

**CARRIED**

**3. 2025 Textiles Waste Reduction Campaign Update**

Report dated March 10, 2025, from Alison Schatz, Senior Communications Specialist, Corporate Communications, updating the Zero Waste Committee on the 2025 regional textiles waste reduction campaign.

Alison Schatz provided members with a presentation titled "2025 Textiles Waste Reduction Campaign Update" which provided the Committee with the context, messaging, and results of the campaign.

**It was MOVED and SECONDED**

That the Zero Waste Committee receive for information the report dated March 10, 2025, titled “2025 Textiles Waste Reduction Campaign Update”.

**CARRIED****4. Create Memories, Not Garbage 2024 Campaign Results**

Report dated March 25, 2025, from Alisha Drinkwater, Communications Specialist, Corporate Communications, updating the Zero Waste Committee on the results of the 2024 regional holiday waste-reduction campaign, “Create Memories, Not Garbage.”

Alisha Drinkwater provided members with a presentation titled “Create Memories, Not Garbage 2024 Campaign Results” which provided the Committee with the context, messaging, and results of the campaign.

2:45 pm Director Locke left the meeting.

**It was MOVED and SECONDED**

That the MVRD Board receive for information the report dated March 25, 2025, titled “Create Memories, Not Garbage 2024 Campaign Results.”

**CARRIED****5. Appointment of Enforcement Officer**

Report dated March 3, 2025, from Nicole MacDonald, Program Manager, Solid Waste Regulation, Environmental Regulation and Enforcement, requesting that the GVS&DD Board appoint a Metro Vancouver employee as a Board-designated officer.

**It was MOVED and SECONDED**

That the GVS&DD Board pursuant to the *Greater Vancouver Sewerage and Drainage District Municipal Solid Waste and Recyclable Material Regulatory Bylaw No. 181*, 1996 and the *Environmental Management Act* appoint Metro Vancouver employee Gabriel de Andrade Fazoni as an officer.

**CARRIED**

**6. Manager's Report**

Report dated March 27, 2025, from Paul Henderson, General Manager, Solid Waste Services, providing the Zero Waste Committee with updates on the Veolia Contract for the Waste to Energy Facility, new members to the Solid Waste Management Plan Public/Technical Advisory Committee, and the 2024 Federation of Canadian Municipalities Sustainable Communities Award for energy policy work and liquid waste and Waste to Energy Facility district energy projects.

**It was MOVED and SECONDED**

That the Zero Waste Committee receive for information the report dated March 27, 2025, titled "Manager's Report".

**CARRIED****F. INFORMATION ITEMS**

No items presented.

**G. OTHER BUSINESS**

No items presented.

**I. ADJOURNMENT****It was MOVED and SECONDED**

That the Zero Waste Committee adjourn its meeting of April 3, 2025.

**CARRIED**

(Time: 2:47 pm)

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Morgan Mackenzie,  
Legislative Services Coordinator

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Sarah Kirby-Yung,  
Chair

75387033



To: Zero Waste Committee

From: Shellee Ritzman, Division Manager, Corporate Communications  
Alisha Drinkwater, Communications Specialist, Corporate Communications

Date: May 22, 2025

Meeting Date: June 5, 2025

Subject: **2025 Food Scraps Recycling Campaign “Food Scraps Aren’t Garbage” Results**

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## RECOMMENDATION

That the Zero Waste Committee receive for information the report dated May 22, 2025, titled “2025 Food Scraps Recycling Campaign “Food Scraps Aren’t Garbage” Results”.

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## EXECUTIVE SUMMARY

The 2025 “Food Scraps Aren’t Garbage” campaign ran from January 13 to March 9, 2025. The campaign’s objective is to increase the diversion of organic waste into the green bin.

The target audience is people living in apartments and condos (adults ages 35+), who tend to use their green bins less than people living in houses. Knowing that people tend to conform to the perceived norm in their community, the strategy was to communicate that using the green bin is now the common and accepted behaviour in the region. The campaign performed strongly, with 45.1 million impressions, 2.1 million reach, nearly 5,000 social media engagements, and 12,700 visits to the website. The campaign will run again in early 2026.

## PURPOSE

To update the Committee on the results of the 2025 regional food scraps recycling campaign, “Food Scraps Aren’t Garbage.”

## BACKGROUND

2025 was the 12th year of the food scraps recycling campaign, which launched in 2014 ahead of the introduction of Metro Vancouver’s Organics Disposal Ban in 2015. It is one of five waste reduction behaviour change campaigns that — along with education, policy, and enforcement — contribute to the waste reduction objectives outlined in the *Integrated Solid Waste and Resource Management Plan* (2011). Since 2011, the amount of garbage produced per person (420 kg) has decreased by 26%.

Over time, the campaign strategy has shifted to focus on specific items or audiences to drive progress on green bin usage. According to 2024 post-campaign survey data, 85% of residents now say they always or often dispose of one or more items in the green bin. Waste composition data collected in 2023 shows that residents disposed an average of 15% less compostable organics in the garbage than in 2013 (before the Organics Disposal Ban was introduced).

This report provides an update on the results of the 2025 campaign as identified in the 2025 Zero Waste Committee Work Plan.

## 2025 REGIONAL FOOD SCRAPS RECYCLING CAMPAIGN

The 2025 “Food Scraps Aren’t Garbage” campaign was in market from January 13 to March 9, 2025. Organics like cores, peels, shells, and stems are still thrown in the garbage in significant quantities, so the primary objective was to increase the diversion of those types of organic waste into the green bin. The creative is used by organizations and governments across Canada and globally.

### Strategy

The objective, target audience, and strategy were the same as in the 2024 campaign. The target audience was Metro Vancouver residents living in apartments and condos (primarily adults ages 35–49 and secondarily 50+), who tend to use the green bin less than people living in houses: 2023 multi-family waste composition data showed that compostable organics remain the largest component of multi-family waste (34%).

The 2024 post-campaign survey identified the most common reasons that residents living in multi-family buildings do not use the green bin:

- Smells bad (30%)
- Attracts insects (27%)
- Messy, dirty, worried about spills (21%)
- Separating food scraps is inconvenient (14%)

To reduce the barriers, tips to make the process easier and cleaner (for both audiences), and for dealing with takeout containers (for adults 35–54), were woven into the campaign as a secondary message.

Knowing the people tend to confirm to the perceived norm in their community, the strategy was to communicate that using the green bin is now the common and accepted behaviour in the region. By communicating this social norm, and the benefits of recycling food scraps, the campaign encouraged those who were not already motivated to use the green bin to start doing so.

### Regional Media Placement

The paid media strategy included digital (YouTube, Facebook, Instagram, Pinterest, Google Search, social media influencers, and online banner ads), television PSA, radio (Move 103.5, Virgin, CKNW, and Rock 101), and elevator ads in residential buildings. All the placements directed to the campaign website (Reference 1).

New in 2025 were Global TV 10-second ads (Reference 2) and a 15-second TV PSA (Reference 3), digital banner ads, SkyTrain platform posters, produced radio spots, and collaborations with three lifestyle social media influencers.

The creative and tactics were tailored for each audience segment. For example, CKNW reached adults 50+, and Virgin Radio reached adults 35–54. On social media Facebook was used to reach adults 50+, while Instagram and Facebook were used for adults age 35–54.

**2025 Food Scraps Recycling Campaign “Food Scraps Aren’t Garbage” Results**

Zero Waste Committee Regular Meeting Date: June 5, 2025

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**Materials Shared with Metro Vancouver Members**

Campaign materials were made available to all Metro Vancouver members, including social media content and co-branded assets like transit shelter ads and recycling calendars. At least four members used the materials on their social media channels and throughout their municipalities.

**Media Performance**

- The campaign delivered 45.1 million total impressions.
- Traditional media placements delivered 33.8 million impressions across out-of-home tactics (residential elevator screens saw 4.9 million impressions and SkyTrain posters saw 12.4 million impressions) and broadcast (radio received 6 million impressions). The television PSA aired 179 times.
- The targeted digital tactics delivered 11.3 million impressions across social media, YouTube, Google Search, and digital banner ads. Meta (Facebook and Instagram) received a reach of 958,000. Pinterest saw a reach of 159,000.
- The video and social media posts from social media influencers Erin Jay and Tothe9s (Ricci Yumang and Cassie Fajilan) performed well with 261,000 video views, 377,000 reach, 1,380 engagements (likes, comments, shares, saves), and 109 link clicks.
- Organic social media saw a reach of 14,400, 3,350 video views, 465 engagements (likes, comments, shares, and saves), and 125 link clicks.

**Website Performance**

- Over the campaign period, there were 12,700 web sessions — just over 225 per day — consistent with previous campaign flights.
- Users spent an average of 3:34 on the site, indicating that people were taking the time to read the content.
- Besides the landing page, the most popular pages were “Tips for Green Binning,” followed by “What Goes in the Green Bin,” and “What to Do with Confusing Items.”

**Plans for 2026 Regional Campaign**

The campaign will run again in early 2026. It will continue to use the existing creative platform because performance is strong. The target audience and key messages are to be determined but will be based on insights from the 2025 campaign and data from the solid waste audit.

**ALTERNATIVES**

This is an information report. No alternatives are presented.

**FINANCIAL IMPLICATIONS**

The 2025 food scraps recycling campaign has a budget of \$157,889 supported under the Zero Waste Communications Program of the 2025 General Government budget.

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**CONCLUSION**

2025 was the 12th year of the “Food Scraps Aren’t Garbage” campaign, which aims to increase diversion of organic waste into the green bin. The food faces creative platform was used once again in 2025, with two target audiences that both tend to live in apartments and condos and use their green bin less (adults ages 35+). Knowing that people tend to conform to the perceived norm in their community, the strategy was to communicate that using the green bin is now the common and accepted behaviour in the region. The campaign performed strongly, with 45.1 million impressions, 2.1 million reach, nearly 5,000 social media engagements, and 12,700 visits to the website. The campaign will run again in 2026, informed by learnings from 2025 and building on the long-term equity of the creative platform.

**ATTACHMENT**

1. Presentation: 2025 Food Scraps Recycling Campaign “Food Scraps Aren’t Garbage” Results.

**REFERENCES**

1. Metro Vancouver. (2025). Food Scraps Aren’t Garbage campaign website.  
<https://metrovanancouver.org/foodscraps>
2. Metro Vancouver. (2024, November). 10s\_Metro Vancouver\_Green\_Bin\_Nov2024 [Video]. Vimeo.  
<https://vimeo.com/1032056491/db29e0d263?share=copy>
3. Metro Vancouver. (2024, November). Prevent Bad Gas -GYM 2024\_15 TV PSA [Video]. Vimeo.  
<https://vimeo.com/1031722018?share=copy>

75128494



## 2025 Food Scraps Recycling Campaign

### RESULTS

Alisha Drinkwater  
Communications Specialist

Zero Waste Committee, June 5, 2025  
75360997

**metrovancover**

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## BACKGROUND

### 2025 Regional Food Scraps Recycling Campaign

<b>Timing</b>	January 13 to March 9, 2025
<b>Objective</b>	Increase diversion of organic waste into the green bin
<b>Audience</b>	Residents who live in apartments and condos <ul style="list-style-type: none"> <li>• Adults 35–49</li> <li>• Adults 50+</li> </ul>



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## STRATEGY

### Social Norm

- People tend to conform to the perceived norm in their community
- Using the green bin is now the common and accepted behavior in Metro Vancouver



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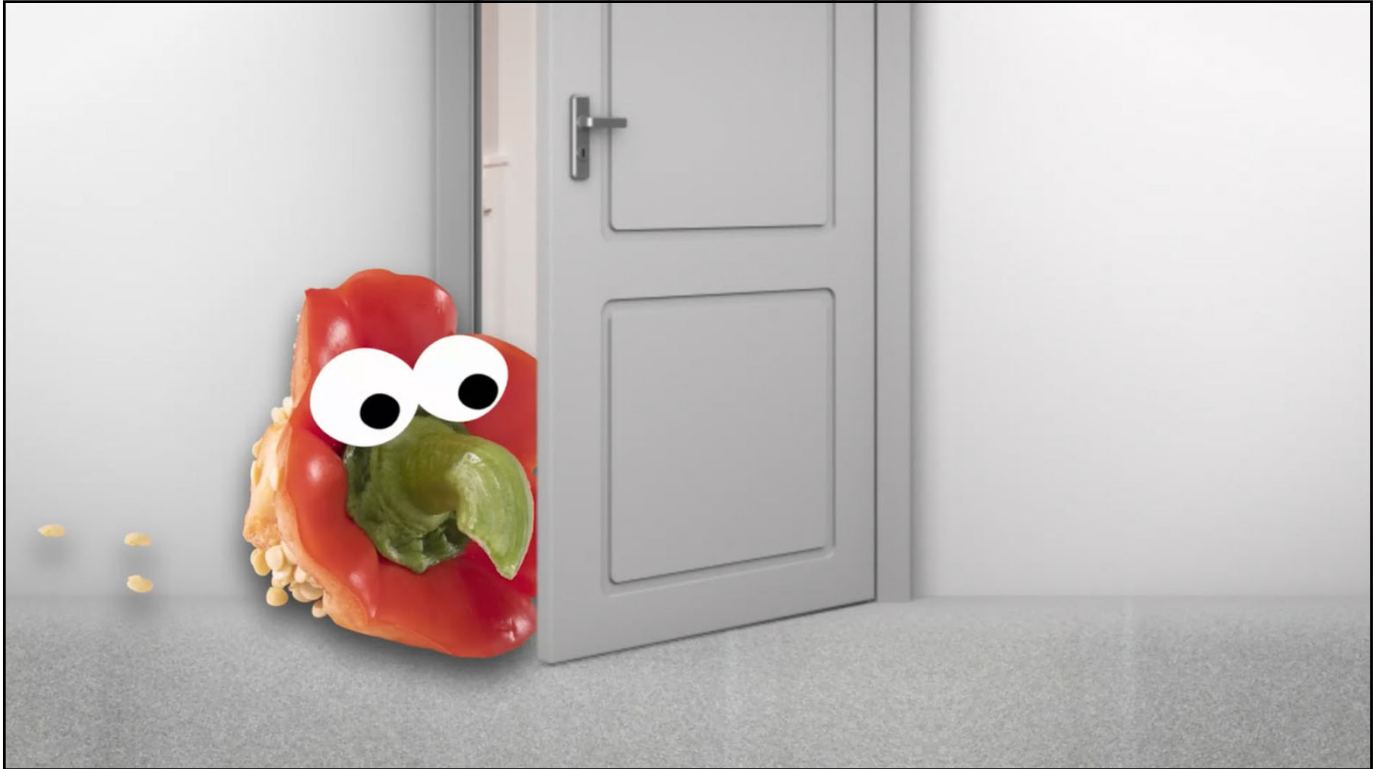
## CREATIVE



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## REGIONAL MEDIA PLACEMENT

- Social media (YouTube, Facebook, Instagram, Pinterest)
- Google Search
- Digital banner ads
- Television PSA and ads
- Radio (Move 103.5, Virgin Radio, CKNW, Rock 101)
- Elevator screens in multi-family buildings
- SkyTrain platform posters
- Social media influencers

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## TELEVISION AD



10-second Ad



15-second TV PSA

metrovanancouver

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## SKYTRAIN POSTERS



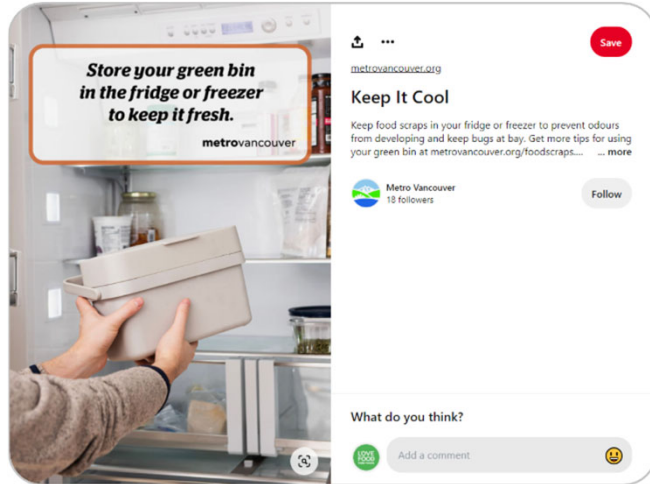
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## SAMPLE CREATIVE



Pinterest



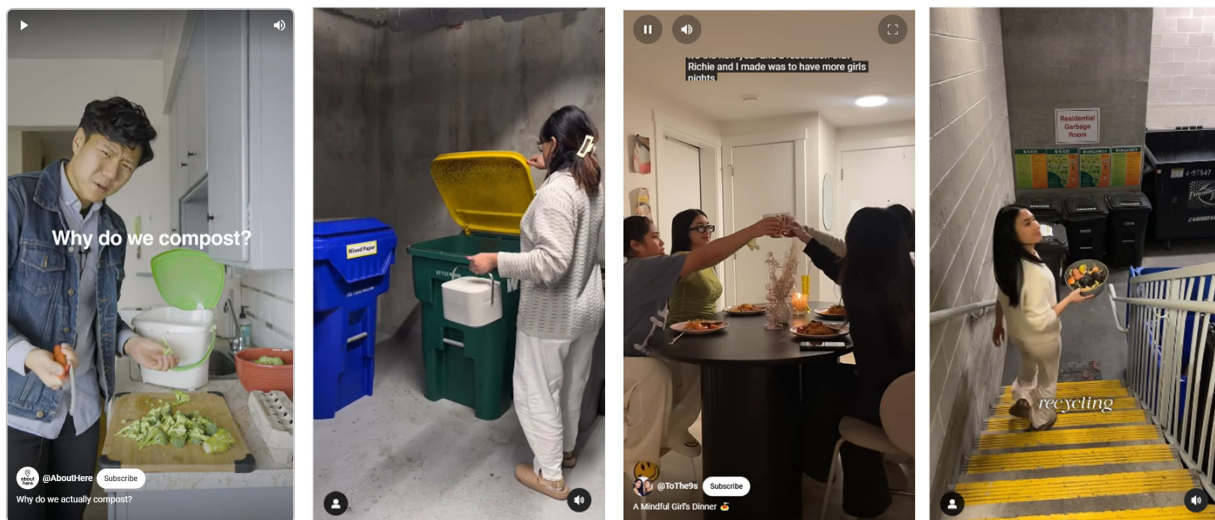
Digital banner ads

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## SOCIAL MEDIA INFLUENCERS




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## SAMPLE CREATIVE

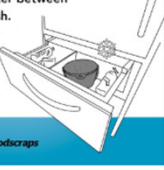


**Metro Vancouver**  
★ Favourites · 13 January ·

Using your green bin doesn't have to be a chore. Try these tips to make compost part of your routine.

**Store your green bin in the freezer.**

Start with a clean bin and store it in the freezer between uses to keep it fresh. Got a small space? Use a resealable bag instead.




[metrovancover.org/foodscraps](http://metrovancover.org/foodscraps)

Food Scraps Aren't Garbage [Learn more](#)

**Clean your green bin regularly.**

Wash your green bin often to avoid odours and pests. Water mixed with lemon juice or white vinegar is an effective, natural cleaner.



[metrovancover.org/foodscraps](http://metrovancover.org/foodscraps)

Food Scraps Aren't Garbage

Facebook Post (Tips)



**Put bones & shells in the green bin.**



**12:01**  
PATTISON **IRAN** hangs former Iranian-British defense ministry official over spy claim  
Global NEWS  
Traffic provided by **NAVIX**

Elevator Screen

Ad · <http://www.metrovancover.org/> ·

**Food Scraps Recycling - Metro Vancouver**

Questions on composting? Tips to make composting an easier, cleaner task in your household. See what belongs in the green bin and what does not. Check out our tools and resources! Reduce Landfill Waste. Keep It Clean. Use Your Scraps. Separate Your Scraps.

**Green Bin Confusion?**  
Find out what to do with confusing items.

**Food Scraps Recycling**  
Learn the benefits of using a green bin and why it matters.

**Plastics in the Green Bin**  
Learn more about what happens if plastics end up in the green bin.

**Tips for Green-Binning**  
Find more information on food scraps recycling.

Google Search Ad



**Keep Coffee Cups Out of the Green Bin**

Paper cups can be recycled with your containers at home. Cups labelled 'compostable' or 'biodegradable' are not accepted in food scraps or the blue bin in Metro Vancouver. Put these in the garbage. The best option is to bring a reusable mug.



[metrovancover.org/foodscraps](http://metrovancover.org/foodscraps)

Liked by mvhousing and others

metrovancover Picking up food or coffee on the go? Join Metro Vancouverites leveling up their green-binning skills with these easy tips! Find out more at [metrovancover.org/](http://metrovancover.org/) #FoodScrapsArentGarbage #metrovancover #composting #ZeroWaste #sustainability


Instagram (Tips)

metrovancover

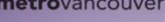
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## MEMBERS




**westvandistrict**




**Green bin? I'm in!**



Liked by amblesidefarmersmarket\_afms and others  
westvandistrict Using your green bin is an easy way to reduce greenhouse gas emissions!



**City of Surrey**  
6h ·




**Metro Vancouver**  
2d ·


By using their green bins, Metro Vancouverites saved more than 400,000 tonnes of food scraps from the garbage in 2023.

Get tips to join the green bin party at [metrovancover.org/foodscraps](http://metrovancover.org/foodscraps).

#FoodScrapsArentGarbage




avocado in apartment nine. Okay, let's go. Pepper later.



**Village of Anmore**  
8h ·

Composting food scraps can create a big impact. Read [Metro Vancouver's](#) tips for effectively utilizing your green bin!




**Metro Vancouver**  
2d ·

Picking up food or coffee on the go? Join Metro Vancouverites leveling up their green-binning skills with these easy tips!

Find out more at <https://ow.ly/Vc9150UMXm4>  
#FoodScrapsArentGarbage

**Wooden Utensils Go in the Green Bin**

Wooden items, like skewers, toothpicks, popsicle sticks, and chopsticks, can all go in your green bin.



**Take the Grease Test**

Does a paper towel container? Do the grease test. If the grease goes through, it's safe for the green bin. If it doesn't, it may have a coating or plastic liner. Put it in the garbage or recycling.

Find out how to recycle labeled containers at [recycling.ca/what-can-i-recycle](http://recycling.ca/what-can-i-recycle)

**Keep Coffee Cups Out of the Green Bin**

Paper cups can be recycled with your containers at home. Cups labelled 'compostable' or 'biodegradable' are not accepted in food scraps or the blue bin in Metro Vancouver. Put these in the garbage. The best option is to bring a reusable mug.

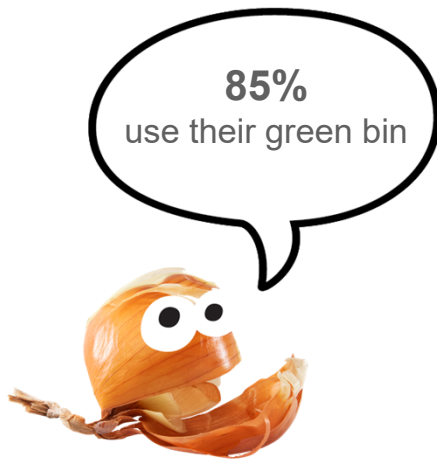
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## RESULTS

Highlights



**45.1**  
**million**  
impressions

**12,700**  
website sessions

**5,000**  
social media likes,  
comments, and shares

**2.1**  
**million**  
reach

metrovancover

13

13

metrovancover



Thank You

metrovancover

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To: Zero Waste Committee

From: Stephanie Liu, Program Manager, Community Engagement, Solid Waste Services

Date: May 26, 2025

Meeting Date: June 5, 2025

Subject: **Solid Waste Management Plan Progress Update**

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## **RECOMMENDATION**

That the GVS&DD Board Receive for information the report dated May 26, 2025, titled “Solid Waste Management Plan Progress Update”.

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## **EXECUTIVE SUMMARY**

Metro Vancouver is a North American leader in waste reduction and recycling, having achieved a 65% recycling rate – roughly twice the Canadian average – and 11% reduction in waste generation since 2011. Metro Vancouver is updating its solid waste management plan, building on the strengths of the current plan and identifying opportunities to further advance waste reduction and recycling, reduce greenhouse gas emissions, and promote a circular economy. The plan update is supported by robust engagement and technical studies.

Metro Vancouver recently concluded the idea generation phase, where research and engagement contributed to the development of potential strategies and actions for an updated plan. Draft goals and a draft waste hierarchy were also developed and will be provided to the Zero Waste Committee and GVS&DD Board for consideration at an upcoming meeting. The draft solid waste management plan is anticipated to be provided to the Zero Waste Committee and GVS&DD Board in 2026 for consideration, prior to submission to the Minister of Environment and Parks.

## **PURPOSE**

This report provides the GVS&DD Board an update on the status of the solid waste management plan update process.

## **BACKGROUND**

In November of 2019 the GVS&DD Board (Board) authorized initiating an update of the regional solid waste management plan. The current plan was approved by the Minister of Environment in 2011. Since the initiation of the process, Metro Vancouver has convened an engagement panel, conducted pre-engagement to receive feedback on how audiences wanted to be involved, formed two key advisory committees, and completed the vision and guiding principles and idea generation phases of engagement. Technical studies supporting the plan update are also ongoing.

Engagement on the vision and guiding principles phase occurred in 2023, with the GVS&DD Board approving a vision statement and guiding principles for the updated plan at its June 2024 meeting. The idea generation phase was completed in 2024, with work being done in early 2025 to compile and analyze the feedback received. Options analysis engagement will launch later this year.

The following timeline shows the phases of the solid waste management plan update:



### **SOLID WASTE MANAGEMENT PLAN PROGRESS AND UPCOMING REPORTS**

Metro Vancouver is a North American leader in waste reduction and recycling, having achieved a 65% recycling rate – roughly twice the Canadian average – and 11% reduction in waste generation since 2011. The current solid waste management plan contains goals, strategies, and actions for the management of garbage and recyclable materials. Metro Vancouver is developing an updated solid waste management plan, building on the strengths of the current plan and identifying opportunities to further advance waste reduction and recycling, reduce greenhouse gas emissions, and promote a circular economy. This long-term plan anticipates issues and opportunities in the next 20 to 25 years, while planning for actions the region can take in the next 10 years.

Staff anticipate providing the draft plan to the Zero Waste Committee and GVS&DD Board for consideration in 2026, for submission to the Minister of Environment and Parks.

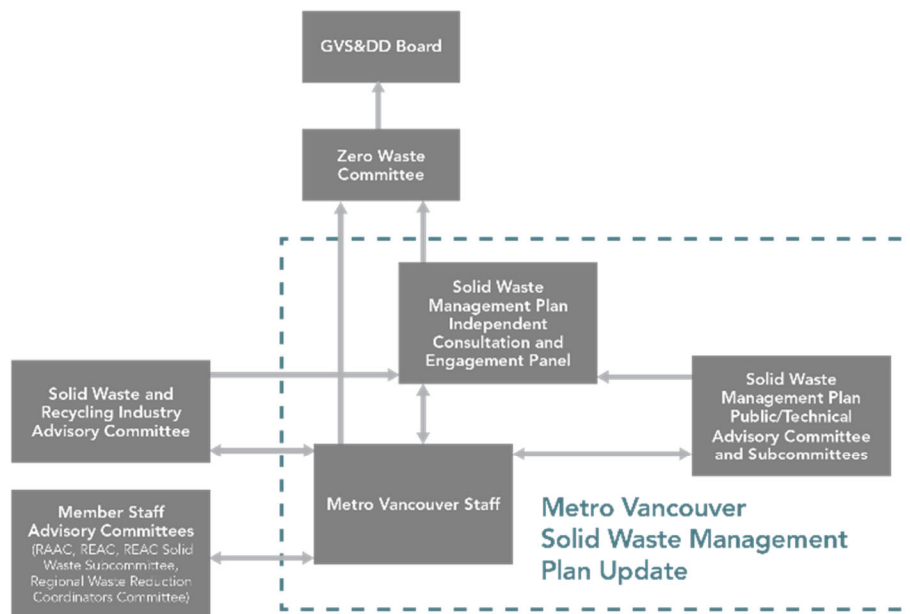
### **Committees and Framework**

In 2020, the Solid Waste Management Plan Independent Consultation and Engagement Panel (Engagement Panel) was formed to provide third-party expert advice on the development of a comprehensive and inclusive engagement process to help inform the plan update. The panel demonstrates Metro Vancouver's commitment to a robust engagement process. The Engagement Panel continues to meet regularly and provide advice on engagement planning and implementation.

The Solid Waste Management Plan Public/Technical Advisory Committee and Solid Waste and Recycling Industry Advisory Committee were formed in 2022. Both these committees have met regularly since their formation to discuss topics relevant to the development of an updated solid waste management plan.

The following diagram shows a framework for the involvement of various committees that have a role in providing input to the development of an updated solid waste management plan. Following GVS&DD Board approval, the draft plan would require approval by the Minister of Environment and Parks:





### Engagement Update

Metro Vancouver is committed to delivering a robust and inclusive engagement process to help inform the updated plan, to make a better plan for all who are impacted. After the vision statement and guiding principles were approved by the Board in June 2024, Metro Vancouver launched idea generation engagement, to gather ideas on potential strategies and actions for an updated plan from First Nations, member jurisdictions, regional districts, advisory committees, the waste and recycling industry, waste producers, businesses, communities, and Metro Vancouver residents. The ideas gathered during the idea generation phase are being compiled and considered using a set of criteria, resulting in a set of draft actions and strategies for further refinement through engagement with First Nations, local governments, and the public.

The idea generation engagement summary report will be provided to the Zero Waste Committee and GVS&DD Board at an upcoming meeting.

### Draft Goals and Waste Hierarchy

Informed by prior engagement feedback and research, draft goals and a draft waste hierarchy were developed and are being refined through review and feedback by advisory committees including the Regional Engineers Advisory Committee Solid Waste Sub-Committee, Solid Waste Management Plan Public/Technical Advisory Committee, and the Solid Waste and Recycling Industry Advisory Committee. Draft options analysis criteria have also been provided to advisory committees for input.

The goals and waste hierarchy for the updated solid waste management plan will outline the long-term aims of the plan and provide an organizing structure for prioritizing actions and strategies. Staff plan to bring the draft goals and hierarchy to the Zero Waste Committee and GVS&DD Board for consideration at an upcoming meeting.

### **Technical Studies Update**

Metro Vancouver has engaged Stantec to complete three technical studies as part of the solid waste management plan update process:

- A review of current national and international practices for managing residual waste that remains after waste prevention and recycling efforts, including suggested criteria to assist Metro Vancouver with future residual waste management decision making.
- A review of recycling opportunities for waste concrete and asphalt, which included a webinar for government staff, industry professionals, and associations to share knowledge on proven and future applications.
- A review of solid waste management plan performance metrics utilized in other jurisdictions and their applicability to the updated solid waste management plan.

Metro Vancouver has received input on these studies from advisory committees including the Regional Engineers Advisory Committee Solid Waste Sub-Committee, Solid Waste Management Plan Public/Technical Advisory Committee, and the Solid Waste and Recycling Industry Advisory Committee. The residuals management review and the performance metrics review are expected to be completed by the fall, and completion of the concrete and asphalt study is targeted for early summer. The completed studies will inform components of the draft plan.

### **ALTERNATIVES**

This is an information report. No alternatives are presented.

### **FINANCIAL IMPLICATIONS**

Technical work and engagement on the solid waste management plan update are included in the approved Solid Waste Services budget.

### **CONCLUSION**

Metro Vancouver is updating its solid waste management plan, building on the strengths of the current plan and identifying opportunities to further advance waste reduction and recycling, reduce greenhouse gas emissions, and promote a circular economy. The plan update process involves a robust and inclusive engagement process, as well as technical studies on topics such as residual waste, concrete and asphalt recycling, and performance metrics. These activities have been taking place over multiple phases and years.

Metro Vancouver recently concluded the idea generation phase, to develop potential strategies and actions for an updated plan. These ideas will be evaluated in the options analysis phase. Reports summarizing idea generation engagement, and presenting draft goals and a draft waste hierarchy for consideration, will be provided to the Zero Waste Committee and GVS&DD Board at an upcoming meeting. Staff anticipate completing the draft plan and providing it to the Zero Waste

Committee and GVS&DD Board for consideration in 2026, prior to submission to the Minister of Environment and Parks.

**ATTACHMENTS**

1. Presentation: Solid Waste Management Plan Progress Update.

**REFERENCES**

1. Metro Vancouver. (2025). Solid Waste Management Plan Update web page.  
<https://metrovancover.org/services/solid-waste/solid-waste-management-plan-update>.

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Metro Vancouver Staff Workshop

## Solid Waste Management Plan Progress Update

Stephanie Liu

Program Manager, Community Engagement, Solid Waste Services

Zero Waste Committee, June 5, 2025  
76613856

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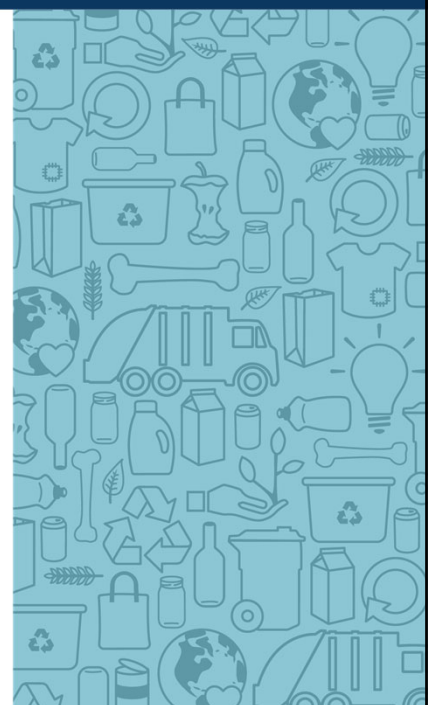
## UPDATED SOLID WASTE MANAGEMENT PLAN

Current achievements:

- 11% reduction in waste generation (Goal: 10%)
- 65% recycling rate (Goal: 80%)

Updated plan will identify how to further:

- ✓ Reduce waste
- ✓ Increase recycling
- ✓ Reduce greenhouse gas emissions
- ✓ Support a circular economy



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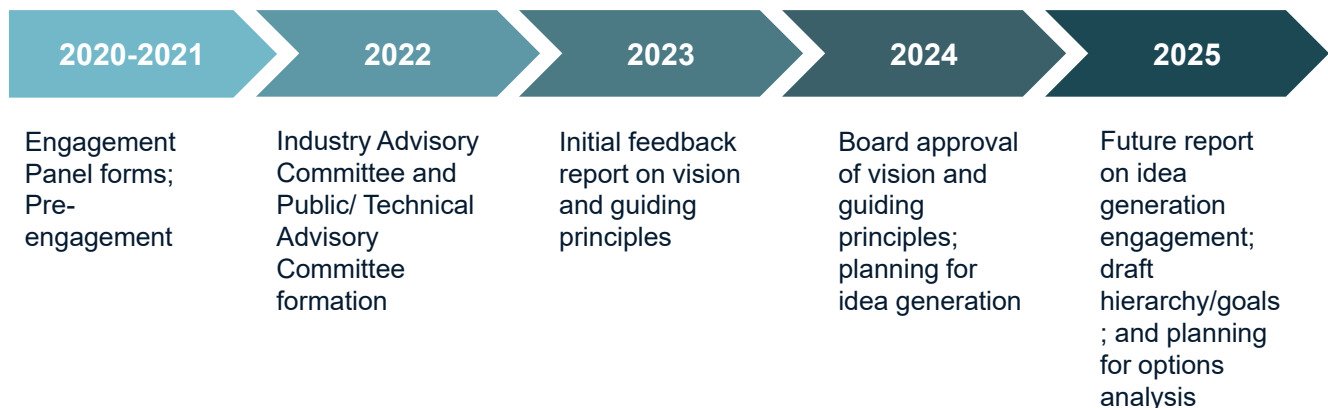
## PROJECT TIMELINE UPDATE



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## COMMITTEE/BOARD REPORTING TIMELINE



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## PLANNING HORIZON

Actions focused on the next 10 years, planning for 2050



## CONSULTATION AND ENGAGEMENT PANEL

- Third-party expert advice on the development of a comprehensive and inclusive engagement process
- Works with staff during all phases of engagement and provides reflections on the process
- Opportunities for public to present to the Engagement Panel directly

### Panel Members:

**Andrea Reimer**, Tawâw Strategies, Chair

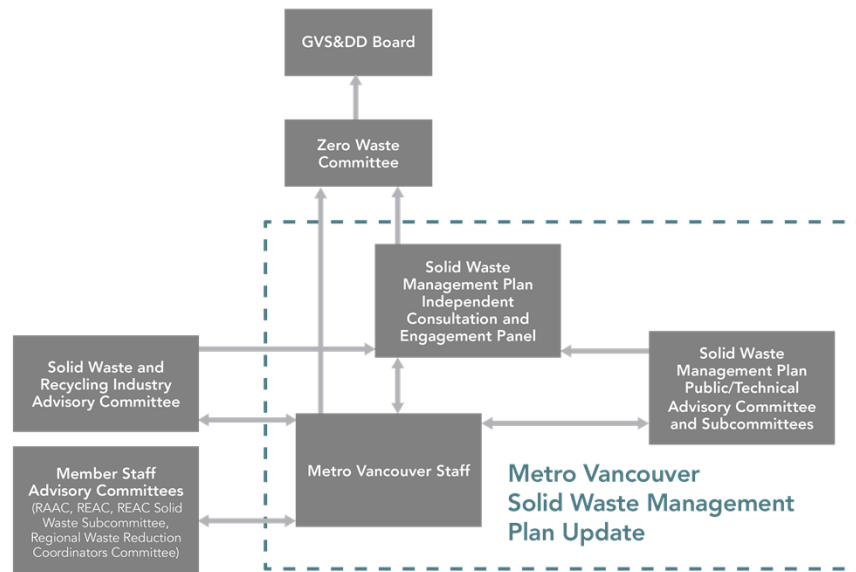
**Cheryl Brooks**, Indigenuity Consulting

**Peter Fassbender**, Fassbender Consulting Inc., former MLA and Mayor

**Veronika Bylicki**, CityHive co-founder

**Sarah Kirby-Yung**, Director, Metro Vancouver Board (Zero Waste Committee liaison)

## COMMITTEE FRAMEWORK



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## PLAN COMPONENTS

### Vision & Guiding Principles

- Set the plan direction and reflect fundamental values

### Goals

- Long-term aims to be achieved as an outcome of the plan

### Metrics & Targets

- A way of measuring progress

### Strategies & Actions

- Product of idea generation and options analysis

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## VISION AND GUIDING PRINCIPLES

Complete

“A thriving region where nothing is wasted and resources are valued.”



A solid waste and recycling system that is **affordable**, convenient, and consistent across the region.



**Inclusive** solid waste services and programs.



A solid waste system that is **resilient** to climate change and future challenges.



**Innovation and collaboration** to support a vibrant regional economy that keeps products and materials in circulation.



**Accountability** from residents, businesses, and governments to prevent waste.



**Transparency** about what happens to waste and recycling.



**Environmental stewardship** and climate action.

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## WORK CURRENTLY UNDERWAY

- Drafted and being reviewed with advisory committees:
  - Goals – *report coming soon*
  - Waste hierarchy – *report coming soon*
  - Options analysis criteria
- Future: draft actions and strategies
  - Will be shared during options analysis engagement

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## TECHNICAL STUDIES

- Residual waste
- Concrete and asphalt recycling opportunities
- Performance metrics



Workshop

Thank you



To: Zero Waste Committee

From: Paul Henderson, General Manager, Solid Waste Services

Date: May 27, 2025

Meeting Date: June 5, 2025

Subject: **Manager's Report**

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## **RECOMMENDATION**

That the Zero Waste Committee receive for information the report dated May 27, 2025, titled "Manager's Report".

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### **District Energy Funding**

Metro Vancouver has received \$2.5 million in funding from the federal government through the Low Carbon Economy Fund, for development of the Waste-to-Energy Facility District Energy System. This system will provide heat and hot water for up to 50,000 homes in Vancouver and Burnaby and reduce greenhouse gas emissions by up to 70,000 tonnes per year, aligning with Metro Vancouver's goals for a resilient region. It will include an energy centre located adjacent to the Waste-to-Energy Facility, incorporating amenities such as educational space and electric vehicle charging stations.

The Low Carbon Economy Fund supports projects that help reduce Canada's greenhouse gas emissions, generate clean growth, build resilient communities and create good jobs for Canadians.

The Greater Vancouver Sewage and Drainage District (GVS&DD) applied for funding for the Waste-to-Energy District Energy Project through the Low Carbon Economy Challenge stream, which supports the use of proven, low-carbon technologies to reduce greenhouse gas emissions.

### **Continuous Improvements at Metro Vancouver Recycling and Waste Centres**

As part of ongoing efforts to increase waste reduction and recycling across the region, Metro Vancouver continuously works to expand services provided at the recycling and waste centres.

The Langley Recycling and Waste Centre began accepting used oil, antifreeze, and oil filters in April 2025 through an agreement with Interchange Recycling, the Extended Producer Responsibility program for these materials. Starting June 9, 2025, the Langley Recycling and Waste Centre will accept paint, aerosol paint, and household hazardous waste for recycling at no charge to customers. This service is offered through an agreement with Product Care, the Extended Producer Responsibility program for these materials, which provides financial incentives to Metro Vancouver for their collection. The North Shore, United Boulevard, and Central Surrey recycling and waste centres currently accept both these materials.

Other improvements at the facilities include a new Return-It Express & GO station at the Central Surrey Recycling and Waste Centre, and an expansion of Reuse Days.

Expanding waste reduction and recycling opportunities at recycling and waste centres helps to increase convenience and accessibility for residents to further reduce waste and increase recycling.

### **Waste-to-Energy Facility Carbon Capture and Storage Report**

At its April 4, 2024 meeting, the Zero Waste Committee was informed that Metro Vancouver has retained a consulting team of Norda Stelo, Exergy, and CWA Engineers to complete an assessment of CO<sub>2</sub> capture, transportation, utilization, and storage options specific to the Waste-to-Energy Facility. The consultants were also asked to determine requirements, costs, and other conceptual design details (technology, space, energy, project delivery options, etc.) for capture of greenhouse gas emissions from the facility.

The study is now complete and posted on Metro Vancouver's website (Reference 1). The study concluded that carbon capture and utilization may be an option in the future, but the available land at the Waste-to-Energy Facility would only allow capture of about one third of CO<sub>2</sub> emissions annually based on the current commercially ready technology, and there are no locally available utilization or storage options. The estimated costs to capture one third of CO<sub>2</sub> emissions at the Waste-to-Energy Facility, and to transport the captured CO<sub>2</sub> to potential geological storage locations, are estimated to be approximately \$135 million for capital and \$33 million annually for operating, transportation, and storage. Developments in carbon capture, utilization technologies, and markets will continue to be monitored.

### **National Zero Waste Council Receives Canada Plastics Pact Knowledge and Insights Leadership Award**

The National Zero Waste Council has been recognized by the Canada Plastics Pact with a "Knowledge and Insights Leadership Award". This award was presented at the Canada Plastics Pact Partner Summit in April 2025 as part of the 2025 Canadian Circular Economy Summit. This award recognizes the work that the National Zero Waste Council and Metro Vancouver have done to collaboratively advance knowledge on circular economy solutions for plastics packaging that focus on waste prevention and reuse.

### **2025 Zero Waste Conference**

Registration has launched for the Metro Vancouver Zero Waste Conference (Reference 2), held at the Vancouver Convention Centre on November 27, 2025. This year's conference theme is "Innovation and the business case for waste prevention". The one-day conference is an opportunity to engage with visionaries, innovators, and change-makers who are paving the way to a stronger, cleaner future. This year, we will explore how strengthening our economy by reducing waste isn't just aspirational: it's essential, and it's happening now. Afternoon workshops will spark meaningful conversations about addressing systemic barriers and scaling new solutions in key sectors of the economy like hospitality, entertainment, housing and construction, and technology. The day will close with a light networking reception. Zero Waste Committee members can email [ZWConference@metrovancouver.org](mailto:ZWConference@metrovancouver.org) to register.

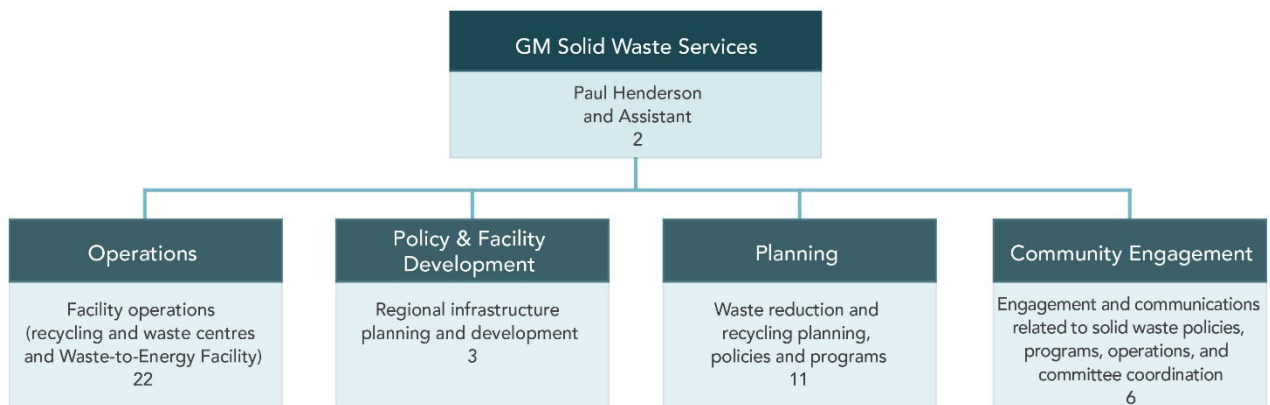


### 2025 Single-Use Item Reduction Campaign Update

The 2025 single-use item reduction campaign, “What’s your Superhabit?”, will be in market from June 16 to August 10, 2025. This is the fifth year of the campaign. The objective is to reduce the use and disposal of single-use items among Metro Vancouver residents, particularly those aged 18–44 who are more likely to have received a single-use item in the past day. New in 2025, a secondary segment will focus on people who work in offices, who tend to generate a high volume of cups, containers, and utensils (according to the 2023 Commercial & Institutional Waste Composition Study). The strategy to celebrate the small daily actions we all take to reduce single-use items will be used again. The creative continues to feature everyday people in powerful, superhero-like poses holding reusable items. Media placements include social media (YouTube, Instagram, Facebook, Pinterest), radio (Z95.3, CFOX, Virgin and Move), streaming (Spotify), and digital out of home (office elevator screens and SkyTrain). The campaign website (Reference 3) features easy tips to start a Superhabit and reduce single-use items. An outreach and social media strategy, including social media influencers and in-person celebrations, will be used to create genuine moments of celebration and further amplify the message.

### Solid Waste Services Organization Chart

Below is a high-level Solid Waste Services organization chart as requested by Director Wolfe by email on April 11, 2025. The numbers show staff in each group.



### Greater Vancouver Sewage and Drainage District (GVS&DD) Audited 2024 Financial Statements

At its April 25, 2025 meeting, the GVS&DD Board approved Metro Vancouver’s “2024 Annual Financial Results and Audited Financial Statements”. Legislation requires that annual audited financial statements for the Metro Vancouver Districts and Metro Vancouver Housing Corporation are presented and approved by the Board and submitted to the Province by May 15th each year. The report provides an explanation for the operating surplus and capital project spend in 2024 (Reference 4).

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**2025 Zero Waste Committee Work Plan**

The attachment to this report sets out the Committee's work plan for 2025. The status of work program elements is indicated as pending, in progress or complete. The listing is updated as needed to include new issues that arise, items requested by the Committee, and changes in the schedule.

**ATTACHMENTS**

1. Zero Waste Committee 2025 Work Plan.
2. Presentation: 2025 Single-Use Item Reduction Campaign Update.

**REFERENCES**

1. Metro Vancouver. (2025). Waste To Energy Facility Carbon Capture and Storage report. [Waste-to-Energy Facility Carbon Capture and Storage – 2025](#)
2. Metro Vancouver. (2025). Zero Waste Conference website. [Zero Waste Conference](#)
3. Metro Vancouver. (2025). Superhabits campaign website. [What's Your Superhabit | Metro Vancouver](#)
4. Metro Vancouver. (2025, April). GVS&DD Board Report titled "2024 Annual Financial Results and Audited Financial Statements". Metro Vancouver website <https://metrovancover.org/boards/GVSDD/SDD-2025-04-25-AGE.pdf>.

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**Zero Waste Committee 2025 Work Plan**

Report Date: May 27, 2025

**Priorities**

<b>1<sup>st</sup> Quarter</b>	<b>Status</b>
2023 Annual Solid Waste and Recycling Statistics	Complete
2025 Food Scraps Recycling Campaign Update	Complete
2025 Textile Waste Reduction Campaign Update	Complete
2024 Holiday Waste Reduction Campaign Results	Complete
Recycling and Waste Centre Reuse Scale-Up	Complete
Repair Events, Reuse Programs, and Regional Food Recovery Network	Complete
Multi-Family Residential Waste Prevention	Complete
<b>2<sup>nd</sup> Quarter</b>	<b>Status</b>
2024 Waste Composition Program Results	Pending
2024 Disposal Ban Program Results	Pending
Solid Waste Management Plan Goals and Idea Generation Summary	Pending
2025 Food Scraps Recycling Campaign Results	In Progress
2024 Year End Financial Report	In Progress
2025 Single-Use Item Reduction Campaign Update	Pending
2025 Zero Waste Conference	Complete
2025 Love Food Hate Waste National Campaign Update	Complete
<b>3<sup>rd</sup> Quarter</b>	<b>Status</b>
North Surrey and Langley Recycling Depot Development Update	Pending
2025 Solid Waste and Recycling Industry Advisory Committee Report	Pending
Source Reduction Incentive Program	Pending
2024 Waste-to-Energy Facility Financial Summary	Pending
Waste-to-Energy District Energy System Update	Pending
2024 Waste-to-Energy Facility Environmental Performance Summary	Pending
2025 Textile Waste Reduction Campaign Results	Pending
<b>4<sup>th</sup> Quarter</b>	<b>Status</b>
National Zero Waste Council Progress Update	Pending
2026 Tipping Fee Bylaw Revisions	Pending
Financial Performance Report	Pending
Solid Waste Services Annual Budget and 5-Year Financial Plan	Pending
2025 Holiday Waste Reduction Campaign Update	Pending



**2025 Single-Use Item Reduction Campaign Update**

Alison Schatz  
Senior Communications Specialist  
Zero Waste Committee, June 5, 2025

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## BACKGROUND

Regional Single-Use Item Reduction Campaign

<b>Objective</b>	Reduce the use and disposal of single-use items in Metro Vancouver through voluntary reduction.
<b>Audience</b>	<ul style="list-style-type: none"> <li>• Metro Vancouver residents</li> <li>• Focus on younger residents (18 – 44), who are more likely to have received a single-use item in the past day</li> </ul>
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Celebrate everyday actions to reduce single-use items</li> <li>• Increase motivation to use reusables by creating sense of accomplishment/reward</li> </ul>

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## BACKGROUND

"What's Your Superhabit?"



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## 2025 CAMPAIGN

Secondary Audience

- Single-use items are common in offices
- High levels of cups, takeout containers, and utensils
- Opportunity to use reusable alternatives



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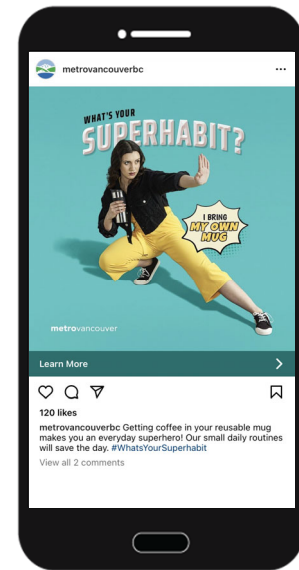
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## 2025 CAMPAIGN

### Regional Media Placements

- June 16 to August 10, 2025
- Social media
  - YouTube, Instagram, Facebook, Pinterest
- Radio/streaming
  - Z95.3, CFOX, Virgin, Move
  - Spotify
- Digital out of home
  - SkyTrain, office elevator screens



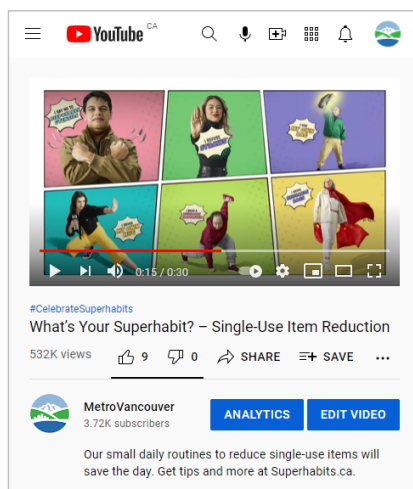
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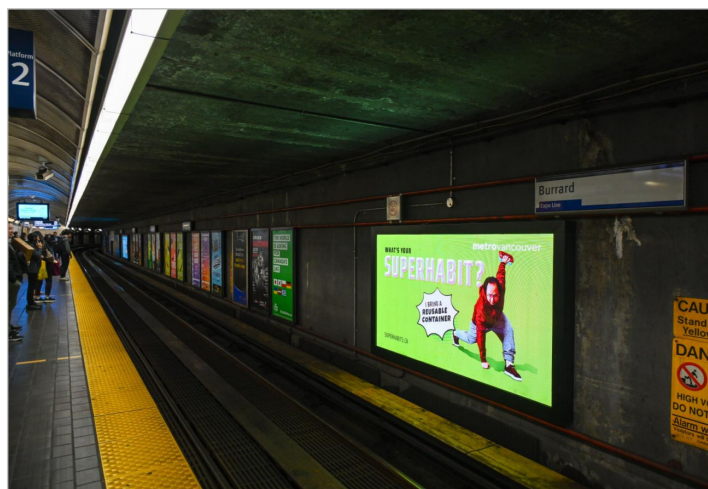
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## 2025 CAMPAIGN

### Regional Media Placements



YouTube Video Ad



SkyTrain Station Ad

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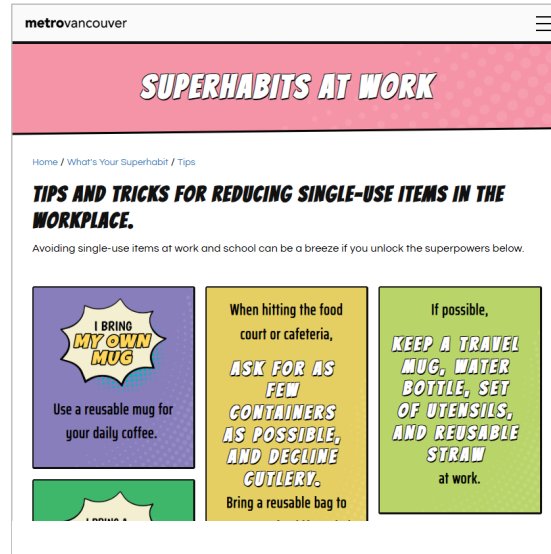
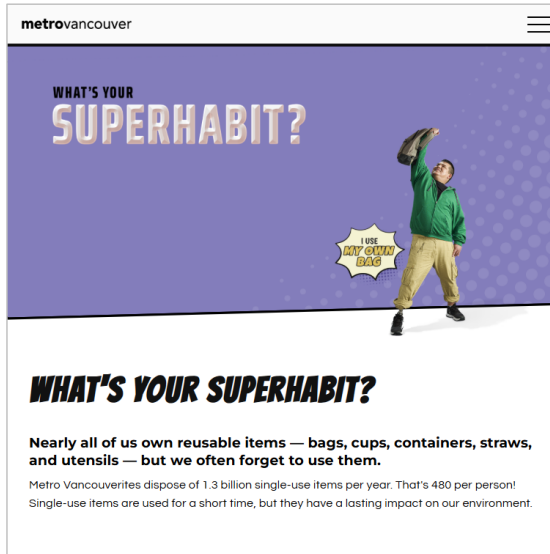
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## 2025 CAMPAIGN

### Website



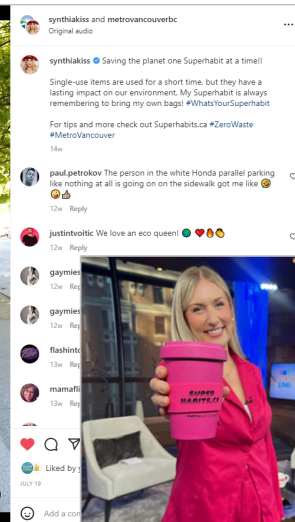
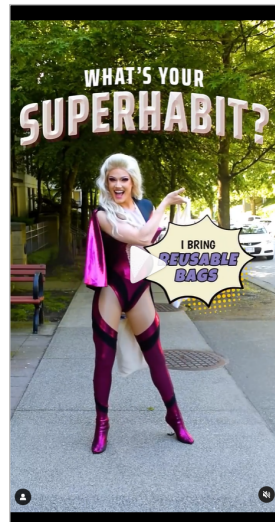
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## 2025 CAMPAIGN

### Social Media



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