



Strategic Plan Update – January 2009

The Recycling Council of Alberta (RCA) is a not-for-profit, non-political organization formed in 1987, and approved as an official charity in 1995. The RCA's mission is to promote and facilitate waste reduction, recycling, and resource conservation in the Province of Alberta.

Vision

Zero Waste / Application of 3Rs Hierarchy

The RCA would like to see stewardship, EPR and polluter-pays programs and regulations implemented for all materials. Design for Environment should be an integral part of all environmental programs and regulations.

Reduction of Useless Wasteful Products.

The RCA would like to see a reduction of single-use, non-durable items, for example those that are used as promotional give-aways.

RCA is Seen as a Leader

RCA strives to be the leading organization and authority in recycling matters. RCA advocates for the improvement of recycling infrastructure and the enhancement of recycling opportunities and regulations. RCA assumes a prime research role, and maintains a public presence by providing education programs about recycling.

Large & Diverse Membership

RCA strives to represent a large and diverse membership.

Financial sustainability

RCA as an organization aims to be financially sustainable.

Alignment of Goals with Stakeholders

RCA is always open to feedback and suggestions from stakeholders and aims to represent the broadest range of stakeholders on any one issue. Cooperation with other organizations on common goals is welcome and encouraged.

Integrate Broader Environmental Issues

Although RCA's focus is on recycling, the organization recognizes the interdependence of environmental issues and will support broader environmental issues such as overall resource conservation / natural habitat where they overlap with the RCA's mission.

1-3 Year Plan

Influence & Pressure AENV and Other Departments

- RCA aims to present concrete, implementation-ready solutions to issues.
- RCA promotes and encourages other organizations and individuals to join in on lobbying efforts.
- RCA believes that the public is in support of expanded recycling and stewardship programs.
 1. Packaging (include ICI)
 - a. Stewardship program by 2011
 - b. Base funding for recycling programs
 - c. Call them on their 2010 goal → announce new plans
 - d. Coordinate lobbying effort with municipalities
 - e. Counter disposal options
 2. Organics (include ICI)
 - a. Methane capture for existing landfills (2010-2012)
 - b. Ban or provincial incentives (2010)
 - c. Policy for all landfills to have organics management plan
 - d. Municipal technical assistance / education
 - e. Public education (province-wide) re: recycling activities, i.e. grasscycling
 3. Green Procurement
 - a. Lead by example
 - b. All government & agencies
 4. ICI (2012)
 - a. Manage landfill capacities (i.e., bans, surcharges)
 - b. Cost-competitive alternatives
 - c. Regulate mandatory recycling / needs to be enforced (*preference; can work together with 4a.)

Municipalities / Regional Authorities

ICI

- need infrastructure
 - o e.g., no haulers
 - o facilitate with private sector
 - o municipality = supplier of last resort (supported through business taxes or tipping fees)
 - o cost recovery
- regulations
- need to make a priority!
 - o Provide educational resources
 - o Share case studies from other jurisdictions
- Harmonization
- Move towards user-pay models

Landfills

- transform to waste management centres
- role for province in landfill approvals
- Lower-tech local solutions, e.g., grasscycling

Lobby for Packaging Stewardship

- AUMA – get on agenda
- AAMD&C
- Regional groups

Bans/Surcharges

Green Procurement

Make Zero Waste a Priority

Social Marketing

- e.g., grasscycling, backyard composting
- role for province & municipalities

RCA

- connect & inform stakeholders, e.g., municipalities
 - List-serve of municipal contacts (AUMA partner)
 - o Potential to reach advocates on each council
 - o List of simple messages
 - Tip of the month
 - Articles in local papers
 - Reach out to membership
 - Sponsor recognition
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Emerging Issues

- plastic bags
- pay as you throw
- GAP
- Green Procurement