



# Recycling Program for New Brunswick Multi-Family Dwellings (MFDs)



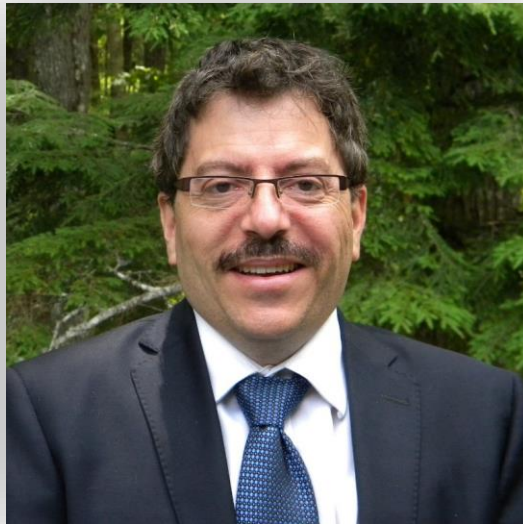
# Land Acknowledgement



# Introductions



**Andrew Philopoulos**  
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# About this Meeting

## Presentation:

- Available in English and French.
- Will be shared after this meeting.

## Interpretation:

- Live interpreter online.
- Select the "globe icon" located at the bottom of your screen in the menu bar to hear the presentation in the language of your choice.

## Questions:

- Raise hand and ask verbally.
- Type in 'Chat' box.



# Agenda

- Background
- Multi-Family 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





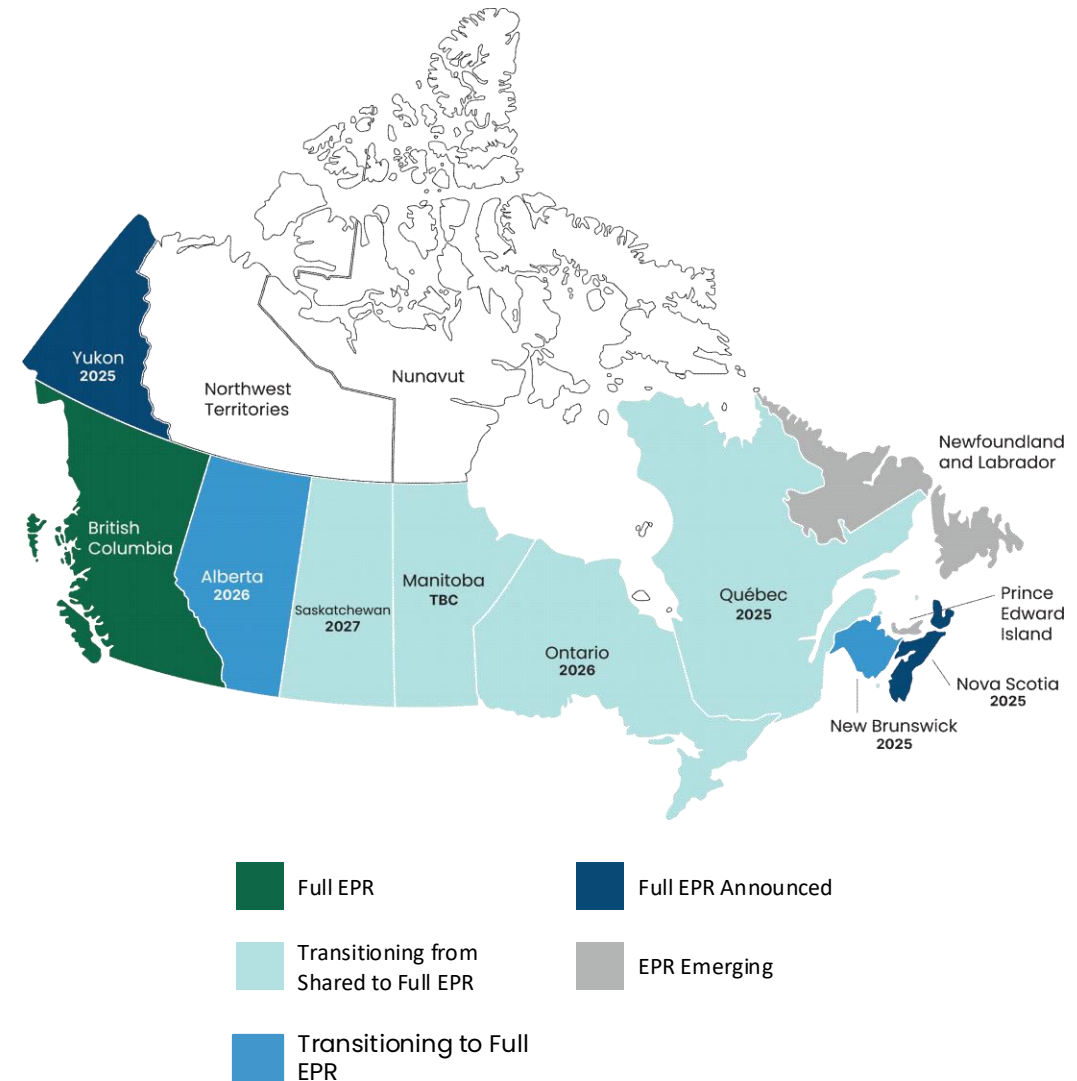
# Our Founders





# 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 New Brunswick



- Circular Materials is responsible for managing the collection and recycling of packaging and paper products from New Brunswick households, including services for schools, multi-family dwellings, and public spaces.
- EPR is recognized as one of the most effective mechanisms to improve recycling rates by returning materials to producers for reuse in new products and packaging.
- **In New Brunswick, EPR includes servicing multi-family dwellings at no cost.**
- **Some multi-family dwellings will continue to be serviced through the residential curbside collection program.**



# Multi-Family Implementation Plan



# Overview

- **Multi-family dwellings (MFDs):**
  - Buildings with multiple residential units (e.g., apartments, condos) are eligible to participate voluntarily. Some multi-family dwellings are already serviced as part of the curbside collection.
- Multi-family buildings not currently receiving recycling services can participate in the program.
  - Some MFDs are serviced as part of the residential collection program.
  - The program is on a voluntary basis.
  - Future planned local bylaw changes may require participation.



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

# New Brunswick MFD Registry

- MFDs interested in recycling services can register through our online registry.
- Registry information will be shared with the recycling collector for your region, who will contact the MFDs to discuss next steps.



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

# MFD Registry Deadlines



**Phase 1 regions:** Northwest, Restigouche, Fundy, Southwest, Capital and Western Valley.

- **January 31, 2025:** Registration deadline.
- **May 1, 2025:** Service begins.

**Phase 2 regions:** Chaleur, Acadian Peninsula, Miramichi, Kent, Southeast and Kings.

- **May 31, 2025:** Registration deadline (including for Phase 1 regions not receiving service).
- **November 1, 2025:** Service begins.

**Future service cadence as follows:**

- Deadline for registration **October 31, 2025** to receive service **May 1, 2026**.



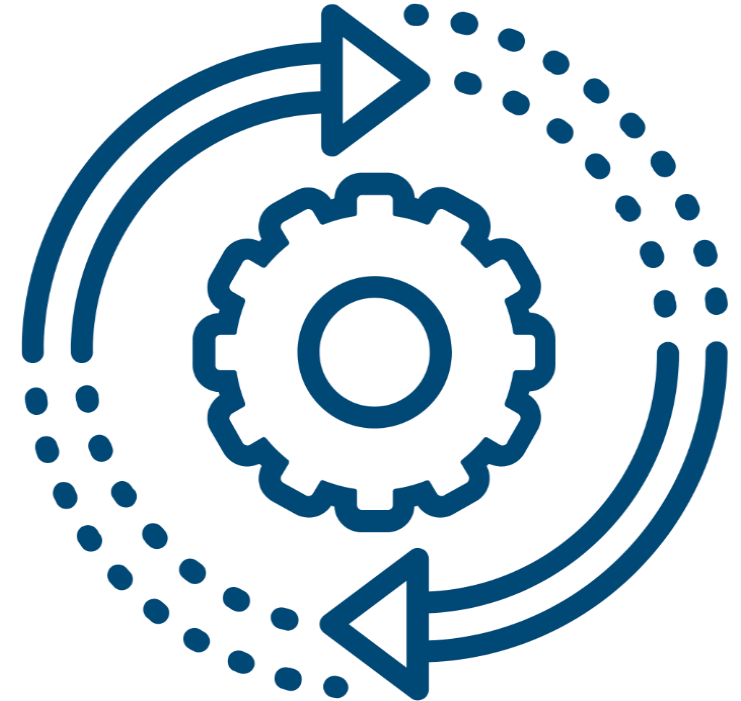
# Recycling collection services

- Through our service providers, Circular Materials will offer the following recycling services:
  - Collecting recyclable materials.
  - Supplying appropriate outdoor collection receptacles. One size does not fit all. Exact number and size of receptacles and collection frequency to be determined based on site specifics.
  - Providing promotional and educational materials to share recycling best practices.



# Next Steps After Registering

- After registration, Circular Materials will use the information to procure recycling collection services.
- The assigned collector will then contact the property owner or manager to discuss next steps and may schedule a site visit.
- Recycling Collector will coordinate service, deliver receptacles, and communicate service delivery details.
- Promotion and education (P&E) package will be delivered by Circular Materials.



# Outreach and Engagement

## Industry Associations & Government Partners

- New Brunswick Apartment Owners Association, New Brunswick Non-Profit Housing Association, New Brunswick Real Estate Association, Regional Landlord or Apartment Owners Associations, Chambers of Commerce, entities, Regional Service Commissions, etc.

## Information Sessions

- Hosted an information session on April 30.
- Hosting an information session on May 23.





# Registry Communications Toolkit

- A toolkit with materials and resources to promote the registry is available on each webpage for download:
  - 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 with the multi-family dwellings of your community.
- We are open to collaborating on joint communications within your community.

**circular materials**

**An enhanced recycling system is coming to schools in New Brunswick**

Schools can [register](#) for free recycling collection services with Circular Materials.

**About New Brunswick's recycling program**

NB is transitioning to an extended producer responsibility (EPR) packaging and paper products. This system shifts the financial and responsibility for recycling from Regional Service Commissions, First Nations to the producers who supply the products.

**Timeline for onboarding recycling services to schools**

Phase 1 - May 1, 2025	Phase 2 - November 1, 2025
Regions of Northwest, Miramichi, Fundy, West, Capital, and Valley.	Regions of Chaleur, Acadian Peninsula, Miramichi, Kent, Southeast, and Kings, and those from phase 1.
Registration deadline: May 31, 2025.	Registration deadline: May 30, 2025.

**For your school:** [circularmaterials.ca/NBSchools](#)

**Questions?** [NBoperations@circularmaterials.ca](mailto:NBoperations@circularmaterials.ca)

**Recycling is coming to your building.**

Apartment and condo owners can register for **free recycling collection services** with Circular Materials.

**Learn more and register:** [circularmaterials.ca/NBmultifam](https://circularmaterials.ca/NBmultifam)

**Recycling is coming to your school.**

Schools can register for **free recycling collection services.**

# Summary of Key Timelines for Phase 2 Regions (and Open to Phase 1 Regions)

Date	Milestone
March 2025	<ul style="list-style-type: none"> <li>Published new registry form on webpages.</li> <li>Hosting information sessions.</li> </ul>
April 2025	<ul style="list-style-type: none"> <li>Hosting information sessions.</li> </ul>
May 2025	<ul style="list-style-type: none"> <li>May 23: Information session</li> <li>May 31: Deadline to register to receive service on November 1, 2025.</li> </ul>
Summer-fall 2025	<ul style="list-style-type: none"> <li>Service provider will contact registered MFDs and conduct site visits where applicable.</li> </ul>
September-October 2025	<ul style="list-style-type: none"> <li>Phase 2 targeted multi-residential campaign in market.</li> <li>Distribution of P&amp;E materials to registered facilities.</li> </ul>
November 1, 2025	<ul style="list-style-type: none"> <li>Program launches for registrations received on May 31, 2025.</li> </ul>



# Registry Demo



# Wrap Up

# Closing

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







# Questions?



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

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





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