

**Solid Waste and Recycling Industry Advisory Committee
Solid Waste Management Plan Vision and Guiding Principles Feedback Summary
April 9, 2024**

At the April 9, 2024 Solid Waste and Recycling Industry Advisory Committee meeting, Metro Vancouver sought input and feedback from members on the following items related to updating the regional solid waste management plan:

- Draft Vision and Guiding Principles
- Draft Issue/Opportunity Discussion Questions – for Idea Generation phase

The draft vision statement, eight guiding principles, and seven discussion questions were presented to members (Attachment).

A summary of feedback received is presented below. Detailed discussion notes are being retained as part of the full engagement record. All feedback will be taken into consideration as Metro Vancouver finalizes the draft vision and guiding principles for the updated plan.

Draft Vision Statement	
Theme	Feedback
Framing of vision statement	<ul style="list-style-type: none"> • The vision is too broad/overarching/ambitious • Suggest to reframe the vision to a positive statement • Factor in use of energy and other resources “conserve materials as much as possible” • Include affordability in the vision statement
Draft Guiding Principles	
Theme	Feedback
Level of detail	<ul style="list-style-type: none"> • Phrases such as "Build confidence" and "Increase accountability" are too high level • Be more specific about “confidence” – are we increasing it by education, or metrics, or both? • Make the principles executable • The draft principles are fine as they are – small changes in the wording would not be enough to encompass the larger issues that need to be addressed
Goals and measurability	<ul style="list-style-type: none"> • The principles are idealistic and will not serve well as goals (Metro Vancouver clarified that goals will be developed separately from these guiding principles, in the next phase)

	<ul style="list-style-type: none"> • Questions on how these principles could be measured, including how to measure climate impact and factor in energy use and emissions • Challenging to measure carbon footprint
Roles and responsibilities	<ul style="list-style-type: none"> • How accountable will Metro Vancouver be to the principles? Some specific parties need to take responsibility for change • We (industry) don't have the ability to action many of the guiding principles
Affordability and convenience	<ul style="list-style-type: none"> • Affordability for customers and financial implications for industry should be considered and emphasized in the principles more directly. This can be driven by policy. • Lack of local solutions for processing/facilities due to land and capital constraints • The principles are great in terms of inclusivity, but not realistic in terms of supporting the waste management system and the needs of the region • Focus on convenient systems
Education and transparency	<ul style="list-style-type: none"> • Prioritize building confidence in recycling and reuse systems • Focus on behaviour change
Further considerations/priorities/focus	<ul style="list-style-type: none"> • Fostering competition should be a priority • Emphasize the importance of and industry's role in innovation • "Flexibility" is a term that should be used • "Foster innovation and collaborative solutions" – can include competition i.e. More diversity in the waste management system region-wide • Important for the public to know that the industry is doing everything it can • Need to define concepts and terms so they are universally understood

Draft Issue/Opportunity Discussion Questions

Theme	Feedback
Level of detail	<ul style="list-style-type: none"> • Questions are very general – expected more in-depth questions at this stage • These seem like the same questions as guiding principles. Questions are very broad, high level • Are these questions focused enough to generate the data and feedback required? • Questions could be expanded to ensure better definition of the role of government, and how to manage achieving the objectives without stifling innovation
Roles, responsibilities, and process	<ul style="list-style-type: none"> • Industry should only be providing answers for number 7. Metro Vancouver should know the answers for 1 to 6, as these are based on analytics. • How do these questions influence the development of the plan? Need better understanding of the stages of the solid waste management plan update process. • Frustration around long timelines. Need to accelerate the plan update process. • Define the roles of government and industry stakeholders in managing waste in the region.
Additional suggestions/considerations	<ul style="list-style-type: none"> • Alignment with provincial guidelines may not necessarily support progress to reduce waste if regional goals are more ambitious. • Budget constraints may affect solid waste infrastructure in the coming years. • How do we implement these ideas further down the road? • These questions are going to promote very different answers from people depending on what industry or sector they represent. • Affordability should be considered more from the perspective of ratepayers. • Consider the audiences to be approached and use appropriate language. • Some questions ask different aspects of the same subject – consider consolidating related questions so there are fewer questions overall. • Focus on policy and infrastructure, economics, and material flow – how are questions tied with the policy?

In addition to direct feedback on the vision and guiding principles and issue/opportunity discussion questions, members offered feedback on specific actions and strategies that can be considered in the idea generation phase:

- Focus on policy, infrastructure, economics, and material flows
- Focus on more specific areas of work and targets (e.g. contamination rates for multi-family sector)
- Survey the general public on the effectiveness of campaigns. What compels people to do things? (e.g. relatable marketing, humorous ads)
- Engage with organizations such as Recycle BC. Some solutions will be based on what they require – bring more people to the table
- Advocate for increased visibility of recycled content on products so that public can make informed decisions

MEETING ATTENDEES:

Craig Hodge, Director, Metro Vancouver
Board of Directors (Co-Chair)

Lori Bryan, Waste Management Association of
BC (Co-Chair)

Edwin Berkhof, Evergen Infrastructure Corp.

Glen Furtado, The Cement Association of
Canada

Jeff Gontovnick, 1-800-GOT-JUNK? Fraser
Valley

Grant Hankins, Canada Minibins.com Ltd

Josh JansenVandoorn, anaconda-systems-
limited

Gord Johnson, Northstar

Jamie Kaminski, HSR Zero Waste

Sean Kawakami, Convertus Canada Ltd.

Aiden Kiani, Lock-Block Ltd

Mike Lannin, Super Save Group of Companies

Angus MacFarlane, Growing City

Patrick Mac Neil, Wescan Disposal Ltd. (1998)

Achilles Mallari, Sierra Waste Services Ltd.

Ralph McRae, Revolution Infrastructure Ltd.

David Millman, Waste Management of
Canada Corporation

Dimitri Pantazopoulos, Waste Connections
Canada/Maple Leaf Strategies

Sandy Sigmund, Encorp, Return-It

John Turner, BC Biocarbon Limited

Jasper Van De Wetering, Heidelberg Materials
Canada Limited

Pinky Vargas, Republic Services

Michael Zarbl, Major Appliance Recycling
Roundtable

Attachment
Draft Vision and Guiding Principles (version 1)

Vision
“Together we build a thriving, sustainable region where nothing is wasted.”

8 GUIDING PRINCIPLES

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| ✓ Advocate for increased accountability from residents, businesses, and governments to reduce waste. | ✓ Foster innovation and collaborative solutions to support a vibrant regional economy. |
| ✓ Build confidence about what happens to our waste and recycling and how we measure waste reduction and recycling. | ✓ Prioritize environmental stewardship by valuing and conserving materials and products. |
| ✓ Create a solid waste system that is resilient to climate change and future challenges. | ✓ Promote a solid waste and recycling system that is easy to use, convenient to access, and consistent across the region. |
| ✓ Enable all users — regardless of their income, education, or life experience — to participate fully. | ✓ Take action to reduce the carbon footprint of materials used in our region. |

Overview of Discussion Questions

- 1) How do we implement waste prevention initiatives to reduce waste generation?
- 2) How do we increase environmental stewardship of products and materials?
- 3) How do we best support innovative and collaborative solutions to reduce waste?
- 4) How do we increase recycling and composting efforts after maximizing waste reduction and reuse?
- 5) How do we build confidence in what happens to our waste and recycling, and how do we measure waste reduction and diversion?
- 6) How do we reduce barriers to residents and businesses and continue to encourage good waste management decisions?
- 7) How do we further improve the infrastructure and systems for waste management across the region?