



## **Waste Check's Visioning and Strategic Planning Process - 2010 – 2013**

### **Waste Check's Shared Vision**

#### ***Leaders in Waste Management in Nova Scotia***

- Meeting or Exceeding Our Target (300 Kg / Person / Year by 2013)
- Role Models
- Lead by Example
- Innovators - Other Areas Looking at Our Successes- Educated Citizens at All Levels
- Sharing Success Stories
- Strive for High Levels Sustainable Living (Cradle to Cradle v.s.. Cradle to Grave)

### **Waste Check's Collaborative Partners**

Waste Check  
Municipal Government  
Haulers  
Sector Advisory Leadership Team  
Sectors  
Solid Waste Facility Staff  
RRFB Nova Scotia  
Nova Scotia Environment

### **Waste Check Strategic Planning – Key Goals**

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| <b>Strategic Goal #1:</b> | <b>Promote Waste Reduction - Success Stories</b>                     |
| <b>Strategic Goal #2:</b> | <b>Increase Our Level of Education Effort</b>                        |
| <b>Strategic Goal #3:</b> | <b>Create Consistent Policies within Region 7</b>                    |
| <b>Strategic Goal #4:</b> | <b>Create Incentives for Waste Reduction</b>                         |
| <b>Strategic Goal #5:</b> | <b>Excellence in Waste Management through Stakeholder Engagement</b> |
| <b>Strategic Goal #6:</b> | <b>Reduce Packaging and Waste at its Source</b>                      |
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**Strategic Goal #1: Promoting Waste Reduction - Success Stories**

*Objective 1.1:* Find and promote success stories of regional champions and ensure their recognition through awards programs, video, web-site, radio etc.;

*Objective 1.2:* Continue and Promote Waste Check's Community Litter Clean-up Program;

*Objective 1.3:* Measure and publically promote (our) progress towards the goal of 300 kg / person / year;

*Objective 1.4:* Develop a sector champions (advisory) team and determine annual meeting structure and sector related goals and feedback processes;

*Objectives 1.5:* Establish a knowledge base for ideas and practices.

**Strategic Goal #2: Increase Our Level of Education Effort**

*Objective 2.1:* Development of key consistent messages;

*Objective 2.2:* Develop educational packages specific for each sector - create different levels of depth (A: in-depth; B: lighter; C: light)

*Objective 2.3:* Develop targeted delivery systems and mechanisms (face to face delivery, e-mail, IT techniques i.e. Facebook, Twitter etc.)

*Objective 2.4:* Develop a set of criteria of what makes a 'story' a 'success story' and ensure expectations are communicated publically;

*Objective 2.5:* Target non-compliance;

*Objective 2.6:* Target heavy waste violators – specifically. Enforcement and compliance as needed. Be consistent.

**Strategic Goal #3: Create Consistent Policies within Region 7**

*Objective 3.1:* Region 7 – all municipal units agree to one set of policies for waste management and reduction. Develop a business case;

*Objective 3.2:* Hauler practices strictly defined, monitored and enforced;

*Objective 3.3:* Commitment to human resources and funding;

*Objective 3.4:* Enforcement delivery and penalties;

*Objective 3.5:* Develop a system to ensure common reports made public;

*Objective 3.6:* Communications – make the results public through various mediums

**Strategic Goal #4: Create Incentives for Waste Reduction**

*Objective 4.1:* Reward those who are following rules and identify strategies for interventions for those who are not;

*Objective 4.2:* Create a meaningful and public award system for sector leaders / success stories i.e. some type certificate framed, a trophy (Waste Check trophy that travels);

*Objective 4.3:* Provide opportunities to publically recognize individual and organizational achievements (Free advertising) e.g. CJLS, Vanguard, etc.;

*Objective 4.4:* Ensure to support Business Award e.g. Chamber of Commerce;

*Objective 4.5:* Develop a process and measurement tool to ensure the reinvestment of savings to Municipalities go back into sustainable programs.

**Strategic Goal #5: Excellence in Waste Management through Stakeholder Engagement**

**Municipal Government:**

*Objective 5.1:* Alignment of Policies and Best Practices.

*Objective 5.2:* Consistent Communication Messaging to Municipalities.

**Haulers:**

*Objective 5.3:* Third Party Hauler Performance Reviews lead by Waste Check – PR co-designed between Municipal Government, Waste Check and Haulers.

*Objective 5.4:* Transfer station load inspection reporting systems (an agreed upon protocol system for load compliance by haulers).

**Public Incentive:**

**Objective 5.5:** 10% cost decrease in solid waste management = a financial contribution to a local project paid for by the municipalities.

**Objective 5.6:** Sorting discipline.

**Nova Scotia Environment:**

**Objective 5.7:** Facilitate good ideas/innovations for waste reduction and management between regions.

**Objective 5.8:** Solidify and communicate Construction & Demolition (C&D) management strategy.

**Strategic Goal #6:           Reducing Packaging and Waste at its Source**

**Objective 6.1:** Procurement Steps for Sustainable Purchasing

**Objective 6.2:** Procurement Policy

**Objective 6.3:** Work and Support towards developing Provincial Packaging Stewardship Program

**Objective 6.4:** Awareness of Key Skills for Negotiating with and Challenging Suppliers

**Objective 6.5:** Finding creative and innovative ideas that can work cross sector for shipping and receiving (Canadian Tire Plastic Tote's)