



SINGLE-USE PRODUCTS AND PACKAGING-LIKE PRODUCTS

Collector Toolkit
Effective January 1, 2023

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Background

In 2020, the Province of BC updated the <u>Recycling Regulation</u> to add single-use products and packaging-like products to Schedule 5 of the regulation which covers the Packaging and Paper Product Category. This change means that several new items will be added as accepted items in the Recycle BC program. We have the responsibility of communicating this change and providing education related to it to collectors and to residents.

In addition, since 2018, Recycle BC has been collecting Other Flexible Plastic Packaging, and Merlin Plastics has been conducting research and development to find a recycling solution for the material. Other Flexible Plastic Packaging is now recycled into a pellet as input material for new plastic items.

Overview of Changes

There are two changes effective January 1, 2023.

- 1. The addition of single-use products and packaging-like products to the residential packaging and paper recycling program.
- 2. The creation of a single Flexible Plastics collection category. The two former categories of Plastic Bags and Overwrap and Other Flexible Plastic Packaging will be collected as one category.
 - a. With this new category, squishy cushion packaging (polyethylene foam) not formerly accepted, can now be included with this collection category.

The specific single-use products and packaging-like products that have been added to the program were determined by the regulation, and the Ministry's explanatory note.

Ministry Explanatory Note for Single-use and Packaging-like Products

(Excerpt from the Province of BC's 2020 Amendments to the Recycling Regulation Explanatory Notes document)

Schedule 5 – Packaging and Paper Product Category (effective January 1, 2023)

a) General

Schedule 5 of the Recycling Regulation has been expanded to add "packaging-like" products and "single-use" products.

Both packaging-like and single-use products are included if they would be ordinarily disposed of after a single use or short-term use, regardless of whether they could be re-used or not. This refers to products that are used and re-used for a short period of time, typically less than five years, before being disposed of or reaching the end of their useful lifespan. The intention of including these products is to ensure items with high turnover rates are captured and responsibly managed.

For example, re-usable plastic food storage containers may be used for several months or years but tend to break and no longer function properly. The five-year timeframe is intended to separate less durable items that are frequently disposed of from sturdy, more durable items with a long lifespan. For example, large plastic totes used for storage purposes are meant to have long life spans.

The intent of the expansion is to include products that lend themselves more easily to the current residential recycling system and that consumers generally expect to place in their residential "blue box" or return to a depot.

Packaging-like and single-use products exclude items that may become unsafe or unsanitary to recycle by virtue of their use or that are ultimately designed for disposal. For the purposes of the regulation, the ministry does not intend to include items that cannot be safely collected and recycled through the existing residential recycling system. Examples include: garbage/compost/leaf bags, vacuum bags, dog waste bags, bio-waste containers, cigarette filters, cotton swabs, feminine hygiene products, and diapers.

b) Packaging-like Products

The addition of packaging-like products to Schedule 5 is intended to capture items that are typically used by the consumer for their own packaging needs and that may be purchased as products. For example, consumers may use these to package, contain or transport their own goods or products that have been removed from their original packaging.

Packaging-like products are often indistinguishable from packaging when recycled and consumers generally expect to recycle them through the residential recycling system (e.g. by placing them in their residential "blue box" or returning to a depot).

Packaging-like products include, but are not limited to, items such as:

- Food bags and films purchased as a product
 - o food storage, sandwich and freezer bags,
 - o paper lunch bags,
 - o aluminum foil wrap,
 - o plastic shrink film wrap,
 - o paper wrap (e.g. wax paper, parchment paper)
- Disposable food storage containers purchased as a product, i.e. containers intended for shortterm use
 - o Non-durable plastic, paper or other food containers (e.g. plastic lunch containers)
 - o Aluminum foil pie plates and baking trays, etc.
- Household items purchased as a product
 - Corrugated cardboard moving boxes, banking boxes and cardboard boxes
 - Recycling bags, i.e. bags used to collect recyclables
 - LDPE/HDPE film (e.g. used as drop sheets for painting, covering items like furniture or equipment)
 - Bubble wrap
 - Plastic plant pots and saucers

The addition of packaging-like products is not intended to include durable storage containers such as glass or metal food storage containers or long-term storage containers such as heavy-duty plastic boxes or totes but is intended to capture products with short-term reusability and are compatible with the existing residential recycling system.

c) Single-use Products

The addition of single-use products to Schedule 5 is intended to capture items that may not always be thought of as packaging, but similarly serve a single or short-term purpose (e.g. straws, stir sticks, utensils, plates, bowls and cups).

The example of "party supplies" in the regulation is intended to capture items that are similar to the above or to packaging or paper products that can be managed in the current residential recycling system, such as paper party décor. For example, this includes items such as paper streamers, pinwheels and piñatas, but does not include items such as costume wear (e.g. eye glasses), balloons, ribbons, or other items that would contaminate the recycling stream.

See the full 2020 Amendments to the Recycling Regulation Explanatory Notes document here: https://www2.gov.bc.ca/assets/gov/environment/waste-management/recycling/recycle/2020-06-29 explanatory notes to reg amendments.pdf

Key messaging

Primary message:

- 1 New items have been added to Recycle BC's residential packaging and paper recycling program.
 - Packaging-like and single-use products have been added to Recycle BC's residential packaging and paper recycling program.
 - This change is effective January 1, 2023.

Secondary message:

- 2 The newly added items will be accepted either in home recycling bins/bags or at depots, depending on what the item is.
 - New items that are flexible plastics or foam will only be accepted at depots.
 - New items that are rigid plastic, aluminum foil, metal, paper or cardboard will be accepted at home or depots.

(see New Item Material List and Management Chart for more information on what will be accepted where)

Additional background

- This change is the result of an amendment to the Province of BC's Recycling Regulation.
- Some of these items were previously accepted in the program if the item was indistinguishable from packaging (e.g., foil pie plates, kraft paper bags).

New Item Material List and Management Chart

Category	Item Name	Item Description	Collection Category	Collection Location	What it is not! Commonly asked items.
	Single-use Pr	roducts			
	Plates/Bowls/Cup	Paper - uncoated	Organics*	n/a	Items that are not single use.
	S	Coated Paper	Containers	Blue box	Party items that are not paper décor: i.e., costume wear, party eyeglasses.
				Recycling cart	
		Plastic	Containers	Blue box	Party décor that contaminates
				Recycling cart	recycling system: i.e., balloons, ribbons,
		Foam	Foam Packaging	Depot	plastic pinwheels, glitter, tinsel.
	Single-use Party	Paper Party Décor	Paper	Paper bag or box	Plastic (rigid and flexible) party décor Compostable, biodegradable, oxo-
	Décor			Recycling cart	
	Straws	Paper	Organics*	n/a	degradable plastics.
		Plastic	Containers	Blue Box	

				Recycling Cart	
	Stir Sticks	Wood	Organics*	n/a	
		Plastic	Containers	Blue Box Recycling Cart	
	Utensils /	Wood	Organics*	n/a	
	sampling sticks	Plastic	Containers	Blue Box Recycling Cart	
	Packaging-lik	ce Products			
Food bags and flexible plastics purchased as a product	Food storage, sandwich and freezer bags, vacuum seal bags	Plastic	Flexible Plastics	Depot	Items designed for disposal: i.e., garbage/compost/leaf bags. Mylar, or aluminum foil lined food storage bags. Wax paper and parchment paper. Compostable, biodegradable, oxodegradable plastics.
	Paper lunch bags	Kraft or multi-layered paper	Paper	Paper bag or box Recycling cart	
	Aluminum foil	Foil wrap	Containers	Blue box Recycling cart	
	Plastic shrink film wrap		Flexible Plastics	Depot	
Disposable food storage	Non-durable plastic food containers	Plastic lunch containers	Containers	Blue box Recycling cart	Durable storage containers such as glass or metal food storage containers Re-useable drink cups and bottles. Water cooler jugs. Compostable, biodegradable, oxodegradable plastics.
containers purchased as a product – containers intended for short- term use	Non-durable paper food containers		Paper	Paper bag or box Recycling cart	
	Aluminum foil disposables	Pie plates and baking trays	Containers	Blue box Recycling cart	
Household packaging	Corrugated cardboard	Moving boxes, banking boxes	Paper or Cardboard	Paper bag or box Recycling cart	Items that are not packaging like. Long-term storage containers such as
items purchased as a product –	Purchased gift bags, boxes	Paper	Paper	Paper bag or box Recycling cart	heavy-duty plastic boxes or totes. Contact lens or make up cases. Durable hangers: wire, sturdy plastic, metal, wood. Tool boxes or power tool cases. Compostable, biodegradable, oxodegradable plastics. Carry-out bags with PVC/vinyl.
		Rigid plastic	Containers	Blue box Recycling cart	
packaging		Soft Plastic	Flexible Plastics	Depot	
disposed of after a short-term use	Recycling bags	Transparent single- use recycling bags Reusable plastic curbside recycling bags	Flexible Plastics	Depot	
	Reusable plastic- only carry-out bags	Reusable plastic bags provided with purchase, or purchased as product.	Flexible Plastics	Depot	
	LDPE/HDPE film	Drop sheets for painting, covering items	Flexible Plastics	Depot	
	Squishy cushion packaging blocks and sheets	Polyethylene	Flexible Plastics	Depot	
	Bubble wrap	Plastic only	Flexible Plastics	Depot	
	Metal storage containers	Thin-gauge metal tins	Containers	Blue box Recycling cart	
	Plant pots and saucers	Plastic – no ceramics	Containers	Blue box Recycling cart	

Disposable	Plastic – lightweight	Containers	Blue box
hangers	(included with		Recycling cart
	clothing)		
	Paper – lightweight	Paper	Paper bag or box
	compressed paper		Recycling cart
	(included with		
	clothing)		
Plastic tap	e Plastic	Containers	Blue box
dispensers	,		Recycling cart
plastic der	ital		
floss conta	iners		

^{*}Pending Organic Matter Recycling Regulation

FAQs

What is the change?

Single-use products and packaging-like products are being added to Recycle BC's accepted material list.

Why is this happening?

In 2020, the Province of BC amended the Recycling Regulation to include single-use products and packaging-like products. The details of the amendment can be found here: https://www.bclaws.gov.bc.ca/civix/document/id/oic/arc_oic/0370_2020

When does it come into effect?

Collection of the new single-use products and packaging-like products will begin on January 1, 2023.

What is included in the Regulation Amendment?

The following items are being added for collection:

Single-use products:

- Straws and items used to stir beverages
- Utensils, plates, bowls and cups
- Paper party decor

Packaging-like products

- Food containers
- Foil and wraps
- Bags
- Boxes
- Objects purchased by or supplied to consumers expressly for the purpose of protecting, containing or transporting commodities or products.

What items are being excluded from the amended regulation?

Health, hygiene or safety products that, by virtue of their anticipated use, could become unsafe or unsanitary to recycle are excluded.

Does this mean every item included in the amendment will be accepted for collection?

No. If an item included in the amendment is compatible with the post-collection system, it will be added to the accepted material list on January 1, 2023. If an item is not compatible with the post-collection system, it may not be added to the accepted material list, or further research and development will be

⁺Recycling cart for single stream collection

conducted. Not every item included in the regulation, and that stewards pay fees on, is included in the accepted material list.

How did you decide what to add for collection?

We have followed the guidance of the Province of BC's 2020 Amendments to the Recycling Regulation Explanatory Notes document.

Specifically, what items are new?

All new items and where they should be sorted can be referenced in the Item Management Chart, and include:

Single-use Products:

Paper plates, bowls and cups

Foam plates, bowls and cups

Plastic plates, bowls and cups

Plastic straws

Plastic stir sticks

Plastic utensils

Paper party décor (paper decorations, signs, hats, tablecloths, pinatas)

Packaging-like Products:

Plastic food storage containers

Plastic sandwich bags

Plastic freezer bags

Plastic shrink wrap

Plastic plant pots and saucers

Plastic tape dispenser

Plastic dental floss case

Plastic hangers (that come with clothing)

Paper lunch bags

Paper food storage containers

Paper gift bags

Cardboard moving boxes

Cardboard filing boxes

Cardboard and boxboard gift boxes

Cardboard hangers (that come with clothing)

Aluminum foil wrap

Aluminum foil baking trays

Aluminum foil pie plates

Metal storage tins (thin gauge)

Flexible plastic drop sheets

Flexible plastic protective covering

Flexible plastic recycling bags (blue, clear)

Flexible plastic recycling bags for curbside paper recycling

Flexible plastic carryout shopping bags (reusable)

Flexible plastic bubble wrap

Flexible plastic squishy cushion packaging and sheets

Where can I get more information?

More information can be found on the following pages:

Recycle BC: RecycleBC.ca/NewItems

Province of BC: https://www2.gov.bc.ca/gov/content/environment/waste-management/recycling/extended-producer-responsibility/recycling-regulation

Why are garbage bags excluded?

The regulation amendment excludes items that are ultimately designed for disposal.

How are you communicating about these new products to residents?

Starting January 9, we are running an awareness campaign which includes TV, digital display, grocery out of home, social media, and YouTube. In addition, all the resources and more (new materials print ad and poster) will be available to our collector network to use in your promotion and education materials.

The campaign and other education will direct to a dedicated new item landing page at RecycleBC.ca/NewItems.

We are also updating all our resources to include single-use products and packaging-like products, including: website, material lists, depot guides, depot signs, guide templates, waste wizard, icons, and photos.

New Flexible Plastics Collection Category

What is the Flexible Plastics collection category?

The new Flexible Plastics includes the items that were previously collected in both Plastic Bags and Overwrap and Other Flexible Plastic Packaging.

Why are you combining the categories?

We are now able to combine Plastic Bags and Overwrap and Other Flexible Plastic Packaging into one collection category because the end fate of these two material categories is now the same. Previously, Plastic Bags and Overwrap was recycled, and Other Flexible Plastic Packaging was used for research and development to determine how best to recycle this material at scale, and what wasn't used for research and development was recovered into engineered fuel. Based on the research, all of this material is now sent for recycling, so it can be collected together.

What is this new category called and how did you determine the name?

The new category is called Flexible Plastics and was determined based on consumer research and looking at industry terminology.

Is your outreach campaign including information on this new combined category?

Our resources will be updated to reflect this change, however, the January outreach campaign will be focused on the addition of single-use products and packaging-like products to the program. We will run a separate digital campaign in the spring focused on the Flexible Plastics category.

Appendix 1: Recycle BC Communications Summary

Objective:

Communicate the addition of single-use products and packaging-like products to the Recycle BC program.

Timing:

Single-use products and packaging-like products will be part of the Recycle BC program effective January 1, 2023.

Audience:

Primary:

- BC residents
- Recycle BC collectors

Secondary:

- MOECCS
- Other stakeholders

Strategies:

- 1. Resident outreach and resources
- 2. Collector resources

Tactics:

Strategy 1: Resident Outreach and Resources

Make updated information available to residents and proactively share information through an outreach campaign.

- 1. Awareness campaign: Recycle BC will run an integrated media campaign introducing the new materials accepted for recycling. Campaign outreach will include:
 - TV: Global: BC wide
 - Out of Home: grocery store point of sale: Vancouver, North Vancouver
 - Digital: BC wide
 - o YouTube :15 video, :06 bumper, companion banner
 - Online Video/CTV
 - Display: website ads
 - o Facebook: video and static, stories and feed
 - Instagram: video and static, stories and feed
 - o TikTok
 - Campaign landing page
 - Social influencer partnerships (4 x micro-influencers)

Timing: January 9 – March 5, 2023

- 2. Recycle BC digital
 - Website
 - New webpage dedicated to change: RecycleBC.ca/NewItems
 - Update: RecycleBC.ca/Materials
 - o Update: Material list downloads

- o Update: Depot guide download
- News post
- Waste Wizard: new materials added/adjusted
- Social Media
 - o Facebook; organic posts to support paid campaign
 - o Instagram: organic posts to support paid campaign
 - Twitter: organic posts (tbd based on current state in January)

Timing: All materials published by January 1, 2023, social ongoing

- 3. Partnership Activation: Vancouver Canucks
 - Digital Contest focused on new items
 - Contest promotion through Canucks social media (Twitter, Instagram); organic and paid
 - Contest promotion through Canucks E-news
 - Contest promotion on Canucks.com

Timing: January 23 - February 5, 2023

4. Depot signs

 Redesigned signs for all material categories available to all depot collectors; email sent with online depot sign request form

Timing: Supplied to depots early January

- 5. Direct Service resident guides
 - Add new materials to resident guides

Timing: Vancouver, April 2023; Remaining, June 2023

Strategy 2: Collector Resources

Provide collectors with the tools and resources to support their communication with residents.

1. Collector Toolkit

An overview document with the summary of the changes and details, as well as summary of resources available.

2. Collector Resources

- Photo library
- Icon library
- Awareness campaign materials
- Depot signs
- New material one-page (simple)
- New material half-page (simple)
- New material one-page (detailed)
- Media information sample
- Depot guide
- Guide templates
- Material list
- FAQs

Appendix 2: Collector Resources

All these materials are available for download in the collectors' resource portal.

Photo Library





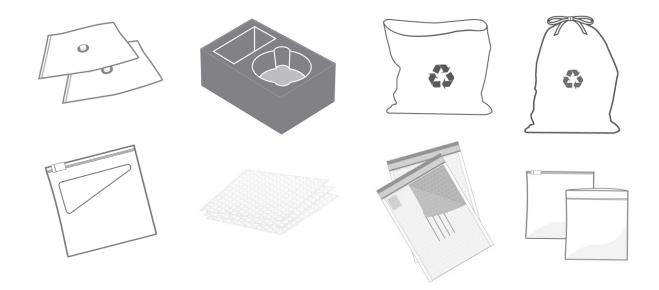
Not Accepted Items





Access the $\underline{accepted}$ and $\underline{not\ accepted}$ photo library.

Icon Library **Accepted Items** FLOSS



Not Accepted Items





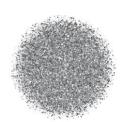








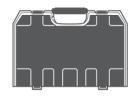


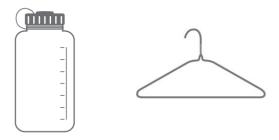












Access the <u>accepted</u> and <u>not accepted</u> icon library.

Educational Campaign

The following creative is available for use in the below formats:

TV (can also be used online) :15 sec video: Party theme :15 sec video: Leftovers theme

Digital Display

300x250 x3: Containers, Paper, Flexible Plastics 728x90 x3: Containers, Paper, Flexible Plastics 300x600 x3: Containers, Paper, Flexible Plastics 160x600 x3: Containers, Paper, Flexible Plastics 320x50 x3: Containers, Paper, Flexible Plastics

Social

:15 sec video: Containers: 1x1, 9:16 :15 sec video: Paper: 1x1, 9:16

:15 sec video: Flexible Plastics: 1x1, 9:16

Grocery Out of Home

King AdCap Classic AdBar Large AdCap Narrow AdBar

Other

Poster: all materials simple 8 ½" x 11" Poster: all materials detail 8 ½" x 11"

Website banner

Sample Creative

Video frames:

Party:





Leftovers:





Paper: [in development]





Containers: [in development]





Flexible Plastics: [in development]





Grocery Ad Cap:



Digital Display: [in development]

Collector Poster/Ad:



Access <u>campaign materials</u>. (populated as available)

Depot Signs













Depot signs are also available in material-specific categories for paper and containers: metal containers, plastic containers, cartons and paper cups, printed paper, paper packaging, cardboard boxes.

Access depot signs.

Sample media information

RESIDENTS CAN NOW RECYCLE EVEN MORE ITEMS AT HOME OR DEPOTS

Recycle BC adds single-use and packaging-like products to items accepted for recycling.

BC residents can now recycle even more items either in their home recycling, or by returning items to a <u>recycling depot</u> [or London Drugs store]. Effective January 1, 2023, Recycle BC is adding single-use products and packaging-like products to its residential recycling program.

The change is the result of an amendment to the BC Recycling Regulation. Previously, only plastic, metal and glass packaging, and paper products were included in the Recycle BC program. This change expands the accepted material list to include items that are used as packaging or a single use but were purchased as a product. Examples of these newly accepted items include:

Recyclable with paper:

Paper party décor (paper decorations, signs, hats, tablecloths, pinatas)
Paper gift bags and boxes
Cardboard moving, filing boxes

Recyclable with containers:

Plastic plates, bowls and cups
Paper plates, bowls and cups (with thin plastic lining)
Plastic food storage containers
Plastic cutlery and straws
Plastic hangers (that come with clothing)
Aluminum foil wrap
Aluminum foil baking dishes and pie plates
Metal storage tins (thin gauge)

Recyclable with flexible plastics (at depots only):

Plastic sandwich and freezer bags

Plastic shrink wrap

Flexible plastic drop sheets and covering

Flexible plastic bubble wrap (no bubble wrap-lined paper)

Flexible plastic recycling bags (blue, clear bags, or yellow or blue bags used for curbside collection) Flexible plastic carryout shopping bags (reusable)

This expanded material list will allow more material to be recycled and keep it out of landfills and the environment. Residents play a key role in recycling this material as the first step in the process — allowing materials to be collected — by putting it in their bins or taking it to a depot. View the full list of newly accepted materials at RecycleBC.ca/NewItems.

About Recycle BC

Recycle BC is a not-for-profit organization responsible for residential packaging and paper product recycling throughout British Columbia, servicing over two million households or over 99% of BC through curbside, multi-family and/or depot services.

Recycle BC ensures material is collected from households and recycling depots, sorted and responsibly managed and recycled. Recycle BC provides recycling services either directly to communities or by working in partnership with local governments, First Nations, private companies, and other not-for-profit organizations. 183 communities participate in our recycling collection program and more are serviced by our recycling depots. In 2021 over 210,000 tonnes of material was collected from households and depots.

The program is funded by businesses, like retailers, manufacturers and restaurants that supply included material to BC residents.

Additional Items

Graphic material list (in development)
Depot guide (in development)
Guide templates (in development)

Access all resource materials.