



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

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

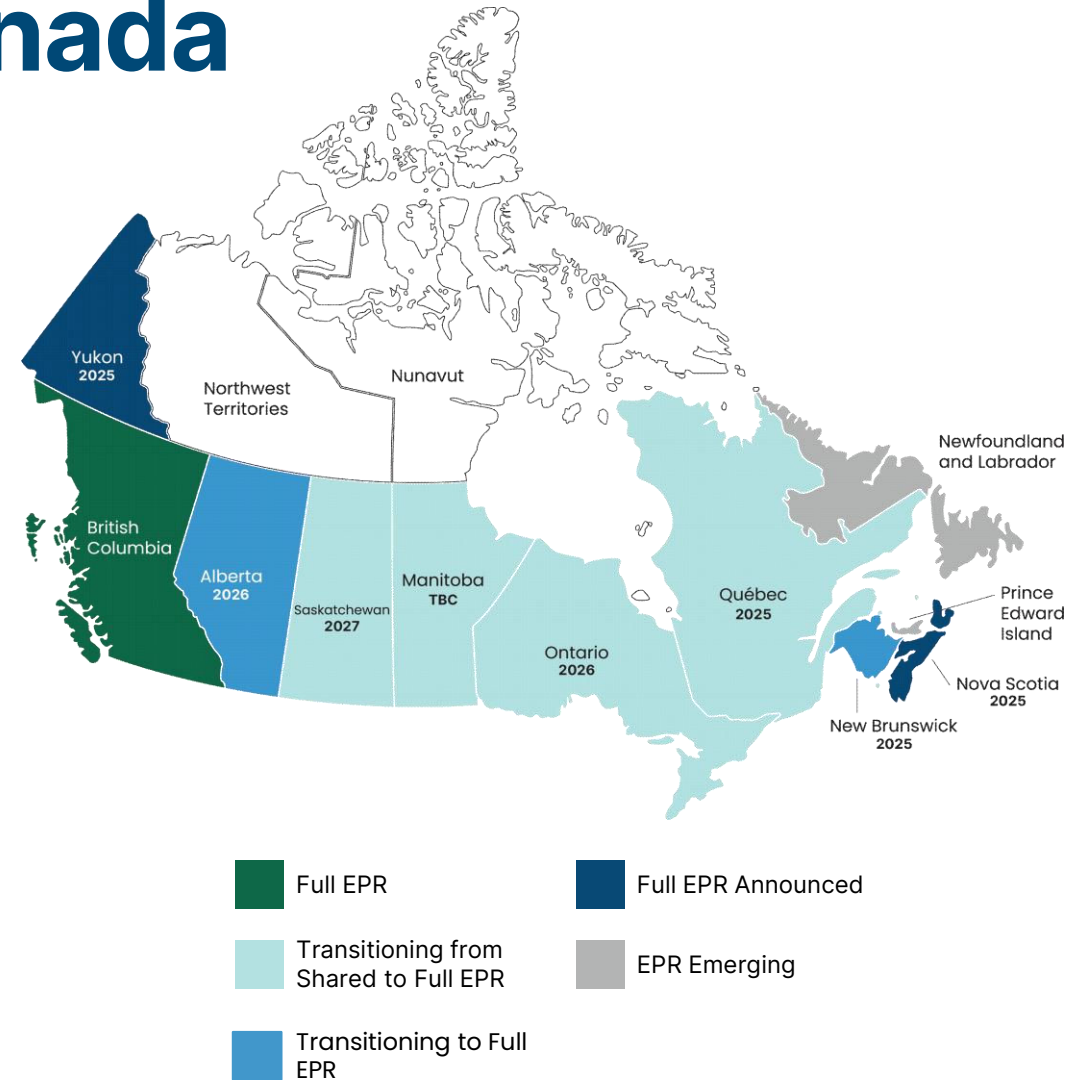


Our Founders



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 and multi-family dwellings.
- 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

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

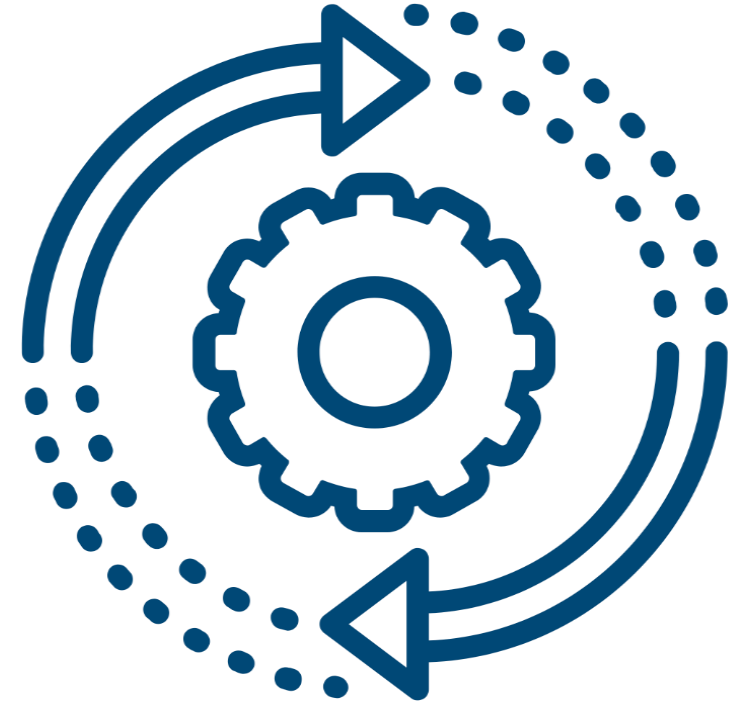
Recycling collection services

- 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.



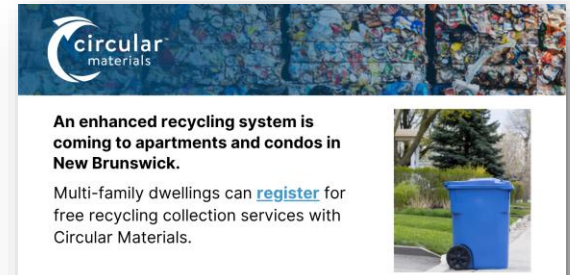
Next Steps After Registering

- 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.



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.



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.

