

# New Brunswick Stewardship Plan for Packaging and Paper



**CIRCULAR MATERIALS**  
- ATLANTIC -

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## 1. Introduction

This New Brunswick Stewardship Plan for Packaging and Paper (Stewardship Plan) is being submitted to Recycle New Brunswick (Recycle NB) on behalf of the brand owners who have selected Circular Materials Atlantic to act as their agent in compliance with the Designated Materials Regulation under the *Clean Environment Act* (Regulation) for Packaging and Paper.

### Acronyms Within this Stewardship Plan

Below is a list of acronyms and abbreviations used throughout this Stewardship Plan:

- **EPR:** Extended producer responsibility
- **HDPE:** High Density Polyethylene
- **LDPE:** Low Density Polyethylene
- **PE:** Polyethylene
- **PET:** Polyethylene Terephthalate
- **PP:** Polypropylene
- **Recycle NB:** Recycle New Brunswick
- **Regulation:** Designated Materials Regulation under the *Clean Environment Act*
- **Stewardship Plan:** New Brunswick Stewardship Plan for Packaging and Paper

## 2. Circular Materials Atlantic

**Section 50.56: A brand owner may designate an agent to act on behalf of the brand owner with respect to the brand owner's obligation under this Regulation.**

Circular Materials is a federally incorporated not-for-profit organization established to support producers with meeting their obligations under extended producer responsibility (EPR) regulations across Canada.

Circular Materials has established a sound governance model and the policies and procedures by which it operates and represents all producers in a procedurally fair, transparent and non-discriminatory manner irrespective of their size or nature of their business.

Circular Materials has registered the trade name Circular Materials Atlantic to operate in New Brunswick. Circular Materials Atlantic complies with the criteria for an agent to act on behalf of obligated brand owners in New Brunswick established by Recycle NB:

- Circular Materials is incorporated federally as a not-for-profit organization and has registered the trade name Circular Materials Atlantic to operate in New Brunswick;
- Circular Materials' mandate is to represent any producer that seeks to meet its obligations under EPR regulations across Canada;
- Circular Materials is governed by brand owners and is committed to robust, transparent and representative governance by brand owners;
- Circular Materials' mandate is to represent producers to meet their obligations under EPR regulations across Canada;
- Circular Materials has the abilities, skills and qualifications to diligently and professionally represent its subscribing brand owners;
- Circular Materials is providing and will continue to provide services in New Brunswick in English and French;



- Circular Materials will act on behalf of any brand owner obligated under the Regulation who executes a services agreement with Circular Materials;
- Circular Materials is committed to providing compliance services to its subscribing brand owners on fair and equitable terms; and
- Circular Materials is free of any real or perceived conflict of interest with any portion of its duties as an agent to brand owners.

### 3. Producers

**Section 2.b2: Brand owner” means with respect to packaging and paper sold, offered for sale or distributed in or into the Province, a person who:**

- (i) is a manufacturer of packaging or paper;**
- (ii) is a distributor of packaging or paper;**
- (iii) is an owner of licensee of a registered or unregistered trademark under which packaging or paper is sold, offered for sale or distributed; or**
- (iv) if packaging or paper is imported into the Province, is the first person to sell the packaging or paper.**

The producer of a paper product or packaging-like product is:

- A. the brand holder<sup>1</sup> of the paper product or packaging-like product, if the brand holder is resident in Canada<sup>2</sup>;
- B. if there is no person described in clause A, the importer<sup>3</sup> of the paper product or packaging-like product, if the importer is resident in New Brunswick;
- C. if there is no person described in clauses A or B, the retailer<sup>4</sup> (i.e., whether online or at a physical location) who supplied<sup>5</sup> the paper product or packaging-like product to the consumer, regardless of the retailer’s residency.

The obligated producer of packaging is:

- A: For the portion of the packaging of a product that a brand holder added<sup>6</sup> to the product, the producer is:
  - a) the brand holder of the product, if the brand holder is resident in Canada.
  - b) if there is no person described in subparagraph a), the importer of the product, if the importer is resident in New Brunswick.
  - c) if there is no person described in subparagraph a) or b), the retailer who supplied the product to the consumer.
- B. For the portion of the packaging of a product that an importer of the product into New Brunswick added to the product, the producer is:

<sup>1</sup> A “brand holder” means a person who owns or licenses a brand or who otherwise has rights to market a product under the brand.

<sup>2</sup> “Resident in Canada” means having a permanent establishment in Canada whereby “permanent establishment” has the meaning as assigned in subsections 400 (2) and 2600 (200) of the [Income Tax Regulations \(Canada\)](#), in the case of a corporation and an individual respectively.

<sup>3</sup> “Importer” means a person resident in New Brunswick who imports designated packaging and paper into New Brunswick or is the first to take possession or control of packaging and paper in New Brunswick for which a brand holder resident in Canada does not exist.

<sup>4</sup> A “retailer” means a business that supplies products to consumers, whether online or at a physical location.

<sup>5</sup> “Supplied” or “supply” mean the sale, lease or donation, with transfer of possession or title, or otherwise made available or distributed including through, but not limited to, the use of a sales outlet, catalog, Internet web site or similar electronic means to a consumer in New Brunswick for personal, family or household use.

<sup>6</sup> A person adds packaging to a product if the person makes the packaging available for use by another person who adds the packaging to the product, causes another person to add the packaging to a product or combines the product and the packaging.

- a) the importer of the product into New Brunswick, if the importer is a person who is resident in New Brunswick,
  - b) if there is no person described in subparagraph a), the retailer who supplied the product to the consumer.
- C: For any portion of the packaging not described in A or B above, the producer is the retailer (i.e., whether online or at a physical location) who supplied the product to the consumer, regardless of the retailer's residency.

These producer hierarchies include the supply of paper products, packaging-like products and packaging via e-commerce. Producers are responsible for all paper products, packaging-like products and packaging supplied to consumers in New Brunswick, regardless of whether it is supplied by e-commerce.

**Section 50.52 (2): In the case of a franchise agreement, the requirements of this Regulation do not apply to a person referred to in paragraph (b.2) of the definition "brand owner" who is a franchisee.**

Where the producer determined in accordance with this section is a business operated wholly or in part as a franchise, the producer is the franchisor<sup>7</sup> if that franchisor has franchisees that are resident in New Brunswick.

**Section 50.52 (1): The requirements of this Regulation do not apply to a person referred to in paragraph (b.2) of the definition "brand owner" in the following circumstances:**

- (a) the producer generates less than two million dollars in gross annual revenue in New Brunswick;**
- (b) the producer manufactures, distributes, sells or offer for sale less than one tonne of packaging and paper annually in the Province; or**
- (c) the brand owner is a charitable organization registered under the Income Tax Act (Canada).**

The producer's obligation includes paper and packaging supplied by the producer's affiliate(s) in New Brunswick.<sup>8</sup>

The definition of producer in this section does not apply to a person in the following circumstances:

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<sup>7</sup> "Franchisor" has the same meaning as in the *Arthur Wishart Act (Franchise Disclosure), 2000*.

<sup>8</sup> "Affiliate" is defined in accordance with sections 1(1) and 1(2) of the *Business Corporations Act* (S.N.B., 1981, c B-9.1), as such act may be amended from time to time:

1(2) For the purposes of this Act,

(a) one body corporate is affiliated with another body corporate if one of them is the subsidiary of the other or both are subsidiaries of the same body corporate or each of them is controlled by the same person; and

(b) if two bodies corporate are affiliated with the same body corporate at the same time, they shall be deemed to be affiliated with each other.

1(3) For the purposes of this Act, a body corporate shall be deemed to be controlled by a person if shares of the body corporate carrying voting rights sufficient to elect a majority of the directors of the body corporate are held, directly or indirectly, other than by way of security only, by or on behalf of that person.

1(4) A body corporate is the holding body corporate of another if that other body corporate is its subsidiary.

1(5) A body corporate is a subsidiary of another body corporate if

(a) it is controlled by that other body corporate, or

(b) it is controlled by a body corporate that is controlled by that other body corporate.

- (a) the producer generates less than two million dollars in gross annual revenue in New Brunswick<sup>9</sup>;
- (b) the producer manufactures, distributes, sells or offers for sale less than one tonne of packaging and paper annually in New Brunswick<sup>10</sup>; or
- (c) the producer is a charitable organization registered under the *Income Tax Act* (Canada).

A brand holder, importer or retailer that generates less than two million dollars in gross annual revenue in New Brunswick or manufactures, distributes, sells or offers for sale less than one tonne of packaging and paper annually in New Brunswick is an Exempt Producer. Subject to a Voluntary Producer Policy, if any, a brand holder or importer may volunteer to be the obligated producer for the packaging and paper it supplies into New Brunswick.

In instances where the brand holder or importer is exempt from the obligations of a Producer because it does not meet the revenue or tonnage thresholds described above,<sup>11</sup> the exempt Producer's Designated Material should not be reported by the entity next in the hierarchy (e.g., the importer or the retailer, as would be otherwise applicable). In other words, an Exempt Producer's Designated Materials would not be reported by any one of the brand holder, the importer or the retailer.

Circular Materials will undertake identifying companies that are obligated producers under the Regulation. Any entity that Circular Materials identifies as a possible obligated producer that, after efforts have been made by Circular Materials to bring the producer into compliance, has not entered into a contract with Circular Materials will be referred to Recycle NB.

Circular Materials will levy fees on its subscribing producers to recover costs to implement the Stewardship Plan. Program costs will include Circular Materials' overhead and a reserve fund to be used in the event of a program operating deficit. The reserve fund will be sufficient to cover not more than twelve (12) months of average operating costs over the life of this plan.

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<sup>9</sup> This includes the associated revenue from products that are supplied to customers outside New Brunswick who subsequently ship those products and associated packaging and paper into New Brunswick for supply to consumers as well as revenue from products supplied directly to customers inside New Brunswick. In determining whether a producer's gross revenue is less than the \$2 million threshold, the producer is required to consider its gross revenue in New Brunswick generated in New Brunswick from all sources, including from the producer's affiliated companies, and not just the supply of products with associated paper products, packaging-like products and packaging.

<sup>10</sup> This includes the associated tonnes of packaging and paper that are supplied to customers outside New Brunswick who subsequently ship those products and associated packaging and paper into New Brunswick for supply to consumers as well as tonnes associated with packaging and paper supplied directly or indirectly to customers inside New Brunswick. For example, if a producer's supply chain includes a supply of its branded products via a third party e-commerce website, the producer must include that supply of products in determining whether it satisfies any of the criteria for exemption listed in the Regulation.

<sup>11</sup> A brand holder, importer or retailer that generates less than two million dollars in gross annual revenue in New Brunswick or manufactures, distributes, sells or offers for sale less than one tonne of packaging and paper annually

## 4. Designated Materials

### 4.1 Paper

**Section 2: "Paper" means paper that is provided to a consumer that is printed, or intended to be printed, and includes telephone directories, but does not include**

- (a) reference books;**
- (b) literary books;**
- (c) text books;**
- (d) paper that is unsafe or unsanitary, or could become unsafe or unsanitary by virtue of its anticipated use, and is not suitable to be recycled.**

This Stewardship Plan includes printed and unprinted paper, such as a newspaper, magazine, promotional material, directory, catalogue or paper used for copying, writing or any other general use. Paper does not include hard or soft cover books or hard cover periodicals. Consistent with the definitions above, the following categories of paper are included in this Stewardship Plan.

**Table 4.1 Categories of Paper**

Newspapers	<b>Definition:</b> Newspaper publications with or without a glossy cover and published for quick consumption.
Newsprint (inserts and circulars)	<b>Definition:</b> Newsprint inserts, flyers and circulars. <b>Examples:</b> Includes park guides, auto publications, real estate supplements and product manuals printed on newsprint.
Magazines and Catalogues	<b>Magazines:</b> <b>Definition:</b> Bound periodicals, whether the paper is coated, glossy/ non-glossy, which sometimes includes mastheads. <b>Examples:</b> Includes daily/weekly/monthly or annual magazines and travel or promotional magazines. <b>Catalogues:</b> <b>Definition:</b> Bound paper, whether the paper is coated, glossy/non-glossy. <b>Examples:</b> Retailer product catalogues, bound promotional documents containing product lists, coupon books, automotive and real estate guides/catalogues (if not printed on newsprint).
Directories	<b>Definition:</b> Printed bound directories, whether printed on newsprint, glossy/non-glossy paper of residential and/or business contact information such as telephone numbers, postal codes and websites. <b>Examples:</b> Phone books and business directories.
Paper for General Use	<b>Definition:</b> Paper that is used for copying, writing or any other general use. <b>Examples:</b> Paper based home, craft, hobby and home office supplies including items such as loose-leaf paper purchased for use in home printers, blank graph or ruled notebooks and notepads, sketchpads, construction and hobby craft paper.

	<p>Excludes bound reference books, bound literary books, bound textbooks and paper which may be unsafe or unsanitary to recycle such as paper towel or toilet paper.</p>
<p>Purchased Posters, Calendars, Greeting Cards and Envelopes</p>	<p><b>Definition:</b> Paper product supplied to consumers.</p> <p><b>Examples:</b> Posters, calendars, greeting cards, blank envelopes purchased individually or in bulk.</p>
<p>Other Printed Materials</p>	<p><b>Definition:</b> All other paper products/materials that are not included in the paper product categories above.</p> <p><b>Examples:</b> Blank and printed envelopes distributed to the residential consumer; promotional cards sent to the residential consumer; free promotional calendars and posters; promotional inserts within or outside envelopes; printed information found within packaged products (such as assembly instructions, user guides, promotional information, warranty cards, product safety information, coupons); annual policy information including policy documents and statements; monthly, quarterly or annual statements; investment fund reports, fund prospectus, contracts, lottery tickets, scratch cards and fund raising tickets; cash register receipts, debit and credit receipts, proof of purchases and other printed material provided at point of sale such as promotional post cards; statements and information inserts from banks, credit card companies and utility companies; information and forms distributed by municipal, regional, provincial and federal governments; transportation and transit schedules, HR-related documents distributed to employees such as T4s.</p>



## 4.2 Packaging and Packaging-Like Products

**Section 2: “Packaging” means any material that is used for the containment, protection, handling, delivery or presentation of a product that is provided to a consumer, any marketing material and any packaging-like products, but does not include**

**(a) a designated material referred to in section 35 or 50.11;**

**(b) a beverage container as defined in the Beverage Containers Act; or**

**(c) packaging that is unsafe or unsanitary, or could become unsafe or unsanitary by virtue of its anticipate use, and is not suitable to be recycled.**

**Section 2: “Packaging-like product” means a container or covering that is sold as a product, is used by a consumer for their own packaging needs and would be ordinarily disposed of after a single use or short-term use, but does not include**

**(a) a product designed for the containment of waste; or**

**(b) a product that is unsafe or unsanitary, or could become unsafe or unsanitary by virtue of its anticipate use, and is not suitable to be recycled.**

Packaging includes primary packaging<sup>12</sup>, convenience packaging<sup>13</sup> and transport packaging<sup>14</sup> that is provided with a product.

Packaging-like product includes aluminum foil, a metal tray, plastic film, plastic wrap, wrapping paper, a paper bag, beverage cup, plastic bag, plastic container, cardboard box or envelope that is not used as packaging when supplied to a consumer but is normally used for containment. Packaging-like product includes single-use products, as well as those realistically intended to be used for a short term, typically for a period of five years or less, regardless of whether they can be re-used or not. For example, some reusable plastic food storage containers are made with plastic materials that are less durable and tend to break easily. The five-year time frame is intended to separate these items from more durable types of plastic materials, such as large plastic storage totes, which are designed for durability and tend to have much longer life spans<sup>15</sup>.

The following categories of packaging and packaging-like products are included in this Stewardship Plan.

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<sup>12</sup> Primary packaging is material that is used for the containment, protection, handling, delivery and presentation of a product that is provided with the product to an end user at the point of sale and includes packaging designed to group one or more products for the purposes of sale, but does not include convenience packaging or transport packaging.

<sup>13</sup> Convenience packaging is material used in addition to primary packaging to facilitate end users' handling or transportation of one or more products and includes items such as bags and boxes that are supplied to end users at check out, whether or not there is a separate fee for these items.

<sup>14</sup> Transport packaging is material used in addition to primary packaging to facilitate the handling or transportation of one or more products by persons other than end users but does not include a shipping container designed for transporting things by road, ship, rail or air. Transport packaging is not typically provided with products that are supplied to consumers for their personal, family or households purposes, although there are some instances where this may occur. For example, when products are shipped directly to a consumer's residence, transport packaging may be used to facilitate the delivery of such products. More commonly, transport packaging used to deliver products to a retailer is removed prior to displaying the product on the store shelves. Transport packaging that is never supplied to consumers for their personal, household or family purposes is not designated under the Regulation and is not included in this Stewardship Plan

<sup>15</sup> Recycle NB – Amendments to the Designated Materials Regulation to include Packaging and Paper Products – Guidance Document – Available: <https://recyclenb.com/packaging-and-paper-products-guidance-document>

**Table 4.2 Categories of Packaging**

<p>Gable Top Containers</p>	<p><b>Definition:</b> Includes Gable Top polycoated cartons used for non-beverage products, and any beverage product not bearing a deposit under the New Brunswick Beverage Containers Program.</p> <p><b>Examples:</b> Dairy products, dairy substitutes, fortified beverages (source of protein) meal replacements, molasses, sugar, confectionery products, laundry and cleaning products.</p>
<p>Aseptic Containers</p>	<p><b>Definition:</b> Includes aseptic polycoated and foilized boxes and containers used for non-beverage products, and any beverage product not bearing a deposit under the New Brunswick Beverage Containers Program.</p> <p><b>Examples:</b> Dairy products, dairy substitutes, fortified beverages (source of protein) meal replacements, soups, sauces and other non-beverages.</p>
<p>Single-sided Polycoated Paperboard</p>	<p><b>Definition:</b> Includes packaging made from paperboard that has a polyethylene (or other plastic) coating on the inner side of the packaging only.</p> <p><b>Examples:</b> Paper cups and bowls provided at quick service restaurants to serve foods and beverages. Paper takeout boxes with a polycoat lining on the inside of the packaging would be reported to this category.</p>
<p>Double-sided Polycoated Paperboard</p>	<p><b>Definition:</b> Includes packaging made from paperboard that has a polyethylene (or other plastic) coating on both the outer and inner side of the packaging.</p> <p><b>Examples:</b> Tubs and folding boxes used to package ice cream, cold drink paper cups provided at quick service restaurants to serve beverages. Paper takeout boxes with a polycoat lining on both the inside and the outside of the packaging would be reported to this category.</p>
<p>Paper Laminates</p>	<p><b>Definition:</b> Includes laminated paper packaging where paper is the main component, along with either metalized foil/wax/plastic. The paper component represents the greatest percentage by weight.</p> <p><b>Examples:</b> Fibre spiral wound containers (with plastic, aluminum, steel bottom and lid) for: frozen juice, chips, cookie dough, coffee, nuts, microwavable paper containers, wrappers, paper wrap packaging provided with food, such as sandwiches, burgers, or muffins, paper/plastic based wrapping paper and gift bags supplied as packaging at point of sale, pet food bags, laminated Kraft paper bags (filled at point of sale) and laminated Kraft paper packaging. Include any paper laminate packaging-like products supplied to consumers in this category.</p>
<p>Kraft Paper Carry-Out Bags</p>	<p><b>Definition:</b> Non-laminated Kraft paper bags filled at point of sale or supplied to consumers as packaging-like products.</p> <p><b>Examples:</b> Non-laminated grocery bags, prescription bags, non-laminated paper take-out bags used for mushrooms or food delivery.</p>
<p>Kraft Paper - Non-Laminated</p>	<p><b>Definition:</b> Non-laminated Kraft paper packaging.</p> <p><b>Examples:</b> Kraft paper packaging used for products such as flour, sugar, potatoes or oatmeal. Includes non-laminated Kraft paper used for mailing packages.</p>

<p>Corrugated Cardboard</p>	<p><b>Definition:</b> Multi-layered paper board and fibre which may have one or more layers of corrugation.</p> <p><b>Examples:</b> Electronic product boxes such as television and computer boxes, pizza boxes, boxes used for transport of e-commerce items to residential consumers. Includes corrugated moving boxes and banker boxes supplied to consumers as packaging-like products.</p>
<p>Boxboard and Other Paper Packaging</p>	<p><b>Definition:</b> Single layered paperboard and fibre board with no corrugation and all types of moulded pulp packaging. Includes paper packaging not included in any other paper subcategories. Fibre-board containers made from other non-wood sources (e.g. bamboo, bagasse, eucalyptus).</p> <p><b>Examples:</b> Paper board such as cereal, tissue and shoe boxes, moulded pulp paper packaging such as egg cartons, fibre pots and formed coffee take-out trays, stiff paperboard used to mount plastic blister packs (e.g., for toys and batteries), the roll inside of toilet paper, paper towel, tin foil and plastic wrap, tissue paper used as paper packaging for stuffing packaging, paper-based wrapping paper and gift bags supplied as packaging at point of sale or as packaging-like products, newsprint used as packaging material in shoe boxes and shipping boxes used for transport of e-commerce items to residential customers, clothing hang tags.</p>
<p>Clear PET Bottles, Jars and Jugs &lt; 5 Litres</p>	<p><b>Definition:</b> Transparent, light blue or light green #1 PET (Polyethylene Terephthalate) bottles, jars and jugs with a volume of less than 5 litres of a non-beverage product, or any beverage product not bearing a deposit under the New Brunswick Beverage Containers Program, displaying the #1 resin code.</p> <p><b>Examples:</b> Salad dressing bottles, peanut butter containers, edible oil bottles, dish soap or mouthwash bottles.</p>
<p>Clear PET Bottles, Jars and Jugs &gt;= 5 Litres</p>	<p><b>Definition:</b> Transparent, light blue or light green #1 PET (Polyethylene Terephthalate) bottles, jars and jugs with a volume of 5 litres or more of a non-beverage product, or any beverage product not bearing a deposit under the New Brunswick Beverage Containers Program, displaying the #1 resin code.</p> <p><b>Examples:</b> Salad dressing bottles, edible oil bottles.</p>
<p>Coloured PET Bottles, Jars and Jugs &lt; 5 Litres</p>	<p><b>Definition:</b> Coloured #1 PET (Polyethylene Terephthalate) bottles, jars and jugs with a volume of less than 5 litres of a non-beverage product, or any beverage product not bearing a deposit under the New Brunswick Beverage Containers Program, displaying the #1 resin code.</p> <p><b>Examples:</b> Salad dressing bottles, peanut butter containers, edible oil bottles, dish soap or mouthwash bottles.</p>
<p>Coloured PET Bottles, Jars and Jugs &gt;= 5 Litres</p>	<p><b>Definition:</b> Coloured #1 PET (Polyethylene Terephthalate) bottles, jars and jugs with a volume of 5 litres or more of a non-beverage product, or any beverage product not bearing a deposit under the New Brunswick Beverage Containers Program, displaying the #1 resin code.</p> <p><b>Examples:</b> Salad dressing bottles, edible oil bottles.</p>
<p>Clear PET Thermoform Containers</p>	<p><b>Definition:</b> PET thermoform clear, light green and light blue containers such as clamshells used for non-beverage products.</p>

<p>Coloured PET Thermoform Containers</p>	<p><b>Examples:</b> Muffin or cake containers, salad containers, egg containers, trays.</p> <p><b>Definition:</b> Coloured PET thermoform containers such as clamshells used for non-beverage products.</p> <p><b>Examples:</b> Muffin or cake containers, salad containers, egg containers, trays.</p>
<p>Natural HDPE Bottles, Jars and Jugs &lt; 5 Litres</p>	<p><b>Definition:</b> Natural or translucent #2 HDPE (High Density Polyethylene) bottles, jars and jugs, with a volume less than 5 litres displaying the #2 resin code containing a non-beverage product, or any beverage product not bearing a deposit under the New Brunswick Beverage Containers Program.</p> <p><b>Examples:</b> Laundry detergent, shampoo, bleach, vinegar, corn syrup, body wash, household cleaning products, etc.</p>
<p>Natural HDPE Bottles, Jars and Jugs &gt;= 5 Litres</p>	<p><b>Definition:</b> Natural or translucent #2 HDPE (High Density Polyethylene) bottles, jars and jugs with a volume of 5 litres or more, displaying the #2 resin code containing a non-beverage product, or any beverage product not bearing a deposit under the New Brunswick Beverage Containers Program.</p> <p><b>Examples:</b> Laundry detergent, bleach, cleaning supplies supplied in containers that are 5 litres or more.</p>
<p>Coloured HDPE Bottles, Jars and Jugs &lt; 5 Litres</p>	<p><b>Definition:</b> Coloured #2 HDPE (High Density Polyethylene) bottles, jars and jugs, with a volume less than 5 litres displaying the #2 resin code containing a non-beverage product, any beverage product not bearing a deposit under the New Brunswick Beverage Containers Program and products other than oil or glycol included in the New Brunswick Oil and Glycol Product Stewardship Plan.</p> <p><b>Examples:</b> Laundry detergent, shampoo, bleach, vinegar, corn syrup, body wash, household cleaning products, etc.</p>
<p>Coloured HDPE Bottles, Jars and Jugs &gt;= 5 Litres</p>	<p><b>Definition:</b> Coloured #2 HDPE (High Density Polyethylene) bottles, jars and jugs with a volume of 5 litres or more, displaying the #2 resin code containing a non-beverage product, or any beverage product not bearing a deposit under the New Brunswick Beverage Containers Program.</p> <p><b>Examples:</b> Laundry detergent, bleach, cleaning supplies.</p>
<p>Other Polyethylene (PE) Packaging &lt; 5 Litres</p>	<p><b>Definition:</b> Includes all other polyethylene rigid (non-foamed) packaging not reported above with a volume less than 5 litres displaying the #2 or #4 resin code containing a non-beverage product. Does not include laminated PE packaging tubes with non-PE barrier layers.</p> <p><b>Examples:</b> #2 HDPE Pails and buckets (that are not bottles, jars or jugs) and lids used to package oils or other prepared foods and consumer goods. Includes #4 LDPE bottles.</p>
<p>Other Polyethylene (PE) Packaging &gt;= 5 Litres</p>	<p><b>Definition:</b> Includes all other polyethylene rigid (non-foamed) packaging not reported above with a volume of 5 litres or more displaying the #2 or #4 resin code containing a non-beverage product. Does not include laminated PE packaging tubes with non-PE barrier layers.</p> <p><b>Examples:</b> #2 HDPE Pails and buckets (that are not bottles, jars or jugs) used to package oils or other prepared foods and consumer goods. Includes #4 LDPE bottles.</p>

<p>Polypropylene (PP) Packaging &lt; 5 Litres</p>	<p><b>Definition:</b> Includes all PP #5 rigid packaging and containers with a volume of &lt; 5 litres displaying the #5 resin code containing a non-beverage product, any beverage product not bearing a deposit under the New Brunswick Beverage Containers Program and products other than paint included in the New Brunswick Paint Stewardship Plan.</p> <p><b>Examples:</b> Cosmetic products, such as creams and lotions, prescription pills, as well as microwaveable foods are commonly packaged in PP containers.</p>
<p>Polypropylene (PP) Packaging &gt;= 5 Litres</p>	<p><b>Definition:</b> Includes all PP #5 rigid packaging with a volume of 5 litres or more displaying the #5 resin code containing a non-beverage product, or any beverage product not bearing a deposit under the New Brunswick Beverage Containers Program.</p> <p><b>Examples:</b> Cosmetic products, such as creams and lotions, prescription pills, as well as microwaveable foods are commonly packaged in PP containers.</p>
<p>Expanded/Extruded Polystyrene</p>	<p><b>Definition:</b> All forms of expanded/extruded foam packaging used in food and protective packaging applications and may display resin code #6.</p> <p><b>Examples:</b> Meat trays, beverage cups used as packaging, cushion packaging for consumer products and PS foam packing peanuts. Includes beverage cups, plates and other packaging-like-products made of expanded polystyrene supplied to consumers.</p>
<p>Rigid Polystyrene (PS)</p>	<p><b>Definition:</b> All other non-expanded polystyrene packaging that is not included in the Expanded/Extruded Polystyrene category above. May display resin code #6.</p> <p><b>Examples:</b> Polystyrene clear clamshell containers such as berry and muffin containers, opaque clamshell containers such as food take-out containers, yogurt containers, clear rigid trays, and packaging-like products such as beverage cups and plates, plastic hangers provided as packaging with an item of clothing.</p>
<p>PLA, PHA, PHB</p>	<p><b>Definition:</b> Plastic containers consisting of bio-plastics made of either PLA (polylactic acid), PHA (polyhydroxyalkanoates) and PHB (poly-3-hydroxybutyrate) polymers for non-beverage products, or any beverage product not bearing a deposit under the New Brunswick Beverage Containers Program.</p> <p><b>Examples:</b> PLA clamshell containers, PLA egg containers, peanut packaging.</p>
<p>All Other Rigid Plastic Packaging (not listed above) &lt; 5 Litres</p>	<p><b>Definition:</b> All forms of rigid or foamed plastic packaging and containers with a volume less than 5 litres, for non-beverage products, or any beverage product not bearing a deposit under the New Brunswick Beverage Containers Program that are not included in any of the other plastic subcategories, including all #3 PVC packaging and Polyurethane (PU) foam packaging. Also includes non-coded plastics.</p> <p><b>Examples:</b> Hand cream tubes, polyethylene foam sheets, inserts and moulds for packing appliances, some plastic blister packaging used to display toys, batteries or other products, and plastic hangers provided as packaging with an item of clothing.</p>
<p>All Other Rigid Plastic Packaging</p>	<p><b>Definition:</b> All forms of rigid or foamed plastic packaging and containers with a volume of 5 litres or more, for non-beverage products, or any beverage product not bearing a deposit under the New Brunswick Beverage</p>



<p>(not listed above) &gt;= 5 Litres</p>	<p>Containers Program that are not included in any of the other plastic subcategories, including all #3 PVC packaging and Polyurethane (PU) foam packaging. Also includes non-coded plastics.</p> <p><b>Examples:</b> Hand cream tubes, polyethylene foam sheets, inserts and moulds for packing appliances, some plastic blister packaging used to display toys, batteries or other products, and plastic hangers provided as packaging with an item of clothing.</p>
<p>LDPE/HDPE Film</p>	<p><b>Definition:</b> Includes plastic film made from LDPE, LLDPE, HDPE (Low Density, Linear Low Density, High Density Polyethylene) or combinations thereof. May display resin code #4 or #2. PE films reported under this category must not contain any barrier layers or other non-PE resins.</p> <p><b>Examples:</b> May include certain fresh and frozen vegetable bags, diaper packaging, bread bags, shrink wrap around products (e.g., around a tray of 24 water bottles), dry cleaner bags, soil and fertilizer bags, produce and bulk store bags provided to the residential consumer as service packaging, film used around newspapers, magazines and catalogues for protection. Includes LDPE/HDPE Film supplied to consumers as packaging-like products</p>
<p>LDPE/HDPE Film Carry-Out Bags</p>	<p><b>Definition:</b> Includes #4 LDPE or #2 HDPE (Low Density/High Density Polyethylene) film carry-out bags provided at point of sale or supplied as packaging-like products. May display resin code #4 or #2.</p> <p><b>Examples:</b> Plastic shopping bags with or without images or text.</p>
<p>Polypropylene (PP) Film</p>	<p><b>Definition:</b> Includes plastic film made from PP. May display resin code #5. PP films reported under this category must not contain any barrier layers or other non-PP resins.</p> <p><b>Examples:</b> May include certain fresh and frozen vegetable bags or overwrap, baked goods, and confectionary products.</p>
<p>PLA, PHA, PHB - Plastic Film</p>	<p><b>Definition:</b> Plastic film consisting of bio-plastics made of either PLA (polylactic acid), PHA (polyhydroxyalkanoates) and/or PHB (poly-3 hydroxybutyrate) polymers.</p> <p><b>Examples:</b> PLA, PHA, PHB shrink wrap around products, PLA, PHA, PHB bags for vegetables and salad, PLA, PHA, PHB film used around newspapers and magazines and catalogues for protection.</p>
<p>PLA, PHA, PHB Carry-Out bags</p>	<p><b>Definition:</b> Plastic carry-out bags consisting of bio-plastics made of either PLA (polylactic acid), PHA (polyhydroxyalkanoates) and/or PHB (poly-3-hydroxybutyrate) polymers.</p> <p><b>Examples:</b> Carry-out bags</p>
<p>Plastic Laminates and Other Flexible Plastic Packaging</p>	<p><b>Definition:</b> All laminated film and laminated flexible plastic packaging comprised of multiple plastic resin types and/ or combinations of plastic resins and metalized foils, wax, and/or paper. This material category also includes mono material such as those made of PET, PVC, EVA and other films that do not meet the definition of LDPE/HDPE Film or PLA, PHA, PHB – Plastic film.</p> <p><b>Examples:</b> May include candy wrappers, coffee pouches, chip bags, cheese wraps, cereal liner bags, shrink wrap, prepackaged deli meat pouches, yogurt stick packs, vacuum packaging, bubble wrap, stand up pouches,</p>

	woven or non-woven plastic bags intended for more than one use when provided as packaging, net bags used for citrus fruits, nuts or cosmetic samples, plastic or plastic/foil based wrapping paper and gift bags supplied as packaging or packaging-like products at point of sale.
Steel Aerosol Containers	<p><b>Definition:</b> All aerosol containers that are more than 50% steel by weight containing products other than oil or glycol included in the New Brunswick Oil and Glycol Product Stewardship Plan and paints included in the New Brunswick Paint Stewardship Plan.</p> <p><b>Examples:</b> Air freshener, deodorant and hairspray containers, food spray cans, wax and polish spray cans, insulating foam spray cans.</p>
Other Steel Containers and Packaging	<p><b>Definition:</b> All other containers or packaging that are more than 50% steel by weight or other metal and are not included in another steel and other metal packaging subcategory. Includes any beverage product not bearing a deposit under the New Brunswick Beverage Containers Program.</p> <p><b>Examples:</b> Steel food containers such as soup, lids and closures on packaging (closures for both beverage and non-beverage products), wire hangers when provided as packaging with an item of clothing, cookie tins, tea tins.</p>
Aluminum Aerosol Containers	<p><b>Definition:</b> Includes aluminum aerosol containers that are at least 95% aluminum by weight.</p> <p><b>Examples:</b> Air freshener spray cans, hairspray cans, food spray cans, deodorant spray cans, mousse spray cans, etc.</p>
Aluminum Food Containers	<p><b>Definition:</b> Sealed, rigid containers that are at least 95% by weight of aluminum. Includes any beverage product not bearing a deposit under the New Brunswick Beverage Containers Program.</p> <p><b>Examples:</b> Pet food cans, food cans, sardine cans, aluminum shoe polish containers and other similar non-food aluminum containers.</p>
Other Aluminum Packaging	<p><b>Definition:</b> Aluminum packaging and packaging-like products not included in another aluminum packaging subcategory.</p> <p><b>Examples:</b> Foil wrap supplied to the residential consumer as packaging, pie plates, yogurt/sour cream seals, frozen food trays, lids and closures for beverage and non-beverage containers, tea light candle holders.</p>
Clear Glass	<p><b>Definition:</b> Clear glass containers used for non-beverage products or any beverage product not bearing a deposit under the New Brunswick Beverage Containers Program.</p> <p><b>Examples:</b> Clear food containers such as pickles, salsa, tomato sauce and jam jars, ketchup bottles, cosmetic containers for creams and spice bottles.</p>
Coloured Glass	<p><b>Definition:</b> Coloured glass containers used for non-beverage products or any beverage product not bearing a deposit under the New Brunswick Beverage Containers Program.</p> <p><b>Examples:</b> Olive oil bottles, balsamic vinegar bottles, cosmetic containers for creams that are coloured glass.</p>

## 5. Packaging and Paper Products Collection and Management

**Section 50.58: A packaging and paper products stewardship plan shall contain the following:**

**(a) the plan for the collection, transportation, storage, reuse and recycling of packaging and paper waste within the Province, including the packaging and paper waste of other brand owners.**

**(f) a description of how existing collection and processing systems were considered to maximize waste diversion in the Province.**

**Section 50.54: During the development of a packaging and paper products stewardship plan, the brand owner shall**

**(c) consider the interests of regional service commissions and local governments, including existing social and capital waste diversion infrastructure;**

**(d) if practicable, plan to use existing social and capital waste diversion infrastructure of regional service commissions and local governments in the performance of the duties of the brand owner.**

### 5.1 Collection and Management System Design Principles

Circular Materials will adhere to the following collection and management system design principles:

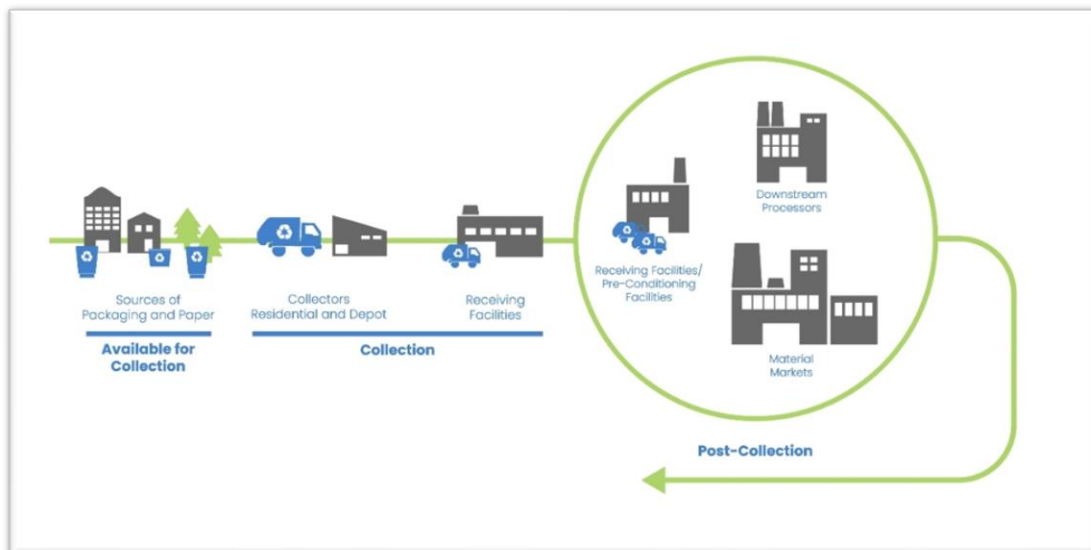
1. Regional Service Commissions and First Nations households that receive household collection of garbage will receive household collection of packaging and paper under the Stewardship Plan;
2. Regional Service Commissions and First Nations households that receive household collection of packaging and paper and schools that receive collection of packaging and paper from municipalities prior to submission of the Stewardship Plan to Recycle NB will receive collection under the Stewardship Plan at the same or increased collection frequency;
3. Regional Service Commissions and First Nations households that receive depot collection of packaging and paper prior to submission of the Stewardship Plan to Recycle NB will receive depot collection under the Stewardship Plan until these households receive household collection as set out in Principle # 1;
4. Households and schools in Regional Service Commissions and First Nation communities will be provided with collection services on an equitable basis;
5. Household, school and public space collection containers in use prior to submission of the Stewardship Plan to Recycle NB will be continued in the near term but may be changed over time to standardized collection service across the province;
6. Designated packaging and paper will be collected under the Stewardship Plan;
7. Items that are not designated packaging and paper will not be accepted in the Circular Materials collection system;
8. Where materials commingled in household and school collection systems do not meet market specifications, the materials may be collected separately or may be shifted to depot collection to improve material quality;
9. Where depots are provided for households without collection services or for collection of materials not accepted in commingled collection systems:
  - o Depots will be staffed to reduce contamination and ensure materials are from households and schools.

- Depots will be situated in communities that are commercial hubs to provide convenient access for urban and rural residents, to minimize extra trips to access the depot and to be within reasonable drive times. A methodology will be developed in consultation with Recycle NB to determine reasonable access thresholds for depot collection service as required.
10. Local governments and First Nations will be invited to execute a contract with Circular Materials to provide collection services to leverage the existing physical and social infrastructure;
  11. Materials collected from households and at depots will be delivered to receiving facilities located within a reasonable drive time of the collection routes and depots;
  12. Existing local government, First Nations and private sector receiving and transfer infrastructure will be utilized where this infrastructure is appropriately situated and where the parties reach agreement on commercial terms;
  13. Materials delivered to receiving facilities will be processed at the facility or transferred to another facility for processing;
  14. Existing local government, First Nations and private sector processing infrastructure will be utilized where the parties reach agreement on commercial terms; and
  15. Contracts with processors will focus on recycling packaging and paper, with energy recovery utilized only where recycling markets are not available or logistically practical and disposal utilized only for materials that cannot be managed through recycling or energy recovery.

It is anticipated that these principles will result in a packaging and paper collection and management system as set out in the following figure.

Circular Materials will, within twelve months of plan approval, develop a business continuity plan that is designed to support continuous delivery of its collection services and management systems for submission to Recycle NB.

**Figure 1 – New Brunswick Packaging and Paper Collection and Management System**



## 5.2 Residential Collection Services

**Section 50.5: "Consumer" means a person who uses packaging or paper for the person's own purpose, and not for the purpose of resale.**

**Section 50.58: A packaging and paper products stewardship plan shall contain the following:**

**(c) a description of how the interests of First Nations with respect to solid waste management were considered.**

Collection services will be provided to persons in New Brunswick who use packaging or paper for personal, family or household purposes. These collection services will be provided to persons in First Nation communities where First Nation communities wish to receive the services.

For the development of this Stewardship Plan, significant efforts were made to reach out to First Nation communities via telephone and email. No First Nations participated in consultations or provided feedback on the Stewardship Plan.

The following First Nation communities were invited to consultations via email and contacted via phone call during Stewardship Plan development:

- Madawaska Maliseet First Nation
  - Contacted via phone call once.
  - Contacted via email 10 times.
- Eel River Bar First Nation
  - Contacted via phone call once.
  - Contacted via email 10 times.
- Elsipogtog First Nation
  - Contacted via phone call twice.
- Oromocto First Nation
  - Contacted via phone call once.
  - Contacted via email 10 times.
- St Mary's First Nation
  - Contacted via phone call once.
  - Contacted via email 10 times.
- Tobique First Nation
  - Contacted via phone call once.
  - Contacted via email 10 times. Unsubscribed Oct. 5, 2022.
- Migmawel First Nation
  - Contacted via phone call once.
  - Three contacts contacted via email 10 times.
- Pabineau First Nation
  - Contacted via phone call twice.
- Metepenagiag First Nation
  - Contacted via phone call twice.
- Natoaganeg First Nation
  - Contacted via phone call twice.
- Indian Island First Nation
  - Contacted via phone call twice.



- Bouctouche First Nation
  - Contacted via phone call twice.
- Fort Folly First Nation
  - Contacted via phone call twice.
- Kingsclear First Nation
  - Contacted via phone call twice.
- Woodstock First Nation
  - Contacted via phone call twice.
- Esgenooetitj First Nation
  - Contacted via phone call twice.

### 5.2.1 Single-Family and Multi-Unit Dwellings and Schools

**Section 50.58: A packaging and paper products stewardship plan shall contain:**

**(e) information on the province-wide collection system, including, but not limited to, the provision of services to**

**(i) single-family dwellings.**

**(ii) multi-unit dwellings;**

**(iii) schools;**

**(r) information with respect to return facilities, by material type, to be used by the consumer.**

The Regional Service Commission (RSC), local municipality or First Nation (the “entity”) that was delivering collection services for packaging and paper to single-family and multi-unit dwellings and schools when the Regulation was filed in October 2021, or the entity that has assumed responsibility for those dwellings and schools through the local government reform process, will have a right of first refusal to deliver collection services under contract to Circular Materials Atlantic.

Where entities decline the offer to contract with Circular Materials Atlantic to provide collection services to single-family and multi-unit dwellings and schools, Circular Materials Atlantic will procure collection services from the private sector through a request for proposals (RFP) process or through direct negotiations.

Where single-family and multi-unit dwellings do not receive curbside collection service, Circular Materials Atlantic will provide depot collection of packaging and paper through an offer to, and acceptance of the offer by, an RSC, municipality, First Nations or private company resulting in a contract between the parties. See section 5.1, collection and management system design principles #9 for details around Circular Materials’ intention for depots.

If a designated packaging and paper product is not accepted in household collection systems, Circular Materials Atlantic will provide depot collection of the material (e.g. glass or flexible plastic packaging) through an offer by Circular Materials Atlantic to, and acceptance of the offer by, an RSC, municipality, First Nations or private company resulting in a contract between the parties. See section 5.1, collection and management system design principles #9 for details around Circular Materials’ intention for depots.

Circular Materials Atlantic will develop a master services agreement (MSA) and a statement of work (SoW) to contract with willing RSCs, local municipalities, First Nations or private companies for curbside and depot collection services. These agreements will set out collection service standards and types of packaging and paper to be accepted in the collection system in order to standardize

services across the province. All packaging and paper listed in section 4 will be accepted in collection systems.

Compensation for collection services from RSCs, local municipalities and First Nations will be determined using information on costs to deliver urban and rural collection services and to operate drop-off depots compiled through outreach to the entities currently providing collection services.

In summary, collection of packaging and paper from dwellings and schools will be delivered by Circular Materials Atlantic through either:

- An offer by Circular Materials Atlantic to, and acceptance of the offer by, an RSC, municipality or First Nations resulting in a contract between the parties; or
- Circular Materials Atlantic awarding a contract to a private company through direct negotiations or an RFP process.

In addition to collection services for single-family and multi-unit dwellings and schools described above, Circular Materials Atlantic may provide supplemental collection services such as return-to-retail, return-to-depot or mail-back programs. Should supplemental collection systems be utilized, Circular Materials will provide this information in quarterly reports to Recycle NB and in its annual report.

### 5.2.2 Remote and Rural Areas

**Section 50.58: A packaging and paper products stewardship plan shall contain the following:**

**(h) a plan for the provision of services to remote and rural areas**

Circular Materials Atlantic will support collection of packaging and paper in remote and rural areas through:

- Support for existing depots in the near term; and
- Expansion of curbside recycling collection to households receiving curbside garbage collection on the roll-out schedule set out in section 5.5.

### 5.2.3 Public Space

**Section 50.58: A packaging and paper products stewardship plan shall contain the following:**

**(e) information on the province-wide collection system, including but not limited to, the provision of services to**

**(iv) provincial or local government property that is not industrial, commercial or institutional property.**

The RSC, local municipality or First Nation (the “entity”) that is delivering public space collection services, or the entity that has assumed responsibility for those public space locations through the local government reform process, will be offered a contract with Circular Materials Atlantic to support the recycling portion of the public space system.

Circular Materials Atlantic will provide public space collection of packaging and paper through an offer by Circular Materials Atlantic to, and acceptance of the offer by, an RSC, municipality or First Nation resulting in a contract between the parties.

Circular Materials will not deliver public space collection without an RSC, municipality or First Nation collection partner as co-siting of recycling public space bins with garbage public space bins is critical to an effective public space recycling collection system.

Circular Materials Atlantic will develop a SoW for public space collection.

Compensation for public space collection services will be determined using information on public space collection costs associated with bins in various types of locations, such as on streets in retail areas and in municipal parks, to support development of a compensation offer. Circular Materials will compile information on public space collection costs through outreach to the entities currently providing public space collection services.

**Section 50.58: A packaging and paper products stewardship plan shall contain the following:**

**(I) the communications plan to inform consumers of the packaging and paper products stewardship plan, including the consumer's reasonable and free access to the collection methods.**

### 5.3 Communications to Residents

Local promotion and education and customer service will be included in the contracts with RSCs, municipalities and First Nations with whom Circular Materials Atlantic is contracting for collection services. Circular Materials Atlantic will support its collection contractors with creative development and standard messaging available in both official languages.

Where Circular Materials Atlantic contracts directly with the private sector for delivery of collection services to single-family and multi-unit dwellings and schools, customer relations services will be included in the contracts and Circular Materials Atlantic will deliver local promotion and education initiatives.

Circular Materials Atlantic will provide a promotion and education plan to Recycle NB by December 15 each year outlining the planned initiatives, strategies and media channels for the year following. For the first year of operation, Circular Materials will provide Recycle NB a promotion and education plan two months prior to program launch (date dependent on Stewardship Plan approval).

Once the entire province has transitioned, Circular Materials Atlantic will implement a province-wide communications strategy to raise awareness, influence behaviour, and educate residents on how and what to recycle. Circular Materials will also collaborate with [The Gaia Project](#) on school programming and events aimed at educating and empowering youth to recycle.

## 5.4 Management of Collected Packaging and Paper

**Section 50.58: A packaging and paper products stewardship plan shall contain the following:**

**(i) the plan for the management of packaging and paper waste, by material type, in adherence to the following order of preference:**

**(i) reuse;**

**(ii) recycle or compost;**

**(iii) recovery of energy;**

**(iv) disposal in compliance with the Act;**

**(m) the location of any long-term storage, containment or final treatment and processing facilities for packaging and paper;**

**(n) a description of how packaging and paper waste will be managed, by material type, in a manner that employs environmental, human health and safety standards that meet or are more strict than applicable laws.**

Circular Materials Atlantic will assume responsibility for managing collected materials by:

- Contracting with receiving facilities to receive packaging and paper from vehicles servicing single-family and multi-unit dwellings, schools and public spaces.
  - Receiving facilities may transfer materials to another location or may precondition materials to accommodate shipping certain materials to markets and other materials to processing facilities.
- Contracting with processing facilities to sort and prepare material for shipment to recycling markets.

Circular Materials Atlantic plans to process material as it is received and ship processed material to downstream processors or recycling markets as sufficient material is accumulated to fill a transport vehicle. Circular Materials Atlantic does not anticipate storing collected materials for any period of time or storing processed materials for any period longer than necessary to accumulate a load for shipment. As such, Circular Materials Atlantic does not anticipate utilizing long-term storage or containment of collected packaging and paper.

As noted above, Circular Materials will, within twelve months of plan approval, develop a business continuity plan that is designed to support continuous delivery of its collection services and management systems for submission to Recycle NB.

Circular Materials Atlantic has completed field assessments of existing receiving and processing infrastructure to:

- Assess whether the facilities considered as service providers manage packaging and paper in a manner that complies with environmental, human health and safety standards and applicable laws; and
- Of the facilities that meet this requirement, determine:
  - Whether the facility is capable, in its current configuration or through retrofitting, of providing the services required by Circular Materials Atlantic to meet the regulatory obligations of its subscribing producers;
  - Whether direct negotiations with the owner of a facility will deliver the required services on acceptable commercial terms; or

- Whether Circular Materials Atlantic will implement a procurement process to acquire receiving, consolidation, transfer, preconditioning and processing services in some or all of areas of New Brunswick.

Circular Materials anticipates commercial negotiations with local government, First Nations and/or private companies to provide processing services for collected packaging and paper. Circular Materials intends on using existing infrastructure during the duration of this plan subject to commercial negotiations.

All contracts with entities providing collection, receiving and processing services will include environmental, human health and safety standards that meet or exceed applicable laws. These standards will apply consistently to all types of packaging and paper. Recycle NB will be informed once agreements have been reached.

Circular Materials anticipates managing packaging and paper as follows:

- **Paper** will be sorted to remove items that are not paper and to meet the grade specifications of the end markets with whom Circular Materials has agreements. Paper that is not marketable due to cross-contamination or that is not captured during processing will be directed to alternate fuel or to landfill.
- **Rigid plastics** will be sorted to remove items that are not rigid plastics and sorted into categories of PET, HDPE and mixed # 3 to # 7 plastics to meet the grade specifications of the end markets with whom Circular Materials has agreements or into a single category of mixed rigid plastics that will be shipped to a downstream processor for further processing. Rigid plastic that is not captured during processing will be directed to alternate fuel or to landfill.
- **Flexible plastics** will be sorted to remove items that are not flexible plastics and sorted into a single category of mixed flexible plastics that will be shipped to a downstream processor for further processing. Flexible plastic that is not captured during processing will be directed to alternate fuel or to landfill.
- **Metal** will be sorted to remove items that are not metal and sorted into steel and aluminum to meet the grade specifications of the end markets with whom Circular Materials has agreements. Metal that is not captured during processing will be directed to landfill.
- **Glass** will be shipped to a downstream processor for further processing. Glass that is not captured during processing will be directed to landfill.

## 5.5 Roll-Out Schedule

**Section 50.6: A brand owner shall implement the packaging and paper products stewardship plan within 180 days after the plan is approved by the Board under section 50.59.**

Producers assuming responsibility for collection of residential packaging and paper and management of the collected materials involves multiple parallel and sequential activities including but not limited to:



- Assessing the capability of each facility that could act as a receiving facility, a preconditioning facility, or a processing facility<sup>16</sup>;
- Compiling information on the services and unique circumstances in each municipality including:
  - Number of dwellings and schools serviced;
  - Types of services provided to each;
  - Locations of each multi-unit building, school and public space container serviced;
  - Locations of depots including hours of operation;
  - If sources other than dwellings and schools are included in the collection services, types and locations of sources, and quantity of packaging and paper collected from these sources;
- Compiling information on the current contractual arrangements between municipalities and their contractors including:
  - Contract terms including optional extensions;
  - Scope of work and service standards in each contract;
  - Change order process;
  - Change of law clauses; and
  - Termination rights;
- Compiling information on dwellings and schools that are not currently receiving service;
- Developing master services agreements and statements of work for collection services;
- Compiling costs for municipalities and private companies to delivery each type of service for purposes of determining a fair and reasonable compensation offer for the services set out in the master services agreements and statements of work for collection services;<sup>17</sup>
- Municipalities assessing the master services agreements and statements of work for collection services and the compensation offer, including analysis and reports to committees and councils;
- Developing procurement documents for collection services where municipalities decline the offer, issuing these requests for proposals, evaluating proposals and awarding contracts;
- Developing master services agreements and statement of work for management services; and
- Developing procurement documents for management services where these will be procurement through an RFP.

Given the level of effort and time required to complete these activities by Circular Materials Atlantic and the RSCs, municipalities, First Nations and private companies with whom it expects to partner, Circular Materials Atlantic will roll-out the Stewardship Plan in two-phases:

- **Phase 1 - RSCs 1, 2, 9, 10, 11 and 12 (“Group 1”)**
  - At one hundred and eighty days (180) days following approval of the Stewardship Plan, curbside and depot collection where an RSC, municipality or First Nation accepts the offer to contract with Circular Materials Atlantic; and

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<sup>16</sup> This field assessment was completed in November 2022.

<sup>17</sup> This data compilation process is scheduled to begin in late Q1 or early Q2 2023.

- Within a further six (6) months, curbside and depot collection where an RSC, municipality or First Nation declines the offer to contract with Circular Materials Atlantic;
- Within a further twelve (12) months, expansion of curbside collection service to dwellings receiving curbside garbage collection; and
- Within a further twenty-four (24) months, public space collection.
- **Phase 2 - RSCs 3, 4, 5, 6, 7 and 8 (“Group 2”)**
  - By the first day of the first month following twelve (12) months after approval of the Stewardship Plan, curbside and depot collection where an RSC, municipality or First Nation accepts the offer to contract with Circular Materials Atlantic; and
  - Within a further six (6) months, curbside and depot collection where an RSC, municipality or First Nation declines the offer to contract with Circular Materials Atlantic;
  - Within a further twelve (12) months, expansion of curbside collection service to dwellings receiving curbside garbage collection; and
  - Within a further twenty-four (24) months, public space collection.

Within the first year of implementation, Circular Materials Atlantic will develop a business continuity plan that establishes risk management processes and procedures to prevent interruptions to services in the event of a major disruption.

## 6.0 Program Performance

### 6.1 Accessibility

Circular Materials Atlantic will track the following accessibility metrics:

- Number of single-family and multi-unit dwellings receiving household collection services for packaging and paper by Circular Materials Atlantic as a percentage of total dwellings based on Statistics Canada census information;
- Number of schools receiving collection services for packaging and paper by Circular Materials Atlantic as a percentage of the number of schools in each RSC;
- Number and location of depots accepting all types of residential packaging and paper being supported by Circular Materials Atlantic;
- Number of households without household collection in relation to location of depots;
- If any depots are accepting types of packaging and paper not accepted in commingled collection systems; and
- Number of public space receptacles for packaging and paper serviced by Circular Materials Atlantic.

### 6.2 Performance Measures and Targets

**Section 50.58: A packaging and paper products stewardship plan shall contain the following:**

**(d) information on the expected quantity or weight of packaging and paper, by material type, to be distributed within the Province and the expected quantity or weight of packaging and paper waste, by material type, to be collected, reused, recycled, composted or recovered.**

**(q) a description of the material types that will be used for performance measures and targets and annual reporting purposes.**

The following table sets out the estimated packaging and paper supplied to consumers in New Brunswick for personal, family or household purposes in 2020.

**Table 6.1 Estimated Packaging and Paper Supplied to NB Consumers in 2020**

Paper and Packaging Category	Estimated Paper and Packaging Supplied to NB Consumers in 2020 (tonnes)
Paper	27,320
Rigid Plastic	7,731
Flexible Plastic	3,631
Metal	2,604
Glass	3,714
<b>Total</b>	<b>45,000</b>

The following table sets out the available data for the tonnes of recyclable materials collected by each RSC in 2020. These data likely include materials collected from sources other than households and schools.

It is expected that the quantity of packaging and paper collected from households and schools under this plan will be similar, with adjustments for population growth, during the early years of program implementation.

**Table 6.2 Quantity of Packaging and Paper Collected in 2020**

#	Regional Service Commissions	Tonnes
1	Northwest Regional Service Commission	1,700
2	Restigouche Regional Service Commission	435
3	Chaleur Regional Service Commission	3,354
4	Peninsule Acadienne Regional Service Commission	2,200
5	Greater Miramichi Regional Service Commission	1,271
6	Kent Regional Service Commission	4,900
7	Southeast Regional Service Commission	16,758
8	Regional Service Commission 8	3,494
9	Fundy Regional Service Commission	5,932
10	Southwest New Brunswick Service Commission	755
11	Regional Service Commission 11	4,520
12	Western Valley Regional Service Commission	759
	<b>Total</b>	<b>46,078</b>

Circular Materials Atlantic will, within two years of the approval of the packaging and paper stewardship plan by Recycle New Brunswick, submit to Recycle New Brunswick proposed numerical performance targets for the following five categories of materials:

- Paper;
- Rigid plastic packaging;
- Flexible plastic packaging;
- Metal packaging; and
- Glass packaging.

The performance target for each category of material will be calculated as tonnes shipped to recycling markets by Circular Materials Atlantic divided by tonnes supplied to consumers by Circular Materials Atlantic's subscribing producers expressed as a percentage.

## 6.3 Annual Reporting

**Section 50.64(1): Subject to subsection (2.1), on or before April 30 in each year, a brand owner shall provide the Board with an annual report detailing the effectiveness of the packaging and paper products stewardship plan during the previous calendar year.**

**Section 50.64(2): Subject to subsection (3), at the same time a brand owner submits its annual report, it shall provide to the Board a statement in writing as to the total amount of packaging and paper, by material type, distributed by it during the previous calendar year or during a period of time approved by the Board.**

Circular Materials Atlantic will submit an annual report containing the information required by the Regulation on the timeline specified in the Regulation.

To align with Circular Materials Atlantic's Producer Services Agreement and operations in other jurisdictions, supply data used in each annual report will be from two years previous. For example, the 2024 annual report will use 2022 producer supply data and 2024 materials shipped to recycling end markets.

### 6.3.2 Geographical Areas to be Utilized

**Section 50.58: A packaging and paper products stewardship plan shall contain the following:**

**(g) geographical areas that will be used for annual reporting purposes.**

Circular Materials Atlantic will report by the 12 RSCs and by the province as a whole.

## 7.0 Dispute Resolution

**Section 50.58: A packaging and paper products stewardship plan shall contain the following:**

**(s) a dispute resolution procedure to deal with disputes between the brand owner and a service provider.**

### Dispute Resolution: Service Providers

If a Dispute arises between Circular Materials Atlantic (representing its producers) and a contracted service provider, the party seeking resolution of the Dispute may initiate Dispute Resolution by way of the following steps.

#### Step 1: Notice of Concern

If a Dispute arises which the staff representatives of each party have been unable to resolve through discussion, the party wishing to initiate the Dispute Resolution procedures must notify the other party in writing in the manner set out in section 33.1(1) of the *New Brunswick Clean Environment Act*. The notification will summarize the nature of the Dispute, the key facts, and include any relevant documentation.

#### Step 2: Informal Discussion

Within 30 days of receipt of the written notice under Step 1, the parties will meet to:

- i. clarify the nature of the Dispute;

- ii. request any further documentation in relation to the Dispute; and
- iii. arrange for and facilitate a meeting to attempt in good faith to resolve the Dispute with representatives of the service provider and Circular Materials.

### Step 3: Management Discussion

If the Dispute remains unresolved following the Informal Discussion, one of the parties may, within 30 days of the completion of the Informal Discussion, notify the other party in writing in the manner set out in section 33.1(1) of the *New Brunswick Clean Environment Act* summarizing the aspects of the Dispute which remain outstanding following the Informal Discussion.

Within 30 days of receipt of such written notice, the parties will arrange for and facilitate a meeting between senior representatives of the contractor and Circular Materials Atlantic to attempt in good faith to resolve the Dispute.

### Step 4: Arbitration

Any arbitration will occur under the *Arbitration Act (New Brunswick), RSNB 2014, c 100*, and the legal seat and location of arbitration shall be Fredericton, New Brunswick, Canada. The arbitral tribunal shall be comprised of one arbitrator. Within thirty (30) days of receipt of a party's request for arbitration, the parties shall jointly agree upon an arbitrator. If the parties cannot agree on an arbitrator, each party shall submit two names of potential arbitrators, and the identity of the arbitrator shall be chosen from the four possible names by random draw observed by both parties.

An arbitration will be scheduled to take place on a date to be determined by the arbitrator, in consultation with the parties who shall divide the time equally to present their positions to the arbitrator. The decision of the arbitrator shall be final and binding. Each Party shall bear its own costs of the arbitration and shall share equally the fees and disbursements of the arbitral tribunal and any other related costs of the arbitration, regardless of the outcome. The arbitrator shall have no jurisdiction to award costs in favour of either party.

## Dispute Resolution: Brand Owners

A Dispute Resolution process between Circular Materials and its member brand owners is outlined within the brand owner's agreement with Circular Materials. All brand owners registered with Circular Materials can initiate the dispute resolution process as per the policy.

## 8.0 Elimination or Reduction of Environmental Impacts

### 8.1 Efforts to Reduce and Improve Reusability and Recyclability

**Section 50.58: A packaging and paper products stewardship plan shall contain the following:**

- (j) a description of the efforts being made to redesign packaging and paper, by material type, to**
  - (i) reduce the amount of packaging and paper sold, offered for sale or distributed within the Province, or**
  - (ii) improve reusability and recyclability.**

By extending producer responsibility to end-of-life management, EPR policies link the costs of collecting and managing products and packaging to those supplying the products and packaging in



the form of producer fees. These price signals encourage producers to consider how to meet recycling targets for materials such as paper, rigid plastics, flexible plastics, metal and glass by improving recyclability or alternatively employing reuse strategies.

As producer fees are weight-based and are levied on a cent per kilogram supplied, there is an inherent incentive to reduce the weight of packaging and paper used to package products supplied to consumers in New Brunswick. While producers have an economic incentive to lightweight packaging, the protection and preservation of the products and services they supply should never be compromised, as the environmental impacts associated with damaged or spoiled goods will outweigh any benefits associated with a reduction in the use of packaging through light-weighting efforts.

## **Paper**

The digitalization of communication and advertising has led to a reduction in the quantity of printed paper that is supplied to consumers in New Brunswick, a trend that is expected to continue in the coming years. Paper packaging, especially corrugated boxes for the use in the delivery of goods to consumers purchased through on-line sales or ecommerce has been steadily increasing. Fortunately, corrugated boxes and most other paper packaging formats are widely recyclable, recover at high rates and enjoy relatively stable commodity values. Companies in this space have made efforts to reduce the quantity of paper packaging used per shipment.

Most paper packaging, including corrugated boxes and boxboard boxes produced at Canadian paper mills is made from 100% recycled content from paper and packaging collected from post-consumer sources including factories, supermarkets and the residential blue box recycling programs across the country.<sup>18</sup> With the average number of times that paper packaging can be recycled ranging between seven and 25 times, the use of paper packaging to package and deliver products to consumers is a successful example of the circular economy in practice.

## **Rigid Plastic and Flexible Plastic**

Many of the Circular Materials founding producers are party to the Consumer Goods Forum “[Golden Design Rules](#)” (see Appendix C) of which the latest iteration focuses on “eliminating unnecessary plastic packaging, by reducing headspace and plastic overwraps, as well as increasing recycling value in various types of plastic, including PET thermoformed packaging, flexible consumer packaging and rigid HDPE and PP.”<sup>19</sup>

Many other Circular Materials subscribing producers are signatories to the Canada Plastic Pact (CPP)<sup>20</sup> and have committed to take steps to ensure that by 2025, 100% of the plastic packaging they use will be either reusable, recyclable or compostable. In addition, these companies have committed to take ambitious actions to ensure that at minimum 50% of plastic packaging supplied is effectively recycled or composted and contain on average 30% recycled content (by weight). Signatories to the CPP have committed to defining a list of problematic or unnecessary plastic packaging and taking steps to eliminating their use in their packaging portfolios.

## **Metal**

Most metal packaging used for the containment of food and other consumer products is designed for recycling and poses no recyclability issues for downstream recycling in steel mills and aluminum

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<sup>18</sup> <https://ppec-paper.com/>

<sup>19</sup> [Reducing the Complexity of the Recycling Process & Increasing Recycling Rates](#). Consumer Goods Forum 2021.

<sup>20</sup> <https://plasticspact.ca/>

smelters. In the past 20 years, the weight of steel cans has been reduced by 33%<sup>21</sup> through light-weighting efforts. Lighter cans positively impact the environment by reducing the amounts of raw materials and energy required to produce them, and ultimately reduces the total quantities generated. Metal packaging can be infinitely recycled and much of the metal packaging used to package products contains a high proportion of recycled content. For example, steel food cans have recycled content of up to 35% with technology currently used to make steel tinplate.<sup>22</sup>

Additionally, several Circular Materials founding producers are party to Loop – a global reuse platform that is currently piloting several packaging reuse programs for food and consumer products<sup>23</sup>. Stainless steel reusable containers feature prominently among the portfolio of reuse options available and in many cases have replaced single-use paper or plastic packaging formats.

### **Glass**

Glass bottles and jars used to package food and in some cases consumer products are for the most part already designed for recyclability. Glass is 100% recyclable and can be recycled endlessly without loss in quality. One of the leading manufacturers of container glass in North America uses on average 38% recycled glass in new glass bottles and jars and has a goal to increase recycled content to a 50% average by 2030.<sup>24</sup>

Similar to other materials, glass bottles and jars have been light-weighted by approximately 40% over the past 30 years, resulting in significant reduction in the per unit weight of glass containers supplied to the market.

### **Other Considerations**

Circular Materials Atlantic's experience in operating a paper and packaging management system in New Brunswick in addition to its operation of packaging and paper EPR programs in other Canadian jurisdictions along with its collaboration with Éco Entreprises Québec will enable it to provide producers with real-time supply-chain feedback on how their packaging choices affect recyclability and recycling system cost.

Circular Materials Atlantic will be operating a province-wide supply-chain for the collection and management of packaging and paper materials and is open to exploring how it can support producers in the supply of reusable packaging systems should producers wish to do so.

As per the PRO Emergency Reporting Clause, should Circular Materials discover an environmental emergency, Circular Materials will immediately notify, whether during normal business hours or after hours, Recycle NB and the appropriate location of the New Brunswick Department of Environment.

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<sup>21</sup> <https://worldsteel.org/steel-topics/steel-markets/steel-packaging/>

<sup>22</sup> [Can Manufacturers Institute](#)

<sup>23</sup> [Designed for reuse](#). Loop 2022.

<sup>24</sup> O-I Glass Sets Recycled Content Goal to Average 50 Percent by 2030

## 8.2 Current and Future Research and Development

**Section 50.58: A packaging and paper products stewardship plan shall contain the following:**

**(k) information on the current and future research and development activities in the Province related to the management of packaging and paper.**

No current research and development activities in New Brunswick were identified during the process to compile baseline data set out in this Stewardship Plan.

Future research and development activities to support cost-efficient management of residential packaging and paper collected in New Brunswick will be identified through the processes to procure the collection and post-collection services required to implement the Stewardship Plan.

## 8.3 Greenhouse Gas Emission Impacts

**Section 50.58: A packaging and paper products stewardship plan shall contain the following:**

**(p) a description of the greenhouse gas emission impacts that will result from the implementation of the packaging and paper products stewardship plan and opportunities for reducing the impacts.**

Greenhouse gas emissions related to packaging and paper are generated throughout processes to extract raw materials (e.g. natural gas, wood, silica, bauxite etc.) through to the production of materials (respectively polymers, paper, glass, aluminum etc.) and to the formation of packaging and paper products.

Recycling materials significantly mitigates greenhouse gas emissions by displacing the extraction and energy intensive processing of raw materials with recycled materials. However, the collection and recycling of materials itself generates greenhouse gas emissions. These are related to collection, transportation, sorting and whatever mechanical and chemical methods are required to render sorted materials suitable for manufacturing of products and packaging.

Circular Materials Atlantic's objectives will be to minimize recycling system-related greenhouse gas emissions by:

- Optimizing the movement of materials including collection route optimization and logistics for consolidating, transferring, and processing materials where those systems are powered by fossil fuels;
- Utilizing local end markets where these exist and represent reasonable overall value;
- Encourage the use of renewable energy to power logistic systems;
- Use contract-based performance standards to incentivize collection and sorting systems that maximize the collection of materials and minimize contamination;
- Selecting recycling processes that:
  - Maximize yield of recycled materials that displace the use of raw materials in manufacturing; and
  - Minimize consumption of non-renewable energy.

Circular Materials Atlantic will work closely with EEQ to integrate recycling supply-chains with those in Quebec to drive the scale necessary to warrant investments in technological innovation for harder-to-recycle materials such as flexible plastics. Such efforts will increase recycling rates while minimizing greenhouse gas emissions.

Based on the US EPA's Waste Reduction Model (WARM)<sup>25</sup>, the associated avoided GHG emissions from recycling one ton (0.91 tonne) of paper, rigid and flexible plastic, metal and glass is presented below. The total GHG emissions associated with the production and recycling of one ton (0.91 tonne) of these materials are compared to the emissions associated with the production and landfilling of them. In all cases, the landfilling of these materials results in at least twice - and as much as five times - the total GHG emissions (associated with the production and end-of-life pathway), when compared to recycling. This clearly demonstrates the climate benefits of recycling compared with landfilling.

### **Paper**

Recycling one ton (0.91 tonne) of mixed paper results in avoided GHG emissions (reductions) of - 3.55 MTCO<sub>2</sub>E. As the GHG emissions associated with the production of mixed paper is approximately 6.02 MTCO<sub>2</sub>E the total emissions attributed to the production and recycling of one ton (0.91 tonnes) of mixed paper is 2.45 MTCO<sub>2</sub>E. Alternatively, landfilling one ton (0.91 tonne) of mixed paper is expected to result in 0.02 MTCO<sub>2</sub>E, with the total emissions of production and landfilling expected to be 6.02 MTCO<sub>2</sub>E. Given this, landfilling one ton (0.91 tonne) of mixed paper compared with recycling it, results in 2.5 times more total GHG emissions, when considering both the production and end-of-life scenario.

### **Rigid and Flexible Plastic**

Recycling one ton (0.91 tonne) of mixed plastics results in avoided GHG emissions (reductions) of - 0.93 MTCO<sub>2</sub>E. As the GHG emissions associated with the production of mixed plastic is approximately 1.87 MTCO<sub>2</sub>E the total emissions attributed to the production and recycling of one ton (0.91 tonne) of mixed plastic is 0.95 MTCO<sub>2</sub>E. Alternatively, landfilling one ton (0.91 tonne) of mixed plastic is expected to result in 0.02 MTCO<sub>2</sub>E, with the total emissions of production and landfilling expected to be 1.89 MTCO<sub>2</sub>E. Given this, landfilling one ton (0.91 tonne) of mixed plastic compared with recycling it, results in two times more total GHG emissions, when considering both the production and end-of-life scenario.

### **Mixed Metal**

Recycling one ton (0.91 tonne) of mixed metal results in avoided GHG emissions (reductions) of - 4.39 MTCO<sub>2</sub>E. As the GHG emissions associated with the production of mixed metal is approximately 3.65 MTCO<sub>2</sub>E the total emissions attributed to the production and recycling of 1 ton (0.91 tonne) of mixed metal is -0.74 MTCO<sub>2</sub>E. Alternatively, landfilling one ton (0.91 tonne) of mixed metal is expected to result in 0.02 MTCO<sub>2</sub>E, with the total emissions of production and landfilling expected to be 3.67 MTCO<sub>2</sub>E. Given this, landfilling one ton (0.91 tonne) of mixed metal compared with recycling it, results in approximately 5 times more total GHG emissions, when considering both the production and end-of-life scenario.

### **Glass**

Recycling one ton (0.91 tonne) of glass results in avoided GHG emissions (reductions) of - 0.28 MTCO<sub>2</sub>E. As the GHG emissions associated with the production of glass is approximately 0.53 MTCO<sub>2</sub>E the total emissions attributed to the production and recycling of one ton (0.91 tonne) of glass is 0.25 MTCO<sub>2</sub>E. Alternatively, landfilling one ton (0.91 tonne) of glass is expected to result in 0.02 MTCO<sub>2</sub>E, with the total emissions of production and landfilling expected to be 0.55 MTCO<sub>2</sub>E.

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<sup>25</sup> <https://www.epa.gov/warm>

Given this, landfilling one ton (0.91 tonne) of glass compared with recycling it, results in approximately 2.2 times more total GHG emissions.

## 8.4 Plan for Elimination or Reduction of Environmental Impacts

**Section 50.58: A packaging and paper products stewardship plan shall contain the following:**

**(o) the plan for the elimination or reduction of the environmental impacts of packaging and paper waste, by material type.**

An EPR-based system for the collection and management of packaging and paper is primarily focused on the supply-chain to maximize environmental outcomes associated with the recycling of materials that comprise packaging and paper. However, an additional feature of an EPR-based system is the ability to inform producers of the performance of their packaging choices within the recycling system.

Materials that are harder to collect, sort and recycle attract increased system costs which are reflected in fees producers pay to cover their materials' collection and management costs. This financial feedback then informs producers of the end-of-life cost of their packaging choices.

Producers then can decide to reduce such cost by working with Circular Materials Atlantic to ensure its collection and management system makes the requisite investments in collection, sorting and recycling innovation that leads to higher recycling rates and lower costs over time or by redesigning their packaging to facilitate collection, sorting and recycling<sup>26</sup>. (See also earlier discussion in section 8.1 Efforts to Reduce and Improve Reusability and Recyclability). Often both strategies are required in parallel.

Circular Materials Atlantic will be employing a fee-setting methodology that will provide feedback to producers about the relative performance of their packaging choices in its collection and management system and will collaborate with them to evolve a recycling system that aids in minimizing the life-cycle environmental impacts of packaging and paper.

With respect to the elimination or reduction of environmental impacts associated with the end-of-life management of packaging and paper in New Brunswick, efforts by Circular Materials will primarily focus on reducing the quantity of these materials that are currently sent to landfill and instead directing this material to recycling end markets wherever possible. This will be achieved by creating improved access to collection and recycling through expanding the list of accepted materials in the collection system. With GHG emissions associated with landfilling packaging and paper versus recycling being two to five times greater, providing new recycling options for consumers has the potential to greatly reduce the environmental impacts associated with landfilling these materials.

### Paper

In New Brunswick very few consumers have access to recycling for polycoated paperboard items, including but not limited to hot and cold paper beverage cups, ice cream tubs, spiral wound containers and aseptic containers, as these materials are not widely-accepted in municipal collection programs operating today. Circular Materials will include the collection of these items within its list of accepted packaging and paper with the launch of its Stewardship Plan.

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<sup>26</sup> Canadian Companies Tackle Plastic Packaging Waste With the Golden Design Rules Supported by the Canada Plastics Pact <https://plasticspact.ca/canadian-companies-tackle-plastic-packaging-waste-by-supporting-golden-design-rules/>



**Rigid and Flexible Plastic**

Not all rigid and flexible plastic packaging formats are accepted in the current recycling system in New Brunswick. In particular, only a limited number of programs currently accept polystyrene (PS) and expanded polystyrene (EPS) packaging formats. With respect to flexible plastic packaging formats, less than half of the population had access to collection systems for LDPE/HDPE film bags and overwrap in 2021. Going forward these materials will be accepted in the collection system under Circular Materials Stewardship Plan, providing an alternative to disposal.

**Metal**

Steel and aluminum aerosol cans are not widely collected today in New Brunswick with just under 40% of the population having access to collection and recycling for these materials. Providing all residents with access to recycling for all metal packaging has the potential to significantly reduce the environmental impacts associated with the landfilling of these materials, as the GHG emissions associated are 5 times greater than that associated with recycling when considering avoided emissions.

**Glass**

With only 25% of the New Brunswick population having access to the collection and recycling of glass bottles and jars, expanding the acceptance of these materials in the province-wide collection network under contract to Circular Materials has the potential to divert significant quantities of these materials from disposal in landfills to recycling end markets.

## Appendix A – Producers on Whose Behalf the Plan is Submitted

**Section 50.74: A brand owner may designate an agent to act on behalf of the brand owner with respect to the brand owner's obligations under this Regulation.**

3M Canada Company	Canadian Tire Corporation Limited	GDE Grocery Delivery E-Services Canada, Inc.
A&W Food Services of Canada, Inc.	Cavendish Farms Corporation	General Mills Canada Corporation
A. Lassonde Inc.	Cimpres Windsor Corporation (Vistaprint)	General Motors of Canada Company
Acer America Corporation	Cineplex Inc.	Giant Tiger Stores Limited
Aeroplan Inc.	Clover Leaf Seafoods Corp	GlaxoSmithKline Consumer Healthcare ULC
Agropur Cooperative	Coca-Cola Canada Bottling Limited	Google Canada
Air Canada	Colgate-Palmolive	Groupe Marcelle Inc.
Air Canada Vacations (Touram)	Costco Wholesale Canada Ltd.	HARTZ CANADA INC.
Amazon Canada	Crosby Molasses Company Ltd.	Hawthorne Canada Limited
Apple Canada Inc.	Dairy Queen Canada, Inc.	Henkel Canada Corporation
Arden Holdings Inc	Danby Products Limited	HFC Prestige International Canada Inc.
Associated National Brokerage Inc.	Danone Inc.	Home Hardware Stores Limited
Bass Pro Shops Canada ULC	David Chapman's Ice Cream Limited	HP (Canada) Co.
Bath & Body Works (Canada) Corp	Dole Foods of Canada Company	IKEA Canada Limited Partnership
Bell Canada	Dollarama L.P.	Intervet Canada Corp.
Bell Mobility	Domino's Pizza of Canada Ltd.	Irving Consumer Products Limited
Bellisio Foods Canada Corporation	Domtar Inc.	ITW Canada Inc.
Bento Inc.	Dr. Oetker Canada Ltd.	Kellogg Canada Inc.
Best Buy Canada Ltd.	Endy Canada Inc.	Kent Building Supplies
Bioforce Canada Inc.	EssilorLuxottica of Canada	Keurig Canada Inc.
Bonte Foods Ltd.	Familiprix Inc.	Kia Canada Inc.
BSH Home Appliances Ltd.	Ferrero Canada Ltd.	Kicking Horse Coffee Co. Ltd.
Bulk Barn Foods Limited	Ferring Canada	Kimberly-Clark Canada Inc.
Burger King Canada	FGF Brands	Kleen-Flo Tumbler Industries Limited
Cabela's Retail Canada ULC	Ford Motor Company of Canada, Limited	Kraft Heinz Canada ULC
Campbell Company of Canada	Fromageries Bel Canada Inc.	Kruger Products Inc.
Canada Bread Company, Ltd.	Gap Canada	
Canada Dry Mott's Inc.	Gay Lea Foods Co-operative Ltd.	



Lactalis Canada Inc.	Red Apple Stores	The Source
Lenovo (Canada) Inc.	Red Bull Canada Ltd.	Thomas, Large & Singer Inc.
LG Electronics Canada, Inc.	Regal Confections Inc.	Toyota Canada Inc.
Loblaws Inc.	Reinhart Foods Ltd.	Toys “R” Us (Canada) Ltd.
M&M Meat Shops Ltd.	Rona Inc.	Tree of Life Canada
Maple Leaf Foods Inc.	Royal Canin Canada	Tropicana Beverages Canada ULC
Mars Canada Inc	RW Consumer Products Ltd	UAP
Mary Brown's Inc.	S.C. Johnson & Son Ltd.	Ultima Foods Inc.
Mary Kay Cosmetics Ltd.	Saputo Produits laitiers Canada s.e.n.c.	Unilever Canada Inc.
Mead Johnson Nutrition (Canada) Co	Scotts Canada Limited	VF Outdoor Canada, Co
Merck Canada Inc.	Sephora Beauty Canada	Wakefield Canada Inc
Microsoft Canada Inc.	Sherwin-Williams Canada Inc.	Wal-Mart Canada Corp.
Mondelēz Canada Inc.	Shoppers Drug Mart Inc.	Wawanesa Insurance
Mother Parker’s Tea & Coffee Inc.	Sleep Country Canada Inc.	Wendy’s Restaurants of Canada, Inc.
naturSource Inc.	Smucker Foods of Canada Corp.	Whirlpool Canada LP
Nestlé Canada Inc.	Sobeys Capital Incorporated	Winners Merchants International L.P.
Nortera Foods Inc	Sodastream Canada, Ltd.	Wonder Brands Inc.
Ocean Spray International Services, Inc.	Staples Canada ULC	
Olymel L.P.	Subway Franchise Systems of Canada	
Organon Canada	T.S. Simms & Co. Ltd	
Pampered Chef	Tata Consumer Products Canada Inc.	
Panasonic Canada Inc.	TDL Group Corp	
PepsiCo Canada ULC	Telus Mobility	
Perfetti Van Melle Canada Ltd.	The Brick Warehouse LP	
Pet Valu Canada Inc.	The Clorox Company of Canada	
PH Canada Company (Pizza Hut)	The Home Depot Inc.	
Pharmasave Drugs (National) Ltd.	The Jean Coutu Group (PJC) Inc.	
Popeyes Louisiana Kitchen	The Minute Maid Company Canada Inc.	
Post Foods Canada Inc.	The Pepsi Bottling Group (Canada), ULC.	
Premier Tech Home & Garden Inc.	The Sherwin-Williams Company	
Procter & Gamble Inc.		
RB Health (Canada) Inc.		
Recipe Unlimited Corporation		
Reckitt Benckiser (Canada) Inc.		

## Appendix B – Consultation Summary

**Section 50.54: During the development of a packaging and paper products stewardship plan, the brand owner shall**

**(a) consult with the Minister of Local Government and Local Governance Reform with respect to the provision of solid waste collection and disposal services to a local service district as defined in the Local Governance Act or to a rural community or a regional municipality that has not made a by-law under section 10 of the Local Governance Act with respect to solid waste collection and disposal services,**

**(b) consult with regional service commissions and local governments,**

**(c) consider the interests of regional service commissions and local governments, including existing social and capital waste diversion infrastructure.**

**(b) information on consultations with the Minister of Local Government and Local Governance Reform, regional service commissions and local governments, a summary of the feedback received, a description of how their interests were taken into consideration and, if practicable, a description of the intention to use existing social and capital waste diversion infrastructure.**

## Introduction

Circular Materials has developed a New Brunswick Stewardship Plan for Packaging and Paper (Stewardship Plan) on behalf of producers obligated by the Designated Materials Regulation under the *Clean Environment Act*.

To ensure the draft Stewardship Plan represents the interests of our stakeholders, Circular Materials engaged relevant parties in a comprehensive and meaningful consultation process between May 2 – September 12, 2022. Additional meetings were held in November 2022 to further discuss the Stewardship Plan and receive feedback.

This report summarizes how Circular Materials conducted meaningful consultation on the Stewardship Plan with its stakeholders.

## Consultation Approach

### Stakeholder Groups

The following stakeholder groups were consulted with on the Stewardship Plan:

- **Minister of Local Government and Local Governance Reform, Local Government Support Services Branch** that support municipalities, First Nation communities and RSCs.
- **Municipalities, First Nation communities and RSCs (municipal representatives)** that will transition to an extended producer responsibility model.
- **Service providers** that provide collection and recycling services on behalf of municipalities, First Nations communities and RSCs.
- **Producers** that supply packaging and paper to New Brunswick consumers and households, and their trade associations.

## Communication Channels

Circular Materials is committed to ensuring the consultation on its Stewardship Plan is meaningful and represents the interests of all stakeholders. Various communication channels were used to provide clear and transparent updates during and following the consultation period. These channels included:

- [Website landing page.](#)
- Direct phone calls.
- Direct email communications to stakeholders about consultations and related documents, as well as feedback reminders and information notices.
- Stakeholder-specific webinars.
- One-on-one meetings with Circular Materials, as requested.
- Social media posts with general updates and webinar promotion.

### Website Landing Page

During the consultation period, the [website landing page](#) housed consultation documents, webinar registration information, webinar materials, and consultation updates.

- 2,133 page views.
- 1,797 unique visitors.
- 4 minutes and 51 seconds average time spent on page.

### Direct Phone Calls

Circular Materials contacted 146 municipal, RSC and First Nation contacts via phone when obtaining information that would be used as inputs to the development of the Stewardship Plan and building the consultation contact list. Where there was no answer, Circular Materials left a voicemail message with information about the Stewardship Plan development and the opportunity to contribute. Follow-up calls were conducted for those that did not respond.

### Email Communications

Circular Materials contacted the below number of contacts via email regarding its consultation on the Stewardship Plan:

- 3 contacts from the Minister of Local Government and Local Governance Reform’s office.
- 181 municipalities, First Nation communities and RSC contacts.
- 21 service provider contacts.
- 140+ Circular Materials’ producer members, and an additional 115 producers that were not already subscribed with Circular Materials.
- 41 trade association contacts.

The following chart outlines the email communications delivered to stakeholders during the consultation period.

Date	Stakeholder group	Content	Open rate
<a href="#">May 2, 2022</a>	Producers + trade associations	Consultation webinar invitation	43%
<a href="#">May 2, 2022</a>	Municipal representatives	Consultation webinar invitation	52%
<a href="#">May 2, 2022</a>	Service providers	Consultation webinar invitation	88%

Date	Stakeholder group	Content	Open rate
<a href="#">May 16, 2022</a>	Producers + trade associations	Consultation reminder	37%
<a href="#">May 17, 2022</a>	Producers + trade associations	Consultation presentation was sent prior to webinar	36%
<a href="#">May 20, 2022</a>	Producers + trade associations	Consultation follow-up and feedback reminder	38%
<a href="#">May 25, 2022</a>	Municipal representatives	Consultation reminder	41%
<a href="#">May 25, 2022</a>	Service providers	Consultation reminder	69%
<a href="#">June 6, 2022</a>	Municipal representatives	Consultation presentation was sent prior to webinar	50%
<a href="#">June 7, 2022</a>	Service providers	Consultation presentation was sent prior to webinar	56%
<a href="#">June 8, 2022</a>	Municipal representatives	Consultation follow-up and feedback reminder	45%
<a href="#">June 9, 2022</a>	Service providers	Consultation follow-up and feedback reminder	68%
<a href="#">June 13, 2022</a>	Producers + trade associations	Webinar Q&A now available	37%
<a href="#">June 29, 2022</a>	Municipal representatives	Webinar Q&A now available	44%
<a href="#">June 29, 2022</a>	Service providers	Webinar Q&A now available	63%
<a href="#">July 29, 2022</a>	All stakeholders	Feedback reminder	31%
<a href="#">July 28, 2022</a>	All stakeholders	Feedback extension notice	31%
<a href="#">August 30, 2022</a>	Municipal representatives	Additional consultation webinar invite	50%
<a href="#">September 7, 2022</a>	Municipal representatives	Additional consultation webinar reminder	38%
<a href="#">September 12, 2022</a>	Municipal representatives	Additional consultation webinar follow-up	35%

## Webinars

Stakeholder-specific webinars were held to review contents of the Stewardship Plan and answer questions. Stakeholders were invited via email invitations, as noted above.

- **Producer webinar:** Wednesday, May 18, 2022.
  - 109 attendees.
  - 32 questions asked.
- **Municipal webinar:** Tuesday, June 7, 2022.
  - 25 attendees.
  - 27 questions asked.
- **Service provider webinar:** Wednesday, June 8, 2022.
  - 14 attendees.
  - 8 questions asked.



- **Municipal webinar:** September 12, 2022 - This additional consultation webinar was held for municipalities, First Nation communities and RSCs to review common themes from the feedback received during the first round of consultations and Circular Materials' proposed changes to the Stewardship Plan as a result of the feedback.
  - 47 attendees.
  - 16 questions asked.

The presentation and questions and answers from the webinars were sent to stakeholders via email and posted on the Circular Materials [New Brunswick webpage](#).

## One-on-one Meetings

Throughout the consultation period, Circular Materials welcomed one-to-one meetings to review elements of the Stewardship Plan, receive feedback and answer any questions. The following stakeholders met with Circular Materials outside of the consultation webinars.

- June 3, 2022: Scotia Recycling to discuss elements of the Stewardship Plan.
- June 15, 2022: City of Fredericton to discuss elements of the Stewardship Plan
- June 30, 2022: Village of Grand Manan to discuss elements of the Stewardship Plan
- September 6, 2022: Southeast Regional Service Commission to discuss elements of the Stewardship Plan
- September 20, 2022: City of Fredericton to discuss elements of the Stewardship Plan
- November 10, 2022: Local Government and Local Governance Reform to discuss elements of the Stewardship Plan
- November 24, 2022: Local Government Support Services (Branch) to discuss elements of the Stewardship Plan
- December 13, 2022: Village of Grand Manan to discuss specific circumstances and logistics as they are on an island.

## Feedback on the Stewardship Plan

Circular Materials encouraged feedback on its proposed Stewardship Plan from all its stakeholders. Written feedback was requested by July 29, 2022, and later extended to August 5, 2022, to accommodate stakeholders asking for more time.

Additional feedback and questions were provided at the September 12, 2022 webinar for municipalities, First Nation communities and RSCs, and the November 10 and 24 meetings with the Minister of Local Government and Local Governance Reform, and Local Government Support Services (Branch).

All feedback was carefully reviewed and considered as we finalized the Stewardship Plan.

## Stakeholders that Provided Written Feedback

Circular Materials received 25 written feedback submissions from the following stakeholders:

- 3M Canada

- Beer Canada
- Carton Council of Canada
- City of Fredericton – *two feedback submissions.*
- City of Saint John
- Electronics Product Stewardship Canada
- FERO Waste and Recycling
- Fundy Regional Service Commission
- Greater Miramichi Regional Service Commission
- J.S. Bellis
- Local Government and Local Governance Reform
- Miller Waste Systems
- Municipal Group of Companies
- Nestlé Canada
- Paper and Paperboard Packaging Environmental Council
- Scotia Recycling
- Scotts Canada Ltd.
- Southeast Regional Service Commission
- Southwest New Brunswick Service Commission
- Town of Grand Bay-Westfield
- Town of Hampton
- Town of Quispamsis
- Town of Rothesay
- Western Valley Regional Service Commission

## Summary of Feedback

Below is a summary of the feedback we received organized by stakeholder group, and a description of how the comments were taken into consideration when finalizing the Stewardship Plan.

### Minister of Local Government and Local Governance Reform Feedback

Feedback from the Minister of Local Government and Local Governance Reform sought clarity around sections of the plan, including the phased transition approach, collection and management system design and dispute resolution process. Based on this feedback, sections of the plan were revised to include further details:

- Section 5.1: Collection and Management Design Principles.
- Section 5.2: Residential Collection Services
- Section 5.3: Communication to Residents
- Section 5.5: Implementation Schedule
- Section 7: Dispute Resolution

### Municipal and RSC Feedback

Municipalities and RSCs were encouraged to submit updated data to correct the baseline data in the draft Stewardship Plan. Many did so within their feedback, which will assist Circular Materials in preparing for transition.

Many of these stakeholders provided feedback indicating that the proposed approach and timing of transition was not ideal and encouraged Circular Materials to transition more quickly and in regional areas. This feedback is reflected in revisions to the Stewardship Plan to reduce the number and timing of phases. Phases continue to be based on groups of RSCs to ensure a regional approach to transition contiguous geographies on a similar timeline.

Stakeholders provided feedback and questions on Circular Materials Atlantic's proposed approach to promotion and education (P&E). Clarification was added to the Stewardship Plan noting that where Circular Materials Atlantic contracts with municipalities to provide collection services, customer service and local P&E will continue to be provided by municipalities with funding from Circular Materials. Where Circular Materials Atlantic contracts with private companies to provide collection services, customer service will be provided by the contractor and Circular Materials Atlantic will provide local P&E.

Based on feedback received around delivery of collection and post-collection services following transition, Circular Materials revised the Stewardship Plan to clarify the proposed approach to contracting municipalities and other service providers.

Stakeholders requested clarification on the materials collected. Clarification was added to the revised Stewardship Plan regarding the collection of designated packaging and paper and the circumstances leading to a standardized list of accepted materials across the province.

Stakeholders also requested clarification on the sequence and timing of service expansion and how compensation for service providers will be determined. Clarity and additional details on these items were added to the Stewardship Plan.

Some stakeholders requested a mechanism to provide feedback on the program as it is being implemented. Circular Materials will set up a forum for stakeholders to provide input to foster continuous improvement.

### **First Nations Feedback**

No feedback was provided by First Nations communities. See section 5.2 of the Stewardship Plan for details around First Nations engagement.

### **Service Provider Feedback**

Service providers highlighted the number of collection contracts currently within the province of New Brunswick and recommended consolidating geographic areas to increase efficiencies and use of infrastructure. Circular Materials Atlantic noted that the Province of New Brunswick is currently undertaking governance reform which is expected to reduce the number of local government entities from approximately 400 to less than 100.

Service providers encouraged the continuation of dual stream collection systems. Circular Materials Atlantic expects to retain dual stream collection systems.

It was also proposed that regular meetings be held to discuss transition planning, implementation and continuous improvement. Circular Materials will set up a forum for stakeholders to provide input to foster continuous improvement.

## Intention to Use Existing Social and Capital Waste Diversion Infrastructure

As outlined in the Stewardship Plan, Circular Materials will seek opportunities to utilize existing personnel working in the industry and existing infrastructure such as depots, transfer facilities, processing facilities, carts and collection vehicles already in place in New Brunswick. Operationalizing these opportunities will be dependent on commercial negotiations.

Circular Materials has undertaken field assessments of existing receiving and processing infrastructure to:

- Assess whether the facilities considered as service providers manage packaging and paper in a manner that complies with environmental, human health and safety standards and applicable laws; and
- Of the facilities that meet this requirement, determine:
  - Whether the facility is capable, in its current configuration or through retrofitting, of providing the services required by Circular Materials to meet the regulatory obligations of its subscribing producers;
  - Whether direct negotiations with the owner of a facility will deliver the required services on acceptable commercial terms; or
  - Whether Circular Materials Atlantic will implement a procurement process to acquire receiving, consolidation, transfer, preconditioning and processing services in some or all of areas of New Brunswick.

## Conclusion

As reflected above, the feedback received during consultations was carefully considered as Circular Materials Atlantic finalized its Stewardship Plan for submission to Recycle NB. Circular Materials would like to thank all the stakeholders who took the time to participate in our consultation process and provide feedback.

## List of Stakeholders That Participated in Consultations

Organization	Stakeholder Group
3M Canada	Producer
A&W Food Services of Canada Inc.	Producer
Abbott	Producer
Agropur	Producer
AHAM	Trade Association
Alberta Municipalities	Other
AMANB	Municipal Association
Amazon	Producer
Apple Canada	Producer
BCI Foods Inc.	Producer
Bell	Producer
Best Buy Canada	Producer
Big 8 Beverages	Producer
BlueTriton Brands	Producer
Brunswick News – Postmedia	Producer
BSH Home Appliances Corporation	Producer
BSH Home Appliances Corporation	Producer
Bulk Barn Foods Limited	Producer
Campbells Company of Canada	Producer
Canadian Home Products Trade Association	Trade Association
Canadian Tire Corporation	Producer
Carton Council Canada	Trade Association
CDQ CO-OP	Producer
Chaleur Regional Service Commission	RSC
Cimpres Windsor Corporation	Producer
City of Bathurst	Municipality
City of Fredericton	Municipality
City of Moncton	Municipality
City of Saint John	Municipality
CKF Inc	Producer
Clover Leaf Seafoods	Producer

Organization	Stakeholder Group
Coke Canada Bottling	Producer
Commission de services régionaux de Kent	RSC
Commission de services régionaux Nord-Ouest	RSC
Commission de services régionaux Péninsule acadienne	RSC
Costco Wholesale Canada Ltd	Producer
Cycle Environment	Other
Dairy Queen	Producer
Dare Foods Limited	Producer
Dart Canada Inc	Producer
DELG	Other
Dell Technologies	Producer
Department of Environment and Local Government	Government
Domtar	Producer
Emterra	Service Provider
Familiprix Inc.	Producer
FERO Waste & Recycling	Service Provider
FGF Brands	Producer
Food & Beverage Atlantic	Producer
Food, Health & Consumer Products of Canada	Trade Association
Ford Motor Company	Producer
Freud Canada, Inc.	Producer
Fundy Regional Service Commission	RSC
General Mills	Producer
GFL Environmental Inc	Service Provider
Giant Tiger Stores Limited	Producer
GL Consulting	Other
Golftown	Producer
Greater Miramichi Regional Service Commission – SWS	RSC
Hebert's Recycling Inc.	Service Provider
HEXO	Producer
Home Hardware Stores Limited	Producer
Honda Canada	Producer



Organization	Stakeholder Group
Independent	Other
Irving Consumer Products	Producer
Johnson & Johnson	Producer
JTL Squared	Consultant
Kellogg Canada Inc.	Producer
Kent Building Supplies	Producer
Kent Regional Service Commission	RSC
Kleen-Flo Tumbler Industries Limited	Producer
Lactalis Canada	Producer
Lenovo	Producer
LG Electronics Canada, Inc.	Producer
Lindt & Sprungli Canada	Producer
Loblaw Companies Ltd	Producer
Local Government and Local Governance Reform	Government
Local Government Support Services Branch	Government
Lorax EPI	Producer
L'Oréal	Producer
Lutron	Producer
M&M Meat Shops Ltd.	Producer
Mary Brown's Inc.	Producer
McDonald's Canada	Producer
Miller Waste Systems Inc.	Service Provider
Municipal Group of Companies	Service Provider
Ocean Spray International, Inc.	Producer
Olymel	Producer
Peavey Industries LP	Producer
Philips	Producer
RCC	Trade Association
Reckitt Benckiser (Canada) Inc.	Producer
Recycle NB	Regulator
Red Bull Canada	Producer
Regional Service Commission 8	RSC

Organization	Stakeholder Group
Royal Canin Canada	Producer
Royal Environmental	Service Provider
RSC 11	RSC
RWDI	Producer
Saputo	Producer
SC Johnson and Son Ltd	Producer
Scotia Recycling Ltd	Service Provider
Scotts Canada	Producer
Sharp	Producer
Sherwin-Williams	Producer
Smucker Foods of Canada Corp	Producer
Sony Electronics Inc.	Producer
Southeast Regional Service Commission	RSC
Southwest New Brunswick Service Commission	RSC
Springbrook Cranberry Inc	Producer
Stellantis	Producer
Telus	Producer
The City of Calgary	Other
The Gaia Project	NGO
The Wawanesa Mutual Insurance Company	Producer
Thomas, Large & Singer Inc.	Producer
TJX Canada	Producer
Town of Grand Bay Westfield	Municipality
Town of Hampton	Municipality
Town of Quispamsis	Municipality
Town of Rothesay	Municipality
Town of Sackville	Municipality
Town of St. Stephen	Municipality
Tree of Life Canada	Producer
Unilever Canada	Producer
Union of Municipalities of New Brunswick	Municipal Association
Village de Saint-Antoine	Municipality
Village of Grand Manan	Municipality

Organization	Stakeholder Group
Village of Harvey	Municipality
Village of Perth-Andover	Municipality
Ville de Caraquet	Municipality
Wellness Natural Inc.	Producer
Wendy's	Producer
Western Valley Regional Service Commission	RSC
Wonderbrands	Producer

## Stakeholder Feedback and How it Was Considered in the Stewardship Plan

### Local Government and Local Governance Reform

Date	Comments	Circular Materials' Response	Action Required (Y/N)	Action Completed (how stakeholder interests were taken into consideration)
December 6, 2022	The plan lacks detail and your presentation demonstrated to us a need to spend some time in New Brunswick to fully appreciate what already exists and where your gaps may be to roll out a province-wide program. It also does not adhere to current Regulation.	Additional detail has been included in the Stewardship Plan. The scope and content of the revised Stewardship Plan adheres to the Regulation.	Y	Further detail has been added to section 5.1, 5.2, 5.3 and 5.5.
December 6, 2022	As we reviewed the plan, the phase in being suggested combines where materials go today (ex. Restigouche in phase one currently sends their material to the Acadian Peninsula which is in phase two). We also question the perception that phases are required as there is a robust system in place in the province today.	Materials collected in the RSCs in Phase 1 may be processed within or outside of the Phase 1 area. A facility does not need to be located within the phase one area to be used to manage Phase 1 materials.	N	
December 6, 2022	The governance model and procedures lack clarity.	The description of Circular Materials governance addresses the requirements of the Regulation and Recycle New Brunswick's policies.	N	
December 6, 2022	The treatment of recycling books lacks clarity, it is already being accepted and recycled in some regions today.	The Regulation excludes "reference books", "literary books" and "text books". Section 4.1 states "Paper does not include hard or soft cover books or hard cover periodicals."	N	
December 6, 2022	The plan talks about depots, as well as curbside, but curbside already exists throughout the province with limited exceptions. Additionally, the recycling plants are set up to accept glass. Even in rural areas, there is curbside recycling, and it is administered either by the regions or	The Stewardship Plan proposes to continue to provide curbside recycling collection wherever it is currently provided and introduce curbside collection wherever households receive garbage curbside collection but do not currently receive curbside recycling collection. The Stewardship Plan proposes to continue to provide depot	N	

Date	Comments	Circular Materials' Response	Action Required (Y/N)	Action Completed (how stakeholder interests were taken into consideration)
	staff of our department through contracts with Local Service Districts.	collection until the households serviced by the depots receive curbside collection.		
December 6, 2022	The plan for multi family dwellings and the timeline is not clear. The same applies for schools. What is the deciding factor in the method of collection is also not clear.	Where multi-family buildings receive recycling collection services, collection services will be continued. Where multi-family buildings are serviced with depots, the depots will be continued until the multi-family buildings receive recycling collection services. Where multi-family buildings do not receive any recycling service currently, the multi-family buildings will receive recycling collection services. Recycling collection service will be introduced to the multi-family buildings with depots or without service after the existing single-family household and multi-family building recycling collection services have been transitioned.	N	
December 6, 2022	The plan speaks of an expansion over time of curbside, but there is no timeline or proposed schedule. Since there is curbside throughout the province with limited exceptions, we are now concerned that a regression may be planned as opposed to expanding the offering.	Section 5.5 states that expansion of curbside collection service to dwellings receiving curbside garbage collection in Group 1 will occur within 18 months of the start of plan implementation (which is 6 months after plan approval).  Implementation in Group 2 begins 12 months after plan approval and expansion of curbside collection service to dwellings receiving curbside garbage collection in Group 2 will occur within 18 months of that date.	N	
December 6, 2022	The plan also mention that some materials will not be collected right away. It is our position that all materials that are in-scope should be collected on day one.	Designated materials will be collected under the Stewardship Plan.	Y	Collection and Management System Design Principles were added in Section 5.1. See principle #6.
December 6, 2022	The proposed phasing appears to not have taken into consideration today's material flows which is another reason we believe we need a provincial system from the onset. Forty percent (40%) of all materials go to the South East region today from Chaleur, Miramichi, Kent, Westmorland-Albert,	Materials collected in the RSCs in Phase 1 may be processed within or outside of the Phase 1 area. A facility does not need to be located within the phase one area to be used to manage Phase 1 materials.	N	

Date	Comments	Circular Materials' Response	Action Required (Y/N)	Action Completed (how stakeholder interests were taken into consideration)
	and Kings. A phase in would benefit some regions over others, which would be unfair fiscally for those left to a later date.			
December 6, 2022	Proposed numerical performance targets mentioned in the plan on page 23 would be submitted to Recycle New Brunswick within two years. This timeframe needs to be considered and compressed. The performance target is calculated as tonnes shipped divided by tonnes supplied to consumers by producers expressed as a percentage. Is this the only measure? Are there any other performance measures that will be applied?	Section 50.63 of the Regulation requires that brand owners must submit targets by material type within two years of Stewardship Plan approval. Section 6.2 of the Plan addresses this requirement by setting out the material type categories for which targets will be submitted to Recycle NB within two years of Stewardship Plan approval.	N	
December 6, 2022	The plan speaks to the experience in New Brunswick. We would request that this be clarified as the plan and our discussion to date made it clear that very little time has been spent in the province which is demonstrated by the lack of knowledge of the local governance system, including the province's regional solid waste collection and disposal operations.	Circular Materials Atlantic retained a consultant based in New Brunswick who was familiar with the local governance system and the province's regional solid waste collection and disposal operations to engage with RSCs, local municipalities, First Nations and service providers during development of the draft Stewardship Plan.	Y	Circular Materials' Managing Director of Atlantic Canada will be located on the east coast and lead the New Brunswick program.
December 6, 2022	We believe that more needs to be done in your plan to develop local markets and expand innovation. There are green house gas requirements that do not seem to be contemplated, and a dispute resolution mechanism between suppliers and your organization should be further developed to ensure a smooth transition to the new program.	Local markets will be utilized where available and developed where feasible. For some materials (e.g., plastics), the quantity available in New Brunswick is insufficient to justify investment in the technologies required.  Section 8.3 addresses greenhouse gas emissions.	Y	Section 7 Dispute Resolution has been revised to address disputes between Circular Materials Atlantic and its service providers.



### Questions from Meetings with the Minister of Local Government and Local Governance Reform

Date	Question	Circular Materials' Response
November 10, 2022	What is an example of packaging or paper that would not be collected in the program?	The Stewardship Plan does not include books which some communities currently accept in their collection program.
November 10, 2022	What happens when companies get some of their packaging from abroad?	Based on the producer hierarchy, the company importing the packaging to New Brunswick would be the party responsible for contracting with Circular Materials Atlantic, reporting the quantity supplied to consumers in New Brunswick for household, family or personal use and paying fees on that packaging.
November 10, 2022	How are you going to implement the program in the six-month transition timeline in the regulation?	The six months set out in the Regulation for implementation following plan approval is insufficient to make all the arrangements necessary to transition services for the entire province. We are proposing a phased approach to transition with half the province transitioning six months after plan approval and the remaining communities transitioning 12 months after plan approval to mitigate disruption to residential collection services and provide time for Circular Materials, municipalities, First Nations communities, RSCs and their contractors to prepare.
November 10, 2022	What is public space collection?	As per the Regulation, it would be spaces that are provincial or local government property that is not industrial, commercial or institutional property. Examples would be parks, streetscapes, etc.
November 10, 2022	What are your expectations in terms of residential contamination issues?	In order to establish a baseline, we will regularly take samples from collected material to audit the level of contamination. We will then work with our collection contractors to develop a mitigation plan to decrease contamination over time.
November 10, 2022	How would you enforce the contamination threshold?	The established contamination threshold would be set out in our contract with collectors. The contract will set out a process for collectors to work with Circular Materials to develop a mitigation plan to decrease contamination over time.
November 10, 2022	Will customer service be provided by the local contractor?	Local customer service is a responsibility of our collection contractors. Collection contractors could include RSCs, municipalities, First Nations and private companies. Any customer service issues not resolved by our collection contractor would escalate to Circular Materials for attention.
November 10, 2022	How would you negotiate P&E if a Regional Service Commission manages recycling services rather than a municipality?	Local P&E is a responsibility of our collection contractors if the collection contractor is an RSC, municipality or First Nations community. If the RSC and local government decline to provide collection services and Circular Materials Atlantic contracts with a private company to provide collection services, Circular Materials will be responsible for P&E.

Date	Question	Circular Materials' Response
November 10, 2022	Are we eventually going to have the same system for the entire province?	The goal is to eventually have the same materials collected in the same way across the province. The first step in this process is to move to the same list of packaging and paper accepted across the province. Subsequent steps could include moving to the same type of collection container and the same number of streams of collected material.
November 10, 2022	Could you still see some regions not having curbside collection?	The Stewardship Plan proposes to provide households that receive curbside garbage collection with curbside recycling collection and households that do not receive curbside garbage collection with depot service.
November 10, 2022	There are certain products that do not get recycled currently, for example expanded polystyrene. Will those be added to the list of materials?	Circular Materials will be responsible for collecting and managing all types of packaging and paper defined in the Stewardship Plan, including expanded polystyrene. Due to material characteristics, some materials like expanded polystyrene may be collected at depot locations rather than comingled in household collection systems to ensure the materials can be processed to meet end-market requirements.
November 10, 2022	Will there be investments in sorting facilities?	Circular Materials Atlantic is conducting field assessments of existing facilities to determine the capabilities of the current infrastructure. Information from that assessment will be used to identify any modifications to meet our requirements.
November 10, 2022	How would anybody wanting to get into the game for post-collection be able to meet the timelines?	Everyone must follow the timelines set out in the Regulation, including those interested in providing services to producers.
November 10, 2022	Will clothing be accepted in the program?	No, this Stewardship Plan is for packaging and paper. Clothing and textiles are not packaging and paper products.
November 10, 2022	Are RSCs aware of the plan and transition to EPR?	RSCs, along with municipalities, were consulted with during the development of the Stewardship Plan.
November 10, 2022	How will the plan look at greenhouse gas emissions if the material is going to get collected, sorted, and then be shipped to the United States or elsewhere?	<p>Circular Materials objectives are to minimize greenhouse gas emissions by:</p> <ul style="list-style-type: none"> <li>• Optimizing the movement of materials including collection route optimization and logistics for consolidating, transferring, and processing materials where those systems are powered by fossil fuels;</li> <li>• Encourage the use of renewable energy to power logistic systems;</li> <li>• Use contract-based performance standards to incentivize collection and sorting systems that maximize the collection of materials and minimize contamination;</li> <li>• Selecting recycling processes that:</li> </ul>

Date	Question	Circular Materials' Response
		<ul style="list-style-type: none"> <li>Maximize yield of recycled materials that displace the use of raw materials in manufacturing; and</li> <li>Minimize consumption of non-renewable energy.</li> </ul>
November 10, 2022	Will aluminum be part of the program?	Aluminum packaging that is not included in New Brunswick's deposit system will be accepted in Circular Materials Atlantic's collection system. Aluminum packaging includes non-deposit aluminum cans, pie plates and aluminum foil.
November 10, 2022	Are there other players in this space?	Circular Materials Atlantic is the only producer responsibility organization (PRO) that submitted a Stewardship Plan to Recycle New Brunswick by the October 14, 2022 deadline.
November 24, 2022	Will Local Services Districts continue to manage recycling services?	The role of Local Services Districts is determined by the Local Governance Reform process. If responsibility for recycling is removed from Local Services Districts and assigned to an RSC or local government, then Local Services Districts would no longer be responsible for recycling services.
November 24, 2022	Can you clarify what a common material list is?	A common material list is a list of packaging and paper that is accepted in all Circular Materials Atlantic collection systems across the province.
November 24, 2022	How will you include new materials such as glass?	As glass containers that are not beverage containers are packaging, glass containers will be collected under Circular Materials Atlantic's packaging and paper recycling program. Glass containers may be accepted at depots rather than included in comingled household collection programs.
November 24, 2022	What is a depot?	A depot is a place where residents can deliver packaging and paper products to be recycled.
November 24, 2022	How will this program impact the current bottle depots?	There will be no impact to bottle depots.
November 24, 2022	Will there be investments made at depots that currently accept packaging and paper?	Where Circular Materials Atlantic contracts with existing depots to provide depot collection services, the depots will be paid for their services.
November 24, 2022	What will happen to existing contracts following transition?	Where the provincial government administers Local Services Districts, Circular Materials will liaise with the provincial government to arrange for contracts with the Local Services Districts. If you have entered into contracts on behalf of the Local Services Districts that extend past the transition date, those contracts may require amendment to align with the terms and conditions in the Local Services Districts' contracts with Circular Materials Atlantic.

Date	Question	Circular Materials' Response
November 24, 2022	Will the program reduce costs for residents?	As the Circular Materials Atlantic program will be financed by the producers that supply packaging and paper to residents, provincial and local governments will no longer incur costs to collect and manage residential packaging and paper. These costs will no longer be included in provincial taxes or local government property taxes.
November 24, 2022	How will you ensure promotion and education is impactful?	Circular Materials Atlantic will collaborate with RSCs, municipalities and First Nations and leverage their best practices, learnings and channels to communicate with residents. Promotion and education will focus on improving residential recycling behaviour which should, over time, increase participation and set out and reduce contamination. A communications plan outlining the full scope of promotion and education tactics will be submitted to Recycle NB on December 15 of every year.

## Municipalities

Date	Comments	Circular Materials' Response	Action Required (Y/N)	Action Completed (how stakeholder interests were taken into consideration)
July 26, 2022	A provincial approach, or at a minimum a regional approach, needs to be taken in the negotiation and provision of collection services. Suggest all municipalities transition to EPR at the same time.	The Stewardship Plan is proposing a regional approach to implementation of services based on groups of Regional Service Commissions.	Y	This feedback is reflected in revisions to the Stewardship Plan to reduce the number and timing of phases. Phases continue to be based on groups of RSCs to ensure a regional approach to transition contiguous geographies on a similar timeline.
August 2, 2022	If the implementation of this program is phased, jurisdictions transitioned later than the date outlined in the regulations need to be compensated accordingly.	Compensation will be paid for services provided to Circular Materials Atlantic when the services are provided.	N	
July 27, 2022	The program should be in place by 2023. It does not make sense to allow some parts of the province to reap the benefits of this program while taxpayers continue to foot the bill for	Compensation will be paid for services provided to Circular Materials Atlantic when the services are provided. There are many activities that must be completed by Circular Materials Atlantic, RSCs, municipalities, First Nations and service providers to prepare for	N	

Date	Comments	Circular Materials' Response	Action Required (Y/N)	Action Completed (how stakeholder interests were taken into consideration)
	recycling. If the delay cannot be avoided, we should be reimbursed for our recyclable collection since brand owners will have begun to pay, and other parts of the province will have their costs covered under the program.	transition of responsibility from municipalities to producers. See the row above for some examples of these activities. These activities have been described in the revised Stewardship Plan.		
July 29, 2022	We firmly believe that the program should be consistent for the entire Regional Service Commission 9 (RSC9), which we will be a part of come January 1, 2023. Instead of implementing separate programs across all the municipalities in the region, we believe that the program would be best received and delivered if it was the same across the region. The program would also be easier to implement by centralizing the discussion. We believe this is best served by a regional curbside collection of recyclable material across the Fundy Region (RSC9).	The Stewardship Plan is proposing to transition all areas within a Regional Service Commission simultaneously. Providing collection services to single-family and multi-unit dwellings that are currently receiving services will be addressed in an offer from Circular Materials Atlantic to the government entity or First Nations community responsible for delivering these collection services. Once these services are delivered by producers, Circular Materials Atlantic will then expand services to households receiving curbside garbage collection and will assume responsibility for public space recycling containers.	Y	Circular Materials has consistently proposed to transition by RSC.  This feedback is reflected in revisions to the Stewardship Plan to reduce the number and timing of phases. Phases continue to be based on groups of RSCs to ensure a regional approach to transition contiguous geographies on a similar timeline.
July 29, 2022	There should be no delay or phasing in the program. All programs should begin six months after the plan is approved. The regulation states under 50.57(3), "A brand owner shall implement the packaging and paper products stewardship plan referred to in subsection (2) within 180 days after the plan is approved by the Board."	There are numerous activities that must be completed prior to implementation by Circular Materials Atlantic, RSCs, municipalities, First Nations and service providers. All of these activities cannot be completed in six months. Examples of these activities include: <ul style="list-style-type: none"> <li>• Compiling information on the services and unique circumstances in each municipality including: <ul style="list-style-type: none"> <li>○ Number of dwellings and schools serviced;</li> <li>○ Types of services provided to each;</li> <li>○ Locations of each multi-unit building, school and public space container serviced;</li> <li>○ Locations of depots including hours of operation;</li> <li>○ If sources other than dwellings and schools are included in the collection services, types and locations of sources, and quantity of packaging and paper collected from these sources;</li> </ul> </li> </ul>	Y	This feedback is reflected in revisions to the Stewardship Plan to reduce the number and timing of phases. Phases continue to be based on groups of RSCs to ensure a regional approach to transition contiguous geographies on a similar timeline.

Date	Comments	Circular Materials' Response	Action Required (Y/N)	Action Completed (how stakeholder interests were taken into consideration)
		<ul style="list-style-type: none"> <li>• Compiling information on the current contractual arrangements between municipalities and their contractors including:               <ul style="list-style-type: none"> <li>○ Contract terms including optional extensions;</li> <li>○ Scope of work and service standards in each contract;</li> <li>○ Change order process;</li> <li>○ Change of law clauses; and</li> <li>○ Termination rights;</li> </ul> </li> <li>• Compiling information on dwellings and schools that are not currently receiving service;</li> <li>• Developing master services agreements and statements of work for collection services;</li> <li>• Compiling costs for municipalities and private companies to deliver each type of service for purposes of determining a fair and reasonable compensation offer for the services set out in the master services agreements and statements of work for collection services;</li> <li>• Municipalities assessing the master services agreements and statements of work for collection services and the compensation offer, including analysis and reports to committees and councils;</li> <li>• Developing procurement documents for collection services, issuing these requests for proposals, evaluating proposals and awarding contracts;</li> <li>• Assessing the capability of each facility that could act as a receiving facility, a preconditioning facility or a processing facility;</li> <li>• Developing master services agreements and statement of work for management services;</li> <li>• Developing procurement documents for management services through an RFP.</li> </ul>		
July 27, 2022	The proposed plan anticipates a phased in approach whereby the Fundy Region will not be	There are numerous activities that must be completed prior to implementation by Circular Materials Atlantic, RSCs, municipalities,	Y	This feedback is reflected in revisions to the Stewardship Plan to



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	<p>implemented until 18 months AFTER the plan is approved (as part of the third tranche). This is not acceptable as the legislation indicates the program should be in place within 6 months. Either Rothesay should be compensated for the additional year to dispose of the material or included from the beginning of the program.</p>	<p>First Nations and service providers. All of these activities cannot be completed in six months. Examples of these activities include:</p> <ul style="list-style-type: none"> <li>• Compiling information on the services and unique circumstances in each municipality including:               <ul style="list-style-type: none"> <li>○ Number of dwellings and schools serviced;</li> <li>○ Types of services provided to each;</li> <li>○ Locations of each multi-unit building, school and public space container serviced;</li> <li>○ Locations of depots including hours of operation;</li> <li>○ If sources other than dwellings and schools are included in the collection services, types and locations of sources, and quantity of packaging and paper collected from these sources;</li> </ul> </li> <li>• Compiling information on the current contractual arrangements between municipalities and their contractors including:               <ul style="list-style-type: none"> <li>○ Contract terms including optional extensions;</li> <li>○ Scope of work and service standards in each contract;</li> <li>○ Change order process;</li> <li>○ Change of law clauses; and</li> <li>○ Termination rights;</li> </ul> </li> <li>• Compiling information on dwellings and schools that are not currently receiving service;</li> <li>• Developing master services agreements and statements of work for collection services;</li> <li>• Compiling costs for municipalities and private companies to delivery each type of service for purposes of determining a fair and reasonable compensation offer for the services set out in the master services agreements and statements of work for collection services;</li> <li>• Municipalities assessing the master services agreements and statements of work for collection services and the compensation offer, including analysis and reports to committees and councils;</li> </ul>		<p>reduce the number and timing of phases. Phases continue to be based on groups of RSCs to ensure a regional approach to transition contiguous geographies on a similar timeline.</p>

Date	Comments	Circular Materials' Response	Action Required (Y/N)	Action Completed (how stakeholder interests were taken into consideration)
		<ul style="list-style-type: none"> <li>Developing procurement documents for collection services, issuing these requests for proposals, evaluating proposals and awarding contracts;</li> <li>Assessing the capability of each facility that could act as a receiving facility, a preconditioning facility or a processing facility;</li> <li>Developing master services agreements and statement of work for management services;</li> </ul> Developing procurement documents for management services through an RFP.		
July 29, 2022	<p>If we opt to have CMA provide all recycle collection services, will the schedule for start of service be tied to the 12-month timeline after approval of the Stewardship Plan, or will it be dependent on the time it takes for CMA to procure collection services? If the latter, there is no certainty on when CMA will assume recycle collection services.</p>	<p>The steps in the process include:</p> <ol style="list-style-type: none"> <li>Circular Materials Atlantic compiles information on the current costs to deliver current collection services. Based on experience in other jurisdictions, this process requires a minimum of two months and can take up to four months if the information is not readily available.</li> <li>Circular Materials Atlantic develops a Master Services Agreement and Statements of Work to deliver the collection services required under the Regulation as set out in an approved plan.</li> <li>Municipalities provide comments on the Master Services Agreement and Statements of Work to deliver the collection services required under the Regulation as set out in an approved plan. Based on experience in other jurisdictions, municipalities typically require at least two months for this review process and prefer three to four months.</li> <li>Circular Materials Atlantic develops a compensation offer based on # 1, # 2 and # 3.</li> <li>Municipalities assess the compensation offer and reach a decision to either accept or decline the offer. Based on experience in other jurisdictions, municipalities typically require a minimum of two months for this decision-making</li> </ol>	N	

Date	Comments	Circular Materials' Response	Action Required (Y/N)	Action Completed (how stakeholder interests were taken into consideration)
		<p>process as it involves analysis, reports to committees and councils and ultimately a council decision.</p> <p>6. If a municipality declines the offer from Circular Materials Atlantic to provide collection of packaging and paper from single-family and multi-unit dwellings, Circular Materials Atlantic must procure these services from the private sector. The procurement process requires time to prepare procurement documents, time for respondents to prepare submissions, time to evaluate submissions and time to award and negotiate the resulting agreements. The time required for this procurement process is typically a minimum of 6 months.</p>		
July 29, 2022	What is the phase-in period for multi-units; how long after residential curbside collection is started.	<p>If multi-unit buildings are currently serviced by the municipality, Circular Materials Atlantic would assume responsibility for the collection service on the same timeline as for curbside collection service.</p> <p>If multi-unit buildings are not currently serviced by the municipality, Circular Materials Atlantic would introduce collection service on the same timeline as introducing curbside service to single-family dwellings receiving curbside garbage service.</p>	Y	This feedback is reflected in revisions to the Stewardship Plan to reduce the number and timing of phases. Phases continue to be based on groups of RSCs to ensure a regional approach to transition contiguous geographies on a similar timeline.
July 29, 2022	We have been included in Group 2 which is scheduled for start-up 12 months following approval of the Plan, rather than 6 months as with Group 1 RSCs. The City is requesting that we be compensated by CMA for this 6 month delay in start-up. We should not be financially burdened with continued costs of collection because of an arbitrary grouping and scheduling of RSC's.	Compensation will be paid for services provided to Circular Materials Atlantic when the services are provided. There are many activities that must be completed by Circular Materials Atlantic, RSCs, municipalities, First Nations and service provider to prepare for transition of responsibility from municipalities to producers. See other responses for examples of these activities.	Y	This feedback is reflected in revisions to the Stewardship Plan to reduce the number and timing of phases. Phases continue to be based on groups of RSCs to ensure a regional approach to transition contiguous geographies on a similar timeline.

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August 2, 2022	Communication and customer service must be included as part of any effective <i>Extended Producer Responsibility</i> program (EPR).	Circular Materials agrees that communication and customer service are key components of an effective producer-supported packaging and paper collection system for residents. Circular Materials will ensure there is a robust customer service approach in the province.	N	
July 29, 2022	Our assumption is that CMA will be completely responsible for all communication with existing curbside residents, multi-unit residents and others involved with Public Spaces collection. CMA must also have an ongoing communication and feedback plan during operations to announce and address any temporary delays in service due to equipment and/or storms, as well as changes to the collection due to statutory holidays. The current collection contractor provides service on all statutory holidays except for Christmas Day and New Year's Day. The City may assist with some of this communication.	<p>Where Circular Materials Atlantic contracts with municipalities to provide collection services, customer service and local P&amp;E will continue to be provided by municipalities. Circular Materials will support the local municipality's P&amp;E program to support awareness and education.</p> <p>Where Circular Materials Atlantic contracts with private companies to provide collection services, customer service will be provided by the contractor and Circular Materials Atlantic will provide local P&amp;E.</p>	Y	Clarification was added to the Stewardship Plan noting that where Circular Materials Atlantic contracts with municipalities to provide collection services, customer service and local P&E will continue to be provided by municipalities. Where Circular Materials Atlantic contracts with private companies to provide collection services when a community declines the offer, customer service will be provided by the contractor and Circular Materials Atlantic will provide local P&E.
July 27, 2022	The communication plan for residents is unclear in the proposal. This plan should also include a plan to manage "user engagement" as part of the process. Questions regarding service delivery, collection issues, etc. must be managed by Circular, not the Municipality.	<p>Where Circular Materials Atlantic contracts with municipalities to provide collection services, customer service and local P&amp;E will continue to be provided by municipalities. Circular Materials will support the local municipality's P&amp;E program to support awareness and education.</p> <p>Where Circular Materials Atlantic contracts with private companies to provide collection services, customer service will be provided by the contractor and Circular Materials Atlantic will provide local P&amp;E.</p>	Y	Clarification was added to the Stewardship Plan noting that where Circular Materials Atlantic contracts with municipalities to provide collection services, customer service and local P&E will continue to be provided by municipalities. Where Circular Materials Atlantic contracts with private companies to provide collection services when a community declines the offer, customer service will be provided by the contractor and Circular

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				Materials Atlantic will provide local P&E.
July 27, 2022	It is important to ensure you provide accessible and timely customer service to residents.	<p>Where Circular Materials Atlantic contracts with municipalities to provide collection services, customer service and local P&amp;E will continue to be provided by municipalities. Circular Materials will support the local municipality's P&amp;E program to support awareness and education.</p> <p>Where Circular Materials Atlantic contracts with private companies to provide collection services, customer service will be provided by the contractor and Circular Materials Atlantic will provide local P&amp;E.</p>	Y	<p>Clarification was added to the Stewardship Plan noting that where Circular Materials Atlantic contracts with municipalities to provide collection services, customer service and local P&amp;E will continue to be provided by municipalities.</p> <p>Where Circular Materials Atlantic contracts with private companies to provide collection services when a community declines the offer, customer service will be provided by the contractor and Circular Materials Atlantic will provide local P&amp;E</p>
August 2, 2022	There should be further examination of a potential regional approach to curbside collection.	<p>Circular Materials Atlantic will develop service standards for collection of packaging and paper that will be utilized consistently across New Brunswick.</p> <p>Circular Materials Atlantic is proposing to offer to contract with municipalities to provide collection services. Where municipalities decline the offer, Circular Materials Atlantic will procure collection services from the private sector. The location of municipalities that accept and decline the offer to provide collection services will affect whether regional procurement of collection services from the private sector is feasible.</p>	Y	This feedback is reflected in revisions to the Stewardship Plan to reduce the number and timing of phases. Phases continue to be based on groups of RSCs to ensure a regional approach to transition contiguous geographies on a similar timeline.
July 26, 2022	Concerns that residents with no existing curbside collection would not have access to	The Stewardship Plan proposes to provide households that receive curbside garbage collection with curbside recycling collection and	Y	Clarification on the sequence and timing of service expansion and how compensation for service

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	reasonable collection services if an area is not eligible to be part of the implementation phases.	households that do not receive curbside garbage collection with depot service.		providers will be determined were added to the Stewardship Plan.
July 29, 2022	The Plan does not contain any high-level information on the basic type of recycle collection being proposed for residents; for example the collection frequency, will material be sorted or unsorted at the source, and types of containers.	<p>Circular Materials Atlantic has proposed to offer contracts with municipalities to provide collection services. Where municipalities accept the offer, collection frequency, number of streams and types of containers are likely to remain the same in the near term but may be standardized over time.</p> <p>Where municipalities decline the offer and Circular Materials Atlantic procures collection services from the private sector, collection frequency will be weekly or bi-weekly, materials will likely be collected in two streams and containers will likely be carts.</p>	Y	This feedback is reflected in revisions to the Stewardship Plan to reduce the number and timing of phases. Phases continue to be based on groups of RSCs to ensure a regional approach to transition contiguous geographies on a similar timeline.
July 29, 2022	Curbside collection of recyclables in Fredericton must be maintained in a reasonable format and schedule that is compatible with the current program operated by the City. If different containers are being proposed for residents, our assumption is that CMA will be responsible for purchasing and delivering them to residents.	<p>Circular Materials Atlantic has proposed to offer contracts with municipalities to provide collection services. Where municipalities accept the offer, collection frequency, number of streams and types of containers are likely to remain the same in the near term but may be standardized over time.</p> <p>If Circular Materials proposes different collection containers, the collection containers will be provided by Circular Materials or its collection contractor.</p>	Y	Collection and Management System Design Principles were added in Section 5.1. See principle # 5.
July 29, 2022	The Plan does not contain any high-level information on the transportation, sorting and processing of recyclables once collected. Will there be a sorting or transfer station in to permit drop off of recyclable materials by the public, as currently exists with FRSW (RSC11).	<p>Circular Materials Atlantic's approach to management of collected material is described in section 5.3 of the Stewardship Plan and includes:</p> <ul style="list-style-type: none"> <li>- Contracting with receiving facilities to receive packaging and paper from vehicles servicing single-family and multi-unit dwellings and schools;</li> <li>- Contracting with receiving facilities to receive packaging and paper delivered by residents to depots; and</li> <li>- Contracting with processing facilities to sort the collected material.</li> </ul>	Y	Clarity around Circular Materials' approach to management of collected material was added to the revised Stewardship Plan.



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		The locations of receiving and processing facilities will be determined after Circular Materials Atlantic completes field assessments of existing facilities.		
July 27, 2022	We also have a serious concern regarding the processing of material. The Fundy region currently has a processing facility that is utilized not only by the Municipalities, but also small business, apartment buildings, industrial users, etc. The final plan must include an economical solution for processing that includes all user groups. Ideally, a system that utilizes the infrastructure already in place would seem to be the most practical solution.	Under the Regulation, producers are responsible for collecting and managing packaging and paper supplied to households and schools. As producers are not responsible for materials from businesses or industry, the Stewardship Plan does not address receiving or processing materials from businesses and industry.	N	
July 29, 2022	Processing should remain through the Fundy Regional Service Commission. There would be a significant cost of transportation to a different location. In addition, many local businesses also utilize the recycling services of our MRF directly and would lose access to a recycling program. This loss would significantly impact the life of the landfill for the region, an asset for all municipalities.	Circular Materials Atlantic will contract with receiving facilities to receive packaging and paper from collection vehicles within reasonable driving distances from collection routes. Materials may be processed at these locations or may be transferred from these receiving facilities to another location for processing.  Under the Regulation, producers are responsible for collecting and managing packaging and paper supplied to households and schools. As producers are not responsible for materials from businesses, the Stewardship Plan does not address receiving or processing materials from businesses.	Y	Collection and Management System Design Principles were added in Section 5.1. See principles # 10, # 11, # 12 and # 13.
July 29, 2022	Will all recyclable materials with the recognized recycle logo be collected by CMA, regardless of who is the manufacturer or distributor?	All packaging and paper designated in the Regulation and defined in the Stewardship Plan will be collected.	Y	Collection and Management System Design Principles were added in Section 5.1. See principles # 10, # 11, # 12 and # 13.
July 29, 2022	All designated materials need full cost recovery, including those that are composted or landfilled.	Under the Regulation, producers are responsible for collecting and managing packaging and paper from households and schools. All	Y	Collection and Management System Design Principles were



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	Compostable packaging is currently prevalent in fast food packaging, which are designated materials, and are collected and processed through the compost program in the Fundy Region. There is an upward trend of compostable packaging in line with the Federal Government's single-use plastic reduction legislation. There should be no cost to the municipal system for materials that are not captured through recycling but instead end up in the landfill.	<p>packaging and paper designated in the Regulation and defined in the Stewardship Plan will be collected when processing facilities are capable of receiving these materials.</p> <p>Packaging and paper placed into Circular Materials Atlantic's collection system are the responsibility of Circular Materials Atlantic.</p>		added in Section 5.1. See principles # 10, # 11, # 12 and # 13.
July 26, 2022	The EPR program shifts the financial burden for collection and processing of PPP from municipalities to the producers of products which will ultimately be paid by consumers. Now that the financial burden of collecting and processing has been moved to the consumer, it is only fair that all consumers receive equal access to the services they are funding.	The Stewardship Plan proposes to provide households that receive curbside garbage collection with curbside recycling collection and households that do not receive curbside garbage collection with depot service.	Y	Collection and Management System Design Principles were added in Section 5.1. See principle # 1.
August 2, 2022	Any program needs to ensure full cost recovery, including funding for current assets and lifecycle renewal.	Circular Materials Atlantic has proposed to compile information on municipal costs in order to develop a compensation offer. Municipal costs include amortized capital costs.	N	
August 2, 2022	Current systems in place for recycling are broader in scope than the Circular Materials plan which focuses only on Packaging & Printed Paper (PPP). It will be important to ensure that new collection models do not result in less collection overall, with the balance being landfilled at taxpayer expense.	Under the Regulation, producers are responsible for collecting and managing packaging and paper supplied to households and schools. All packaging and paper designated in the Regulation and defined in the Stewardship Plan will be collected.	N	

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August 2, 2022	The EPR program needs to be accountable and transparent including regular auditing and public reporting of effectiveness. The scope of the EPR program needs to be regularly reviewed to ensure it is meeting the intent of the legislation and responding effectively to changes in the amount and type of packaging used.	The Regulation specifies the information that must be included in annual reports submitted by Circular Materials to Recycle New Brunswick.	N	
July 29, 2022	The current 3 depot sites for recyclable drop-off that are operated by the City are for residents of larger multi-unit apartments and condominiums; they are not intended for residents currently provided with curbside collection, nor are they intended for commercial users. If CMA proposes to operate these depot sites in the short term for the multi-unit residents, CMA will need to negotiate with the City for use / purchase of the recycle bins, and also negotiate with the land owners for leases to operate the depots on their properties. The depots should not be closed until residents of multi-units are provided with direct collection; there should be no gap in some type of recycle collection for residents of multi-units.	Circular Materials is proposing to continue depot operations until household collection services are provided.	Y	Collection and Management System Design Principles were added in Section 5.1. See principles # 1 and # 3.
July 27, 2022	To date no negotiation and limited communication has been initiated by Circular materials with the town of Rothesay. As the plan is to be approved by October we believe this process should begin as soon as possible. Further, the Fundy Region (of which Rothesay is part) has a number of different collection models, including curbside collections, central depots and/or resident delivery to the regional facility.	The purpose of this consultation is to engage with municipalities and stakeholders to understand feedback on the draft stewardship plan prior to submitting to Recycle New Brunswick. Circular Materials Atlantic has offered and welcomes a meeting with the Town of Rothesay or any municipality that wishes to discuss the Stewardship Plan.	Y	Circular Materials communicated with stakeholders via email communication and offered one-on-one meetings should a stakeholder request one.

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	Ideally, one common system should be designed for the entire region. Therefore, we suggest a meeting of all representative communities with Circular Materials to begin these discussions.			
July 27, 2022	We understand the PPP program is to manage the disposal of all material currently included in the Municipal recycling program with the addition of other items such as glass packaging. However, it is not clear whether certain "compostable" items (such as pizza boxes), which are clearly packaging and included in the mandate will be managed. It is not appropriate that such items should continue to be included as compost when the manufacturers are paying a fee related to such material. Circular Materials should be responsible for these items in addition to other recycled material.	All packaging and paper designated in the Regulation and defined in the Stewardship Plan will be collected when processing facilities are capable of receiving these materials.	Y	Clarification was added to the revised Stewardship Plan regarding the collection of designated packaging and paper and the circumstances leading to a standardized list of accepted materials across the province.
July 27, 2022	Pizza boxes and other paper food packaging which are compostable: as designated materials through the compost program they need to be covered by the EPR program. The compost program captures numerous paper food packaging and is a critical part of waste diversion.	Under the Regulation, producers are responsible for collecting and managing packaging and paper from households and schools. All packaging and paper designated in the Regulation and defined in the Stewardship Plan will be collected when processing facilities are capable of receiving these materials. Packaging and paper placed into Circular Materials Atlantic's collection system are the responsibility of Circular Materials Atlantic. Organic waste processors will not be compensated for packaging and paper in the organic collection system.	Y	Clarification was added to the revised Stewardship Plan regarding the collection of designated packaging and paper and the circumstances leading to a standardized list of accepted materials across the province.
July 27, 2022	Crane Mountain Landfill remains an important part of the economic fabric of our region. It is important to ensure recycling is delivered to the material facility here, rather than in another region.	Existing MRFs will be evaluated based on sorting efficiency rates, quality of outbound material, capacity, degree of automation in relation to capacity and costs.	Y	Field assessments were completed in November 2022.

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		Receiving and processing facility locations have not been determined.		
September 15, 2022	We are concerned about the hand-off process to CMA if we choose not to execute an agreement. In this situation a community would be financially burdened until CMA can procure a contract for collection – a process that we usually start 12 months in advance. As it stands, there is no incentive for CMA to take over collection quickly in communities that opt out of an agreement.	It is Circular Materials Atlantic's responsibility to procure an alternative contractor for each community that declines to execute an agreement with CMA. You would continue to provide collection services until CMA has identified the alternative contractor and a hand off of services to CMA's contractor is arranged. The timeline shown in the <a href="#">September 12 presentation</a> specifies the timing and process for contractor procurement.	Y	Circular Materials revised the Stewardship Plan to clarify the proposed approach to contracting municipalities and other service providers.
September 15, 2022	We were surprised to learn that there had been no discussions with the sorting or processing facilities during the development of this plan despite the regulation requiring a Stewardship Plan that's details how material will be collected, stored, and processed in the Province. A lot hinges on them. For example, if we were to execute an agreement and continue our collection status quo, as was suggested by CMA, what would happened if operations change? Would it even be possible to continue our collection status quo?	Circular Materials Atlantic was in contact with processing facility operators during the data collection period in 2021 and early 2022, prior to consulting on the Stewardship Plan. Information from these meetings informed development of the draft plan.  Our goal is to ensure this transition is seamless for residents, which includes no major disruptions to the materials residents can include in their collection system during program implementation.  Subsequent field assessments of the sorting and processing infrastructure in New Brunswick were completed in November 2022 and included visits to almost every major facility in New Brunswick.	Y	Field assessments were completed in November 2022.
September 15, 2022	If we chose to execute an agreement, are we responsible for figuring out how to bring multi-unit buildings online or is CMA? If collection at multi-units isn't being implemented for 16 – 24 months, will we be compensated for running our depot drop off program from the time an agreement is executed?	CMA would work collaboratively with municipalities to develop a strategy for onboarding multi-family buildings that are not currently receiving service. Depots will be continued in communities where dwellings are not receiving household collection services.	Y	Collection and Management System Design Principles were added in Section 5.1. See principle # 3.
September 15, 2022	How does the 16-to-24-month schedule for activities initiated after plan approval compare to the 6 month schedule as per the regulation?	This timeline within the <a href="#">September 12 presentation</a> identifies the activities that need to be completed to facilitate plan implementation and identifies the activities that involve Circular Materials Atlantic,	Y	This feedback is reflected in revisions to the Stewardship Plan to reduce the number and timing of phases. Phases continue to be

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		municipalities, First Nations and RSCs necessary for a collaborative implementation effort.		based on groups of RSCs to ensure a regional approach to transition contiguous geographies on a similar timeline.
September 15, 2022	There seems to be mixed messaging consisting of both a) a community will continue status quo and b) a consistent program will operate across the province. It remains unclear if all material with a recycling symbol will be picked up or only material that is deemed to be packaging or paper.	The first step in transition is for producers to assume responsibility for existing services (i.e., continue the status quo). Once producers are delivering existing services, Circular Materials Atlantic will assess how to expand services and harmonize services across the province. It is expected that all packaging and paper designated in the Regulation and defined in the Stewardship Plan will be collected when processing facilities are capable of receiving these materials.	Y	Clarification was added to the revised Stewardship Plan regarding the collection of designated packaging and paper and the circumstances leading to a standardized list of accepted materials across the province.

## Regional Service Commissions

Date	Comments	Circular Materials' Response	Action Required (Y/N)	Action Completed (how stakeholder interests being taken into consideration)
July 28, 2022	The replacement of the current province wide recycling systems with the Circular Materials stewardship program with a staggered rollout timeline will create numerous problems for the Southwest New Brunswick Service Commission. The staggered implementation and subsequent confusion will cause operational issues during collection and processing as some materials currently collected are not included in the new program and vis versa. During the transition time we feel this will lead to increased cost and contamination in our current system and problems	The Stewardship Plan is proposing to transition all areas within a Regional Service Commission simultaneously. As such, changes to the types of materials collected will occur for all areas of the Southwest New Brunswick Service Commission simultaneously.	Y	This feedback is reflected in revisions to the Stewardship Plan to reduce the number and timing of phases. Phases continue to be based on groups of RSCs to ensure a regional approach to transition contiguous geographies on a similar timeline.

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	with the policing of excepted materials during collection.			
August 4, 2022	When there are less than 350,000 HH in the province why is the program not being launched across the province at the same time?	<p>Population does not dictate the activities that must be completed prior to implementation. Examples of these activities have been included in the revised Stewardship Plan and include:</p> <ul style="list-style-type: none"> <li>• Compiling information on the services and unique circumstances in each municipality, including: <ul style="list-style-type: none"> <li>○ Number of dwellings and schools serviced;</li> <li>○ Types of services provided to each;</li> <li>○ Locations of each multi-unit building, school and public space container serviced;</li> <li>○ Locations of depots including hours of operation;</li> <li>○ If sources other than dwellings and schools are included in the collection services, types and locations of sources, and quantity of packaging and paper collected from these sources;</li> </ul> </li> <li>• Compiling information on the current contractual arrangements between municipalities and their contractors including: <ul style="list-style-type: none"> <li>○ Contract terms including optional extensions;</li> <li>○ Scope of work and service standards in each contract;</li> <li>○ Change order process;</li> <li>○ Change of law clauses; and</li> <li>○ Termination rights;</li> </ul> </li> <li>• Compiling information on dwellings and schools that are not currently receiving service;</li> <li>• Developing master services agreements and statements of work for collection services;</li> <li>• Compiling costs for municipalities and private companies to deliver each type of service for purposes of determining a fair and reasonable compensation offer for the services set out in the master services agreements and statements of work for collection services;</li> </ul>	Y	This feedback is reflected in revisions to the Stewardship Plan to reduce the number and timing of phases. Phases continue to be based on groups of RSCs to ensure a regional approach to transition contiguous geographies on a similar timeline.

Date	Comments	Circular Materials' Response	Action Required (Y/N)	Action Completed (how stakeholder interests being taken into consideration)
		<ul style="list-style-type: none"> <li>• Municipalities assessing the master services agreements and statements of work for collection services and the compensation offer, including analysis and reports to committees and councils;</li> <li>• Developing procurement documents for collection services, issuing these requests for proposals, evaluating proposals and awarding contracts;</li> <li>• Assessing the capability of each facility that could act as a receiving facility, a preconditioning facility or a processing facility;</li> <li>• Developing master services agreements and statements of work for management services; and</li> </ul> <p>Developing procurement documents for management services through an RFP.</p>		
July 26, 2022	As our region is part of "Phase 3" of implementation, will our program be funded when Phase 1 begins, or do we continue to pay until our implementation occurs, approx. 18 months after the plan is accepted? Or can the entire province be implemented simultaneously?	<p>There are numerous activities that must be completed prior to implementation by Circular Materials Atlantic, RSCs, municipalities, First Nations and service providers. All of these activities cannot be completed in six months. Examples of these activities include:</p> <ul style="list-style-type: none"> <li>• Compiling information on the services and unique circumstances in each municipality including: <ul style="list-style-type: none"> <li>○ Number of dwellings and schools serviced;</li> <li>○ Types of services provided to each;</li> <li>○ Locations of each multi-unit building, school and public space container serviced;</li> <li>○ Locations of depots including hours of operation;</li> <li>○ If sources other than dwellings and schools are included in the collection services, types and locations of sources, and quantity of packaging and paper collected from these sources;</li> </ul> </li> <li>• Compiling information on the current contractual arrangements between municipalities and their contractors including: <ul style="list-style-type: none"> <li>○ Contract terms including optional extensions;</li> </ul> </li> </ul>	Y	This feedback is reflected in revisions to the Stewardship Plan to reduce the number and timing of phases. Phases continue to be based on groups of RSCs to ensure a regional approach to transition contiguous geographies on a similar timeline.



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		<ul style="list-style-type: none"> <li>○ Scope of work and service standards in each contract;</li> <li>○ Change order process;</li> <li>○ Change of law clauses; and</li> <li>○ Termination rights;</li> <li>● Compiling information on dwellings and schools that are not currently receiving service;</li> <li>● Developing master services agreements and statements of work for collection services;</li> <li>● Compiling costs for municipalities and private companies to delivery each type of service for purposes of determining a fair and reasonable compensation offer for the services set out in the master services agreements and statements of work for collection services;</li> <li>● Municipalities assessing the master services agreements and statements of work for collection services and the compensation offer, including analysis and reports to committees and councils;</li> <li>● Developing procurement documents for collection services, issuing these requests for proposals, evaluating proposals and awarding contracts;</li> <li>● Assessing the capability of each facility that could act as a receiving facility, a preconditioning facility or a processing facility;</li> <li>● Developing master services agreements and statement of work for management services;</li> </ul> <p>Developing procurement documents for management services through an RFP.</p>		
August 5, 2022	Suggesting that there needs to be a phased in approach upon implementation of the plan seems unreasonable considering there are programs operating throughout the province. 18 months for Fundy is not acceptable and frankly seems like a	Compensation will be paid for services provided to Circular Materials Atlantic when the services are provided. There are many activities that must be completed by Circular Materials Atlantic, RSCs, municipalities, First Nations and service provider to prepare for transition of responsibility from municipalities to producers. For detailed examples of these activities, please see row above.	Y	This feedback is reflected in revisions to the Stewardship Plan to reduce the number and timing of phases. Phases continue to be based on groups of RSCs to ensure a regional approach to transition

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	free 'giveaway' for negotiation purposes considering the funding will begin immediately.			contiguous geographies on a similar timeline.
August 5, 2022	Suggesting October 2023 as the date of reflective program delivery seems contrary to the spirit of the program. FRSC will be wholly curbside recycling by 2023 except for two outliers (Hampton – Depots, Grand Bay Westfield – Depot) with small population.	<p>The services currently provided are only one of many considerations in developing a timeline. There are many activities that must be completed prior to implementation. Examples of these activities include:</p> <ul style="list-style-type: none"> <li>• Compiling information on the services and unique circumstances in each municipality including: <ul style="list-style-type: none"> <li>○ Number of dwellings and schools serviced;</li> <li>○ Types of services provided to each;</li> <li>○ Locations of each multi-unit building, school and public space container serviced;</li> <li>○ Locations of depots including hours of operation;</li> <li>○ If sources other than dwellings and schools are included in the collection services, types and locations of sources, and quantity of packaging and paper collected from these sources;</li> </ul> </li> <li>• Compiling information on the current contractual arrangements between municipalities and their contractors including: <ul style="list-style-type: none"> <li>○ Contract terms including optional extensions;</li> <li>○ Scope of work and service standards in each contract;</li> <li>○ Change order process;</li> <li>○ Change of law clauses; and</li> <li>○ Termination rights;</li> </ul> </li> <li>• Compiling information on dwellings and schools that are not currently receiving service;</li> <li>• Developing master services agreements and statements of work for collection services;</li> <li>• Compiling costs for municipalities and private companies to deliver each type of service for purposes of determining a fair and reasonable compensation offer for the services set</li> </ul>	Y	This feedback is reflected in revisions to the Stewardship Plan to reduce the number and timing of phases. Phases continue to be based on groups of RSCs to ensure a regional approach to transition contiguous geographies on a similar timeline.

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		<p>out in the master services agreements and statements of work for collection services;</p> <ul style="list-style-type: none"> <li>• Municipalities assessing the master services agreements and statements of work for collection services and the compensation offer, including analysis and reports to committees and councils;</li> <li>• Developing procurement documents for collection services where municipalities, issuing these requests for proposals, evaluating proposals and awarding contracts;</li> <li>• Assessing the capability of each facility that could act as a receiving facility, a preconditioning facility or a processing facility;</li> <li>• Developing master services agreements and statements of work for management services; and</li> </ul> <p>Developing procurement documents for management services through an RFP.</p>		
August 4, 2022	Will you be providing support for calls from residents? This is the number one way that residents reach out if they have questions. Will there be a hotline for residents and for redirecting calls?	Where Circular Materials Atlantic contracts with municipalities to provide collection services, customer service will continue to be provided by municipalities. Where Circular Materials Atlantic contracts with private companies to provide collection services, customer service will be provided by the contractor and Circular Materials Atlantic will provide local P&E.	Y	Clarification was added to the Stewardship Plan noting that where Circular Materials Atlantic contracts with municipalities to provide collection services, customer service and local P&E will continue to be provided by municipalities. Where Circular Materials Atlantic contracts with private companies to provide collection services, customer service will be provided by the contractor and Circular Materials Atlantic will provide local P&E.
July 26, 2022	We believe that RSCs should be given funding to lift & shift key messages into tailored content to educate and promote PPP with a local lens while reaching our appropriate target audiences via	Where Circular Materials Atlantic contracts with municipalities to provide collection services, customer service and local P&E will continue to be provided by municipalities. Circular Materials will	Y	Clarification was added to the Stewardship Plan noting that where Circular Materials Atlantic contracts with municipalities to

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	existing channels (social media, print, radio, mailouts, etc.)	<p>support the local municipality's P&amp;E program to support awareness and education.</p> <p>Where Circular Materials Atlantic contracts with private companies to provide collection services, customer service will be provided by the contractor and Circular Materials Atlantic will provide local P&amp;E.</p>		<p>provide collection services, customer service and local P&amp;E will continue to be provided by municipalities. Circular Materials will support municipal P&amp;E efforts.</p> <p>Where Circular Materials Atlantic contracts with private companies to provide collection services, customer service will be provided by the contractor and Circular Materials Atlantic will provide local P&amp;E.</p>
July 26, 2022	We propose that Circular Materials consult jointly with respective municipalities and RSCs for alignment, consistent messaging and an open dialogue, as some services are offered by municipalities and some by RSCs.	Where Circular Materials Atlantic contracts with municipalities to provide collection services, customer service and local P&E will continue to be provided by municipalities. Circular Materials Atlantic will support local municipal P&E through standardized graphics and messaging. Where Circular Materials Atlantic contracts with private companies to provide collection services, customer service will be provided by the contractor and Circular Materials Atlantic will provide local P&E.	Y	The Stewardship Plan was revised to include a communications plan will be delivered to Recycle NB by December 15 every year outlining strategies and tactics to executing consistent P&E.
July 26, 2022	We believe that the RSCs should be funded to assist with public inquiries about the program and given responsibility to respond to inquiries from residents about local issues to resolve them efficiently and effectively.	<p>Where Circular Materials Atlantic contracts with municipalities to provide collection services, customer service and local P&amp;E will continue to be provided by municipalities. Circular Materials will support the local municipality's P&amp;E program to support awareness and education.</p> <p>Where Circular Materials Atlantic contracts with private companies to provide collection services, customer service will be provided by the contractor and Circular Materials Atlantic will provide local P&amp;E.</p>	Y	Clarification was added to the Stewardship Plan noting that where Circular Materials Atlantic contracts with municipalities to provide collection services, customer service and local P&E will continue to be provided by municipalities. Where Circular Materials Atlantic contracts with private companies to provide collection services, customer service will be provided by the

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				contractor and Circular Materials Atlantic will provide local P&E.
August 5, 2022	Limited to consistent print and media ads in the plan. Need clarification on school programs and service support.	<p>Where Circular Materials Atlantic contracts with municipalities to provide collection services, customer service and local P&amp;E will continue to be provided by municipalities. Circular Materials will support the local municipality's P&amp;E program to support awareness and education.</p> <p>Where Circular Materials Atlantic contracts with private companies to provide collection services, customer service will be provided by the contractor and Circular Materials Atlantic will provide local P&amp;E.</p>	Y	The Stewardship Plan was revised to include a communications plan will be delivered to Recycle NB by December 15 every year outlining strategies and tactics to executing consistent P&E.
August 4, 2022	How will schools and multi-unit residences be included in the program, via depots or collection? And what is the timeline for including these types of properties?	<p>Schools and multi-unit dwellings will be provided with collection service.</p> <p>If schools and/or multi-unit buildings are currently serviced by the municipality, Circular Materials Atlantic would assume responsibility for the collection service on the same timeline as for curbside collection service.</p> <p>If schools and/or multi-unit buildings are not currently serviced by the municipality, Circular Materials Atlantic would introduce collection service on the same timeline as introducing curbside service to those single-family dwellings receiving curbside garbage service.</p>	Y	Collection and Management System Design Principles were added in Section 5.1. See principles # 1, # 2 and # 3.
August 5, 2022	No commitment to getting PPP material from residents not serviced, but the material is paying for a program.	The Stewardship Plan proposes to provide households that receive curbside garbage collection with curbside recycling collection and households that do not receive curbside garbage collection with depot service.	Y	Collection and Management System Design Principles were added in Section 5.1. See principles # 1, # 2 and # 3.
August 5, 2022	The only penalty considerations implied and not defined are the ones for the service providers. Contamination rates need to be reasonable and clearly defined with audit procedures.	Limiting contamination by items that are not packaging and paper ensures an efficient collection and management system that can deliver more material to end markets.	Y	Circular Materials Atlantic will routinely take samples from collected material to audit the level of contamination. This information

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				will be used to work with our collection contractors to develop a mitigation plan to decrease contamination over time.
August 5, 2022	There is no consideration for elimination of materials such as biodegradable, micro-plastics, BPA, etc. or new materials that may be contrary to the recycling stream.	Circular Materials Atlantic is developing a Stewardship Plan that meets the requirements of the Regulation. Decisions about the form of packaging and paper supplied to households and schools are made by individual producers.	N	
August 4, 2022	Correction to Table 3.5: RSC 3 Chaleur sends mixed recyclables for processing at the Eco360 MRF. Because of this, RSC 3 should be included in Phase 1.	Thank you for correcting the information.	N	
August 4, 2022	All data tables should identify sources or reasoning for where the information comes from so we can compare for accuracy.	Data tables were included in the draft Stewardship Plan for consultation to provide stakeholders with an opportunity to correct the baseline data compiled by Circular Materials Atlantic during development of the Plan. As the Regulation does not require that the plan include this information, data tables will not be included in the plan submitted to Recycle NB for approval.	Y	Data tables were removed from the revised Stewardship Plan.
August 4, 2022	2020 is not an ideal baseline as COVID resulted in significant production shutdowns and change in consumer habits. 2021 would be a better year.	Data for 2021 was not available when the Stewardship Plan was being prepared.	Y	Circular Materials will compile current information during implementation of the Stewardship Plan.
August 5, 2022	Using 2020 as a base year for data projections seems unreasonable considering numerous operations shut down with the pandemic making it a statistical outlier. A three or five-year straight line, or event-based projection would be a fairer reflection.	Circular Materials will update the data it has compiled through discussions with Regional Services Commissions during implementation of the Stewardship Plan.	Y	Circular Materials will compile current information during implementation of the Stewardship Plan.

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August 4, 2022	<p>Section 6.4: please elaborate further to how you envision the post-collection processing.</p> <ul style="list-style-type: none"> <li>When will existing post-collection (MRFs) infrastructure be evaluated?</li> <li>How are existing MRFs to be evaluated, and what criteria/standards are required to be deemed acceptable?</li> </ul> <p>Will any PPP materials collected from NB be sorted in MRFs outside the province?</p>	<p>Circular Materials Atlantic will undertake a field assessment of existing facilities in Q4 2022.</p> <p>Existing MRFs will be evaluated based on sorting efficiency rates, quality of outbound material, capacity, degree of automation in relation to capacity and costs.</p> <p>Receiving and processing facility locations have not been determined.</p>	Y	Field assessments were completed in November 2022.
August 4, 2022	How will organic waste processors (composting or AD facilities) or landfill operators be compensated to handle compostable packaging?	<p>Under the Regulation, producers are responsible for collecting and managing packaging and paper from households and schools. All packaging and paper designated in the Regulation and defined in the Stewardship Plan will be collected when processing facilities are capable of receiving these materials. Packaging and paper placed into Circular Materials Atlantic's collection system are the responsibility of Circular Materials Atlantic. Organic waste processors and landfill operators will not be compensated for packaging and paper placed into organics and garbage collection systems. Circular Materials Atlantic will implement a P&amp;E program to encourage residents to use Circular Materials Atlantic's collection system.</p>	Y	Clarification was added to the revised Stewardship Plan regarding the collection of designated packaging and paper and the circumstances leading to a standardized list of accepted materials across the province.
August 4, 2022	If the costs of managing misplaced materials fall onto taxpayers (RSCs), this does not provide any incentive to industry or Circular Materials to do better. There are also materials on the designated materials list that are currently not easy to recycle that will likely end up in landfill.	<p>Promotion and education strategies will be deployed to educate, increase awareness, influence and change behavior so that residents place packaging and paper in Circular Materials Atlantic's collection system.</p> <p>All packaging and paper designated in the Regulation and defined in the Stewardship Plan will be collected when processing facilities are capable of receiving these materials.</p>	Y	Clarification was added to the revised Stewardship Plan regarding the collection of designated packaging and paper and the circumstances leading to a standardized list of accepted materials across the province.



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August 4, 2022	The plan states that KPI and performance targets take two years to develop. As recycling programs exist throughout the province, wouldn't existing diversion numbers be suitable as a starting point?	The Regulation requires that proposed performance targets be submitted to Recycle NB two years following plan approval.	N	
August 4, 2022	When measuring accessibility of the program, participation rates and sorting quality should be considered as well as the number of households served and depots.	Participation rates are not a reliable measurement tool as households set out material on differing schedules for a variety of reasons. The quality of collected material will be tracked by measuring the proportion of non-packaging and paper items.	Y	Circular Materials Atlantic will routinely take samples from collected material to audit the level of contamination. This information will be used to work with our collection contractors to develop a mitigation plan to decrease contamination over time.
August 4, 2022	A steering committee should be created to help in program development, implementation and monitoring. This should include representation from RSCs, CM, Recycle NB and other stakeholders.	Circular Materials Atlantic will implement a working group for municipal and service provider stakeholders.	Y	Circular Materials Atlantic will implement a working group for municipal and service provider stakeholders.
August 4, 2022	<p>We would like to know where Circular Materials is in respect to development of the Stewardship Plan and details like:</p> <ul style="list-style-type: none"> <li>• Curbside residential collection details (carts vs. bags, frequency of pick ups)</li> <li>• Materials included in the program</li> <li>• Number of streams</li> <li>• Private vs. existing sorting facilities, locations</li> <li>• Compensation for collection and sorting</li> </ul>	<p>Circular Materials Atlantic is offering to contract with municipalities to provide collection services. Where municipalities accept the offer, collection frequency, number of streams and types of containers are likely to remain the same in the near term but may be standardized over time. Where municipalities decline the offer and Circular Materials Atlantic procures collection services from the private sector, collection frequency will be weekly or bi-weekly, materials will likely be collected in two streams and containers will likely be carts.</p> <p>All packaging and paper designated in the Regulation and defined in the Stewardship Plan will be collected when processing facilities are capable of receiving these materials.</p>	Y	<p>Collection and Management System Design Principles were added in Section 5.1. See principles # 5, # 6, # 7 and # 8.</p> <p>Field assessments of current sorting facilities were completed in November 2022.</p>

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	<ul style="list-style-type: none"> <li>How will multi-res and schools be serviced</li> </ul> <p>What is the communications plan</p>	<p>Circular Materials Atlantic will undertake a field assessment of existing facilities in Q4 2022. Existing MRFs will be evaluated based on sorting efficiency rates, quality of outbound material, capacity, degree of automation in relation to capacity and costs. Receiving and processing facility locations have not been determined.</p> <p>Promotion and education strategies and tools will be deployed to educate, increase awareness, influence and change consumer recycling behavior. Where Circular Materials Atlantic contracts with municipalities to provide collection services, customer service and local P&amp;E will continue to be provided by municipalities. Where Circular Materials Atlantic contracts with private companies to provide collection services, customer service will be provided by the contractor and Circular Materials Atlantic will provide local P&amp;E.</p>		
July 28, 2022	<p>Operational plans and funding structures must be defined well in advance of the implementation of the stewardship plan to allow Service Commissions time to react to changes Circular Materials will make to how recyclables are collected and processed in the province of New Brunswick.</p>	<p>Operational plans and funding structures are designed to implement the Stewardship Plan so cannot be defined until the Stewardship Plan is approved. Once the Plan is approved, the Regulation requires implementation to begin within six months.</p>	Y	<p>This feedback is reflected in revisions to the Stewardship Plan to reduce the number and timing of phases. Phases continue to be based on groups of RSCs to ensure a regional approach to transition contiguous geographies on a similar timeline.</p>
July 22, 2022	<p>Table 3.1: The number of households has been updated from 8,666 to 18,220.</p> <p>Table 3.2: There are no depots where residents can bring their paper and packaging. Other than Fero and Hebert's, all others businesses are no longer in operation. Fero collects cardboard only from the ICI sector and Hebert's Bottle Exchange is a redemption centre and not considered a</p>	<p>Thank you for providing corrected information.</p>	N	

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	<p>depot service as described above. Recyclage Kent Recycling is not part of the RSC5 region.</p> <p>Table 3.3: added items that were not accepted.</p> <p>Table 3.4: Tonnage from 2020 us 1,271 and not 1,514. Data from 2020 does not give an accurate picture of the tonnage normally collected as RSCs did not provide recycling services for two months during the start of the pandemic in 2020. We suggest to collect data from the RSCs for 2021.</p> <p>Table 3.5: Chaleur RSC sends all recyclables to Eco360 (Moncton) for sorting. Then Miramichi transferred from Chaleur RSC to Eco360 (Moncton).</p> <p>Table 6.1: Updated the number of households and tonnage collected in RSC5.</p>			
July 22, 2022	Section 4.4: The First Nations participate in the recycling program provided by the GMRSC. We are able to provide information for all three First Nations within our region.	Thank you for the information.	Y	Circular Materials will compile current information during implementation of the Stewardship Plan.
July 26, 2022	<p>We would like to understand more about the implementation plans, proposed logistics and responsibility for:</p> <ul style="list-style-type: none"> <li>- apartment dwellings</li> <li>- schools (K-12 public and private) and what about including colleges/universities?</li> <li>- public spaces (parks, beaches)</li> </ul> <p>the plan for our First Nation communities, of which we have two in our region – Woodstock First Nation and Neqotkuk (Tobique) First Nation.</p>	Collection services will be provided for single-family and multi-unit dwellings, elementary and secondary schools and public space receptacles when co-sited with garbage public space receptacles and serviced by the municipality. First Nations communities will receive services consistent with all communities in New Brunswick.	Y	Collection and Management System Design Principles were added in Section 5.1. See principles # 1, # 2, # 3 and # 4.

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July 26, 2022	Currently, many residents put their refundables (pop cans, water bottles) into their blue bins. Will this continue or will all refundables need to be taken to a Redemption Centre?	Promotion and education strategies will encourage residents to return deposit containers to the deposit system. Circular Materials Atlantic will explore a commercial arrangement with Encorp Atlantic for any deposit containers placed into Circular Materials Atlantic's packaging and paper collection system.	Y	Collection and Management System Design Principles were added in Section 5.1. See principles # 6 and # 7.
August 5, 2022	After review of the consultation draft of the New Brunswick Stewardship Plan for Paper and Packaging, it is clear that the concerns and interests for NB expressed by FRSC cannot be met within your proposal as presented. In fact, the mandate of CM-A outlined is solely focused on producers and brand owners meeting their obligations under the regulations as opposed to the interests of the NB jurisdiction itself.	The Stewardship Plan addresses requirements placed on producers by the Regulation.	N	
August 5, 2022	<p>Law - The lack of detail in the regulation gives the plan the weight of law and it is written in a manner favourable to CM-A. Anything not in the plan will be at the discretion of CM-A and its accountability will lie with its owners with no competitors or oversight making it a monopoly.</p> <p>It is clear from the consultations, other jurisdictions and our own experience that a 'take-it-or-leave-it' approach will be used when negotiating contracts exploiting the weakness of a public service system that will be eager to accept 'free' money, despite the amount with no recourse. We have experienced this already. Service providers have NO power in the plan.</p> <p>It is clear if you do not 'negotiate' a favourable deal, that you will tender to the lowest service</p>	<p>The Stewardship Plan addresses requirements placed on producers by the Regulation.</p> <p>Circular Materials Atlantic is proposing to contract with municipalities to provide collection services. Municipalities can accept or decline the offer at their discretion. Where municipalities decline the offer, Circular Materials Atlantic will procure collection services from the private sector. Circular Materials Atlantic's procurement processes are based on best value, which is not necessarily lowest cost.</p>	Y	Collection and Management System Design Principles were added in Section 5.1.

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	provider. This is not conducive to supporting good paying jobs for New Brunswickers.			
August 5, 2022	<p>The board which ultimately sets the direction of CM-A and the program will only have the shareholders interest considered and will operate to the minimum the regulations and plan will allow.</p> <p>There is no proposal that allows for real input for change to improve the program to meet evolving needs of New Brunswickers. The people who pay for the products ultimately pay for the program and they are the real owners and have no say with real impact and accountability.</p>	<p>Circular Materials Atlantic is not-for-profit and therefore does not have shareholders. The Board has a fiduciary duty to the organization which includes ensuring compliance with an approved Stewardship Plan and the Regulation under which the Plan is approved.</p>	N	
August 5, 2022	No commitment to use the input of consultation, only the requirement to go through the motions.	<p>Comments received throughout the consultation process were considered in the development of the draft plan and are being considered as the draft plan is being revised prior to submission.</p>	Y	<p>Revisions were made throughout the Stewardship Plan to address comments received.</p>
August 5, 2022	<p>There is no outline or categories of where money will be limited and spent. It is at the discretion of CM-A and can be used for whatever purposes deemed necessary for program support including lobbying the NB government, building reserves, investments, etc.</p>	<p>The Circular Materials Atlantic Board has a fiduciary duty to the organization which includes ensuring compliance with an approved Stewardship Plan and the Regulation under which the Plan is approved. Circular Materials Atlantic will establish an operating reserve to backstop contracts with service providers. As a not-for-profit organization, Circular Materials must comply with the <i>Canada Not-for-Profit Corporations Act</i> and CRA requirements for not-for-profit organizations.</p>	N	
August 5, 2022	<p>There are no considerations for increasing costs on a schedule for materials that are not recyclable and reducing costs to recyclable or improved materials to motivate change within producers.</p>	<p>Circular Materials Atlantic will establish a fee-setting methodology in consultation with its subscribing producers. The fee-setting methodology includes allocation of collection and management costs and commodity revenues by category of material and therefore reflects the relative ease or difficulty to collect and recycle packaging and paper.</p>	N	

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August 5, 2022	CMA under this plan can define eligible costs and download these to service providers with no respite.	Circular Materials Atlantic is proposing to offer to contract with municipalities to provide collection services. The offer will include compensation which will be developed through engagement with municipalities to understand their current costs. Municipalities can accept or decline the offer at their discretion. Where municipalities decline the offer, Circular Materials Atlantic will procure collection services from the private sector. Circular Materials Atlantic's procurement processes are based on best value, which is not necessarily lowest cost.	Y	Collection and Management System Design Principles were added in Section 5.1.
August 5, 2022	There are no Terms of Reference for the third-party contractor in determining what cost reimbursements will constitute efficient operations. This could put NB service providers at a disadvantage with no recourse.	<p>Should Recycle NB approve the Stewardship Plan, Circular Materials Atlantic will develop a Master Services Agreement and Statements of Work to deliver the collection and management services required by producers to comply with the Regulation and the approved Plan.</p> <p>Circular Materials Atlantic is proposing to offer to contract with municipalities to provide collection services. The offer will include compensation which will be developed through engagement with municipalities to understand their current costs. Municipalities can accept or decline the offer at their discretion. Where municipalities decline the offer, Circular Materials Atlantic will procure collection services from the private sector.</p> <p>Circular Materials Atlantic's procurement processes are based on best value, which is not necessarily lowest cost</p>	Y	Collection and Management System Design Principles were added in Section 5.1.
August 5, 2022	The market considerations in the plan do not take into consideration any local market consultation, especially considering CMA will control materials that feed major local facilities that could result in current NB facilities losing a competitive advantage.	<p>Circular Materials Atlantic will undertake field assessment of existing facilities in Q4 2022.</p> <p>Existing MRFs will be evaluated based on sorting efficiency rates, quality of outbound material, capacity, degree of automation in relation to capacity and costs.</p>	Y	Field assessments were completed in November 2022.

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August 5, 2022	CMA will be able to set prices for an entire system with no accountability.	<p>Should Recycle NB approve the Stewardship Plan, Circular Materials Atlantic will develop a Master Services Agreement and Statements of Work to deliver the collection and management services required by producers to comply with the Regulation and the approved Plan.</p> <p>Circular Materials Atlantic is proposing to offer to contract with municipalities to provide collection services. The offer will include a compensation offer which will be developed through engagement with municipalities to understand their current costs. Municipalities can accept or decline the offer at their discretion. Where municipalities decline the offer, Circular Materials Atlantic will procure collection services from the private sector.</p> <p>Circular Materials Atlantic's procurement processes are based on best value, which is not necessarily lowest cost</p>	Y	Collection and Management System Design Principles were added in Section 5.1.
August 5, 2022	No communication plan or accountability on how money is used other than annual report.	<p>Circular Materials Atlantic will develop promotion and education strategies consistent with the approved Plan. These strategies will include developing tools and measuring the effectiveness of education, awareness, and recycling behavior.</p> <p>Circular Materials Atlantic is not-for-profit, and the Board makes decisions, including financial management, based on its fiduciary duty to the organization which includes ensuring compliance with the Regulation and an approved Stewardship Plan</p>	Y	The Stewardship Plan was revised to include a communications plan will be delivered to Recycle NB by December 15 every year outlining strategies and tactics to executing consistent P&E.
August 5, 2022	There is no clear direction on money that is gathered from landfilled material will be used as, in theory, it is out there to be recovered. Will landfills be compensated, or can landfills charge the program for space?	Under the Regulation, producers are responsible for collecting and managing packaging and paper from households and schools. All packaging and paper designated in the Regulation and defined in the Stewardship Plan will be collected when processing facilities are capable of receiving these materials. Packaging and paper placed into Circular Materials Atlantic's collection system are the responsibility of Circular Materials Atlantic. Circular Materials Atlantic will implement P&E to encourage residents to place	Y	Clarification was added to the revised Stewardship Plan regarding the collection of designated packaging and paper and the circumstances leading to a standardized list of accepted materials across the province.



Date	Comments	Circular Materials' Response	Action Required (Y/N)	Action Completed (how stakeholder interests being taken into consideration)
		packaging and paper in Circular Materials Atlantic's collection system. Circular Materials Atlantic will not compensate landfills for packaging and paper placed in the disposal stream.		
August 5, 2022	There needs to be penalties for target non-conformance or performance by the producers and brand owners.	Enforcement mechanisms are the responsibility of the Province of New Brunswick.	N	
August 5, 2022	No commitment to a long-term improvement plan.	Circular Materials Atlantic operates on the principle of continuous improvement.	N	
August 5, 2022	No commitment to a consistent program across the province, only what is there now.	The Stewardship Plan proposes to provide households that receive curbside garbage collection with curbside recycling collection and households that do not receive curbside garbage collection with depot service.	Y	Collection and Management System Design Principles were added in Section 5.1. See principles # 1 and # 3.

### Q&A From Webinar for Municipalities, RSCs and First Nation Communities

Date	Question	Circular Materials' Response
June 8, 2022	Can you give examples of items that some Regional Service Commissions (RSCs) are accepting that are not included in the definitions of PPP?	Some examples of items currently accepted for recycling that are not considered packaging and paper under the Stewardship Plan include durable products like baby bottles, durable storage containers and books.
June 8, 2022	Can you confirm the number of households in the Greater Miramichi RSC?	There were some discrepancies when compiling the data for Greater Miramichi that we are working to resolve. Please review the baseline data within the Stewardship Plan and provide any updated data with your feedback to ensure we have the correct information before we submit the plan for approval.
June 8, 2022	What was the rationale for using 2020 as the base year for data?	We began the development of the Stewardship Plan at the end of 2021. We used 2020 data as our baseline as it was the last complete year of data available.

Date	Question	Circular Materials' Response
		<p>Please review the baseline data within the Stewardship Plan and provide any updated data with your feedback to ensure we have the correct information before we submit the plan for approval.</p> <p>Once the program is implemented, we will be compiling real-time data.</p>
June 8, 2022	That number for Greater Miramichi is incorrect. It is around 18,900.	Thank you. The number 8,666 in Table 1 for RSC 5 will be corrected to 17,331 households.
June 8, 2022	When would you see full-time curbside collection throughout the province?	Expansion of curbside collection services to households receiving curbside garbage collection will occur once transition of existing curbside and depot collection services is complete in an RSC group. Those areas that do not receive curbside garbage collection will be eligible for depot service.
June 8, 2022	During the transition period for RSCs starting later after the approval - for example 12 or 18 months later - will there be any financial compensation?	Financial compensation will be provided to RSCs that are under contract with Circular Materials. For example, if you are an RSC transitioning 12 months after approval of the Stewardship Plan and have signed a contract with Circular Materials to provide services, you will receive financial compensation when your transition begins.
June 8, 2022	What is your plan for schools and multi-unit residential properties?	Schools and residences, including residences in multi-family buildings, are obligated under the Regulation and collection services will be provided to these through contracts with municipalities or private companies.
June 8, 2022	Will multi-layer packaging be included in PPP program products? Or accepted products?	Multi-layer packaging is included as designated material in the Stewardship Plan. We have not yet determined how multi-layer packaging will be accepted (e.g. through curbside or depot collection).
June 8, 2022	Will compostable packaging be included in accepted products?	We are not planning to collect compostable packaging. Mixing compostable packaging with recyclable materials introduces contamination of the recyclable materials.
June 8, 2022	Can you confirm that no region will see a diminution of service?	RSCs offering curbside collection services can either continue providing collection services via a contract with Circular Materials, or Circular Materials will procure the services independently and offer curbside collection without the involvement of the RSC.
June 8, 2022	If a brand doesn't sign with Circular Materials Atlantic, who will be the agent for that brand?	The Regulation requires brand owners to consult on and submit a Stewardship Plan or designate an Agent to act on their behalf to meet their obligations.

Date	Question	Circular Materials' Response
		As of right now, Circular Materials is the only producer responsibility organization planning to submit a Stewardship Plan in New Brunswick. To be compliant with the Regulation, brand owners will need to be represented by Circular Materials or submit their own stewardship plan to Recycle NB.
June 8, 2022	Is there a reason the tonnage of recycling given in the various RSC Annual Reports varies from those given in the Stewardship Plan?	We began the development of the Stewardship Plan at the end of 2021 and used 2020 data as our baseline as it was the last complete year of data available. Please review the baseline data within the Stewardship Plan and provide any updated data with your feedback to ensure we have the correct information before we submit the plan for approval.
June 8, 2022	Does the plan guarantee that every household in the province will have access to curbside collection?	We will expand curbside collection services to households receiving curbside garbage collection. Any households that do not receive curbside garbage collection will be eligible for depot service expansion.
June 8, 2022	Why not start the transition of the whole province at the same time?	The six months set out in the Regulation for implementation following plan approval is insufficient to make all the arrangements necessary to transition services for the entire province. We are proposing a phased approach to transition to ensure there is no disruption to residential collection services and provide time for Circular Materials, municipalities, First Nations communities, RSCs and their contractors to prepare.
June 8, 2022	Is there any language in the Stewardship Plan to ensure that material from New Brunswick is processed in the province?	Processing locations will be determined based on cost, access to facilities, and the infrastructure and technology used. We expect that some materials will be processed in New Brunswick, while other materials with no local processors may be processed in other jurisdictions.
June 8, 2022	With curbside collection, will existing bins or carts be purchased from the RSCs or municipalities that currently own these bins or carts?	We do not intend on purchasing existing bins or carts from municipalities, First Nations communities or RSCs. Where Circular Materials contracts with the municipality for collection services, the existing bins or carts can continue to be used. If Circular Materials is procuring collection services, we'll be asking service providers to procure collection containers if the existing collection containers are not appropriate for the new service to be provided.
June 8, 2022	How are landfill operators and compost plant operators compensated to manage PPP material ending up in the wrong stream?	Landfill and compost plant operators will not be compensated for material ending up in the wrong stream. We are designing a program where residents will have the opportunity to recycle materials through a consistent province-wide collection system. Promotion and education initiatives will support residents in understanding what and where they can recycle to help reduce materials ending up in the wrong stream.
June 8, 2022	When are the field assessments of existing infrastructure planned to be completed?	Field assessments of existing facilities were completed in November 2022.

Date	Question	Circular Materials' Response
June 8, 2022	All residents of New Brunswick will be paying a surcharge on their packaging yet will not be receiving the service until up to 18 months later than others, is that correct?	<p>Extended producer responsibility (EPR) makes producers financially responsible for the collection and processing of their packaging and paper materials. Producers typically do not include a surcharge on these materials at point of sale, however the recycling cost may be an input producers use when determining consumer prices on their products.</p> <p>The 18-month timeline is intended to ensure the transition to EPR in New Brunswick is seamless for residents.</p>
June 8, 2022	<p>Municipalities, First Nations and RSCs are all used to communicating with their residents. The transition will create some communication issues as we will need to re-educate our public to what is now accepted in their recycling.</p> <p>The plan mentions providing P&amp;E materials in both languages, but do you also plan to offer compensation as we will need to modify, print and mail new sorting lists, and create/manage other campaigns (radio, social media, etc.)?</p>	<p>We will be engaging with municipalities, First Nations communities and RSCs to understand what promotion and education methods have been successful and are desired moving forward. Based on this information, we will provide a range of promotion and education assets to support transition communications to residents.</p> <p>A component of compensation specifically for local promotion and education will be part of the payment offer to municipalities.</p>
June 8, 2022	Wondering who the four RSCs are that will be acting on behalf of all RSCs as the MSA and SoW are developed, and the transition of services begins?	The four RSCs that are referred to in section 6.3.2 of the Stewardship Plan are Chaleur RSC, Southeast RSC, Fundy RSC and RSC #11. These RSCs are acting as a transition working group and asked to be a source of contact during transition. Other RSCs will not be excluded from communications around MSA and SoWs.
June 8, 2022	What about the Amazons of the world?	If an e-commerce brand owner is obligated, they are required to participate in the program and pay their fair share of costs to operate packaging and paper recycling services.
June 8, 2022	It should be mentioned somewhere in the plan that there are two RSCs (Acadian Peninsula and Kent) that manage collection on most of their territories. They should be approached by Circular Materials when collection processes are discussed. We don't want them to be put aside and skip to municipalities instead.	Thank you for your feedback. We want to ensure anyone that is currently involved in providing collection services has an opportunity to continue providing services should they choose to do so.
June 8, 2022	How many staff do you plan to have in New Brunswick?	We will have at least two bilingual staff located in New Brunswick to work with contractors and supply chain partners to ensure the program is operating effectively. The exact number of staff in New Brunswick has not yet been determined.

Date	Question	Circular Materials' Response
		Corporate functions staff (e.g., finance, producer relations, etc.) are based at our headquarters in Ontario, as they work to support producer responsibility programs across Canada.
June 8, 2022	Can you guarantee that no material will be sent overseas for processing or recycling?	We will manage as many materials as possible locally. Based on the infrastructure available, we may need to seek material management options elsewhere, either domestically or in the USA, for certain materials. For example, there are local processors for fibres, domestic processors for metals, and processors in Atlantic Canada, Quebec and Ontario for plastics.
June 8, 2022	When can we expect further consultation with RSCs?	We welcome the opportunity to meet with municipalities, First Nations communities and RSCs during the consultation period to review the content of the Stewardship Plan in more detail and receive feedback on its contents. Please reach out to schedule a meeting with our team or if you have any questions: <a href="mailto:info@circularmaterials.ca">info@circularmaterials.ca</a> .
June 8, 2022	Can you explain why paper does not include books? Will there possibly be another plan for books?	The Regulation outlines the obligated materials for the packaging and paper program. Books are not an obligated material. Books are challenging to recycle due to the nature of the covers and bindings.



# GOLDEN DESIGN RULES

For optimal plastic design, production and recycling

Demonstrating leadership in the progress towards a circular economy, members of the CGF Plastic Waste Coalition of Action have aligned on Golden Design Rules for packaging design to increase the circularity of their packaging portfolios where appropriate. This set of voluntary, independent and time-bound commitments which together reach over 90% of plastic packaging available on the market will create significant value for the industry and wider system. For more information about the Coalition, visit [www.tcgpplasticwaste.com](http://www.tcgpplasticwaste.com).

# 1

## GOLDEN DESIGN RULE

### Increase Value in PET Recycling

- Use transparent and uncoloured **PET** (preferred), or transparent blue or green in all PET bottles<sup>1,2</sup>
- Ensure material choice, adhesive choice and size of sleeve or label is not problematic for recycling<sup>3,4,5</sup>

**PET** is polyethylene terephthalate, one of the most commonly used plastic materials. This Golden Design Rule applies to all PET bottles in food and non-food applications, including beverages, home care products, personal care products, and more. Switching from coloured to transparent PET bottles will positively impact supply of high quality recycled PET, and helps ensure only materials that have a viable closed loop recycling pathway are used.

## THE SCALE

PET bottles represent 13% of plastic packaging on the market, according to data from Plastics Europe and Eunomia.

1) With a minimum L value of 40; 2) Exception: Where barrier protections (for UV light, CO<sub>2</sub>, or O<sub>2</sub>) are required for product shelf life and other solutions (e.g., full-body sleeves) are not possible; 3) Including phase out of PETG and PLA labels/sleeves, non-water soluble/dispersible adhesives and sleeves that cover more than 75% of bottle (unless proven not to limit the recyclability of the product); 4) Exception: Unless proven not to limit the recyclability of the product (e.g. cPET, sleeves that detach during recycling processes prior to optical sorting); 5) Exception: Small non-recyclable bottles exempt

# 2

## GOLDEN DESIGN RULE

### Remove Problematic Elements from Packaging

- No **undetectable<sup>1</sup> carbon black<sup>2</sup>**
- No **PVC** or **PVDC<sup>2,3</sup>**
- No **EPS** or **PS<sup>2</sup>**
- No **PETG** in rigid plastic packaging<sup>2,3</sup>
- No **oxo-degradable<sup>4</sup>**

**Undetectable carbon black** is undetectable in the sorting process when using Near Infra-Red (NIR) technology, which is widely used in plastics recycling systems. As a result, dark-coloured packaging commonly ends up as residue and is disposed of in landfill or incineration. It is commonly used in meat and vegetable trays and bottles. As well as minimising avoidable environmental impacts, removing carbon black would help increase the volume of recycled plastic.

**PVC or PVDC** is polyvinylidene chloride or polyvinylidene dichloride. It can be problematic if in the recycling stream by disrupting the recycling of some other plastics. It is found in several types of plastic packaging, including meat trays, plastic film around vegetables or blister packs.

**EPS or PS** is expanded polystyrene or polystyrene. (E)PS is too uncommon the packaging materials stream to make recycling economically viable. As a result, it is rarely sorted from household waste and recycled, with the majority of it incinerated or landfilled. Examples of its application are food takeaway containers, yoghurt pots, and cushioning/filler. This element of Golden Design Rule 2 excludes other types of polystyrene such as SAN or ABS.

**PETG** is polyethylene terephthalate, and is a contaminant in the PET recycling stream which lowers the value of recycled PET materials. It is found in, for example, drinking bottles and cooking oil containers. This element applies to all single-use rigid packaging materials in the consumer goods market.

Finally, **oxo-degradable** plastics contribute to microplastic pollution and are not suited for long-term reuse, recycling at scale or composting. Uses include shrink and stretch film, carrier bags, blister packs, bottles, labels and caps. This element of Golden Design Rule 2 applies to all oxo-degradable plastics as defined by CEN, the European Standards authority, unless use is required by law.

## THE SCALE

According to the Ellen MacArthur Foundation, these problematic elements are present in over 10% of plastic packaging.

1) Undetectable means by commonly used sortation technologies; 2) Exception: This rule does not apply to small non-recyclable packs; 3) Exception: Except in medical applications where there is no alternative; 4) Exception: Except where legally required; "This rule does not apply to oxo-biodegradable plastics"

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# 3

## GOLDEN DESIGN RULE

### Eliminate Excess Headspace

- Eliminate excess headspace for all flexible pack types, such that the maximum headspace is 30% or less across the product categories outlined in the rule.

This Golden Design Rule applies to the following categories: cleaning products, confectionary, dry groceries, frozen foods & ice-cream, health & wellness, personal & baby care, pet food, produce & fresh food, shelf stable foods, water & beverages. By eliminating **excess headspace** in flexible packaging, companies reduce the demand for virgin plastic and reduce the absolute amount of plastic being placed on to the market.

# 4

## GOLDEN DESIGN RULE

### Reduce Plastic Overwraps

- Reduce plastic overwraps by only using them when “necessary” (as defined by the developed guideline)

This Golden Design Rule applies to the following categories:

- Food: confectionary, crisps and snacks, canned and tinned food, beverages.
- Non-food: home care, personal care, baby care

By removing unnecessary **overwraps**, companies reduce the demand for virgin plastic and reduce the absolute amount of plastic being placed on to the market.

# 5

## GOLDEN DESIGN RULE

### Increase Recycling Value for PET Thermoformed Trays and Other PET Thermoformed Packaging

For PET thermoformed trays and other PET thermoformed packaging:

1. Regional design guidelines to fit with existing recycling programs<sup>1</sup> shall be met wherever possible.
2. For packaging that is not accepted by existing recycling programmes, and where there is a clear pathway for a future recycling system by 2025<sup>2</sup>, the following requirements apply:
  - A Use transparent and uncoloured (preferred), or transparent blue or green PET<sup>3</sup>
  - B Ensure material choice, adhesive choice, inks and size of sleeve or label is not problematic for recycling<sup>4</sup>
  - C Use only mono-material PET<sup>5</sup>
  - D Use minimal or moderate direct printing<sup>6</sup>
  - E Ensure material choice and adhesive choice of lidding films, inserts or other components is not problematic for recycling<sup>7</sup>

**PET trays** are not currently recycled at in practice and at scale but solutions are being scaled-up in Europe and North America – a rule to increase recyclability would provide a boost to emerging recycling infrastructure and increase the quantity and availability of rPET which is necessary to meet targets around recycled content<sup>3</sup>

This rule is aligned with published retailer guidelines and third-party guidelines such as APR, RecyClass / PetCore and WRAP.

## THE SCALE

If adopted industry-wide, a rule on PET trays and other thermoformed PET packaging would affect >3% of the total plastic packaging market.\*

<sup>1</sup> Recycling programmes are at different stages of development in different regions, so companies are recommended to check regional advice or guidelines such as those provided by APR in the US. Signatories should use the exceptions reporting process to record cases where they have followed regional design guidelines instead of the Golden Design Rules. <sup>2</sup> As accepted by industry associations and multi-stakeholder value-chain initiatives such as RecyClass/PetCore and Plastics Pacts and targeting recycling rates of >30%. <sup>3</sup> With an L-value of 40; Do not use fillers that affect clarity; coatings should not lead to misdetection of the packaging and misdirection to waste.

<sup>4</sup> Including phase out of paper labels and PETG, PVC and PLA labels/sleeves, and non-water soluble/dispersible adhesives. Labels/sleeves should not lead to misdetection of the packaging and misdirection to waste. <sup>5</sup> Including minimum 95% PET content with an intrinsic viscosity that is suitable for the recycling programme in region. Do not use materials that have a negative impact on rPET clarity. <sup>6</sup> E.g. production date or expiry date; Where additional printing is necessary, use of labels is preferred. If this is not possible, use only inks that do not bleed. <sup>7</sup> Lidding films, inserts and other components should not lead to the misdetection of the main packaging, and if using non-PET polymers, density should be <1g/cm<sup>3</sup>.

\*EMF New Plastics Economy Global Commitment Progress Report 2020





# 6

## GOLDEN DESIGN RULE

### Increase Recycling Value in Flexible Consumer Packaging

For flexible consumer packaging made mostly from plastic<sup>1</sup>:

1. Regional design guidelines to fit with existing recycling programmes<sup>2</sup> shall be met wherever possible.
2. For packaging that is not accepted by existing recycling programs, and where there is a clear pathway for a future recycling system by 2025<sup>3</sup>, the following requirements apply:
  - A. Maximise polyolefin content:
  - B. Preferably >90% mono PE, or >90% mono PP
  - C. Minimum either >80% mono PE, >80% mono PP or >80% mixed polyolefins
  - D. Density <1 g/cm<sup>3</sup>
  - E. Each barrier layer should not exceed 5% of the total packaging structure weight<sup>4</sup>
  - F. No PVC, PVDC, fibres, aluminium foil, PET

Demand for **flexible packaging** is expected to increase with increasing demand for convenience food and online retailing.

Consumer flexible plastic packaging is not currently recycled in practice and at scale, however there are multiple efforts underway to improve collection, sorting and recycling systems to recycle flexible materials.

All consumer flexible packaging made mostly from plastic:

- 'Consumer' packaging is packaging likely to end up either in the household waste stream or disposed of by consumers during consumption outside the home
- 'Flexible' packaging is packaging that does not keep its shape when moved or emptied.

- 'Made mostly from plastic' defined as packaging made from >50% plastic (i.e. where plastic is the predominant material)

## THE SCALE

Flexible plastic packaging makes up an estimated 51% of the total plastic packaging market.\*

1) 'Mostly from plastic' defined as packaging which is > 50% plastic (based on EU recognised definition of a 'predominant' material). This rule does not cover compostable plastic packaging that meets accepted certification standards for compostability.

2) Recycling programmes are at different stages of development in different regions, so companies are recommended to check regional advice or guidelines such as those provided by APR in the US. Signatories should use the exceptions reporting process to record cases where they have followed regional design guidelines instead of the Golden Design Rules.

3) As accepted by industry associations and multi-stakeholder value-chain initiatives such as CEFLEX and Plastics Pacts and targeting recycling rates of > 30%.

4) Only use barrier layers and barrier coatings proven not to limit the recyclability of the packaging. AlOx, SiOx, EVOH and PVOH are recommended. Excess outer metallisation (as a barrier or for decoration) could lead to misdetection of the packaging and misdirection to waste.

\*EMF New Plastics Economy Global Commitment Progress Report 2020

# 7

## GOLDEN DESIGN RULE

### Increase Recycling Value in Rigid HDPE and PP

For all rigid HDPE and PP packaging:

- a. For all labels, ensure material choice, adhesive choice, inks and size is not problematic for recycling<sup>1</sup>
- b. Use minimal or moderate direct printing<sup>2</sup>
- c. For closures, ensure material choice, liners and seals are not problematic for recycling
- d. Do not use fillers that increase the density of the packaging to >1g/cm<sup>3</sup>

The rule applies to **all rigid HDPE and PP packaging**, including bottles and squeeze tubes.

Rigid HDPE and PP packaging is recycled in practice and at scale in many markets<sup>2</sup>, but there is significant scope for increasing value in recycling and increasing availability and quantity of recycled material<sup>3</sup>

## THE SCALE

If adopted industry-wide, this rule would affect 20% of the total plastic packaging market.\*

1) Including phase out of paper labels, and PET, PETG, PLA and PVC labels/sleeves; and non-water soluble/dispersible adhesives. Labels/sleeves should not lead to misdetection of the packaging and misdirection to waste. For in-mould labelling use only polyolefins.

2) E.g. production or expiry date. Where additional printing is necessary, use of labels is preferred. If this is not possible, use only inks that do not bleed or which are proven not to limit recyclability.

3) Including phase out of silicone valves, and PVC and silicone seals; PS and PVC; and steel and aluminium caps. Closures should not lead to the misdetection of the packaging and misdirection to waste.

\*EMF New Plastics Economy Global Commitment Progress Report 2020



# 8

## GOLDEN DESIGN RULE

### Reduce Virgin Plastic Use in Business-to-Business Plastic Packaging

Reduce the use of virgin plastic in business-business (B2B) plastic packaging<sup>1</sup> in a way that is environmentally beneficial by:

- a. Eliminating unnecessary plastic (defined as unnecessary if it can be removed without compromising supply chain/operational efficiencies)
- b. Using post-consumer recycled content (where plastic is necessary)
- c. Switching to reuse models or alternative materials

- This segment of the packaging market generally does not require food-grade plastics or barrier properties so can be well suited to the use of recycled plastics or substitute materials
- Reusable alternatives to single-use packaging are available (See EMF Upstream Innovation Guide for examples of reuse models for this packaging segment)
- Reducing the use of virgin plastic through elimination, use of recycled content and reuse models could lead to a lower environmental impact from both a waste and GHG emissions perspective if done in an environmentally net beneficial way

packaging that does not reach the consumer (as distinct from rule 4 on overwraps). This means all packaging that does not end up either in the household waste stream or is disposed of by consumers during consumption outside the home. This could include, but is not limited to:

- Packaging that is additional to the consumer packaging, and that may be used for protection and collation of individual units during storage, transport and distribution, and to display primary packs on shelf;
- Transportation packaging, including pallets, slip sheets, and stretch wrap used for the shipment and distribution of goods.

The intended scope of this rule is to cover all plastic

*Notes: 1) The intended scope of this rule is to cover all plastic packaging that does not reach the consumer, as distinct from rule 4 on overwraps. This means all packaging all packaging that does not end up either in the household waste stream or is disposed of by consumers during consumption outside the home*

# 9

## GOLDEN DESIGN RULE

### Use On-Pack Recycling Instructions

Include recycling or reuse instructions on consumer plastic packaging<sup>1</sup>

A high-level rule allows companies to implement the rule according to what is possible in different markets.

Consumers have a key role to play in ensuring packaging is sorted for the appropriate end-of-life solution; clear and accurate on-pack recycling instructions can increase the chances that this role is fulfilled.

There are a growing number of initiatives developing guidelines for on-pack recycling instructions working towards

a standardised and accurate way of communicating recycling and reuse instructions to consumers in different markets.

The scope: All consumer plastic packaging: 'Consumer' packaging is packaging likely to end up either in the household waste stream or disposed of by consumers during consumption outside the home

*Notes: 1) Instructions should reflect the local conditions. Companies should continue to work at the local level to determine the most accurate way to reflect this in each country*



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