



Voluntary Producer Policy

KEY FEATURES:

- **Voluntary stewards/producers must meet all the conditions of a Voluntary Producer Agreement for each respective stewardship program they are electing to join.**
- **Voluntary stewards/producers must be resident in Canada**
- **Voluntary stewards/producers must assume responsibility for all brands that they own or for which it holds the exclusive licensing agreement, and that they supply to Consumers in the province in which they are a voluntary steward.**

I. Overview

1. This policy outlines the criteria that brand owners must meet in order to become a Voluntary Steward /Producer in a jurisdiction where they are not resident.

II. Purpose

2. The policy allows a company that supplies packaging and/or printed paper into a regulated jurisdiction to voluntarily assume responsibility for its material in a program.
3. This means that the voluntary steward relieves the resident obligated steward (e.g., retailer/distributor that is the first importer) from having to report and pay stewardship fees for the brands assumed by the voluntary steward.

III. Scope

4. This policy applies to all companies electing to join one or more of the following stewardship programs as a Voluntary Steward:
 - Recycle BC ;
 - SK Recycles (formerly Multi-Material Stewardship Western (MMSW)); and
 - Multi-Material Stewardship Manitoba (MMSM).

IV. Policy

5. A voluntary steward must:
 - (a) be resident in Canada.
 - (b) execute and meet all the conditions of a Voluntary Steward Agreement (VSA)
 - (c) register on the WeRecycle Portal. Voluntary stewards in British Columbia and Saskatchewan must also sign a Membership Agreement.



- (d) Assume responsibility for all brands which it owns or holds the exclusive licensing agreement, which are supplied into a province;
 - (e) provide a list of its brand names for which it is assuming responsibility as part of its executed VSA;
 - (f) provide a list of names of all its first importer customers (retailers) in the jurisdiction for which it agrees to assume responsibility (i.e. Voluntary Stewards are not allowed to volunteer for some retailers and not others.);
 - (g) notify each of its listed customers that they are not obligated to report on the brands for which the Voluntary Steward is now taking responsibility.
6. The deadline for application to report in any given calendar year is no later than December 1st of each preceding calendar year, except for SK Recycles in 2024, where the deadline to apply to become a Voluntary Steward is December 31, 2024 due to the new Saskatchewan Recycling Regulation.