Multi-Material BC: Developing an EPR System for the Future

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EPR for Packaging Panel – Connecticut DEEP
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About MMBC

- MMBC is a not-for-profit agency formed under the BC Society Act to develop a stewardship plan to satisfy the requirements of the BC Recycling Regulation for Packaging & Printed Paper (PPP) producers.
- Businesses can appoint MMBC as their agent to discharge their obligations under the Recycling Regulation.
- About 1,100 businesses have joined MMBC as members.
- MMBC is the first 100% Extended Producer Responsibility (EPR) program in Canada where industry assumes full financial and managerial responsibility for the residential recycling system.
Context for Program Launch
British Columbia is Big ... and Complex!

Area: 944,735 km²
Population Density: 4.8 per km²
Highlights of MMBC Stewardship Plan

Producers of PPP are responsible for:

- Reasonable access to PPP collection services
- Management of collected PPP:
  - Within the context of the pollution prevention hierarchy
  - To achieve 75% recovery within a reasonable time
- Establishing relationships with:
  - Collectors: local governments, private sector companies and not-for-profit organizations
  - Post-collection service providers
- Financing implementation of PPP Stewardship Plan
Overview of the MMBC System
MMBC Collection System

- **Curbside recycling**
  - Local governments receiving MMBC incentives on a per-household basis
  - Direct service by MMBC in 10 jurisdictions (plus Vancouver and Pitt Meadows beginning in September)

- **Multi-Family recycling**
  - Local governments and private companies receiving MMBC incentives on a per-household basis

- **Depots**
  - Local governments, non-profits and private companies receiving MMBC incentives on a per-tonne basis
# Example: Curbside Incentives

<table>
<thead>
<tr>
<th>Curbside Collection Financial Incentive</th>
<th>$ per Curbside Household per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Single-stream – Categories 1, 2, 3 (a), 3 (b), 6 and 7</strong></td>
<td>$32.00 $34.00 $36.00</td>
</tr>
<tr>
<td>&gt;2 Curbside Households per hectare</td>
<td>$32.00</td>
</tr>
<tr>
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<td>&lt;0.2 Curbside Households per hectare</td>
<td>$36.00</td>
</tr>
<tr>
<td><strong>Multi-stream – Categories 1, 2 and 3 (b) separate from Categories 3 (a), 6 and 7</strong></td>
<td>$35.00 $37.00 $39.00</td>
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<table>
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<tr>
<th>Top Up available to local governments accepting Curbside Collection incentive</th>
<th>$ per Curbside Household per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident Education Top Up</td>
<td>$0.75</td>
</tr>
<tr>
<td>Depot Top Up</td>
<td>$0.25</td>
</tr>
<tr>
<td>Service Administration Top Up</td>
<td>$2.50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Curbside Collection Financial Incentive</th>
<th>$ per Tonne</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Category 8 - Glass Packaging</strong></td>
<td>$80.00</td>
</tr>
</tbody>
</table>
Post Collection System

🔗 MMBC is responsible for all post-collection activities by hiring contractors to:

🔗 pick up PPP from depots
🔗 receive PPP from curbside and multi-family building collectors
🔗 transport, process and market PPP
🔗 Green by Nature (GBN) awarded post-collection contract
May 19, 2014, marked the launch of MMBC operations in BC. Almost two years into the program we are proud that we are:

- Servicing 1.27 million curbside and multi-family households
- Servicing 96% of BC households through our depot network
- Offering a standard basket of goods for residential collection
- Providing 20 BC communities curbside recycling for the first time
2014 MMBC Performance

- Achieved a **80% recovery rate** for members’ materials
  - Exceeding the regulated 75% target
- In 7.5 months of operation in 2014, MMBC collected over **116,000 tonnes** of recyclables from households and depots
- Over 93 percent of material collected is recycled, which exceeds the target of 85 – 90% in our stewardship plan
Recycling End Markets

- MMBC gives priority to end-markets located in countries that are members of the Organization for Economic Co-operation and Development (OECD). MMBC does permit marketing to packaging and printed paper end-markets located in countries that are not members of the OECD only if the end market meets or exceeds environmental, health and safety standards equivalent to OECD standards.

- **Plastics** - Plastics are sold to end-markets in British Columbia.
- **Paper/Fibres** – The majority of fibres are sold to end-markets in China, with the rest either remaining in BC or going to end-markets in the United States and South Korea.
- **Glass** - Glass is sold to end markets in British Columbia.
- **Metals** - Metals are largely sold to end-markets in Ontario, with the rest either remaining in BC or going to end-markets in the United States.
Our System at Work ...
Smooth Transition for Residents

- 74% of residents agree that the program meets or exceeds their expectations; indicating a smooth transition into the new system.
- A vast majority of respondents (86%) find the recycling service unchanged or better than a year ago.
- There is a strong, positive view of improvements in quality, frequency and availability of information on recycling over the past year where 39% say it improved.

Communicating with Residents
NOW YOU CAN RECYCLE MORE
EMPTY AEROSOL CANS & PAPER CUPS

LEARN MORE

PROGRAM OVERVIEW
WHAT CAN BE RECycled?
WHAT HAPPENS TO MY RECYCLING?
CURRENT CAMPAIGN

COFFEE

person

recycling bin

Now you can Recycle More
Empty aerosol cans & paper cups

Learn More
Summer Events Team
Spring 2016 ad campaign

- **Recycling reduces greenhouse gas**
  - Protecting our land, air, and water.

- **Recycling reduces waste**
  - Keeping garbage out of our landfills and oceans.

- **Recycling saves energy**
  - That can be used to power homes in your community.

*Big Changes Start at Home. Find out more at RecyclingBC.ca*
The Next Stage: Projects and Partnerships
MMBC Partnership with Tim Hortons

- Introduction of new separable cup for single-serve coffee machines
- New format brought introduced across Canada with specific focus on the recyclability of the format in British Columbia
- A recycling study was conducted in partnership with MMBC to determine consumer response to the new format and monitor how the cups are flowing through the system
Tim Hortons is now in the new ECOCUP™ format. Tim Hortons K-style Cups are now in Mother Parker’s EcoCup™ format that allows consumers to easily click, separate and recycle components.

95% DIVERSION

THE RECYCLING STUDY
Behind the scenes Mother Parkers along with MMBC, CSSA and other recycling partners will be executing a recycling study to understand and share how the entire process worked.

MULTI MATERIAL BC

BC RECYCLING ACCEPTANCE
The recycling programs run by MMBC explicitly accept separated K-style capsules.

DRIVE THE REQUIRED CONSUMER BEHAVIOUR
From October to December, Tim Hortons will be launching an integrated BC specific ad campaign to inform and challenge British Columbians to enjoy, separate and then recycle their EcoCup™ capsules.

WWW.TIMHORTONS.COM/BCRECYCLES
City of Vancouver Collection

- On November 17\textsuperscript{th}, Vancouver City Council voted unanimously to transition responsibility for recycling collection services to MMBC for single family curbside residences and multi-family buildings.
- MMBC and the City of Vancouver are now working through a collaborative process to develop a strategy to transition service for the over 275,000 households to MMBC in the fall of 2016.
- City of Vancouver Staff report: “MMBC has demonstrated their ability to implement recycling systems in other municipalities and have achieved high levels of recycling.”
New Plastics Economy Report
What Have We Learned …

- **Contracts are important:** Established framework and rules allow MMBC to work collaboratively with collectors on issues such as reducing contamination.

- **Segregation of glass and plastic film:** The right decisions, particularly in light of challenges in the U.S.

- **Partners make the difference:** Local governments and private sector companies have been strong partners for MMBC in launching and operating the program.

- **Solutions Require A Systems-Based Approach:** Addressing present and future challenges requires the flexibility to evolve our system in collaboration with our partners.
The MMBC system provides producers with best long-term opportunity for producers to manage their obligations for PPP in light of increasing costs, volatile commodity markets and continued innovations in packaging types and materials.

MMBC represents a model of the circular economy in action where producers have influence on both the creation and end-of-life management of their materials that can provide the basis for more holistic decisions as new innovations in packaging are developed and implemented.
QUESTIONS?

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