



FOR IMMEDIATE RELEASE

2017 RECYCLING COUNCIL OF BC ENVIRONMENT AWARDS

June 29, 2017 – Vancouver. The Recycling Council of British Columbia (RCBC) has announced the recipients of its 2017 annual environmental awards. Known as the MOBIs, after the Mobius Loop recycling symbol of chasing arrows, the awards were presented by RCBC's Information Services Manager Harvinder Aujala during the organization's 43rd annual zero waste conference in Whistler on June 22nd, 2017.

“For over 25 years, the RCBC Environmental Awards have recognized leaders, innovators, and change-makers from across all sectors in British Columbia.” said RCBC's CEO Brock Macdonald. “The RCBC awards have always been about leadership, leadership that translates ideas and principles into actions. And those actions present a model for others to follow.” Below, are the five recipients of this year's awards.

The Private sector recipient, Clover Earthkind Salon, is a Vancouver hair salon that has been actively reducing their solid waste consumption and diverting recyclable materials away from the landfill for 8 years, and has been zero waste since 2013. Initiatives include composting over 43kg of hair clippings in 2016. Last year the diversion rate at the salon was 99.3% and they generated only 2kg of garbage.

In the Public sector category, it was Coast Mountain Bus Company (CMBC) that was recognized. Sustainability initiatives include recycling old uniforms, reducing bus idling time by 35% since 2009, and utilizing a water recycling system for bus washing that reduces water use by 75%. CMBC continues to make efforts in reducing their environmental footprint by adding 26 Hybrid-diesel buses to their fleet this past Earth Day; and half their fleet currently uses cleaner technology.

In the Non-Profit sector, DreamRider Productions was recognized for creating plays about environmental issues for kids since 1997. Since 2002, DreamRider has brought live theatre performances to over 200 Metro Vancouver elementary schools and 50,000 children per year at no cost to schools. In 2009 they began expanding their reach throughout BC, across Canada, and beyond, through digital programming. In particular, DreamRider has developed a suite of programs called

The Planet Protector Academy, engaging children from grades 3 through 6 with the critical environmental issues of consumption and waste. Specifically, their Zero Heroes module motivates kids to prevent waste, compost food scraps, learn what it means to “buy smart”, and inspire others to take action!

In the Innovation category Dell Canada was recognized for their circular approach to managing their products. In summer 2014 Dell launched its closed-loop plastics supply chain: recovering obsolete technology through take back efforts, processing the plastics and molding them into new parts for new computers and monitors. Since then, Dell has created more than 2.5 million kilos of parts from closed-loop plastics globally. Dell is also looking at how other materials can be reused, including the introduction of products made with recycled carbon fiber. These innovative programs supplement their ongoing use of post-consumer recycled-content plastics and, since 2013 have used a cumulative total of 36.2 million pounds of sustainably sourced materials. Dell Canada is focusing on sustainability and social change through their Legacy of Good Plan.

A life-time achievement award was presented to retiring Regional District of Kootenay Boundary (RDKB) General Manager of Environmental Services Alan Stanley remotely via Facebook Live. Mr. Stanley, who retires this summer after more than 20 years serving the communities of Nanaimo and RDKB, is also a two time former RCBC board president. His contribution on public policy through his involvement in the RCBC policy development process helped shape the progressive instruments BC now uses to conserve resources and eliminate waste province-wide.

Congratulations to all the RCBC Environmental Award winners; and thank you for your contributions towards the protection and preservation of BC’s environment. For more details and photos, please visit www.rcbc.ca/events/rcbc-annual-awards.

Established in 1974, RCBC is a multi-sectoral, non-profit, registered charity that promotes the development of a circular economy and facilitates the exchange of ideas and knowledge to eliminate waste in BC.

For more information on RCBC, visit www.rcbc.ca.

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