

## Nomination form

### Nominee Information

Public Sector Procurement Project Cheers to Change Bag Strategy  
Team Name Communications + Corporate Responsibility Team Leader Jennifer Gray  
Organization Nova Scotia Liquor Corporation  
Team participants NSLC Supply Chain Team Operations Business Unit  
Communications + Corporate Responsibility Business Unit  
Category of public sector Provincial Government - NSLC  
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### Nomination submitted by

Name Rick Perkins Title VP, Communications + Corporate Responsibility  
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### Certification

To the best of my knowledge, I certify that the information provided is accurate and true.

Signature Rick Perkins Date June 30, 2008

### Structure of the submission

The nomination form must be accompanied by an overview of the initiative that you wish to profile. We provide you with the following outline to help you structure your submission. You are welcome to include additional information that you feel is pertinent, but the submission should not exceed five (5) pages. If you have any questions, please contact us at [award@summitconnects.com](mailto:award@summitconnects.com).

- Objectives of the initiative
- Brief description
- Contribution of the initiative to the key criteria:
  - measureable and significant benefit;
  - high degree of innovation;
  - potential for “best practice” in green procurement;
  - ability to influence the future development of the Canadian marketplace for environmentally friendly products and services.
- Assessment of “green” impact by an outside party.

The submission must include a letter of reference from a senior manager or procurement supervisor involved in the initiative – someone other than the nominator.

### **Objectives of the Initiative**

In April 2008, the NSLC announced our intention to take a leadership position among retailers by eliminating plastic bags as product packaging in all 108 of our retail stores by the fall of 2008. In doing so, the NSLC became the first mass market retail business in Nova Scotia to eliminate the use of plastic bags; demonstrating significant environmental stewardship. We have set our direction to become one of the best retailers in the province of Nova Scotia, as well as one of the best corporate citizens. The decision to eliminate the use of plastic bags in our retail stores was the first step in this direction and we believe it is the right thing to do for our customers, the community and the environment.

### **Brief Description**

The announcement to eliminate the use of plastic bags in our stores coincided with the launch of the NSLC's broader environmental initiative called *Cheers to Change* that was launched in April 2008. *Cheers to Change* is the celebratory banner that showcases the NSLC's commitment to the environment, to our employees and to our stakeholders.

The NSLC uses approximately 1 million plastic bags a month in our retail network. Recognizing that our desire to move toward more environmentally friendly packaging options would have a significant impact on our customers, it was imperative for the NSLC to provide a number of product packaging options for our customers to safely transport product purchased in our stores in an environmentally friendly fashion. To do this effectively, a comprehensive product packaging strategy was developed. This required new packaging alternatives for our customers that are effective as well as environmentally friendly. As well, this strategy included the introduction of new bag alternatives, an awareness campaign, and Project Green Fund.

### **The NSLC's 1<sup>st</sup> Reusable Bag**

This seven compartment reusable bag was offered free to all customers who purchased 3 bottles of wine or more during the month of April 2008. This bag was available for sale to customers starting on May 1, 2008, and the price was \$1.49. The promotion of this new reusable bag was designed to encourage our customers to consider more environmentally friendly packaging options. Since May 1<sup>st</sup>, 2008, we have sold 150,000 reusable bags and distributed more than 25,000 as part of the free giveaway promotion. As well, additional reusable bag options are currently being sourced and will be offered to our customers as part of an in-store promotion in fall 2008.



In addition to the new re-usable bag, the NSLC introduced a more environmentally friendly plastic bag in April 2008 until the bags can be eliminated in the fall of 2008. These new bags consist of 40% post-consumer recycled material almost three times as much as our previous plastic bag that consisted of 15% recycled material.

As well, a new paper bag option made of 100% recycled content post consumer will be introduced in September 2008.

### Awareness Campaign

To generate awareness among our customers about our intentions to eliminate the use of plastic bags, signs were posted at all 350 NSLC cash lanes across the province. These signs were designed to encourage customers to stop using plastic bags and new signs will be posted again in-store in November 2008 as we implement our plastic bag strategy.



### Project Green Fund

Retailers who lead the charge in reducing and eliminating the use of plastic bags are sometimes accused of doing so for financial reasons, rather than because it is the right thing to do. To ensure the NSLC is not viewed in this light, a portion of the \$500,000 spent on plastic bags will be allocated to the Project Green Fund. The Project Green Fund is a recently established NSLC initiative that funds endeavors which:

1. Improve NSLC environmental operating performance
2. Community environmental projects

All profits realized from the sale of our new reusable bag will also be diverted to the Project Green Fund. This is a prime opportunity to profile the NSLC's commitment to making Nova Scotia an even better place by contributing to the communities in which we operate.

### Future Cheers to Change Initiatives

In addition to the product packaging strategy, the *Cheers to Change* efforts will involve many aspects of the NSLC's business over the next few years. We have established environmental targets for our first year that are achievable, measurable and realistic, consisting of the following three priorities:

1. *Reduce our Carbon Footprint* – We will be engaging professionals to calculate our carbon footprint and we will be developing strategies to reduce the impact of our daily business operations.

*2. Energy Conservation* – The energy required to run our business, from the lights to the computers, makes our daily operations possible. We will be reviewing energy use and investigating ways to reduce our energy consumption this fiscal year such as sensor lighting.

*3. Manage Waste More Efficiently and Promote Recycling* – Our daily operations produce waste and we will be investigating opportunities to manage all elements of NSLC produced waste more efficiently. We are currently investigating 4 stream recycling stations for our Head Office and Distribution Centre as well as our store network.

### **Contribution of the Initiative**

Over the course of one month, the NSLC's 108 retail stores use an average of one million plastic bags. This represents 290,000 pounds of plastic per month. Additionally, recent research indicates that 43% of our plastic bags end up in provincial landfills. This staggering amount of waste, paired with the annual cost of \$500,000 spent by the NSLC on plastic bags, demonstrates the urgency for a new way of packaging our products. Moreover, the financial and environmental benefit of addressing the output of plastic bags generates a benefit for the NSLC, its employees and stakeholders, as well as the community at large.

### **Transferring Benefits**

The measurable cost saving benefit associated with the elimination of plastic bags will not be returned to the bottom line. Instead, a portion of the \$500,000 spent on plastic bags will be allocated to the Project Green Fund. This will allow the NSLC to support Community environmental projects as well as improve on our environmental operating performance. Additionally, we will be reducing our contribution to local landfills. Therefore, we will be directly transferring the benefits of the elimination of plastic bags to improve our community and the environment.

### **Innovation**

As a result of being an innovator, we were able to advance our environmental efforts and be more responsive to our customers that are seeking environmentally friendly product packaging options. In addition to these benefits, the NSLC was recognized as a leader on a national basis and received very positive media coverage supporting our desire to be recognized as a responsible corporate citizen. Other liquor jurisdictions, like the LCBO in Ontario, supported our move publicly. In fact, immediately following the NSLC's announcement to eliminate plastic bags, Ontario Premier, Dalton McGuinty, encouraged the LCBO to follow the lead of the NSLC in eliminating the use of plastic bags. Please see Media Appendix for articles referenced in this document.

### **Best Practice**

The NSLC has been recognized as taking a leadership position as a retailer and environmentalist. After the announcement of the LCBO following the NSLC lead, the Toronto Star reported that, "Ontario liquor stores are the first to implement a bag ban, but the inspiration comes from Nova Scotia – Canada's leader on recycling.

Additionally, Premier Dalton McGuinty referred to the NSLC and LCBO's plastic bag elimination as "something Ontario should think about." That said, the NSLC's initiative of eliminating plastic bags from retail stores has the potential of becoming an industry best practice and maybe even a future retail norm. As a result, this will change the future development of the Canadian marketplace in terms of how consumers shop and bring home their purchases, resulting in more environmentally friendly retailers and consumers.

### **Assessment of Green Impact by an Outside Party**

Jacques Whitford was asked by the Nova Scotia Liquor Corporation (NSLC) to assess the environmental impact of the NSLC initiative to phase out and then eliminate the use of plastic bags from their operations in all retail stores by the fall of 2008. Jacques Whitford is pleased to provide the following assessment of the Nova Scotia Liquor Commission's initiative.

### **Background**

The Nova Scotia Liquor Commission will eliminate the use of plastic bags at all retail stores in the Province and provide alternatives that are less harmful to the environment. The NSLC has begun phasing out the use of plastic bags and is promoting the use of reusable bags. As part of Phase I of this strategy, in April, the NSLC switched from using plastic bags containing 15% post-consumer recycled content to plastic bags containing 40% post-consumer recycled content. In Phase II of this strategy, in the fall, plastic bags will be phased out entirely and four alternative packaging options will be provided to consumers. Depending on the size of the purchased goods and choice of the consumer, these packaging options will include either:

- Small paper bags;
- Large paper bags (100% post-consumer recycled content);
- Reusable bags; and/or
- Boxes

It is expected that the resulting change will have a net positive impact on the environment. The NSLC has calculated that 12 million plastic bags currently enter the waste stream on an annual basis as a result of their retail activities. The NSLC has estimated that of those 12 million plastic bags 42% of those plastic bags ultimately end up in a landfill contributing to 290,000 pounds of waste entering the landfill on an annual basis. The remainder of the bags not entering a landfill are either recycled or end up as free waste in the form of litter. It is expected that the combine results of providing paper bag and reusable bag alternatives will have a net positive impact on the environment.

### **Phase I**

As a result of the April 2008 switch from 15% post-consumer recycled content plastic bags to 40% post-consumer recycled content plastic bags the total amount of raw material used to produce plastic bags will decrease while the use of recycled material will increase. This will result in no change to the total number of bags entering the waste stream and ending up in landfills; however, the use of higher

recycled content plastic bags will contribute to the economic viability of the recycled plastic market leading to higher levels of investment and development of environmentally friendly and availability of recycled products.

## **Phase II**

With the elimination of plastic bags entirely from NSLC retail stores and the provision of paper bags and reusable bags as alternatives in the fall of 2008 it is expected that there will be a net positive impact on the environment. Through the efforts of the NSLC to promote the use of reusable bags it is expected that the total amount of non-reusable bags (paper and plastic) entering the waste stream will be reduced. Depending on the types of reusable bags chosen by the NSLC for distribution, the equivalent use requirement of a reusable bag as compared to plastic bags will range between 11 and 20 times. A consumer would have to use a reusable bag 11 to 20 times before it would offset the impact of using an equivalent number of non-reusable plastic bags. Assuming that consumer would use a reusable bag a conservative estimate of 40 times before discarding, it is anticipated that the total waste entering a landfill will be reduced by half as a result of the NSLC initiative.

Reduction in free waste in the form of litter and the resulting damage to wildlife caused by plastic bags is an additional positive environmental impact that will result from the elimination of plastic bags from NSLC operations. A recent United Nations survey found that plastics in the world's oceans kill more than 1 million sea birds and 100,000 marine mammals and sea turtles annually. According to the California Coastal Commission, plastic bags are one of the 12 most commonly found items in coastal cleanups. Nova Scotia, being a province with a large amount of coastal area will benefit by the elimination of plastic bags from the NSLC operations. A reduction in the number of animals harmed by plastic bags will be experienced in the Province.

## **Conclusions**

Overall, the resulting impact of the green procurement initiative of the NSLC will be positive. Phase I will result in improvements in the recycled product market and development of that market. Phase II will result in an estimated reduction in the total amount of waste entering landfills as a result of the promotion of reusable bags and the elimination of plastic bags from retail operations. Additionally, elimination of plastic bags from NSLC operations will result in a decrease in harm caused to wildlife by plastic bags.

We trust this information meets your requirements. Should you have any questions or require additional information, please contact the undersigned.

Yours truly,

JACQUES WHITFORD

Ian Houseal, M.R.P. M.Arch. B.A.  
Sustainability Planner, Dartmouth, Nova Scotia

## **Media Appendix**

### **LCBO should consider plastic bag ban: McGuinty**

Last Updated: Wednesday, April 9, 2008 | 11:03 AM ET

#### **The Canadian Press**

Ontario should seriously consider following an example set by Nova Scotia and ban the province's liquor stores from handing out plastic bags that environmental activists are calling some of the worst in circulation, Premier Dalton McGuinty said Wednesday.

As Nova Scotia's liquor stores vow to phase out plastic bags by this fall, environmentalists say it's the least Ontario's provincially owned liquor stores could do to set an example for other retailers and keep plastic "environmental disasters" from ending up in landfills.

"I think we should give that some real consideration," McGuinty said Wednesday, adding that the Liquor Control Board of Ontario (LCBO) is already trying to be more environmentally responsible with its bottle-return program.

"We're proud of the leadership that the LCBO has shown and working with us in terms of our bottle-return policy. I believe they do issue some kind of canvas bags at this point in time. It's something that obviously we should take a look at."

Nova Scotia's liquor stores are aggressively phasing out plastic bags by this fall, offering customers free cloth bags if they buy three bottles of wine this month. In the meantime, the liquor stores say they will issue bags made from 40 per cent recycled material.

The Manitoba government also announced in March that it had stopped replacing its liquor stores' supplies of plastic bags, leaving customers with a choice of paper or reuseable polypropylene bags.

If Ontario is serious about keeping plastic bags out of landfills, critics and environmentalists say it would make the LCBO a role model for other Ontario retailers.

Environment Minister John Gerretsen said all government departments and agencies should set a good example when it comes to the environment. The province will be "pushing forward" with ways to help people stop using so many plastic bags, he said.

"Whatever we can do to improve the environment and to increase recycling, is what we should be striving towards," Gerretsen said. "As time goes along, you'll see more and more programs."

Ontario has introduced a voluntary plan to eliminate one billion bags from circulation by 2012 by asking retailers to train staff to double-bag less often and to offer alternatives such as paper bags and reusable cloth carriers.

But Rick Smith, executive director of Environmental Defence, said Ontario needs to wage a much more aggressive war on plastic bags. The LCBO — with its thick, glossy plastic bags that are often handed out together with paper bags — is one of the worst offenders, he added.

"They're horrendous," Smith said. "I'm quite certain that one million years from now, future archeologists will be digging through garbage heaps in southern Ontario and still be finding LCBO plastic bags."

The LCBO is a government agency that is incredibly lucrative, devoted to serving the public and has "pretensions to greenness," Smith said.

"If the LCBO refuses to do this, no retailer is going to do this," he said.

**Source:** <http://www.cbc.ca/canada/toronto/story/2008/04/09/plastic-bags.html>

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### LCBO banning plastic bags

May 27, 2008 04:30 AM

Kerry Gillespie

Queen's Park Bureau

"Paper or plastic?" will no longer be a question at Ontario's liquor stores. The Liquor Control Board of Ontario will announce today that it won't hand out plastic shopping bags once it exhausts existing supplies, the Star has learned. Some stores have already run out.

Customers are being encouraged to bring their own bags or buy a reusable bag. Stores will still provide paper bags or cardboard boxes.



The LCBO's bags, thicker than grocery-store style plastic, have both been praised for being reusable many times over and criticized for using too much plastic.

The LCBO hands out 80 million bags a year — a fraction of the some 3.5 billion the industry estimates are used in the province every year — but the government hopes the move will have a domino effect.

"We try as a government to demonstrate the kind of behaviours that we want others to emulate," Public Infrastructure Minister David Caplan, who is responsible for the LCBO, said in an interview.

## Summit Magazine - Leadership Award for Green Procurement

"Here, with a government agency taking this bold step, we're certainly laying down a challenge for other retailers to take similar kinds of steps."

Ontario liquor stores are the first to implement a bag ban, but the inspiration comes from Nova Scotia – Canada's leader on recycling.

Last month, Nova Scotia announced its liquor stores would stop handing out plastic bags this fall and Premier Dalton McGuinty said it was something Ontario should think about.

The LCBO, which had planned to cut in half the number of plastic shopping bags by 2012, decided to dramatically accelerate those plans, Caplan said.

"The premier indicated that Ontario should be open to this and the LCBO took that very much to heart," Caplan said, referring to McGuinty's praise of Nova Scotia.

Caplan, who uses a cloth bag for his occasional LCBO purchases, said he wasn't concerned there'd be a backlash from consumers over the lack of warning.

"Consumers are ready for this and have been asking for and looking for alternative packaging," he said.

Liquor stores in Quebec are phasing out both paper and plastic bags and will only be using reusable biodegradable bags by the end of the year.

With a staggeringly high number of plastic bags used every day, organizations and jurisdictions around the world are grappling with what to do about it.

Plastic shopping bags, on average, are used for only 20 minutes and take nearly 400 years to break down, according to Environment Canada.

Last year, Ontario introduced a voluntary, industry-led program to cut in half the number of plastic shopping bags used in Ontario by 2012.

At the time, the government said if the voluntary program wasn't successful, the province could force the issue with mandatory per-bag charges or outright bans.

When asked yesterday whether all retailers in Ontario should stop using plastic bags, McGuinty responded:

"I would encourage all retailers to find ways to move away from plastic bags or reuse plastic bags or better inform shoppers about the alternatives that are available."

Last year, the tiny town of Leaf Rapids, Man. – with a population of just 539 – made history when it became the first North American municipality to ban single-use plastic bags.

This year, China announced a national ban on shops giving out free plastic beginning in June and an outright ban on ultra-thin plastic bags.

The LCBO has taken steps recently to improve its environmental image, such as switching to a new bag with 20 per cent less plastic and encouraging customers to forgo plastic by offering cloth bags for purchase.

They've also pushed Tetra Paks, which the government says are green because they're lightweight and easier to transport, but others say are an environmental disaster because they're very difficult to recycle.

Source: <http://www.thestar.com/News/Ontario/article/431343>

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## **BRING YOUR OWN BAG TO THE LCBO**

May 27, 2008 14:52 ET

*McGuinty Government Supports LCBO Phase-Out Of Plastic Bags*

The LCBO is phasing out its plastic shopping bags as part of its ongoing efforts to become a greener organization.

Existing supplies of plastic bags will run out this summer. The switch to more environmentally friendly alternatives is expected to eliminate approximately 80 million plastic bags a year from landfill.

LCBO customers are being encouraged to bring their own reusable bags. Customers who forget to bring their own bags can:

- request LCBO paper bags or cardboard boxes
- purchase inexpensive LCBO reusable bags that hold four or six containers

Later this summer, the LCBO will be offering a new, reusable bag, suitable for larger items such as six-packs of beer. This new bag will sell for \$0.95.

### QUOTES

"The LCBO knows its customers want to reduce their impact on the environment'," said David Caplan, Minister of Public Infrastructure Renewal and minister responsible for the LCBO. "Encouraging reuse and reduction of bags is LCBO's latest way to respond to consumer values while showing its continued commitment to social responsibility and a greener Ontario."

"Congratulations to the LCBO for its environmental leadership," said John Gerretsen, Minister of the Environment. "Reducing the number of plastic bags that are produced and the number that end up in landfills is a priority for our government. I'm delighted that LCBO is taking this step."

"Our customers want to help the environment," said LCBO President and CEO Bob Peter. "We're going to make it as easy as possible for them to make a positive

difference by encouraging them to bring reusable bags when they shop at the LCBO. We are asking our customers to join with us to make bringing a reusable bag the first choice."

"Congratulations to the LCBO for taking this initiative," said Jo-Anne St. Godard, Executive Director of the Recycling Council of Ontario. "Eliminating plastic shopping bags demonstrates LCBO's commitment to preserving resources and reducing waste".

"Having worked with retailers on progressing environmental challenges for a decade, we know this commitment is a major step for LCBO and its customers," said Ersilia Serafini, Executive Director, Clean Air Foundation. "This kind of leadership will inspire others to look more closely at the issue and LCBO should be congratulated for paving the way."

#### QUICK FACTS

- Plastic bags can be returned to The Beer Store for recycling as part of the "Bag It Back" program.
- Over the past six months, the LCBO has reduced its use of plastic in-store by more than 30 per cent.
- Shopping with a reusable bag is the most environmentally-friendly option.

#### LEARN MORE

Find out how [Bag it back](#) is helping to green Ontario.

Learn about other LCBO [environmental initiatives](#).

Learn more about what Ontario is doing to [Go Green](#).

- 30 -

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Anne Dunderdale, Media Relations Co-ordinator, 416-325-1810  
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John Karapita, Minister's Office, 416-314-6736  
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LCBO

**Source:** [http://www.lcbo.com/lcbo-ear/media\\_releases/content?content\\_id=933](http://www.lcbo.com/lcbo-ear/media_releases/content?content_id=933)



June 30, 2008

To Whom It May Concern,

As the NSLC Manager for Procurement & Tendering, I have taken on the initiative to engage our procurement process with green alternatives. The launch of our new recycled plastic bags and re-usable bags was the first step in that direction. In October 2008 there will be new large 100% recycled content post consumer paper bag available to our consumer as a packaging option.

In addition to our plastic bag elimination initiative, I am in the midst of changing our operating supplies, such as office and cleaning products, to green alternatives for both retail and administration. As well, we are considering other bag sizes to accommodate the needs of our retail customers.

It is my intention to continue researching our options and procuring environmentally friendly products to make the NSLC a greener place. As a result of implementing these new green alternatives, we hope to significantly reduce our overall carbon footprint.

Should you have any questions regarding our ongoing environmental initiatives, please feel free to contact me through the media below.

Sincerely,

A handwritten signature in blue ink that reads 'Diane McInnis'.

Diane McInnis  
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