Backgrounder: Circular Materials

About Circular Materials

Circular Materials is a national not-for-profit producer responsibility organization (PRO) that supports producers in meeting their extended producer responsibility (EPR) obligations across Canada. We develop, implement and support efficient and effective recycling systems that ensure materials are collected, recycled and returned to producers for use as recycled content in new products and packaging. Through our recycling programs, Circular Materials advances innovation, improves environmental outcomes and drives value across the recycling supply chain. We are committed to building recycling systems that meet the needs of Canadians while supporting a strong circular economy. Learn more at **circularmaterials.ca**.

What is Extended Producer Responsibility?

Extended producer responsibility (EPR) is a framework where producers – the companies that supply packaging and paper products to consumers – are 100% financially and operationally responsible for the recycling and end-of-life management of their materials. Producers include retailers, brand owners and consumer goods companies that residents interact with every day. Under EPR frameworks, residential recycling programs are 100% funded and operated by producers, taking the costs and operational responsibility for recycling away from taxpayers and municipalities. This means that residents no longer pay for recycling services as this cost will be borne by producers.

Across Canada

Circular Materials supports EPR implementation and operations in multiple jurisdictions across Canada, including Ontario, New Brunswick, Alberta, Nova Scotia and Yukon, while collaborating with partners and stakeholders across the country to advance a more consistent national approach to recycling.

In Ontario, Circular Materials serves as the administrator of the common collection system for the province's transition to a producer-led blue box program. The organization has also played a leading role in supporting the implementation and expansion of EPR systems in other provinces and territories.

Advancing the Circular Economy

Circular Materials believes that materials have value beyond their first use. By improving collection, sorting and recycling systems, the organization helps keep recyclable materials in circulation and supports their return to the economy as feedstock for new products and packaging. This contributes to reduced waste, lower environmental impacts and a more sustainable future.

About Ready.Recycle.Repeat

Ready. Recycle. Repeat. is Circular Materials' resident education and awareness initiative designed to help Canadians understand their local recycling system and recycle with confidence. The program provides easy-to-access information about accepted materials, recycling best practices and the environmental benefits of recycling, helping residents make recycling a simple part of their daily routine. [circularmaterials.ca]

Through province and territory-specific resources, Ready. Recycle. Repeat. supports residents with clear, consistent guidance on what belongs in the recycling system and how materials should be prepared for collection.

Quick Facts

- National not-for-profit producer responsibility organization (PRO).
- Supports producers in meeting EPR obligations across Canada.
- Founded by leading producers from the food, beverage, consumer products, retail and restaurant sectors.
- Focused on developing efficient and effective recycling systems that improve environmental outcomes and support a circular economy.
- Works with governments, municipalities, service providers, producers and residents to strengthen recycling systems across Canada.

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