

A *Glassworks*  
programme aimed  
at schoolteachers  
and students

## Kids Net - Hé, les jeunes! : An Obligation on the Road to Sustainability

*“Education is about elevating people’s minds. In any profession, good ones are hard to find, so make good ones.”*

*Dr. W. Edwards Deming*

Thinking is the ultimate human resource. Thinking skills are fundamental enough to cut across age, ability and culture. It is a doorway open to anyone. It takes courage for some to cross that threshold; it may be done on a dare. For some it’s a joyride, they get their kicks from learning, and for others it’s a deadly serious game of trying to gain a competitive edge.

### What is thinking?

It involves moving from one state of knowledge to a better one. It requires a baseline of information upon which any number of thinking tools are applied to move from one state up to the next. Thinking is a skill, a process of discovery, with which intelligence acts upon experience for a purpose. Thinking is a critical factor in the innovation process. Changing states begins with an idea (based on thinking), evolves through the improvement state (applying the thinking to doing) and culminates in an innovation, where commercial value is possible, or the idea is returned to the drawing board for rethinking.

This understanding is one of the reasons that Consumers Glass commissioned the creation of Kids Net on the site at [www.glassworks.org](http://www.glassworks.org). The purpose of Kids Net is to establish a baseline of knowledge about container glass as a material, the recycling of glass containers, and other life cycle issues. It is not offered as an altruistic gesture on the part of Consumers Glass. It is a necessary component in the evolution of the Product Stewardship process. Consumers Glass is only one member in the system that encapsulates the glass container supply chain. (See *Summer 1997 Issue*)

Dr. Deming, the godfather of quality management systems, proved the theoretical value of a systems approach mathematically, and, through his post World War II work with the Japanese, demonstrated a financial return through the application of what he referred to as “Profound Knowledge”.

*“One need not be eminent in any part of Profound Knowledge in order to understand it as a system, and to apply it.”*

*Dr. W. Edwards Deming*

Re-manufacturing of container glass into new glass containers has no theoretical limit. While the recycling rate for glass is one of the highest for packaging materials, more could be achieved. But it will require communication to provide a baseline of knowledge and co-operation from other members in the system to think, to apply thinking tools to existing knowledge and share the ideas for improving the system; hence Kids Net. The successful evolution of the system may come from someone, perhaps a youth in Saskatchewan, Nunavut or Newfoundland, who applies thinking tools to something shared in Kids Net. A simple thought, elegantly applied, may result in more recycling with less energy, fewer raw materials, and improved environmental and financial performance. Obligations of this nature can actually be quite fun. Visit Kids Net and see for yourself.



# The Ninth Annual Conservation Video Contest on Climate Change

Can you imagine a Willigan's Island where unsustainable development threatened to ruin yet another paradise? Can you hear the rhythm of Kids Power in "there was a huge pile with everything vile, the smell was so strong, 'til the kids came along..."? Or, does the knowledge that "one person at a time can make a difference" speak to you as it did to students from St. Andrew's College?

Over 600 schools and 4,500 students to date have participated in the contest, and the list is growing. Over 40 entities assist with this learning programme either as sponsors, supporters or participants.

Consumers Glass, the founding sponsor, has been joined by other businesses such as Hewlett Packard, Dofasco, Rtica®, Flat Rock Management, Hélène Tétrault Translation Services, and E2M. In addition to our founding supporter, the United Nations Environment Programme (UNEP), we have been joined by ten of the Ministries of Education, the National Round Table, SchoolNet, over 20 regional hosts and others.

## Oops, didn't we tell you this isn't "just" a contest?

The contest is a facade for a year round learning process that includes math, science, communication, health, social studies, the arts and management studies.

In the information package Canadian youth are exposed to:

- Quality management process – Deming's Plan, Do, Check, Act
- Environmental Management Systems - aligned to ISO 14001
- Innovation Process – as the primary engine of economic growth
- Consumer Advocacy – The Looney Challenge, Community-based Social Marketing
- Climate Change - Facts, policies and implications
- Video Production Techniques – and other communication skills, and more...

A number of schools are starting to adopt the information package as part of curricula. The information is freely available, and this year has been converted to .pdf files for easier downloading. Visit the Annual Conservation Video Contest at [www.glassworks.org](http://www.glassworks.org)

## Are you interested in learning more about how to participate in the contest?

The contest is open to all school aged youth in Canada in three categories: K to 5, 6 to 8 and 9 to Finishing Year. Prizes for schools include new computers or camcorders. We have a surprise package for students that participate this year.

## What do kids think about Climate Change and Greenhouse Gases? It's a ghg!

*(Pronounced "gag")*

This year we are polling kids on questions such as who is responsible for taking action on Climate Change and what kids think should be done to reduce the effect of humans on the planet. Sponsors receive the results of the poll as well as the annual Sponsors report. To get more information: *get involved*.

One action can lead to a positive reaction.

## Are you interested in investing in Canadian youth?

The learning package is improving, the opportunities for the contest are expanding, and the number of sponsors and supporters are increasing as more entities realize the importance of making changes to minimize our impact on the environment.

This year a tracking mechanism for sponsors has been established. Sponsors will be able to include in their own annual environmental reports, the numbers of students and schools that their involvement resulted in. Interested parties should contact Vicki Temple at 905-873-9484 or online at [vicki@glassworks.org](mailto:vicki@glassworks.org).



# Earth Week: A Launch Pad for a Life of Learning

Earth Week was April 17th to 22nd this year. It marked the unveiling of a new section for kids on the CSR: Corporations Supporting Recycling website sponsored by twelve organizations including Consumers Glass. The educational material was developed to help teachers and youth learn about packaging and the success of Blue Box recycling. The programme is geared around Ontario's new geography and science curriculum for Grades 5 and 7.

The sponsors choose to work together to promote the "basket of goods" approach to residential recycling in Ontario, which is the essence and strength of the Blue Box programme.

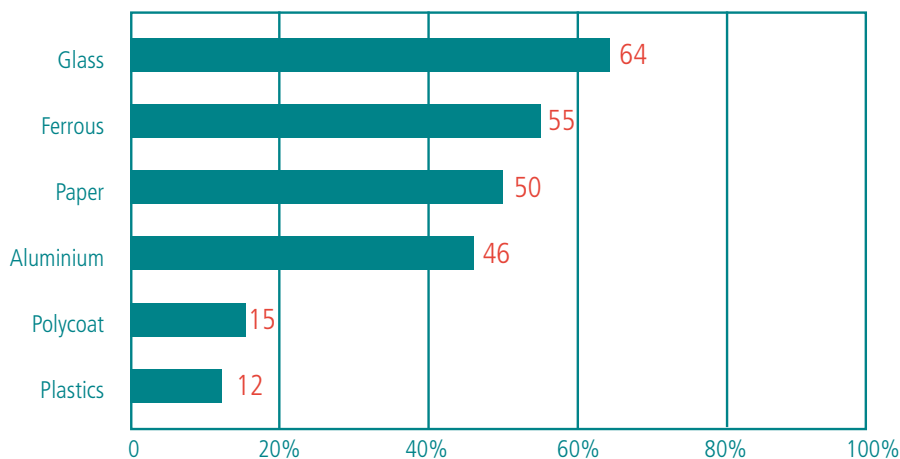
Click on-line to [www.csr.org](http://www.csr.org) and find quizzes, fun facts and stories. And let the learning begin! The website will be updated to keep it current beyond its target as an Earth Week project.



## How did the Twentieth Century end? 1999 Ontario Residential Recycling Report Card

In Figure 1 we share with you what has been accomplished in 1999 by the "basket of goods" Blue Box programs for recyclables, as reported by the Waste Diversion Organization in their September 1, 2000 Report, *Achieving Sustainable Municipal Waste Diversion Programs in Ontario*.

Figure 1 – Diversion from disposal of recyclables (%)



Overall, 46.7% of recyclables were diverted in 1999, or 666,510 tonnes.

While significant progress was made over the last decade of the twentieth century, the work is not over. There are still materials that are going to landfill that could be used more efficiently, and thereby sustainably. Remembering that there is no such thing as "throw it away", it all goes somewhere. *Glassworks* would prefer if glass containers, when not practical to reuse, are recycled into something useful. Not littered. Not landfilled. Let us work together to make diversion results even better going forward.

The Millennium Challenge – What Gets Measured Gets Managed



Empedocles of Agrigentum (504 – 433BC) is thought to have originated the theory in which the four humours (fluids) of the body were equated to the four elements of nature: earth, fire, air and water. These humours could determine the health of the body and the personality of the individual as well. To be in good health the humours should be in harmony with the body. Ill health could be remedied by treatments to realign the humours and re-establish the harmony.

It would seem to me that we could use some realignment of humour in recycling.

### Why?

To progress further in recycling we need to consider changing our patterns. This is a difficult thing to ask, let alone do, unless we can escape from our current pattern and see

something different or see some things differently. There are three opportunities for breaking out of the habits of existing patterns: mistakes, accidents and humour. Of the three, humour, to my way of thinking, has far more appeal. It's not that our existing system is necessarily so bad, but continual improvement is always needed. Patterns are what enable us to make systems work. In fact according to the one of the world's leading creative thinkers, Edward De Bono, the main purpose of the brain is to be brilliantly uncreative. I think we've achieved that quite nicely. Let's try a little humour. I like it dry; so humour me.

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### To receive *Glassworks* by email instead of snail mail

1. Go on-line to [www.glassworks.org](http://www.glassworks.org).
2. Click on Doug's Page for Spring 1999.
3. Fill in your name and POSTAL CODE.
4. Hit send.

You will receive future issues of *Glassworks* and have direct access to more information through our links.

### Who is Consumers Glass?

Consumers Glass is Canada's only manufacturer of glass containers and principal purchaser of recycled glass. The Company employs 2750 highly skilled, high wage, workers in 6 plants across Canada.

A Product Stewardship Process was instituted in the company in 1990, the most significant aspect of which is the purchase and use of post-consumer, post-use recycled glass in the production of its new glass containers.

Glass is a packaging material that is 100% recyclable, and can be used over and over again to make new containers with no loss of quality.

### How To Use The *Glassworks/Recy-Verre* Bulletin Board

1. Follow the hyperlink to the *Glassworks* BBS.
2. Click on the topic or "thread" that interests you.
3. Click the buttons to post a new message or reply to a previous message.

Enter BBS

### What is *Glassworks*?

*Glassworks* is a free publication provided by Consumers Glass for stakeholders of the recycled container glass supply chain in Canada. It is published in French under the title *Recy-Verre*.

*Glassworks/Recy-Verre* is produced by E2 Management Corporation (E2M), Georgetown, ON.

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