



# Recycling program for Nova Scotia Schools



# Land Acknowledgement



# Introductions



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Atlantic Canada

# About this Meeting

## Presentation:

- Will be shared after this meeting.

## Questions:

- Can be asked by:
  - Raising your hand, unmuting yourself and asking verbally.
  - Typing in the 'Chat' box.



# Agenda

- Background
- School Implementation Plan
- Registry Demo
- Wrap Up





# Background

# About Us

- National not-for-profit organization created and governed by producers.
- Support producers in meeting obligations under extended producer responsibility (EPR) regulations.
- Building efficient and effective recycling systems to:
  - Advance innovation
  - Increase performance
  - Deliver improved environmental outcomes





# Our Founders





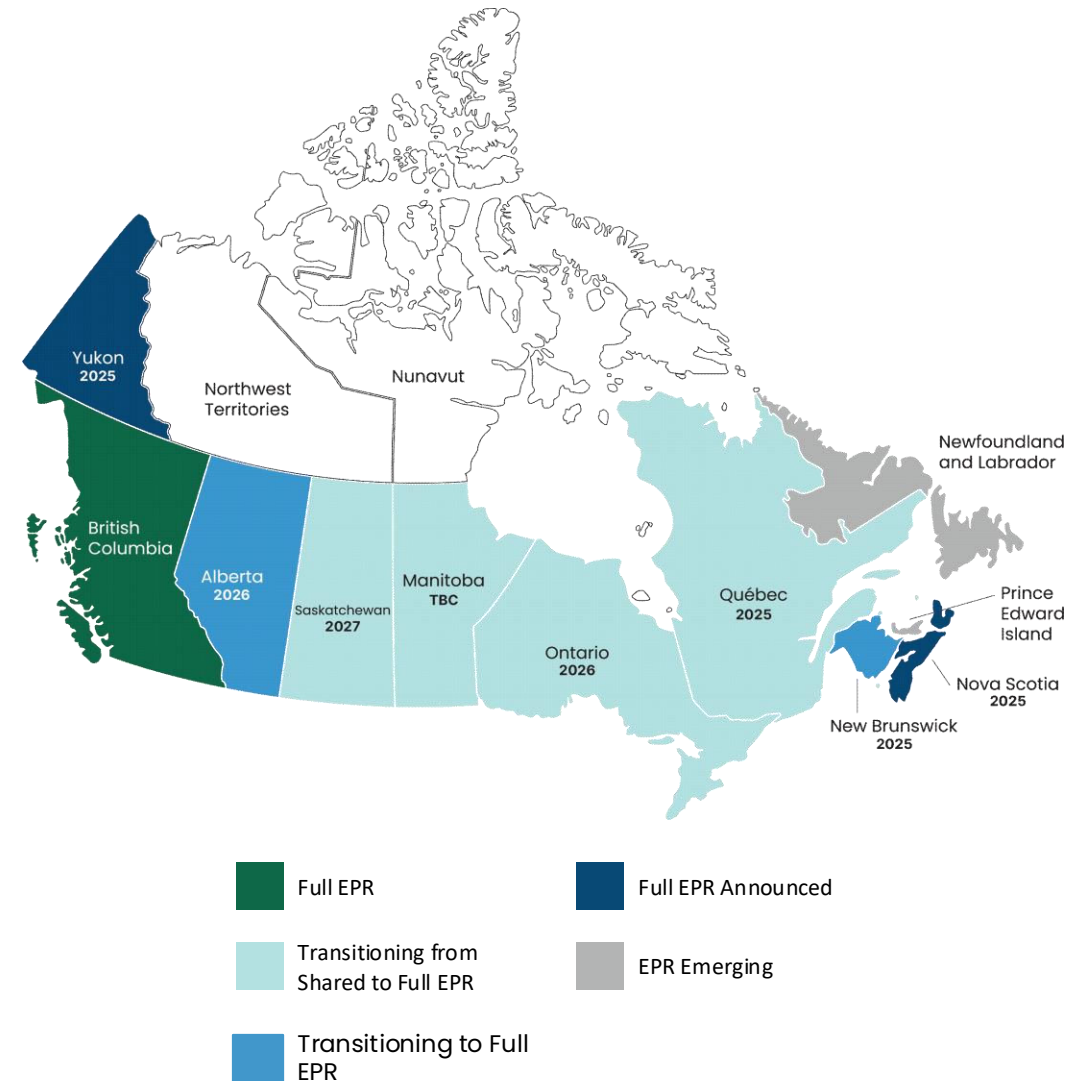
# What is EPR?

- Extended producer responsibility (EPR) is a policy approach in which producers (the businesses that supply packaging and paper to residents) are operationally and financially responsible for the end-of-life management of the materials they supply to consumers.
- Many jurisdictions across Canada are moving to this framework.
- Circular Materials supports producers in meeting their obligations under each jurisdiction's EPR regulation.



# EPR Growing Across Canada

- EPR is gaining momentum in provinces and territories across Canada. Regulations are set provincially and territorially.
- The first full EPR program for packaging and paper in Canada was introduced in British Columbia in 2014.
- Provinces are transitioning their existing recycling programs to EPR, and other jurisdictions are just beginning to implement EPR.



# EPR for PPP in Nova Scotia



- The new extended producer responsibility (EPR) for packaging, paper products and packaging-like products (PPP) regulations sets out industry responsibilities for the operational and financial management of certain recyclable materials.
- EPR is recognized as one of the most effective mechanisms to improve recycling rates and advance a circular economy.
- **In Nova Scotia, EPR includes servicing schools at no cost.**



# School Implementation Plan



# Recycling Collection Services

- Through our service providers, Circular Materials will offer the following recycling services:
  - Collection of paper and packaging materials.
  - Appropriate outdoor collection receptacles for both container and fibre streams.
  - Providing promotional and educational materials to influence behaviour.



# Registry to Onboard Schools

- **Schools:** Public, private, band-operated, and alternative learning centers are eligible.
- We implemented an online registry on **March 1, 2025** to onboard schools to determine service requirements, procure resources, and deliver recycling services effectively.
- Schools will need to register by **October 31, 2025**, to receive services by **May 1, 2026**.
- The registry will remain open to enable registration at any time. Future service cadences are to be determined.



[circularmaterials.ca/NSschools](https://circularmaterials.ca/NSschools)



# Outreach and Engagement

## School Districts and Government

- School District Operations Directors
- Centre for Education, Private schools, etc.
- Department of Education and Early Childhood Development
- Regional Waste Coordinators

## School information Session:

- October 22 at 9:00 a.m. | Register [here](#)



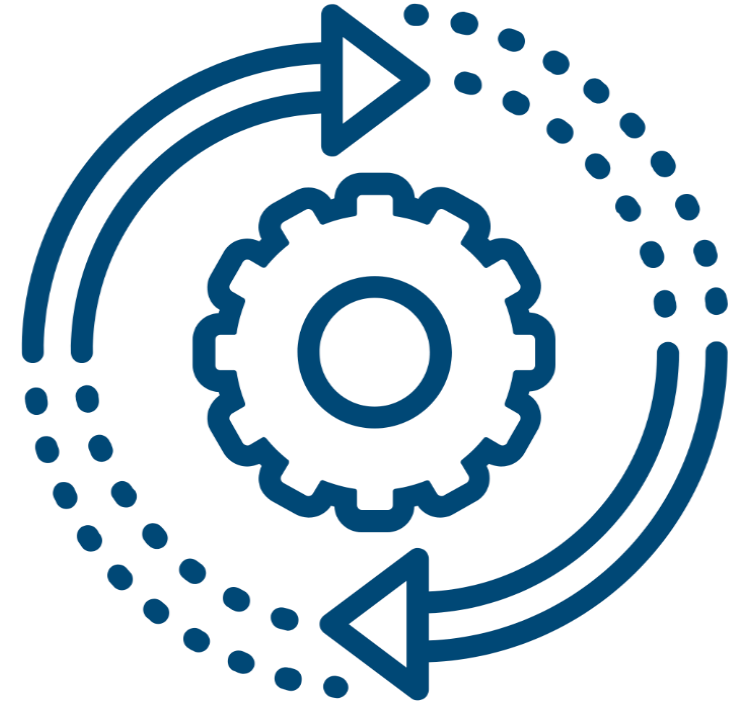
# Registry Communications Toolkit

- A communications toolkit is available for download on each registry webpage and contains:
  - One-page overview about timeline and registry.
  - Pre-written social media posts with corresponding photos and hashtags.
  - Poster to be distributed digitally and online.
- We encourage you to share elements of the toolkits in your community.
- We are open to collaborating on a joint communications.



# Next Steps After Registering

- After registration, Circular Materials will use the information to procure recycling collection services.
- The recycling collector will:
  - Contact the assigned contact (e.g., for school district or individual school) to discuss next steps and may schedule a site visit, starting in **February 2026**.
  - Coordinate service and communicate service details including delivering receptacles.
  - Deliver promotion and education (P&E) packages.





# Key Timelines

Date	Milestone
March 1, 2025	<ul style="list-style-type: none"><li>Registry Launched</li></ul>
September 17, 2025	<ul style="list-style-type: none"><li>Hosting 1st information session for the second registry cadence.</li></ul>
October 22, 2025	<ul style="list-style-type: none"><li>Hosting 2nd information session for the second registry cadence.</li></ul>
October 31, 2025	<ul style="list-style-type: none"><li>Deadline to register (for May 1, 2026 service)<ul style="list-style-type: none"><li>Future cadences to be announced.</li></ul></li></ul>
Q1/Q2 2026	<ul style="list-style-type: none"><li>Recycling collector will reach out to the assigned contact (e.g., for school district or individual school), confirm service details, and deliver receptacles and P&amp;E materials to registered schools.</li></ul>
May 1, 2026	<ul style="list-style-type: none"><li>Program launches.</li></ul>

# Registry Demo



# Wrap Up



# Closing

- Thank you for your continued support as we prepare to deliver collection services to Nova Scotia schools.
- We greatly appreciate your support in promoting the recycling program and encouraging schools to register.
- Questions can be sent to [NSoperations@circularmaterials.ca](mailto:NSoperations@circularmaterials.ca).





# Questions?



[circularmaterials.ca](https://circularmaterials.ca)

[info@circularmaterials.ca](mailto:info@circularmaterials.ca)





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