

# MMBC Program Update

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CAO and Chair Forum

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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.

# 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 (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

# 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

# MMBC - Year One

# Successful Launch

May 19, 2014, marked the launch of MMBC operations in BC.  
Over one year into the program we are proud that we are:



**Servicing 1.24 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

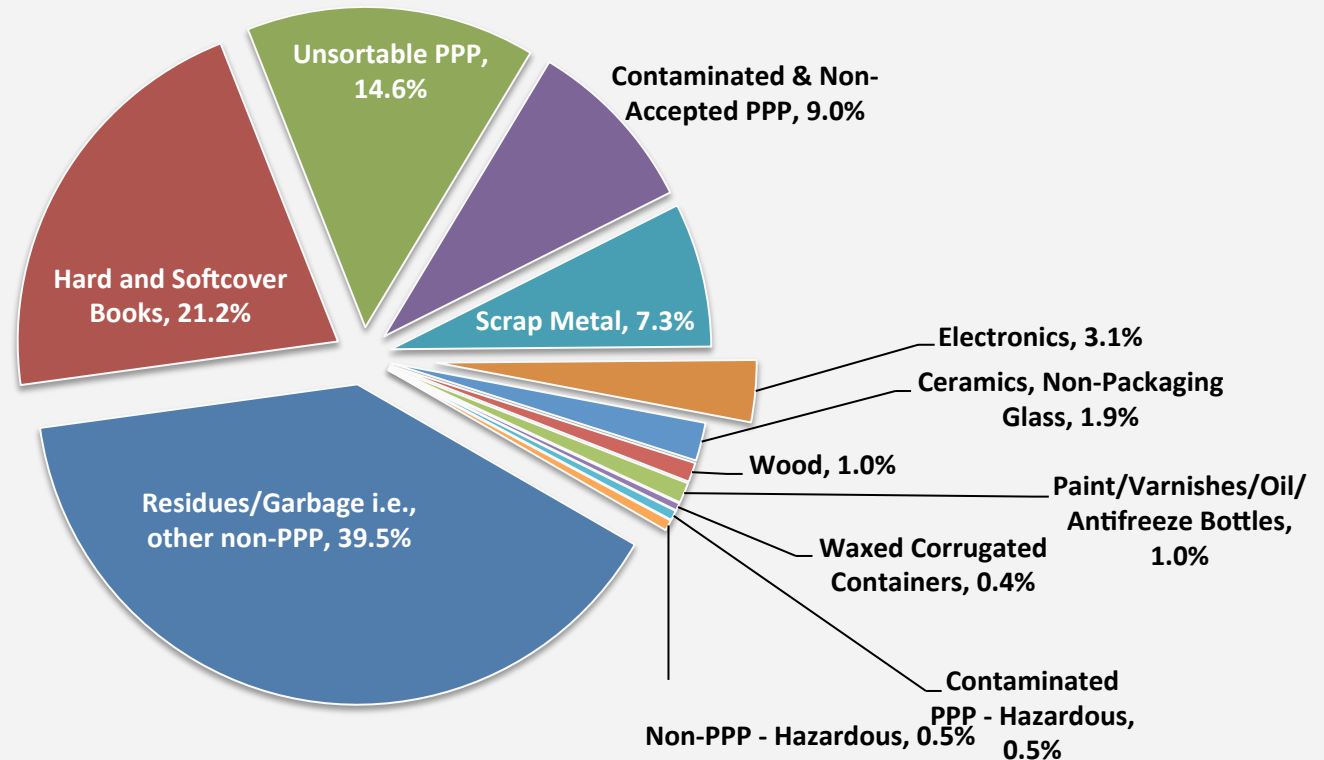


# Contamination Overview

- ♻️ In 2014, 93% of MMBC's collected tonnes were recycled and 7% went to disposal
- ♻️ In 2015, preliminary numbers show non-PPP and fines to be 7% of tonnes collected
- ♻️ Contamination, when reviewed as non-targeted material collected and eligible PPP that arrives in a non-recyclable state, is a more complex issue than just % of non-PPP

# Contamination

## Non Targeted Materials, Share by Weight



# 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



# 2016 Summer Events Team

- ♻️ >20 Events, incl:
  - ♻️ Cloverdale / Surrey Rodeo
  - ♻️ Castlegar Sunfest
  - ♻️ Vancouver Car Free Days
  - ♻️ Maple Ridge / Pitt Meadows Country Fest
  - ♻️ Prince George BC Northern Exposition
  - ♻️ Armstrong Interior Provincial Exhibition
- ♻️ A new game + favourites from last year
- ♻️ Expanding Recycle It Right app to iPhone



# Summer Events Team



# Summer Events Team



# Spring 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)



# Whitecaps Sponsorship



- In stadium advertising
- Caps Kickoff Activation space
- Social media contests
- Prize deliveries by academy coaches

# 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 is being 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 ECOCUP™ 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

- ♻️ In January, The Ellen MacArthur Foundation and World Economic Forum (WEF) released a report calling for industry and governments to apply circular economy principles to global plastic packaging flows 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 in order to keep materials out of the environment. The report can be viewed here:  
<http://www.ellenmacarthurfoundation.org/publications/the-new-plastics-economy-rethinking-the-future-of-plastics>

# QUESTIONS?