

# Proclaim Waste Reduction Week

October 21-27, 2019



**Think Global and Act Local**

**Celebrate Environmental Achievements and Commitments of Your Community!**

*Countdown to #WasteReductionWeek 2019*



Canadian municipalities and First Nations are at the heart of Canada's waste reduction achievements. Today's coalescing environmental challenges –resource scarcity, plastic pollution, climate change, and waste generation– require continued leadership of our community champions.

Waste Reduction Week in Canada is a national year-round program that focuses on the transformation to a circular economy driven by resource efficiency. Our purpose is to promote individual and collective environmental commitments, efforts, and accomplishment while encouraging innovative ideas and solutions.

Held annually during the third week of October since 2001, Waste Reduction Week in Canada, through a coalition of environmental non-profit and government organizations from across Canada, shines the spotlight on conscious consumption and responsible recycling.

This year we once again ask municipalities and First Nations to join businesses, schools, and individuals from across Canada to renew their commitment and celebrate sustainability by proclaiming **Oct. 21 – 27, 2019** as [Waste Reduction Week in Canada](#).

By thinking globally and acting locally we embrace the Waste Reduction Week in Canada call to action. Each year more than 100 communities across Canada proclaim Waste Reduction Week in Canada and with your support we can increase that amount in 2019.

We hope your council and senior leaders will take this opportunity to join a widely recognized and successful national environmental campaign and show your support.

### How to Proclaim

- [Download the proclamation](#) and include your logo and/or seal on the bottom right. You are welcome to use your own certificate template instead, if desired.
- [Visit www.wrwcanada.com/proclamations](http://www.wrwcanada.com/proclamations), complete the form, and upload the completed certificate. You may also email your completed certificate to [info@www.wrwcanada.com](mailto:info@www.wrwcanada.com).
- **Share your achievements and commitments:** either on the form or in [an email](#), provide us with details of your waste reduction past achievements and future commitments including new or innovative projects, programs, or partnerships. One of the important objectives of Waste Reduction Week is to facilitate sharing between all of our participants.



Once submitted your proclamation will be featured on [www.wrwcanada.com](http://www.wrwcanada.com) within 1-3 business days and posted on social media using the hashtag **#WasteReductionWeek**. In doing so, fellow Canadians, First Nations, schools, organizations, and businesses across Canada will view and appreciate your support and commitment to waste reduction, recycling, and the environment.

[PROCLAIM NOW!](#)

## Additional Ways to Involve Your Community

If you are not the representative that plans waste reduction and communications activities for your community, please pass this message along to the correct department/representative.

### Host an Event

Organizing an event during Waste Reduction Week in Canada is an excellent way to showcase your proclamation and engage your community in the 3Rs and circular economy. Popular events include:

- Clothing swaps (Coming Soon! We will be launching the [SwapIt Toolkit](#), a step-by-step resource for organizing a clothing swap)
- Repair events

- Waste-free lunches in schools and offices
- Waste collection drives such as hazardous waste, textiles, or electronics
- Documentary screenings & information sessions
- Recycling facility tours
- Public installations

Don't forget to register your [event online](#) so we can help with promotion.

[REGISTER AN EVENT](#)



Facility Tours



Collection Events



Swap Events



Education/Outreach Events



Repair Events



Shoreline & Community Cleanups

**Landmark Lightings**

Last year, [15 landmarks across Canada](#) lit blue and green for Waste Reduction Week. We encourage municipalities to help us create awareness by lighting a local landmark or municipal building blue and green for Waste Reduction Week.

Let the rest of Canada know about your lighting by registering it at [wrwcanada.com/events](http://wrwcanada.com/events).



## Promotion

## Theme days

In 2017 we introduced six issue-specific days during Waste Reduction Week in Canada, with each selected for its importance to Canadians and the economy to leverage and highlight the work we are collectively accomplishing. The themes also offer focus for participants planning events, social media campaigns, and resources.



### Social Media

Support Waste Reduction Week in Canada using hashtag #WasteReductionWeek in communications. Share ideas, stories, and pictures of waste reduction initiatives to demonstrate commitment to reducing waste both at home and in the community.

*Follow @WRWCanada on social media!*



### Promotional materials

Promotional materials and assets are available at [wwwcanada.com/promotional-resources](http://wwwcanada.com/promotional-resources). More materials such as sample social media posts and a promotional poster will be available throughout September.

Visit [wwwcanada.com](http://wwwcanada.com) for more campaign details and resources.

### Become a Sponsor

Our initiative is funded solely through those that believe in its objectives and is directed to developing and improving all of its resources and tools free to charge to all its participants and supports. If your community is interested in further leveraging the values of Waste Reduction Week in Canada please consider becoming a sponsor.

Opportunities that align specifically with our themes are available, as well as unique packages that can be customized to work alongside your area of interest.

By joining us we can support and showcase your community as a leader, champion, and innovator in waste reduction and recycling to a captivated national audience.



Don't let this exciting opportunity go to waste! [Contact the Waste Reduction Week in Canada team](#) to get started.

### **Thank You**

Canadians are proud of their natural environment and understand the value of protecting our resources. Campaigns like Waste Reduction Week in Canada play an important role in reminding us to conserve and maintain a lifestyle that helps to preserve them. Your support will help inspire individuals and other communities to mobilize and take action.

We appreciate your commitment to the environment and for proclaiming Waste Reduction Week in Canada.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Jo-Anne St. Godard', with a stylized flourish at the end.

Jo-Anne St. Godard  
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### **About Recycling Council of Ontario**

Since 1978 RCO has worked closely with municipalities and businesses across Ontario to inform and educate all members of society about the generation of waste, the avoidance of waste, the more efficient use of resources, and the benefits and/or consequences of these activities. We also run programs that support waste reduction goals.

Take Back the Light can help municipalities recover and recycle spent lights, whether they are generated through relighting, on-going maintenance, or facility retrofits. The program also works with organizations that recycle lights outside their purchase arrangements, and accepts lights and light fixtures in all quantities. Every light is tracked, and 98 per cent each light collected is diverted from disposal with component parts reused wherever possible. Visit [www.TakeBacktheLight.ca](http://www.TakeBacktheLight.ca) to learn more.

3RCertified is a unique program that reviews how organizations manage solid waste reduction and diversion operations. [Participating facilities](#) achieve certification levels based on established criteria and third-party evaluation of waste management and reduction practices. Visit [www.3RCertified.ca](http://www.3RCertified.ca) to learn more.





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STAY CONNECTED!

