

MAKING A **MEANINGFUL DIFFERENCE** FOR ALL **MANITOBANS**

2024 ANNUAL REPORT



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MMSM

Multi-Material
Stewardship Manitoba

Founded in 2010, Multi-Material Stewardship Manitoba Inc. (MMSM) is the not-for-profit, industry-funded organization that funds and provides support to 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 their materials to MMSM, which are used to reimburse communities for up to 80% of the net cost of their residential recycling system.

In addition to funding recycling programs, MMSM works closely with communities to support their unique operational challenges. MMSM also provides resources and educational content to residents across the province to improve resident participation. By uniting the various stakeholders in Manitoba's residential recycling system, MMSM helps ensure recyclable materials are captured efficiently and diverted from landfills.

MMSM remains committed to promoting the reduction, reuse, and recycling of the materials in its program.

MMSM's board of directors—comprised of seven industry representatives and two independent directors—provides strategic guidance and governance to the organization. Board members represent the following sectors:



GROCERS



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

In collaboration with municipal and First Nation partners, producers, and stakeholders, MMSM supported a consistent and accessible residential recycling system that met and exceeded both environmental and regulatory standards. Industry steward participation remained strong, reflecting a shared commitment to sustainability and circular economy principles.



A stylized, handwritten signature in black ink.

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

Notable milestones this year included making significant progress in preparing for the transition to a full Extended Producer Responsibility (EPR) framework, ensuring producers are well-positioned to assume operational and financial accountability for the recycling system in alignment with Manitoba's evolving regulations. This included supporting Government of Manitoba's new advisory committee through a series of facilitated sessions designed to proactively identify issues that could potentially disrupt a smooth transition of residential programs.

Additionally, together with Circular Materials, SK Recycles, and Recycle BC, we advanced a national roadmap to coordinate activities, control costs, and improve system efficiency through greater integration and collaboration. We are excited about the opportunities that stronger coordination presents.

At our 2024 AGM, we thanked outgoing directors Julie Dickson Olmstead and Jennifer Henshaw for their contributions, and welcomed Kara Mitchell (Canadian Federation of Independent Grocers) and Kris Barnier (Restaurants Canada) to the Board.

Looking ahead, we are optimistic about enhancing efficiency, increasing recovery rates, and supporting innovation. Thank you to our incredibly talented staff, as well as MMSM's stewards, board members, and partners for your ongoing dedication. MMSM remains committed to transparency, accountability, and environmental leadership in service of a more sustainable Manitoba.

“ Looking ahead, we are optimistic about enhancing efficiency, increasing recovery rates, and supporting innovation. ”

MESSAGE FROM THE EXECUTIVE DIRECTOR

I am proud to share MMSM's 2024 Annual Report with you. This past year marked an important chapter in our journey—one defined by strategic progress, strengthened partnerships, and an unwavering commitment to building a more sustainable future for Manitobans. As we continue to evolve and prepare for the transition to full Extended Producer Responsibility (EPR), our focus remains clear: to lead with purpose, support communities, and ensure that residential recycling continues to grow in both impact and effectiveness.

Within this report, you'll find an overview of the initiatives and outcomes that defined MMSM's work in 2024. From program enhancements to strategic community engagement, each effort reflects our commitment to reduce waste and maximize the recovery of recyclable materials. Together with our partners, we continue to drive progress toward a more efficient and responsible recycling system in Manitoba.

MMSM provided \$17,450,843 in funding to 148 municipalities and First Nations, whose programs collected 74,888,843 kg of packaging and printed paper (PPP) in 2024. A recent survey conducted by Leger found that 95% of Manitobans participated in their recycling program at home. In 2023, residential recycling programs were able to recover and recycle 71.8% of PPP supplied by MMSM stewards into the province.

The Municipal Services team provided ongoing technical support to communities across Manitoba. This included assisting with the development and review of requests for proposals, evaluating submitted bids, and offering guidance to enhance residential recycling programs. A key initiative this year was the Winter Roads Project, which aims to divert PPP from landfills in northern and remote First Nations communities. Five communities participated in the 2023/24 program year, resulting in the removal of 1,390 kg of PPP and 17,912 kg of non-stewarded cardboard (OCC).

The In-Kind Advertising Program completed its third year in collaboration with News Media Canada and members of the Manitoba Community Newspapers Association. I would like to acknowledge and thank these valued stewards for their continued support. This initiative enables Manitoba communities to use in-kind credits from newspaper publishers to promote local recycling programs through print and digital advertisements in regional newspapers. In 2024, \$458,081 in credits were utilized.



A handwritten signature in black ink that reads "K Melnychuk".

Karen Melnychuk,
*Executive Director,
Multi-Material
Stewardship Manitoba*

A major milestone in 2024 was the successful redesign of SimplyRecycle.ca, our resident-facing website. The new site launched in November with improved accessibility features, a refreshed design, and enhanced functionality to better serve Manitobans. The Recyclepedia saw more user growth and continues to be a trusted tool for thousands of Manitobans seeking information on residential blue bin recycling.

In July, MMSM staff participated in the Manitoba Chamber of Commerce's Economic Development Tour to Churchill, joining a delegation of business, community, and government leaders. The visit offered valuable insight into local recycling initiatives to reduce landfill waste in remote northern regions and opened dialogue on the potential use of the Hudson Bay Railway for transporting recyclable materials. MMSM looks forward to working with Churchill as it joins the MMSM program.

Planning continued for the anticipated transition to full EPR. The Manitoba Environment and Climate Change Ministerial Advisory Committee, consisting of key stakeholders and subject matter experts, including municipalities, industry, government agencies, and environmental organizations, concluded their discussions in May. The department received the facilitator's report in late 2024. The MMSM team implemented anticipated changes to the draft Transition Plan based on what we heard in the Advisory Committee meetings. MMSM will submit an updated Transition Plan in 2025.

As we look ahead, I would like to thank our committed staff, Board of Directors, and the Circular Materials team for their continued collaboration and support. Their expertise and dedication remain essential as we work together to advance residential recycling and build a more sustainable future for Manitoba.

2024 EXECUTIVE SUMMARY

PROGRAM PERFORMANCE:

71.8% RECOVERY RATE

95% OF MANITOBANS HAVE ACCESS TO A RESIDENTIAL RECYCLING PROGRAM

MMSM PAID **\$17,450,843** IN FUNDING TO COMMUNITIES

92% OF RESIDENTS PARTICIPATE IN THEIR RESIDENTIAL RECYCLING PROGRAM

MUNICIPAL PERFORMANCE:

74,888,843 KG OF PACKAGING AND PRINTED PAPER COLLECTED

MANITOBANS COLLECTED **58.7 KG** PER PERSON

148 MUNICIPAL AND OTHER PARTNERS THAT RECEIVE MUNICIPAL RECYCLING FUNDING

RECYCLEPEDIA:

146,459 MATERIAL VIEWS

72,262 USER SESSIONS

3,384 APP DOWNLOADS

PROMOTION AND EDUCATION:

51% BRAND AWARENESS

60% AD RECALL

153,242 WEBSITE VISITS

210,069 PAGE VIEWS

STEWARDS: **820** REGISTERED STEWARDS

1,643,333 SOCIAL MEDIA IMPRESSIONS

ELIGIBLE MMSM MATERIALS:



ALUMINUM
food & beverage containers



CORRUGATED CARDBOARD



PLASTIC
food & beverage containers



BOXBOARD



GLASS
food & beverage containers



STEEL
food & beverage containers



CARTONS



PAPER



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 program are to:

- **Promote the reduction, reuse, and recycling of designated packaging and printed paper (PPP) in Manitoba.**
- **Provide stable, long-term funding for residential recycling programs.**
- **Ensure 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 share 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 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.



MMSM Executive Director Karen Melnychuk and Kelly Kuryk, Senior Manager, Environmental Policy and Delivery Unit for the Government of Manitoba at the Manitoba Association of Regional Recyclers Fall Forum.



MMSM sponsored a decal for the City of Dauphin's new garbage truck to promote recycling to residents.

MUNICIPAL DATA

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

REGION	REGION POPULATION IN PARTICIPATING COMMUNITIES	2024 KG	AVERAGE KG PER CAPITA
Central West	27,028	1,101,310	40.7
East	103,071	4,699,395	45.6
Interlake	67,757	3,109,655	45.9
North	31,879	1,158,306	36.3
North West	30,962	1,605,510	51.9
South Central	97,790	5,432,913	55.6
South West	96,570	5,154,079	53.4
Winnipeg and Area	820,055	52,166,573	63.6
SUBTOTAL	1,275,112	74,427,742	58.4
Post-Secondary Education Institutions		459,711	
Winter Road Project		1,390	
TOTAL	1,275,112	74,888,843	58.7

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 2023/24 school year/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 YEAR OVER YEAR BY COMMUNITY

MUNICIPAL & OTHER PARTNERS	REGION	POPULATION	2023 TOTAL KG REPORTED	2023 KG PER CAPITA	2024 TOTAL KG REPORTED	2024 KG PER CAPITA	% CHANGE
Alexander, R.M.	East	3,854	179,180	46.5	196,251	50.9	10%
Altona, Town	South Central	4,267	380,229	89.1	338,488	79.3	-11%
Arborg, Town	Interlake	1,279	53,219	41.6	57,774	45.2	9%
Argyle, R.M.	South Central	994	32,400	32.6	27,229	27.4	-16%
Armstrong, R.M.	Interlake	1,967	49,330	25.1	53,720	27.3	9%
Beausejour, Town	East	3,307	314,240	95.0	277,130	83.8	-12%
Bifrost-Riverton, Municipality	Interlake	3,320	182,892	55.1	198,544	59.8	9%
Boissevain-Morton, Municipality	South West	2,309	305,149	132.2	171,573	74.3	-44%
Brandon, City	South West	51,313	3,149,604	61.4	3,202,555	62.4	2%
Brenda-Waskada Municipality	South West	650	17,665	27.2	14,075	21.7	-20%
Brokenhead, R.M.	East	5,414	245,150	45.3	251,470	46.4	3%
Buffalo Point First Nation	East	219	22,480	102.6	29,279	133.7	30%
Carberry, Town	South West	1,818	134,318	73.9	137,300	75.5	2%
Carman, Town	South Central	3,114	291,310	93.5	321,890	103.4	10%
Cartier, R.M.	Winnipeg and Area	3,344	181,585	54.3	175,777	52.6	-3%
Cartwright-Roblin, Municipality	South Central	1,336	40,285	30.2	26,340	19.7	-35%
Churchill, Town	North	870	N/A	N/A	1,861	2.1	N/A
Clanwilliam-Erickson, Municipality	Central West	1,012	8,216	8.1	6,400	6.3	-22%
Coldwell, R.M.	Interlake	1,313	67,914	51.7	52,151	39.7	-23%
Cornwallis, R.M.	South West	4,568	91,019	19.9	95,370	20.9	5%
Crane River, Community	North West	111	5,318	47.9	6,049	54.5	14%
Dauphin, City	North West	8,368	600,021	71.7	567,041	67.8	-5%
Dauphin, R.M.	North West	2,136	79,943	37.4	81,922	38.4	2%
De Salaberry, R.M.	East	3,918	100,935	25.8	51,415	13.1	-49%
Deloraine-Winchester, R.M.	South West	1,478	73,330	49.6	78,260	52.9	7%
Dufferin, R.M.	South Central	2,543	12,968	5.1	12,580	4.9	-3%
Dunnottar, Village	Interlake	989	69,720	70.5	66,240	67.0	-5%
East St. Paul, R.M.	Winnipeg and Area	9,725	776,520	79.8	716,130	73.6	-8%
Ellice-Archie, R.M.	Central West	831	28,811	34.7	31,295	37.7	9%
Elton, R.M.	South West	1,276	48,860	38.3	46,590	36.5	-5%
Emerson-Franklin, Municipality	East	2,437	99,480	40.8	78,480	32.2	-21%
Ethelbert, Municipality	North West	648	38,460	59.4	41,344	63.8	7%
Falcon Lake/Westhawk (WPP)	East	383	133,000	347.3	135,000	352.5	2%
Fisher, R.M.	Interlake	1,845	37,190	20.2	21,380	11.6	-43%
Flin Flon, City	North	4,940	297,496	60.2	272,198	55.1	-9%
Gilbert Plains, Municipality	North West	1,420	74,346	52.4	82,231	57.9	11%
Gimli, R.M.	Interlake	6,569	406,100	61.8	398,600	60.7	-2%
Glenboro-South Cypress, Municipality	South West	1,565	80,990	51.8	67,671	43.2	-16%
Glenella-Lansdowne, Municipality	Central West	1,133	25,786	22.8	20,754	18.3	-20%
Grahamdale, R.M.	Interlake	1,278	20,692	16.2	19,150	15.0	-7%
Grand Beach-Sustainable Development	East	60	35,110	585.2	23,490	391.5	-33%
Grandview, Municipality	North West	1,419	102,332	72.1	109,998	77.5	7%
Grassland, Municipality	South West	1,583	75,356	47.6	75,525	47.7	0%
Grey, R.M.	South Central	2,517	149,957	59.6	156,460	62.2	4%
Hamiota, Municipality	Central West	1,234	43,525	35.3	58,478	47.4	34%
Hanover, R.M.	East	17,216	553,670	32.2	540,400	31.4	-2%
Harrison Park, Municipality	Central West	1,852	18,686	10.1	23,220	12.5	24%

MUNICIPAL & OTHER PARTNERS	REGION	POPULATION	2023 TOTAL KG REPORTED	2023 KG PER CAPITA	2024 TOTAL KG REPORTED	2024 KG PER CAPITA	% CHANGE
Headingley, R.M.	Winnipeg and Area	4,331	259,926	60.0	276,670	63.9	6%
Hecla Grindstone Provincial Park	Interlake	229	63,014	275.2	55,244	241.2	-12%
Killarney-Turtle Mountain, Municipality	South West	3,520	148,754	42.3	142,797	40.6	-4%
La Broquerie, R.M.	East	6,725	61,130	9.1	62,210	9.3	2%
Lac du Bonnet, R.M.	East	3,563	31,110	8.7	23,480	6.6	-25%
Lac du Bonnet, Town	East	1,064	214,370	201.5	129,210	121.4	-40%
Lakeshore, R.M.	North West	1,186	72,921	61.5	78,593	66.3	8%
Lorne, Municipality	South Central	2,904	132,971	45.8	115,208	39.7	-13%
Louise, Municipality	South Central	2,025	149,945	74.0	151,438	74.8	1%
Macdonald, R.M.	Winnipeg and Area	8,120	532,004	65.5	526,894	64.9	-1%
Mallard, Community	North West	102	3,989	39.1	5,234	51.3	31%
Matheson Island, Community	North	136	4,970	36.5	5,730	42.1	15%
McCreary, Municipality	Central West	748	80,248	107.3	80,646	107.8	0%
Meadow Portage, Community	North West	72	3,632	50.4	5,234	72.7	44%
Melita, Town	South West	1,041	60,220	57.8	65,487	62.9	9%
Minitonas-Bowsman, Municipality	North West	1,587	64,352	40.5	62,388	39.3	-3%
Minnedosa, Town	Central West	2,741	199,600	72.8	190,070	69.3	-5%
Montcalm, R.M.	South Central	1,278	81,530	63.8	48,035	37.6	-41%
Morden, City	South Central	9,929	590,183	59.4	573,516	57.8	-3%
Morris, R.M.	South Central	3,049	128,207	42.0	84,279	27.6	-34%
Morris, Town	South Central	1,975	161,958	82.0	127,668	64.6	-21%
Mossey River, R.M.	North West	1,116	78,688	70.5	71,507	64.1	-9%
Mountain, R.M.	North West	980	21,810	22.3	25,895	26.4	19%
Neepawa, Town	Central West	5,685	253,210	44.5	256,440	45.1	1%
Niverville, Town	East	5,947	294,710	49.6	322,740	54.3	10%
Norfolk Treherne, Municipality	South Central	1,770	128,995	72.9	122,628	69.3	-5%
North Cypress-Langford, Municipality	South West	3,011	106,681	35.4	58,204	19.3	-45%
North Norfolk, Municipality	South Central	3,915	175,615	44.9	146,806	37.5	-16%
Oakland-Wawanesa, Municipality	South West	1,758	68,330	38.9	44,706	25.4	-35%
Oakview, R.M.	Central West	1,928	74,568	38.7	62,755	32.5	-16%
Paint Lake-Natural Resources and Northern Development	North	275	16,872	61.4	16,580	60.3	-2%
Peguis First Nation	Interlake	3,053	4,810	1.6	12,790	4.2	166%
Pembina, Municipality	South West	2,406	108,490	45.1	147,690	61.4	36%
Pinawa, L.G.D.	East	1,558	129,994	83.4	122,197	78.4	-6%
Pine Dock, Town	North	38	1,640	43.2	1,900	50.0	16%
Piney, R.M.	East	1,843	67,650	36.7	86,520	46.9	28%
Pipestone, R.M.	South West	1,422	46,014	32.4	48,724	34.3	6%
Portage la Prairie, City	South Central	13,270	972,363	73.3	998,640	75.3	3%
Portage la Prairie, R.M.	South Central	6,888	287,518	41.7	261,458	38.0	-9%
Powerview-Pine Falls, Town	East	1,239	64,790	52.3	67,170	54.2	4%
Prairie Lakes, R.M.	South West	1,625	22,948	14.1	35,825	22.0	56%
Prairie View, Municipality	Central West	2,161	51,814	24.0	69,686	32.2	34%
Rhineland, Municipality	South Central	5,819	121,675	20.9	159,236	27.4	31%
Riding Mountain National Park	Central West	300	4,108	13.7	3,200	10.7	-22%
Riding Mountain West, R.M.	Central West	1,442	35,240	24.4	36,977	25.6	5%
Ritchot, R.M.	Winnipeg and Area	7,469	567,615	76.0	545,280	73.0	-4%
Riverdale, Municipality	South West	1,803	116,085	64.4	106,905	59.3	-8%
Roblin, Municipality	North West	3,089	137,861	44.6	142,428	46.1	3%
Rock Ridge, Community	North West	64	2,659	41.5	3,106	48.5	17%

MUNICIPAL & OTHER PARTNERS	REGION	POPULATION	2023 TOTAL KG REPORTED	2023 KG PER CAPITA	2024 TOTAL KG REPORTED	2024 KG PER CAPITA	% CHANGE
Rockwood, R.M.	Interlake	8,440	180,790	21.4	150,020	17.8	-17%
Roland, R.M.	South Central	1,145	34,030	29.7	41,272	36.0	21%
Rosedale, R.M.	Central West	1,524	19,631	12.9	22,344	14.7	14%
Rosburn, Municipality	South West	973	73,800	75.8	60,520	62.2	-18%
Rosser, R.M.	Winnipeg and Area	1,270	34,250	27.0	32,230	25.4	-6%
Russell-Binscarth, Municipality	Central West	2,596	136,080	52.4	141,309	54.4	4%
Selkirk, City	Interlake	10,504	688,686	65.6	668,860	63.7	-3%
Sifton, R.M.	South West	1,239	48,205	38.9	32,704	26.4	-32%
Snow Lake, Town	North	1,088	15,997	14.7	15,232	14.0	-5%
Souris-Glenwood, Municipality	South West	2,547	128,100	50.3	117,773	46.2	-8%
Spence Lake, Community	North West	70	6,648	95.0	7,561	108.0	14%
Springfield, R.M.	Winnipeg and Area	16,142	827,860	51.3	803,537	49.8	-3%
St. Andrews, R.M.	Interlake	11,723	566,440	48.3	616,100	52.6	9%
St. Clements, R.M.	East	11,586	602,418	52.0	586,369	50.6	-3%
St. François-Xavier, R.M.	Winnipeg and Area	1,449	100,528	69.4	113,081	78.0	12%
St. Laurent, R.M.	Interlake	1,542	51,330	33.3	50,852	33.0	-1%
Stanley, R.M.	South Central	8,981	261,908	29.2	308,543	34.4	18%
Ste. Anne, R.M.	East	5,584	160,761	28.8	157,291	28.2	-2%
Ste. Anne, Town	East	2,891	165,422	57.2	188,503	65.2	14%
Ste. Rose, Municipality	North West	1,591	85,386	53.7	92,984	58.4	9%
Steinbach, City	East	17,806	917,400	51.5	971,220	54.5	6%
Stonewall, Town	Interlake	5,046	316,340	62.7	316,210	62.7	0%
St-Pierre-Jolys, Village	East	1,305	92,135	70.6	59,155	45.3	-36%
Stuartburn, R.M.	East	1,731	32,620	18.8	40,111	23.2	23%
Swan Lake First Nation	South Central	347	16,930	48.8	18,955	54.6	12%
Swan River, Town	North West	4,049	188,627	46.6	199,173	49.2	6%
Swan Valley West, Municipality	North West	2,759	15,774	5.7	16,773	6.1	6%
Tache, R.M.	Winnipeg and Area	11,916	686,000	57.6	719,840	60.4	5%
Teulon, Town	Interlake	1,196	138,850	116.1	147,080	123.0	6%
The Pas, Town (Group)*	North	11,097	360,090	32.4	402,190	36.2	12%
Thompson, City	North	13,035	470,740	36.1	441,240	33.9	-6%
Thompson, R.M.	South Central	1,518	62,307	41.0	63,930	42.1	3%
Two Borders, Municipality	South West	1,120	15,915	14.2	10,880	9.7	-32%
Victoria Beach, R.M.	East	447	83,550	186.9	69,900	156.4	-16%
Victoria, R.M.	South Central	1,188	94,270	79.4	75,797	63.8	-20%
Virden, Town	South West	3,118	251,331	80.6	257,132	82.5	2%
Wabowden-Setting Lake	North	400	2,843	7.1	1,375	3.4	-52%
Wallace-Woodworth, R.M.	South West	2,748	97,115	35.3	99,330	36.1	2%
Waterhen, Community	North West	195	5,318	27.3	6,049	31.0	14%
West Interlake, R.M.	Interlake	2,228	85,315	38.3	76,030	34.1	-11%
West St. Paul, R.M.	Winnipeg and Area	6,682	488,740	73.1	609,223	91.2	25%
WestLake-Gladstone, Municipality	South Central	3,273	114,835	35.1	145,500	44.5	27%
Whitehead, R.M.	South West	1,679	54,640	32.5	36,483	21.7	-33%
Whitemouth, R.M. (Group)*	East	2,974	186,051	62.6	230,405	77.5	24%
Winkler, City	South Central	13,745	1,021,049	74.3	1,107,017	80.5	8%
Winnipeg Beach, Town	Interlake	1,439	59,840	41.6	69,450	48.3	16%
Winnipeg, City	Winnipeg and Area	749,607	47,644,625	63.6	47,647,911	63.6	0%
Woodlands, R.M.	Interlake	3,797	75,590	19.9	79,460	20.9	5%
Yellowhead, R.M.	Central West	1,841	71,755	39.0	97,735	53.1	36%

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

PROMOTION & EDUCATION

BECAUSE OF YOU CAMPAIGN

“DO MY RECYCLING EFFORTS MATTER?”

That’s the question MMSM looked to answer with a new awareness campaign. The Because of You campaign highlighted how much material Manitoba’s residential recycling programs recover. It was a thank you to residents and a message of encouragement to keep recycling. The campaign tagline “You’re doing more than you know” was a reminder that recycling success is possible because of the individual efforts of Manitobans.

The campaign ran from spring till the year’s end with a mix of outdoor, print, video, and digital ads. A landing page for the campaign featured additional facts about residential recycling.

As a result, MMSM’s annual survey showed a four-point increase from 2023 in residents who reported being very confident their recycling was getting recycled (16% -> 20%). When respondents were shown some of the ads, 56% said they felt more confident the items in their blue bin are being recycled and 59% felt more encouraged to recycle, up 7 points from 2023 (52% -> 59%).

RECYCLEPEDIA

The Recyclepedia continues to be a trusted tool for Manitobans. We reviewed the material listings in detail and updated the images and instructions for dozens of materials and disposal options to offer a better user experience. In October, we worked with the City of Winnipeg to add materials and instructions for its green waste program, expanding the usefulness of the Recyclepedia for Winnipeg residents.

146,459
MATERIAL VIEWS

72,262
USER SESSIONS

3,843
APP DOWNLOADS



60% AD
RECALL

51% BRAND
AWARENESS



SIMPLYRECYCLE.CA WEBSITE REFRESH

SimplyRecycle.ca is the cornerstone of MMSM's promotion and education. It's the home of Recyclepedia and numerous resources residents rely on to understand what to recycle. Following an audit, MMSM planned and executed a rebuild of the website to meet today's standards and better communicate the brand and key messages.

A modern design, updated content, and improved functionality on desktop and mobile devices deliver a better user experience. MMSM published the new website in late November and saw immediate increases in sessions and engagement metrics.



WINNIPEG GOLDEYES

MMSM sponsored two Winnipeg Goldeyes Baseball Club afternoon games in May and June, attended by 6,500 students from Manitoba schools. The sponsorship included radio ads during game broadcasts, commercials on the stadium video board, 80 tickets for two classes to attend for free, and dozens more to use for contests.

There were two on-field recycling-themed games between innings, and each student in attendance received a Simply Recycle drawstring bag.



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.

Social media allows MMSM to connect with residents while educating and raising awareness about recycling. 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.



1,643,333
SOCIAL MEDIA IMPRESSIONS



210,069
PAGE VIEWS



153,242
WEBSITE VISITS

EDUCATION

SCHOOL PROGRAMS & SPONSORSHIPS

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, with approximately 500 students participating 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.



EARTH RANGERS

MMSM continued to sponsor Earth Rangers' R.A.W.R. Mission (Respect Animals While Recycling) and 3Rs Club Mission, and expanded the sponsorship to bring the Earth Rangers School Assembly to 15 schools in Winnipeg, Brandon, and Selkirk.

The R.A.W.R. Mission encourages children to take extra steps before disposing of their waste at home to protect animals. In 2024, 214 members in Manitoba completed the mission. The school assemblies were a hit with students and educators. They incorporated interactive technology and live animals to educate and inspire kids to be environmental leaders in their homes. Over 2,500 students experienced the assemblies, which led to 1,499 new Earth Rangers in Manitoba.





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 2023/2024 school and/or calendar year total approximately 459,711 kg.

2023/2024

KG

**UNIVERSITY OF
MANITOBA
(TWO CAMPUSES)**

186,380

**RED RIVER COLLEGE
POLYTECHNIC
(TWO CAMPUSES)**

100,961

**UNIVERSITÉ DE
SAINT-BONIFACE**

33,280

**UNIVERSITY
OF WINNIPEG**

139,090

TOTAL

459,711 KG



MMSM
Multi-Material
Stewardship Manitoba

CONTINUOUS IMPROVEMENTS

Communities across Manitoba partnered with MMSM this year to strengthen their residential recycling programs and increase waste diversion. Strategies focused on reducing contamination in the recycling stream and boosting resident engagement. MMSM staff offered valuable insights and support, helping communities improve the effectiveness and efficiency of their residential waste management systems. Through these efforts, communities were better equipped to create sustainable solutions for waste diversion.

RURAL MUNICIPALITY OF RITCHOT

MMSM supported the R.M. of Ritchot in securing a new collection and processing agreement. Staff assisted by reviewing the Request for Proposals (RFP), offering detailed feedback, and analyzing the bids received to ensure the municipality had a clear understanding of its options. With this support, the R.M. was able to select a competitive proposal that aligned with its needs and ensured cost-effective service.

“From providing expert advice to helping us adapt to recycling changes, MMSM has been a fantastic partner for the R.M. of Ritchot. Their friendly staff has always been there to support us, and we look forward to continuing this great collaboration.”

Mitch Duval
CAO, Rural Municipality of Ritchot

CITY OF BRANDON

The City of Brandon and MMSM maintain a strong, ongoing partnership, collaborating year-round on recycling initiatives. MMSM facilitated a residential waste audit in Brandon, identifying problem materials and guiding promotion and education efforts. The City is dedicated to exploring new and innovative strategies to increase resident participation in recycling and minimize contamination in the recycling stream. MMSM values this partnership and looks forward to supporting future initiatives that enhance waste diversion efforts.

“The City of Brandon appreciates the continued support and collaboration that MMSM provides to us on our recycling efforts and are a critical partner in the City’s recycling success to date.”

Pam Richardson
Director of Public Works, City of Brandon

EVENTS

MMSM had a booth at the Association of Manitoba Municipalities (AMM) Spring Trade Show and Fall Trade Show for public works employees. At both events, MMSM staff had the opportunity to share valuable information with public works employees, city officials, and council members from across the province.

Staff attended a Waste Transfer Operating Training course presented by the Solid Waste Association of North America (SWANA) Northern Lights chapter. This one-day course highlighted operations, safety requirements, and regulations around waste transfer station operations in Manitoba. Several representatives from First Nations around the province attended the session, and staff were able to engage and highlight the MMSM program.

The Manitoba Association of Regional Recyclers (MARR) hosted its annual two-day fall forum, with the first day dedicated to waste management in northern communities. MMSM staff attended a group tour of Mother Earth Mattress Recycling and the R.M. of Taché’s integrated waste management site. On day two, several sessions were held that provided key updates for waste management professionals, including presentations from the Province of Manitoba and insights from producer responsibility organizations, with MMSM participating in a panel discussion. Additionally, MMSM took part in the trade show, building new connections and engaging in meaningful discussions with community leaders and waste management professionals.



Tricom Recycling Inc. in The Pas.



Field Services Director Martin Racicot at the Flin Flon Recycling Centre.

COMMUNITY VISITS

This year, MMSM staff travelled across the province, visiting numerous communities to discuss residential recycling programs with local leaders. These visits included observing recycling infrastructure and systems, presenting updates on the MMSM program, and engaging in discussions focused on supporting waste diversion initiatives. We were able to offer valuable insights into community recycling programs and observe firsthand the progress being made in waste diversion efforts.

Notably, staff made visits to northern communities including Thompson, The Pas, Flin Flon and Churchill. MMSM is thrilled that despite transportation barriers, Churchill joined the MMSM program in 2024 with recycled material being removed via railway to Thompson for processing.

RURAL MUNICIPALITY OF MACDONALD

This year, the R.M. of Macdonald issued a Request for Quotations (RFQ) for residential recycling collection and processing services. MMSM staff assisted by reviewing the RFQ and analyzing the submitted bids. After evaluating multiple proposals, both MMSM and the R.M. agreed to award the new contract to the existing service provider.

TOWN OF TEULON

MMSM assisted the Town of Teulon in updating its contract for residential recycling collection and processing. Staff reviewed the proposed terms, identified areas for improvement, and provided guidance to strengthen the agreement. As a result, the town secured a contract that meets its needs and advances waste diversion goals.

“ The R.M. of Macdonald sincerely values and appreciates the exemplary services provided by MMSM to the Municipality. MMSM’s dedication and professionalism have been instrumental in maintaining the high standards of service that our community relies on for recycling collection. They provided valued direction when the Municipality was working on a contract extension with the service provider. ”

Daryl Hrehirchuk
 CMMA, Chief Administrative Officer,
 Rural Municipality of Macdonald

“ With the residential recycling program preparing for upcoming changes, MMSM helped us update our recycling contract to allow for the flexibility needed in the years ahead. Their timely responses and friendly, helpful approach made the process easy and stress-free. ”

Samara Osnach
 Financial & Administrative Assistant,
 Town of Teulon

FIRST NATIONS AND REMOTE COMMUNITIES

Partnering with Indigenous communities in Manitoba to establish recycling programs and advance waste diversion remains a cornerstone of MMSM's mission. Through collaborative consultation, MMSM is dedicated to addressing the unique needs of each community and supporting efforts to ensure residents have access to reliable recycling programs.

WINTER ROADS 2023-2024 SEASON

The Winter Road Project is an annual collaborative project dedicated to reducing landfill waste in northern and remote First Nations communities. MMSM partners with various Producer Responsibility Organizations (PROs) to develop strategies for the removal of various program materials from participating communities, such as, printed paper and packaging, tires, household hazardous waste, batteries, electronics, sharps, used oil, and other non-stewarded items. The PROs work together to provide ongoing support, resources, and supplies to participating communities. Transportation and processing services are also arranged for the various program materials. Since this program was established, the group has built strong and meaningful relationships with First Nations and northern communities. These partnerships are vital, as local representatives play a key role in ensuring materials are collected, properly staged and prepared for safe removal.

There were five participating communities who collected various PRO materials, as well as some non-stewarded materials.

- **Bunibonibee Cree Nation (Formerly Oxford House)**
- **Northlands Denesuline First Nation (Lac Brochet)**
- **Sayisi Dene First Nation (Tadoule Lake)**
- **St. Theresa Point First Nation**
- **Wasagamack First Nation**

During the 2023-2024 season, MMSM helped remove program materials from two communities, Northlands Denesuline and Sayisi Dene First Nation for a total of 28 tote bags weighing in at 1,390 kg.

Unseasonably warm weather delayed the start of the winter road season and therefore reduced the volume of material that could be removed and transported. In some areas of the province, winter roads were not able to open, and detours were necessary, further complicating logistics.

Despite the weather-related challenges, MMSM helped facilitate the removal and organized the processing of two full trailer loads of non-stewarded cardboard from the Northern Store in Bunibonibee Cree Nation (Oxford House), achieving a total weight of 17,912 kg. This accomplishment highlights the continued commitment to supporting sustainable material management and improving environmental outcomes in northern communities.

17,912 kg
NON-STEWARDED CARDBOARD



NACC TRADESHOW

In August, MMSM staff attended the 52nd Annual General Assembly and Tradeshow hosted by the Northern Association of Community Councils (NACC). Representatives from 47 northern affairs communities across the province attended, creating a platform to share information about the MMSM program at the tradeshow booth. The event provided MMSM with a valuable opportunity to expand its reach to new communities, build relationships, and share knowledge.

BUILDING PARTNERSHIPS WITH FIRST NATIONS COMMUNITIES

MMSM staff attended events throughout the year to engage and build partnerships with Indigenous community representatives. At the MARR forum, discussions focused on waste diversion strategies, particularly highlighting challenges in northern and First Nations communities. MMSM hosted a virtual discussion on Indigenous engagement, bringing together organizations to share best practices and explore ways to better connect First Nations communities with recycling resources. By fostering collaboration, MMSM aims to strengthen support networks, improve program effectiveness, and promote sustainable recycling efforts across Manitoba.



PLASTIC BAG REDUCTION

MMSM's plastic bag reduction efforts have kept hundreds of millions of plastic bags out of landfills since 2010. We've used ad campaigns and event sponsorship to promote the reduction, reuse, and recycling of plastic bags in Manitoba.

Many retailers no longer provide single-use bags to customers and as a result, plastic bag recycling options are limited with fewer stores offering return-to-retailer programs. Despite this, we continued to update a list of stores that collect plastic bags for recycling on SimplyRecycle.ca. In addition, we donated reusable bags throughout the year to several non-profit organizations, communities, and school events to use in place of single-use bags.

Plastic bags remain a problematic material at MRFs, as they get tangled in machinery. To increase awareness among residents, we dedicated social media and blog posts to the topic, featured plastic bags in the *Recyclepedia*, and frequently noted rules for plastic bags in communications about accepted materials.



Caring for our Environment Manitoba handing out MMSM reusable bags at Trees Winnipeg's Arbor Day.

MMSM'S FULL EPR DRAFT TRANSITION PLAN

Following thorough stakeholder consultation in 2021, MMSM submitted its draft Transition Plan to the Minister of Environment and Climate on November 17, 2021. Following feedback from the Manitoba Government, MMSM revised and resubmitted the plan on June 3, 2022. Additional public input was gathered through consultations in July and August 2022.

In an effort to further refine the plan, the government formed an advisory committee consisting of MMSM and other key stakeholders impacted by the transition to full EPR. Through the spring of 2024, the committee held five meetings of four-hour facilitated discussions. Key themes within the plan were discussed including;

- **Timeline**
- **Awareness (Promotion and Education)**
- **Access**
- **Contracts and Payment for Services**
- **Collection**
- **Operation**
- **Governance**
- **Targets and Performance**
- **Reporting**

Government appointed, third-party advisors compiled these discussions into a report submitted to the government. MMSM has been refining the plan based on insights from these advisory committee discussions.

Earlier this year, MMSM issued a Request for Expressions of Interest (REOI) to gather information and insights on the province's post-collection network. This process provided valuable insight into facility capacity, existing infrastructure, and the interest of post-collection service providers in participating in the full EPR program. This marks an important step in developing the post-collection network under full EPR.

The MMSM team continues preparing for the province's move to full EPR while the Transition Plan undergoes further review. Communities in Manitoba and other stakeholders will continue to receive updates on any new developments and timeline.



Executive Director Karen Melnychuk presented on the PRO panel at the Manitoba Association of Regional Recyclers Fall Forum.

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 2024, THERE WERE:

820 REGISTERED STEWARDS

650 STEWARD REPORTS RECEIVED

182 VOLUNTARY STEWARD 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 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 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.

RECOVERY RATES BY MATERIAL

MATERIAL	QUANTITY SUPPLIED (TONNES)	QUANTITY RECOVERED (TONNES)	2023 RECOVERY RATE (%)	2022 RECOVERY RATE (%)
Newsprint	7,062	8,164	98.0%	98.0%
Magazines and Catalogues	531	1,879	98.0%	98.0%
Telephone Books	68	32	46.8%	77.3%
Other Printed Paper	2,223	1,882	84.7%	66.9%
Corrugated Cardboard	12,848	13,288	98.0%	98.0%
Boxboard	13,906	9,022	64.9%	67.3%
Gable Top Cartons	766	825	98.0%	98.0%
Paper Laminates	2,777	783	28.2%	23.6%
Aseptic Containers	670	362	54.1%	56.3%
PET Containers and Bottles	6,167	4,267	69.2%	64.4%
HDPE Containers and Bottles	3,514	2,455	69.9%	71.5%
Plastic Film	2,916	371	12.7%	15.0%
Plastic Laminates	3,422	398	11.6%	14.0%
Polystyrene	1,366	329	24.1%	32.1%
Other Plastics	6,234	2,908	46.6%	53.5%
Steel Food & Beverage Cans	2,742	1,747	63.7%	72.1%
Steel Aerosols	210	62	29.3%	39.7%
Other Steel Containers	3	-	0.0%	35.3%
Aluminum Food & Beverage Cans	3,765	1,703	45.2%	41.4%
Other Aluminum Packaging	376	77	20.5%	27.5%
Clear Glass	9,994	7,732	77.4%	82.3%
Coloured Glass	5,096	3,917	76.9%	81.1%
TOTAL	86,655	62,203	71.8%	71.8%

1 The supplied tonnes are the tonnes reported by MMSM stewards in their 2024 Steward Reports containing 2023 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 2021, 2022, and 2023 in the province.

3 The recovery rates used for 2025 fee-setting (i.e., latest fee year) are the 2023 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, corrugated cardboard, and gable top cartons.

5 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, 2024, and the statements of changes in net assets, operations, and 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, 2024, 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 the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

OTHER MATTER

The financial statements for the year ended December 31, 2023, were audited by another auditor who expressed an unmodified opinion on the financial statements on May 23, 2024.

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

Management is responsible for the preparation and fair presentation of these 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 any applicable matters related to that assessment, and applying the going concern basis of accounting—unless there is an intention to liquidate the Organization, cease operations, or no realistic alternative exists.

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.

BDO Canada LLP

Chartered Professional Accountants, Licensed Public Accountants

Toronto, Ontario
May 28, 2025

BALANCE SHEET

AS AT DECEMBER 31

	2024	2023
	\$	\$
ASSETS		
CURRENT		
Cash	27,258,787	22,899,914
Accounts receivable	1,228,833	318,234
Prepaid expenses and other assets	121,318	62,618
	28,608,938	23,280,766
CAPITAL ASSETS [note 2]	767	1,032
	28,609,705	23,281,798
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable and accrued liabilities	7,890,606	5,188,810
NET ASSETS		
Invested in capital assets	767	1,032
Unrestricted	20,718,332	18,091,956
	20,719,099	18,092,988
	28,609,705	23,281,798

See accompanying notes

On behalf of the Board:



John Graham,
Director



Ian Urquhart,
Director

STATEMENT OF OPERATIONS

YEAR ENDED DECEMBER 31

	2024	2023
	\$	\$
REVENUE		
Steward fees	22,193,587	23,980,618
Interest income and other	1,431,141	1,319,870
	23,624,728	25,300,488
EXPENSES		
Municipal programs support payments	17,450,843	19,225,265
Program delivery/stewards services <i>[note 3]</i>	2,091,186	2,101,085
Promotion and education <i>[note 5]</i>	485,123	456,144
Administrative and corporate <i>[note 4]</i>	444,410	471,123
Continuous improvement process	284,667	250,435
School funding	206,576	221,414
	20,962,805	22,725,466
Enhanced programs - aluminum recovery	25,620	-
Enhanced programs - plastic bags	10,192	-
	35,812	-
	20,998,617	22,725,466
EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR	2,626,111	2,575,022

See accompanying notes

STATEMENT OF CHANGES IN NET ASSETS

YEAR ENDED DECEMBER 31

	2024	2023
	\$	\$
NET ASSETS, BEGINNING OF YEAR	18,092,988	15,517,966
Excess (deficiency) of revenue over expenses for the year	2,626,111	2,575,022
NET ASSETS, END OF YEAR	20,719,099	18,092,988

See accompanying notes

STATEMENT OF CASH FLOWS

YEAR ENDED DECEMBER 31

	2024	2023
	\$	\$
OPERATING ACTIVITIES		
Excess of revenue over expenses for the year	2,626,111	2,575,022
Adjustments to reconcile excess of revenue over expenses for the year to cash provided by operating activities:		
Amortization of capital assets	265	291
Settlement of steward fees with in-kind services	(17,177)	(19,812)
In-kind advertising expenses	50,481	86,230
Changes in non-cash working capital balances:		
Accounts receivable	(910,599)	(96,251)
Prepaid expenses and other assets	(92,004)	(3,252)
Accounts payable and accrued liabilities	2,701,796	(185,194)
CASH PROVIDED BY OPERATING ACTIVITIES	4,358,873	2,357,034
Increase in cash during the year	4,358,873	2,357,034
CASH, BEGINNING OF YEAR	22,899,914	20,542,880
CASH, END OF YEAR	27,258,787	22,899,914

See accompanying notes

NOTES TO FINANCIAL STATEMENTS

DECEMBER 31, 2024

1. SIGNIFICANT ACCOUNTING POLICIES

The following is a summary of significant accounting policies of the Organization:

(a) 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 MMSM is exempt from income taxes under Section 149 of the Income Tax Act (Canada).

(b) Basis of Accounting

The financial statements have been prepared using Canadian accounting standards for not-for-profit organizations.

(c) 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 tonnage of all product supplied in Manitoba as required by 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.

(d) Capital Assets

Capital assets are recorded at cost less accumulated amortization and are amortized on the following basis:

Computer equipment	- 3 years straight-line
Furniture and equipment	- 5 years straight-line

(e) 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.

(f) 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.

(g) Financial Instruments

Unless otherwise noted, the Organization initially measures its financial assets and liabilities at fair value and subsequently measures its financial assets and liabilities at amortized cost.

Financial assets are tested for impairment when indicators of impairment exist. When a significant change in the expected timing or amount of the future cash flows of the financial asset is identified, the carrying amount of the financial asset is reduced and the amount of the write-down is recognized in net income. A previously recognized

NOTES TO FINANCIAL STATEMENTS *(Continued)*

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impairment loss may be reversed to the extent of the improvement, provided it is not greater than the amount that would have been reported at the date of the reversal had the impairment not been recognized previously, and the amount of the reversal is recognized in net income.

(h) Use of Estimates

The preparation of financial statements in accordance with Canadian accounting standards for not-for-profit organizations 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 revenues and expenses during the reporting period. Accounting estimates include estimates of unreported tonnages and collectability of steward fees.

Stewards are obligation 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 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.

2. CAPITAL ASSETS

	Cost \$	2024 Accumulated Amortization \$	Cost \$	2023 Accumulated Amortization \$
Computer equipment	1,724	1,724	1,724	1,724
Furniture and equipment	17,858	17,091	17,858	16,826
	19,582	18,815	19,582	18,550
		767		1,032

3. SIGNIFICANT CONTRACTS

A management services agreement is in place to provide administrative and support services for all 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 2024 was \$1,179,334 (2023 - \$1,347,634) and is recorded in program delivery/steward services expense.

4. COMMITMENTS

The Organization has entered into an operating lease for its premises for a total commitment of \$306,803. 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 minimum annual lease payments are as follows:

	\$
2025	77,872
2026	80,799
2027	80,799
2028	67,333
	306,803

5. IN-KIND CONTRIBUTED SERVICES

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, 2024, MMSM had \$Nil (2023 - \$33,233) 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 \$50,481 (2023 - \$86,230) 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 expense in the financial statements.

6. FINANCIAL INSTRUMENT RISK EXPOSURE AND MANAGEMENT

Management has established policies and procedures to manage risks related to financial instruments, with the objective of minimizing any adverse effects on financial performance. Unless otherwise noted, it is management's opinion that the Organization is not exposed to significant interest rate, or currency risks arising from its financial instruments. A brief description of management's assessments of these risks is as follows:

(a) Credit Risk:

Financial instruments potentially exposed to credit risk include cash and accounts receivable. Management considers its exposure to credit risk over cash to be remote as the Organization holds cash deposits at a major Canadian bank. Accounts receivable are monitored regularly for collections and the carrying amount represents the maximum credit risk exposure. The Organization's provision for uncollectable accounts receivable is \$114,827 (2023 - \$94,245).

(b) Liquidity Risk:

Liquidity risk is the risk that the Organization will not be able to meet its obligations as they come due. The program operated by the Organization carries risks in the ability to forecast and control expenditures. Management has taken steps to ensure that the program will have sufficient working capital available to meet obligations. Financial instruments potentially exposed to liquidity risk include accounts payable, accrued liabilities, and commitments.



MMSM staff as the Remarkable Recyclers and Winnipeg Mayor Scott Gillingham at the 2024 Downtown Spring CleanUp.



Executive Director Karen Melnychuk and Field Services Manager Kalin McDonald in Churchill.



MMSM Field Services Director Martin Racicot, Senior Manager Kristin Houle, and Manager Kalin McDonald at the 2024 AMM Spring Conference.



Finance Director Carolyn Van Herksen and Office Administrator Amelia Marshall, who joined MMSM in 2024.



MMSM's communications team at 201 Portage to talk recycling with Winnipeg residents.



MMSM staff, Board Chair John Graham, and Board Director Michelle Saunders at the 2024 Canadian Stewardship Conference in Toronto.



Communications Coordinator, Joel Larson, featured in RRC Polytech's Polytechnic Proud campaign.

MMSM LEADERSHIP & STAFF

Board of Directors 2024

John Graham

Board Chair, Retail Council of Canada (RCC)

Sandy Hopkins

Vice Chair, Independent Member

Ian Urquhart

Treasurer, Manitoba Liquor and Lotteries Corporation

Michelle Saunders

Director, Food, Health & Consumer Products of Canada (FHCP)

Harold Bonazew Jr.

Director, Canadian Beverage Association (CBA)

Jeff Neufeld

Director, Dairy Group

Gary Goodwin

Independent Director

Kara Mitchell

Director, Government Affairs & ESG Strategy, Pattison Food Group

Kris Barnier

Director, Central Region Restaurants Canada

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

Gary Goodwin

Jeff Neufeld

Kara Mitchell

Governance Committee

Sandy Hopkins *Chair*

John Graham

Michelle Saunders

Harold Bonazew Jr.

Kris Barnier

Municipal Industry Program Committee

John Graham *Co-Chair*

Jeff Neufeld

MMSM STAFF

Karen Melnychuk

Executive Director

Carolyn van Herksen

Director, Finance

Martin Racicot

Director, Field Services

Kristin Houle

Senior Manager, Field Services

Kalin McDonald

Manager, Field Services

Amelia Marshall

Office Administrator

Michelle Pereira

Director, Marketing & Communications

Joel Larson

Communications Coordinator

Rita Viana

Marketing & Communications Specialist



MMSM

Multi-Material
Stewardship Manitoba

StewardshipManitoba.org

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