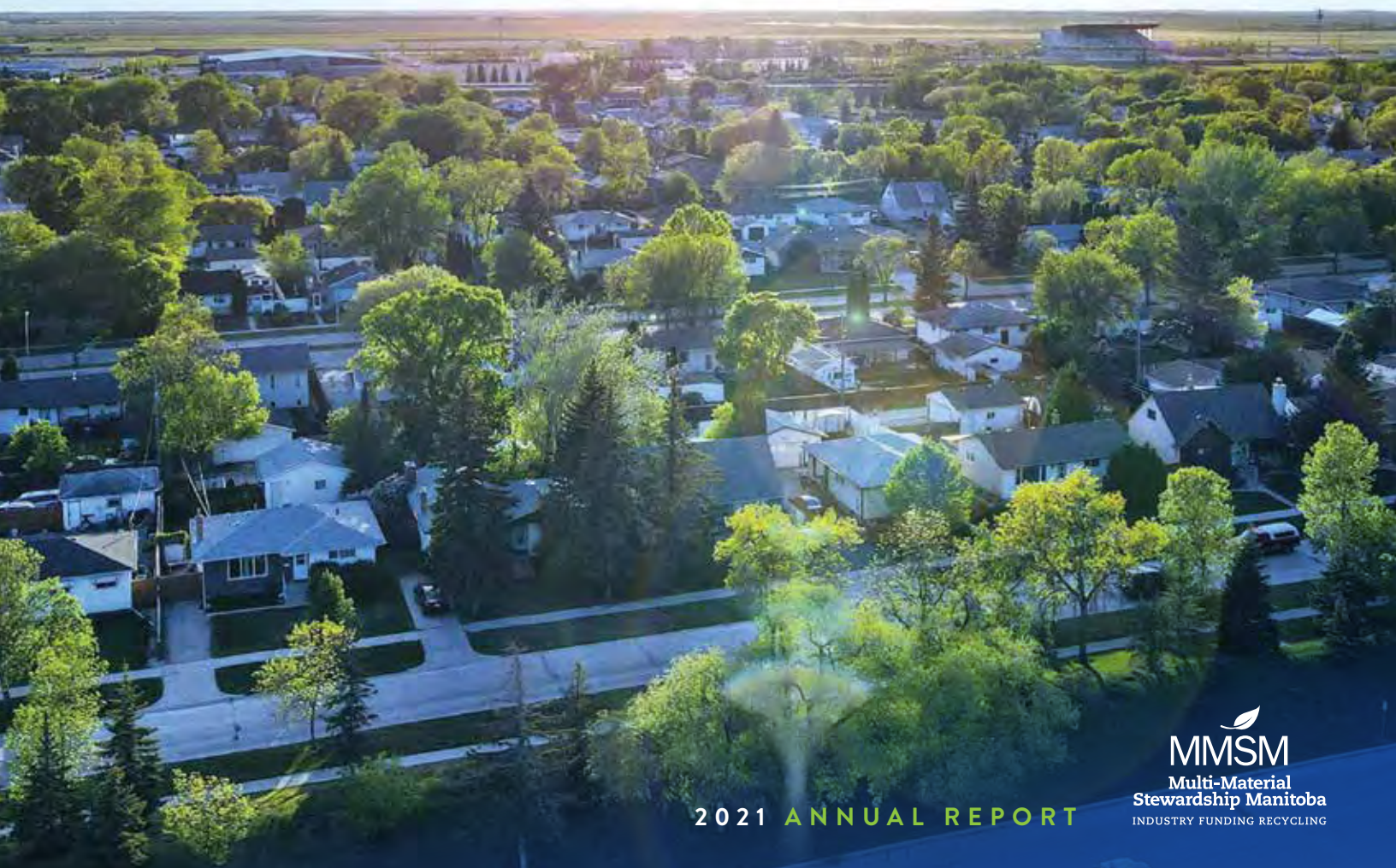




MMSM

MAKING A DIFFERENCE




MMSM
Multi-Material
Stewardship Manitoba
INDUSTRY FUNDING RECYCLING

2021 ANNUAL REPORT





TABLE OF CONTENTS

1	ABOUT MMSM
2	MESSAGE FROM THE CHAIR OF THE BOARD
3	MESSAGE FROM THE EXECUTIVE DIRECTOR
4	EXECUTIVE SUMMARY
5	MUNICIPAL SERVICES
7	MUNICIPAL & OTHER PARTNERS
10	CONTINUOUS IMPROVEMENTS
12	PROMOTION & EDUCATION
16	INDIGENOUS & REMOTE COMMUNITIES
18	PLASTIC BAG REDUCTION PROGRAM
20	FULL EPR TRANSITION PLAN DEVELOPMENT
21	MMSM STEWARDS
22	RECOVERY RATES BY MATERIAL
23	STEWARD COMPLIANCE
24	FINANCIAL STATEMENTS
33	MMSM LEADERSHIP & STAFF



MULTI-MATERIAL STEWARDSHIP MANITOBA INC.

Founded in 2010, Multi-Material Stewardship Manitoba Inc. (MMSM) is the not-for-profit, industry-funded organization that funds and provides support for the province's residential recycling programs for packaging and printed paper.

MMSM works on behalf of the manufacturers, retailers, and other organizations that supply packaging and printed paper to Manitobans. These businesses pay fees on the materials to MMSM, which are used to reimburse communities for up to 80% of the net cost of their residential recycling system.

Bringing together the businesses helping to finance recycling services, the consumers that diligently recycle their used items, and community partners that collect and process recyclables, MMSM is helping to ensure that as much recyclable material as possible is captured efficiently and does not end up in landfill.

MMSM continues to work towards its goal of promoting the reduction, reuse, and recycling of the materials managed in its program.

Governed by a board of directors of seven industry and two unrelated independent directors, the board provides valuable input and governance to the organization and consists of representatives from the following sectors:

- Grocers
- Consumer products
- Beverages
- Alcohol beverages
- Retailers
- Printed paper
- Restaurants

The industry directors are not compensated by MMSM, as the costs associated with their participation on the board are covered by their organizations. Travel expenses, however, are covered by MMSM.





MESSAGE FROM THE CHAIR OF THE BOARD

2021 proved to be another challenging year in many respects, and I want to begin by thanking the board, management, and staff for their dedication and resilience dealing with the ongoing challenges of the pandemic. Despite these challenges, the team continued to drive toward improvements in programs that led to better environmental outcomes for Manitobans.

Extended Producer Responsibility, or EPR as it is commonly known, has gained tremendous momentum across Canada over the past year. EPR refers to the policy of holding producers responsible for both funding and effectively managing the recycling and processing of packaging and printed paper materials purchased and used by consumers. MMSM currently funds up to 80% of the net cost of residential recycling programs managed by municipalities. A transition plan for full EPR implementation has gone through extensive consultation and has been filed for further consultation and approval by the Manitoba Government.

A plan for moving to full EPR was requested by the Manitoba Government as part of our currently approved Program Plan. Several other provincial governments across Canada are transitioning existing curbside multi-material recycling programs or setting the legislative and regulatory framework to implement new EPR programs. Industry has long advocated for more consistency and standardization within and across provinces.

MMSM has an important leadership role to play as we help affect this positive change in Manitoba and as we work collaboratively with other programs to share best practices, improve environmental outcomes, and build a sustainable future.

In July, MMSM was advised that a valued, long-term not-for-profit service provider to MMSM, Canadian Stewardship Services Alliance Inc., sold substantially all of its assets to another organization. MMSM was not made aware of the sale in advance and was not aware assets of CSSA were being sold. MMSM was deeply concerned with the nature of the transaction and took important steps to safeguard the confidential steward and municipal data that is stored and address conflict of interest concerns.

I am very pleased to share that MMSM has concluded negotiations with producers of newspapers, and we have commenced a new agreement together with municipalities across Manitoba. Manitobans will see significant increases in promotion and education materials across print and digital media that are designed to increase awareness about the need, benefits, and opportunities to reduce litter, increase recycling rates, and help build a circular economy.

On behalf of MMSM, I know the board, management, and staff are excited about the tremendous opportunities we have to help build strong, sustainable environmental programs across the province.

A handwritten signature in blue ink, appearing to read 'Neil Antymis', written in a cursive style.

Neil Antymis
Chair of the Board, MMSM



MESSAGE FROM THE EXECUTIVE DIRECTOR

In another year of uncertain times, MMSM continued business as usual, fulfilling its obligations and providing Manitoba communities with the funding and support required to run successful residential recycling programs.

In 2021, we completed an in-depth consultation process with stakeholders to prepare Manitoba for full EPR for packaging and printed paper. In a four-month period, we hosted 10 webinars and workshops with over 615 attendees and shared our draft Transition Plan with more than 1,800 stakeholders. The draft Transition Plan was informed by experience in other provinces and input from communities, stewards, and organizations.

The draft Transition Plan was submitted to the provincial government in November and outlined how industry will assume full operation and financial responsibility for the residential recycling system in Manitoba. We recognize that with change sometimes comes uncertainty. As MMSM moves into this new world of full EPR, we are focused on the long-term, future success of the province's residential recycling programs with minimal disruption for communities and residents. We acknowledge that the transition is a lengthy process, and we thank you for your ongoing patience and support throughout this change.

MMSM joined the industry-led Canada Plastics Pact (CPP) as a partner in 2021. The CPP is committed to a circular economy for plastics with a goal of keeping plastics in the economy and out of the environment. The partnership allows MMSM to tackle key challenges in reducing plastic waste and pollution with other organizations across Canada.

The Winter Road Project for the 2021/2022 season was a success. The goal of the project is to assist communities with the accumulation of stewarded materials and to find efficient and cost-effective ways to remove the material so it can be recovered and recycled. Seven communities participated in the project and collected over 8,194 kilograms of packaging and printed paper. This was the highest amount of material collected since the project began.

The Association of Manitoba Municipalities and the City of Winnipeg approved News Media Canada's (NMC) in-kind advertising proposal for the collection and processing of newspapers in local residential programs. MMSM is looking forward to continuing its work with participating communities and NMC as the program moves forward in 2022.

Manitobans love the Recyclepedia! Feedback on the online tool and mobile app has been extremely positive, and it is now the primary resource for recycling information in the province. With almost 200,000 material views since March 2020, 83,000 user sessions, and more than 7,000 app downloads, Manitobans are becoming better recyclers every day.

MMSM had another award-winning campaign in 2021 with 'Check It Before You Chuck It.' MMSM was a finalist in nine categories for the 2021 Signature Awards, celebrating Manitoba's best in advertising, marketing, and design. MMSM won for Radio Campaign and for the Recyclepedia Microsite and was the runner-up in four other categories.

In closing, I wish to express my gratitude to our staff and our Board of Directors for their support and dedication over the past year. I am proud of our team and their continued commitment to working with Manitobans to improve residential recycling.

Karen Melnychuk
Executive Director, MMSM

2021 EXECUTIVE SUMMARY

PROGRAM PERFORMANCE

73.2% RECOVERY RATE

95% OF MANITOBA'S POPULATION HAS ACCESS TO A RESIDENTIAL RECYCLING PROGRAM

MMSM PAID **\$19,892,532** IN FUNDING TO COMMUNITIES

93% OF RESIDENTS PARTICIPATE IN THEIR RESIDENTIAL RECYCLING PROGRAM

MUNICIPAL PERFORMANCE

76,008,887 KG of packaging and printed paper collected

MANITOBA'S RECYCLED **59.6 KG** PER PERSON

151 MUNICIPAL AND OTHER PARTNERS that receive municipal recycling services payments

STEWARDS

792 REGISTERED STEWARDS

PROMOTION AND EDUCATION

57% BRAND AWARENESS

58% AD RECALL

120,167 VISITS TO THE WEBSITE

195,942 PAGE VIEWS

483,064 SOCIAL MEDIA IMPRESSIONS

RECYCLEPEDIA

112,941 MATERIAL VIEWS

46,651 USER SESSIONS

6,488 MOBILE APP DOWNLOADS

ELIGIBLE MMSM MATERIALS



Aluminum food & beverage containers



Paper



Boxboard



Plastic food & beverage containers



Cartons



Steel food & beverage containers



Corrugated cardboard



Glass food & beverage containers



Telephone directories

MUNICIPAL SERVICES

WORKING TOGETHER WITH MANITOBA COMMUNITIES

MMSM's Municipal Services Program was introduced on April 1, 2010. The overall objectives of the Municipal Services Program is to:

- Promote the reduction, reuse, and recycling of designated packaging and printed paper in Manitoba.
- Provide stable, long-term funding for residential recycling programs.
- Ensure that the cost of handling designated materials is reflected in the steward fees.
- Provide research and development to help reduce the inherent uncertainty in recycling markets.

The Municipal Services Program allows participating communities and local governments, including Indigenous communities, to design their recycling program to meet the specific needs of their community. Recycling programs can be delivered by employees or contracted to private suppliers. Each community is responsible for establishing, promoting, and maintaining their own recycling services.

The Municipal Services Program provides participants with:

- Funding for recycling programs through municipal recycling services payments.
- Tools and assistance for promoting local recycling programs.
- Opportunities for information sharing.
- Other programs designed to improve recycling and waste-reduction activities.
- Technical assistance for improving local recycling programs.

MMSM's Municipal Services Program is an incentive-driven program that requires communities share the cost of providing recycling services to their communities. Municipal recycling services payments are paid for each metric tonne of eligible material recovered from the residential waste stream. The payment rate is set each year to offset up to 80% of the cost of an effective and efficient collection and processing recycling program. Materials recovered are transported to recycling facilities where they are sorted and sold to end markets.

Individual municipal recycling program costs will vary depending on services offered and program efficiencies. Costs above the established payment level are the sole responsibility of the community. Payment rates are based on a three-year rolling average of the net costs of participating communities within specific population categories.



76,008,887 KG
OF PACKAGING AND
PRINTED PAPER COLLECTED

2021 MMSM population category	Payment rate/tonne
0 – 5,000	\$ 354.58
5,001 – 15,000	\$ 293.76
City of Brandon	\$ 297.45
City of Winnipeg	\$ 286.28

ON AVERAGE, MANITOBANS COLLECTED

59.6 KG
PER PERSON
IN 2021





95% OF MANITOBA'S POPULATION HAS ACCESS TO A RESIDENTIAL RECYCLING PROGRAM

The following table illustrates the total tonnes recycled by participating communities within described regions.

REGION	POPULATION IN PARTICIPATING COMMUNITIES	TOTAL KG RECYCLED	AVERAGE KG RECYCLED PER CAPITA
Central West	27,028	1,036,742	38.4
East	103,313	5,327,100	51.6
Interlake	67,140	3,740,730	55.7
North	32,000	1,660,835	51.9
North West	31,296	1,732,828	55.4
South Central	97,921	5,121,750	52.3
South West	96,450	5,826,659	60.4
Winnipeg and Area	820,055	51,308,626	62.6
Subtotal	1,275,203	75,755,270	59.4
Post-Secondary Education Institutions		253,617	
Total	1,275,203	76,008,887	59.6

MMSM PAID \$19,892,532 IN FUNDING TO COMMUNITIES IN 2021



Table Notes

1. Recovery numbers reported by MMSM include only those materials that are recycled through registered local recycling programs in participating communities and are also reported by communities. Manitoba has several charity-based organizations and individuals who collect recyclable materials for sale directly to brokers. MMSM has reason to be aware that some beverage containers are taken to Saskatchewan for a deposit refund even though no deposit has been paid on these containers. This is a practice MMSM does not support.
2. Materials recovered from Post-Secondary Education Institutions (PSEIs) are based on the 2020/2021 school year and/or calendar year. PSEIs are required to submit an annual report to MMSM to receive funding.
3. Population numbers are provided from the 2021 Census.

MUNICIPAL & OTHER PARTNERS

MUNICIPAL & OTHER PARTNERS	REGION	POPULATION	2020 TOTAL KG REPORTED	2020 KG PER CAPITA	2021 TOTAL KG REPORTED	2021 KG PER CAPITA	PERCENT CHANGE TOTAL REPORTED
Alexander, R.M.	East	3,854	199,640	59.9	208,710	54.2	5%
Altona, Town	South Central	4,267	341,269	81.0	335,767	78.7	-2%
Arborg, Town	Interlake	1,279	61,491	49.9	57,029	44.6	-7%
Argyle, R.M.	South Central	994	35,550	34.7	34,450	34.7	-3%
Armstrong, R.M.	Interlake	1,967	64,070	35.8	65,600	33.4	2%
Beausejour, Town	East	3,307	368,910	114.6	366,850	110.9	-1%
Bifrost-Riverton, Municipality	Interlake	3,320	211,319	62.6	195,982	59.0	-7%
Bloodvein First Nation	North	640	0	0.0	0	0.0	0%
Boissevain-Morton, Municipality	South West	2,309	228,391	97.1	260,563	112.8	14%
Brandon, City	South West	51,313	3,550,896	72.7	3,474,992	67.7	-2%
Brenda-Waskada, Municipality	South West	650	19,620	29.1	19,650	30.2	0%
Brokenhead, R.M.	East	5,414	238,860	46.6	245,268	45.3	3%
Buffalo Point First Nation	East	219	11,786	72.8	23,970	109.5	103%
Canupawakpa Dakota Nation	South West	322	7,126	23.4	6,581	20.4	-8%
Carberry, Town	South West	1,818	151,145	87.0	129,140	71.0	-15%
Carman, Town	South Central	3,114	328,842	103.9	222,037	71.3	-32%
Cartier, R.M.	Winnipeg	3,344	170,770	50.7	151,743	45.4	-11%
Cartwright-Roblin, Municipality	South Central	1,336	38,900	29.7	35,890	26.9	-8%
Clanwilliam-Erickson, Municipality	Central West	1,012	12,096	13.9	11,824	11.7	-2%
Coldwell, R.M.	Interlake	1,313	65,155	52.0	58,415	44.5	-10%
Cornwallis, R.M.	South West	4,568	191,190	42.3	166,200	36.4	-13%
Crane River, Community	North West	111	5,334	38.9	5,805	52.3	9%
Dauphin, City	North West	8,368	715,340	84.6	670,140	80.1	-6%
Dauphin, R.M.	North West	2,136	118,232	49.5	127,730	59.8	8%
De Salaberry, R.M.	East	3,918	112,652	31.5	131,576	33.6	17%
Deloraine-Winchester, R.M.	South West	1,478	79,260	53.2	79,550	53.8	0%
Dufferin, R.M.	South Central	2,543	36,538	15.0	17,783	7.0	-51%
Dunnottar, Village	Interlake	989	75,150	98.5	74,900	75.7	0%
East St. Paul, R.M.	Winnipeg	9,725	767,410	81.9	855,530	88.0	11%
Ellice-Archie, R.M.	Central West	831	27,736	31.3	27,650	33.3	0%
Elton, R.M.	South West	1,276	53,640	42.1	60,480	47.4	13%
Emerson-Franklin, Municipality	East	2,437	85,271	33.6	93,294	38.3	9%
Ethelbert, Municipality	North West	648	44,070	72.6	38,370	59.2	-13%
Falcon Lake/Westhawk (WPP)	East	383	116,315	427.6	188,920	493.3	62%
Fisher, R.M.	Interlake	1,845	29,100	17.0	26,680	14.5	-8%
Flin Flon, City	North	4,940	353,483	71.0	351,119	71.1	-1%
Gilbert Plains, Municipality	North West	1,420	81,940	55.7	89,090	62.7	9%
Gimli, R.M.	Interlake	6,569	479,170	77.5	514,750	78.4	7%
Glenboro-South Cypress, Municipality	South West	1,123	90,372	57.7	82,520	73.5	-9%
Glenella-Lansdowne, Municipality	Central West	1,133	18,553	15.7	17,288	15.3	-7%
Grahamdale, R.M.	Interlake	1,278	28,296	20.8	26,271	20.6	-7%
Grand Beach-Sustainable Development	East	60	32,530	542.2	24,350	405.8	-25%
Grandview, Municipality	North West	1,419	107,520	72.6	113,533	80.0	6%
Grassland, Municipality	South West	1,583	62,266	39.9	81,628	51.6	31%
Grey, R.M.	South Central	2,648	188,495	71.2	203,850	77.0	8%

MUNICIPAL & OTHER PARTNERS	REGION	POPULATION	2020 TOTAL KG REPORTED	2020 KG PER CAPITA	2021 TOTAL KG REPORTED	2021 KG PER CAPITA	PERCENT CHANGE TOTAL REPORTED
Hamiota, Municipality	Central West	1,234	79,955	65.3	62,050	50.3	-22%
Hanover, R.M.	East	17,216	707,398	45.0	691,970	40.2	-2%
Harrison Park, Municipality	Central West	1,852	29,836	18.4	23,977	12.9	-20%
Headingley, R.M.	Winnipeg	4,331	265,980	74.3	265,770	61.4	0%
Hecla Grindstone Provincial Park	Interlake	229	39,370	252.4	28,860	126.0	-27%
Killarney-Turtle Mountain, Municipality	South West	3,520	205,580	60.0	192,842	54.8	-6%
La Broquerie, R.M.	East	6,725	155,170	25.5	136,589	20.3	-12%
Lac du Bonnet, R.M.	East	3,563	202,680	64.9	55,587	15.6	-73%
Lac du Bonnet, Town	East	1,064	101,762	93.4	245,472	230.7	141%
Lakeshore, R.M.	North West	1,186	69,948	51.3	69,406	58.5	-1%
Leaf Rapids, Town	North	351	2,485	4.3	1,932	5.5	-22%
Lorne, Municipality	South Central	2,904	140,645	46.2	112,730	38.8	-20%
Louise, Municipality	South Central	2,025	153,180	79.9	147,590	72.9	-4%
Macdonald, R.M.	Winnipeg	8,120	500,910	69.9	503,555	62.0	1%
Mallard, Community	North West	102	4,515	57.9	4,247	41.6	-6%
Matheson Island, Community	North	136	4,500	44.6	6,420	47.2	43%
McCreary, Municipality	Central West	748	79,880	89.6	81,885	109.5	3%
Meadow Portage, Community	North West	72	2,865	31.1	2,903	40.3	1%
Melita, Town	South West	1,041	57,777	55.4	61,110	58.7	6%
Minitonas-Bowsman, Municipality	North West	1,587	60,504	36.6	63,350	39.9	5%
Minnedosa, Town	Central West	2,741	223,302	91.2	228,470	83.4	2%
Montcalm, R.M.	South Central	1,278	50,067	39.7	46,176	36.1	-8%
Morden, City	South Central	9,929	598,135	69.0	507,105	51.1	-15%
Morris, R.M.	South Central	3,049	138,107	45.3	116,660	38.3	-16%
Morris, Town	South Central	1,975	146,020	77.5	177,200	89.7	21%
Mossey River, R.M.	North West	1,450	43,754	38.2	49,750	34.3	14%
Mountain, R.M.	North West	980	22,240	22.7	22,076	22.5	-1%
Neepawa, Town	Central West	5,685	256,660	55.7	242,335	42.6	-6%
Niverville, Town	East	5,947	341,570	74.1	318,894	53.6	-7%
Norfolk Treherne, Municipality	South Central	1,770	122,960	70.2	132,574	74.9	8%
North Cypress-Langford, Municipality	South West	3,011	105,245	38.3	131,225	43.6	25%
North Norfolk, Municipality	South Central	3,915	151,643	39.4	187,122	47.8	23%
Oakland-Wawanesa, Municipality	South West	1,758	75,353	44.6	72,720	41.4	-3%
Oakview, R.M.	Central West	1,928	62,330	38.3	65,370	33.9	5%
Paint Lake - Environment, Climate and Parks	North	275	19,717	71.7	15,839	57.6	-20%
Peguis First Nation	Interlake	3,053	0	0.0	24,700	8.1	0%
Pembina, Municipality	South West	2,406	151,820	64.7	150,350	62.5	-1%
Pinawa, L.G.D.	East	1,558	129,501	86.1	111,185	71.4	-14%
Pine Dock, Town	North	38	2,400	51.1	980	25.8	-59%
Piney, R.M.	East	1,843	92,912	53.8	70,080	38.0	-25%
Pipestone, R.M.	South West	1,422	41,535	28.5	41,594	29.3	0%
Portage la Prairie, City	South Central	13,270	876,855	65.9	957,787	72.2	9%
Portage la Prairie, R.M.	South Central	6,888	265,048	38.0	306,609	44.5	16%
Powerview-Pine Falls, Town	East	1,239	45,068	34.2	43,555	35.2	-3%
Prairie Lakes, R.M.	South West	1,625	39,700	27.3	34,863	21.5	-12%
Prairie View, Municipality	Central West	2,161	101,199	48.5	81,102	37.5	-20%
Rhineland, Municipality	South Central	5,819	136,605	23.0	142,707	24.5	4%
Riding Mountain National Park	Central West	300	6,048	20.2	5,912	19.7	-2%
Riding Mountain West, R.M.	Central West	1,442	15,743	11.1	15,797	11.0	0%
Ritchoy, R.M.	Winnipeg	7,469	476,408	71.3	535,880	71.7	12%
Riverdale, Municipality	South West	1,803	113,100	53.0	116,230	64.5	3%

MUNICIPAL & OTHER PARTNERS	REGION	POPULATION	2020 TOTAL KG REPORTED	2020 KG PER CAPITA	2021 TOTAL KG REPORTED	2021 KG PER CAPITA	PERCENT CHANGE TOTAL REPORTED
Roblin, Municipality	North West	3,089	129,508	40.3	134,231	43.5	4%
Rock Ridge, Community	North West	64	2,909	39.9	2,903	45.4	0%
Rockwood, R.M.	Interlake	7,823	238,750	30.5	216,480	27.7	-9%
Roland, R.M.	South Central	1,145	35,486	31.4	25,473	22.2	-28%
Rosedale, R.M.	Central West	1,524	20,552	12.3	18,630	12.2	-9%
Rosburn, Municipality	South West	973	89,320	91.5	88,250	90.7	-1%
Rosser, R.M.	Winnipeg	1,270	44,080	32.1	51,170	40.3	16%
Russell-Binscarth, Municipality	Central West	2,596	140,320	57.5	116,173	44.8	-17%
Selkirk, City	Interlake	10,504	773,330	75.2	749,950	71.4	-3%
Sifton, R.M.	South West	1,239	33,858	27.0	42,850	34.6	27%
Snow Lake, Town	North	1,088	15,462	17.2	13,807	12.7	-11%
Souris-Glenwood, Municipality	South West	2,547	160,230	62.5	147,130	57.8	-8%
Spence Lake, Community	North West	70	5,818	109.8	6,508	93.0	12%
Springfield, R.M.	Winnipeg	16,142	764,100	49.8	937,950	58.1	23%
St. Andrews, R.M.	Interlake	11,723	703,030	59.0	978,000	83.4	39%
St. Clements, R.M.	East	11,586	556,440	51.2	665,690	57.5	20%
St. François-Xavier, R.M.	Winnipeg	1,449	74,449	52.8	93,820	64.7	26%
St. Laurent, R.M.	Interlake	1,542	48,508	36.3	13,650	8.9	-72%
St-Pierre-Jolys, Village	East	1,305	42,244	36.1	43,024	33.0	2%
Stanley, R.M.	South Central	8,981	18,870	2.1	145,820	16.2	673%
Ste. Anne, R.M.	East	5,584	131,068	26.2	144,786	25.9	10%
Ste. Anne, Town	East	2,891	150,680	71.3	167,050	57.8	11%
Ste. Rose, Municipality	North West	1,591	98,840	57.7	96,478	60.6	-2%
Steinbach, City	East	17,806	968,611	61.2	1,002,081	56.3	3%
Stonewall, Town	Interlake	5,046	349,510	72.7	347,750	68.9	-1%
Stuartburn, R.M.	East	1,731	40,896	24.8	42,036	24.3	3%
Swan Lake First Nation	South Central	347	6,520	18.8	5,790	16.7	-11%
Swan River, Town	North West	4,049	180,660	45.0	194,860	48.1	8%
Swan Valley West, Municipality	North West	2,759	42,839	15.1	35,844	13.0	-16%
Tache, R.M.	Winnipeg	11,916	638,150	55.2	636,160	53.4	0%
Teulon, Town	Interlake	1,196	96,500	80.3	117,580	98.3	22%
The Pas, Town (Group)*	North	11,097	550,818	50.9	445,410	40.1	-19%
Thompson, City	North	13,035	808,976	59.1	821,169	63.0	2%
Thompson, R.M.	South Central	1,518	70,195	49.4	76,395	50.3	9%
Two Borders, Municipality	South West	1,120	17,510	14.9	17,690	15.8	1%
Victoria Beach, R.M.	East	689	81,670	205.2	95,110	138.0	16%
Victoria, R.M.	South Central	1,188	98,895	65.3	95,370	80.3	-4%
Virden, Town	South West	3,118	249,811	75.2	225,430	72.3	-10%
Wabowden-Setting Lake	North	400	2,828	6.4	4,160	10.4	47%
Wallace-Woodworth, R.M.	South West	2,748	92,454	31.4	81,631	29.7	-12%
Waterhen, Community	North West	195	4,463	31.4	5,604	28.7	26%
West Interlake, R.M.	Interlake	2,228	94,030	43.5	100,413	45.1	7%
West St. Paul, R.M.	Winnipeg	6,682	470,730	87.7	440,552	65.9	-6%
WestLake-Gladstone, Municipality	South Central	3,273	80,140	25.4	98,030	30.0	22%
Whitehead, R.M.	South West	1,679	63,620	38.3	61,440	36.6	-3%
Whitemouth, R.M. (Group)*	East	2,974	192,604	66.5	211,052	71.0	10%
Winkler, City	South Central	13,745	1,301,030	103.3	990,837	72.1	-24%
Winnipeg Beach, Town	Interlake	1,439	68,350	59.7	74,110	51.5	8%
Winnipeg, City	Winnipeg	749,607	48,665,215	69.0	46,836,496	62.5	-4%
Woodlands, R.M.	Interlake	3,797	67,100	19.6	69,610	18.3	4%
Yellowhead, R.M.	Central West	1,841	55,258	28.4	38,279	20.8	-31%

* The listed municipal partner works together with surrounding communities on their residential recycling programs. Their numbers are reported together collectively.

CONTINUOUS IMPROVEMENTS



MMSM continued to work with communities across the province on opportunities to diversify their waste management programs. This included identifying potential areas of improvement and coming up with solutions to increase efficiency and effectiveness in their programs. Field Services staff provided technical assistance to both government and non-governmental agencies across the province. This included working directly with communities to identify opportunities to increase participation from residents as well as reducing contamination.

In-Kind Advertising Program

The Association of Manitoba Municipalities (AMM) and the City of Winnipeg approved News Media Canada's (NMC) in-kind advertising proposal for the collection and processing of newspapers in local residential programs. A letter was sent out to communities in November notifying them of the agreement with the amount of credits.



Ad templates for communities to customize as part of the In-Kind Advertising Program.

Advertising Program, a Program Guide was added to the website. The Program Guide outlines the roles and responsibilities of all parties involved, outlines how communities can book an advertisement, and includes answers to questions communities may have. Ad templates were also added to the website for communities to use and customize with their logo, if they do not have a dedicated communications department to design the ads.

The program has been well received by communities so far, with several of them reaching out to MMSM to use up their in-kind credits.

To educate communities about the In-Kind Advertising Program, MMSM held an educational webinar in December. A total of 120 community representatives and staff were in attendance.

To assist communities with the In-Kind

Municipal Communications

Communities continued to use the recycling guide to promote residential recycling to their residents. The recycling guide was updated in 2021, now coming in two different versions. A new recycling tip sheet was also created, that summarized tips and reminders for residents when putting materials in their blue bin.

The Residential Recycling Communications Toolkit was given a refresh for 2021. The toolkit gives communities the opportunity to promote residential recycling to their residents, who may not have the time or dedicated resources to do so. The toolkit includes social media posts and a monthly tip they can choose to implement into the community.

Due to the ongoing pandemic, there were no in-person events for 2021. MMSM attended the Manitoba Association of Regional Recyclers (MARR) Forum virtually in early November 2021 and spoke on the panel on the topic of paper packaging and cardboard.

120 COMMUNITY REPRESENTATIVES PARTICIPATED IN THE WEBINAR



MMSM worked with Take Pride Winnipeg! and other PROs on a mural in Grandview, MB.

Grandview Mural

To promote recycling in other parts of the province, MMSM partnered with Take Pride Winnipeg! and other Producer Responsibility Organizations (PROs) on a mural in Grandview, MB. The mural features materials belonging to the different PROs to show that recycling goes beyond what is accepted in the blue box. The mural was completed in November and is featured on Main Street in Grandview.

Municipal Success Stories

R.M. of Grey

The R.M. of Grey worked with MMSM to gather and analyze service options available to their community. With MMSM's assistance, the community was able to consider competitive proposals and was able to reduce their overall annual costs by 27%.



MMSM has always been a great help to the R.M. of Grey especially with the recent changes to our recycling program. They helped us to make sure our residents are provided with the best service possible. They are always capable and willing to answer any of the questions that arise.”

Annette Middleton

Chief Financial Officer, Rural Municipality of Grey

R.M. of Portage la Prairie

MMSM continued to assist the R.M. of Portage la Prairie over the course of 2021. This allowed the community to provide the best collection service possible to residents while staying up to date on possible program changes during the transition to full EPR.



MMSM's commitment to service is evident in their quick and clear response to our questions.”

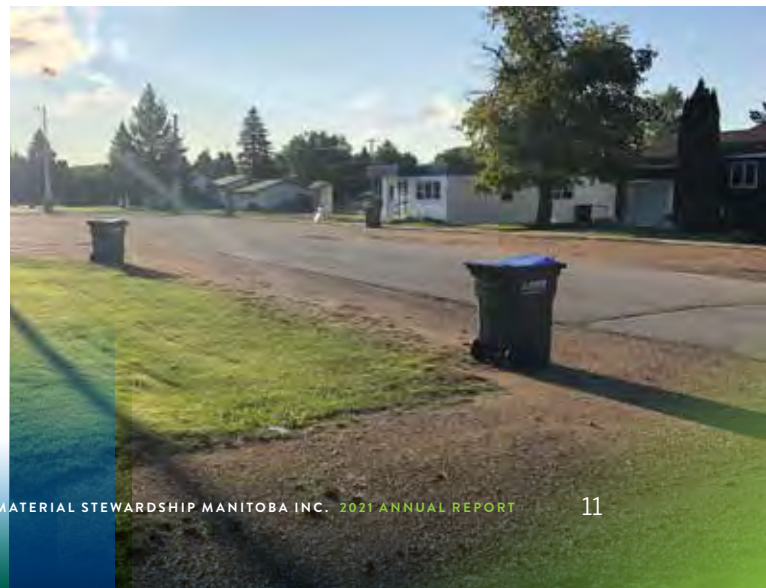
Nettie Neudorf

Chief Administrative Officer, Rural Municipality of Portage la Prairie

Municipality of Westlake-Gladstone

The Municipality of Westlake-Gladstone reached out to MMSM for assistance during the competitive bid process. The community had a change of service level in June 2021, moving collection over from recycling bags to carts. MMSM provided technical and educational support to the community, that included analyzing data and creating new recycling guides to educate residents.

The Municipality of Westlake-Gladstone moved from collecting their recyclables in bags to carts.



PROMOTION & EDUCATION

Promotion and education are key to influencing consumer behavior and improving consumers' recycling habits. In 2021, MMSM focused its efforts on building awareness of the Recyclepedia, reducing contamination in the blue bin, and encouraging more Manitobans to recycle in positive ways.

This past year was one of dynamic changes and challenges with the ongoing pandemic. Staff focused on reaching the public in unique ways with advertisements that would encourage recycling at home and fun contests to keep residents engaged.

AWARENESS CAMPAIGNS

Recyclepedia Campaign

MMSM's Recyclepedia campaign launched in the spring with a mix of billboards, digital, print, radio, television, and transit advertising. The campaign focused on educating consumers on the accepted list of materials in their community, while building brand awareness of the Recyclepedia web tool and mobile app. Residents were encouraged to 'Check It Before You Chuck It' as well as download the free app.



March of 2021 marked the first anniversary of MMSM's Recyclepedia. Website and social media posts celebrated the important milestone, and a contest on Facebook gave away gift cards to local businesses. Participants were asked to share what they've learned from the Recyclepedia and what version of the tool they've used. This provided valuable information for targeted campaigns throughout the year.



112,941
MATERIAL VIEWS

46,651
USER SESSIONS

6,488
MOBILE APP DOWNLOADS

Holiday Campaign

MMSM's holiday campaign centred on reminding residents how to recycle common seasonal items and what residents should do with materials that don't belong in the blue bin. Digital display advertising, radio tags, and contests encouraged residents to visit the Recyclepedia. The campaign also featured a holiday recycling infographic that was promoted on various channels.

Partnership with Call2Recycle

MMSM partnered with Call2Recycle on a digital campaign about safe battery recycling. A blog post and supporting social media posts stressed the importance of making sure batteries are taken to a drop-off location for recycling and ensuring that they aren't put into the blue bin. The posts included information on how to store batteries before disposal and where residents can go to recycle their batteries.



58%
AD
RECALL

57%
BRAND
AWARENESS

Contests

To spread awareness about the Recyclepedia, MMSM partnered with local radio and television stations on the Scavenger Hunt, Appy Birthday, Blue Code, and Holiday Recycling contests. With over 6,000 entries, the contests encouraged participants to visit the Recyclepedia to answer questions about materials or to find a special keyword.

Digital Engagement

MMSM tracks website, social media, and Recyclepedia analytics throughout the year to gain insight on what type of information residents are looking for to make targeted enhancements to campaigns. Advertising on the Google Ad Network and Microsoft Bing platform were big drivers to traffic and brought significantly more users to the website each month.

The Recyclepedia was the most viewed page on the website, with paid ads, organic views, and social campaigns as the main sources of traffic. Throughout the year, new content was added to the site, including blog posts, updated recycling information, and school program content.



120,167 VISITS TO THE WEBSITE

195,942 PAGEVIEWS

483,064 SOCIAL MEDIA IMPRESSIONS

Social Media

Social media serves as a powerful tool for MMSM to connect with residents to raise awareness about recycling and share useful tips and tricks. The platforms allow MMSM to provide detailed information, respond to questions, and increase engagement with contesting and interactive elements.



3,843



1,994

Signature Advertising Awards

MMSM was nominated in nine categories for the 2021 Signature Awards and took home top honours for the Recyclepedia microsite and the Recyclepedia radio campaign. MMSM was also the runner up in four other categories including:

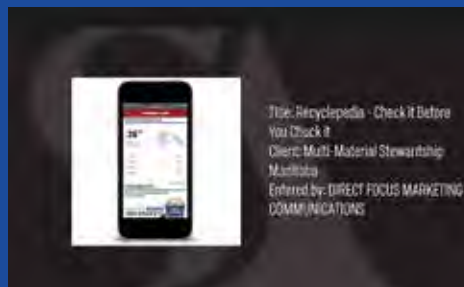
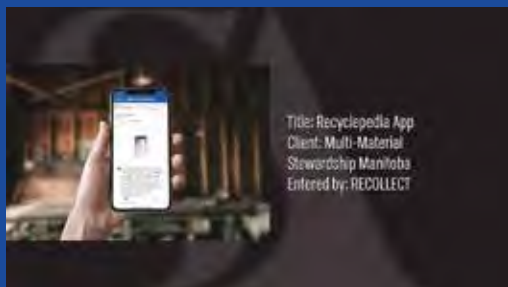
- Radio original sound and design
- Broadcast under 20k
- Digital interactive
- Radio single



1,052



410





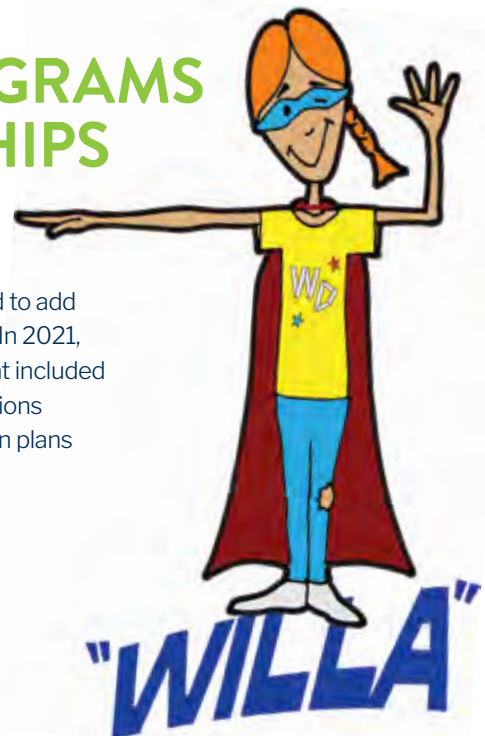
SCHOOL PROGRAMS & SPONSORSHIPS

Expanded Educational Resources for Manitoba Educators

On SimplyRecycle.ca, MMSM continued to add new interactive features for educators. In 2021, three new lesson plans were added, that included a Waste Audit, Green House Gas Emissions Tracking, and a Word Search. The lesson plans cater to different grade levels so all students can get involved.

Brandon 4R Ambassador Program

MMSM partnered with the City of Brandon on the 4R Ambassador Program, which is designed to engage environmentally minded individuals to assist in educating the public on waste diversion. The program launched in April and had volunteers in the community participating in various activities to promote the 4Rs. Work included an interactive display during Waste Reduction Week at Shoppers Mall, the creation of Sustainable Living Brandon on Facebook, an animated presentation to use in teaching newcomers and students about proper recycling, monthly articles for the University of Brandon newspaper, a community Household Hazardous Waste collection day, and a neighbourhood clean-up.



- Willa the Brandon 4R Ambassador Mascot



123
VIRTUAL
CLASSROOM
PRESENTATIONS



Virtual Classroom Presentations

MMSM sponsored the Take Pride, Take Action Program, which provided thirty-minute virtual presentations to 123 different classrooms across Manitoba. The presentations highlighted how students can make a difference in their community through volunteering and taught them proper recycling habits.

Poster Contest

MMSM collaborated with Take Pride Winnipeg! on a poster contest for students. Over 350 students from kindergarten to grade 12 participated and created a public service announcement style poster about how to recycle more effectively, and specifically, what items are accepted in their residential recycling program.

Earth Rangers

MMSM continued its regional partnership with Earth Rangers, sponsoring the 3R's Club Mission and R.A.W.R. (Respect Animals While Recycling) Mission. The programs were promoted throughout the year on MMSM's social channels, as well as being featured in Earth Ranger's e-newsletter to educators.

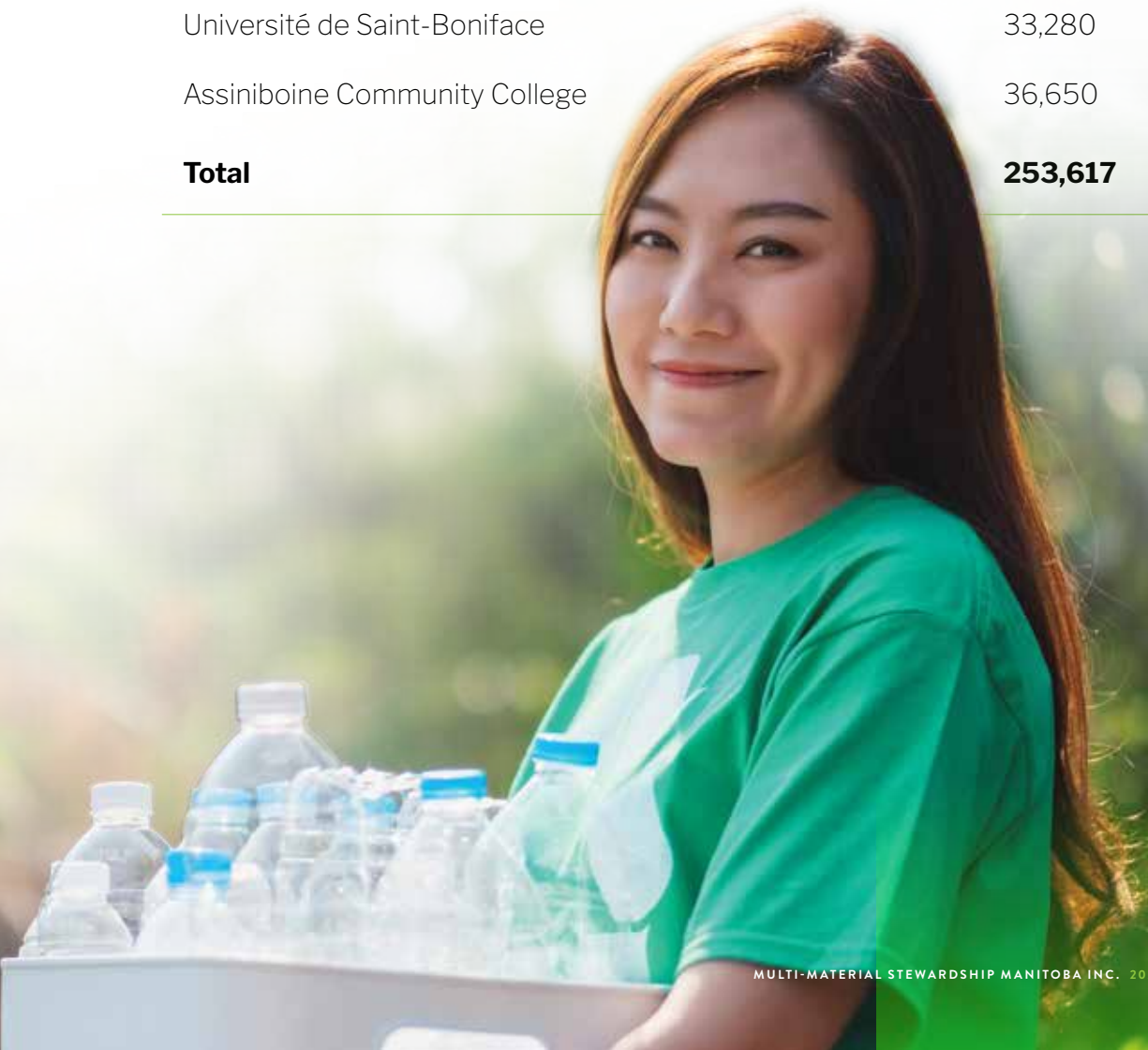


Post-Secondary Education Institutions

MMSM provides funding and support to Post-Secondary Education Institutions (PSEIs) throughout the province. The funding is used to assist institutions with their recycling programs. Funding can be used to conduct waste audits, offset labour costs, promote the facility's recycling program, and purchase recycling bins.

Many PSEIs continued to hold virtual classes for students due to the ongoing pandemic. Materials recovered for the 2020/2021 school and/or calendar year total approximately 253,617 kilograms—an increase over the previous school year due to some students being back on campus.

2020/2021	KG
University of Manitoba (2 campuses)	130,587
Red River College Polytechnic (2 campuses)	53,100
Université de Saint-Boniface	33,280
Assiniboine Community College	36,650
Total	253,617



INDIGENOUS & REMOTE COMMUNITIES



SECURE Open House: a booth was set up to show how materials should be collected.

Winter Road Project

MMSM continued to work with other PROs to strengthen relationships with Indigenous and other remote communities by providing support, resources, and supplies through the Winter Road Project to remove materials from Northern Manitoba.

Four communities participated in the Winter Road Project:

BARREN LANDS FIRST NATION - BROCHET

BUNIBONIBEE CREE NATION

ST. THERESA POINT FIRST NATION

WASAGAMACK FIRST NATION



A variety of materials were collected in the Winter Road Project.

The objective of the Winter Road Project is to assist the communities with the accumulation of various stewarded materials, such as packaging and printed paper, tires, household hazardous waste, batteries, electronics, sharps, and used oil. Each community was provided technical and ongoing support for organizing, staging, loading, and unloading each type of material. MMSM also assisted with finding efficient and cost-effective transportation methods to remove the materials out of the communities to be recovered and recycled. MMSM provided tote bags to each community that helped with collecting and transporting materials for the winter road season.

During the 2021/2022 winter road season, over 8,194 kilograms of packaging and printed paper was collected and transported to Winnipeg to be recovered and recycled. This is the largest amount of material collected for MMSM's program since the project began in 2014. MMSM also worked with consultants to remove 9,918 kilograms of non-stewarded commercial cardboard from one of the northern communities.

In conjunction with the MARR forum, an event was held at SECURE in November. The event was attended by 45 consultants and community representatives who wished to participate in the Winter Road Project. MMSM, along with four other PROs, set up a booth to show communities how different materials should be collected for transportation for the Winter Road Project.





City of Thompson Contamination Reduction Project

MMSM partnered with the Canadian Beverage Container Recycling Association (CBCRA) and the Thompson Recycling Centre on a campaign focused on reducing contamination in the residential recycling stream.

The project's objectives were to decrease contamination in curbside recycling bins and to encourage proper recycling habits in residents. The following initiatives were implemented for the program:

- All curbside collection carts were decaled with an infographic outlining the Thompson Recycling Centre's accepted and non-accepted materials.
- Door hangers were distributed to homes that provided information about the cart decal along with additional information on accepted and non-accepted items.
- A four-week radio campaign complemented the project.

In most areas, the Thompson Recycling Centre saw a general decrease in contamination of incoming material.

First Nations Waste Minimization Toolkit

MMSM worked with Green Action Centre on updating the First Nations Waste Minimization Toolkit, which was initially created in 2018. The main goal of the toolkit is for communities to become familiar with different types of materials under each stewardship program and showing them how to implement different types of recycling programs in their community.



PLASTIC BAG REDUCTION PROGRAM



MMSM continued to focus on one of its key program objectives: promoting the reduction, reuse, and recycling of plastic bags in Manitoba with advertising and digital content. MMSM connected with consumers with various digital opportunities that encouraged shoppers to bring a reusable bag and to reuse the ones already in their homes.

Phone and email inquiries were high in 2021 with residents asking questions about plastic bags and plastic film. Due to high interest from residents, updates were made to SimplyRecycle.ca to ensure that the information provided and drop-off locations were up to date.

Holiday Campaign

The holiday campaign launched in November and reminded consumers to bring reusable options when shopping during the holiday season. The campaign also featured a Holiday Recycling Guide, which included plastic bags under the Depot section, encouraging residents to return their bags to a retailer for recycling.

Social Media

Throughout the year, MMSM used social media to engage with consumers about plastic bags. A blog post on SimplyRecycle.ca was promoted on social media along with a paid campaign on Facebook and Instagram. The campaigns encouraged residents to bring a reusable bag where permitted, return their plastic bags to a designated retailer, or reuse them around their homes in various ways.

There was an increase of inquiries from residents about bagging materials before placing them in the blue bin. To educate consumers, MMSM created a fun video showing that materials should not be bagged before recycling and to toss the materials in loosely.



92% OF CONSUMERS ARE REUSING PLASTIC BAGS AT HOME



CHOOSE TO REUSE
RECYCLEPEDIA
Check it before you Chuck it

Research

The results of MMSM's consumer research survey showed that 59% of respondents use plastic bags, which is 10% lower than 2020. Instances of consumers reusing plastic bags at home was 92%.

OVERALL, SURVEY RESULTS SHOW THAT CONSUMERS ARE CHANGING THEIR BEHAVIOURS AND CHOOSING TO FORGO A PLASTIC BAG AND REUSE THE ONES ALREADY IN THEIR HOMES.



FULL EPR TRANSITION PLAN DEVELOPMENT

10 WEBINARS AND
WORKSHOPS

6 MEETINGS WITH ENVIRONMENT,
CLIMATE AND PARKS

614 STAKEHOLDERS
PARTICIPATED IN THE
CONSULTATION

1,800 STAKEHOLDERS
ON THE EMAIL
DISTRIBUTION LIST

119 QUESTIONS
ANSWERED

1,407 PAGEVIEWS ON THE
DRAFT TRANSITION
PLAN LANDING PAGE



In 2018, MMSM's Packaging and Printed Paper Program (PPP) Plan received renewed approval by the former Minister of Environment, Climate and Parks to continue operations until June 30, 2023. The approval letter included a directive requiring MMSM to develop a plan for a 100% industry-funded model for the residential PPP recycling system.

MMSM undertook the development of a draft Transition Plan to full EPR in consultation with interested stakeholders in 2021. The process of consultation centred around MMSM-hosted webinars and workshops where information was presented to participants and feedback and questions were invited. The purpose of these webinars was to ensure that all interested parties understood the process and implications of transitioning the current shared-cost model for funding the residential PPP recycling system to a model fully managed and financed by industry. The change will create opportunities for harmonization across Canada.

MMSM received good engagement throughout this process from municipal and Indigenous community representatives as well as MMSM stewards. All the input from stakeholders was given full consideration when finalizing the draft Transition Plan.

The draft Transition Plan was submitted to the Government of Manitoba on November 17, 2021. MMSM looks forward to further discussions with the Ministry of Environment, Climate and Parks about the transition of the Manitoba residential PPP recycling system to full EPR.

MMSM STEWARDS

The businesses that supply packaging and printed paper into the residential marketplace, also known as stewards, are obligated under Packaging and Printed Paper Stewardship Regulation 195/2008 of the Waste Reduction and Prevention (WRAP) Act to do a number of things:

Provide a waste reduction and prevention program to manage the designated wastes within a province-wide, convenient collection system

Cover up to 80% of the net costs of an effective and efficient municipal recycling program

Establish promotion and education programs to raise awareness of recycling services available to Manitoba residents



MMSM's program for recycling packaging and printed paper includes the following designated product packaging: plastic, glass, paper, metal, and printed paper.

In 2021, there were:

792 registered stewards

665 steward reports received

189 voluntary steward agreements



RECOVERY RATES BY MATERIAL



Material	Quantity Supplied (tonnes)	Quantity Recovered (tonnes)	2020 Recovery Rate (%)	2019 Recovery Rate (%)
Newsprint	10,397	13,250	98.0%	98.0%
Magazines and Catalogues	616	1,617	98.0%	98.0%
Telephone Books	100	196	98.0%	98.0%
Other Printed Paper	2,417	1,959	81.1%	66.2%
Corrugated Cardboard	11,588	11,663	98.0%	98.0%
Boxboard	13,119	9,830	74.9%	78.4%
Gable Top Cartons	760	873	98.0%	98.0%
Paper Laminates	2,695	949	35.2%	40.2%
Aseptic Containers	648	333	51.4%	48.7%
PET Containers and Bottles	5,650	3,632	64.3%	64.1%
HDPE Containers and Bottles	3,666	2,558	69.8%	75.9%
Plastic Film	4,334	527	12.2%	14.0%
Plastic Laminates	3,226	656	20.3%	27.1%
Polystyrene	1,233	413	33.5%	39.9%
Other Plastics	5,583	3,092	55.4%	59.9%
Steel Food & Beverage Cans	3,515	2,002	57.0%	64.4%
Steel Aerosols	296	109	36.8%	43.0%
Other Steel Containers	4	3	75.0%	98.0%
Aluminum Food & Beverage Cans	2,752	1,323	48.1%	56.1%
Other Aluminum Packaging	289	95	32.9%	48.0%
Clear Glass	10,307	5,950	57.7%	70.3%
Coloured Glass	5,505	3,904	70.9%	80.4%
Total	88,700	64,934	73.2%	80.9%

1. The supplied tonnes are the tonnes reported by MMSM stewards in their 2021 Steward Reports containing 2020 data.
2. Recovered tonnes are based on datasets that consist of data from Cost Monitoring Survey (CMS), Municipal Online Reporting System (MORS), and curbside studies done in 2018, 2019 in the province (along with 2020 steward supplied trends).
3. The recovery rates used for 2022 fee-setting (i.e., latest fee year) are the 2020 recovery rates as presented on this table.
4. When a material recovered quantity exceeds the material's supplied quantity, the recovery rate is capped at 98%. Categories capped for Recovery Rate include: Newsprint, Magazines & Catalogues, Telephone Books, Corrugated Cardboard, and Gable Top Cartons.
5. Non-obligated materials in the Aluminum Food & Beverage Cans materials are excluded.

STEWARD COMPLIANCE



The MMSM program is funded entirely by stewards who pay fees based on the volume of packaging and printed paper they supply to residents.

Stewards are responsible under the Packaging and Printed Paper Stewardship Regulation to assume responsibility and declare that the designated packaging and printed paper material they supply for consumption in Manitoba complies with the legal requirements of the WRAP Act. If a steward of the designated material does not comply with the regulation, they are prohibited from supplying the designated material for consumption in Manitoba.

MMSM is dedicated to ensuring a level playing field for stewards. To that end, MMSM works to expand the number of stewards participating in the program, bringing non-compliant businesses into compliance.

MMSM has developed a set of rules to make participation in the program fair for all stewards and ensure that the program is always striving to achieve the best results in terms of both diverting and recycling waste. These rules include:

- ✓ **Designation of stewards**
- ✓ **Definition of designated materials**
- ✓ **Fees for obligated packaging and printed materials**
- ✓ **Reporting and payment requirements of stewards**
- ✓ **Penalties for late reporting and late payment**
- ✓ **Dispute resolution process for stewards**
- ✓ **Allowance for a company to pay fees on behalf of an otherwise obligated steward**

A copy of the rules can be found on MMSM's website at StewardshipManitoba.org

Reporting and Paying Fees

Stewards measure and report annually to MMSM the total quantity of designated packaging and printed paper supplied for use in the province. MMSM reviews the data reporting requirements annually in accordance with the rules.

Stewards who are in good standing with MMSM will be deemed to be in compliance with the WRAP Act. The MMSM compliance process starts with the identification of stewards who are not in compliance, followed by initiation of actions necessary to ensure compliance.

MMSM actively ensures that all stewards remain in compliance with the Packaging and Printed Paper Stewardship Regulation and actively seeks out non-

compliant businesses to bring them into the program. MMSM also has the authority to audit steward data. Stewards must maintain records for a period of at least five years in support of all data submitted to MMSM.

MMSM has implemented a non-compliance notification process, including written notification when fees are due. If stewards and products are identified that have not registered or reported under the Packaging and Printed Paper (PPP) Program, a notification is sent. If the steward's registration and data submission process is not complete at the end of 120 days, MMSM may request the Manitoba Government to take enforcement action as stipulated under the WRAP Act.



INDEPENDENT AUDITOR'S REPORT

To the Members of
Multi-Material Stewardship Manitoba Inc.

OPINION

We have audited the financial statements of Multi-Material Stewardship Manitoba Inc. [the "Organization"], which comprise the balance sheet as at December 31, 2021 and the statement of operations, statement of changes in net assets and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Organization as at December 31, 2021, and its results of operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

BASIS FOR OPINION

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the Organization in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

OTHER INFORMATION

Management is responsible for the other information. The other information comprises the information included in the Annual Report, but does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information, and in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

We obtained the Annual Report prior to the date of this auditor's report. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact in this auditor's report. We have nothing to report in this regard.

RESPONSIBILITIES OF MANAGEMENT AND THOSE CHARGED WITH GOVERNANCE FOR THE FINANCIAL STATEMENTS

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Organization's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Organization or to cease operations, or has no realistic alternative but to do so.



Those charged with governance are responsible for overseeing the Organization's financial reporting process.

AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

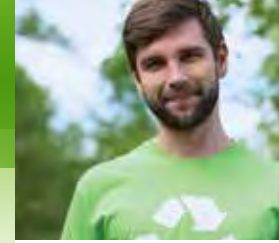
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Winnipeg, Canada
May 26, 2022

EY
Ernst + Young LLP

Chartered Professional Accountants



MULTI-MATERIAL STEWARDSHIP MANITOBA INC.

Incorporated under the laws of Manitoba

BALANCE SHEET

As at December 31

	2021	2020
	\$	\$
ASSETS		
CURRENT		
Cash and cash equivalents	16,111,052	13,734,734
Accounts receivable	723,625	517,698
Prepaid expenses and deposits	25,943	25,763
TOTAL CURRENT ASSETS	16,860,620	14,278,195
Capital assets, net [note 3]	2,221	3,438
	16,862,841	14,281,633
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable and accrued liabilities	6,003,646	8,233,777
TOTAL CURRENT LIABILITIES	6,003,646	8,233,777
Commitments [note 4]		
NET ASSETS		
Unrestricted	10,859,195	6,047,856
	16,862,841	14,281,633

See accompanying notes

On behalf of the Board:

Neil Antymis
Director

Heather Mitchell
Director

MULTI-MATERIAL STEWARDSHIP MANITOBA INC.

Incorporated under the laws of Manitoba



STATEMENT OF OPERATIONS

Year ended December 31

	2021	2020
	\$	\$
REVENUE		
Steward fees	25,862,677	24,051,510
Other	174,322	290,255
	26,036,999	24,341,765
EXPENSES		
Municipal programs support payments	19,892,532	19,881,585
Recovery of municipal support payments settled in-kind [note 6]	(1,582,045)	—
Program delivery/stewards services [note 4]	1,724,696	1,449,392
School funding	162,319	103,242
Promotion and education	419,547	410,170
Continuous improvement process	84,403	—
Administrative and corporate	512,650	1,130,263
	2,903,615	3,093,067
Enhanced programs – plastic bags	11,558	15,611
	21,225,660	22,990,263
EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR	4,811,339	1,351,502

See accompanying notes

MULTI-MATERIAL STEWARDSHIP MANITOBA INC.

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STATEMENT OF CHANGES IN NET ASSETS

Year ended December 31

	2021 \$	2020 \$
NET ASSETS, BEGINNING OF YEAR	6,047,856	4,696,354
Excess of revenue over expenses for the year	4,811,339	1,351,502
NET ASSETS, END OF YEAR	10,859,195	6,047,856

See accompanying notes

STATEMENT OF CASH FLOWS

Year ended December 31

	2021 \$	2020 \$
OPERATING ACTIVITIES		
Excess of revenue over expenses for the year	4,811,339	1,351,502
Add items not involving cash		
Recovery of municipal support payments settled in-kind [note 6]	(1,582,045)	—
Amortization of capital assets	1,217	1,547
	3,230,511	1,353,049
Changes in non-cash working capital balances related to operations		
Accounts receivable	(205,927)	1,075,074
Prepaid expenses and deposits	(180)	(3,264)
Accounts payable and accrued liabilities	(648,086)	(2,064,646)
CASH PROVIDED BY OPERATING ACTIVITIES	2,376,318	360,213
NET INCREASE IN CASH DURING THE YEAR	2,376,318	360,213
Cash and cash equivalents, beginning of year	13,734,734	13,374,521
CASH AND CASH EQUIVALENTS, END OF YEAR	16,111,052	13,734,734

See accompanying notes



MULTI-MATERIAL STEWARDSHIP MANITOBA INC.

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NOTES TO FINANCIAL STATEMENTS

December 31, 2021

1. BUSINESS ORGANIZATION AND OPERATIONS

Multi-Material Stewardship Manitoba Inc. ["MMSM"] is a not-for-profit industry-funded corporation, established in accordance with the Packaging and Printed Paper Stewardship Regulation [Manitoba Regulation 195/2008] pursuant to *The Waste Reduction and Prevention Act* [the "WRAP Act"]. MMSM was formally incorporated as a non-share capital corporation in December 2006 under The Corporations Act of Manitoba for the purpose of developing, implementing and operating waste diversion programs for designated packaging and printed paper in the Province of Manitoba. The stewardship program commenced operations on April 1, 2010 and is exempt from income taxes under Section 149 of the Income Tax Act (Canada).

2. SIGNIFICANT ACCOUNTING POLICIES

These financial statements were prepared in accordance with Part III of the CPA Canada Handbook – Accounting, "Accounting Standards for Not-for-Profit Organizations" which sets out generally accepted accounting principles for not-for-profit organizations in Canada and includes the significant accounting policies described below.

Revenue recognition

Steward fees are calculated based on the quantity of designated packaging and printed paper each steward supplies into Manitoba. Stewards register with MMSM and report the tonnage of all product supplied in Manitoba as required under the WRAP Act. Steward fees are recognized as revenue based on the reported tonnages for stewards registered with the Organization. Steward reported tonnages for prior years' obligations and revenues resulting from compliance and enforcement activities are recognized when the amount can be reasonably estimated and collection is reasonably assured.

Cash and cash equivalents

Cash and cash equivalents consist of cash on deposit and short-term investments, with a short term to maturity of three months or less from the date of purchase unless they are held for investment rather than liquidity purposes, in which case they are classified as investments.

Recycling support payment to municipalities

Recycling support payments to municipalities are paid to registered Manitoba municipalities based on the tonnage of eligible materials delivered to an approved recycling facility as reported by the municipalities to MMSM. The current year's expense is recorded based on prior year's eligible tonnage.

Capital assets and amortization

Capital assets are recorded at original cost.

Amortization of furniture and equipment is recorded on a straight-line basis of 20% over the assets' useful lives.



MULTI-MATERIAL STEWARDSHIP MANITOBA INC.

Incorporated under the laws of Manitoba

NOTES TO FINANCIAL STATEMENTS

December 31, 2021

Allocation of expenses

The costs of personnel and other expenses directly related to functions are allocated to each function. General support and other costs are not allocated.

Financial instruments

Financial instruments, including accounts receivable and accounts payable and accrued liabilities, are initially recorded at their fair value and are subsequently measured at amortized cost, net of provisions for impairment.

Use of estimates

The preparation of the financial statements requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. Such estimates primarily related to steward fees which by their nature, are subject to measurement uncertainty.

Stewards are obligated under the WRAP Act to register and pay fees to MMSM. MMSM will never have a complete and full knowledge about the activities of obligated stewards. The amount of revenue recognized is based on the tonnages reported by stewards. If stewards do not register or if registered stewards do not report complete and accurate tonnages, the amount of revenue may increase or decrease subsequent to year-end when new stewards are identified or tonnages reported by stewards are revised.

Accordingly, actual results may differ materially from estimated amounts as future confirming events occur and additional information becomes available.

The amount of revenue recognized in the financial statements represents management's best estimate of tonnage reported by stewards.

3. CAPITAL ASSETS

Capital assets consist of the following:

		2021		2020
	Cost \$	Accumulated amortization \$	Net book Value \$	Net book Value \$
Furniture and equipment	7,418	5,197	2,221	3,438



MULTI-MATERIAL STEWARDSHIP MANITOBA INC.

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4. COMMITMENTS

A management services agreement is in place with Resource Recovery Alliance [“RRA”], formerly Canadian Stewardship Service Alliance Inc., to provide administrative and support services for all of MMSM’s administrative, technical and reporting activities under the program plan to recycle and divert printed paper and packaging in the Province of Manitoba. The fee for 2021 is \$1,127,761 [2020 – \$936,600] recorded in program delivery/steward services expense. The fee paid to RRA is based on allocation of RRA’s costs and MMSM’s direct costs paid by RRA. The agreement was renewed for another term ending December 31, 2022. The fee for 2022 is estimated to be approximately \$988,000. Subsequent to year-end, MMSM is negotiating an agreement with a new service provider, Circular Materials, to be effective January 1, 2023.

MMSM entered into an operating lease for its premises for a total commitment of \$129,103. Future minimum annual lease payments until August 31, 2023 are as follows:

	\$
2022	77,462
2023	51,641
	129,103

5. FINANCIAL INSTRUMENTS AND RISK MANAGEMENT

MMSM is exposed to the following financial risk through transactions in financial instruments.

Credit risk

Financial instruments potentially exposed to credit risk include accounts receivable. Management considers its exposure to credit risk over accounts receivable to be limited as accounts receivable are not significantly concentrated and are monitored regularly for collections. The carrying amount of accounts receivable represents the maximum credit risk exposure. The Organization’s provision for uncollectible accounts receivable is approximately \$86,000 [2020 – \$2,438,000].

6. IN-KIND SERVICES

The Association of Manitoba Municipalities and the City of Winnipeg approved News Media Canada’s proposal to accept in-kind advertising instead of receiving municipal recycling service payments from MMSM for the collection and processing of newspapers in local residential programs. The program management fees owing to MMSM will be settled in cash and in-kind advertising. As a result, in 2021, MMSM has recorded a recovery of \$1,582,045 of municipal support payments which have now been settled in-kind.



MULTI-MATERIAL STEWARDSHIP MANITOBA INC.

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NOTES TO FINANCIAL STATEMENTS

December 31, 2021

7. COVID-19

The coronavirus [“COVID-19”] outbreak in early 2020 resulted in governments worldwide enacting emergency measures to combat the spread of the virus. These measures included the implementation of travel bans, self-imposed quarantine periods and social distancing and have affected economies and financial markets around the world. MMSM implemented a specific response plan, informed by measures recommended by public health agencies, to enable it to continue to provide services and support to stewards, while safeguarding the health and safety of employees.

The breadth and duration of this pandemic are unknown due to the uncertainty over the ability to contain outbreaks and the timing of vaccinations. It is not possible to reliably estimate the length and severity of these developments as well as the impact on the financial results of MMSM in the future.

MMSM LEADERSHIP & STAFF

Board of Directors 2021

Neil Antymis – Board Chair – Canadian Beverage Association (CBA)

Sandy Hopkins – Vice Chair – Independent Member

Heather Mitchell – Treasurer – Manitoba Liquor and Lotteries Corporation

Julie Dickson Olmstead – Member - Canadian Federation of Independent Grocers (CFIG)

John Graham – Member - Retail Council of Canada (RCC)

James Rilett – Member - Restaurants Canada (RC)

Michelle Saunders – Member – Food, Health & Consumer Products of Canada (FHCP)

Jeff Neufeld – Member - Dairy Group

Gary Goodwin – Independent Member

Karen Melnychuk – Executive Director – Multi-Material Stewardship Manitoba Inc.

MMSM BOARD COMMITTEES

Executive Committee

Neil Antymis, Chair

Sandy Hopkins, Vice Chair

Heather Mitchell, Treasurer

Audit Committee

Heather Mitchell, Chair

Sandy Hopkins

Julie Dickson Olmstead

Gary Goodwin

Jeff Neufeld

Governance Committee

Sandy Hopkins, Chair

Neil Antymis

James Rilett

John Graham

Michelle Saunders

Municipal Industry Program Committee

John Graham, Co-Chair

Neil Antymis

MMSM STAFF

Karen Melnychuk,
Executive Director

Martin Racicot,
Director, Field Services

Sarah Wallace,
Director, Marketing & Communications

Kristin Houle,
Manager, Field Services

Noelle Vong,
Communications Coordinator

Susan Green,
Municipal Reporting Coordinator & Office Administrator




MMSM
**Multi-Material
Stewardship Manitoba**
INDUSTRY FUNDING RECYCLING

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SimplyRecycle.ca

