

Geoff Love

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Love Environment

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PROFILE

Environmental Recruiter, Entrepreneur, Business and Project Manager with 40 years' experience advancing sustainability policies, programs and practices across Canada. A strategic thinker with a bias towards getting things done and a collaborative leader with disciplined tactical, organizational and financial management skills. An established record of achievement growing environmental businesses and non-governmental organizations. Passionate about social and environmental causes and opportunities. Geoff is currently primarily focused on recruiting senior, technical and communications talent for businesses and organizations in the ever-expanding environmental field across Canada, with a primary focus on zero waste and climate change careers.

KNOWLEDGE AREAS

Extended Producer Responsibility
Business & Strategic Planning
Policy Analysis and Development
Business/Non-profit Start-ups and Management

Environmental Recruitment
Zero Waste/Circular Economy
Climate Change
Project Management

PROFESSIONAL EXPERIENCE

Love Environment, 2008-Present

The environmental consulting firm Love Environment Inc. was established over 15 years ago to work in three main areas:

- Environmental recruitment - e.g., Waste Diversion Ontario, Progressive Waste Solutions, Canadian Plastics Industry Association, Ontario Waste Management Association, Electronic Product Stewardship Canada, e-Tracks & Emterra Inc. (in collaboration with HRlogic Inc. from 2008-2015); Resource Recovery and Productivity Authority, Recycle BC, Reclay Stewards Edge, Toronto Atmospheric Fund, Paper and Paper Board Packaging Environmental Council, Reverse Logistics Group and Circular Materials Ontario (independently as Love Environment Inc. since 2018)
- Zero waste/extended producer responsibility - e.g., City of Toronto, Metro Vancouver, York Region, Halton, Ottawa, Guelph, Recycle BC, CSSA, AMO, Stewardship Ontario, EPR Canada, Manitoba Conservation and Climate, Washington State, Cleanfarms, Municipal Association of Alberta, Seattle & Kings County Washington, Continuous Improvement Fund, Canadian Council of Ministers of the Environment
- Climate change - e.g., Ontario Power Authority, BC Ferries, Energy Council of Canada "Actions by Canadians" Program, BC Ministry of the Environment and Climate Change Strategy, Automotive Recyclers of Canada, Environment and Climate Change Canada, Natural Resources Canada

Stewardship Ontario/Corporations Sharing Responsibility 2002-2008

Helped establish and prepared 5-year business plan for Stewardship Ontario, Canada's first industry funding organization for printed paper and packaging. Created and managed the \$25 million Effectiveness and Efficiency Fund. Key projects included: a \$1.3 million assessment to identify/support best practices in residential recycling; \$3 million TV, web and print campaign to support higher blue box waste diversion; and overseeing investments of \$2.7 million in optical sorting technologies for plastics and paper.

Enviros-RIS 1998-2002

Served as President of RIS-Enviros Canada after Geoff and his partners sold the firm to a UK green venture capital firm to better access the environmental services market in Europe. Led the expansion of the Montage energy management software from the UK into North America.

Resource Integration Systems 1985-1997

Various progressively responsible consulting positions leading to full partnership. RIS was one of the creators of the world famous Blue Box recycling program that won a UN environmental award of merit. Geoff also helped start Toronto's first weatherization services and the Conservation Store.

EDUCATION

- Masters Environmental Studies, York University (1984)
- Bachelor of Social Work, Atkinson College and Honors BA (1981) Philosophy, Glendon College (1975)

Selected Extended Producer Responsibility, Zero Waste and Circular Economy Projects (in chronological order)

- Throughout 2022, Love Environment was the lead for the **Automotive Recyclers of Canada** (with funding provided by **Natural Resources Canada**) in the development of a Roadmap and Implementation Plan for the Management of End-of-Life Electric Vehicles (EVs) in Canada. The final report describes the imminent increase in EVs across Canada, the key challenges regarding the recycling of this new technology and detailed auto recycler training and RD&D needs to safely manage this new waste and potential resource stream over the next 5 years.
- In 2021-22, for the association of **Automotive Recyclers of Canada** (with funding provided by **Environment and Climate Change Canada**) Love Environment was a key collaborator with Kelleher Environmental in the development of a Roadmap to Increase the Recycling of Auto Plastics from End-of-Life Vehicles in Canada. The project included detailed field research, the identification of the key barriers and an outline of 6 specific Research, Demonstration and Development Projects and Program Recommendations as a Roadmap towards zero auto plastic waste by 2030.
- Throughout 2021, Love Environment (in collaboration with Kelleher Environmental) was part of the Dillon Consulting team for **Manitoba Conservation and Climate** that conducted a comprehensive review of current Manitoba waste, recycling and producer responsibility programs and legislation. The project included detailed interviews with existing Producer Responsibility Organizations (PROs) and other stakeholders across the province to identify best practices for regulatory changes and improvement.
- Late in the summer of 2020, Love Environment was retained by **Cleanfarms**, one of Canada's most notable national voluntary stewardship programs for farm waste materials, to assist the organization to both establish a new senior, board level Sustainable Packaging Committee and to develop a short, medium and long term workplan to help address member companies' most challenging and highest priority packaging and product waste issues. The plan being developed is to be approved by the Board of Directors during the first quarter of 2021. Love is also advising Cleanfarms on a collaborative plan and consultative process to begin to address the challenge of Abandoned and Lost or Otherwise Discarded Fishing Gear (ALDFG) in Atlantic Canada, with an initial focus on the province of Nova Scotia.
- Throughout the winter of 2020 and continuing into the summer, Love Environment has been engaged on project with Kelleher Environmental (as a sub-contractor to Eunomia and Cascadia) in a comprehensive Plastic Packaging Management Study for **Washington State**. Love Environment's primary role was to provide support in conducting a review of technologies and innovations (primarily in the US) able to operate at a commercial scale to manage and process (mechanically and chemically) different types of plastics for recycling. Love's support also included an analysis of the evolution of Extended Producer Responsibility Programs for Packaging and Paper Products (including plastics) in Ontario and British Columbia and advice on how an EPR policy framework could be implemented across Washington state.

- During the spring and summer of 2020, Love Environment played a senior advisory role (to EcoCompass and Green Earth Strategy) on a project for the **Continuous Improvement Fund (CIF)** and the Regional Public Works Commissioners of Ontario. The goals of the study were to assess changing municipal powers dealing with solid waste under the new Individual Producer Responsibility (IPR) framework for Blue Box materials in Ontario, to describe in detail future potential Blue Box collection scenarios and their impacts on municipal services and examine key municipal enforcement strategies to smooth the transition to IPR in Ontario. The report also provides guidance and recommendations to Ontario municipalities regarding key issues to be addressed in the draft Blue Box Transition Regulations expected to be available for public and stakeholder consultations this fall.
- During the first quarter of 2020, the Love /Kelleher project team were engaged by **Environment and Climate Change Canada** to carry out a research project on Clean Technology Options and Waste Management Alternatives for Plastic Waste in Northern and Remote Communities across Canada. The final report estimated plastic quantities generated in remote and northern communities, recommended criteria (including local capacity and technology scale) for selecting applications for possible demonstration projects, identified the 15 most promising appropriate technologies and made specific recommendations regarding three targeted demonstration project opportunities.
- During the first quarter of 2019, Love Environment was a sub-contractor to Kelleher Environmental on a Plastics Technology Study for **Environment and Climate Change Canada (ECCC)**. The final Report was a Plastics Cleantech Primer and Inventory that described the current state of innovative technologies to manage waste plastics to re-introduce them into the emerging circular economy. The report included a profile 80 of the leading Canadian and US plastics recycling companies in the field. The report also included a summary of the key challenges to increase plastics recycling in Canada and recommendations regarding strategic solutions to address the identified challenges.
- In the fall of 2019 (and extending throughout 2020 and into 2021) Love Environment was on separate sub-contracts (through MM Dillon and HDR respectively) for the cities of **Guelph and Ottawa** for the preparation of each city's long term solid waste management plans. Love Environment was primarily responsible for reviewing federal and provincial solid waste policies, programs and legislation with a focus on extended producer responsibility program changes under the new Individual Producer Responsibility framework in Ontario and for recommendations regarding the rapidly developing issue of how to better manage post-consumer plastics in general and single-use plastics in particular (including options for targeted bans, fees and other potential restrictions). The city of Guelph recently approved a single use plastics strategy based on best practices applied from lessons learned in other leading municipalities primarily across Canada.
- Love Environment was a sub-contractor (separately) to Eunomia (based in New York) and Cascadia (based in Washington State) throughout the summer and fall of 2019 to support the development of business cases respectively for **CSSA and the Municipal Association of Alberta and for Kings County and the city of Seattle Washington** for Extended Producer Responsibility for Packaging and Paper Products. Until recently, Alberta was the largest remaining province in Canada without EPR for PPP; Washington state is positioning itself as potentially the first early adopter of EPR for PPP in the US. Both jurisdictions continue to assess their options.
- In early 2019, Love Environment was retained as the Project Manager for a study of "Product and Services Gap Analysis of Extended Producer Responsibility in British Columbia" for the **BC Ministry of Environment and Climate Change and Metro Vancouver**. Geoff led a six-member international consulting team including Maria Kelleher, Andrew Pollock and two senior consultants from Eunomia. The project included detailed interviews with local and regional municipalities, producers and BC Producer Responsibility Organizations to help identify gaps and new EPR program opportunities in seven major product areas - plastics, textiles, tires, WEEE, HHW (including mercury containing lamps), packaging and CRD waste. The research included a detailed analysis of

best practice EPR program performance across Canada and in selected US states and EU countries. The final report was submitted in March 2019.

- Love Environment was retained in early 2018 by the **City of Ottawa** to provide: a detailed scan of Canadian municipal waste diversion best practices (and their potential applicability to Ottawa); a Strategy and Business Case regarding the transition options for Ottawa's blue box recycling program to full producer responsibility; and support to the city in on-going issues and potential program changes related to the Waste Free Ontario Act.
- Love Environment was a sub-contractor to Kelleher Environmental (summer 2018) assisting the **City of Toronto** to develop a set of waste management key performance indicators for its waste diversion programs that are better suited "circular economy" thinking. The research for this project involved interviewing global leaders in Canada, the US, Asia and Europe regarding best practice waste diversion and circular economy planning and measurement.
- Through the spring and summer of 2017, Love Environment was the project lead on a 2-part study for the **Association of Municipalities of Ontario**. Phase 1 was a comprehensive scan of 10 EPR PPP programs (7 in Europe and 3 in Canada) to determine how waste reduction, reuse, recycling and recovery targets are designed, implemented and overseen. Phase 2 recommended to AMO/M3RC five required PPP targets issues: material specific targets; multi-family targets; reduction, reuse & recovery targets; ICI targets and data & reporting needs.
- In a multi-year project for **Halton Region** starting 2017, Love Environment is part of the Dillon project team to prepare the Region's new 30-year Waste Management Strategy. Love Environment is mainly responsible for: advising on the implications of the Waste Free Ontario Act on the Region's plans and services; reviewing and recommending waste diversion measures to help extend the Region's landfill capacity and advising on key performance measures suited to the region and province's circular economy plans.
- Through the first half of 2017, Love Environment served as a sub-contractor to Morrison Hershfield for a Repositioning Review project for **Metro Vancouver's** Depot, Transfer, and Landfill Operations. Love Environment's two main responsibilities were: first to assess the potential impacts on city waste diversion operations from anticipated changes in residential solid waste received at city facilities (e.g. less ONP and glass; more plastics and composites) - i.e. the impact of the "evolving tonne". The second focus area was an assessment of current provincially mandated EPR programs, including recommendations for increasing their local waste diversion potential and performance.
- Throughout 2017, Love Environment was a sub-contractor to SLR Inc. to analyze Zero Waste policy and program options to help achieve **Oxford County's** long-term goal of Zero Waste and to support the County's move towards a "circular economy". The report identified 5 key "action areas" and twelve specific "zero waste actions". Oxford's ambitious Zero waste target is a companion plan to their commitment to achieve 100% renewable energy by 2050.
- Through the spring and summer of 2016, Love Environment and Kelleher Environmental worked through two separate contracts with **Waste Diversion Ontario** assessing the implications of the new Waste-Free Ontario Act (Bill151) on the province's future waste diversion programs (i.e., printed paper and packaging, household hazardous waste, waste electronics and tires). The project included a detailed analysis of both the Resource Recovery and Circular Economy Act and the Waste Diversion Transition Act and an initial assessment of possible Individual Producer Responsibility program options for the province.
- Love Environment was a sub-contractor to HRD and Kelleher Environmental from 2012 into 2016 for the development of a long-range (25 year) waste management plans for the **City of Toronto and Region of York**. Love was responsible for working with Kelleher on future waste projections, waste diversion and the extended producer responsibility and Zero waste components of these long-range plans.

- In 2016, in collaboration with Giroux Environmental (project lead) and Robins Environmental, Love Environment was part of the team reporting to **CCME's Waste Management Task Group** to prepare a benchmarking study on consistencies and inconsistencies among Canadian EPR and product stewardship program for Canada Action Plan on EPR Phase1 materials (i.e., including packaging, e-waste, MHSW, tires and other automotive products).
- Love Environment was retained throughout 2013 & 14 - as part of the Gies & Associates BC Project Team - to design and implement the first 100% producer responsibility program for printed paper and packaging prepared for **Multi-Material British Columbia (MMBC) and Canadian Stewardship Services Alliance (CSSA)**. The plan was approved by the BC government in April 2013 and the same team worked throughout the next 18 months for CSSA to help launch the new program in May 2014. Geoff's work on the project was completed with his hiring MMBC's Director of Operations in September 2014. The newly named PRO for PPP in BC - Recycle BC - received approval for its next 5 year plan in July 2019.
- For 2 years, Love Environment served as a technical and strategic consultant to Waste Diversion Ontario's (WDO) \$42 million **Continuous Improvement Fund (CIF)** helping to implement recycling best practices in Ontario municipalities. This led to investments in two plastics recycling projects and the development of a \$4.5 million grant for a state of the art regional recycling facility in Southwestern Ontario.
- Created and served as the Manager for **Stewardship Ontario's** \$25 million Recycling Effectiveness and Efficiency Fund. Oversaw the development and completion of 75 technical and policy-related recycling innovation and best practice projects with municipalities across Ontario.
- Love Environment was a Co-Founder of **Extended Producer Responsibility (EPR) Canada**, a not-for-profit association, that issued report cards every 2 years on the performance of government EPR policies and programs across Canada. The fifth and final report card was issued in the fall of 2017.