



Waste Reduction Week Encourages British Columbians to Rethink Waste

National campaign works to educate, empower, and engage Canadians to reduce waste

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Vancouver, B.C. – Today marks the launch of National Waste Reduction Week (WRW) across Canada. This week is an opportunity for British Columbians to work together on reducing waste and conserving resources. Across the country, from October 19 to 25, schools, businesses, governments, and individuals are encouraged to improve their waste-reduction habits.

"British Columbia is setting the pace across Canada for waste reduction. We're leading the way on take-back programs, focusing on organics diversion, tackling single-use products, and now trending towards a circular economy," said Brock Macdonald, Chief Executive Officer of the Recycling Council of British Columbia (RCBC). "During Waste Reduction Week this year, we're asking British Columbians to go *Back to Basics* with our campaign, and focus on the 3Rs of reduce, reuse and recycle. With a global pandemic, we've had to shift our routines, which means cooking more at home, doing our shopping online, or ordering take-out more often. We can still practice how to reduce the amount of packaging coming in, to get creative to reuse what we can, and to get familiar with what goes in our blue bin and compost."

"Waste Reduction Week is a great opportunity for all British Columbians to make simple changes in their lives. Some of these actions can include buying in bulk to reduce packaging or reinventing your leftovers into a soup or casserole to reduce food waste. Or try a little do-it-yourself magic by learning to repair your clothes or electronics with the help of online tutorials," says Macdonald. "As Canadians, we already understand the importance of a healthy environment, but sometimes we forget that our everyday actions contribute to concrete statements of those beliefs. Small changes can gain big results."

This year British Columbians will be seeing more blue and green as landmarks will be illuminated in support of Waste Reduction Week. BC Place, Bloedel Conservatory, Science World, the BC Parliament Building, and various municipal buildings across the province are all participating by lighting up for WRW. Check the RCBC website for the full list of sites and dates. Residents are encouraged to spread the word by taking a selfie and sharing it online with the hashtag #WasteReductionWeek. Want to go the extra mile? Dress up in blue and green!

All British Columbians are encouraged to get involved and learn more by visiting the Recycling Council of BC's Waste Reduction Week website: www.rcbc.ca/events/waste-

[reduction-week](#). For all registered events and community proclamations, visit the National Waste Reduction Week website at www.wrwcanada.com/register.

Waste Reduction Week in Canada is organized by a coalition of non-governmental, non-profit groups and government organizations from each of the 13 provinces and territories across Canada.

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