



2024 NEW BRUNSWICK ANNUAL REPORT



About Circular Materials in New Brunswick

Circular Materials is a national not-for-profit organization that supports producers in meeting their obligations under extended producer responsibility (EPR) regulations for paper and packaging products in New Brunswick and across Canada.

EPR is a policy approach in which producers – the businesses that supply packaging and paper – are financially responsible and accountable for those materials over their full life cycle. Recycling programs founded on the principles of EPR improve recycling rates, encourage the efficient use of materials and support innovation and supply chain synergies. EPR is recognized as one of the most effective ways to improve recycling rates and advance a circular economy.

Circular Materials is proud to be advancing the circular economy across Canada – where packaging and paper products (PPP) are collected, recycled and returned to producers for use as recycled content in new products and packaging.

As the producer responsibility organization in New Brunswick, Circular Materials helps producers meet their requirements under the province's Designated Materials Regulation. This includes managing the collection, transportation and recycling of paper and packaging products on behalf of brand owners for single and multi-unit dwellings, as well as for schools and public spaces. Circular Materials is committed to working with all stakeholders and communities to ensure a smooth transition to EPR in the province and deliver an enhanced recycling system that contributes to a circular economy.

To learn more about our operations in New Brunswick, visit our [website](#).





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Message from Chief Executive Officer



It is remarkable to reflect on the progress made over the past few years to transition the province of New Brunswick to an extended producer responsibility (EPR) framework for packaging and paper products.

Advancing a circular economy and facilitating this EPR transition requires close collaboration with many stakeholders across the supply chain. On behalf of the Circular Materials' Board and Executive Leadership Team, I want to thank our committed producers, talented team members, Recycle NB and all the communities and supply chain partners across the province for their collaboration, input and support.

As you will read in this 2024 Annual Report, we are proud of the many shared advancements and achievements over the past year to transition the province's recycling system while building a strong foundation for the future. These include, 300,000 households in New Brunswick transitioned to the EPR curbside collection program and robust promotion and education campaigns to support resident education and participation to improve recycling rates.

Looking ahead to 2025 and beyond, Circular Materials is committed to increasing recycling participation, expanding our collection program and driving innovative recycling solutions to increase material recovery rates. Our goal is to develop a more integrated and optimized approach across Atlantic Canada that will strengthen a circular economy and set a new standard for environmental stewardship in the region.

We look forward to building on the momentum we've created together and continuing to work with our valued partners to advance a more sustainable future for generations to come.

A handwritten signature in black ink, appearing to read 'Allen Langdon'.

Allen Langdon,
Chief Executive Officer, Circular Materials



On November 1, 2024, we [celebrated](#) the one-year anniversary of New Brunswick's transition to extended producer responsibility (EPR) for packaging and paper products.

Message from Managing Director, Atlantic



This has been a milestone year for Circular Materials in New Brunswick. On November 1, 2024, we marked the one-year anniversary of the transition to EPR in New Brunswick and today, the province's residential recycling system is now fully under EPR.

A key priority in 2024 was our ongoing engagement with municipalities, rural districts and First Nations communities to ensure recycling services meet the unique needs of each community. In collaboration with the North Shore Mi'kmaq Tribal Council, a key outcome has been to ensure the successful transition of First Nations communities. Over the year, we also launched targeted promotion and education campaigns to educate and raise public awareness about recycling while ensuring a seamless transition to the EPR program.

On the operations side, we strengthened our relationship with the Eastern Recyclers' Association's network of redemption centres. We also welcomed two independent redemption centres into the system in Charlotte County, further expanding the accessibility of collection services across the province.

In 2024, we were pleased to establish the Audit Centre at Eco360 in Berry Mills. This centre greatly advances our data analysis and auditing of materials collected and processed through the recycling system. This data provides visibility and transparency for all New Brunswickers on how the system is performing and establishes a baseline to measure future system improvements.

In 2025, we will focus on:

- Expanding curbside collection to multi-residential dwellings and schools starting May 1, 2025;
- Extending the collection program to communities that previously lacked curbside recycling, including Grand Manan, Grand Bay-Westfield, Hampton (Ward 2), Oromocto, Oromocto First Nation, Lakeland Ridges (Meductic), and Southwest Rural District (White Head Island);
- Ensuring our systems, processes and operations are running as efficiently as possible and ensuring smooth service delivery;
- Submitting a revised 2026–2030 Stewardship Plan, including material performance targets, to Recycle NB by June 2025; and
- Advancing our post collection system by investing in innovation, including reviewing proposals for new post collection services for both New Brunswick and Nova Scotia in 2027.

There is much work ahead, but we look forward to continuing to collaborate with all stakeholders as together we build a stronger, more efficient and effective recycling system for New Brunswickers.

A handwritten signature in blue ink, appearing to read 'A. Philopoulos', with a stylized flourish at the end.

Andrew Philopoulos
Managing Director, Atlantic Canada, Circular Materials

2024 Highlights



94

COMMUNITIES TRANSITIONED:

83 municipalities and rural districts (entities) and 11 First Nations communities fully transitioned to EPR.

COLLECTION SYSTEM



~300,000

HOUSEHOLDS

in New Brunswick received curbside collection



10,233 TONNES COLLECTED

of paper, flexible plastic, rigid plastic, metal and glass.

87% MANAGED BY RECYCLING.*

*Figure includes material that was shipped to recycling end-markets and processed materials (i.e. baled inventory) ready to be shipped to recycling end-markets.



44

REDEMPTION CENTRE

agreements for collection of select materials.

AUDIT CENTRE



AUDIT CENTRE

launched in Berry Mills to audit materials processed through the system.

POST COLLECTION SYSTEM



5

RECEIVING FACILITY

agreements in total by the end of 2024.



5

PRE-CONDITIONING FACILITIES

agreements in total by the end of 2024.

PUBLIC EDUCATION HIGHLIGHTS



22+ MILLION VIEWS

for a province-wide cross-channel campaign to promote materials that can be recycled at redemption centres.



7.5 MILLION VIEWS

of a cross-channel campaign for transitioning "opt-out entities".

Materials We Manage: Circular Materials in New Brunswick provides collection and post collection services for paper and cardboard, plastics (rigid and flexible), metal and glass to communities across the province.



PAPER



RIGID
PLASTICS



FLEXIBLE
PLASTICS



METAL



GLASS



New Brunswick EPR Program Background & Regulatory Context

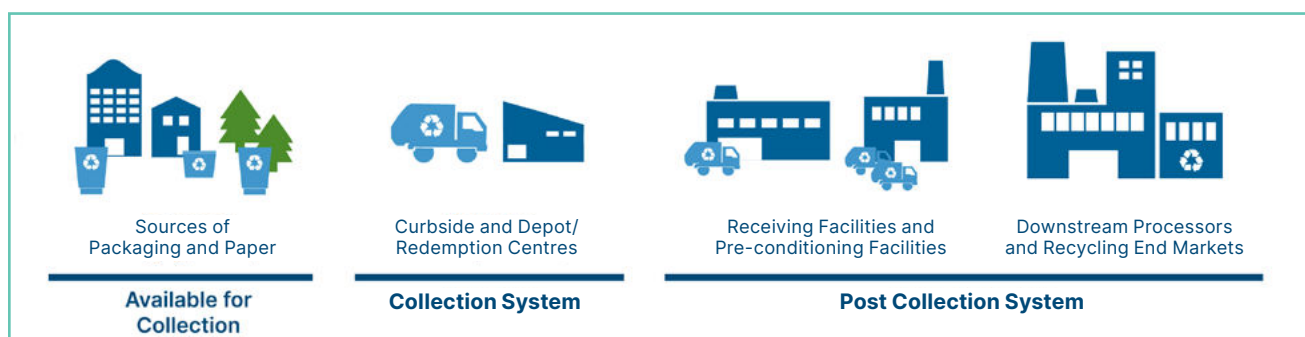
In October 2021, the Government of New Brunswick amended the Designated Materials Regulation under the Clean Environment Act, to establish an extended producer responsibility (EPR) program in the province for packaging and paper products (including rigid plastics, flexible plastics, metal and glass). This regulation shifts the responsibility for recycling from municipalities to producers. As the regulatory agency that oversees designated materials, [Recycle NB](#) is responsible for the implementation and oversight of the packaging and paper products program.



To support producers in meeting their regulatory obligations, Circular Materials developed the New Brunswick [Stewardship Plan for Packaging and Paper](#). This plan was designed in consultation with local governments, municipalities, First Nations communities, service providers and producers to ensure it reflected stakeholder needs and regional priorities. Following a comprehensive consultation process, Circular Materials submitted the draft Stewardship Plan to Recycle NB in October 2022 that was then officially approved in May 2023. Circular Materials began managing the transition to the EPR program for packaging and paper products in New Brunswick – the first Atlantic province to do so – and the program officially launched on November 1, 2023.

In July 2024, the Government of New Brunswick released updated [Designated Materials Regulation](#) with the intent to standardize requirements for the various EPR and stewardship programs across New Brunswick. Under the new regulation, producers are required to submit a new Stewardship Plan by June 30, 2025. The Board of Recycle NB sets the period for the Stewardship Plan approval which can be up to five years. We are currently refreshing the New Brunswick Stewardship Plan and will post it on the Circular Material's [website](#) upon submission.

Collection and Post Collection System in New Brunswick



The recycling journey involves collecting materials used by consumers, sorting and processing these materials, selling them to end markets and ultimately, manufacturing new products from recycled materials, to close the loop and reduce reliance on virgin material resources. Below is a look at how the recycling system works in New Brunswick.

COLLECTION SYSTEM:

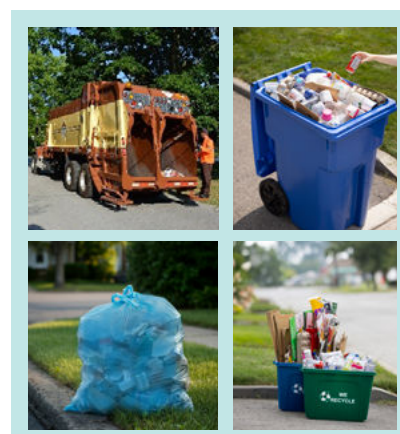
A variety of collection methods are used to ensure we provide consistent levels of service to households in remote and rural communities as well as those within densely populated urban centres. As described below, the collection system for paper and packaging materials in New Brunswick includes: residential curbside collection, depot collection, multifamily and school collection, and public spaces collection.

1. RESIDENTIAL CURBSIDE COLLECTION:

There are three collection methods for residential curbside collection across the province. These include wheeled carts (single stream), bags (single stream) and boxes (dual stream). Single stream refers to placing all designated material in the same wheeled cart or bag and dual stream refers to separating designated materials into different containers (e.g., plastic/metal and paper/cardboard).

2. REDEMPTION CENTRES (DEPOT DROP-OFF):

Depot collection is defined as the collection of designated materials from residents at a location operated by a collection service partner. Circular Materials collaborates with independent redemption centres and the Eastern Recyclers Association's network of 44 redemption centres across New Brunswick to provide a convenient way for people to recycle additional material free of charge. The materials that can be taken to a redemption centre include select materials such as flexible plastics, white foam polystyrene, beverage cardboard and glass packaging.



Cocagne Variety Redemption Center in Cocagne, NB

3. MULTI-FAMILY DWELLINGS AND SCHOOL COLLECTION:

In November 2024, Circular Materials launched a registry that enables multi-family dwellings (such as apartment buildings and condos) and schools to register to receive recycling services starting May 1, 2025.

4. PUBLIC SPACE COLLECTION:

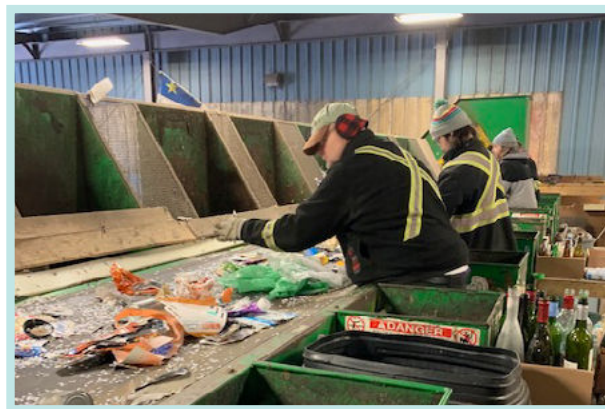
Following the completion of the residential recycling transition, the EPR program will be expanded to public parks and outdoor spaces in 2027.

POST COLLECTION SERVICES/MATERIAL MANAGEMENT SYSTEM:

A pre-conditioning facility (also known as a material recovery facility) is where materials are dropped off by trucks after they have been collected. Materials are sorted into various material categories for transport to downstream processors and recycling end markets.

As part of the implementation of the Stewardship Plan approved by Recycle NB in May 2023, Circular Materials has established a post collection system using existing public and private infrastructure including five pre-conditioning facilities to process and recycle collected materials. In June 2024, Circular Materials issued a request for proposals for post collection services related to recyclable materials collected in New Brunswick and Nova Scotia. The purpose of the RFP was to evaluate the most effective recycling solutions for Atlantic Canada that can meet regulatory recovery requirements and realize greater transportation efficiencies at the most competitive price. Circular Materials expects to evaluate the proposals before the end of 2025 with the intent that new post collection services will be operational by January 1, 2027.

For 2024 performance data of the collection and management/post collection system, please see pages 16-21 of this report.



Team members sort materials on the conveyor at the Acadian Peninsula Recycling Centre



Collaborating with Communities and Stakeholders

Building a circular economy and facilitating a seamless transition to EPR in New Brunswick is a collaborative effort that requires working with stakeholders and partners including the New Brunswick provincial government, municipalities, First Nation communities, producers, collectors, transporters, processors and others in the supply chain.

Our relationships with stakeholders and communities are built on trust, credibility and transparency. We engage with all partners and collaborators through constructive dialogue with the objective of delivering better outcomes for all. Here are some examples of how we engaged with stakeholders and communities in New Brunswick in 2024.

MUNICIPALITIES AND FIRST NATIONS WORKING GROUP

We are committed to continuing to work with municipalities and First Nations to foster a collaborative environment and seamlessly transition collection services to meet the needs of New Brunswick residents. We host a bimonthly online meeting series to provide a forum for municipalities and First Nations communities to share feedback, raise questions and directly engage with our team. These monthly meetings provide an important opportunity to share practices and protocols to address items such as natural growth and multi-family building approvals, and to explore initiatives in support of longer-term regulatory compliance planning.



ONGOING ENGAGEMENT WITH MUNICIPAL ASSOCIATIONS

We were proud to have been a participating partner at the 2024 Association of Municipal Administrators of New Brunswick's annual conference in Saint Andrews. We also supported the Union of Municipalities of New Brunswick's 2024 annual fall conference and the Association francophone des municipalités du Nouveau-Brunswick's 2024 annual fall conference.



COLLABORATION WITH THE NORTH SHORE MI'KMAQ TRIBAL COUNCIL

To support the Mi'kmaq First Nations communities that have transitioned or are in the process of transitioning to EPR, we collaborated with the North Shore Mi'kmaq Tribal Council ([NSMTC](#)) to tailor our promotion and education efforts to their specific needs. This partnership involved distributing recycling education materials and actively engaging with each of their Member Nation communities. The NSMTC provides service delivery, technical support and capacity-building in waste management to seven Member Nation communities - Ugpi'ganjig (Eel River Bar) First Nation, Oinpegitjoig (Pabineau) First Nation, Natoaganeg (Eel Ground) First Nation, Metepenagiag (Red Bank) Mi'kmaq Nation, L'nui Menikuk (Indian Island) First Nation, Tjipōgtōtjig (Buctouche) First Nation, and Amlamgog (Fort Folly) First Nation. Additionally, the NSMTC extends its services and capacity to as many as 25 other First Nation communities across Atlantic Canada.



Engaging New Brunswickers through Promotion and Education

Our promotion and education campaigns are designed to educate and raise resident awareness about recycling throughout the province. Our promotion and education (P&E) strategy is aimed at improving recycling rates by increasing participation in the system and reducing recycling contamination rates. Our P&E plans rely on consumer data, are tailored specifically for New Brunswick residents, and are measured and updated to ensure effectiveness. In 2024, we developed a variety of initiatives to help create awareness on recycling topics, including customizable assets that communities can use to support efforts and calls to action.

PROMOTION & EDUCATION OBJECTIVES:

MEET P&E REGULATION REQUIREMENTS



Recycling education, publicly accessible website, translation, available in print.

SEAMLESS TRANSITION FOR RESIDENTS



Duplicate and enhance the P&E initiatives received prior to transition.

INCREASE RECYCLING RATES



Increase participation through education and awareness. Reduce contamination by influencing recycling behaviour.

READY, RECYCLE, REPEAT CAMPAIGN

We developed a simple, easy-to-understand call to action – **Ready, Recycle, Repeat** – to be used on all P&E assets and materials to help influence resident behaviour and address different topics including: what consumers need to do *before* material goes in the bin, what to do *when* placing materials in the recycling bin and at the depot, and finally, *why* recycling is so important.



Recycling preparation and what you need to do before material goes into the recycling bin.



What you need to do when placing material in the bin and at the curb.



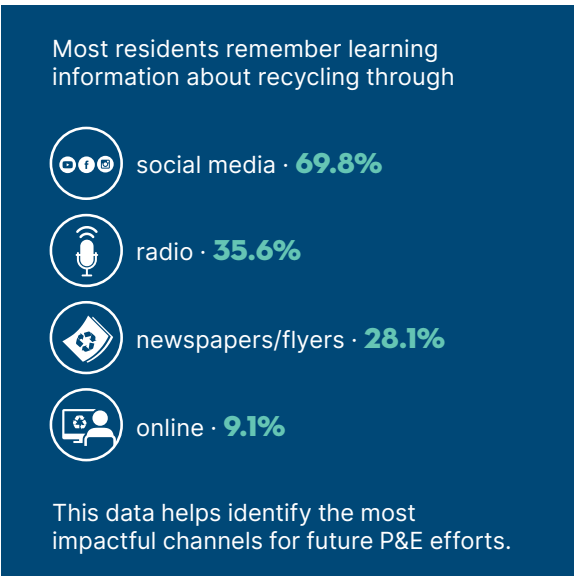
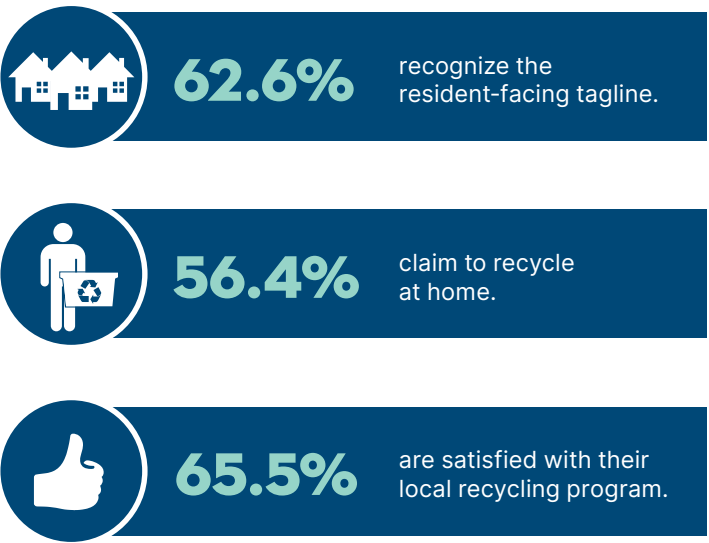
Continuing the behaviour cycle, focusing on why recycling is important.

2024 RESEARCH: FOCUS GROUPS & SURVEYS

In 2024, we conducted our third round of focus groups with New Brunswick residents to gain insights on recycling perceptions, behaviour and motivators, and to gather feedback on P&E materials. Ongoing resident research will continue to drive improvements in our P&E program. Opportunities that were identified in this year's focus group research include:

- Highlight the convenience and positive impact of recycling, showing that it's a simple yet meaningful way to make a difference.
- Remotivate residents through education on the recycling process – what goes in, how it works and the results;
- Demonstrating positive impact while being aware of changing sentiment around recycling; and
- Providing clear and digestible information on complex topics.

To track year-over-year metrics, we performed our first-round quantitative survey with New Brunswick residents in communities currently managed by our program. Results represent engagement indicators for this early stage of the program (as we are not yet a full year of operations) and indicate that:



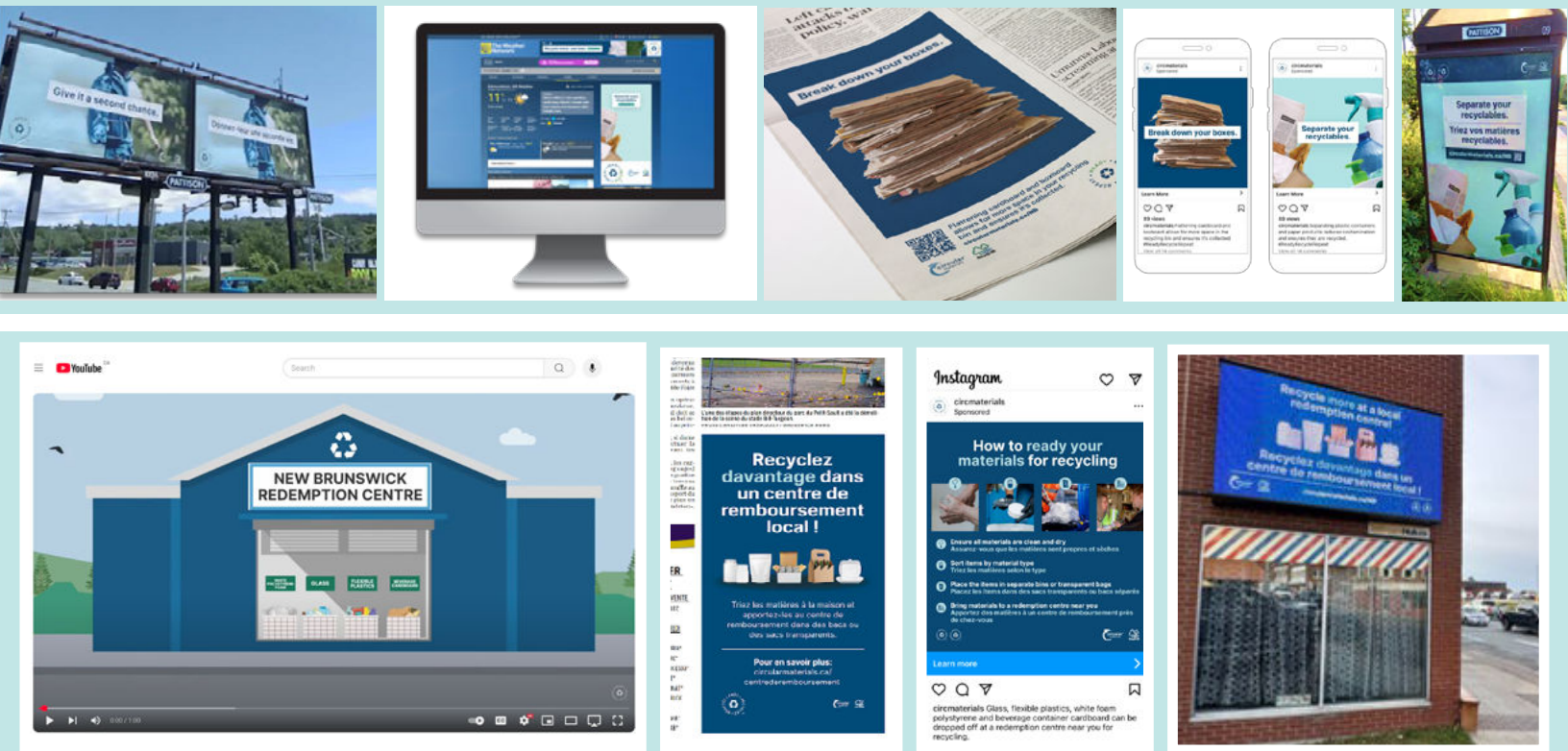
Ongoing resident research will measure improvements in our P&E program over time including resident awareness to support participation rates and behavioural outcomes to help reduce contamination rates in the system.

2024 CAMPAIGNS

In 2024, we enhanced our bilingual P&E materials based on insights from the 2023 focus group feedback to feature clear “calls to action” aligned with our tagline logo. These assets offered tips on reducing contamination, emphasized the benefits of increasing recycling activities and were made available through our New Brunswick resident hub on the Circular Materials website.

EDUCATION CAMPAIGNS

In 2024, we led a recycling education cross-channel promotional campaign in opt-out entities that ran in two phases and generated over 7.5 million impressions. We also led a province-wide cross-channel campaign to promote materials that can be recycled at the independent redemption centres and the Eastern Recyclers’ Association network of redemption centres located across New Brunswick, which generated 22.3 million impressions.



MULTI-CULTURAL CAMPAIGN

Our 2024 marketing strategy also included multicultural outreach and targeted P&E materials to engage diverse demographic groups effectively. We initiated our efforts by focusing on raising recycling awareness during cultural celebrations, beginning with a Diwali campaign tailored for New Brunswick's Hindi community. This campaign, which featured ads in English, French and Hindi, generated over 300,000 impressions and is a pilot for future multilingual efforts.



HOLIDAY CAMPAIGN

We ran a cross-channel campaign during the 2024 holiday season to raise awareness for commonly used items that can be recycled, such as tin cans for baked goods or finding a second use for plastic tubs and containers. The campaign generated over 3.2 million impressions.

EVENTS

As part of our commitment to community engagement, we delivered activations at local events to connect with residents and educate them on recycling. Our setup included a tent staffed by bilingual staff with bilingual recycling education materials, interactive sorting and flipboard activities, and takeaways for continued learning. These efforts reinforced key recycling messages and encouraged community participation. In 2024, we participated in four community events across New Brunswick, engaging with residents through 1,582 interactions and reaching 11,360 impressions. During July and August, we connected with communities at the Edmundston Downtown Market, the Fredericton Boyce Farmers Market, Area 506 Festival in Saint John and the St. Andrews Farmers Market.

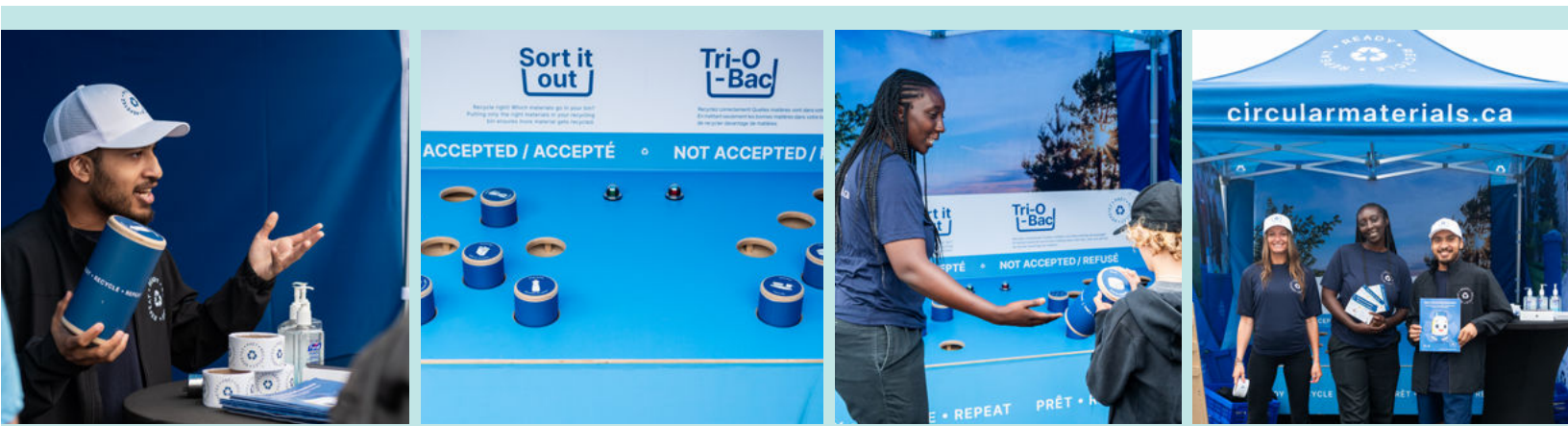


Photo credit: Image Authentik.

RECYCLING GUIDES AND CALENDARS

We produced recycling guides and recycling collection calendars for each community where we lead recycling P&E. Our research demonstrates that these calendars are one of the most referenced materials residents turn to for information on recycling.



VIDEOS

We produced and made available three new 30-second educational videos on recycling topics that can be shared on websites and social media channels, bringing the total of available videos to nine. These videos can be viewed on the Circular Materials channel on YouTube.

WEBSITE

We created a New Brunswick [resident hub](#) on the Circular Materials website that provides educational content and materials which generated over 68,000 views in 2024, showing strong engagement from visitors. The hub acts as a go-to source for recycling information for residents to access local recycling information and encourages engagement and learning.

RESIDENT-FACING SOCIAL MEDIA CHANNELS

In 2024, we successfully launched our resident-facing Facebook and Instagram channels, focusing on education, recycling tips and engaging content to inform and encourage residents to recycle. Since launch, we've grown to 1,571 followers and generated 116 million impressions and 141,000 link clicks, driving strong engagement and awareness.

Regionally targeted, paid social media campaigns focus on jurisdictions and/or participating communities, in New Brunswick and nationally, to ensure audiences receive targeted and relevant P&E messaging.

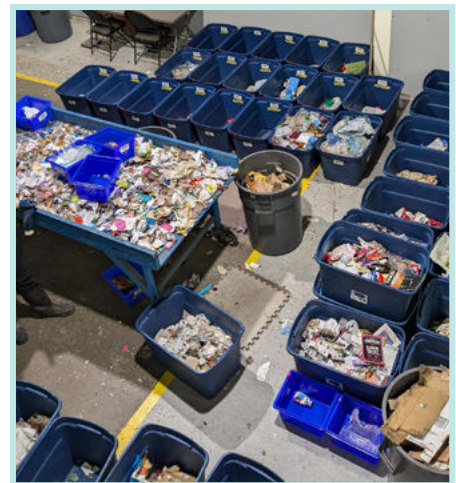
2024 Collection and Post Collection System Program Performance



The 2024 performance data below includes all designated paper and packaging products (PPP) (i.e., paper, rigid plastic, flexible plastic, metal and glass) collected and managed by Circular Materials in New Brunswick in 2024 through:

1. **Collection:** Curbside and redemption centre collection.
2. **Post Collection:** Material processed at receiving facilities, pre-conditioning facilities and material sold to downstream processors and recycling end markets.

In 2024, an Audit Centre was set up at Eco360 in Berry Mills, New Brunswick to evaluate the material collected and processed through the New Brunswick recycling system. Between June and December 2024, a material composition data audit program was launched to analyze samples from Regional Service Commissions (RSCs) across the province. Material samples were grouped by material type (i.e., paper, rigid plastic, flexible plastic, metal and glass) and then sorted into more detailed material sub-categories.



Materials audit underway at Eco360 in Berry Mills.

COLLECTION PERFORMANCE DATA:

At the end of 2024, Circular Materials had established a residential curbside collection program for 83 out of 89 entities in New Brunswick, with an additional three entities receiving partial service. The remaining entities will transition to the program in 2025. Residential curbside collection service was also established for 11 First Nations communities. The residential curbside collection program also includes providing service to select multi-family dwellings (e.g., those with fewer than five units) based on past practices offered by communities before the implementation of EPR.

Select schools also received curbside collection service in 2024 if they had been provided service by a Regional Service Commission (RSC) before the implementation of EPR. Currently, select schools are being serviced in RSC #3 Chaleur, RSC #5 Miramichi, RSC #7 Southeast, RSC #11 Capital Region and RSC #12 Western Valley. In 2025, Circular Materials will make the EPR program available to all schools and multi-family dwellings in New Brunswick.



Total weight (tonnes) collected for designated PPP material in New Brunswick in 2024

MATERIAL	PAPER	RIGID PLASTIC	FLEXIBLE PLASTIC	METAL	GLASS	TOTAL
Total weight (tonnes) collected	7,590	1,311	344	499	489	10,233

The table above shows the total amount of designated PPP materials collected by Circular Materials in 2024 from all eligible sources including residential curbside, redemption centres and select schools, for each material type.

Curbside collection methods used by New Brunswick households in 2024

CURBSIDE COLLECTION METHOD	% OF RESIDENTIAL HOUSEHOLDS USING METHOD IN 2024
Wheeled carts (single stream)	39%
Bags (single stream)	31%
Boxes (dual stream)	30%

There are currently three types of curbside collection methods used in the New Brunswick residential curbside collection program: wheeled carts (single stream), bags (single stream) and boxes (dual stream). The table above shows the percentage breakdown of the collection method used by households across New Brunswick.

Total weight (tonnes/kg) collected for designated PPP materials in each of the 12 Regional Service Commissions (RSCs) in 2024

REGION #	REGIONAL SERVICE COMMISSION (RSC)	PAPER	RIGID PLASTIC	FLEXIBLE PLASTIC	METAL	GLASS	TOTAL
Region 1	Northwest RSC	674	120	24	34	38	889
Region 2	Restigouche RSC	635	69	13	26	18	760
Region 3	Chaleur RSC	171	19	5	9	6	210
Region 4	Acadian Peninsula RSC	797	120	25	67	31	1,040
Region 5	Greater Miramichi RSC	165	24	9	9	9	217
Region 6	Kent RSC	368	99	46	43	34	590
Region 7	Southeast RSC	1,354	286	136	106	134	2,016
Region 8	Kings RSC	77	24	10	10	18	138
Region 9	Fundy RSC	1,588	260	20	110	36	2,014
Region 10	Southwest RSC	353	50	9	15	4	431
Region 11	Capital RSC	979	171	37	46	134	1,366
Region 12	Western Valley RSC	429	68	11	25	28	561
	TOTAL	7,590	1,311	344	499	489	10,233

The table above shows the total amount of designated PPP materials collected by Circular Materials in 2024 from all eligible sources for each material type in the 12 Regional Service Commissions. This table includes all designated material collected through the residential curbside collection program, select schools and redemption centres.

REDEMPTION CENTRE COLLECTION

A collection program has been established to collect select designated PPP materials (including flexible plastics, white foam polystyrene, beverage cardboard and glass) at 44 redemption centres located throughout New Brunswick. See the appendix for the location and addresses of these redemption centres.

Total weight (tonnes) collected through redemption centres

COLLECTION SOURCE	PAPER	RIGID PLASTIC	FLEXIBLE PLASTIC	METAL	GLASS	TOTAL
Collected at Depot/ Redemption Centres	153	4	19	N/A	279	454

The table above shows the total amount of designated PPP materials collected by Circular Materials in 2024 from the depot network/redemption centres for select materials including beverage cardboard (paper), white foam polystyrene (rigid plastic), flexible plastics and glass. Metal is not collected at depots/redemption centres.

POST COLLECTION PROGRAM PERFORMANCE

Post collection performance data includes all designated PPP materials managed by Circular Materials in 2024 and materials sold to downstream processors and recycling end markets. Designated materials collected through the collection system are managed and processed through five pre-conditioning facilities. See the appendix for the location of these facilities.

The descriptions below outline how each material is managed in the post collection system:

- **Paper** collected in New Brunswick is sent to paper mills in Nova Scotia and Québec for recycling and is made into products such as paper towel, cardboard boxes and toilet paper. At the paper mills, the paper is added to a recipe specific to each mill and the type of material being produced. Incoming paper is pulped and this pulp is then used to produce the fiber products.
- **Rigid Plastic** is sent for recycling to downstream processors. The processors sort the rigid plastic materials using a combination of sorting methods including: optical sorts, sink-float and ESP, or electrostatic separation process, which separates plastics based on their electrical properties. The resulting plastic resin streams are then washed, ground, cleaned and extruded into recycled pellets for use in a variety of products and packaging, consistent with the end market's customer base requirements.
- **Flexible Plastic** once flexible plastic packaging (FPP) is received by downstream processors, it is sorted using a combination of methods (including air classifiers, vibrating screens, or optical sorters) to create plastic resin streams that are washed, ground, cleaned and extruded into recycled pellets for use in products such as: new plastic bags or wraps, floor tiles, trash can liners, construction materials (e.g., drainage pipes, insulation materials), outdoor furniture or garden accessories. Recovering and recycling flexible plastic comes with challenges but as advancements in recycling technologies continue to improve, the efficiency of processing FPP into new products increases. We are continuing to explore options for recycling FPP with end markets. As there are limited domestic downstream FPP processors in Canada, we are exploring both domestic markets for FPP and export markets in OECD countries.
- **Glass** is sent to downstream processors in Québec. Recovered glass is washed, crushed/pulverized and sorted, and can then be used in road base construction, sandblasting material, pool filter medium and more. When crushed, glass is melted at high temperatures (between 760 to 870°C) and can be used to create new products such as glass bottles and jars.
- **Metal** is sent to processors in Atlantic Canada, Quebec and the US, where it is separated by type (i.e., aluminum is separated from steel) and then the metal is recycled. Potential end market products for this metal include aluminum and steel cans, appliances, stamped automotive body panels, wheels and engine parts.
- Any designated PPP material not recycled is landfilled at a licensed facility in New Brunswick in compliance with regulations.



Total weight (tonnes) of collected materials in 2024

DISPOSITION TYPE*	PAPER	RIGID PLASTIC	FLEXIBLE PLASTIC	METAL	GLASS	TOTAL
Recycled (tonnes)	6,485	531	15	93	259	7,383
Stored (tonnes)	1,080	249	60	78	20	1,487
Disposed (tonnes)	25	531	268	328	210	1,362
TOTAL (tonnes)	7,590	1,311	344	499	489	10,233

* "Recycled" is defined as material that was shipped to recycling end-markets. Stored is defined as material that was processed (i.e., baled inventory) and ready to be shipped to recycling end-markets. Circular Materials did not manage any materials through reuse, composting, recovery for energy, or containment in 2024.

The table above shows that designated PPP materials collected by Circular Materials and processed in 2024 totaled 10,233 tonnes. This total includes materials that were recycled (7,383 tonnes), stored (1,487 tonnes) and disposed to landfill (1,362 tonnes).

Percentage of collected materials in 2024

DISPOSITION TYPE*	PAPER	RIGID PLASTIC	FLEXIBLE PLASTIC	METAL	GLASS
Recycled	85%	41%	4%	19%	53%
Stored	14%	19%	18%	16%	4%
Disposed	1%	40%	78%	66%	43%
TOTAL	100%	100%	100%	100%	100%

* "Recycled" is defined as material that was shipped to recycling end-markets. Stored is defined as material that was processed (i.e., baled inventory) and ready to be shipped to recycling end-markets. Circular Materials did not manage any materials through reuse, composting, recovery for energy, or containment in 2024.

In 2024, 87% of collected materials were managed by recycling which is defined as tonnes shipped to recycling end-markets and/or stored (i.e., baled inventory), ready for shipping to recycling end-markets.

Rates of recycled and stored materials depend on several factors, including the effectiveness of pre-conditioning facilities to retrieve and process the recyclable material. While current pre-conditioning facilities in New Brunswick are effective at processing paper materials, they rely mainly on manual processes that typically lead to lower processing rates for materials such as rigid plastic, flexible plastic and metal.

It is also important to note that pre-conditioning facilities are not intended to process glass, which is meant to be collected via redemption centres. Nevertheless, glass does come into pre-conditioning facilities through the curbside collection stream. Similarly, flexible plastics are generally collected through the depot network, but several pre-conditioning facilities currently do process some flexible plastics (such as plastic bags) from the curbside collection stream.

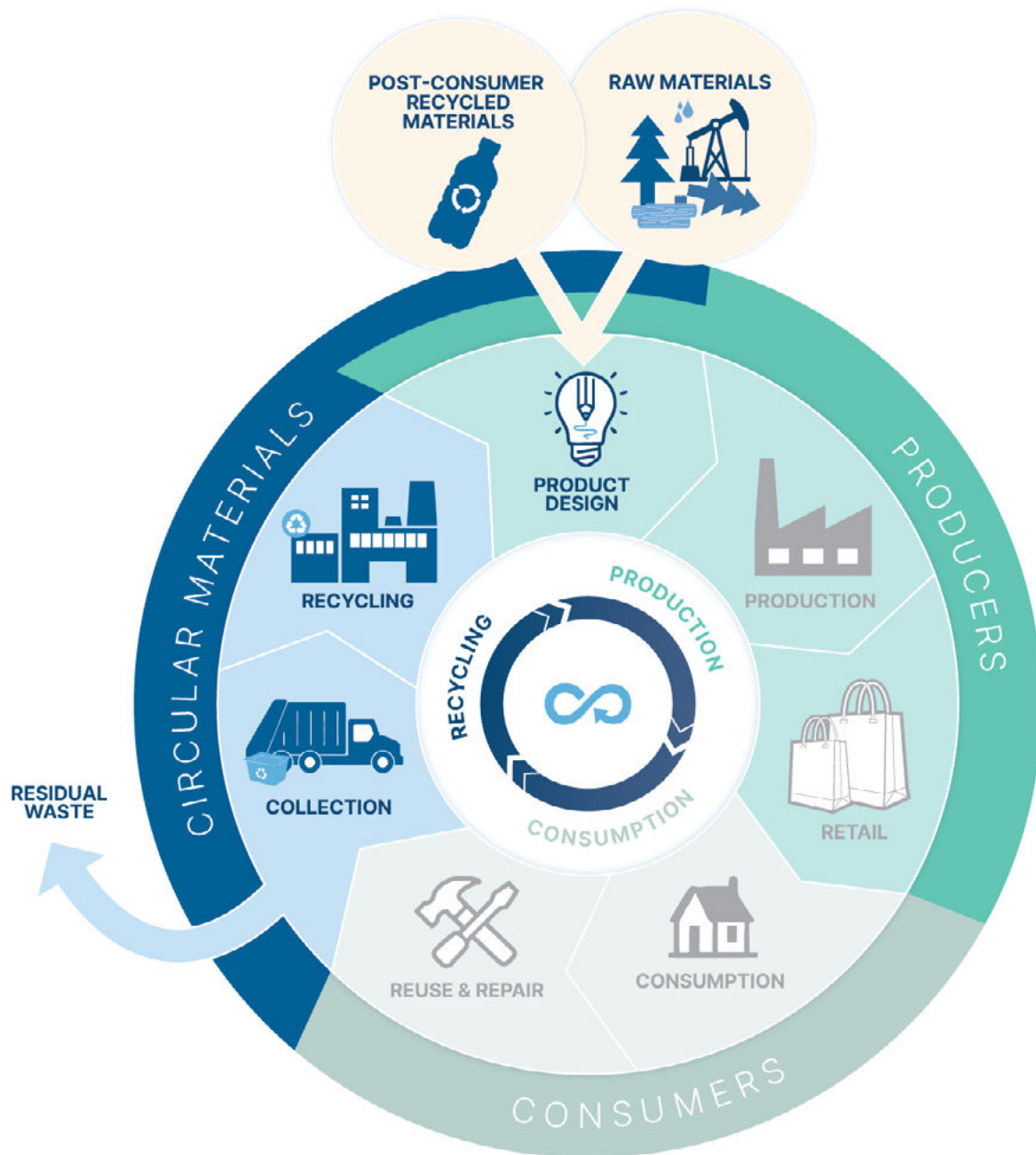
The rates in the table above are indicative of what we would expect in year one of an EPR transition and this is the first time that verifiable data has been available across the province of New Brunswick. Advancements in the data management process and the auditing of materials – which have also been audited by an independent third party – now provide visibility and transparency and a baseline to support future improvements to the system. As the province moves to EPR, to support system-wide improvements, we are investing in infrastructure and establishing new post collection services starting in 2027 that will improve material recovery rates. We look forward to working with supply chain partners across New Brunswick to advance and improve recycling across the province.



LOOKING AHEAD: SETTING MATERIAL PERFORMANCE TARGETS

To meet requirements of the June 2024 updated [Designated Materials Regulation](#) in New Brunswick, Circular Materials will submit a new five-year Stewardship Plan to Recycle NB by June 30, 2025. This updated Stewardship Plan will include Circular Materials' proposed plan for material performance targets which will be finalized in consultation with our producer members and Recycle NB. We look forward to continuing to work with supply chain partners across New Brunswick to advance and improve recycling across the province.

Accelerating a Circular Economy for Packaging and Paper Products



Circular Materials' purpose is to **accelerate a circular future for people and the planet**. Accelerating this paradigm shift by transforming recycling systems is core to why we do what we do. As an organization, we are focused on building enhanced recycling systems where materials are collected, recycled and returned to producers for use as recycled content in new products and packaging. In this way, we ensure more materials are looped into the circular economy, benefiting both people and the environment.

WHAT IS A CIRCULAR ECONOMY?

A circular economy aims to eliminate waste and ensure materials are recovered and reused again and again. Its fundamental principles echo many of the aspirations in the United Nations Sustainable Development Goals (SDGs), particularly SDG 12, which seeks to ensure sustainable consumption and production patterns to sustain the livelihoods of current and future generations. The circular economy has several key stages:

- 1. Raw materials extraction:** The goal of a circular economy is to reduce the demand for “virgin resources” and promote sustainable design practices, where materials are chosen for durability and products are designed to be easy to recycle.
- 2. Production and distribution:** Producers and supply chains then incorporate environmentally friendly practices through the production and distribution stage.
- 3. Consumption and usage:** Consumers are encouraged to adopt responsible behaviour when consuming and using products.
- 4. Collection and recycling:** Finally, products are collected and recycled for reuse rather than being thrown away.

THE ROLE OF EPR IN A CIRCULAR ECONOMY

Circular Materials supports producers to meet their [extended producer responsibility](#), or EPR, obligations across Canada. EPR is a policy approach in which producers – the businesses that supply packaging and paper – are financially responsible and accountable for those materials over their full life cycle. By extending producer responsibility to end-of-life management, EPR is fundamental to advancing the circular economy because it links the costs of collecting and managing products and packaging to those supplying the products and packaging. This supports producers to consider packaging design and the ability to meet recycling targets by reducing packaging and improving recyclability.

COLLABORATING WITH PARTNERS TO ADVANCE THE CIRCULAR ECONOMY

The circular economy involves collaboration between many stakeholders and [Circular Materials](#) works collaboratively with producers, communities, partners and residents to implement EPR programs across Canada; drive best practices and systemic improvements in recycling management; encourage consumer recycling behaviours; and ultimately help deliver environmental benefits. Below are some examples of how Circular Materials collaborates with partners across the supply chain to advance a circular economy for packaging and paper products (PPP).

Designing Products for Recyclability: Increasingly, producers are considering end-of-life management when designing new packaging for their products. Ensuring packaging is recyclable at the design stage enables the material to be recovered and returned to producers for use in new packaging as post-consumer content. Several organizations have introduced design guidelines for plastic packaging including the Canada Plastics Pact Golden Design Rules and the Association of Plastic Recyclers (APR). Éco Entreprises Québec has also launched Ecodesign Guidelines for paper and packaging products.

Circular Materials is working with our producer members to encourage them to design with recycling considerations in mind, such as:

- Choosing materials that are high in demand and have higher market value once recycled;
- Choosing natural or transparent colours for plastics that are easier to recycle;
- Using less ink or recycling compatible ink in packaging;
- Considering the size of packaging;
- Ensuring labels and attachments can be easily removed or are compatible with recycling; and
- Only including layers or additives when no other option is available, to name just a few recommendations.



Recycling – Driving innovation across recycling systems nationally: Circular Materials is committed to delivering efficient and effective EPR programs across Canada that drive innovation and enhance recycling systems. For example, it is particularly challenging to recycle plastics, particularly flexible plastic packaging and working with partners to help drive innovation in this area is particularly important.

- Nationally, Circular Materials, Recycle BC, Éco Entreprises Québec (ÉEQ) and other circularity leaders are collaborating on PRFLEX, an initiative to optimize the recycling system for flexible plastics packaging (FPP) in Canada and increase the use of recycled content in FPP.
- Nationally, Circular Materials is also partnering with ÉEQ and Recycle BC on a request for expressions of interest process to identify mechanical and advanced chemical recycling technologies capable of achieving regulated plastics recovery targets.



Materials – Returning recycled content to producers:

Circular Materials is developing a first-of-its-kind [Material Access Program](#) that will return processed materials (i.e. post-consumer recycled materials) directly back to producers for use in new products and packaging.

Material access is important because it creates a closed loop supply chain, keeping material in the economy and out of the environment. It also helps expand and develop domestic end markets in Canada for recycled materials and supports producers in meeting their targets for the use of post-consumer recycled (PCR) content.



By facilitating the transformation of materials into valuable recycled content and ensuring that products and packaging maintain their highest value through recycling, Circular Materials is helping advance the circular economy and support sustainable communities across Canada.

Appendix

- 26 Addresses of Receiving Facilities for Curbside Collection
- 26 Addresses of Redemption Centres
- 29 Addresses of Pre-Conditioning Facilities



Addresses of Receiving Facilities for Curbside Collection

RECEIVING FACILITIES FOR CURBSIDE COLLECTION		
RSC	NAME	ADDRESS
#1 - Northwest	Northwest Regional Service Commission Transfer Station	248 Chemin Clément Roy Rivière-Verte, NB E7C 2W7
#2 - Restigouche	Restigouche Transfer Station	7 Centennial Drive Campbellton NB E3N 3G1
#3 - Chaleur	The Red Pine Solid Waste Management	1300 Route 360 Allardville, NB E8L 1H5
#8 - Kings	Sussex Transfer Station	54 McLeod Drive Sussex, NB E4E 2P5
#10 - Southwest	Hemlock Knoll Solid Waste Facility	5749 Route 3 Lawrence Station, NB E5A 3B9

Addresses of Redemption Centres

REDEMPTION CENTRES		
RSC	ENTITY	ADDRESS
#1 - Northwest	Saint-Francois de Madawaska	1710 Route 205 Est, St-Francois de Madawaska, NB E7A 1P7
#1 - Northwest	Grand-Sault	53 Beaulieu Street Grand-Sault, NB E3Y 1C9
#1 - Northwest	Edmundston	507 Blvd Acadie Edmundston, NB E3V 4H8
#1 - Northwest	Rivière-Verte	13790 Route 144 Rivière-Verte, NB E7C 3B6
#2 - Restigouche	Dalhousie	524 ch. Darlington Drive, Dalhousie NB E8C 1N1
#2 - Restigouche	Atholville	15 Boom Road, Atholville, NB E3N 4G1

#2 - Restigouche	Saint-Quentin	6416 route 17 Saint-Quentin, NB E8A 2J2
#3 - Chaleur	Beresford	709 rue Usine Beresford, NB E8K 2C1
#3 - Chaleur	Petit Rocher	571 rue de l'Industrie, Petit Rocher, NB E8J 1T3
#3 - Chaleur	Bathurst	560 Evangeline Drive Bathurst, NB E2A 2R2
#4 - Acadian Peninsula	Savoie Landing	4008 New Brunswick 113 Savoie Landing, NB E8S 3B9
#4 - Acadian Peninsula	Caraquet	34 Bd Industriel Caraquet, NB E1W 1A9
#4 - Acadian Peninsula	Fair Isle	1071 NB-445 Fairisle, NB E9G 2X3
#4 - Acadian Peninsula	Bertrand	717 Blvd des Acadiens Bertrand, NB E1W 1G9
#4 - Acadian Peninsula	Inkerman Ferry	1207 Route 113, Inkerman Ferry, NB E8P 1W9
#5 - Miramichi	Miramichi	293 Wellington St Miramichi, NB E1N 1P1
#5 - Miramichi	Derby Junction	5653 NB-108 Derby Junction, NB E1V 5B3
#5 - Miramichi	Doaktown	1 Nelson Hollow Dr, Nelson Hollow, NB E9C 1X7
#6 - Kent	Cocagne	4702 NB-134 Cocagne, NB E4R 2Z5
#6 - Kent	Bouctouche	7 Corporation St Bouctouche, NB E4S 0E5
#6 - Kent	Saint-Louis-de-Kent	10148 NB-134 Saint-Charles, NB E4W 5K9
#7 - Southeast	Cap Pelé	2565 Acadie Rd Cap-Pelé, NB E4N 1B8
#7 - Southeast	Port Elgin	77 E Main St Port Elgin, NB E4M 2X9

#7 - Southeast	Sackville	13 Industrial Dr Sackville, NB E4L 3Y3
#7 - Southeast	Memramcook	280 Old Shediac Rd Memramcook, NB E1A 2S5
#8 - Kings	Sussex	40 Albert St Sussex, NB E4E 1K5
#8 - Kings	Hampton	401 William Bell Dr Hampton, NB E5N 0A8
#9 - Fundy	Saint John	18 Egbert Street Saint John, NB E2J 1X1
#9 - Fundy	Saint John	35 Linton Road Saint John, NB E2M 5V5
#9 - Fundy	Saint John	346 Rothesay Ave Saint John, NB E2J 2C2
#10 - Southwest New Brunswick	St. Stephen	48 Progress Drive St. Stephen, NB E3L 5Y9
#10 - Southwest New Brunswick	St. George	109 Main Street St. George, NB E5C 3J6
#11 - Capital	Hartfield	496 Campbell Settlement Rd, Hartfield, NB E6G 1Z8
#11 - Capital	Harvey Station	2770 Route 3 Harvey Station, NB E6K 1S8
#11 - Capital	Fredericton	213 MacFarlane Street Fredericton, NB E3A 1V8
#11 - Capital	Hanwell	70 Timothy Ave S Hanwell, NB E3C 2B8
#11 - Capital	Oromocto	16 Lewis Street Oromocto, NB E2V 2X5
#11 - Capital	Fredericton	320 Wilsey Road Fredericton, NB E3B 6E9
#12 - Western Valley	Woodstock	113 Moffatt Street Woodstock, NB E7M 2H5

#12 - Western Valley	Lower Brighton	78 Rideout Road Lower Brighton, NB E7P 2G3
#12 - Western Valley	Bath	332 Main Street Bath, NB E7J 1A2
#12 - Western Valley	Weaver	182 NB-385 Weaver, NB E7G 3M9
#12 - Western Valley	Perth Andover	36 Gulch Road Perth-Andover, NB E7H 2E8
#12 - Western Valley	Woodstock	522 Main Street, Woodstock, NB E7M 2C2

Note: Designated materials collected from redemption centres are collected by GM Rioux and stored and prepared for recycling end markets or further processing at their facility located at 855 Route 108, Saint-Andre, NB, E7M 4K4.

Addresses of Pre-Conditioning Facilities

PRE-CONDITIONING FACILITIES		
RSC	NAME	ADDRESS
#4 - Acadian Peninsula	Acadian Peninsula Recycling Centre	2650 Rue de L'Entreprise Tracadie-Sheila, NB E1X 1A1
#7 - Southeast	Eco360 Waste Management Facility	100 Enviro Drive Berry Mills, NB E1G 5X5
#9 - Fundy	Fundy Region Solid Waste	10 Crane Mountain Road Saint John, NB E2M 7T8
#11 - Capital	Fredericton Region Solid Waste	1775 Alison Blvd. Fredericton, NB E3B 4Y2
#12 - Western Valley	J.S. Bellis Ltd.	147 Moffatt Street Woodstock NB E7M 2H5



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