



**Green Manitoba**  
*Bringing Eco Solutions to You*

***Manitoba's Extended Producer  
Responsibility Program***

***Association of Manitoba Municipalities  
Municipal Officials Seminar***

***Brandon, Manitoba  
February 27, 2006***

# ***Green Manitoba – Who We Are***

- Green and Growing Strategy - December 2005
  - [www.manitoba.ca/greenandgrowing](http://www.manitoba.ca/greenandgrowing)
- Special Operating Agency (SOA) - April 1/06
- Broad Scope
  - Energy Efficiency
  - Climate Change
  - Waste Reduction
  - Water Conservation
  - Green Transportation
  - Green and Healthy Living
- Goal - Minimize Manitoba's ecological footprint & stimulate sustainable development

***Integrating and coordinating the roles and contributions of our partners***

# ***Green Manitoba – Why Now***

- Government's commitment to sustainable development and the environment
- Opportunity for innovative program/service delivery
- Growing community support
- Economic potential

# ***Green Manitoba – What We Do***

## **Our Core Cross-Cutting Activities:**

- Identify sustainable growth opportunities
- Coordinate program development and implementation
- Increase awareness, education and buy-in
- Develop and broker relationships
- Measure program performance
- Collect information and expertise
- Facilitate funding opportunities
- Influence government policy
- Advocate national standards (energy, water, waste)

***A Greener and Cleaner Manitoba***

# ***Green Manitoba – Our Approach***

## ***Guiding Principles***

- Work in partnership with stakeholders
- Establish effective relationships
- Seek sensible solutions with equitable impacts
- Promote community-based action
- Build on success
- Strive for innovation by bringing people and ideas together
- Add value and demonstrate accountability

# ***Waste Management in MB (2002)***

- Waste Disposed: 896,556 T
  - Per capita: 776 kg  
(22% reduction)
  - National average: 790 kg
  - Nova Scotia: 417 kg  
(46% reduction)
- Landfills: 262
  - Class 1 (pop>5,000): 11
- Landfills Closed (91 to 02): 200
- Regional Waste Systems: 10
  - Regional Waste Task Force Report (1999/2000)
  - 57 transfer stations
- Composting Systems: +40

***GOAL: 500 kgs/capita***



# ***Product Stewardship - Overview***

- Product Stewardship in Canada
  - 50 EPR programs address a dozen separate products and materials
  - Harmonize to the extent possible with other jurisdictions
- Benefits of Extended Producer Responsibility (EPR):
  - i. Shift the financial responsibility for waste products from the taxpayer to the producer and consumer; and
  - ii. Reduce the environmental impact of a product by promoting better product design
- Product stewardship priorities:
  - Tires
  - Packaging and Printed Papers
  - Household Hazardous Waste
  - Electronic Waste

# *Stewardship Program Objectives*

- Increase industry steward responsibility for program design and performance
- Resolve the financial challenge confronting the Manitoba Product Stewardship Corporation and the Tire Stewardship Board
- Provide more flexibility for stewards to match program revenues with expenditure requirements
- Require less direct government involvement in program management
  - eliminate designated boards and levies
  - stakeholder involvement and oversight
- Build on the success of current programs to establish broad based EPR programs that are economically and environmental sustainable

# ***Program Expectations***

- **Key program expectations include:**
  - Industry Funding Organizations (IFOs) will be established
  - Program proposals will be developed by IFO's with stakeholder consultation and input
  - Programs will provide province-wide, equitable user access
  - Program design & implementation will be “fast tracked”
  - 80:20 cost sharing of benchmarked municipal expenses will be maintained
  - Program performance measures and targets to be established
  - Eligible government costs will be reimbursed by IFO's

# ***The Regulatory Model***

- **By Regulation (Oil Stewardship Model)**
  - Define designated material
  - Define steward (first seller)
  - Require first seller to operate or participate in a product management plan
  - Set out requirements for plan requirements and approval process
  - Requirement for consultation on the plan
- **Product Business Plan**
  - Define the program management structure
  - Set out proposed revenue generation system
  - Set out operational details of program
  - Green Manitoba makes recommendation on plan approval
- **Program Performance Measurement**
  - Green Manitoba to establish program performance measures/targets and monitor
  - IFO to report on program performance and achievements

# Activities to Date

- Industry Stewardship Consultation Workshop
  - October 25 in Winnipeg
  - 50 industry representatives / stewards attended
  - 100 participants on web-cast
  - Workshop Consultation Summary Report (January 2006)
- Four Discussion Documents developed on priority materials
  - [www.greenmanitoba.ca](http://www.greenmanitoba.ca)
- Four Stewardship Regulations Drafted
  - Tires, Packaging & Printed Paper, HHW and E Waste
- Initiated consultations with other stakeholders
  - AMM, MARR, RCM, Eco-Net, CAC, MPSC regional meetings
  - Stakeholder Forum February 21, 2006

# Stewardship Program Status

- Dedicated Resources (2004): \$13 million
  - Manitoba Product Stewardship Corp: \$7.2 million
    - 13 “blue box” materials (packaging and paper products)
    - 64,600 T – 80:20 cost share
    - Expenditures: \$9.1 million (Surplus: \$2.3 million)
    - Paper market pressures
  - Tire Stewardship Board: \$2.3 million
    - All sources of used tires
    - 1.4 million PTE processed annually
    - Expenditures: \$3.1 million (Surplus: \$111,000)
    - \$500,000 interim funding support approved
  - MARRC: \$3.1 million
    - Used oil, filters and containers
    - 75% used oil recovery (70 collection centres)
    - Expenditures: \$3.1 million (Surplus: \$863,000)

# Recycling a Success Story

- 203 community recycling programs
- Recycling Support: \$7.7 million
  - Winnipeg: \$4.4 million
- Recyclables collected: 64,600 T
  - 55 kgs/per capita (70%)
  - Winnipeg: 39,500 tonnes
- EPR Program Outcomes
  - Build on current MPSC system
  - Voluntary system
  - Maintain 80:20 cost share formula
  - Expanded steward responsibility: all packaging and printed papers
  - Stewardship Ontario Model – steward fees based on weight/type of material
    - Regulated 2 cent levy eliminated
    - IFO determines management structure & revenue system



# Household Hazardous Waste

- HHW Collection Service
  - Annual Contract with Miller Environmental (\$700,000)
  - Inadequate service to meet public demand
- Collection Events (2004)
  - 12 rural/northern collection events
  - Winnipeg 19 events (300 cars per event)
  - 6,258 vehicles visited depots
    - +500,000 kgs of HHW
- Stewardship Program Consultations (2001)
- EPR Program Outcomes
  - Expended permanent collection infrastructure
  - BC HHW collection model (Product Care)
  - Paint, antifreeze, fluorescent lights, HHW categories (CSA Standard), car batteries, pharmaceuticals, and sharps



# Scrap Tires

- No major stock piles of tires
- 12,600 T of tires recycled
- Eliminated landfilling of tires
- One tire recycled for every tire sold
- Interim Board established and interim funding awarded
- EPR Program Outcomes
  - Enhanced tire collection system
  - Revised processor credit system
  - All tires and tubes
  - Industry IFO to establish method of revenue generation (SK Model)



# Electronic Waste

- No comprehensive collection and recycling services for E-waste
- IT Waste Generation: 6,423 Tonnes
  - only 1% of waste but potential for 70% of heavy metal in the waste stream
- EPSOM Pilot Collection Project (2002)
  - 91.8 tonnes of electronics collected
    - ~2 T of waste to Brady Road
    - Project cost: \$115,000
- Recycling Options
  - 10 recyclers / resellers
- EPR Program Outcomes
  - Comprehensive permanent collection infrastructure for computer waste, televisions, cell phones and rechargeable batteries



# Next Steps (2006)

- Establish Industry Working Groups
  - February (Tires, HHW, Packaging & Printed Paper)
  - March (Electronic Waste)
- Stakeholder Forum (February 21)
- AMM Municipal Officials Seminar (Brandon)
  - EPR Program Workshop (February 28)
- Public Consultation Process on Regulations
  - Formal 28 day comment period required
  - Tire Stewardship Regulation/Guidelines (March 1)
- Industry Consultation on Draft Business Plan Development
  - Tires (March / April)
- Enactment of Regulation (April)
- Business Plan Consultation and Plan Approval (April / May)

# Summary

- Current regulated levy programs are not sustainable – expenditures exceed revenues
- Shift from regulated levies and board structures to industry operated programs
- Establish steward IFO's to better match program revenues and expenditures
  - reduce government involvement
  - Increase stakeholder involvement / oversight
- Public demand for improved HHW and E Waste recycling systems
- Build on existing programs and experience to implement enhanced stewardship programs

# Questions? / Comments



Submit Comments to: [jferguson@gov.mb.ca](mailto:jferguson@gov.mb.ca)