



MMSM

Multi-Material  
Stewardship Manitoba

INDUSTRY FUNDING RECYCLING

# WORKING TOGETHER FOR A BETTER TOMORROW

2023 ANNUAL REPORT

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**MMSM**  
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Stewardship Manitoba

INDUSTRY FUNDING RECYCLING



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 a landfill.

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

**MMSM'S BOARD OF DIRECTORS CONSISTS OF SEVEN INDUSTRY AND TWO UNRELATED, INDEPENDENT DIRECTORS. IT PROVIDES VALUABLE INPUT AND GOVERNANCE TO THE ORGANIZATION AND CONSISTS OF REPRESENTATIVES FROM THE FOLLOWING SECTORS:**

GROCCERS

PRINTED PAPER

RETAILERS

RESTAURANTS

CONSUMER PRODUCTS

BEVERAGES

ALCOHOL BEVERAGES

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

As I conclude my second year as Chair, I am proud to reflect on Multi-Material Stewardship Manitoba's (MMSM) unwavering commitment to organizational excellence in 2023. MMSM remained steadfast in its mission to facilitate the responsible recycling of residential packaging and printed paper materials, benefiting consumers and partner communities across Manitoba.

Our achievements were made possible by the collective expertise and dedication of our board of industry and independent directors and our excellent leadership team, who navigated challenges and capitalized on opportunities while prioritizing the interests of our various stakeholders. MMSM maintained its operational performance in pursuit of program efficiency and effectiveness. Guided by a unified vision, we continue to uphold a system designed to deliver positive environmental outcomes for Manitoba.

In anticipation of government approval of MMSM's transition plan to full Extended Producer Responsibility (EPR), the organization has been hard at work preparing for this significant milestone. In May 2023, MMSM received an extension letter from the Manitoba Government for its current program plan. This extension aimed to accommodate the October provincial election, allowing sufficient time for the government to provide feedback needed to finalize the transition plan.

The provincial election resulted in a change of government. MMSM is looking forward to working with the Honourable Tracy Schmidt, Minister of Environment and Climate Change, and the continuity of strong department staff as we seek approval for the transition plan to full EPR.

The provincial government established a ministerial advisory committee that includes MMSM leadership and other key stakeholders that will be affected by the transition to full EPR. The committee's mandate is to address feedback gathered from a previous government-led consultation. The government retained a third-party entity to support the advisory committee's work, which will begin in February and will end in June 2024. We are optimistic that we will receive approval by late 2024, and we eagerly anticipate strengthening our partnerships with Manitoba municipalities, First Nations, and other communities.

As many provinces across Canada also transition to full EPR for consumer plastics, paper, and packaging over the next couple of years, we are aware that producers will experience unprecedented financial and operational pressures. MMSM, Circular Materials, Recycle BC, and Multi-Material Stewardship Western have been working

together to consider a new organizational model to better deliver EPR programs across Canada and help mitigate these pressures. This includes developing a pathway toward greater national integration as a strategy for mitigating cost increases and achieving the productivity gains that can come from more effective national coordination.

Manitoba's recycling program's success is possible because of strong partnerships between stewards and communities, and MMSM is honoured to help facilitate these relationships.

MMSM stewards finance most of the investment needed to run Manitoba's residential recycling programs, and they also provide the necessary funds for MMSM to produce effective resources for education and community-support initiatives. Stewards continue their innovation, introducing new ways to improve their packaging to support better environmental outcomes. This is all intended to enhance and harmonize recycling across our beautiful province.

At MMSM's 2023 Annual General Meeting, we said goodbye to a longtime director, Neil Antymis. We also welcomed two new directors. Harold Bonazew Jr., representing the Canadian Beverage Association, brings strong operational expertise and an understanding of remote markets that will greatly benefit MMSM. Jennifer Henshaw, representing Restaurants Canada, is an experienced government relations and public policy professional. The board is grateful to have them. On behalf of the Board of Directors and the dedicated MMSM team, I trust you will uncover valuable insights within this annual report.



John Graham,  
Chair of the Board,  
Multi-Material Stewardship Manitoba

## MESSAGE FROM THE EXECUTIVE DIRECTOR

I am pleased to present MMSM's 2023 Annual Report. As I reflect on the successes and milestones achieved throughout the year, I am proud to showcase our collective dedication to environmental stewardship and sustainable practices as they relate to residential recycling and waste diversion.

In 2023, we navigated through a year of notable achievements fueled by the collective dedication of our team and the unwavering support of our partners and stakeholders. Our concerted efforts have propelled us forward on the trajectory towards full Extended Producer Responsibility (EPR), affirming our resolve to move to a more circular economy and minimize environmental impact.

As you make your way through this report, you will discover a detailed account of the accomplishments and initiatives undertaken by MMSM and our partners in 2023. From innovative programs to community engagement efforts, each endeavour has contributed to our overarching goal to promote the reduction, reuse, and recycling of materials managed through our program.

The In-Kind Advertising Program concluded its second year in partnership with News Media Canada and members of the Manitoba Community Newspapers Association. I would like to thank these important stewards for their contributions to the program. Through this program, communities in Manitoba leveraged in-kind credits provided by Manitoba newspaper publishers to promote their recycling programs via print and digital advertisements in regional newspapers. In 2023, MMSM and Manitoba communities utilized \$547,156 worth of available credits, representing a 115% increase compared to the previous year.

Over the past year, the Recyclepedia has shown progress within the province, accumulating a total of 18,554 downloads, including 5,529 new downloads in 2023. This resulted in 29,156 app user sessions, realizing a 6.4% increase compared to the previous year. In August, we welcomed the integration of Selkirk into the Recyclepedia platform, extending services to this community through both our app and web platform. This expansion has equipped the Selkirk community with invaluable resources for implementing efficient waste diversion and recycling practices tailored to their area. In addition, we expanded our outreach by introducing Portuguese as the fourteenth language option.

The Municipal Services team provided excellent guidance to communities as high inflation resulted in cost increases across many areas. The team assisted with reviewing

requests for proposals issued by the community, reviewing the bids submitted, and providing technical guidance as needed. The Winter Roads project, a program to divert materials from landfills in northern and remote First Nations communities, had five communities participate in the 2022/23 program with a total of 8,930 kilograms of PPP materials removed.

In 2022, Manitobans recycled diligently and were able to recover and recycle 71.8% of the residential packaging and printed paper supplied by MMSM stewards into the province. A recent survey conducted by Leger found that 93% of Manitobans participated in their recycling program at home.

The planning continued for the anticipated transition to full EPR. The MMSM team along with strategic advisors remained dedicated to refining essential components for a seamless transition upon provincial approval. This involved developing draft agreements that included a master service agreement and statements of work for curbside, depot, unstaffed depot, and multi-family buildings. Additionally, I had the privilege of presenting at the Association of Manitoba Municipalities fall convention in Brandon, where the focal point was providing updates on the progression to full EPR to attending delegates.

I am proud to highlight that our team devoted valuable time to participate in an Indigenous training workshop, Indigenous Insights, which is a learning program that supports organizations seeking to understand and respond to the Truth and Reconciliation Commission's Calls to Action offered by the University of Winnipeg. This experience was instrumental in broadening our understanding of Indigenous perspectives and enhancing our knowledge and awareness of Indigenous Peoples. This underscores our desire to work in a respectful manner and with a duty of care with the Indigenous Communities in our province.

As we embark on the journey ahead, I extend my sincere gratitude to our dedicated staff, Board of Directors, and the Circular Materials team for their continued support and collaboration. Together, we will continue to make meaningful strides towards a more sustainable and resilient future.



Karen Melnychuk,  
Executive Director,  
Multi-Material Stewardship Manitoba

# 2023 EXECUTIVE SUMMARY

## PROGRAM PERFORMANCE

**71.8%** RECOVERY RATE

**95%** OF MANITOBANS HAVE ACCESS TO A RESIDENTIAL RECYCLING PROGRAM

MMSM PAID **\$19,225,265** IN FUNDING TO COMMUNITIES

**93%** OF RESIDENTS PARTICIPATE IN THEIR RESIDENTIAL RECYCLING PROGRAM

## RECYCLEPEDIA

**191,364** MATERIAL VIEWS

**87,661** USER SESSIONS

**5,529** MOBILE APP DOWNLOADS

STEWARDS **799** REGISTERED STEWARDS

## ELIGIBLE MMSM MATERIALS


 Aluminum food & beverage containers

 Boxboard


 Cartons

 Corrugated cardboard

 Glass food & beverage containers

 Paper

 Plastic food & beverage containers

 Steel food & beverage containers

 Telephone directories

## MUNICIPAL PERFORMANCE

**74,960,724 KG** OF PACKAGING AND PRINTED PAPER COLLECTED

MANITOBANS COLLECTED **58.8 KG** PER PERSON

**148** MUNICIPAL AND OTHER PARTNERS THAT RECEIVE MUNICIPAL RECYCLING SERVICES PAYMENTS

## PROMOTION AND EDUCATION

**56%** BRAND AWARENESS

**73%** AD RECALL

**120,005** VISITS TO THE WEBSITE

**193,315** PAGE VIEWS

**1,026,818** SOCIAL MEDIA IMPRESSIONS

## 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 are 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 First Nations, 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 to share in the cost of providing recycling services to their residents. 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 users.

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.



From L-R: Mario Poveda (KGS Consulting), John Dueck (Councillor, Altona), Sheri Praski (SWANA), Kristin Houle (MMSM), Laurie Hunt (Councillor, St. Andrews), Eldon Wallman (MARR host), and Kalin McDonald (MMSM).



Visit to the R.M. of St. François-Xavier Transfer Station as part of MARR forum bus tour.

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

REGION	REGION POPULATION IN PARTICIPATING COMMUNITIES	TOTAL 2023 KG REPORTED	AVERAGE KG PER CAPITA
Central West	27,028	1,051,279	38.9
East	103,313	4,786,923	46.3
Interlake	66,478	3,065,583	46.1
North	31,462	1,174,637	37.3
North West	31,194	1,584,096	50.8
South Central	99,069	5,496,657	55.5
South West	96,128	5,322,919	55.4
Winnipeg and Area	820,055	52,099,661	63.5
<b>Subtotal</b>	<b>1,274,727</b>	<b>74,581,754</b>	<b>58.5</b>
Post-Secondary Education Institutions		370,040	
Winter Road Project		8,930	
<b>TOTAL</b>	<b>1,274,727</b>	<b>74,960,724</b>	<b>58.8</b>

**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 2022/23 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.



MMSM Treasurer, Ian Urquhart (left), and Board Member Jeff Neufeld.

**95% OF MANITOBANS HAVE ACCESS TO A RESIDENTIAL RECYCLING PROGRAM**

**74,960,724 KG OF PACKAGING AND PRINTED PAPER COLLECTED**

**MMSM PAID \$19,225,265 IN FUNDING TO COMMUNITIES IN 2023**

**ON AVERAGE, MANITOBANS COLLECTED 58.8 KG PER PERSON IN 2023**

**MUNICIPAL & OTHER PARTNERS**

MUNICIPAL & OTHER PARTNERS	REGION	POPULATION	2022 TOTAL KG REPORTED	2022 KG PER CAPITA	2023 TOTAL KG REPORTED	2023 KG PER CAPITA	PERCENT CHANGE TOTAL REPORTED
Alexander, R.M.	East	3,854	175,978	45.7	179,180	46.5	2%
Altona, Town	South Central	4,267	371,631	87.1	380,229	89.1	2%
Arborg, Town	Interlake	1,279	65,781	51.4	53,219	41.6	-19%
Argyle, R.M.	South Central	994	34,870	35.1	32,400	32.6	-7%
Armstrong, R.M.	Interlake	1,967	49,210	25.0	49,330	25.1	0%
Beausejour, Town	East	3,307	351,010	106.1	314,240	95.0	-10%
Bifrost-Riverton, Municipality	Interlake	3,320	226,061	68.1	182,892	55.1	-19%
Boissevain-Morton, Municipality	South West	2,309	242,513	105.0	305,149	132.2	26%
Brandon, City	South West	51,313	3,235,255	63.0	3,149,604	61.4	-3%
Brenda-Waskada, Municipality	South West	650	19,950	30.7	17,665	27.2	-11%
Brokenhead, R.M.	East	5,414	243,070	44.9	245,150	45.3	1%
Buffalo Point First Nation	East	219	26,533	121.2	22,480	102.6	-15%
Carberry, Town	South West	1,818	126,831	69.8	134,318	73.9	6%
Carman, Town	South Central	3,114	248,720	79.9	291,310	93.5	17%
Cartier, R.M.	Winnipeg	3,344	201,673	60.3	181,585	54.3	-10%
Cartwright-Roblin, Municipality	South Central	1,336	43,960	32.9	40,285	30.2	-8%
Clanwilliam-Erickson, Municipality	Central West	1,012	10,798	10.7	8,216	8.1	-24%
Coldwell, R.M.	Central West	1,313	45,334	34.5	67,914	51.7	50%
Cornwallis, R.M.	Interlake	4,568	142,153	31.1	91,019	19.9	-36%
Crane River, Community	North West	111	6,417	57.8	5,318	47.9	-17%
Dauphin, City	North West	8,368	674,470	80.6	600,021	71.7	-11%
Dauphin, R.M.	North West	2,136	106,773	50.0	79,943	37.4	-25%
De Salaberry, R.M.	East	3,918	179,330	45.8	100,935	25.8	-44%
Deloraine-Winchester, R.M.	South West	1,478	82,420	55.8	73,330	49.6	-11%
Dufferin, R.M.	South Central	2,543	23,140	9.1	12,968	5.1	-44%
Dunnottar, Village	Interlake	989	63,560	64.3	69,720	70.5	10%
East St. Paul, R.M.	Winnipeg	9,725	827,560	85.1	776,520	79.8	-6%
Ellice-Archie, R.M.	Central West	831	28,152	33.9	28,811	34.7	2%
Elton, R.M.	South West	1,276	60,535	47.4	48,860	38.3	-19%
Emerson-Franklin, Municipality	East	2,437	127,115	52.2	99,480	40.8	-22%
Ethelbert, Municipality	North West	648	36,764	56.7	38,460	59.4	5%
Falcon Lake/Westhawk (WPP)	East	383	121,540	317.3	133,000	347.3	9%
Fisher, R.M.	Interlake	1,845	14,730	8.0	37,190	20.2	152%
Flin Flon, City	North	4,940	315,892	63.9	297,496	60.2	-6%
Gilbert Plains, Municipality	North West	1,420	87,094	61.3	74,346	52.4	-15%
Gimli, R.M.	Interlake	6,569	470,090	71.6	406,100	61.8	-14%
Glenboro-South Cypress, Municipality	South West	1,123	88,350	78.7	80,990	72.1	-8%
Glenella-Lansdowne, Municipality	Central West	1,133	22,160	19.6	25,786	22.8	16%
Grahamdale, R.M.	Interlake	1,278	24,966	19.5	20,692	16.2	-17%
Grand Beach-Sustainable Development	East	60	30,938	515.6	35,110	585.2	13%
Grandview, Municipality	North West	1,419	110,790	78.1	102,332	72.1	-8%
Grassland, Municipality	South West	1,583	101,030	63.8	75,356	47.6	-25%
Grey, R.M.	South Central	2,517	179,520	71.3	149,957	59.6	-16%
Hamiota, Municipality	Central West	1,234	38,250	31.0	43,525	35.3	14%

MUNICIPAL & OTHER PARTNERS	REGION	POPULATION	2022 TOTAL KG REPORTED	2022 KG PER CAPITA	2023 TOTAL KG REPORTED	2023 KG PER CAPITA	PERCENT CHANGE TOTAL REPORTED
Hanover, R.M.	East	17,216	685,890	39.8	553,670	32.2	-19%
Harrison Park, Municipality	Central West	1,852	23,938	12.9	18,686	10.1	-22%
Headingley, R.M.	Winnipeg	4,331	258,490	59.7	259,926	60.0	1%
Hecla Grindstone Provincial Park	Interlake	229	38,540	168.3	63,014	275.2	64%
Killarney-Turtle Mountain, Municipality	South West	3,520	188,459	53.5	148,754	42.3	-21%
La Broquerie, R.M.	East	6,725	55,890	8.3	61,130	9.1	9%
Lac du Bonnet, R.M.	East	3,563	46,820	13.1	31,110	8.7	-34%
Lac du Bonnet, Town	East	1,064	237,722	223.4	214,370	201.5	-10%
Lakeshore, R.M.	North West	1,186	67,382	56.8	72,921	61.5	8%
Leaf Rapids, Town	North	351	1,560	4.4	0	0.0	-100%
Lorne, Municipality	South Central	2,904	136,673	47.1	132,971	45.8	-3%
Louise, Municipality	South Central	2,025	158,770	78.4	149,945	74.0	-6%
Macdonald, R.M.	Winnipeg	8,120	506,785	62.4	532,004	65.5	5%
Mallard, Community	North West	102	4,611	45.2	3,989	39.1	-14%
Matheson Island, Community	North	136	5,380	39.6	4,970	36.5	-8%
McCreary, Municipality	Central West	748	79,023	105.6	80,248	107.3	2%
Meadow Portage, Community	North West	72	3,208	44.6	3,632	50.4	13%
Melita, Town	South West	1,041	60,670	58.3	60,220	57.8	-1%
Minionas-Bowsman, Municipality	North West	1,587	67,656	42.6	64,352	40.5	-5%
Minnedosa, Town	Central West	2,741	211,870	77.3	199,600	72.8	-6%
Montcalm, R.M.	South Central	1,278	62,915	49.2	81,530	63.8	30%
Morden, City	South Central	9,929	527,050	53.1	590,183	59.4	12%
Morris, R.M.	South Central	3,049	140,180	46.0	128,207	42.0	-9%
Morris, Town	South Central	1,975	181,450	91.9	161,958	82.0	-11%
Mossey River, R.M.	North West	1,450	72,682	50.1	78,688	54.3	8%
Mountain, R.M.	North West	980	22,135	22.6	21,810	22.3	-1%
Neepawa, Town	Central West	5,685	255,240	44.9	253,210	44.5	-1%
Niverville, Town	East	5,947	310,450	52.2	294,710	49.6	-5%
Norfolk Treherne, Municipality	South Central	1,770	126,730	71.6	128,995	72.9	2%
North Cypress-Langford, Municipality	South West	3,011	149,513	49.7	106,681	35.4	-29%
North Norfolk, Municipality	South Central	3,915	158,252	40.4	175,615	44.9	11%
Oakland-Wawanesa, Municipality	South West	1,758	78,850	44.9	68,330	38.9	-13%
Oakview, R.M.	Central West	1,928	95,300	49.4	74,568	38.7	-22%
Paint Lake (NR and ND)	North	275	17,046	62.0	16,872	61.4	-1%
Peguis First Nation	Interlake	3,053	32,980	10.8	4,810	1.6	-85%
Pembina, Municipality	South West	2,406	168,130	69.9	108,490	45.1	-35%
Pinawa, L.G.D.	East	1,558	108,691	69.8	129,994	83.4	20%
Pine Dock, Town	North	38	1,690	44.5	1,640	43.2	-3%
Piney, R.M.	East	1,843	66,397	36.0	67,650	36.7	2%
Pipestone, R.M.	South West	1,422	46,417	32.6	46,014	32.4	-1%
Portage la Prairie, City	South Central	13,270	921,463	69.4	972,363	73.3	6%
Portage la Prairie, R.M.	South Central	6,888	297,692	43.2	287,518	41.7	-3%
Powerview-Pine Falls, Town	East	1,239	101,060	81.6	64,790	52.3	-36%
Prairie Lakes, R.M.	South West	1,625	36,558	22.5	22,948	14.1	-37%
Prairie View, Municipality	Central West	2,161	69,224	32.0	51,814	24.0	-25%
Rhineland, Municipality	South Central	5,819	134,524	23.1	121,675	20.9	-10%
Riding Mountain National Park	Central West	300	5,399	18.0	4,108	13.7	-24%
Riding Mountain West, R.M.	Central West	1,442	24,689	17.1	35,240	24.4	43%
Ritchoy, R.M.	Winnipeg	7,469	553,850	74.2	567,615	76.0	2%
Riverdale, Municipality	South West	1,803	130,240	72.2	116,085	64.4	-11%

MUNICIPAL & OTHER PARTNERS	REGION	POPULATION	2022 TOTAL KG REPORTED	2022 KG PER CAPITA	2023 TOTAL KG REPORTED	2023 KG PER CAPITA	PERCENT CHANGE TOTAL REPORTED
Roblin, Municipality	North West	3,089	144,130	46.7	137,861	44.6	-4%
Rock Ridge, Community	North West	64	3,208	50.1	2,659	41.5	-17%
Rockwood, R.M.	Interlake	8,440	199,260	23.6	180,790	21.4	-9%
Roland, R.M.	South Central	1,145	3,790	3.3	34,030	29.7	798%
Rosedale, R.M.	Central West	1,524	20,537	13.5	19,631	12.9	-4%
Rosburn, Municipality	South West	973	90,310	92.8	73,800	75.8	-18%
Rosser, R.M.	Winnipeg	1,270	42,930	33.8	34,250	27.0	-20%
Russell-Binscarth, Municipality	Central West	2,596	119,896	46.2	136,080	52.4	13%
Selkirk, City	Interlake	10,504	723,100	68.8	688,686	65.6	-5%
Sifton, R.M.	South West	1,239	51,220	41.3	48,205	38.9	-6%
Snow Lake, Town	North	1,088	10,157	9.3	15,997	14.7	57%
Souris-Glenwood, Municipality	South West	2,547	148,600	58.3	128,100	50.3	-14%
Spence Lake, Community	North West	70	8,021	114.6	6,648	95.0	-17%
Springfield, R.M.	Winnipeg	16,142	864,610	53.6	827,860	51.3	-4%
St. Andrews, R.M.	Interlake	11,723	764,710	65.2	566,440	48.3	-26%
St. Clements, R.M.	East	11,586	550,000	47.5	602,418	52.0	10%
St. François-Xavier, R.M.	Winnipeg	1,449	107,585	74.2	100,528	69.4	-7%
St. Laurent, R.M.	Interlake	1,542	56,636	36.7	51,330	33.3	-9%
St-Pierre-Jolys, Village	East	1,305	58,635	44.9	92,135	70.6	57%
Stanley, R.M.	South Central	8,981	234,440	26.1	261,908	29.2	12%
Ste. Anne, R.M.	East	5,584	156,157	28.0	160,761	28.8	3%
Ste. Anne, Town	East	2,891	186,406	64.5	165,422	57.2	-11%
Ste. Rose, Municipality	North West	1,591	86,975	54.7	85,386	53.7	-2%
Steinbach, City	East	17,806	1,015,205	57.0	917,400	51.5	-10%
Stonewall, Town	Interlake	5,046	333,830	66.2	316,340	62.7	-5%
Stuartburn, R.M.	East	1,731	41,494	24.0	32,620	18.8	-21%
Swan Lake First Nation	South Central	347	15,370	44.3	16,930	48.8	10%
Swan River, Town	North West	4,049	203,281	50.2	188,627	46.6	-7%
Swan Valley West, Municipality	North West	2,759	28,410	10.3	15,774	5.7	-44%
Tache, R.M.	Winnipeg	11,916	676,350	56.8	686,000	57.6	1%
Teulon, Town	Interlake	1,196	110,090	92.0	138,850	116.1	26%
The Pas, Town (Group)*	North	11,097	373,650	33.7	360,090	32.4	-4%
Thompson, City	North	13,035	731,943	56.2	470,740	36.1	-36%
Thompson, R.M.	South Central	1,518	79,910	52.6	62,307	41.0	-22%
Two Borders, Municipality	South West	1,120	19,680	17.6	15,915	14.2	-19%
Victoria Beach, R.M.	East	689	74,420	108.0	83,550	121.3	12%
Victoria, R.M.	South Central	1,188	90,100	75.8	94,270	79.4	5%
Virten, Town	South West	3,118	237,304	76.1	251,331	80.6	6%
Wabowden-Setting Lake	North	400	2,261	5.7	2,843	7.1	26%
Wallace-Woodworth, R.M.	South West	2,748	94,754	34.5	97,115	35.3	2%
Waterhen, Community	North West	195	6,417	32.9	5,318	27.3	-17%
West Interlake, R.M.	Interlake	2,228	74,103	33.3	85,315	38.3	15%
West St. Paul, R.M.	Winnipeg	6,682	486,173	72.8	488,740	73.1	1%
WestLake-Gladstone, Municipality	South Central	3,273	126,620	38.7	114,835	35.1	-9%
Whitehead, R.M.	South West	1,679	64,960	38.7	54,640	32.5	-16%
Whitemouth, R.M. (Group)*	East	2,974	174,324	58.6	186,051	62.6	7%
Winkler, City	South Central	13,745	982,295	71.5	1,021,049	74.3	4%
Winnipeg Beach, Town	Interlake	1,439	59,810	41.6	59,840	41.6	0%
Winnipeg, City	Winnipeg	749,607	48,385,072	64.5	47,644,625	63.6	-2%
Woodlands, R.M.	Interlake	3,797	69,090	18.2	75,590	19.9	9%
Yellowhead, R.M.	Central West	1,841	39,248	21.3	71,755	39.0	83%

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

# PROMOTION & EDUCATION

## RECYCLEPEDIA CAMPAIGN

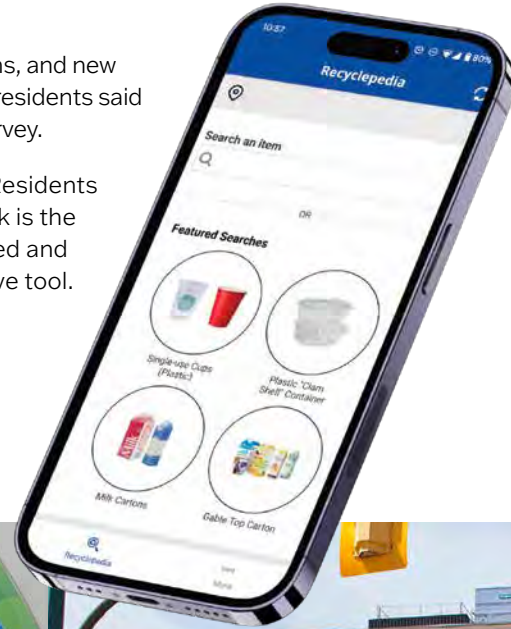
MMSM refreshed the ad creative from last year's Recyclepedia campaign and used the same strategy aimed at increasing Recyclepedia use, app downloads, and brand awareness. The campaign kept the most effective messaging from last year and used new messaging to convey the usefulness of the Recyclepedia and how it simplifies recycling for residents. Key messages included "Say Goodbye to Guessing" and "Recycling Doesn't Have To Be Confusing." The campaign launched in the spring with a mix of outdoor, print, radio, television, and digital ads.

### RECYCLEPEDIA

The Recyclepedia continued to gain popularity in 2023. Annual views, user sessions, and new users all increased over the previous year. Fifty-six percent of surveyed Winnipeg residents said they had heard of the Recyclepedia—an increase of four points since the 2022 survey.

In August, we launched a new location option in the Recyclepedia for Selkirk. Residents of Selkirk can now get local instructions for recycling hundreds of items. Selkirk is the fourth community to be implemented in the Recyclepedia. In addition, we added and optimized dozens of items in the database to create a more robust and effective tool.

**191,364** MATERIAL VIEWS | **87,661** USER SESSIONS | **5,529** APP DOWNLOADS



## SPONSORSHIPS

### WINNIPEG GOLDEYES

MMSM renewed its sponsorship of the Winnipeg Goldeyes Baseball Club, which included a three-season placement on the Super Board to promote the Recyclepedia. The sponsorship also included radio ads during game broadcasts, commercials on Shaw Park's video board, and dozens of tickets, which we used for contest prizes throughout the season. MMSM was the official game sponsor of the August 23 home game, which had two on-field, recycling-themed games between innings.



Karen Melnychuk threw the first pitch, and staff shared recycling tips with fans at the MMSM sponsored Winnipeg Goldeyes game.

### REMARKABLE RECYCLER CONTEST

MMSM partnered with Bell Media to recognize and reward Manitoba teachers and their students making remarkable efforts to recycle and reduce waste. Bell Media promoted the contest on their Winnipeg and Brandon radio stations as well as CTV's morning show, evening news, and website.

Students nominated in the first iteration of the contest received cash prizes, and their stories were featured on radio and TV. The second iteration focused on whole classrooms, rather than individuals, by encouraging teachers to show how their class recycles. Twenty-nine classrooms shared creative ways they go above and beyond to reduce, reuse, and recycle.



### DIGITAL ENGAGEMENT

Analytics from MMSM's websites, social media, and Recyclepedia provide real-time insight into what type of information residents are seeking. MMSM uses this data to make targeted enhancements to marketing campaigns. Google Search Ads were once again the biggest drivers of website traffic, although organic traffic increased twenty-seven percent.

Social media allows MMSM to connect with residents while educating and raising awareness about recycling. We started using more video content to explain confusing topics, which led to more growth on Instagram and Facebook than any other year. Our most popular video had nearly 40,000 views.

Throughout the year, MMSM used a variety of innovative ideas to get residents to think about recycling. We conducted several contests that had residents use the Recyclepedia, share how they reduce waste, or commit to a new habit to reduce, reuse, and recycle more.



**73%** AD RECALL | **56%** BRAND AWARENESS

**120,005** VISITS TO THE WEBSITE

**193,315** PAGE VIEWS

**1,026,818** SOCIAL MEDIA IMPRESSIONS

## EDUCATION SCHOOL PROGRAMS & SPONSORSHIPS

### BRANDON 4R WASTE AMBASSADOR PROGRAM

MMSM partnered with the City of Brandon for the third (and final pilot) year of the 4R Waste Ambassador Program. The program recruits environmentally minded volunteers to be recycling ambassadors and help educate the public on waste diversion. Ambassadors gave presentations and set up booths at numerous community hubs and events, engaging with an estimated 2,600 residents. Seventeen new ambassadors joined the program in 2023 and volunteered 168 combined hours.

### MANITOBA SCHOOLS SCIENCE SYMPOSIUM

The Manitoba Schools Science Symposium is an annual science competition in April for students in grades 4–12. It is the largest extra-curricular youth activity related to science and technology in Manitoba, attracting approximately 500 students from across the province each year.

MMSM sponsored the Best Physical Science Category, Grades 4–12, broken down into four grade categories: elementary, junior high, intermediate, and senior high.



Marketing & Communications Specialist, Noelle Vong, presented awards to the winners of the Best Physical Science Category at Manitoba Schools Science Symposium.



### EARTH RANGERS

MMSM sponsored two programs with Earth Rangers: the R.A.W.R. Mission (Respect Animals While Recycling) and the 3Rs Club Mission. At the end of 2023, there were over 6,000 registered and alumni Earth Rangers in Manitoba. The R.A.W.R. Mission brings attention to misconceptions around waste disposal and recycling, encouraging children to take extra steps before disposing of their waste at home to protect animals. In 2023, 297 kids participated in the R.A.W.R. Mission, bringing the combined total throughout our partnership to 1,709.

The 3R's Club Mission engages students in assessing and implementing proper recycling practices within their classroom and school. It's group-focused and led by an adult with local information for students in Manitoba.



Ranger Adelyn, 10, Winkler, Manitoba.

“I picked this mission because it looked fun to do! And I wanted to help out animals in my neighbourhood by recycling properly!”  
**EARTH RANGER ADELYN.**

### POST-SECONDARY EDUCATION INSTITUTIONS

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

Materials recovered for the 2022/2023 school and/or calendar year total approximately 370,040 KG.

2022/2023

KG

UNIVERSITY OF  
MANITOBA  
(TWO CAMPUSES)

172,000

RED RIVER COLLEGE  
POLYTECHNIC  
(TWO CAMPUSES)

114,910

UNIVERSITÉ DE  
SAINT-BONIFACE

33,280

UNIVERSITY  
OF WINNIPEG

49,850

TOTAL

370,040 KG



## CONTINUOUS IMPROVEMENTS

MMSM staff continued to support communities with technical assistance and strategic guidance to ensure the smooth operation of residential recycling programs across the province. We partnered with communities to explore strategies in boosting resident engagement and reducing contamination levels in the recycling stream. Our continued collaboration with communities aims to improve recycling programs so they benefit the environment and contribute to the overall wellbeing of residents and the community at large.

### RURAL MUNICIPALITY OF DE SALABERRY

MMSM assisted the R.M. of De Salaberry when it needed a new collection and processing agreement. Staff helped develop and distribute a Request for Proposals (RFP) and provided technical insight and analysis of the bids received. The R.M. found a competitive proposal that worked best for their needs.

**“***We have had the opportunity to work with MMSM in 2023 for the preparation of the R.M. of De Salaberry Recycling Collection Contract and Processing Agreement. They were a valuable resource in providing guidance on best practices and preparation of the RFP and very professional.”*

Denise Parent,  
CPA/CMA, Chief Administrative Officer, R.M. of De Salaberry

### MUNICIPALITY OF EMERSON-FRANKLIN

The Municipality of Emerson-Franklin encountered an unexpected need to change its collection service provider in 2023. With a limited timeframe, MMSM helped the municipality explore potential service changes and how they would impact the community. The municipality was able to gather information on both manual and automated service options through their RFP, and after analysis from MMSM, they changed to automated cart service to better serve their residents.

**“***MMSM was a valuable resource for Emerson-Franklin's RFP process for residential garbage and recycling collection. MMSM analyzed and reviewed the data with our staff to determine collection and processing costs per household for automated and manual collection options. It was very helpful to have this resource to ensure the needs of the community were met and the residential recycling services received were both effective and efficient.”*

Tracey French,  
Chief Administrative Officer, Municipality of Emerson-Franklin

## COMMUNITY COMMUNICATIONS

MMSM maintained its commitment to partnering with communities, offering valuable recycling education resources to their residents. The Residential Recycling Communications Toolkit was updated for 2023 and provided monthly recycling-related content for communities to post to their social media pages and websites. Several communities used it to promote resident participation, and many have added the MMSM Recyclepedia tool to their community websites to make recycling easier for their residents.

MMSM also provided updates to the *First Nations Waste Minimization Toolkit* created by Green Action Centre. This toolkit offers guidance to assist First Nations and northern communities in operating successful recycling and waste management programs.



Several MMSM staff and board members toured GFL's Winnipeg Material Recovery Facility.

## EVENTS

The MMSM team had a productive year, traveling to numerous communities across the province and participating in various events.

In spring, the Manitoba Association of Regional Recyclers (MARR) held their annual general meeting in Morden, Manitoba. Field Services staff attended the event where they toured multiple sites in the area. Site tours included S.W.A.M.P. Landfill, Green Opportunities Vermicomposting Facility, and Gateway Resources Inc. Recycling Facility.

Staff attended the Fall Forum hosted by MARR. The two-day event offered valuable information on waste management training for First Nations, Indigenous, northern, remote, and small communities. Staff also visited Exner E-Waste Processing Facility, St Francois Xavier Transfer Station, and Recycle West Used Oil Collection Facility. Through these visits, staff strengthened connections across the waste management industry and gained insight into the diverse ways Manitoba organizations are diverting materials from the landfill.

MMSM had a booth at the Association of Manitoba Municipalities (AMM) Spring Trade Show and Fall Trade Show for Public Works Employees. MMSM staff had the opportunity to engage with public works employees, city officials, and council members from across the province. The AMM Fall Convention is the annual general meeting of the entire AMM membership and sees around 800 delegates. MMSM presented updates about the transition to full EPR followed by a question-and-answer period.

MMSM staff toured several MRFs around the province, including Gateway Resources Inc. in Winkler, Portage & District Recycling Inc. in Portage la Prairie, and GFL Environmental in Winnipeg. MMSM and MRF staff discussed region-specific recycling successes, contamination challenges, and the best strategies to increase recycling education to residents.



Field Services met with municipal leaders and staff at the 2023 AMM Spring Trade Show

### RURAL MUNICIPALITY OF MONTCALM

The R.M. of Montcalm was part of a group of communities that faced challenges when their service provider could no longer provide collection services. The R.M. reached out to MMSM staff, and we were able to support the community in quickly developing an RFP to release. MMSM staff analyzed accessibility needs and explored different container sizes to recommend the best option for the community. Council chose to move from box collection to automated cart collection, and residents have embraced the new program.

**“***MMSM was very helpful when our R.M. suddenly had to go through the RFP process to find a new recycling contractor and to switch to the curbside cart system. They guided us through the RFP and contract process, which made it very simple during a very stressful situation.”*

Jolene Bird,  
Chief Administrative Officer, R.M. of Montcalm

### RURAL MUNICIPALITY OF VICTORIA

MMSM staff worked closely with the R.M. of Victoria by reviewing its draft RFP and analyzing bids received. They also helped review the proposed contract terms and pinpointed opportunities to strengthen the agreement. This resulted in a better contract with increased value for the R.M.

**“***MMSM provided support to the R.M. of Victoria with the request for proposals (RFP) received for the collection and processing of residential recycling. MMSM analyzed the RFP with the R.M. of Victoria staff and provided advice to best suit the municipality's needs.*

*With the guidance from MMSM, we were able to feel confident in making the appropriate decision for the recycling services provided to our community.”*

Leona De Smet,  
Administrative Assistant, R.M. of Victoria

## FIRST NATIONS AND REMOTE COMMUNITIES

MMSM remains actively involved in collaborating with partners to establish residential recycling programs and projects in First Nations communities across Manitoba. Through meaningful consultations with First Nation leaders, MMSM supports their objective of delivering residential recycling services within their communities.

### WINTER ROAD PROJECT 2022-2023 SEASON

The Winter Road Project is an annual collaborative endeavour aimed at diverting materials away from landfills in northern and remote First Nations communities. MMSM works alongside the communities and other Manitoba Producer Responsibility Organizations (PROs) to coordinate the removal of printed paper and packaging, tires, household hazardous waste, batteries, electronics, sharps, used oil, and other non-stewarded materials using winter roads.

Each month, the PROs convene to discuss strategies related to the safe and cost-efficient removal of material from each participating community. The group of PROs has strengthened bonds with First Nation and northern communities by offering continual

assistance, resources, supplies, transportation, and processing services. Our partnerships with representatives in these communities play a crucial role in ensuring that the materials are properly staged and prepared for safe removal. This collaborative approach not only facilitates the logistical aspects but also emphasizes community satisfaction throughout the process.

This 2022-2023 winter road season was challenging due to unforeseen transportation issues, resulting in difficulties in allocating trucks to communities where materials had been staged and ready to leave communities. This resulted in various communities' material being left behind for the next season. Despite the barriers, several communities were able to successfully remove their materials as planned.

## 8,930 KG OF MMSM MATERIAL RECOVERED

### FIVE COMMUNITIES PARTICIPATED IN THE 2022-2023 WINTER ROAD PROJECT:

- Northlands Denesuline First Nation (Lac Brochet)
- Wasagamack First Nation
- Barren Lands First Nation (Brochet)
- St. Theresa Point First Nation
- Bunibonibee Cree Nation (formally known as Oxford House)



Sayisi Dene First Nation collected 18 tote bags of MMSM program material for recycling.

In the fall of 2022, it was estimated that twelve full trailer loads of PRO materials would be removed from the participating communities. Bunibonibee Cree Nation and Wasagamack First Nation successfully removed MMSM materials from their respective communities, totalling 8,930 kilograms. These materials were taken to Cascades Recovery in Winnipeg. MMSM also provided support and helped facilitate the removal and processing of non-stewarded commercial cardboard from the Northern Store in Bunibonibee Cree Nation (BCN). Two full trailer loads, weighing 30,600 KG, were transported from the community and processed at GFL.



### BUFFALO POINT FIRST NATION

In June, Buffalo Point First Nation graciously invited MMSM to a meeting to explore optimal strategies for allocating funding received from Indigenous Services Canada (ISC) for their waste management system. MMSM staff provided advice, shared insights on existing practices, and actively contributed to conversations to ensure that the funding was utilized effectively and efficiently.





## MMSM'S FULL EPR DRAFT TRANSITION PLAN

Following extensive stakeholder consultations, Multi-Material Stewardship Manitoba (MMSM) submitted its draft Transition Plan to the Minister of Environment and Climate on November 17, 2021. A revised version of the Transition Plan was submitted on June 3, 2022. The Manitoba Government held a public consultation between July and August 2022 to receive further input into the plan.

In May 2023, MMSM received an extension of its current program plan to allow for more time to finalize the Transition Plan. The government advised that it will also be establishing an advisory committee that will consist of MMSM and other key stakeholders impacted by the transition to full EPR to discuss feedback, suggestions, and key elements of the plan.

The government retained a third party to support the advisory committee. Although we anticipated the advisory committee to begin its work in 2023, it was postponed until 2024.

The MMSM team continues to work to prepare for the province's move to full EPR while the Transition Plan is further reviewed and will continue to keep stakeholders updated on developments and timelines.






MMSM Executive Director, Karen Melnychuk, presented updates on the state of Manitoba's transition to full EPR at the 2023 AMM Fall Convention.



## 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:

-  **provide a waste reduction and prevention program to manage the designated wastes within a province-wide, convenient collection system.**
-  **establish promotion and education programs to raise awareness of recycling services available to Manitoba residents.**
-  **cover up to 80% of the net costs of an effective and efficient municipal recycling program.**

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

IN 2023, THERE WERE:

**799**  
REGISTERED  
STEWARDS

**633**  
STEWARDS  
REPORTS  
RECEIVED

**152**  
VOLUNTARY  
STEWARDS  
AGREEMENTS

## 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 the following:

- ♻️ **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**

## 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 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.

## RECOVERY RATES BY MATERIAL

Material	Quantity Supplied (tonnes)	Quantity Recovered (tonnes)	2022 Recovery Rate (%)	2021 Recovery Rate (%)
Newsprint	8,574	9,144	98.0%	98.0%
Magazines and Catalogues	518	1,475	98.0%	98.0%
Telephone Books	72	56	77.3%	98.0%
Other Printed Paper	2,340	1,565	66.9%	79.6%
Corrugated Cardboard	13,967	13,914	98.0%	84.5%
Boxboard	13,687	9,215	67.3%	83.3%
Gable Top Cartons	773	848	98.0%	98.0%
Paper Laminates	3,816	901	23.6%	25.7%
Aseptic Containers	614	346	56.3%	60.6%
PET Containers and Bottles	6,128	3,949	64.4%	68.0%
HDPE Containers and Bottles	3,457	2,472	71.5%	76.9%
Plastic Film	3,078	460	15.0%	13.6%
Plastic Laminates	3,575	501	14.0%	17.0%
Polystyrene	1,217	391	32.1%	30.3%
Other Plastics	5,692	3,046	53.5%	52.8%
Steel Food & Beverage Cans	2,758	1,990	72.1%	80.2%
Steel Aerosols	239	95	39.7%	47.1%
Other Steel Containers	4	1	35.3%	59.6%
Aluminum Food & Beverage Cans	3,694	1,528	41.4%	52.6%
Other Aluminum Packaging	353	97	27.5%	30.8%
Clear Glass	9,752	8,026	82.3%	63.1%
Coloured Glass	5,164	4,187	81.1%	73.9%
<b>Total</b>	<b>89,471</b>	<b>64,206</b>	<b>71.8%</b>	<b>72.0%</b>

- The supplied tonnes are the tonnes reported by MMSM stewards in their 2022 Steward Reports containing 2021 data.
- 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 2019 and 2021 in the province (along with 2020 steward supplied trends).
- The recovery rates used for 2023 fee-setting (i.e., latest fee year) are the 2021 recovery rates as presented on this table.
- 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.
- Non-obligated materials in the Aluminum Food & Beverage Cans materials are excluded.

## 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, 2023, 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, 2023, 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 23, 2024

*Ernst + Young LLP*

Chartered Professional Accountants

## BALANCE SHEET AS AT DECEMBER 31

	2023	2022
	\$	\$
<b>Assets</b>		
CURRENT		
Cash and cash equivalents	22,899,914	20,542,880
Accounts receivable	318,234	221,983
Prepaid expenses and other assets <i>[note 6]</i>	62,618	125,784
<b>Total current assets</b>	<b>23,280,766</b>	20,890,647
Capital assets, net <i>[note 3]</i>	1,032	1,323
	<b>23,281,798</b>	20,891,970
<b>Liabilities and net assets</b>		
CURRENT		
Accounts payable and accrued liabilities	5,188,810	5,374,004
<b>Total current liabilities</b>	<b>5,188,810</b>	5,374,004
Commitments <i>[note 4]</i>		
NET ASSETS		
Unrestricted	18,092,988	15,517,966
	<b>23,281,798</b>	20,891,970

See accompanying notes

On behalf of the Board:

  
John Graham,  
Director

  
Ian Urquhart  
Director

## STATEMENT OF OPERATIONS YEAR ENDED DECEMBER 31

	2023	2022
	\$	\$
<b>Revenue</b>		
Steward fees	23,980,618	27,095,774
Interest income and other	1,319,870	560,161
	<b>25,300,488</b>	27,655,935
<b>Expenses</b>		
Municipal programs support payments	19,225,265	19,957,626
Program delivery/stewards services <i>[note 4]</i>	2,101,085	1,832,703
School funding	221,414	168,215
Promotion and education <i>[note 6]</i>	456,144	485,484
Continuous improvement process	250,435	298,716
Administrative and corporate <i>[note 4]</i>	471,123	250,594
	<b>3,500,201</b>	3,035,712
Enhanced programs - plastic bags	-	3,826
	<b>22,725,466</b>	22,997,164
<b>Excess of revenue over expenses for the year</b>	<b>2,575,022</b>	4,658,771

See accompanying notes

## STATEMENT OF CHANGES IN NET ASSETS

YEAR ENDED DECEMBER 31

	2023 \$	2022 \$
<b>Net assets, beginning of year</b>	<b>15,517,966</b>	10,859,195
Excess of revenue over expenses for the year	<b>2,575,022</b>	4,658,771
<b>NET ASSETS, END OF YEAR</b>	<b>18,092,988</b>	15,517,966

See accompanying notes

## STATEMENT OF CASH FLOWS

YEAR ENDED DECEMBER 31

	2023 \$	2022 \$
<b>Operating activities</b>		
Excess of revenue over expenses for the year	<b>2,575,022</b>	4,658,771
Add (deduct) items not involving cash		
Settlement of steward fees with in-kind services [note 6]	<b>(19,812)</b>	(151,285)
In-kind advertising expenses [note 6]	<b>86,230</b>	51,633
Amortization of capital assets	<b>291</b>	898
	<b>2,641,731</b>	4,560,017
Changes in non-cash working capital balances related to operations		
Accounts receivable	<b>(96,251)</b>	501,642
Prepaid expenses and other assets	<b>(3,252)</b>	(189)
Accounts payable and accrued liabilities	<b>(185,194)</b>	(629,642)
<b>Cash provided by operating activities</b>	<b>2,357,034</b>	4,431,828
<b>Net increase in cash during the year</b>	<b>2,357,034</b>	4,431,828
Cash and cash equivalents, beginning of year	<b>20,542,880</b>	16,111,052
<b>Cash and cash equivalents, end of year</b>	<b>22,899,914</b>	20,542,880

See accompanying notes

## NOTES TO FINANCIAL STATEMENTS

DECEMBER 31, 2023

### 1. BUSINESS ORGANIZATION AND OPERATIONS

Multi-Material Stewardship Manitoba Inc. ["MMSM" or the "Organization"] 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. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

These financial statements were prepared in accordance with Part 111 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 when tonnage is reported 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.

Other revenue comprises of interest income which is recognized on the passage of time when 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.

#### Capital assets and amortization

Capital assets are recorded at original cost.

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

#### 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.

#### Non-monetary transactions

The Organization measures an asset exchanged or transferred in a non-monetary transaction at the more reliably measurable fair value of the asset given up or the fair value of the asset received. Otherwise, such transactions are measured at the carrying value of the non-monetary asset given up [after reduction, when appropriate, for impairment], adjusted by the fair value of any monetary consideration received or given.

#### 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.

## NOTES TO FINANCIAL STATEMENTS

### DECEMBER 31, 2023

#### 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 are 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:

		2023		2022	
	Cost \$	Accumulated amortization \$	Net book Value \$	Net book Value \$	
Furniture and equipment	5,694	4,662	1,032	1,323	

#### 4. COMMITMENTS

- [a] A management services agreement is in place 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 agreement expires on December 31, 2025. The fee for 2023 was \$1,347,634 [2022 - \$1,144,725] and is recorded in program delivery/steward services expense. The fees for 2024 and 2025 are estimated to be approximately \$999,000 and \$1,029,000, respectively.
- [b] MMSM has entered into an operating lease for its premises for a total commitment of \$384,082. In addition, MMSM is responsible for its share of operating costs and property taxes, which are included in administrative and corporate expense. The operating lease expires on October 31, 2028.

Future minimal annual lease payments are as follows:

	\$
2024	77,286
2025	77,866
2026	80,799
2027	80,799
2028	67,332
	<b>384,082</b>

## NOTES TO FINANCIAL STATEMENTS

### DECEMBER 31, 2023

#### 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 \$94,245 [2022 - \$90,000].

#### 6. IN-KIND CONTRIBUTED SERVICES [NON-MONETARY TRANSACTIONS]

In 2021, the Association of Manitoba Municipalities and the City of Winnipeg approved News Media Canada's proposal to accept in-kind advertising services instead of receiving municipal recycling service payments from MMSM for the collection and processing of newspapers in local residential programs. As a result, in 2021, MMSM recorded a recovery of \$1,582,045 of municipal support payments, which were settled in-kind. Program management fees owing to MMSM are settled in cash and in-kind advertising services. As at December 31, 2023, MMSM has \$33,233 [2022 - \$99,652] of contributed in-kind advertising services, which have not been utilized and are recorded in prepaid expenses and other assets. During the year, MMSM utilized \$86,230 [2022 - \$51,633] of contributed in-kind advertising services in the normal course of operations, which have been recorded as a reduction of prepaid expenses and other assets and promotion and education expenses in the financial statements.





Director, Marketing & Communications, Michelle Pereira and Director, Field Services, Martin Racicot at the 2023 AMM Fall Conference.



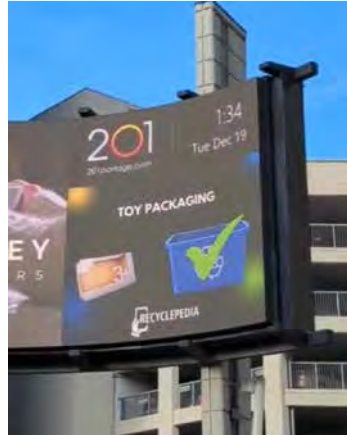
Esplanade Riel, a pedestrian bridge spanning the Red River in Winnipeg, was lit blue for Manitoba Recycling Week in October.



The new Recyclepedia superboard stands out over right field at Shaw Park.



MMSM staff at the MMSM-sponsored Winnipeg Goldeyes baseball game.



MMSM rotated ads on 201 Portage's digital board in downtown Winnipeg.



Field Services Managers, Kristin Houle and Kalin McDonald, toured several waste management facilities in Morden during the 2024 MARR AGM.



MMSM staff set up outside of 201 Portage to talk recycling with Winnipeg residents.

## MMSM LEADERSHIP & STAFF

### Board of Directors 2023

**John Graham**, Board Chair – Retail Council of Canada (RCC)

**Sandy Hopkins**, Vice Chair – Independent Director

**Ian Urquhart**, Treasurer – Manitoba Liquor and Lotteries Corporation

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

**Harold Bonazew Jr.**, Member – Canadian Beverage Association (CBA)

**Jennifer Henshaw**, Member – Restaurants Canada (RC)

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

**Jeff Neufeld**, Member – Dairy Group

**Gary Goodwin**, Independent Director

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

## MMSM BOARD COMMITTEES

### Executive Committee

**John Graham**, Chair

**Sandy Hopkins**, Vice Chair

**Ian Urquhart**, Treasurer

### Audit Committee

**Ian Urquhart**, Chair

**Sandy Hopkins**

**Julie Dickson Olmstead**

**Gary Goodwin**

**Jeff Neufeld**

### Governance Committee

**Sandy Hopkins**, Chair

**Jennifer Henshaw**

**John Graham**

**Harold Bonazew Jr.**

**Michelle Saunders**

### Municipal Industry Program Committee

**John Graham**, Co-Chair

**Jeff Neufeld**

## MMSM STAFF

**Karen Melnychuk**, Executive Director

**Martin Racicot**, Director, Field Services

**Kristin Houle**, Senior Manager, Field Services

**Kalin McDonald**, Manager, Field Services

**Susan Green**, Municipal Reporting Coordinator & Office Administrator

**Sarah Wallace**, Director, Marketing & Communications (January – April)

**Michelle Pereira**, Director, Marketing & Communications (July – December)

**Joel Larson**, Communications Coordinator

**Noelle Vong**, Marketing & Communications Specialist (January – June)

**Rita Viana**, Marketing & Communications Specialist (August – December)





# MMSM

## Multi-Material Stewardship Manitoba

INDUSTRY FUNDING RECYCLING

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☎ 1-877-952-2010

✉ info@simplyrecycle.ca

[StewardshipManitoba.org](http://StewardshipManitoba.org)

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

