



Ridge Meadows Recycling Society Recycling Report

DECEMBER, 2013

INSIDE:

RMRS Board
Member
Sandy Sigmund
delves into EPR

Page 2

REJOICE!

What a year! Here are some of Ridge Meadows Recycling's achievements in 2013:



January: First ever **Eco-Artist Speed Connect Night** at the ACT made some great connections for Earth Day celebrations!

March: Composter, Rainbarrel, & Solar Cone Food Digester sales and a successful **Social Media for Artists** workshop by the Social Chicks geared us up for Earth Day

April: Special visitors Jen & Grant from "The Clean Bin Project" attended our AGM to talk about their latest film on food waste, "Just Eat It." **EARTH DAY 2013** partnered with the ARTS and celebrated eco-dance, music, crafts, poetry, theatre, flash mobs, visual arts, storytelling, fashion, movies, and more!



What kind of
Recycler are YOU?

Page 3

Happy Green
Christmas from
RMRS

Page 3

New Directions for
2014

Page 4



May: Focus on STYROFOAM at the Ridge Meadows Home Show, began accepting used cooking oil at the Recycling Depot



July: The Ridge Meadows Recycling **SORT-O-MATIC** game debuts at Canada Day to great success!



(continued on Page 4...)



There will be
NO BLUE BOX PICKUP
and the Recycling Depot
will be **CLOSED**

on **Wednesday, December 25,**
Thursday, December 26, and
Wednesday, January 1 (2014).

The Recycling Depot will be
closing early, at **3:00pm** on
Christmas Eve (Tuesday, Dec.24) &
New Year's Eve (Tuesday, Dec.31)



Sandy Sigmund, Board Member, Ridge Meadows Recycling Society

Sandy Sigmund On Why EPR Gives Us Reason to Rejoice (#1: It's NOT a Government Tax!)

Sandy Sigmund is the Vice President & Chief Marketing Officer of Encorp Pacific Canada. She has been a senior manager with Encorp since its inception in 1995. For the past 18 years Sandy has lead the stewardship agency's marketing, communications and program development efforts. Prior to Encorp, her career included managing retail stores as well as managing sales and merchandising departments for a national toy retailer.

Sandy is a BCIT graduate in Marketing and Business Administration and holds a certification from the Institute of Corporate Directors, UBC in Governance for Directors of Not-for-Profit Organizations. She has previously sat as a board member for RCBC and served on the governance and policy committees. Sandy also sat on the Board of Directors of the Burnaby Board of Trade, serving on the Environmental Sustainability Committee and sat as Chair of the membership committee. She has lived in Maple Ridge since 1994.

Product Stewardship (EPR) is an environmental management strategy guided by the principle that whoever designs, produces, sells, or uses a product takes responsibility for minimizing that product's environmental impact at the end of its life. The idea behind EPR is sensible: the businesses that make products, and the users of these products, should pay for recovering and recycling materials.

The intention of EPR strategy is to promote the integration of environmental costs associated with goods throughout their life cycles into the market price of the products, thereby motivating producers to make and sell products that are more durable, contain fewer toxins and never become waste at the end of their life. The goal is to divert products from landfills and ensure they are responsibly recycled.

The product stewardship model is comprised of several key players - manufacturers, retailers, governments and consumers working together to ensure that products no longer being used are managed in an environmentally friendly manner. The Product Stewardship Model, in place in BC since 2004, shifts the costs of recycling from the taxpayer to producers and consumers, and includes an outcome-based framework for all product categories.

B.C. is a recognized leader in the development and implementation of EPR, with more programs than any other jurisdiction in the world. There are currently 22 stewardship organizations operating in British Columbia, with more slated to start operation every year. With the recent expansion of EPR programs in B.C., growing pains are being experienced by all stakeholders, particularly stewardship agencies, local governments and the Ministry. The growth of product stewardship also generates challenges including an increase in consumer confusion and impacts to local government. Product stewardship in the province has always existed in a state of evolution. The model must continue to evolve, with all stakeholders addressing the challenges encountered, to ensure future success.

"B.C. is a recognized leader in the development and implementation of EPR..."

Stewardship agencies continuously conduct research and analysis to better understand the demographics and psychographics of consumers to develop awareness and education programs aimed at reducing the confusion and increasing participation in recycling.

Which Type of Recycler are YOU?

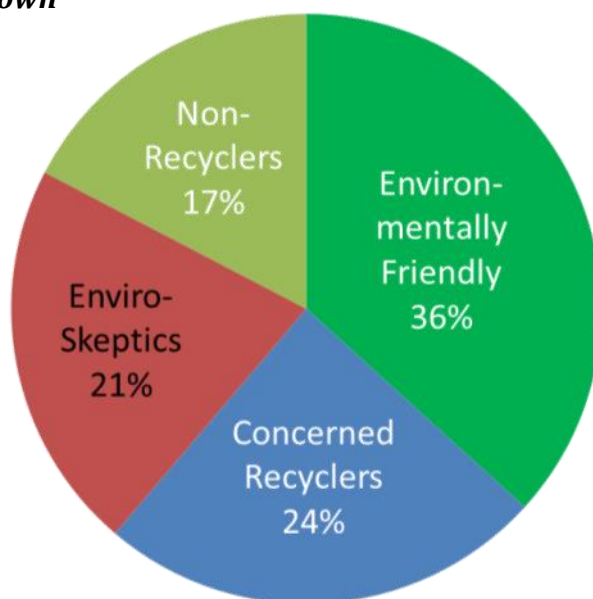
Research findings conducted by Encorp Pacific broke down BC discarders into four market segments:

The heaviest discarders - **Non-Recyclers** - make up 17 percent of the population surveyed. They tend to be younger, single males renting in multi-family dwellings, who don't usually bother to recycle.

Environmental-Skeptics, who make up 21 percent of the population, feel that the environment is not their concern. These moderate discarders tend to be older with families and homes.

Concerned Recyclers make up 24 percent of the population and are concerned about the environment. They tend to be families and are moderate discarders.

The **Environmentally Friendly** segment makes up 36 percent and they discard the least. They tend to be proactive, urban, single females.



-statistics & graph courtesy of Sandy Sigmund & Encorp Pacific

Happy Green Christmas!

One of the biggest waste-reducing ideas to keep in mind during the holidays is to 'Make Memories, Not Garbage.' There are many gift ideas out there that can have a big impact on people and produce very little waste - a couple of examples are doing favours for friends, family, and co-workers or sharing special times at events - the ACT has some great shows coming up!

Other high-personal/low-eco impact gift ideas include local items from school Christmas Bazaars and shops in Maple Ridge & Pitt Meadows and buying from secondhand & consignment stores.

Want to close the community Christmas Tree loop? Starting December 1st, the Scouts are selling trees at Cap's Westwood Cycle at the corner of 216 & Lougheed Highway. After Christmas, get your tree picked up & chipped by Ridge Meadows Search & Rescue! Two groups doing great work in our community!

Another holiday eco-tip is to switch to environmentally-friendly LED Christmas lights. In addition to being able to drop your old ones off anytime at the Maple Ridge Recycling Depot, this holiday season there will be free drop-off bins for your old lights at the Maple Ridge Leisure Centre, Pitt Meadows Family Recreation Centre, and South Bonson Community Centre.



This year, we are asking residents **NOT** to put wrapping paper into their recycling bags or drop it off at the Depot. The abundance of plastic, laminated foil, & metallic wrap that gets mixed up with the paper unfortunately makes these loads unrecyclable.

Did you know the Recycling Depot now accepts over 200 items? This means if Santa brings you a new cell phone, electronics, appliances, or a new computer, you can recycle the old ones for free at the Depot (10092 - 236th Street, just off River Road in Albion)!

REJOICE! (continued from Page 1...)

August & September: Enjoyable events with our friends at the Haney Farmers Market (Brookfield Farm) & Alouette River Management Society (Rivers Day) :



October: RMRS Depot visit by Don McRae, the BC Minister of Social Development & Social Innovation, events with the LAST (Life After School Transition) Committee, and a Litterless Lunch Challenge to Maple Ridge Mayor & Council to celebrate **Waste Reduction Week**

December:
Santa Claus Parade! Did you see our truck covered with reused Xmas lights?



New Directions - What's Ahead in 2014

We are looking forward to a busy year - our AGM will be in early April, Earth Day planning is underway as we prepare for April 26, and we are looking forward to the Ridge Meadows Home Show May 2-4.

Of course, the biggest change for us will be the new funding model for Printed Paper and Packaging recycling through Multi-Materials BC (MMBC). Under this model, we will no longer sell these commodities directly to businesses. Instead, the manufacturers and retailers of printed paper and packaging (including metal, plastic, glass, etc.) will pay the District of Maple Ridge a fee to subsidize collection and they will keep the money from the commodities. This will increase stability for us as we will no longer have to work with market fluctuations. Ideally, local residents will not notice any changes in their recycling pickup, but there may be a few shifts involved. The program will begin in May, 2014.



Mission Statement

"Ridge Meadows Recycling Society is a community-based, non-profit organization, advocating zero waste, operating responsible waste reduction services and providing environmental education. We employ people with developmental disabilities assisting their integration into the community."

Vision

"A waste free, socially responsible community."



Box 283 - 10092 236th Street,
Maple Ridge, BC V2X 7G2
604-463-5545

www.rmrecycling.org

