



Recycling program for Nova Scotia Campgrounds

Land Acknowledgement



Introductions



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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
- Campground 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



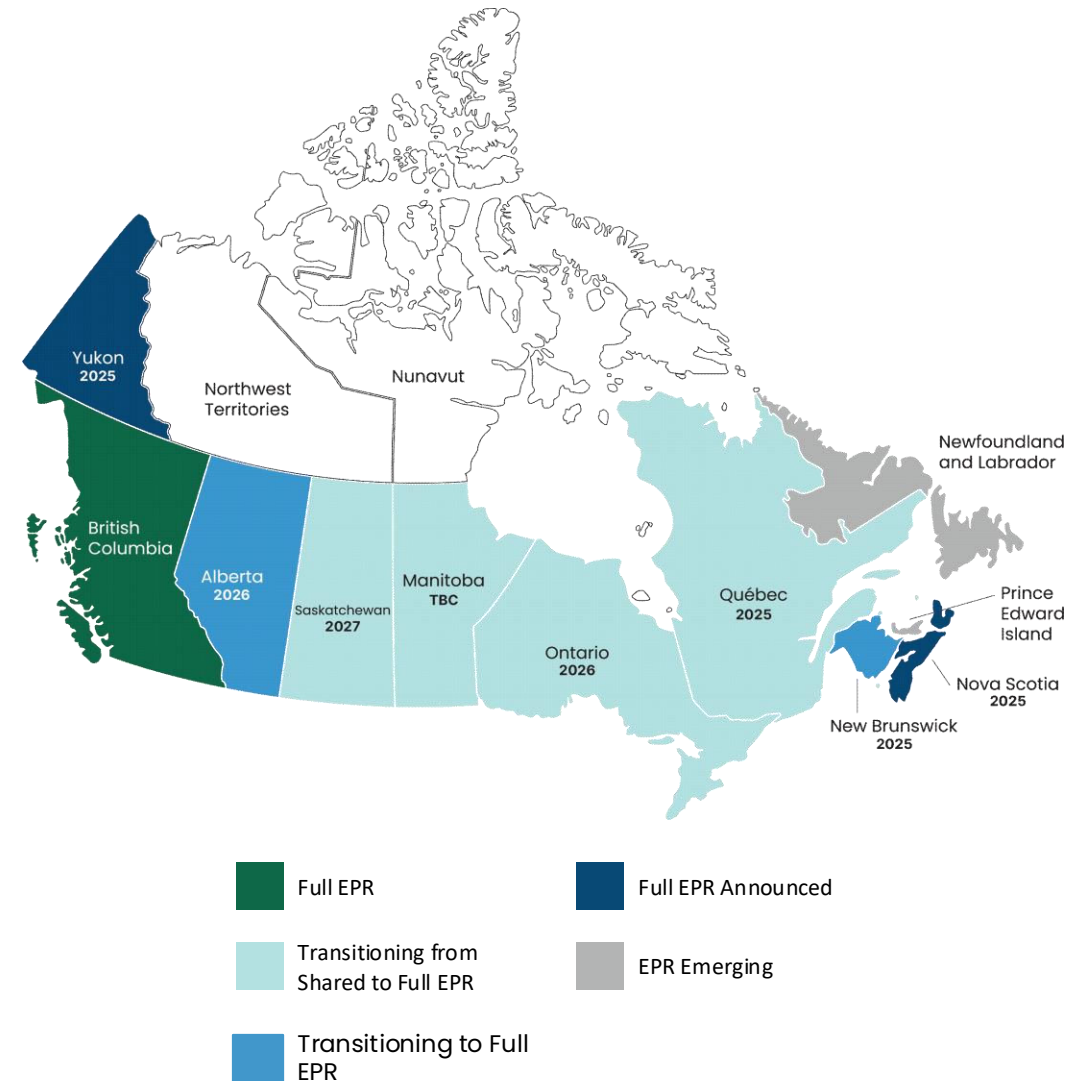
What is EPR?

- 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 campgrounds at no cost.**

Campground 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 Campgrounds

- **Campgrounds:** public and private campgrounds.
- We implemented an online registry on **March 1, 2025** to onboard campgrounds to determine service requirements, procure resources, and deliver recycling services effectively.
- Campgrounds will need to register by **May 31, 2025**, to receive services by **December 1, 2025** or for **the 2026 season**.
- The registry will remain open to enable registration at any time. Future service cadences are to be determined.



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

Outreach and Engagement

Industry Association and Government

- Campground Owners Association of Nova Scotia
- Provincial Government Departments
- Parks Canada
- Regional Waste Coordinators

Campgrounds information sessions:

- Hosted three information sessions.



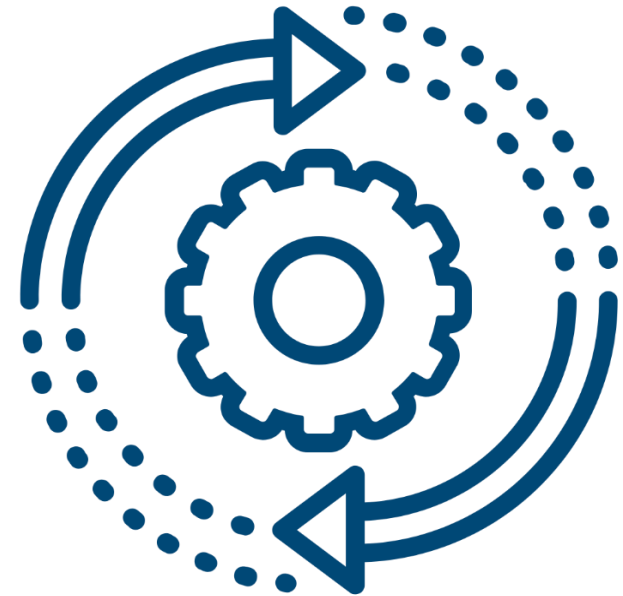
Registry Communications Toolkit

- 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.
 - Copy of presentation.
- 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 campgrounds' information to procure recycling collection services.
- The assigned collector will then contact the campground to discuss next steps and may schedule a site visit, starting in **September 2025**.
- Recycling Collector will coordinate service and communicate service details.
- Promotion and education (P&E) package will be delivered by Circular Materials.



Key Timelines

Date	Milestone
February 2025	<ul style="list-style-type: none"> Registry webpages published including toolkits for stakeholders to promote the registry and stakeholder engagement with each sector and partners.
March 2025	<ul style="list-style-type: none"> Registry form launched on March 1, 2025 Hosted 1st information session
April 17, 2025	<ul style="list-style-type: none"> Hosted 2nd information session.
May 28, 2025	<ul style="list-style-type: none"> Hosting 3rd information session
May 31, 2025	<ul style="list-style-type: none"> Deadline to register (for December 1, 2025 service or for 2026 season; <ul style="list-style-type: none"> Future cadences to be announced
Q4 2025	<ul style="list-style-type: none"> Distribution of P&E materials to campgrounds.
December 1, 2025	<ul style="list-style-type: none"> Program launches.

Registry Demo

Wrap Up

Closing

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





Questions?



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