

# A Styrofoam Free Market

{ Towards Zero Waste on Granville Island



- ↳ Scott Fraser, Granville Island, Marketing & Communications
- ↳ Tamara Shulman, Tetra Tech, Solid Waste Management Practice



# Waste Minimization Approach to Expanded Polystyrene

## ⌘ Product Bans + Purchasing Changes

### ⌘ Business/Institutions

- ⌘ U of C, UAlberta, Granville Island

### ⌘ Municipal Facilities

- ⌘ Markham, San Jose, Oakland

### ⌘ Municipal – Restaurants, Retail Sales

- ⌘ California jurisdictions (97); cities within ME, MA, NJ, OR, TX, WA, DC
- ⌘ Canada – cities researching options

### ⌘ International

- ⌘ France – disposable food service ware (by 2020)



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# Waste Minimization Approach to Expanded Polystyrene

- ⌘ Drivers for instituting bans
  - ⌘ Political – officials, NGOs
  - ⌘ Litter management
  - ⌘ Waste reduction hierarchy
  - ⌘ Zero waste station ease of use
  - ⌘ Recycling challenges
  - ⌘ Business public relation advantage

- ⌘ Challenges for getting bans in place
  - ⌘ Concerns from business sector
    - ⌘ Producers, Retailers, Recyclers
  - ⌘ Jurisdictional limitations





# Granville Island Case Study

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- ↳ Brownfield redevelopment of industrial site
- ↳ 32 acre neighbourhood in the heart of Vancouver
- ↳ 100 year old buildings
- ↳ Federally managed by Canada Mortgage and Housing Corporation
- ↳ “Modern” Granville Island nearly 40 years old (opened in 1979)
- ↳ 11 million visits a year
- ↳ Island is a collection of small, independent businesses
- ↳ 2 waste generators:
  - ↳ Consumer
  - ↳ Tenants



# What is Granville Island?



- ‡ Styrofoam ban part of a bigger system
- ‡ Zero Waste initiative is broadly focused on all waste streams
- ‡ Our current waste diversion rate is 63% (pre initiative: 39%)



# Current System



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- ↳ Granville Island is a self-managed environment. Responsible for our waste management.
- ↳ What do we do with Styro?
- ↳ Fast Food sellers in the Public Market the biggest users.
  - ⌘ Clamshells and cups (Yes we still had people using styrofoam coffee cups.)



# Background

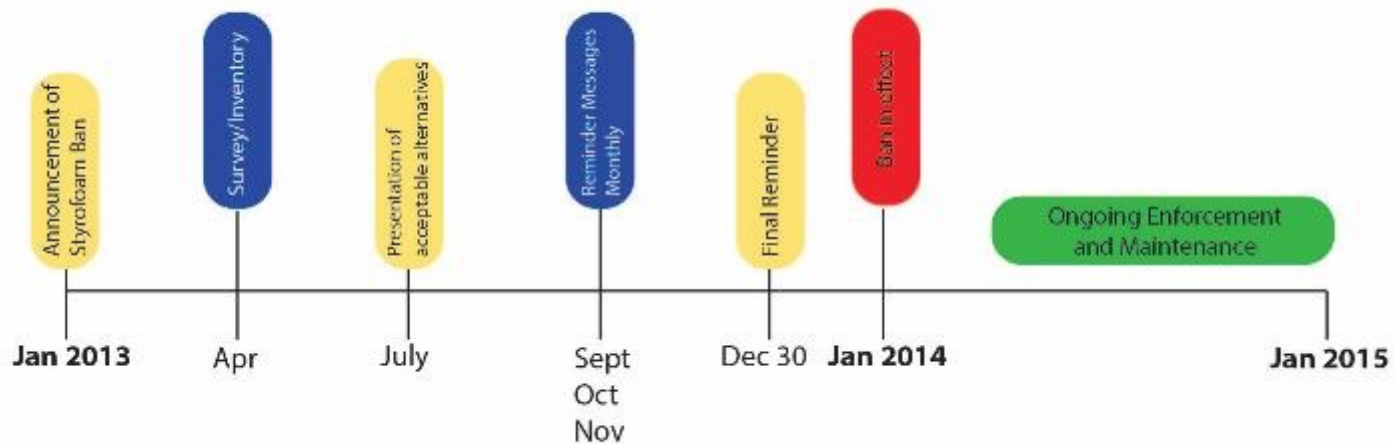
So, we decided to get rid of it...



- ⌘ Via lease agreements, Granville Island was able to enact change in practices of our tenants
- ⌘ We started communicating the change a year before it was enacted
- ⌘ We supported the change through:
  - ⌘ Tenant Education
  - ⌘ Supplier Connection
  - ⌘ Infrastructure Support
  - ⌘ Continued Measurement



# How We Did It



# Timeline



- ⌘ Being an early adopter meant less options to consider
- ⌘ The economics of small business affordability - Increased real and perceived costs to businesses
- ⌘ Communicating the issue to tenants - Resistance to change
- ⌘ Pushing for flexibility with our waste hauler – Creating a malleable working relationship
- ⌘ Maintenance and enforcement to ensure long-term compliance
- ⌘ Growing the program - Only the fast food sellers in the Public Market are part of the ban. Others (fish sellers, produce vendors) still have limited use of styrofoam.

# Challenges

- ⌘ Over 80% voluntary compliance prior to lease enforcement
- ⌘ Zero waste reduced contamination immediately recorded
- ⌘ Ultimately contributing to our current diversion rate



# Successes



Help Us Become  
A Zero-Waste Island!

Item \_\_\_\_\_

Receptacle  
Colour: \_\_\_\_\_

## Granville Island as a Centre for Sustainable Excellence

Establish  
Sustainability  
Baseline Data

STEP  
01



STEP  
02

Engage GI Staff in  
Sustainability

Establish a  
Culture of  
Sustainability  
within the GI  
Community

STEP  
03



STEP  
04

Share  
Sustainability  
Success Stories  
with Public

A Centre for  
Sustainable  
Excellence

STEP  
05



Help us become a  
zero waste Island.

Faisons de  
Granville Island une  
île sans déchets.

Look for these three clearly marked bins all around the Island.  
Vous trouverez des conteneurs de recyclage facilement  
identifiables partout dans l'île.



COMPOSTING



# The Bigger Picture



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GRANVILLE  
ISLAND  
-2040-

Setting a dynamic vision for  
Granville Island's future.



[granvilleisland2040.ca](http://granvilleisland2040.ca)



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# Thank You!