

Trying to be #LessSalty about winter

Toronto is a beautiful city, loaded with parks, rivers, wildlife, transit, nightlife, access to provincial parks and some of the top Canadian schools.



Along with growth and these attractions that make it one of the most livable city, we have started changing our expectation of how we should live in the city during the winter. We're making it more 'livable' in the winter, by clearing snow and ice trying to maintain spring and autumn conditions on our walkways and roads.

We are using road salt as a crutch to meet these expectations and it's having devastating effects on the environment, mainly fresh water.







We need to change how people see safety in cities. Away from sheets of salt to well shoveled and lightly dusted.



Road salt is a part of winter maintenance and likely will not go away, but we can cut down to what is **needed** and cut out what is **excessive**.

So what are we doing?



We worked together with the Lake Simcoe Region Conservation Authority and the Smart About Salt Council to convene the top stakeholders and users of road salt. A collaboration with the US Consulate General allowed us to bring in case study speakers from the US where legislative change has been made in the winter management industry to curb environmental impacts of road salt.

The forum brought out a strong call for **Ontario** to take action and protect our freshwater ecosystems, specifically those around the **Great Lakes**, from road salt contamination. The Ontario Road Salt Working Group was formed. Chaired by WWF-Canada, it brings in new players, and works with existing groups to create unified goals and best use resources to achieve those goals quicker.





Be #LessSalty



Where we are seeking:

A mandatory verified certification and training program for medium to large-scale road salt application in the private and public sector.
An insurance model that recognizes a verified road salt application certification, providing liability relief.
Environmental protection for freshwater ecosystem from chlorides.

The problem
is multilayered



Because we see this

We buy this



To avoid this

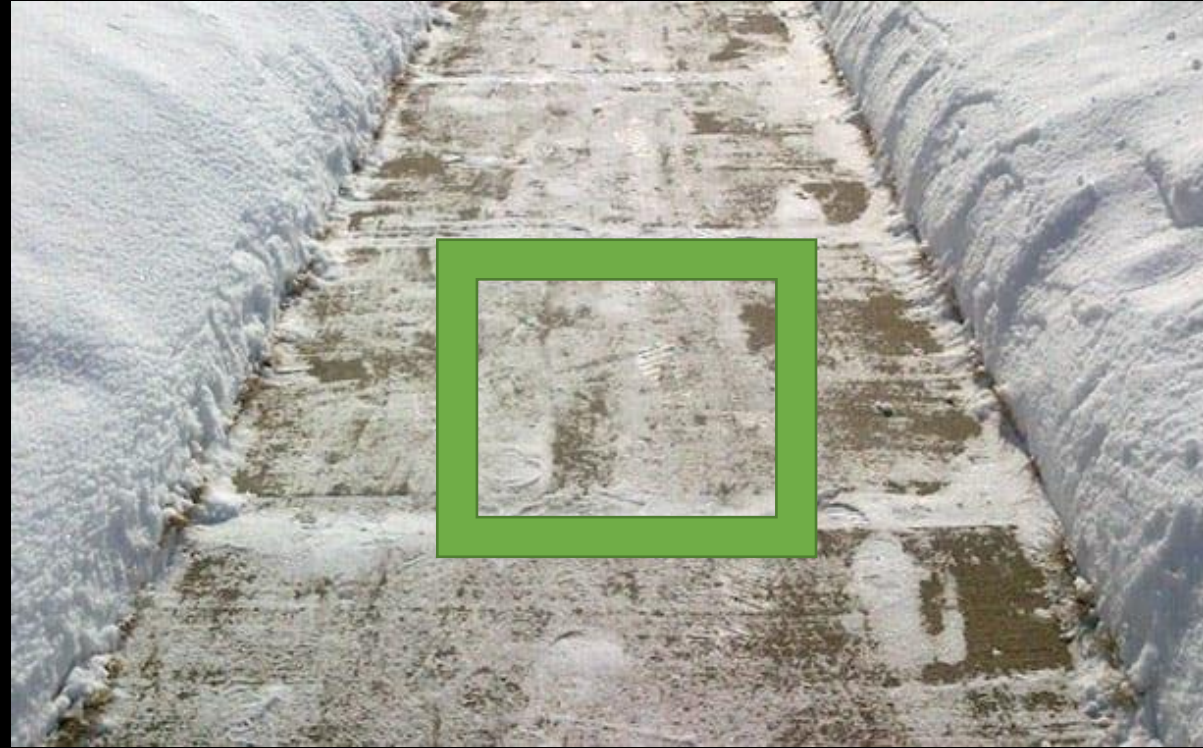


We hire this



Breaking this cycle is not easy, but getting top-down pressure to change how much is laid down and changing people's opinion of how much is enough (while still staying safe*) is what is needed.

The what



We need to change views of which one of these are safe for you & the environment

Where



The Great Lakes Basin is a priority due to the amount of salt being purchased and applied

When

insert clip art of a clock

Now

Why



Our species, ecosystems, and understanding of our impacts on the environment.

How



Demonstrating road salt reduction, using your voice as a consumer to ask for reductions where you see over application, raising public awareness and closing that knowledge gap on what happens to salt after you lay it on the ground.

Follow the # on [twitter](#) and social media this winter for education materials and the latest developments on this project.

[#LessSalty](#)

Thank you, merci

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