

## NEWS RELEASE

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### City issues Zero Waste Challenge to residents

*Are you a Zero Hero?*

#### Summary

The City is encouraging residents to take part in a Zero Waste Challenge aimed at highlighting the achievability of a Zero Waste future for Nanaimo. The challenge will take place over two weeks in October to coincide with the start of National Waste Reduction Week starting 20th October. Residents will be asked to keep track of their waste and find a place for it other than the garbage can. The City will provide all materials and residents will be asked to keep a waste diary. There will be prizes for those who get closest to zero.

The Challenge was launched at the Zero Waste Trash To Treasure day on Saturday following the International Zero Waste Conference that also took place in Nanaimo last week.

Its simple, fun and easy to get involved.

*Strategic Link:* Supports the City's ongoing commitment to sustainability

#### Key Points

- Zero Waste means diverting all of our waste from landfill by reducing, reusing recycling, composting.
- The Zero Waste Challenge was launched this Saturday 4th October following an International Zero Waste Conference that came to Nanaimo. Experts from around the world shared their thoughts and visions for a Zero Waste future.

#### Quotes

"City residents currently divert 63% of waste from landfill through the curbside system. I estimate if we use all facilities available to us we'd be closer to 80% or 90%. I'm proud of our residents efforts in recycling and composting, our diversion is already high but it is true that we could be doing more with the system that is already in place."

Charlotte Davis  
Manager of Sanitation and Recycling  
City of Nanaimo

#### Quick Facts

- City already diverts 63% of its waste from landfill through curbside system.
- Curbside recycling and composting is the equivalent to taking 600 cars off the road each year
- It is estimated that if curbside facilities were used to their greatest extent that residents could divert more than 80% of their waste from landfill. If depot facilities are included, this number would be closer to 90 per cent.

Continued... City issues Zero Waste Challenge to residents

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