

News Release

FOR IMMEDIATE RELEASE

May 9, 2014



MMBC Program to Start May 19 for Cowichan Households

Duncan, BC

Starting May 19th, the introduction of the new Multi-Material BC recycling program means that CVRD Electoral Areas, Cowichan Tribes, Duncan, Ladysmith, Lake Cowichan, North Cowichan and many other communities across BC will begin accepting additional items in curbside recycling. The benefit to residents is that local governments will now be able to accept more than 10 new materials at the curbside and will be receiving a financial incentive for a program that they were already operating.

However, plastic grocery bags and other film plastics will not be on the list of curbside collectibles when Multi Material B.C.'s new expanded residential recycling program comes into effect on May 19th.

Additional items that will be put in curbside recycling containers includes paper hot and cold beverage cups, milk cartons, juice and soup boxes, frozen dessert and ice cream boxes, empty aerosol cans and caps, plastic clam shell-type food packaging, plastic drink cups, and plastic garden plant pots and seedling trays. However, most homeowners will have to take non-deposit glass jars and bottles, Styrofoam packaging and film plastic including grocery bags, to recycling depots, although City of Duncan residents will be able to place clean glass out for curbside pick-up once per month starting the week of May 12th.

Cowichan residents have five local recycling depots that will take glass, film plastics and Styrofoam items after May 19th, including CVRD Recycling Centres at Bings Creek, Peerless Road and Meade Creek, as well as Island Return-It bottle depots in Duncan and Ladysmith. Depot information including locations and hours can be found on the new MMBC website at www.recyclinginbc.ca or on the CVRD's website at www.cvrcrecycles.bc.ca.

No other changes are being made to curbside collection, and pick-up days and frequency will remain the same. Multi-family dwellings will continue to be managed privately therefore those residents should speak with their service providers with regards to any changes to their recycling collection programs, except in Lake Cowichan, where multi-family dwellings are serviced by the Town.

Multi-Material BC (MMBC) is a non-profit organization working on behalf of businesses that supply packaging and printed paper to BC residents. Starting May 19th, these businesses will be responsible for collecting and managing these materials so they can be recycled. MMBC will assume responsibility for residential recycling programs in many areas across BC on behalf of these businesses, either directly or by working with local governments, First Nations, private companies and not-for-profit organizations.

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FACT SHEET

About MMBC

Multi-Material British Columbia (MMBC) is an independent, industry-led and financed non-profit organization set to assume responsibility for managing residential packaging and printed paper on behalf of industry. MMBC's program is the first of its kind in Canada where responsibility for managing the residential recycling of packaging and printed paper has been fully shifted by provincial regulation from local governments and taxpayers to business.

To date, MMBC has reached collection agreements with over 170 local governments and other collectors and **will provide service to over 1.25 million households** in British Columbia for the program implementation starting in May 2014.

MMBC is among more than 20 **Extended Producer Responsibility (EPR) programs** introduced in British Columbia over the past two decades, which has seen industry assume responsibility for end-of-life management of items such as beverage containers, electronics, paint, used oil, tires and batteries. The concept behind EPR is to make businesses responsible for recovering and recycling the products they supply into the B.C. marketplace.

MMBC Stewardship Plan Development and Consultation

In 2011, the BC government passed a **regulation requiring that all businesses that supply packaging and printed paper to BC residential consumers** be responsible for collecting and recycling that material once consumers are finished with it. Businesses obligated under the regulation are known as 'producers' or 'stewards'. MMBC has been consulting with stakeholders, including businesses and local governments, **for the past two years** to develop its stewardship plan and to prepare to implement the program. MMBC's stewardship plan was approved by the provincial government in April 2013 and the program will launch on May 19, 2014.

In fall 2013, MMBC **consulted more than a dozen business associations representing a variety of industry sectors** throughout the province, and found overwhelming support for the introduction of a policy that would make it easier and more cost effective for small businesses to join MMBC and thereby comply with their obligations under the BC Recycling Regulation.

In February, the BC Ministry of Environment announced a **new regulation that exempts some categories of small businesses** from the obligation to assume responsibility for the recycling of their packaging and printed paper under the BC Recycling Regulation. These exemptions apply to businesses that meet any one of the following criteria: less than \$1 million in revenues; less than 1 tonne of packaging and printed paper produced; or a business operating as a single point of retail sale, which is not supplied by or operated as part of a franchise, a chain or under a banner. In addition, MMBC introduced flat fees for producers of packaging and printed paper who do not meet the criteria for reporting exemptions, but who produce a low volume of packaging and printed paper (between one and five tonnes).

MMBC has formed a **BC Advisory Committee made up of local stakeholders** involved in MMBC's packaging and printed paper stewardship program. The committee will serve as a forum through which BC stakeholders from business, municipal government and other industry leaders with an interest in the success and performance of MMBC's program are kept informed about program developments and

through which they can be consulted for advice and feedback. A list of the Advisory Committee members can be found on the MMBC website at <http://www.multimaterialbc.ca/node/377>.

MMBC and the Cost to Consumers

By taking on the management of end-of-life for packaging and printed paper, industry, through MMBC, will be assuming responsibility for a recycling program that **will save taxpayers approximately \$85 million per year**.

Rather than businesses individually assuming the costs and complexities of setting up a system to collect and recycle packaging and printed paper, **MMBC was formed to act on behalf of its stewards and to equitably share costs and capture the economies of scale** necessary to operate an efficient program.

MMBC and the Economy

The impact of the packaging and printed paper program on small businesses will be limited. The total number of BC businesses that are expected to register and report with MMBC as stewards is approximately 2,000 to 3,000 – **a fraction of the approximately 385,000 businesses resident in B.C.** This in large part is because most small businesses in the province do not supply packaging and printed paper to residents and therefore are not affected by the Recycling Regulation.

In February, MMBC announced that **Green by Nature (GBN) will be managing the processing and marketing** of approximately 185,000 tonnes of packaging and printed paper after it has been collected from curbside households, multi-family buildings and depots across the province. The post-collection system operated by GBN will **employ 570 British Columbians and bring \$32 million in new investment** to the province, including capital investment in two new facilities.

MMBC and Residential Recycling

Local governments providing residential packaging and printed paper or garbage curbside collection in November 2012 were **offered a collection incentive** to provide curbside collection in May 2014. MMBC also offered a collection incentive to local governments and qualified private companies and not-for-profit organizations to provide collection of packaging and printed paper from multi-family buildings and to operate depots to accept these materials from residents.

Many **local governments will continue to play a role** in recycling even though MMBC stewards are assuming responsibility for the system. In fact, in many communities, residents will not see any changes to the existing Blue Box program.

Many communities in BC will be serviced by curbside recycling collection for the first time through the MMBC program, including Terrace, Smithers, 100 Mile House, 108 Mile House, Kaslo and Nakusp.

The Recycling Regulation requires MMBC to achieve a **75% recovery rate** for packaging and printed paper – an increase over the current 50-53% province-wide rate. The MMBC program will enable many BC residents to **recycle new categories of packaging** that are not commonly included in current curbside or depot recycling programs. These materials include milk cartons, foam polystyrene, plant pots, aluminum foil packaging, plastic film packaging and drink cups.