



## 2010 Reasons TO DO BUSINESS IN Canada



### WASTE MANAGEMENT

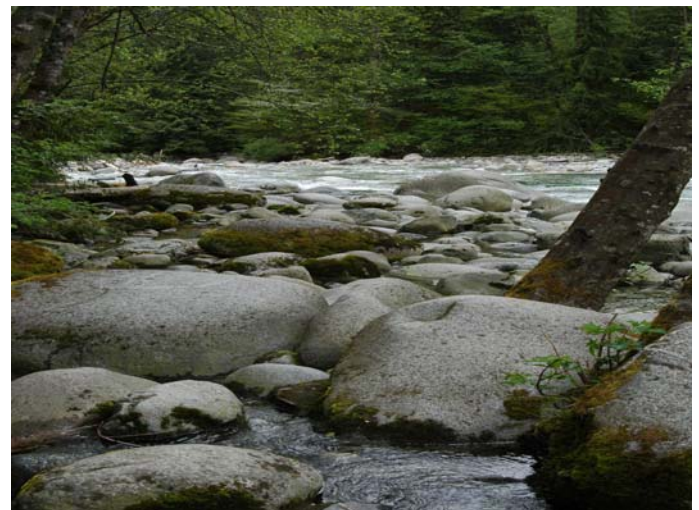
The Vancouver 2010 Olympic and Paralympic Winter Games achieved a “gold medal” with their ambitious targets for recycling and waste diversion. The Canadian approach and technologies for waste management show that such lofty goals are achievable and present an important economic opportunity as well. In the areas of recycling, cleaner production, policy development, and waste-to-energy, for example, Canada is forging ahead with innovative solutions and technologies to reduce waste streams both at the source and after it is generated.

The 2010 Winter Games in Vancouver, British Columbia, set new standards of waste diversion and waste management for future global events, as well as for concerned communities – an astounding waste diversion goal of 85% (equivalent to over 500 metric tonnes) was set for the 2010 Winter Games.

#### National Success

All across Canada there are examples of cities, communities and companies engaged in the drive for waste reduction and waste management. Landfills are reducing their greenhouse gas emissions and generating electricity in the process; towns and cities are mandating higher recycling rates and educating households on ways to reduce reuse and recycle; and innovative companies are designing and delivering waste-to-energy technologies capable of turning ordinary household garbage into heat, electricity, or synthetic gas.

Similarly, across the Olympic and Paralympic region, host communities have plans for reduction, reuse, recycling and rethinking waste management.



To support these waste management commitments, the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC) Sustainability Report states that a minimum 85% landfill diversion was the target for operations between September 2009 and March 2010 – a laudable goal. Companies participating and sponsoring the 2010 Winter Games have contributed to waste management goals as well. Some product and service providers committed to landfill diversion rates of up to 95%, while others offered disposable concession stand products which are biodegradable.



Canadian strengths in the waste management sector enjoy a global reputation and many years of strong environmental regulations have fostered this competitive industry. Important elements include:

- Landfill design/build/operation, which includes methane gas capture technology to generate heat and electricity from properly designed landfills;
- Hazardous waste management, which includes emergency response & containment equipment, and policy framework development to address the proper handling and classification of hazardous wastes;
- Environmental consulting services to develop world-class waste management systems – by combining key stages of dedicated collection, source separation, transfer and materials processing facilities and sanitary disposal with the ability to generate usable by-products;
- Waste-to-energy technologies such as cogeneration (incineration that produces heat and electricity from numerous feedstock) and small-scale/easily deployable units;
- Pollution prevention methods and consulting that focuses on raw material substitution, industrial process redesign and operational or manufacturing optimization – with the aim of decreasing the amount of waste generated by business and industry;
- Composting and agricultural biogas technology which utilizes organic and food wastes to yield alternatives to chemical fertilizers and reduce greenhouse gas emissions from agriculture; and
- Sector-specific expertise to assist such industries as mining, power generation and agriculture with their waste management challenges – based on a long and successful history of these industries in Canada.

## Canadian Leadership

Canada is a world leader in the waste management industry's key future directions: *recycling and waste-to-energy*. The concept of

reduce, reuse, recycle is an important part of the sustainability plans being adopted by Canadian municipalities and industry leaders. Our expertise in cleaner production and cleaner community management are increasing diversion rates across the country. Transfer stations, waste management planning, collection and separation at the source, and products made from recycled material are important elements of this expertise.

The Canadian waste-to-energy industry is an important source of innovation and investment opportunities. Canadian technologies are being proven on the world stage, especially in the area of customized units and facilities which can provide heat and electricity for small, medium, remote and cold-climate communities. For example, a Canadian company, which specializes in advanced thermal treatment technology for solid and liquid waste, was recently granted a NATO contract to supply mobile incineration units for two of its military bases.



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## Canadian Trade Commissioner Service (TCS)

The Canadian Trade Commissioner Service is a key resource for anyone interested in doing business internationally. Our global network of trade offices and dedicated officers are there to provide assistance and resources to maximize engagement with companies and government. For more information on Canadian expertise, we encourage you to contact one of Canada's local Trade Commissioners. You can access their knowledge and networks at:

[www.tradecommissioner.gc.ca](http://www.tradecommissioner.gc.ca)

### For More Information...

Foreign Affairs and International Trade Canada:

[www.dfait-maeci.gc.ca](http://www.dfait-maeci.gc.ca)

Industry Canada, Industry Sector:

[www.ic.gc.ca](http://www.ic.gc.ca)

National Research Council Canada, Industrial Research Assistance Program:

[www.nrc-cnrc.gc.ca/eng/ibp/irap.html](http://www.nrc-cnrc.gc.ca/eng/ibp/irap.html)

Natural Resources Canada, CanmetENERGY:

[canmetenergy.nrcan.gc.ca](http://canmetenergy.nrcan.gc.ca)

Environment Canada, Waste Management Division:

[www.ec.gc.ca/default.asp?lang=En&n=6B993ED0-1](http://www.ec.gc.ca/default.asp?lang=En&n=6B993ED0-1)

Sustainable Technologies Development Canada:

[www.sdtc.ca](http://www.sdtc.ca)