

FOR IMMEDIATE RELEASE

Innovative Waste Reduction Certification Program to Recognize Environmental Excellence for Ontario Businesses

Toronto, April 22, 2013 – Recycling Council of Ontario and the Ontario Ministry of the Environment are pleased to announce the province-wide unveiling of 3RCertified, a voluntary program for the Industrial, Commercial & Institutional (IC&I) sector that recognizes organizations that take a leadership position in waste reduction and diversion.

“3RCertified is a unique program that is the first of its kind in Canada for measuring, reporting and improving waste reduction and recycling practices for businesses,” says Jo-Anne St. Godard, Executive Director, Recycling Council of Ontario. “It offers tools and resources that allows properties to track materials, reduce waste and save money. 3RCertified also allows organizations to showcase their commitment to the environment.”

To become a certified property, 3RCertified evaluates the various ways an organization manages solid waste using pre-established criteria. Certification is then awarded at one of four levels based on the total number of points earned following on-site, third-party evaluation. 3RCertified helps business better understand their waste diversion and disposal performance, and helps better track and measure performance against goals.

“The 3RCertified program encourages continued growth of Ontario’s green economy. Increased diversion rates in the industrial, institutional and commercial sectors can stimulate recycling markets and drive innovation in manufacturing products made with recycled materials,” says Ontario Environment Minister Jim Bradley.

About 3RCertified

3RCertified is a voluntary program for the Industrial, Commercial and Institutional (IC&I) sector. Funded by the Ontario Ministry of the Environment, the program aims to standardize and enhance waste minimization practices through a comprehensive analysis of the entire lifecycle of material management – from procurement to final destination. Organizations that take part can benchmark their performance year-over-year and against their peers, share best practices, and showcase their commitment to excellence in waste reduction and recycling by achieving official 3RCertified status. For more, visit www.3RCertified.ca.

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About Recycling Council of Ontario

Recycling Council of Ontario (RCO) is a not-for-profit, membership-based organization committed to minimizing society's impact on the environment by eliminating waste. RCO's mission is to inform and educate all members of society about the avoidance of waste, efficient use of resources, and the benefits and/or consequences of these activities. For more, visit www.rco.on.ca.

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