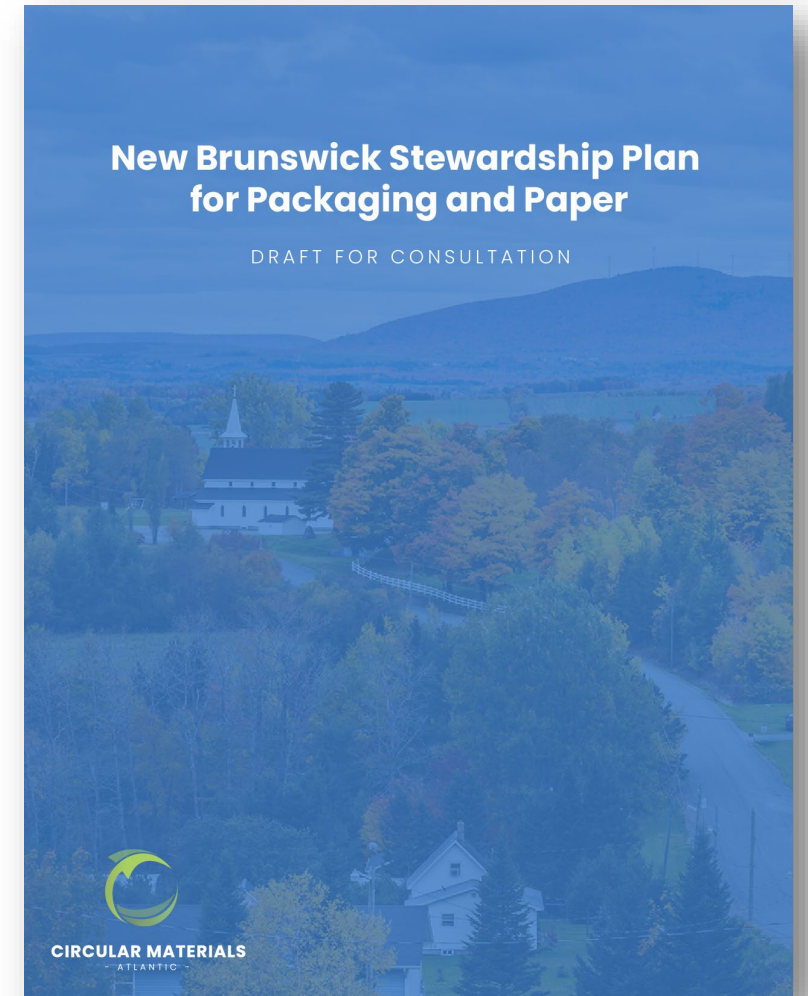




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Advancing the Circular Economy

1. Introduction and Webinar Details
2. Background
3. New Brunswick Stewardship Plan for Packaging and Paper
4. Closing





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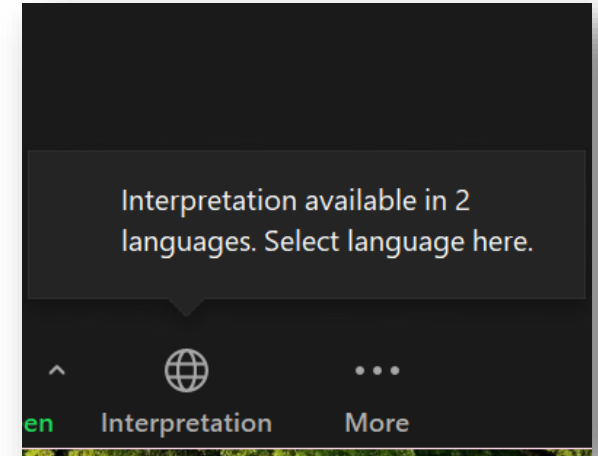
# 1. Introduction and Webinar Details



**Allen Langdon**  
Chief Executive Officer  
Circular Materials

# Select Your Preferred Language

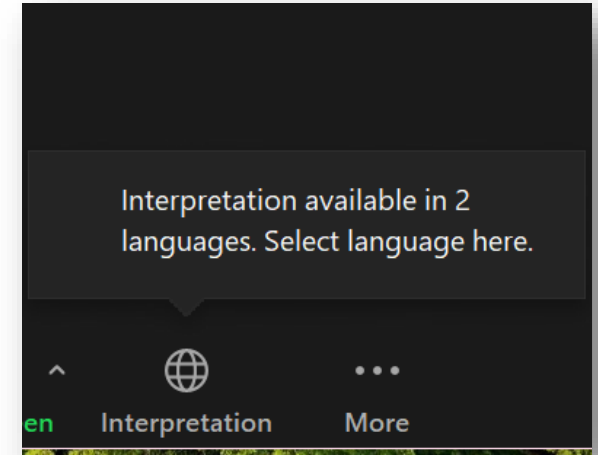
- If you would prefer to listen to this presentation in French, click the 'Interpretation' tab on the toggle bar and select 'French.'
- If listening in French, please also select 'Mute Original Audio'.
- French presentation available at [circularmaterials.ca/nouveaubrunswick/](https://circularmaterials.ca/nouveaubrunswick/).





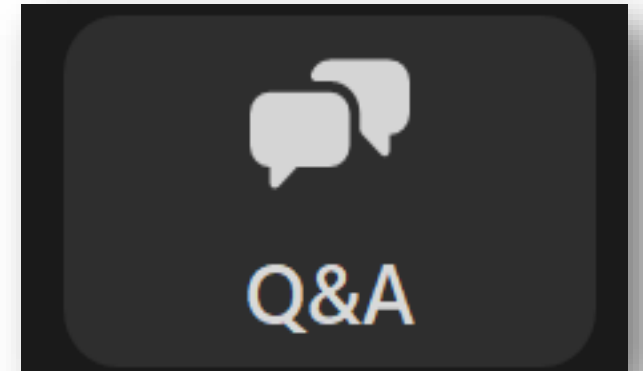
# Sélectionnez votre langue préférée

- Si vous préférez écouter cette présentation en français, cliquez sur l'onglet 'Interprétation' dans la barre et sélectionnez 'French'.
- Une fois ce choix fait, veuillez aussi sélectionner 'Mute Original Audio' (Couper l'audio original).
- La présentation en français est accessible à l'adresse suivante : [circularmaterials.ca/nouveaubrunswick/](https://circularmaterials.ca/nouveaubrunswick/).



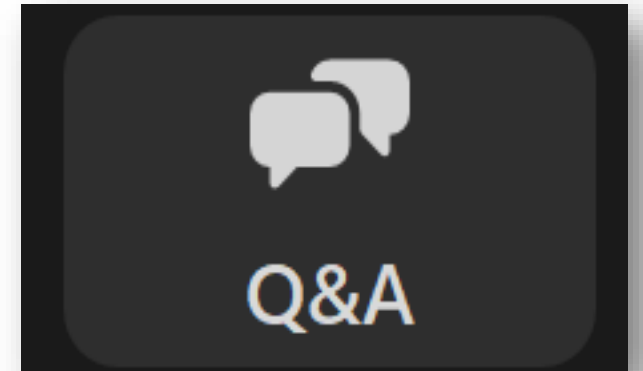
# Asking a Question

- Questions can be shared via the Q&A tab on the toggle bar.
  - The presentation and Q&As will be sent via email and posted on our website.
- If you have technical issues, please let us know by typing in the Q&A tab or emailing [info@circularmaterials.ca](mailto:info@circularmaterials.ca).



# Pour poser une question

- Les questions peuvent être partagées via l'onglet « Q&A » (Questions et réponses) dans la barre.
  - La présentation ainsi que les Questions et réponses seront envoyées par courriel et publiées sur notre site Web.
- Si vous éprouvez des problèmes techniques, veuillez nous en faire part en utilisant l'onglet « Q&R » ou en envoyant un courriel à [info@circularmaterials.ca](mailto:info@circularmaterials.ca).







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# 2. Background

## Circular Materials:

- National not-for-profit organization.
- Created and governed by producers.
- Support producers with meeting EPR obligations across Canada.

## Circular Materials Ontario:

- Ontario's leading and only not-for-profit blue box producer responsibility organization (PRO).

## Circular Materials Atlantic:

- PRO consulting on NB Stewardship Plan for Packaging and Paper.



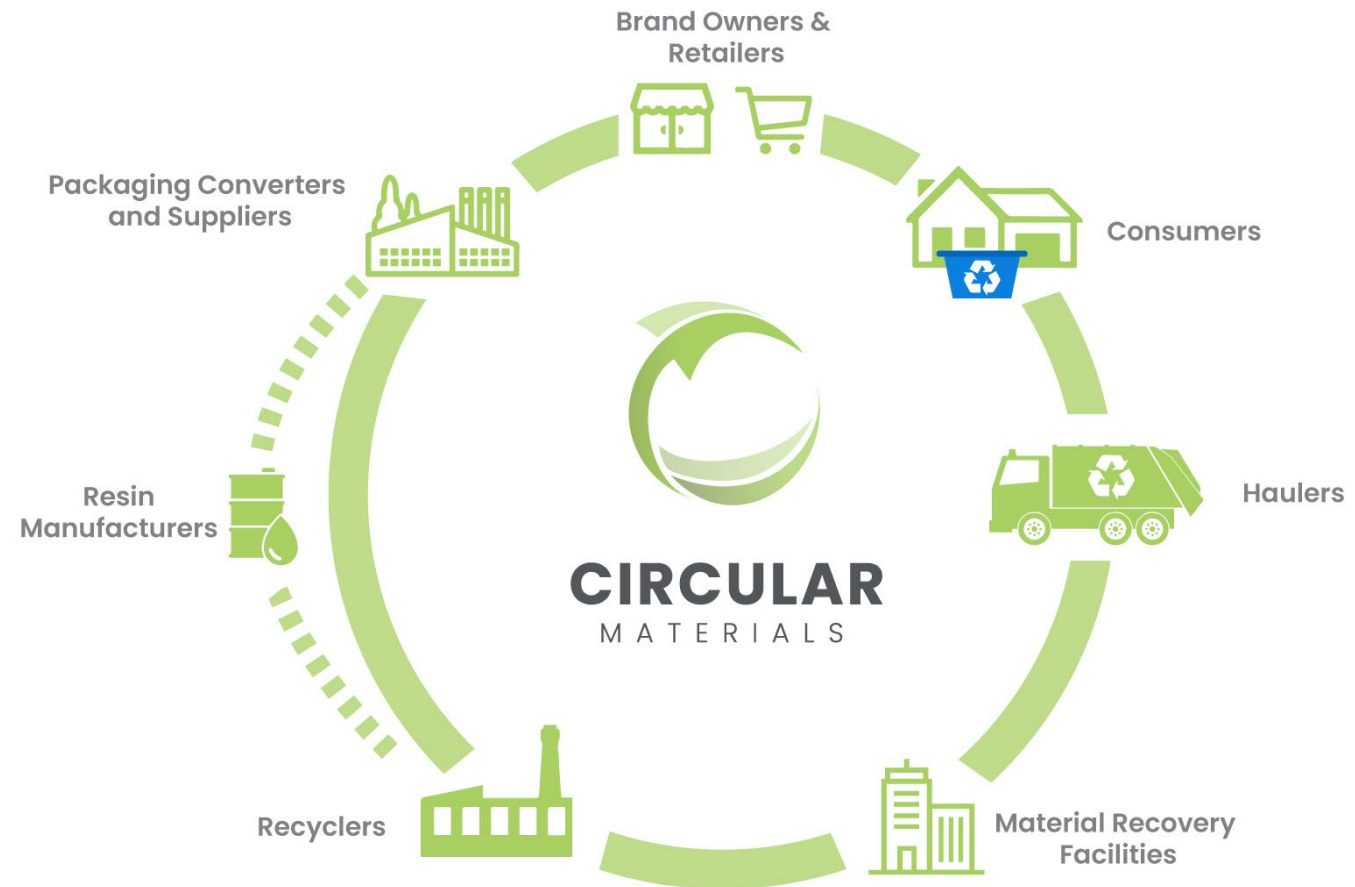
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Advancing the Circular Economy

# Our Founders



- **Comprehensive compliance services** to support producers with meeting the requirements of EPR regulations.
- **National harmonization** of producer services and recycling supply chain to achieve scale and deliver savings.
- **Returning materials** to producers to meet recycled content goals.



## Implementation:

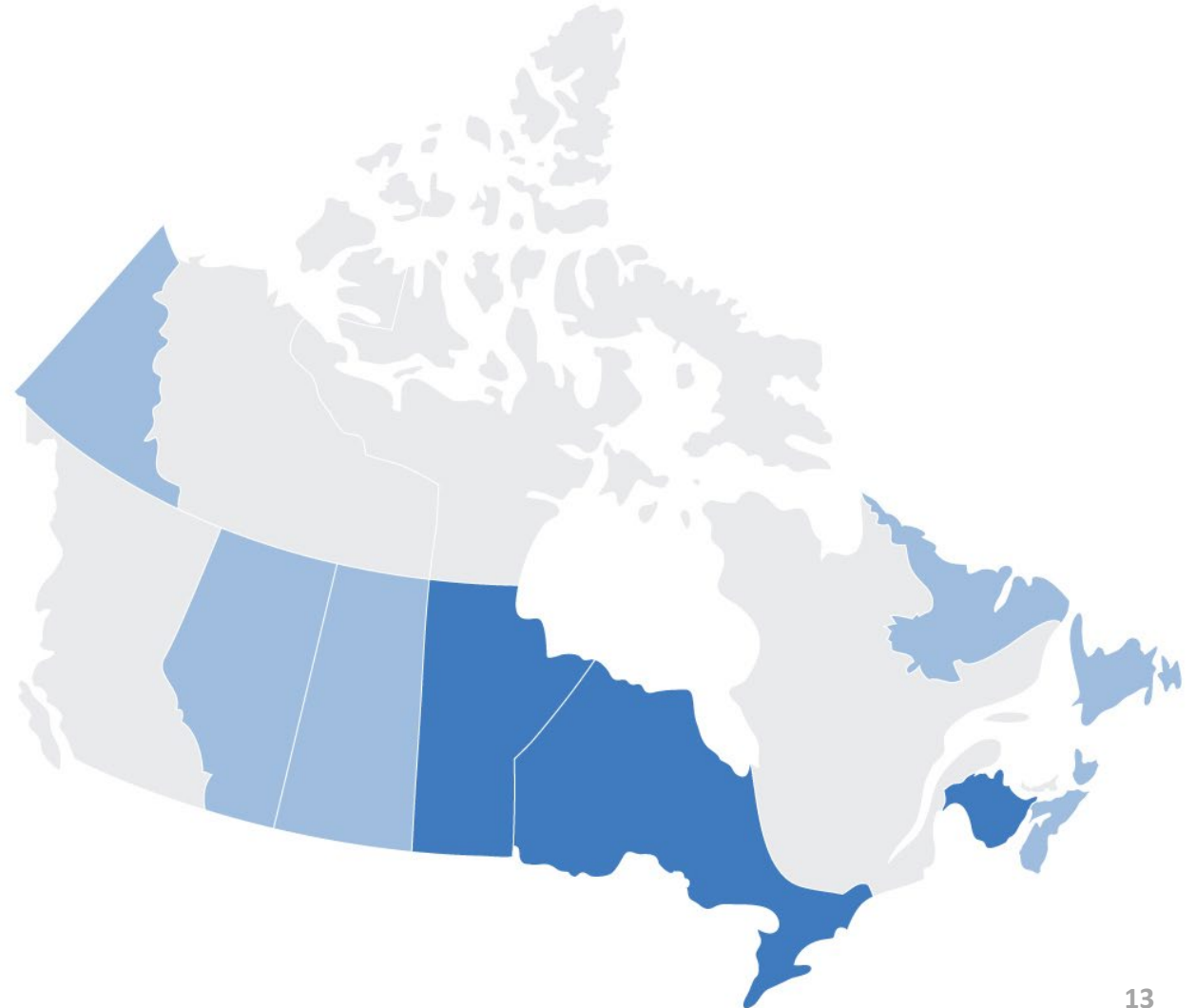
- Ontario: Scheduled to transition July 2023
- New Brunswick: Plan due Oct. 2022
- Manitoba: Preparing transition plan to provide services in 2023

## Regulation:

- Alberta: Final Regulation expected in June
- Nova Scotia: Regulatory development
- Yukon: Regulatory development

## Consultation:

- Saskatchewan: Comments due June 30
- Newfoundland and Labrador: starting June 2022



- In October 2021, the Government of New Brunswick amended the [Designated Materials Regulation](#) under the [Clean Environment Act](#) to establish an Extended Producer Responsibility (EPR) program for packaging and paper products in the province.
- The Regulation requires brand owners to develop a Stewardship Plan for packaging and paper products.
- Producers may designate an agent to carry out their regulatory obligations, including submitting a Stewardship Plan.
- As an agent, Circular Materials has developed and plans to submit a final Stewardship Plan to Recycle NB on behalf of its brand owners.





# Plan Development and Consultation



- On May 2, 2022, Circular Materials Atlantic began consulting on its New Brunswick Stewardship Plan for Packaging and Paper.
- Comprehensive and meaningful three-month consultation process.
  - Stakeholder-specific webinars, website and email updates.
  - Written feedback to [info@circularmaterials.ca](mailto:info@circularmaterials.ca).
- Encourage participation and feedback prior to submitting to Recycle New Brunswick for approval.

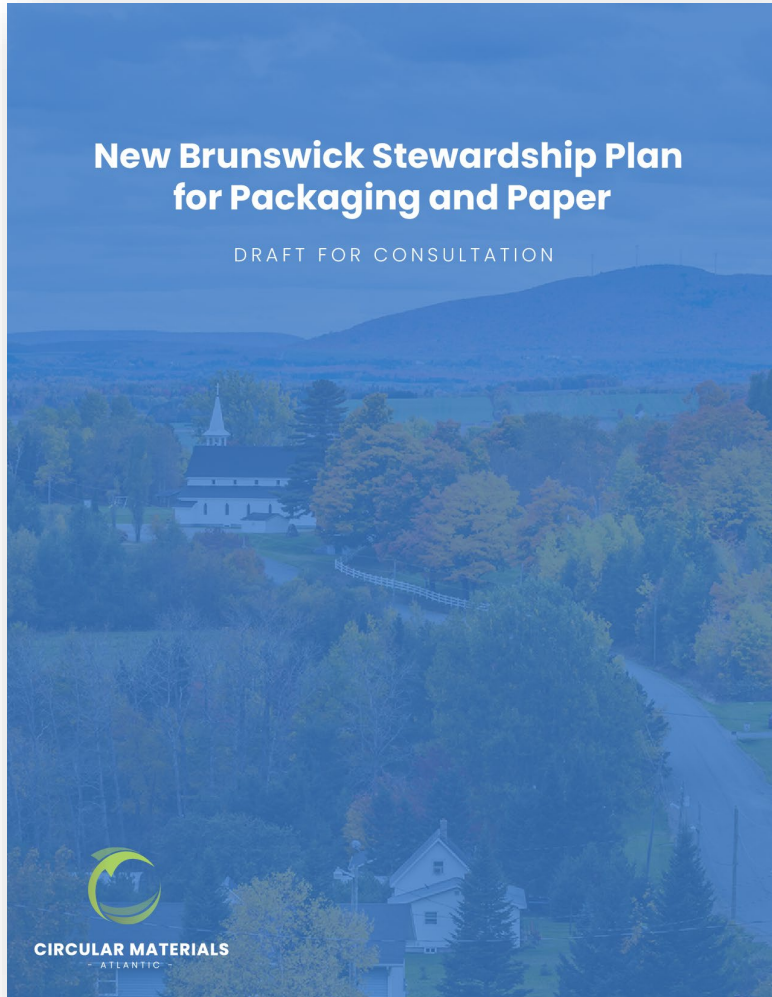
# Key Dates

Date	Milestone
May 2	Draft Stewardship Plan distributed.
July 29	Deadline for feedback on Stewardship Plan.
August/September	We will review and consider stakeholder feedback as we finalize the Stewardship Plan.
October 14	Stewardship Plan will be submitted to Recycle NB for approval.
Mid-2023	Transition to EPR begins six months following plan approval.



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# 3. New Brunswick Stewardship Plan for Packaging and Paper



- Please note the sections of the Stewardship Plan being reviewed during this consultation webinar are of relevance to municipalities, First Nations communities and Regional Service Commissions (RSCs).
- Review the full Stewardship Plan on our website: [circularmaterials.ca/newbrunswick](https://circularmaterials.ca/newbrunswick).

# Principles for Developing This Plan



Focus on Outcomes



Create Inducements  
to Drive Outcomes



Keep it Simple



Foster Innovation



Set the Stage  
for Evolution



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# Section 3.1

# Residential Collection

# System



# Collecting Baseline Data

- The collection of information took place between January to March 2022.
- Interactions occurred with:
  - The Ministry of Local Government and Local Governance Reform.
  - The Department of Environment and Local Government.
  - Regional Services Commissions and Local Governments.
  - First Nations communities
  - Private companies providing collection and processing services.
- Please review the baseline data within the Stewardship Plan and **provide any updated data with your feedback** to Circular Materials.

# Current Collection System

- Municipalities provide recycling curbside collection services to some single-family dwellings and multi-family buildings.
- Some municipalities co-collect recyclables with garbage in separate compartments of the collection vehicle.
- Based on data compiled during development of the Plan, 240,202 residences are currently receiving collection of packaging and paper.



# Current Depot System



- Where curbside recycling collection services are not provided, some municipalities offer drop-off depots or mobile collection events that accept packaging and paper.
- 43 depot locations + mobile depots were identified throughout the province.

# Types of Packaging and Paper Currently Collected

- Based on data compiled during development of the Stewardship Plan, over 46,000 tonnes of packaging and paper was collected in 2020.
  - Quantities reportedly include materials from both residences and businesses.
- A full list of the types of packaging and paper accepted in recycling collection systems can be found on page 7 of the [Stewardship Plan](#).
- Some RSCs accept items that are not included in the definitions of packaging, packaging-like products and paper.



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# Section 3.3

# Processing Systems



- Recycling collection vehicles deliver materials to facilities where they are processed or to receiving facilities that then transfer the materials to another location for processing.
- A list of facilities handling packaging and paper can be found on page 16 of the [Stewardship Plan](#).





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# Section 5.1

# Designated Materials

# Paper Categories

- Consistent with the definitions in section 2 of the Designated Materials Regulation, the Stewardship Plan includes the following paper categories:
  - Newspapers
  - Newsprint (inserts and circulars)
  - Magazines and Catalogues
  - Directories
  - Paper for General Use
  - Purchased Posters, Calendars, Greeting Cards and Envelopes
  - Other Printed Materials
- Full category definitions can be found on page 20 of the [Stewardship Plan](#).



# Packaging and Packaging-like Products



- Definitions are consistent with the definitions in section 2 of the Regulation.
- Packaging includes primary packaging, convenience packaging and transport packaging.
- Packaging-like products include single-use products regardless of whether they can be re-used or not.
- Full material categories and definitions can be found on page 23 of the [Stewardship Plan](#).



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# Section 5.3

## Estimated Quantities Available for Collection

- The Regulation defines consumer as *“a person who uses packaging or paper for the person’s own purpose, and not for the purpose of resale.”*
- The Stewardship Plan defines the quantities available for collection as packaging and paper that was supplied to a consumer for personal, family or household use.
- Supplied or supply means the sale, lease or donation, with transfer of possession or title, or otherwise made available or distributed including through, but not limited to, the use of a sales outlet, catalog, internet website or similar electronic means to a consumer in New Brunswick for personal, family or household use.



# Estimated Packaging and Paper Supplied to Consumers

Packaging and Paper Category	Estimated Packaging and Paper Supplied to NB Consumers in 2020 (tonnes)
Paper	27,320
Rigid Plastic	7,731
Flexible Plastic	3,631
Metal	2,604
Glass	3,714
<b>TOTAL</b>	<b>45,000</b>

- The above data is based on typical supply per household from other jurisdictions.
- Producers that select Circular Materials as their agent will report the quantity of packaging and paper supplied to New Brunswick consumers in 2021 by October 31, 2022.





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# Section 6.2

## Phasing

# Phased Approach to Transition

- The Regulation requires the Stewardship Plan be implemented six months following approval.
- We are proposing a phased transition as this timeline does not accommodate the various commercial arrangements and adjustments that must occur.
- Phased transition will occur in sequence by groups of RSCs, followed by sequence by type of service:
  1. Curbside and depot collection
  2. Curbside collection service expansion
  3. Public space collection

RSC Group	Transition Timeline
<b>1</b>	Six months following approval of the plan.
<b>2</b>	First day of the first month following 12 months after approval of the plan.
<b>3</b>	First day of the first month following 18 months after approval of the plan.

# Transition of RSC Groups

Timing		Regional Services Commissions			
		Number	Name	Total Households	Paper and Packaging Collected in 2020 (tonnes)
Group 1	Six months after approval of the Stewardship Plan	5	Greater Miramichi Regional Service Commission	8,666	1,514
		6	Kent Regional Service Commission	13,492	4,900
		7	Southeast Regional Service Commission	84,928	16,758
		8	Regional Service Commission 8	13,830	3,494
			<b>Total</b>	<b>120,916</b>	<b>26,666</b>

# Transition of RSC Groups

Timing		Regional Services Commissions			
		Number	Name	Total Households	Paper and Packaging Collected in 2020 (tonnes)
Group 2	The first day of the first month following 12 months after approval of the Stewardship Plan	2	Restigouche Regional Service Commission	11,300	435
		3	Chaleur Regional Service Commission	17,973	3,354
		4	Peninsule Acadienne Regional Service Commission	21,394	2,200
		11	Regional Service Commission 11	60,940	4,520
			<b>Total</b>	<b>111,607</b>	<b>10,509</b>

# Transition of RSC Groups

Timing		Regional Services Commissions			
		Number	Name	Total Households	Paper and Packaging Collected in 2020 (tonnes)
Group 3	The first day of the first month following 18 months after approval of the Stewardship Plan	1	Northwest Regional Service Commission	28,446	1,700
		9	Fundy Regional Service Commission	49,094	5,932
		10	Southwest New Brunswick Service Commission	14,970	755
		12	Western Valley Regional Service Commission	16,925	759
			<b>Total</b>	<b>109,435</b>	<b>9,146</b>

## Residential Collection

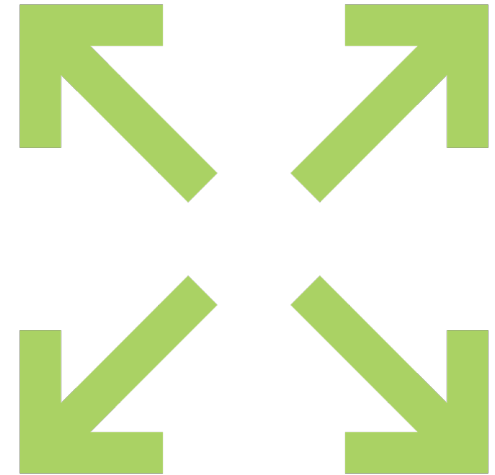
- Municipalities and First Nations communities that execute an agreement with Circular Materials will be transitioned first.
- We will procure collection services for those areas that choose not to execute an agreement with Circular Materials.

## Depot Collection

- Those that execute an agreement with Circular Materials will be transitioned in parallel with curbside collection.
- The objective is to have the commercial arrangements with these communities in place by the date on which the RSC Group transitions.

# Expanding Curbside Collection Service

- Expansion will occur once transition of existing curbside and depot collection services is complete in an RSC group.
- We will expand curbside collection services for residential packaging and paper to households receiving only curbside collection of garbage.
- During this phase, support for depots accepting materials included in curbside collection systems may be discontinued in areas that are receiving curbside collection of packaging and paper.





# Transitioning Public Space Collection Service

- Public space collection service will be supported when expansion of curbside collection services is complete in an RSC group.
- In municipalities and First Nations communities that execute an agreement with Circular Materials to deliver collection services.
- We will not support public space collection for those that don't execute an agreement with Circular Materials.







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# Section 6.3

## Collection System

### Relationships and Payments

# Collection: Single-Family, Multi-Family & Schools



- The RSC, local municipality or First Nations community that was delivering collection services when the Regulation was filed will have a right of first refusal to deliver those collection services under contract to Circular Materials.
- To establish payments, Circular Materials will contract an independent accounting firm to compile information on residential collection costs to support the development of a payment model.
- Where entities decline to contract with Circular Materials to provide curbside collection services, we will procure services from the private sector.

# Collection: Public Space

- The RSC, local municipality or First Nations community that is delivering collection services will be offered a contract with Circular Materials Atlantic to support the recycling portion of the public space system.
- Circular Materials Atlantic will contract an independent accounting firm to compile information on public space recycling collection costs incurred by entities to support development of a payment model.



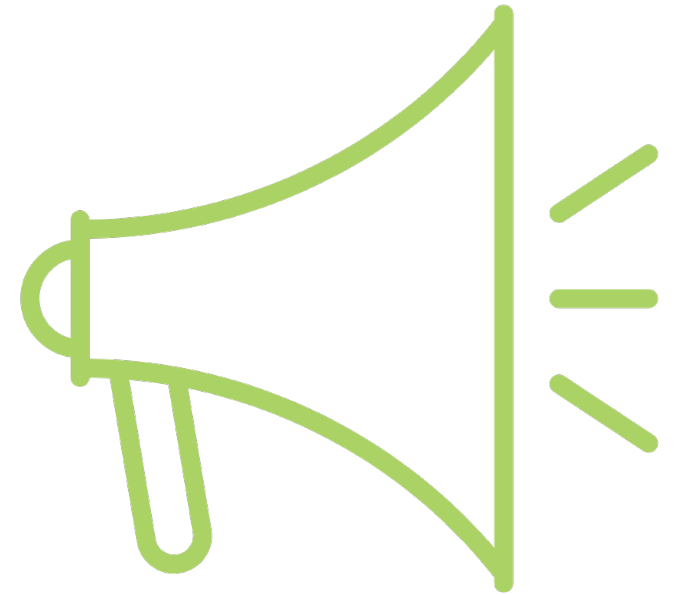
# Collection: Remote and Rural Areas

We will support collection of packaging and paper in remote and rural areas through:

- Support for existing depots in the near term; and
- Over time, expansion of curbside recycling collection to households receiving curbside garbage collection.



- Local promotion and education (P&E) will be included in the contracts with municipalities, First Nations communities, RSCs and those awarded contracts through the RFP process.
- P&E will have standard messaging and graphics available in both English and French.
- A province-wide communications strategy will be executed once transition is complete.





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# Section 6.4

# Post-Collection





We will assume responsibility for managing collected materials by:

- Contracting for receiving facilities which may transfer materials to another location or precondition materials to allow certain materials to be shipped to markets and other materials to be shipped to processing facilities.
- Contracting with processing facilities to sort and prepare material for shipment to markets.

# Field Assessments

- We will undertake field assessments of the existing receiving and processing infrastructure to determine whether:
  - Each facility is able to provide the services required by Circular Materials to meet the regulatory obligations of its subscribing producers.
- The assessment will determine whether Circular Materials will:
  - Approach the owner of a facility to deliver the required services on mutually acceptable commercial terms; or
  - Implement a procurement process to acquire receiving, consolidation, transfer, preconditioning and/or processing services in some or all of New Brunswick.







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# Section 6.5

## Efforts to Reduce and Improve Reusability and Recyclability

# Improving Recyclability

- Our producers are required to meet recycling targets for materials by improving recyclability or alternatively employing reuse strategies.
- In collaboration with Éco Entreprises Québec, we will provide real-time supply-chain feedback on how producer packaging choices affect recyclability and recycling system cost.





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# Section 7.1 Accessibility

# Tracking Accessibility Metrics

We will track the following metrics:

- Number of households receiving household collection services for packaging and paper;
- Number and location of depots accepting all types of residential packaging and paper; and
- Number and location of depots accepting the types of packaging and paper not accepted in commingled collection systems.





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# Section 7.2

## Performance Measures and Targets

# Setting Material Performance Targets

Within two years of plan approval, we will submit proposed numerical performance targets for the following six categories of materials:

- Paper
- Paper packaging
- Rigid plastic packaging
- Flexible plastic packaging
- Metal packaging
- Glass packaging

The performance target for each category of material will be calculated as:



The diagram illustrates the calculation of a material performance target. It features three main components: a green recycling truck icon with a blue weight icon labeled 'T' above it, a large black division slash, a green icon representing consumer supply (a document and a box) with a blue weight icon labeled 'T' above it, a large black equals sign, and a large green percentage sign. Below each icon is its corresponding text label.

$$\text{Tonnes shipped to recycling markets} / \text{Tonnes supplied to consumers} = \text{Material performance target \%}$$



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# Section 8.2

# Dispute Resolution



# Dispute Resolution Steps

If a dispute arises between a municipality, First Nations community or RSC and Circular Materials, the party seeking resolution may initiate a Dispute Resolution process.

## Step 1: Notice of Concern

- The party raising the dispute must raise the matter in writing.

## Step 2: Informal Discussion

- Within 30 days of written notice the parties will meet to clarify and attempt to resolve the dispute.

## Step 3: Management Discussion

- If the dispute remains unresolved, the party will send an email summarizing the aspects of the dispute which remain outstanding following the informal discussion.

## Step 4: Arbitration

- If still unresolved, a party may utilize the arbitration provisions in their contract.





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# Section 8.3

# Greenhouse Gas Emission

# Impacts

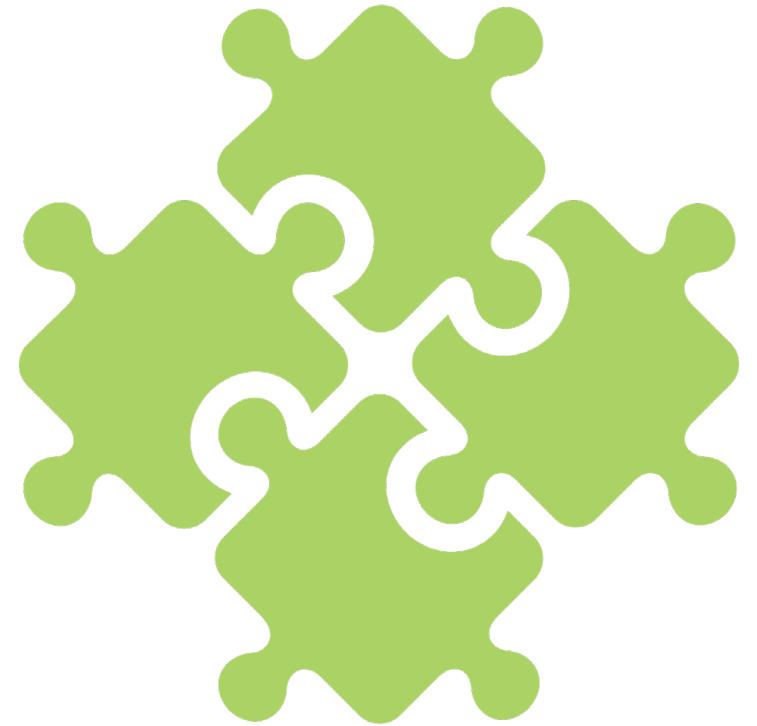
# Minimizing GHG Emissions

Circular Materials Atlantic is committed to minimizing recycling system related GHG emissions by:

- Optimizing the movement of materials including collection route optimization and logistics for consolidating, transferring, and processing materials where those systems are powered by fossil fuels;
- Encouraging the use of renewable energy to power logistic systems;
- Using contract-based performance standards to incentivize collection and sorting systems that maximize the collection of materials and minimize contamination; and
- Selecting recycling processes that:
  - Maximize yield of recycled materials that displace the use of raw materials in manufacturing; and
  - Minimize consumption of non-renewable energy.

# Minimizing GHG Emissions

- We will work closely with Éco Entreprises Québec to integrate recycling supply chains with those in Quebec to drive the scale necessary to warrant investments in technological innovation for harder-to-recycle materials such as flexible plastics.
- Such efforts will increase recycling rates while minimizing greenhouse gas emissions.





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# Questions?



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# 4. Closing

# Your Feedback is Important

- We encourage feedback on our draft Stewardship Plan to ensure it represents your interests.
- Please send written feedback on the Stewardship Plan **by July 29, 2022**, to [info@circularmaterials.ca](mailto:info@circularmaterials.ca).
  - Please include any updated data with your feedback.
- All feedback will be carefully reviewed and considered as we finalize the Stewardship Plan for submission to Recycle New Brunswick by October 14, 2022.







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**Thank you!**