



RECYCLEBC™

2017 Consultation Pre-read Workbook





Dear Stakeholders,

Recycle BC is excited by the opportunity to meet and collaborate with everyone at the upcoming 2017 Recycle BC Consultation on November 15 and 16 at the Anvil Centre in New Westminster.

We have completed three full years of operation and can be very proud of what we have accomplished. Our stewards, collectors, post-collection partners and other stakeholders are an integral part of our program and have played key roles in the program's early success.

Recycle BC is regularly recognized as one of the most successful Extended Producer Responsibility (EPR) programs in North America. It reaches 1.2 million households in 155 communities with curbside or multi-family collection, and 98% of the province has access to our depots. In 2016, we achieved a 78% recovery rate, well above target, and have established a sophisticated province-wide post-collection network that efficiently returns packaging and printed paper back to recycling markets. Also in 2016, we underwent a rebrand from Multi-Material BC (MMBC) to Recycle BC – a name that is more intuitive, relevant and engaging to our stakeholders and BC residents.



We are holding this consultation to build on our existing partnerships, and to evolve our program's performance to ensure its continued success. The consultation will bring together expertise, perspectives and complementary environmental mandates that will help us answer some fundamental and critical questions, such as: How have our collective efforts performed until now? How can we improve?

We look forward to great discussions and feedback that will help advance residential packaging and printed paper recycling in British Columbia, and we look forward to seeing you on November 15 and 16.

Kind regards,

Allen Langdon

Managing Director, Recycle BC



Table of Contents

Overview	1
Three Years of Recycle BC Data Workshop	3
Curbside Collection Workshop.....	5
Multi-family Collection Workshop	7
Depot Collection Workshop.....	9
Contamination Workshop	11
Streetscape Recycling Workshop	113
Research and Development: Multi-laminated Plastics Workshop	16
Program Plan Workshop	18
Marketing and Communications Workshop	21
Conclusion	23



Overview

Having already met the recovery rate target of 75% for packaging and printed paper (PPP) as specified in section 5.1 of the [Packaging and Printed Paper Stewardship Plan](#) (the Program Plan), Recycle BC is holding a consultation with stakeholders to receive input on how it can continue to build on its performance. Having been in operations for three years now, there is sufficient data available to examine performance metrics and identify opportunities for program improvement.

During the Recycle BC Consultation, we hope to gain meaningful perspectives on the current Program Plan, gather input on proposed changes to the plan, review proposed changes to the curbside, multi-family and depot agreements, payment structure and payment rates and explore opportunities to improve efficiency and effectiveness in the delivery of the Recycle BC program.

In selecting the appropriate approach to engagement with its stakeholders, Recycle BC was guided by best practices as outlined by the International Association of Public Participation (www.iap2.org). For its consultation event, Recycle BC's promise to stakeholders is to keep them informed, listen to and acknowledge concerns and aspirations, and provide feedback on how stakeholders' input influenced our decisions. Where possible, Recycle BC will work to more closely involve its stakeholders in identifying potential alternatives or solutions to improving the program. This may mean Recycle BC will work to ensure that concerns and aspirations are directly reflected in the alternatives developed.

The consultation will consist of multiple workshops aimed at achieving a full range of stakeholder viewpoints and suggestions. The workshops are designed to provide an engaging experience for all participants, and will address topics such as depot, curbside, and multi-family collection, contamination, multi-laminate packaging, streetscape collection, marketing and promotion for packaging and printed paper programs, and the Program Plan.

About the Pre-read Workbook

This pre-read workbook is designed to help prepare you for each of the consultation workshops. It provides details on the objectives and format of each workshop, as well as background information and data to help support our discussions. For those who have not yet registered, please review this workbook to best determine if this consultation event would be relevant to you.

Personalized Data Book

All collectors participating in the consultation will receive a personalized data book showcasing their individual collection performance metrics. Personalized data books will be emailed to collectors several weeks in advance of the consultation to allow time to review and prepare any questions. To protect the privacy of data, individual collector's results will not be displayed during the workshop. Please bring your personalized data books to the consultation to reference throughout the workshops you attend.

In advance of the consultation, participants attending the curbside, multi-family and/or depot collection workshops will also receive information on the new proposed collection payment structure and rates, including the proposed incentive rates applicable to their collection area.



RECYCLEBC™

Consultation Details

Dates:

Wednesday, November 15, 2017

Thursday, November 16, 2017

Location:

Anvil Centre

777 Columbia Street

New Westminster, BC

T 604 515 3830

E anvilcentre@newwestcity.ca

If you have not yet registered and would like to attend the consultation, please visit:

RecycleBC.ca/RecycleBC-Consultation/.

Questions

If you have questions or would like more information regarding the consultation, please contact us at

consultation@recyclebc.ca or 778-588-9504.



Three Years of Recycle BC Data Workshop

Purpose of Workshop

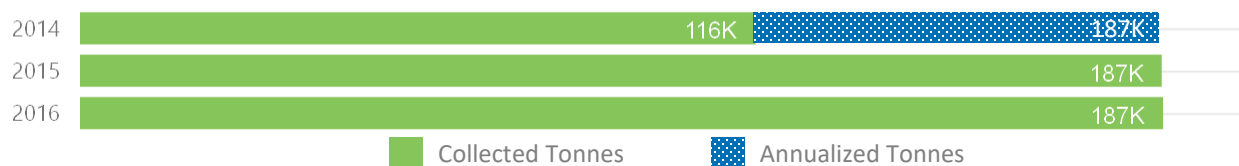
- To review Recycle BC's program performance from 2014 to 2016 as shown through key metrics and scorecards.
- To discuss findings and implications of these metrics, and explore the feasibility of additional recycling performance indicators.

Summary of Select Program Performance Metrics

Through its province-wide network of collection and post-collection partners and its dedicated composition audit program, Recycle BC is able to collect detailed data on the quantity and composition of recycled material as it is collected around the province, processed, and sent to end-markets. This data in turn is used to demonstrate program performance and act as the basis for identifying, driving, and measuring improvements.

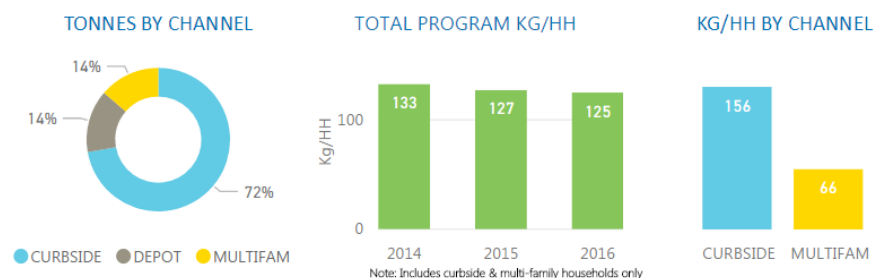
For the first three years of operation the program has shown a remarkably steady annual collection rate. The amount of material collected in 2014 (when annualized to account for the program starting on May 19, 2014), 2015, and 2016 are all equivalent at 187,000 tonnes¹.

COLLECTED TONNES BY YEAR



Curbside collection continues to be the largest source of collected tonnes, both overall and on a kilograms per household (KG/HH) basis, representing 72% of collected tonnes. Depot and multi-family collection share the remaining tonnes collected at 14% each.

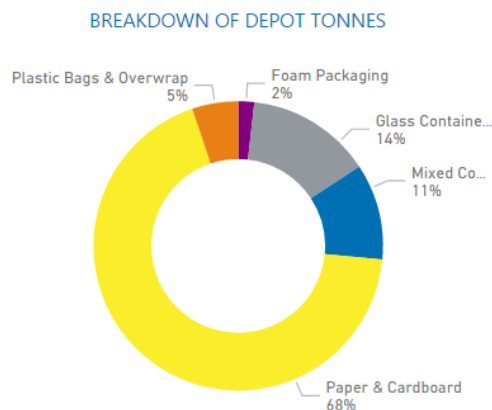
With a consistent weight of material being collected throughout the program, the capture rate for curbside and multi-family homes in kilograms per household has decreased each year as the number of households grows in the province. When looked at by channel, it is clear there is a significant difference in recycling behaviour between multi-family and curbside residents, given that the collection rate for multi-family buildings is less than half that of curbside residences.



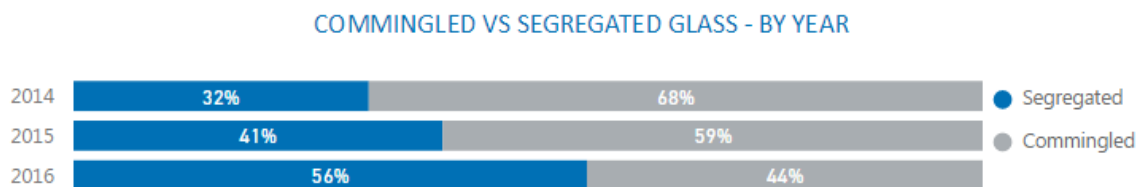
¹ These figures do not exclude third party tonnes (e.g. Encorp Schedule 1 beverage containers) which are tonnes managed in the Recycle BC system but that have been credited as recycled performance by another stewardship organization from 2016 onwards.



Depots continue to provide key recycling services for foam packaging, plastic bags and overwrap, and glass, and all packaging and printed paper materials in communities without a curbside collection program. There is a trend towards increased baling of these outgoing materials, from 26% of material in 2014, to 32% of material in 2016, which is helping to increase the efficiency of transportation and reduce associated greenhouse gas emissions. Foam packaging, plastic bags and overwrap, and glass represent 21% of the collected materials at depots, while mixed containers represent 11%, and paper and cardboard represents the majority of material at 68%.



Recycle BC made it mandatory to segregate all glass from mixed containers from the outset of the program. Over the first three years there has been a significant shift away from commingled glass to segregated glass, from 32% segregated in 2014 to 56% segregated at the end of 2016.



During this workshop there will be a more detailed review of data collected during the first three years of the program, including monthly trends, composition breakdown of collection channels, end-market tonnes and destinations, as well as household count breakdowns, material compositions (top 20 collected materials), and a number of other key metrics.

Personalized Data Book

All collectors participating in the consultation will receive a personalized data book showcasing their individual collection performance metrics. Personalized data books will be emailed to collectors a few weeks in advance of the consultation to allow time to review and prepare any questions. To protect the privacy of data, individual collector's results will not be displayed during the workshop.

Please bring your personalized data books to this workshop.

Roundtable on Key Metrics

Over the past year, Recycle BC has focused on improving the visibility of key metrics both internally and externally. Metrics are not static; they need to adapt and change as the business environment evolves. During this workshop there will be a roundtable discussion where collectors and stakeholders are encouraged to share examples of metrics that they currently use to help track and report their performance, and to suggest metrics and statistics that Recycle BC can track and share moving forward that would be of the most use to collectors and stakeholders. Please come prepared with any relevant examples and suggestions that would aid in this discussion, and please note that there is no expectation that a collector will share their actual data with the group.



Curbside Collection Workshop

Purpose of Workshop

- To discuss proposed changes to the Master Services Agreement (MSA) and Curbside Statement of Work (SOW) for local government and First Nations collectors.
- To discuss proposed changes to the curbside payment framework and incentive rates for local government and First Nations collectors.

Overview of Proposed Changes

During the curbside collection workshop, Recycle BC will present proposed changes to the MSA and Curbside SOW, including requirements and clauses pertaining to operations, communications and customer service. These changes, if applied, would be included in new versions of the MSA and Curbside SOW that will replace those that expire in November 2018.

The following is a high-level summary of some of the most significant proposed changes. Further information, rationale and background, as well as additional revisions not listed below, will be discussed during the workshop.

- Introduce defined thresholds for cross-contamination in multi-stream programs (e.g. containers in paper/cardboard stream).
- Introduce defined thresholds and associated service level failure credits for cross-contamination in segregated glass (e.g. plastic containers in the segregated glass stream).
- Include glass deposit containers in calculation of total comingled glass rate when calculating associated 3% contamination threshold.
- Require collection drivers to assist in cleaning up bulk-head failures or high levels of cross-contamination at receiving facility or be charged for associated cost.
- Require Recycle BC approval of policy on tagging contaminated material at the curb and tracking of associated metrics.
- Require advance approval by Recycle BC of voluntary consolidation of material by collector at a site other than the designated receiving facility and make associated changes to all applicable Recycle BC requirements.
- Introduce required timeline of 18 months (beginning at start of new agreements) for transition from single-use bags to reusable containers provided to residents by the collector.
- Require advance approval by Recycle BC of a detailed transition plan in order to change recycling container type. Approval will not be reasonably withheld upon receipt of plan.
- Require inclusion of Recycle BC logo on additional collection containers or replacements moving forward. Recycle BC will reserve the right to approve hot-stamps or other design features of collection containers.
- Recycle BC will exercise its right to develop a methodology to net out non-packaging and printed paper and comingled glass from calculation of capture rate when calculating applicable bonus payments.
- Replace Customer Service Reporting requirements with reporting of key customer service metrics (e.g. missed collection complaints per month).
- Recycle BC can exercise its right to require advance approval of significant promotion and education materials, including annual recycling guide/calendar, regardless of whether it includes the Recycle BC logo.



- Explicitly require that Resident Education Top Ups (or equivalent amounts) be used for associated promotion and education activities. Recycle BC will reserve the right to request proof that equivalent funding (or more) has been spent on this purpose.

New Curbside Incentives

During the curbside collection workshop, Recycle BC will present a new proposed payment structure, including singlestream and multi-stream incentive rates, and the associated top-up rates. These new rates would be applied when the new MSA and Curbside SOWs come into effect after November 2018.

Participants attending the curbside collection workshop will also receive their draft new incentive rates with their personalized data book.

Questions and Round Table Sessions

A question and answer period along with round table discussions will invite participants to ask questions, provide feedback and submit alternative proposals and ideas on the topics raised. The round table sessions will ensure participants have the opportunity to voice their opinions, concerns and comments. Recycle BC will then use this input in its evaluation of proposed updates to MSAs, SOWs and incentive rates. A final version of the MSA, Curbside SOW and incentive rates will be released in the summer of 2018.



Multi-family Collection Workshop

Purpose of Workshop

- To discuss proposed changes to the Master Services Agreement (MSA) and Multi-family Statement of Work (SOW).
- To discuss proposed changes to the multi-family payment framework and incentive rates.
- To provide an opportunity for multi-family collectors to share ideas and best practices.

Recycle BC has gathered extensive data on its first three years of operations. This workshop will present some proposed updates to MSA and SOW documents based on what we have learned over this period. Participants are encouraged to share aspirations, concerns, and suggestions for improvements regarding these proposed updates.

Overview of Proposed Changes

During the multi-family collection workshop, Recycle BC will present proposed changes to the MSA and Multi-family SOW, including requirements and clauses pertaining to operations, communications, and customer service. These changes, if applied, would be included in the new versions of the MSA and Multi-family SOW that will replace those that expire in November 2018.

The following is a high-level summary of some of the most significant proposed changes. Further information, rationale and background, as well as additional revisions not listed below, will be discussed during the workshop.

- Introduce defined thresholds for cross-contamination in multi-stream programs (e.g. containers in paper/cardboard stream).
- Introduce defined thresholds and associated service level failure credits for cross-contamination in segregated glass (e.g. plastic containers in the segregated glass stream).
- Include glass deposit containers in calculation of total commingled glass rate when calculating associated 3% threshold.
- Require collection drivers to assist in cleaning up bulk-head failures or high levels of cross-contamination at receiving facility or be charged for associated cost.
- Require Recycle BC approval of policy on tagging contaminated material at multi-family buildings and tracking of associated metrics.
- Require advance approval by Recycle BC of voluntary consolidation of material by collector at a site other than the designated receiving facility and make associated changes to all applicable Recycle BC requirements.
- Introduce required timeline of 18 months (beginning at start of new agreements) for transition from single-use bags to reusable containers provided to residents by the collector.
- Require advance approval by Recycle BC of a detailed transition plan in order to change recycling container type. Approval will not be reasonably withheld upon receipt of plan.
- Provide Recycle BC with the right to develop a methodology to net out non-packaging and printed paper and commingled glass from calculation of capture rate when calculating applicable bonus payments.
- Replace Customer Service Reporting requirements with reporting of key customer service metrics (e.g. missed collection complaints per month).
- Provide Recycle BC with the right to require advance approval of major promotion and education material, including annual recycling guide/calendar, regardless of whether it includes the Recycle BC logo.



- Explicitly require that Resident Education Top Ups (or equivalent amounts) be used for associated promotion and education. Recycle BC will reserve the right to request proof that equivalent funding (or more) has been spent on this purpose.
- Provide Recycle BC with the right to develop a methodology to reduce the applicable incentive rates associated with those buildings where cardboard is collected as a separate stream and managed outside the Recycle BC program.

New Multi-family Incentives

During the multi-family collection workshop, Recycle BC will present the new proposed payment structure, including single-stream and multi-stream incentive rates, and the associated top-up rates. These new rates would be applied when the new MSA and Multi-family SOWs come into effect after November 2018. Participants attending the multi-family collection workshop will also receive their draft new incentive rates with their personalized data book.

Questions and Round Table Sessions

Workshop attendees will participate in a question and answers period as well as round table discussions where they can ask questions, provide feedback and submit alternative proposals and ideas on the topics raised. The round table sessions will ensure participants have the opportunity voice their opinions, concerns and comments. Recycle BC will use this input in its evaluation of proposed updates to MSAs, SOWs and incentive rates. Recycle BC aims to release a final version of the MSA, Multi-family SOW and incentive rates in the summer of 2018.



Depot Collection Workshop

Purpose of Workshop

- To discuss proposed changes to the Master Services Agreement (MSA) and Depot Statement of Work (SOW).
- To discuss proposed changes to the depot payment framework and incentive rates.

Overview of Proposed Updates

During the depot collection workshop, Recycle BC will present proposed changes to the MSA and Depot SOW, including requirements and clauses pertaining to operations, communications and customer service. These changes, if applied, would be included in the new versions of the MSA and Depot SOW that will replace those that expire in November 2018.

The following is a high-level summary of some of the most significant proposed changes. Further information, rationale and background, as well as additional revisions not listed below, will be discussed during the workshop.

- Introduce defined thresholds for cross-contamination between material categories (e.g. containers in paper/cardboard stream).
- Introduce defined thresholds and associated service level failure credits for cross-contamination in the glass stream (e.g. plastic containers in the segregated glass stream).
- Include glass deposit containers in calculation of total comingled glass rate when calculating associated 3% threshold.
- Reduce the Comprehensive General Liability coverage limit from \$5 million to \$2 million.
- Provide Recycle BC with the right to require collected material be stored in such a way that material quality is not impacted by inclement weather, such as rain and snow.
- Provide further clarification on responsibilities of depot staff requiring that they check the containers into which residents place packaging and printed paper regularly throughout operating hours, remove improperly sorted material and communicate as required with customers.
- Replace Customer Service Reporting requirements with reporting of key customer service metrics.
- Provide Recycle BC with the right to require advance approval of major promotion and education material, including depot signs, regardless of whether it includes the Recycle BC logo.
- Explicitly require that Resident Education Top Ups (or equivalent amounts) be used for associated promotion and education activities and allow Recycle BC the right to request proof that equivalent funding (or more) has been spent for this purpose.

New Depot Incentives

During the depot collection workshop, Recycle BC will present the proposed payment structure, including the incentive rates and associated top-up rates. These new rates would be applied when the new MSA and Depot SOW come into effect after November 2018. Participants attending the depot collection workshop will also receive their draft new incentive rates with their personalized data book.

Questions and Round Table Sessions

During this workshop attendees will participate in a question and answer period and round table discussion sessions where they can ask questions, provide feedback and submit alternative proposals and ideas on the topics raised. The round table sessions will ensure participants have the opportunity



voice their opinions, concerns and comments. Recycle BC will use this input in its evaluation of proposed updates to MSAs, SOWs and incentive rates. Recycle BC will aim to release a final version of the MSA, Depot SOW and incentive rates in the summer of 2018.



Contamination Workshop

Purpose of Workshop

- To present a detailed view of contamination as represented by three years of data.
- To discuss findings for non-packaging and printed paper and non-targeted packaging and printed paper in the Recycle BC collection network.
- To use presentations by collectors on best practices as a springboard for brainstorming effective strategies to reduce contamination, including public outreach, education, and on-the-ground monitoring.

Definitions

Material that is not accepted for collection in curbside and multi-family packaging and printed paper collection programs is referred to collectively as “non-targeted contamination”. Non-targeted contamination can be understood as one or more of the following:

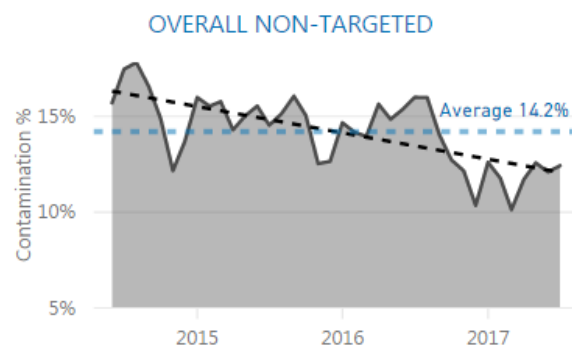
- **Non-PPP** – Material that is not packaging or printed paper (e.g. toys and books), or that is packaging and printed paper but that is not yet accepted for collection in the Recycle BC program because it is not recyclable and/or does not have any commercially viable end-markets (e.g. other flexible packaging), or that is hazardous (e.g. butane containers). The quantity of non-PPP in the system is typically referred to as the “contamination rate”.
- **Unsortable Material** – Material collected in a manner that does not permit recovery (e.g. recyclables tied in a plastic bag or nested containers that don’t allow material to be recovered).
- **Comingled Glass, Plastic Bags and Overwrap, and Foam Packaging** – Packaging that must be collected as a segregated stream (glass) or directed to depot (glass, plastic bags and overwrap, and foam) but has been collected comingled with other materials.
- **Contaminated PPP – Non-Hazardous** - Containers with more than 10% of non-hazardous contents remaining.

Contamination Overview

The collection of non-targeted materials contributes safety challenges, complexity, and cost to the Recycle BC program. Reducing the collection of non-targeted materials helps ensure the safety of all personnel involved in the system, increases the throughput and quality of materials in the receiving facilities, and helps ensure stewards’ dollars are directed toward the collection and processing of their packaging and printed paper in the most efficient manner.

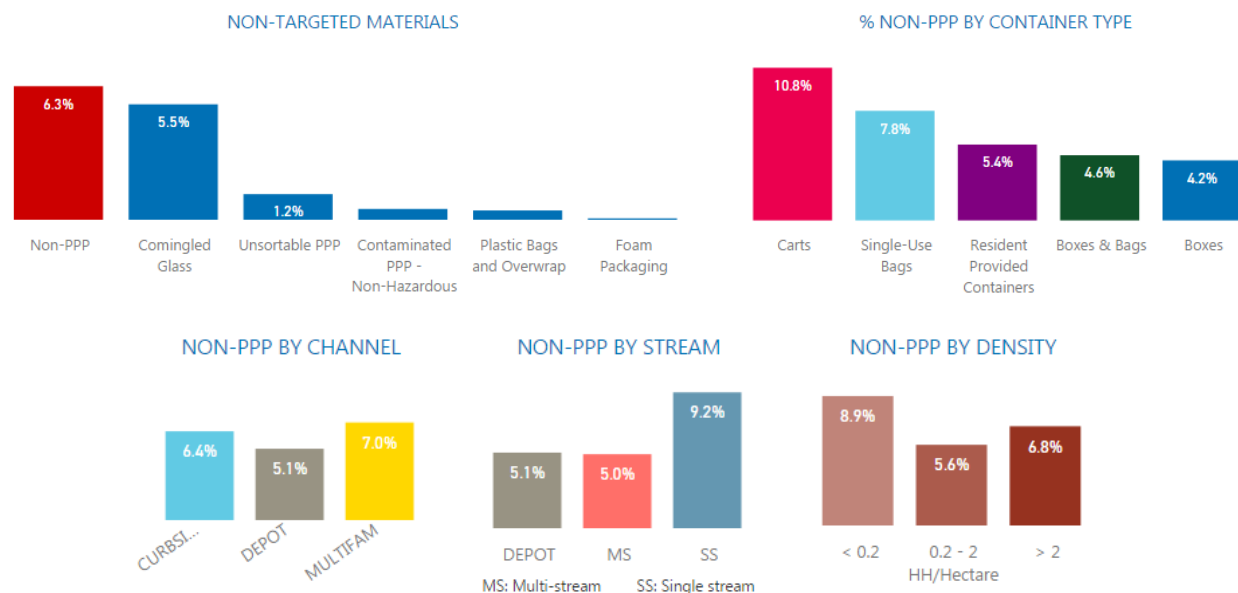
Non-targeted materials as a percentage of total collected material weight over the course of the program, from May 2014 until July 2017, has decreased over 3% thanks primarily to the reduction in comingled glass and unsortable material.

The most common metric for measuring program contamination levels is the amount of non-PPP in the system. The Recycle BC program has achieved a rate of 6.3% over the first three years of the program, however despite this achievement, ongoing efforts are needed to ensure this number continues to drop to below 3%. By breaking down the





contamination data further, it's possible to highlight container types, channels, streams, and population density displaying higher contamination rates of non-PPP than typical:



A reduction in contamination can be achieved in many ways, and with the correct data it's much easier to see where promotion and education campaigns should be targeted to have the greatest effect. In addition, with a province-wide network of collectors and processors, there is a significant opportunity to identify, implement and share best practices across British Columbia and bring a cohesive strategy to reduce the amount of contamination and non-targeted materials in the program.

Case Studies

Several collectors will share their best practices with workshop attendees to inspire and stimulate conversation on contamination reduction strategies. They will share their experience implementing innovative approaches such as ambassadors, community events, social media, and detailed cart evaluations to create successful public outreach. Depot operators will discuss how they use their depot as an opportunity to engage with the public, create a sense of community, and offer a single location to recycle material from other stewardship agencies.

Contamination Round Table

China's recent policy to dramatically reduce acceptable contamination levels to 0.3% in mixed fibre makes this round table exceptionally relevant. The discussion will focus on ensuring that not only does the program's fibre continue to be marketable to the world's largest paper mills, but that contamination levels as a whole are reduced to protect the health and safety of workers, boost recovery and value of packaging and printed paper, and reduce stewards' costs. Please come prepared to discuss how Recycle BC can best support an effort to reduce contamination levels across the program.



Streetscape Recycling Workshop

Purpose of Workshop

- To review and discuss the findings from Recycle BC's past streetscape collection pilots.
- To review and discuss the design implication of streetscape collection containers and other program attributes.
- To discuss the proposed Recycle BC program for streetscape collection of packaging and printed paper in BC, including mandatory requirements and incentive rates.

What is Streetscape Collection?

Streetscape venues, as defined in Section 3.3. of the Program Plan, refer to municipal property that is not industrial, commercial or institutional property, and comprises of the following:

- Sidewalks which are municipal property, which adjoin buildings in an urban commercial area and which are used for pedestrian traffic;
- Plazas or town squares which are municipal property and which are available to the public; or
- Parks which are municipal property.

Streetscape collection refers to the collection of PPP materials in collection containers ("bins") permanently located in streetscape environments.

Recycle BC Streetscape Pilot Projects

During the streetscape recycling workshop, Recycle BC will present the findings from the three pilot projects undertaken in BC communities over the last three years.

In 2014, the first streetscape pilot project was conducted during a two-week period in the three communities of North Vancouver, Penticton and Richmond. Waste material was collected from streetscape containers in each of the three communities and audited. In 2015, Recycle BC revisited the same three communities to conduct more composition audits on the material collected testing container type refinements.

In August 2016, 31 streetscape collection containers were installed in the City of Vancouver's West End. Each station contained a bin for garbage, mixed paper and mixed containers. In select locations, an organics bin was also provided. The bin design selected was by the Emily Carr University of Art + Design and Metro Vancouver with some modifications. The bin colours aligned with the colours residents are familiar with for curbside collection containers and multi-family cart decals in the City of Vancouver: yellow for paper and blue for containers.



The pilot project ran for a period of nine months, from the end of August 2016 to May 2017 and was supported with a media launch, transit shelter ads, posters and a Facebook campaign targeting residents in downtown Vancouver. Three material audits and studies of user's behaviour were also conducted during the pilot, each running for seven days.

The key findings of this pilot were:



- Printed paper and beverage deposit containers were the two materials that were most often correctly sorted into the appropriate bins (paper and containers, respectively).
- Paper was more accurately sorted than containers in all three audit periods.
- The garbage bins consistently received the most amount of materials (including materials that could have been placed in one of the recycling bins).
- The container recycling bin was contaminated with a notable amount of liquid (from recyclable cups and containers that were not completely empty).

A streetscape report on the nine-month pilot was published in October and is available on [Recycle BC's website](#). Further details on these pilots, including data on capture rates, sorting accuracy, material composition and resident behavior will be presented during the workshop.

Recycle BC, following the pilots, is to develop a preferred approach to streetscape collection and recycling services (Program Plan, Section 4.4). At this workshop, Recycle BC will propose a streetscape program that meets the Program Plan requirements as well as findings from the three pilots. An overview of this program proposal is below.

Streetscape Program Proposal

Recycle BC is proposing a financial incentive for local governments to operate streetscape collection of packaging and printed paper. The Program Plan set out the basic requirements for a streetscape program as summarized below:

- Municipalities with population of 20,000 or more and a population density of 200 or more per square km.
- Existing garbage streetscape collection service that is run in tandem with streetscape recycling collection, either beside the streetscape recycling containers or integrated within a streetscape collection container/station.
- The area selected for the streetscape program for the Recycle BC financial incentive must be located in urban areas with business activities that generate large amounts of packaging and printed paper where the local government operates a litter collection - that is not otherwise collected by retailers, surrounding office buildings or private waste management services (i.e. a high-density residential/commercial mixed use area with significant foot traffic and local government garbage/recycling collection containers).

Recycle BC's learning from the pilots has also been incorporated in the streetscape program proposal:

- Existing streetscape recycling collection containers that separate paper from containers.
- Sufficient collection containers to accommodate the large amounts of packaging and printed paper generated by routine pedestrian traffic for the entire high density area (i.e. provide garbage/recycling containers over several blocks, not just in front of a few buildings).
- Be in an area trafficked by residents, as Recycle BC is a residential packaging and printed paper collection program.

Operationally, the following requirements are part of Recycle BC's streetscape proposal:

- Streetscape collection of packaging and printed paper materials for which the municipality has an end-market (i.e. Recycle BC will not pay a financial incentive for collected material that cannot be recycled by the local government).
- The local government requesting the Recycle BC financial incentive must collect, transport, process and market the streetscape packaging and printed paper (i.e. Recycle BC's streetscape



program is a financial incentive program only and does not have any Recycle BC operational components).

- The local government commits to reporting the required information to Recycle BC using an online portal on a quarterly basis. Reporting includes (in tonnes): collected material, material shipped to end-markets (by material type and end-market), and material rejected by end-markets and reasons why.
- The local government audits a representative sample of streetscape collection containers on, at minimum, an annual basis, in order to calculate the amount and type of contamination in the collected material.
- Processing of collected material can be single stream or multi-stream, but in order to maintain quality for end-markets, cannot be combined with garbage.

Regarding streetscape containers, Recycle BC is proposing the following:

- Recycle BC will provide a streetscape collection container design based on the results of the streetscape pilot projects for use by the local governments. If this design is not used but a financial offer requested, the following key elements of the design must be present:
 - Separate containers for paper, containers, and garbage; organics optional.
 - Colour-coded signage and or containers for the separate collection with yellow for paper, blue for containers, black for garbage and green for organics.
 - Openings for collection that do not impede the collection of packaging and printed paper (e.g. research has shown that people do not like to touch the container when depositing materials (no flap) and large enough for various shapes/sizes of materials.
 - Efficient operational elements for emptying of the containers by the local government workers, and if binners are present, easy access for binners for deposit containers.

For applicable programs that meet the above criteria, Recycle BC will provide a financial incentive of \$400/tonne. This incentive will be fully inclusive of all required activities by the local government.

Feedback and Round Table

A question and answers period will provide workshop participants an opportunity to ask questions, provide feedback and discuss ideas on the topics raised. This workshop will also cover topics such as streetscape bin design, bin manufacturing, behavioral studies, processing and Recycle BC's pilot projects.



Research and Development: Multi-laminated Plastics (Other Flexible Plastic Packaging) Workshop

Purpose of Workshop

- To introduce the new Recycle BC multi-laminated (other flexible plastic packaging) collection program.
- To discuss how residents and collectors will identify and sort flexible plastic packaging.
- To present Merlin Plastic's research and development project for the processing of multi-laminated (other flexible) plastic packaging.

What is Other Flexible Packaging?

The material category 'Other Flexible Packaging' is made up of multiple layers of flexible plastic, film, paper, and/or aluminum foil specifically designed to extend product shelf life and reduce packaging weight. With its low cost to manufacture and transport, its ability to keep foods fresh for longer, and its high shelf appeal, Other Flexible Packaging is one of the fastest growing packaging types. Examples of material defined as Other Flexible Packaging include zipper lock and standup pouches, wrappers and seals, bags, protective wrapping, net bags, semi-rigid food packaging with film seal and paper laminates.

There is currently no commercial technology available to recycle this packaging material at scale. From a lifecycle perspective however (creation, transportation, disposal), the energy requirements and CO² emissions for Other Flexible Packaging are significantly lower than those of glass, rigid plastic, or even aluminum, as outlined below:

Beverage Packaging	Product Weight	Packaging Weight	Product-to-Packaging Ratio	Packaging Weight per 100 g Product	Energy Consumption MJ/8 oz	Emissions Kg CO ₂ e /8 oz
Glass Bottle & Metal Cap	8 ounces (236 g)	198.4 g	1:1	83.9 g	3.36	0.29
Plastic PET Bottle & Cap	8 ounces (236 g)	22.7 g	10:1	9.6 g	3.00	0.18
Aluminum Can	8 ounces (236 g)	11.3 g	21:1	4.7 g	0.99	0.08
Stand-up Flexible Pouch	6.75 ounces (199 g)	5.7 g	35:1	2.8 g	0.45	0.02

2

Why Do We Want to Collect Other Flexible Packaging?

As outlined in the Program Plan, Recycle BC's goal is to collect all packaging types by 2017 and manage the collected PPP according to the pollution prevention hierarchy including shifting as much of the currently unrecyclable PPP from disposal or recovery up the hierarchy into recycling as possible.

Other Flexible Packaging is the fastest growing packaging type on the market and the largest category of packaging that isn't yet collected by Recycle BC. Therefore, to meet the requirements of the Program Plan, and to ensure the program stays relevant in an ever-changing consumer landscape, it is necessary to include Other Flexible Packaging in the list of materials that are accepted within the program.

Proposed Collection Strategy

Recycle BC is proposing a pilot program where Other Flexible Packaging materials will be collected in participating depots as its own segregated category with the same incentive rates as Plastic Bags and

² Source: FPA/Battelle Memorial Institute, *Sustainability Assessment of Flexible Packaging*; and *Flexible Packaging! Less Resources, Energy, Emissions, and Waste* (brochure) Cradle-to-grave life cycle energy consumption and greenhouse gas emissions data developed for FPA by Battelle Memorial Institute. Packaging weight, product weight, and product-to-packaging ratio calculated by PTIS. Beverage assumed to be water.



Overwrap. Participation by depots will be voluntary for the pilot program, but will become mandatory with the rollout of the new depot Statement of Work and incentive rates after November 2018. Depots will be required to collect this material in its own separate bin and ensure it's kept separated from the Plastic Bags and Overwrap material.

Public education and outreach campaigns will target the new material category and look to differentiate it from Plastic Bags and Overwrap to avoid confusion and cross contamination between the two categories. It's proposed that collection would begin April 1, 2018 by those depots who elect to be part of this initial trial. Collection of this material will allow Green by Nature's end-market partner, Merlin Plastics, to initiate a research and development project to explore new technologies to recycle this material.

Research and Development Project

A research and development project in partnership with Merlin Plastics will seek to develop the technology that will enable the recycling of some, if not all, of the materials categorized as Other Flexible Packaging over time.

Once sufficient amounts of Other Flexible Packaging have been collected, Merlin Plastics will be able to perform full scale trial runs to test the new technology. Any material not capable of being recycled will be marketed as engineered fuel. Recycle BC expects the amount of materials sent to engineered fuel to decrease as the technology is tested, refined, and the resulting material marketed to manufacturers as feedstock for new products.

What to Expect During this Workshop

During this workshop, participants will have the opportunity to participate in two exercises. The first exercise will help Recycle BC and participants understand the challenges faced by residents and depot operators in identifying and sorting Other Flexible Packaging from Plastic Bags and Overwrap. Various samples of each kind of material will be available for participants to sort, with the intent of identifying the challenges of sorting those packaging materials that fall under the Other Flexible Packaging material category from the Plastic Bags and Overwrap category.

The second exercise will allow participants to provide feedback on the benefits and drawbacks of the proposed collection method and payment framework. Please come to this workshop with any feedback, comments, and/or recommendations you'd like to share.



Program Plan Workshop

Purpose of Workshop

- Discuss the proposed updates to the Program Plan, beyond those identified in the above workshops.
- Provide stakeholders the opportunity to give feedback on the current Program Plan and proposed updates to the Program Plan.
- Discuss opportunities to improve efficiency and effectiveness in the delivery of the Recycle BC program.

Open Space Workshop Style

During this workshop, in addition to presenting the changes we are making to the Program Plan, we will conduct an open space consultation to gather feedback on the Recycle BC Program as well as the Program Plan changes proposed. The open space consultation consists of a free-flowing interactive process with participants involved in simultaneous 'mini-discussions' based around a theme or series of questions aimed at sharing of ideas. Participants identify the issues and topics that are important and of interest to them within these mini discussions and participants can move freely from group to group whenever they feel they'd like to contribute to another discussion. All input will be recorded and when the process is complete, the group reconvenes to review key discussion items.

Proposed Program Plan Changes Pertaining to Curbside Collection

During the Program Plan workshop, Recycle BC will be consulting on the eligibility criteria outlined below, including for curbside programs that wish to join the Recycle BC programs, jurisdictions that wish to introduce curbside collection in their communities and those that wish to request that Recycle BC operate curbside collection services directly. The following eligibility criteria will be reviewed in detail and workshop participants will have the opportunity to provide applicable feedback and commentary.

As pre-reading for the consultation, the following information outlines key changes being introduced to the Program Plan regarding curbside collection.

Existing Curbside Programs

All local governments operating packaging and printed paper curbside collection programs that were in place by May 2014 will be eligible to join the Recycle BC program as contracted collectors. It is Recycle BC's intent to add all eligible curbside programs to the Recycle BC program as soon as is practical and feasible from a financial and operational perspective.

Recycle BC will assess the need to expand its collection system on an annual basis and will take commercially reasonable steps to meet recovery targets and accessibility performance objectives in the subsequent year, taking into consideration, without limitation:

- Collectors that have expressed an interest in joining Recycle BC's collection system and that are able to:
 - Deliver collection services in areas identified as having insufficient collection service to meet accessibility performance objectives, in accordance with Recycle BC's Collector Qualification Standards, and the terms of the Master Services Agreement and Statement of Work.
 - Contribute to Recycle BC's recovery target.
 - Contribute to the efficiency and effectiveness of Recycle BC's collection system.



- The ability to modify post-collection service provider agreements to add new collectors and more tonnes of packaging and printed paper.
- The timeline to execute agreements with collectors prior to finalizing Recycle BC's operating budget for the following program year.

New Curbside Programs

Local governments in communities that did not have packaging and printed paper curbside collection programs by May 2014 will be eligible to join the Recycle BC program as contracted collectors if they implement a packaging and printed paper curbside collection program, provided each of the following criteria is met:

- A curbside garbage collection program was in place by May 2014.
- The community represents an incorporated municipality.
- The community has a minimum population of 5,000 residents.

The timeline for the provision of formal offers to these communities will be based on the same assessment as noted above.

Transition to Provision of Curbside Service by Recycle BC

Local governments with existing Master Services Agreements (MSA) and Statements of Work for Curbside Collection Services (Curbside SOW) with Recycle BC may, at their discretion, request Recycle BC to operate packaging and printed paper curbside services directly in their communities provided each of the following criteria is met:

- The request is made in writing and is accompanied by a formal resolution from the applicable Council or Board.
- A formal commitment is made in writing, to provide Recycle BC with all reasonable assistance and cooperation during the transition period (e.g. provision of a complete address list, household data, etc.).
- The request pertains to the entire service area and not a portion thereof.
- If applicable, the existing inventory of collection containers is provided to Recycle BC (or left in the possession of residents) at no cost, at the discretion of Recycle BC.
- The packaging and printed paper curbside program achieved a minimum capture rate of 90 kilograms of packaging and printed paper per household receiving curbside service in the previous calendar year.
- A minimum of 18 months' notice will be given to Recycle BC prior to the proposed transition date for provision of curbside services.
- The transition date falls on or after the original termination date of the applicable local government's Curbside SOW.

Acceptance of requests will not be reasonably withheld by Recycle BC provided the above criteria has been met. Recycle BC may, at its sole discretion, choose to accept requests that do not meet this criteria. Such requests will only be considered by Recycle BC after the new version of the standard Curbside SOW is provided to local government collectors in 2018. The provision of the new Curbside SOW will represent the first opportunity for applicable local governments to commence the 18 month notice period.



Recycle BC will be under no obligation to operate packaging and printed paper curbside services directly in communities that do not meet the above criteria including locations where the applicable local government has requested to terminate their Curbside SOW prior to the original termination date.



Marketing and Communications Workshop

Purpose of Workshop

- To present a detailed overview of the new brand, its rationale and early results.
- To discuss challenges/opportunities with the new brand.
- To identify collector marketing and communications goals.
- To discuss existing communications and marketing support materials and how Recycle BC can support collector goals.
- To identify other materials that may be helpful or useful to support collector goals.

Recycle BC Brand

Overview

Recycle BC is a non-profit organization responsible for residential packaging and printed paper recycling throughout British Columbia. Recycle BC ensures residential packaging and printed paper materials are collected, sorted and responsibly recycled. The Recycle BC program is funded by over 1,200 businesses that include retailers, manufacturers, importers, distributors, wholesalers, quick-service restaurants, and financial institutions that supply packaging and printed paper to residents of BC.

Vision

To be a recycling leader, inspiring, and accelerating innovation in recycling technology, waste reduction, and packaging design.

Mission

To be a trusted environmental advocate and community partner offering equitable, effective and efficient residential recycling services.

Values

Innovation - We constantly strive to find new solutions and be leading-edge.

Trust - We are a reliable partner.

Knowledge - We make evidence-based decisions that benefit current and future generations.

Service - We prioritize program attributes that create ease of use, simplicity of understanding, convenience, and equitable access.

Respect - We regard our community members and our partners by developing mutually-beneficial relationships.

Tagline

Making a difference together.

Recycle BC Research

Resident research was conducted in June 2017 which revealed awareness of Recycle BC in 2017 increased compared to awareness of Multi-Material BC or MMBC in 2016.

- Awareness of Recycle BC has risen to 38%, compared to awareness of MMBC at 18%.

Residents selected what best described what Recycle BC represents:

- Recycle BC is a program that coordinates recycling across BC: 39.3%.



- Recycle BC is a campaign to encourage recycling: 28.5%.
- Recycle BC is an organization that is responsible for recycling: 21.2%.

Residents also identified the greatest value Recycle BC can provide is:

- To promote recycling and increase diversion from landfills: 56.1%.
- To make recycling easier and more accessible: 46.3%.
- To expand recycling in BC: 42.5%.

Discussion: Education Responsibility Spectrum

Both collectors and Recycle BC are responsible for resident promotion and education initiatives. Working together, these efforts can reinforce common messages. There is an opportunity to explore how greater coordination and harmonization of promotion and education initiatives can create the greatest impact. Where is the dividing line on the spectrum below for promotion and education responsibly?

Collector

Recycle BC



Discussion: Marketing and Communication Resources

In order to ensure Recycle BC is providing you with valuable resources that will help in your promotion and education initiatives, please come to this workshop prepared to discuss the following statements and questions about collector resources and Recycle BC support.

5 questions/statements for discussion:

1. The one most important thing I need to tell residents is _____.
2. If I had _____ my job would be so much easier.
3. The thing that is mandatory for resources provided by Recycle BC is _____.
4. The best/worst existing resource is _____.
5. I could benefit from _____.

5 most used/must have resources:

1. _____
2. _____
3. _____
4. _____
5. _____

Existing collector resources can be found at RecycleBC.ca/collector-resource.



Conclusion

Thank you for taking the time to review the pre-read workbook prior to the Recycle BC Consultation. In addition to providing feedback at the consultation, stakeholders will be able to provide feedback after the consultation event through an online submission. Feedback can be provided from November 15 - December 15, 2017. Following the feedback close date, a consultation report will be distributed to Recycle BC stakeholders outlining what was discussed.

We look forward to your input and contributions during the event. Please come prepared with your questions and ideas so that we can make the best use of our time together. Thank you for your commitment to the success of this consultation event and the Recycle BC program.



We look forward to seeing you

November 15 and 16, 2017!

consultation@recyclebc.ca