



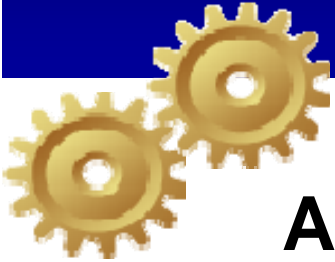
York Sustainability Program: Planting P2 Seeds in York Region

By:
Meena Hassanali, OCETA &
Tania Del Matto, C2P2

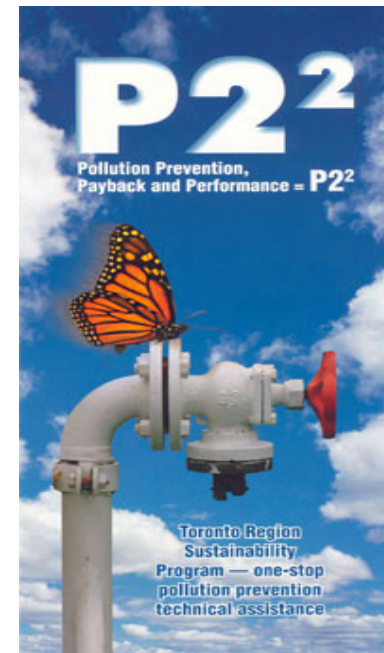
*Canadian Pollution Prevention Roundtable, Halifax
June 15, 2006*



Toronto Region Sustainability Program



A one-stop pollution prevention (P2) technical assistance program with funding incentive for small-to-medium sized (SME) manufacturers in the Greater Toronto Area (GTA)

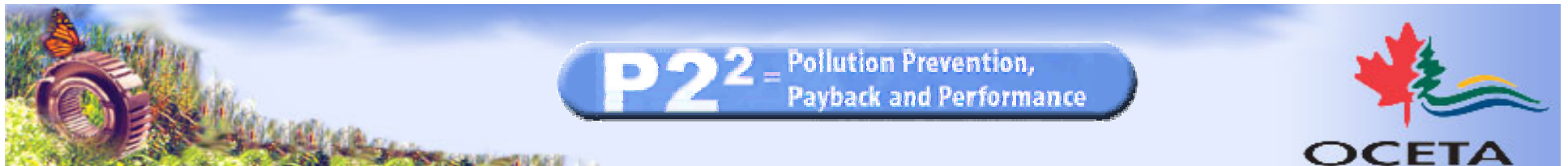


P2² = Pollution Prevention, Payback and Performance



York Sustainability Program: Objectives

- **Replication of Toronto Region Sustainability Program in York Region**
 - ✓ *Promote adoption of sustainable P2 practices by SMEs in York Region*
- **Community Education and Outreach Activities across York Region Communities**
 - ✓ *Build awareness and engage York Region Community Stakeholders to adopt sustainable P2 practices*



York Sustainability Program Activities

Community Education & Outreach Activities

Stakeholders Pollution Prevention Workshops in York Region Municipalities

*(Richmond Hill, Markham, Vaughan,
Newmarket, Whitchurch-Stouffville,
East Gwillimbury)*

Schools Outreach in York Region (Presentations to High Schools & Universities)

Presentations/Seminars/Forums

Stakeholder groups
(Government, NGOs, School Boards, Institutions)
Boards of Trade
Chambers of Commerce

P2² = Pollution Prevention,
Payback and Performance



Regional Municipality of York

- **2 Tier Government – Regional and Local**
- **9 Municipalities**
- **Population: 920,910 (April 2006)**
- **Ecological Footprint: 8.28 Hectares per capita (5th highest in Canada)**



P2² = Pollution Prevention,
Payback and Performance



York Sustainability Program: York Region Schools Outreach

OVERALL PURPOSE:

Build P2 Awareness in School
Communities



- **York Region District School Board Alliance**
 - ✓ Presentations/Meetings with Staff
 - ✓ Presentations to High Schools on Pollution Prevention
 - ✓ Outreach to York Region Teachers
 - ✓ Introduce Teachers to P2 Lesson Plans from National Office of Pollution Prevention (NOPP)
 - ✓ Vaughan Secondary School High School students and teachers participated in P2 workshops
 - ✓ Special events: Earth Day Festival

- **Universities & Colleges**
 - ✓ Guest Lectures at University of Toronto, York University, George Brown and Seneca College



P2² = Pollution Prevention,
Payback and Performance

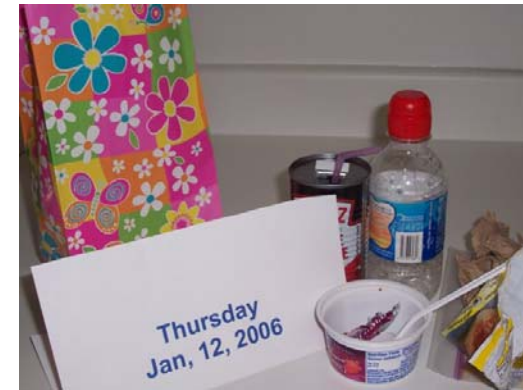


York Sustainability Program: Grade 5 Student Project on "P2 at School"

Week 1: Disposable lunch for one day



Week 1: End of the day



Week 2: Re-usable containers



Week 2: End of the day



P2² = Pollution Prevention,
Payback and Performance



York Sustainability Program: Grade 5 Student Project on "P2 at School"

**End of Week 1:
Waste + Recyclables**

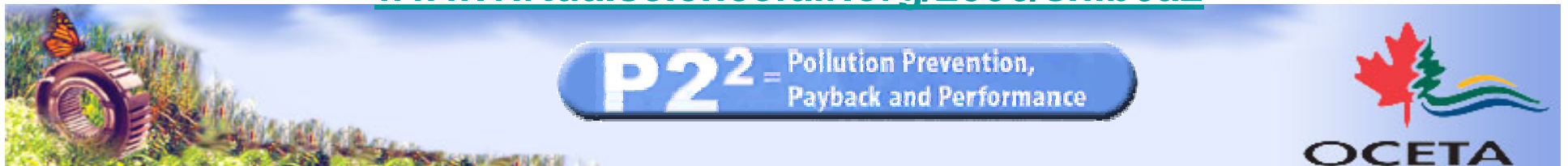


**End of Week 2:
Zero Waste**



Total Waste Reduction @ School = 4.22 Tonnes/Yr (180 Students)** Assuming each student brings disposable lunches everyday

www.virtualsciencefair.org/2006/shib6a2



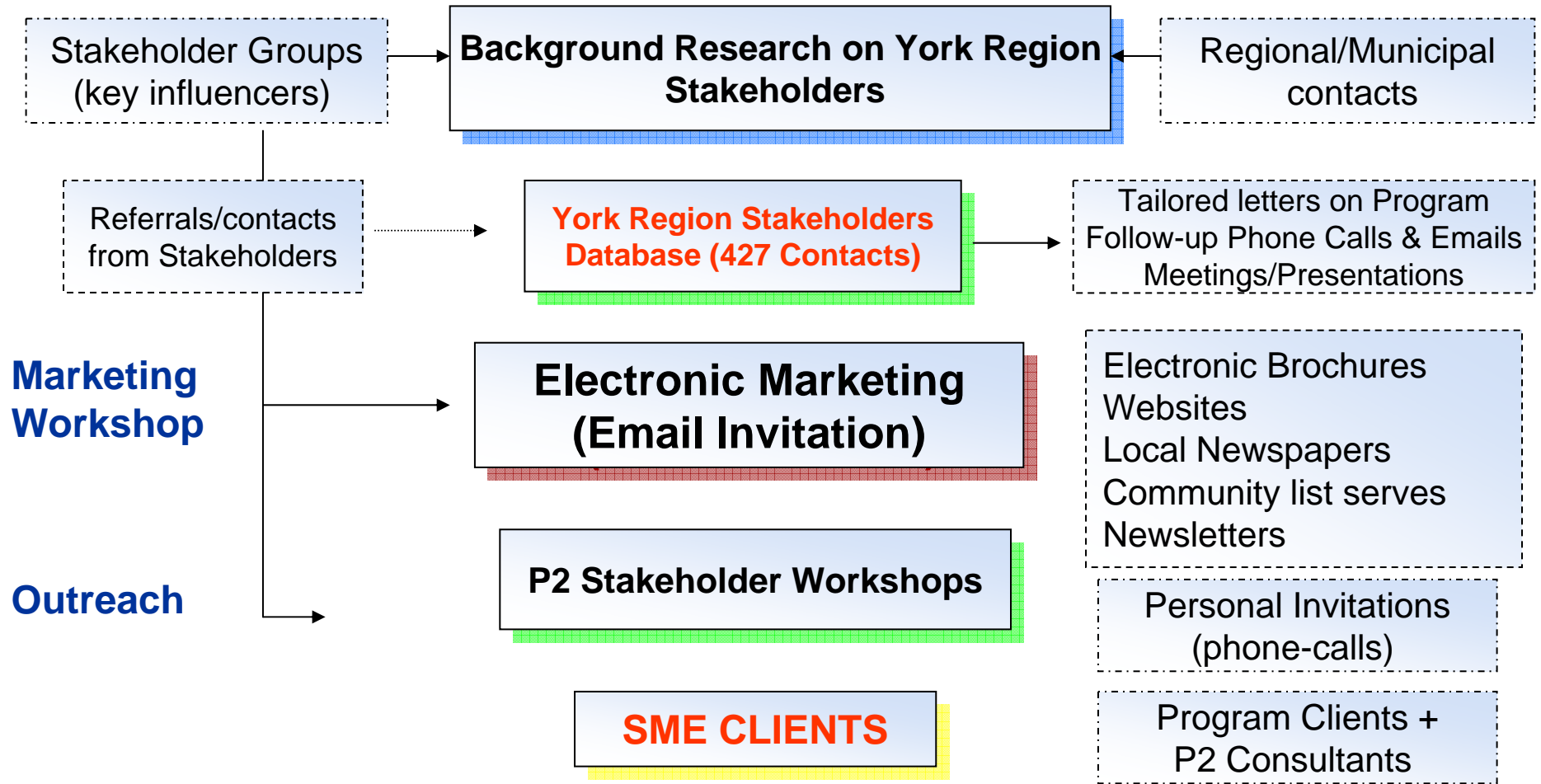
York Sustainability Program: York Region's P2 Stakeholder Workshops

OVERALL PURPOSE:

- Provide stakeholders with a forum to discuss and share information on local pollution prevention activities
- Develop new pollution prevention partnerships across communities.



York Region Sustainability: Marketing & Outreach Strategy









P2² = Pollution Prevention,
Payback and Performance





York Sustainability Program: Marketing the P2 Workshops

1. How did you learn about our Stakeholders P2 Workshops in York Region?

		Response Percent	Response Total
Received an E-mail invitation from OCETA & C2P2		56.6%	30
Received a personal invitation from OCETA & C2P2		15.1%	8
OCETA or C2P2 websites		3.8%	2
Through a brochure/flyer		0%	0
Ad in Local Newspaper or E-bulletin		1.9%	1
Through Staff or Colleague		18.9%	10
View Other (please specify)		13.2%	7
Total Respondents			53
(skipped this question)			1

5. Did you refer staff/colleagues from your organization or friends to attend these workshops?

		Response Percent	Response Total
Yes		52.9%	27
No		49%	25
Total Respondents			51
(skipped this question)			3

York Sustainability Program: Workshop Results and Outcomes



P2² = Pollution Prevention,
Payback and Performance



York Sustainability Program: P2 Workshop Success Formula

- Six workshops in Municipalities of York Region
 - ✓ 183 attendees for all workshops
 - ✓ 45 participants attended > 1 workshop
 - ✓ Workshop evaluations: Average score of 4.5 out of 5 overall usefulness
- Walk the Sustainability Talk
 - ✓ Reduce waste generated from workshops e.g. no handouts – workshop proceedings on OCETA/C2P2 websites
 - ✓ Organic food
 - ✓ Encouraged public transit & car pooling
- Use of **Survey Monkey** as tool to evaluate workshop outcomes

York Sustainability Program: Local Newspaper Media Coverage



THE LIBERAL

TODAYS TOP STORIES

Workshop participants to tackle pollution

Aug 25, 2005

Looking for practical ways to help save the environment?

A forum in Vaughan next month will bring together people from different sectors for York Region's fourth Stakeholders Pollution Prevention Workshop.

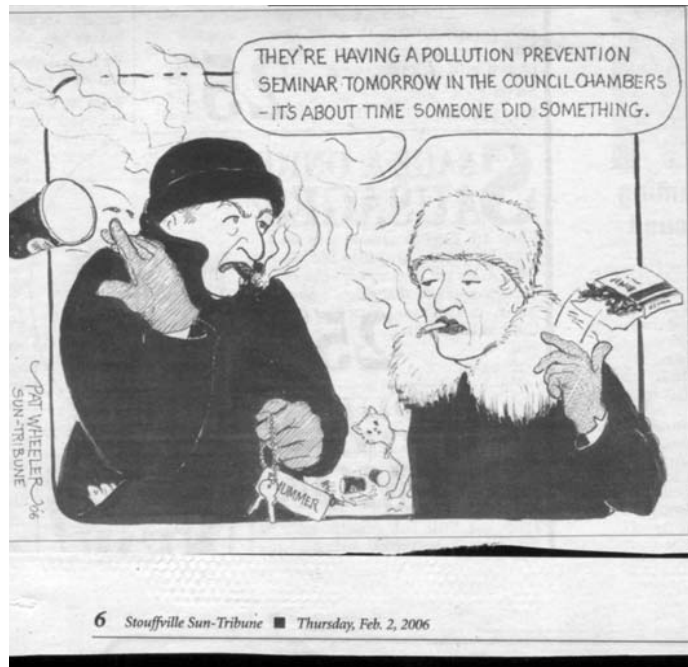
Participants from schools, hospitals, industry and government are expected to attend the event, organized by the Canadian Centre for Pollution Prevention and the Ontario Centre for Environmental Technology Advancement.

"This workshop will provide ... information on what activities you, your co-workers, your friends and your family can do in the future to prevent pollution," said Meena Hassanali, York sustainability co-ordinator with the environmental technology centre.

"Participants will leave this workshop with new ideas, a means to address challenging environmental issues through local partnerships and motivated to take action to help protect the environment."

The workshop will be held Sept. 30 in the council chambers of the Vaughan Civic Centre, 2141 Major Mackenzie Dr. starting at 8:30 a.m. The event is free although registration is required.

For more information, call 905-822-4133 ext. 233 or e-mail mhassanali@oceta.on.ca



6 Stouffville Sun-Tribune ■ Thursday, Feb. 2, 2006



East Gwillimbury powered by THE ERA+BANNER

TOP STORIES

Environmental solutions can save businesses cash

East Gwillimbury hosts sustainable workshop

Apr 22, 2006

By Serena Willoughby

Switching to environmental technology can do more than just preserve energy and resources; it can save your business money too.

East Gwillimbury hosted a Pollution Prevention workshop Friday to show business owners how to help the environment and themselves at the same time.

Presentations were made by companies specializing in environmentally sustainable technology.

The Ontario Centre for Environment Technology advancement helps small to medium sized companies identify government programs to assist them in developing technology.

The centre also offers a program, the Vaughan Manufacturers Sustainability Program, that provides funding for businesses in Vaughan to receive a pollution prevention assessment.

The 171 projects implemented in Vaughan have resulted in \$2.3 million in savings annually through a \$2 million dollar investment.

It has also resulted in 625 tonnes in greenhouse gas reductions and six tonnes of hazardous waste reduction, the centre reports.

Auto parts, printing, metal finishing, chemical and food processing businesses are among those that can benefit from the program through cost savings, reduced liability and marketing opportunities.

Alex Waters made a presentation on Green buildings and how the Toronto Region Conservation Authority is working with builders to design environmentally-friendly buildings.

Rymal Smith, manager of the Hydrogen Village program, explained how companies can integrate fuel cell technology.

Bell Canada and Purolator have worked with Hydrogen Village to customize fuel cell technology for their businesses and Purolator now runs a fuel cell delivery truck in Toronto.

The workshop began with an organic breakfast and opening remarks by East Gwillimbury Councillor Virginia Hackson.



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York Sustainability Program: P2 Workshop Success Formula

➤ **Agenda – York Region Stakeholders**

- ✓ Local Politician: Welcoming Remarks
- ✓ P2 Background: C2P2
- ✓ York Sustainability Program: OCETA
- ✓ Municipal/Regional Government
- ✓ Business / Industry
- ✓ ENGO
- ✓ Hospital / School Board



➤ **Roundtable Discussion - Tool to initiate future partnerships**

York Sustainability Program: P2 Workshop Content

Regional Government / Municipalities

Markham's  MISSION *Green*



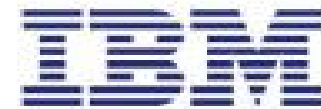
Emergency Preparedness Plan



Corporate Clean Air Taskforce



Business / Industry



BOWNE



York Sustainability Program: P2 Workshop Content







Non-Government Organizations







Institutions



York Sustainability Program: Information Presented at Workshop

2. The information provided at the Stakeholders P2 Workshops was mostly useful for your			
		Response Percent	Response Total
Professional Life		36.5%	19
Personal Life		9.6%	5
Both		53.8%	28
3. Did you revisit the workshop websites to view the workshop proceedings?			
		Response Percent	Response Total
Yes		50%	26
No		32.7%	17
I didn't realize they were available		19.2%	10
Total Respondents			52

4. Did you share what you learned from the workshop with others?			
		Response Percent	Response Total
Yes, I provided an update to my staff/colleagues		69.2%	36
Yes, I forwarded the online workshop proceedings to my staff/colleagues		13.5%	7
No		9.6%	5
View Other (please specify)		17.3%	9
Total Respondents			52
(skipped this question)			2

York Sustainability Program: Outcomes from P2 Workshops

6. How did you and/or your organization benefit from attending the P2 workshops? Please check all that apply.

		Response Percent	Response Total
Enhanced knowledge about the application of Pollution Prevention		76.9%	40
Increased awareness on current P2 practices occurring locally and in the Greater Toronto Area		86.5%	45
Formed partnerships/alliances with stakeholders		28.8%	15
Expand existing network in the environmental community		51.9%	27
Created new business opportunities (i.e new clients)		13.5%	7
Increased awareness/participation in other community events		21.2%	11
Increased opportunity to recruit interns or volunteers		3.8%	2
Increased potential job opportunities		11.5%	6
View Other (please specify)		11.5%	6

York Sustainability Program: Outcomes from P2 Workshops

8. Did you implement/adopt P2 practices as a result of attending P2 workshops?			
		Response Percent	Response Total
Yes, @ home		30.8%	16
Yes, @ work		19.2%	10
Yes, in daily life (i.e. commuting, smart product choices)		26.9%	14
No		46.2%	24
View If you answered yes above, please share example(s)		25%	13

➤ From Awareness to Behaviour Change

✓ P2@ Home: Energy Conservation, Ethanol Gasoline, Organic Food, Minimization of Household Chemicals, Waste Reduction

✓ P2@Work: Insight into Decision-making, Promote P2 to clients/co-workers, P2 assessment at Manufacturing Facility

York Sustainability Program: Outcomes from P2 Workshops

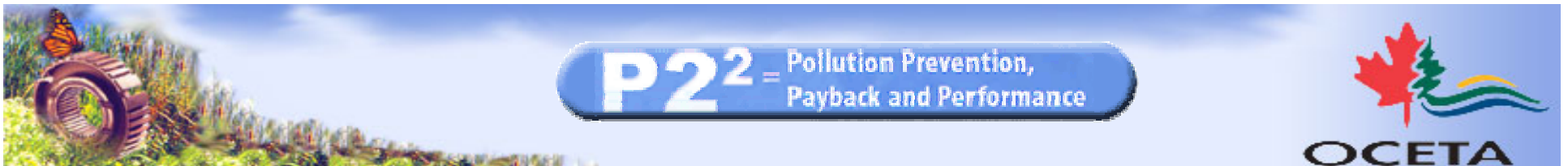
➤ **Partnerships (Roundtable + Survey):**

- ✓ Networking: All Participants
- ✓ Coordination: Strengthened Municipal & Regional Alliances
- ✓ Cooperation: Local Program expansion
- ✓ Collaboration: Future Prospects, SME Clients for York Sustainability

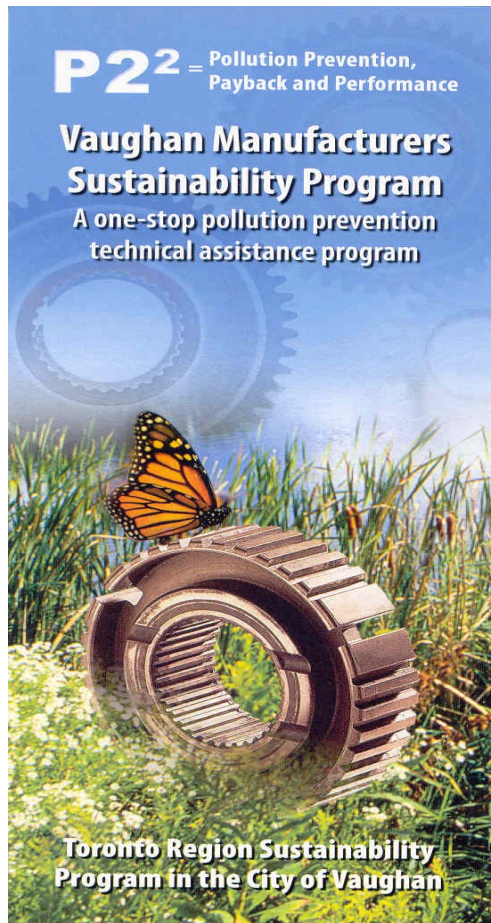
York Sustainability Program: Program Partnerships

➤ Partnerships

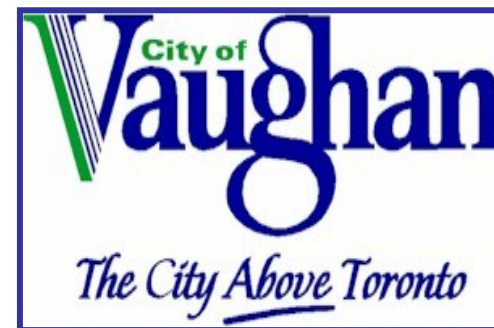
- ✓ Networking: Expansion of York Region Contacts - 427 stakeholders in database and growing.....
- ✓ Coordination: Host Municipalities
- ✓ Cooperation: Richmond Hill Chambers of Commerce, Markham Board of Trade, Municipal/Regional Economic Development & Planning Departments
- ✓ Collaboration: Vaughan Manufacturers Sustainability Program (OCETA & City of Vaughan Economic & Technology Development)



York Sustainability Program: Partnership with City of Vaughan



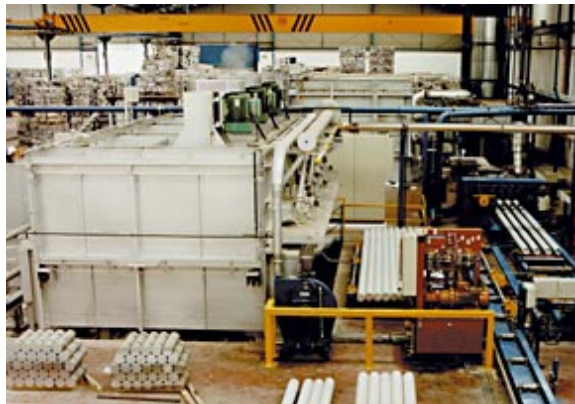
**Partnership: City of Vaughan
Economic Development &
Technology**



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Payback and Performance



York Sustainability Program: SME Clients for Program



- Four Program Clients Generated through P2 Workshops
- Example: Aluminum Remelt Facility
 - ✓ P2 Assessment @ Blueprint Stage
 - ✓ Key Participation Driver:
 - ✓ Validation that all economically viable P2 measures have been included
 - ✓ Other Drivers: Qualify for Ontario Environmental Leadership Program



P2² = Pollution Prevention,
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York Sustainability Program: Challenges and Lesson Learned

Challenges

➤ York Region Schools Outreach

- **Getting access to High School classrooms**

➤ P2 Stakeholders Workshops

- **Establishing trust with host Municipalities**

Lessons Learned

✓ Engage Teachers and Students through **Free** P2 Workshops

✓ Easier **access** to Universities

✓ Engage **Teachers** in Outreach activities

✓ **Background research** on municipality

✓ Arrange **one-on-one meetings** with Municipal Staff

✓ Limited commitment of time and resources (**free workshops**)



P2² = Pollution Prevention,
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York Sustainability Program: Challenges and Lesson Learned

Challenges

Lessons Learned

<ul style="list-style-type: none"> ➤ P2 Stakeholders Workshops <ul style="list-style-type: none"> ▪ Engaging Industry to attend workshops ▪ Speaker selection always a sensitive issue (especially with Industry) ▪ Promotion of products/services 	<ul style="list-style-type: none"> ✓ Background research on companies ✓ Networking with business service providers i.e. Chambers/Boards of Trade (e-bulletin, newsletters), ✓ Prohibit display/promotion of goods with profit making motive
<ul style="list-style-type: none"> ➤ P2 Stakeholders Workshops <ul style="list-style-type: none"> ▪ Engaging the non-converted ▪ Cost effective marketing to wide array of stakeholders 	<ul style="list-style-type: none"> ✓ Agenda reflective of local and new innovative issues ✓ Electronic marketing tools (E-mail invitations work best)



P2² = Pollution Prevention,
Payback and Performance



York Sustainability Program: Next Steps.....



➤ Foundation for Future P2 Projects in York Region

- ✓ Database of stakeholders
- ✓ OCETA/C2P2 Brand
Recognition and Credibility
- ✓ Documented P2 Activities
and Challenges in York
Region

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