



# Advancing the Circular Economy

SWANA

Allen Langdon, CEO  
April 4, 2024



# About Us

- National not-for-profit producer responsibility organization (PRO) created and governed by producers.
- We employ ~150 employees and currently operate in both Ontario and New Brunswick.
- Support producers in meeting obligations under extended producer responsibility (EPR) regulations across Canada.
- We are committed to building efficient and effective recycling systems that:
  - Advance innovation
  - Increase performance
  - Deliver improved environmental outcomes



# Our Founders



# Our Presence Across Canada

## Implementing:

- **Nova Scotia:** 2025
- **New Brunswick:** transition began November 2023.
- **Ontario:** transition began July 1, 2023.
- **Saskatchewan:** Circular Materials and MMSW are working together on the transition to EPR.
- **Alberta:** 2025
- **Yukon:** 2025

**Monitoring:** Prince Edward Island



## Service provider relationships:

- Stewardship Ontario
- Automotive Materials Stewardship
- Multi-Material Stewardship Manitoba
- Multi-Material Stewardship Western (Saskatchewan)
- Recycle BC

**In consultation:** Newfoundland & Labrador

# Adding Value for Producers

- **Not-for-profit**, cost-efficient service delivery model.
- **Transparent, collaborative, producer-led governance** model
- **Innovative recycling solutions**, proven performance & industry expertise.
- **Material access**: returning materials to producers to meet recycled content goals.
- **Commitment to achieving management targets** for all material categories.
- **Fair cost allocation** among producers.
- **National harmonization approach** to producer compliance services.
- Secure systems and **easy to use national reporting platform** to meet EPR requirements in jurisdictions across Canada.
- **Promotion & education strategy and initiatives** that increase recycling rates and drive results.



# Supporting the Transition to EPR Across Canada

- As more provinces across Canada transition to full EPR, producers are experiencing significant financial and operational considerations.
- Circular Materials is committed to delivering value to producers through fiscal management, competitive procurement, operational efficiencies, and achieving economies of scale from its national service-delivery model.



# National Integration

Circular Materials has been working with regional programs across Canada towards a national, harmonized approach for recycling supply chains that will:

- Achieve economies of scale and program efficiencies
- Reduce overall costs and unlock value
- Build efficient systems that encourage synergies and continuous improvement
- Ensure producers can access material to use as recycled content
- Support more material looped into the circular economy to benefit people and the planet



**Circular Materials is committed to increase the long-term supply of recycled material at the least cost.**





# Consistent Material Lists Across Canada

- To support standardization and efficiencies, we are creating a national approach to collected materials which will achieve economies of scale and program efficiencies.
- A unified approach to materials will make the recycling system more effective through consistent education, resulting in less confusion, reduced contamination and improved recycling rates.



# Partnerships

Circular Materials is collaborating with partners to identify gaps and opportunities in current recycling infrastructure. Focus is on getting material back to producers for use as recycled content for packaging.



# Advancing the Circular Economy

- Circular Materials is committed to advancing a circular economy - more material looped into the circular economy benefits people and the planet.
- By developing and enhancing circular recycling systems across Canada, we are proud to be adding value to the economy, creating green jobs and fostering more sustainable communities.

**Circular Materials is committed to increase the long-term supply of recycled material at the least cost.**

# Ontario's Transition to EPR & Updates





# Recap: Ontario's Transition to EPR

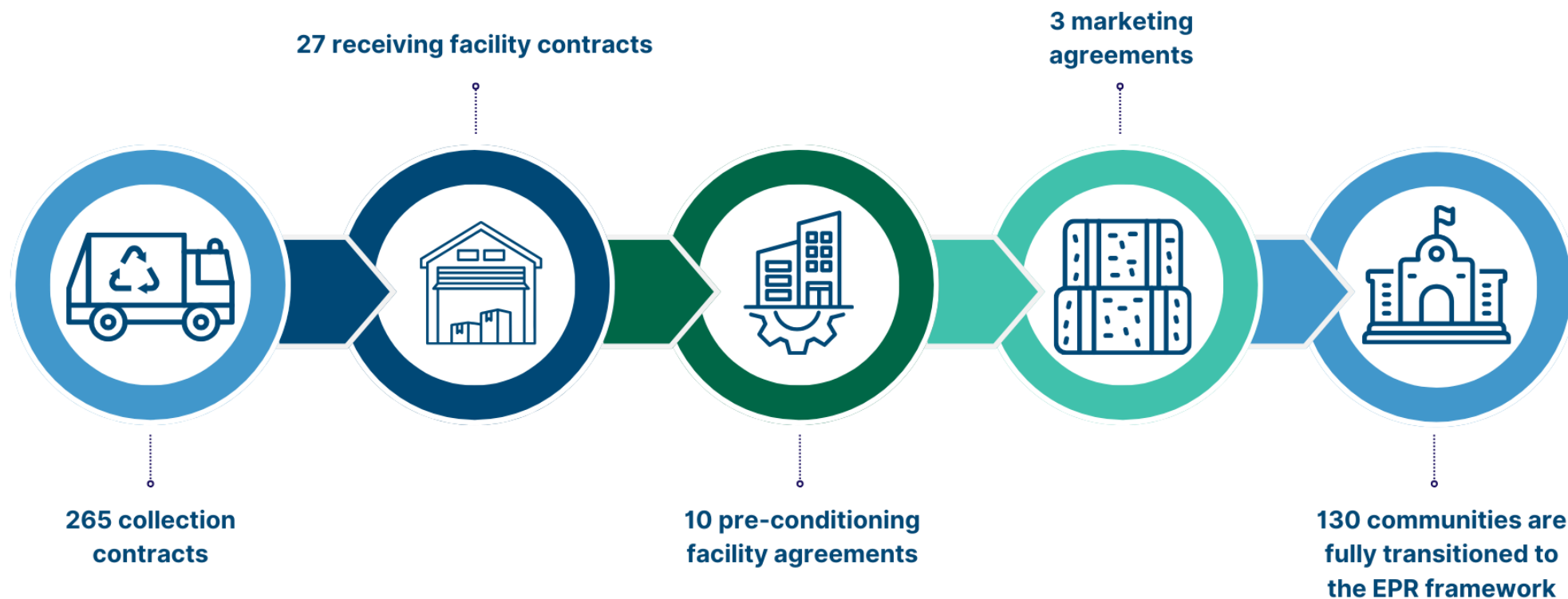
- Ontario's Blue Box Regulation sets out a three-year transition to extended producer responsibility (EPR) for residential packaging and paper materials beginning July 1, 2023.



- To meet Ontario's transition timelines and increase efficiency, Circular Materials has dual roles and is acting as both:
  - **The Administrator** responsible for operating a common collection system for blue box material; and
  - **A PRO** responsible for operating a post-collection system for blue box material on behalf of our producers.

# A Year in Review

Achievements since our successful launch and seamless transition to EPR in Ontario on July 1, 2023

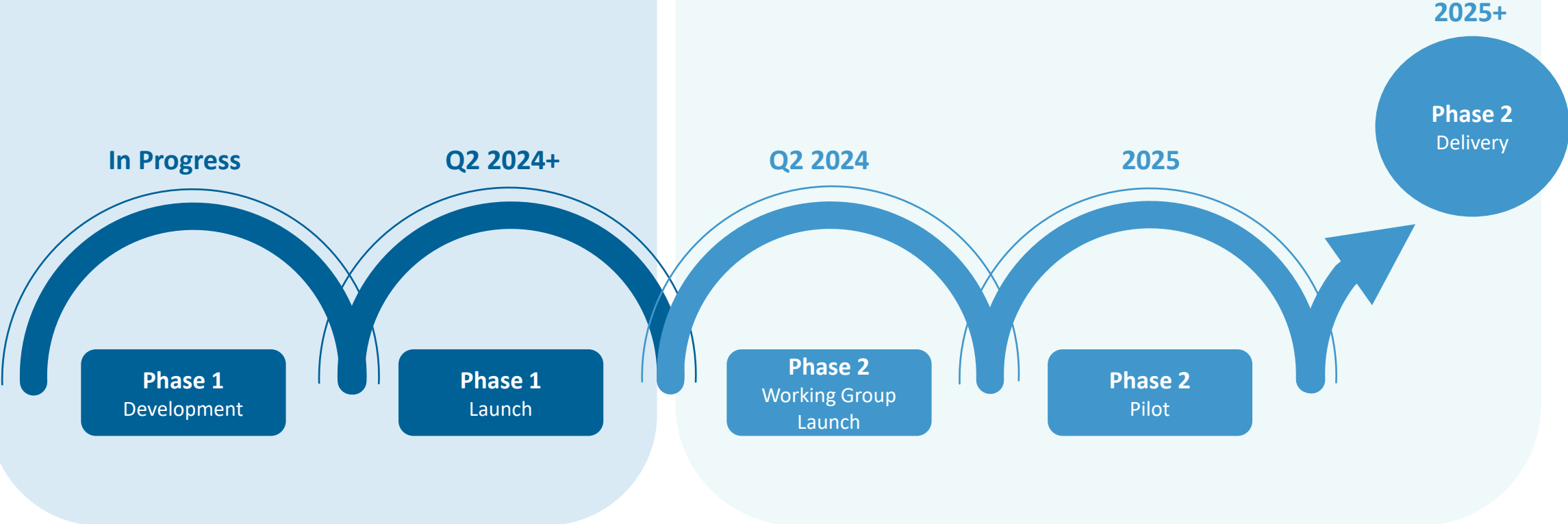


# A Year in Review: Material Access Program

Working with producers to increase the use of post-consumer recycled content.

**Phase 1:** CM will run an introductory pilot inviting producers to purchase baled recycled materials directly from **two** pre-conditioning facilities (PCFs) in Ontario.

**Phase 2:** CM will launch a Material Access Working Group to collaborate with producers and industry partners to develop long-term joint solutions for material access.





# Year in Review: Infrastructure Investments

- Seeking innovative sorting & recycling technologies and systems for plastics packaging.
- Objectives:
  - Achieve compliance with 2026 targets for rigid & flexible plastic packaging.
  - Procure sorting & recycling services with greatest opportunity for longer term innovations to drive down costs & increase yield.
  - Mitigate technological uncertainty around recycling sorting and recycling systems.
  - Produce recycled content for reintroduction into Producer packaging supply-chains.

	Tonnes of BBM Reported per Obligated Material Category x recovery % per obligated material category = Management Requirements				
	*During first two years of transition: 2026 management requirement is reduced				
	Targets During Transition			Targets Post-Transition	
	2023*	2024*	2025	Recovery Percentage (2026-2029)	2030-on
PAPER	26.7%	53.3%	80.0%	80.0%	85.0%
RIGID PLASTIC	16.7%	33.3%	50.0%	50.0%	60.0%
FLEXIBLE PLASTIC	8.3%	16.7%	25.0%	25.0%	40.0%
GLASS	25.0%	50.0%	75.0%	75.0%	85.0%
METAL	22.3%	44.7%	67.0%	67.0%	75.0%
BEVERAGE CONTAINERS	25.0%	50.0%	75.0%	75.0%	80.0%
CERTIFIED COMPOSTABLE	N/A				

# Year in Review: Infrastructure Investments

## Partnership with PRFLEX to optimize the recycling system for flexible plastics packaging. Four Phases:

1. Understand baseline data to determine the percentage of flexible plastic packaging currently being collected and recycled, according to format and type, in each province.
2. Identify infrastructure gaps in material recovery facilities (MRFs) and at recyclers.
3. Propose new technologies and optimize processes to increase capture rates, improve sorting and produce higher quality post-consumer recycled resins.
4. Apply learnings by installing and measuring the performance of the better-suited equipment in select partner facilities.



# Year in Review: Promotion & Education

- Launched a comprehensive promotion and education (P&E) program in transitioning communities.
- Objective – improve recycling rates by:
  - Reducing contamination through behavior change
  - Increasing participation in the system through education and awareness.
- Continue to evolve P&E program based on learnings, metrics and feedback to support province wide rollout in 2026.



**Recycling Guides  
& Calendars**



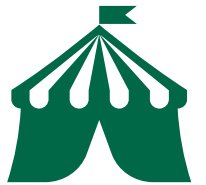
**Recycling  
Apps**



**School  
Toolkits**



**Social Media  
Assets**



**Public Event  
Activations**



**Videos &  
Digital Assets**



**Local Advertising**



# P&E Activations & Assets



**RECYCLING IS A POWER SAVER**

Did you know that recycling one glass jar can conserve enough energy to run a light bulb for 4 hours?

Learn more:  
[circularmaterials.ca/ON](http://circularmaterials.ca/ON)

**YOU MAKE AN IMPACT**

By recycling, you are protecting our environment for future generations. Thanks for doing your part.

Learn more:  
[circularmaterials.ca/ON](http://circularmaterials.ca/ON)



# Continued Collaboration

- Thank you to our municipal partners, collection service providers and haulers for your part in ensuring a seamless transition for residents!
- Going forward: plans progressing to engage eligible communities on where municipal planning, transportation and garbage collection activities interface with the delivery of blue box collection services.
- We look forward to continuing to work with all our partners during and post the transition.





# Questions?



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