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Halifax Regional Council  
May 7, 2002

**TO:** Mayor Kelly and Members of Halifax Regional Council

**SUBMITTED BY:**   
Brian T. Smith, Director of Solid Waste Resources

**DATE:** April 24, 2002

**SUBJECT:** Tim Hortons Anti-Litter Campaign

### INFORMATION REPORT

#### ORIGIN

Enclosed is a copy of the April 22, 2002 media release from Tim Hortons concerning their Province-wide Anti-Litter Campaign

#### BACKGROUND

This campaign is a form of Extended Producers Responsibility (EPR) that should be encouraged for all businesses generating solid waste and litter. Tim Hortons have the facilities, staff and advertising opportunities to make a positive contribution to litter reduction efforts. While HRM has been working with local Tim Hortons for years on special events, cleanups and source separation, this new campaign appears to have strong support from the Head Office in Oakville Ontario.

**DISCUSSION**

A survey completed for Nova Scotia Department of Environment and Labour in 2001, determined that 22% of litter along the roadways in Nova Scotia was from Tim Hortons, followed closely by other members of the fast food industry. This anti-litter initiative by Tim Hortons compliments HRM's Spring Cleanup Campaign, and the Capital District Task Force initiative. Hopefully, the leadership demonstrated by Tim Hortons will encourage other fast food companies to make a similar commitment to reduce litter in HRM and in other Nova Scotia communities.

On the same day as the Nova Scotia Anti-Litter Campaign was announced, there was a related announcement for a Coffee Cup Recycling Program through the solid waste corporation in Moncton. We have asked Tim Hortons to keep us informed of the progress of this new initiative in New Brunswick, which at this time is exclusive to the Westmorland -Albert Solid Waste Corporation.

**ATTACHMENTS**

Tim Hortons news release

Additional copies of this report, and information on its status, can be obtained by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by: Brian T. Smith, Director of Solid Waste Resources



## TIM HORTONS TO TACKLE LITTER IN NOVA SCOTIA Major Anti-litter Campaign and Community Clean-up Programs Announced

For immediate release: April 22, 2002: Halifax, N.S.: Tim Hortons today announced it is mounting a major Province-wide Anti-Litter Campaign that will urge consumers to stop littering. Instore and drive-thru signage, an extensive radio campaign, plus province-wide community clean-up programs scheduled for May 25<sup>th</sup> will highlight the extensive litter educational and awareness campaign which was developed in conjunction with Nova Scotia Environment and Labour.

“Our Tim Hortons Store Owners have enthusiastically embraced this anti-litter program for each of their communities”, said Rob Forbes, Tim Hortons’ Senior Manager, Regional Marketing for Atlantic Canada. “We have conducted extensive consumer research to try to understand the litter problem and how to solve it, and believe our anti-litter programs will lead the way in making people stop and think before they litter”, he added.

The RRFB and Nova Scotia Environment and Labour have both endorsed the Tim Hortons programs, and have been involved with the chain as it developed the overall campaign. The Tim Hortons programs will run in tandem with the RRFB and Nova Scotia Environment programs already in place.

“Nova Scotia Environment and Labour is a world leader in solid waste reduction, a position we have achieved through co-operation with the private sector”, states The Honourable David Morse, Minister of Environment and Labour. “I applaud this new effort Tim Hortons is taking to reduce litter. They obviously recognize their obligations to their environment and their communities, and it’s great they have stepped forward to do their part”, he continues.

“Nova Scotia Environment staff have provided great support to us throughout the development process for the anti-litter and clean-up campaigns”, said Forbes. “We look forward to continuing our collaboration as we monitor and assess the various programs throughout the Province”, he stated.

The anti-litter campaign will revolve around the question "What if everyone picked up just one piece of litter?", with signage being prominently displayed on posters inside Tim Hortons stores and at the drive-thrus throughout Atlantic Canada. An accompanying radio campaign for all of Atlantic Canada will bring the message to top of mind for consumers throughout the entire region. Store staff will participate in a challenge to keep the Tim Hortons properties and surrounding areas cleared of litter and garbage.

In addition, Nova Scotia Tim Hortons store owners have co-ordinated community clean-ups right across the Province, to be done in conjunction with schools, clubs and various organizations. Tim Hortons store owners will be supplying garbage bags, gloves, prizes, incentives and product for volunteers. May 25<sup>th</sup> has been designated as the clean-up day in most areas of the Province, with a few areas scheduling similar programs into the summer.

Further anti-litter programs will be announced by Tim Hortons throughout the summer and fall as an ongoing means of keeping the issue front and centre in the minds of all Nova Scotians.

Founded in 1964 by NHL hockey great Tim Horton and Tatagamouche native Ron Joyce, Tim Hortons is Canada's largest national chain, specializing in coffee and fresh baked goods. The chain presently has 176 stores in Nova Scotia, owned and operated by independent franchisees. The stores employ over 6,000 staff in the Province. Dedicated to quality, service and value, the Tim Hortons Store Owners are involved in local sponsorships and events, including minor sports sponsorships through their "Timbit Leagues".

The Tim Horton Children's Camp located at Tatamagouche was the second children's camp for monetarily underprivileged children built by the Tim Horton Children's Foundation. The Foundation, which now operates six camps, is funded primarily by the Tim Hortons Store Owners across Canada and the U.S.A. Camp Day, which is now celebrated annually across the chain, was begun in 1986 by the Atlantic Canada Tim Hortons owners, and has become the single largest fundraiser for the Foundation. All coffee sales for the 24-hour period during Camp Day are donated by the Store Owners to the Foundation, in addition to the generous contributions given by staff and customers. This year's Camp Day will take place on Wednesday May 15<sup>th</sup>.

For further details, contact:

Rob Forbes,  
Senior Manager, Regional Marketing,  
Tim Hortons, Debert Office:  
(902) 662-2522

OR

Patti Jameson,  
Vice-President, Corporate Communications,  
Tim Hortons, Oakville Head Office:  
(905) 339-6198 or (905) 516-2596