



3RCertified and Re-TRAC Connect Webinar

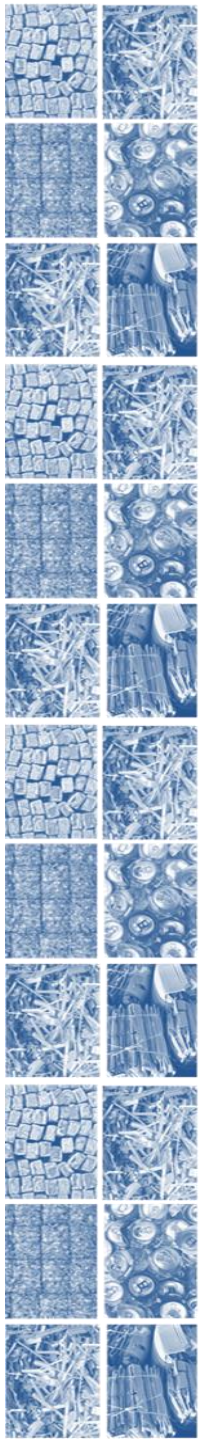
May 16, 2013



A program by
Recycling Council of Ontario

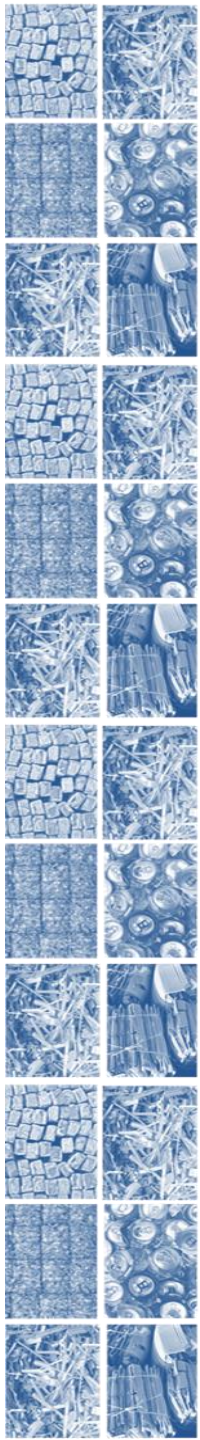
AGENDA

- About Recycling Council of Ontario
- About 3RCertified
- Program Benefits
- 3RCertified Resources
 - Re-TRAC Connect (Jonah Levine, Emerge Knowledge)
- Q&A



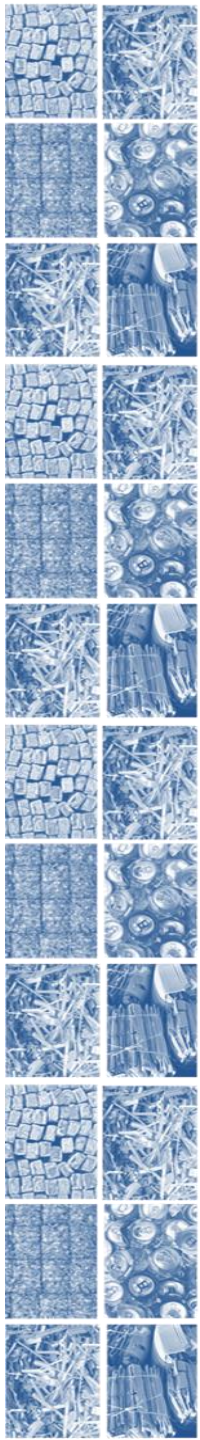
ABOUT RECYCLING COUNCIL OF ONTARIO

- Not-for-profit membership based organization, est. 1978.
- Focus is solid waste reduction, reuse and recycling.
- Instrumental in developing Ontario's Blue Box curbside program.
- Involved in the policy development and monitoring of stewardship programs.
 - Advocates for greater transparency and information exchange to inform meaningful multi-stakeholder engagement.
 - *Government > Industry > Public*
- RCO Programs:
 - Awards
 - Take Back the Light
 - Waste Reduction Week
 - Waste Free Lunch Challenge
 - Phase 2



ABOUT 3RCERTIFIED

- Points-based certification program for organizations in the Industrial, Commercial and Institutional (IC&I) sector.
- Specifically engages generators.
- Recognition of organizations for their waste reduction and management performance.
- Standardizes waste measurement and tracking.
- Awarded on a per-site basis by satisfying required criteria and achieving a minimum score of 60 per cent.
 - Four certification levels: Bronze / Silver / Gold / Platinum.
- Currently available for Ontario-based facilities.



ABOUT 3RCERTIFIED: CERTIFICATION PROCESS

- 1. Site Profile (update)
- 2. Annual Assessment Survey
- 3. Waste Stream Profile
- 4. Approx. 1 hour evaluation

Annual Assessment
(online surveys and on-site evaluation)

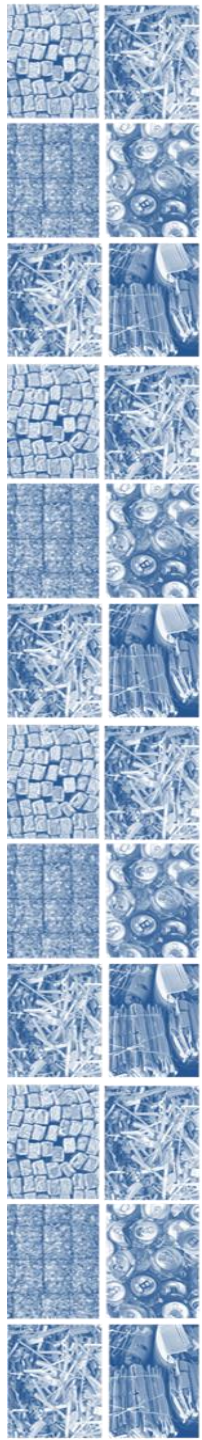
Online registration
(payment & Re-TRAC Connect account)

3 Yr certification awarded
(w/min. of 60% score)

3RCertified surveys entry
(up to 6 mo.)

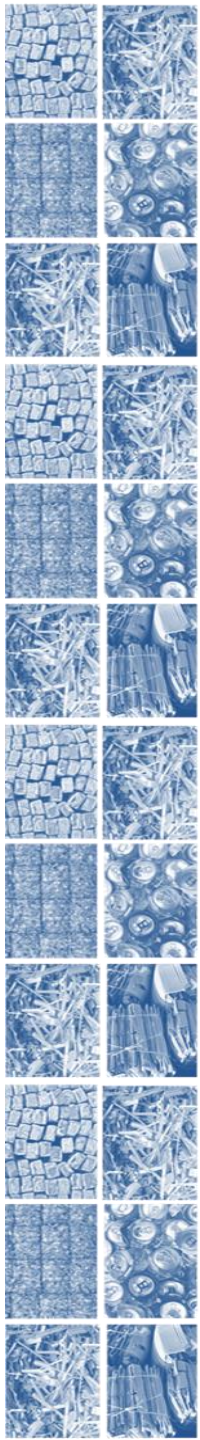
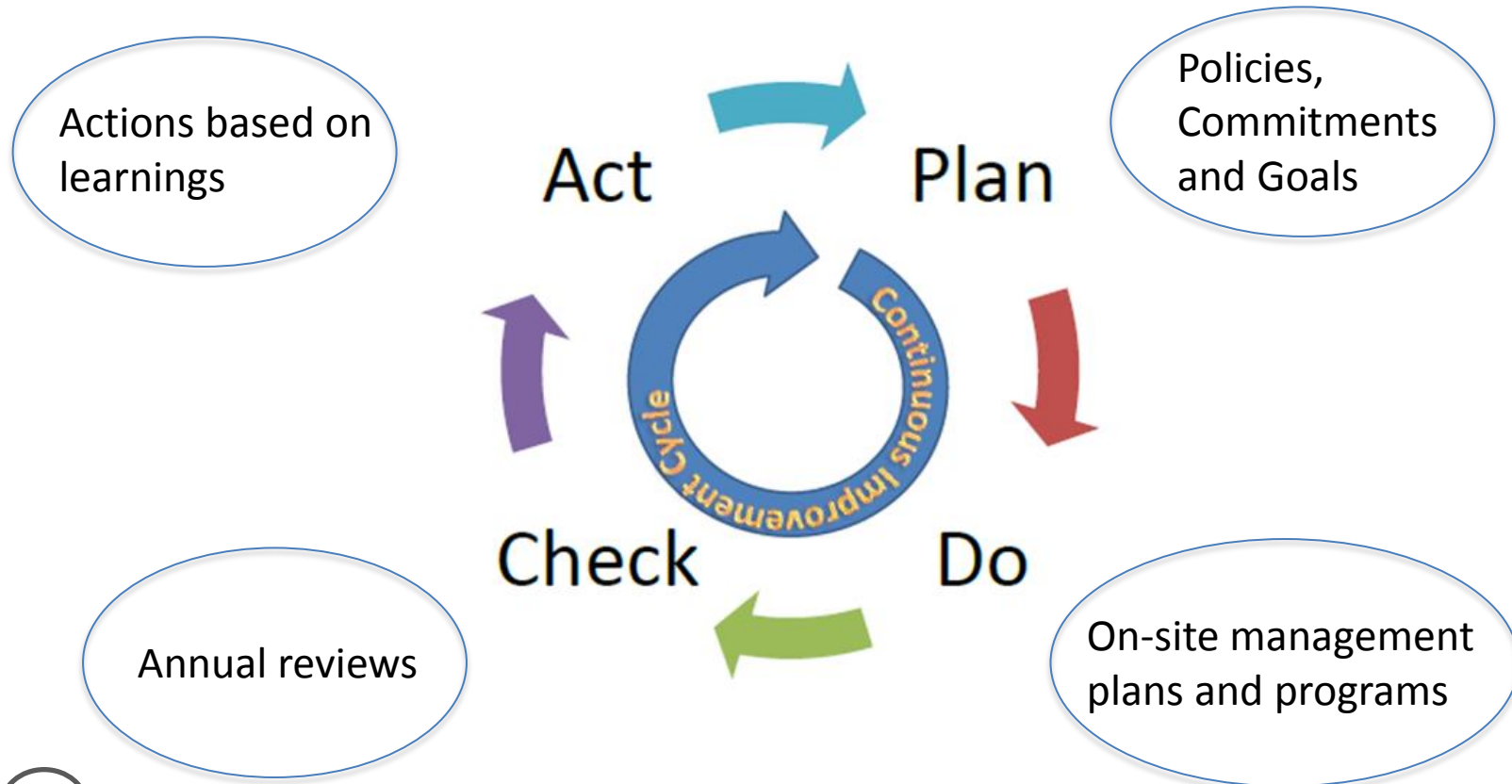
On-site evaluation
(approx. 3 hours)

- 1. Site Profile
- 2. Certification Survey
- 3. Waste Stream Profile



ABOUT 3RCERTIFIED: ASSESSMENT CRITERIA

- Set of 22 criteria based on Plan/Do/Check/Act principles of continuous improvement.



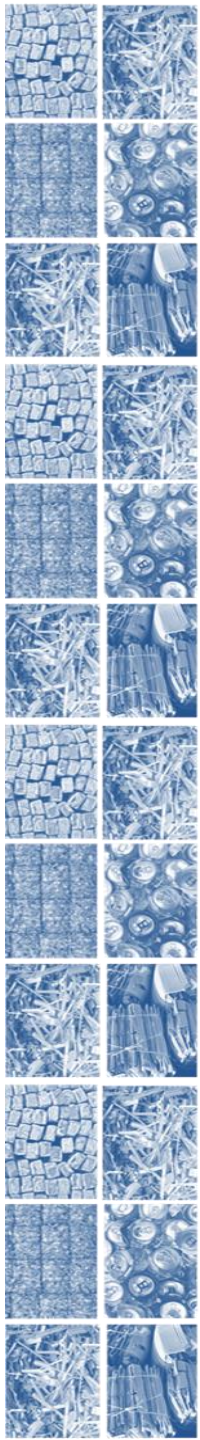
ABOUT 3RCERTIFIED: ASSESSMENT CRITERIA

Office Module Assessment Criteria

1. Solid Waste Diversion Policy - 7 points
2. Procurement Policy - 8 points
3. Procurement of Goods (acceptance criteria) - 2 points
4. Procurement of Goods (3Rs hierarchy) - 2 points
5. Procurement of Services - 2 points
6. Disposition Chain - 6 points
7. Waste Audit (process) - 7 points
8. Solid Waste Impacts - 1 point
9. Waste Stream Review - 2 points
10. Regulatory Requirements - 1.5 points
11. Elective Requirements - 1.5 points
12. Waste Reduction Work Plan (updates) - 1 point
13. Goals and Targets - 5 points
14. Source Separation Program mandatory (acceptance criteria) - 4 points
15. Resources - 2 points
16. Competency - 4 points
17. Communication - 5 points
18. Monitoring, Measuring and Reporting - 6 points
19. Monitoring, Measuring and Reporting (measurement equipment) - 1 point
20. Program non-conformances - 3 points
21. Senior Management Review - 1 point
22. Innovation and Leadership - 4 points

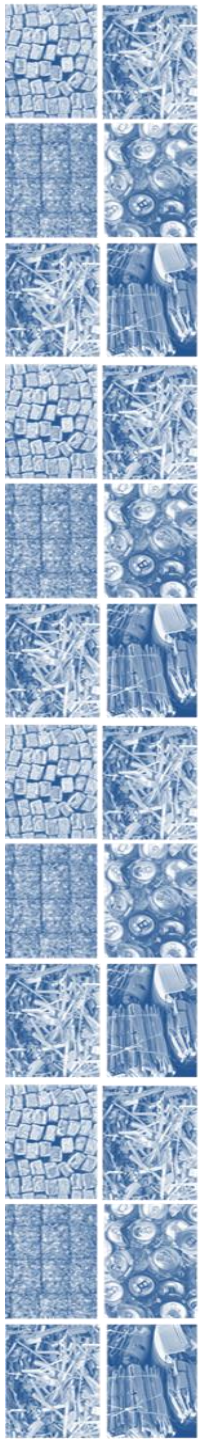
Performance Rates

- Capture Rate - 6 points
- Diversion Rate - 9 points
- Per Unit Reduction Rate - 8 points



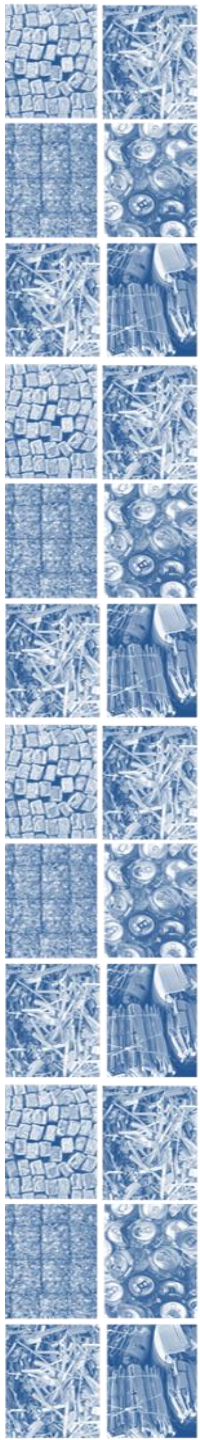
PROGRAM BENEFITS

Type	Business Case	3RCertified
Operational	<ul style="list-style-type: none"> Improved operational efficiencies Increased reuse, reduced purchasing Reduced service costs 	<ul style="list-style-type: none"> ✓ Increased due diligence through holistic assessment.
Regulatory and elective reporting	<ul style="list-style-type: none"> Reduced regulatory risk Enhanced reporting mechanisms (GHGs, Sust. Reports) 	<ul style="list-style-type: none"> ✓ Reduced liability by meeting and exceeding regulatory requirements
Reputational	<ul style="list-style-type: none"> Improved or differentiated brand Stakeholder engagement 	<ul style="list-style-type: none"> ✓ Recognition and positive reputation.
Market and product	<ul style="list-style-type: none"> New products or services Cash market for divertible materials 	<ul style="list-style-type: none"> ✓ Annual review of waste streams.
Financing	<ul style="list-style-type: none"> New revenue streams 	



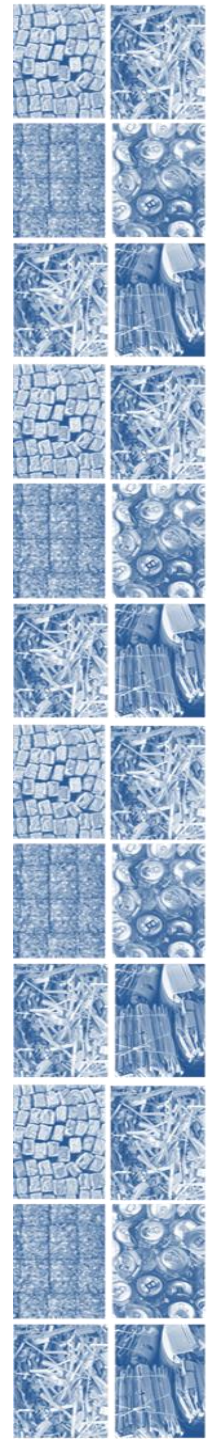
ONLINE RESOURCES

- 3RCertified Program Guide
 - 3RCertified Criteria
 - 3RCertified On-Site Evaluation Guide
 - Complete Office Module surveys with guidance language.
- + Sector Resources page for recommended reference documents.



Q & A

Please type your question in the chat box found to the right of your screen.





Meirav Even-Har
Program Manager, 3RCertified™
T. 416.657.2797 ext.8
E. meirav@rco.on.ca

www.3RCertified.ca



A program by
Recycling Council of Ontario