



Recycling program for Nova Scotia Campgrounds

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



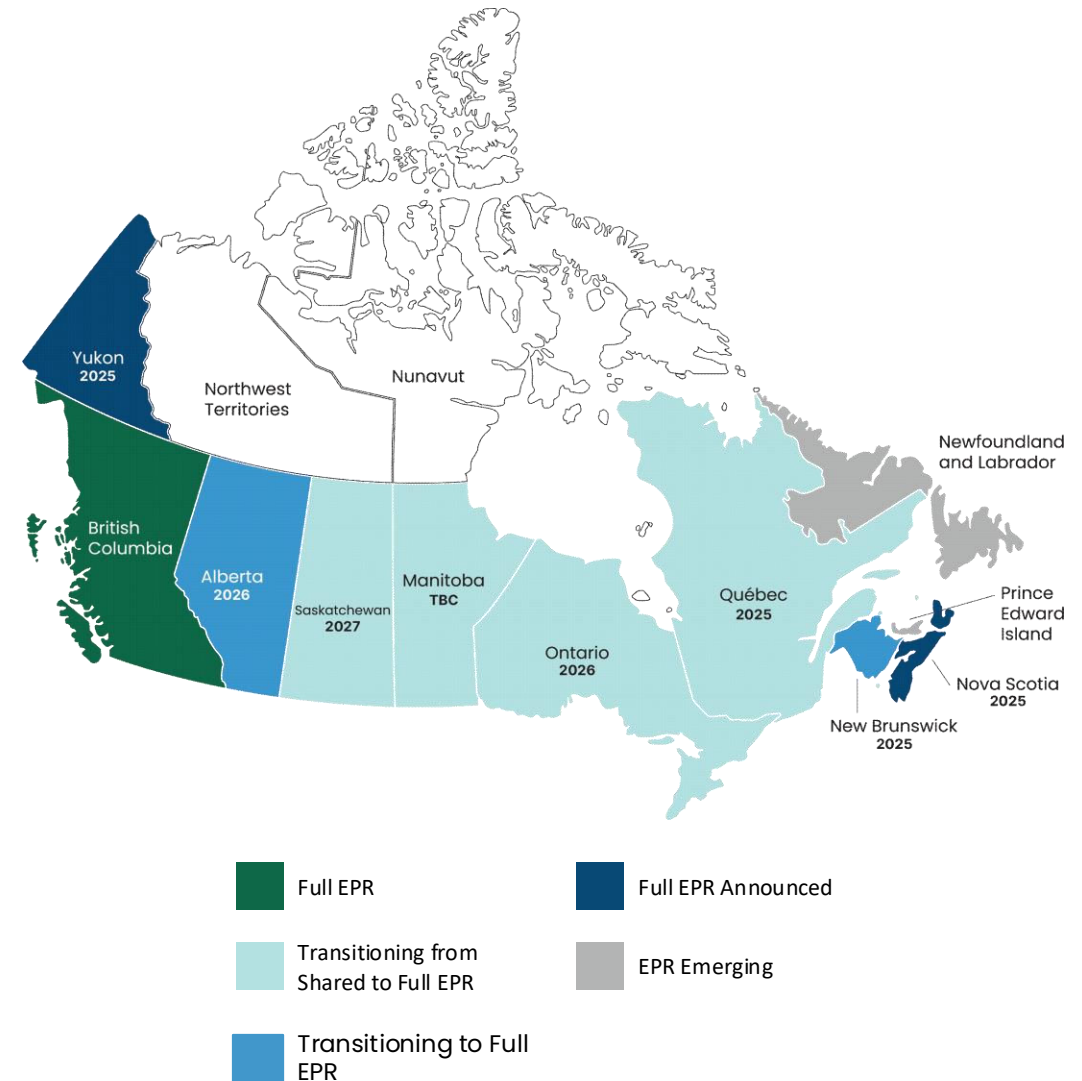
What is EPR?

- 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.
 - Provision of appropriate outdoor collection receptacles for both container and fibre streams.
 - Provision of promotional and educational materials to influence behaviour.



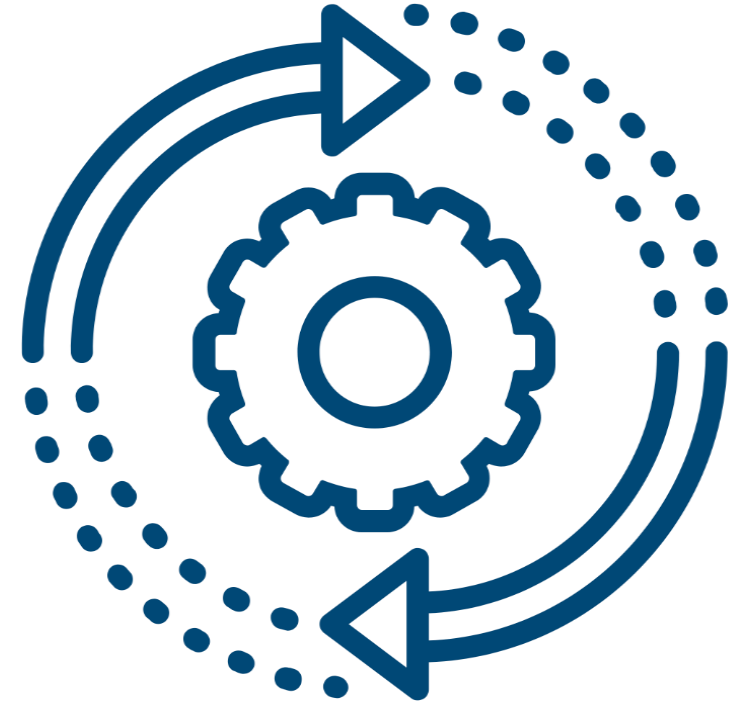
Registry Communications Toolkit

- 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 information to procure recycling collection services.
- The recycling collector will:
 - Contact the campground owner or manager to discuss next steps and may schedule a site visit.
 - Coordinate service and communicate service details including delivering receptacles.
 - Deliver promotion and education (P&E) packages.



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.

