

Minister's Award for  
**Environmental Excellence**



**Application Form 2016**



Please consult the 2016 Application Guide available at [www.ontario.ca/environmentalexcellence](http://www.ontario.ca/environmentalexcellence) and read through this application form before completing.

## Instructions

Applicants should fill out the form in one of the following two ways:

- Self nomination (complete Parts A, B Section 1, C and D)
  - Nomination by third party (complete Parts A, B Section 1 and 2, C and D)
- a. If you are submitting an activity as part of a group:
- Please choose one individual to fill out the application form and comply with the terms and conditions on behalf of the group.
  - In Part B Section 1: Name of Applicant: please list all organizations involved in the application.
- b. If you are a third party nominator:
- Please share a copy of the application with the nominee as the nominee will be the main point of contact once the application has been received.
- c. Applications and supporting materials should be submitted electronically wherever possible, but may alternatively be submitted in hard copy. Please note that the ministry will only accept applications that arrive on or before June 6, 2016 before 5:00 p.m.

## Part A: Eligibility

### All Applicants:

To be eligible you must be one of the following: an Ontario business, non-governmental organization, individual, institution, conservation authority, Aboriginal community/organization or group of eligible organizations. Municipalities are eligible as part of a group that includes non-municipal applicants.

The following criteria must be met to be considered eligible. Please confirm that all the following are true:

- The program or activity was undertaken in Ontario
- The program or activity has been undertaken in the last three years
- The applicant has not previously received a Minister's Award for Environmental Excellence for the program or activity
- The applicant has not submitted another application within the application period

### Individual Applicants Only:

For individuals, in addition to the above, all the following criteria must be met to be eligible. Please confirm that all the following are true.

- The applicant is a resident of Ontario
- The applicant is a Canadian citizen or permanent resident of Canada
- The applicant is not employed in the Ontario Public Service and is not immediate family of individuals employed by the Ontario Public Service

## Part B: Contact Information

### Section 1: Contact Information For Applicant/Candidate For Nomination

Please indicate which category you or your nominee wish to be recognized under if selected as an award winner:

Applicant Category: Please note that the ministry may use its discretion in selecting the most appropriate category when awarding applicants. Select one:

- |                                                                                         |                                                          |
|-----------------------------------------------------------------------------------------|----------------------------------------------------------|
| <input type="checkbox"/> Small business (<100 employees)                                | <input type="checkbox"/> Large business (>100 employees) |
| <input checked="" type="checkbox"/> Non-governmental organization                       | <input type="checkbox"/> Individual and student          |
| <input type="checkbox"/> Institution (schools, post-secondary & research organizations) | <input type="checkbox"/> Communities                     |

**Applicant/Nominee Information 1**

(If more than one applicant/organization is involved in this application please provide detail)

Last Name Downham	First Name James	Middle Initial D
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Organization PAC, Packaging Consortium
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<b>Address</b>		
Unit Number 607	Street Number 1	Street Name Concorde Gate

City/Town Toronto	Province Ontario	Postal Code M3C 3N6
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Telephone Number 647 993-7600	Fax Number	Email Address jdd@leaderlinx.com
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**Contact Person For Application**

Last Name Morier	First Name Rachel	Middle Initial A
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Organization PAC, Packaging Consortium	Position/Title Program Manager
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Telephone Number 416 727-3512	Fax Number	Email Address rmorier@pac.ca
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**Section 2: Nomination by Third Party****Nominator Information**

Last Name Yousif	First Name David	Middle Initial F
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Relationship between nominating party/nominator and applicant Member & Project Co-Chair	Position/Title of Nominator Senior Consultant
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<b>Address</b>			
Unit Number 601	Street Number 26	Street Name Wellington Street East	PO Box

City/Town Toronto	Province Ontario	Postal Code M5E 1S2
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Telephone Number 416 644-8342	Fax Number	Email Address dyousif@reclaystewardedge.com
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**Part C: Description of Activity**

- The evaluation will take into account differences in size, region and scope of projects.
- The following fields will expand as you input text. For definitions of some of the following principles and criteria please consult the **2016 Application Guide**.
- Please try to restrict the response for each criterion (field) to approximately 500 words or less unless otherwise stated.

**Please check the environmental focus that best describes your activity:**
 Resource Recovery       Other (Please Specify) \_\_\_\_\_
**Provide a title for your environmental activity (maximum 10 words)**

Educating industry on packaging challenges for recycling to improve recovery

**Briefly and clearly summarize your environmental activity (maximum 300 words):**

PAC launched the PAC NEXT initiative with a vision of A World Without Packaging Waste and a goal to minimize recovery system costs, while maximizing recycling rates and the value of recovered materials. PAC NEXT engages stakeholders throughout the packaging value chain including brand owners, retailers, packaging manufacturers, resin suppliers, material recovery facility (MRF) operators, re-processors, NGOs, stewardship organizations and municipalities to identify current packaging challenges that are entering the curbside recycling systems, understand what is happening to the material when it enters the stream today, what is being done about it and provide recommendations to educate industry on best practices to overcome these challenges. PAC NEXT formed a Packaging Innovation Gateway project team to allow these diverse stakeholders to collaborate and address these challenges so that materials can successfully be recovered as part of a circular economy. The project team published the “Top 15 Packaging Challenges & Recommendations For Recycling in a MRF” report as a result (please refer to Attachment A), listing key drivers that contribute to these challenges whether it be packaging design, the need for improved and more widely adopted sorting technologies, developing end markets and/or consumer engagement. In order to reach a broad and diverse audience, the report findings are shared in many forms to promote engagement, education and outreach, including monthly e-newsletters, featured webinar, MRF tours, social media updates via Twitter, LinkedIn and Facebook, in-class and online education courses, guest lectures to universities/colleges and conference presentations.

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Keeping the assessment criteria in mind (see the **2016 Application Guide**), provide thorough and complete answers for the following questions. Pictures, drawings and letters of support may strengthen your application/nomination; however the total submission (including supporting materials) **must be limited to less than 10 MB in size**. Please use quantitative information when available (number of employees, environmental benefits of the program, etc.)

### **1. Environmental impact or benefits**

Describe the tangible benefits your program or activity creates for Ontario's environment and include quantitative and qualitative results. Please also describe the health benefits to Ontarians that have resulted from your program or activity, if applicable. Please provide detail:

Since the Ontario Blue Box program is a fundamental part of the environmental activity of Ontarians, benefits that the PAC NEXT program creates for Ontario's environment are providing guidelines so that current, new or modified packaging designs that are entering the recycling stream can indeed be recycled and that these packaging materials can be recovered more effectively to provide better economical value. This is to ensure that not only packaging is not being wasted, but the efforts of the 95% of Ontario households that have access to the Blue Box program are also not being wasted.

With 115 member companies, the PAC NEXT initiative facilitates collaboration of diverse stakeholders along the packaging value chain and cross-functional dialogue to identify why certain packaging types are considered to be a challenge in the first place and assess where there are opportunities for increased recovery and improve on Ontario's current 65 per cent diversion rate of residential printed paper and packaging from landfills.

The Packaging Innovation Gateway project team, responsible for the “Top 15 Packaging Challenges & Recommendations For Recycling in a MRF” report, has grown from 25 to over 40 members since 2014. Since the province has passed the Waste-Free Ontario Act that requires producers to take full responsibility for their products and packaging, PAC NEXT developed process with the Packaging Innovation Gateway project team (please refer to Attachment B) to provide the benefit of allowing packaging producers to assess their packaging prior to commercialization. The project team meets monthly where the collaboration provides numerous benefits – reinforces current recycling efforts on a local/provincial/national level, shares perspectives throughout the packaging value chain, bridges communication gap (especially between municipalities, brand owners and MRF operators), provides line of sight for upcoming packaging entering the marketplace, highlights developing research and MRF trial work, helps avoid duplicating efforts to maximize resources and promotes innovation in packaging design, sorting and re-processing technologies in the recycling and/or composting process.

As a direct benefit to Ontarians, PAC NEXT's work to educate the packaging industry to increase packaging recovery helps fight climate change by reducing greenhouse gas pollution that results from landfilling packaging.

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### **2. Fostering behaviour change**

How does your program or activity promote positive behaviour change in others? Does it include any of the following: outreach, education or social marketing? If so, please provide detail. The ministry is interested in details of how your program or activity fosters knowledge, values, or behaviour change through innovation, promotion, or outreach, etc. that leads to an environmental benefit.

The PAC NEXT initiative and the activity as a result of the “Top 15 Packaging Challenges & Recommendations For Recycling in a MRF” report promotes positive change in the packaging industry by highlighting areas of best opportunities for change, providing recommendations and sharing best practices for informed decision-making, improved recovery and increased value of packaging materials.

In order to reach a broad and diverse audience, the report findings are shared in many forms of education and outreach. This includes monthly e-newsletters distribution to over 2200 members of industry, as well as social media updates via Twitter, LinkedIn and Facebook (with over 3000 connections collectively). PAC NEXT also hosts webinars, in-class courses and MRF tours for a more hand-on approach to educating industry where questions can be addressed. In addition, PAC NEXT provides guest lectures to universities and colleges, recently lecturing to third-year Ryerson University students in November 2015 on how to design packaging with the circular economy in mind.

Finally, PAC NEXT also shares information with other media outlets. Packaging Digest magazine featured an article based on the PAC NEXT report and was one of the most popular with over 2000 page views. PAC NEXT uses this coverage to continue to build the momentum for promote increased recovery in the packaging industry.

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### **3. Originality and innovation**

How has your program or activity included originality or innovation (including the early adoption or demonstration of new applied technology, practices or approaches)? Please provide detail:

The PAC NEXT initiative is the only one of its kind – it covers all packaging types and is material-neutral, allowing all stakeholders to become engaged and part of the packaging waste solutions discussion. PAC NEXT is the go-to industry forum to provide a line of sight to municipalities and MRF operators with regards to packaging entering the marketplace. This allows for municipalities and MRF operators to speak directly with brand owners on packaging concerns and vice-versa. Brand owners use the Packaging Innovation Gateway process to consult with other stakeholders to avoid unintended consequences when making packaging changes. This helps them to understand why their packaging or components of a package can or cannot be recycled, as well as develop an action plan to help increase the recovery of their packaging. The involvement of multiple stakeholders also helps to build connections. For example, PAC NEXT helped to connect the City of Hamilton with Greenable Technology group to perform a small trial of post-consumer flexible packaging to be re-processed into construction lumber.

PAC NEXT also provides a platform for emerging technologies to share their work more broadly, such as TeTechS based in Waterloo, Ontario. Their near-infrared sorting technology solution for black plastics was presented via webinar hosted by PAC NEXT with over 100 attendees.

Finally, PAC’s Global Leadership Awards features a Sustainable Packaging category to recognize and award packaging innovation that demonstrates an overall environmental benefit. The submissions are also assessed by the Packaging Innovation Gateway project team to provide insight on end-of-life impacts and potential for recovery.

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### **4. Community or stakeholder involvement**

To what extent was the activity or program developed in collaboration with key stakeholders or community groups and/or support received by stakeholders or community groups? Please provide detail:

Nearly 40 members representing various stakeholder groups throughout the packaging value chain voluntarily contributed and supported the content of the “Top 15 Packaging Challenges & Recommendations For Recycling in a MRF” report. This includes brand owners, retailers, packaging manufacturers, resin suppliers, MRF operators, re-processors, NGOs, stewardship organizations and municipalities.

Companies represented in the report include the following (please refer to page 29 in Attachment A for the full list of names): Green By Nature EPR, Procter & Gamble, Sobeys, ITEGA, NSF-GTFC, Club Coffee, County of Wellington, City of Hamilton, Owens-Illinois, Loblaws, GM Consulting, Carton Council of Canada, City of Toronto, Paper and Paperboard Packaging Environmental Council, Region of Peel, Canadian Plastics Industry Association, Northwest Product Stewardship Council, Waste Diversion Ontario, SustainableStrat Inc., EFS Plastics, Danone, Klockner Pentaplast, AlphaPoly, Mother Parkers Tea & Coffee Inc., Emitterra Environmental, FX Creative, Owens-Illinois, Canadian Stewardship Services Alliance, MMBC, Innofibre, NatureWorks.

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#### **5. Guiding principles (see the 2016 Application Guide for explanation of these terms)**

Please explain how **sustainability and stewardship**, (shared, collective responsibility for managing and protecting the environment, considering the needs of future generations), were considered or incorporated into the activity. Please provide detail:

The guiding principles of PAC NEXT are referenced as “The PAC NEXT Way” – a set of core principles to help our members on their journey toward A World Without Packaging Waste. PAC NEXT acknowledges that a collective effort is required from the packaging industry to realize the Vision.

The Goal - To minimize recovery system costs, while maximizing recycling rates and the value of recovered materials. The long-term goal is to offset the cost of recovery with the value of the materials recovered.

The Materials - All materials must be recovered

Landfill Bans - Landfill bans for ALL recyclable materials where infrastructure exists.

Recovery Solutions - Reduce, Optimize, Reuse, Recycle, Compost, Upcycle, Recover and Energy-from-Waste are all acceptable recovery solution and should be part of an integrated waste management system.

New Packaging - Encourages adoption of packaging optimization concepts and lifecycle thinking for all new packaging or the enhancement of existing packaging.

New Materials Introduction Process - Encourages auditing of all new materials related to the recovery process using the Packaging Innovation Gateway process prior to commercialization.

Harmonized Recovery - National policy regulations for the recovery of packaging materials must be harmonized federally, by state or province and at the municipal level.

Harmonized Reporting - Adoption of a national reporting system (e.g., approach currently being developed by the Canadian Stewardships Services Alliance) to reduce administration costs and to improve the accuracy and timeliness (monthly) of reporting.

Standard of Service - Minimum and standardized level of service for all municipalities to improve participation and maximize potential recovery through convenience.

Consumer Communications - Consistent harmonized communications from municipality to municipality. The plan needs to engage, educate, and inform consumers on the recovery of packaging material.

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#### **6. Transferability and scalability**

Does your project or activity have the potential to be used on a wider scale by others? How? Please explain:

Yes, the PAC NEXT initiative and the report findings from the “Top 15 Packaging Challenges & Recommendations For Recycling in a MRF” report has the potential to be adopted and used on a wider scale by others. After each packaging format is given an explanation of the challenge in the report, a recommendation with potential solutions is provided. The solutions include various guidelines and best practices that can be adopted on a greater scale, and is indeed, the intention of publishing the report. For example, labels on PET (polyethylene terephthalate) thermoform packaging, e.g. containers for strawberries and fresh salads, can pose challenges with the adhesive and ink interfering with the quality of the recycled PET flake during the re-processing phase. However, there are guidelines that exist for labels to comply with a recycling protocol to help to maintain the quality and value of recycled PET thermoform packaging. Sharing this information on a greater scale can help improve end market development and the adoption of innovative sorting/re-processing technologies for this material type and others in Ontario and throughout North America. PAC NEXT has and will continue to be willing to share information with interested parties.

**7. Social or economic impact or benefit**

How does your activity or program benefit the community and Ontario’s economy overall?

An estimated \$1 billion in valuable resources is lost to landfill every year in Canada, according to the Canada Wide Action Plan for EPR 2009. The PAC NEXT initiative and its resulting work promotes the recovery of all packaging materials in a manner that is economically viable and convenient for Ontarians. The “Top 15 Packaging Challenges & Recommendations For Recycling in a MRF” report is just one example of many efforts that PAC NEXT has undertaken to educate the packaging industry on the role they play to divert packaging waste from landfill. PAC NEXT also has another member-led project that focuses on finding end market solutions for multi-layer laminated packaging. Furthermore, PAC NEXT hosted a student competition to promote innovation and sustainable packaging design to find a solution for single-use plastic bags (please refer to <http://pac.ca/student-competitions.html>).

All these activities align with our vision of A World Without Packaging Waste, where packaging becomes an integral part of Ontario’s future circular economy. The Ontario news release for the New Waste-Free Ontario Act states that every 1,000 tonnes of waste diverted from landfill generates seven full-time jobs, \$360,000 in wages and \$711,000 in GDP. PAC NEXT recognizes the potential for all packaging waste to be diverted from landfill by supporting consistent material acceptance across programs, promoting new innovative technologies, providing consistent communication and messaging, and finally, encouraging smart packaging designs that use life cycle thinking while also considering the impact to Ontario’s Blue Box program so that it can be used to its fullest potential and for the best possible economic output.

**Part D: General Information**

**1. How did you find out about this awards program? (please check all that apply)**

- E-mail
- Federal government
- Website (please specify) \_\_\_\_\_
- Social media (e.g. Twitter, please specify) \_\_\_\_\_
- Other (please specify) \_\_\_\_\_
- Municipal government
- Word of mouth
- Provincial government
- Industry newsletter

**2. Have you ever received an award from the Ministry of Environment and Climate Change and/or another Ontario government ministry?**

- Yes
- No

If yes, please list the awards received in the past three years:

**3. Have you received any provincial government funding for the activity for which you are seeking recognition in this application?**

- Yes
- No

If yes, please indicate the name of the program and/or ministry/agency that provided the funding and the amount of funding received:

**4. Have you received any other noteworthy awards in the past three years for the activity for which you are seeking recognition in this application?**

Yes  No

If yes, please list:

**Remember To Read and Comply with the Terms and Conditions**

Compliance with Terms and Conditions of Participation

I acknowledge I have read, understood, agreed with and complied with the terms and conditions of participation in the Minister's Award for  Environmental Excellence, as outlined in the **2016 Application Guide**, and certify that the information provided on all parts pertaining to the program is true and complete to the best of my knowledge and can be substantiated.

**Applicant/Nominator**

Last Name Downham	First Name James	Middle Initial D
Position/Title of Nominator President and CEO	Date (yyyy/mm/dd) 2016/06/06	

**Declaration of Compliance With Environment, Labour and Tax Laws**

Confirm that you are in compliance with environment, labour and tax legislation with either declaration 1) or 2). Group submissions should confirm with declaration 2).

**1. For self-nominations (except groups):**

I/We, hereby confirm that the applicant, at the time of submitting this application: is in compliance with environmental legislation in  Ontario; is in compliance with health and safety legislation administered by the Ministry of Labour; and is in full compliance with all tax statutes administered by the Ministry of Finance for Ontario.

**2. For third party nominators or group submissions:**

I/We hereby confirm that, at the time of submitting its application, to the best of my knowledge, the organization(s) nominated in this  application: are in compliance with environmental legislation in Ontario; are in compliance with health and safety legislation administered by the Ministry of Labour; and are in full compliance with all tax statutes administered by the Ministry of Finance for Ontario.

**Use of Information:**

- The information you supply on the application form is being collected by the Ontario Ministry of the Environment and Climate Change, Environmental Innovations Branch and used for the purpose of administering and promoting the Minister's Award for Environmental Excellence. This includes processing your application, confirming your program eligibility, and contacting you in the event that you are chosen as an award winner.
- Your information may be shared with an external review panel.
- In the event that your application is successful, your name, contact information and photographs may be disclosed in print and/or electronic form to promote the objectives of the Minister's Award for Environmental Excellence as set out in the 2016 Application Guide.

**If any of the information you provided is considered confidential or proprietary, please indicate below which sections contain this information or specifically outline the confidential information here:**

**Electronic Submissions**

All applications must be submitted electronically to [Environmental.Excellence@ontario.ca](mailto:Environmental.Excellence@ontario.ca)

I am submitting the application electronically and AGREE with the Terms and Conditions of participation and, if applicable, have confirmed compliance as per the Compliance Declaration above.



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**Application Deadline**

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Completed applications are due June 6, 2016.

Hard copy and/or electronic applications must be received no later than 5:00 p.m. on the deadline date to be accepted.

**Address:**

Ministry of the Environment and Climate Change

Environmental Innovations Branch

ATTN: Minister's Award for Environmental Excellence

40 St. Clair Avenue West

14th Floor

Toronto ON M4V 1M2

**Environmental.Excellence@ontario.ca**

**For more information contact:**

Public Information Centre

In the Greater Toronto Area: 416 325-4000

Toll-free: 1 800 565-4923

TTY Line (for persons who are deaf or hard of hearing): 1 800 515-2759 or 416 326-9236