



Strategic Plan

2024-2028



Matthew T. McKenna, CIM
Chair
IWMC Board of Directors

Island Residents and IWMC Stakeholders,

As Chair of Island Waste Management Corporation (IWMC) I'm pleased to present our Strategic Plan for 2024-2028.

This document is more than just a set of goals and objectives; it's our North Star, illuminating the path forward as we continue our unwavering commitment to nurturing and preserving our beloved Island for both present and future generations.

For more than two decades, Prince Edward Island has been a proud Canadian leader in waste management, a testament to the dedication and steadfast commitment of Islanders to sorting at source. In the past year, IWMC undertook a comprehensive strategic planning process, engaging residents, stakeholders, IWMC staff and board directors. Through this initiative, we gleaned invaluable insights into Islanders' perspectives on the past, present, and future of waste management services in Prince Edward Island.

I extend a sincere thank you to each of you who have generously shared your ideas and experiences throughout this process. Your active engagement and valuable feedback have played a pivotal role in shaping the development of this strategic plan.

We will continue to serve the residents of our Island in a financially responsible manner while providing outstanding service and cultivating a workplace that is both healthy and productive for our dedicated staff.

Matthew McKenna

Vision Statement

To be the Canadian leader in public sector solid waste management.

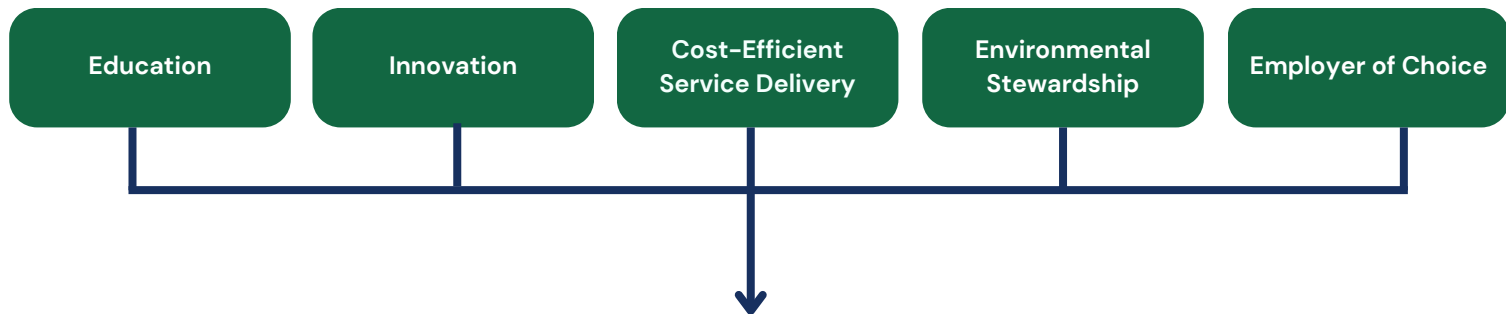
Mission Statement

To manage solid waste in a financially responsible manner that protects the environment, is constantly improving, and enjoys broad public participation.



Themes

Through public consultation, as well as stakeholders/board members, five themes were identified to serve as the foundational elements to guide the Strategic Plan:



Values and Guiding Objectives

The themes were merged into a set of four guiding values that support the implementation of the Plan's vision through aligned objectives and priorities:



Engagement and Encouragement

Value Statement

Actively engage and communicate with the Island Residents.

Objective

Continue to educate and encourage residents and other stakeholders (including public and private sector) on the need and resulting benefits of following Waste Watch Program Guidelines.

Leading Priorities

- Continue to communicate current waste management initiatives, service changes and notable achievements to the public and stakeholders.
- Use various communication channels to promote participation in the Waste Watch Program including social media, IWMC website, Recycle Coach App, and local media outlets.
- Expand the number of communication materials translated into common languages to ensure accessibility to all Island residents and visitors.

Adapt and Innovate

Value Statement

Explore and adopt, where appropriate and feasible, new technologies and best practices of waste management.

Objective

Stay informed and continually search out technological and innovative practices that will improve processes.

Leading Priorities

- Continue to stay informed on innovative technologies and practices across the waste management industry that involve the prevention, re-use, recycling, recovery, collection and disposal of waste materials.
- Stay connected and informed through memberships and participation in solid waste management networks.

Value for Money

Value Statement

Provide a waste management program that is efficient and cost effective.

Objective #1

Establish a systematic framework for evaluating, monitoring and improving the delivery and efficiency of services.

Objective #2

Explore and evaluate service improvements and additions.

Leading Priorities

- Design Key Performance Indicators and Key Goal Indicators to target and evaluate whether key services are being delivered properly and efficiently.
- Assess, monitor and report on Key Performance Indicators on a regular basis.
- Continuously seek out opportunities to improve services and reduce costs.

Sustainability

Value Statement

Operate a comprehensive waste management program that supports environmental sustainability.

Objective #1

Continue to pursue opportunities that reduce the carbon footprint of IWMC operations.

Objective #2

Address waste contamination and litter through targeted campaigns and partnerships.

Objective #3

Plan for responsible waste disposal in response to emergency situations.

Leading Priorities

- Pursue activities and operations that increase diversion of waste.
- Create a successful campaign to educate the public about the importance of compliance with the Waste Watch Program.
- Develop a Disaster Management Plan(s) to prepare for future emergencies.