



Press Release

For Immediate Release

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Claim your place on Placespeak!

When Brock MacDonald, Executive Director of the Recycling Council of British Columbia, was approached by the Ministry of Environment asking him for help with a recent issue, he immediately thought of "Placespeak". This is a new online community-consultation platform that connects people's online identities to the real world using their residential addresses. Placespeak, easy to access through Facebook and Twitter, encourages inclusive, informed participation, public policy development, and decision-making. Exactly what the doctor ordered.

The issue concerns the latest Recycling Regulation Amendment, which now includes Packaging and Printed Paper (PPP) as a product category since May 19th. This means that the producers of PPP in BC are required to create a stewardship program for the collection and recycling packaging and printed paper by November, 2012, which needs to be implemented by May 2014. Before coming up with a plan, producers will need to do their own set of community consultations with stakeholders in their local neighbourhoods. Placespeak is a tool that will give stakeholders a voice and yet assure proponents are getting information from all the right places.

"This exercise is precisely the kind of consultation that PlaceSpeak has been created to enable", says PlaceSpeak founder, Colleen Hardwick (Nystedt). "This is an empowering act that will help build trust between citizens and government, toward the creation of a sustainable stewardship plan."

Stakeholders, besides producers, includes local governments or municipalities, waste and recycling related companies both non-profit and private, as well as the general public in British Columbia. By joining Placespeak, everyone living in BC will have a chance to respond to the issue and also see how others around them have responded to the issue. Besides Placespeak (<http://www.placespeak.com/topic.php?id=321>) the Ministry of Environment is also conducting a series of Public Meetings around the province that can be attended for more answers. See more information on the Recycling Council of British Columbia's website: <http://rcbc.bc.ca/education/product-stewardship/packagingepr>. We look forward to seeing you online or in person!"

The Recycling Council of British Columbia is a multi-sectoral, non-profit organization promoting the principles of Zero Waste through information services, research and the exchange of ideas. Founded in 1974, RCBC is Canada's longest-serving recycling council and has earned the reputation of being one of the most widely respected environmental organizations in the province today. RCBC has played a major role in the establishment of the many ground-breaking product stewardship programs in the province, which are emulated around the world. For more information visit www.rcbc.bc.ca