



New Packaging and Printed Paper Stewardship Program

By Ken Friesen, Multi-Material Stewardship Manitoba

Beginning April 1, Multi-Material Stewardship Manitoba (MMSM) will launch its new Packaging and Printed Paper Stewardship Program. So what's the same and what has changed since the MPSC program? This new program responds to Regulation 195/2008 under the *Waste Reduction and Prevention (WRAP) Act*. It strengthens support for Manitoba's multi-material recycling program and builds on the successful recycling program that has been available to Manitobans for many years now.

What is new?

For the past 15 years, the Manitoba Product Stewardship Corporation (MPSC) has provided recycling throughout the province. This new Regulation makes the "stewards" of packaging and printed paper

responsible for organizing and supporting a program to recover those materials as well as to reduce litter. Stewards are companies and people who are the brand owners, first importers or first sellers of packaging and printed paper in Manitoba. Any business that supplies, distributes, or sells packaged products or printed paper in Manitoba may be affected by the new provincial legislation and must register as product stewards and remit fees that are used to operate the program and cover up to 80% of the cost of municipal recycling programs in Manitoba.

Mandate - Multi-Material Stewardship Manitoba

Multi-Material Stewardship Manitoba (MMSM) is a steward responsibility organization (SRO) that was formed in

2006 in anticipation of the Packaging and Printed Paper Stewardship Regulation. MMSM developed and submitted a Program Plan as part of its obligation under the Regulation, and it is this plan that has been approved by the Minister of Conservation. The Board of Directors consists of steward representatives, most of who were involved in the development of the Program Plan. For more information, visit www.stewardshipmanitoba.org.

Stewardship programs in other jurisdictions

These types of broad based stewardship programs are achieving success in other Canadian jurisdictions; both Ontario and Quebec operate similar packaging and printed paper programs. There are now over 50 stewardship programs across Canada. While the models and programs



are not uniform across Canada or in Europe, the consistent thing among them is the intention to shift the burden of managing end-of-life products and packaging from taxpayers to producers and consumers.

How will this program affect Manitoba municipalities?

In the short term MMSM has decided to maintain the current funding rates for each population group (as shown in the table below) and will continue to pay municipal support claims for all recycled material recovered from local recycling programs. Remember that to be paid each municipality must send to MPSC its support claims for material collected to the end of March 31, 2010. MMSM will start paying municipal support claims for material recovered as of April 1, 2010 following a similar structure presently in place with MPSC. Old Corrugated Cardboard (OCC) payments will also follow the current MPSC process and be paid at a designated time using the same cap percent limits.

Payment rate per tonne for April 1, 2010 to December 31, 2010

0 - 1,000 population	\$213
1,001 - 5,000 population	\$162
5,001 - 15,000 population	\$138
Brandon	\$132
Winnipeg	\$108

What's next?

For 2011, MMSM will implement several changes. MMSM has adopted a calendar year as its fiscal year to match up with municipalities and the reporting periods and payment schedules will change. All of the changes will be discussed within the Municipal Industry Advisory Committee (currently being formed) prior to MMSM Board decisions. For 2011, MMSM will enter into contracts with municipalities thereby formalizing the payment arrangements. *Most significantly, however, is that MMSM, like MPSC, is mandated by Regulation to provide up to 80% of the net cost of efficient and effective recycling programs.*


MMSM will also establish a Continuous Improvement Program that will be funded one-third by industry, one-third by the Province, and one-third by municipalities. This program will make strategic

investments to increase the efficiency and effectiveness of recycling in Manitoba.

Further information regarding promotion and education, school and post-secondary recycling program funding, and plastic bag reduction programs will also be made available in the next short while.

MMSM will send detailed information to all municipalities shortly. For questions or further information, we encourage municipal

representatives to contact MMSM at municipalservices@stewardshipmanitoba.org.

Building on the growth and success of the MPSC program, MMSM will ensure that packaging and printed paper "Blue Box" recycling programs are sustainable into the future. We look forward to our partnership with municipalities to support Manitoba recycling and contribute to the environmental protection of this province. 

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