

# CWMA news

◀ Newsletter Of The Coast Waste Management Association ▶

## CWMA Annual Conference



Participants at the CWMA conference enjoy a tour of facilities in the Comox Valley

With only three weeks remaining until **"Rebuilding from the Waste Up!"** this year's CWMA conference we are looking forward to seeing you all at the event. If you still need to sign up you can do so by clicking [here](#). With a great slate of speakers lined up you can be assured that this event is well worth attending and still great value.

We all know the key to promoting greater waste reduction is through education. New this year we have an [Educators Workshop](#) planned for Wednesday morning. This is an opportunity for educators to meet, share and develop their resources and ideas to use when delivering programs. As in previous years there will be many networking opportunities and with 18 companies participating in the tradeshow there will be lots to see.

Our facility tour will take us to CFB Esquimalt where we will see the

systems they have in place to manage their waste and recyclables.

Accommodation is still available at the [Westin Bear Mountain](#), Langford, BC, and we are looking forward to seeing you all at this year's conference.

## Back to the land(fill)

"What a dump!" Bette Davis famously said in King Vidor's 1949 classic *Beyond the Forest*.

Her line could have described reaction to Hartland Happening, a rare chance for the public to tour the place our trash goes. The difference was that the Hartland Avenue waste disposal site isn't a dump -- not in the classic sense.

"This is the one time of year when the community can come and see what happens to their garbage after it leaves the curb," operations manager Tom Watkins said. "This is a world-class, internationally recognized sanitary landfill."



The heavy equipment at the Hartland landfill proved a big draw at the open house, as people lined up to sit in the massive earthmovers;

Photograph by: Adrian Lam, Times Colonist,

Hundreds of spectators, most arriving by shuttle buses, got a chance to take bus tours of the massive site, snack on free hot dogs and burgers, enjoy live entertainment and learn about everything from leachate water to "gull abatement." Younger guests got their faces painted and played on trucks and bulldozers, even little ones in a gigantic sandlot.

The emphasis was on dispelling myths (there was very little visible "garbage"), and showcasing the multi-purpose facility's recycling, composting, vegetation, environmental monitoring and waste management initiatives in a family-friendly way.

As much fun as kids were having at the open house, they were learning something, whether they knew it or not.



Kai Dresler and Argen McElroy, both three, had fun in the CRD iRecycle car.  
Photograph by: Adrian Lam, Times Colonist

The heavy equipment at the Hartland landfill proved a big draw at the open house, as people lined up to sit in the massive earthmovers. "Children need to know the garbage doesn't leave the curb and just disappear," said

Denise Dionne, Capital Regional District recycling programs assistant. "They need to know it's going somewhere, and they can be doing things to lessen its impact on the environment."

Source - [Times Colonist](#)

**London Drugs makes waste management part of their retail business strategy.**

These days, many companies are faced with the challenge of coordinating and communicating their green policies, products or achievements. For a large regional retailer, the job becomes even more complex.

London Drugs has 70 stores in more than 35 major markets throughout British Columbia, Alberta, Saskatchewan and Manitoba. Over the past few decades, they have been quietly implementing numerous 'green' practices at the warehouse and store level.

"From responsible sourcing and packaging take-back to recycling and other initiatives, we invest in making our practices more environmentally sound because it is the right thing to do for our communities." says Senior Vice President Clint Mahlman.

From a waste management perspective, London Drugs' list of recyclable drop-offs is impressive:

RBRC - Cell phones, PDA and rechargeable batteries

Alkaline Batteries

Disposable cameras

Ink jet cartridges

Laser cartridges

Metal film canisters

Plastic bags

Pop bottles and cans (BC only)

Electrical and Electronic goods (TVs, VCRs, computers, monitors, printers etc)

Small Appliances (purchased at London Drugs)

Styrofoam packaging from our products

Cardboard packaging from our products

Insurance plastic folders

Laser cartridges

Compact Fluorescent Bulbs (CFL's)

Fluorescent light tubes up to 4-foot lengths



Tackling this much recycling often means doing things no other retailer does. For the recycling of data-carrying devices, like computers and laptops, London Drugs has developed an industry-leading hard-drive destruction process that helps make sure no customers' private information is ever recycled along with their computers. In the case of styrofoam, there are no municipal programs to recycle the waste, so it took a lot of work with their warehouse, recycling partners and store staff to create a program that works. And even though it's no moneymaker, the results are worth it. In the last 18 months, London Drugs has diverted over 40 semi-truckloads of styrofoam from landfills.

In the past, London Drugs has taken an 'act first, talk later' approach to communicating these programs. But with environmental awareness increasing among shoppers, they

decided it was time to tell the world. So in 2008 they put all of their environmental, waste management and green product programs under one banner.

"Together with our supplier partners, government, employees and customers, we're committed to doing even more." Mahlman continues, "That's why we created 'What's the Green Deal' - a source of useful information that can help families shop a little greener, before, during and after their visit to our store."

News about the program is shared through in-store signage, a website, a blog and even their own Twitter stream. Have a look at [www.greendeal.ca](http://www.greendeal.ca) for some web videos showing their recycling programs in action.

Through it all, London Drugs is gradually becoming a one-stop recycling take-back location for everything they sell. This makes it easy for customers to be a bit greener themselves, and at the same time sets the bar high for other retailers in their markets. Which, as a business strategy, may bring more green of a different kind to London Drugs in the long term.



Source - [Lorne Craig](#) - Unicycle Creative

**Quotable quotes**

"The challenge in building an environmentally and economically sustainable materials sector is to ensure that the market is sending honest signals. In the words of Ernst von Weizsäcker, "The challenge is to get the market to tell the ecological truth." To help the market to tell the

truth, we need not only a carbon tax, but also a landfill tax so that those generating garbage pay the full cost of getting rid of it and product manufacturers are properly incentivized to reduce waste in the first place."

Source – [Lester Brown](#)

**Humor break**

I recently asked a friend, "Has your son decided what he wants to be when he grows up?"

"Yes, he wants to be a garbage collector," my friend replied.

I had to think about that one for a moment! "That's a rather strange ambition to have for a career." I finally managed to reply.

"Well," said the boy's father, "he thinks that garbage collectors only work on Tuesdays!"



**New CWMA members**

The CWMA would like to extend a warm welcome to the following members that have recently joined the association.

**Community Composting Inc.**

2625 Cadboro Bay Rd  
Victoria, BC, V8R 5J3  
Contact; Matthew Mephram  
Tel; 250-884-8424  
Email  
[info@communitycomposting.ca](mailto:info@communitycomposting.ca)

**PC Scale, Inc**

211 E. Locust St  
Oxford, PA 19363  
Contact; Susan Gately  
Tel 610-932-4006  
Fax 610-932-4970  
Email [sgately@pcscale.com](mailto:sgately@pcscale.com)

**Coast Waste Management Association Board of Directors**

Jeff Ainge – *Regional District of Nanaimo*

Anke Bergner – *Capital Regional District*

Peter Grant – *Salt Spring Island Community Services Society*

Malcolm Harvey – *Encorp Pacific (Canada)*

Reid Hudson – *Steel Pacific Recycling*

Jerry Kupiak – *Sun Coast Waste Services*

Michael Schellinck - *Nanaimo Recycling Exchange*

Jacqueline Tudor-Jones - *METRO Waste Paper*

**Calendar of Events**

**[National Compost Conference 2009](#)**

September 30 – October 2, 2009  
Hyatt Regency Vancouver, BC

**[RCA Annual Conference](#)**

October 14 - 16, 2009  
Fairmont Palliser, Calgary, Alberta

**[CWMA Annual Conference 2009](#)**

October 21 – 23, 2009  
Westin Bear Mountain, Langford, BC

**[Canadian Waste & Recycling Expo 2009](#)**

October 28 – 29, 2009  
Vancouver, BC

**Coast Waste Management Association, 1185 Rolmar Cres, Cobble Hill, BC, V0R 1L4**

**Tel: 250-733 2213  
Fax: 250-733 2214  
Toll-free: 1-866-386-2962  
Email: [info@cwma.bc.ca](mailto:info@cwma.bc.ca)  
Web: [www.cwma.bc.ca](http://www.cwma.bc.ca)**

**We are grateful for the generous sponsorship of**

