



PLASTICS, PACKAGING AND PRINTED PAPER WORKSHOP

Final Report

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TABLE OF CONTENTS

Introduction.....	3
1. Synopsis of Presentations from Unliver, SARCAN and Eco Entreprise Quebec and Comments from Participants	6
1.1 Synopsis of the presentations	6
1.2 Questions and Comments from Participants.....	10
2. New Brunswick and Atlantic Panel.....	15
2.1 Synopsis of Comments	15
2.2 Questions and comments from Participants	18
3. Stewardship Panel: Synopsis of Presentations and Comments from Participants	19
3.1 Synopsis of Presentations	19
3.2 Questions and Comments from Participants.....	21
4. Discussion Groups.....	25
Conclusion.....	27

INTRODUCTION

In 2015, Recycle NB, supported by the Environmental Trust Fund, began a provincial dialogue about a made-in-New Brunswick, industry-funded, extended producer responsibility (EPR) recycling program for household packaging and printed paper (PPP).

The PPP Dialogue is founded on the belief that the program's success will be the result of a management strategy that provides all stakeholders with a voice in the design of the program. Building on the work done since 2015, Recycle NB hosted a workshop on Plastics, Packaging and Printed Paper on October 16-17, 2019 in Fredericton. The primary audience was the local government sector from New Brunswick, which is composed of elected municipal leaders, municipal administrators, Regional Solid Wasted Commissions and Solid Waste Managers. Industry groups, First Nations, and colleagues from the other three Atlantic Provinces were also invited. Over one hundred people participated in the event.

From the very beginning, the PPP Dialogue has been a partnership with those who will be impacted by a PPP program in New Brunswick. In 2015, Phase I allowed Recycle NB to work with national experts to document other PPP programs in Canada and the effect such a program could have in New Brunswick and the other Atlantic Provinces. This included a study tour to British Columbia, as it had recently implemented such a program. Recycle NB hosted a provincial forum on Packaging and Printed Paper where more than 100 people representing all stakeholders participated.

Phase II of the dialogue occurred in 2016 - 17 and focused on identifying the pros and cons, or risks and benefits, of such a program from the perspective of various New Brunswick-based stakeholders. The findings were used to dive deeper into the issues. Phase III (2017 - 18) which included a literature search, a study tour to Saskatchewan to learn about their program, and a workshop to capture municipal perspectives on PPP.

In 2018 - 19, Recycle NB had a thorough look at how Quebec approaches recycling these products, and delved into funding formulas for municipalities and on ways to minimize the impact on small businesses.

Through its PPP Dialogue and numerous meetings with stakeholders, Recycle NB has worked in partnership with municipalities, Regional Service Commissions, solid waste managers, First Nations representatives, New Brunswick businesses, apartment owners, as well as community representatives and organizations, engaging all of them in a discussion on a packaging and printed paper recycling program.

Breakdown of participants:

60 Mayors, Councillors, Municipal Administrators, Regional Service Commission Representatives, Solid Waste Managers

21 Recycle NB and Department of the Environment and Local Government

7 Industry Representatives (CFIB, Retail Council of Canada, Encorp Atlantic, Electronic Products Stewardship, CCNB, Atlantic Dairy Council)

7 Keynote Speakers and Conference Resources

3 First Nations

3 Atlantic Provinces Representatives

3 Municipal Associations

The workshop on October 16 - 17, 2019 was the culmination of the Recycle NB PPP Dialogue. It was designed to bring together the knowledge acquired to date and pull together top national experts on PPP and EPR for a discussion with the local government sector and other stakeholders.

Recycle NB was delighted that the Honourable Jeff Carr, Minister of the Environment and Local Government, accepted its invitation to open the conference and stay for the first half-day. He situated PPP in the context of national commitments by Canadian Ministers of the Environment and national trends towards EPR. He also discussed how the public, especially younger New Brunswickers, are demanding action on plastics and the environment.

He indicated that an EPR program for PPP fits into one of the government's six priorities related to vibrant and sustainable communities. It is estimated that a well-designed PPP program could generate up to \$15 million for municipalities, thus shifting the burden for curbside collection and recycling from municipal taxpayers to industry (Framework and Implementation Plan for a Waste Packaging and Paper Stewardship Program across Atlantic Canada, Giroux Environmental Consulting, May 29, 2014).

One day after the workshop, on October 18, Minister Carr announced that an extended producer responsibility program for packaging and printed paper will be developed by the provincial government in collaboration with Recycle NB and stakeholders.

"New Brunswick will benefit from the implementation of this program because it increases recycling opportunities, diverts material from landfills, and puts the onus on large producers to reduce their packaging. Having vibrant and sustainable communities is one of our government's six key priority areas. Our environment and our communities will benefit from this program because it will lead to more recycling of a wider range of items."

- Honourable Jeff Carr, Minister of Environment and Local Government, October 18, 2018.

The agenda for the workshop, key messages, the biographies of the speakers, and frequently asked questions and answers about PPP are attached as Appendix A.

There were four components to the workshop and this report will provide an official record of what was discussed.

The first section will cover three presentations providing context on national and international trends in extended producer responsibility and the recycling of plastics, packaging and printed paper. This included the following presentations:

- Extended Producer Responsibility–Canadian and International Trends: John Coyne, Vice President, External Affairs & Sustainability Unilever Canada;
- Environmental, Economic and Social Benefits of recycling – A Saskatchewan Success Story: Sean Collins, Director of Collections, SARCAN;
- Extended Producer Responsibility: Building a Strong Recycling Industry and Achieving a Circular Economy: Maryse Vermette, CEO, Eco Entreprise Quebec.

Following these three context-setting presentations, a panel of New Brunswick and Atlantic stakeholders was invited to provide their perspectives on PPP. Each panel member was chosen because they represented a particular point of view in the broad dialogue on PPP. The panel members' remarks and the questions they generated will be presented in the second section of this report.

The panel prepared participants for the next part of the workshop which featured another panel. Two Canadian industry stewards, CSSA and ÉEQ, which manage the five Canadian PPP programs, were invited to talk about their operations. A synopsis of their presentations and the question period that followed it compose the third section of the conference and, consequently of this report.

Finally, participants were divided into discussion groups and challenged with one of the following three questions. Their comments are reported in the last section on the workshop.

Members of the New Brunswick and Atlantic Panel

- **Margot Cragg**, Executive Director, Union of New Brunswick Municipalities;
- **Don Fitzgerald**, Executive Director, Regional Service Commission 11;
- **Phillippe Cantin**, Senior Director, Sustainability, Innovation, and Circular Economy, Retail Council of Canada;
- **Danielle Charron**, Executive Director, Association of Municipal Administrators of New Brunswick;
- **Ashley Burke**, Multi-Materials Stewardship Board, Newfoundland;
- **Gerard Belliveau**, Executive Director, Regional Service Commission, South East.

ROUND TABLE QUESTIONS

*What advice do you have for government regarding the implementation of an extended producer responsibility recycling program for plastics, packaging and printed paper?
What next concrete steps should be taken?*

Which groups or sectors should the government involve in the development of an extended producer responsibility program for plastics, packaging and printed paper?

*What are the most important things regarding an extended producer responsibility program for plastics, packaging and printed paper that you learned at this workshop?
Do you have any remaining questions regarding the implementation of such a program?*

This report will conclude with a summary of observations on the entire event.

1. Synopsis of Presentations from Unilever, SARCAN and Eco Entreprise Quebec and Comments from Participants

1.1 Synopsis of the presentations.

The slides used during the presentations are available in Appendix 2; therefore, only a synopsis of the presentations will be provided. The comments generated from the presentations are most useful now that the province has moved into the implementation of a program.

EXTENDED PRODUCER RESPONSIBILITY–CANADIAN AND INTERNATIONAL TRENDS:

John Coyne, Vice President, External Affairs & Sustainability Unilever Canada

“Full producer responsibility has been recognized as one of the most effective mechanisms to improve recycling rates, reduce litter, and create the conditions to incentivize efficiency and reduce costs for end-of-life management of packaging and paper products.”

- John Coyne, Vice President, External Affairs & Sustainability, Unilever Canada



According to John Coyne, there is a global movement led by progressive industries to deal with the current crisis facing plastics and other PPP. Industry is taking a leadership role and is ahead of many governments because of consumer expectations.

The environmental and economic imperatives are clear. Eight million tonnes of plastics end up in our oceans and waterways each year. A full 95% of the plastic packaging produced ends up as waste and is lost to the economy. Unilever’s global commitments to the environment and recycling was showcased.

Internationally, governments are also moving forward, as is evidenced by the April 2018 EU Waste Framework Directive to increase the proportion of municipal waste to be recycled by 65% by 2035. This means that 75% of packaging must be recycled by 2030 and, accordingly, that all EU countries will have an EPR programs by then.

The G7 Ocean's Charter, signed by 21 countries, is also a positive concrete step. In Canada, our Action Plan for Zero plastic waste by 2021 and the commitment of the federal government to work with provinces to support the development of consistent EPR programs for these materials is also positive.

Having set the context internationally and nationally, Mr. Coyne then explained the role of the Canadian Stewardship Services Alliance and why it is relevant to New Brunswick's discussion on PPP.

Who is CSSA?

- Launched in 2013 with an aim to provide efficient administrative and management services that are common to all packaging stewardship programs in Canada
- CSSA is the largest compliance solution provider to approved EPR programs in North America.
- Manages 4 packaging and printed paper programs in Canada as well as municipal hazardous waste programs in Ontario
- Interface with more than 3000 companies in Canada who must report and pay fees to one or more approved stewardship plans
- Core competencies include data, analytics, procurement, and the mechanics of implementing and operating EPR programs.

Canadian Stewardship Services Alliance

Our first speaker concluded by reminding participants of the benefits of a circular economy based on solid extended producer responsibility recycling programs.

According to Coyne, assigning accountability for the management of PPP to producers through a harmonized set of policies across Canada will allow for the creation of a national or coordinated regional system with the synergies and scale to:

- Stimulate the necessary investment in material collection and processing capacity;
- Reduce the use of virgin material, reduce waste, and reduce carbon emissions;
- Recirculate materials at their highest value;
- Decouple economic growth from the consumption of finite natural resources; and
- Provide businesses with a reliable stream of resources to profitably repurpose.

ENVIRONMENTAL, ECONOMIC AND SOCIAL BENEFITS OF RECYCLING – A SASKATCHEWAN SUCCESS STORY:

Sean Collins, Director of Collections, SARCAN

When Recycle NB conducted a study tour in Saskatchewan to study its PPP programs, a delegation composed of Recycle NB and local government representatives had the opportunity to meet with SARCAN, visit one of their depots, and one of their processing plants. SARCAN's mission is to provide a socially responsible and environmentally progressive system which helps foster the sustainable development of communities across Saskatchewan.

"We employ over 700 individuals, of whom roughly two thirds are persons experiencing a disability or persons previously receiving Social Assistance. This results in a reduction of more than \$3.5 million annually in Social Assistance payments."

- Sean Collins, Director of Collection, SARCAN



Established in 1988, SARCAN now manages 73 depots across the province and operates two processing plants. It recuperates and recycles everything from glass and plastics to paint and electronics, with return rates of 85% per year—a high-performing organization by any standard.

It is SARCAN's employment model, however, that impressed the RNB delegation and struck a positive chord with participants at the workshop.

SARCAN employs over 700 individuals. Approximately two thirds of their workforce are composed of people with disabilities or individuals who formerly received social services. An impressive 80% of their employees have been with the organization for five years or more. Such progressive regulations governing recycling in Saskatchewan, have allowed SARCAN to maintain that employment model for 31 years.

A presentation slide with a dark blue background and light blue accents. The title "Training and Engagement" is in white text at the top left. Below it is a bulleted list of six points. The SARCAN logo and website are at the bottom.

Training and Engagement

- Respect employees and their individual differences
- Assist staff in learning the skills needed to do their job well
- Support employees, where possible, to expand their job skills.
- Provide a safe and healthy work environment.
- Provide a positive work environment where staff opinions and new ideas are welcomed and problems are dealt with quickly and fairly.
- Provide opportunities, where possible, to expand personal growth

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**EXTENDED PRODUCER RESPONSIBILITY:
BUILDING A STRONG RECYCLING INDUSTRY AND ACHIEVING A CIRCULAR ECONOMY:
Maryse Vermette, CEO, Éco Entreprise Quebec**

Only two industry-led organizations manage EPR-PPP programs for over 80% of Canadians. After hearing from John Coyne, who is also Chair of the CSSA board, participants heard from Maryse Vermette, CEO of Eco Enterprise Quebec (ÉEQ).

ÉEQ is a private, non-profit organization that represents the companies that produce PPP and allows them to meet their responsibility to finance the costs of effective and efficient municipal curbside recycling services. ÉEQ has collected \$1.5 billion from producers to finance curbside recycling in the past 15 years in Quebec.

ÉEQ's model became unsustainable in 2017 when China imposed a ban on recyclables from other countries. Up to then, China bought 50% of the world's recovered materials. Faced with a loss of markets and other impediments preventing them from fully moving towards a circular economy model, ÉEQ partnered with the Government of Quebec, municipalities and other key groups to develop a new model. Mme Vermette's presentation focussed on what a new recycling model will look like in Quebec.

"The recyclable materials market crisis is a collective awakening to the fact that companies must be held accountable for the materials, i.e. containers, packaging and printed matter, they place on the market through an extended producer responsibility approach."

- Maryse Vermette, CEO ÉEQ



The PPP program in Quebec can be described as a shared responsibility model. While industry pays municipalities for 100% of the costs of PPP program, the municipal sector is responsible for their recycling programs and sending the recycled products to markets. This type of model prevents province-wide efficiencies, especially when it comes to standards, benchmarks and directives on the quality of the materials collected. It also prevents economies of scale when it comes to finding end markets.

Mme Vermette explained how in April 2019, the Minister of the Environment in Quebec announced a new committee to modernize waste recovery and recycling with two main goals:

- Establishing new roles and responsibility sharing among value chain stakeholders
- Determining measures to improve the system's current performance to advance concrete solutions to the global recycling crisis.

Through a five-year transition period, the proposed approach will require producers, through an EPR program, in partnership with municipalities, and based on the expertise developed by the 23 sorting centres in Québec, to improve the system's performance.

By being held accountable for the materials they place on the market, companies will be prompted to:

- *Use eco-designed materials;*
- *Integrate recycled content into their products;*
- *Ensure their products are actually recovered and recycled;*
- *Foster the development of markets, in particular local and neighbouring markets, with a view to the circular economy.*

- Maryse Vermette

1.2 Questions and Comments from Participants

Questions for John Coyne

How do you nurture a culture of innovation, partnership, and collaboration, while also removing obstacles in a leadership group?

Doing this in a leadership group is not the biggest obstacle because leaders probably already have the energy to tackle these challenges in their DNA.

The challenge is the utilization of those leaders in this space. Government should be promoting the leaders, companies or stakeholders who want to make a difference, so that we can get as much out of them as possible. We need to stop focussing on those who are opposed, worried about cost, or reluctant to proceed. Too often, we ignore those who are at the front of the line and want to move forward.

Things are moving so fast on environmental issues that if I came back here in five years, you would not recognize what I was talking about; it will be a completely different story. There is huge momentum out there and that is not stoppable. Our obligation as a company and yours is to bring this agenda forward.

Your company said it would take care of more plastics than it produces. Can you speak to that?

We need to make sure that for those areas of the world where there are no EPR systems, we take a leadership role and lead the development of those systems. When we do that, the system we invest in and set up will be far larger than just for what we produce and for our footprint. We also need the other producers to come into that space.

If we do not do this, we will be forced to do it... and I do not want to be forced. I want to be leading on behalf of my consumers.

I noticed in your presentation that various provinces have different percentages associated to their programs. What do those percentages represent?

Those numbers represent the amount of industry contribution. And even in that, there are variances. Industry contributes 100% in both Quebec and British Columbia, but the systems are very different.

In British Columbia, we fund and run the entire system. That is real EPR it is the only such program in North America.

Why don't other provinces have 100%? Is it a lack of commitment?

That is a really complicated answer. There is a challenge for governments in terms of their ability and willingness to step into this space. There will always be people opposed to doing the right thing and reduce the environmental impact. We need to focus on real environmental outcomes and link programs to those outcomes. There is no environmental policy that is not rooted in economics: how much does it cost, what is the impact on jobs, what are the measures and deliverables. Construct your program focussing on environmental outcomes.

What role do you see for the provincial government? To give the example and take concrete action at all levels and in every department?

There changes taking place everywhere, not just in New Brunswick and not just with young people. The level of anxiety about things like climate change and pollution is extremely high, and it's getting higher. We all need to do our own individual part. Governments need to respond to this, but they are faced with such an array of demands.

We are not that skilled at managing all the voices competing for attention. This is one area where it does not end. Governments tend to think that if they do one thing on the environment, they can move on to other issues. This challenge never ends. You need to get the whole of government associated with these challenges. The other thing is that it is not limited by geographical boundaries. You cannot save the planet from Toronto! Unilever operates in 192 countries: they know how to work across boundaries and collaborate across borders. So, it can be done, and New Brunswick can do the same.

In Nova Scotia, municipalities have been pushing EPR. There are strengths to be gained in collaboration. Is this on the Atlantic agenda for all the provinces to do this consistently and in a harmonized fashion?

I know the other ministers have been talking. We have had discussions, but this should be a Maritime initiative. It may be hard for Newfoundland to join because of opportunities they have in Quebec. It should be an eastern Canadian initiative. A national solution would be ideal, but we have not done enough to talk about it across boundaries. CCME needs to do more. I will have conversations with the Ministers in Nova Scotia and PEI. (Minister Carr)

We advocate that if you are going to move to EPR, you should harmonize with other jurisdictions. We often cooperate but we do not always collaborate. Collaboration is a much longer-term process.

Some companies produce non-recycle products. How can we convince those companies and force them to use products that can be recycled?

You are correct, there are a lot of non-recyclable materials out there, and people are producing that with impunity because there are no consequences. In Europe, they are experimenting with much higher fees for those non-recyclable products. The challenge is that it takes time for that price signal to work its way in the system, and you still have a lot of those products in the system.

We need to set up a system where we can recover as many products as possible, put them back in the marketplace, and reuse them. These products, when in a circular system, will have a lower price. What you can't recycle will then have a much higher price and some material will exit the marketplace (e.g. non-recyclable laminate packaging).

Questions for Sean Collins

We should incorporate coaching and other supports in normal industries in New Brunswick. That approach is not commonly used here. Your approach applies universally, not just for people with disabilities.

We have a consistent process for onboarding all of our employees. If people have difficulties reading, we do a voice-over for the training or we offer translations. Most of these are simple things you can do to accommodate people. A lot of it is not necessarily costly.

Can you talk about how you included milk in your beverage container program? We see a lot of milk containers ending up at depots, but we are not taking them.

Milk containers were one of those products that we wanted included in our program. There was previously a voluntary program and we accepted them at recycling depots, but the return rates were abysmal. We were still landfilling an overwhelming number of cartons.

In Saskatchewan, when it looked like a PPP program was coming forward, we were contacted by the dairies who expressed an interest in a deposit system for milk containers and we took that forward to government. They were included shortly after PPP was introduced, and there was almost zero back lash from industry or consumers because they were introduced in a system that was working well.

I notice on your website that you have an educational model for schools. Can you comment on that?

We have a program for involving schools in recycling. It's based on a British Columbian module. It's called SARCAN Schools and it involves sending free recycling bins to schools once they register with us. There is also the ability for that school to track what they are recycling online and monitor the environmental impact of their actions.

The SARCAN School is not curriculum based. It might be a good idea for all provinces to collaborate on a product that would apply across the country.

Is SARCAN an EPR program?

No, it is not a truly EPR program. SARCAN has a contract with the government of Saskatchewan to operate the system, and consumers pay a recycling fee. The fee, plus the value of recycled materials, is used to operate the program. There is no direct industry involvement. We operate all facets of the system over the entire province.

Is one of your successes how you have been able to deal with plastics within Canada?

We have markets in North America for all of our products. Because we sort all our products by hand, we have high-quality material to put on the market.

We are currently running a pilot project to accept household glass jars. Because they are hand-sorted, and because there is a market, we are able to do that. When glass is thrown in a bin and is broken, it contaminates that whole load.

Could we, as a province, use recycling as a resource and create products that can be used for 3D printing or other industrial uses?

We are looking for recycled curbside plastic products as feedstock for new Saskatchewan businesses. I think there will be a viable market.

Talk to us about employee turnover, given the make-up of your workforce?

In general, we do not have a significant problem with turnover. We make sure people are well trained for the job and rewarded for their performance. At times, we even face a shortage. If you stay for six months at SARCAN, chances are you will be there for six years.

Questions for Maryse Vermette

There a special tax in Quebec that discourages products from ending up in landfill. What is the impact of this tax on ÉEQ and your programs, and on the circular economy in general?

There is relatively little impact on our programs. Municipalities have benefited more than us from this program. Tipping fees for landfill are still too low, as they are in direct competition with recycling programs. Glass is the perfect example; it is cheaper to send it to the landfill than to develop new markets. We need to implement circular economy models and stop producing, consuming, and discarding products.

People who produce plastics should be able to make this product such that it is recyclable.

Absolutely. There are ways to do this in a closed circular economy loop. One day we will get there.

In Quebec, what is the regional equivalent of the New Brunswick Regional Services Commission?

You are correct; several "MRCs" (municipalités régionales de comté) are responsible for managing regional municipal recycling services. They are an important partner. In our current system, it can take up to two years for a municipality to receive its compensation. It's a long process. In the new model, there will be a joint management system directly between us and the municipalities that offer the service. There is also a vision to harmonize the list of eligible products so that citizens in Quebec can recycle the same materials. We need to develop a system that has provincial objectives, and that will take regional particularities into account. In the future, ÉEQ will deal directly with service providers and not have to go through Recyc-Québec to transfer funds. It will be a 'just-in-time' service. Our desire is that in the future, municipalities tender for their services so that we have more efficient and competitive partners.

Are the 23 recycling sorting sites that you mentioned operated by ÉEQ, or are they private?

In Quebec, we have many models. Some are municipally own and operate sorting facilities, some are run and/or owned by non-profit centres, and some are owned by the private sector. This mix will continue in the future, but some sorting centres need to modernize and become more competitive.

What is the impact of e-commerce on recycling in Quebec? What are your plans for addressing this?

We have been trying to address this for several years. As long as the company has a business place in Quebec, they must pay. But others who do not operate in Quebec (e.g. Amazon and Ali Baba) do not pay. I know that some European colleagues are looking at solutions. We need those companies to pay their fair share, as they are putting more and more products in the market.

Can you talk about your pilot project for glass in Grande-Rivière, Gaspésie?

That is a pilot project in our innovation program. We have invested in sorting and glass cleaning equipment. They have been able to fund local markets for all the glass they recycle. Because glass is used locally and does not need to be transported it is better for the environment in that we are reducing CO2 emissions generated when it needs to be transported.

Developing markets for our products will continue to be a challenge. We have a number of companies that are involved in pilot projects for glass. We found new technology to deal with the melting process and the private sector is making investments in this area. It takes time and money, but it is possible.

What advice do you have for New Brunswick, given where we are with our program?

First, all stakeholders need to sit together and find common solutions. That is what our government asked us to do last April and we came back with common recommendations. We believe in the solutions we have found, and we believe there are similarities with New Brunswick. We think our model could inspire you as you develop your program. It is important that businesses are responsible beyond simply signing cheques. Producers need to be ultimately responsible for finding and developing markets.

2. New Brunswick and Atlantic Panel

2.1 Synopsis of Comments

Having heard internal and national perspectives on EPR and PPP, participants were then asked to focus their attention to what New Brunswick and Atlantic Stakeholders had to say about the topic.

MARGOT CRAGG

Executive Director, Union of New Brunswick Municipalities (UNBM)

Municipalities need to be champions and advocates for the development of an extended producer responsibility recycling program. This is being driven by citizens who are demanding action on the environment.

Such a program will benefit both citizens and local governments and will help municipalities with financial pressure. The program needs to be comprehensive and province-wide. The UNBM is advocating for such a program and Ms. Cragg's message to the participants from the local government sector in the room was: "we need you to be the champions" of this issue.

We need you to be the champions of this issue.

- Margot Cragg

DON FITZGERALD

Executive Director, Regional Service Commission (RSC) 11

RSC 11 supports an EPR-PPP program for New Brunswick, but Mr. Fitzgerald cautioned that it needs to be driven by more than money: the real reason to do this is to reduce the environmental footprint and extend the life cycle of landfills.

RSCs need to play an integral role in the development of a PPP program which:

- Respects existing investments and jobs
- Will be standardized across New Brunswick
- Will have clear and simple reporting and auditing requirements
- Will permit every household in the province is able to participate and where multi-residential units are included
- Includes a strategies R&D fund for strategic investments in the program.

The real reason to do this is to reduce the environmental footprint and extend the life cycle of landfills.

- Don Fitzgerald

PHILLIPPE CANTIN

Senior Director, Sustainability, Innovation, and Circular Economy, Retail Council of Canada

A PPP program must be guided by a series of high-level principles which Mr. Cantin proceeded to enumerate:

- A gradual and predictable transition;
- No service disruption;
- Cost efficiency;
- Harmonization with other jurisdictions;
- A level playing field where all businesses contribute to the program;
- Only includes residential sector no IC&I;
- Province can provide targets, but should not tell business how to achieve them;
- The Producers must be responsible for the management of the program beyond signing cheques to municipalities;
- There must transparency in relation to what happens to the recyclable material once collected;
- Must promote the development of a circular economy.

The Province can provide targets but should not tell business how to achieve them.

- Phillippe Cantin

DANIELLE CHARRON

Executive Director, Association of Municipal Administrators of New Brunswick (AMANB)

The AMANB has not developed a formal position on PPP, but in preparation for her presentation, Ms. Charron asked her representatives in each district to provide their perspective.

From the vantage point of a municipal administrator, the current system needs improvement. The Province's commitment, announced on October 10th, to review the solid waste management model is a positive development.

Administrators need to stay up to date on recycling and solid waste issues. Not everyone is on the same page and efforts to provide more information to the group would be welcomed as we move forward.

She believes that a provincial approach should be taken and that there needs to be transparency about what happens to the materials that citizens place in recycling bins.

We need to provide information to every municipality so that everyone has the same level of information

- Danielle Charron

ASHLEY BURKE

Multi-Materials Stewardship Board, Newfoundland

Ms. Burke acknowledged the value of the work that Recycling New Brunswick has done over the last four years to pull Atlantic provinces together, share information, and discuss harmonization has been very valuable. This is an approach that provides opportunities to identify best practices and common performance measurements. Such approaches can lead to cost reductions. Newfoundland is not ready, however, for a full harmonization and integration of their program with other provinces.

The current challenges with PPP are:

- Each province is at a different stage in relation to infrastructure and investments;
- Citizens in different provinces receive different services and different products are allowed in the program;
- There should be higher fees for products that are more difficult to recycle;
- Crucially, municipalities need to know their costs.

Each province is at a different stage in relation to infrastructure and investments.

- Ashley Burke

GERARD BELLIVEAU

Executive Director, Regional Service Commission, South East.

This presentation emphasized the benefits of a made in New Brunswick solution. A PPP program should be well designed according to our values and needs. The introduction of PPP is a great opportunity to create green jobs and advance the concept of the circular economy.

We should challenge ourselves and strive to keep the materials in New Brunswick. We should build the capacity to transform and recycle products here, and there should be funds available to allow for municipal investments in this area.

As we develop a program, we must be mindful of what other jurisdictions are doing: this includes Maine, which is moving the same direction.

Finally, Mr. Belliveau proposed that the public sector organizations which will be impacted by a program should take a full day to meet and discuss the values around which we want to build our program.

We should build the capacity to transform and recycle products here and there should be funds available to allow for municipal investments in this area.

- Gerard Belliveau

2.2 Questions and Comments from Participants

You mentioned, Margot, that your municipalities would financially benefit from the PPP program. Should these funds be used for priorities that are outside recycling programs and infrastructure?

Ultimately, municipal governments use their available funds for the priorities of their citizens. This would be a discussion for those governments. Will the funds be used to re-invest in infrastructure and create local jobs? That will have to be determined.

We have underinvested in this sector for a long time. We need to use these new funds to bring up the sector to contemporary standards. The only way you will achieve that is if the funds are set aside as a dedicated budget. If not, we will not get to where we need to go (Gerard).

We did an efficiency study in Nova Scotia. We favour a full EPR program. Even then, it will not fully pay for all our programs and the materials we collect.

Commentary, no response.

Don, what are the obstacles to a standardized, province-wide program?

The first one is just the natural resistance to the challenge, falling into the "we have always done it that way." We have different processes in our material recovery facilities: that will be a challenge. There will also be political pressure about where we concentrate activities and the associated jobs.

3. Stewardship Panel: Synopsis of Presentations and Comments from Participants

3.1 Synopsis of Presentations

The last two presentations of the workshop were designed to give participants an operational perspective of how PPP programs actually work in five Canadian provinces. Detailed descriptions of these programs were documented in other phases of the PPP Dialogue. What follows is a high-level overview of the main points covered in each presentation.

STEWARDSHIP PANEL, PART 1: Distinctive and Inclusive Approach EPR in Quebec: Marie Julie Begin, Vice-President Compensation Plan, and Mathieu Guillemette, Senior Director, Services to Municipalities, ÉEQ

Curbside Recycling in Quebec

- **Population of 8.4 million**
More than 99% of the population has access to door-to-door recycling
Quantity recovered per capita: 93 kg
- **780,000 tons recovered yearly**
63% recovery rate
- **1,100 municipalities**
557 municipalities and municipal bodies that manage curbside recycling contracts
- **23 sorting centres**
Private, municipal, profit, non-profit
Various sizes (3,000 to 100,000 tonnes)

In Quebec, each of the 1,100 municipalities are responsible for providing recycling services. They have a fair amount of leeway in the design of their programs and the materials collected.

Recyc-Québec, an agency of the province, provides compensation to municipalities and sets the compensation rates, which are distributed according to the size of the municipality, its distance from major centres, and an efficiency factor.

ÉEQ sets the fee schedule for producers and collects the fees from over 3,400 companies. Fees vary according to the type of product the level of difficulty associated with recycling them, and their value once recycled. In Quebec, there is also a set of flat fees or exemptions for small businesses.

Hundreds of contributing companies generate close to 110 billion dollars in sales revenue in Quebec



STEWARDSHIP PANEL PART II: EPR Programs Across Canada, Calla Farn, Vice-President Corporate Affairs, Canadian Stewardship Services Alliance (CSSA).

The CSSA is the service provider for four recycling programs in British Columbia, Saskatchewan, Manitoba, and Ontario. It has built extensive knowledge and experience in recycling PPPs since it started managing the first Canadian program in 2008. By managing four recycling programs on behalf of industry, it provides administrative services and common management platform in those jurisdictions.

All fees are remitted to CSSA through a “one-window approach.”

Current recycling challenges were also discussed. Ms. Farn highlighted how fragmented programs across the country hinder effective and efficient recycling. Lack of standardization, which we experience in New Brunswick, often leads to consumers being confused about what materials can be recycled.

Economies of scale are not possible unless industry takes full responsibility for the recycling program. Programs that are not designed according to a full EPR model limit infrastructure investments and provide fewer incentives for businesses to design packaging for recyclability.



Roles of Key Players in EPR System

- **Governments:**
 - Set clear policy objectives, establish regulatory frameworks, specify targets/outcomes, approve program plans, monitor progress and enforce compliance.
- **Municipalities:**
 - May play a key role as the collection interface with residents, subject to their interest in staying in the game under EPR.
- **Businesses (Producers):**
 - Take the lead on program design and implementation including developing standardized material lists and definitions, the standards to be met by service providers and setting producer fees.

The solution to these challenges lies in the development and implementation of “full responsibility” EPR programs. This is when a program is designed to make producers fully responsible for managing the materials they put into the marketplace. They support better environmental and economic outcomes, allow the province to set recycling targets, and ultimately enable a more circular economy.

Full responsibility programs relieve municipalities of 100% of their rate payers’ costs for recycling services. Municipalities are no longer responsible for revenue shortfalls due to volatile commodity markets. Industry run programs assume responsibility for identifying markets viable for collected materials. Finally, they provide better environmental performance due to consolidated collection and processes networks.

This was illustrated through the experience in British Columbia which has the best metrics in the country and is considered the only full extended producer responsibility recycling program for PPP in Canada.

British Columbia – Quick Facts

- Among the highest recycling rates in Canada, with 78.1 % of products placed in the market recycled.
- 99% of plastics in British Columbia are recycled in that province
- Expanded scope of materials recycled
- 4.6 million served

The presentation ended with a reminder that a regional Atlantic EPR approach would provide a number of benefits by harmonizing and maximizing the recovery of valuable resources, reducing the administrative burden on businesses, and advancing the achievement of a circular economy.

3.2 Questions and Comments from Participants

Answers provided by Marie Julie Begin, Mathieu Gillemette, and Calla Farn.

Does ÉEQ operate its own sorting facilities?

No.

What is the funding mechanism for sorting facilities in Quebec? Are there penalties if they do not run efficiently? Is there a funding formula?

Sorting centres have contracts with municipalities. In the future, we will be reimbursing municipalities directly. We want to make sure that, going forward, we have specific criteria for sorting centres and that their payments will be based on efficiency and quality outcomes.

There is an efficiency factor applied in Quebec, but it does not result in quality outcomes. The new agreements have not been developed yet. We have two years to do that.

There was a show on CBC Marketplace about sending our plastics around the world. Whether that is true or not, it creates a negative image. What do you have to say about being open and transparent?

If we cannot maintain confidence in the system, we will lose the citizens and they will not recycle. We must improve confidence in the system, and the only way to do that is to be more transparent. People want to know what happens after you put materials in the blue box. The only way to do that is to put measures in place that ensure traceability within the system. It is very simple and complicated at the same time. Municipalities have a strong role in educating their citizens about what happens to recyclables.

The CBC Marketplace story was extraordinarily misleading. That show featured products that did not come from the residual stream: 99% of household plastics collected in British Columbia are recycled in British Columbia. I encourage you to look at CSSAs response to the CBC story, which is on our website (Coyne).

Please explain where the \$20 million infrastructure investment came from in British Columbia. Was it invested in a private for-profit operation?

The investment was made into Merlin Plastics. They existed before Recycle BC was created, but they were struggling, and they never had sufficient materials. When Recycle BC started, we were able to guarantee them a steady supply of plastics by sending them all of what we collected in BC. Private investors invested in the sorting and processing infrastructure. The plastics are processed and sold locally.

Recycle BC can offer its program to 90% of the population. Can you comment?

I do not know the actual coverage, but it is continually expanding.

Industry decides what gets picked up since they control the system. Some of our programs in New Brunswick are broader than what is being picked up in the blue bin. What happens in those types of situations?

Our model is for PPP. The Government of BC is looking to expand into packaging similar products that do not go into blue boxes. The key is to make sure the right parties are paying for the products. Current producers are now paying for those products if they are put in the blue box.

If you want to collect products that are not designed to be recyclable, then you should make sure that the right people pay.

The other issue is the growing number of PPPs from e-commerce. The packages end up in the blue box and are being recycled, but the companies that put those products in the market are not paying into the program. It's a fairness issue.

The CSSA recognizes this issue and has started a three-phase research project that we hope will lead to some ways to deal with this. (Calla)

In 2018, Quebec introduced “packaging like products” in the fee structure. We would advise government to give latitude to industry about what products should be designated. Do not lock that into a regulation. ÉEQ has the ability to adjust the list of designated material based on tendencies in the market and the habit of consumers (Marie Julie).

E-commerce is a global tendency. We are also following the various studies being conducted and we are in conversation with the CSSA. Solutions will need to be global.

I would suggest that you set a limit defined by square feet for single point of sales businesses. Only those that are 10,000 square feet or under are exempt in Quebec (Marie-Julie).

There are differences between Quebec and British Columbia mainly around the processing of the materials. In both models, what is your experience in getting producers to change their habits? Do these models create an incentive for producers to change their packaging?

The model does have some influence, but the fees are not the only contributing factor. We have had a few examples where there were changes based on higher fees. Companies are now more aware of what happens to packaging, and therefore take that into account when deciding what to use. We have a four-person team at ÉEQ that works with companies to help them make better choices (Mathieu).

The key driver for packaging design and choice will be all of the major global public commitments being announced by all of these big companies. This will drive change more than a charge would (Calla).

What happens if there is a manufacturer that ships a product in a jurisdiction, and it goes into a distribution warehouse and is destined for a different province? Do you rely 100% on the reporting of the steward? Is there auditing?

There are ways to deal with this, but they are not always precise. A company can determine what portion of sales goes to each province based on population. We base our calculations on what is reported in the system, but there are also lots of audits going on all the time (Calla).

This was an issue in our first years of operations because we have a lot of regional distribution centres. We can use StatsCan numbers, but there is also data from Neilson, which provides a good indicator. Regardless of where the distribution centre is located, manufacturers must report on what is sold in Quebec. (Marie Julie)

Certain municipalities are entirely up to date on PPP programs and EPR, but others are not. Do you have any advice or a model for how these municipalities can get up to speed and get fully engaged?

That is a challenge, and I heard a similar concern yesterday in Nova Scotia. A lot of elected officials do not understand this, and they pointed out a real need for an educational component for municipalities.

To date, we are handling this through consultations at every stage of the program so that we can bring all stakeholders, especially municipalities, up to date. Perhaps there is a need for an educational component designed for New Brunswick municipalities. If that is the case, I would be happy to work with people here on that (Calla).

Get ready to be on the road a lot! Municipal associations and the RSCs will have a huge role to play in this. In Quebec, ÉEQ is constantly on the road and meeting with municipalities to share best practices and understand regional differences (Mathieu).

We have a large, rural population that lives in Local Service Districts (LSD). That is why we need to have Regional Service Commissions play a critical role.

No response from speakers.

Do you conduct audits at the curbside to make sure brands are paying the right amount?

We do conduct waste audits on quantity, not necessarily according to brands. One of our teams keeps track of who is paying and who is not based on benchmarking. We also have a huge database of products (over 25, 000) that have been weighted internally, so we can audit against what is reported. When the fees go higher, you tend to see more creative reporting. We need to go after the free riders. In our system, we have the ability to send a bill to a non-compliant company based on what we think they owe. We have the ability to take legal action after that if they still do not comply (Marie Julie).

Our system is very similar. We review every report that a company provides and track trends between them. Free ridership is always an issue. We also rely on store checks. We have an anonymous tip line. It's an ongoing issue. (Calla)

Regional Service Commissions will have a huge role to play. First Nations also need to be involved in the development of a program. In our region, we are working closely with First Nations.

No response from speakers.

4. Discussion Groups

Participants were asked to discuss one of three questions at their tables.

QUESTION 1: What advice do you have for government regarding the implementation of an extended producer responsibility recycling program for plastics, packaging and printed paper? What next concrete steps should be taken?

Government should build the New Brunswick program based on what works well in other provinces. Regional Services Commissions should be given the authority to work with the government to design the program.

It will be important to establish a collaboration among all stakeholders: producers/manufacturers, local services, RSCs, and municipalities.

The program should be standardized across the province. Guidelines need to be established at the provincial level, but there needs to be enough flexibility in the regulation to allow RSCs to adopt to fluctuating consumer habits.

All products should be processed in New Brunswick, thus creating industry, jobs, and growth for our province. The service should be offered to all residents on 100% of the territory. The Saskatchewan employment model makes sense. Let's put our people to work.

The first step is for the province to provide general guidelines (ligne directrice), then to have a transparent consultation process with all parties.

QUESTION 2: Which groups or sectors should government involve in the development of an extended producer responsibility program for plastics, packaging and printed paper?

RSCs need to play an important role in the development and implementation of the program.

RSCs should be the main link between Recycle NB and the provincial government because they represent all municipalities and LSDs.

In addition to involving the local government sector, there should be community engagement.

Groups to involve in the development and implementation of a program:

- Municipalities;
- RSCs / LSDs (ask them to appoint representatives);
- Recycle NB / Government;
- First Nations;
- Businesses / Industry;

- Other Atlantic provinces;
- Environmental groups;
- CSSA; and
- Other provinces that have implemented PPP: Quebec, Saskatchewan, British Columbia.

Based on the Quebec experience, it would be important to have a Cabinet member at the table so that they are fully engaged in the process.

QUESTION 3: What are the most important things regarding an extended producer responsibility program for plastics, packaging and printed paper that you learned at this workshop? Do you have any remaining questions regarding the implementation of such a program?

Responses:

- We need to involve everyone;
- Communities need to be engaged in the development of the program, so they understand what the program is all about;
- EPR is much more complex than originally thought;
- Learning from the struggles and successes of other provinces will help us create a strong program in New Brunswick;
- We need to make sure we do not slip back with the implementation of PPP program;
- We may be ahead of other provinces because of the RSC structure;
- RSCs should be administering this program on behalf of municipalities;
- The program needs to be province-wide, with the same products being recycled everywhere;
- Current EPR programs have not been effective in changing packaging types;
- How can we be confident that a uniform, pan-Canadian EPR system would have desired effects?
- How do we ensure there is minimum red tape for municipalities?
- How do we do efficient sorting of PPPs versus other recycling, at the residential level/RSC level?
- What is the role of RSCs in this program? Administrative?

Conclusion

Never has there been such a great consensus in New Brunswick about the development of an extended producer responsibility packaging and printed paper recycling program. One day following Recycle NB's workshop, the government of New Brunswick announced that it would begin work on the design of such a program.

The workshop discussions offer valuable insight that can help to inform the process. With more than one hundred participants in attendance, representing a broad spectrum of stakeholders, it would fair to conclude that the key points that emerged are representative of thinking in the province.

The main points that emerged include:

- A strong consensus for a “full” extended producer responsibility program;
- A desire to see province-wide standards and a program that covers the entire territory and 100% of the population;
- A common list of designated materials;
- A strong role for RSCs in the design and management of the program;
- A strong role for industry in the management of the program;
- A design that maximizes economic development opportunities and job creation in New Brunswick, where as much of the collected material as possible is recycled in the province;
- A demonstrated interest on the part of CSSA and EEQ to keep working with New Brunswick;
- The involvement of all stakeholders, including First Nations, in the design of the program;
- An educational component for municipalities and other groups that are not up to date on EPR and PPP;
- A level playing field for all businesses;
- The maximization of opportunities to harmonize within the region.

In designing the program, the government will need to make key decisions on two areas that were not discussed in any detail during the workshop. The involvement of newspapers has been an issue in every province with a PPP program because that sector is generally non compliant.

The primary audience for the workshop was the municipal sector. As a result, there was not a lot of discussion about the rules for small businesses and the conditions under which they would be exempt from the program and be subject to simpler rules. The research Recycle NB has done about the approaches taken by other provinces demonstrates this element is key to a successful program.

The workshop concluded Recycle NB's Dialogue on PPP. The exercise has been successful in acquiring the knowledge needed to develop a made in New Brunswick PPP program and in achieving a level of consensus that creates the positive environment needed to allow the government to move forward.

Appendix 1



PLASTICS, PACKAGING AND PRINTED PAPER WORKSHOP



October 16 - 17, 2019

Delta Hotel, Fredericton, New Brunswick

PLASTICS, PACKAGING AND PRINTED PAPER WORKSHOP

MESSAGES



I am pleased to welcome everyone attending Recycle NB's Plastics, Packaging and Printed Paper Workshop. This two-day event provides the opportunity for those of you from municipalities and local governments to collaborate and share expertise on what a PPP program could look like in New Brunswick. The Department of Environment and Local Government has been considering developing a PPP-EPR program and I know Recycle NB has led previous dialogue and engagement on this initiative with stakeholders.

There are several areas that I see where New Brunswick could benefit from the implementation of a PPP-EPR program. These include requiring producers to be responsible for the packaging and printed paper materials they distribute into New Brunswick, increasing the amount of material diverted from our landfills, and increasing the types of material that is accepted for recycling. Our government has supported the Federal Zero Plastic Waste Strategy and we are committed to reducing single use plastics. A PPP-EPR program in New Brunswick would enable the fulfillment of this support and commitment. However, it is important that the framework of a made-in-New Brunswick triple P program be developed in full consultation with stakeholders to ensure that it does not impact the competitiveness of New Brunswick businesses.

I commend the organizers for arranging this event, made possible through the Environmental Trust Fund. Your efforts give all those participating a meaningful chance to make a difference in our province's recycling industry and I look forward to working with you in the year ahead.

Hon. Jeff Carr

Minister of Environment and Local Government

PLASTICS, PACKAGING AND PRINTED PAPER WORKSHOP

MESSAGES

As the new Chief Executive Officer for Recycle NB, I am excited about the work that our organization has done with so many of you in relation to a program for the recycling of plastics, packaging and printed paper and I would like to thank you for participating in our Workshop.



Plastics, packaging and printed-paper (PPP) make up a large portion of the waste that goes into our landfills. In addition, the management of these products represents a significant cost to local governments. An extended producer responsibility recycling program for these products would ultimately lead to the municipality and Regional Service Commission being compensated for the cost of recycling household PPP.

Over the next two days we will explore, with experts from various parts of Canada, ways to relieve local governments and taxpayers of these costs while better protecting the environment.

We believe that changing the way we manage, and fund waste diversion programs can lead to environmental, economic and social benefits for our Province. That implies designing a program that is tailor made for New Brunswick.

Extended Producer Responsibility (EPR) is an environmental policy that gives industry the opportunity to accept its obligation to provide for the end-of life management of the products it produces. These programs create partnerships among governments and industry and help to meet citizens' demands for increased recycling in their communities. You will hear from leading experts who represent industry or who are involved in similar type programs in other jurisdictions.

Five Canadian Provinces have introduced extended producer responsibility programs for PPP

(British Columbia, Saskatchewan, Manitoba, Ontario and Quebec). As we have seen from our visits to Quebec, Saskatchewan and British Columbia, these jurisdictions are benefiting from the implementation of such programs. There is evidence that PPP programs will:

- Reduce costs for local authorities
- Create opportunity for job growth in the recycling industry
- Increase the diversion rates for PPP
- Reduce the need for land fill expansion
- Provide a more effective system for the management of household waste including plastics, packaging and printed paper.

If we can envision a producer responsibility program for PPP for New Brunswick, then together we will have provided the foundation for the implementation of a 21st century waste management solution, a solution that responds to the needs of citizens, governments, consumers and industry. It is for this leadership that we look to you as the key stakeholders in local governments and waste management systems in New Brunswick.

Thank you for accepting this important role and your continued participation in future phases of developing such a program in New Brunswick.

Sincerely,

Frank LeBlanc
CEO, Recycle NB

PLASTICS, PACKAGING AND PRINTED PAPER WORKSHOP

AGENDA

October 16

9:00 **OPENING SESSION** Frank LeBlanc, *CEO Recycle NB*

9:15 **RECYCLING PLASTICS, PACKAGING AND PRINTED PAPER IN NEW BRUNSWICK**

Hon. Jeff Carr *Minister of Environment and Local Government*

9:45 **EXTENDED PRODUCER RESPONSIBILITY - CANADIAN AND INTERNATIONAL TRENDS**

John Coyne, *Vice President, External Affairs & Sustainability, Unilever Canada*

10:45 **HEALTH BREAK**

11:00 **ENVIRONMENTAL, ECONOMIC AND SOCIAL BENEFITS OF RECYCLING - A SASKATCHEWAN SUCCESS STORY**

Sean Collins, *Director of Collections SARCAN, Saskatchewan*

NOON **LUNCH**

13:00 **EPR: BUILDING A STRONG RECYCLING INDUSTRY AND ACHIEVING A CIRCULAR ECONOMY**

Maryse Vermette, *PDG Éco Entreprise Québec*

14:00 **BRIEF PRESENTATIONS FROM ATLANTIC AND NEW BRUNSWICK STAKEHOLDERS:**

- Margot Cragg, *Executive Director, Union of New Brunswick Municipalities*
- Don Fitzgerald, *Executive Director, Regional Service Commission 11*
- Phillippe Cantin, *Senior Director, Sustainability, Innovation, and Circular Economy, Retail Council of Canada*
- Danielle Charron, *Executive Director, Association of Municipal Administrators of New Brunswick*
- Ashley Burke, *Multi-Materials Stewardship Board, Newfoundland*
- Gerard Belliveau, *Executive Director, Regional Service Commission, South East.*

14:45 **BREAK**

15:00 **STEWARDSHIP PANEL PART 1**

Distinctive and inclusive EPR approach in Quebec

Marie Julie Bégin, *Vice-President, Compensation Plan, Éco Entreprises Québec*

Mathieu Guillemette, *Senior Director, Services to Municipalities, Éco Entreprises Québec*

16:00 **QUESTION PERIOD**

16:30 **ADJOURNMENT OF THE FIRST DAY**

PLASTICS, PACKAGING AND PRINTED PAPER WORKSHOP

AGENDA

October 17

9:00 STEWARDSHIP PANEL PART 2

EPR Programs Across Canada

*Calla Farn, Vice President, Corporate Affairs,
Canadian Stewardship Services Alliance*

**10:00 COMMENTARY FROM ATLANTIC AND
NEW BRUNSWICK STAKEHOLDERS, AND QUESTION PERIOD**

10:45 BREAK

11:00 FACILITATED TABLE DISCUSSION ON PROGRAM IMPLEMENTATION IN NEW BRUNSWICK

NOON CLOSING REMARKS

Frank LeBlanc, CEO Recycle NB

PLASTICS, PACKAGING AND PRINTED PAPER WORKSHOP

MEET OUR SPEAKERS

Recycle NB is pleased to present a roster of national and international experts in Extended Producer Responsibility and Recycling.

John D. Coyne

Vice President, External Affairs & Sustainability, Unilever Canada Inc.

John is well known for his leadership in corporate sustainability. He is a passionate activator of the Unilever Sustainable Living Plan, Unilever's strategy to grow the business, reduce its environmental footprint and increase its positive contribution to society. John is Executive Chair of the Board of Canadian Stewardship Services Alliance, Inc., a director of Evergreen and Co-Chair of the Partners in Project Green steering committee, a major environmental initiative of the Toronto Region Conservation Authority. John has been recognized for his leadership in corporate sustainability by being named a Clean50 honouree in 2013 and a Clean16 honouree in 2018. In 2015, John was appointed as a member of the Ontario Government's Climate Action Group advising the Ontario Minister of the Environment on effective climate change actions.



In 2018, John was honoured to receive the Canadian General Counsel Award for Environmental, Social and Governance Leadership. John is Co-Chair of the Circular Economy Leadership Coalition (CELC) that was launched in 2018 designed to accelerate Canada's transition to a circular economy. In addition, in 2018, John was appointed to the federal Plastics Advisory group advising Canada's Minister of the Environment and Climate Change on issues relating to plastics and the implementation of the Ocean Plastics Charter.

Sean Collins

Director of Collections, SARCAN Recycling

Sean grew up in a family that is involved with providing support to and advocating for adults experiencing disabilities. Not surprisingly, career choices have led him to the not-for-profit sector. Prior to joining SARCAN Recycling, Sean spent four years with Estevan Diversified Services, an agency that provides a diverse range of vocational, residential and support services for adults experiencing disabilities.

SARCAN Recycling has operated the beverage container recycling system in Saskatchewan since 1988. Sean has spent the last 17 years with SARCAN Recycling, holding a variety of management positions. He has been an advocate for expansion into a variety of new recycling streams: used paint, end-of-life electronics and household glass. Sean is currently the Director of Collections with SARCAN Recycling, responsible for overseeing a network of 73 recycling depots, which employs roughly 700 individuals, the majority of whom are individuals experiencing a disability or were previously on social assistance. Annually, SARCAN recycles more than 450 million beverage containers, diverts roughly 48,000,000 pounds of recyclable material from Saskatchewan landfills, and boasts the highest beverage container return rates in Canada.



With a focus on convenience and customer experience, Sean strives to maximize diversion rates and recyclability of commodities, while supporting financial sustainability and community development.

PLASTICS, PACKAGING AND PRINTED PAPER WORKSHOP

MEET OUR SPEAKERS

Maryse Vermette

President and Chief Executive Officer, Éco Entreprises Québec

For more than two decades, Maryse Vermette has held management positions in public and private curbside recycling organizations in Québec, Canada, pioneering developments in an activity sector that is vital for the circular economy. She holds a bachelor's degree in urban planning from Université de Montréal and an MBA. Since 2008, she has been President and CEO of Éco Entreprises Québec (ÉEQ) a private, non-profit organization that represents over 3,400 companies and organizations who are responsible for financing municipal curbside recycling programs. She served on the board of directors of several socio-economic organizations and in 2014-2015, she co-chaired the advisory committee on residual materials and, in 2018 and 2019, she was appointed member of the advisory committee on the modernisation of the recycling industry, all set up by the Ministry of Développement durable, de l'Environnement et de la Lutte contre les changements climatiques (Québec's Ministry of Sustainable Development, Environment and Fight against climate change).



A sought-after speaker locally and abroad, Maryse Vermette contributes to the outreach of local expertise in packaging eco-design, recycling of secondary materials and the optimization of the value chain of the recycling system. Drawing from her experience as the general manager of a Regional County Municipality in the Greater Montreal Area from 1988 to 2003 and as the director of municipal relations for Collecte sélective Québec from 2003 to 2005, she relies on her extensive knowledge of municipal curbside recycling issues to rally stakeholders and build strong consensus.

Marie Julie Bégin

Vice-President, Compensation Plan, Éco Entreprises Québec

As Éco Entreprises Québec's (ÉEQ) Vice-President, Compensation Plan since 2013, Marie Julie Bégin is responsible for all activities relating to managing the plan, from the development of Schedules of Contributions to company reporting, including relation with corporate stakeholders. She joined ÉEQ in 2006 after more than 10 years working for a major residual materials management company as Communications and HR manager.



Ms. Bégin holds a Manager EMBA from ESG UQAM. Her 25 years experience in the field of residual materials management have enabled her to develop high level expertise as well as the organizational, operational and communications skills essential to successfully fulfilling her duties.

PLASTICS, PACKAGING AND PRINTED PAPER WORKSHOP

MEET OUR SPEAKERS

Mathieu Guillemette

Senior Director, Services to Municipalities, Éco Entreprises Québec

Mathieu Guillemette has been a recognized expert in curbside recycling in Québec for over 20 years. He leads Éco Entreprises Québec's Services to Municipalities team, which heads up the Best Practices Initiative for Efficient Curbside Recycling, one of the organization's main initiatives. Through regional workshops with municipal managers, personalised guidance services and cutting-edge information tools, the Initiative's goals are to improve the quality and quantity of recovered materials, to secure the best value-for-money and to improve services to citizens.



Mr. Guillemette receives regular speaking invitations to share his perspectives on optimizing the curbside recycling system and the evolution of Extended Producer Responsibility (EPR).

He holds a master's degree in Environment from the Université de Sherbrooke as well as a Master's degree in Public Administration from the École nationale d'administration publique (ÉNAP).

Calla Farn

Vice President, Corporate Affairs, Canadian Stewardship Services Alliance

Calla Farn is a senior business leader with more than 25 years of experience. She currently works as Vice President, Corporate Affairs, for Canadian Stewardship Services Alliance (CSSA), an organization founded by leading Canadian manufacturers and retailers to support industry-funded recycling programs in British Columbia, Manitoba, Saskatchewan and Ontario. Prior to joining CSSA, she worked for nine years as Vice President, Government/Public Relations and Corporate Affairs for McCain Foods Canada. She also worked as Vice President of the Atlantic Region for the Canadian soft drink industry.



Prior to joining the beverage industry, Calla worked as a journalist. She was a Senior Producer at CBC Newsworld in both Toronto and Halifax, a writer and producer at Global News in Toronto, and a writer/editor at The Canadian Press wire service.

Calla has an Executive MBA degree from Saint Mary's University in Halifax and is a graduate of the Chartered Director program at McMaster University's Directors College.

PLASTICS, PACKAGING AND PRINTED PAPER WORKSHOP

NEW BRUNSWICK AND ATLANTIC STAKEHOLDERS

Recycle NB wishes to thank the members of its panel:

- **Margot Cragg**
Executive Director, Union of New Brunswick Municipalities
- **Don Fitzgerald**
Executive Director, Regional Service Commission 11
- **Philippe Cantin**
Senior Director, Sustainability, Innovation, and Circular Economy, Retail Council of Canada
- **Danielle Charron**
Executive Director, Association of Municipal Administrators of New Brunswick
- **Ashley Burke**
Multi-Materials Stewardship Board, Newfoundland
- **Gerard Belliveau**
Executive Director, Regional Service Commission, South East.

PLASTICS, PACKAGING AND PRINTED PAPER WORKSHOP

FREQUENTLY ASKED QUESTIONS

Recycle NB has compiled a list of the most common questions asked about extended producer responsibility recycling programs, and recycling plastics, packaging and printed paper. We hope you will find this useful as background information to our workshop.

GENERAL QUESTIONS

What (or Who?) is Recycle NB?

Recycle NB's role is to ensure that materials designated by the Minister of the Environment and local government are managed in a manner that assures a clean and healthy environment.

Recycle NB currently oversees stewardship plans for the tire, paint, oil and glycol and electronic products recycling programs. It is self-funded and receives no funding from government for the cost of its operations.

What work has Recycle NB done on recycling plastics, packaging and printed paper (PPP)

In 2015, Recycle NB with support from the Environmental Trust Fund began a dialogue with New Brunswickers on the concept of a made-in-New Brunswick, industry-funded recycling program for household packaging and printed paper. The PPP Dialogue is founded on the belief that the program's success will be based on a management strategy that provides all stakeholders with a voice in the design of the program. This workshop is will feature leading Canadian experts of PPP programs and draw on what we have learned to date.

When did the PPP Dialogue start?

The PPP Dialogue is a partnership. Phase I in 2015 allowed Recycle NB to work with national experts on documenting other PPP programs in Canada and the impact such a program could have in NB and other Atlantic Provinces. This included a study tour to British Columbia as it recently implemented such a program. RNB hosted a provincial forum on Packaging and Printed Paper where over 100 people representing all stakeholders participated.

The second phase of the dialogue occurred in 2016/17 and focused on identifying the pros and cons or risks and benefits of such a program from the perspective of various New Brunswick based stakeholders. The findings were used to dive deeper into the issues. Phase III (2017/18) which included a literature search, learning about the Saskatchewan program, and participated in a working group aimed at capturing municipal perspectives on PPP. In 2018/19, we had a thorough look at how Quebec approaches recycling these products, on the funding formula for municipalities, and on ways to minimize the impact on small businesses.

Who has been involved?

Through its PPP Dialogue and numerous meetings with stakeholders, Recycle NB has worked in partnership with municipalities, Regional Service Commissions, solid waste managers, First Nations representatives, NB businesses, apartment owners, as well as community representatives and organizations in a discussion on a packaging and printed paper recycling program.

PLASTICS, PACKAGING AND PRINTED PAPER WORKSHOP

FREQUENTLY ASKED QUESTIONS

Are there EPR PPP programs in the Atlantic?

No there are not. The other three Atlantic provinces partnered with Recycle NB on a PPP study in 2014 and they have been involved in the PPP Dialogue. They are represented on the PPP working group and are participating in this workshop.

Recycle NB and the Department of Environment and Local Government also provide regular updates to colleagues in PEI, Nova Scotia, and Newfoundland.

Has the Government indicated it is proceeding with a PPP program?

There has been no announcement to date. The Department of Environment and Local Government endorses the concept of Extended Producer Responsibility through its support of the Canadian Council of Ministers of the Environment, Canada-wide Action Plan for Extended Producer Responsibility and the Canada-wide Strategy for Sustainable Packaging.

Is this good for the environment?

Increasing diversion rates and reducing the amount of material buried in landfills has a positive impact on the environment.

Are there other EPR recycling programs in NB?

Yes, the recycling programs for paint, oil and glycol, and electronic products are extended producer responsibility programs. That means that industry takes responsibility for the management and cost of recycling these products at the end of their lifecycle once they are discarded by consumers.

MORE SPECIFIC QUESTIONS RELATED TO PPP:

What is an EPR Program?

EPR is an environmental policy approach in which the producer's responsibility for reducing environmental impacts and managing the product is extended across the whole life of the product. It's a cradle-to-grave approach to managing materials.

What are the benefits of a PPP program?

Experience in other jurisdictions points towards the following benefits of such programs.

- Cost of recycling household waste for PPP covered by those who produce the materials;
- Conserve resources and increase innovation;
- Provide local governments with a funding stream and options for waste management;
- Provide opportunities for job growth;
- Successful in five Canadian Provinces;
- Positive Impact on Climate Change;
- Redirects waste destined for land fill.

PLASTICS, PACKAGING AND PRINTED PAPER WORKSHOP

FREQUENTLY ASKED QUESTIONS

What is normally included in a PPP program?

A program would include most plastics, packaging and printed paper that is not already covered in another recycling program (e.g. beverage containers). Examples of designated materials include all types of cardboard, paper, magazines, plastic containers, plastic wrap, disposable hot and cold beverage cups, eggs cartons, and tin cans.

The materials included in a PPP program account for approximately 65% of residential waste.

Who funds an EPR program?

Those who sell, produce or distribute packaging and printed paper (the stewards) to New Brunswick consumers will be responsible for recycling these products at the end of their useful life once disposed of through the household waste/recycling stream. A provincial stewardship organization will be designated by industry to manage this process and collect fees to cover the cost of the program.

The vast majority of PPP products consumed in New Brunswick is produced or distributed by organizations that are already part of a PPP program in one of the other provinces that already have such a program. These organizations are familiar with the programs and the fee structure.

Will a PPP program impact every business in New Brunswick?

All of the current programs in Canada have some form of exemptions for small businesses or low volume producers. The impact on small businesses can be greatly lessened and will depend on how such a program is implemented in New Brunswick. Larger businesses designated as stewards will receive support from the industry led provincial steward organization that will manage the program.

Will the price of consumer goods increase?

There is no evidence of an increase in the cost of consumer products as a result of the implementation of PPP programs.

What other provinces have a PPP program?

Quebec, Ontario, Manitoba, Saskatchewan and British Columbia all have EPR PPP programs.

QUESTIONS SPECIFIC TO LOCAL GOVERNMENTS:

How will a PPP Program impact local government?

Typically, the municipality and the RSC would receive compensation from the program for the cost of recycling household PPP. The compensation varies from jurisdiction to jurisdiction. In BC and Quebec compensation is set at 100% of determined costs. Ontario is moving to that level of compensation. The Saskatchewan program compensates up to 75% of costs.

The level of industry funding would likely impact the level of municipal autonomy in relation to the recycling program. Industry can be expected to have more influence on the program depending on the funding level.

PLASTICS, PACKAGING AND PRINTED PAPER WORKSHOP

FREQUENTLY ASKED QUESTIONS

Some programs allow municipalities and Regional Service Commissions to ask the provincial stewardship organization to take responsibility, fund and manage all aspects of the PPP recycling program.

It is estimated that fees from a PPP program could generate up to \$15 million in New Brunswick.

Will Regional Service Commissions continue to manage recycling programs?

Based on experience in other Canadian provinces, RCSs could choose to enter into an agreement with the provincial stewardship organization and be compensated for the cost of recycling household PPP based on established standards or, based on program design, ask the provincial stewardship organization to take responsibility.

Can apartments and condos be included in a PPP program?

They are included in some Canadian jurisdictions. They could be included in New Brunswick based on program design. Owners of multi-residential properties need to be involved in these decisions.

How do local governments provide input into the program?

An established best practice across the country where PPP programs exist is to have a mandated, legislated, advisory committee that provides a forum for municipalities and other impacted stakeholders to raise suggestions, concerns and ideas about the program. Recycle NB is very familiar with the advisory committee concept and could play a leadership role in this process.

Why should I be interested in PPP?

The implementation of a provincial PPP program can provide significant benefits for the municipal sector. Municipal leaders interested in this approach should educate and engage their residents and other elected officials on the merits of PPP.

What would be the earliest date for the implementation of such a program?

The development of a PPP program will involve consultations with industry, the introduction of legislation and/or regulations and the selection of a provincial stewardship organization. This has taken up to 18 months in other jurisdictions.

Some RSCs need to invest in infrastructure and equipment. Should they try to delay until a PPP program is in place?

That is ultimately a local / regional decision. There is no doubt that a PPP program will generate opportunities and a revenue stream for RCSs.

Other Questions?

If you have any other questions on Extended Producer Responsibility or Plastics Packaging and Printed Paper recycling program, please do not hesitate to communicate with Recycle NB at info@recyclenb.com.

Recycle NB would be pleased to present to your organization should you want to have further discussions on PPP.

THANK YOU



Appendix 2

The slides used by presenters can be found at the following site:

https://www.dropbox.com/sh/skyaktfraz4ej9/AAC0jmzaiMh5_a1ho9wSVpkAa?dl=0