

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

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EPR for Packaging Panel – Connecticut DEEP  
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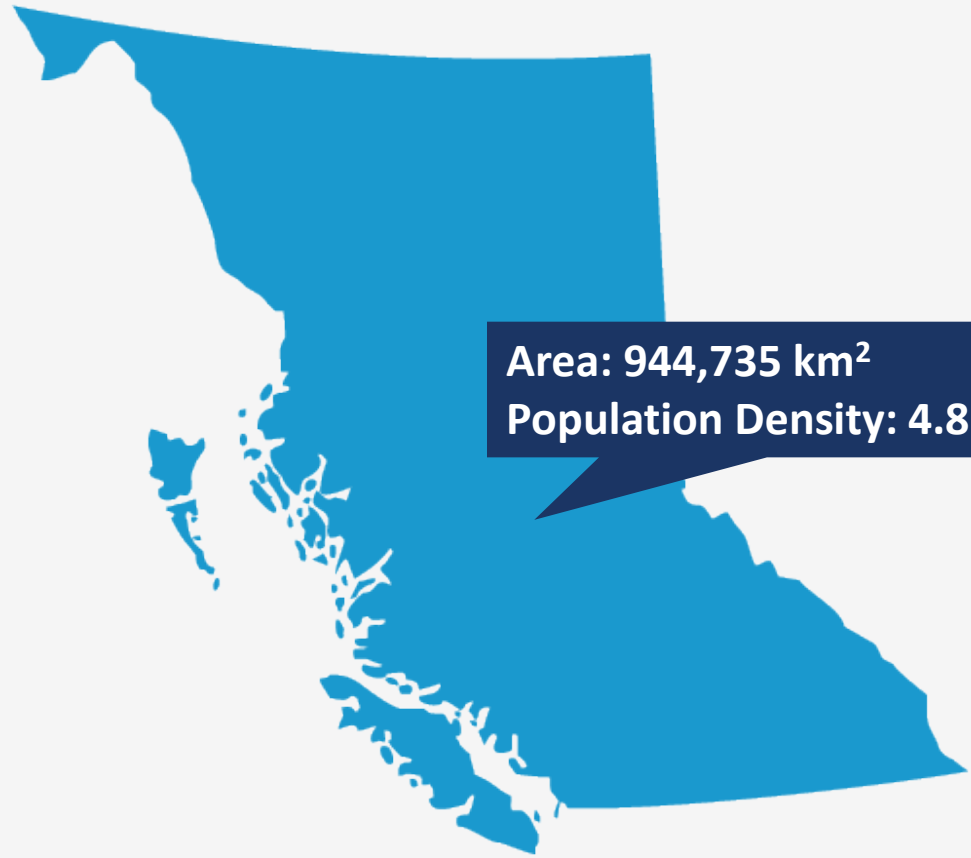
# About MMBC

- ❧ 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 km<sup>2</sup>**  
**Population Density: 4.8 per km<sup>2</sup>**

# 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

Curbside Collection Financial Incentive	
Single-stream – Categories 1, 2, 3 (a), 3 (b), 6 and 7	\$ per Curbside Household per Year
>2 Curbside Households per hectare	\$32.00
0.2 to 2 Curbside Households per hectare	\$34.00
<0.2 Curbside Households per hectare	\$36.00
Multi-stream – Categories 1, 2 and 3 (b) separate from Categories 3 (a), 6 and 7	\$ per Curbside Household per Year
>2 Curbside Households per hectare	\$35.00
0.2 to 2 Curbside Households per hectare	\$37.00
<0.2 Curbside Households per hectare	\$39.00

Top Up available to local governments accepting Curbside Collection incentive	\$ per Curbside Household per Year
Resident Education Top Up	\$0.75
Depot Top Up	\$0.25
Service Administration Top Up	\$2.50

Curbside Collection Financial Incentive	
Category 8 - Glass Packaging	\$ per Tonne
	\$80.00



# Post Collection System

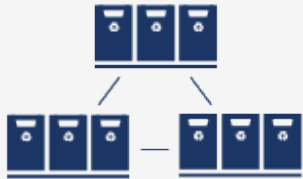
- ♻️ MMBC is responsible for all post-collection activities by hiring contractors to:
  - ♻️ pick up PPP from depots
  - ♻️ receive PPP from curbside and multi-family building collectors
  - ♻️ transport, process and market PPP
- ♻️ Green by Nature (GBN) awarded post-collection contract

# Successful Launch

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





# Summer Events Team



# Spring 2016 ad campaign

## RECYCLING REDUCES GREENHOUSE GAS

PROTECTING OUR LAND, AIR, AND WATER.



**BIG CHANGES START AT HOME.**  
FIND OUT MORE AT [RECYCLINGINBC.CA](http://RECYCLINGINBC.CA)



## RECYCLING REDUCES WASTE

KEEPING GARBAGE OUT OF  
OUR LANDFILLS AND OCEANS.



**BIG CHANGES START AT HOME.**  
FIND OUT MORE AT [RECYCLINGINBC.CA](http://RECYCLINGINBC.CA)



## RECYCLING SAVES ENERGY

THAT CAN BE USED TO POWER  
HOMES IN YOUR COMMUNITY.



**BIG CHANGES START AT HOME.**  
FIND OUT MORE AT [RECYCLINGINBC.CA](http://RECYCLINGINBC.CA)



# The Next Stage: Projects and Partnerships

# MMBC Partnership with Tim Hortons

- ♻️ Introduction of new separable cup for single-serve coffee machines
- ♻️ New format bring 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 ECO-CUP™ 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**



**MULTI MATERIAL BC**

**BC RECYCLING ACCEPTANCE**

The recycling programs run by MMBC explicitly accept separated K-style capsules



[WWW.TIMHORTONS.COM/BCRECYCLES](http://WWW.TIMHORTONS.COM/BCRECYCLES)

**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



**DRIVE THE REQUIRED CONSUMER BEHAVIOUR**

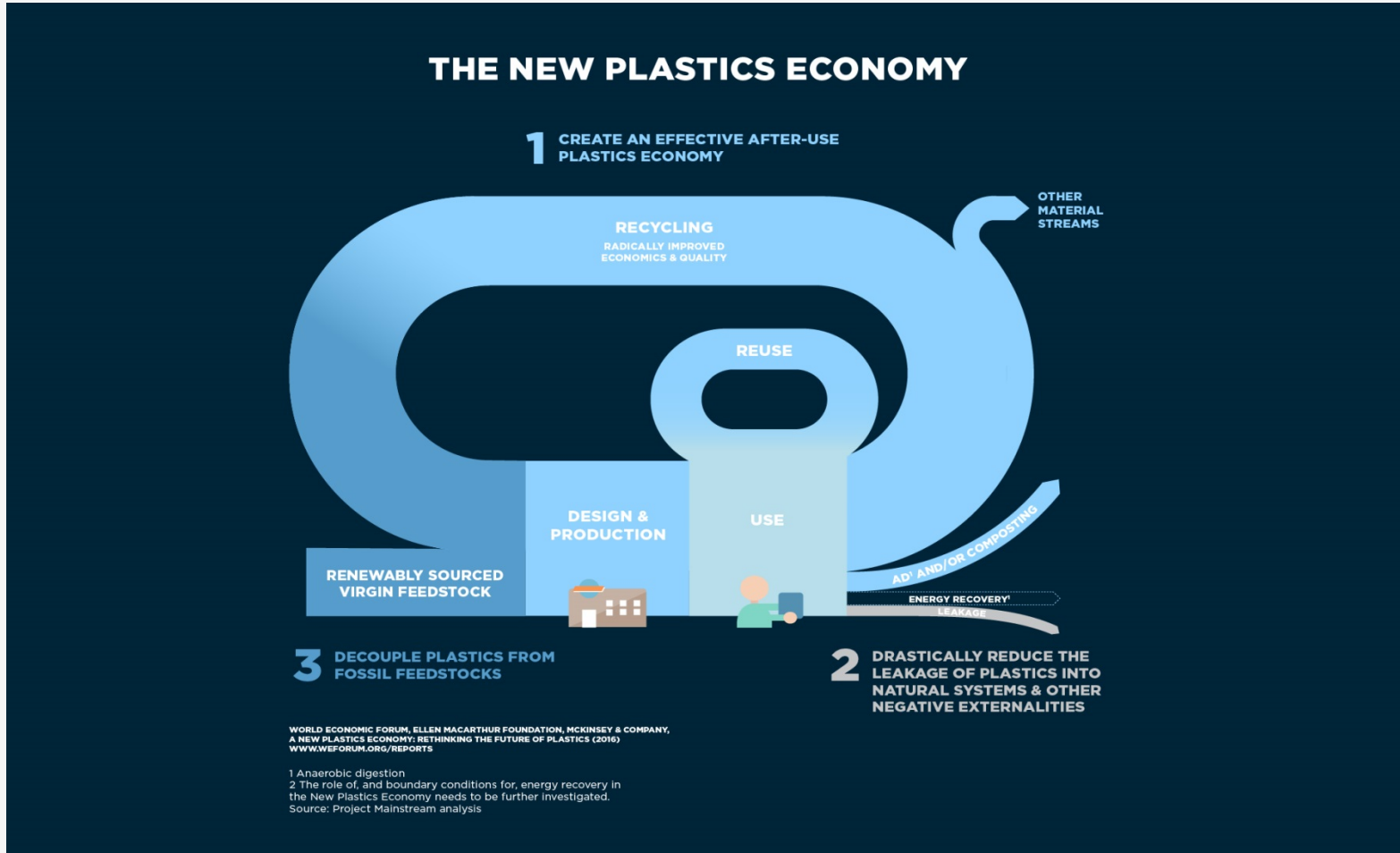
From October to December, Tim Hortons will be launching an integrated BC specific ad campaign to inform and challenge British Columbians to enjoy, separate and then recycle their EcoCup™ capsules



# City of Vancouver Collection

- ♻️ On November 17<sup>th</sup>, 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





# Benefits of MMBC's System Approach

- ♻️ 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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