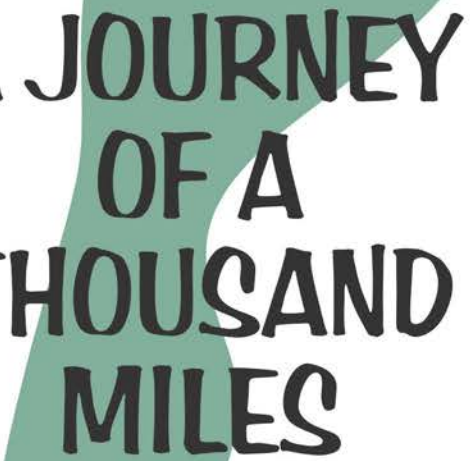


**A JOURNEY
OF A
THOUSAND
MILES**



**A JOURNEY
OF A
THOUSAND
MILES**



**BEGINS
WITH A
SINGLE
STEP**



**SIERRA
CLUB
CANADA**



**WASTE
DIVERSION
CAMPAIGNER**

**RESEARCH
ADVOCATE
EDUCATE**

**SIERRA
CLUB
CANADA**

**LOW
BUDGET
AL GORE**

**WASTE
DIVERSION
CAMPAIGNER**



**IN
MIND**



**WITH
THE END**



START

**THAN
MANY
ALT'S**

QUICKER

EASIER

**FOODSCRAP
DIVERSION**

CHEAPER

**ACHIEVING
SUSTAINABILITY**

RESOURCES

USE



**CONSULTANTS
FANCY WORD
FOR BALANCE**

"SUSTAINABILITY"

**MOTIVATING
PUBLIC &
POLITICIANS**

**EXPERIENCE
OF 30 PILOT
PROGRAMS**

**FOUR
FOODSCRAP
DECISIONS**

**BENEFITS
BENEFITS
BENEFITS**

**CHEAPER
QUICKER
EASIER**

50%
MAKE/MANAGE
PRODUCTS

22%
HEAT/COOL
LIGHT

18%
CAR

U.S.
GHG
SOURCES

**DIVERT
YOUR
WASTE**

**SAVE
ENERGY
AT HOME**

**GET OUT
OF YOUR
CAR**

**ONLY
3 STEPS**

**\$30,000
HOUSEHOLD**

\$61 BILLION

**\$5,000
HOUSEHOLD**

**ATLANTA
2040
RTP**

**L.A. -S.F.
BY
2030**

**\$63
BILLION**

**CALIFORNIA
HIGHSPEED
RAIL**

**H.E. FURNACE
IN EVERY
BASEMENT**

**PRIUS IN
EVERY
DRIVEWAY**

**TIME
REQUIRED**

**HIGH EFFICIENCY
HEAT & COOL
\$10,000**

**NEW PRIUS
\$20,000**



**ON-GOING
\$1-\$2 WEEK**

**\$0-\$300
HOUSEHOLD**

**OK REALISTICALLY
1-3 YEARS**

**INTRODUCED
OVERNIGHT**

**MEANWHILE
FOODSCRAP
COLLECTION**



(BLUE BIN
80 CENTS
WEEK)

INTRODUCED
IN 4 YEARS

OPERATES
< \$1 WEEK

\$140 PER
HOUSEHOLD

\$30
CONTAINERS

TORONTO
GREEN
BIN
PROGRAM



CHEAPER



QUICKER

A large, irregular teal shape with a rounded top and a pointed bottom, resembling a stylized leaf or drop.

BENEFITS

A large, irregular teal shape with a rounded top and a pointed bottom, similar to the first shape but rotated.

BENEFITS

A large, irregular teal shape with a rounded top and a pointed bottom, similar to the other shapes but rotated.

BENEFITS



REDUCE METHANE GENERATION

REDUCE
ODORS
& PESTS

CONSERVE
LANDFILL

LANDFILLS
LARGEST SINGLE
MAN-MADE
SOURCE

THOUGHT
23 X'S
MORE
POTENT

70 X'S
FIRST
TWENTY
YEARS

60%
IN LANDFILL
IS CARBON

ANAEROBIC
DECOMPOSITION

METHANE



**1 TON
FOODSCRAPS**



**5-6 TONS
eCO₂**

**REDUCE
PESTICIDE
& FERTILIZER
USE**

**PRODUCE
A SOIL**

**REDUCE
METHANE
GENERATION**

**REDUCE
ODORS
& PESTS**

**CONSERVE
LANDFILL**

**RETURNS
ORGANIC
MATERIAL**

**INCREASED
H₂O HOLDING
CAPACITY**

**REDUCED
SOIL
EROSION**

**NITROGEN
INCREASES
FERTILITY**

**APPLICATION
OF COMPOST**

**REDUCE
PESTICIDE
& FERTILIZER
USE**

**PRODUCE
A SOIL**

**REDUCE
METHANE
GENERATION**

**REDUCE
ODORS
& PESTS**

**CONSERVE
LANDFILL**



**ONE GIANT
LEAP FOR
SUSTAINABILITY**



**ONE SMALL
STEP FOR A
COMMUNITY**



**FOODSCRAP
DIVERSION**

COMMUNICATION

CONTAINERS
& LINERS

COLLECTION
FREQ. & METH.

CHOOSING
PROCESSING
TECHNOLOGIES

FOUR
FOODSCRAP
DECISIONS

CONTROL = SPEED

**ABILITY
TO ACCEPT
LINERS**

**FRONT END
PROCESSING**

**LOCATION
AND AMOUNT
OF MATERIAL**

**CHOOSING
TECHNOLOGY**



FIND-A-COMPOSTER

COMMUNICATION

CONTAINERS
& LINERS

COLLECTION
FREQ. & METH.

CHOOSING
PROCESSING
TECHNOLOGIES

FOUR
FOODSCRAP
DECISIONS

**EVERY
OTHER
WEEK
(EOW)**

RESIDUAL

**FOODSCRAPS
WEEKLY**

**COLLECTION
FREQUENCY**



ODOR
FREE

CLEANLINESS

IN-HOME

GOT TO
KEEP
CRITTERS
OUT

CURBSIDE

CONTAINERS







**PUBLIC
RELATIONS**

**ADVERTISING
& PROMOTION**

MARKETING

**EDUCATION/
OUTREACH**

COMMUNICATION

EDUCATION
EDUCATION
EDUCATION

MID-2000's
TO TODAY

EAST
WEST
NORTH

200
PROGRAMS
<100
HAD PILOTS

LARGE TO
SMALL

N=30
PROGRAMS

**DON'T
OVERLOOK/
FORGET**

**PLEASANT
SURPRISES**

**(UNFORSEEN)
CHALLENGES**

**KEYS TO
SUCCESS**

**LESSONS
LEARNED**

GOALS

**SHOW
EASE**

**EXHIBIT
(TEST)
FEASIBILITY**

**STAKEHOLDER
DRIVEN**

**VARIED LIST
NO SURPRISES**

**POSITIVE
BIAS**

GOALS

TEST
VARIOUS
CONTAINERS

RELATED TO L&Y
CO-COLLECTION
CO-PROCESSING

BARRIERS
LIMITS
CHALLENGES

GAUGE DEMAND
PARTICIPATION RATE
QUANTITY

MANY MANY
E&P RELATED

**PROVIDE
CONTAINERS
& LINERS**

**INCLUDE ALL
MATERIALS**

**FEEDBACK
AKA 2-WAY
COMMUNICATION**

**COMMUNICATION
COMMUNICATION
COMMUNICATION**

**KEYS TO
SUCCESS**

**OP-IN/VOLUNTARY
VS.
ALL/MANDATORY**

**AVERAGE
VS. TARGETED
AREA**

**LARGE
VS. SMALL**

**SPLIT
OPINION**

**LEVEL OF
RESPONSE**

**PLEASANT
SURPRISES**

**NEVER
COMMUNICATE
ENOUGH**

**CONTAINERS
& LINERS KEY TO
PARTICIPATION**

**LESSONS
LEARNED**

**IN-HOME
CLEANLINESS
ODORS**

**CURBSIDE
CONTAINERS
SPACE
CRITTERS**

**DATA
COLLECTION
(PRIORITIZE)**

**RESIDENTS DON'T
PAY ATTENTION**

CHALLENGES

PAIL AS
EDUCATION
TOOL

WORKSHOPS - YES
WORKSHOPS - NO

WIDE VARIETY
METHODS
LOCATIONS

EVERYBODY

WELL IN ADVANCE
FREQUENT
CONTINUOUS

GOOD
CLEAR
SIMPLE
COMPREHENSIVE

COMMUNICATIONS

CONTAINER
REPLACEMENT
>1 YEAR

PROVIDE TIPS
FOR PESTS
WINTER TIME

HAVE
POLITICIAN(S)
IN PILOT

NOTHING
INSIDE
CURBSIDE
CONTAINER

START IN
FALL

TIPS
TIPS
TIPS



**PUBLIC
RELATIONS**

**ADVERTISING
& PROMOTION**


MARKETING

**EDUCATION/
OUTREACH**

COMMUNICATION

A large, irregular teal shape that serves as a background for the text.

**MOTIVATING
PEOPLE**

A large, irregular teal shape that serves as a background for the text.

**WITH WORDS
& PICTURES**



POSITION



POSITION



POSITION



**THINK
FOODSCRAP
COLLECTION**

A large, irregular teal shape that serves as a background for the text.

**THINK
LOGICAL
NEXT STEP**

A large, irregular teal shape that serves as a background for the text.

**THINK
FOODSCRAP
COLLECTION**

A large, irregular teal shape that serves as a background for the text. It has a rounded top and a more pointed bottom, with some internal indentations.

**BANANA
PEEL
TIME**

A large, irregular teal shape that serves as a background for the text. It has a rounded top and a more pointed bottom, with some internal indentations.

**CONTAINERS
& FIBERS**



**TAKE THE
NEXT STEP
GRAND
RAPIDS**

**SOLUTION TO
DIRTY CLOTHES**

**BUY
SOLUTIONS
TO PROBLEMS**

**DON'T
BUY
TIDE**

**PEOPLE
DON'T BUY
PRODUCTS**

**THAN
MANY
ALT'S**

QUICKER

EASIER

**FOODSCRAP
DIVERSION**

CHEAPER

**ACHIEVING
SUSTAINABILITY**

A teal-colored abstract shape with a rounded top and a pointed bottom, resembling a teardrop or a stylized leaf. The word "EASE" is centered within this shape.

EASE

A teal-colored abstract shape with a rounded top and a pointed bottom, similar to the first shape but rotated slightly. The word "EASE" is centered within this shape.

EASE

A teal-colored abstract shape with a rounded top and a pointed bottom, similar to the other shapes. The word "EASE" is centered within this shape.

EASE

**AFTER ALL
PURCHASED
& CONSUMED
SEPARATELY**

**SERIES
SIMPLE
STEPS**

**SEPARATE
SEPARATE
SEPARATE**

**ONLY
ONE
RULE**



**AND
YOUR
WRISTS**

**JUST
NEED
HEAD**

**TO SOLVE
THIS
"PROBLEM"**



PACKAGING



FOOD



**FROM
THE
KITCHEN**

A large, irregular teal shape that serves as a background for the text on the right side of the slide.

**AND
SIMPLY
SEPARATE
FOODSCRAPS**

A large, irregular teal shape that serves as a background for the text on the left side of the slide.

**TAKE THE
NEXT STEP
GRAND
RAPIDS**

**EDUCATION &
PROMOTION**

**RESIDENT
RECYCLING
BEHAVIOUR**

**CONVENIENCE
WEEKLY COLLECTION
SAME DAY**

**PROVIDE
PROPER
TOOLS**

**PREMIT
LINERS
(CLEANLINESS)**

**#1!
EOW
TRASH**

**FOODSCRAP
PARTICIPATION
DRIVERS**



**THAN
MAKING
SOIL?**



**WHAT
COULD BE
GREENER**



**"GREEN"
JOBS**



10!!!

**ONE
SINGLE
JOB**

DIVERSION

**LANDFILL OR
INCINERATION**

A teal, abstract, organic shape with rounded edges and a central indentation, resembling a stylized leaf or a drop with a tail.

THANKS

A teal, abstract, organic shape with rounded edges and a central indentation, resembling a stylized leaf or a drop with a tail.

THANKS

A teal, abstract, organic shape with rounded edges and a central indentation, resembling a stylized leaf or a drop with a tail.

THANKS



HOPE



FOCUS



DIRECTION



**TO TAKE
THE FIRST STEP**



**YOU DON'T
HAVE TO SEE
THE WHOLE
STAIRCASE**



**HAVE
FAITH**



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www.wastediversion.ca

