

Waste Services

Waste Reduction Roadmap Roadmap '24

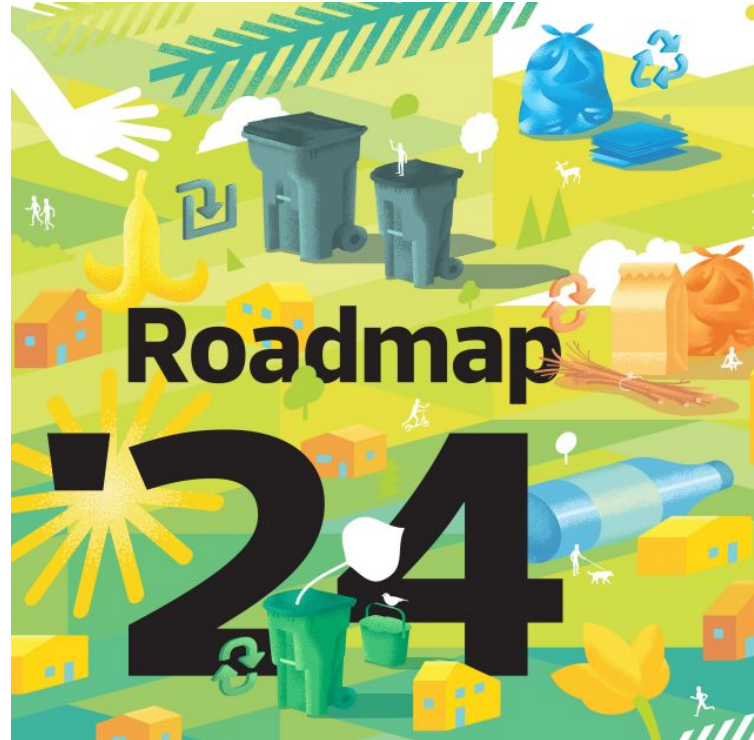
April 30, 2021

Utility Committee

Presented by Gord Cebryk, Michael Labrecque and Jodi Goebel

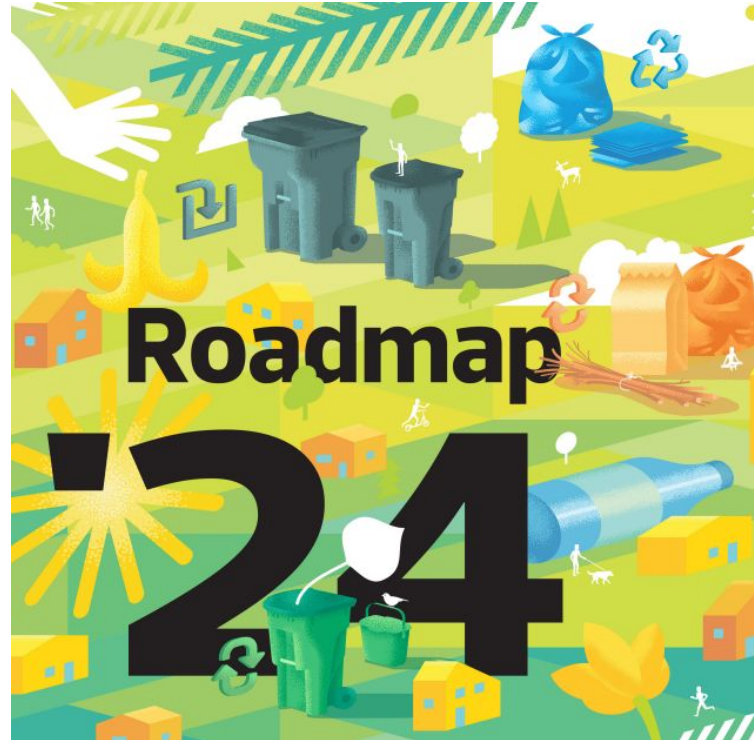
Waste Reduction Roadmap

- Action-oriented
- Aims to prevent waste from being created in the first place
- Complements system changes already underway



Waste Reduction Roadmap

- Relationship-based
- Recognizes where Edmontonians are now, and sets the stage for future initiatives
- Aims to build a robust basis for managing and evaluating waste reduction activities



Focus Areas

- City's focus is on creating change by:
 - Supporting Edmontonians in making the behavioral and operational shifts necessary to reduce waste;
 - Removing barriers to zero waste innovation and circular economy initiatives;
 - Increasing awareness of and participation in waste reduction programs.

Single-use Plastics

- Align with and fill gaps in Provincial Extended Producer Responsibility Framework and Federal Integrated Management Approach to Plastic Products
- Achieve **reduction**, not just substitution
- Respect the continuing impacts of COVID-19 on the business community

Short and Long-term Targets

Roadmap '24 Target

0%
growth

25-year Target

20%
reduction



Thank you

Waste Services
edmonton.ca/waste



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