



Reference: 312263

October 19, 2017

John Hinds  
President and CEO  
NEWS MEDIA CANADA | MÉDIAS D'INFO CANADA  
37 Front Street East, Suite 200,  
Toronto, Ontario  
M5E 1B3

Dear Mr. Hinds:

### **Packaging and Printed Paper (PPP) Stewardship Plan**

Thank you for submitting News Media Canada's (NMC) PPP Stewardship Plan on February 16, 2017 and subsequent revised versions through to the final plan submitted on September 29, 2017 (current version) in fulfillment of requirements under Section 4 of the Recycling Regulation of the *Environmental Management Act*. I appreciate the newspaper industry's continued commitment towards achieving compliance in this regard.

I have completed my review of the submission and hereby approve the NMC Schedule 5 Stewardship Plan 2017 for management of its newspaper material. The reason for my decision is based on this plan meeting all regulatory requirements as per Section 5(1) of the Recycling Regulation and applicable components of Section 5(2), such as sub-sections (l) and (m).

In particular, I note the following key features of the plan as submitted:

- **Recovery Rate:** NMC will maintain as a minimum the mandated 75 percent recovery rate until a first year audit is conducted to determine an actual rate. This will set the expectedly higher than 75 percent recovery rate as a baseline. As noted in the plan, there will be no going backwards in terms of a recovery rate from this point forward;
- **Recovery Rate Reporting:** NMC will report annually on newsprint tonnage distributed to residential premises; utilize Recycle BC (RBC) audited data on newspaper material collected and recycled; provide the breakdown of tonnage distributed by regional district (as available from RBC data); and formulate and report on the annual recovery rate percentage;
- **Consumer Awareness:** Beyond the consumer awareness measures relied upon in the RBC stewardship plan, NMC will provide targeted promotion of the existing collection system for

- newsprint shortly after plan approval, and will continue with newspaper recycling awareness during plan implementation, with a consumer awareness survey to be conducted in 2020;
- Consumer Accessibility: NMC will ensure the residential recycling experience will not change i.e. the current form and level of collection will continue as currently as a minimum. NMC will report out on the accessibility regarding single-family, multi-family, depot, and where applicable, streetscape collection. Further to this measure, although the NMC stewardship plan relies on RBC fulfilling its stewardship plan commitments, NMC also ensures such access will continue should RBC no longer provide such services;
  - Adequately Paying the Costs: NMC's commitment in the plan to ensure payment of the costs associated with collection and management of its product during the five-year term of the plan, will, in the context of arrangements made for such payment, adequately provide for producers bearing the costs of managing and collecting their product; and
  - Pollution Prevention Hierarchy & Environmental Impacts: NMC will continue to make efforts with its members to reduce environmental impacts of paper and inks; ensure 85% of inks used by members are soy-based and increase to 95% by 2021 (assuming available supply); and provide promotional messaging on sorting and clean newspaper recycling.

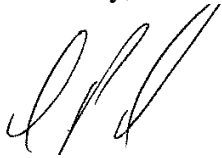
As noted, the basis of this approval is not limited to the above-noted factors, as consideration was given to many additional aspects of the plan in fulfillment of all regulatory requirements. As well, this stewardship plan approval covers the next five-year period from execution date as per Section 6 of the Regulation, but does not include approval for the section of the plan entitled Appendix C: Contingency Plan/Stand-Alone Plan. This contingency plan is considered a separate plan as noted in the NMC plan, and would have to go through its own complete consultation process before being submitted for approval.

As a regulatory requirement, NMC commits to submitting an annual report with detailed performance measures. The first annual report is expected on July 1, 2018 with a summary report of 2017 data for the implementation portion of the plan. We expect NMC to strive to exceed and continuously improve on the actions and targets within its plan.

Beyond the basis of this decision, I also note that the newspaper sector has come to similar arrangements towards achieving compliance in other provinces with Extended Producer Responsibility (EPR) programs over the past several years. Furthermore, not only does approval of this plan representing such a large PPP sector mark a significant compliance milestone for all involved, it indirectly supports the expansion of recycling services to communities across BC.

I look forward to working with you to ensure the success of your program. If you have any questions about this approval, or the implementation of your plan, please contact Leeanne Fraser at 778-698-4845 or [Leeanne.Fraser@gov.bc.ca](mailto:Leeanne.Fraser@gov.bc.ca).

Sincerely,

A handwritten signature in black ink, appearing to be 'DM', written in a cursive style.

David Morel  
Assistant Deputy Minister, Environmental Protection Division  
Ministry of Environment and Climate Change Strategy

cc: Kris Ord, Executive Director, Environmental Standards Branch  
Bob McDonald, Director, Extended Producer Responsibility  
Leeanne Fraser, Senior Policy Analyst, Extended Producer Responsibility