



Essex-Windsor Solid Waste Authority Administrative Report

September 15, 2020

To: The Chair and Board of the Essex-Windsor Solid Waste Authority
From: Catharine Copot-Nepszy, Manager of Waste Diversion
Meeting Date: Tuesday, September 15, 2020

Subject: Waste Reduction Week October 19- October 23, 2020

Purpose

To provide information to the Board on the upcoming annual Waste Reduction Week (WRW) outreach activities.

Background

To enhance waste diversion efforts in Essex-Windsor annually, EWSWA strategically supports key programs in our region. One key initiative that the Authority always highlights is WRW which is nationally celebrated each year in attempt to reduce waste that the public produces by providing strategies, information and resources.

Discussion

Due to the COVID-19 pandemic, Authority administration will effectively highlight WRW largely through digital promotion. Additionally, as we have now found successful ways to move the public safely, and we do have inventory to sell, we will be hosting a small sale of EWSWA inventory.

To reach the public effectively, the EWSWA will use social media to promote waste reduction ideas as well ideas for zero waste practices as well as aligning promotions on Recycle Coach which has thousands of followers.

During this WRW Inventory Sale, the EWSWA will sell Backyard Composters, Green Cone Digesters and Rain Barrels (in partnership with the City of Windsor) at a discount. The sale will take place during WRW which runs from October 19th-23rd this year. This sale will be held at the Fibre MRF Office at the Windsor Public Drop Off located at 3560 North Service Rd. East, Windsor, ON, N8W 5X2. Residents will be required to 'register' in advance for the event and advise EWSWA staff of products they wish to purchase. EWSWA staff will allocate a specific time slot in which the residents will pick up and pay (without cash) for the merchandise during WRW. The 'pre-registering' and effective scheduling of customers will alleviate the 'gathering'

of large groups of people and adhere to social distancing guidelines. Additional support may be received from other Authority partners such as the City of Windsor who are responsible for the sale of Rain Barrels.

Recommendation

That the Board receive this report as information.

Submitted By

Catharine Copot-Nepszy, Manager of Waste Diversion