



Media Release

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Celebrate Waste Reduction Week in Canada

Canadians produce more than 31 million tonnes of waste every year. That's approximately one tonne for every person in the country. But you can do your part to reduce that amount by observing Waste Reduction Week (WRW) in Canada, October 17th to 23rd.

The Recycling Council of British Columbia provides waste reduction kits for municipalities, schools and businesses so each may benefit by reducing the waste they generate.

Sixty percent of waste generated in Canada is through commercial activities, and often accepted as a costly byproduct of business. But it doesn't have to be.

Companies that see waste as a resource are reaping rewards by saving money. It's not only large companies cashing in. Small-to-medium sized enterprises have also found ways to address waste reduction. RCBC has suggestions for businesses looking to implement green initiatives that are not only possible, but profitable as well. The WRW Business Kit can help.

A waste assessment can help to identify options to reduce, reuse or recycle. It can also improve existing recycling and composting programs by identifying materials going to landfill unnecessarily. Use the assessment data to formulate a Waste Reduction Action Plan as the first step to reducing your waste costs.

Municipalities work to reduce waste for a number of reasons: to reduce the need for landfill space, save valuable natural resources, cut down on greenhouse gas production, reduce disposal costs.

The easiest way to reduce municipal waste is to implement backyard composting or a curbside collection program. Almost 45 percent of the solid waste stream is compostable organics. If diverted to an effective organics program, municipal solid waste can be reduced by almost half. Check out the WRW Municipal Kit for more ideas.

Schools can also save. A recent study estimated that schools generate 16 kilograms of waste per student per week, and with approximately 5 million elementary and high school students in

Canada, that's 80,000 tonnes of garbage a week! Using the ideas in the WRW School kit can lessen the impact on the environment and teach valuable lessons that students will use for the rest of their lives.

All the kits are available free from RCBC. Visit the RCBC website at www.rcbc.bc.ca for a direct link to the WRW kits for business, municipalities and schools. Or call the RCBC Recycling Hotline in B.C. toll free at 1 800 667-4321 or 604 RECYCLE (732-9253) in Greater Vancouver.