



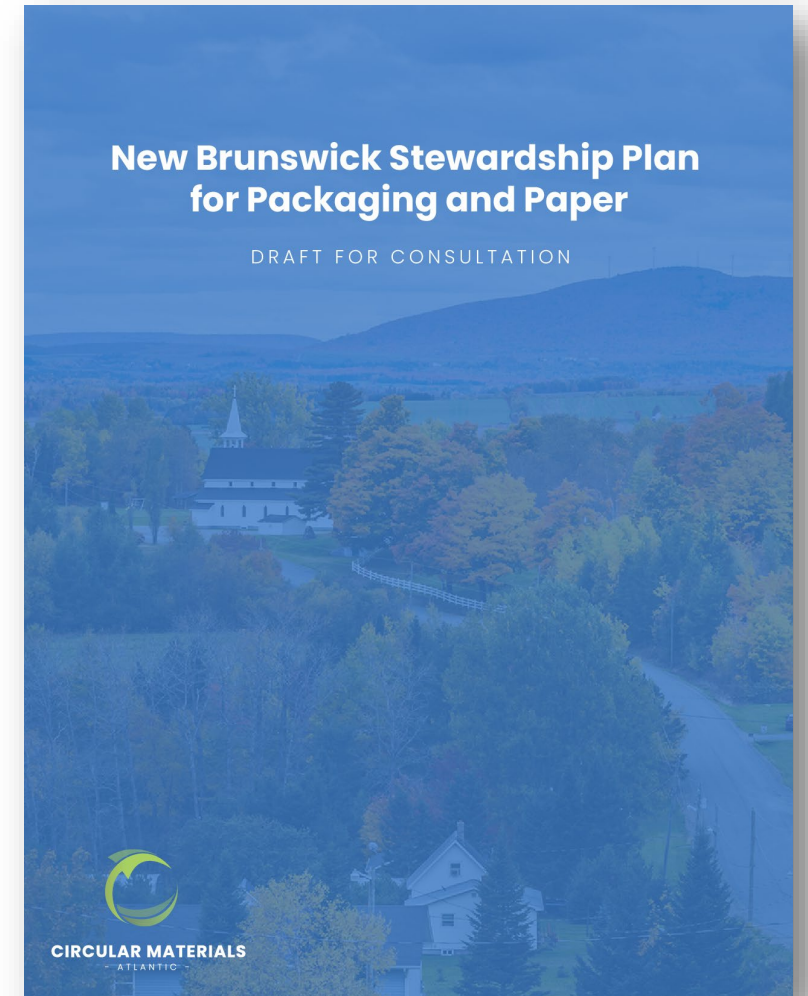
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Advancing the Circular Economy

September 12, 2022

- Introduction and Webinar Details
- Background
- Regulatory Context
- Proposed Changes to the Stewardship Plan
- Closing





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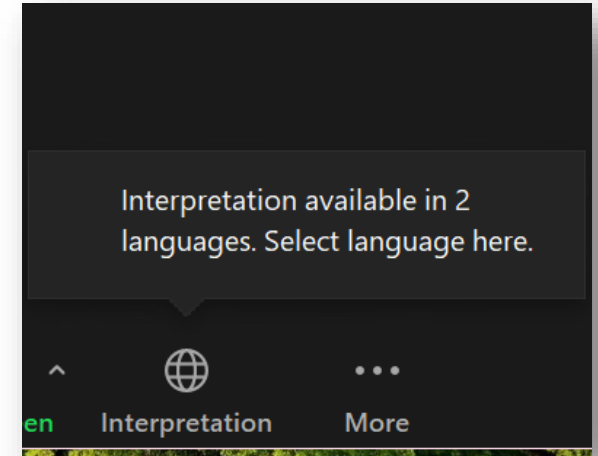
Introduction and Webinar Details



Allen Langdon
Chief Executive Officer
Circular Materials

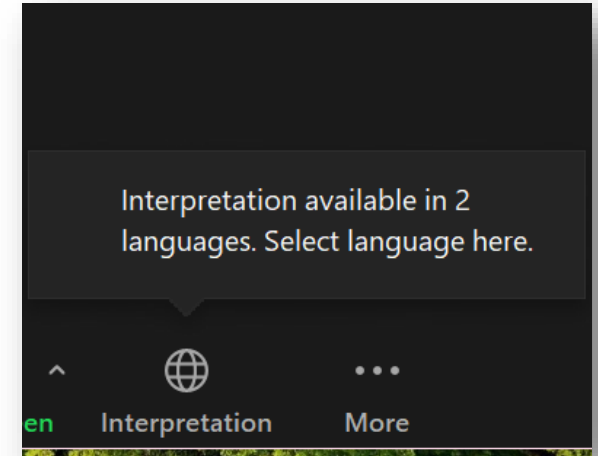
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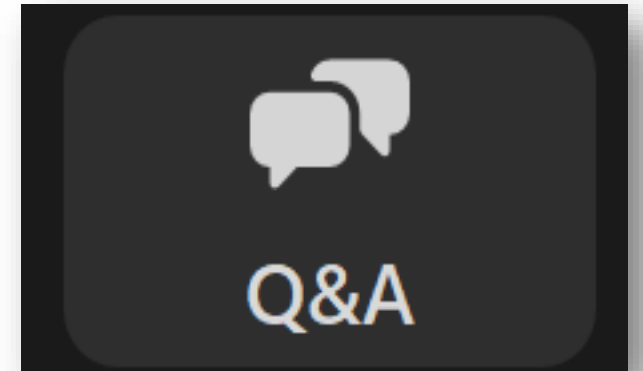
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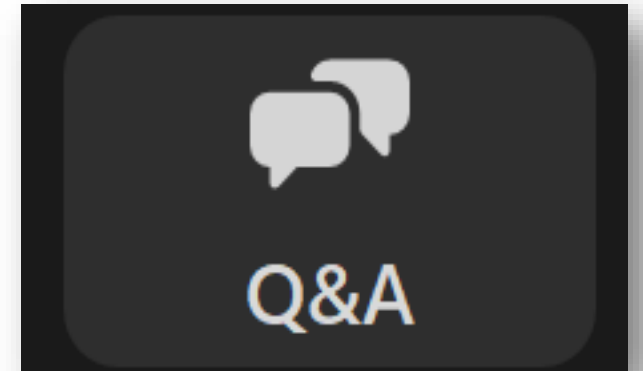
Asking a Question

- Questions can be shared via the Q&A tab on the toggle bar.
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Pour poser une question

- Les questions peuvent être partagées via l'onglet « Q&A » (Questions et réponses) dans la barre.
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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



Expansion Plans

Implementing:

- Ontario: Transition from July 2023 – December 2025.
- New Brunswick: Submitting draft Plan in October 2022.
- Manitoba: Providing services starting in 2023 and will support MMSM's transition to EPR.

Participating:

- Saskatchewan: Consulting.
- Newfoundland and Labrador: Consulting.
- Alberta: Represent producers in implementing EPR program once Regulation is finalized.

Monitoring:

- Nova Scotia: Awaiting Regulation.
- Yukon: Awaiting Regulation.
- Prince Edward Island: Monitoring activity.





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Regulatory Context

Regulatory Requirements for Producers

- 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 in the province.
- Section 50.56 of the Regulation allows brand owners to designate an Agent to carry out their obligations within the Regulation.
- Circular Materials is acting as an Agent for brand owners in New Brunswick.
 - On behalf of its brand owners, Circular Materials consulted on and will submit a New Brunswick Stewardship Plan for Packaging and Paper to comply with section 50.55 of the Regulation.

Regulatory Requirements for a Stewardship Plan

- Producers or an Agent working on behalf of producers, must develop a Stewardship Plan that includes:
 - A plan for the collection, transportation, storage, reuse and recycling of packaging and paper waste.
 - Estimated quantity of packaging and paper distributed and collected;
 - Collection services for single-unit, multi-unit, schools and other non-IC&I spaces;
 - A plan for expansion of services;
 - The plan for the management of packaging and paper waste, by material type;
 - A description of the material types that will be used for performance measures and targets and annual reporting purposes; and
 - A consultation report with a summary of the feedback received and how stakeholder interests were taken into consideration.



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Proposed Changes to the Stewardship Plan

- On May 2, 2022, Circular Materials Atlantic posted and began a three-month consultation process on its draft New Brunswick Stewardship Plan for Packaging and Paper.
- Municipalities, service providers and producers were invited to participate and share their feedback through several communication channels including stakeholder-specific webinars, one-on-one meetings, and email communications

Consultation: New Brunswick Stewardship Plan for Packaging and Paper

Circular Materials Atlantic has developed a New Brunswick Stewardship Plan for Packaging and Paper on behalf of producers obligated by the Designated Materials Regulation under the *Clean Environment Act*.

To ensure the Stewardship Plan represents the interests of our stakeholders, we will be engaging producers, municipal representatives and service providers in a comprehensive and meaningful three-month consultation process, which is outlined in more detail below.

We encourage stakeholders to participate in our consultations and provide written feedback to help us finalize the Stewardship Plan prior to submitting to Recycle New Brunswick for approval in October 2022.

Relevant Documents

-  [New Brunswick Packaging and Paper Stewardship Plan](#)
-  [Designated Materials Regulation](#)
-  [Clean Environment Act](#)

Consultation Information

We hosted three stakeholder-specific consultation webinars to review elements of the Stewardship Plan and provide an opportunity for questions. See below for consultation webinar materials.

Producer-focused webinar	Municipal-focused webinar	Service provider-focused webinar
Wednesday, May 18, 2022	Tuesday, June 7, 2022	Thursday, June 9, 2022
View the Presentation	View Presentation	View Presentation
View the Q&A	View the Q&A	View the Q&A



- To support stakeholders in providing meaningful feedback, the consultation deadline was extended to August 5, 2022.
- We received 23 written feedback submissions which will be summarized within the consultation report.

Today's Additional Consultation

- Based on the feedback received, we have revised the Stewardship Plan in preparation for submission to Recycle NB.
- Today we will highlight the proposed changes.
- Please provide any additional feedback by comments via this webinar, or by emailing info@circularmaterials.ca this week.
- We also welcome and are available for one-to-one meetings to review the draft Stewardship Plan, receive feedback and answer any questions related to the plan or its implementation.
- Please email info@circularmaterials.ca if you would like to schedule a meeting with our team.



Key Dates in Consultation Process

Date	Milestone
Late 2021 until early 2022	Collection of baseline data and information required to develop the draft Stewardship Plan.
May 2, 2022	Draft Stewardship Plan distributed to stakeholders; consultation process began.
May 18, 2022	Producer-focused webinar on draft Stewardship Plan.
June 7, 2022	Municipal-focused webinar on draft Stewardship Plan.
June 8, 2022	Service provider-focused webinar on draft Stewardship Plan.
August 5, 2022	Extended Deadline for feedback on Stewardship Plan.
<u>TODAY:</u> September 12, 2022	Additional consultation webinar to review proposed revisions to the Stewardship Plan based on feedback received.
Prior to October 14	Circular Materials finalizes the Stewardship Plan.
October 14, 2022	Stewardship Plan submitted to Recycle NB for approval.
Six months following plan approval (TBC by Recycle NB)	Transition to EPR begins.

General Stewardship Plan Revisions

- The Stewardship Plan was revised to address only the requirements of the Regulation outlined earlier in this presentation.
- Excerpts of Regulatory requirements were added at the beginning of each section of the Stewardship Plan.
- Background information and context for the development of the Stewardship Plan were removed, as this information is not required by the Regulation.
- Baseline data were limited to estimated supply to market and collected quantities, as required by the Regulation.

Feedback Received:

- Stakeholders requested clarification on the materials that will be eligible for collection.

How Feedback was Reflected in the Stewardship Plan:

- The Stewardship Plan defines printed and unprinted paper, as well as primary packaging, convenience packaging and transport packaging that is provided with a product consistent with the Regulation.
- All packaging and paper designated in the Regulation and defined in the Stewardship Plan will be collected when processing facilities are capable of receiving these materials.
- Clarification was added to the revised Stewardship Plan regarding the collection of designated packaging and paper and the circumstances leading to a standardized list of accepted materials across the province.

Feedback Received:

- Questions were raised about collection activities during plan implementation.

How Feedback was Reflected in the Stewardship Plan:

- Clarification was added to the Stewardship Plan on the proposed approach to contracting municipalities and other service providers.
- Collection from dwellings and schools will be delivered by Circular Materials Atlantic through either:
 - An offer by Circular Materials Atlantic to, and acceptance of the offer by, an RSC, municipality or First Nation resulting in a contract between the parties; or
 - Circular Materials Atlantic awarding a contract to a private company through direct negotiations or an RFP process.

Feedback Received:

- Questions were raised about compensation for collection services.

How Feedback was Reflected in the Stewardship Plan:

- Circular Materials will compile cost information from RSCs, municipalities and First Nations currently providing collection services.
 - A third-party accountant will be retained to ensure information is consistent and complete including capital costs.
- Using this information, Circular Materials will develop a compensation offer to RSCs, municipalities and First Nations for collection services.
- RSCs, municipalities and First Nations can accept or decline the offer.
- Compensation will be paid for services provided to Circular Materials Atlantic when the services are provided.

Feedback Received:

- From municipalities:
 - Concerns were raised about the extended length and three-phase approach to transition.
 - It was suggested that Circular Materials shorten the time for transition and reduce the number of phases.
- From private sector service providers:
 - Concerns were raised about the compressed timeline for transition.
 - It was suggested that Circular Materials lengthen the time for each phase.

Circular Materials Atlantic Activities

SUBMISSION OF PLAN

October 14, 2022

Assess the capability of each facility that could act as a receiving, preconditioning or processing facility (3 months)

Compile information on services and unique circumstances in each municipality

Compile information on dwellings and schools that are not currently receiving service

Compile information on current contractual arrangements

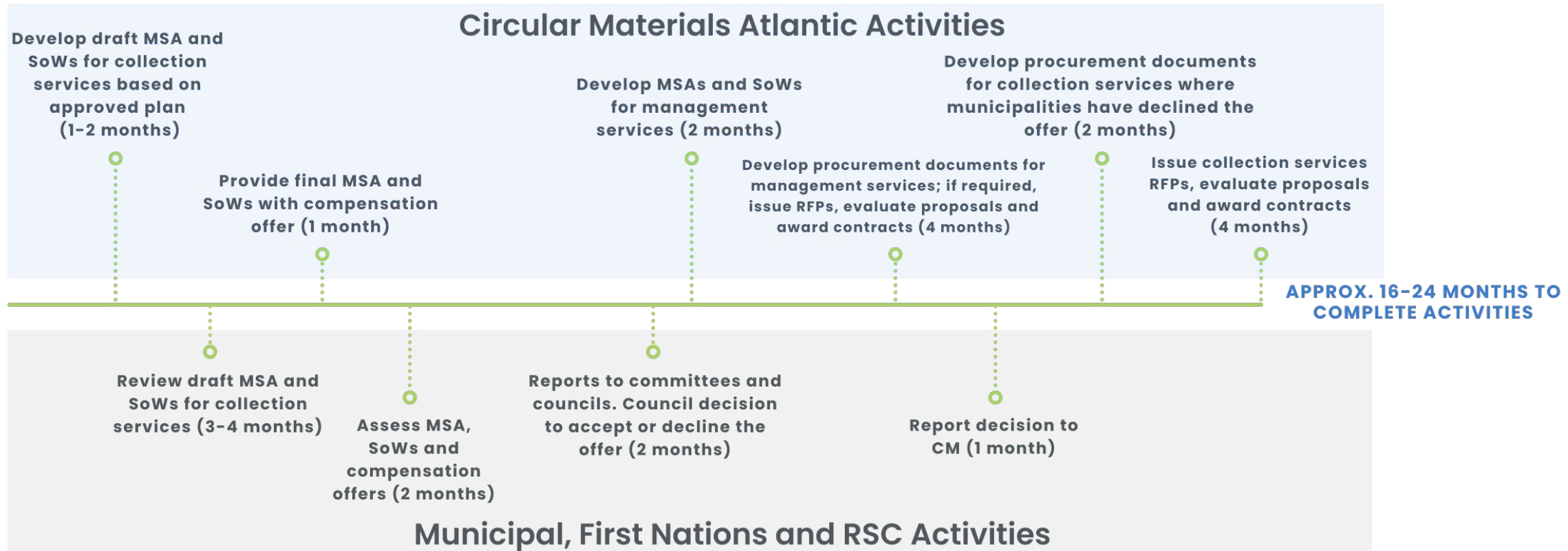
Site visits to each facility; requires planning and scheduling in coordination with facility owners

Obtain above information from municipalities, First Nations and RSCs (3-4 months)

**PLAN
APPROVAL**

Municipal, First Nations and RSC Activities

Activities that can be Initiated Only After Plan Approval



How Feedback was Reflected in the Stewardship Plan:

- The revised Stewardship Plan shortens the transition to two phases over twelve months rather than three phases over eighteen months.
- Phases continue to be based on groups of RSCs to ensure a regional approach to transition with contiguous geographies on a similar timeline.

To transition in two phases over twelve months:

- We will ask municipalities, First Nations and RSCs to compress the timelines for their activities described in previous slides.
- In each of the two phases, we will first transition services where municipalities, First Nations and RSCs accept Circular Materials' offer to deliver collection services.
- Then, within six months, we will transition services where the municipality, First Nations or RSC declines to provide collection services. This additional six months provides time for Circular Materials to issue an RFP to select a collection partner.

Feedback Received:

- Stakeholders questioned the sequencing of service expansion.

How Feedback was Reflected in the Stewardship Plan:

- Additional details were added to the Stewardship Plan to clarify the schedule for expanding services:
 - Within six months after existing curbside and depot services are transitioned, curbside collection services for packaging and paper will be provided to dwellings receiving curbside garbage collection.
 - Within a further 12 months, public space collection services will be provided.

Feedback Received:

- Stakeholders requested information on the approach to promotion and education (P&E).

How Feedback was Reflected in the Stewardship Plan:

- Clarification was added to the Stewardship Plan:
 - Where Circular Materials Atlantic contracts with municipalities to provide collection services, customer service and local P&E will be included in the contracted services and continue to be provided by municipalities.
 - Where Circular Materials Atlantic contracts with private companies to provide collection services, customer service will be provided by the contractor and Circular Materials Atlantic will provide local P&E.



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Closing

Finalizing the Stewardship Plan

- Please provide any additional feedback by submitting comments via this webinar, or by emailing info@circularmaterials.ca this week.
- We also welcome and are available for one-to-one meetings to review the plan, receive feedback and answer any questions.
 - Please email info@circularmaterials.ca if you would like to schedule a meeting with our team.
- All additional feedback will be carefully reviewed and considered as we finalize the Stewardship Plan for submission to Recycle NB by October 14, 2022.





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Questions?



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