

NEWS RELEASE

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Mayor presents recycling awards to Zero Waste Challengers

Summary

Mayor Bill McKay has awarded prizes to the winners of the City's Zero Waste Challenge, the competition that challenged residents to "slim their bin". The challenge required residents to sort their household waste and had two key aims: first, to inspire residents of Nanaimo to recycle and compost more, and second, to highlight the barriers to Zero Waste in Nanaimo.

During the challenge success was measured in the amount of waste diverted from the landfill with the average final diversion rate for the challenge being 88 per cent which represents a 25 per cent increase over the current diversion rate. Extrapolated across the whole city, this is equivalent to 1,000 tonnes of garbage annually that could be recycled or composted but is currently going to the landfill. If this waste were to be recycled the life of the region's landfill would be extended and green house gas emissions would be reduced by 800t Co2e (equivalent to taking about 170 cars off the road). With the City's current system and measures in place, these changes can be made now.

Strategic Link: The Zero Waste Challenge supports the City's ongoing commitment to sustainability; through increased recycling and composting we take more responsibility for the protection of our environment.

Key Points

- Prize winners - Judy and Kirby Villeneuve: best diversion rate, 98% diversion
- Prize winners - Dean Rownd with Anne and Ken St. Arnault: Second best diversion rate, 97% diversion
- Prize winners - Doug and Tanya Hiltz with Norman Abbey of Wisteria Lane: Most Improved recyclers (final diversion rate of 86%)

Quotes

"Congratulations to the winners of the Zero Waste Challenge. The winners of this contest have demonstrated how much opportunity we each have through effective recycling to dramatically reduce what enters our landfill."

Bill McKay
Mayor
City of Nanaimo

"The challenge has found local champions of Zero Waste, they have shown us that we can all do that little bit more to divert waste from landfill. I hope they inspire others to follow suit and recycle today for a better tomorrow. The challenge was a great success, we will certainly hold one again this year."

Charlotte Davis
Manager of Sanitation and Recycling
City of Nanaimo

Quick Facts

- The Challenge took place during National Waste Reduction Week, Oct 20- 26 2014.
- The Challenge was a partnership between the City and the Nanaimo Recycling Exchange.
- "Zero Waste" means that waste is not wasted. It means that 100% of waste recycled or composted and that 0% is landfilled.
- The challenge found that the biggest barriers to Zero Waste in Nanaimo are: soft plastic packaging and diapers, lack of recycling facilities in multifamily dwellings and confusion on what is and isn't recyclable and compostable.

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