

Zero Waste Victoria Stakeholder Engagement Summary

Summary

Between July and October 2020, staff engaged local and regional stakeholders to review draft strategies and inform and prioritize actions in Zero Waste Victoria. Staff conducted 10 online focus group sessions that included 98 participants representing 57 businesses and organizations. Participants included government staff, industry experts, business owners, and representatives from waste management associations, mission-based organizations and neighbourhood associations.

Overall, participants supported the strategies proposed in Zero Waste Victoria and the need for the City to take action to reduce waste across the community. During the engagement sessions, there was a consensus that the City should align its strategies with the waste reduction hierarchy; most participants agreed priority should be placed on reduction and the reuse of goods versus a heavier reliance on recycling. Many participants taking part in the engagement sessions already had a good understanding of environmental challenges associated with waste, therefore staff's presentation was complimentary to this existing knowledge. Participants had a moderate understanding of the specific roles of different levels of government but strong understanding of local waste management services and opportunities for potential service enhancements across the community.

Key Findings:

Common themes raised by participants include:

- Participants emphasized that the City has a role to play in waste reduction education and awareness, especially for any new source separation requirements.
- Increased service levels for residents such as bulky item collection or convenient drop-off locations may help limit illegal dumping, and improve recycling of electronics, textiles and other durable goods.
- Participants emphasized the importance of improved access to recycling depots or other options for residents and businesses.
- Physical space is a limiting factor in waste reduction. For example, physical spaces are needed to sort and store salvaged building materials for reuse, and for food rescue.
- Participants highlighted the importance of collaboration across levels of government, industry and organizations.
- Participants highlighted the need for consistency and clarity on the safety of reusables, considerations for retail and restaurant staff during the pandemic, and sustainable takeout container options.
- The City is well-positioned to play a leadership role in waste reduction and can facilitate meaningful and innovative actions towards a circular economy.

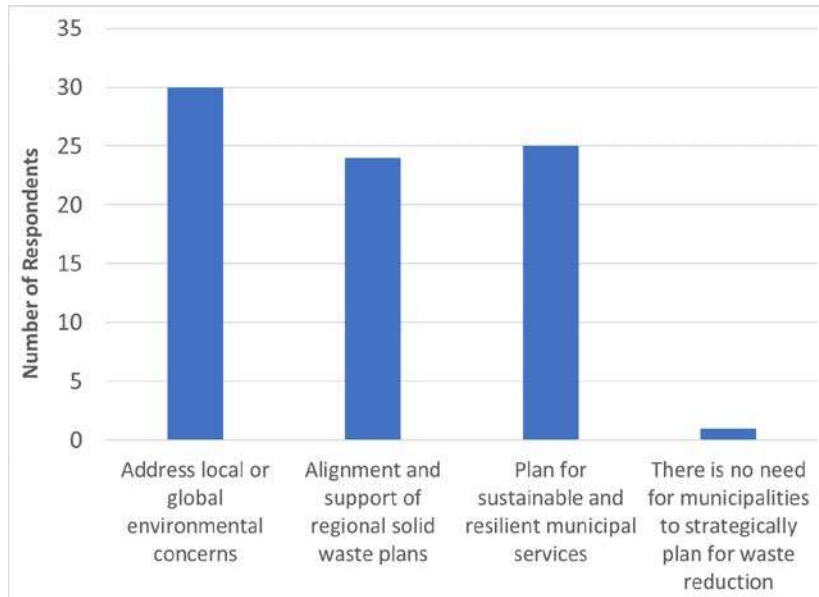
Poll Results

Staff polled all focus group participants, asking which of the following objectives speaks most strongly to the need for a solid waste strategy at the municipal level:

- A. Address local or global environmental concerns


- B. Alignment and support of regional solid waste plans
- C. Plan for sustainable and resilient municipal services
- D. There is no need for municipalities to strategically plan for waste reduction

Results of the poll across all respondents are presented below:



Individual Focus Groups Summaries


As follows.

TOPIC	Zero Waste Victoria – External Engagement	
AUDIENCE	Local and Regional Government	
DATE	July 29, 2020	
TIME	1:00 – 3:00	
ATTENDEES	13	
STAFF	Rory Tooke – Manager Sustainability, Assets & Support Services Christine Woodhouse – Sustainable Waste Management Specialist Marika Smith – Sustainability Specialist Rhiannon Moore – Outreach Coordinator Kara Foreman – Sustainability Analyst Sheila Molloy – Coast Waste Management Association (CWMA), Executive Director (Facilitator)	
CONTENT DELIVERED		
<p>The Zero Waste Team provided a presentation to a local and regional government targeted focus group to discuss an overview of Zero Waste Victoria; a strategy that is being developed to establish the long-term pathway for waste reduction across the community.</p> <p>In order to identify opportunities or challenges, the following discussion topics were explored:</p> <ul style="list-style-type: none">• Short-term waste reduction priorities for municipalities, such as opportunities to improve municipal services, and options for local and regional governments to align more.• Bold actions municipalities can take for greater waste reduction, as well as identifying unexpected partnerships, and ways the community can be prepared for broad change.		
FEEDBACK SUMMARY		
<ul style="list-style-type: none">• Participants suggested that the City consider conducting an analysis on the pros and cons of source separating yard and garden waste from kitchen scraps versus keeping the materials comingled.• Attendees encouraged support for the non-profit sector in developing sustainable programs and identifying innovative solutions.• Participants suggested that the City could support local reuse businesses by directing the public to these businesses that already exist in the community.• Participants discussed how hosting “Pop-up Depots” and “Reuse Days” can help reduce items going to landfill• It was highlighted that land-use and zoning is a major barrier for establishing transfer stations and recycling depots. Adjustments to permitting could help overcome this barrier.• Requiring the multifamily residential sector and the commercial sector to source separate waste was highly recommended. This requirement could also help create a clearer and more consistent level of service for haulers.• Attendees suggested looking to new EPR initiatives that Encorp Pacific is coming out with over the next year, such as a reusable container pilot, express return kiosks, and textile recycling.		

- Attendees stated that the deconstruction of houses will be a key initiative in reducing waste. They suggested reviewing the bylaws produced by the City of Surrey and City of Richmond for insights into deconstruction policy. Look into options to incorporate deconstruction in the approval process for constructing and demolishing buildings.
- It was noted by several participants that educating the public may provide more clarity on the distinct roles of regional and municipal governments.

ATTENDEES

Name	Affiliation
Taaj Daliran	City of Nanaimo
Wendy Dunn	Capital Regional District (CRD)
Meghan Ebueza	Regional District of Nanaimo (RDN)
Larry Gardner	Regional District of Nanaimo (RDN)
Kirsten Gellein	City of Nanaimo
Andrea McKenzie	City of Vancouver
Rebecca Newlove	District of Saanich
Alison Schatz	Metro Vancouver
Karen Storry	Metro Vancouver
Tauseef Waraich	Cowichan Valley Regional District (CVRD)
Tom Watkins	Capital Regional District (CRD)
Steve Wiebe	District of Saanich
Sarah Willie	Comox Valley Regional District (CVRD)


TOPIC	Zero Waste Victoria – External Engagement	
AUDIENCE	Businesses	
DATE	August 5, 2020	
TIME	1:00 – 3:00	
ATTENDEES	15	
STAFF	Rory Tooke – Manager Sustainability, Assets & Support Services Marika Smith – Sustainability Specialist Rhiannon Moore – Outreach Coordinator Kara Foreman – Sustainability Analyst Sheila Molloy – Coast Waste Management Association, Executive Director (Facilitator)	
CONTENT DELIVERED		
<p>The Zero Waste Team provided a presentation to a business targeted focus group to discuss an overview of Zero Waste Victoria; a strategy that is being developed by the City to establish the long-term pathway for waste reduction across the community.</p> <p>In order to identify opportunities or challenges, the following discussion topics were explored:</p> <ul style="list-style-type: none">• Identification of trends and services that will help reduce waste in the long-term.• Regulatory and market trends, as well as other considerations for local businesses.• Impacts from COVID-19 and potential waste reduction initiatives that can support short-term recovery efforts.		
FEEDBACK SUMMARY		
<ul style="list-style-type: none">• There was a consensus amongst businesses that is it difficult to commit to both short- and long-term planning due to the unpredictable nature of COVID-19.• Participants highlighted the importance of being cognizant of cost implications when introducing new waste reduction initiatives, as businesses are facing high financial impacts due to COVID-19. It is best to focus on ways to support businesses in recovery. Education and awareness campaigns were also identified by participants as a tool to alleviate this stress on staff.• Personal Protective Equipment (PPE) waste such as gloves, wipes and masks has significantly increased for business owners. Some businesses are offering collection boxes for PPE, but that introduces an added expense.• Other COVID-19 waste trends witnessed or experienced by business owners include increases in single use and plastic wrapped items, increases in takeout packaging and bags, as well as the added costs of bags. Less waste is being seen onsite at businesses but more waste going offsite is being noticed.• Before COVID-19, the use of reusables was on the rise for most businesses. Some are slowly reintroducing reusables after confirming safety of them with the Vancouver Island Health Authority. Overall, there is support for reusables from businesses if recognized as safe by the health authority. Many businesses will continue to rely on single use items until customer safety perceptions change.• Education came strongly recommended by participants regarding supports the City could provide. Businesses are looking for clarity and consistency on what actions are		

considered safe vs. unsafe during the pandemic. Waste reduction education should be coupled with COVID-19 safety practices to help reduce fear and misinformation. More public education is needed about the lifecycle of common waste materials. Facts related to economic and environmental impacts, and guidance for businesses to make changes would also be valuable. Businesses would also like to see sustainable standards introduced, coupled with education before implementation.

- Businesses have reported that customers have high cleaning and sanitation expectations, which has led to increased labour costs.
- Participants indicated that there are multiple opportunities related to promotion that could help the City's waste reduction targets and showcase businesses implementing sustainable practices.
- Some businesses would be interested in receiving assistance from the City in completing waste audits.
- Some business owners and staff feel frustrated by the lack of local recycling options for certain materials and would like to see more local options to manage these items (such as PPE, soft plastics, durable hard plastics, glass, cigarette butts, etc). Clarity is also needed around compostable products.
- The hospitality industry is seeing a reduction in waste since implementation of offering hotel toiletries on a "by request" basis.
- With the current decline in tourism, some participants suggested that it may be a good opportunity to test a pilot reusable program with locals.
- There was an expectation by businesses to see a steadiness or increase in delivery orders, but retail businesses have noticed a decrease in deliveries.
- Participants highlighted that the lack of facilities for compostable plastics needs to be addressed, and there should be better education/resources about recycling streams.
- Participants agreed that there is a lot of confusion about what is truly sustainable. Participants suggested that a good start for education could be public-friendly fact sheets on materials (plastics, glass, compostable plastics).
- Participants recommended including suppliers of packaging materials in the conversation, and greater accountability for suppliers.

ATTENDEES


Name	Affiliation
Leanne Allen	West Coast Refill
Avery Bruenjes	Retail Council of Canada
Jen Fraser	Synergy Foundation
Georgia Lavender	Synergy Foundation
Bill Lewis	Greater Victoria Hotel Association
Calen McNeil	Big Wheel Burger
Paula and Nairn McPhee	Zero Waste Emporium
Don Monsour	BC Restaurants and Food Association
Gilbert Noussitou	BC Restaurants and Food Association
Ian Tostenson	BC Restaurants and Food Association
Mark Von Schellwitz	Restaurants Canada
Bruce Williams	Victoria Chamber of Commerce
Caroline Thibault	Nulla Project
Nancy Prevost-Maurice	Nulla Project
Jeff Bray	Downtown Victoria Business Association

TOPIC	Zero Waste Victoria – External Engagement	
AUDIENCE	Environment & NGO	
DATE	August 7, 2020	
TIME	9:00 – 11:00	
ATTENDEES	8	
STAFF	Rory Tooke – Manager Sustainability, Assets & Support Services Rhiannon Moore – Outreach Coordinator Kara Foreman – Sustainability Analyst Sheila Molloy – Coast Waste Management Association, Executive Director (Facilitator)	
CONTENT DELIVERED		
<p>The Zero Waste Team provided a presentation to an environment & non-government organization (NGO) targeted focus group to discuss an overview of Zero Waste Victoria; a strategy that is being developed by the City to establish the long-term pathway for waste reduction across the community.</p> <p>In order to identify opportunities or challenges, the following discussion topics were explored:</p> <ul style="list-style-type: none">• Creative ways to advance the impact of zero waste initiatives and support a circular economy.• The roles of local institutions in supporting waste reduction in Victoria, as well as the gaps or barriers that may deter this.		
FEEDBACK SUMMARY		
<ul style="list-style-type: none">• Participants agreed that public education and awareness are key to achieving zero waste in Victoria. Institutions and NGOs can help fill this critical role through outreach programs and materials, awareness campaigns, and various other initiatives.• Attendees noted that compostable plastics are very problematic and can be confusing to consumers.• Several participants noted the importance of developing a waste reduction culture in schools. Some schools have already seen success in decreasing disposables in cafeterias. The City could engage school districts and set local legislation to improve waste reduction and encourage recycling and organics programs.• Attendees said that identifying and aligning with key partnerships, such as health authorities and the school districts, should be a priority for the City. It would be valuable to bring stakeholders together to discuss barriers and recognize areas for collaboration. This would also aid in creating universal messaging and information.• It was suggested by participants that the City ensure all messaging is science-based and not be afraid to “state the facts” and take a bold stance on waste.• It was suggested that a ranking and/or reward system to encourage competition between schools and institutions could be a beneficial incentive to reduce waste.• Some participants have already conducted research into sustainable procurement for their organizations. This could be a good resource for the City to learn more about cost reduction, longevity and reparability for product design, as well as other sustainable purchasing concepts.		

- Participants noted that upfront infrastructure costs are a major barrier to waste reduction for organizations.
- The City was encouraged to look at examples in Hong Kong and parts of England where waste is managed on a “by weight” basis and compliance infractions are enforced with fines.
- It was also suggested by participants that the City investigate options to create or encourage spaces of exchange. One option is to promote models of success by showcasing areas that already exist and support a circular economy.
- Attendees agreed that designing and manufacturing reusable products in Victoria, or on Vancouver Island can help support a circular economy.
- There was significant discussion on material and tool libraries. Attendees noted that these should be supported (yard, kitchen, tools) to encourage a reuse and sharing economy.

ATTENDEES


Name	Affiliation
Bonnie Fraser	Victoria Public Library
Janelle Hatch	Capital Region Food & Agriculture Initiatives Roundtable
Dr. Chris Kennedy	University of Victoria
Margaret McCullough	Plastic Oceans Canada, Surfrider – Vancouver Island
Sally McIntyre	Surfrider – Victoria
Pia Nagpal	National Zero Waste Council, Love Food Hate Waste
Joan Stonehocker	Life Cycles Project
Ali Ruddy	Surfrider – Victoria

TOPIC	Zero Waste Victoria – External Engagement	
AUDIENCE	Waste & Property Management	
DATE	September 1, 2020	
TIME	1:00 – 3:00	
ATTENDEES	20	
STAFF	Rory Tooke – Manager Sustainability, Assets & Support Services Christine Woodhouse – Sustainable Waste Management Specialist Marika Smith – Sustainability Specialist Rhiannon Moore – Outreach Coordinator Kara Foreman – Sustainability Analyst Sheila Molloy – Coast Waste Management Association (CWMA), Executive Director (Facilitator)	
CONTENT DELIVERED		
<p>The Zero Waste Team provided a presentation to a waste and building management focus group to discuss an overview of Zero Waste Victoria; a strategy that is being developed by the City to establish the long-term pathway for waste reduction across the community.</p> <p>In order to identify opportunities or challenges, the following discussion topics were explored:</p> <ul style="list-style-type: none">• Key components for successful source separation in multifamily residential (MF) and commercial buildings.• Impacts from Covid-19 on material consumption trends.		
FEEDBACK SUMMARY		
<ul style="list-style-type: none">• Participants agreed that there are noticeable changes in waste types and volumes since COVID-19. Residential waste (bulky items, construction/renovation waste, and yard and garden waste, etc.) has increased, while commercial waste has decreased. There has been a huge increase in Personal Protective Equipment (PPE), which is largely being disposed of incorrectly (i.e. in recycling/composting streams or as litter).• Participants commented that at the start of COVID-19, there were long lineups at recycling depots. People appeared to be more frustrated and less willing to sort waste properly.• Participants said that overall, COVID-19 has caused a systems disruption. Previous habits of using reusables have been broken, such as the return of plastic bags.• There was consensus among participants that education and outreach will be necessary when introducing source separation to multifamily (condos, apartments) and commercial buildings. For example, clear identification of what materials belong in each waste stream.• Participants suggested that the City could provide a signage and communications toolkit to multifamily and commercial buildings. This could help create consistent messaging. It was recommended the City look at similar materials stewardship organizations have already created.• One attendee provided an example of an effective communication campaign (Let’s Talk Trash from Vancouver). It includes champions – one resident per building – with individual orientations for residents.		

- Feedback from participants also included the need for recycling to cost less and to be as easy and convenient as possible. It was suggested that the City encourage competition across MF and commercial buildings to sort waste and recycle more.
- Participants provided the recommendation to keep source separation programs simple yet robust and look to other jurisdictions for best practices. The City could also explore options for incentives and positive reinforcement. Examples included providing a subsidy for buildings that improve their waste infrastructure or weekly pickup of compost and biweekly pickup of garbage.
- Participants suggested that the City should identify whether strata or homeowners of MF buildings would be responsible for new waste separation policy.
- It was noted that strata associations are concerned that multiple contracts for different waste streams could cause congestion issues.
- It was recommended that the City look to what the City of North Vancouver did in requiring a fee schedule and help create a similar template for strata associations to use.
- Participants suggested that new city policy should include a standardized infrastructure in new buildings to allow for adequate source separation (e.g. in-ground recycling containers), including space and signage requirements. More talk is required between the City and Condo Associations to establish source separation requirements for existing buildings.
- Several participants noted the concept of 'wish cycling'. It is the term for when people put non-recyclables in the recycling stream because they 'wish' that it will be recycled. They suggested that this challenge should be considered when considering education/awareness
- Another suggested program was the "Green Dot Program": Items that have a 'green dot' can be unpackaged in store. Businesses are then responsible for managing the packaging waste. This makes recycling more accessible to people who cannot transport items to recycling depots.
- Participants acknowledged that waste collection is only one part of the circular economy, it is important to focus on the other components. It was suggested that the City investigate its capabilities of investing in more local material processing facilities.
- Participants noted that people need to be more involved in the product/waste life cycle. Telling the story of what happens to people's waste should be included in the City's education and engagement campaign. This could be an opportunity to help make the Pollution Prevention Hierarchy a social norm.
- Participants agreed that policy is needed to consistently regulate the end-life of materials. Product design standards are needed. This kind of policy takes place at the provincial, national, and international levels of government. The City can advocate needed requirements, such as recyclable content in new products, to higher levels of government.
- One attendee noted that if a multifamily building collects a large enough volume of recyclables (e.g., electronics) some stewards will send a truck for pickup. The City can investigate a similar "call for service" option or look at partnering with stewards that already offer this service.
- Some participants mentioned that residents can be apprehensive about composting due to the "ick" factor. The City of Ottawa has attempted to overcome this by allowing compost to be disposed of in plastic bags.
- One attendee mentioned as an example, that the City of Ottawa collects bulky items curbside 4 days per year using a private contractor.

ATTENDEES


Name	Affiliation
Spencer Atkinson	Fisher Road Recycling
Harvinder Aujala	Recycling Council of BC
Lori Bryan	Waste Management Association of BC
Brandy Burdeniuck	Green Business Certification Inc.
Andre De Lebeeck	Vancouver Island Strata Owners Association
Jay Illingworth	Electronic Products Recycling Association
Kevin Johnstone	Ecowaste Industries
Catherine Kinsman	Canada Green Building Council
Nic Labelle	Waste Management
Allen Langdon	Return It
Brock MacDonald	Recycling Council of BC
Heidi Marshall	Condominium Homeowners Association
Brendan McShane	Recycle BC
Kristin Romilly	Call2Recycle
Sandy Sigmund	Return It
Trevor Thoms	Waste Management
Jacqueline Tudor-Jones	Cascades Recovery
Wendy Wall	Vancouver Island Strata Owners Association
Craig Wisehart	Electronic Products Recycling Association
Michael Zarbl	Major Appliance Recycling Roundtable

TOPIC	Zero Waste Victoria – External Engagement	
AUDIENCE	Large Retail & Grocery	
DATE	September 3, 2020	
TIME	1:00 – 3:00	
ATTENDEES	6	
STAFF	Rory Tooke – Manager Sustainability, Assets & Support Services Christine Woodhouse – Sustainable Waste Management Specialist Rhiannon Moore – Outreach Coordinator Sheila Molloy – Coast Waste Management Association (CWMA), Executive Director (Facilitator)	
CONTENT DELIVERED		
<p>The Zero Waste Team provided a presentation to a large retail and grocery focus group to discuss an overview of Zero Waste Victoria; a strategy that is being developed by the City to establish the long-term pathway for waste reduction across the community.</p> <p>In order to identify opportunities or challenges, the following discussion topics were explored:</p> <ul style="list-style-type: none">• Waste-related Covid-19 impacts and supports businesses need to advance current waste reduction efforts.• Services and programs that would be important to reduce waste in the future.		
FEEDBACK SUMMARY		
<ul style="list-style-type: none">• Given the financial impacts and stress businesses are facing from COVID-19, it was advised the City not implement changes or policies that would overburden businesses during the pandemic.• It was noted that there is a desire from businesses to have municipal governments regulate takeout packaging products.• Participants noted that many stores have moved to online sales and shipping, which results in large increases of waste. Packaging challenges include lack of regulations and the fact that there is no one-size-fits-all for packaging sustainability standards.• Attendees noted that even though small businesses act similarly to residents they do not receive the same municipal services. The City should look at the waste framework for residential services and determine what can be applied to small businesses (e.g. call-for-service).• Participants signaled that there is large demand from businesses for more Extended Producer Responsibility (EPR) initiatives. Commercial packaging that can be collected from the public realm should be extended to small businesses.• Businesses do not feel there is a fair distribution of responsibility between online stores and local brick and mortar stores when it comes to waste reduction (e.g. single-use item bans and EPR). They noted that EPR programs are not always enforced for e-commerce. Participants suggested that the City could investigate the possibility of advocating to the provincial government for consistent enforcement of EPR requirements for e-commerce producers.		

- Attendees discussed how delivery companies, such as Skip the Dishes, offer a service and not a product. How might a ban on single use items apply to these types of businesses?
- It was noted that businesses are facing challenges during the pandemic with the abrupt back and forth change between reusables and single use items. For example, plastic bags were reintroduced during the pandemic and some businesses are now returning to reusable bags. Frontline staff often face the backlash of customer frustration. Businesses prefer that waste reduction initiatives be gradually introduced to reduce added pressure on staff. Health and safety continue to be a concern.
- Updating zoning to accommodate space for recycling returns was recommended by participants. More accessible recycling express depots would also be useful. It was suggested that the City have a permanent depot for yard and garden waste, as well as recyclables, with support from stewardship agencies.
- Though it is already occurring, participants agreed that there is likely more opportunity for food rescue. Current food rescue initiatives face gaps in their infrastructure. Food isn't always picked up and there are capacity limits for food storage.
- Many participants agreed that it would be beneficial to see harmonization of waste reduction policy across each level of government, as well as regional consistency. There is a lack of consistency and standardization with product packaging that makes achieving zero waste challenging.
- Some attendees mentioned that the pandemic is a good time to pilot waste reduction initiatives.

ATTENDEES

Name	Affiliation
Avery Bruenjes	Retail Council of Canada
Julie Dickson	Save On Foods
Darryl Galick	London Drugs
Raman Johal	London Drugs
Michelle Reynolds-Tack	Sobeys
Kerry Shular	Hillside Mall
Greg Wilson	Retail Council of Canada

TOPIC	Zero Waste Victoria – External Engagement	
AUDIENCE	Construction & Demolition	
DATE	September 16, 2020	
TIME	10:00 – 12:00	
ATTENDEES	14	
STAFF	Rory Tooke – Manager Sustainability, Assets & Support Services Christine Woodhouse – Sustainable Waste Management Specialist Marika Smith – Sustainability Specialist Rhiannon Moore – Outreach Coordinator Kara Foreman – Sustainability Analyst Sheila Molloy – Coast Waste Management Association, Executive Director (Facilitator)	
CONTENT DELIVERED		
<p>The Zero Waste Team provided a presentation to a construction and demolition focus group to discuss an overview of Zero Waste Victoria; a strategy that is being developed by the City to establish the long-term pathway for waste reduction across the community.</p> <p>In order to identify opportunities or challenges, the following discussion topics were explored:</p> <ul style="list-style-type: none">• The current state of the salvage and reuse market and how the City can support it• Design and construction innovations that reduce waste		
FEEDBACK SUMMARY		
The Salvage & Reuse Market		
<ul style="list-style-type: none">• Participants indicated that the salvage and reuse market is currently small in Victoria with a lot of room to grow. It is currently driven by voluntary participation.• Feedback on approaches the City can take to support the salvage market varied. Some thought deconstruction and house moving should remain voluntary and be slowly phased in with incentives. Others felt regulation of demolition for salvage and reuse would have the biggest and most immediate role in building the salvage market. Most feedback agreed a simple and systematic approach is needed to educate and drive action.• Attendees noted that there is a strong partnership opportunity for reuse organizations to work with contractors prior to demolition of older buildings to improve material retrieval.• A designated location to sort materials was highly recommended, as construction sites often have space limitations. No large-scale facilities exist in Victoria. An easy drop-off/pick-up location for materials would increase accessibility for both homeowners and contractors, as well as encourage reuse. There is a lack of options for reusing utilitarian items such as 2x4 lumber.• Participants noted that education for where building materials can be recycled is needed. Cost implications need to be considered.• Participants noted that there are opportunities to prevent waste during the design phase (e.g. prefab, using full sheets/lengths, fewer offcuts).• Participants noted that there would likely be more buy-in if permits were received faster for contracts that opted for deconstruction and/or house-moving.		

- It was noted that there are certain types of construction waste that would be best to prioritize first when looking to reduce waste from the construction industry. Such materials include drywall, metals, packaging, offcuts, clean wood, and soft plastics.
- Attendees noted that education and awareness of sustainable construction practices is an important piece for addressing construction and demolition waste. The common gaps in knowledge need to be identified. Networking will be key in this regard and an avenue for cross-promoting best practices. It was also noted that building professionals must meet continuing professional development (CPD) requirements to maintain their licenses.
- Participants stated that it is critical that impacts to housing affordability be considered when introducing waste reduction initiatives. Though more emissions-focused, when the BC Energy Step Code was introduced it increased building costs.
- It was noted that interest from clients for more sustainable building options is growing, but some builders feel there is limited availability in providing this service. If building permits could be acquired faster, it would increase housing as well as “green” demand.
- Participants noted a common notion that the cost of using salvaged and new materials is similar. Old wood is valuable but must meet certain specifications and can require specific training to use. New materials tend to be faster and easier to use. Consider the “true” cost of new materials, such as the cost of transport, environmental, and social costs.
- There was mixed feedback regarding cross-laminated timber (CLT). Most CLT is manufactured in Europe where robotic cutters are used (more automation). The main barrier to greater use in Canada is lack of capital investment in manufacturing; there is only one manufacturer in BC. Large scale investment is needed for CLT to become more viable. However, using salvaged wood to manufacture CLT requires it to be metal free, posing a barrier to this application.
- One participant noted that a US study indicated only 15% of construction waste came from new construction, with the majority of the rest from demolition.
- It was suggested that the City and construction industry consider adaptive reuse for historic preservation and waste reduction.

Design & Construction Innovations


- Participants noted that creativity is necessary to look at materials in an innovative manner. Architectural elements need to be appealing yet buildings must also be utilitarian.
- Participants suggested that it could be useful to refer to sustainable building methods and materials used in the past that can still be applied today.
- Participants cautioned about unintended consequences from greenwashing. At times builders need to reinforce “green” options to ensure a building is structurally sound. This often offsets any benefits of using a sustainable material in the first place.
- One participant mentioned that the average lifespan of a house is 35 years. It is necessary to apply long-term thinking in the construction of new buildings and keep the end of a building’s life in mind. There is a need for a value shift in understanding the currency of existing buildings. This relates to the growing trend of considering embodied energy. Look at where there is overlap between climate and waste initiatives (See PICS paper). Buildings can be seen as material stores and carbon sinks.
- It was noted that some companies are already acting in a circular manner. For instance, there are carpet companies leasing carpets. When a client is finished with the product it gets recycled into a new

carpet. The process is well-established and is an example of a business reimagining at the systems level.


- Participants highlighted the importance of monitoring the direction of market demand. Manufacturers of products such as windows, grout, glue, etc. are all trying to distinguish themselves in the marketplace. One such way is through non-toxic products. Certifications consider which harmful substances a product might release. See the “Red List”, which highlights products that should be avoided.
- Participants highlighted the need to eliminate the use of unnecessary products and applications. Spray foam is a good example of this as it cracks wood and causes it to rot. Spray foam also negatively impacts material longevity for reuse purposes as it contaminates the material and is difficult to remove.
- Participants noted that the design phase is likely to provide the greatest benefits. Homes should be designed for future disassembly. Passive houses are currently built in a single-use manner. For example, there are new adhesives on the market that can be reheated and un-bonded.
- It was noted that prefab construction is an opportunity to reduce waste. However, it is capital intensive and lacks large scale investment. It was noted there is potential for federal government funding.
- Some future trends identified include continued interest in energy efficiency, embodied emissions, and reusable concrete forms.
- Attendees also signaled that there is an opportunity to use existing networks in the industry to communicate new initiatives.


ATTENDEES

Name	Affiliation
Kelly Black	Point Ellice House Preservation Society
Kerriann Coady	Canadian Home Builders Association
Adam Corneil	UnBuilders
Dallas Hordichuk	Bernhardt Contracting
Matthew Jardine	Aryze
Christine Lintott	Lintott Architecture
Colleen Loader	Canada Green Building Council
Honey Nampak	Harmac
Ted Reiff	The ReUse People
Muneesh Sharma	Building Owners and Managers Association (BOMA) Canada
Garriett Sterzer	Schnitzer Steel
Graeme Verhulst	Waymark Architecture
Kathy Whitcher	Urban Development Institute

TOPIC	Zero Waste Victoria – External Engagement	
AUDIENCE	Youth	
DATE	September 28, 2020	
TIME	4:00pm – 5:00pm	
ATTENDEES	12	
STAFF	Rory Tooke – Manager Sustainability, Assets & Support Services Christine Woodhouse – Sustainable Waste Management Specialist Rhiannon Moore – Outreach Coordinator	
CONTENT DELIVERED		
<p>The Zero Waste Team provided a presentation to a group of twelve youth who live in Victoria. Several youth attending represented different non-government organizations or identified as being part of a community group, while others participating in the session were interested in the topic. Following the presentation, staff presented participants with several guiding questions to prompt meaningful discussion surrounding waste reduction in the community. The guiding questions included:</p> <ol style="list-style-type: none">1. What are ways that youth could become more engaged in zero waste practices (i.e. repair cafes, thrifting events, clothing swaps)2. What is your definition of a circular economy, what does a zero waste city look like to you?3. What are some short-term and long-term trends in consumption that you can identify?4. Do young people in Victoria have an interest in engaging with the City, and if so, how would you like to engage? (online website, idea page, social media)		
FEEDBACK SUMMARY		
<p>Youth identified that:</p> <ul style="list-style-type: none">• The quantity of waste from community events (especially those associated with food) is a challenge.• Covid-19 protocols have made take-away containers very common• Greenwashing in relation to compostable plastics is a significant concern for youth and their community• Thrifting is most definitely cool, but youth also thrift because it is affordable• Access to drop off facilities for recyclable materials is a challenge for people making an effort to divert waste. With fewer people owning cars, this trend will continue.• Social media is a good way to reach young people. Starting a unique hashtag can help bring attention and reach people. Youth also appreciate in-person events with people of all ages.• Instagram and TikTok are used a lot more by young people than facebook.		
ATTENDEES		
Name	Affiliation	
Noah Snell	University of Victoria, Surfrider	
Carmen Pavlov	University of Victoria, Surfrider	
Emily Wharen	University of Victoria, Surfrider	
Liam Pope Lau	n/a	
Chloe Dufort + 6 youth	Quadra Village Community Centre Youth Group	

Zainab Kathrada	Victoria Muslim Youth
Zahra Roba	Victoria Muslim Youth
Jasmine Z	n/a
Kai Si Chen	n/a


TOPIC	Zero Waste Victoria – External Engagement	
AUDIENCE	Accessibility	
DATE	September 30, 2020	
TIME	2:00pm – 3:00pm	
ATTENDEES	2	
STAFF	Rory Tooke – Manager Sustainability, Assets & Support Services Christine Woodhouse – Sustainable Waste Management Specialist Rhiannon Moore – Outreach Coordinator	
CONTENT DELIVERED		
<p>The Zero Waste Team provided a presentation to some members of the Accessibility Working Group (AWG). Slides were described for those with visual impairments and a word document with slide text was provided beforehand. Following the presentation, staff presented AWG members with several guiding questions to spur conversation surrounding waste reduction. The guiding questions included:</p> <ol style="list-style-type: none">1. How can we make waste reduction in our community an equitable process that includes everyone?2. What barriers exist that prevent people from reducing waste? How can we accommodate those with accessibility needs?		
FEEDBACK SUMMARY		
<ul style="list-style-type: none">• Participants indicated that collection services are very helpful to those who have accessibility needs. Curbside collection is best, but also spaces that can take many different items (such as a bottle depot) are useful• Participants agreed that the yard waste drop off service is not accessible to people who don't drive, and curbside collection of bulky items once a year would be helpful to those who are unable to drive. There are also financial barriers to owning or renting vehicles• Participants suggested having a list of Zero Waste Station locations that is accessible to people with visual impairments (maps are not accessible). Lists like these could be shared with the Victoria Disability Resource Centre. How are those with visual impairments able to decipher between compost, recycling and garbage for the Zero Waste Stations? Accessibility standards tend to lag behind needs.• Participants agreed that the educational components of waste reduction and recycling programs are important. For example, increased education on what is compostable vs. recyclable vs. should be sent to landfill• Participants also indicated that caregivers for those with physical impairments also might need educational support on how to sort waste• Participants mentioned that paper checkout bags can be difficult for people who use wheelchairs to manage• Participants also agreed that information hotlines are useful for finding information on waste quickly and easily		
ATTENDEES		
Name	Affiliation	
Linda Bartram	Accessibility Working Group	
Chris Marks	Accessibility Working Group	

TOPIC	Zero Waste Victoria – External Engagement	
AUDIENCE	Diversity and Inclusion	
DATE	October 1, 2020	
TIME	2:00pm – 3:00pm	
ATTENDEES	3	
STAFF	Rory Tooke – Manager Sustainability, Assets & Support Services Christine Woodhouse – Sustainable Waste Management Specialist Rhiannon Moore – Outreach Coordinator	
CONTENT DELIVERED		
<p>The Zero Waste Team provided a presentation to members of the community that are active in diversity and inclusion programming and advocacy. Following the presentation, staff presented session participants with several guiding questions to prompt meaningful discussion on waste reduction in the community. The guiding questions included:</p> <ol style="list-style-type: none">1. How can we make waste reduction in our community an equitable process that includes everyone?2. How can we reach a diversity of folks during a time when physical distancing is important? How can we stay connected?3. What barriers exist for newcomers to the community that prevent them from reducing waste?		
FEEDBACK SUMMARY		
<ul style="list-style-type: none">• Attendees indicated that waste reduction is a topic for everyone to engage in. “Since everyone creates waste, everyone should be involved and learn about Zero Waste Victoria”.• Attendees indicated that there is a desire from the community to know the end fate of recycled materials, such as where items go and what they turn into. Transparency and involvement in the process is important to people.• Developing culturally sensitive outreach presentations and materials in a variety of languages was suggested to help reach different communities and for sharing during cultural or community gatherings. Videos with different faces and languages are good to include.• Attendees also suggested that CFV radio at University of Victoria could be an effective existing channel of communication to provide information and outreach, and they can also provide multilingual service announcements• Attendees indicated that newcomers come to Victoria because it is a beautiful place, so messaging that includes “preserving beauty and natural resources” is helpful in reaching people’s hearts. Also, appealing to the global scale of the problem can inspire people.• Attendees suggested that there could be opportunity for English as a Second or other Language (ESL) teachers, who connect with 300 newcomers annually to include waste reduction in their programming• Attendees reminded staff that youth can be powerful voices within the community and within their families. Engaging youth can help spread the message.• Attendees recommended that people could be engaged and interest in waste reduction could be built in creative and interactive ways, such as public displays or interactive art in parks		

- Attendees suggested setting up an advisory committee to oversee ZWV and provide feedback and ideas on an ongoing basis might be helpful, and could also contribute to measuring success
- Diverters as an organization is interested in partnering with the City to continue to support marginalized people while helping to reduce waste in the city. There might be opportunity for them to help facilitate source separation in mMultifamily residences, commercial sites, and special events

ATTENDEES

Name	Affiliation
Joseph Minor	The Diverters
Mira Nurgalieva	The Inclusion Project
Steven Baileys	Inter-Cultural Association of Greater Victoria

TOPIC	Zero Waste Victoria – External Engagement	
AUDIENCE	Neighbourhood Association Presidents	
DATE	October 13, 2020	
TIME	2:00pm – 3:30pm	
ATTENDEES	5	
STAFF	Rory Tooke – Manager Sustainability, Assets & Support Services Christine Woodhouse – Sustainable Waste Management Specialist Rhiannon Moore – Outreach Coordinator	
CONTENT DELIVERED		
<p>The Zero Waste Team provided a presentation to presidents of five different Neighbourhood Associations. Following the presentation, staff presented Neighbourhood Association representatives with three guiding questions to discuss waste reduction:</p> <ol style="list-style-type: none">1. For which types of waste do you see engagement with residents happening?2. Where do you see an opportunity to partner on engagement, and what is the best method?3. What do residents value with city services related to waste?<ol style="list-style-type: none">A. Environmental i.e. being able to divert/reduceB. ConvenienceC. Equity & AccessibilityD. Cost		
FEEDBACK SUMMARY		
<ul style="list-style-type: none">• The discussion focused largely on service levels, and the desire for increased services for a greater number of city residents.• Attendees questioned whether the City’s solid waste services disproportionately serve ground-oriented households encompassed under the residential collection utility.• Attendee(s) signalled that there is interest in bulky item pick-up for people who don’t have the ability to transport items to the Hartland landfill. Attendees suggested that many items are illegally dumped because bulky item pickup is not available. They also provided recommendations on bulky item pick-up and access to such services. They stated that it would be beneficial to have a collection service several times a year, either directly from residences or 5-10 collection sites around the city.• Neighbourhood representatives indicated that residents need to be aware of existing direct/indirect costs of current services before being able to consider the value proposition for service changes or new services.• When discussing question 3 (balancing values), attendees said the two most important aspects to balance when making decisions on services are access and cost.• Some residents and association members share concern over waste from cruise ships coming through the community of James Bay.• It was noted by several participants that the increased theft in neighbourhoods has also created a lot of bulky item waste from disposed unwanted items.• There was a shared concern among attendees that tent encampments and needles are also contributing to waste in neighbourhoods.• It was noted that North Park neighbourhood and Burnside Gorge experience illegal dumping in vacant lots• Attendees indicated that there are various opportunities to partner with neighbourhood associations using existing channels of communication such as		

newsletters, farmers markets, community meetings and webpages. It was also noted that local businesses are very good at getting the word out about community initiatives.

- It was noted that North Park does not have a community centre and capacity for new programs is limited.
- Attendee(s) indicated that education on recycling alone is unlikely to have an impact without accessible recycling services/options.
- Attendees indicated that service changes should align with the City's transportation hierarchy. For example, multiple trucks hauling waste (collection from multifamily buildings) and encouraging people to drive to drop off items at the Hartland landfill or depots does not fit into this hierarchy.
- A suggestion provided was to use city spaces or empty lots as collection / drop off sites, such as Royal Athletic Park.
- Neighbourhood representatives indicated that yard waste drop off is often inaccessible for those who work on Saturdays or do not have vehicles.

ATTENDEES *

Name	Affiliation
Don Monsour	Fairfield Gonzales Neighbourhood Association
Sarah Murray	North Park Neighbourhood Association
Susan Wetmore	South Jubilee Neighbourhood Association
Marg Gardener	James Bay Neighbourhood Association
Sara Maya Bhandar	Burnside Gorge Neighbourhood Association

*Invitations to participate in this virtual session were sent to all eleven Neighbourhood Association Presidents two weeks in advance.