

In 2013, Partners in Project Green redesigned its organizational structure to ensure that business and municipal leaders can come together and affect programming that would reach the thousands of organizations across the GTA. I am proud to say to you as Chair for the Waste Management Performance Area Committee, that leaders across the GTA have done just that.

Recognizing waste is not often the highest of priorities for most organizations, it is a challenge to demonstrate to the community its importance both environmentally and financially. Furthermore, it requires a change in thinking so that organizations can turn waste into resource, cost into opportunity, and responsibility into action.

Our Committee is determined to change behaviours and demonstrate that waste management makes business and environmental sense. For instance, most organizations measure waste in terms of diversion and assess how much waste was recycled. We asked Partners in Project Green to assess waste from an avoidance approach, considering how much resources are being reduced and re-used, in addition to recycled, to better reflect the impact we can make.

Our committee examined Partners in Project Green's material exchange program and determined it should be strengthened through more active participation by staff, where they work directly with organizations and visit them on-site, ensuring organizations get the help really they need.

Lastly, our committee also demonstrated leadership to drive change within ourselves. Acknowledging how much organic food waste impacts landfills, we met with local organics diversion solution providers and are investigating solutions that can be rolled out to the entire GTA community. As a first step, we are working collectively as a committee to participate in a research project that assesses the water impact of organic waste and how it can be diverted.

During 2014, we will continue to work on driving actionable results from ourselves, Partners in Project Green staff, and the Pearson Eco-Business Zone community. Our leadership can demonstrate to others how a world class industrial zone can truly perform more sustainability and effectively. Through realigning how we measure and perceive waste, introducing localized organics diversion, and enhancing waste exchanges between organizations, we will chart a course that other municipalities from across North America will admire and seek to emulate.

We hope you will join on this journey, as we can achieve more together than we ever could apart.

Sincerely,



Michelle Brown
Vice President, Property Management
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