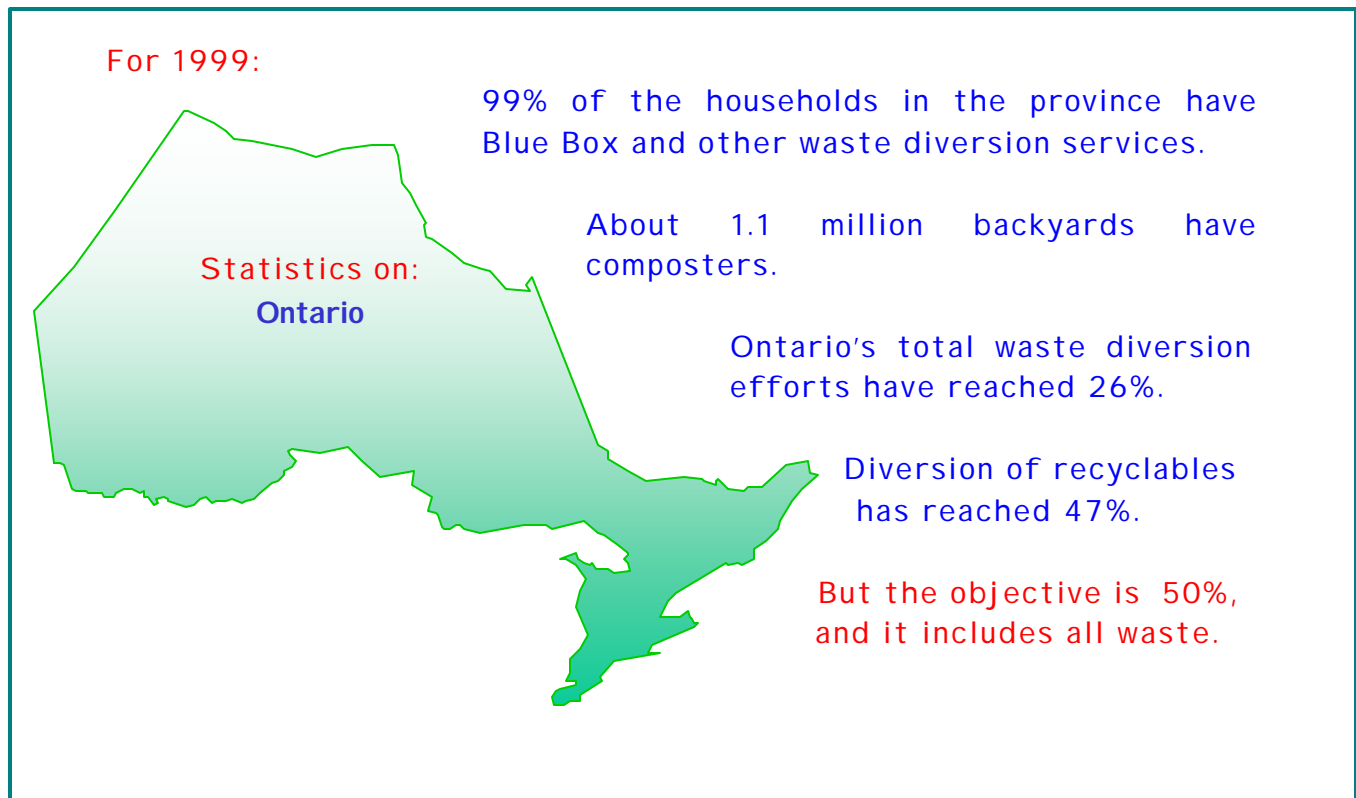


## The Waste Diversion Organization (WDO)

The Ontario WDO was initiated in November 1999 as a one-year agreement between industry and government in Ontario to determine how to protect and enhance the Blue Box programme and reach a 50 percent waste diversion target in the province. The WDO is similar in some ways to NaPP although it focuses on one province, Ontario, and is not limited to packaging; it addresses the broader challenge of all waste materials.

The Blue Box programme is recognized as being the most visible symbol of environmental management in the province. It is considered a cornerstone of municipal waste reduction efforts, accounting for slightly over half of the more than one and a quarter million tonnes of waste diverted from disposal each year by people living in the province.



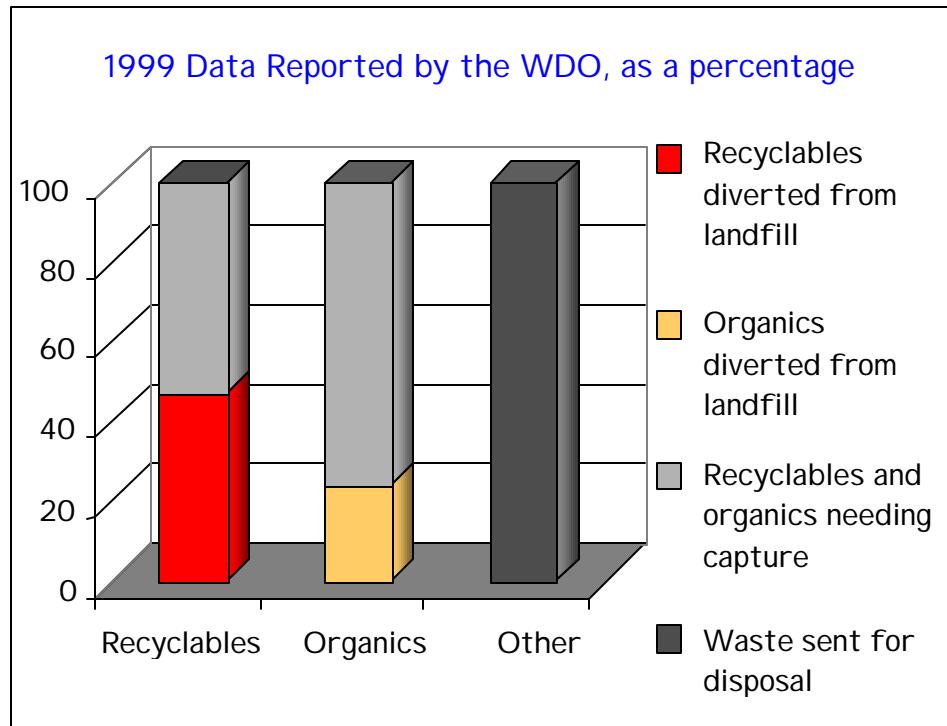
Where does Ontario's waste diversion performance stand?

According to the report submitted to the Minister in September 2000, of the 4 million metric tonnes of waste generated annually, 26% or 1,052,000 metric tonnes are diverted.



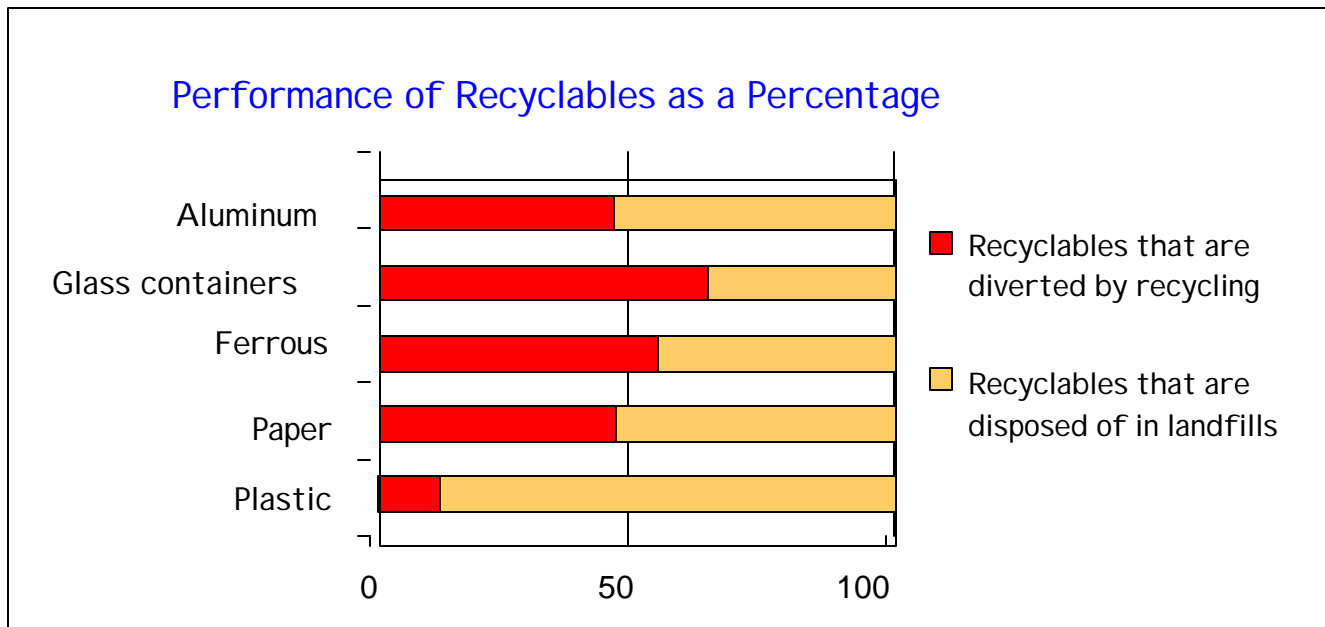
There are three categories of material:

- **Recyclables**
- **Organics such as food and yard waste, and**
- materials defined as **"Other waste"**.



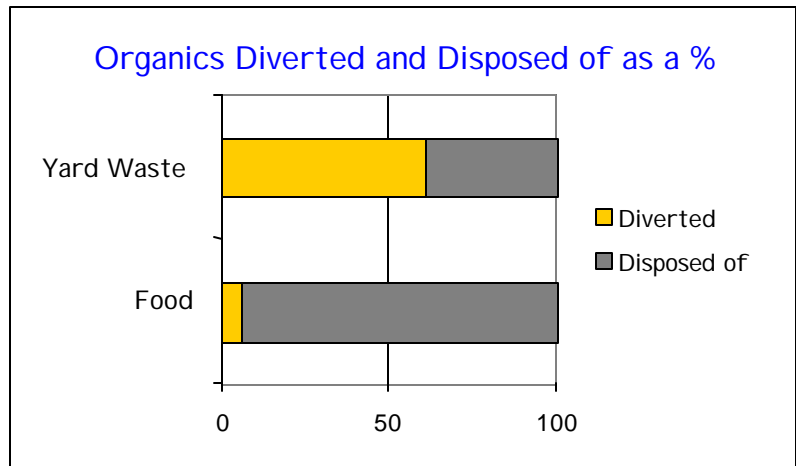
It is the highly visual nature of the Blue Box that has made it an icon of Ontario's environmental ethic. Routinely householders fill their Blue Box and carry it out to the street, to the recycling area in their apartments or condos, which is an affirmation of the people's dedication to recycling.

What is the current performance of Ontarians with the materials categorized as RECYCLABLES?



## What is the current performance of Ontarians in their performance of managing organics?

The WDO has taken on a substantial challenge. First they must develop a strategy that their representative organizations can live with, including suggesting backdrop regulations, and sell the strategy to the Ministry of the Environment. That is a “bowl of cherries” compared to their next task, which is getting the public to buy in and participate with the same level of enthusiasm that the Blue Box invoked.



The WDO has as a key objective the task of developing a sustainable funding formula for the Blue Box, and other waste diversion initiatives. The WDO report submitted to the Minister of the Environment in September 2000 included consideration of this challenge along with an assessment of the need for a regulatory framework to assure a level playing field if a voluntary approach proves to be unsuccessful.

The WDO has a twelve-member Board of Directors that represents eight groups covering the three elements of sustainability: government, industry and the public. These groups are bound together to meet the task under a Memorandum of Understanding (MOU) signed by: The Minister of the Environment, Corporations Supporting Recycling (CSR), the Canadian Newspaper Association (CAN), the Liquor Board of Ontario (LCBO), The Association of Municipalities (AMO), the Canadian Paint and Coatings Association (CPCA), the Canadian Manufacturers of Chemical Specialities Association (CMCS), and the Recycling Council of Ontario (RCO).

A 50% or better waste diversion objective requires us all to take responsibility for the role we play in controlling the materials we acquire, use and pass on to reuse, recycle or dispose in an appropriate manner. **So Ontario, get ready to rock and role!**

See link [S3](#) under [Statistical Information](#).

