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of the  
Environment

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**AUG 14 2009**

ENV11761T-2009-102

Ms. Clodhna McMullin  
Chair  
Waste Diversion Ontario  
4711 Yonge Street, Suite 1102  
North York, ON M2N 6K8

Dear Ms. McMullin:

I am writing to the Board of Directors of Waste Diversion Ontario (WDO) to provide direction for changes to the Blue Box Program Plan under the *Waste Diversion Act, 2002* (WDA).

I want to thank WDO for its efforts in undertaking a review of the existing program, and for its report and recommendations on improving the performance of the Blue Box Program. Your report and recommendations have been most helpful in my consideration of the issues related to both the existing residential curbside and depot collection programs in Ontario and the current Blue Box Program Plan.

As you are aware, many of WDO's recommendations must be considered in the broader context of the WDA, which is undergoing a separate review. I expect to be releasing my report on the review of the WDA upon its completion. However, there are a number of improvements to the existing Blue Box Program Plan that can be made in the near term, building upon the success of the program to date, to achieve greater diversion.

Pursuant to sections 7 and 23(1) of the WDA, I am directing that WDO revise the Blue Box Program Plan by:

1. Establishing a diversion target of 70% to be achieved by December 31, 2011.
2. Improving the methodology for calculating diversion by including additional avenues where residential Blue Box materials are collected.
3. Including packaging-like materials, sold as products, that are compatible with current collection and management systems.

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Please submit to me, by April 30, 2010, the revised program plan.

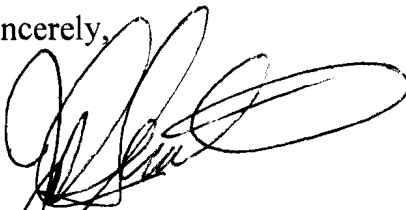
I am also directing that WDO initiate a review of material management issues associated with the current management of packaging and printed paper by Ontario municipalities under the Blue Box Program Plan and report back to me by February 28, 2010 with recommendations. The material management issues to be considered in the review of the management of packaging and printed paper should include:

1. Moving to a greater consistency of materials collected across Ontario.
2. A process, and identification of appropriate parties to be involved, to establish mechanisms for the identification and management of problematic materials for the Blue Box program.

Further details related to this report back are contained in the Addendum to this letter. WDO should consult with Mr. John Vidan, Director of the Waste Management Policy Branch, to discuss and clarify the details of the direction provided in this letter.

I would like to thank WDO for its continued commitment and support in improving waste diversion in Ontario.

Sincerely,



John Gerretsen  
Minister

(Addendum)

**Addendum to the Minister's Request Letter to Waste Diversion Ontario regarding the Blue Box Program Plan:**

**Part 1: Program Plan Revisions:**

1. ***Revise the existing Blue Box Program Plan to include an overall program diversion target of 70% by December 31, 2011:***
  - The overall Blue Box Program Plan diversion target should be calculated by including printed paper and packaging materials (including products) identified in O. Reg. 273/02 (Blue Box Waste) that are collected and directed to:
    - Recycling markets (net of residue); and
    - Re-use applications (net of residue).
  
2. ***Improve the methodology for calculating diversion by incorporating quantities of residential Blue Box wastes collected in additional collection avenues:***
  - Revise the calculation of the quantity of Blue Box wastes diverted by incorporating residential Blue Box wastes collected via non-municipal collection systems.
  - In addition to data reported by municipalities via the Municipal Datacall (which includes permanently placed public space recycling containers), data from collection systems that should be incorporated, where possible, include those that collect printed paper and packaging materials identified in O. Reg. 273/02 (Blue Box Waste) from residential generators:
    - by stewards reported via steward reports to Stewardship Ontario;
    - by retailers (e.g. grocery store carry out bags);
    - in multi-unit buildings directly by private contractors;

- by charities and other organizations (e.g. aluminum can collections); and
- other non-municipal collection systems as identified.

**3. *Identify and include in the revised plan packaging-like materials sold as products (e.g. empty aluminum pie plates) which are designated as Blue Box wastes, but are not currently covered by the Blue Box funding program, and that are compatible with current collection and management systems.***

- Provide an interim report on the packaging-like materials sold as products being added to the revised plan, that includes:
  - A list of identified packaging-like materials sold as products that could be included in the revised plan;
  - How the identified material is currently managed,
  - Considerations for inclusion of identified materials in Blue Box Program Plan (e.g. costs, impacts).

**Part 2: WDO Report Back:**

**4. *Initiate a review of the current management of packaging and printed paper by Ontario municipalities, as reported to WDO via the Municipal Datacall, and report back to me on by February 28, 2010 with recommendations on:***

**Greater Consistency of Materials Collected**

- Recommend how to define “consistency” for printed paper and packaging material being collected;

- Recommend a list of printed paper and packaging materials appropriate for consistent collection by considering the current level of collection of Blue Box materials identified in O. Reg. 101/94 under the *Environmental Protection Act* and the Blue Box Program Plan (or similar materials not specifically identified, e.g. PET clamshells) being collected in Ontario;
- Recommend process and timing for requiring consistent collection of recommended materials;
- Identify the benefits and barriers of consistent collection (with examples);
- State whether the printed paper and packaging types identified are likely to be generated by non-residential generators; and
- Estimate the financial implications and impact on current Blue Box systems of collecting materials recommended for consistent collection, by comparing the current collection situation with consistent collection as recommended above.

#### Problematic Materials

- Recommend a process for establishing mechanisms to identify and address types of printed papers and packaging that pose operational or materials management problems in maximizing diversion within material categories. Recommendations on process should include:
  - Identification of appropriate parties to be involved recognizing that the parties will vary depending on the nature of the problem;
  - Role of involved parties recognizing that the roles will vary depending on the nature of the problem; and
  - The range of possible steps involved.