



Working Together to Advance the Circular Economy

Canadian Stewardship Conference

Allen Langdon, CEO
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About Us

- National not-for-profit producer responsibility organization (PRO) created and governed by producers.
- We support producers in meeting their obligations under extended producer responsibility (EPR) regulations for packaging and paper across Canada.
- Our efforts are also focused on advancing the circular economy by building efficient and effective recycling systems that:
 - Advance innovation.
 - Increase performance.
 - Deliver improved environmental outcomes.



Our Commitment: Add Value for Producers

- **Not-for-profit**, cost-efficient service delivery model.
- **Transparent, collaborative, producer-led** governance model.
- **Innovative recycling solutions**, proven performance & expertise.
- **Achieving management targets** for all material categories.
- **Fair cost allocation** among producers.
- **National harmonized approach** that achieves economies of scale and program efficiencies.
- Secure systems and **easy to use national reporting platform** to meet EPR requirements across Canada.
- **Promotion & education strategy** that increases recycling rates and drives results.



Our Founders



Our Presence Across Canada

Implementing:

- **Ontario:** transition began July 1, 2023
- **New Brunswick:** transition began Nov 2023
- **Alberta:** launching in April 2025
- **Nova Scotia:** December 2025
- **The Yukon:** late 2025

In consultation:

- Newfoundland & Labrador

Monitoring:

- Prince Edward Island



Deeper Dive: Our Presence in Ontario

- Ontario's Blue Box Regulation sets out a three-year transition to EPR beginning July 1, 2023.



- To meet Ontario's transition timelines and requirements, Circular Materials has dual roles:
 - **Administrator** responsible for operating the common collection system for blue box material; and
 - **PRO** responsible for operating the post-collection system for blue box material on behalf of our producers.

Year in Review: Ontario Transition Status

- After a successful launch on July 1, 2023, we have made great progress.
- As we look to 2026 and beyond, we are committed to delivering a program that improves recycling rates and environmental outcomes.

Common collection system status



303 collection contracts



43 receiving facility sites



190 communities fully transitioned

Circular Materials' post-collection system status



15 pre-conditioning facility agreements



3 marketing agreements



Importance of Collaboration, Innovation and Investments

Partnerships

We are committed to collaborating with partners to advance the circular economy, including identifying gaps and opportunities to enhance the current recycling infrastructure.



Driving Plastic Packaging Recycling Innovation

- Circular Materials is partnering with Éco Entreprises Québec (ÉEQ) & Recycle BC to drive plastic packaging recycling innovation in Canada.
- **Request for expressions of interest (REOI)** process underway to identify plastics sorting, mechanical and advanced chemical recycling technologies capable of achieving regulated plastics recovery targets.
- Goal to meet regulatory targets, increase recycling rates and return recycled plastics to producers to support a circular economy.





Returning Material to Producers

We are developing the first-of-its-kind Material Access Program that will return recycled material back to producers for use in new products and packaging.

Why is Material Access Important?

- Supports our producer members in increasing the use of post-consumer recycled (PCR) content.
- Improves availability of PCR content and helps develop end markets and processors that can manage recycled content.
- Supports managing supply and costs of PCR content.
- Helps meet provincial recovery targets by having commodity materials returned to producers for use in their packaging and products.

Keys to Designing for Recyclability



Simple Consumer Communication

- Will the consumer know the packaging is recyclable?
- Are there any disassembly instructions to be communicated?



Easy Primary Processing

- Will the packaging material be easily identified by manual and automated processes in a pre-conditioning facility?
- Is the packaging too large or too small to be easily sorted?



Valuable Downstream Processing

- Will the packaging be easily processed into a new product or packaging?
- Is there a high demand and value for the packaging material?



Producer Collaboration & Input

- **Engaging with producers is key.**
- We host ongoing Producer Working Group meetings to ensure we are designing a system that meets producer needs – includes:
 - Services to producers in jurisdictions we operate in.
 - Expansion plans, and,
 - Development of our recycling supply chain.

Advancing the Circular Economy

- In collaboration with our partners and producer members, Circular Materials is committed to advancing a circular economy - more material looped into the circular economy benefits people and the planet.
- By developing and enhancing circular recycling systems across Canada, we are proud to be adding value to the economy, creating green jobs and fostering more sustainable communities.

Circular Materials is committed to increase the long-term supply of recycled material at the least cost.



Questions?



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