

PPP Stewardship Plan Key Implementation Activities



Presentation to Regional District CEO/CAO Forum
March 25th, 2014

Overview

- Overview of MMBC
- Recent Developments
 - MMBC's Collection System
 - Results of Post-Collection RFP
- Next Steps
 - Collector/Post-Collector Relationships
 - Collection of Glass
 - Communicating with Residents



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Overview of MMBC



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Who is 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



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Highlights of PPP Stewardship Plan

- Producers of PPP will be 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



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How will we meet our recycling target? (1)

- Build on existing residential collection infrastructure
 - Curbside collection
 - Multi-family building collection
 - Depot collection






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How will we meet our recycling target? (2)

- Continuously improve service & accessibility for residents
 - Expand curbside service where only garbage is currently collected
 - Expand the types of PPP to be collected
 - Experiment with streetscape programs to provide away-from-home service on municipal property such as sidewalks, plazas or parks
 - Work with collection and processing partners to build an efficient and effective system for residents



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MMBC's Collection System

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MMBC Collection System

- Contracts with collectors to service 1.25 M households (73% of BC households) on May 19th
 - 67 local governments
 - 13 First Nations
 - 90 private companies
- MMBC will also be providing service directly to residents in eight communities

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MMBC Service Delivery Areas

- Regional District of North Okanagan – May 19th
- Regional District of Central Kootenay (areas outside Castlegar) – May 19th
- Kootenay Boundary East Sub-Region (Trail and surrounding communities) – May 19th
- City of Coquitlam – July 1st
- Village of Anmore – August 1st
- University Endowment Lands – September 1st
- City of Prince George – September 1st
- City of Quesnel – September 1st

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Future Opportunities for Collectors

- Collectors that accepted MMBC's collection offer by Sept. 16th and signed an agreement by November 30th will be part of the May 19th launch
- Those collectors who did not accept the offer or execute an agreement have been placed on a waiting list for future opportunities
- MMBC will evaluate opportunities to expand our collection network on an annual basis and remains committed to continuing discussions with local governments interested in joining MMBC's program

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MMBC's Post-Collection System

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RFP for Post-Collection Services

- Competitive procurement process to solicit proposals to
 - Receive PPP from curbside and MF building collectors
 - Pick up PPP from depots
 - Transport, transfer, process, market collected PPP
- RFP documents were available on October 21st
- Responses were due on January 10, 2014

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Post-Collection System

- On February 27th, MMBC announced the selection of Green by Nature EPR (GBN) - a new organization founded by three leaders in the recycling industry in BC - to manage the post-collection system for MMBC's PPP recycling system
- GBN will be responsible for processing and marketing approximately 185,000 tonnes of PPP after it has been collected from curbside households, multi-family buildings and depots across the province
- The new system operated by GBN will
 - Bring \$32 million in new investment to BC, including new facilities to be built in Nanaimo and the Lower Mainland
 - Employ 570 British Columbians in all corners of the province

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Benefits of GBN Proposal

- In addition to the founding companies, GBN will engage more than 20 subcontractors across BC to be part of the integrated province-wide MMBC post-collection system
- This coordinated approach will ensure the MMBC program operates as efficiently as possible and is able to leverage existing recycling infrastructure
- GBN will provide timely and transparent data to ensure that collectors receive information on the quantity of packaging and printed paper they have collected and enable MMBC to demonstrate that it is meeting its end-of-life packaging and printed paper management obligations

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Collector/Post-Collector Relationships

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Collector/Post-Collector Relationships

- MMBC will
 - Communicate GBN receiving facility location for curbside/multi-family collectors. contact information for GBN companies providing depot pick-up
 - Check that collectors have made arrangements with post-collector for delivery of PPP, depot containers/pick up schedule, weigh-scale tickets, etc.
 - Trouble shoot any issues through to launch on May 19th and into stable operations to ensure effective arrangements

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Collection of Glass

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Collection of Glass

- MMBC will accept non-deposit glass containers as a separate stream at curbside and multi-family buildings from MMBC collectors, and when delivered to MMBC recycling depots
- MMBC requires glass to be segregated because glass can easily break during collection
 - Broken glass mixes with paper and containers making it difficult to properly recycle these materials



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Summary of Glass Collection Service

- 79% of curbside households will have no change in service level as they will either continue to receive curbside collection of glass or they don't currently receive curbside collection of glass
 - 1% of curbside households had glass removed on January 1, 2014
 - 20% of curbside households (6 local governments) will have glass removed in coming months



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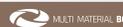
Communicating with Residents



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Support Tools for Collectors

- Key messages
 - Changes to recycling service e.g., industry-financed and managed
 - Materials accepted/not accepted
 - Changes to how glass will be collected
- Images and sample text that can be incorporated into brochures, calendars etc.
- Templates for advertisements, flyers, posters etc. to download



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Advertising Campaign

- Across BC
 - TV
 - Online and social media
- MMBC-served communities
 - Print
 - Radio
 - Timed to appear four weeks before MMBC assumes responsibility for curbside program



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Resident-Focused Website and Social Media

- Website may include
 - Recycling services search function
 - Information on what is and is not accepted for recycling
 - Information about changes to glass collection
 - Information on what happens to collected PPP
- Resident-focused Twitter account to push key messages and encourage residents to visit MMBC's website



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Material for MMBC-Served Communities

- Residents in MMBC-served areas will receive
 - Flyer describing community-specific changes
 - Recycling guide and collection schedule
- Also working with local governments to identify other opportunities to communicate about MMBC's curbside collection service

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Calendar: March

- **Early March:** Collector resources available
 - FAQs
 - Plain-language material list
 - 'About MMBC' messages for collector websites
 - Guidelines to use MMBC's logo

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Calendar: April

- **Mid April:** Templates for collector use available
 - Depot signage
 - Ads
 - Recycling guides
 - Images of materials
- **Mid April:** Website and social media launch
- **Mid April:** 'Watch for recycling changes' flyers delivered to MMBC-served residents
- **April 21:** Advertising starts (aligns with Earth Day)

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Calendar: May

- **Early May:** Collection guides distributed to MMBC-served residents
- **May 19:** Program launch

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Questions

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