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**Provide your Feedback on the Proposed Fee Methodology**



We are looking forward to your feedback on the proposed fee methodology for packaging and printed paper stewards. To access the materials from the consultation meeting, [please click here](#).

The methodology has been designed to respond to steward concerns that the existing methodology is too complex, difficult to understand and potentially unfair to certain material categories.

The new proposed methodology, developed over the past several months by a committee of 16 stewards who formed the Steward Consultation Committee (SCC), takes a principle-based approach that is easy to understand, fair, and able to stand the test of time.

We've developed [a calculator](#) to assist you in comparing the current methodology with the proposed methodology.

Please submit your feedback on the proposed methodology to [jjames@cssalliance.ca](mailto:jjames@cssalliance.ca) by **May 20, 2016**.

**Evolving Governance at CSSA**

As a result of a comprehensive review undertaken by the CSSA Board in 2015 and 2016, CSSA is evolving its governance structure to reflect stewards' desire for more involvement and decision making with stewardship organizations at the provincial level.



Rather than being controlled by CSSA, MMBC and MMSW will

have their own independent boards comprised of stewards. These boards will select their own directors from eligible candidates within the steward community. Essentially, CSSA is divesting its governance of MMBC and MMSW, providing them with the opportunity to operate as autonomous organizations with their own independent boards of directors comprised of their stewards.

This change impacts MMBC and MMSW only. CSSA will remain a not-for-profit organization dedicated to providing centralized shared services to PPP programs, as it does today. All stewards of MMBC, MMSW, MMSM and SO will continue to meet their regulatory obligations in the same manner, with reporting and payments administered through CSSA.

MMBC and MMSW are in the process of completing the work necessary to establish themselves as independent organizations. During each of the organization's first Annual General Meetings, stewards with membership agreements with MMBC and/or MMSM will be eligible to stand as candidates and elect directors for the respective boards. Please stay tuned for more details.

### Steward Reporting Reminder & Resources

This is a friendly reminder that your **steward reports are due May 31, 2016**. Please use the [WeRecycle Portal](#) to submit your reports when you're ready to do so.

We have many tools available to assist you:

- [Updated 2016 National Guidebook](#)
- [Best Practice Reporting Tip Sheet](#)
- [Sector-Specific Reporting Tip Sheets](#)
- [Program-Specific Steward Lists & Change Log](#)
- [Reporting Webinar Materials](#)

If you have any questions, our National Steward Services Team is ready to help you. You can reach us by phone at 1-888-980-9549 or by email at [stewards@cssalliance.ca](mailto:stewards@cssalliance.ca).



### Spreading the Word about Recycling Innovation & Contamination Reduction

MMBC's 2016 Collectors' Conference took place on March 2 and 3 and brought together nearly 100 service providers from across the province to learn more about MMBC's evolving program.

A hot topic at this year's conference was how to reduce contamination caused by residents putting non-PPP items such as broken glasses, pots and pans, toys, old clothes and much more into their blue bins. MMBC agreements set a 3% threshold for contamination that collectors are striving to meet. High contamination rates can render the collected materials unsortable; it reduces the commodity value and MMBC's ability to meet local commodity market specifications; and it can present a significant health and safety issues. MMBC conducts routine composition audits and distributes contamination scorecard audits to those municipalities with high contamination rates in order to assist them in their plans to achieve the 3% rate. Effective consumer campaigns reminding them what they can and cannot recycle as well as active monitoring and enforcement will all help to reduce contamination rates. In 2014, 93% of MMBC's collected tonnes were recycled and 7% went to disposal.

## Reminding Residents Their Recycling Commitment Has a Big Impact



In April, MMBC launched a new information campaign to recognize the environmental impact British Columbians make when they choose to recycle. The campaign was designed to inform residents that the recycling behaviour they have at home has a big impact on their environment. A [campaign page](#) was created on MMBC's resident-facing website where they can learn more about how recycling contributes to broader environmental objectives, including energy-conservation, greenhouse gas reduction and keeping recyclables out of landfills.

## Improving K-Cup Packaging and Recyclability with Mother Parkers



In 2015, Mother Parkers approached MMBC for assistance testing the flow of their single-use beverage capsules within the BC recycling system. The results of this project have fed into a new recyclable packaging design for their many brands in the Keurig® K-Cup® format, including Tim Horton's coffee capsules.

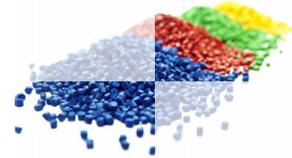
Early results indicate that through promotion and education, many consumers are willing to separate the capsule lid and attached filter prior to recycling and that the separated cups move well through the MRF. The report points to further improvements to the communication and design that will increase the value in the recycling stream. The study was funded by Mother Parkers.

\*Mother Parkers has no affiliation with Keurig® or K-Cup®. Keurig® and K-Cup® are registered trademarks of Keurig Green Mountain, Inc.

## Applying Circular Economy Structure Can Bring Positive Change

The Ellen MacArthur Foundation and World Economic Forum (WEF) released a report, [The New Plastics Economy: Rethinking the Future of Plastics](#), calling for industry and governments to apply circular economy principles to global plastic packaging flows in order to transform the plastics economy and drastically reduce negative impacts such as contamination of oceans. Multi-Material BC (MMBC) is cited in the report as an example of a successful program in which industry and governments are working together to recover and recycle plastics, keeping more of these materials out of the environment.

The New Plastics Economy  
Rethinking the future of plastics



In the World Economic Forum report, MMBC is specifically recognized for having "harmonised and redesigned collection and post-collection [of packaging and printed paper] in British Columbia." The report goes on to say that the MMBC program "allows the province to achieve productivity previously unavailable to residential recycling programmes." MMBC looks forward to further partnerships at both a local and global-level, to address this significant environmental issue.



## MMSW In Full Swing

Multi-Material Stewardship Western successfully launched on January 1, 2016. Since launching, MMSW has reached agreements with 459 municipalities & First Nations, and nine Regional Waste Authorities, covering 85% of Saskatchewan households. These agreements provide for per household financing to participating Local Governments, First Nations and Regional Waste Authorities to use towards funding recycling programs.

MMSW's original program was set to launch on January 1, 2015, but the program plan was subsequently revised to reflect changes made by the Saskatchewan government which permanently exempted businesses that generate less than \$2 million in gross annual revenue, or generate less than one tonne of household packaging and paper annually or operates a single retail store. The government also required establishment of a two-year transition period exemption from reporting and paying fees, with the exception of payment of an annual \$500 flat fee, for all newspaper publishers with annual revenue over \$2 million, and all other businesses with annual revenue of between \$2-5 million, and approval of stewardship fees by the Minister during the two-year transition exemption period. The transition period requirements are scheduled to expire on December 31, 2016.



## Program Plan Renewal in MB Government's Hands Now

The consultation on MMSM's Packaging and Printed Paper (PPP) Program Plan Renewal concluded on March 31, 2016. The Program Plan Renewal was submitted to the Manitoba Government on April 29, 2016 with a summary of the consultation comments. To view the document, [click here](#). The Manitoba Government will hold a public consultation on the renewal in the near future.

## Reporting Reminder for CBCRA Stewards

Just a friendly reminder that CBCRA members in Manitoba must report all obligated beverage containers and their associated secondary packaging supplied to consumers in MB in the CBCRA section of the [WeRecycle Portal](#). The tonnage stewards' report in this section is managed separately is billed to CBCRA.

When you report in the CBCRA section, it ensures CBCRA materials are covered by the fees you submit monthly to CBCRA and avoids the need for any adjustments. Please report both the tonnage and the units for the CBCRA materials which you supply to the residential waste stream.

If you are not a registered member of CBCRA, please report all non-alcoholic beverage containers to MMSM. Information about the CBCRA program can be [found here](#).

## Plastic Bag Program



To celebrate the one-year anniversary of MMSM's *Bag it Forward* program, MMSM held a plastic bag collection event on Earth Day at The Forks. Consumers were asked to drop-off their gently used bags so they can be reused as emergency food kits for Winnipeg Harvest. MMSM's Target Zero Eco-Kids Tours were also available to all visitors in attendance of the event.

MMSM worked with Recycling Council of Ontario and Walmart on the Plastic Bag Grab as a local partner. Elementary schools from across Canada were challenged to collect as many plastic bags as they could for recycling during Earth Week - April 18 - 22. Of the 415 schools that registered for the challenge, 74 were from Manitoba. The number of

bags collected and winners will be announced in June.

### New 2016 P&E Campaign

The MMSM program launched its new P&E campaign at the beginning of April. This new campaign features online, outdoor, radio, print, and television advertising. The concept is focused on educating consumers about what they can put in the blue box. A social media strategy utilizing Facebook and Twitter has also launched with various activities to increase engagement. In addition to those strategies, MMSM has been active within the community collaborating on a variety of different events and programs.



Stewardship Ontario

### Published: 2016 Rules & Feedback Summary

During the March 3 reporting webinar, Stewardship Ontario informed stewards of minor changes to the 2016 SO Rules. Stewards were asked to provide any feedback on the Rules by April 8, 2016. The approved 2016 SO Rules and a report summarizing the stakeholder feedback have now been posted on the SO website.

### Pesticides, Solvents and Fertilizers ISP Now in Motion

Product Care Association's (PCA) pesticide, solvent and fertilizer ISP came into effect April 1, 2016. PSF stewards have the ability to transfer their services from SO over to PCA for these materials.

If you're a PSF steward who wishes to transfer to PCA, you can do so by logging on or creating a new account on the [PCA Membership Portal](#). Please note that all registrations for the PCA PSF ISP are conditional until Waste Diversion Ontario (WDO) approves your transfer from SO.

If you have any questions about this process, please contact Steward Services at [WeRecycle@stewardshipontario.ca](mailto:WeRecycle@stewardshipontario.ca) or 1-888-980-9549.

## Automotive Materials Stewardship ISP

In February, Automotive Materials Stewardship (AMS) submitted an Industry Stewardship Plan (ISP) to Waste Diversion Ontario for all automotive materials (antifreeze, oil containers and oil filters) currently managed by Stewardship Ontario. The WDO recently hosted a webinar where the benefits to the ISP were presented:

1. Up to \$2.5 million annually in cost savings because AMS would qualify for input tax credits for HST (ITCs are not available under the current program).
2. Fee Predictability because stewards will pay against a predictable fee schedule that does not fluctuate in-year.

The consultation period on the ISP closed on April 29, 2016. For more information about the ISP please visit the [WDO website here](#).

## Dead is just the Beginning for Batteries

In 2015, Ontario's battery collection rate was 33%, which is 7% lower than the collection target.

Stewardship Ontario's consumer-focused 2016 Battery Campaign launched on May 9 - targeting areas in Ontario with low single-use battery capture rates. The campaign includes billboard, transit, radio and digital ads, as well as a Cineplex Pre-Show ad which will be played at 15 theatres across Ontario.

The entire campaign is estimated to generate over 39 million impressions province-wide.

Find out more about SO's [Battery Incentive Program here](#).



## Questions?

If you have any questions about any of the programs, please feel free to call the Steward Services team at 1-888-980-9549 or email: [stewards@cssalliance.ca](mailto:stewards@cssalliance.ca).

If you have any suggestions for what you'd like to see in future newsletters, please email your ideas to [info@cssalliance.ca](mailto:info@cssalliance.ca).

**For more information about CSSA and our family of recycling organizations, visit: [www.cssalliance.ca](http://www.cssalliance.ca)**

CSSA was founded, and is funded and led by retailers and brand owners that participate in stewardship programs for packaging and printed paper in British Columbia, Saskatchewan, Manitoba and Ontario.