



Government of British Columbia



**Progressive**  
Waste Solutions

April 8, 2014

Original by Mail w/signatures

Honourable Mary Polak  
Minister of Environment  
Government of British Columbia  
PO Box 9047  
STN PROV GOVT  
Victoria, BC  
V8W 9E2

Meeting Request

Dear Minister Polak;

We would like to provide an in person briefing to you and staff on our approach to developing a new stewardship plan for packaging and printed paper (PPP) under schedule 5 of the Recycling Regulation. Our approach is based on the following considerations:

1. To provide producers with collection and recycling services in areas not being serviced by MMBC
2. These services to be financed by producers and secured through market based actions
3. A commitment to continuous improvement in environmental & efficiency performance outcomes
4. Driving economic activity in and for British Columbia

Progressive Waste Solutions, a public company listed on the New York and Toronto stock exchanges, is the largest waste management company in Canada with extensive BC based operations providing recycling services in particular to multifamily building residents.

Reclay StewardEdge is a Canadian based international stewardship consulting organization with many years of experience designing and operating stewardship plans for PPP in various Canadian jurisdictions. Its major shareholder is Reclay Group from Cologne Germany who has extensive experience with EPR and PPP recycling in Germany and other European countries.

We and our colleagues look forward to meeting with you. Your office can contact Neil Hastie at 778-387-5784 or [nhastie@reclaystewardedge.com](mailto:nhastie@reclaystewardedge.com)

Yours truly

Neil Hastie  
Project Leader for BC

Reclay StewardEdge

Tom Loewen  
Area Manager for BC

Progressive Waste Solutions

## Busse, Carol ENV:EX

---

**From:** Armstrong, Meegan ENV:EX  
**Sent:** Thursday, April 3, 2014 12:43 PM  
**To:** ENV ESB Industry Product Stewardship  
**Subject:** FW: Ideas Paper  
**Attachments:** Ideas Paper for MoE - April 2,2014.docx; Submission Letter MoE-April 8.docx  
  
**Categories:** Reclay

s.13

**C. Meegan Armstrong |**  
Acting/Manager, Waste Prevention |  
**T: 250.387.9944**

**From:** Neil Hastie [<mailto:nhastie@Recalaystewardedge.com>]  
**Sent:** April-02-14 1:39 PM  
**To:** Ranson, David ENV:EX  
**Cc:** Armstrong, Meegan ENV:EX  
**Subject:** Ideas Paper

Dear David Ranson; I have attached a letter and the Idea Paper for your consideration. Thank you for your constructive approach. We look forward to our ongoing discussions

Regards  
Neil Hastie  
BC Project Lead



A member of the  
Recalay Group

Recalay StewardEdge  
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## British Columbia's New Packaging and Printed Paper Product Stewardship Program

### Overview and Context

Reclay StewardEdge (RSE) is an international professional services organization that is developing, in cooperation with Progressive Waste Solutions, a new packaging and printed paper (PPP) stewardship program for British Columbia that will give producers an additional option to comply with the Recycling Regulation and, thereby, provide collection services to households that Multi-Material BC (MMBC) will not be servicing. While MMBC has agreements with many of the producers in British Columbia, and has an approved stewardship plan that proposes to cover all of British Columbia, it is clear from table 1 below that there are gaps in the service being provided by MMBC.

RSE has entered into a strategic relationship with Progressive Waste Solutions (Progressive) who has exclusive, long-term contracts to service multi-family buildings. RSE and Progressive intend to develop relationships with other companies that are providing service to additional multifamily households.

This new PPP stewardship program will initially focus on providing industry financing and service to the multi-family dwellings currently receiving collection service and not part of the MMBC proposed collection network. This represents approximately 23% of the households in British Columbia. This new program will be delivered by an organization based and managed in British Columbia.

Table 1: Estimated provincial level coverage of MMBC and the new PPP stewardship programs

|                      | Provincial Estimates <sup>1</sup> | MMBC Program <sup>2</sup> | New PPP Stewardship Program (based on 2011 provincial data) |
|----------------------|-----------------------------------|---------------------------|---|
| Number of Households | 1,715,441                         | 1,250,000 (72%)           | 400,000 (23%)   |
| PPP Tonnes Managed   | 208,700                           | 185,000 (88%)             | 15,000 (7%)   |

Note: New PPP Stewardship Program estimated coverage is likely to increase as the percentage of multifamily type households increases in comparison to other household types.

<sup>1</sup> MMBC Packaging and Printed Paper Stewardship Plan, April 2013.  
<http://multimaterialbc.ca/sites/default/files/documents/pdf/plan/MMBC-PPP-Stewardship-Plan-Apr8-2013.pdf>

<sup>2</sup> MMBC Press Release, Feb 27, 2014. <http://multimaterialbc.ca/node/362>

### Value Proposition

This new PPP stewardship program will provide producers with a service oriented and cost-effective additional option to comply with the British Columbia Recycling Regulation through advice and strategic relationships with Progressive and other service providers, which will ultimately result in improved environmental and economic results for citizens/taxpayers in British Columbia.

RSE has global experience in helping producers manage the life-cycle impacts of their products and complying with packaging stewardship laws. In Canada, RSE works with multinational brand-owners and retail chains to manage their compliance costs through supply chain optimization. RSE has existing business relationships with producers that put PPP into the British Columbia marketplace. RSE also has expertise in designing and operating competitive and cost-effective product stewardship programs.

Progressive is one of North America's largest recycling companies serving 4 million customers and employing 7000 people. In British Columbia, Progressive, through its operation of BFI Canada, has many secure, long-term and competitively priced contracts to provide PPP recycling services to privately-owned multi-family buildings and properties.

### Alignment with Provincial Objectives

This new PPP stewardship program is proposing to develop a free-enterprise, results based product stewardship program that leverages the current market driven recycling system. Current multifamily service providers would see no disruptions to their relationships with their clients. Since the goal is to increase the amount of PPP collected, current multifamily service providers are likely to see increased business. Having a stable business environment will spur innovation and investment.

This new PPP stewardship program program will support the Province's waste diversion/recycling objectives by initially focusing on servicing the provincial gap areas not serviced by MMBC; thereby increasing the collection and recycling of PPP. This initial focus will not disrupt the start-up phases of MMBC launch of Canada's first 100% producer responsibility program for PPP. In time, this new PPP stewardship program will bring added investment and jobs to British Columbia's recycling industry.

### Services to Producers

RSE and Progressive are experienced at providing stewardship and recycling services in British Columbia. Together these companies, along with other service providers, will operate a "full service" program that provides many services to producers ranging from supply chain design advice to regulatory compliance.

### 1. RSE Supply Chain Optimization

RSE has significant experience helping its producer clients make strategic decisions to positively impact their supply chain. The product stewardship continuum spans the lifecycle of products from inception to end-of-life. At each point along it, decisions are made that ultimately impact the collective ability to create circular material flows. From the design stage onward, companies need to view their products and packaging with an eye to how they will be managed after use and increasingly the need to reintegrate embodied materials and energy into material supply chains. RSE will continue to offer supply chain management advice to producers to help them reduce the amount of packaging supplied and choose materials that are more easily recycled.

### 2. RSE Reporting Services

RSE has extensive experience conducting external independent compliance reviews for obligated producers to identify compliance risk factors and opportunities to improve packaging data tracking and reporting processes and procedures. RSE also has experience managing stewardship compliance reporting on behalf of our clients, including calculation of product data, calculation of fees and associated reporting requirements to ensure that these obligations are met in the most cost effective manner possible. RSE will use this experience to develop an easy to use PPP reporting system that helps producers manage their regulatory obligations efficiently.

### 3. Collection System

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### 4. Recycling System

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Page 6 redacted for the following reason:

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## Implementation Steps

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### New PPP Stewardship Program Project Team and Roles

#### **British Columbia Based Team**

Neil Hastie - Senior Advisor for RSE - Project Lead

David Lawes – Senior Consultant to RSE - Project Advisor

Tom Loewen - Area Manager for Progressive-Collection and Recycling Direction

#### **Advisors**

Dr. Fritz Flanderka - Managing Director of Reclay Group - Legal Direction

Ken Friesen - Managing Partner of RSE - Strategic Direction

Geoff Rathbone - VP Resource Recovery for Progressive - Stakeholder Relations & Corporate Support

**Busse, Carol ENV:EX**

---

**From:** Ranson, David ENV:EX  
**Sent:** Wednesday, May 21, 2014 12:19 PM  
**To:** Laughland, Gwenda J ENV:EX; Armstrong, Meegan ENV:EX  
**Cc:** McDonald, Bob ENV:EX; Bates, Julia ENV:EX; Harris, Lucas ENV:EX  
**Subject:** RE: Thursday Afternoon  
  
**Categories:** Reclay

Yes, I can participate.

**From:** Laughland, Gwenda J ENV:EX  
**Sent:** Wednesday, May 21, 2014 12:05 PM  
**To:** Ranson, David ENV:EX; Armstrong, Meegan ENV:EX  
**Cc:** McDonald, Bob ENV:EX; Bates, Julia ENV:EX; Harris, Lucas ENV:EX  
**Subject:** RE: Thursday Afternoon

Ok sounds good. I will make myself available. Do we want to all meet to strategize? David – do you want to be part of that?

**From:** Ranson, David ENV:EX  
**Sent:** May-21-14 12:00 PM  
**To:** Armstrong, Meegan ENV:EX; Laughland, Gwenda J ENV:EX  
**Cc:** McDonald, Bob ENV:EX; Bates, Julia ENV:EX; Harris, Lucas ENV:EX  
**Subject:** FW: Thursday Afternoon

Allen wants to come over tomorrow and discuss his concerns with regard to a competitive plan. Are you available to meet with him tomorrow afternoon?

s.13

David

**From:** Allen Langdon [<mailto:alangdon@multimaterialbc.ca>]  
**Sent:** Tuesday, May 20, 2014 4:37 PM  
**To:** Ranson, David ENV:EX  
**Cc:** Glenda Gies  
**Subject:** Thursday Afternoon

David:

Glenda and I will come over on Thursday afternoon. Would 2:00 work for you? If not, please suggest an alternative time.

Thanks,  
Allen

Allen Langdon



Managing Director

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Multi-Material BC (MMBC) | 230-171 Esplanade West, North Vancouver, BC, V7M 3J9  
T: 778-588-9507 | C: 604-315-8422 | [alangdon@multimaterialbc.ca](mailto:alangdon@multimaterialbc.ca) | [www.multimaterialbc.ca](http://www.multimaterialbc.ca)



**We've moved! Starting February 24, 2014, MMBC's office is located at:  
230-171 Esplanade West, North Vancouver, BC, V7M 3J9 | 778-588-9504**

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**Busse, Carol ENV:EX**

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**From:** Harris, Lucas ENV:EX  
**Sent:** Tuesday, May 20, 2014 9:14 AM  
**To:** 'David Lawes'; Bates, Julia ENV:EX  
**Cc:** Armstrong, Meegan ENV:EX; Ranson, David ENV:EX  
**Subject:** RE: Update PPP

Thanks for the update David.

I will cancel our first call. I also had set up the calls as a "weekly," but will change it to a bi-weekly. If down the road we feel that a weekly call is necessary, I will change it then.

See you at RCBC.

Lucas

-----Original Message-----

**From:** David Lawes [<mailto:EPRmadeEasy@shaw.ca>]  
**Sent:** May-20-14 7:45 AM  
**To:** Harris, Lucas ENV:EX; Bates, Julia ENV:EX  
**Cc:** Armstrong, Meegan ENV:EX; Ranson, David ENV:EX  
**Subject:** Update PPP

Hi - congrats on the launch of PPP...a big day for EPR in BC that took a lot of hard work.

Here's a short update on what's happening with our PPP initiative.

- our name is set...StewardChoice
- Allen has been contacted and is aware of our initiative, he wasn't surprised.
- a press release announcing our initiative will go out later this week.
- Neil has arranged with Brock to make an announcement on May 28 at RCBC with Q&A.

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- our stewardship plan is being prepared with an eye to releasing for public consultation in mid June.

Let me know if you have questions. We may need to reschedule our first bi-weekly call, currently scheduled for next Monday...maybe we should skip to call #2. See you at RCBC.

Regards,  
David

Sent from my iPhone

**Busse, Carol ENV:EX**

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**From:** David Lawes <EPRmadeEasy@shaw.ca>  
**Sent:** Wednesday, April 30, 2014 8:58 AM  
**To:** Armstrong, Meegan ENV:EX  
**Cc:** Harris, Lucas ENV:EX; Neil Hastie  
**Subject:** Re: Conference call May 1 or 2?

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

**Categories:** Replay

9:30 or 10:00 would be great.

Sent from my iPhone

> On Apr 30, 2014, at 10:20 AM, "Armstrong, Meegan ENV:EX" <[Meegan.Armstrong@gov.bc.ca](mailto:Meegan.Armstrong@gov.bc.ca)> wrote:

>

> Lucas,

>

> Can you set-up call for tomorrow with David et al.

>

> C. Meegan Armstrong |

> Acting/Manager, Waste Prevention |

> T: 250.387.9944

>

> -----Original Message-----

> From: David Lawes [<mailto:EPRmadeEasy@shaw.ca>]

> Sent: April-23-14 7:18 PM

> To: Ranson, David ENV:EX; Armstrong, Meegan ENV:EX; Bates, Julia ENV:EX

> Cc: Neil Hastie

> Subject: Conference call May 1 or 2?

>

> David, Meegan, Julia - Hope you are well.

>

> We now have a meeting date set with the Minister - May 7 @ 8:30 AM to discuss our proposed approach for a PPP program. Would you be available for a call on May 1 or 2 to prep for the meeting (no surprises) and start discussing the Stewardship Plan?

>

> Regards

> David

>

> Sent from my iPhone

**Busse, Carol ENV:EX**

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**From:** Armstrong, Meegan ENV:EX  
**Sent:** Tuesday, May 20, 2014 9:51 AM  
**To:** 'Neil Hastie'  
**Cc:** Ranson, David ENV:EX; Harris, Lucas ENV:EX  
**Subject:** RE: PPP Draft Plan  
  
**Categories:** Reclay

Roger that. We'll get back to you about a meeting time.

C. Meegan Armstrong |  
Unit Head – Industry Product Stewardship |  
T: 250.387.9944

-----Original Message-----

**From:** Neil Hastie [<mailto:nhastie@Reclaystewardedge.com>]  
**Sent:** May-20-14 9:49 AM  
**To:** Armstrong, Meegan ENV:EX  
**Cc:** Ranson, David ENV:EX; Harris, Lucas ENV:EX  
**Subject:** Re: PPP Draft Plan

Thanks Meegan and Lucas. We plan to arrive Tuesday pm and return on Friday noon N

Sent from my iPhone

On May 20, 2014, at 9:14 AM, "Armstrong, Meegan ENV:EX"  
<[Meegan.Armstrong@gov.bc.ca](mailto:Meegan.Armstrong@gov.bc.ca)<<mailto:Meegan.Armstrong@gov.bc.ca>>> wrote:

Thanks Neil – We'll discuss possible times to meet in Whistler and get back to you. Are you in Whistler for the entire conference?

I've copied Lucas on this e-mail in case you did not have his address.

C. Meegan Armstrong |  
Unit Head – Industry Product Stewardship |  
T: 250.387.9944

**From:** Neil Hastie [<mailto:nhastie@Reclaystewardedge.com>]  
**Sent:** May-20-14 9:04 AM  
**To:** Ranson, David ENV:EX  
**Cc:** Armstrong, Meegan ENV:EX  
**Subject:** PPP Draft Plan

Dear David and Meegan; Thank you for engaging with Reclay StewardEdge over the last months on the opportunity to bring choice to the EPR market in British Columbia. After positive meetings with Minister Polak and yourselves, we are now proceeding. Here is the core of the message being sent out by RCBC in the lead up to their Whistler conference.

"On May 28, Neil Hastie on behalf of StewardChoice-a new British Columbia stewardship organization will announce that consultation on their new stewardship plan for Packaging and Printed Paper will commence in mid-June"

Ken Friesen and I look forward to meeting with you in Whistler to provide you with more detail. StewardChoice will be issuing a press release later this week.

Shortly, I will provide a stewardship plan content overview with a comparison to the concepts in the Idea Paper. Let's schedule time together in Whistler.

Please feel free to contact me at any time.

Personal Regards

Neil

Please forward to Lucas

N

**Busse, Carol ENV:EX**

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**From:** David Lawes <EPRmadeEasy@shaw.ca>  
**Sent:** Thursday, May 1, 2014 7:36 AM  
**To:** Environmental Standards Branch Calendar ENV:EX  
**Cc:** Bates, Julia ENV:EX; Armstrong, Meegan ENV:EX; Harris, Lucas ENV:EX; Neil Hastie; Ranson, David ENV:EX  
**Subject:** Re: Prep for MO meeting  
**Categories:** Reclay

Hi - Here's a suggested short and non-formal agenda for today's call.  
D.

1. Status of RSE program development (Neil)
2. Status of PPP programs - MMBC, brewers, newspapers, others? (MoE)
- 3 May 7 Minister briefing (all)

Sent from my iPhone

On Apr 30, 2014, at 12:01 PM, "Environmental Standards Branch Calendar ENV:EX" <ENVSTBRC@Victoria1.gov.bc.ca> wrote:

Booked as per David's note....

David, Meegan, Julia - Hope you are well.

We now have a meeting date set with the Minister - May 7 @ 8:30 AM to discuss our proposed approach for a PPP program. Would you be available for a call on May 1 or 2 to prep for the meeting (no surprises) and start discussing the Stewardship Plan?

Regards  
David

<meeting.ics>

**Busse, Carol ENV:EX**

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**From:** Bates, Julia ENV:EX  
**Sent:** Wednesday, April 24, 2013 2:47 PM  
**To:** 'Ken Friesen'; 'Fritz Flanderka, Dr. (flanderka@reclay-group.com)'  
**Cc:** Armstrong, Meegan ENV:EX  
**Subject:** As discussed: RCBC Conference event schedule & agenda  
**Attachments:** RCBC Schedule of Events.docx; DRAFT May 2013 RCBC PPP Session Agenda.docx

Good afternoon Dr. Flanderka and Mr. Friesen,

Please find attached a schedule of events, as well as the draft agenda for the for the PPP session at the RCBC conference.

When the conference agenda is finalized and prepared for distribution I will be sure to share a copy with you. Should you have any questions on the attached documents please do not hesitate to contact me.

Kind regards,

---

Julia Bates  
A/ Senior Policy Advisor  
Environmental Quality Branch  
B.C. Ministry of Environment  
T: 250.356.9089 | F: 250. 356-7197

## Busse, Carol ENV:EX

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**From:** Neil Hastie <nastie@Reclaystewardedge.com>  
**Sent:** Tuesday, May 6, 2014 11:12 AM  
**To:** Ranson, David ENV:EX  
**Subject:** Briefing Note for Minister Polak  
**Attachments:** Honourable Mary Polak-May6.pptx

Hi David; here is material. Please send to the appropriate staff in the minister's office. I sent it to Kim Sawatsky but get an out of office message from her. See you tomorrow

Neil Hastie



A member of the  
Prestis Group

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[www.reclaystewardedge.com](http://www.reclaystewardedge.com)

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## The Carton Collection of Facts

### *Carton Packaging and Waste Diversion – Focus on British Columbia*

#### **An Environmentally Sound Packaging Choice**

Cartons are recognized as an environmentally sound packaging choice. Their primary component is paper fibre, derived from a renewable resource, in a format that is lightweight and transportation-efficient, with an excellent product to package ratio.

On average, gable top cartons are made up of 80% fibre and 20% polyethylene. Aseptic cartons (such as juice boxes) are 74% fibre, 22% polyethylene and 4% aluminum. Cartons are not wax coated. Rather than printing directly on the fibre, ink is applied directly to the polyethylene layer, thereby making cartons attractive to paper mills that can separate fibre from the poly/aluminum.

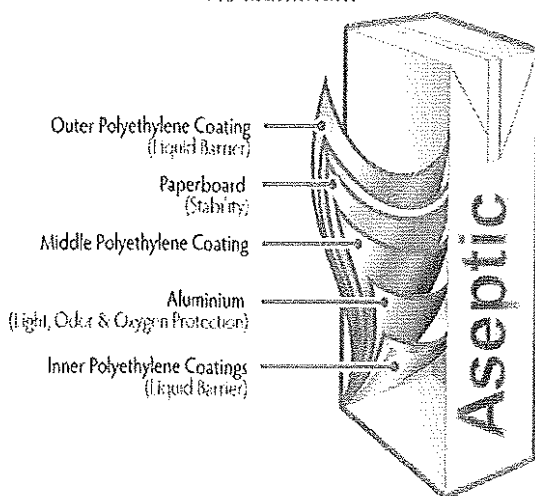
Carton Council  
RecycleCartons.com

The Carton Council of Canada

The Carton Council of Canada (CCC) is made up of juice and milk carton manufacturers such as Tetra Pak, Elopak, Evergreen and SIG Combibloc, with a mission to expand carton recycling and to increase sustainable recycling solutions by promoting recycling technology and local collection programs to divert cartons from landfills.

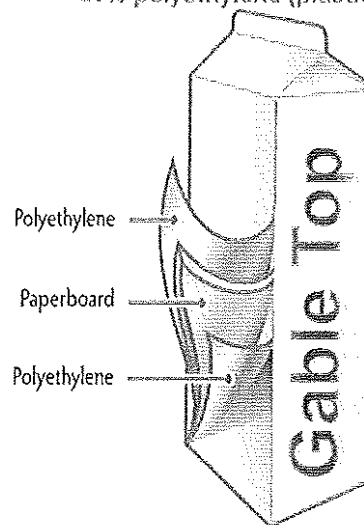
#### Aseptic Carton Composition:

- 74% paper
- 22% polyethylene (plastic)
- 4% aluminum



#### Gable Top Carton Composition:

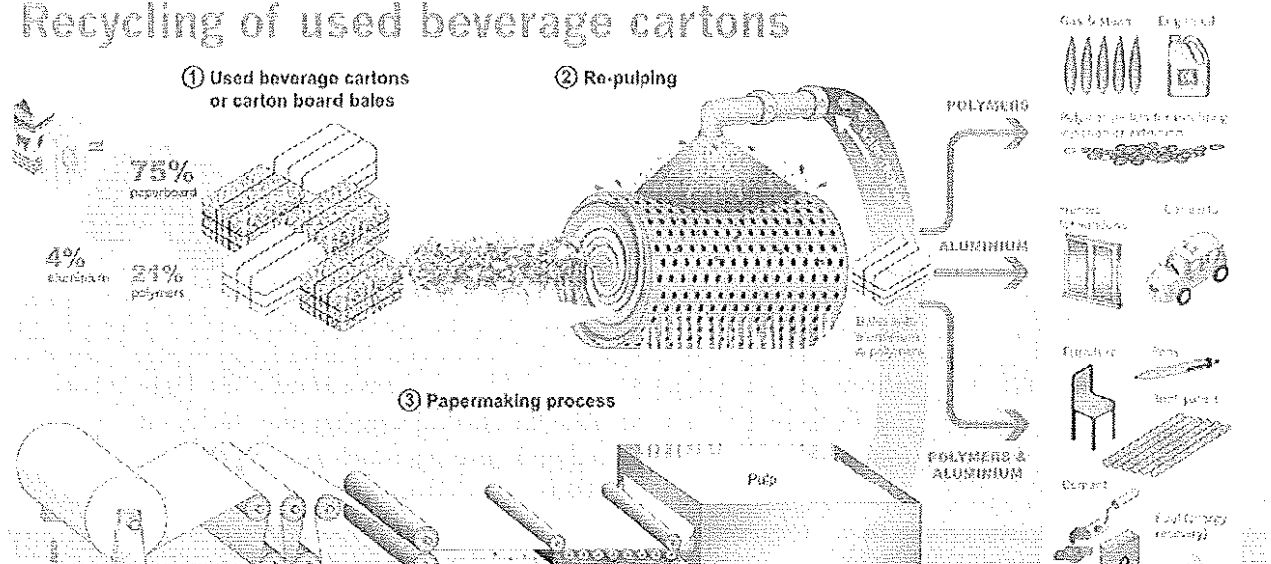
- 80% paper
- 20% polyethylene (plastic)



## A Simple Recycling Process

The recycling process for cartons is surprisingly simple. Once collected, they are sent to a recycling facility where they are most commonly shredded. They are then put into a repulper (centrifugation in water, which can be compared to a household blender) in order to extract the fibre. Some end users also use the poly/aluminum either as feedstock or fuel to power their facility.

## Recycling of used beverage cartons

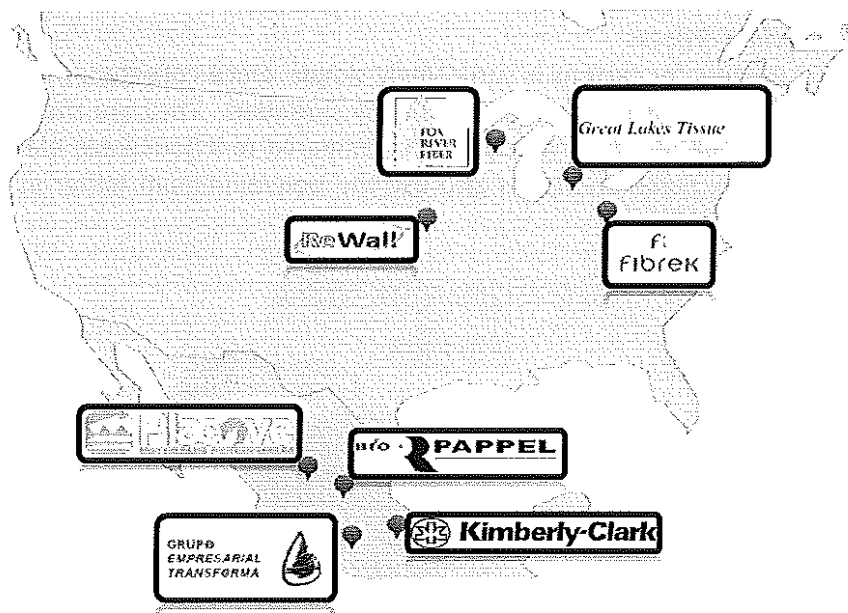




## ***Eight Mills in North America Seek Out Cartons for Recycling***

Great progress has been made in North America over the past three years. The Carton Council of Canada has worked with the North American paper industry to expand the number of mills taking cartons for recycling from one to eight (see map below) and more mills are expected to come on-stream to recycle cartons over the coming years.

### ***North American Mills that Recycle Used Cartons***



Paper mills view cartons as a valuable source of fibre because they offer high quality, virgin, bleached long fibre which can be used in several applications including tissue, towelling product, de-inked pulp and green building products such as wallboard.

## ***Offshore Mills Have Been Recycling Cartons for Many Years***

There continues to be a strong demand for recovered cartons from export markets in Europe and the Pacific Rim. In fact, export markets for post-consumer fibre have existed for more than 30 years, with mills that employ unrivalled state-of-the-art technology. We believe that a strong North-American markets, coupled with this international demand, provides the most flexibility to recycling operators, brokers and other participants in the recycling value chain.

We strive to find the highest value for the material and to optimize the environmental and social value for post-consumer cartons.

## ***Recovered Cartons are Valuable***

As volumes of recovered sorted office paper and newsprint continue to decline, the demand for the long, virgin fibres available from cartons is increasing and impacting its overall market value. The commodity pricing for used cartons has increased over time.

## **Specifics about Carton Recycling in British Columbia**

### ***Most British Colombia Residents can Recycle Cartons***

In British Colombia, beverage cartons (excluding milk and milk substitute cartons), carry a refundable deposit. Beverage cartons can be returned for refund at one of the 171 recycling depots across British Columbia and participating retailers across the province. According to Encorp Pacific's 2012 Annual Report<sup>1</sup>, the combined recycling rate of beverage cartons (aseptic and gable top containers excluding milk and milk substitute) was 63.8%.

The dairy industry manages and finances a voluntary drop-off collection program for milk and milk substitute containers. This program is contracted to Encorp Pacific. The majority of Encorp Pacific's recycling depots (165 out of 171) accept milk and milk substitute cartons for recycling.

Moreover, a number of municipalities accept dairy cartons and non-beverage cartons (those cartons that contained soups, broths, molasses, sugar, etc.) as part of their curbside recycling program. The Capital Regional District, which accounts for approximately 200,000 households on Vancouver Island, is the latest group of municipalities to begin collecting all used cartons.

The CCC estimates that approximately 23% of British Columbians are able to recycle non-beverage cartons via their municipal recycling program. This is based on a sample of 16 communities, which represent 60% of the province's population.

### ***New Recycling Program launches May***

British Columbia is transitioning responsibility for end-of-life management of packaging and printed paper (PPP) from governments and their taxpayers to industry and their consumers. Industry has appointed Multi-Material British Colombia (MMBC), an agency whose mandate is to manage and fund the recycling program on its behalf. When the program official launches on May 19, 2014, MMBC's program will collect all carton types.

For more information about the Carton Council of Canada or any related inquiries please contact Elisabeth Comere (VP of Government Affairs) at [Elisabeth.Comere@tetrapak.com](mailto:Elisabeth.Comere@tetrapak.com).

#### **Carton Recycling in BC**

The recycling rate for various carton types varies due to varying collection systems and regulations in BC:

- Beverage (63.8%)
- Milk & milk substitutes (16.4%)
- Non-beverage (<5%)

<sup>1</sup> Available at <http://www.return-it.ca/ar2012/media/AR2012.pdf>

# Beyond Producer Responsibility: How the Carton Council is building a sustainable recycling supply chain

March, 2014



Carton Council  
RecycleCartons.ca

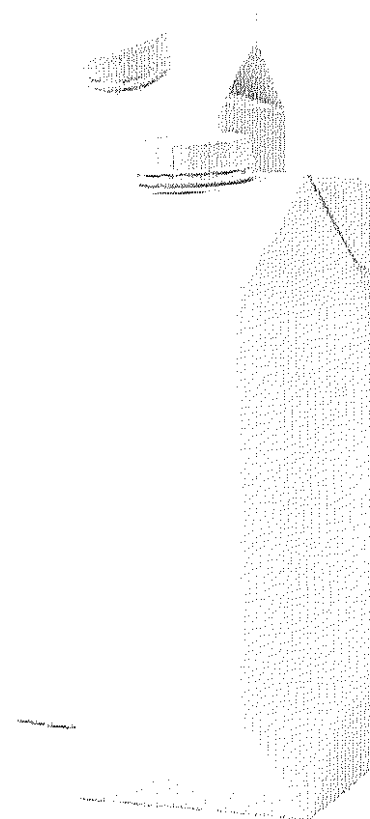
# Our Points for Discussion

- About the CCC
- About Beverage Cartons
- Carton Sustainability
- Our Objective



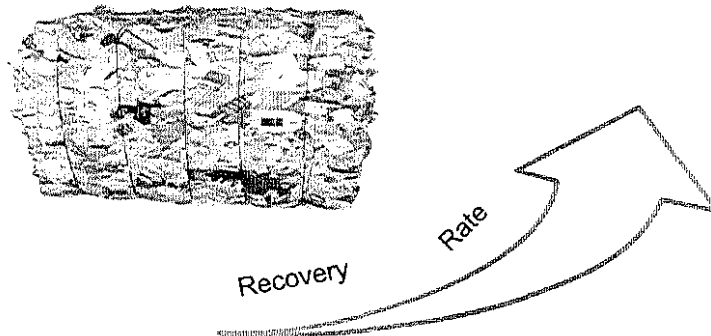
# About the CCC

- The Carton Council of Canada – created by leading carton manufacturers
- Member companies manufacture and market processing & packaging systems that are convenient, safe and environmentally sound.

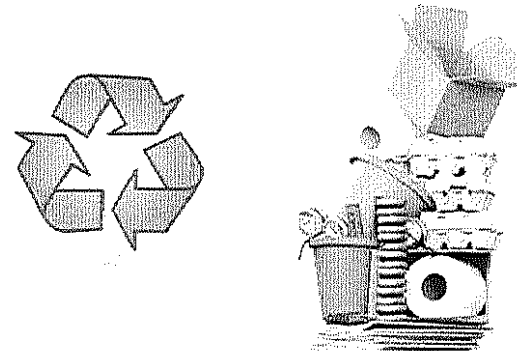


# CCC Goals

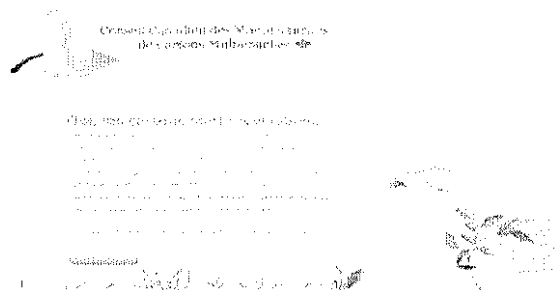
## Sorting into separate grades



## Ensure sustainable North American end-markets for cartons



## Drive consumer awareness

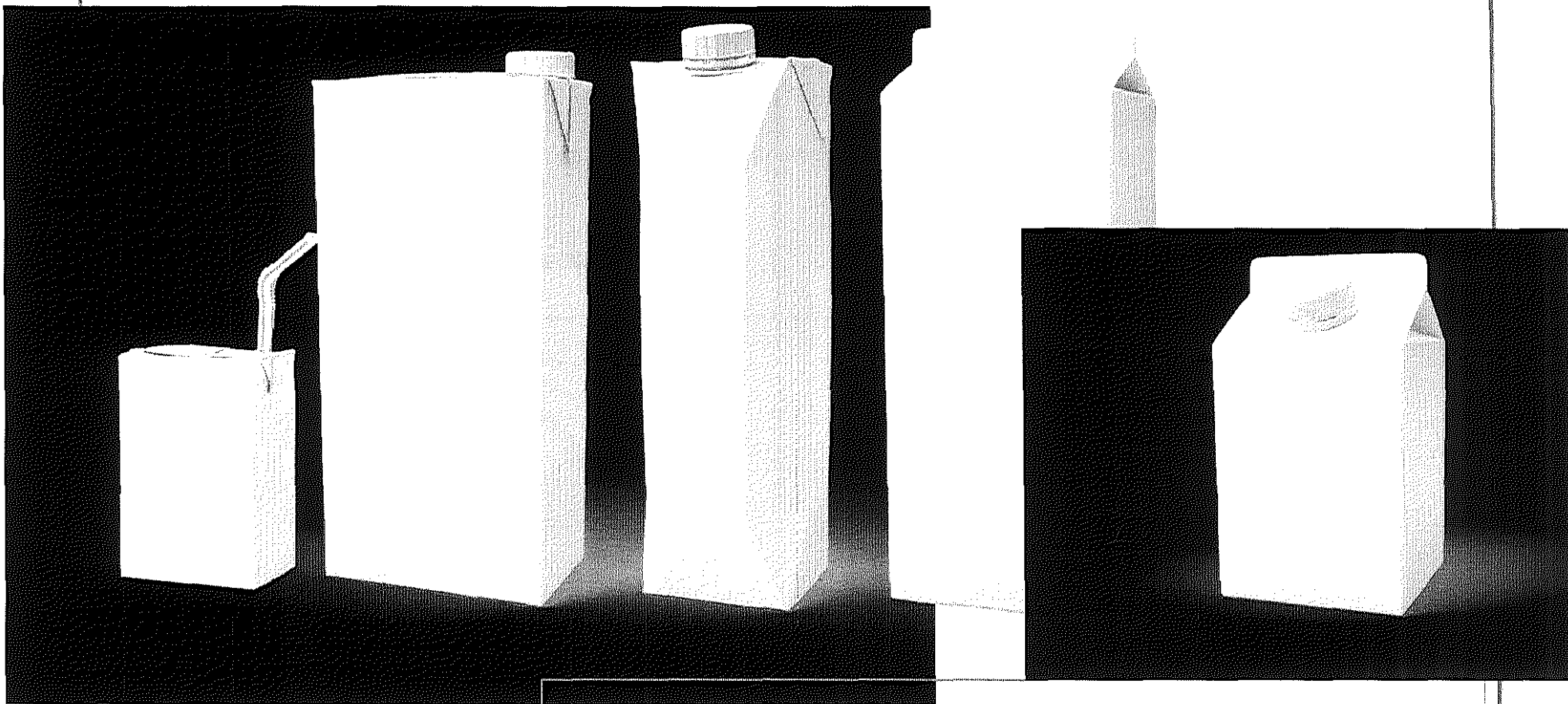


## Stakeholder engagement





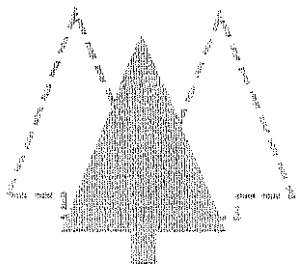
# About Beverage Cartons



**Fiber content varies from ~60% up to 85%  
15% up to 35% is Plastic and/or 5% Aluminum**

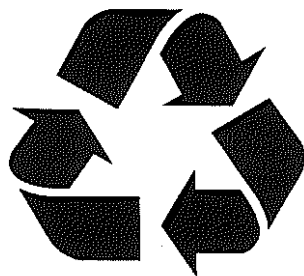


# Amongst Most Sustainable Package

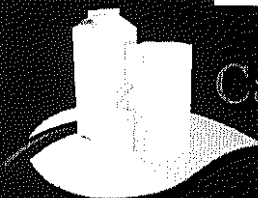


**RENEWABLE**

**LOW CO<sub>2</sub>  
FOOTPRINT**



**RECYCLABLE**



Carton Council   
RecycleCartons.ca

### Second Life:

Eight recyclers  
convert cartons into  
paper-based  
products

**Carton  
Recycling:**  
39%  
recycling rate

### Distribution:

**Customers:**  
State-of-the-art  
equipment  
generates  
less impact

# The Life of a Carton

**Mainly made from Renewable  
Resources Responsibly  
Grown:** 100% traceable back  
to the forest

Made from **well-  
managed  
forests**

**Design:**  
LCAs and  
DfE drive  
innovation

**Manufacturing:**  
CO<sub>2</sub> emissions  
down

**Transport:**  
1 million cartons shipped per 2 trucks

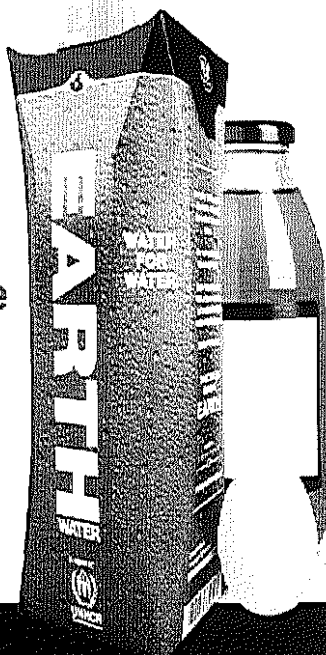
**Carton Council**  
RecycleCartons.ca

# Cartons are efficient!

Less package =

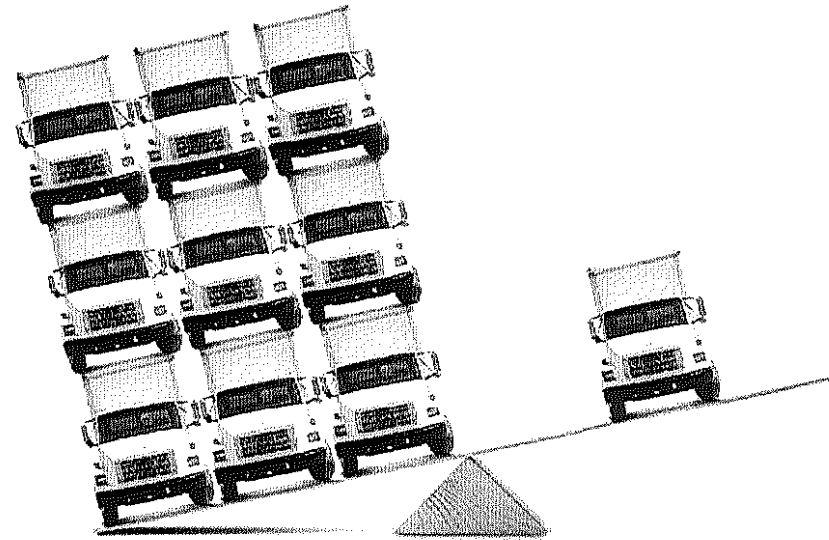
- More product
- Less truck

**07**% Package  
93% Product



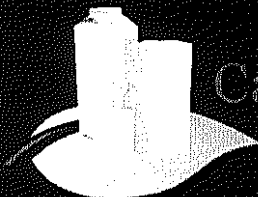
**40**% Package  
60% Product

**13**% Package  
87% Product



Less Trucks =

- Lower shipping costs
- Less energy use
- Less pollution



Carton Council  
RecycleCartons.ca

# Our Objective





*Ensure an effective recovery framework allowing:*

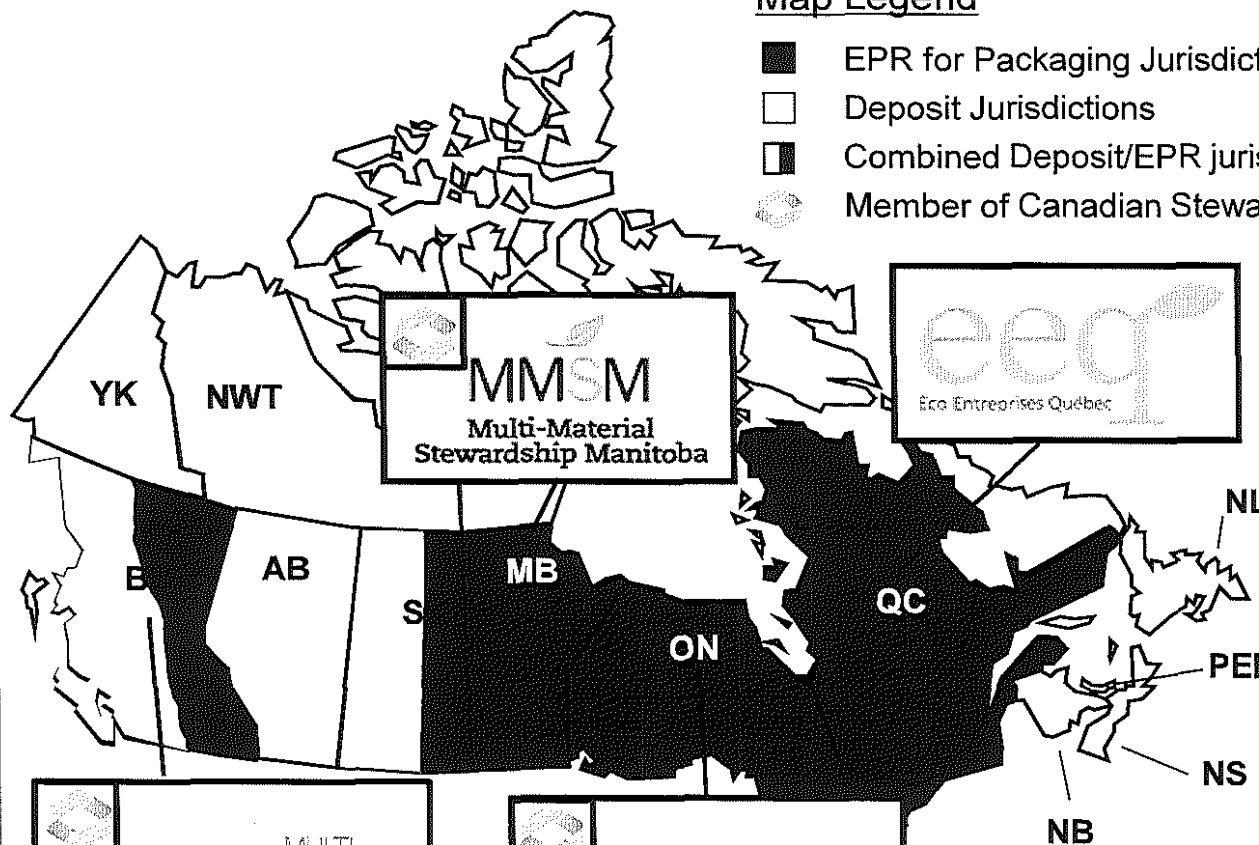
- Continuous & sustainable growth of carton collection and recycling*
- Level playing field among the various packaging materials*



# Stewardship Programs in Canada

## Map Legend

-  EPR for Packaging Jurisdictions
-  Deposit Jurisdictions
-  Combined Deposit/EPR jurisdiction
-  Member of Canadian Stewardship Services Alliance

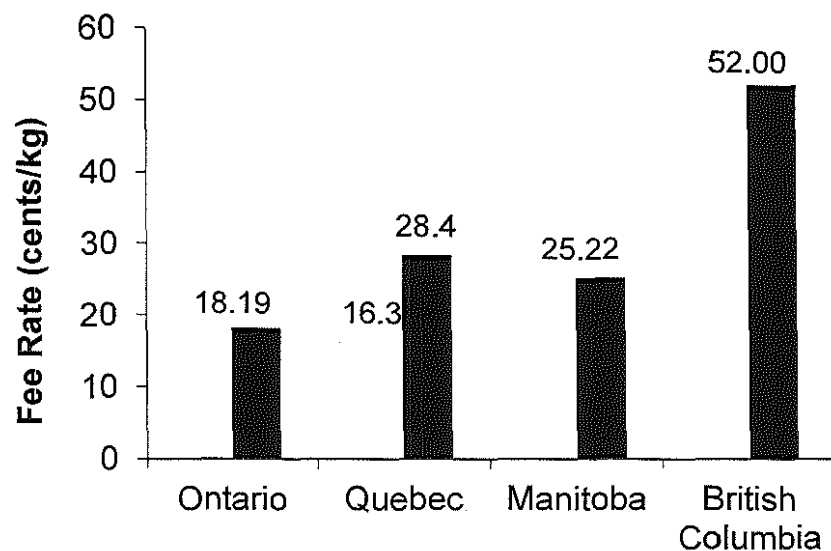


## Programs by Jurisdiction

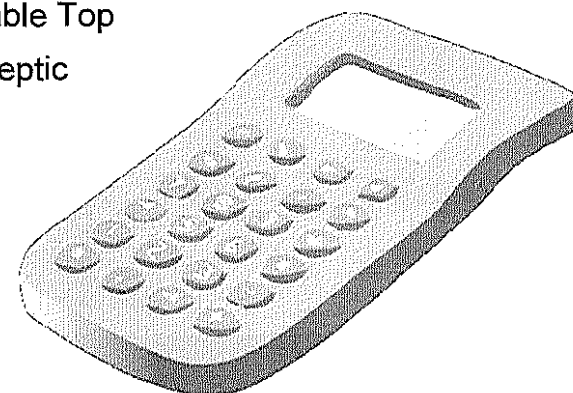
| Juris. | Agency  |
|--------|---|
| AB     | AB Beverage Container Recycling Corporation   |
| BC     | MMBC (EPR) & Encorp Pacific (Deposit)   |
| NB     | Encorp Atlantic   |
| NL     | Multi-Material Stewardship Board (MMSM)   |
| NS     | Resource Recovery Fund Board (RRFB)   |
| NWT    | Dep't of Environmental & Natural Resources  |
| PEI    | Beverage Container Management System  |
| SK     | SARCAN  |
| YK     | Environment Yukon   |
| MB     | Multi-Material Stewardship Manitoba & Canadian Beverage Container Recycling Association |
| QC     | Eco Entreprises Quebec  |
| ON     | Stewardship Ontario   |



# 2014 Carton Fees in Various Provinces



Gable Top  
■ Aseptic



- Fee rates in ON, QC and MB apply to all carton types (beverage, non-beverage and milk and milk substitutes).
- Fee rates in BC apply to non-beverage cartons as beverage cartons are on deposit. Carton deposits are redeemable upon return to an accredited Return-It location. The Container Recycling Fee (cost associated with the handling and management of material once returned) is not redeemable and is used to pay for the deposit system.
- All fee rates presented are for the 2014 calendar year.

| Carton Type | Carton Volume | Deposit Amount | CRF (Container Recycling Fee) |
|-------------|---------------|----------------|-------------------------------|
| Aseptic     | 0-500ml       | 5.0 ¢          | 2.0 ¢                         |
|             | 501ml-1L      | 5.0 ¢          | 7.0 ¢                         |
| Gable Top   | 0-500ml       | 5.0 ¢          | No CRF                        |
|             | 501ml-1L      | 5.0 ¢          | No CRF                        |
|             | > 1L          | 20.0 ¢         | 6.0 ¢                         |



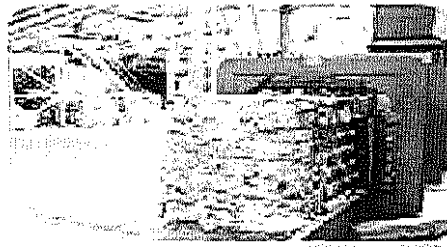
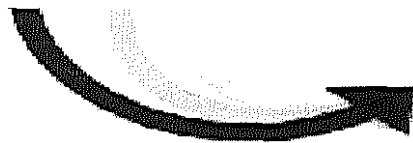
# Our Strategy

Work within all links of the recycling value chain

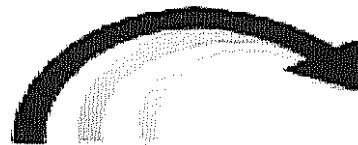
Consumers → Municipalities → End Markets



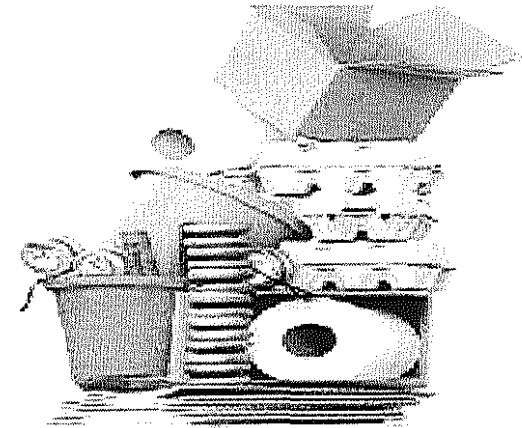
Push Factors  
Collection Volume



Material Recovery  
Facilities (MRF)



Pull Factors  
High Value End Markets





# How Are We Doing This?

- Helping to build sustainable **end markets**
  - Work with mills to ensure cartons are being turned into products.
- Increasing the volume of cartons making it to markets.
  - **Municipal/consumer** promotion and education.
  - Working with MRFs to ensure cartons are being sorted into their own grade.
  - Forming relationships with **brokers** to ensure carton commodities are making it to the right end market.

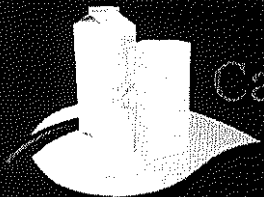
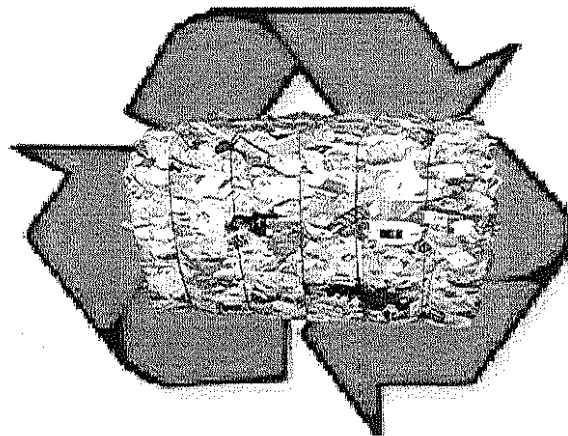
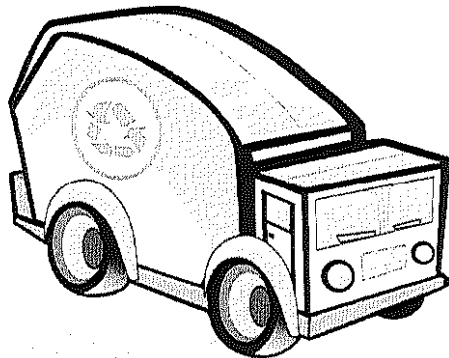


# The Ingredients

Municipalities  
& MRFs

Consumers

End  
Markets  
&  
Brokers



Carton Council  
RecycleCartons.ca

# Building Sustainable End Markets

## End Markets & Brokers

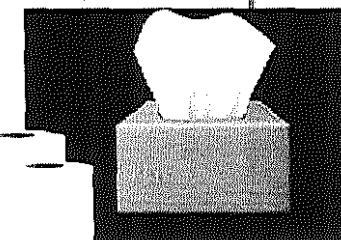
- Identify suitable North American partners
- Negotiate agreements with partners to buy cartons at prices that drive collection & sorting
- Conduct pilot projects to test innovations that will help increase carton recycling



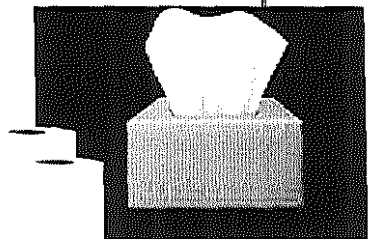
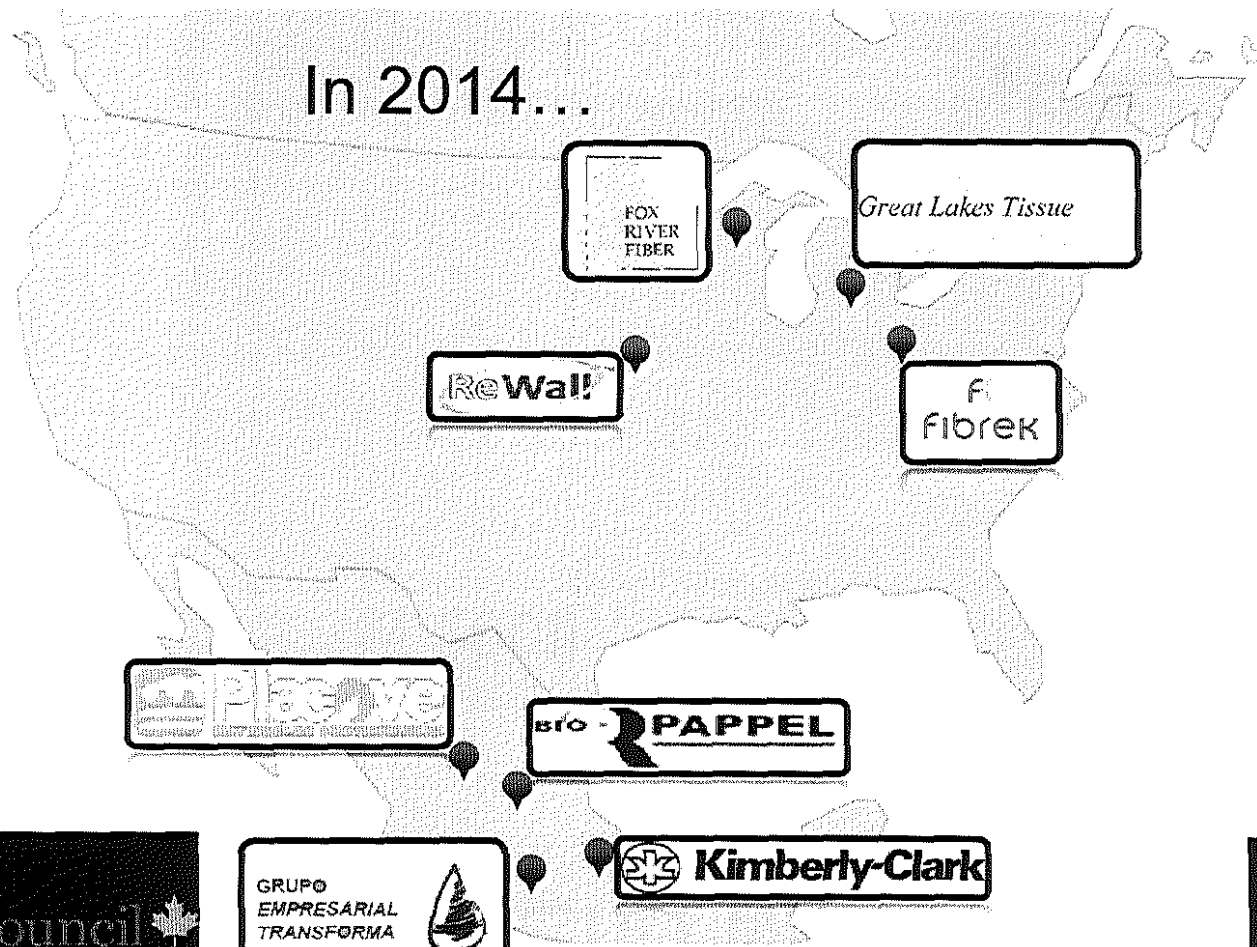
# Increasing Viable End Markets in North America



Carton Council   
RecycleCartons.ca



# Increasing Viable End Markets in North America



# Export Markets are Strong

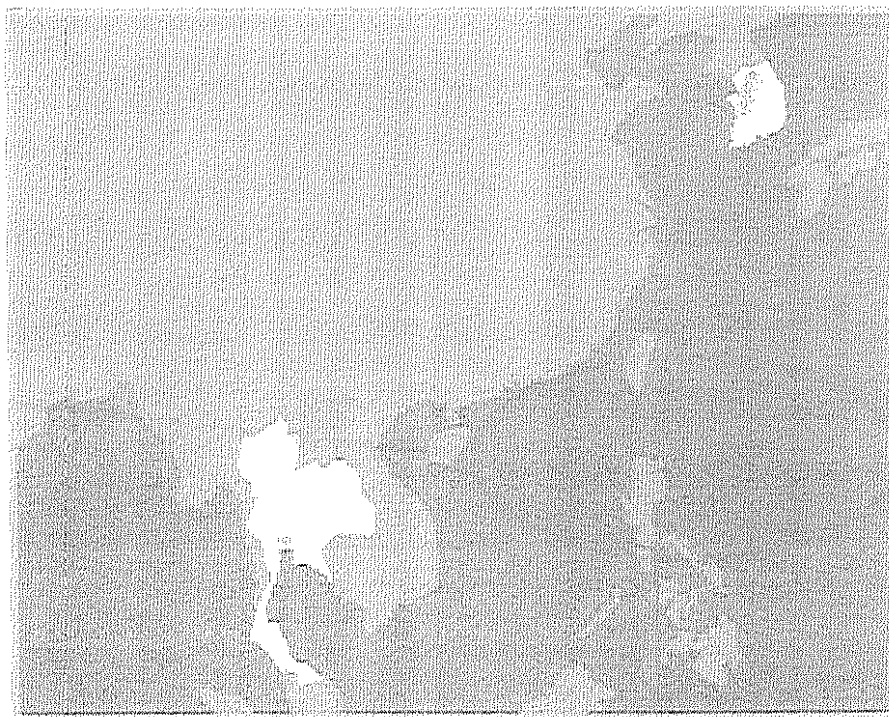
- Export markets for post consumer fibre have existed for more than 30 years.
- Major importers include South Korea and Thailand.



- Shin Chang & Paper Industry Co. Ltd.
- Daewang Paper Co. Ltd.
- Samjung Pulp Industry Co. Ltd.
- Daewon Paper Co.

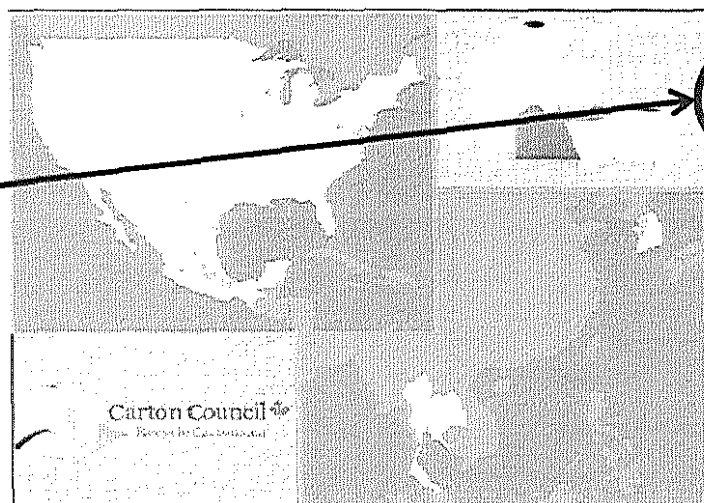


- Fiber Pattana



# The Broker List

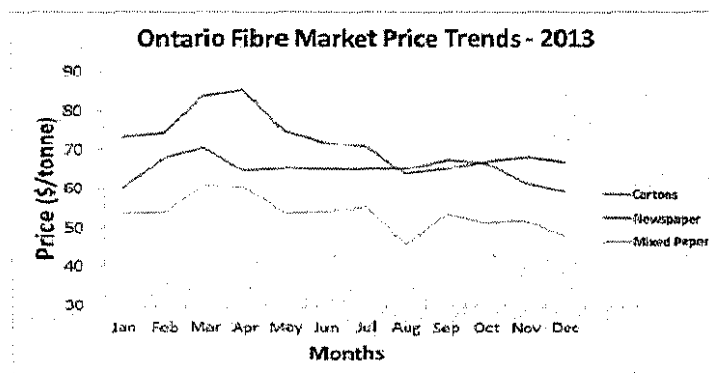
Excerpt from Carton  
Council Newsletter sent  
to Canadian MRFs



*Map of North American and Asian End Markets*

## CARTON GRADE MARKET VALUE

CCC actively monitors the market value of the carton grade (PSI 52). The Ontario Price Sheet is a monthly publication that contains a blend of municipal spot market prices for Ontario-based municipalities. Please note that prices can fluctuate from day-to-day and should be used as reference only.



Source: Recycle StewardEdge Inc. Price Sheet

**SAVED BY THE BELL**

and the housing brokers are those known to the Canton Housing Authority. The brokers are licensed and the fee is \$100.00 per year for each family. The fee is not refundable.

[illegible]

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1990

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1. The first step in the process is to identify the problem or issue that needs to be addressed. This involves gathering information and understanding the context of the problem.

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1992-1993

[illegible]

# Cartons are now a recognized grade in the scrap trading industry

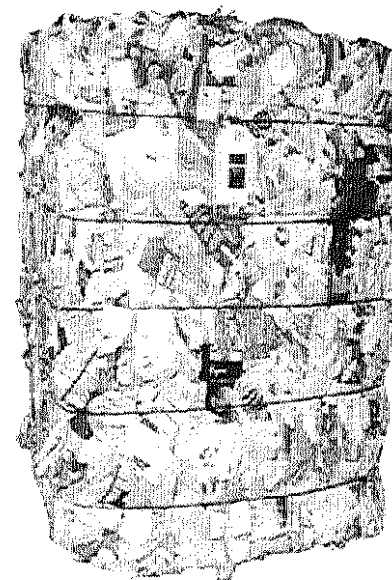
## **(52) Aseptic Packaging and Gable-Top Cartons**

Consists of liquid packaging board container including used, polyethylene (PE)-coated, printed one-side aseptic and gable-top cartons containing no less than 70% bleached chemical fibre and may contain up to 6% aluminum foil and 24% PE film.

Prohibitive Material may not exceed 2%

Outthrows plus prohibitives may not exceed 5%

Source: [www.isri.org](http://www.isri.org) (2014)



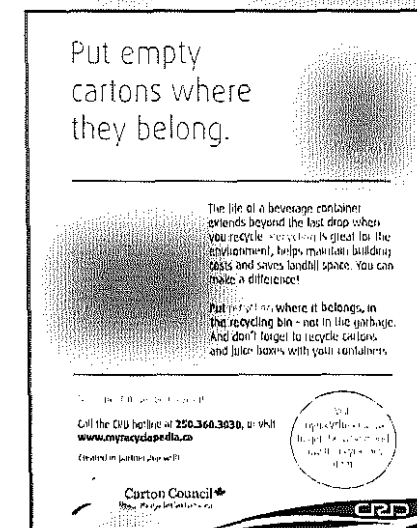
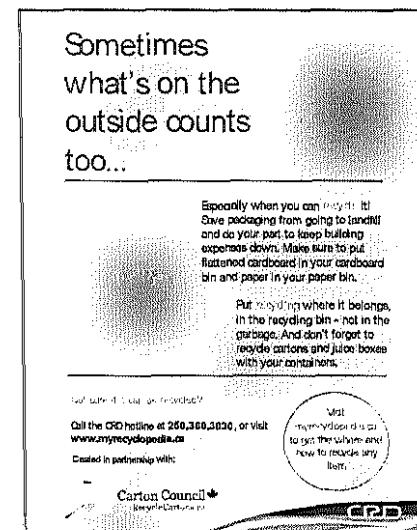
- Sending cartons to end market in their own grade ensures more cartons get recycled. Pulp mills apply optimized saturation and conditioning to carton bales which differ from other fiber commodities. These optimal carton settings ensure a maximum yield of fiber from gable top and aseptic cartons.

 Carton Council   
RecycleCartons.ca



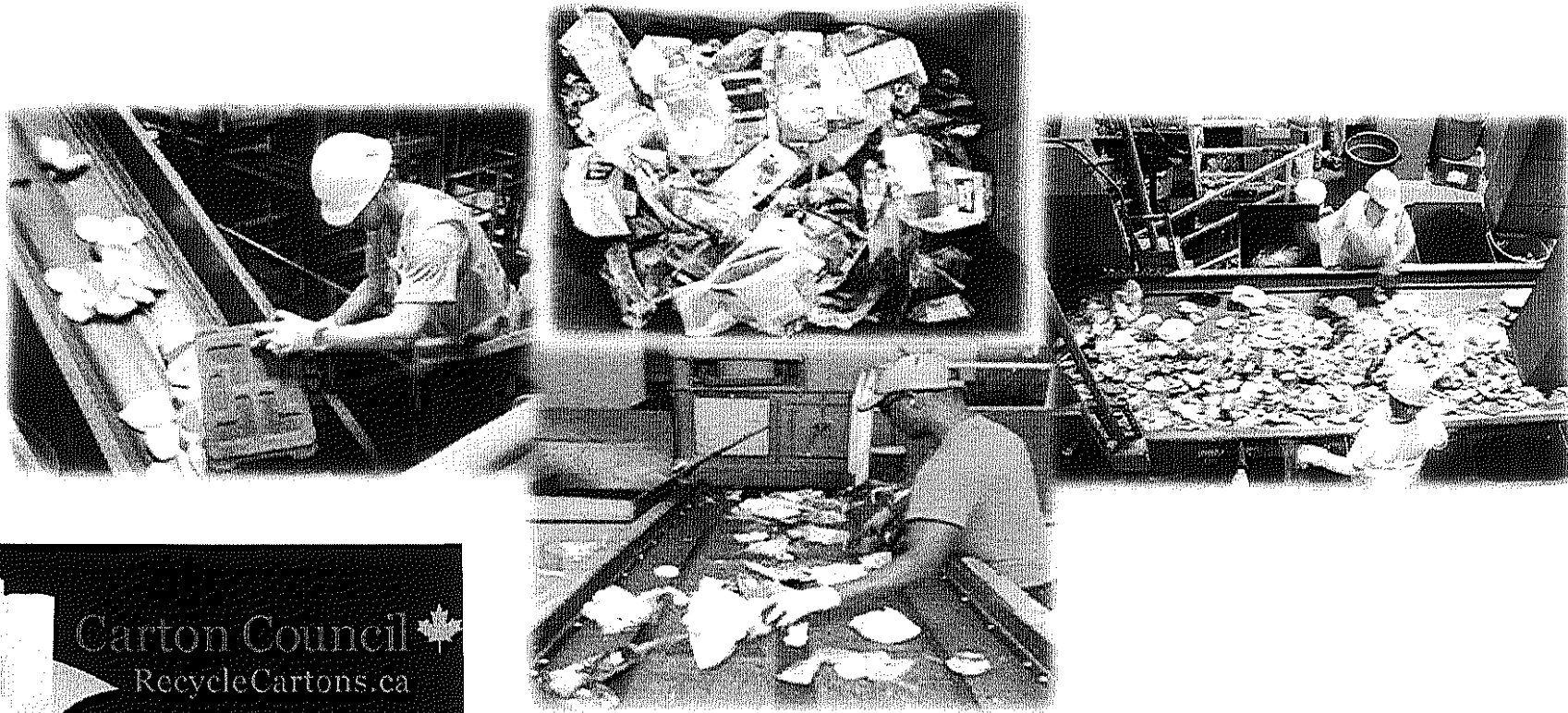
# Pilot Project to Increase Recycling

- The Carton Council collaborated with the Capital Regional District in the addition of cartons (all cartons – beverage, non-beverage, and dairy) to its residential recycling program
- Carton Council support the CRD on a promotion and education campaign targeted to multi-family residents
- The campaign achieved an increase in carton capture rates in the study area by over 7 percentage points.



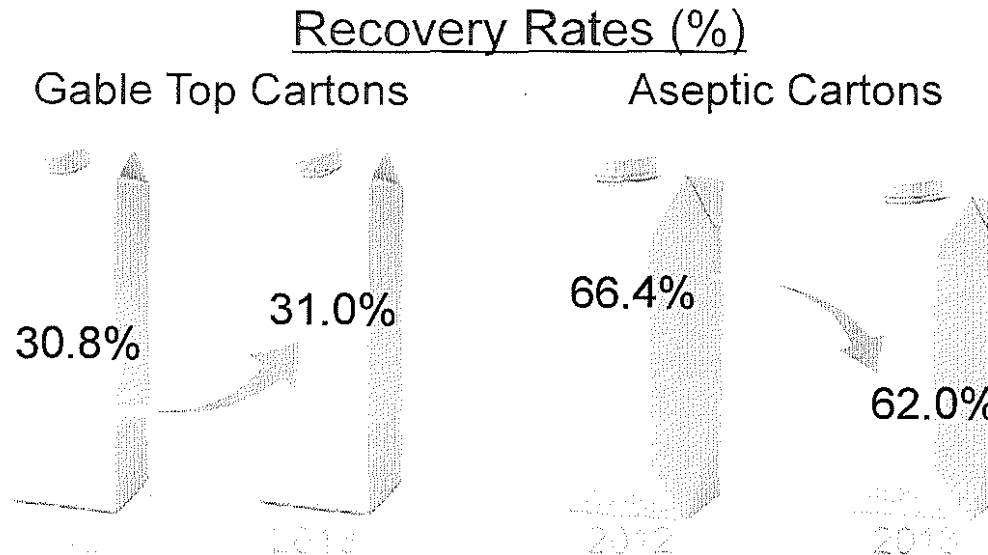
# MRF Visits

- In order to become more familiar with carton sorting practices by province, the Carton Council regularly visits sorting facilities. Pilot projects, information and resource sharing to optimize carton recycling are often outcomes of these visits.



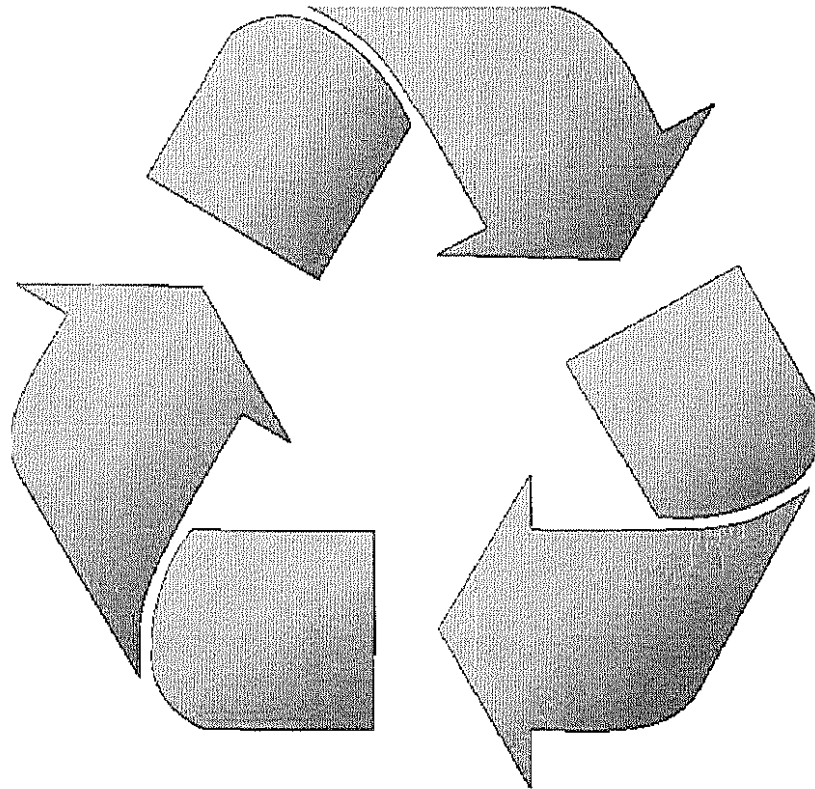
Carton Council   
RecycleCartons.ca

# More Work to be Done - Recovery Rates in BC



- The gable top carton recovery rate includes juice cartons which are under deposit as well as milk cartons collected under the voluntary take-back system.
- The aseptic carton recovery rate includes juice cartons which are under deposit.
- In 2012 we saw a slight increase in gable top carton recovery rates and a decrease in aseptic carton recovery rates. Carton Council will be working with key stakeholders, such as Encorp Pacific and MMBC, to improve the situation.
- Beginning in May 2014, non-beverage cartons (very low recovery rate) will be included in the MMBC program. Newly projected recovery rates will be available once the program is operational.

# Questions?



## Thank you



**<http://www.recyclecartons.ca/>**



RECYCLING COUNCIL OF BC'S 39TH ANNUAL ZERO WASTE CONFERENCE  
MAY 22-24, 2013  
WHISTLER, BC

MINISTRY OF ENVIRONMENT SESSION DRAFT AGENDA

| <b>MAY 23rd, 2013</b>                                     |   |
|---|---|
| <b>1:00-1:15pm</b><br>[~15 min intro]                     | <p><b><i>Packaging and Printed Paper in BC: A status update</i></b><br/>This session will provide an overview of the requirements for implementing PPP EPR programs in BC, a status update and what to expect this afternoon.</p> <p><b>Speaker:</b><br/>Meegan Armstrong<br/>Head, EPR, BC Ministry of Environment</p> <p><b>Key Objectives:</b></p> <ul style="list-style-type: none"><li>• To provide information to stakeholders regarding the status of PPP program development.</li><li>• To provide an overview of the intent and key objectives of the PPP presentations for this full afternoon session.</li></ul> |
| <b>1:15-2:30pm</b><br>[45min presentation,<br>25min Q&As] | <p><b><i>EPR for Packaging and Printed Paper in BC: The do's and don'ts in the early years</i></b><br/>This presentation will provide you with an understanding of the critical elements that will set the BC EPR PPP program up to produce world-leading results.</p> <p><b>Speaker:</b><br/>Dr Fritz Flanderka<br/>From Germany</p> <p><b>Key Objectives:</b></p> <ul style="list-style-type: none"><li>• To provide an opportunity for stakeholders to learn about best PPP policies and practices being applied around the world.</li></ul>   |
| <b>2:30pm-3:00pm</b>                                      | Break   |
| <b>3:00pm-3:20pm</b><br>[~15min<br>presentation]          | <p><b><i>Producer Perspective</i></b></p> <p><b>Speaker:</b><br/>&lt;TBD&gt;</p>  |

|                      |  |
|----------------------|--|
|                      | <b>Key Objectives:</b> <ul style="list-style-type: none"> <li>• Producer perspective on the Regulation of PPP and what this means for businesses in BC</li> </ul>  |
| <b>3:20pm-4:30pm</b> | <p><b><i>Local Government Panel</i></b><br/> speak about local government perspective and expectations regarding PPP</p> <p><b>Speakers:</b><br/> Rob Castanza,<br/> City of Surrey</p> <p>Carey McIver,<br/> City of Nanaimo</p> <p>&lt;TBD&gt;</p> <p><b>Key Objectives:</b> <ul style="list-style-type: none"> <li>• To provide information on the strategy that one local government is applying to use the new PPP EPR program to maximize its opportunities, integrate with its waste management policy and deliver world class service to its service to residents.</li> </ul> </p> |

**Busse, Carol ENV:EX**

---

**From:** Neil Hastie · s.22  
**Sent:** Tuesday, January 7, 2014 2:24 PM  
**To:** Ranson, David ENV:EX; Armstrong, Meegan ENV:EX  
**Subject:** February 18

David/Meegan; thanks. February 18 at 9am in your office is confirmed. Prior to the meeting we will provide a briefing note. There will be 4 or 5 of us.

Regards  
Neil

**From:** Ranson, David ENV:EX [<mailto:David.Ranson@gov.bc.ca>]  
**Sent:** January-07-14 3:32 PM  
**To:** Armstrong, Meegan ENV:EX; 'Neil Hastie'  
**Subject:** RE: Schedule 5

It would work for me as well. Morning would be preferred.

**From:** Armstrong, Meegan ENV:EX  
**Sent:** Tuesday, January 7, 2014 10:23 AM  
**To:** 'Neil Hastie'; Ranson, David ENV:EX  
**Subject:** RE: Schedule 5

That works for me.

C. Meegan Armstrong  
T: 250.387.9944

**From:** Neil Hastie [<mailto:> s.22]  
**Sent:** Tuesday, January 7, 2014 8:11 AM  
**To:** Ranson, David ENV:EX; Armstrong, Meegan ENV:EX  
**Subject:** RE: Schedule 5

Meegan & David; would February 18 work for you?  
Neil

**From:** Ranson, David ENV:EX [<mailto:David.Ranson@gov.bc.ca>]  
**Sent:** January-06-14 5:18 PM  
**To:** Armstrong, Meegan ENV:EX; 'Neil Hastie'  
**Subject:** RE: Schedule 5

Hi Neil - If a later date was possible it might be best for us.

s.22

s.22

Happy New Year,  
David

**From:** Armstrong, Meegan ENV:EX  
**Sent:** Monday, January 6, 2014 7:58 AM



**To:** 'Neil Hastie'  
**Cc:** Ranson, David ENV:EX  
**Subject:** RE: Schedule 5

Happy New Year Neil.

I'm just back in the office this morning after Christmas holidays. I'll discuss meetings dates with David, although I am away from the office the last two weeks of January. Are the dates you suggest fixed in stone.

C. Meegan Armstrong  
T: 250.387.9944

**From:** Neil Hastie [[mailto:neil.hastie@reclaystewardedge.com](#)] s.22  
**Sent:** Monday, January 6, 2014 6:25 AM  
**To:** Ranson, David ENV:EX; Armstrong, Meegan ENV:EX  
**Subject:** Schedule 5  
**Importance:** High

Hi David and Meegan; would you have time for Fritz Flanderka and I in Victoria on either January 21 or 22? We would like to chat about stewardship plans for PPP.

HNY

Regards

Neil Hastie  
CEO (acting)



Reclay StewardEdge is a registered trademark of Reclay StewardEdge Inc.

Reclay StewardEdge  
26 Wellington Street East, Ste. 601,  
Toronto, ON M5E 1S2  
Phone: 416.646.3080  
Fax: 416.594.3463  
E-Mail [nhastie@reclaystewardedge.com](mailto:nhastie@reclaystewardedge.com)  
[www.reclaystewardedge.com](http://www.reclaystewardedge.com)

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## Busse, Carol ENV:EX

---

**From:** David Lawes <EPRmadeEasy@shaw.ca>  
**Sent:** Wednesday, April 9, 2014 7:39 PM  
**To:** Ranson, David ENV:EX; Armstrong, Meegan ENV:EX; Bates, Julia ENV:EX  
**Subject:** FW: Meeting Request; New Plan for Packaging and Printed Paper  
**Attachments:** Minister Polak Request.pdf

fyi

**From:** Neil Hastie \_\_\_\_\_ <sup>s.22</sup>  
**Date:** Wednesday, April 9, 2014 at 5:05 PM  
**To:** <ENV.minister@gov.bc.ca>  
**Subject:** Meeting Request; New Plan for Packaging and Printed Paper

Dear Minister Polak; My colleagues and I would very much appreciate an opportunity to meet with you and staff to brief you on our intention to file a new stewardship plan under schedule 5 of the Recycling Regulation. Our goal is to increase recycling services available to the citizens of British Columbia and to offer choice to producers. We look forward to hearing from your office.

Yours Truly,  
Neil Hastie  
BC Project Lead  
Reclay StewardEdge  
Tom Loewen  
Area Manager for BC  
Progressive Waste Services



A sustainable  
business approach

Reclay StewardEdge  
26 Wellington Street East, Ste. 601,  
Toronto, ON M5E 1S2  
Phone: 416.646.3080  
Fax: 416.594.3463  
E-Mail [nhastie@reclaystewardedge.com](mailto:nhastie@reclaystewardedge.com)  
[www.reclaystewardedge.com](http://www.reclaystewardedge.com)

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**Busse, Carol ENV:EX**

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**From:** David Lawes <EPRmadeEasy@shaw.ca>  
**Sent:** Wednesday, May 28, 2014 12:48 PM  
**To:** Murphy, Bernadette GCPE:EX; Crebo, David GCPE:EX  
**Cc:** Ranson, David ENV:EX; Armstrong, Meegan ENV:EX; Harris, Lucas ENV:EX; Bates, Julia ENV:EX; Neil Hastie; Ken Friesen  
**Subject:** fyi - Press Release announcing new PPP program by StewardChoice  
**Attachments:** BC Announcement Press Release - FINAL[1] copy.pdf

Dave / Burnadette – good to see you both the other day.

As a heads up.... This press release is going out at 5pm today to announce a new packaging and printed paper program by StewardChoice. Please do not distribute outside of government before it gets released. Dave, when I saw you at the MO two weeks back we had just finished briefing Minister Polak and her team on this initiative.

If you receive inquiries from the media on this, here's some suggested response key messages:

- I support competition as I see it as a means to provide choice for producers, improve service across BC and ensure costs are kept reasonable.
- The BC framework for EPR was built to allow for competition, which is a natural and important evolution of our North American leading EPR model.
- The plan proposed by Steward Choice is entering the consultation stage and I encourage your participation in this stage to help shape the program.

Any questions should be directed to Neil Hastie (contact info is at the bottom of the PR and pasted below)

**For media inquiries please contact:**

Neil Hastie  
Development Director 604-360-8870

[nhastie@stewardchoice.ca](mailto:nhastie@stewardchoice.ca)

-----  
Regards,  
David

## British Columbia's New Packaging and Printed Paper Stewardship Program

### Overview and Context

Reclay StewardEdge (RSE) is an international professional services organization that is developing, in cooperation with Progressive Waste Solutions, a new packaging and printed paper (PPP) stewardship program for British Columbia that will give producers an additional option to comply with the Recycling Regulation and, thereby, provide collection services to households that Multi-Material BC (MMBC) will not be servicing. While MMBC has agreements with many of the producers selling in or into British Columbia, and has an approved stewardship plan that proposes to cover all of British Columbia, it is clear from table #1 below that there are gaps in the service being provided by MMBC.

RSE has entered into a strategic relationship with Progressive Waste Solutions (Progressive) who has exclusive, long-term contracts to service multi-family buildings. RSE and Progressive intend to develop relationships with other companies that are also providing service to additional multifamily households.

This new PPP stewardship program will initially focus on providing industry financing and service to the multi-family dwellings currently receiving collection service and not part of the MMBC proposed collection network. This represents approximately 23% of the households in British Columbia. This new program will be delivered by an organization based and managed in British Columbia.

Table 1: Estimated provincial level coverage of MMBC and the new PPP stewardship programs

|                      | Provincial Estimates <sup>1</sup> | MMBC Program <sup>2</sup> | New PPP Stewardship Program (based on 2011 provincial data) |
|----------------------|-----------------------------------|---------------------------|---|
| Number of Households | 1,715,441                         | 1,250,000 (72%)           | 400,000 (23%)   |
| PPP Tonnes Managed   | 208,700                           | 185,000 (88%)             | 15,000 (7%)   |

Note: New PPP Stewardship Program estimated coverage is likely to increase as the percentage of multifamily type households increases in comparison to other household types.

<sup>1</sup> MMBC Packaging and Printed Paper Stewardship Plan, April 2013.  
<http://multimaterialbc.ca/sites/default/files/documents/pdf/plan/MMBC-PPP-Stewardship-Plan-Apr8-2013.pdf>

<sup>2</sup> MMBC Press Release, Feb 27, 2014. <http://multimaterialbc.ca/node/362>

### Value Proposition

This new PPP stewardship program will provide producers with a service oriented and cost-effective additional option to comply with the British Columbia Recycling Regulation through advice and strategic relationships with Progressive and other service providers, which will ultimately result in improved environmental and economic results for citizens/taxpayers in British Columbia.

RSE has global experience in helping producers manage the life-cycle impacts of their products and complying with packaging stewardship laws. In Canada, RSE works with multinational brand-owners and retail chains to manage their compliance costs through supply chain optimization. RSE has existing business relationships with producers that put PPP into the British Columbia marketplace. RSE also has expertise in designing and operating competitive and cost-effective product stewardship programs.

Progressive is one of North America's largest recycling companies serving 4 million customers and employing 7000 people. In British Columbia, Progressive, through its operation of BFI Canada, has many secure, long-term and competitively priced contracts to provide PPP recycling services to privately owned multi-family buildings and properties.

### Alignment with Provincial Objectives

This new PPP stewardship program is proposing to develop a free-enterprise, results based stewardship program that leverages the current market driven recycling system. Current multifamily service providers would see no disruptions to their relationships with their clients. Since the goal is to increase the amount of PPP collected, current multifamily service providers are likely to see increased business. Having a stable business environment will spur innovation and investment.

This new PPP stewardship program will support the Province's waste diversion/recycling objectives by initially focusing on servicing the provincial gap areas not serviced by MMBC; thereby increasing the collection and recycling of PPP. This initial focus will not disrupt the start-up phases of the MMBC launch of Canada's first 100% producer responsibility program for PPP. To the contrary, in time, this new PPP stewardship program will bring added investment and jobs to British Columbia's recycling industry.

### Services to Producers

RSE and Progressive are experienced at providing stewardship and recycling services in British Columbia. Together these companies, along with other service providers, will operate a "full service" program that provides many services to producers ranging from supply chain design advice to regulatory compliance.

### 1. RSE Supply Chain Optimization

RSE has significant experience helping its producer clients make strategic decisions to positively impact their supply chain. The product stewardship continuum spans the lifecycle of products from inception to end-of-life. At each point along it, decisions are made that ultimately impact the collective ability to create circular material flows. From the design stage onward, companies need to view their products and packaging with an eye to how they will be managed after use and increasingly the need to reintegrate embodied materials and energy into material supply chains. RSE will continue to offer supply chain management advice to producers to help them reduce the amount of packaging supplied and choose materials that are more easily recycled.

### 2. RSE Reporting Services

RSE has extensive experience conducting external independent compliance reviews for obligated producers to identify compliance risk factors and opportunities to improve packaging data tracking and reporting processes and procedures. RSE also has experience managing stewardship compliance reporting on behalf of our clients, including calculation of product data, calculation of fees and associated reporting requirements to ensure that these obligations are met in the most cost effective manner possible. RSE will use this experience to develop an easy to use PPP reporting system that helps producers manage their regulatory obligations efficiently.

### 3. Collection System

s.21

### 4. Recycling System

s.21

Page 55 redacted for the following reason:

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## Implementation Steps

s.21

### New PPP Stewardship Program Project Team and Roles

#### **British Columbia Based Team**

Neil Hastie- Senior Advisor for RSE -Project Lead

David Lawes – Senior Consultant to RSE-Project Advisor

Tom Loewen-Area Manager for Progressive-Collection and Recycling Direction

#### **Advisors**

Dr. Fritz Flanderka- Managing Director of Reclay Group-Legal Direction

Ken Friesen-Managing Partner of RSE –Strategic Direction

Geoff Rathbone-VP Resource Recovery for Progressive-Stakeholder Relations & Corporate support



**Busse, Carol ENV:EX**

---

**From:** Neil Hastie Stewardchoice <nhastie@stewardchoice.ca>  
**Sent:** Tuesday, May 27, 2014 5:24 PM  
**To:** Armstrong, Meegan ENV:EX  
**Cc:** Ken Friesen; David Lawes  
**Subject:** Meet on StewardChoice

Hi Meegan; is there a time that works for you and team?  
Cheers  
Neil

## Busse, Carol ENV:EX

---

**From:** David Lawes <EPRmadeEasy@shaw.ca>  
**Sent:** Wednesday, April 9, 2014 7:39 PM  
**To:** Ranson, David ENV:EX; Armstrong, Meegan ENV:EX; Bates, Julia ENV:EX  
**Subject:** FW: Meeting Request; New Plan for Packaging and Printed Paper  
**Attachments:** Minister Polak Request.pdf

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Yours Truly,  
Neil Hastie  
BC Project Lead  
Reclay StewardEdge  
Tom Loewen  
Area Manager for BC  
Progressive Waste Services



A member of the  
Progressive Waste Services

Reclay StewardEdge  
26 Wellington Street East, Ste. 601,  
Toronto, ON M5E 1S2  
Phone: 416.646.3080  
Fax: 416.594.3463  
E-Mail [nhastie@reclaystewardedge.com](mailto:nhastie@reclaystewardedge.com)  
[www.reclaystewardedge.com](http://www.reclaystewardedge.com)

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April 8, 2014

Original by Mail w/signatures

Honourable Mary Polak  
Minister of Environment  
Government of British Columbia  
PO Box 9047  
STN PROV GOVT  
Victoria, BC  
V8W 9E2

Meeting Request

Dear Minister Polak;

We would like to provide an in person briefing to you and staff on our approach to developing a new stewardship plan for packaging and printed paper (PPP) under schedule 5 of the Recycling Regulation. Our approach is based on the following considerations:

1. To provide producers with collection and recycling services in areas not being serviced by MMBC
2. These services to be financed by producers and secured through market based actions
3. A commitment to continuous improvement in environmental & efficiency performance outcomes
4. Driving economic activity in and for British Columbia

Progressive Waste Solutions, a public company listed on the New York and Toronto stock exchanges, is the largest waste management company in Canada with extensive BC based operations providing recycling services in particular to multifamily building residents.

Reclay StewardEdge is a Canadian based international stewardship consulting organization with many years of experience designing and operating stewardship plans for PPP in various Canadian jurisdictions. Its major shareholder is Reclay Group from Cologne Germany who has extensive experience with EPR and PPP recycling in Germany and other European countries.

We and our colleagues look forward to meeting with you. Your office can contact Neil Hastie at 778-387-5784 or [nhastie@reclaystewardedge.com](mailto:nhastie@reclaystewardedge.com)

Yours truly

Neil Hastie  
Project Leader for BC

Reclay StewardEdge

Tom Loewen  
Area Manager for BC

Progressive Waste Solutions

## Busse, Carol ENV:EX

---

**From:** Mustan Lalani <mlalani@Reclaystewardedge.com>  
**Sent:** Wednesday, March 26, 2014 8:23 AM  
**To:** Bates, Julia ENV:EX  
**Subject:** Presentation in advance  
**Attachments:** Carton Fact Sheet\_British Columbia\_March2014.pdf; CCC-BCGovPresentation-26March2014.pdf

Hi Julia,

In advance of our meeting at 11AM today, please find attached a short presentation that we would like to give you and your colleagues as a leave-behind and the standard carton council fact sheet. Could you please print a few copies for everyone today if possible? I am in the Sheraton and cannot find a cheap printer anywhere!

Thank you very much and see you shortly.

Best Regards,

Mustan Lalani  
Manager, Consulting



**Reclay StewardEdge**  
Product Stewardship Solutions

A Division of the  
Reclay Group

Reclay StewardEdge Inc.  
26 Wellington Street East, Ste. 601,  
Toronto, ON M5E 1S2  
Direct: +1.416.646.3854  
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E-Mail [mlalani@reclaystewardedge.com](mailto:mlalani@reclaystewardedge.com)  
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# RCBC: Schedule of Events

## TUESDAY MAY 21, 2013

---

- Tuesday eve - casual dinner speech with Stewardship Association of BC executive and Ministry of Environment (MoE) staff (maybe 12 people) at place *TBD*.
  - A meeting with personnel from BC compliance schemes (there are now 20 or so) to discuss relevant European developments that would be of interest to them.
  - Possibly a broader discussion with producers, including CSSA representatives, about the implications of national harmonization for existing provincial programs.

## WEDNESDAY MAY 22, 2013

---

- Wednesday eve – dinner discussion, meet 1-1 with MoE staff.
  - Closed door meeting with Ministry staff to cover key issues related to the changing roles of government, municipalities and compliance schemes in Europe and perhaps other initiatives such as the expansion of the “yellow bin” program to include recyclables other than packaging.

## THURSDAY MAY 23, 2013

---

- Thursday aft - provide presentation as part of conference agenda (see attached Draft- PPP session agenda).

**Busse, Carol ENV:EX**

---

**From:** Mustan Lalani <mlalani@Reclaystewardedge.com>  
**Sent:** Tuesday, March 25, 2014 2:17 PM  
**To:** Bates, Julia ENV:EX  
**Subject:** Re: Polycoat Containers and the Carton Council of Canada

Hi Julia,  
OK we are confirmed for 11AM. We are taking the 9:15 flight.  
With me there is Jason Pelz - VP Environment for Tetra Pak and the Carton Council and Elisabeth Comere - Director, Government and Environmental Affairs.  
I'll let you be the judge if we have enough space in the room, happy to go to a coffee spot as well.  
Your call.

See you tomorrow and looking forward to it.

Regards,

Mustan Lalani  
Reclay StewardEdge Inc.  
Original Message  
From: Bates, Julia ENV:EX  
Sent: Tuesday, March 25, 2014 11:38 AM  
To: Mustan Lalani  
Subject: RE: Polycoat Containers and the Carton Council of Canada

Sounds great. The address is: 2975 Jutland Road. From the seaplane terminal downtown it takes about 10 minutes by cab to get here.

I will meet you in the lobby at 11 and bring you up to meeting room 4-1, or if there is more folks than anticipated we could go for coffee there is a nice place across the street. I will be inviting the EPR group so about 4-5 of us on this end.

Look forward to it!

-J.

-----Original Message-----

From: Mustan Lalani [mailto:mlalani@Reclaystewardedge.com]  
Sent: March-25-14 9:25 AM  
To: Bates, Julia ENV:EX; Mustan Lalani  
Cc: Armstrong, Meegan ENV:EX  
Subject: Re: Polycoat Containers and the Carton Council of Canada

Hi Julia,  
Thanks for getting back to me.  
Would it be possible to meet you and your colleagues in Victoria tomorrow morning - around 11AM? I am confirming our ferry or sea plane schedule and can confirm with you later today on an exact meeting time.  
Please feel free to invite any of your colleagues, this is simply an outreach initiative from the Carton Council.

If you need to get a hold of me, best to call my mobile at

s.22

What address can we meet at tomorrow?

Thank you and best regards,

Mustan Lalani  
Reclay StewardEdge Inc.  
From: Bates, Julia ENV:EX  
Sent: Tuesday, March 25, 2014 8:26 AM  
To: Mustan Lalani  
Cc: Armstrong, Meegan ENV:EX  
Subject: RE: Polycoat Containers and the Carton Council of Canada

Good morning Mustan,  
Good to hear from you. My apologies for the late reply we have been in and out of the office.  
If you still have availability on the 26th that sounds fantastic to meet with yourself and representatives from the Council. There are a few folks on this end in the Ministry that may have interest in attending if I could extend the invite to my colleagues working on the Recycling Regulation that would be most welcome. Let me know if you still have availability and if so we can work on a time to meet.  
Thanks Mustan!

---

Julia Bates  
Senior Policy Advisor  
Industry Product Stewardship  
Environmental Standards Branch  
B.C. Ministry of Environment

From: Mustan Lalani [mailto:mlalani@Reclaystewardedge.com]  
Sent: March-18-14 5:53 PM  
To: Bates, Julia ENV:EX; Armstrong, Meegan ENV:EX  
Subject: Polycoat Containers and the Carton Council of Canada

Hi Meegan and Julia,

Hope things are well and good luck with the launch of MMBC in May - good job hanging in there with all of this unfortunate media coverage. Keep going!

I'd like to introduce you to the Carton Council of Canada, which is the industry association comprised of the major packaging suppliers (Elopak Canada Inc., Evergreen Packaging - Canada, SIG Combibloc Canada and Tetra Pak Canada Inc.) for gable top and aseptic cartons in the north American market. Their mission is to enhance the carton recovery rate and the viability of recycling end markets. The Carton Council is a client and have asked us to provide introductions to key BC partners including the BC Government. Key industry leaders will be in Vancouver March 25-27, where they have been asked to speak at GLOBE 2014.

I have recommended to the council that I try and setup a meeting on their behalf to introduce the council to the BC MOE and to facilitate a discussion on how the Council is working on behalf of its members to improve the overall sustainability of carton packaging and in particular, improving upon how these packages are collected and recycled in a convenient way.

Would you both have availability for a meeting in Victoria on Wednesday March 26, late morning (10:30AM or later)?

Thank you and best regards,

Mustan Lalani  
Manager, Consulting

---

[cid:image002.png@01CE199A.9879A510]

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E-Mail [mlalani@reclaystewardedge.com](mailto:mlalani@reclaystewardedge.com)<<mailto:mlalani@reclaystewardedge.com>>  
[www.reclaystewardedge.com](http://www.reclaystewardedge.com)<<http://www.reclaystewardedge.com>/>

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April 8, 2014

Original by Mail w/signatures

David Ranson  
Executive Director, Environmental Standards Branch  
Ministry of Environment  
297 Jutland Road  
PO Box 9341 Stn Prov Govt  
Victoria BC V8W 9M1

New Stewardship Plan for Packaging and Printed Paper

Dear David Ranson;

We are pleased to provide you with the attached Ideas Paper outlining, pursuant to the Recycling Regulation, the essential elements of our approach for PPP. These elements are:

1. To provide producers with collection and recycling services in areas not being serviced by MMBC
2. These services to be financed by producers and secured through market based actions
3. A commitment to continuous improvement in environmental & efficiency performance outcomes

Moving forward, we have begun work on a draft product stewardship plan to be made public for consultation as early as June 2014. In the next week, we intend to request a meeting with the Hon. Mary Polak, Minister to discuss our approach.

We look forward to discussions with you and your staff on this new plan. For questions about the Ideas Paper and our approach please contact Neil Hastie at 778-387-5784: [nhastie@reclaystewardedge.ca](mailto:nhastie@reclaystewardedge.ca)

Yours Truly

Reclay StewardEdge

Progressive Waste Solutions

Neil Hastie  
BC Project Lead

Tom Loewen  
BC District Manager

Ken Friesen  
Managing Partner

Geoff Rathbone  
Vice President, Resource Recovery

Attach. (1)



**StewardChoice**  
Producer Solutions

For Immediate Release

May 28, 2014

## **A New Proposed Recycling Plan to Surface in BC**

**Burnaby, BC** – StewardChoice Enterprises Inc. announced today that it will publish a draft stewardship plan for packaging and printed paper in June which will undergo public consultations over the course of the summer. Once their plan is approved, the new recycling service will commence as early as next year initially in multi-family residential buildings.

"We see this as an opportunity to provide producers with more choice while offering cost-effective solutions," says Neil Hastie, Development Director and spokesperson for StewardChoice Enterprises Inc. "We strongly believe that producers should have the ability to choose a preferred service when determining how to meet their regulatory obligations."

Under the British Columbia Recycling Regulation, companies must recover at least 75% of their packaging and printed paper generated through households. Today, more than 20% of multi-family buildings in BC do not receive a producer funded recycling service.

"We have two priorities at StewardChoice. One is to provide solutions for producers to achieve their environmental goals in compliance with the Recycling Regulation and the other," says Hastie, "is to offer a plan that will increase collection of packaging and printed paper waste generated in BC beginning with areas like multi-family buildings that are currently not receiving any producer funded recycling services."

Once the public consultations are complete, the plan will be submitted for approval to the BC Ministry of Environment.

*StewardChoice Enterprises Inc. is a subsidiary of Reclay StewardEdge, a North American leader providing packaging stewardship solutions to consumer product goods organizations. StewardChoice is based and managed in the province of BC. Further information can be found at [www.stewardchoice.ca](http://www.stewardchoice.ca)*

*Reclay StewardEdge (RSE) is a leading Canadian-based international stewardship organization that has extensive experience and expertise in sustainability, related to end-of-life management of packaging and products. RSE has provided stewardship solutions to numerous producers across Canada and in 2012, StewardEdge became a part of the Reclay Group enabling them to offer a broader suite of services internationally.*

Please visit our website for more information.  
[www.stewardchoice.ca](http://www.stewardchoice.ca)

**For media inquiries please contact:**

Neil Hastie  
Development Director  
604-360-8870  
[nhastie@stewardchoice.ca](mailto:nhastie@stewardchoice.ca)



**StewardChoice**  
Producer Solutions

For Immediate Release  
May 28, 2014

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**For media inquiries please contact:**

Neil Hastie  
Development Director  
604-360-8870  
[nhastie@stewardchoice.ca](mailto:nhastie@stewardchoice.ca)

# Beyond Producer Responsibility: How the Carton Council is building a sustainable recycling supply chain

March, 2014



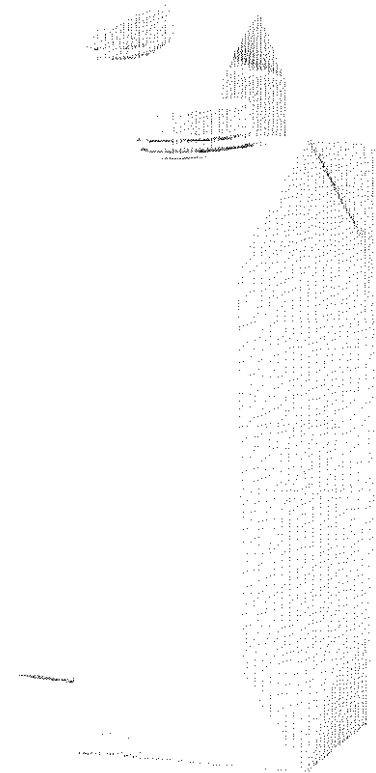
Carton Council   
RecycleCartons.ca

# Our Points for Discussion

- About the CCC
- About Beverage Cartons
- Carton Sustainability
- Our Objective

# About the CCC

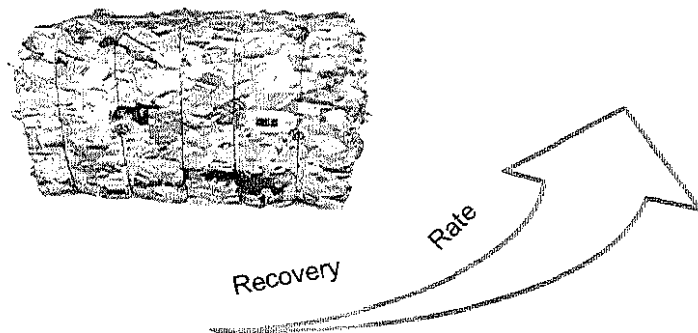
- The Carton Council of Canada – created by leading carton manufacturers
- Member companies manufacture and market processing & packaging systems that are convenient, safe and environmentally sound.



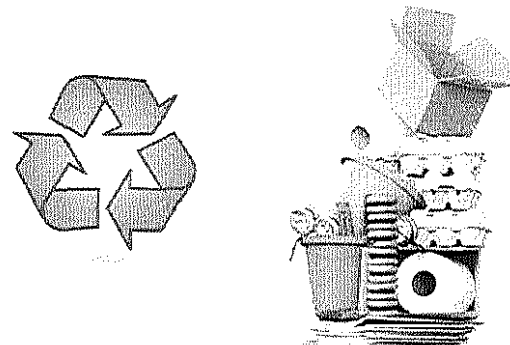
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# CCC Goals

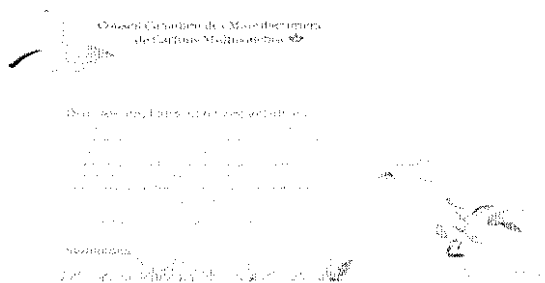
**Sorting into separate grades**



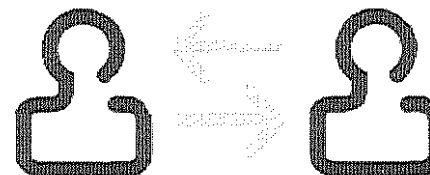
**Ensure sustainable North American end-markets for cartons**



**Drive consumer awareness**

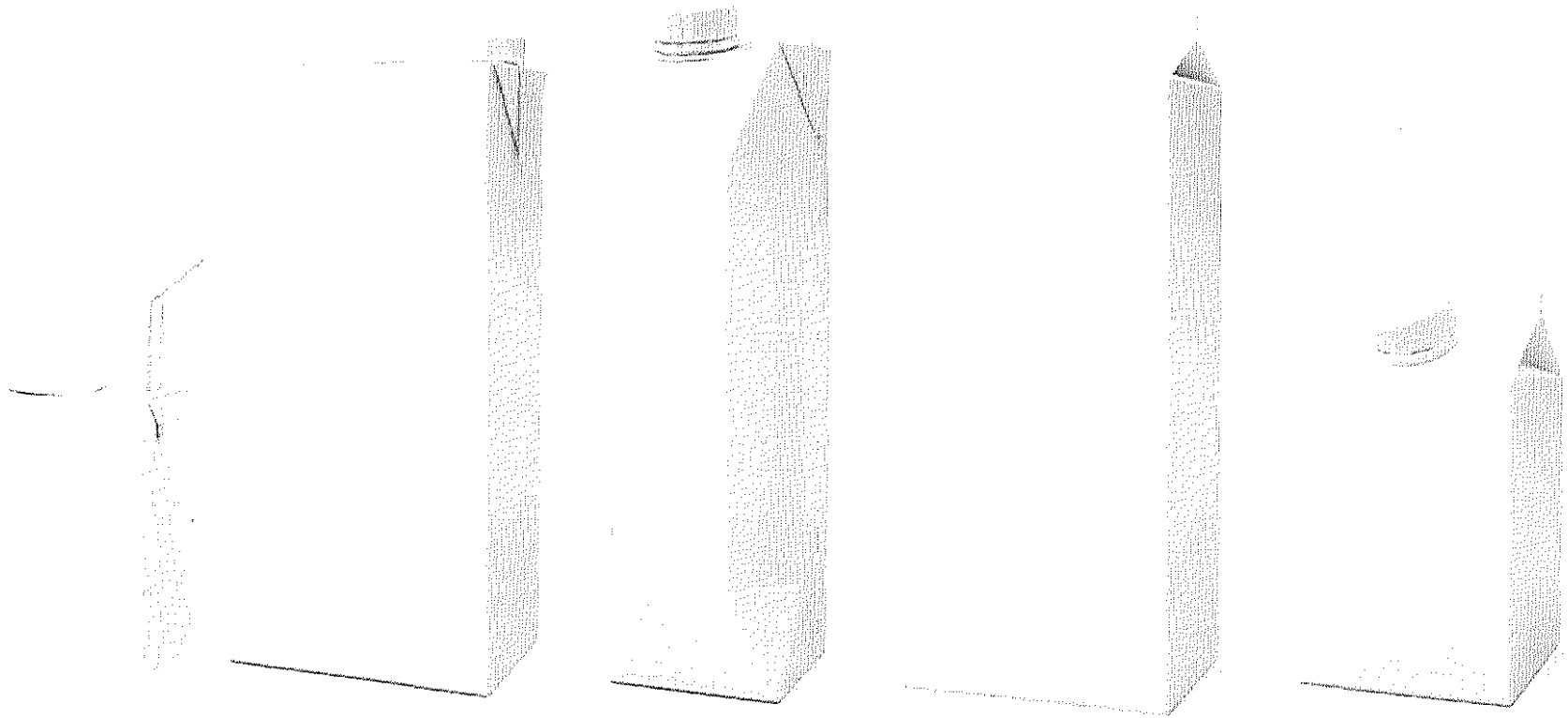


**Stakeholder engagement**



**Carton Council**  
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# About Beverage Cartons

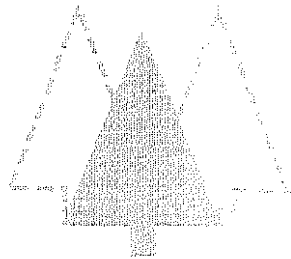


**Fiber content varies from ~60% up to 85%  
15% up to 35% is Plastic and/or 5% Aluminum**

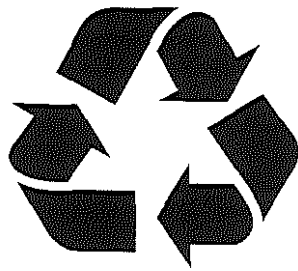
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# Amongst Most Sustainable Package



**RENEWABLE**



**RECYCLABLE**

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# The Life of a Carton

## Second Life:

Eight recyclers convert cartons into paper-based products

**Carton Recycling:**  
39% recycling rate

## Distribution:

**Customers:**  
State-of-the-art equipment generates less impact

**Carton Council**   
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## Transport:

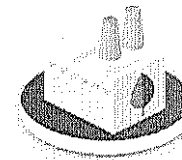
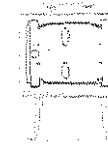
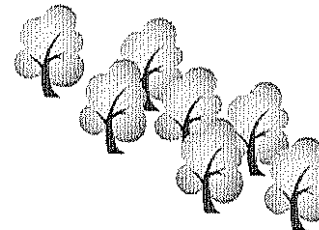
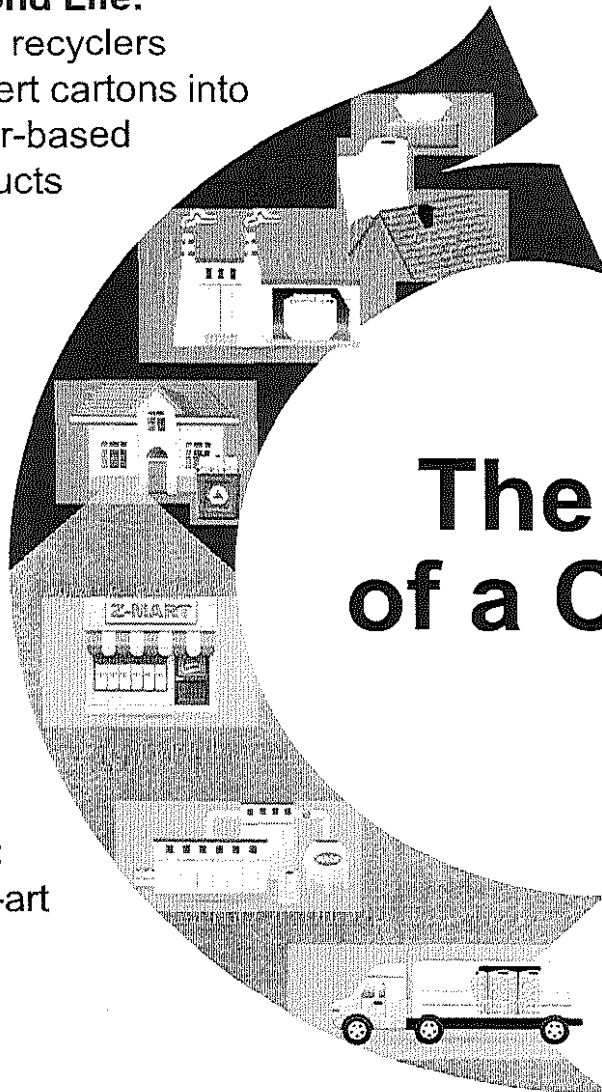
1 million cartons shipped per 2 trucks

**Mainly made from Renewable Resources Responsibly Grown:** 100% traceable back to the forest

Made from **well-managed forests**

**Design:**  
LCAs and DfE drive innovation

**Manufacturing:**  
CO<sub>2</sub> emissions down



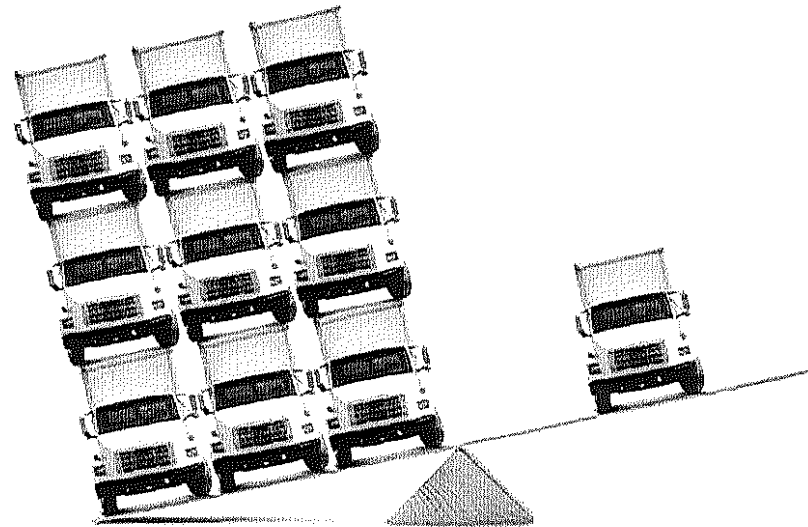
# Cartons are efficient!

Less package =

- More product
- Less truck



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Less Trucks =

- Lower shipping costs
- Less energy use
- Less pollution





## Our Objective

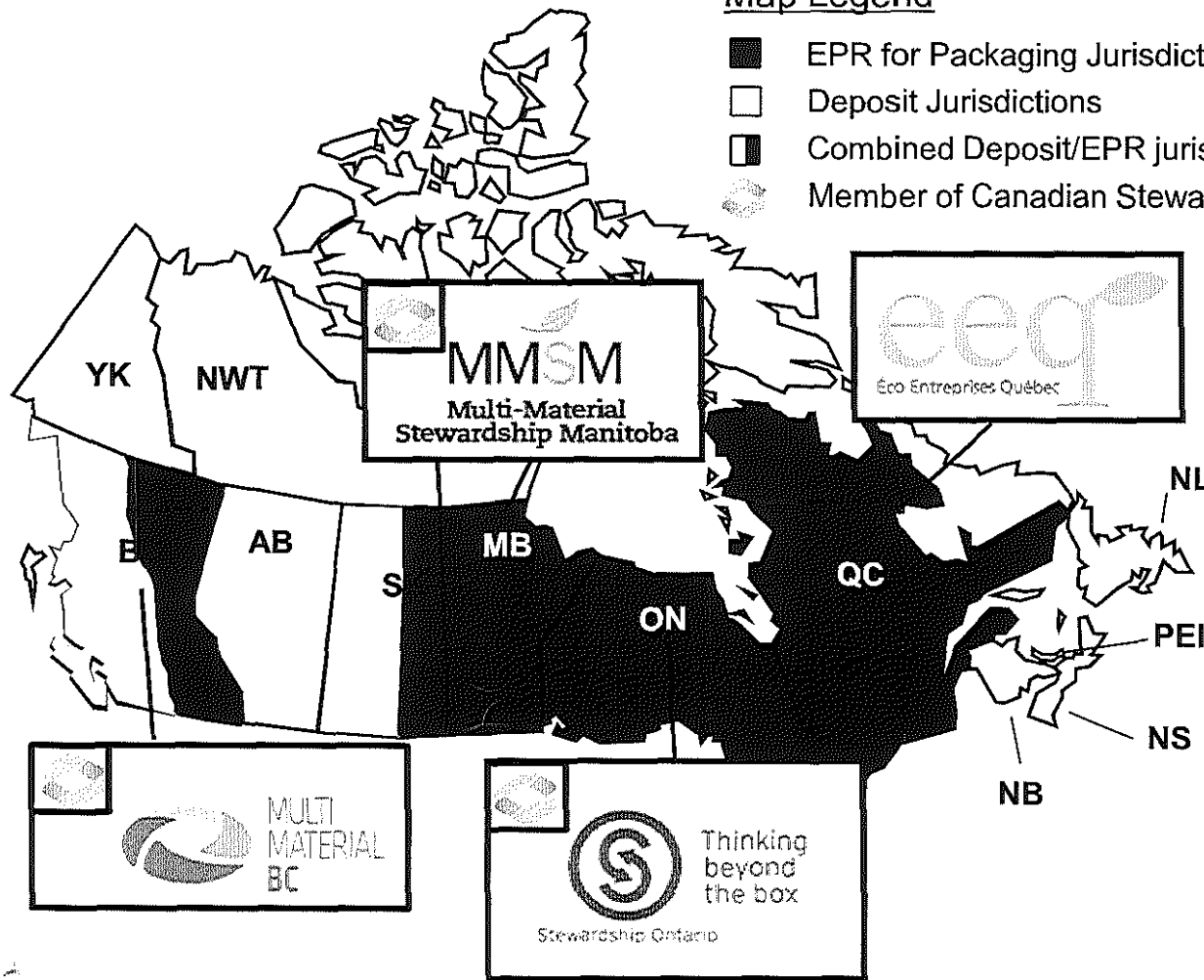
Ensure an effective recovery framework allowing:

- Continuous & sustainable growth of carton collection and recycling
- Level playing field among the various packaging materials

# Stewardship Programs in Canada

## Map Legend

-  EPR for Packaging Jurisdictions
-  Deposit Jurisdictions
-  Combined Deposit/EPR jurisdiction
-  Member of Canadian Stewardship Services Alliance



## Programs by Jurisdiction

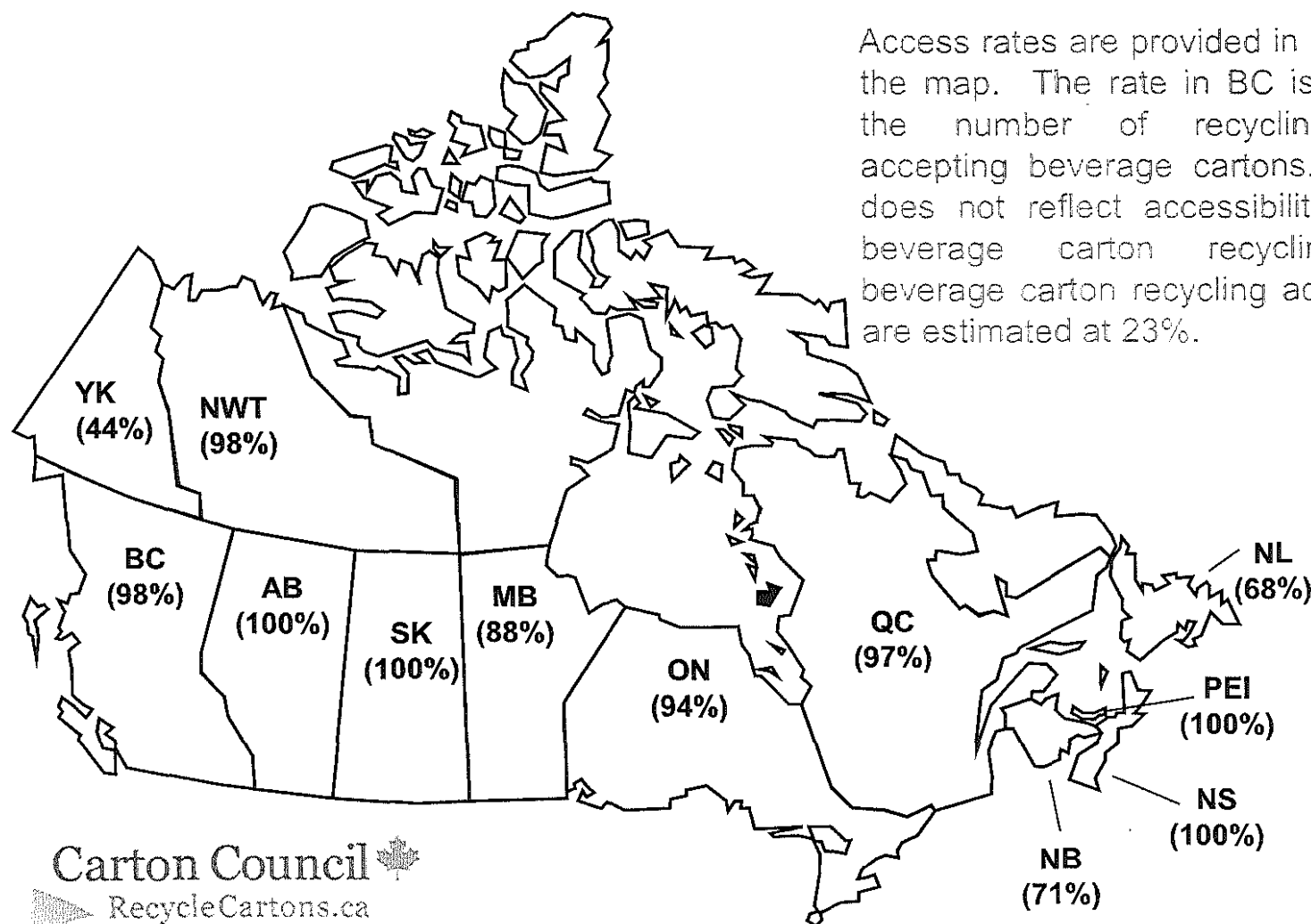
| Juris. | Agency  |
|--------|---|
| AB     | AB Beverage Container Recycling Corporation   |
| BC     | MMBC (EPR) & Encorp Pacific (Deposit)   |
| NB     | Encorp Atlantic   |
| NL     | Multi-Material Stewardship Board (MMSM)   |
| NS     | Resource Recovery Fund Board (RRFB)   |
| NWT    | Dep't of Environmental & Natural Resources  |
| PEI    | Beverage Container Management System  |
| SK     | SARCAN  |
| YK     | Environment Yukon   |
| MB     | Multi-Material Stewardship Manitoba & Canadian Beverage Container Recycling Association |
| QC     | Eco Entreprises Québec  |
| ON     | Stewardship Ontario   |

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# Beverage Carton Recycling Access Rates

## Beverage National Access Rate – 95%

Access rates are provided in brackets in the map. The rate in BC is based on the number of recycling depots accepting beverage cartons. This rate does not reflect accessibility for non-beverage carton recycling. Non-beverage carton recycling access rates are estimated at 23%.



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# Total Program Costs

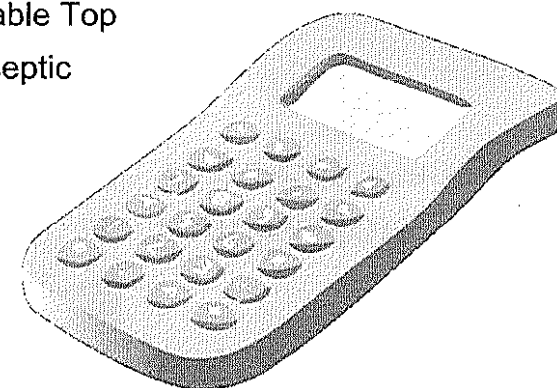
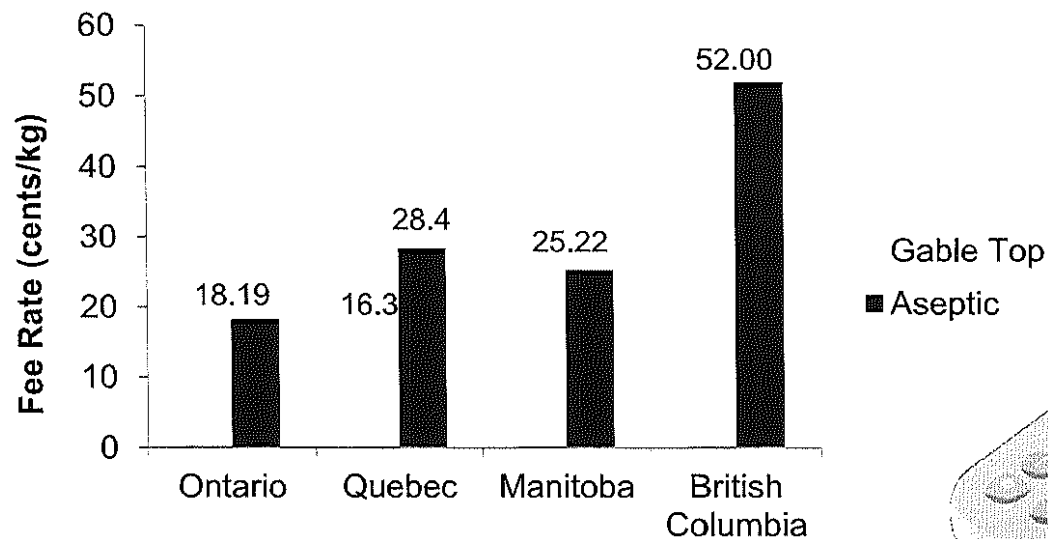
- Producers' obligation in BC is high relative to other similar programs (considering population and steward obligation rates)

| Province | Total Producer Obligation (\$CDN) | Producer Obligation (%) | Cost per Capita (\$/population) |
|----------|-----------------------------------|-------------------------|---------------------------------|
| Ontario  | \$104,005,507                     | 50%                     | 16.2                            |
| Quebec   | \$137,321,745                     | 100%                    | 17.4                            |
| Manitoba | \$11,076,642                      | 80%                     | 11.4                            |
| BC       | \$84,387,500                      | 100%                    | 19.2                            |

\* The cost per capita is based on 100% steward obligation (ON and MB producer obligations were adjusted to 100%)

- The Carton Council is working to increase carton recycling rates and manage associated costs.

# 2014 Carton Fees in Various Provinces



- Fee rates in ON, QC and MB apply to all carton types (beverage, non-beverage and milk and milk substitutes).
- Fee rates in BC apply to non-beverage cartons as beverage cartons are on deposit. Carton deposits are redeemable upon return to an accredited Return-It location. The Container Recycling Fee (cost associated with the handling and management of material once returned) is not redeemable and is used to pay for the deposit system.
- All fee rates presented are for the 2014 calendar year.

| Carton Type | Carton Volume | Deposit Amount | CRF (Container Recycling Fee) |
|-------------|---------------|----------------|-------------------------------|
| Aseptic     | 0-500ml       | 5.0 ¢          | 2.0 ¢                         |
|             | 501ml-1L      | 5.0 ¢          | 7.0 ¢                         |
| Gable Top   | 0-500ml       | 5.0 ¢          | No CRF                        |
|             | 501ml-1L      | 5.0 ¢          | No CRF                        |
|             | > 1L          | 20.0 ¢         | 6.0 ¢                         |

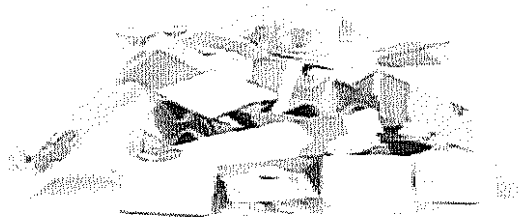
**Carton Council**   
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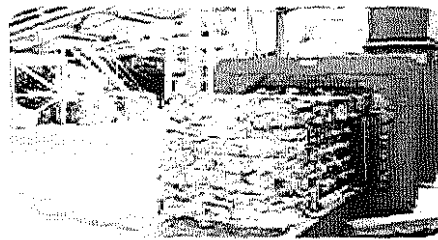
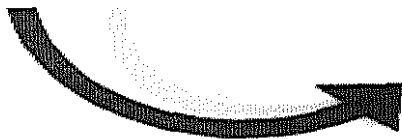
# Our Strategy

Work within all links of the recycling value chain

Consumers → Municipalities → End Markets



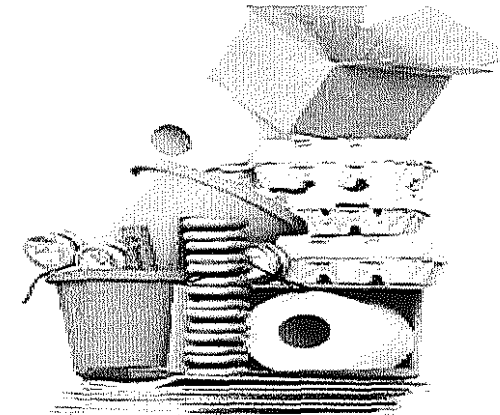
Push Factors  
Collection Volume



Material Recovery  
Facilities (MRF)



Pull Factors  
High Value End Markets



Carton Council   
RecycleCartons.ca

# How Are We Doing This?

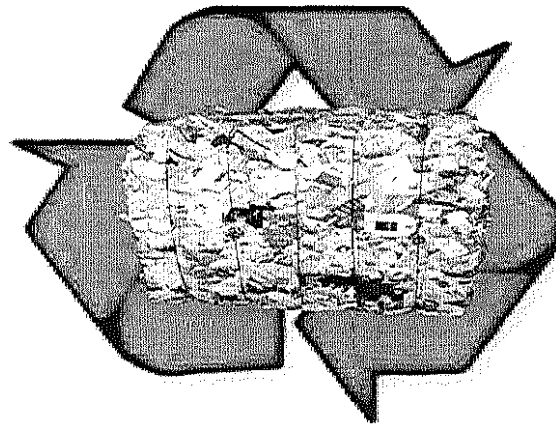
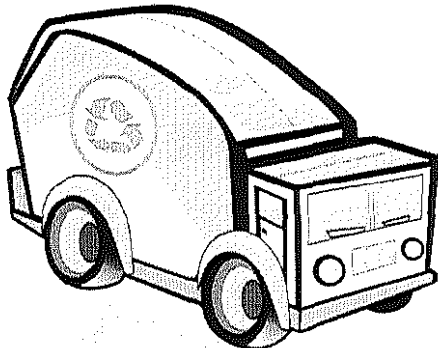
- Helping to build sustainable **end markets**
  - Work with mills to ensure cartons are being turned into products.
- Increasing the volume of cartons making it to markets.
  - **Municipal/consumer** promotion and education.
  - Working with MRFs to ensure cartons are being sorted into their own grade.
  - Forming relationships with **brokers** to ensure carton commodities are making it to the right end market.

# The Ingredients

Municipalities  
& MRFs

Consumers

End  
Markets  
&  
Brokers



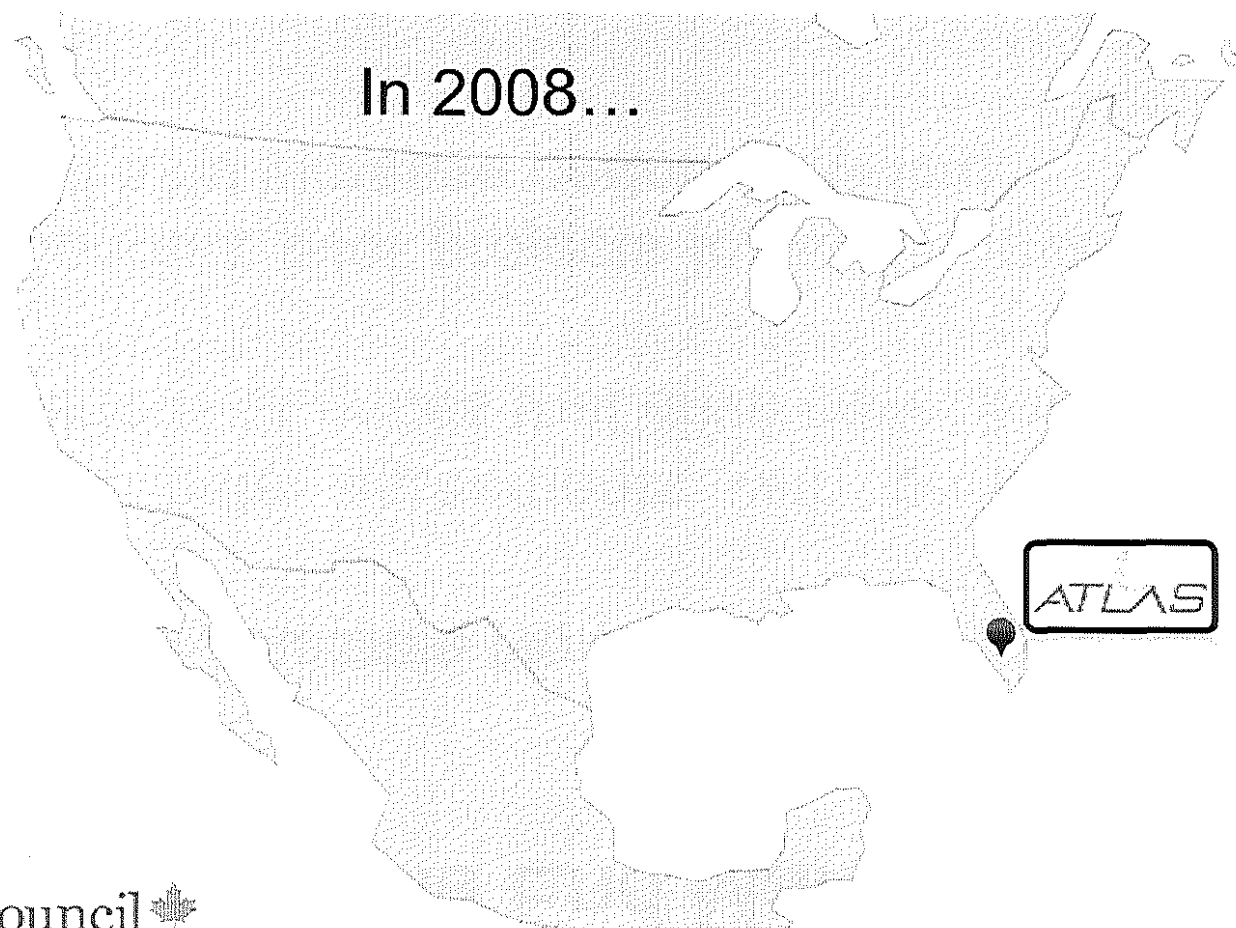
Carton Council  
RecycleCartons.ca

# Building Sustainable End Markets

## End Markets & Brokers

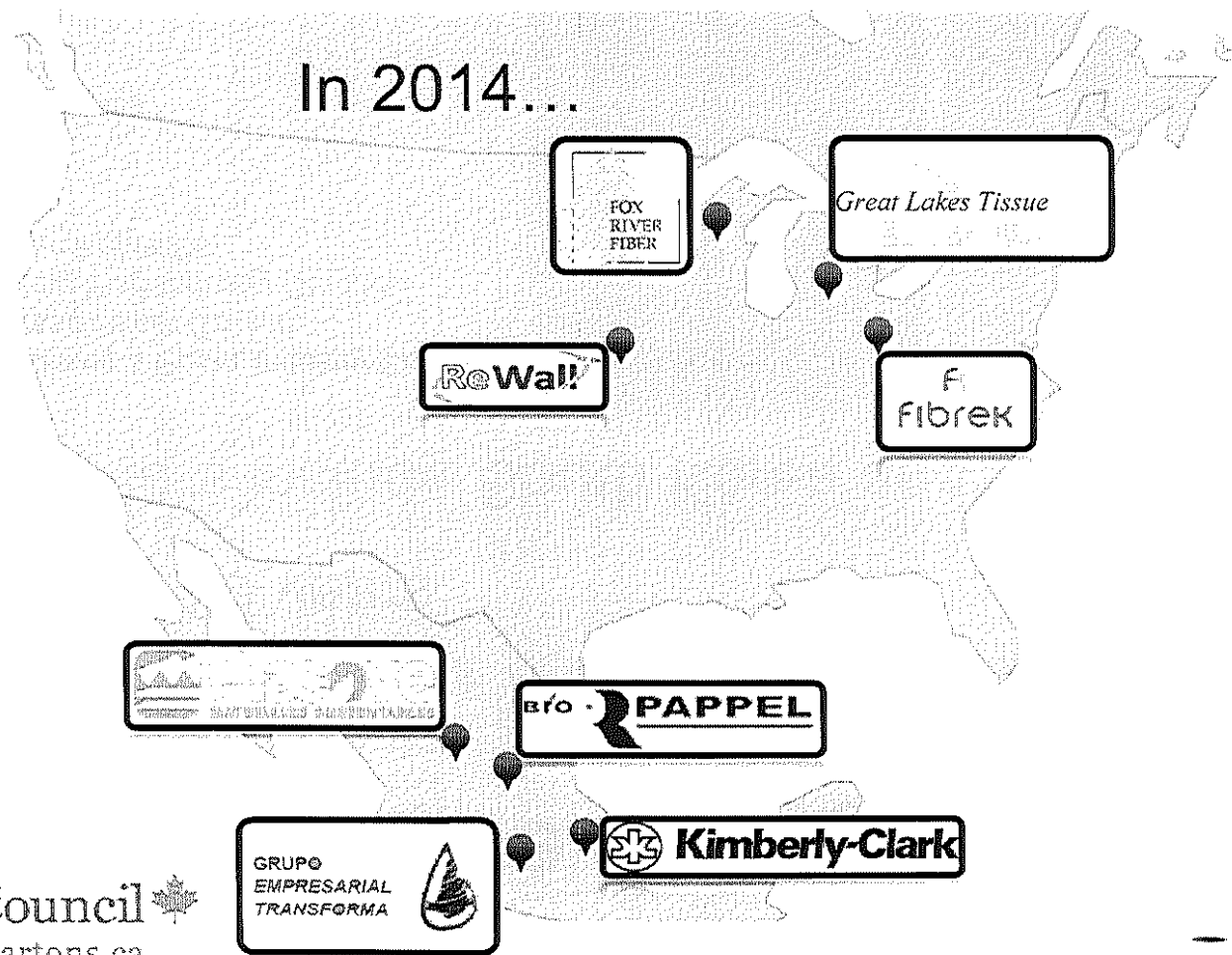
- Identify suitable North American partners
- Negotiate agreements with partners to buy cartons at prices that drive collection & sorting
- Conduct pilot projects to test innovations that will help increase carton recycling

# Increasing Viable End Markets in North America



Carton Council   
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# Increasing Viable End Markets in North America



Carton Council   
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# Export Markets are Strong

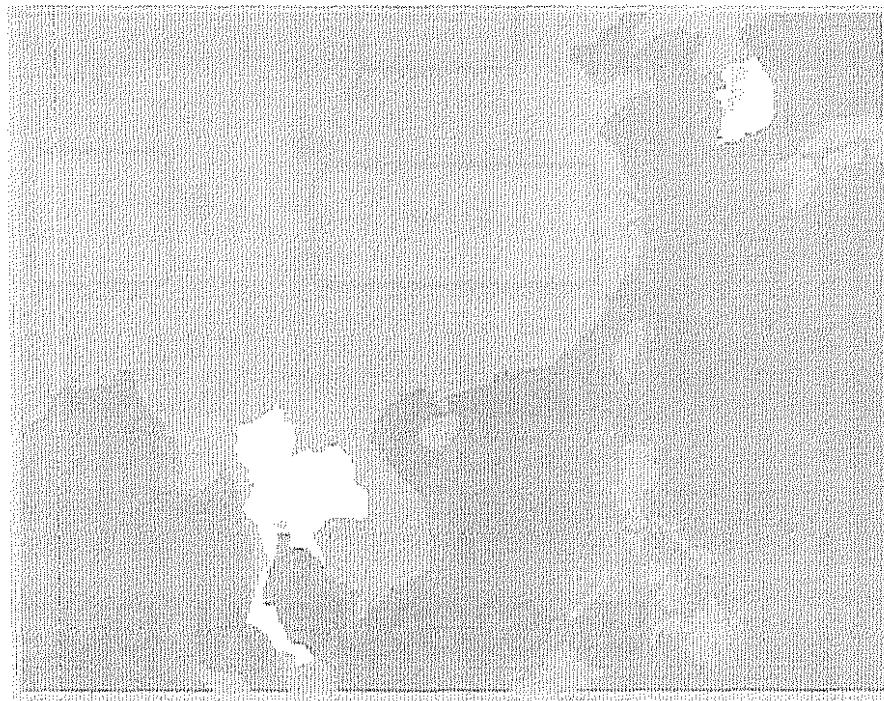
- Export markets for post consumer fibre have existed for more than 30 years.
- Major importers include South Korea and Thailand.



- Shin Chang & Paper Industry Co. Ltd.
- Daewang Paper Co. Ltd.
- Samjung Pulp Industry Co. Ltd.
- Daewon Paper Co.

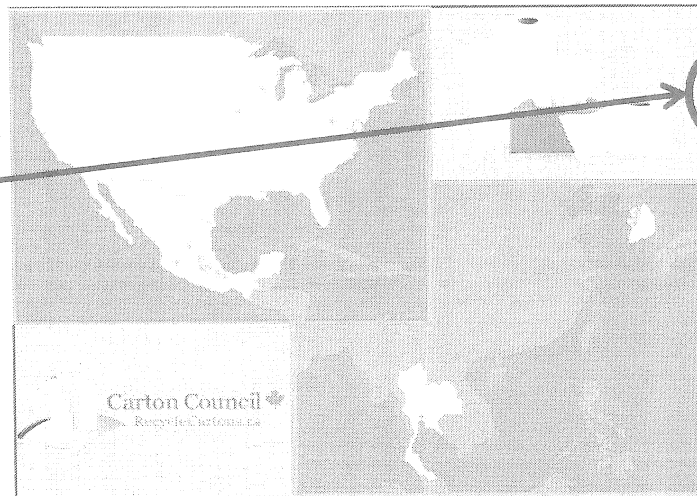


- Fiber Pattana



# The Broker List

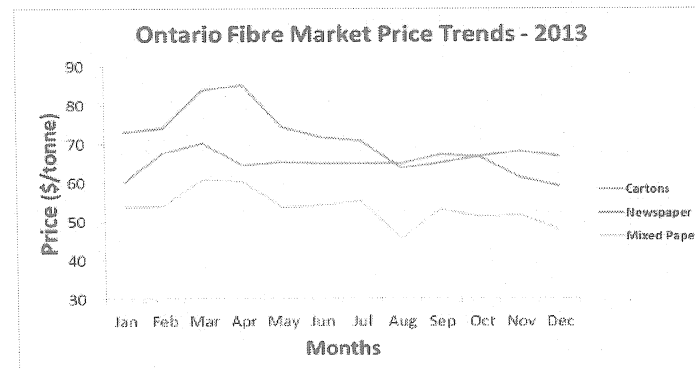
Excerpt from Carton Council Newsletter sent to Canadian MRFs



Map of North American and Asian End Markets

## CARTON GRADE MARKET VALUE

CCC actively monitors the market value of the carton grade (PSI-52). The Ontario Price Sheet is a monthly publication that contains a blend of municipal spot market prices for Ontario-based municipalities. Please note that prices can fluctuate from day-to-day and should be used as reference only.



Source: [Reclay StewardEdge Inc. Price Sheet](#)

## CARTON BROKERS

The following brokers are those known to the Carton Council of Canada as brokers of cartons (PSI-52). The list is presented for your consideration and does not contain all available options. Please conduct proper due diligence when selecting a broker to ensure pricing and services are competitive and suited to your needs.

Berga Recycling

St-Eustache, QC

gates@bergarecycling.com

Storelli Recycling Company

Fort Lauderdale, FL

vstorelli@bellsouth.net

Potential Industries, Inc.

Wilmington, CA

Tony.fan@potentialindustries.com

Continental Paper Grading of Canada Inc.

Mississauga, ON

pvalenote@cpqcanada.com

Recyclable Materials Marketing

Brantford, ON

atut@remm.ca

The Paper Tigers

Bannockburn, IL

nhalper@papertigers.com

**Carton Council**   
RecycleCartons.ca



# Cartons are now a recognized grade in the scrap trading industry

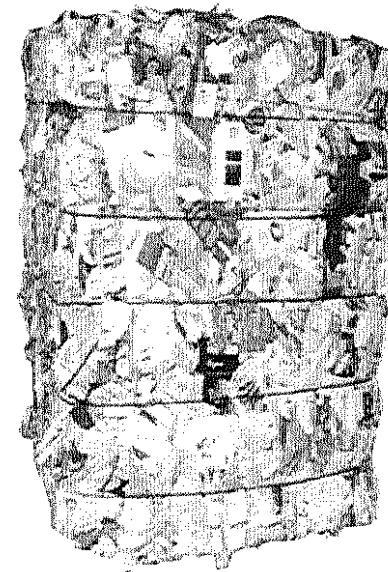
## (52) Aseptic Packaging and Gable-Top Cartons

Consists of liquid packaging board container including used, polyethylene (PE)-coated, printed one-side aseptic and gable-top cartons containing no less than 70% bleached chemical fibre and may contain up to 6% aluminum foil and 24% PE film.

Prohibitive Material may not exceed 2%

Outthrows plus prohibitives may not exceed 5%

Source: [www.isri.org](http://www.isri.org) (2014)



- Sending cartons to end market in their own grade ensures more cartons get recycled. Pulp mills apply optimized saturation and conditioning to carton bales which differ from other fiber commodities. These optimal carton settings ensure a maximum yield of fiber from gable top and aseptic cartons.

Carton Council 


[RecycleCartons.ca](http://RecycleCartons.ca)

# Pilot Project to Increase Recycling


- The Carton Council collaborated with the Capital Regional District in the addition of cartons (all cartons – beverage, non-beverage, and dairy) to its residential recycling program
- Carton Council support the CRD on a promotion and education campaign targeted to multi-family residents
- The campaign achieved an increase in carton capture rates in the study area by over 7 percentage points.

Carton Council   
RecycleCartons.ca

Sometimes what's on the outside counts too...




Especially when you can recycle it! Save packaging from going to landfill and do your part to keep building expenses down. Make sure to put flattened cardboard in your cardboard bin and paper in your paper bin.



Put recycling where it belongs, in the recycling bin – not in the garbage. And don't forget to recycle cartons and juice boxes with your containers.

Call the CRD hotline at 250.360.3030, or visit [www.myrecycling.ca](http://www.myrecycling.ca)

Created in partnership with:

Carton Council  CRD

Put empty cartons where they belong.



The life of a beverage container extends beyond the first drop when you recycle. Recycling is great for the environment, helps maintain building costs and saves landfill space. You can make a difference!



Put recycling where it belongs, in the recycling bin – not in the garbage. And don't forget to recycle cartons and juice boxes with your containers.

Call the CRD hotline at 250.360.3030, or visit [www.myrecycling.ca](http://www.myrecycling.ca)

Created in partnership with:

Carton Council  CRD

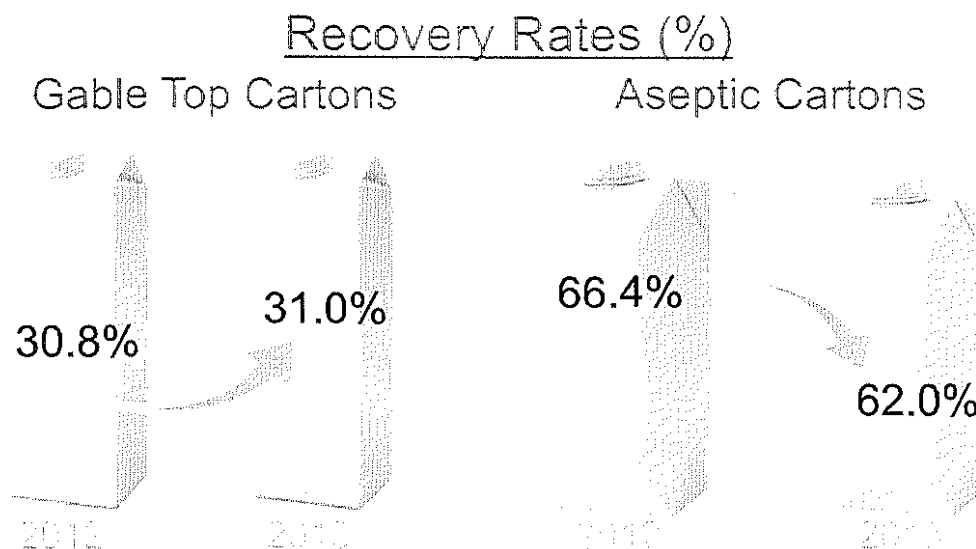
# MRF Visits

- In order to become more familiar with carton sorting practices by province, the Carton Council regularly visits sorting facilities. Pilot projects, information and resource sharing to optimize carton recycling are often outcomes of these visits.



Carton Council   
RecycleCartons.ca

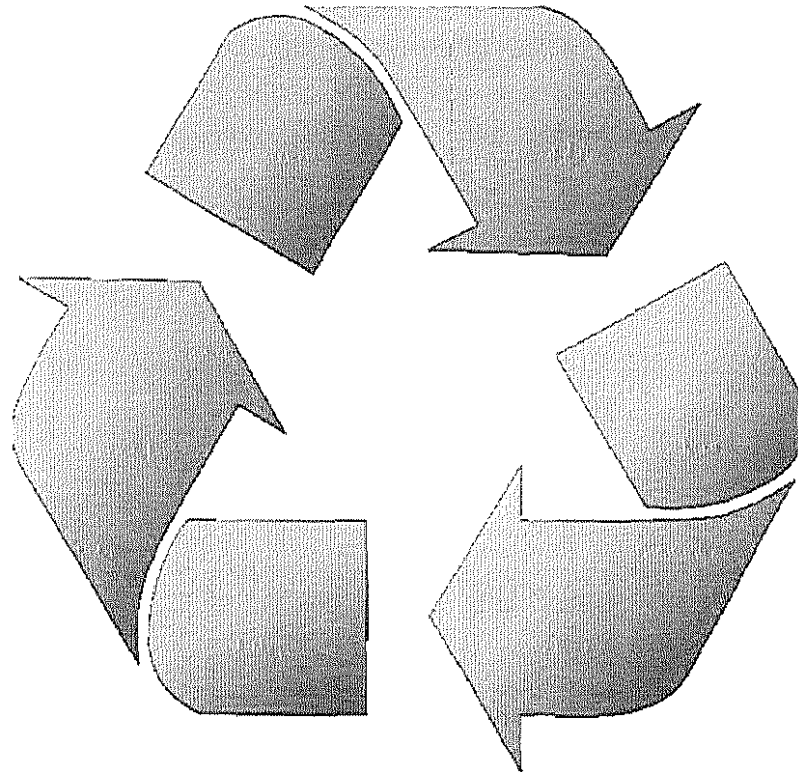
# More Work to be Done - Recovery Rates in BC



- The gable top carton recovery rate includes juice cartons which are under deposit as well as milk cartons collected under the voluntary take-back system.
- The aseptic carton recovery rate includes juice cartons which are under deposit.
- In 2012 we saw a slight increase in gable top carton recovery rates and a decrease in aseptic carton recovery rates. Carton Council will be working with key stakeholders, such as Encorp Pacific and MMBC, to improve the situation.
- Beginning in May 2014, non-beverage cartons (very low recovery rate) will be included in the MMBC program. Newly projected recovery rates will be available once the program is operational.

**Carton Council**   
RecycleCartons.ca

# Questions?



## Thank you

Carton Council   
RecycleCartons.ca

<http://www.recyclecartons.ca/>

 Carton Council   
RecycleCartons.ca

## Busse, Carol ENV:EX

---

**From:** Armstrong, Meegan ENV:EX  
**Sent:** Wednesday, May 7, 2014 9:56 AM  
**To:** Bates, Julia ENV:EX; Harris, Lucas ENV:EX  
**Subject:** FW: Briefing Note for Minister Polak  
**Attachments:** Honourable Mary Polak-May6.pptx

**Categories:** Reclay

**C. Meegan Armstrong |**  
Acting/Manager, Waste Prevention |  
**T: 250.387.9944**

**From:** Ranson, David ENV:EX  
**Sent:** May-06-14 12:08 PM  
**To:** Mitschke, Matt ENV:EX; Lee, Bonnie ENV:EX; Jackson, Vickie ENV:EX; Standen, Jim ENV:EX; Shoemaker, Wes ENV:EX; Hancock, Tom ENV:EX  
**Cc:** Armstrong, Meegan ENV:EX; Laughland, Gwenda J ENV:EX  
**Subject:** FW: Briefing Note for Minister Polak

Briefing materials for tomorrow morning's meeting between the Minister and Reclay StewardEdge. You'll see Neil has sent this to Kim, but has received an out of office message.

**From:** Neil Hastie [<mailto:nhastie@Reclaystewardedge.com>]  
**Sent:** Tuesday, May 6, 2014 11:12 AM  
**To:** Ranson, David ENV:EX  
**Subject:** Briefing Note for Minister Polak

Hi David; here is material. Please send to the appropriate staff in the minister's office. I sent it to Kim Sawatsky but get an out of office message from her. See you tomorrow

Neil Hastie



Actual Product Name  
Product Number

Reclay StewardEdge  
26 Wellington Street East, Ste. 601,  
Toronto, ON M5E 1S2  
Phone: 416.646.3080  
Fax: 416.594.3463  
E-Mail [nhastie@reclaystewardedge.com](mailto:nhastie@reclaystewardedge.com)  
[www.reclaystewardedge.com](http://www.reclaystewardedge.com)

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**Busse, Carol ENV:EX**

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**From:** Armstrong, Meegan ENV:EX  
**Sent:** Tuesday, March 25, 2014 9:08 AM  
**To:** Harris, Lucas ENV:EX; LeBoutillier, Louise ENV:EX; Bates, Julia ENV:EX  
**Subject:** FW: Draft Ideas Paper  
**Attachments:** Ideas Paper for MoE - March 17, 2014.docx  
  
**Categories:** Reclay

Could someone print me a copy and put on my desk? (new access card and it's not working with the printers.)

**C. Meegan Armstrong |**  
Acting/Manager, Waste Prevention |  
**T: 250.387.9944**

**From:** Ranson, David ENV:EX  
**Sent:** March-21-14 4:58 PM  
**To:** Armstrong, Meegan ENV:EX  
**Subject:** FW: Draft Ideas Paper

FYI. s.13 But if you have a chance to review it, we should put our heads together and let them know if we have any preliminary comments.

**From:** David W. A. Lawes [<mailto:EPRmadeEasy@shaw.ca>]  
**Sent:** Thursday, March 20, 2014 3:16 PM  
**To:** Ranson, David ENV:EX  
**Subject:** Draft Ideas Paper

Since I know you will ask tomorrow...here's the most recent version of our Ideas Paper for our PPP initiative.  
D.





**Reclay StewardEdge**  
Product Stewardship Solutions

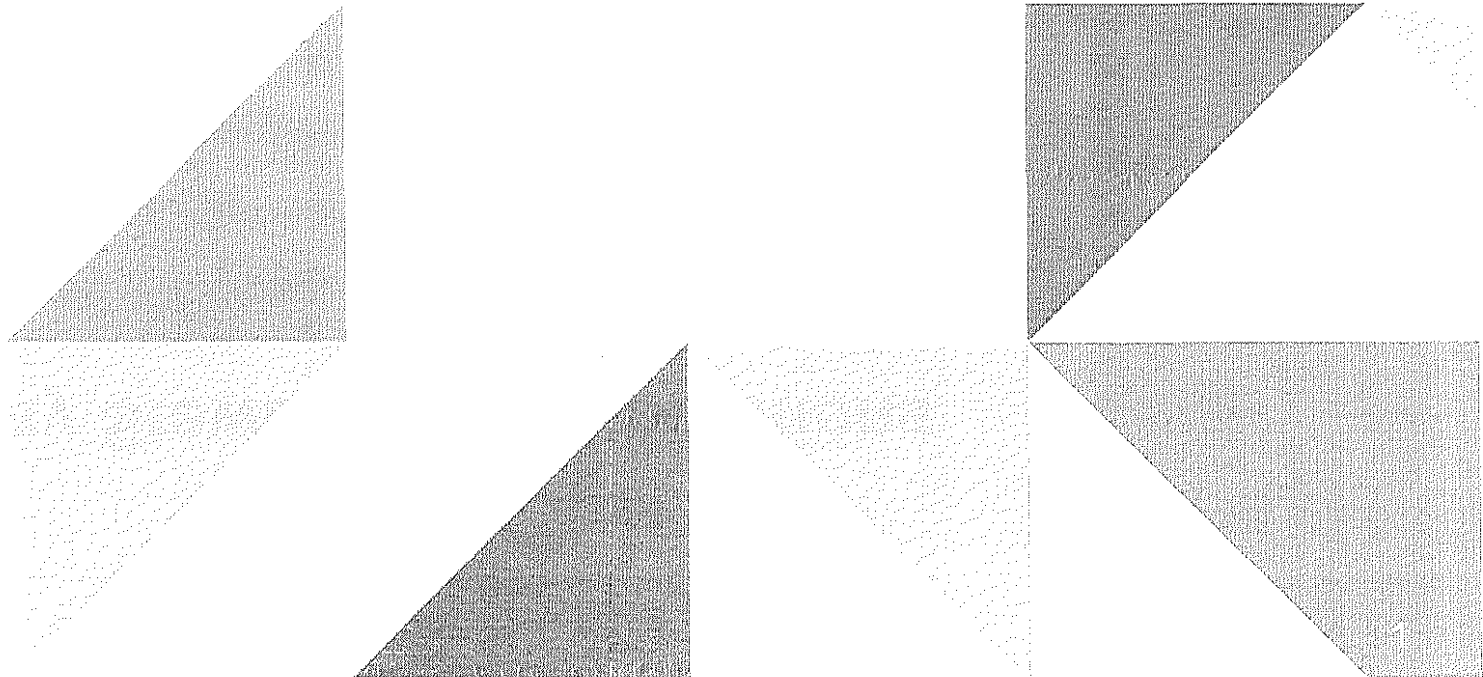


**Progressive**  
Waste Solutions

# **New Plan for Packaging & Printed Paper**

**Honourable Mary Polak- Minister of Environment**

Briefing Note May 7, 2014



## Reclay StewardEdge Operations

- Vancouver, Winnipeg, Toronto
- United States, Germany, Austria
- Packaging Stewardship Experience:
  - Ontario Blue Box Program 2004-2010
  - Manitoba Blue Box Program 2010-2013
  - German DSD 1994-2004
  - German Competitive Scheme 2004-2014

## Progressive Waste Solutions Operations

- Canada's largest waste management company
- British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec
- 14 States: TX,FL,LA,OK,AR,MS,MO,IL,NY,NJ,PA,MD,VA,DC
- Core Competencies:
  - PPP collection, sorting and materials management
  - BC market share leader for multifamily dwellings

## Choice for Producers

- BC Model for EPR is highly successful
- Producers take responsibility
- PPP is complex so choice is important
- Our plan will provide choice and competition

## Game Plan

- Initially provide collection services to multifamily not under contract to MMBC
- Eventually expand to single family when and where municipalities choose our plan
- Initially recruit companies not members of MMBC
- Eventually open to all producers

s.21

## Our Mission

- Make EPR even stronger in British Columbia
- Increase service to residents
- Drive more recycling and system efficiency
- Give Producers choice
- Enable the open market to work

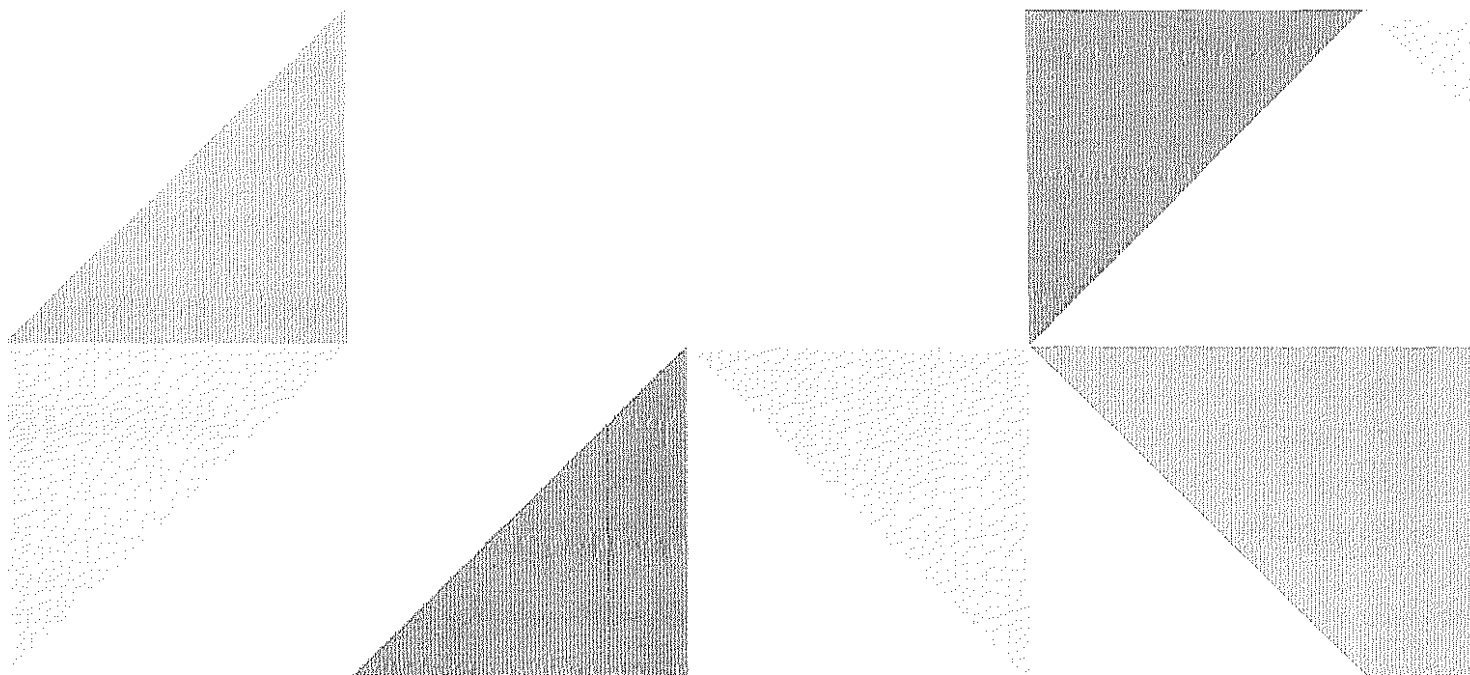


**Reclay StewardEdge**  
Product Stewardship Solutions



**Progressive**  
Waste Solutions

**Thank you!**





## British Columbia's New Packaging and Printed Paper Product Stewardship Program

### Overview and Context

Reclay StewardEdge (RSE) is an international professional services organization that is developing, in cooperation with Progressive Waste Solutions, a new packaging and printed paper (PPP) stewardship program for British Columbia that will give producers an additional option to comply with the Recycling Regulation and, thereby, provide collection services to households that Multi-Material BC (MMBC) will not be servicing. While MMBC has agreements with many of the producers in British Columbia, and has an approved stewardship plan that proposes to cover all of British Columbia, it is clear from table 1 below that there are gaps in the service being provided by MMBC.

RSE has entered into a strategic relationship with Progressive Waste Solutions (Progressive) who has exclusive, long-term contracts to service multi-family buildings. RSE and Progressive intend to develop relationships with other companies that are providing service to additional multifamily households.

This new PPP stewardship program will initially focus on providing industry financing and service to the multi-family dwellings currently receiving collection service and not part of the MMBC proposed collection network. This represents approximately 23% of the households in British Columbia. This new program will be delivered by an organization based and managed in British Columbia.

Table 1: Estimated provincial level coverage of MMBC and the new PPP stewardship programs

|                      | Provincial Estimates <sup>1</sup> | MMBC Program <sup>2</sup> | New PPP Stewardship Program (based on 2011 provincial data) |
|----------------------|-----------------------------------|---------------------------|---|
| Number of Households | 1,715,441                         | 1,250,000 (72%)           | 400,000 (23%)   |
| PPP Tonnes Managed   | 208,700                           | 185,000 (88%)             | 15,000 (7%)   |

Note: New PPP Stewardship Program estimated coverage is likely to increase as the percentage of multifamily type households increases in comparison to other household types.

<sup>1</sup> MMBC Packaging and Printed Paper Stewardship Plan, April 2013.  
<http://multimaterialbc.ca/sites/default/files/documents/pdf/plan/MMBC-PPP-Stewardship-Plan-Apr8-2013.pdf>

<sup>2</sup> MMBC Press Release, Feb 27, 2014. <http://multimaterialbc.ca/node/362>

### Value Proposition

This new PPP stewardship program will provide producers with a service oriented and cost-effective additional option to comply with the British Columbia Recycling Regulation through advice and strategic relationships with Progressive and other service providers, which will ultimately result in improved environmental and economic results for citizens/taxpayers in British Columbia.

RSE has global experience in helping producers manage the life-cycle impacts of their products and complying with packaging stewardship laws. In Canada, RSE works with multinational brand-owners and retail chains to manage their compliance costs through supply chain optimization. RSE has existing business relationships with producers that put PPP into the British Columbia marketplace. RSE also has expertise in designing and operating competitive and cost-effective product stewardship programs.

Progressive is one of North America's largest recycling companies serving 4 million customers and employing 7000 people. In British Columbia, Progressive, through its operation of BFI Canada, has many secure, long-term and competitively priced contracts to provide PPP recycling services to privately-owned multi-family buildings and properties.

### Alignment with Provincial Objectives

This new PPP stewardship program is proposing to develop a free-enterprise, results based product stewardship program that leverages the current market driven recycling system. Current multifamily service providers would see no disruptions to their relationships with their clients. Since the goal is to increase the amount of PPP collected, current multifamily service providers are likely to see increased business. Having a stable business environment will spur innovation and investment.

This new PPP stewardship program program will support the Province's waste diversion/recycling objectives by initially focusing on servicing the provincial gap areas not serviced by MMBC; thereby increasing the collection and recycling of PPP. This initial focus will not disrupt the start-up phases of MMBC launch of Canada's first 100% producer responsibility program for PPP. In time, this new PPP stewardship program will bring added investment and jobs to British Columbia's recycling industry.

### Services to Producers

RSE and Progressive are experienced at providing stewardship and recycling services in British Columbia. Together these companies, along with other service providers, will operate a "full service" program that provides many services to producers ranging from supply chain design advice to regulatory compliance.

### 1. RSE Supply Chain Optimization

RSE has significant experience helping its producer clients make strategic decisions to positively impact their supply chain. The product stewardship continuum spans the lifecycle of products from inception to end-of-life. At each point along it, decisions are made that ultimately impact the collective ability to create circular material flows. From the design stage onward, companies need to view their products and packaging with an eye to how they will be managed after use and increasingly the need to reintegrate embodied materials and energy into material supply chains. RSE will continue to offer supply chain management advice to producers to help them reduce the amount of packaging supplied and choose materials that are more easily recycled.

### 2. RSE Reporting Services

RSE has extensive experience conducting external independent compliance reviews for obligated producers to identify compliance risk factors and opportunities to improve packaging data tracking and reporting processes and procedures. RSE also has experience managing stewardship compliance reporting on behalf of our clients, including calculation of product data, calculation of fees and associated reporting requirements to ensure that these obligations are met in the most cost effective manner possible. RSE will use this experience to develop an easy to use PPP reporting system that helps producers manage their regulatory obligations efficiently.

### 3. Collection System

s.21

### 4. Recycling System

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Page 108 redacted for the following reason:

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s.21

s.21

New PPP Stewardship Program Project Team and Roles

**British Columbia Based Team**

Neil Hastie - Senior Advisor for RSE - Project Lead

David Lawes – Senior Consultant to RSE - Project Advisor

Tom Loewen - Area Manager for Progressive-Collection and Recycling Direction

**Advisors**

Dr. Fritz Flanderka - Managing Director of Reclay Group - Legal Direction

Ken Friesen - Managing Partner of RSE - Strategic Direction

Geoff Rathbone - VP Resource Recovery for Progressive - Stakeholder Relations & Corporate Support

**Busse, Carol ENV:EX**

---

**From:** Harris, Lucas ENV:EX  
**Sent:** Tuesday, May 20, 2014 9:14 AM  
**To:** 'David Lawes'; Bates, Julia ENV:EX  
**Cc:** Armstrong, Meegan ENV:EX; Ranson, David ENV:EX  
**Subject:** RE: Update PPP

Thanks for the update David.

I will cancel our first call. I also had set up the calls as a "weekly," but will change it to a bi-weekly. If down the road we feel that a weekly call is necessary, I will change it then.

See you at RCBC.

Lucas

-----Original Message-----

**From:** David Lawes [<mailto:EPRmadeEasy@shaw.ca>]  
**Sent:** May-20-14 7:45 AM  
**To:** Harris, Lucas ENV:EX; Bates, Julia ENV:EX  
**Cc:** Armstrong, Meegan ENV:EX; Ranson, David ENV:EX  
**Subject:** Update PPP

Hi - congrats on the launch of PPP...a big day for EPR in BC that took a lot of hard work.

Here's a short update on what's happening with our PPP initiative.

- our name is set...StewardChoice
- Allen has been contacted and is aware of our initiative, he wasn't surprised.
- a press release announcing our initiative will go out later this week.
- Neil has arranged with Brock to make an announcement on May 28 at RCBC with Q&A.

s.21

- our stewardship plan is being prepared with an eye to releasing for public consultation in mid June.

Let me know if you have questions. We may need to reschedule our first bi-weekly call, currently scheduled for next Monday...maybe we should skip to call #2. See you at RCBC.

Regards,  
David

Sent from my iPhone

## Busse, Carol ENV:EX

---

**From:** Harris, Lucas ENV:EX  
**Sent:** Monday, May 26, 2014 12:01 PM  
**To:** 'Neil Hastie Stewardchoice'  
**Cc:** Armstrong, Meegan ENV:EX  
**Subject:** RE: Stewardship Plan Outline

Thank you Neil. I'll review it. Looking forward to Whistler too. See you there.

### Lucas Harris

Senior Policy Analyst  
Waste Prevention Section  
Environmental Standards Branch  
Environmental Protection Division  
B.C. Ministry of Environment  
[Lucas.Harris@gov.bc.ca](mailto:Lucas.Harris@gov.bc.ca)  
250 387 9774

**From:** Neil Hastie Stewardchoice [<mailto:nhastie@stewardchoice.ca>]  
**Sent:** Friday, May 23, 2014 2:17 PM  
**To:** Harris, Lucas ENV:EX  
**Cc:** Armstrong, Meegan ENV:EX  
**Subject:** Stewardship Plan Outline

Lucas; as promised here is an initial working draft of what could be the content for our plan-still much work to do. I look forward to a robust discussion at Whistler  
Regards

Neil Hastie  
Development Director



StewardChoice Enterprises Inc.  
4170 Still Creek Drive,  
Burnaby, BC V5C 6C6  
Phone: 604-918-4288  
Cell: 604-360-8870  
E-Mail: [nhastie@stewardchoice.ca](mailto:nhastie@stewardchoice.ca)  
[www.stewardchoice.ca](http://www.stewardchoice.ca)

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**Reclay StewardEdge**

Product Stewardship Solutions



**Progressive**  
Waste Solutions

April 8, 2014

Original by Mail w/signatures

David Ranson  
Executive Director, Environmental Standards Branch  
Ministry of Environment  
297 Jutland Road  
PO Box 9341 Stn Prov Govt  
Victoria BC V8W 9M1

New Stewardship Plan for Packaging and Printed Paper

Dear David Ranson;

We are pleased to provide you with the attached Ideas Paper outlining, pursuant to the Recycling Regulation, the essential elements of our approach for PPP. These elements are:

1. To provide producers with collection and recycling services in areas not being serviced by MMBC
2. These services to be financed by producers and secured through market based actions
3. A commitment to continuous improvement in environmental & efficiency performance outcomes

Moving forward, we have begun work on a draft product stewardship plan to be made public for consultation as early as June 2014. In the next week, we intend to request a meeting with the Hon. Mary Polak, Minister to discuss our approach.

We look forward to discussions with you and your staff on this new plan. For questions about the Ideas Paper and our approach please contact Neil Hastie at 778-387-5784: [nhastie@reclaystewardedge.ca](mailto:nhastie@reclaystewardedge.ca)

Yours Truly

Reclay StewardEdge

Progressive Waste Solutions

Neil Hastie  
BC Project Lead

Tom Loewen  
BC District Manager

Ken Friesen  
Managing Partner

Geoff Rathbone  
Vice President, Resource Recovery

Attach. (1)





**Reclay StewardEdge**

Product Stewardship Solutions



**Progressive**  
Waste Solutions

**April 8, 2014**

**Original by Mail w/signatures**

David Ranson  
Executive Director, Environmental Standards Branch  
Ministry of Environment  
297 Jutland Road  
PO Box 9341 Stn Prov Govt  
Victoria BC V8W 9M1

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Yours Truly

Reclay StewardEdge

Progressive Waste Solutions

Neil Hastie  
BC Project Lead

Tom Loewen  
BC District Manager

Ken Friesen  
Managing Partner

Geoff Rathbone  
Vice President, Resource Recovery

Attach. (1)