



GFL Selects AWARE as Community Partner to Enhance Environmental Sustainability in Whistler

Whistler, BC (October 25, 2024) – Green For Life Environmental (GFL) is proud to announce the Association for Whistler Area Residents for the Environment (AWARE) as its new Whistler Community Partner. This partnership marks a significant step towards enhancing environmental sustainability and climate resilience in the community.

The partnership with GFL will support AWARE to launch a new campaign with a particular focus on organics diversion as its initial priority. “We are thrilled at this partnership,” says Pegah Pourkarimi, AWARE Executive Director. “AWARE has collaborated with GFL over several years through our Zero Waste Heroes Program, which diverts thousands of kg of waste from events hosted throughout the corridor. This partnership aligns perfectly with our strategic goals of building a sustainable and climate-resilient community.”

Recent audits of landfill waste streams at Nesters and Function Junction waste depots reveal that compostable organics represent approximately 31% of Whistler’s residential landfill waste. “A simple step for communities that yield significant climate results is to stop landfill-produced methane from organics,” adds Pourkarimi. Methane is a potent greenhouse gas, 86 times more impactful than carbon dioxide over a 20-year span. Recognizing this, Canada has pledged to reduce methane emissions by 30% below 2020 levels by 2030.

The community’s 2021-2026 Zero Waste Action Plan aims for an 80% reduction in waste volume and weight from 2019 levels by 2030, along with diverting 95% of organic waste from landfills. “This is critical work, and it’s great to see it being furthered by this growing partnership in our community,” says Whistler Mayor Jack Crompton. “At the municipal level, our Big Moves Climate Action Strategy is broken down into many small steps. Enhancing education strategies around proper organics disposal in our community means we’ll hopefully see less compostable material in our landfills, which ultimately advances our community’s zero waste goals.”

A collaborative approach is vital for progress toward zero waste. “Businesses, individuals, and community organizations all play a crucial role in driving change,” says Denise Imbeau, General Manager of GFL. “We chose to partner with AWARE because of its community impact and commitment to preserving the environment. AWARE has a long history of exemplary community involvement and broad connections with both residents and businesses.”

With over three decades of experience, AWARE has delivered bold, evidence-based solutions to address the environmental challenges facing Whistler.

As a registered charity, community support is vital to amplify AWARE’s impact. Support AWARE’s work in Whistler: make a donation, become a volunteer, join its membership.



Association of
Whistler Area Residents
for the Environment

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About AWARE

The Association of Whistler Area Residents for the Environment (AWARE) has worked with the community for three decades to deliver bold, inspiring evidence-based solutions to the environmental issues that affect Whistler. AWARE is driven by a vision that community members are knowledgeable, engaged and empowered to preserve and enhance the natural environment on which we depend.

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