
Subject: FW: Provincial Day of Action on Litter – Waste Reduction Week Initiatives

From: Minister, MECP (MECP) <Minister.MECP@ontario.ca>
Sent: October 16, 2020 3:33 PM
To: ZZG-Chair <zzg-chair@peelregion.ca>
Subject: Provincial Day of Action on Litter – Waste Reduction Week Initiatives

CAUTION: EXTERNAL MAIL. DO NOT CLICK ON LINKS OR OPEN ATTACHMENTS YOU DO NOT TRUST.

Good afternoon,

As a continuation of the Provincial Day of Action on Litter initiative, we would like to invite you to participate in litter reduction activities during this year's [Waste Reduction Week](#).

Earlier this year, in support of efforts to stop the spread of COVID-19 and help keep Ontarians safe, the Ministry of the Environment, Conservation and Parks postponed the 2020 Day of Action on Litter cleanups, originally slated to take place May 12th, 2020.

We are now planning to promote safe, small-scale cleanups that are limited to members of your own household, in keeping with recent COVID-19 public health guidelines, during Waste Reduction Week, which takes place Monday, October 19 to Sunday, October 25, 2020.

Throughout this week, the ministry will be encouraging citizens to organize by household, in accordance with current COVID-19 public health guidelines, to safely pick up litter in their communities.

To help make these cleanup events a success, we are seeking your municipality's support with the following activities:

1. Promoting small scale, safe citizen-led Waste Reduction Week cleanup participation through your social accounts and any other channels you use to communicate with your community members.
2. Supporting small scale cleanups through issuance of permits, if required, or collection of cleanup waste in parks.
3. Educating on the impact of litter and waste during Waste Reduction Week through your social accounts and any other channels you use to communicate with your community members.

We are sharing the following materials and resources with you, to help promote Waste Reduction Week and cleanup participation across Ontario:

1. Our [Partner Guide](#), which includes sharable photos and messaging.
2. Our [Public Litter Cleanup Guide](#) with important COVID-19 safety tips and a helpful checklist.

REFERRAL TO _____
RECOMMENDED _____
DIRECTION REQUIRED _____
RECEIPT RECOMMENDED _____

3. The Litter Tracker invites cleanup participants to track details about your cleanup and the type of litter you collect. We are seeking community support by asking citizens to submit their Litter Tracker information to the ministry after their cleanups, by completing this [Litter Cleanup Report-Back form](#). This information will help us better understand litter in our environment and may help inform future government decision making.

Some of the COVID-19 safety tips included in our Public Litter Cleanup Guide include:

- Keep cleanups small-scale and part of the same household.
- Use Personal Protective Equipment (gloves and masks) or a litter grabber when picking up litter.
- Visit Ontario's [website](#) to learn more about how the province continues to protect the people of Ontario from COVID-19.

The ministry's digital campaign leading up to Waste Reduction Week is underway. Please keep an eye out for sharable social posts on our social media accounts.

At this time, we would also like to make you aware of the 2021 Day of Action on Litter taking place May 11, 2021. We are inviting all stakeholders to start thinking about how they may be able to host a cleanup on or around May 11 to recognize the 2021 Day of Action, or potentially shift other planned cleanups to May 11 to contribute to this provincial initiative. Please stay tuned for more information from the ministry in the coming months.

If you have any questions, please reach out to actONlitter@ontario.ca.

Thank you for your ongoing support in working together to keep our province clean.

Jeff Yurek
Minister of the Environment, Conservation and Parks

Andrea Khanjin
Parliamentary Assistant to the Minister of the Environment, Conservation and Parks