

For immediate release

## Ville de Montréal unveils prototype for city's new recycling tool

**Montréal, September 17, 2008** – Alan DeSousa, Member of the Executive Committee Responsible for Sustainable Development, Economic Development and Montréal 2025, has proudly unveiled the prototype for Montréal's new *bac-sac* recycling tool. The initial concept for the collection tool had been selected following a design competition launched by the Ville de Montréal. The *bac-sac* provides a solution adapted to the challenges encountered on the 36% of the agglomeration territory where the type of housing precludes use of caster-equipped bins: i.e., multiple-dwelling buildings with eight or fewer units.

"The prototype we see here is the result of diligent work by the Montréal firm Claude Mauffette design industriel along with the representatives of the Ville de Montréal's Direction de l'Environnement et du Développement durable, whom I congratulate for their creativity and drive in completing this innovative project that will help better meet the needs of Montrealers," Mr. DeSousa said. "Our administration is convinced that design has structure-enhancing potential for improving our citizens' quality of life along with their living environment. This project is a tangible illustration for citizens of the impact of Montréal's designation in 2006 as a UNESCO City of Design. It is also in keeping with the city's firm commitment, made during the *Montréal, Cultural Metropolis, Rendez-vous November 2007* event, to supporting design innovation and Montréal-based designers."

The new 70-litre *bac-sac* offers considerable advantages over the current green bins, in terms of its ergonomics (it is easy for both citizens and collectors to use), capacity, wind resistance and lightweight design. The tool is easy to close, which will help keep streets and sidewalks cleaner. It also makes life easier for citizens, because they will no longer need to separate recyclable materials and put them into compartments for either glass/plastic/metal or paper. Now, materials can simply be placed unsorted in the *bac-sac*. Several thousand copies of the prototype will be produced and tested as part of a pilot project in selected boroughs beginning this winter, to see how they hold up under the more rigorous weather conditions.

"The draft *Plan directeur de gestion des matières résiduelles de l'agglomération de Montréal*, tabled by the Ville de Montréal this past April, calls for a number of concrete actions aimed at increasing reduction at source, re-use, recycling and reclamation of waste materials," Mr. DeSousa continued. "The implementation of this new collection tool is an additional step toward reaching our objective of recovering and reclaiming 60% of waste materials, as provided for in the *Politique québécoise de gestion des matières résiduelles 1998-2008*. When it comes to the environment, every action counts, no matter how small, and it will make the difference in achieving the outcomes we have set for ourselves. I therefore urge all citizens to step up and meet the recycling challenge, by adopting this new collection tool and doing their part in the community effort that will lead us to a cleaner and more beautiful city."

Several technical studies were conducted to arrive at the final prototype, including a wind-tunnel study to measure improvements in reducing the amount of materials carried away by the wind, compared to the green-bin design. A study of resistance to impacts in sub-zero temperatures was also conducted. The field-testing pilot project will confirm whether the *bac-sac* perfectly meets requirements and is ready for wider-scale implementation. The new tool is slated for distribution sometime in 2009 to those citizens requiring it.

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