



Recycling program for New Brunswick Schools

Agenda

- Background
- School 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

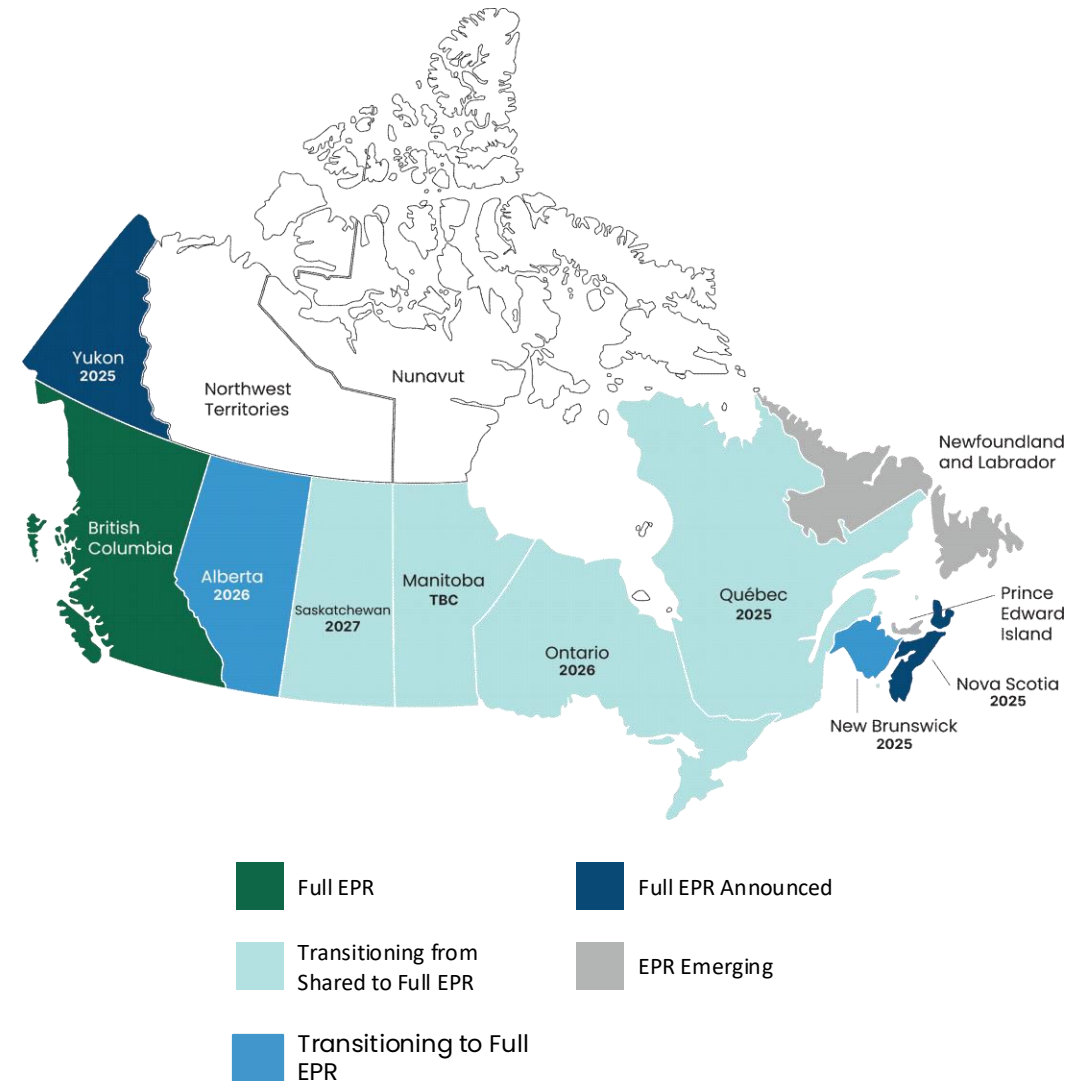


Our Founders



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.



Circular Materials Across Canada



New Brunswick
Residential transition completed on May 1, 2025.



Alberta
Program implemented on April 1, 2025.



Nova Scotia
Program implementation on December 1, 2025.



The Yukon
Program implementation on November 1, 2025.



Ontario
Transition completes December 31, 2025.





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 schools at no cost.**
- **Some schools will continue to be serviced through the residential curbside collection program.**

School Implementation Plan

Overview

Schools:

- Public, private, band-operated schools, as well as alternative learning centers, qualify to participate in the program.
- Schools not currently receiving recycling services or are paying for recycling services can participate in the program.
 - Some schools are serviced as part of the residential collection program.
 - The program is on a voluntary basis.



circularmaterials.ca/NBSchools

New Brunswick School Registry

- Schools 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 schools to discuss next steps.



circularmaterials.ca/NBSchools

School Registry Deadlines

- Current registration deadline of **October 31, 2025** to receive service on **May 1, 2026**.
- Future cadences to be announced.
- Previous deadlines included:
 - January 31, 2025 registration deadline with service commencing May 1, 2025. (Completed)
 - May 31, 2025 registration deadline with service commencing on November 1, 2025. (In progress).



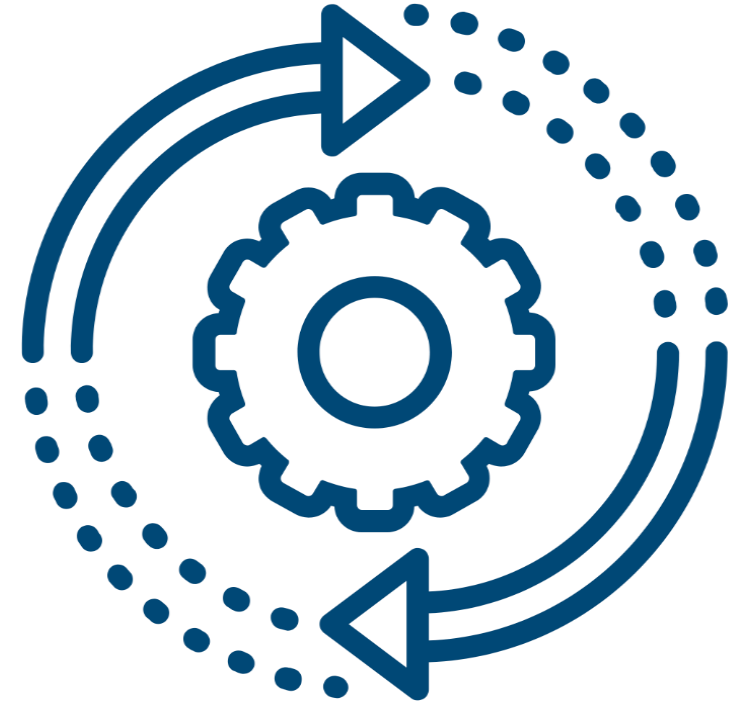
Recycling collection services

- 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 school 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.




School Bins Signage







Promotion and Education Signage Used in Schools


What can you recycle?

Recycle right! Here is a summary of some of the materials that you can recycle.




<h3>Paper</h3> <p>Envelopes, printer paper.</p> 	<h3>Metal</h3> <p>Tin cans, aluminum products.</p> 
<h3>Cardboard</h3> <p>Cereal boxes, cardboard, paper towel rolls.</p> 	<h3>Plastic</h3> <p>Jugs, yogurt containers.</p> 

Glass containers, flexible plastics and white foam polystyrene are not accepted in your curbside recycling. These materials can be recycled at a redemption centre near you: circularmaterials.ca/redemptioncentres.



By recycling, you make a difference.
circularmaterials.ca/NB-schools



What can you recycle?

Recycle right! Only put accepted materials in your recycling cart to ensure more materials get recycled.



Metal and plastic containers

<p>Yes please!</p> <ul style="list-style-type: none"> Soap containers Pie plates Soup cans Milk cartons Yogurt containers Plastic food containers 	<p>No thanks!</p> <ul style="list-style-type: none"> Food Markers Balloons and ribbons Toys
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Paper and cardboard

<p>Yes please!</p> <ul style="list-style-type: none"> Envelopes Cereal boxes Printer paper Cardboard Paper towel rolls Newspaper 	<ul style="list-style-type: none"> Scissors Books Glue sticks Paper towels
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Learn more:
circularmaterials.ca/NB-schools




Recycling guide

Recycle right! Here are some of the materials that you can sort then recycle.




Paper and cardboard


- Envelopes
- Printer paper
- Cereal boxes
- Cardboard
- Paper towel rolls



Collect materials and bring them to the **grey bin**. Please ensure cardboard is flattened, and materials are clean, dry, and loose.



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Recycling guide

Recycle right! Here are some of the materials that you can sort then recycle.



Containers

- Tin cans
- Aluminum products
- Yogurt containers
- Milk cartons
- Dish soap bottles



Collect containers and bring them to the **blue bin**. Please ensure materials are clean, dry, and loose.



By recycling, you make a difference.
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Registry Communications Toolkit

- A toolkit with materials and resources to promote the registry is available on the 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 schools of your community.
- We are open to collaborating on joint communications within your community.



An enhanced recycling system is coming to schools in New Brunswick

Public, private and band-operated schools, as well as alternative learning centers, 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, West, Central, and South 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



Recycling is coming to your school.

Public, private and band-operated schools, as well as alternative learning centers, can register for **free recycling collection services** with Circular Materials.



Learn more and register:
circularmaterials.ca/NBSchools



Recycling is coming to your school.

Public, private and band-operated schools, as well as alternative learning centers, can register for **free recycling collection services.**



Summary of Key Timelines

Date	Milestone
August 2025	<ul style="list-style-type: none">• Updated registry form.
October 2025	<ul style="list-style-type: none">• October 8: Information session• October 31: Deadline to register to receive service on May 1, 2026.
Winter 2026	<ul style="list-style-type: none">• Service provider will contact registered schools and conduct site visits where applicable.
April 2026	<ul style="list-style-type: none">• Provision of collection bins and distribution of P&E materials to registered schools.
May 1, 2026	<ul style="list-style-type: none">• Program launches for registrations received by October 31, 2026.

Registry Demo

Wrap Up

Closing

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

