



Bin Talk: Presenter Script

www.sierraclub.ca/bintalkottawa

INTRODUCTION:

1. **Introduce yourself**
2. **I am a Waste Diversion Volunteer for Sierra Club Canada**
 - Sierra Club Canada is one of the oldest environmental organizations in Canada
 - national organization with representation throughout Canada
 - Mission statement: "Sierra Club Canada is a member-based organization that empowers people to protect, restore and enjoy a healthy and safe planet."
3. **Explain what you're doing (Consider yourself a low budget Al Gore)**
 - 5 – 10 minute presentation
 - "The Green Bin program kicked off January 4th and I'm here to encourage all of you to participate..."
 - "I am here today to talk to you about the Green Bin Program in Ottawa..."
 - "I want to give you a short presentation on the benefits and ease of using the Green Bin..."
4. **Two main points to highlight:**
 - It's easy to do
 - Lots of benefits

FACTS SLIDE:

- See Powerpoint slide

IT'S EASY:

There is only one rule to successful waste diversion: KEEP IT SEPARATE.

- Think about it. We already separate paper and plastics. Now we are just asking you to the next step and separate your organic waste.
- Everything you ever consume you bought separately to begin with. You bought your food from a grocery store, your movies from a video store, and your electronics from your electronics store.
- It works the same at the end of the consumption process.
- In the kitchen, there are only two streams: the FOOD itself; and the PACKAGING it came in.
- All you need to do is SIMPLY KEEP THEM SEPARATE

NO PLASTICS

- The green bin can take more than just your food scraps. You can throw in leaves and yard cuttings, food-soiled paper products, used tissues, cooking oil and kitty litter.
- Just NO PLASTICS
 - >> this includes no diapers and no dog waste (because it's usually put in plastic bags)
 - >> this includes compostable and biodegradable plastic >> To emphasize: NO PLASTIC
 - >> plastics stop oxygen from getting to the food waste, which is necessary for the moisture to evaporate and the composting process to begin.
 - >> anaerobic conditions occur when plastic is mixed with organic waste. Generates methane and sulphide gases (which cause bad odours)
 - >> aerobic decomposition (a.k.a. composting) = only organic waste. Generates CO₂, which is less harmful than methane and is odourless.



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- The Golden Rule: If you could have/should have eaten it, put it in. If you're in doubt, leave it out.
- In the winter, every second week just put your Green Bin out to the curb the way you do with your garbage and other recycling bins
- In the spring, summer, and fall, collection will occur weekly.
- You'll be amazed at how much less garbage you produce.

BENEFITS:

1. Conservation of landfill

- Ottawa residents generate approximately 330,000 tonnes of waste each year. This is equal to filling Scotiabank Place 160x each year with garbage.
- According to the City of Ottawa approximately 45 % of the garbage (by weight) set out by the average Ottawa household is compostable organic material that can go into the Green Bin.
- That's THOUSANDS OF TONNES of garbage EACH WEEK that will now be recycled instead of sent to a landfill
- Extends the life of existing landfills and delays the costly process of developing new ones

2. Odours

- Using the Green Bin will reduce odours.
- It's not the plastic bags or tin cans that smell, it's the food.
- Organic waste will be put in a separate locking bin, which will reduce smell
- Landfills smell!
- The composting facility will not release odours as is required by the Ministry of Environment

3. Methane is the key

- Food scraps buried in a landfill produce large amounts of methane, a Greenhouse gas (GHG), which is now thought to be 70 times more potent by volume than Carbon Dioxide (CO₂)
- 60% of landfill is carbon
- Some math: 1 TON OF FOOD SCRAPS = 5-6 TONS OF CO₂
- Landfills are the largest single human-made source of Methane on Earth
- Recycling organic waste = reducing GHG = a healthier planet

4. Produce a soil return to the land

- Turn waste into a usable product
- 10% of the compost from the composting facility (where waste from the Green Bin is sent) will be used for community-based tree planting and garden projects.
- The other 90% will be sold by the composting facility
- This means a reduction of pesticide and fertilizer use, which are both very very energy intensive to make and can have negative effects on our environment and health.
- Compost is cheaper than chemical fertilizers and pesticides; once applied, it works for multiple years
- Reduces acidic leachate
- The liquid that drains ("leaches") from a landfill
- Has a high concentration of ammonia; also contains methane
- Can leak into water supply, affect land
- It's toxic! & Leachate collection systems are expensive



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MYTHS:

- 1. Why don't we just bury it?**
 - (The landfill argument)
- 2. Why don't we just burn it?**
 - Food contains 70-80% H₂O, which means it actually takes MORE energy to dry it out
 - Also costs associated with building facility
- 3. Won't this mean extra trucks on the road?**
 - The tonnage will still be the same
 - This impact is minimal in comparison to the amount of Methane emissions saved
- 4. Why don't we just compost it in our backyard?**
 - Good idea, but only 10% of people do this year round
 - You can put things in your Green Bin that you otherwise wouldn't be able to compost. E.g. meat, bones, dairy products, paper towels, and kitty litter.
 - Go back to the Ease argument.

SOME TIPS:

Here are a few tips for disposing of organic waste:

- Wrap your organic waste in newspaper
- Put your organic waste into cardboard boxes (e.g. cereal box)
- Line your food catcher or green bin with a brown paper bag - these can be bought at various stores including: Canadian Tire, Home Depot, Home Hardware, Loblaws, Metro, Rona, Sobeys, Zellers, and Costco.

TAKE THE NEXT STEP OTTAWA:

- On average, each Canadian produces approximately 2.7 kg of waste every day. We can do better.
- By using the Green Bin, we can become environmental leaders.
- You give use your cans and newspapers, now it's time for the banana peel.
- Currently, only houses receive the Green Bin. However, it is the City of Ottawa's plan to extend this service to high-rise buildings over 2010-2011.

CONCLUSION:

- Thank your audience for their time. Say your name again.
- Direct people to the website (www.sierraclub.ca/bintalkottawa)
- For specific questions/problems, contact the city by calling 3-1-1 or by email at 311@ottawa.ca