

Multi-Material BC

Annual Report to the Director

2014 Calendar Year

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1. Executive Summary

The table below should concisely summarize program performance for the section 8 annual reporting requirements such that ministry staff and the public can easily understand whether reporting requirements and stewardship plan targets have been met.

Products within plan	Household packaging and printed paper
Program website	www.multimaterialbc.ca and www.recyclinginbc.ca

Recycling Regulation Reference	Topic	Summary (5-bullet maximum)
Part 2, section 8(2)(a)	Public Education Materials and Strategies	<ul style="list-style-type: none"> - Advertising campaign to support launch ran April through August and a smaller material-focused campaign ran in the fall - Recycling guides delivered to residents in communities directly served by MMBC - Resident website, depot list and address search at www.recyclinginbc.ca - Recycling guide templates and sign artwork made available to all collectors
Part 2, section 8(2)(b)	Collection System and Facilities	<ul style="list-style-type: none"> - 1,240,000 single-family and multi-family households receive collection services from 76 local governments, First Nations, or private collectors - Residents in 152 incorporated municipalities, electoral areas, and First Nations communities have access to curbside and/or multi-family collection services under the MMBC program - 20 communities received curbside collection for the first time - 180 depots throughout BC accept MMBC materials, operating in 26 regional districts.

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Recycling Regulation Reference	Topic	Summary (5-bullet maximum)
Part 2, section 8(2)(c)	Product Environmental Impact Reduction, Reusability and Recyclability	<p>MMBC members are improving the environmental profile of their packaging and printed paper in many ways including:</p> <ul style="list-style-type: none"> - Optimizing material use - Reducing distribution of printed paper products - Reducing use of plastic grocery carry-out bags <p>Stewards are also make changes to maximize diversion of their materials from landfill by choosing recyclable materials, including recycled content and choosing materials from renewable resources.</p>
Part 2, section 8(2)(d)	Pollution Prevention Hierarchy and Product / Component Management	<p>The following figures reflect 7.5 months of program operation:</p> <ul style="list-style-type: none"> - Tonnes of packaging and printed paper managed by recycling: 96,926 - Tonnes of packaging and printed paper managed by recovery (material or energy from the product as per Pollution Prevention Hierarchy): 0 - Tonnes of packaging and printed paper managed by disposal: 6,794
Part 2, section 8(2)(e)	Product Sold and Collected and Recovery Rate	<p>The following figures reflect 7.5 months of program operation:</p> <ul style="list-style-type: none"> - Amount of Product Sold (te): 145,351 - Amount of Product Collected (te): 116,457 - Recovery Rate: 80.1%
Part 2, section 8(2)(e.1)		<p>See Section 7 for breakdown per regional district</p>
Part 2, section 8(2)(f)	Summary of Deposits, Refunds, Revenues and Expenses	<p>N/A</p>

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Comparison of Key Performance Targets		
Part 2 section 8(2)(g); See full list of targets in Plan Performance		
Priority Stewardship Plan Targets (as agreed with ministry file lead)	Performance	Strategies for Improvement
2a. Maintain at a minimum single family and multifamily household service levels where these households currently receive PPP collection.	859,000 single-family households and 381,000 multi-family households received collection services from MMBC. The adjusted targets (less local governments that are not participating) are 793,000 single-family households and 364,000 multi-family households.	MMBC will continue to add new communities as new producers join the program.
2b. Provide curbside collection of PPP to the approximately 102,000 households currently receiving garbage collection service.	MMBC provided curbside collection of PPP to 38,000 households previously only receiving curbside garbage collection service through both RFPs and service via local governments/First Nations.	Local governments representing the remaining households either: <ul style="list-style-type: none"> i) Failed to respond by the deadline; ii) Indicated they prefer depot collection; or iii) The bid price received by MMBC was higher than MMBC's offer.
2c. Maintain depot collection of PPP for the approximately 165,000 single-family households and the approximately 91,000 multi-family households without collection services.	MMBC's depots provide access to 454,000 households to which MMBC does not provide single-family or multi-family collection services. MMBC has no visibility to the households receiving collection services outside of its program.	MMBC has plans to add over 20 additional depots in 2015.

2. Program Outline

Provide a brief (1 page) overview of the stewardship agency/company and their members [website link], program inclusions, collection approach and any other high level information relative to the annual report e.g. studies completed, new targets set, consultations or surveys conducted.

MMBC is a member of Canadian Stewardship Services Alliance's (CSSA) family of recycling organizations. CSSA is a national, non-profit steward-founded and owned organization established to harmonize packaging and printed paper stewardship programs across the country, providing consumers with better recycling options and stewards (the businesses that contribute to the cost of recycling programs) a seamless way to meet their stewardship obligations under a single administrative umbrella.

MMBC is a legal entity in BC with BC-based staff members that manage program operations, including the recycling supply chain and promotional activities to engage residents. MMBC is governed by the CSSA board of directors, which includes representation from seven of the largest producers of packaging and printed paper across Canada, as well as regional representation.

MMBC Advisory Committee

The MMBC Advisory Committee includes eight representatives from stakeholders interested in the success of the MMBC program, including local governments (appointed by the Union of BC Municipalities), the waste management industry (represented by the Coast Waste Management Association), steward industry associations (represented by dairy and landscaping associations), and the Recycling Council of BC.

The Committee met three times in 2014: initially in person on April 2, 2014, in advance of the program launch; by phone on July 29, 2014; and in person on October 16, 2014. The Committee is consulted on core elements of MMBC's program to identify issues and suggest how they might be addressed, foster collaborative problem-solving and increased communication, and to provide feedback to MMBC on its packaging and printed paper program.

Committee members in 2014 included:

- Brock Macdonald, CEO, Recycling Council of B.C. (Advisory Committee Chair)
- Linda Barnes, Councillor, City of Richmond
- Will Burrows, Executive Director, Coast Waste Management Association
- Mike Dick, Vice President Western Canada for Agropur, Division Natrel
- Andrew Doi, Environmental Planner, Metro Vancouver
- Rob C. Gay, Board Chair, Regional District of East Kootenay
- Gay Hahn, CEO, Avalon Dairy Ltd.
- Bill Hardy, General Manager, Northwest Landscape Supply

MMBC Members

MMBC members, or stewards, are businesses or organizations that supply packaging and printed paper into the BC residential marketplace, as defined in the BC Recycling Regulation. In becoming members of MMBC, these organizations exemplify their commitment to environmental sustainability by taking responsibility for the management of their packaging and printed paper at the end of its useful life.

MMBC members span a breadth of sectors, including:

- Food manufacturers
- Consumer packaged goods (e.g., cosmetics, electronics, toys etc.)
- Retail businesses (e.g., grocery, general merchandise, convenience, drug store)
- Banks and credit unions
- Municipal government
- Quick service restaurants
- Newspaper and magazine publishers
- Paper manufacturers
- And more....

For more information about being an MMBC member, visit: <http://www.multimaterialbc.ca/stewards/>

3. Public Education Materials and Strategies

Provide a brief overview of the key materials and strategies used to promote awareness of the program. Identify the various types of outreach (i.e. face to face, social media, traditional media, etc.) utilized.

Reference: *Recycling Regulation – Part 2, section 8(2)*

(a) a description of educational materials and educational strategies the producer uses for the purposes of this Part

Advertising

To support the launch of North America's first full EPR program for packaging and printed paper, MMBC worked with design and advertising teams to develop a campaign that incorporated TV, digital, online, social media, radio and print advertising. The creative and the tagline—Same Bin, New Tricks—was designed to communicate that the curbside and multi-family recycling systems were changing, but the familiar recycling bin would continue to be central to the program. The province-wide television, digital, online and social media components of the campaign ran from mid-April to September 2014, and radio and print ads ran in each community where MMBC assumed direct responsibility for curbside recycling collection as the program was rolled out to those communities. During the fall of 2014, a shorter, three-week campaign focused on two materials added to the collection system: coffee cups and aerosol containers, with ads appearing on digital and online networks across the province and radio and print in the MMBC direct-service communities. As part of their MMBC collection agreements, local government

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collectors retain responsibility for promotion and education and receive some funding from MMBC for this purpose. Accordingly, MMBC shares advertising creative with collectors who wish to use it in their own communities.

Information for Residents

In addition to the advertising, MMBC developed a website filled with resident-friendly content about the program, including information about accepted materials, a detailed list of depots in the program and a page for each community served directly by MMBC. Residents in these communities can search for address-specific collection calendars and sign up for collection reminders via a search tool and mobile application developed by a Vancouver-based technology company that specializes in delivering waste collection information to residents.

In October 2014, MMBC added a blog showcasing posts covering a range of topics related to the MMBC program, including how to prepare packaging and printed paper for recycling. The blog posts are shared via MMBC's social media networks, and are frequently shared by local government collectors.

Residents living in areas directly serviced by MMBC received community-specific recycling guides, containing collection schedules, zones and pick-up times; lists of materials accepted and not accepted for recycling; depot locations and contact information for the collector that services the area on behalf of MMBC. Recycling guide templates were made available to collectors wishing to adapt MMBC-developed guides for their communities for curbside and multi-family collection.

MMBC provided depots operated by private collectors recycling guides and signs for each category of accepted material; the artwork for the guides and signs was made available to local government and First Nations depot operators wishing to produce these using the education funding they receive.

MMBC measures public awareness of its program through consumer research and by measuring the number of residents visiting www.recyclinginbc.ca. In 2014, the visitor total reached 118,066 and the page view total reached 240,967.

Research carried out pre-program launch in February 2014 showed that:

- Recycling is an ingrained habit in around 97% of people. A vast majority of these – 75% – make a concerted effort to recycle, with around 24% recycling only if it is convenient.
- 61% of respondents said curbside recycling was the main driver of their recycling behavior

MMBC intends to embark on new consumer research in 2015 and will measure awareness of the program and benchmark it against the February 2014 findings.

Research Methodology:

The survey was conducted between February 1 and 13, 2014, with 2,083 residents from BC, and consisted of a quantitative 20 minute survey.

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The data was weighted to the 2011 Census by age, gender and region to ensure that the results were representative of the opinions of the Canadian general public 18 years of age and older.

Regional representations included:

- Northern BC – 32
- Vancouver Island – 420
- Lower mainland (including Metro Vancouver) – 1233
- Thompson-Okanagan – 279
- Kootenay – 62
- Cariboo-Prince George – 57

4. Collection System and Facilities

Provide a brief overview of the way in which the stewardship agency collects the products from the consumer (i.e. depots, return to retailer, collection events, etc.). If available, list the number of collection facilities in each regional district and identify changes in the number, location, and method of collection from the previous year to the present year. If the list is extensive, consider including a summary and attaching a separate document or URL.

Reference: Recycling Regulation – Part 2, section 8(2)

(b) the location of its collection facilities, and any changes in the number and location of collection facilities from the previous report;

The MMBC program uses three collection methods: **curbside collection** from residences with one-to-four units, **multi-family collection** from a central location in residences with five or more units and **depot collection** where residents drop-off packaging and printed paper.

Quotes from MMBC Collectors

“The biggest benefit from participating in the MMBC program is the ability to remain involved and provide direction in the day-to-day operations of curbside recycling and depot operations. Which is nice because there are unique aspects to each community that will result in the most effective program, so it’s nice that the people who know the most about the needs of the community are still able to be involved.” – Peter Rotheisler, Regional District of Central Okanagan

Location of Collection Facilities

MMBC collectors operate throughout the province. In total, 1,240,000 households in 152 incorporated municipalities, electoral areas, and first Nations communities have access to curbside and/or multi-family collection services under the MMBC program from 76 local governments, First Nations, or private

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collectors. In addition to curbside and multi-family collection, 180 depots throughout BC accept MMBC materials, operating in 26 regional districts.

As MMBC's program is brand new in 2014, there has been 100 per cent change.

Regional District	Communities	# of Service Areas/Facilities
Alberni Clayoquot	Curbside	2
	Alberni Clayoquot Regional District	1
	Toquaht Nation	1
	Depot	5
	Alberni Valley Landfill	1
	Bamfield Transfer Station	1
	Port Alberni Recycling Depot	1
	Sonbird Refuse & Recycling	1
	Westcoast Recycling Depot	1
	Multi-Family	1
City of Port Alberni	1	
Bulkley-Nechako	Curbside	3
	Nakazdli Band	1
	Town of Smithers	1
	Village of Telkwa	1
	Depot	2
	Nak'azdli Recycling Depot	1
	Smithers and Area Recycling Society	1
Multi-Family	1	
Nakazdli Band	1	
Capital	Curbside	1
	Capital Regional District	1
	Depot	11
	Bottle Depot (Saanich)	1
	Bottle Depot (Victoria)	1
	Galiano Island Recycling Depot	1
	Hartland Recycling Depot	1
	Mayne Island Recycling Depot	1
	Oak Bay Public Works	1
	Pacific Mobile Depots	1

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	Pender Island Recycling Depot	1
	Port Renfrew Transfer Station	1
	Salt Spring Island Recycling Depot	1
	Saturna Island Recycling Depot	1
	Multi-Family	1
	City of Victoria	1
Cariboo		17
	Curbside	4
	Cariboo Regional District	1
	City of Quesnel	1
	City of Williams Lake	1
	District of 100 Mile House	1
	Depot	12
	150 Mile House Transfer Station	1
	Baker Creek	1
	Central Cariboo Transfer Station	1
	Forest Grove Transfer Station	1
	Frost Creek Transfer Station	1
	Gold Trail Recycling Ltd	1
	Interlakes Landfill	1
	Lac La Hache	1
	Lone Butte Transfer Station	1
	Quesnel Landfill	1
	Watch Lake Landfill	1
	Wildwood Transfer Station	1
	Multi-Family	1
	City of Williams Lake	1
Central Coast		1
	Depot	1
	Thorsen Creek Landfill and Recycling Centre	1
Central Kootenay		6
	Curbside	5
	City of Castlegar	1
	City of Nelson	1
	Regional District of Central Kootenay	1
	Village of Kaslo	1
	Village of Nakusp	1
	Multi-Family	1
	City of Nelson	1

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Central Okanagan		15
	Curbside	5
	City of Kelowna	1
	District of Lake Country	1
	District of Peachland	1
	District of West Kelowna	1
	Regional District of Central Okanagan	1
	Depot	10
	Boucherie Self Storage & Bottle Depot	1
	Columbia Bottle Depot - Central	1
	Columbia Bottle Depot - Rutland	1
	Columbia Bottle Depot - St. Paul	1
	Glenmore Landfill Recycling Depot	1
	Northwestside Recycling Depot	1
	Planet Earth Recycling Ltd.	1
	The Battery Doctors	1
	Traders Cove Recycling Depot	1
	Westside Residential Waste Disposal and Recycling Centre	1
Columbia Shuswap		3
	Curbside	3
	City of Revelstoke	1
	City of Salmon Arm	1
	Town of Golden	1
Comox Valley		8
	Curbside	3
	City of Courtenay	1
	Comox Valley Regional District	1
	Village of Cumberland	1
	Depot	4
	Comox Valley Waste Management Centre	1
	Courtenay Return-It Depot	1
	Denman Island	1
	Hornby Island	1
	Multi-Family	1
	City of Courtenay	1
Cowichan Valley		13
	Curbside	6
	City of Duncan	1

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	Cowichan Tribes	1
	Cowichan Valley Regional District	1
	District Municipality of North Cowichan	1
	Town of Ladysmith	1
	Town of Lake Cowichan	1
	Depot	5
	Bings Creek Recycling Centre	1
	Island Return-It Duncan	1
	Junction Bottle Depot	1
	Meade Creek Recycling Centre	1
	Peerless Road Recycling Centre	1
	Multi-Family	2
	Town of Ladysmith	1
	Town of Lake Cowichan	1
East Kootenay		1
	Depot	1
	Cranbrook Bottle Depot	1
Fraser Fort George		3
	Curbside	1
	City of Prince George	1
	Depot	2
	Hart Return-It Centre	1
	P.G. Recycling and Return-It Centre	1
Fraser Valley		11
	Curbside	1
	Seabird Island Band	1
	Depot	7
	Abbotsford Bottle Depot	1
	Aldergrove Return-It Depot	1
	Mission Recycle Centre	1
	R&T Recyclables & Bottle Depot	1
	Regional Recycling Abbotsford	1
	Sardis Bottle Depot	1
	Seabird Island Eco Station	1
	Multi-Family	3
	City of Abbotsford	1
	City of Chilliwack	1
	Seabird Island Band	1

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Kitimat Stikine		4
	Curbside	1
	City of Terrace	1
	Depot	3
	Border Town Recycling	1
	Hazelton Bottle Depot	1
	Kitimat Bottle Depot	1
Kootenay Boundary		11
	Curbside	2
	Regional District of Kootenay Boundary - East Sub Region	1
	Regional District of Kootenay Boundary - West Sub Region	1
	Depot	6
	Christina Lake Transfer Station	1
	Grand Forks Landfill	1
	McKelvey Creek Landfill	1
	Rock Creek Transfer Station	1
	Trail Bottle Depot	1
	West Boundary Landfill	1
	Multi-Family	3
	City of Rossland	1
	City of Trail	1
	Village of Fruitvale	1
Metro Vancouver		75
	Curbside	17
	City of Burnaby	1
	City of Coquitlam	1
	City of Langley	1
	City of New Westminister	1
	City of North Vancouver	1
	City of Pitt Meadows	1
	City of Port Coquitlam	1
	City of Port Moody	1
	City of Richmond	1
	City of Surrey	1
	City of Vancouver	1
	City of White Rock	1
	District of Maple Ridge	1
	District of North Vancouver	1

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District of West Vancouver	1
University Endowment Lands	1
Village of Anmore	1
Depot	43
Biggar Bottle Depot	1
Bridgeview Bottle & Return-It Depot	1
Burnaby Eco-Centre	1
City of Richmond Recycling Depot	1
Coquitlam Return-It Depot	1
East Hastings Bottle Depot	1
Edmonds Return-It Depot	1
Fraser Valley Bottle & Return-It Depot	1
Go Green Bottle Depot	1
Guildford Bottle Depot	1
Haney Bottle Depot	1
Ironwood Bottle & Return-It Depot	1
Jenill Recycling	1
Kensington Square Return-It Centre	1
Kitchener Bottle Depot	1
Ladner Bottle Depot	1
Lee's Bottle Depot	1
Lonsdale Bottle & Return-It Depot	1
Lougheed Return-It Depot	1
Maple Ridge Bottle Depot	1
Maple Ridge Recycling Depot	1
Metrotown Return-It Centre	1
New Westminster Recycling Depot	1
Newton Bottle Depot	1
North Shore Bottle Depot	1
North Vancouver Bottle & Return-It Depot	1
NSRP North Shore Depot	1
Pitt Meadows Bottle & Return-It Depot	1
Powell Street Return-It Bottle Depot	1
Regional Recycling Burnaby	1
Regional Recycling Cloverdale	1
Regional Recycling Richmond	1
Regional Recycling Vancouver	1
Sapperton Return-It Depot	1
Scott Road Bottle Depot	1
Semiahmoo Bottle Depot	1
South Van Bottle Depot	1
Tsawwassen Return-It Centre	1
Vancouver Central Return-It Depot	1
Vancouver Landfill	1
Vancouver South Transfer Station	1

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Walnut Grove Bottle & Return Centre	1
Willowbrook Recycling	1
Multi-Family	15
City of Burnaby	1
City of Coquitlam	1
City of Langley	1
City of New Westminster	1
City of North Vancouver	1
City of Pitt Meadows	1
City of Port Coquitlam	1
City of Port Moody	1
City of Richmond	1
City of Surrey	1
City of Vancouver	1
City of White Rock	1
District of Maple Ridge	1
District of North Vancouver	1
District of West Vancouver	1
Mount Waddington	18
Curbside	4
District of Port Hardy	1
Regional District of Mount Waddington	1
Town of Port McNeill	1
Village of Alert Bay	1
Depot	10
7 Mile Landfill And Recycling	1
Cormorant Island Recycling Depot	1
Island Foods Bottle Depot	1
Malcolm Island Recycling Depot	1
Port Alice Recycling Depot	1
Port Hardy Return It Centre	1
Quatsino Recycling Depot	1
Tsulquate Recycling Depot	1
Winter Harbour Recycling Depot	1
Woss Recycling Depot	1
Multi-Family	4
District of Port Hardy	1
Regional District of Mount Waddington - Coal	
Harbour	1
Town of Port McNeill	1
Village of Alert Bay	1

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Nanaimo		11
	Curbside	2
	City of Nanaimo	1
	Regional District of Nanaimo	1
	Depot	6
	Alpine Disposal	1
	Nanaimo Recycling Exchange	1
	Parksville Bottle & Recycling Depot Ltd	1
	Qualicum Bottle Depot	1
	Regional Recycling Nanaimo (Fremont Road)	1
	Regional Recycling Nanaimo (Hayes Road)	1
	Multi-Family	3
	City of Nanaimo	1
	City of Parksville	1
	Nanoose Bay	1
North Okanagan		6
	Curbside	1
	Regional District of North Okanagan	1
	Depot	4
	Armstrong Bottle Depot	1
	Interior Freight and Bottle Depot	1
	Venture Bottle Depot	1
	Venture Training Centre	1
	Multi-Family	1
	City of Vernon	1
Northern Rockies		1
	Depot	1
	Widesky Disposals	1
Okanagan Similkameen		19
	Curbside	7
	City of Penticton	1
	District of Summerland	1
	Penticton Indian Band	1
	Regional District of Okanagan-Similkameen	1
	Town of Oliver	1
	Town of Osoyoos	1
	Town of Princeton	1

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	Depot	9
	Campbell Mountain Landfill	1
	J & C Bottle Depot	1
	Keremeos Transfer Station	1
	Oliver Landfill	1
	Osoyoos Bottle Depot	1
	Osoyoos Landfill	1
	Princeton Landfill	1
	Summerland Landfill	1
	T2 Market Recycle Depot	1
	Multi-Family	3
	City of Penticton	1
	District of Summerland	1
	Town of Oliver	1
Peace River		10
	Depot	10
	Buick	1
	Cecil Lake	1
	DC Campbell Recycling Ltd.	1
	Goodlow	1
	Kelly Lake	1
	Pink Mountain	1
	Prespatou	1
	Rose Prairie	1
	Tomslake	1
	Wonowon	1
Powell River		7
	Depot	7
	Augusta	1
	Gillies Bay Community Depot	1
	Lasqueti Island Community Depot	1
	Lund Community Depot	1
	Powell River South (Black Point) Community Depot	1
	Sliammon Community Depot	1
	Van Anda Community Depot	1
Skeena Queen Charlotte		5
	Curbside	1
	Gitxaala Nation	1
	Depot	4

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	Island Solid Waste (Port Clements)	1
	Island Solid Waste (Queen Charlotte)	1
	Kitkatla	1
	Mainland (Regional) Recycling Depot	1
Squamish-Lillooet		11
	Curbside	2
	Seton Lake Band	1
	Squamish Nation	1
	Depot	6
	Carney's Waste Systems	1
	Function Junction Depot	1
	Lillooet	1
	Nesters Depot	1
	Pemberton	1
	Pemberton Recycling Centre	1
	Multi-Family	3
	District of Squamish	1
	Resort Municipality of Whistler	1
	Village of Pemberton	1
Strathcona		10
	Curbside	4
	City of Campbell River	1
	Ka:'yu:'k't'h'/Che:k'tles7et'h' First Nation	1
	Klahoose First Nation	1
	Strathcona Regional District	1
	Depot	5
	Campbell River Waste Management Centre	1
	Cortes Island	1
	Gold River	1
	Sayward	1
	Tahsis	1
	Multi-Family	1
	City of Campbell River	1
Sunshine Coast		3
	Depot	3
	Gibsons Recycling Depot	1
	Pender Harbour Recycling Depot	1
	Sechelt Recycling Depot	1

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Thompson-Nicola		4
	Curbside	1
	Nicomen Indian Band	1
	Depot	3
	General Grant's - Northshore	1
	General Grant's - Sahali	1
	Lorne Street Bottle	1

Receiving Network

In February 2014, through a competitive request for proposals process, MMBC selected Green by Nature EPR (GBN), a new organization founded by leaders in the BC recycling industry, to manage the material collected in the MMBC residential packaging and printed paper recycling program. With over 100 years combined experience, GBN partners have each played an instrumental role in the development of the recycling industry in BC over the last 40 years:

Cascades Recovery: one of Canada's largest collectors, processors and marketers of recyclable materials generated by businesses and residents.

Emterra Environmental: one of Canada's largest waste resource management companies that provides recyclables collection, processing and marketing services, as well as organics and solid waste collection and disposal services to municipalities and businesses across Canada and the U.S.

Merlin Plastics: a North American pioneer in plastics recycling and marketing that holds several patents in plastics recycling technology as a result of its innovative research and development team based in Delta, BC.

Material collected from curbsides and multi-family buildings is delivered by collectors' trucks to approximately 45 local GBN receiving facilities across BC. Material delivered by residents to MMBC depots is transported by GBN to one of its receiving facilities. GBN operates receiving facilities either directly or through over 20 subcontracted organizations (including private businesses, local governments and non-profits) operating receiving facilities on GBN's behalf. Additionally, GBN subcontracts over 60 haulers to transport recyclables from depots and transfer facilities to processing facilities.

The local receiving facilities are either:

- Transfer facilities, where packaging and printed paper from multiple collectors is consolidated for shipment to a processing facility; or

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- Processing facilities, where packaging and printed paper is processed for shipment to re-manufacturers to be used to make new products. These facilities turn recyclable packaging and printed paper into value-added commodities.

The post-collection system operated by GBN employs over 750 British Columbians and represents millions of dollars of investment in BC, including capital investment in a new container recycling facility in New Westminster to be fully operational in 2015. The facility is specifically designed and built to meet the demands of the province's recycling growth, using the latest technology available in the recycling industry and maximizing sorting efficiency, recovery and the quality of recovered products.

5. Product Environmental Impact Reduction, Reusability and Recyclability

Identify ways in which producers or the agency contributes to the reduction of environmental impact. For example, utilization of certified processors, R&D performed to improve recyclability / reuse of the product or components, examples of design for environment mechanisms used by producer members of the agency, reduction of greenhouse gas emissions. The producer may also wish to report on the status of any studies being undertaken to assist with the measurement of environmental impacts. Identifying successes is encouraged.

Reference: Recycling Regulation – Part 2, section 8(2)

(c) efforts taken by or on behalf of the producer to reduce environmental impacts throughout the product life cycle and to increase reusability or recyclability at the end of the life cycle;

Many MMBC members have been adopting sustainability practices throughout their operations for many years because they understand that eco-efficiency is not only good for the environment but good for business as well. Businesses are looking at the entire lifecycle of the products and services they provide to BC residents to determine where they can most effectively reduce their environmental footprint. This ranges from the implementation of efficiencies within their operations, stores and restaurants, optimization of material use for paper products and packaging, designing for recyclability, adoption of digital communications platforms, incorporation of renewable resources into packaging and paper products, and reducing waste throughout a product's lifecycle. The following section outlines some of the many measures MMBC members are undertaking to reduce the environmental impact of their packaging and paper products that they distribute to BC consumers.

Reducing Material Use:

Packaging serves many purposes. It protects products, keeping them safe from contamination and damage. It allows for the display of information about a product including ingredient listing, proper use,

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and disposal. Because packaging does play such an important role in the safe distribution of products to consumers, we use the term 'optimization' in reference to packaging reduction. Optimization refers to the balance between too little packaging that can result in product spoilage or damage and consequent waste, and excessive packaging that serves no functional benefit. This is an area that is receiving wide attention from many MMBC members and a significant investment in innovation with a primary focus on:

- ✓ Optimizing material use in packaging
- ✓ Reducing distribution of printed paper
- ✓ Reducing use of plastic grocery carry-out bags

Optimizing Material Use:

Some of the steps MMBC members are taking to optimize material use include:

- Light-weighting materials
- Redesigning packaging to optimize structural integrity and material use
- Eliminating unnecessary packaging elements
- Redesigning closures or ancillary packaging elements
- Shifting to lighter weight material
- Changing product formulation (concentration) to reduce packaging

Reducing Distribution of Printed Paper:

Many MMBC members have traditionally communicated or provided information to their customers via printed paper products. This includes marketing material, bills, statements, catalogues, directories and other communication materials. As we move into a more digital era there is ample opportunity to utilize on-line platforms for consumer communication and many MMBC members are embracing these alternate channels of communication. Not only does it reduce paper use and costs it allows for a more customized consumer relationship. Different sectors of MMBC membership are utilizing these opportunities:

- Financial institutions and telecommunication providers encouraging e-billing, and digital platforms for receiving information
- Retailers discontinuing distribution of print catalogues and enhancing online and digital capabilities for their customers
- Retailers and directory publishers are developing targeted distribution lists to ensure that only those who want directories and catalogues receive them including opt-out opportunities

Reducing Use of Plastic Carry-Out Bags

Retailers in the province of British Columbia have been working to reduce the number of carry-out plastic bags they supply to their customers for many years understanding that retailers play a unique role as both primary distributors of plastic bags to consumers and primary influencers of consumer

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behaviour at point of sale. Retailers have reduced the distribution of single use bags by 40% between 2007 and 2012 (latest figures available) and continue with ongoing efforts to reduce customer reliance on single use carry out bags through the following activities:

- Displaying signage and using other forms of in-store communications encouraging own-bag usage
- Asking consumers at checkout whether they need bags before providing them
- Training staff in efficient bagging techniques to reduce usage
- Utilizing stickers, tape or other 'paid purchase' identifiers in lieu of plastic bags for large items.

Improving Recyclability, Using Recycled & Renewable Resources

After material optimization, MMBC members are working to improve the environmental profile of their material in three other important ways:

- ✓ Improving recyclability of the material distributed to BC consumers
- ✓ Increasing use of recycled content
- ✓ Increasing use of renewable resources

Improving Recyclability

A broad cross-section of MMBC members are undertaking the following activities to ensure the maximum amount of material can be recycled through the MMBC program:

- Redesigning packaging into materials readily acceptable in recycling programs while maintaining packaging functionality and performance for the consumer
- Eliminating coatings from some packaging or paper product formats to improve recyclability
- Using vegetable-based inks and glues that facilitate easier recycling by the processor
- Harmonizing materials between the main packaging and its ancillary components, removing potential contaminants from the system
- Redesigning packaging to allow the consumer to use all the product thereby reducing the amount of residual product that might contaminate the recycling process

Increasing Use of Recycled Content

A number of MMBC members are putting a focus on designing for a circular economy. This means designing products so that materials can be regenerated and constantly flow round a 'closed loop' system, rather than being used once and then discarded. This approach is being carried out across many material types including paper for general use, paper and boxboard packaging, plastic packaging. Recycled content for packaging and paper products ranges from 15% recycled content to 100% recycled content. The increasing demand for recycled content by businesses is important because it feeds the demand for MMBC's collected and processed material – a key constituent in the developing circular economy.

Increasing Use of Renewable Resources

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A number of companies are also adopting procurement practices that reduce the reliance on non-renewable resources. Products and packaging produced by MMBC member companies that incorporate renewable resources span the range of packaging for a variety of foods and beverages, communications materials, publications, catalogues and food service products and packaging.

6. Pollution Prevention Hierarchy and Product / Component Management

Provide a brief overview of the way in which the collected product is managed and how those outcomes relate to the pollution prevention hierarchy. Provide breakdowns by weight or percentage of product managed at each level. Please also refer to third party assurance FAQs (original version dated November 22, 2012), distributed to stewardship programs by the Ministry.

Reference: Recycling Regulation – Part 2, section 8(2)

(d) a description of how the recovered product was managed in accordance with the pollution prevention hierarchy;

The chart below represents how material collected through the MMBC packaging and printed paper program is managed.

Collected material in MMBC's Packaging and Printed Paper Program in relation to the pollution prevention hierarchy:

Tonnes of material managed by recycling	96,926
Tonnes of material managed by recovery (material or energy from the product as per PPH)	0
Tonnes of material managed by disposal	6,794

Data above represents audited data from processor on quantities of material shipped. This data excludes unprocessed or unshipped inventory.

7. Product Sold and Collected and Recovery Rate

Provide a summary of the total amount of product sold, collection volumes and, if applicable, recovery rates achieved by the program based on the approach included in the approved program plan. Also provide a summary of total product recovered by regional district.

Reference: *Recycling Regulation – Part 2, section 8(2)*

(e) the total amount of the producer's product sold and collected and, if applicable, the producer's recovery rate;

(e.1) effective for a report required on or before July 1, 2013 and for every report required under subsection (1) after that date, the total amount of the producer's product recovered in each regional district;

2014 Operating Year (Reflecting 7.5mths)	
Amount of Product Sold (supplied by MMBC members) (te)	145,351*
Amount of Product Collected (te)	116,457
Recovery Rate	80.1%

**Figure calibrated to reflect 7.5 months of supplied material by MMBC members.*

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The table below outlines the amount of packaging and printed paper collected in BC in each regional district.

Regional District	Tonnes	KG per Capita (serviced)
Alberni-Clayoquot	489	15.7
Bulkley-Nechako	459	18.2
Capital	12,756	36.6
Cariboo	719	12.1
Central Coast	10	5.2
Central Kootenay	422	12.4
Central Okanagan	7,529	41.9
Columbia-Shuswap	546	15.5
Comox Valley	1,616	25.4
Cowichan Valley	3,045	37.9
East Kootenay	44	1.1
Fraser Valley	405	1.5
Fraser-Fort George	722	10.0
Kitimat-Stikine	244	7.4
Kootenay Boundary	725	23.3
Metro Vancouver	72,756	31.7
Mount Waddington	221	19.4
Nanaimo	5,088	34.7
North Okanagan	2,315	28.5
Northern Rockies	9	1.7
Okanagan-Similkameen	2,628	32.6
Peace River	107	3.1
Powell River	362	18.3
Skeena-Queen Charlotte	308	16.5
Squamish-Lillooet	1,379	36.2
Strathcona	994	23.1
Sunshine Coast	471	16.5
Thompson-Nicola	88	0.8
	116,457	27.5

8. Summary of Deposits, Refunds, Revenues and Expenditures

Not Applicable.

For those programs that charge deposits only:

Include a summary of deposits received and refunds paid in British Columbia by the producers (by plan if agency manages more than one plan). Attach a copy of the current year's independently audited financial statements as an appendix.

For those programs that charge a visible ecofee only:

Include a summary of fees / rates charged by the agency and provide a summary of total revenues and expenses in British Columbia (by plan if agency manages more than one plan). Attach a copy of the current year's independently audited financial statements as an appendix.

Reference: Recycling Regulation – Part 2, Section 8(2)

(f) independently audited financial statements detailing

(i) all deposits received and refunds paid by the producers covered by the approved plan, and

(ii) revenues and expenditures for any fees associated with the approved plan that are charged separately and identified on the consumer receipt of sale;

9. Plan Performance

Using the table below, provide a brief overview of the performance of the plan for the current year compared to the stated performance requirements and targets specified in the approved plan. If no specific targets have been set (e.g. new plans in first year of operation), specify baseline results, significant achievements and identify when targets will be set.

Reference: Recycling Regulation – Part 2, section 8(2)

(a) a comparison of the approved plan's performance for the year with the performance requirements and targets in this regulation and the approved plan

Plan Target	2014 Results	Strategies for Improvement
1. Maintain at a minimum the overall provincial collection rate of 208,700 tonnes (130,400 for 7.5 months).	MMBC collected 116,457 tonnes of material from May 19 to December 31, 2014, which on a kg per household basis is in alignment with the pre-launch collection performance for the communities in which it operates.	MMBC will add more communities as more stewards join the program.
2a. Maintain at a minimum single family and multifamily household service levels where these households currently receive PPP collection.	859,000 single-family households and 381,000 multi-family households received collection services from MMBC. The adjusted targets (less local governments that did not participate) are 793,000 single-family households and 364,000 multi-family households.	MMBC has plans to add over 20 additional depots in 2015.
2b. Provide curbside collection of PPP to the approximately 102,000 households currently receiving garbage collection service.	MMBC provided curbside collection of PPP to 38,000 households previously only receiving curbside garbage collection service through both RFPs and service via local governments/First Nations.	Local governments representing the remaining households either: <ul style="list-style-type: none"> i) Failed to respond by the deadline; ii) Indicated they prefer depot collection; or iii) The bid price received by MMBC was higher than MMBC's offer.

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Plan Target	2014 Results	Strategies for Improvement
2c. Maintain depot collection of PPP for the approximately 165,000 single-family households and the approximately 91,000 multi-family households without collection services.	MMBC's depots provide access to 454,000 households to which MMBC does not provide single-family or multi-family collection services. MMBC has no visibility to the households receiving collection services outside of its program.	MMBC has plans to add over 20 additional depots in 2015.
2d. Provide depot collection of PPP for the approximately 17,000 multi-family households currently without depot collection service.	MMBC's depots provide access to 454,000 households to which MMBC does not provide single-family or multi-family collection services. MMBC has no visibility to the households receiving collection services outside of its program.	MMBC has plans to add over 20 additional depots in 2015.
2e. Implement streetscape pilot project.	MMBC completed a baseline study in preparation for a streetscape pilot in 2015.	In 2015, MMBC will undertake a streetscape pilot study.
3. Conduct resident awareness research.	MMBC carried out pre-program launch research in February 2014. Results showed recycling is an ingrained habit in around 97% of people, and that 61% of respondents said curbside recycling was the main driver of their recycling behavior.	MMBC intends to embark on new consumer research in 2015 and will measure awareness of the program and benchmark it against the February 2014 findings.
4a. Target PPP for which recycling end-markets exist for collection.	MMBC uses promotion and education materials today, to encourage residents to make use of MMBC's collection services to recycle all designated PPP material for which sustainable and/or commercially viable recycling end-markets exist.	MMBC will continue to provide promotion and education materials to educate residents on the materials accepted in its program.

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Plan Target	2014 Results	Strategies for Improvement
<p>4b. Direct 85% to 90% of collected PPP to recycling commodity markets.</p>	<p>In 2014, 96,926 tonnes of MMBC's material were shipped to recycling end markets and 6,794 tonnes were sent for disposal. 93.45% of materials shipped were delivered to recycling end markets.</p>	<p>MMBC closely monitors the materials directed to recycling commodity markets to ensure high recycling performance.</p>
<p>5. Conduct research and develop a data tracking and modelling system for greenhouse gas emissions (GHG).</p>	<p>MMBC is responsible for completing its research and development of a data tracking and modeling system for greenhouse gas emissions by the end of 2016. No work was completed on this initiative during 2014.</p>	<p>MMBC will complete research and development of a data tracking and modeling system for greenhouse gas emissions by December 31, 2016.</p>

Appendices / Additional Information and Third-Party Assurance

Attach any additional documentation that is required.

Include:

- Financial Statements (if applicable), - N/A
- Third- Party Assurance Statement for Non-Financial Information, and
- Other items related to plan commitments such as greenhouse gas or other studies, consumer awareness surveys, detailed information on depot locations, etc.

Reference: Recycling Regulation – Part 2, section 8(2)

Including section 8(2)(h), any other information specified by the director

Operational effectiveness indicators

Kilograms per capita of material recycled for the province

Material recycled per capita	22.90kg
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Operational efficiency indicators

Total program cost (net) per tonne recovered	\$394.48
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Total program cost per household	\$27.12
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