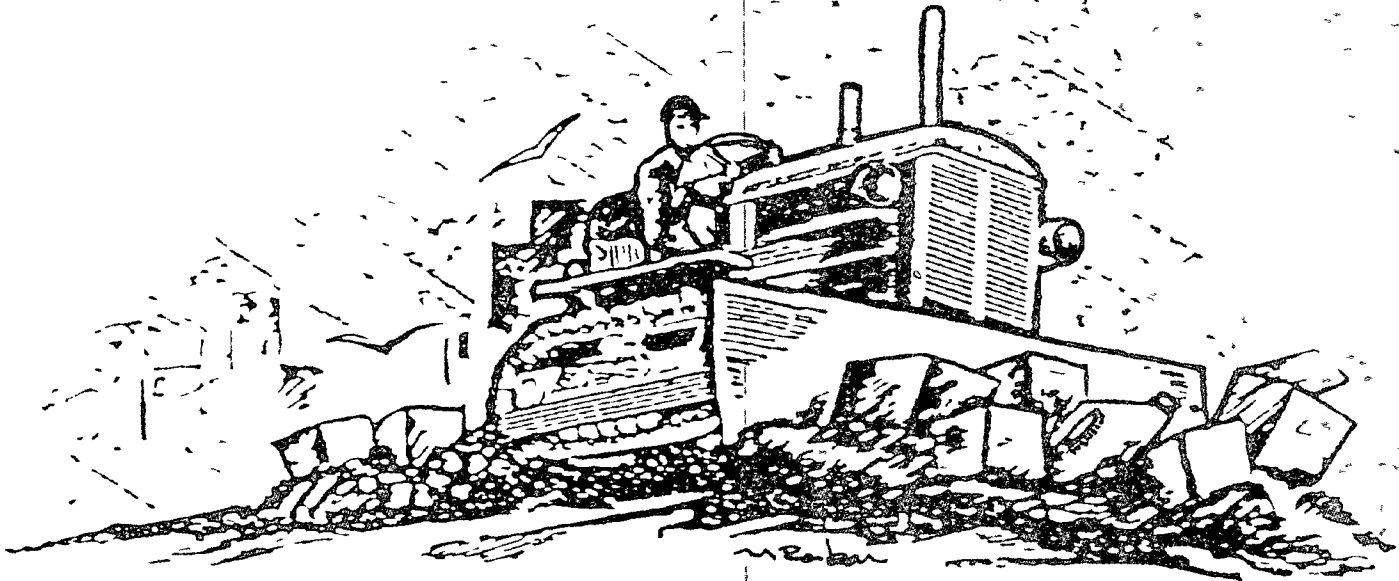


Municipal Guide

for the



P r o m o t i o n o f

Packaging Waste Reduction



CCME

Canadian Council Le Conseil canadien

Introduction

Promoting awareness of the packaging waste issue at the local level does not necessarily require a great deal of time and money. Creativity, commitment and sharing good ideas are what count.

By 1995 it is expected that landfills serving over 70 per cent of the Canadian population will be full * Packaging, along with leaf and yard wastes, and construction and demolition debris, is a major contributor to the municipal solid waste stream

Municipalities have a lot to gain from a reduction in packaging waste. Local government is closest to the people it serves and is in a good position to educate the public about lifestyle changes that can have a positive environmental impact.

The Packaging Waste Reduction Promotion Guide is a joint project of the Federation of Canadian Municipalities (FCM) and the Canadian Council of Ministers of the Environment (CCME). CCME is the major intergovernmental forum in Canada for action on environmental issues. FCM is the national voice of municipalities in Canada.

This guide is intended for municipal professionals such as environmental coordinators, public works engineers, procurement officers, parks and recreation activity programmers, and elected officials who lead the way in setting examples to achieve waste reduction goals.

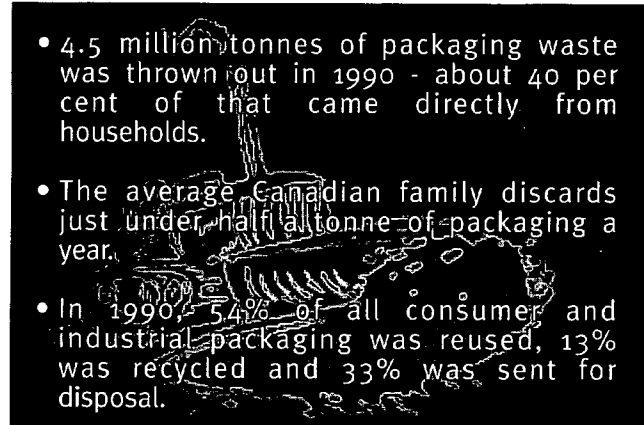
This guide includes an overview of the packaging waste issue, suggestions for starting a packaging reduction program and some ideas and materials that may be suitable for implementation by the various professionals in your municipality. We have also provided examples of community based initiatives to reduce packaging waste and encourage you to adapt them to suit local needs and waste reduction management plans.

Local action, through municipalities like yours, is reducing the solid waste Canadians send to landfill. But we have a long way to go. We hope you find the suggestions in this guide helpful and inspiring.

Environment Canada 1991 State of the Environment Report

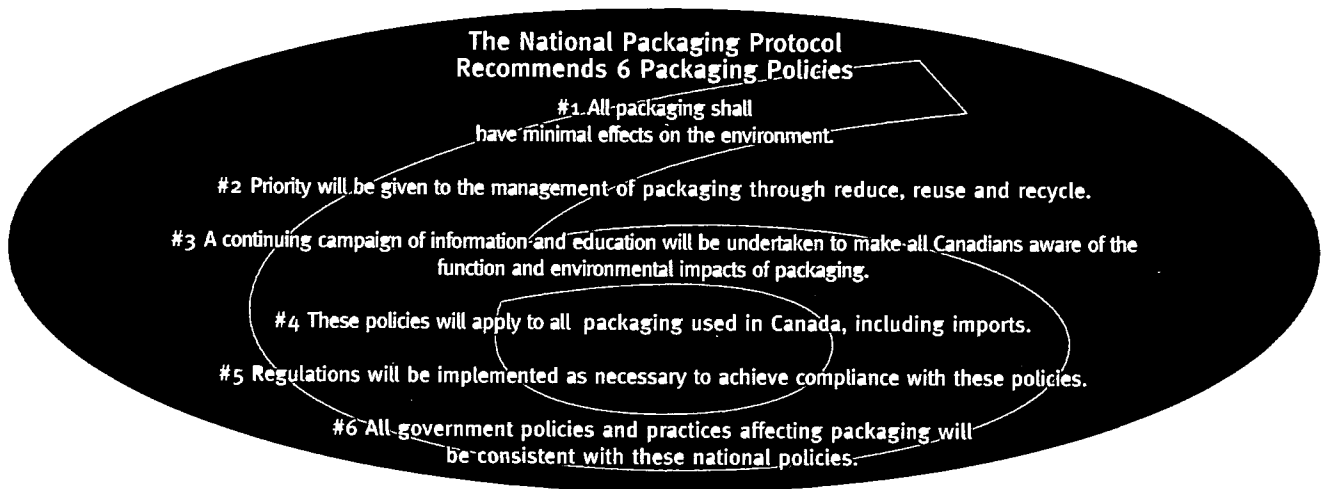
Waste I S M A N A G I N G Packaging

While packaging's main function is to help deliver products to consumers, once discarded and treated as a waste it can create various pollutants that degrade the environment. Packaging represents approximately one third of the municipal waste stream. In many instances, the packaging thrown away could be used again or recycled. It is, in fact, a valuable resource that should not go to waste.



- 4.5 million tonnes of packaging waste was thrown out in 1990 - about 40 per cent of that came directly from households.
- The average Canadian family discards just under half a tonne of packaging a year.
- In 1990, 54% of all consumer and industrial packaging was reused, 13% was recycled and 33% was sent for disposal.

(Data courtesy of Environment Canada - 1990 National Packaging Survey)



In 1989, in response to growing concern about packaging waste, the Canadian Council of Ministers of the Environment (CCME) established a National Task Force on Packaging.

The Task Force is made up of representatives from federal, provincial and municipal governments, industry, and consumer and environmental groups. FCM has been an active member from the beginning.

In 1990 the Task Force created the National Packaging Protocol. Based on solid waste statistics from 1988, it set a series of targets for packaging waste reduction in Canada: a reduction of 20% of packaging waste sent for disposal by 1992, of 35% by 1996, and of 50% by the year 2000. Already, between 1988 and 1990, there has been a 14 per cent reduction in packaging waste going to landfill. Another survey is underway to assess progress in reaching the 1992 target.

Reduction comes First

Managing waste is expensive. Across Canada millions of taxpayers' dollars are spent landfilling or incinerating material consumers throw away.

Even when recycling is available, the most efficient way to help protect the environment and cut the cost of managing waste is to avoid creating waste in the first place. This is why of the three "R"s (Reduce, Reuse and Recycle), Reduce is most important.

Informed Choices = Effective Action

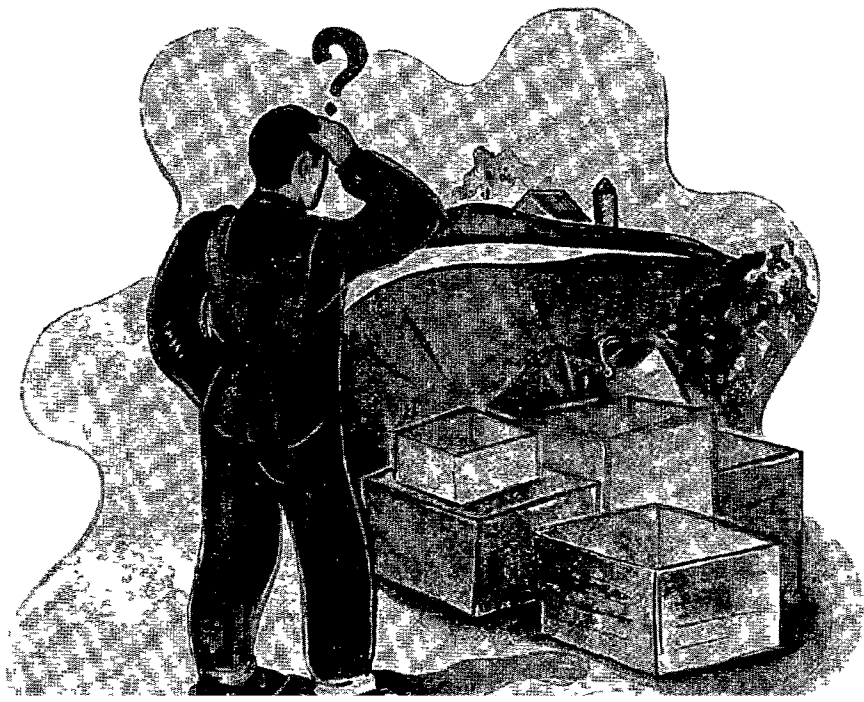
While all efforts to be more environmentally responsible are important, refusing to buy overpackaged products is often one of the easiest things to do.

To make purchasing choices that will reduce packaging waste, consumers need specific information. A successful awareness campaign directed at consumers provides information that is relevant and upbeat, and distributes it in ways that make it easy for consumers to use.

We have profiled some community-based initiatives across Canada to provide a range of ideas for setting up your own program. Use the suggestions and contacts to your advantage. Highlight your current packaging waste reduction activities, or launch a new campaign and make sure your local media is informed!

To avoid overpackaging:

- buy the contents not the container,
- buy durable items rather than items that will be thrown out after only one or two uses,
- whenever practical, buy large quantities of food products that provide multiple servings rather than products packaged in single serving containers,
- use returnable, refillable glass containers for beverages,
- buy products in easier to recycle single-material packaging instead of multi-material combinations of foil, paper and plastic,
- buy in bulk and use your own reusable bags or containers,
- buy concentrated cleaning products that go a long way and require less packaging, and
- buy refill pouches for items such as liquid detergents, shampoo, and mouthwash.



who's d o i n g what?

Green

S h o p p e r s

One of the most active consumer education programs to reduce packaging waste was conceived by the Environmentally Sound Packaging Coalition based in British Columbia. The "Green Shopper" program is co-sponsored by B.C.'s Ministry of Environment and two grocery store chains: Overwaitea, Save-On-Foods and Safeway.

Brochures and an instructional video are available at 145 grocery stores throughout B.C. "Green Shopper: Less Packaging for a Better Environment" is an inexpensive two-colour brochure containing information on how to buy less packaging and explaining the various environmental labelling symbols.

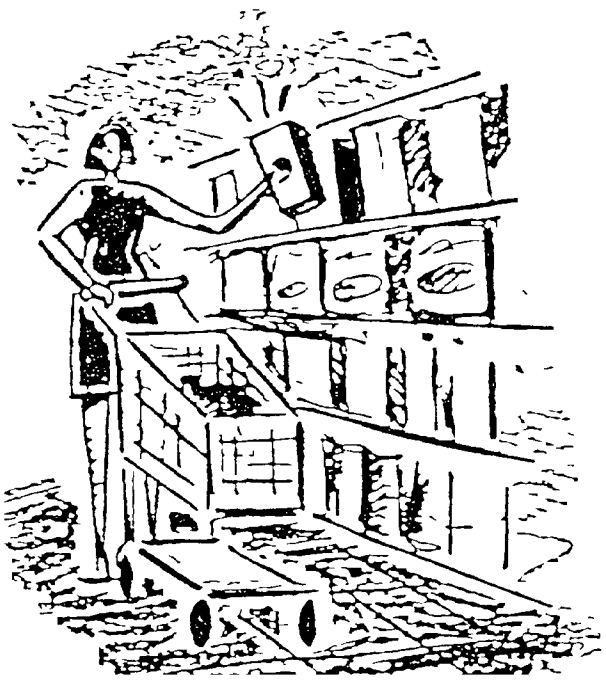
For more information, contact

The Environmentally Sound Packaging (ESP) Coalition

2150 Maple Street

Vancouver, B.C. V6J 3T3

Tel. (604) 736-3644



Cart

s m a r t

For Halifax's Metropolitan Authority, The Clean Nova Scotia Foundation designed "Waste Reduction: It's the least we can do!" This campaign is a good example of what can be achieved when municipal government, business and environmental groups cooperate to inform and motivate consumers.

Shopping guides produced on plastic coated stock are permanently attached to shopping cart handles. The guide urges shoppers to choose environmentally friendly packaging, to favour local produce and reduce the need for protective packaging and the use of fuel for transportation, and to select cleaning products that are less toxic.

The Clean Nova Scotia Foundation has also produced a pamphlet for this campaign called "A Consumer's Guide to Waste Reduction." This simple black and white, three-panel pamphlet can be effectively reproduced on any two-sided photocopying machine on 8 1/2 by 11" paper.

For more information on this program, contact

The Clean Nova Scotia Foundation

P.O. Box 2528, Station M

Halifax, Nova Scotia B3J 3N5

The green box

Since June 1992, Provigo Distribution Inc has provided its Maxi store customers in Brossard, Quebec, with a service specifically designed to help them avoid packaging. Called "The Green Box - Maxi's ecological way to pack!", shoppers purchase rigid plastic boxes to use



whenever they shop at the Maxi store. The boxes fit into specially designed shopping carts. As they shop, customers can arrange their purchases in the box by type of product or food. The box enables customers to avoid packaging as well as organize their groceries to make it easier to unpack when they get home.

The experience in the Brossard store has been so successful that Provigo plans to implement the service in all its larger stores as they come on-line for renovations.

For more information, contact

Claude Pigeon
Director of Communications
Provigo Distribution Inc
800, boulevard René-Lévesque ouest
Montréal, Québec
H3B 4S7
Tel (514) 878-8532

Outreach Education

The Saskatchewan Waste Reduction Council, a non-profit organization, takes its Smart Shopper Display into supermarkets to demonstrate how various products can be purchased in minimal packaging. For example, volunteers demonstrate how one can of orange juice concentrate produces the same amount of product as five single-serving boxes or 10 mini boxes of juice. The Council also makes speakers available to schools and businesses for presentations on packaging reduction.

For more information on the Saskatchewan Waste Reduction Council's outreach programming, contact The Saskatchewan Waste Reduction Council
101 - 219 22nd St. East
Saskatoon, Saskatchewan
S7K 0G4
Tel (306) 931-3242

Litterless Kids



litterless kids

Barbara Chomey, a mother of three young children, started her home based business when she discovered a line of reusable food containers for bag lunches. She ordered a quantity of nylon bags to hold the plastic containers and began to market her "Litterless Kids" lunch kits.

Chomey has since developed a Litterless Lunch Kit Program and is marketing the kits in schools governed by 16 Metro Toronto Boards of Education.

For more information, contact Barbara Chomey at (416) 698-4196 or write to

Litterless Kids
4 Glenmount Park Road
Toronto, Ontario
M4E 2M9

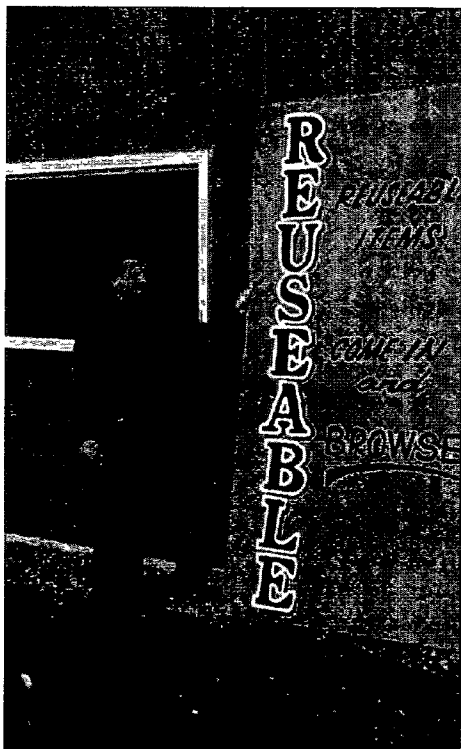
Quinte Region -

an integrated approach

Semple's example

One of Canada's best examples of an integrated approach to waste reduction that also emphasizes packaging waste reduction is run by the Centre and South Hastings Waste Management Board in Ontario. The biggest city in the area is Belleville and the 15 municipalities the board represents include many smaller towns and villages.

The board believes that in a consumer society, reducing packaging waste is essential and consumers must be encouraged to buy less - especially less new material - so reuse is heavily promoted.



"Swap Days" in Spring and Fall allow residents to set out on their curb reusable materials that they no longer want for others to pick up. Large items that rural residents no longer want are left at the Reuse-Recycling Centres for reuse by others. And reuse directories listing all the local places where residents can buy or drop off reusable goods are distributed to local residents.

To specifically promote packaging waste reduction, thirty minute television programs have been produced in cooperation with community access cable television and a local grocery store. They show consumers how to avoid buying excess packaging when shopping.

The Centre and South Hastings Waste Management Board has also produced guidelines called "Waste Reduction for Municipal Offices" for its 15 member municipalities.

For more information, contact

Waste Reduction Coordinator
Centre and South Hastings Recycling Board
270 West Street
Trenton, Ontario
K0V 0N0

"Semple's," an independent grocery store in Belleville, offers the area's most effective point-of-purchase consumer education program on excess packaging. The "Eco Tag" shelf labelling program identifies products that are environmentally responsible in three ways:

"Earth Preservers" - Products with better ingredients, or produced by preferable methods,

"Recommended Recyclable" - Products with one layer of packaging that is recyclable in the local area,

"Best Packaging" - Products that require no packaging or packaging that is minimal, or reusable, and printed with less harmful inks.

Shelf tags bearing descriptive logos clearly identify which products are environmentally friendly and why. In-store displays and explanatory literature support the Eco Tag program.

Semple's management says the Eco Tag program is an example of good customer service. In one survey conducted by the grocery store, 95 per cent of respondents said the Eco Tag program was important to them.

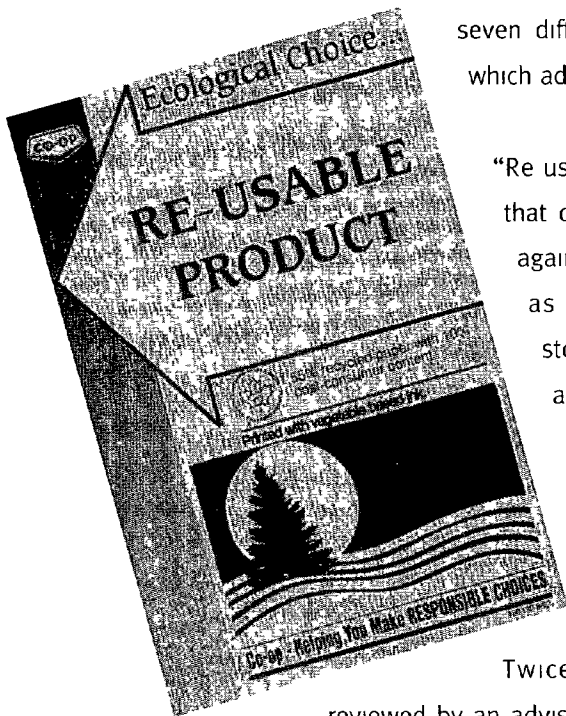
For more information on the Eco Tag program, contact

Faun Hartley, President
Eco Tag, RR#2
Marlbank, Ontario
K0K 2L0
Tel (613) 544 5000 ext 194

shelf.

TALKERS

Co-op Atlantic makes a detailed shelf labelling program available to its 120 member grocery retail stores in Atlantic Canada. "Shelf-talkers" are bilingual shelf tags that identify the most ecological choices available in various product categories. There are seven different shelf talkers, two of which address packaging.



"Re usable Product" - Products that can be used over and over again for many purposes such as plastic containers for storing food and razors that accept new blades, and,

"Refillable Container" - All refillable soft drink bottles

Twice a year the program is reviewed by an advisory panel of environmental experts from the Atlantic Region. New products may be added while others may be dropped. This enables the program to identify the products that continue to be the best choices in their categories. For more information on Co-op Atlantic's approach to promoting packaging waste reduction, contact

Ecology Program Officer
Co-op Atlantic P O Box 750, 123 Halifax Street
Moncton, N B
E1C 8N5

The **Tula** Project

The Conservation Council of New Brunswick, through its educational initiative "The Tula Project", has produced an informational pamphlet called "What's on the Table? A Guide to Green Groceries". This informative pamphlet links the choices consumers make about food purchases to sustainable development and the importance of local agriculture. It urges consumers to make careful selections in the grocery store to avoid packaging and disposable products, and to buy in bulk.

The Tula project is funded by Environment Canada, the Shell Environmental Fund and private foundations. For more information, contact

The Tula Project, Conservation Council
180 St John Street,
Fredericton N B
E3B 4A9
Tel (506) 458-8747

Starting your packaging reduction program

SUGGESTIONS

People who have started community-based waste reduction projects say there are three key points to keep in mind:

- Use indigenous knowledge. Elders and senior citizens often know more than most people about reducing packaging waste and how to stretch resources.
- Involve youth and children. They have more at stake than any other age group and they have lots of energy.
- Look for ways to ensure your projects are economically self-sustaining. Blend the expertise of local businesses and environmental groups.

It's important that the awareness program you plan and implement makes the best possible use of existing resources and does not conflict with other waste management programs. For instance, you may have a municipal recycling program. If so, consult with the people managing this service to find out what they do to raise awareness of the waste issue.

Assess your Waste

Collecting a certain amount of basic data on your municipal waste situation is essential. This data could include financial information on what your municipality spends for waste management services, how much longer the landfill your municipality uses will last, and how much garbage the average resident in your municipality contributes to the waste stream.

For more information on assessing your waste situation contact your provincial Ministry of Environment using the phone number provided at the end of this guide.

Form an Advisory Group

Many successful public awareness programs have advisory groups made up of representatives from the program's target as well as stakeholder group representatives. An advisory group, including local residents, a representative from an environmental group, a business person, someone with academic or scientific expertise in the environment and an educator who works with children, can be established to help promote packaging waste reduction at the municipal level.

Set a Good example

Conduct a waste audit to look at what your municipal office is throwing out. Identify your major waste items and how much is packaging related. Find a way to reduce this by, for example, changing your purchasing policies to emphasize less packaging.

Use bulk coffee, cream, milk and sugar in your cafeteria or lunch room.

Ensure that municipal employees are aware of what they can do to reduce packaging waste in the workplace, such as using ceramic coffee mugs and bringing "green lunches" to work.

Environment Canada has a guide available free of charge called "Working Your Way to a Green Office". This guide comes in both official languages and offers suggestions and examples for organizations that are retooling their offices to be more environmentally oriented. To order a copy, call or write:

Environment Canada
Inquiry Centre
Ottawa, Ontario K1A 0H3
Tel 1-800-668-6767

The Municipality of Metropolitan Toronto has also produced a guide on reducing waste in the workplace called "Integrated Waste Management Guide - Your Guide to Developing a Waste Reduction Program in the Workplace". For more information, contact:

Metro Works Department, Station 1180
Metro Hall, 55 John Street
Toronto, Ontario
M5V 3C6
Tel (416) 392-4200

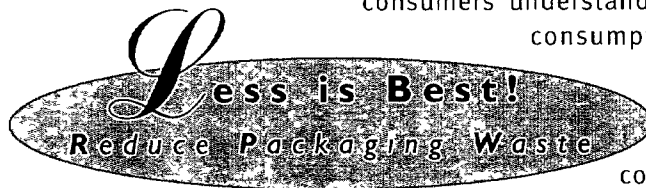
Develop a Sustainable Awareness Program

Consider a "campaign identifier" - a themeline and logo to be used on all printed material produced for your program. Camera ready artwork for "Less is Best Reduce Packaging Waste!" is included in the kit with this manual.

To inform residents of the magnitude of your local waste problem and the packaging waste issue, consider producing a pamphlet. Several successful examples have been highlighted in this manual. You may wish to adapt one of them to suit your community's waste management situation. And you can begin your efforts to promote packaging waste reduction by including a copy of the pamphlet with tax bills mailed to local residents.

Camera ready artwork for a "Shopper's Audit" is included with this manual. It is meant to help consumers understand how to change their own consumption patterns to reduce packaging waste. You may wish to reproduce this item for circulation in your community, along with other printed material on your local waste management situation. If you form partnerships with local businesses, offer them the opportunity to put their logo on this material in exchange for printing and distribution assistance.

You will also find in the manual camera ready artwork for a "Packaging Quiz". Approach your local newspaper and ask the editor to run it in conjunction with a news story on the local waste management situation. You may wish to launch your media campaign with the quiz, a copy of the Shopper's Audit and your pamphlet, as well as a news release describing your local program. Be assured that the information you collect from your waste assessment will almost certainly have local news value.





Shopper's Audit

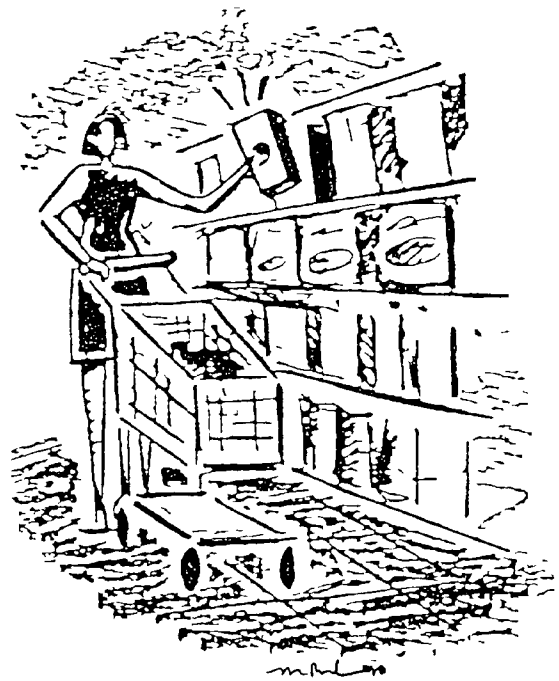
Some of the most important things you can do for the environment, you can do when you shop. This Shopper's Audit is a simple way of finding out how your shopping habits contribute to packaging waste.

Packaging is any material or item that is used to contain a product or commodity. While some packaging is necessary - for instance, for health and hygiene reasons - packaging waste accounts for over a third of the material, by weight, in most municipal landfills.

“Buy the contents not the container.”

This audit will help you examine and quantify how much packaging waste you generate from an average shopping trip. It will help you answer the following questions:

“How much of the packaging that comes with what I buy do I throw out?”; and then,



“How much of what I throw out can I avoid buying?”

Your goal should be to beat your own score by learning how to avoid excess packaging when you shop and reduce the amount of packaging waste your household produces. This audit focuses on grocery shopping but it can also be used for trips to hardware, department and drug stores.

How to Begin

The Shopper's Audit has been designed for two shopping trips. On page 3 you will find a worksheet for each trip.

Begin this audit after you have completed an average grocery buying trip for your household. Just buy your items the way you always do. Then, as you're unpacking and putting them away, fill out the first half of the worksheet entitled Shopping Trip #1.

List the grocery item in the far left-hand column and the quantity of the packages for the items in the next column. Remember, you're tracking packaging, not individual items. So if you buy two cellophane-wrapped packages with 6 tomatoes in each package, mark "2" in the quantity column.

Then place a check mark under the type of packaging. "None" means that the product was purchased without any packaging (The thin plastic bags available in most grocery stores for produce and bulk food are considered packaging.)

Put a check mark under "Reduced" if you selected an item that comes in a refill pouch, or, like some laundry detergents, is concentrated specifically to use less packaging. Put a check mark under "Reusable" only if you know you will definitely reuse the container, package or bag. Likewise, put a check mark under "Recyclable" only if you know you can and will recycle the package (If the label on the product says "Recyclable" but you don't have access to recycling services for this item, do not put a check mark in this column.) If more than one category applies, put a check mark in the column with the lowest point value.

Finally, if you know you will throw out the package, put a check mark under "Waste." Remember to include the shopping bags you used for your trip. If you brought your own from home, score "none."

If you can, do this exercise with a member of your family or a friend. While you put the groceries or other items away, they can fill out the worksheet.

When you're finished, calculate your score. Multiply the quantity by the packaging quotient which is indicated in brackets under each type of packaging (None=0, Reduced=1, Reusable=2, Recyclable=3, Waste=4). Then put that number in the column on the right-hand side. Add up these numbers at the bottom and indicate your total Shopping Score. For an example of how to fill in the worksheet, see examples on the right.

ITEM	#	PACKAGING				SCORE
		none (0)	reduced (1)	reusable (2)	recyclable (3)	
tomatoes (2 pkgs)	2					8
soap (4 bars indiv wrapped)	4					16
soft drinks (6 cans)	6				x	18
instant oatmeal (6 single pouches)	6					24
laundry detergent	1					4
juice boxes (6 boxes)	6					24
24 individually wrapped cheeses	24					96
TOTAL SHOPPING SCORE						190

ITEM	#	PACKAGING				SCORE
		none (0)	reduced (1)	reusable (2)	recyclable (3)	
tomatoes (bulk)	1			x		2
soap (4 bars unwrapped)	1			x		0
soft drinks (3 bottles 1.5L each)	3				x	6
oatmeal (bulk)	1					2
laundry detergent (concentrated)	1				x	1
Progn juice (concentrated)	1				x	1
block of cheese	1					4
TOTAL SHOPPING SCORE						16

How to “Reduce” Your Score

There are six priorities to keep in mind when you shop to reduce the amount of packaging waste your household generates

1. **No Packaging**
2. **Minimal Packaging**
3. **Reusable/Refillable Packaging**
4. **Returnable Packaging**
5. **Recyclable Packaging**
6. **Recycled Content in Packaging**

Shopping Tips for Less Waste

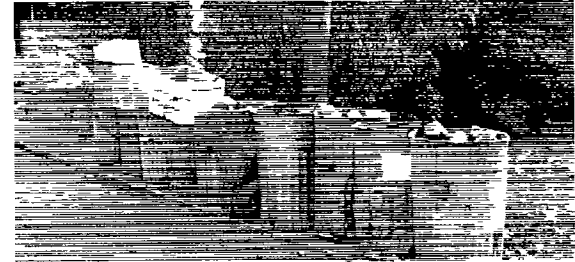
- Buy from bulk bins and use your own reusable bags and storage containers (This applies for grocery, hardware and many other items such as pens, art supplies and some cosmetics)
- When you can, buy local, fresh and unpackaged produce instead of processed, packaged versions of the same items
- For items that won't spoil, buy large quantities that provide multiple servings
- Buy concentrated products that will give you more product for less or the same amount of packaging

- Buy refill pouches for products such as liquid detergents and mouthwash
- Use returnable, refillable containers for beverages
- Choose durable items rather than disposables (eg coffee cups, razors and batteries)
- Select family size containers instead of individual portions for items such as fruit juices, cereals and soups
- Most recycling programs do not accept multi-material packaging such as combinations of foil and paper, paper and plastic, and, cardboard and wax paper
- Bring your own bag on all shopping trips
- Let store owners and manufacturers know about your packaging suggestions

After you've completed your second shopping trip - fill in the other half of the worksheet
See if you can lower your score!

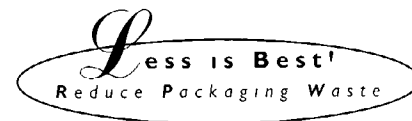


Programming guide



This Programming Guide was produced as a component of the "Municipal Guide for the Promotion of Packaging Waste Reduction" by

for
children's
a c t i v i t i e s
on
packaging
waste
r e d u c t i o n



Children can make all the difference

This programming guide is a component of the "Municipal Guide for the Promotion of Packaging Waste Reduction". It is intended to help people who work with children promote awareness and understanding among children of why and how to avoid creating packaging waste.

Packaging is the material used to contain, protect and transport a product or commodity. One third of the materials going to landfill is packaging waste. It also contributes to the litter problem. Packaging waste represents a significant loss of important resources. By practising the 3Rs of waste reduction (reduce, reuse, recycle), industry and consumers can ensure that better and less packaging is used in the future.

Children care about their environment and are receptive to new ideas. The attitudes they develop toward packaging can have a significant impact on reducing waste now and in the future.

start with Your program

Before you consider specific educational programming for children on the packaging waste issue, ensure that your program keeps packaging waste to a minimum.

- Integrate minimal packaging as a requirement in your program's purchasing guidelines
- Purchase bulk quantities of food for your program's snacks and lunches
- Don't waste paper use both sides
- Reuse old newspapers and plastic to protect table surfaces for art activities
- If you keep pets in your program, use shredded office paper for bedding

There are probably many other ideas to reduce packaging waste that are appropriate to your program. Ask your students for suggestions.

p r o g r a m m i n g

Contacts

For information on Green Lunches contact Barbara Chomey in Toronto (416) 698 4196. Besides lots of free helpful advice, Barbara offers a Litterless Kids lunch program at low cost to Canadian public schools.

For helpful programming advice for young children, a brochure is available called Earthcycles Environmental Education with Pre school Children. This publication contains dozens of programming ideas for day care programs. To order a copy, contact

Earthcycles
c/o Manitoba Child Care Association
364 McGregor Street
Winnipeg, Manitoba
R2W 4X3

For ideas on classroom activities Green Teacher is an independent Canadian magazine written by teachers for teachers. For more information contact Tim Grant, General Editor at (416) 960 1244 or write

"Green Teacher"
95 Robert Street
Toronto, Ontario
M5S 2K5

For older students Alternatives a quarterly journal produced by the Faculty of Environmental Studies at the University of Waterloo has produced a poster entitled The Landfill Starts Here. This poster comes with instructions for group discussions on what students can do to reduce waste. Copies can be purchased in either official language by calling (519) 888 4545 or faxing (519) 746 0292.

In Quebec FERE (Fund for Education in Environment) believes that schools have an important role encouraging social change to benefit the environment. It has a teaching kit available Ensemble recuperons notre planete that promotes environmental projects in schools. For example, in one activity a school is designated a Brundtland Green School when it establishes concrete daily measurable efforts in the areas of energy conservation and waste reduction. For more information call or write

**Fonds d'education relative a
l'environnement**
605 est, rue Notre Dame
Victoriaville (Quebec)
G6P 6Y9
Tel (819) 758 4789

For more background information on the packaging waste issue contact the Chairperson of the National Task Force on Packaging by writing to

**Chairperson,
National Task Force on Packaging
Office of Waste Management
Conservation and Protection
Environment Canada
Ottawa, Ontario
K1A 0H3**

Ideas for teenagers

Older students often have money of their own from baby-sitting, paper routes or part-time jobs. They are consumers. Canada's nearly three million teenagers spend about \$81 million a week of which \$14.5 million is spent on snacks—a significant source of packaging waste.

According to one study conducted by a Canadian magazine, 85 per cent of teens say they influence family buying decisions and 65 per cent do the family grocery shopping at least once a month.

To raise awareness of the overpackaging issue in this group, consider a class shopping trip. Have participants each contribute two or three dollars and pool the funds. Make a list of items to be purchased from a hardware, toy or grocery store. At the store, have each member of the group select one item

Have the students meet at the checkout with their items and have the group leader purchase the order with the pooled funds.

When the group returns to class, go through each item and discuss whether there are better alternatives that would reduce packaging waste.

If the trip was to the grocery store, arrange to drop off the non-perishable items at a local food bank or child care centre. The perishables can be shared among group members.

You may wish to combine this activity with a visit to a landfill, sorting or recycling facility, material processor or packaging producer in your locality. These visits will give students a more complete picture of the waste management issue.

waste

activities

Everybody can reduce the amount of garbage they create by cutting down on packaging waste. Excess packaging is found in many products for children: single serving packaged food, beverages and snacks, toys and games, and candies.

The programming ideas in this guide could be grouped into a theme week entitled "Packaging Reduction Week." Some of these ideas may be best suited to specific age groups but they can be adapted for any age.

Green

Lunch

GUIDELINES

Children don't always have control over what is put into their lunch kits. While it's important to educate all children about excess packaging, young children must not be made to feel responsible or guilty because their lunch contains food in non-reusable packaging. So it's important to talk to parents as well as children about reducing packaging waste in school lunches.

Consider producing a single sheet of suggestions to be distributed to parents at the beginning of the school term or at the start of summer day camp. These Green Lunch guidelines will help parents understand that they have an important role to play in controlling the packaging included in their children's lunch kits.

You may want to make a presentation on the Green Lunch concept to the Parent-Teacher Association in your community.

Here are some ideas of what can go into a "Green Lunch"

- a refillable or reusable drink container
- a reusable plastic container for sandwiches,
- a reusable plastic container and reusable utensils for desserts or fresh vegetables and dip,
- whole fruits like bananas, apples and oranges that don't require wrapping,
- a reusable lunch kit - a plastic lunch box or bag with a velcro fastener

Then give some examples of what does not go into a "Green Lunch" such as

- processed food purchased in single serving packages such as soups, stews and fruit salads,

p a g e



garbage

ART

Garbage art has long been a staple activity for children's programming. Many an egg carton has been turned into a caterpillar. To raise awareness of the overpackaging issue, collect your own samples of packaging waste and ask children to bring examples from home. Have a group talk about what is necessary to contain, protect and transport items and what constitutes overpackaging. Suggest making a display sculpture that uses packaging waste materials and that shows what the better alternatives are. You may wish to install this display in a public place where adults will see it. Call your local library or see if your city hall or town office has space available.

You could install this display with a student-made poster that defines overpackaging

and ends with the slogan "Less is Best. Reduce Packaging Waste!" This will help broaden children's understanding that we can all avoid buying things that just end up in the garbage. A smaller version of the same poster could be produced by each child in your group to take home and put up on the fridge.

Consider this activity for National Environment Week (the first week in June) or as something your group does for the town fair or summer block party. You may wish to contact your provincial Ministry of Environment or your local municipality to see if there are other planned events.

p a g e

toy

swap

and

repair

An effective way to cut down on packaging waste is to repair and reuse something that would otherwise have to be purchased new. Most children have toys at home that are worn out or broken that they no longer play with. Start a toy repair workshop as part of your program.

Suggest that children ask their parents for permission to bring in toys that they no longer use. Pool these toys and then encourage children to discuss how they might be repaired or whether they can be used for "spare parts" for other toys. Encourage each child to select one toy as her or his own repair project. You may find that some broken toys are not repairable. This provides an ideal opportunity to talk about the environmental importance of buying things that are made to last.

You will probably find that while children no longer want their own broken toys and may be quite happy to give them away, they are very interested in the discarded toys of others. This is important reduction behaviour. Make a point of encouraging it.



- foil lined paper pouches containing individual servings of processed food,
- single-serving cellophane packaged crackers, cakes and individually wrapped cookies

An emphasis can be placed on the nutritional value of the "Green Lunch" which should include whole, fresh food. For more information on nutrition, consult Canada's Food Guide to Healthy Eating which is available by contacting

Publications
Health and Welfare Canada
Ottawa Ontario K1A 0K9
Telephone (613) 954 5995

You may wish to consider encouraging your students to bring in their favourite special foods from home. If you are working with a culturally diverse group of children this can become a fascinating

exploration of the ways in which various cultures have traditionally solved the food packaging problem - edible grape leaves, for instance

Depending on how receptive parents are to the "Green Lunch" concept, you may wish to consider making it a program requirement in the same manner as for other items such as school supplies, sun visors and running shoes

If the guidelines aren't being followed, consider what one day care in Winnipeg did. The River Avenue Co-op Day Care had their children save all the plastic wrap from their lunches for a whole week. They put all the wrap into a large see-through container so that when parents came to collect their children, they couldn't miss seeing how much waste accumulated at the Centre in just one week from sandwiches wrapped in plastic.



Define packaging waste

Make the identification of packaging waste a priority, especially for young children in your program

One of the easiest ways to do this is to take a garbage bag along for walks and field trips. Encourage children to spot litter and pick it up for proper disposal. (Supervise this activity carefully. Ensure that the children understand they are not to pick up broken glass or any sharp objects and that they must wash their hands before they begin new activities.) When you return to class, discuss what litter is and ways it can be prevented including buying food products with less packaging.

This activity not only helps children define packaging waste, it also helps them understand the concept of proper disposal.

Define

You may wish to have a "packaging day." Ask the children in your program to bring examples of good packaging and bad packaging from home and then discuss the differences in class.

For older students, identifying packaging that is thrown away can lead to an exploration of ways to reduce the packaging that is used at their school or in their recreation program. Have students make charts to follow progress in reducing the various types of packaging waste that shows up in school waste baskets or that their cafeteria produces.

You may want to make this a competitive experience and suggest challenges between activity groups, classes or even schools.

page

Landfill

site

field trips

Field trips to the local landfill, carefully supervised, are an essential part of showing children what the waste issue is all about. Whether your community uses a small dump on the outskirts of town or a massive sanitary landfill site, seeing where their garbage actually goes can have a profound effect on a child's appreciation of the importance of reducing packaging waste.



Large sites usually have a Landfill Disposal Superintendent who should be contacted, through the municipality, before field trips are planned. He or she will know how to go about organizing the trip and may be willing to provide a guided tour.

The City of Montreal, Quebec, and the City of London, Ontario, has been conducting school tours of its landfill for several years. Children are told about what is in the landfill, where the smell comes from and how it is controlled, what the earth

movers do and why, and materials are identified that can be recycled and shouldn't be in the landfill. For older students, more complex matters are explained such as how sanitary landfill sites are designed and the chemical process that produces methane gas.

For tours of small sites, contact your municipal and/or town maintenance engineer.

You may wish to combine a field trip to the local landfill with a visit to a local recycling plant, if there is one in your area.

Warning: dumps or landfill sites, including those that serve small towns, can be dangerous places if children are not properly supervised. Ask parents to volunteer as group supervisors. Ensure that you discuss with the maintenance engineer whether there are any dangerous places on the site that children should be kept away from and what sort of footwear is appropriate.

page

Less is Best!
Reduce Packaging Waste

P A C K A G I N G Q U I Z

Each Canadian generates an average of half a tonne of waste every year. Packaging is an important contributor to the waste that ends up in Canadian landfills. Try this quiz to test your knowledge about waste and find out more about the packaging we throw out.

- Of the garbage an average Canadian generates, how much is recyclable (paper+cardboard+glass+plastic+metal)?
 - 20-30%
 - 30-40%
 - 40-50%
- Of the garbage Canadian households throw away, how much can be composted?
 - 5%
 - 20%
 - 35%
- Of the garbage an average Canadian throws out, _____ is packaging waste
 - 5%
 - 15%
 - 30%
- The largest proportion of the packaging waste Canadians throw out is _____
 - paper
 - plastic
 - metal
- What percentage of the packaging used by consumers and industries is reused each year?
 - less than 25%
 - 25-50%
 - more than 50%
- If you did not recycle your paper and cardboard for an entire year, the weight would be equivalent to _____ standard Webster's Collegiate dictionaries?
 - 11
 - 26
 - 43
- If you did not recycle your glass bottle and containers for a year, the weight would be equivalent to how many wine bottles?
 - 14
 - 31
 - 47
- In a year, if you did not recycle all your plastic packaging, you would be throwing away the equivalent of _____ video cassettes?
 - 8
 - 17
 - 24
- As a consumer, what can you do to reduce packaging waste?
 - purchase products which use the least amount of packaging
 - recycle packaging
 - use durable products
 - inform the store owner or manufacturer of your packaging preferences
- Through the National Packaging Protocol, Canada is committed to _____ by the year 2000
 - a reduction of 25% in packaging waste
 - a reduction of 50% in packaging waste
 - maintaining packaging waste to 1988 levels

Answers

- Between 30-40% of your garbage bag is recyclable. The amount actually recycled will vary according to public and private programs offered in communities.
- 35% of your garbage consisting of organic matter such as table scraps and yard waste can be composted in your own backyard.
- Packaging waste represents 30% of the garbage.
- Paper packaging including boxes makes up 32% of packaging waste.
- 54% of packaging used by consumers and industries is reused.
- (A standard Webster's dictionary weighs 2.23 kilograms).
- (A standard wine bottle weighs 710 grams).
- (A standard videotape weighs 250 grams).
- All four answers are correct and constitute excellent ways of contributing to the reduction of packaging waste.
- Canada is committed to reducing packaging waste by 50% by the year 2000. From 1988 to 1990 packaging waste fell by 800,000 tonnes or roughly 14%.

*L*ess is Best!
Reduce Packaging Waste

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For More Information:

For further information concerning this guide and other waste reduction programs, please write to

Federation of Canadian Municipalities
24 Clarence Street
Ottawa, Ontario
K1N 5P3

The Office of Waste Management
Solid Waste Management Division
Environment Canada
Ottawa, Ontario
K1A 0H3

For specific information on the National Packaging Protocol, contact

Chairperson, National Task Force on Packaging
Canadian Council of Ministers of the Environment
326 Broadway, Suite 400
Winnipeg, Manitoba
R3C 0S5

To receive information on what specific industry sectors are doing to reduce packaging waste, please write to

Canadian Tinplate Recycling Council
100 King Street West Box 2030
Hamilton, Ontario
L8N 3T1

Paperboard Packaging Environment Council
701 Evans Avenue Suite 400
Etobicoke, Ontario
M9C 1A3

Environment and Plastics Institute of Canada
1262 Don Mills Road, Suite 104
Don Mills, Ontario
M2B 2W7

Consumer Glass
777 Kipling Avenue
Etobicoke, Ontario
M8Z 5Z4

Alcan Recycling Canada
Division of Alcan Aluminium Ltd
1188 Sherbrooke Street West
Montreal, Québec
H3A 3G2

Communications Offices of provincial and territorial Environment Departments are important resources for more information on waste management and packaging issues

Newfoundland
Department of Environment and Lands
(709) 739 3394

Nova Scotia
Department of the Environment
(902) 424-5300

Prince Edward Island
Department of the Environment
(902) 368 5286

New Brunswick
Department of Municipal Affairs and Environment
(506) 453 3700

Quebec
Ministry of the Environment
(418) 643 6071

Ontario
Ministry of the Environment
(416) 323 1521 or 323 1537

Manitoba
Department of Environment
(204) 945 5763

Saskatchewan
Department of the Environment
(306) 787 6113

Alberta
Department of the Environment
(403) 427 5842

British Columbia
Ministry of Environment
(604) 387 9977

Northwest Territories
Department of Renewable Resources
(403) 873 7654

Yukon
Department of Renewable Resources
(403) 667 5237



Educational Programming for Lasting Impact

To stimulate meaningful change, a successful awareness program includes educational initiatives that can sustain themselves. Point of purchase shelf labelling programs in



grocery stores are a good example. Grocery store managers say these programs draw new customers to their businesses. Clearly, as long as programs like this are good for business, an incentive exists to

keep them going, to refine them and to protect their integrity. Discuss with local businesses or the Chamber of Commerce opportunities to launch a joint program.

If your municipality offers Parks and Recreation programs for children during school breaks, encourage programming on packaging waste reduction. Or speak to a local school board official about what may be possible in the classroom. A special guide on promoting packaging waste reduction is included with this manual. It has been designed specifically to be inexpensively reproduced and distributed to people who work with children.

We encourage you to share all the program ideas and initiatives in this guide with local environmental groups. Many of these projects don't just help the environment, they bring people together to form successful local partnerships.

Help the environment and make your community stronger. With your help and the participation of the residents of your community, Canada will reach its waste reduction goals.