



GTAA

**PARTNERS IN  
PROJECT GREEN**

A PEARSON ECO-BUSINESS ZONE

# *PPG Connect:* Managing the plastics lifecycle

- Audience microphones are muted
- Submit questions at any time via the tool bar (questions only visible to organizer)
- Recording, slides, and additional info will be shared after the webinar
- Join our networking session after the panel – computer audio only, Google Chrome browser recommended

[partnersinprojectgreen.com](https://partnersinprojectgreen.com)

*A program of:*



# PPG Connect Agenda

1. Welcome from Jeff Robertson, Senior Manager, PPG
2. How organizations are managing and reducing plastics:



Kyla Greenham, Manager, Conservation and Environment



Christopher Hilkene, Executive Director



John Coyne, VP, External Affairs and Sustainability

3. Q&A
4. Wrap-up and transition to GoToMeeting networking rooms

A recording of the webinar will be made available to attendees

# Partners in Project Green and TRCA Program Updates



# Augmenting our programs to adapt to COVID-19

## PPG Webinar Series

- Monthly webinars discussing specific issues within corporate sustainability featuring PPG members and experts
- Wide range of topics, each highlighting new programs, opportunities or emerging issues

## At Home with Nature: TRCA e-Learning

- Fun e-Learning videos, activities, and resources that will help families deepen their understanding and appreciation of nature, ecology, and cultural heritage
- Microplastics webinar May 20 at 12:00pm



# Material Exchange

Partners in Project Green has connections with several Sewing Hubs and neighbourhood groups organizing community mask-making initiatives.

## Request:

We are looking for businesses/residents who may have any unwanted cotton or polyester fabric that can be donated and made into masks.

## Items to be donated include:

- Old t-shirts, banners, or tablecloths from events
- Bedsheets, duvet covers, and pillowcases
- Unused rolls of fabric

Contact [connie.choy@trca.ca](mailto:connie.choy@trca.ca) for details

## Thank you to Air Canada!



**Air Canada** @AirCanada · Apr 23

We're pleased to put our event banners to good use by keeping them out of landfills and donating them to our friends at @TNOtoronto, to support healthcare workers at @MGHToronto. #FlyTheFlag



**TNO-THE NEIGHBOURHOOD ORGANIZATION** @TNOtor... · Apr 22

Our Community Mask Sewing Project has been such a success that we are going to keep going. Thanks @aircanada for donating over 85 banners to produce additional masks in support of the @MGHToronto #1000MGHmasks challenge to keep our community healthy and safe #happyearthday2020



# People Power Challenge

## PPG's 6<sup>th</sup> Annual Employee Engagement Program

- Enhance your staff's understanding of sustainability issues and solutions
- Campaign from August – October focusing on monthly themes of energy & transportation, water, and waste
- Fun activities for home or the office
- Webinars, tools, and resources
- Platform to promote your own sustainability initiatives and priorities

Contact [joel.longland@trca.ca](mailto:joel.longland@trca.ca) for details





# Today's Panelists



**Kyla Greenham**, Manager of Conservation Programs and Environment, Toronto Zoo



**Christopher Hilkene**, Executive Director, Pollution Probe



**John Coyne**, Vice-President, External Affairs and Sustainability, Unilever Canada Inc.; Executive Chair, Canadian Stewardship Services Alliance, Inc. (CSSA)





GTA

**PARTNERS IN  
PROJECT GREEN**

A PEARSON ECO-BUSINESS ZONE



@TRCA\_HQ



# Kyla Greenham



## Manager of Conservation Programs and Environment, Toronto Zoo

Kyla Greenham is the Manager of Conservation Programs & Environment at the Toronto Zoo, overseeing the Zoo's movement towards carbon neutral operations.

Kyla focuses on Zoo operations to meet their Green Plan objectives by 2027, implementing renewable energy projects, resources conservation practices, and employee and visitor engagement in sustainability.

Kyla is currently working on her PhD in Invasive Species Ecology and Climate Resiliency at the University of Toronto Scarborough.



# Reducing Plastic at the Toronto Zoo

## Our Green Plan in Action

Kyla Greenham, Manager of Conservation Programs &  
Environment

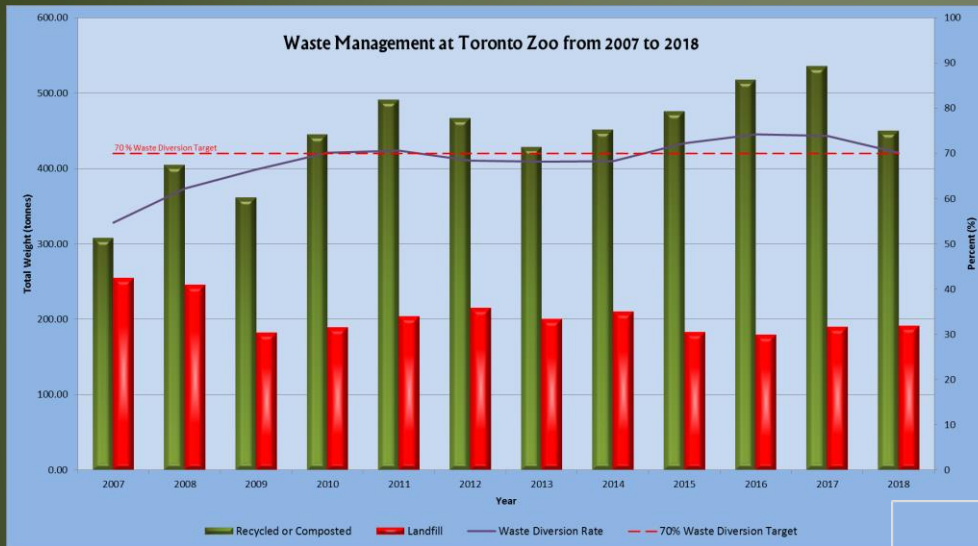
April 2020

# What Sustainability looks like at the Toronto Zoo



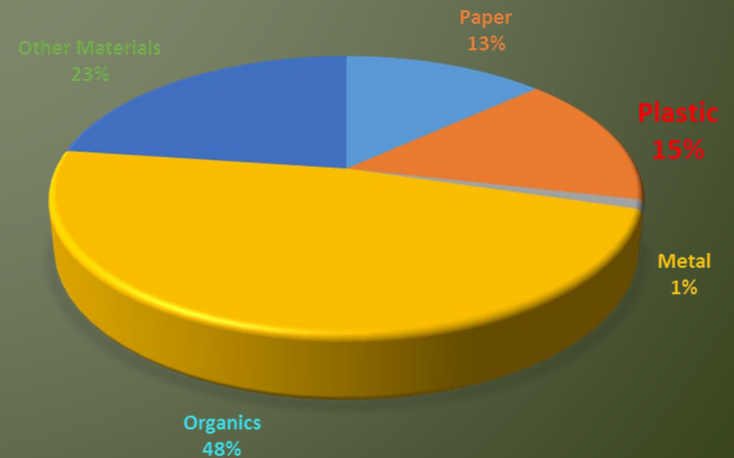


# Waste Management



## 2018 Waste Audit

### PERCENTAGE OF TOTAL WASTE GENERATED





# Waste Options for Employees



## Toronto Zoo Plastics Statement

### Why is the Toronto Zoo concerned about Plastic?

Since the beginning of mass production of plastics around the 1930s, the global plastic production has grown to over 300 million metric tons each year; and plastic has become a part of the consumer mainstream lifestyle. The distinct malleable nature of plastic as it can be molded into solid objects combined with low production costs and reduced transportation costs has resulted in a significant contribution of plastics to packaging and food & beverage service known as single-use plastics.

### Toronto Zoo Action

The Toronto Zoo believes that the use of plastics, in particular single-use plastics, results in pollution, loss of biodiversity and diminished ecosystem productivity. Following the 3Rs, the Toronto Zoo shall invest in infrastructure, seek innovative approaches and inspire our community to:

- reduce the amount of plastics used and sold at the Toronto Zoo;
- where reduction is not possible, create options to reuse plastic at the Zoo; and
- as a last option, ensure that plastics are recycled.







# Zero Waste Employee Culture



- Reduce
- Reuse
- AND SORT!!!!



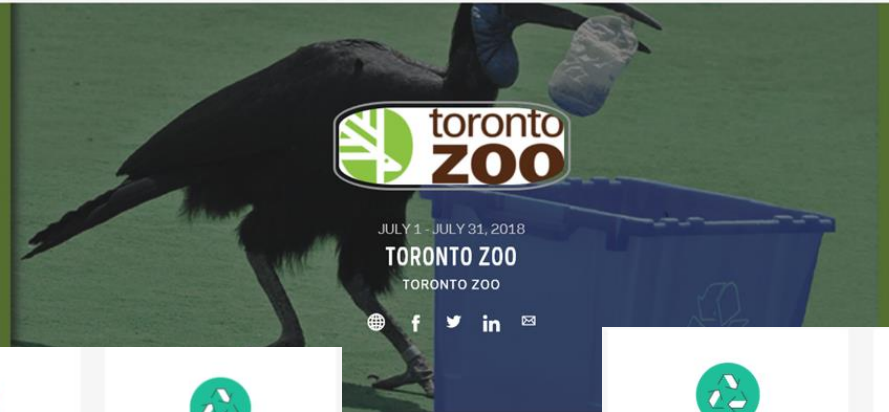
Zero Waste  
Facility by 2027



# Plastic Free July

JULY 1 - JULY 31, 2018

TEAMS ▾ PARTICIPANTS SPONSORS ABOUT ▾



JULY 1 - JULY 31, 2018

TORONTO ZOO

TORONTO ZOO



UP TO  
**71**

PETITIONS

SIGNED



UP TO  
**31**

DOCUMENTARIES

WATCHED



UP TO  
**1,256**

PIECES OF LITTER

PICKED UP



UP TO  
**1,785**

PIECES OF PLASTIC CUTLERY

NOT SENT TO THE LANDFILL



UP TO  
**1,029**

PLASTIC BOTTLES

NOT SENT TO THE LANDFILL



UP TO  
**70**

HOURS

VOLUNTEERED



UP TO  
**1,138**

PLASTIC STRAWS

NOT SENT TO THE LANDFILL



UP TO  
**513**

DISPOSABLE CUPS

NOT SENT TO THE LANDFILL



UP TO  
**9**

COMMUNITY EVENTS

HOSTED OR ATTENDED



UP TO  
**677**

PLASTIC CONTAINERS

NOT SENT TO THE LANDFILL



UP TO  
**12**

PUBLIC OFFICIALS OR LEADERS

CONTACTED



UP TO  
**50**

CONVERSATIONS

WITH PEOPLE



UP TO  
**20**

WASTE AUDITS

CONDUCTED



UP TO  
**2,762**

MINUTES

SPENT LEARNING



UP TO  
**424**

ZERO-WASTE MEALS

CONSUMED





# Options for Employees





# Options for the Public







# Getting the public onboard





GTA

**PARTNERS IN  
PROJECT GREEN**

A PEARSON ECO-BUSINESS ZONE



@TRCA\_HQ

# Christopher Hilkene



## Executive Director, Pollution Probe

Chris has been an environment and sustainable development professional for over 20 years and joined the Pollution Probe team in August 2018. Chris has worked in government, consulting, academic and not-for-profit settings and has had an association with Pollution Probe for much of his career.

Known more generally for his public policy and communications experience, he is recognized as a leader in freshwater policy and Great Lakes issues. A Canadian appointee to Great Lakes Water Quality Board of the International Joint Commission (IJC), Chris has served as the Canadian Lead on emerging issues for the last 4 years. In 2007, Chris was appointed to the National Roundtable on the Environment and the Economy, where he served as Chair of the Water Programme.

He is an active volunteer and has served on boards and advisory bodies for numerous organizations including Ryerson University, Pollution Probe, WaterAid Canada, Carleton University's Global Water Institute, the City of Toronto's Task Force to Bring Back the Don, Green Living Enterprises, the Vimy Foundation and the George and Helen Vari Foundation.



POLLUTION PROBE  
CLEAN AIR. CLEAN WATER.

# Managing the Plastics Lifecycle – Getting to Zero Plastic Waste WEBINAR

Christopher Hilkené

April 30, 2020

# About Pollution Probe

- Pollution Probe is one of Canada's oldest environmental organizations
- We define environmental problems through research, promote understanding through education, and advocate for practical solutions
- We approach issues collaboratively and seek to represent the needs of the public by building partnerships that engage the full spectrum of stakeholders
- Three-pronged approach:
  1. Thought leadership
  2. Evolving Action
  3. Engage the public



# Our Approach to Plastics



**GREAT LAKES  
PLASTICS FORUM**  
SOLUTIONS FOR A SUSTAINABLE FUTURE



# Thought Leadership

- Global Environmental Challenges and Local Solutions
  - With York University
- NextGen Plastics Challenge
  - With TRCA's PPG, GTAA
- Plastic Environmental Impact Calculator
  - With York University, Wiki Waste Project



# Actions

- **Great Lakes Plastics Clean-Up**
  - With Council for the Great Lakes Region, Ports Toronto and Boating Ontario
- **Materials Marketplace**
  - With Council for the Great Lakes Region and the US Business Council for Sustainable Development
- **Nurdles Regs**



Zer0 Waste

# Engaging the Public

- Zoo Story - plastics, the environment and conservation
  - With the Toronto Zoo
- Plastic Heart – Using science and art to stimulate dialogue on plastics
  - With University of Toronto Art Museum



# COVID-19 and Oil Prices

- Generation, use and subsequent disposal of single use plastics has radically increased during COVID-19 pandemic
  - Heightened demand for plastic materials in the form of masks, gloves, packaging etc.
  - More plastic waste is going to landfills, less recycled
  - Fall in oil prices means virgin plastics are cheaper
  - The pandemic will likely intensify plastic pollution problem
- COVID has fundamentally changed the narrative surrounding plastics
  - Single use plastics now seen as a tool to help promote public safety
  - Retailers and governments relaxed plastic-use restrictions
- The pandemic is forcing everyone to reconsider the role of plastics in our economy and society and how to manage the environmental impacts



POLLUTION PROBE  
CLEAN AIR. CLEAN WATER.

# Thank You

Christopher Hilkene  
Chief Executive Officer

208- 150 Ferrand Dr., Toronto  
T. 416 926 1907 x. 259  
chilkene@pollutionprobe.org

[www.pollutionprobe.org](http://www.pollutionprobe.org)  
[www.facebook.com/pollutionprobe](https://www.facebook.com/pollutionprobe)  
[www.twitter.com/pollutionprobe](https://www.twitter.com/pollutionprobe)



GTA

**PARTNERS IN  
PROJECT GREEN**

A PEARSON ECO-BUSINESS ZONE



@TRCA\_HQ



# John Coyne



## **Vice-President, External Affairs and Sustainability, Unilever Canada Inc.;** **Executive Chair, Canadian Stewardship Services Alliance, Inc. (CSSA)**

John is well known for his leadership in corporate sustainability. He is a passionate activator of the Unilever Sustainable Living Plan and Compass Unilever's strategy to grow the business, reduce its environmental footprint and increase its positive contribution to society.

John is Executive Chair of the Board of Canadian Stewardship Services Alliance, Inc. and Recycle BC and is a director of Evergreen. In addition, John is Co-Chair of the Circular Economy Leadership Coalition and of the Partners in Project Green steering committee, a major environmental initiative of Toronto Region Conservation Authority (TRCA).

John has been recognized for his leadership in corporate sustainability by being named a Clean 50 honouree in 2013 and a Clean 16 honouree in 2018. From 2015 to 2017 John served as a member of the Ontario Government's Climate Action Group advising the Ontario Minister of the Environment on effective climate change actions.

In 2018, John was honoured to receive the Canadian General Counsel Award for Environmental, Social and Governance Leadership. John is Co-Chair of the Circular Economy Leadership Coalition (CELC) that was launched in 2018 designed to accelerate Canada's transition to a circular economy. In addition, in 2018, John was appointed to the federal Plastics Advisory group advising Canada's Minister of the Environment and Climate Change on issues relating to plastics and the implementation of the Ocean Plastics Charter.

# Unilever: Rethinking Plastic Packaging

**John Coyne,**  
Vice-President, External Affairs and Sustainability,  
Unilever Canada Inc.  
Executive Chair,  
Canadian Stewardship Services Alliance, Inc. (CSSA)

**April 30, 2020**  
PPG Connect: Managing the Plastics Lifecycle –  
Getting to Zero Plastic Waste



# Moving Toward a Circular Economy for Plastics:

All our plastic packaging will be 100% **reusable, recyclable or compostable** by 2025

Increase our use of **recycled plastic content** in our packaging to at least 25% by 2025

We will **reduce our virgin plastic packaging** by 50% by 2025,

1/3 of this will come from an **absolute plastic reduction**, eliminating over 100,000 tonnes of plastic from our packaging over the next five years

We will **HELP collect and process more plastic packaging** than we sell by 2025





GTA

**PARTNERS IN  
PROJECT GREEN**

A PEARSON ECO-BUSINESS ZONE



@TRCA\_HQ

# Q&A

# Networking Segment

## Join us in any of the following rooms:

- Networking Room #1: Plastics Management and Reduction
- Networking Room #2: Energy
- Networking Room #3: Microplastics
- Networking Room #4: General Conversation

## Tips for joining Go To Meeting networking rooms:

- Links are in the chat area or in the reminder email from “TRCA Host” sent at noon today
- Use computer audio; Google Chrome recommended