



Zero Waste: Mission Possible

'Plastic Resources & the Journey to Recover 100% of Plastics to Meet Canada's G7 Goals'

Joe Hruska, VP Sustainability, Canadian Plastics Industry Association

Waste Management Association British Columbia

February 21, 2019



Association canadienne de
l'Industrie des plastiques

since • depuis 1943

Canadian Plastics
Industry Association

Evolution of Packaging



**How to catch the
early, early show
with an easy, easy dinner**

**Swanson TV Brand Dinners, the oven-
quick meals that taste home-cooked**

Now Mom's in on the TV fun at the start, and thanks to Swanson she's ready to serve an extra-special chicken dinner: Genuine Swanson TV Brand, the frozen dinner that gives you more for your money than any other kind.

Who else but Swanson always gives you three such choice, luscious pieces of chicken? (A rich portion of breast, meaty wing, and a plump thigh or drumstick.) Who else makes fluffy mashed potatoes like this, with milk and creamery butter? Who else gives you buttered, garden-good mixed vegetables like these, with the crispness and tenderness a good cook prizes? (And how that skillful, careful Swanson cookery will remind you of your own!)

Try Swanson TV Brand Dinners. Compare the difference in those generous servings, cooked and seasoned as only Swanson knows how: Four delicious varieties: chicken, turkey, beef, fillet of haddock. Ready in 25 minutes or less—no work, no dishes. Remember, insist on genuine Swanson TV Dinners, and always keep a supply handy in your freezer.



QUICK FROZEN
BY SWANSON

CHICKEN

SWANSON

TV. Dinners

MADE ONLY BY Campbell SOUP COMPANY

"TV" and "TV DINNER" ARE REGISTERED TRADEMARKS

11











Packaging Soup to Nuts







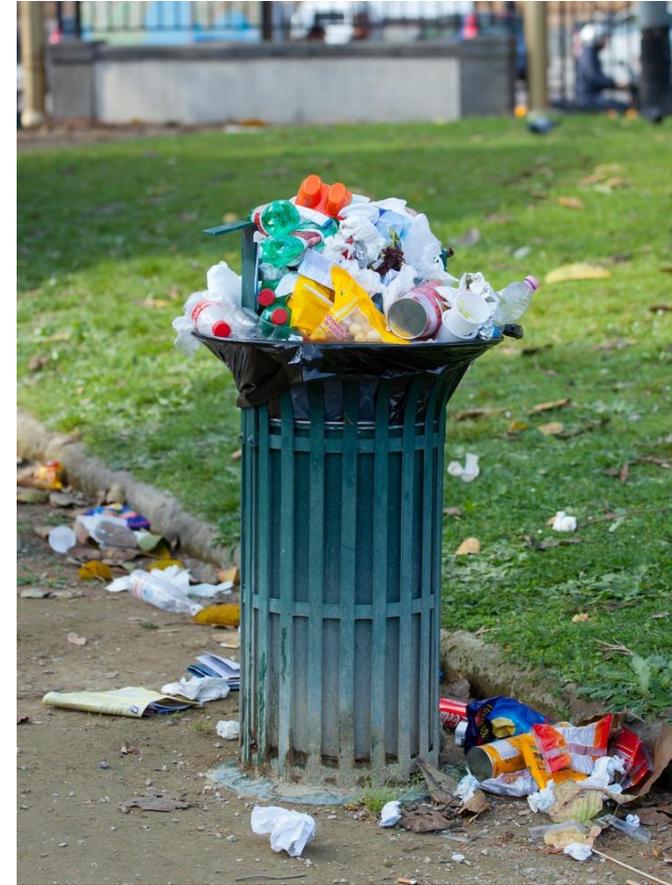








Where are we now?





Recycling
~25%

Total
waste
~8%





Canadian Environment Minister Catherine McKenna
Photo: CBC

Complementary policy approaches

CIRCULAR ECONOMY & SUSTAINABLE MATERIALS MANAGEMENT



INTERPRETATION BY

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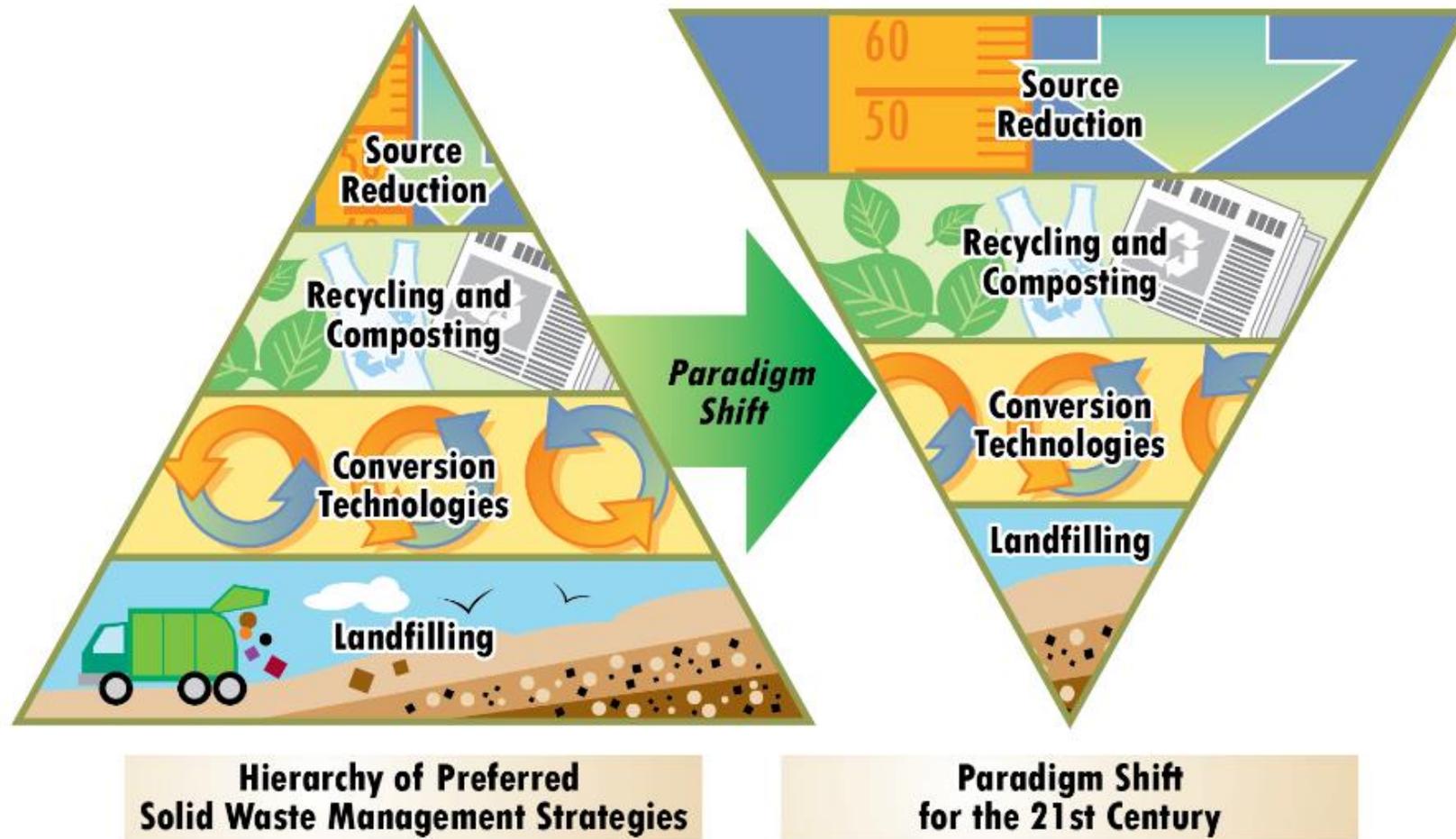
© 2017

City of London at end of 2030

(best estimates)

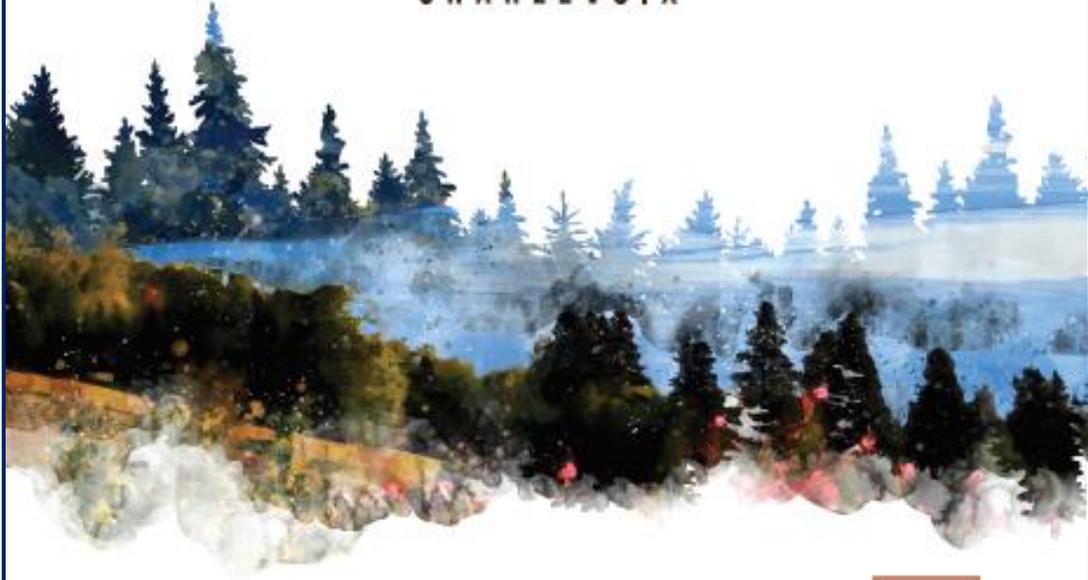
Approach	Tonnes Managed	%
New Waste Reduction	800,000	5%
Recycled/Organics Diverted	7,800,000	45%
EFW	300,000	2%
What Approach????	8,300,000	48%
TOTAL	17,200,000	100%

London's Plan: look for greater collaboration



Reproduced from Waste Advantage Magazine, August 15, 2014





**OCEAN
PLASTICS
CHARTER**



MATERIALS RECOVERY
FOR THE FUTURE



Plastics have changed the world. However, the rapid growth of middle-class and industrial economies has drastically increased the world's plastic consumption in recent decades – and infrastructure development has not kept pace. The result is a dramatic increase in plastic waste.

LEARN MORE ABOUT THE ISSUE →



Alliance to End Plastic Waste

ALLIANCE TO
END PLASTIC WASTE



\$1B investment from members
leveraging \$1.5B in bringing
initiatives to life



Canadian Council
of Ministers
of the Environment Le Conseil canadien
des ministres
de l'environnement

CCME Canada-wide Action Plan on Zero Plastic Waste Workshop Draft Agenda Outline

February 19-20, 2019

Intercontinental Toronto Centre
225 Front Street West
Toronto, Ontario

Workshop goal: Identification and prioritization of government and sector actions to support the movement towards zero plastic waste.



RESOURCE RECOVERY PARTNERSHIP

Advancing Resource Recovery in Canada

CONTACT US 905.941.2174



EVENTS

RESOURCES

PARTNERS

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RESOURCE RECOVERY PARTNERSHIP

A 21st century approach to driving a sustainable economy. Continuing the conversation.

**Resource Recovery Partnership Conference
Toronto
Wednesday, June 5, 2019**



Advanced Resource Recycling

-- new definition of plastics recycling



Smelting



Melting



Molecule-to-molecule
re-engineering



Your Mission – should you choose to accept



1. Proactively encourage residents

- Recycle more
- Recycle properly
- Quality begins at the curb



2. Improve MRF quality control



Adopt new standards at MRFs

- Slow down lines?
- Increase manual checks and sorts?

3. Invest in sorting innovation



Invest in state-of-art technology to produce better quality commodities

4. Develop partnerships



Create loyal relationships in domestic markets to weather storms more effectively

5. Stimulate new domestic markets for materials

North American
manufacturing capacity
needs to expand



6. Increase demand for recycled content

By adopting and encouraging supporting procurement policies



8. Advocate for EPR

EPR
beneficial
for Zero
Waste





What's on the horizon for plastics?

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Welcome your thoughts and suggestions..

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