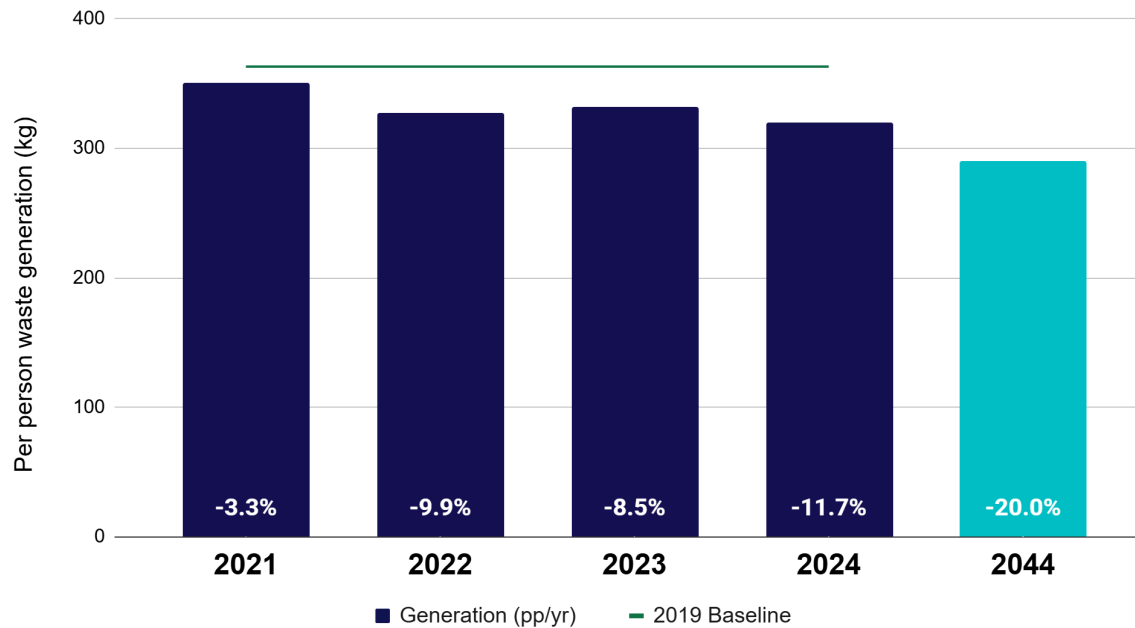


Waste Reduction Roadmap '24 Summary

The [2021-2024 Waste Reduction Roadmap \(Roadmap '24\)](#) was approved by Council in 2021. It is a short-term action plan to help reduce waste made by residents and businesses in Edmonton. Roadmap '24 established a long term goal to reduce residential waste generated per person 20 per cent below 2019 levels by 2044, and a target of zero per cent increase in residential waste generation per person from 2021 to 2024. By the end of 2024, per person waste decreased by 8.8 per cent below 2021 levels. While the actions of the City and Roadmap '24 contributed to waste reduction, environmental, economic and consumption trends outside of the City's control also played an important role.

Edmonton Residential Waste Generation Per Person



Outcomes

To achieve the waste reduction goal and target, the 10 actions of Roadmap '24 and actions of future Roadmaps will support and monitor progress to meet three desired outcomes:

1. Edmonton residents and the non-residential sector make the behavioural and operational shifts necessary to reduce waste.
2. Barriers to zero waste innovation and circular economy initiatives are reduced.
3. Awareness of and participation in waste reduction programs increases.

The outcomes have associated key performance indicators (KPIs) that help the City track and monitor if its actions are encouraging waste reduction. The performance is reported in the three tables below.

Outcome 1. Edmonton residents and the non-residential sector make the behavioural and operational shifts necessary to reduce waste		
KPIs	Target	Target met?
Self-reported changes in waste generation.	Increase in waste reduction activities. ¹	Partially met: <ul style="list-style-type: none"> ● Increase in home composting and grasscycling. ● Increase in reusable bag use and a decrease in reusable cup use.
Avoidable food waste, yard waste, single-use items and textiles as percentage of all waste streams.	Downward trend.	Partially met: <ul style="list-style-type: none"> ● Reduction in yard waste and single-use items. ● Avoidable food and textile waste increased from the 2015-16² level.

¹ Date was collected from Single-use Item Perception Surveys and Customer Satisfaction Surveys.

² 2015-16 represents the last year Waste Services conducted a waste characterization study representing both single-family and multi-unit dwellings.

Attachment 3

Percentage of curbside collection customers choosing 120L garbage carts.	Increase from 2021 baseline (11%).	Not met. 1% decrease from 2021-24 (10%).
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Outcome 2. Barriers to zero waste innovation and circular economy initiatives are reduced

KPIs	Target	Target met?
Percentage of available City funding distributed to zero waste innovation and circular economy initiatives.	Year-over-year increase.	Yes. Funding pool increased 330% and allocation increased 1,476%.
Percentage of bin events held with reuse partners.	A minimum of 50% of Community Clean Up Grant recipients partner with organizations that collect second-hand goods as donations.	Yes. 54% in 2024.

Outcome 3. Awareness of and participation in waste reduction programs increases

KPIs	Target	Target met?
Awareness/impression monitoring of social media and other online waste reduction content.	A reportable increase in web visits/downloads of waste reduction content.	Yes: <ul style="list-style-type: none"> • Webpage views increased by 370%. • Social media participation increased by 500%.
Number of participants in City programs that teach zero waste/waste reduction concepts.	Year-over-year increase	Yes. An increase between all years, except during the pandemic from 2022-23.
A variety of waste reduction programs supported by the City.	Increased the number of programs offered by the City that address waste reduction	Yes. An increase of 47% in opportunities to learn from 2021-24.

Roadmap Actions

Action 1. Develop a single-use item reduction strategy and bylaw that builds on leading federal and provincial regulations.

The Plan to Reduce Single-use Items (SUI Plan) was approved by Council on April 4, 2022 (City Operations report CO01033, Single-use Item Reduction Strategy). It included a Single-use Item Reduction Bylaw (Bylaw) and voluntary programs. The Bylaw helps reduce waste by targeting everyday items that can be easily avoided or replaced with reusable options, such as shopping bags, cups and straws. Voluntary programs were offered to help residents and businesses reduce SUIs not covered by the Bylaw. The SUI Plan aims to reduce SUIs generated per person by 10 per cent by 2025, and 20 per cent by 2027. The Bylaw took effect on July 1, 2023, supported by education and extensive community outreach, including over 2,600 business visits. Preliminary results from waste characterization studies showed an eight per cent reduction to date. After the final season of waste characterization data is completed in Spring 2026, a memo with the final results will be provided to Council.

Action 2. Work with internal and external partners to establish reuse opportunities at bin events. Reuse opportunities were successfully integrated into the Community Clean Up Grant Program by increasing funding incentives for partners. This strategy drove a significant increase in participation, with **53.6 per cent** of events hosting a reuse partner in 2024. In total, over **69,713 kg** of materials were diverted from landfill by participating reuse partners.

Action 3. Consistently apply existing internal waste reduction directives in the City's day-to-day operations. The City has 26 directives that contribute to corporate waste reduction. Notably, 30 facilities achieved Building Owners and Managers Association (BOMA) Best Certification with documented Waste Reduction Work Plans.

Action 4. Ensure Edmontonians have easy access to waste reduction information and programs that deliver clear and consistent messaging. Waste Services successfully educated over **224,000 people** through the Reuse Centre, Home Composting and Edmonton Waste Management Centre programs and community outreach campaigns over four years. Waste reduction webpages received **625,990 views**, **1.5 million engagements** on social media and **2.8 million item searches** on the WasteWise app.

Action 5. Enhance the existing Reuse Directory to include information for residential and non-residential sectors. The Reuse Directory was successfully enhanced to include businesses and new categories such as rent, repair and refill, expanding from 28 to 46 organizations. Relaunched in 2025, the new tool is driving an **80 per cent increase** in webpage views in the first few months of the year.

Action 6. Expand the scope of the Reuse Fair Grant program to include additional waste reduction activities. The Reuse Fair Grant was expanded and rebranded as the Waste Reduction and Reuse Grant. This program awarded over **\$251,000** across 26 successful applications to support waste reduction and reuse initiatives.

Action 7. Establish a waste reduction working group. The Waste Reduction Network (WRN) was established to engage the non-residential sector, and has a current membership of 45 organizations. Seven network events were held over three years. A satisfaction survey revealed that **79 per cent** of members reported making progress toward their waste reduction goals.

Action 8. Continue to advocate for Extended Producer Responsibility legislation and implementation. The City advocated for Extended Producer Responsibility (EPR) Regulation in Alberta by attending all engagement opportunities to represent City interests. This regulation took effect on November 30, 2022 and was launched provincially on April 1, 2025.

Action 9. Support local innovation by piloting a grant or rebate program for single-use item reduction. The pilot Single-use Item Reduction Grant and subsequent funding allocated over **\$94,000** to 28 organizations. Based on recipient self-reporting, this funding is projected to contribute to **407,835 single-use items reduced per year** through the purchase of reusable dishware and infrastructure.

Action 10. Support NGOs (non-governmental organizations) that deliver waste reduction messaging and programming by sharing content and working together to identify priority topics. The initiative engaged 69 NGOs to share waste reduction messaging, receiving feedback from 29 partners. The 11 NGOs that confirmed sharing City waste reduction content generated over **552,000 social media engagements**.