



**Packaging and Printed Paper (PPP)  
Program Plan  
2017-2021**

March 2017

<b>List of Acronyms .....</b>	<b>5</b>
<b>Introduction .....</b>	<b>6</b>
1.1 Multi-Material Stewardship Manitoba Inc.....	6
1.2 Regulatory Context.....	6
1.3 Background .....	6
1.4 Program Goals and Objectives.....	6
1.5 MMSM Vision and Mission .....	6
<b>2 Designated Materials .....</b>	<b>6</b>
<b>3 Steward Responsibilities.....</b>	<b>7</b>
3.1 Obligated Stewards.....	7
3.2 Voluntary Stewards .....	8
3.3 Rules for Stewards.....	8
3.3.1 Online Data Management System .....	8
3.3.2 Data Reporting Requirements .....	9
3.3.3 Audit Provisions.....	9
3.4 Enforcement Procedures.....	9
<b>4 Program Delivery .....</b>	<b>10</b>
4.1 Overview.....	10
4.2 Municipal Collaboration in Establishing Program Context .....	10
4.3 Municipal Services Agreement.....	11
4.4 Recycling Program Data.....	12
4.4.1 Data Reporting Requirements and Verification .....	12
4.5 Calculation of Municipal Payments .....	13
4.5.1 Approach.....	13
4.5.2 Eligible Administration Costs .....	14
4.5.3 Eligible Net Costs.....	15
4.5.4 Payments to Municipalities.....	16
<b>5 First Nation and Northern Communities.....</b>	<b>17</b>
<b>6 Plastic Bag Reduction Program.....</b>	<b>17</b>
6.1 Strategy.....	18
6.2 Measurement.....	19
6.3 Education and Promotion .....	19

6.4	Reporting and Monitoring.....	19
<b>7</b>	<b>Promotion and Education .....</b>	<b>19</b>
7.1	Communication Strategy .....	20
7.2	Operational Communications .....	20
7.3	Consumer P&E.....	20
7.4	P&E Activities .....	20
7.5	Research Support .....	21
<b>8</b>	<b>Program Costs and Cost Recovery.....</b>	<b>21</b>
8.1	Annual Fee Setting.....	21
8.2	5-Year Cost Projections .....	21
8.3	Interest and Penalties .....	22
<b>9</b>	<b>Program Performance Measurement and Reporting .....</b>	<b>22</b>
9.1	Recovery Rate Measurement.....	23
9.2	Environmental and Economic Sustainability .....	23
9.3	Annual Report .....	23
<b>10</b>	<b>Stakeholder and Public Consultation .....</b>	<b>23</b>
10.1	Program Plan Renewal.....	23
10.2	Ongoing.....	23
<b>11</b>	<b>Governance Model .....</b>	<b>24</b>
11.1	MMSM Board of Directors .....	24
	<b>Appendix A: Material list with examples .....</b>	<b>25</b>
	<b>Appendix B – Eligible Cost and Revenue Categories .....</b>	<b>27</b>
	Eligible Administration Costs.....	27
	Eligible Service Delivery Costs.....	27
	Eligible Promotion and Education Costs.....	27
	Eligible Capital Costs .....	27
	Gross Revenue .....	27
	<b>Appendix C: List of Municipalities, Parks, First Nations .....</b>	<b>28</b>
	<b>Appendix D: Consultation Communications Distributed March 7, 2016 .....</b>	<b>31</b>
	<b>Appendix E: Summary of Comments Received .....</b>	<b>33</b>



## **List of Acronyms**

AMM	Association of Manitoba Municipalities
CBCRA	Canadian Beverage Container Recycling Association
DPPP	Designated PPP
MOU	Memorandum of Understanding
MMSM	Multi-Material Stewardship Manitoba
MIPC	Municipal Industry Program Committee
PPP	Packaging and Printed Paper
P&E	Promotion and Education
SWAT	Solid Waste Advisory Team
WRAP	Waste Reduction and Prevention Act

## **Introduction**

### **1.1 Multi-Material Stewardship Manitoba Inc.**

Multi-Material Stewardship Manitoba Inc. (MMSM) is a not-for-profit industry-funded organization that was formed by representatives of obligated stewards to develop, implement and operate a diversion program for designated packaging and printed paper in the Province of Manitoba, on behalf of its members.

### **1.2 Regulatory Context**

The Packaging and Printed Paper Regulation 195/2008 (“the Regulation”), enacted in December 2008 under the *Waste Reduction and Prevention (WRAP) Act* (“the Act”), established requirements for a stewardship program for packaging and printed paper (PPP) made from paper, plastic, metal or glass, and supplied for use in the Province of Manitoba. An accompanying Guideline for Packaging and Printed Paper Stewardship sets out components to be addressed in a program plan.

### **1.3 Background**

The MMSM Packaging and Printed Paper Program Plan (“the PPP Program Plan” or “the Plan”) was developed in response to the Regulation and was approved by the Minister in September 2009 for a five (5) year term. The MMSM Program launched on April 1, 2010.

In October 2010, MMSM signed a Memorandum of Understanding (MOU) with Canadian Beverage Container Recycling Association (CBCRA). This MOU transferred responsibility of the 75% beverage container recovery target from MMSM to CBCRA.

In October 2014, MMSM requested and received approval for a one (1) year extension on the original MMSM PPP Program five (5) year term. This approval expires November 16, 2016.

### **1.4 Program Goals and Objectives**

The primary goals of the MMSM PPP Program are to promote the reduction, reuse and recycling of designated packaging and printed paper in the province of Manitoba and to sustainably increase recovery and recycling rates of the designated material.

### **1.5 MMSM Vision and Mission**

MMSM’s vision is to be a leader in responsible product stewardship in Manitoba.

MMSM’s mission is to ensure that its members are fulfilling their stewardship requirements under the WRAP Act in a cost effective way.

## **2 Designated Materials**

Section 1 of the Regulation defines the designated materials as follows:

*“packaging means any package or container, or any part of a package or container, that is comprised of glass, metal, paper or plastic, or any combination of any of*

*those materials and includes, but is not limited to, service packaging”; and*

*“printed paper means paper that is not packaging, but is printed with text or graphics as a medium for communicating information, and includes telephone directories, but does not include: (a) other types of bound reference books; (b) bound literary books; or (c) bound text books”.*

The Regulation identifies two categories of packaging:

*“pre-packaged goods means goods that are in the packaging in which they would ordinarily be supplied for consumption”; and*

*“service packaging means packaging that is filled or applied at the point of sale to enable or facilitate the delivery of goods by a retail seller or a food service industry or other service industry outlet”.*

As these definitions are broad in scope, the PPP Program Plan further defines packaging and printed papers for purposes of steward reporting and determining eligible program costs. A complete list of packaging and printed paper categories and subcategories is available at [www.stewardshipmanitoba.org](http://www.stewardshipmanitoba.org) and is appended to the Rules for Stewards. The complete list can be found in Appendix A.

Packaging that is covered under another stewardship plan is excluded from MMSM’s PPP Stewardship Plan. This packaging is not to be reported by stewards to MMSM. Collection and management costs associated with this packaging are not eligible under MMSM’s PPP Stewardship Plan.

### **3 Steward Responsibilities**

#### **3.1 Obligated Stewards**

For the purpose of the PPP Program Plan and determining which person shall be the obligated steward for a particular category of Designated PPP (DPPP), the following provisions shall apply, in the order in which they are set out. For greater certainty, if two or more persons are obligated pursuant to the following categories, the provision which is first in this list shall prevail<sup>1</sup>:

- a) A Brand Owner is the obligated Steward with respect to all DPPP and the Packaging of all goods, for which it has a Commercial Connection in the Data Year;
- b) A Franchisor is the obligated Steward with respect to all DPPP and the Packaging of all goods, Supplied within the relevant Franchise System in the Data Year;
- c) In the event that there is no Brand Owner or Franchisor, a First Importer is the obligated Steward with respect to all DPPP and the Packaging of all goods for which it is the First Importer in the Data Year;
- d) In the event there is more than one Brand Owner for the same DPPP, the Brand Owner or First Importer more directly connected to the production of the DPPP shall be the obligated Steward, provided that in the case of a Franchisor who is Resident in Manitoba, the Franchisor shall be the obligated Steward;

---

<sup>1</sup> Definitions for the capitalized words in a) to h) are in the Steward Rules posted on MMSM’s website at [www.stewardshipmanitoba.org](http://www.stewardshipmanitoba.org).

- e) In the event that consumer products containing two or more independent brands are packaged together for sale in Manitoba, then the Brand Owner more closely associated to the joint packaging shall be the obligated Steward for such joint packaging;
- f) In the event there is not an identifiable brand for a particular DPPP and if the manufacturer of the good is resident in Manitoba, the manufacturer of such good shall be the obligated Steward for such DPPP, otherwise the First Importer shall be the obligated Steward for such DPPP;
- g) Any person who supplies service packaging to consumers in Manitoba in the Data Year; and
- h) Any person who is a voluntary steward in the Data Year.

This description of the obligated steward is subject to revision for clarity and continuous improvement.

### **3.2 Voluntary Stewards**

MMSM has implemented a Voluntary Steward Policy, harmonized with other provinces, that provides reporting flexibility by allowing a company to report and pay fees on behalf of an otherwise obligated steward. The purpose of the process is to provide an opportunity for another company to accept reporting responsibilities and make payments on behalf of a company that would otherwise be the steward in order to reduce the administrative burden on the other steward. A copy of the Voluntary Steward policy is available on our website at [www.stewardshipmanitoba.org](http://www.stewardshipmanitoba.org)

### **3.3 Rules for Stewards**

MMSM has developed Rules for Stewards setting out the requirements for reporting and the amount of fees to be paid by participating stewards and/or prescribing methods for determining the amount of the fees. MMSM Rules for Stewards outline the following:

- Definition of stewards;
- Definition of packaging and printed paper;
- Fees for packaging and printed paper;
- Reporting and payment requirements;
- Penalties for late reporting and late payment;
- Allowance for a company to report and pay fees on behalf of an otherwise obligated steward;
- Record retention and audit provisions;
- Steward exemptions; and
- Dispute resolution process.

The Board of MMSM reviews the Rules as required on an annual basis. Notification of all proposed changes to the Rules will be sent to registered stewards and posted on the MMSM website. A notice period of no less than 30 days will be allowed for comment on the proposed changes. Following review of comments received, the Board of Directors of MMSM will vote on proposed changes as per the bylaws of the corporation. Following review and approval by the MMSM Board of Directors, MMSM will communicate to stewards the rule changes to be implemented and the date they will take effect. The current steward rules are available at [www.stewardshipmanitoba.org](http://www.stewardshipmanitoba.org)

#### **3.3.1 Online Data Management System**

In an effort to promote harmonization with other provincial packaging and printed paper programs, MMSM has contracted with Canadian Steward Services Alliance (CSSA) to provide administrative and steward services, including the use of its Online Steward Data Entry System.

### **3.3.2 Data Reporting Requirements**

Under the PPP Program Plan, stewards are required to report annually to MMSM the total quantity (in kilograms and plastic bag units) of designated packaging and printed paper supplied for use in households in the province.

The reported kilograms of packaging and printed paper are used to determine a steward's total fees payable to MMSM.

In addition, stewards reporting to MMSM are required to:

- Identify the brands, products, customers or suppliers for which the steward is responsible;
- Provide a detailed explanation of the steps taken to calculate the total quantity of packaging and printed paper;
- Provide details on the deducted quantities of designated material that are not supplied to consumers for use in households and available to be managed through Manitoba's residential diversion system (by material type, number of units and weight) and explain the method by which this deduction was derived (e.g., customer sales records, market research, waste audits etc.); and
- Maintain records for a period of at least five years and make these records available to MMSM upon request.

### **3.3.3 Audit Provisions**

Stewards are required to maintain records for a period of at least five years in support of all data submitted to MMSM.

MMSM may examine, audit and inspect a steward's records at any time up to five years after the date of receipt of the related steward report by MMSM. The number of steward reports to be audited in any given program year is determined by MMSM on an annual basis.

### **3.4 Enforcement Procedures**

Through the maintenance of a public registry of identified stewards and the development of a tracking system to monitor compliance, MMSM actively encourages compliance. The registry includes:

1. All persons for which these persons are the obligated stewards under the PPP Program Plan; and
2. All persons for which these persons are the voluntary stewards under the PPP Program Plan.

Field research is performed by MMSM to identify non-compliant stewards, utilizing leads generated by complying stewards, or independently through store and product audits.

MMSM has implemented a non-compliance notification process, including written notification of when reports and fees are due. If stewards and products are identified that have not registered or reported under the Program or another approved packaging and printed material stewardship program, obligated stewards for these materials will be notified. If the Steward’s registration and data submission process is not complete MMSM will follow-up with 30-day, 60-day, 90-day and 120-day notifications. If the Steward’s registration and data submission process is not complete at the end of the 120 days, MMSM may request the Manitoba Government to take enforcement action as stipulated under the WRAP Act.

## 4 Program Delivery

### 4.1 Overview

MMSM works with municipalities and other partners to provide Manitoba residents with reasonable access to collection services for PPP. While the type of collection service varies across the province depending on the size, location and characteristics of each community, MMSM works with municipalities to provide effective and efficient residential recycling services that are reasonably consistent for similar types of communities across Manitoba and appropriate for the community type.

Program delivery is governed by the Program Plan and informed by Steward Reporting and feedback from municipalities via the Municipal Industry Programs Committee. Individual participating municipalities manage their recycling systems in accordance with the terms of the services agreement with MMSM. Municipalities provide program performance and financial data to MMSM, which uses the data to calculate the payment amounts owing to each participating municipality. This section describes that process.



### 4.2 Municipal Collaboration in Establishing Program Context

Given the number of municipalities in Manitoba, MMSM has established the Municipal Industry Programs Committee (MIPC) as a forum to discuss operational issues with representatives from the Association of Manitoba Municipalities (AMM). MIPC provides the forum for MMSM to consult with municipal representatives on various aspects of program delivery, including changes to the services agreement and a review of eligible costs. MIPC will also serve as a means through which Manitoba municipalities are kept informed of changes to the program.

MIPC includes members from MMSM and AMM, and will consider the interests of all municipalities. MIPC is co-chaired by representatives from MMSM and AMM and meets at minimum twice a year.

### 4.3 Municipal Services Agreement

MMSM will pay 80% of eligible costs<sup>2</sup> incurred by municipalities to manage designated materials through efficient and effective municipal residential diversion programs. Municipalities wishing to participate in MMSM's program must meet minimum requirements and enter into a services agreement with MMSM. Municipal participation in the MMSM program is voluntary.

The municipal services agreement sets out the minimum requirements that a municipality must meet on a continuous basis in order to be eligible to receive payments under the program. The requirements are intended to support the continued delivery of sustainable residential PPP collection and recycling in Manitoba.

The municipal services agreement will be reviewed periodically by MIPC and will be updated as appropriate to reflect changes to the program.

Municipalities that choose to sign a services agreement will provide certain services to MMSM, including but not limited to the following:

- Resident promotion and education on the proper use of recycling services;
- Collection of the specified types of residential PPP in a manner that is appropriate for the community and in a manner designed to protect the quality of the collected PPP and maximize commodity revenue;
- Delivery of the collected PPP to a processor or broker registered with MMSM;
- Quarterly reporting of the PPP collected, with supporting documentation;
- Participation in the annual cost-monitoring survey; and
- Participation in any field study or audit (financial or performance related) reasonably required by MMSM to meet its program obligations.

The services agreement also:

- Specifies the manner in which payments will be calculated and the frequency of payment;
- Provides the municipality with access to MMSM's technical assistance, including identification of contractual arrangements as well as assistance to promote collection and processing services;
- Requires the municipality to provide MMSM with all necessary financial and non-financial (e.g. performance) related assurances necessary for the program;
- Requires the municipality to provide MMSM with advance written notification of proposed changes to program design and delivery;
- Requires the municipality to provide MMSM standing in the municipal process to determine changes to program design and delivery and to take into consideration any advice received from MMSM; and
- Provides MMSM with the ability to treat costs arising from municipal decisions that do not reflect MMSM's advice on the delivery of effective and efficient residential recycling services as ineligible for the purposes of calculating payments to municipalities.

---

<sup>2</sup> Eligible cost categories as of 2010 are listed in Appendix "B"

Municipalities are required, as part of the services agreement, to notify MMSM and consider MMSM's advice prior to:

- Developing, approving or implementing any change in program design or operation that may:
  - Increase the quantity of PPP collected;
  - Increase collection and/or processing costs; or
  - reduce material revenue;
- Preparing or issuing a request for proposals or tender for PPP collection or processing services in a manner that ensures a competitive procurement process;
- Awarding a contract to collect or process PPP from households; or
- Acquiring or modifying any capital assets.

Following notification by a municipality of possible changes to a program, MMSM will provide technical assistance to the municipality during their decision making process. Should the municipality disregard MMSM's advice and implement changes that result in additional costs that MMSM would not incur if the advice had been followed, these costs may be deemed to be ineligible costs.

MMSM may from time to time enter into services agreements with collection agents other than municipalities for the collection and recycling of residential PPP where such additional services are deemed necessary by MMSM.<sup>3</sup> Appendix 3 contains a list of municipalities, First Nations and parks currently receiving funding from MMSM.

#### **4.4 Recycling Program Data**

##### **4.4.1 Data Reporting Requirements and Verification**

MMSM annually collects and analyzes the quantity of PPP collected and directed to a processor or broker registered with MMSM, the costs of operating the recycling program and the commodity revenue received in order to:

- Calculate program performance;
- Determine steward fees;
- Identify opportunities for continuous improvement to increase the material recovery rate and reduce program costs;
- Identify eligible costs; and
- Calculate payments to municipalities to be made in the following year.

The data collected include:

- The quantity of material collected by each collector;
- The quantity of material directed to a processor or broker registered with MMSM;

---

<sup>3</sup> MMSM currently provides direct services for plastic bag collection through events and partnerships with not-for-profit organizations and schools.

- Where services are delivered directly by a municipality:
  - Capital costs for assets such as buildings, vehicles, balers;
  - Staff costs;
  - Operating costs, e.g. fuel, heating;
- Where services are subcontracted by a municipality:
  - Contract costs for recycling collection and processing;
- Cost to transport material to a broker or market;
- Revenue sources and value; and
- Expenditures for promotion and education.

MMSM will verify the data through follow up with municipalities, which may include undertaking an audit of the tonnage data submitted quarterly and the cost and revenue data submitted annually by a municipality or other collector.

## **4.5 Calculation of Municipal Payments**

### **4.5.1 Approach**

MMSM provides payments to municipalities that collect residential PPP using the following service delivery methods:

- Curbside collection in some municipalities;
- Depot collection in other municipalities; and
- Both curbside collection and depot collection operating in parallel in some municipalities.

The municipality receiving payments must meet the following requirements:

- Provide PPP collection services to residents and recycle, or cause to be recycled, the collected PPP; and
- Be in compliance with the services agreement between the municipality and MMSM.

The manner in which payments are distributed is intended to:

- Support convenient, effective and efficient residential PPP collection and recycling services to manage PPP supplied by MMSM stewards;
- Encourage diversion of residentially generated PPP supplied by MMSM Stewards from municipal landfills; and
- Reimburse municipalities for 80% of the net costs to operate efficient and effective programs to manage household PPP supplied by MMSM Stewards.

Payments from MMSM are for the collection and processing of recyclable residential PPP supplied by MMSM stewards. MMSM will not pay municipalities to collect or recycle:

- Materials that are not PPP as defined in the Program Plan;
- PPP from industrial, commercial or institutional (ICI) sources;

- PPP supplied by exempt and non-compliant stewards;
- PPP supplied by stewards that are part of an approved program plan for packaging and paper other than MMSM’s Program Plan; or
- Packaging containers, such as oil, antifreeze and diesel exhaust fluid containers that are intended to be managed by other product management programs.

Once MMSM is confident that the data accurately represents municipal operations, MMSM will analyze the data to benchmark and compare program net costs among Manitoba programs. Data will be sorted to group similar programs by municipal population using the most current census data. In addition to using municipal groups to benchmark effective and efficient program costs, MMSM will provide technical and advisory services to municipalities identified as having excessive costs relative to their group.

Current Municipal Groups<sup>4</sup>:

<b>Municipal Group Population Categories</b>
0 – 5,000
5,001 – 20,000
City of Brandon
City of Winnipeg

Payments to municipalities are based on the sum of eligible administration, operating, promotion and education and capital costs less revenue.

#### **4.5.2 Eligible Administration Costs**

Administration costs are costs incurred by municipalities in support of program operations.

Eligible administration costs are listed in Appendix B, and will be reviewed periodically by MIPC.

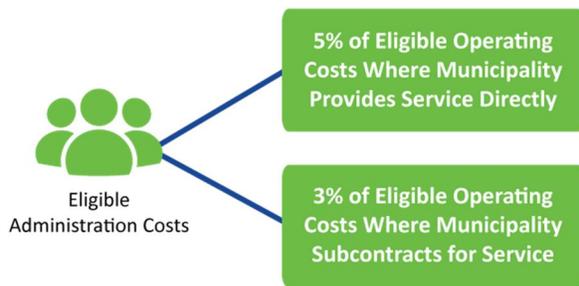
The Eligible Administration Costs for each municipality is based on a specified percentage of total eligible operating costs and is currently calculated as follows:

- Municipalities that provide services directly are paid at the rate of 5% of total eligible Operating Costs that are provided directly; and
- Municipalities that contract for services are paid at the rate of 3% of total eligible Operating Costs that are under contract.

The result of the calculation described above is the Eligible Administration Cost.

---

<sup>4</sup> The placement of a municipality in a group of municipalities with similar characteristics will be reviewed based on changes in population or other factors that drive recycling costs.



MMSM will review the percentages used to calculate the Eligible Administration Costs periodically through consultation with MIPC. Participating municipalities will be notified of any changes to the percentage by MMSM.

### 4.5.3 Eligible Net Costs



Eligible Net Costs for each participating municipality are calculated as the sum of Eligible Administration Costs plus Operating Costs plus Promotion and Education Costs plus Capital Costs less Gross Revenue.<sup>5</sup>

Operating Costs include expenditures for the collection, processing, and marketing of residential PPP, whether the service is delivered by the municipality, contracted to the private sector, or a combination thereof.

Promotion and Education Costs include the costs to promote the use of the municipal recycling program and educate residents on local recycling procedures.

Capital Costs include the portion of the amortized capital cost of municipally owned collection vehicles, facilities, fixed and mobile equipment and collection containers used for residential PPP services where the capital costs do not form part of the contracted services provided by private sector contractors.

Gross Revenue includes revenue from the sale of PPP and from the sale of collection containers as well as revenue from grants, waste management service fees or other funding sources that offset the delivery of recycling services.

Eligible Net Costs are divided by the eligible tonnes managed by each municipality to calculate the eligible net cost per tonne for each municipality.

<sup>5</sup> Eligible cost and revenue categories are listed in Appendix B, and will be reviewed periodically by MIPC.

$$\begin{array}{ccccc}
 \$ & \div & \text{Te} & = & \text{Net Cost Per Tonne for Each Municipality} \\
 \text{Eligible Net Costs} & & \text{Eligible Tonnes} & & 
 \end{array}$$

This data is then used to calculate the three year average median net cost per tonne within each municipal group after removing programs with outlier net costs per tonne.

$$\begin{array}{ccccccc}
 \text{Median Net Cost Per Tonne for Each Municipal Group YEAR 1} & + & \text{Median Net Cost Per Tonne for Each Municipal Group YEAR 2} & + & \text{Median Net Cost Per Tonne for Each Municipal Group YEAR 3} & = & \text{3 Year Average Median Net Cost Per Tonne for Each Municipal Group} \\
 \hline
 & & & & 3 & & 
 \end{array}$$

Within each municipal group, the three year average median net cost per tonne is multiplied by 80% to calculate the payment rate per tonne in accordance with MMSM’s payment obligation.

$$\begin{array}{ccccc}
 \text{3 Year Average Median Net Cost Per Tonne for Each Municipal Group} & \times & 80\% & = & \text{Payment Rate Per Tonne for Each Municipal Group}
 \end{array}$$

#### 4.5.4 Payments to Municipalities

Participating municipalities that are in good standing with respect to their services agreements will receive four quarterly payments, each equal to one-fourth of the municipality’s calculated annual payment.

Payment to each municipality is based on the payment rate per tonne for its municipal group multiplied by the number of eligible tonnes of residential PPP collected by the municipality in the year during which costs reported in the most recently completed cost monitoring survey were incurred.

$$\begin{array}{ccccc}
 \text{Annual Payment} & = & \text{Payment Rate Per Tonne for Each Municipal Group} & \times & \text{Eligible Tonnes for Each Municipality}
 \end{array}$$

## **5 First Nation and Northern Communities**

MMSM continues to strengthen its relationships with First Nations and northern remote communities in Manitoba by providing technical assistance on waste management issues and helping communities increase the effectiveness and efficiency of their recycling programs. Expanding and sustaining recycling in Manitoba's northern communities requires a comprehensive approach that recognizes the unique needs of the region while also setting the direction for long-term efficiency and effectiveness. The readiness of the community to take on these initiatives is also very important.

Some northern communities have, with support and technical assistance from MMSM, developed and sustained a comprehensive recycling program that meets all of the mandatory requirements of the program. These communities are often located near a neighbouring municipality with an established recycling program in place that is willing to collaborate with them. By coordinating their efforts, the communities are able to address operational and logistical challenges like transportation.

MMSM will continue to work closely with other stewardship organizations as a member of SWAT – Solid Waste Advisory Team, and will actively participate in meetings and projects around Manitoba. The objective of the group is to meet and engage other stakeholders, both private and public, that have environmental interests in the province. The team discusses opportunities to improve waste management and recycling in rural/remote communities in Manitoba.

MMSM partners with other stewardship organizations to collect and remove obligated materials. MMSM and the Canadian Beverage Container Recycling Association (CBCRA) have agreed to collaborate where beneficial in order to achieve an effective approach to expanding and sustaining recycling programs in Manitoba's First Nations and remote northern communities. Together we have been working on several initiatives, including collection events and clean-up days, in order to provide services to northern and remote communities in Manitoba. Where possible, feasible and sustainable, we will continue to identify opportunities to work with other organizations and stewardship programs to collect and remove recyclable material from these communities.

Success in expanding recycling in Manitoba's north will depend on strategic alliances and partnerships with key groups, including support from key political and government organizations. Partnering with government funding agencies (INAC, Manitoba Aboriginal and Northern Affairs) will allow MMSM to better understand their existing funding mechanisms and to identify possible cost-sharing opportunities for mutual benefit.

## **6 Plastic Bag Reduction Program**

MMSM along with staff and stewards from the food, beverage and consumer goods sectors,

have taken an effective combination of the 3Rs approach to the use of “single-use” plastic bags. The goal was to reduce the number of empty “single-use” plastic bags disposed in landfill by at least 50%. The primary emphasis was on the reduction of plastic bags supplied into the market. This was followed by the responsible reuse of plastic bags, and thirdly, through increased recycling opportunities for plastic bags. Some of the measures were initiated and undertaken by MMSM; other measures were undertaken by retail stores but all of these efforts have contributed to exceeding count toward the reduction goal.

## **6.1 Strategy**

MMSM and the plastic bag stewards including retailers have taken a multi-pronged 3R approach to achieving the target set forth in the Plastic Bag Guideline.

### **a) *Plastic Bag Reduction***

Reducing the number of plastic bags supplied into the market is the single most effective measure that industry can take to reach the target. This has been achieved through the following means:

- Enhancement of opportunities to acquire reusable bags in retail stores;
- Focused in-store messaging about the benefits of reusable bags;
- Continued and increased promotion of plastic bag best practices to further reduce the number of bags provided at retail; and
- The use of a fee for plastic bags, where retailers choose to do so, as an incentive for consumers to choose reusable bags.

### **b) *Plastic Bag Reuse***

Plastic bags are commonly purchased and used to dispose of kitchen, bath, or animal wastes. Consumers are encouraged to reuse single use bags in their home or workplace rather than purchasing new plastic bags to dispose of wastes. Additionally, consumers are encouraged to reuse plastic bags for other domestic uses rather than disposing of them after a “single” use.

MMSM has partnered with Winnipeg Harvest on the Bag It Forward Program, which included the deployment and setup of 300 bins in alternate locations within communities to collect plastic bags for reuse as emergency food hampers. Any bags which are not in good condition are recycled.

Waste audit results over the past several years have shown that Manitobans are reusing single use bags in greater quantities.

### **c) *Plastic Bag Recycling***

The plastic bag recycling program has two major complementary components.

#### **1. Plastic Bag Collection**

A Plastic Bag Recycling Program has been developed which includes the collection of empty plastic bags at retail store locations. The intent of the Plastic Bag Recycling Program is to increase the number of drop-off locations to ensure that Manitobans have reasonably convenient access to plastic bag drop-off locations.

The following types of plastic bags are included in the Program:

- Plastic grocery bags;
- Plastic retail bags with string ties and rigid plastic handles removed;
- Plastic newspaper bags; and
- Plastic dry-cleaning bags.

## 2. Plastic Bag Recycling Combined with School Education

MMSM has partnered with Take Pride Winnipeg! to offer a school-based program throughout the province. The program links education with direct recycling efforts, thereby creating impacts much greater than only the environmental benefits of recycling plastic bags. A significant component of the Program involves the education of school children on the benefits of reducing the use of, reusing, and recycling plastic bags.

MMSM continues to look for opportunities to work with communities and organizations to promote and educate consumers on the proper disposal of plastic bags.

### 6.2 Measurement

MMSM collects data from stewards to determine the actual number of plastic bags distributed in the province. Reviews of steward reports are conducted as part of MMSM's efforts to ensure steward compliance, a level playing field and accuracy in reporting.

MMSM will investigate and evaluate additional opportunities to affect positive environmental impacts associated with the use of plastic bags.

### 6.3 Education and Promotion

MMSM will create a Promotion and Education (P&E) campaign that will educate consumers about the benefits of reducing their usage of plastic bags and of opportunities to recycle their bags. This campaign will consult with key stakeholders, including the Province of Manitoba and municipalities about the P&E program.

### 6.4 Reporting and Monitoring

The MMSM Annual Report will report on activities and progress made toward the Plastic Bag reduction target. This report will include activities related to plastic bag reduction, and reuse, plastic bag recycling, and industry efforts to increase the percentage of recycled content in plastic bags.

## 7 Promotion and Education

This section describes the promotion and education (P&E) activities that will support the objectives of the MMSM program.

The P&E program developed by MMSM will focus on two distinct communication components. The first component is identified as "operational" communication support, meaning the strategic and tactical activities required to support operational functions. The second component is identified as "consumer" P&E, which will target consumers and generators of PPP waste to participate in the Program.

The following sections describe the activities to support these two communications components.

## **7.1 Communication Strategy**

MMSM's communication strategy is dynamic and is updated annually to ensure it incorporates continuous improvement and reflects the evolution of diversion opportunities over the life of the Program Plan. It promotes a call to action – increased recycling and diversion —directly to target audiences employing a wide assortment of tactics aimed at reaching people with messages that capture their attention, prompt them to absorb information and motivate them to adopt and maintain the desired behavior.

Activities include, for example, earned and paid media, educational programs, social media marketing and information on the MMSM website.

## **7.2 Operational Communications**

Stewards require regular communication to help them prepare to meet their reporting and fee-payment obligations. Communication tactics include a website containing a broad range of technical information tailored to steward needs, reporting and filing guidebooks, periodic meetings/consultations, letters of notification and webinars or webcasts.

Similarly, municipalities require communication to help them meet their reporting requirements. Communication tactics include a website containing technical information tailored to municipal needs, a reporting guidebook and webinars or webcasts.

## **7.3 Consumer P&E**

The primary goal of consumer P&E is to increase the recovery rates of PPP in community-based collection services. MMSM uses a mix of communication tools to motivate residents to adopt the desired behaviour. Key features and techniques include:

- A variety of tools to build awareness among residents about appropriate end-of-life management of PPP;
- Targeted school programming for K-12 and post secondary institutions;
- Educating residents about the action required;
- Motivating action (providing a “call-to-action”); and
- Reinforcing and rewarding the newly adopted behaviour by providing information about the result of their action.

P&E activities are set out in a communication strategy that is reviewed and updated annually.

## **7.4 P&E Activities**

Depending on the annual communication strategy and P&E budget, the P&E tactics could include (but not necessarily be limited to):

- Paid media– would require a moderately weighted media campaign designed to reach identified target audiences and focusing on the recycling message;
- Earned Media – news releases and stories that would be disseminated throughout the year; and

- Website – the MMSM website will continue to have a consumer-friendly public interface that will provide information on what can be recycled in each community, as well as general information about the benefits of recycling.

## 7.5 Research Support

Research is a key building block of an effective communication strategy and will be used in the development of the communication plan and to test creative concepts and messages. It also is necessary to establish the creative elements needed to generate messages that resonate with the various target audiences, triggering the desired response.

## 8 Program Costs and Cost Recovery

### 8.1 Annual Fee Setting

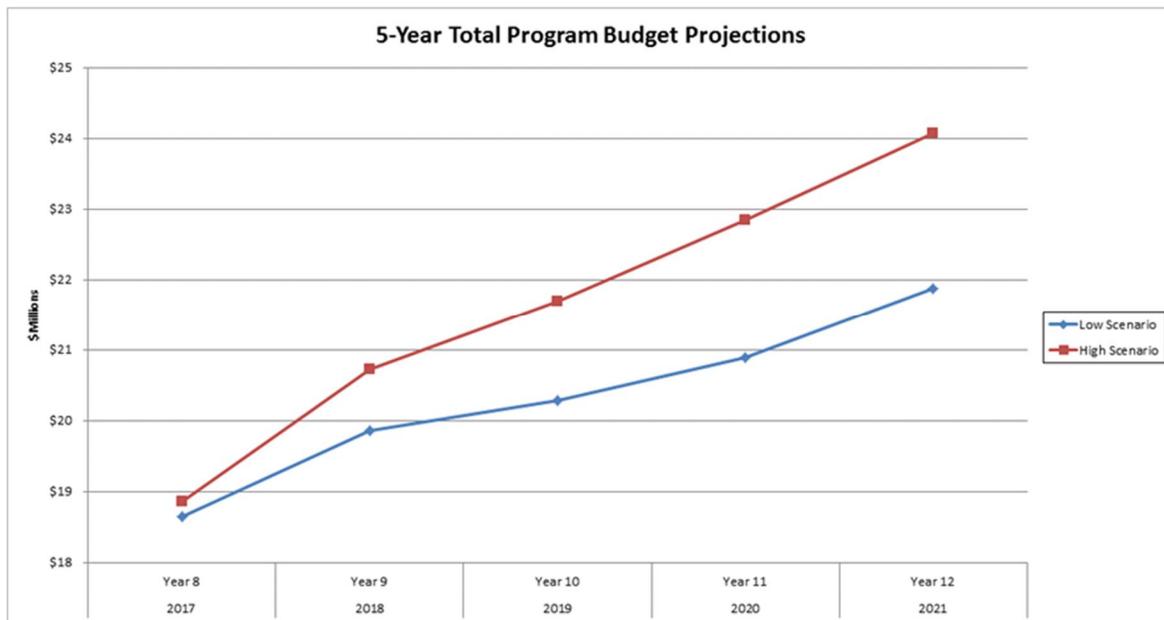
MMSM will establish steward’s fees annually after municipalities have reported their costs for the previous calendar year and these costs have been verified by MMSM.

Fees for the following program year will be determined and approved by the MMSM Board of Directors before the end of October each program year. The methodology used to set fees is principle based and ensures that all obligated parties contribute to the maintenance of the recycling system in a manner which reflects the material’s cost to manage and its commodity value.

### 8.2 5-Year Cost Projections

The total program costs have been projected for the five years of the Program Plan based on the best available information.

Scenario	2016 (act.)	2017 (est.)	2018 (est.)	2019 (est.)	2020 (est.)	2021 (est.)
Low Scenario	\$16,544,063	\$18,646,936	\$19,858,285	\$20,287,567	\$20,892,485	\$21,880,914
High Scenario		\$18,861,419	\$20,723,882	\$21,687,770	\$22,845,976	\$24,072,080



	Year 8	Year 9	Year 10	Year 11	Year 12
	2017	2018	2019	2020	2021
<b>Low Scenario</b>					
Municipal funding	\$ 15,873,802	\$ 17,001,957	\$ 17,345,550	\$ 17,862,207	\$ 18,759,728
Program management/ P&E	\$ 2,678,134	\$ 2,761,328	\$ 2,847,018	\$ 2,935,278	\$ 3,026,187
Government fees	\$ 95,000	\$ 95,000	\$ 95,000	\$ 95,000	\$ 95,000
<b>Program Cost</b>	<b>\$ 18,646,936</b>	<b>\$ 19,858,285</b>	<b>\$ 20,287,567</b>	<b>\$ 20,892,485</b>	<b>\$ 21,880,914</b>
	Year 8	Year 9	Year 10	Year 11	Year 12
	2017	2018	2019	2020	2021
<b>High Scenario</b>					
Municipal funding	\$ 16,034,438	\$ 17,755,551	\$ 18,571,023	\$ 19,573,392	\$ 20,635,867
Program management/ P&E	\$ 2,731,981	\$ 2,873,330	\$ 3,021,747	\$ 3,177,584	\$ 3,341,213
Government fees	\$ 95,000	\$ 95,000	\$ 95,000	\$ 95,000	\$ 95,000
<b>Program Cost</b>	<b>\$ 18,861,419</b>	<b>\$ 20,723,882</b>	<b>\$ 21,687,770</b>	<b>\$ 22,845,976</b>	<b>\$ 24,072,080</b>

The total program projected costs include the costs to cover government costs as it relates to the PPP Program.

### 8.3 Interest and Penalties

MMSM charges interest and penalties to stewards that have not submitted fees or stewards that have not registered. Delinquent and later joining stewards are obligated from the date of obligation (April 1, 2010).

Interest and penalties received by MMSM are used to reduce the total steward fees payable in the following year. Any fees paid after the year in which they were due will also be used to reduce the total steward fees payable in the following year.

## 9 Program Performance Measurement and Reporting

MMSM will report annually on PPP Program performance. This information will be published in the annual report.

Program performance indicators include:

- Steward reported tonnes;
- Municipal eligible recycled tonnes;
- Recycling Rate;
- Population and households with access to PPP Program;
- Recovered kg per capita; and
- Percentage of residents aware of recycling services.

### **9.1 Recovery Rate Measurement**

The recovery rate of the designated materials included in the PPP Program is measured by dividing the total tonnage of designated PPP recovered as reported by municipalities by the total tonnage of designated PPP supplied for use by consumers in households as reported by stewards.

### **9.2 Environmental and Economic Sustainability**

MMSM will consider environmental and economic sustainability as it determines the method by which PPP is managed, such as a particular form of collection service, specific collection locations or an approach to processing.

Local processing and manufacturing into new products will be promoted where both economic and environmental objectives are met.

MMSM will monitor national and international laws and regulations to ensure that the Program is in compliance.

By ensuring that the Program operates in the most sustainably efficient and effective manner, potential negative environmental impacts will be reduced.

### **9.3 Annual Report**

MMSM will report annually on PPP Program performance in its Annual Report. Once the Annual Report is submitted to the Minister, MMSM will post the Annual Report on the MMSM website, as well as provide a printed copy of the Annual Report free of charge, upon request.

## **10 Stakeholder and Public Consultation**

### **10.1 Program Plan Renewal**

The Program Plan renewal submitted to the Minister for approval will include information on the consultation process, participants in the consultation process and comments received by MMSM from participants.

### **10.2 Ongoing**

MMSM consults with stakeholders on a regular basis.

Stakeholders include:

- Stewards of designated packaging and printed paper;
- Municipalities and other service delivery agents;
- The Manitoba Government, specifically the Department of Sustainable Development and Green Manitoba;
- Relevant non-government organizations or agencies; and
- The general public.

Each stakeholder group receives information that is relevant to them, in a timely manner. For example, a change in steward fees will be communicated to stewards but not necessarily to the general public. In contrast, the addition of new materials will be communicated to the general public and all other stakeholders.

The primary communications vehicle will be the MMSM website, accessible to all stakeholders. The website will include information such as, but not limited to, Annual Reports, municipal costs and volume, consultation documents and feedback received during the consultation process, and plastic bag recycling information. All parties interested in a particular aspect of the MMSM decisions or activities will have opportunity to provide feedback via the website or by contacting the appropriate MMSM staff directly.

## **11 Governance Model**

### **11.1 MMSM Board of Directors**

MMSM is governed by a board of directors, consisting of eight industry and two unrelated independent directors. The Board provides valuable input and governance to the organization, and consists of representatives from the following sectors:

- Grocery sector
- Consumer products sector
- Alcohol beverages
- Beverages
- Restaurants
- Retailers
- Printed paper
- Newspapers

The following associations are represented on the MMSM Board:

- Canadian Beverage Association
- Retail Council of Canada
- Manitoba Liquor and Lotteries Corporation
- Food and Consumer Products of Canada
- Restaurants Canada
- Manitoba Newspaper Group
- Dairy Processors of Manitoba
- Canadian Federation of Independent Grocers

## Appendix A: Material list with examples

Material Category	Material Sub-Category	Examples <i>(not intended to be a comprehensive list)</i>
Printed Paper	Newsprint	Newspaper publications, newsprint inserts and flyers, product manuals printed on newsprint.
	Magazines and catalogues	Weekly/monthly or annual magazines, retailer seasonal catalogues, travel magazines.
	Directories	Phone books.
	Other Printed Materials	Free promotional calendars and posters; product user guides, warranty cards, product safety information etc.; monthly, quarterly or annual statements; cash register receipts.
Paper Packaging	Gable top containers ó non-beverage	Milk and cream cartons, sugar cartons.
	Gable top containers ó beverage	Ready to serve beverages such as milk and juice cartons.
	Aseptic containers ó non-beverage	Soup, sauce containers.
	Aseptic containers ó beverage	Ready to serve beverages such as juice and milk.
	Paper laminates	Laminated kraft bags, paper hot/cold drink cups, paper ice cream cartons, microwavable paper containers, paper wrap packaging provided with food, such as sandwiches, burgers, or muffins, pet food bags.
	Corrugated cardboard	Television and computer boxes, pizza boxes, paper carry-out bags.
	Boxboard and other paper packaging	Cereal boxes, tissue boxes, clothing hang tags, shoe boxes, egg cartons, formed coffee take-out trays, the roll inside of toilet paper, paper towel, tin foil and plastic wrap, boxboard shipping boxes used for direct mail to residential customers.
Plastic Packaging	PET bottles < 5 Litres - non-beverage	Salad dressing bottles, edible oil bottles, peanut butter jars.
	PET bottles >= 5 Litres ó non-beverage	Salad dressing bottles, edible oil bottles.
	PET bottles < 5 Litres ó beverage	Soft drink, juice, and water bottles.
	PET bottles >= 5 Litres ó beverage	Water bottles.
	HDPE bottles and jugs < 5 Litres - non-beverage	Laundry detergent, shampoo, bleach, vinegar, body wash, household cleaning products.
	HDPE bottles and jugs >= 5 Litres ó non-beverage	Laundry detergent and bleach.
	HDPE bottles and jugs <5 Litres - beverage	Juices, milk.
	HDPE bottles and jugs >=5 Litres ó beverage	Juices, milk.
	Polystyrene	Hot drink cups, clamshell containers, foam packaging for electronics and appliances, foam packing -peanutsøand meat trays.
	Other rigid plastic <5 Litres - non-beverage	Margarine tubs, hand cream tubes, microwaveable trays.
	Other rigid plastic >=5 Litres ó non-beverage	Pails.
	Other rigid plastic <5 Litres -beverage	Juice bottles and jugs.
	Other rigid plastic >= 5 Litres ó beverage	Juice bottles and jugs.
	LDPE/HDPE film	Fresh and frozen vegetable bags, milk bags, diaper packaging, shrink wrap around products (e.g. tray of 24 water bottles), dry cleaner bags, soil and fertilizer bags, film used around newspapers.
	LDPE/HDPE film carry-out bags	Plastic shopping bags.

<b>Material Category</b>	<b>Material Sub-Category</b>	<b>Examples (<i>not intended to be a comprehensive list</i>)</b>
	Plastic laminates ó non-beverage	Pouches for fresh pasta, dry pasta packaging, cheese wrap, candy wrappers, chip bags, cereal liner bags, bubble wrap.
	Plastic laminates ó beverage	Drink pouches containing juice or milk.
	Biodegradable plastic film	Vegetable bags, food film.
	Biodegradable plastic film carry out bags	Shopping bags
	Biodegradable rigid plastic containers ó non-beverage	Trays, pails, lids.
	Biodegradable rigid plastic containers ó beverage	Beverage containers.
Steel and Other Metal Packaging	Other steel and metal containers and packaging ó non-beverage	Food cans such as soup, lids and closures.
	Other steel and metal containers and packaging ó beverage	Ready to serve beverages such as cans of juice, energy drinks.
	Paint cans ó non-HHW related containers	Steel paint cans for paint and coatings not obligated under the Waste Prevention and Protection Act, Household Hazardous Material and Prescribed Material Stewardship Regulation such as automotive, marine, and arts and craft paint and coatings.
	Aerosol containers ó non-HHW related containers	Steel aerosol containers used for products not obligated under the Waste Prevention and Protection Act, Household Hazardous Material and Prescribed Material Stewardship Regulation, such as air freshener, deodorant and hairspray containers, food spray cans, and polish spray cans.
Aluminum Packaging	Aluminum ó food cans	Pet food, sardines.
	Aluminum cans ó beverage	Ready to drink beverages including juice, iced tea, energy drinks, soft drinks
	Aluminum aerosols ó non-HHW related containers	Aluminum aerosol containers used for products not obligated under the Waste Prevention and Protection Act, Household Hazardous Material and Prescribed Material Stewardship Regulation such as such as air freshener spray cans, hairspray cans, food spray cans, deodorant spray cans, mousse spray cans.
	Foil and other aluminum packaging	Foil wrap supplied to the residential consumer as service packaging, pie plates, yogurt/sour cream seals, frozen food trays.
Glass Packaging	Clear (flint) glass ó non-beverage	Food containers such as pickle, salsa, tomato sauce and jam jars, cosmetic containers for creams.
	Clear (flint) glass ó beverage	Ready to serve beverages such as juice, water, iced tea, lemonade, wine, spirits.
	Coloured glass ó non-beverage	Olive oil bottles, balsamic vinegar bottles, cosmetic containers for creams.
	Coloured glass ó beverage	Ready to serve beverages such as juice, water, wine & spirits.

## **Appendix B – Eligible Cost and Revenue Categories**

The eligible cost categories stated herein are effective as of [date] and are subject to change from time to time at MMSM's sole discretion following discussion with MIPC.

### **Eligible Administration Costs**

Administration costs are costs incurred by municipalities in support of PPP program operations. Eligible administration costs include the portion of the following cost items that are attributable to residential PPP program operations:

- Financial, including accounts payable and receivable, purchasing, payroll and audit;
- Human Resources, including health and safety, labour and employee relations, training and development;
- Information Technology, including electronic databases to record and track PPP tonnage information; and

Specifically excluded are costs associated with elected officials and corporate governance, or the cost of any study or audit required to be undertaken by the municipality as part of its services to MMSM.

### **Eligible Service Delivery Costs**

Service Delivery Costs include expenditures for the collection and processing of residential PPP, whether the service is delivered by the municipality, contracted to the private sector, or a combination thereof. If the service is contracted to the private sector, the direct service delivery cost is the collection and processing fees charged by the contractor to the municipality. If the service is delivered by the municipality, direct service delivery costs include:

- Payroll costs of recycling collection truck drivers and sorters at a material recovery facility;
- Services such as utilities, insurance, equipment repair and maintenance;
- Supplies such as fuel, baling wire, Blue Boxes; and
- Rent or lease costs for buildings, equipment or vehicles;

### **Eligible Promotion and Education Costs**

Promotion and Education Costs include the costs to promote the use of the municipal recycling program and educate residents on local recycling procedures.

### **Eligible Capital Costs**

Capital Costs include the portion of the amortized capital cost of municipally owned collection vehicles, facilities, fixed and mobile equipment, and collection containers used for residential PPP services where the capital costs do not form part of the contracted services provided by private sector contractors. Any grants for capital improvements will be subtracted from the amortized capital costs determined for the municipality.

### **Gross Revenue**

Gross Revenue includes revenue from the sale of PPP, revenue from the sale of collection containers, and revenue from grants, municipal waste management service fees or other funding sources that offset the delivery of recycling services.

## Appendix C: List of Municipalities, Parks, First Nations

Alexander, R.M.	Headingley, R.M.
Altona, Town	Kelsey, R.M.
Arborg, Town	Killarney - Turtle Mountain, R.M.
Argyle, R.M.	La Broquerie, R.M.
Armstrong, R.M.	Lac du Bonnet, R.M.
Beausejour, Town	Lac du Bonnet, Town
Bifrost-Riverton, Municipality	Lakeshore, R.M.
Boissevain-Morton, Municipality	Leaf Rapids, Town
Brandon, City	Lorne, Municipality
Brenda-Waskada, Municipality	Louise, Municipality
Brokenhead, R.M.	MacDonald, R.M.
Carberry, Town	Matheson Island
Carman, Town	McCreary, Municipality
Cartier, R.M.	Melita, Town
Cartwright-Roblin Municipality	Minitonas-Bowsman, Municipality
Clanwilliam-Erickson, Municipality	Minnedosa Town
Coldwell, R.M.	Montcalm, R.M.
Cornwallis, R.M.	Morden, City
Dauphin, City	Morris, R.M.
Dauphin, R.M.	Morris, Town
De Salaberry, R.M.	Mossey River, R.M.
Deloraine-Winchester, R.M.	Mountain, R.M.
Dufferin, R.M.	Neepawa, Town
Dunnottar, Village	Niverville, Town
East St. Paul, R.M.	Norfolk Treherne, Municipality
Ellice- Archie, R.M.	North Cypress-Langford, Municipality
Elton, R.M.	North Norfolk, Municipality
Emerson-Franklin, Municipality	Oakland-Wawanesa, Municipality
Ethelbert, Municipality	Oakview, R.M.
Fisher, R.M.	Pembina, Municipality
Flin Flon, City	Pinawa L.G.D.
Gilbert Plains Municipality	Pine Dock, Town
Gillam, Town	Piney, R.M.
Gimli, R.M.	Pipestone, R.M.
Glenboro South Cypress, Municipality	Portage la Prairie, City
Glenella-Lansdowne, Municipality	Portage la Prairie, R.M.
Grahamdale, R.M.	Powerview - Pine Falls, Town
Grandview Municipality	Prairie Lakes, R.M.
Grassland, Municipality	Prairie View Municipality
Grey, R.M.	Reynolds, R.M.
Hamiota Municipality	Rhineland, Municipality
Hanover, R.M.	Ritchot, R.M.
Harrison Park, Municipality	Riverdale, Municipality
	Roblin, Municipality

Rockwood, R.M.  
Roland, R.M.  
Rosedale, R.M.  
Rossburn Municipality  
Rosser, R.M.  
Russell Binscarth, Municipality  
Selkirk, City  
Sifton, R.M.  
Snow Lake, Town  
Souris-Glenwood, Municipality  
Springfield, R.M.  
St. Andrews, R.M.  
St. Clements, RM  
St. François-Xavier, R.M.  
St. Laurent, R.M.  
St. Pierre-Jolys, Village  
Stanley, R.M.  
Ste. Anne, R.M.  
Ste. Anne, Town  
Ste. Rose, Municipality  
Steinbach, City  
Stonewall, Town  
Stuartburn, R.M.  
Swan River, Town  
Swan Valley West, Municipality  
Tache, R.M.  
Teulon, Town  
The Pas, Town  
Thompson, City  
Thompson, R.M.  
Two Borders, Municipality  
Victoria Beach, R.M.  
Victoria, R.M.  
Virден, Town  
Wallace-Woodworth, R.M.  
West Interlake, R.M.  
West St. Paul, R.M.  
WestLake-Gladstone, Municipality  
Whitehead, RM  
Whitemouth, R.M.  
Winkler, City  
Winnipeg Beach, Town  
Winnipeg, City  
Woodlands, R.M.  
Yellowhead, R.M.

**First Nations**

Peguis First Nation

Swan Lake First Nation

Opaskawayak Cree Nation

Wabowden-Setting Lake

**Provincial and National Parks**

Riding Mountain National Park

Duck Mountain Provincial Park

Falcon Lake/Westhawk

Hecla Grindstone Provincial  
Park

Grand Beach Provincial Park

Paint Lake Provincial Park

**Post Secondary Educational Institutions**

University of Manitoba (2 campuses)

University of Winnipeg

Red River College (2 campuses)

College Universitaire de Saint Boniface

Assiniboine Community College

Brandon University

University College of the North

## Packaging and Printed Paper Program Plan

### Appendix D: Consultation Communications Distributed March 7, 2016

Multi-Material Stewardship Manitoba Inc. (MMSM) PPP Program Plan is up for renewal. We are committed to a consultation process that allows all interested parties and affected industry stakeholders the opportunity to provide their valuable input toward the development of the revised PPP Program Plan.

MMSM's original PPP Program Plan was approved by Manitoba Conservation and Water Stewardship in 2009. We are inviting producer and stakeholder comments on the revised PPP Program Plan that is intended to highlight how the program will continue to fulfill the requirements as outlined in accordance with the Packaging and Printed Paper Stewardship Regulations (Man. Reg. 195/2008). Comments received by March 31, 2016 will be considered when finalizing the plan for submission to Manitoba Conservation and Water Stewardship by May 1, 2016.

The majority of changes can be found in Section 4 and represent enhancements to service contracts with municipal service providers, which better define the role and responsibilities of the parties. These enhancements will serve to help improve the program's effectiveness and efficiency in coming years. Where possible, MMSM has also harmonized definitions and policies with other programs.

The 2017-2021 PPP Program Plan is available at:  
<http://stewardshipmanitoba.org/stewards/whats-new/>

Please submit your comments by email to Karen Melnychuk, Executive Director, at [kmelnychuk@stewardshipmanitoba.org](mailto:kmelnychuk@stewardshipmanitoba.org) or by mail at 200-283 Bannatyne Avenue, Winnipeg, Manitoba, R3B 3B2.

We look forward to the opportunity of continuing our commitment to Manitobans by providing the best residential recycling programs possible!

Sincerely,

Karen Melnychuk  
Executive Director



200-283 Bannatyne Avenue, Winnipeg, MB R3B 3B2  
Phone: (204) 953-2011 | Cell: (204) 792-5469  
[www.stewardshipmanitoba.org](http://www.stewardshipmanitoba.org) | [www.simplyrecycle.ca](http://www.simplyrecycle.ca)

## Packaging and Printed Paper Program Plan

Multi-Material Stewardship Manitoba Inc. (MMSM) PPP Program Plan is up for renewal. We are committed to a consultation process that allows all interested parties and affected municipal stakeholders the opportunity to provide their valuable input toward the development of the revised PPP Program Plan.

MMSM's original PPP Program Plan was approved by Manitoba Conservation and Water Stewardship in 2009. We are inviting producer and municipal stakeholder comments on the revised PPP Program Plan that is intended to highlight how the program will continue to fulfill the requirements as outlined in accordance with the Packaging and Printed Paper Stewardship Regulations (Man. Reg. 195/2008). Comments received by March 31, 2016 will be considered when finalizing the plan for submission to Manitoba Conservation and Water Stewardship by May 1, 2016.

The 2017-2021 PPP Program Plan is available at:  
<http://stewardshipmanitoba.org/municipalities/whats-new/>

Please submit your comments by email to Karen Melnychuk, Executive Director, at [kmelnychuk@stewardshipmanitoba.org](mailto:kmelnychuk@stewardshipmanitoba.org) or by mail at 200-283 Bannatyne Avenue, Winnipeg, Manitoba, R3B 3B2.

We look forward to the opportunity of continuing our commitment to Manitobans by providing the best residential recycling programs possible!

Sincerely,

Karen Melnychuk  
Executive Director



200-283 Bannatyne Avenue, Winnipeg, MB R3B 3B2  
Phone: (204) 953-2011 | Cell: (204) 792-5469  
[www.stewardshipmanitoba.org](http://www.stewardshipmanitoba.org) | [www.simplyrecycle.ca](http://www.simplyrecycle.ca)



## Packaging and Printed Paper Program Plan

### Appendix E: Summary of Comments Received

Stakeholder	Question and/or Comments	Response	Revisions made to MMSM Renewal
Steward Association	Requested additional information on the five year projection in Section 7.3 Expressed concerns on their sector's representation on the MMSM Board.	Provided additional information on five year projection. Thanked for their comments, they will be reviewed by MMSM Board.	
Steward	Comments on deminimus not being applicable to non-resident stewards who sign voluntary steward agreements.	Thanked for their comments, they will be reviewed by MMSM Board.	
Municipal Government	No concerns on MMSM's Program Plan Renewal. Thanked for the opportunity to participate.	Thanked for their comments, they will be reviewed by MMSM Board.	
Municipal Government	Pleased with MMSM's PPP Program. Program has worked very well for the municipality.	Thanked for their comments, they will be reviewed by MMSM Board.	
Municipal Government	No comments on renewal. Comments regarding concerns with commercial recycling.	Thanked for their comments, they will be reviewed by MMSM Board.	
Supplier to MMSM	Expressed support on a variety of promotional and educational programs of MMSM.	Thanked for their comments, they will be reviewed by MMSM Board.	
Non-Government Organization	Expressed support to MMSM's Bag it Forward: Plastic Bag Recycling Program and the Program Plan Renewal.	Thanked for their comments, they will be reviewed by MMSM Board.	
Non-Government Organization	Expressed support on MMSM's Program Plan Renewal, initiatives on plastic bag programs, and educational projects.	Thanked for their comments, they will be reviewed by MMSM Board.	
Steward Association	Comments on harmonization with other provincial programs where possible. Requested additional information on the five year projection in Section 7.3 Expressed concerns on their sector's representation on the MMSM Board.	Provided information on fee methodology review consultation. Provided additional information on five year projection. Thanked for their comments, they will be reviewed by MMSM Board.	
Municipal Government	Expressed support of MMSM's Program Plan Renewal and educational programs.	Thanked for their comments, they will be reviewed by MMSM Board.	

### Packaging and Printed Paper Program Plan

Group			
Steward Association	<p>Provided comments in support of steward rules.            Requested that the notification process be clearly stated in the Program Plan Renewal.            Provided comments on Section 4.1 Under Program Delivery.            Requested additional information on the five year projection in Section 7.3            Comments on the review of the fee setting methodology.            Comments on a harmonized set of metrics.            Commended MMSM for specifying its Board composition.</p>	<p>Provided additional information on five year projection.            Provided information on fee methodology review consultation.            Thanked for their comments, they will be reviewed by MMSM Board.</p>	Revision to Section 3.4 Enforcement Procedures
Steward Association	<p>Comments on the review of the fee setting methodology.            Comments on encouraging collaboration to improve material recycling rates.            Commended MMSM for its transparency with making available the annual detailed fee calculation tables.</p>	<p>Provided information on fee methodology review consultation.            Thanked for their comments, they will be reviewed by MMSM Board.</p>	
Non-Government Organization	<p>Expressed support of MMSM’s educational programs.</p>	<p>Thanked for their comments, they will be reviewed by MMSM Board.</p>	
Municipal Government	<p>Expressed support of MMSM and the expertise, commitment, educational programs, various tools and resources that have been made available.</p>	<p>Thanked for their comments, they will be reviewed by MMSM Board.</p>	

**Packaging and Printed Paper Program Plan**

**Appendix F: Comments Received and MMSM Responses**