

# Document 1 – Progress Update on Year One Actions

This document includes a summary of the work that has been undertaken on each Action Suite since the approval of the Final Solid Waste Master Plan (SWMP). Each Action Suite update is organized by its corresponding SWMP objective and includes a description, specific work undertaken to date, and next steps. Additionally, detailed performance measures are being developed alongside each action as they are scoped and planned that will guide future evaluation and ensure accountability.

## Objective 1: Maximize the Reduction and Reuse of Waste

<b>Action Suite 1: Waste Avoidance, Reuse and Reduction Initiatives</b>		
<b>Description:</b> Increasing waste avoidance, reduction, and reuse across the city through new and expanded initiatives and strategic partnerships with community and industry.	<b>Active Actions:</b> Swaps and Repair Cafes; Community Reuse Events; Textile Waste Diversion Enhancement	<b>Performance Measures:</b> Tracking new events, participants, items fixed, decreasing landfilling of textiles, participant satisfaction via surveys

### **Progress:**

#### **Community Strategies to Increase Opportunities for Reuse and Repair**

In support of community-led reuse and repair activities, the City has continued its partnership with the Ottawa Tool Library to support six rotating Repair Cafés in 2025, drawing an average of 230 attendees per event and approximately two thirds of broken items were fixed. The City has also initiated and supported the launch of new events, including a drop-and-swap event which took place in September, in collaboration with Ottawa South Eco-Action Network. The event was attended by close to 400 residents who diverted more than one metric ton of household goods from the landfill site.

Additional events are taking place in Q4 2025 to build local waste reduction capacity and foster collaboration with community organizations. To support awareness of and participation in these events, a site dedicated to reuse and reduction will be established

to enable residents to easily search up-to-date information on various community initiatives and events focused on reduction and reuse.

**Community Waste Reduction and Reuse Action Plan**

An action plan has been developed to guide the rollout of expanded and new community waste reuse and reduction initiatives starting in Q4 2025 and beyond. This plan was informed by best practice research and a public survey conducted on Engage Ottawa in summer 2025. It explores viable strategies for the City to enhance, initiate, or incentivize community waste reduction and reuse efforts, including new partnerships, optimized use of City resources and spaces, and financial support through subsidies, rebates, and grants. The action plan also establishes a framework for prioritizing initiatives and ensures ongoing stakeholder and public engagement shapes future efforts. To support implementation, a Community Reuse and Reduction Working Group is currently being established.

**Textile Waste Diversion Enhancement**

Textile waste diversion efforts focus on expanding residents’ access to reuse and diversion options while enhancing the tracking of current and future program performance. Various reduction and reuse strategies have been explored, with initiatives targeting textile waste reduction in the residential stream actively promoted through the Waste Reduction and Education website. Ongoing work includes collaborative projects with Algonquin College and CityStudio. In the next phase, the City will assess the feasibility and accessibility of City-supported textile collection opportunities.

<b>Action Suite 2: Food Waste Reduction Strategy and Reduction Education Initiatives</b>		
<b>Description:</b> Reducing the amount of food waste generated in the city through reduction strategies, supported by education of residents to build awareness of food waste and its impacts.	<b>Description:</b> Reducing the amount of food waste generated in the city through reduction strategies, supported by education of residents to build awareness of food waste and its impacts.	<b>Description:</b> Reducing the amount of food waste generated in the city through reduction strategies, supported by education of residents to build awareness of food waste and its impacts.

**Progress:**

## **Food Waste Reduction Strategy | Love Food Hate Waste**

Significant progress has been made on Phase 1 of the Food Waste Reduction Strategy, which centers on raising public awareness and driving behaviour change. A key milestone reached in July 2025 was establishing a partnership with *Love Food Hate Waste*, a globally recognized organization renowned for providing practical tips to reduce avoidable food waste at home. This trusted partner supports several Canadian municipalities, including Toronto and Vancouver. Through this partnership, the City receives research-backed content and professionally designed visuals to share with residents monthly, along with targeted campaign materials for focused efforts each spring and fall.

Work on Phase 2 of the Food Waste Reduction Strategy will commence in Q4 2025, focusing on identifying the best ways for the City to support community-based food rescue initiatives in partnership with the food industry and non-profit organizations. Equity and inclusion will remain at the forefront to ensure all residents benefit from reduced food waste and the associated cost savings, especially during times of widespread food insecurity.

### **Food Waste Reduction Education Initiatives**

The *Love Food Hate Waste* campaign launched in late July, featuring updated web content, a feature story titled “Waste Less. Eat Smart. Save Money,” a Councillor toolkit, and social media posts across various City channels. Throughout the one-year agreement—and potentially beyond if Solid Waste Services opts to renew—practical, seasonal tips will be shared monthly via social media, the SWMP eNewsletter, and the Collection Calendar app. Additionally, a new feature story has kicked off a comprehensive ad campaign focused on best-before dates, with a spring campaign highlighting leftovers planned for March. Outreach materials will be developed in Q4 2025 for distribution at community events.

To maximize the impact of the *Love Food Hate Waste* campaign and ensure alignment with Ottawa Public Health (OPH), a working group was established, bringing together representatives from Public Works, Public Information and Media Relations, and OPH—including nutritionists and a strategic communications officer. OPH actively supports the campaign by resharing the City’s food waste social media posts and distributing information through their school board liaison newsletter. They have also added links to Love Food Hate Waste content on their website and will equip their community engagement teams with outreach materials to reach equity-deserving groups.

## Objective 2: Maximizing the Recycling of Waste

<b>Action Suite 4: Enhanced Education and Enforcement of Source Separation</b>		
<b>Description:</b> Implementing Actions to maximize diversion of waste from the landfill, including a new curbside diversion policy and Actions to encourage participation.	<b>Active Actions:</b> Firm garbage limit, enforce source separation requirements for organics and recycling	<b>Performance Measures:</b> Individual capture rate targets by waste stream, reduction in waste generation by household, set-out rate, contamination rates.

### **Progress:**

The three-item garbage limit, approved by Council in 2023, was implemented in September 2024 as a Year One action of the SWMP. Designed to reduce curbside waste and enhance source separation, the policy is supported by a comprehensive education and communication strategy. Efforts to date have contributed to a significant decrease in the volume of garbage sent to landfill.

The existing courtesy tagging program has been effectively used to support education and monitor compliance, with tags continuing to identify oversized and excess garbage items. Since the implementation of the three-item garbage limit, approximately 195,000 courtesy tags have been issued, over 82,000 of which were distributed to educate residents about excess waste and bin compliance.

A comprehensive communications strategy supported the implementation of the three-item garbage limit through social media campaigns, Councillor toolkits, 3-1-1 messaging, and targeted outreach. Additionally, frequent interactions between Solid Waste Dispatch, Inspectors, and residents helped ensure compliance and awareness of the new policy. Public engagement has played a significant role, with over 22,000 social media interactions recorded to date.

To promote compliance while offering flexibility, the City introduced several program options. This included expanding the Special Considerations Program to cover home healthcare waste and utilizing the Yellow Bag for Small Business Program for items exceeding the limit. Additionally, the City enhanced education and monitoring efforts to

combat illegal dumping and simplified reporting through a streamlined one-stop form on Ottawa.ca.

The City has continued to monitor waste tonnages to assess the impact of the new garbage limit. Table 1 below presents garbage tonnage trends since 2022, based on Solid Waste Services data analytics. The data shows a steady decline in tonnage, suggesting uptake in compliance with the three-item garbage limit. Promotion and education initiatives, along with decreased consumption patterns influenced by economic conditions, may also be contributing factors to this trend.

*Table 1: Garbage Tonnage Trends*

<b>Year</b>	<b>January-August Tonnage</b> <i>(for 2025 reference)</i>	<b>Full Year Tonnage</b>
2022	89,073 tonnes	132,060 tonnes
2023	84,815 tonnes	126,640 tonnes
2024	83,847 tonnes	120,779 tonnes
2025	67,785 tonnes	-

The Agriculture Exemption Program was introduced for residential agricultural properties receiving curbside collection. Initially applicable during April and May, the exemption permitted unlimited farm waste set out beyond the Three-Item Garbage Limit. In October 2024, Council extended this exemption through December 2025 to allow additional time for further analysis to guide the future policy direction.

A set-out study conducted between Fall 2024 and Summer 2025 confirmed that agricultural waste is generated year-round, with peaks in spring and summer. Additionally, a survey found that over 90 percent of respondents reported producing unavoidable farm waste at some point during the year. Staff recommend maintaining the Agricultural Exemption Program until 2027 when staff will be reporting back to Council on the Three-item Garbage Limit and other potential enhanced source separation solutions. Prior to 2027, staff will continue to monitor the exemption program's usage, enhance communication efforts to program participants and explore potential recycling opportunities for certain agricultural waste materials.

A detailed summary of the three-item garbage limit and Agriculture Exemption Program is provided in Document 2 - Update on the Three-item Garbage Limit and Agriculture Exemption Program.

<b>Action Suite 5: Supporting Additional Diversion in Multi-residential Buildings</b>		
<b>Description:</b> Implementing strategies to decrease waste generation and maximize diversion of waste in multi-residential buildings.	<b>Active Actions:</b> Making organics diversion a prerequisite to receive City Waste Management services	<b>Performance Measures:</b> Capture rate of organics, waste generation by multi-residential households, number of chutes closed, number of multi-residential buildings onboarded to the green bin.

**Progress:**

The Multi-Residential Waste Diversion Strategy, which aims to increase waste diversion in the multi-residential sector, began implementation prior to SWMP completion, due to the strategic advantages of earlier introduction of reduction and recycling initiatives in a sector with a typically low diversion rate.

As part of the first pillar (Mandatory Organics Diversion), implementation began in October 2024 requiring all multi-residential properties to have organics diversion programs to maintain City waste collection services. Properties were categorized into four tiers for onboarding onto the program, based on size and collection frequency:

- Tier 1 (220 properties): High-frequency collection; onboarding Q4 2024–Q2 2025; 79 per cent onboarded.
- Tier 2 (650 properties): Under 100 units; onboarding Q2 2025–Q3 2027; implementation progressing.
- Tier 3 (180 properties): Over 100 units; onboarding Q4 2027–Q2 2028.
- Tier 4: Properties with physical constraints; onboarding by end of 2028 with tailored support.

Since mandatory implementation began, nearly one-third of the 1,050 properties have been onboarded to the green bin (as of September 2025), representing 306 properties and 22,061 residential units. To support onboarding, Solid Waste Inspectors and

Environmental Education Assistants (EEAs) provide tailored implementation support, including site visits and resident outreach by distributing kitchen catchers and multilingual educational materials, conducting lobby booths and door-to-door engagement, and performing quarterly waste audits to monitor progress and identify areas for improvement.

### Performance Highlights

- 68 per cent of all multi-residential buildings receiving City service now have a Green Bin program.
- 1,396 tonnes of organic material were collected from multi-residential buildings between January and July 2025, a 36 percent increase over the same period in 2024.
- 82 per cent of surveyed property managers reported that outreach was helpful and that residents were using the green bin.
- 85 per cent of audited properties showed less than 25 percent contamination in their organics stream.

The City has also expanded outreach efforts to support behaviour change and reinforce program participation. New multilingual materials, including fridge magnets, door hangers, and a comprehensive Property Manager Toolkit have been developed. In 2024, the EEA team was expanded and trained to deliver green bin outreach in buildings and at community events.

In addition, Solid Waste Services will be launching a Waste Reduction Ambassador Program in October 2025. This initiative engages and empowers residents of multi-residential buildings to champion waste reduction efforts within their communities.

A detailed summary of this initiative is provided in Document 3 – Update on the Multi-Residential Waste Diversion Strategy.

<b>Action Suite 6: Waste Diversion Initiatives and Strategies at City Facilities</b>		
<b>Description:</b> Implementing strategies to decrease waste generation, maximize diversion and implement	<b>Active Actions:</b> Develop corporate strategy to increase waste reduction, reuse and recycling, expanded diversion	<b>Performance Measures:</b> Individual capture rates by stream, number of new streams collected, set-out rates, contamination rates.

circular solutions in City-owned facilities.	program at City facilities and operations	
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**Progress:**

Year One focused on scoping and planning the expansion of the diversion program across all City facilities and operations. The initial phase will involve developing a standardized recycling and organics diversion program, featuring consistent waste receptacles, signage, and unified educational materials. The second phase will broaden the program to include additional waste streams such as batteries, electronics, office furniture, and needle disposal.

Initial progress includes the completion of a Network User Survey in Summer 2025, which gathered staff feedback on current waste diversion practices and identified opportunities for improvement. The survey results are being used to inform a current state analysis, prioritize facilities, and guide the design and placement of receptacles.

Facility site visits are scheduled throughout Q4 2025 and Q1 2026 to assess existing waste collection practices and receptacle placement in both staff and public areas. Additionally, a review of existing signage will be conducted to ensure future materials are effective, accessible, and consistent across all City operations. The rollout of the new program is anticipated to begin in Q2 2026.

<b>Action Suite 7: Waste Diversion in Parks and Public Spaces</b>		
<b>Description:</b> Implementing a broad-scale, comprehensive waste diversion program, with recycling and organics bins in parks and public spaces across the City.	<b>Active Actions:</b> Waste diversion program in parks and other public spaces	<b>Performance Measures:</b> Capture rates by stream, decrease in tonnages going to landfill, contamination rates.

**Progress:**

The Waste Diversion in Parks and Public Spaces Action Suite aims to develop a citywide, comprehensive waste diversion program that includes recycling and organics bins in parks and public spaces across Ottawa.

On September 24, 2025, Council approved the [Parks Waste Collection and Diversion Strategy](#) building on the success of the Waste Diversion in Parks Pilot. The Strategy will introduce phased installation of three-stream waste receptacles (garbage, recycling, organics) in selected parks, organic waste bins in off-leash dog parks, and standardized waste bins in smaller parks, not serviced by the three-stream system. Implementation is planned to begin in 2026, with 48 parks in Year One and 100 more parks added every year until 2029. This strategy aims to improve waste diversion, operational efficiency, and service consistency across the City’s park system.

<b>Action Suite 9: Bulky Waste Diversion Strategy</b>		
<b>Description:</b> Develop a strategy to review bulky waste that will focus on decreasing waste generation and maximize diversion of bulky waste from the landfill.	<b>Active Actions:</b> Separate bulky waste collection and recycling strategy	<b>Performance Measures:</b> Capture rates for various materials in bulky waste, number of items reduced or recycled.

**Progress:**

Public engagement activities have been conducted to gather insights into current waste habits related to bulky items. Two focus groups were held to explore accessibility and youth engagement, with the feedback identifying gaps and opportunities for future waste reduction and reuse initiatives. To support these efforts, the Waste Reduction and Education website was updated in October 2025 to highlight existing reuse and donation services, particularly those offering collection options to enhance accessibility

A current state assessment, combined with engagement results, will further inform the identification of new diversion opportunities, including the potential for separate collection of bulky materials for recycling. Given the high volume of mattresses received at the Trail Waste Facility Landfill (TWFL), their substantial use of landfill airspace, and the challenges they pose for compaction, mattresses are prioritized within the strategy. The rollout of new programs is anticipated to begin in Q2 2026.

<b>Action Suite 10: Municipal Hazardous Solid Waste Strategy</b>		
<b>Description:</b> Developing a strategy to focus on decreasing Hazardous and Special Products (HSP) generation and maximizing the diversion of HSP from the landfill.	<b>Active Actions:</b> HSP strategy development	<b>Performance Measures:</b> Capture rates of HSP materials.

**Progress:**

Work has been completed to develop a strategy to expand the City's current household hazardous waste (also referred to as hazardous and special products) collection program, including:

- Completion of municipal scans, a current state analysis and an options analysis that helped to develop several household hazardous waste (HHW) collection options for implementation in Ottawa;
- Continued negotiations with producers for full compensation for the waste managed at the City's HHW Collection event days; and
- Advocated for improved regulatory requirements for HHW.

On June 25, 2025, Council approved [a strategy](#) to continue with the HHW collection events, plan for micro-HHW collection events to serve as a pilot in 2026 and explore the implementation of multi-use depot(s) for HHW and other divertible waste that are being implemented as part of the actions outlined in the SWMP. Work is underway to plan and budget for the HHW collection events and the pilot micro-HHW collection events for 2026 through the annual budget process in Q4 2025. The feasibility planning and design work for possible multi-use depot(s) will be initiated in 2026.

### Objective 3: Maximize the Recovery of Waste and Energy and the Optimal Management of Remaining Residuals

<b>Action Suite 12: Anaerobic Digestion and/or Co-digestion</b>
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<p><b>Description:</b> Using anaerobic digestion as an alternative to process household organics and generate renewable natural gas (RNG) in alignment with the goals outlined in the City's Energy Evolution Plan.</p>	<p><b>Active Actions:</b> Anaerobic digestion; co-digestion of sewage and organics at the Robert O. Pickard Environmental Centre</p>	<p><b>Performance Measures:</b> Pre-feasibility study will consider amount of GHG's offset or reduced.</p>
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**Progress:**

This initiative has the potential to recover energy from organics and further decrease the City's GHG emissions by offsetting the use of natural gas. This initiative explores the feasibility of transitioning from the City's current aerobic composting system to anaerobic digestion, which would allow for the generation of renewable natural gas (RNG) from organic waste. The initiative also includes consideration of co-digestion opportunities at the Robert O. Pickard Environmental Centre (ROPEC), where sewage and organics could be processed together.

A consultant has been engaged to complete a prefeasibility study for the future of source separated organics that examines both anaerobic digestion and aerobic composting as future processing options. The study includes a market sounding exercise and a technical review of potential sites and operational models, including third-party contracts and City-owned facilities. Draft technical memos have been completed, and a preliminary prefeasibility report has been submitted for internal review.

To support Council and stakeholder understanding of the proposed technologies, an educational webinar was distributed and a dedicated question-and-answer session on anaerobic digestion was held in March 2025. These sessions provided foundational information on anaerobic digestion and its potential to reduce greenhouse gas emissions.

Next steps are to finalize the prefeasibility study and present recommendations to the Environment and Climate Change Committee in Q1 2026. These recommendations will inform future decisions regarding the City's organics processing infrastructure.

<b>Action Suite 13: Separate Collection of Leaf and Yard Waste (LYW)</b>		
<b>Description:</b> Increasing the amount of LYW collected and composted separately from household organics by the City.	<b>Active Actions:</b> Separate composting of LYW	<b>Performance Measures:</b> Amount of separate LYW collected, amount of compost generated, cost saving from processing at Barnsdale.

**Progress:**

In 2023, Council approved the upcoming [curbside collection contract](#) with provisions for expanded separate LYW collection. As documented through the report, the separate collection and processing of LYW at Barnsdale could see a processing cost saving of up to 64 per cent. Separate set out will be required at the start of the new contract on March 30, 2026, which will support consistent service levels to residents during peak leaf and yard waste season.

This approach also aligns with objectives established through the SWMP focused on increasing diversion and cost savings by processing leaf and yard waste at the City's Trail Waste Facility Landfill and around the City's future organics processing strategy.

<b>Action Suite 14: Waste Recovery and/or Treatment Facility Feasibility Study</b>		
<b>Description:</b> Advancing the feasibility study and business case development to implement either Mixed Waste Processing (MWP) or Waste to Energy Incineration, evaluating the pros and cons of each, and analyzing how Mechanical Biological Treatment or Emerging Technologies may be used in	<b>Active Actions:</b> Mixed Waste Processing, mechanical biological treatment, Waste to Energy Incineration (Direct Combustion)	<b>Performance Measures:</b> Options to be developed during the study.

<p>conjunction with a chosen technology.</p>		
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**Progress:**

Following the approval of the SWMP in June 2024, feasibility studies were advanced for long-term waste management technologies, including Mixed Waste Processing (MWP) and Waste-to-Energy (WTE) Incineration, as directed by Council through [Motion No. 2023-15-06](#).

In June 2025, the City tabled the [Waste Management Technologies Feasibility Study](#), which evaluated five scenarios. The study identified Scenario 2: WTE Incineration Facility and Scenario 1: Status Quo and Private Facilities as the top-ranked options for further evaluation. Scenario 3 and 4, which involved MWP either alone or in combination with WTE, were not recommended to advance due to low diversion potential and high costs.

Council directed staff to advance in-depth evaluations of Scenario 1 (Status Quo and Private Facilities), Scenario 2 (WTE Incineration Facility), and Scenario 5 (Construct a New Landfill). Staff will report back with a finalized business case, including decision timelines and budget implications, in the next Term of Council.

<p><b>Action Suite 15: Landfill Gas Management Strategy</b></p>		
<p><b>Description:</b> The development of a Landfill Gas Management Strategy that considers the generation of renewable natural gas (RNG) after the current landfill gas management agreement expires in 2027.</p>	<p><b>Active Actions:</b> Landfill Gas Management Strategy</p>	<p><b>Performance Measures:</b> Amount of GHG’s reduced – measured annually, with reductions measured by financial feasibility, regulatory compliance requirements, and aligned with the overall GHG emissions forecast</p>

**Progress:**

This action suite evaluates the financial and greenhouse gas implications of landfill gas management options. The City is in the midst of negotiating an extension to its current gas-to-energy contract with PowerTrail Inc, as approved through the [Landfill Gas](#)

[Utilization Extension Agreement](#) in February 2025. The extension would commence January 31, 2027 for a period of up to five years. A business case is currently underway to assess the available options that were evaluated. These include: Status Quo – LFG to Flare (base case for compliance and O&M costs); Contract Extension with PowerTrail Inc; City Owned Power Generation Plant; City Owned RNG Facility; and Open Tender for RNG and Power. A report will be brought forward to Environment and Climate Change Committee in Q1 2026 on the recommended option.

<b>Action Suite 16: Residual Waste Management Strategy</b>		
<p><b>Description:</b> A strategy developed to extend the life of the TWFL while other SWMP actions work to reduce waste generation and remove waste from going to landfill. This Action includes expansion of the current TWFL, redirecting a portion of waste to private landfills, and a supplemental option developed during Engagement Series 2 to prolong the life of the TWFL by no longer accepting IC&amp;I waste.</p>	<p><b>Active Actions:</b> TWFL expansion within existing property boundaries, use of private landfill(s), ban IC&amp;I waste from the TWFL</p>	<p><b>Performance Measures:</b> Volume of TWFL preserved annually.</p>

**Progress:**

In September 2023, Council approved the use of private landfills to divert approximately 60,000 tonnes of curbside garbage annually from the TWFL over the term of the 2026 [Curbside Collection Contract](#), which goes into effect on March 30, 2026. This represents about one-third of the city's annual residential garbage and could extend the TWFL lifespan by up to two years, or more with increased diversion. Using private landfills in the east and west allows waste to be processed closer to its source, improving collection efficiency, reducing fuel costs, and lowering GHG emissions compared to hauling to TWFL.

[A ban on Industrial, Commercial, and Institutional \(IC&I\) waste](#) at the TWFL was implemented in July 2025. This action directly supports the goals of the SWMP by reducing the volume of non-residential waste entering the municipal system and encouraging private sector accountability for diversion. The ban applies to all IC&I entities that previously used the TWFL for disposal. These organizations are now required to seek alternative disposal or diversion options, such as private waste processors or recycling services. The City has communicated this change through memoranda to Council and outreach to affected stakeholders, emphasizing the need for improved waste separation and recycling practices in the commercial sector.

By removing IC&I waste from the municipal stream, the City is preserving valuable landfill space for residential use. The ban also complements other operational changes, such as the redirection of waste streams to private landfills, forming a cohesive strategy to optimize landfill use while new technologies and infrastructure are explored.

Further, the City is currently in the Terms of Reference (ToR) phase of the Environmental Assessment (EA) for landfill expansion, which details the scope of the project and defines how environmental, social and economic concerns will be studied. Two open houses have been completed, and a preliminary draft of the ToR has been provided to the Ministry of Environment, Conservation and Parks for review. It is anticipated that the final draft of the ToR will be submitted by the end of 2025, and if approved, the formal EA process will begin in the new year.

*Table 1: Objective 4: Maximize Operational Advancements*

<b>Action Suite 20: Yellow Bag Program for Small Businesses Review</b>		
<b>Description:</b> A review of the City's Yellow Bag for Businesses program, including eligibility requirements and impacts on Individual Producer Responsibility (IPR) for the recycling portion of the program.	<b>Active Actions:</b> Undertake a review of the Yellow Bag Program for Small Businesses	<b>Performance Measures:</b> To be established as part of review.

**Progress:**

As part of this project, a municipal scan and a financial analysis were completed to determine the current state of the program and to develop possible options for 2026. This considered that dedicated recycling will be required due to the Provincial Blue Box Program’s transition to full Individual Producer Responsibility (IPR) in 2026 and the transition to the full fee-based model that reduced the waste diversion charge on commercial property taxes in 2025. Further, a survey of the small businesses registered for the Yellow Bag Program for Small Businesses was shared to gain feedback from business owners on the current program and possible changes being considered for 2026. On September 24, 2025 Council approved the implementation of a revised [Yellow Bag Program for Small Businesses](#) that would include an annual registration process starting in 2026. Ahead of 2026, staff will establish an annual registration process, possibly implement the use of carts for recycling collection and revised the [Solid Waste Services By-law No. 2024-453](#) in accordance with the revised Yellow Bag Program for Small Businesses. Changes will be communicated with the small business owners.

### Objective 5: Develop a Zero Waste Culture Across the City

<b>Action Suite 24: Promotion and Education to Support Plan Implementation</b>		
<p><b>Description:</b> Enhancing the City’s investment in Promotion and Education (P&amp;E) and outreach to match comparator municipality investment is a major key to success for the various Actions found in the SWMP, to educate residents, educational institutions, and businesses, and help promote the behavioural change needed to achieve the City’s vision toward a zero waste City and circular economy.</p>	<p><b>Active Actions:</b> Develop and implement new/expanded outreach initiatives, behavioural change management strategy, develop and implement educational initiatives and marketing and communication tools.</p>	<p><b>Performance Measures:</b> Reach for number of community groups/schools/multi-residential units/curbside households/staff per year, new outreach initiatives created or expanded, social media analysis and content.</p>

**Progress:**

Several SWMP actions have been bolstered by robust promotion and education strategies designed to ensure their success.

To support the rollout of the three-item garbage limit, the City implemented a comprehensive promotion and education (P&E) strategy that went beyond traditional communications. This approach emphasized behaviour change, community responsiveness, and equity. Environmental Education Assistants (EEAs) were deployed in areas with low diversion rates and high non-compliance to provide real-time education and support.

In October 2025, the City will launch the Multi-Residential Ambassador Program alongside a promotional campaign aimed at empowering residents of apartment buildings, condominiums, co-operatives, and other multi-unit properties (six units or more). This program will encourage residents to take on leadership roles in fostering cleaner, greener, and more sustainable communities. Waste Reduction Ambassadors—trained volunteers committing approximately one hour per week for one year—will support their neighbours by promoting waste reduction, improved recycling and composting practices, and enhancing the natural environment around their buildings.

In July 2025, the City of Ottawa launched the Love Food Hate Waste (LFHW) campaign in partnership with national and local stakeholders, following strong public support for food waste reduction identified during SWMP engagement. The campaign focuses on helping residents reduce avoidable food waste through practical tips, recipes, visuals, and behaviour change strategies. It complements the City's broader waste diversion efforts by addressing one of the largest contributors to landfill volume.

In 2026, the City will expand the LFHW campaign to include tailored workshops and presentations delivered in schools, libraries, and City facilities. Content will be adapted to meet the needs of different age groups and communities. LFHW messaging will be integrated into broader waste reduction initiatives and supported by enhanced online resources, including interactive third-party tools, videos, and links to reuse and reduction platforms hosted on the City's Garbage and Recycling webpages.

Campaign messaging will continue to emphasize that while composting remains important, preventing food waste at the source through better planning, storage, and use is the most impactful action residents can take to reduce waste and extend the life of the City's landfill.

<b>Action Suite 25: Circular Economy Strategy and Implementation</b>		
<b>Description:</b> Developing a Circular Economy Strategy, that would align with provincial and federal efforts and be the primary framework and action plan for how Ottawa will work toward its aspirational vision of becoming a Zero Waste and circular city.	<b>Active Actions:</b> Develop a circular economy strategy and implementation	<b>Performance Measures:</b> To be developed within the strategy. Could include number of partnerships formed and tracking changes to procurement practices.

**Progress:**

The Circular Economy Strategy is a key initiative within the SWMP, designed to guide the City's transition toward a zero-waste, circular future. Current efforts focus on defining the stages for developing a comprehensive roadmap and implementation plan that will promote the adoption of circular practices across municipal operations, industry, community organizations, and households. This roadmap will be customized to reflect Ottawa's diverse urban, suburban, and rural contexts and will facilitate the planning and execution of circular initiatives across all service areas.

By Q4 2025, planned milestones include establishing a dedicated project team, issuing a Request for Information to gather expert consultant insights to inform a potential Request for Proposal for technical support in roadmap development, and crafting a detailed engagement strategy. This strategy will encompass the creation of a governance framework, the formation of internal working groups, and the establishment of a Circular Economy Committee comprising representatives from City departments, external organizations, and community partners.