

New Legislation to Support a Circular Economy

Waste Redux Panel Discussion
AMO Annual Conference

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August 17th, 2015

Overview

- Who is Carton Council
- What we do to support the transition towards a circular economy
- Our perspective on the new legislation

Who is the Carton Council

A group of carton packaging manufacturers, formed to advance the common goal to deliver long-term collaborative solutions with multiple stakeholders in the value-chain in order to divert cartons from disposal.



Carton Council 
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Our Goals

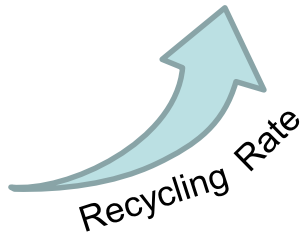
Stakeholder Engagement



Drive Consumer Awareness



Positive Sorting of Cartons



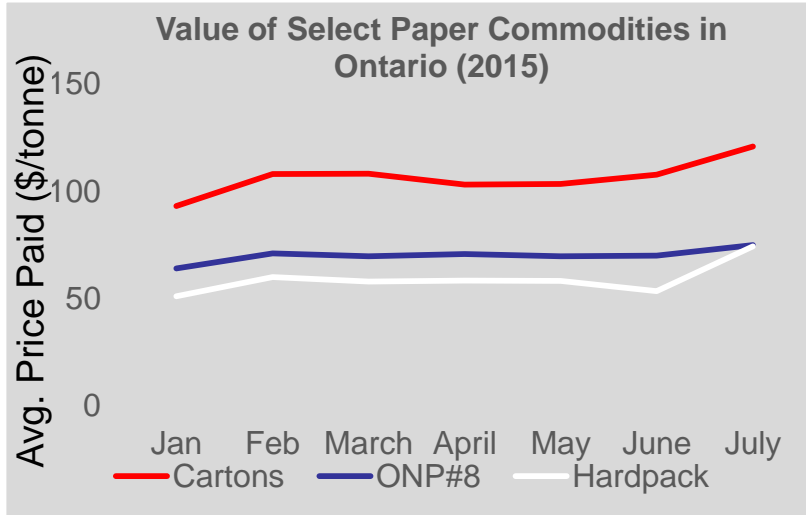
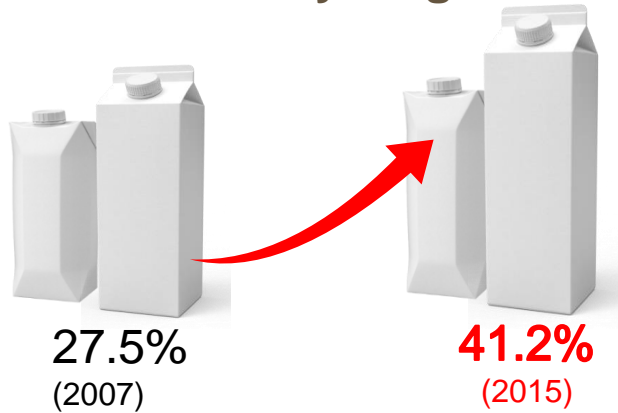
Ensure Robust North American End-Markets for Cartons



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Advances in Carton Recycling Over the Last 5 Years

Ontario Recycling Rate



Access to Carton Recycling in Ontario: **97%**
Carton capture rate (2012): **86%**



**Commodity Grade
Recognized by
Institute of Scrap
Recycling Industries**

Recent Initiatives



Stewardship Ontario

Collaboration for New Recycling Streams

MRF Newsletter & Broker List

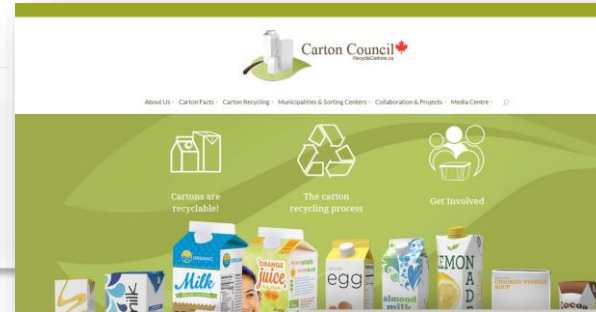
Carton Recycling Primer

MRF Poster

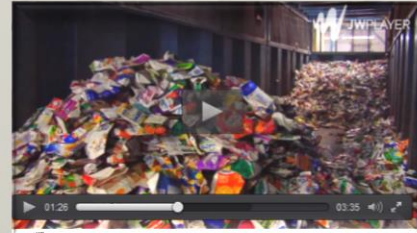


Tools for Education

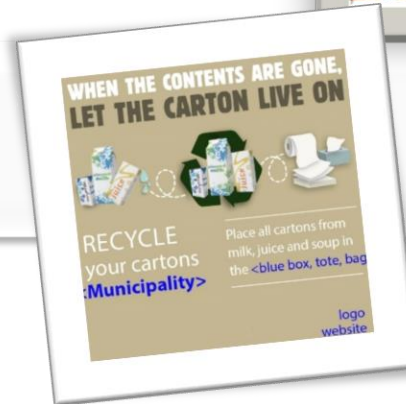
Consumer Facing Website



Video: Carton Recycling Value Chain



Advertising and Image Bank



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Our Perspective on the New Legislation

- We are “one-step” removed BUT...
- The new legislative framework will directly impact our organization’s ability to realize our vision of diverting every carton from disposal



What Should the New Legislative Framework Do?

1. Allow for more flexibility



- Allow for various options via which producers can discharge their obligation by removing the requirement to join and pay fees to a single designated agency
- Include packaging suppliers in the design and implementation of product stewardship strategies.



2. Improve Ontario's Low Diversion Rates

- Require all packaging types for which there are recycling markets, including cartons, to be collected.
- Harmonize the Blue Box system to minimize consumer confusion
- Expand away-from home recovery, including school-based diversion
- Enact disposal bans for all packaging types for which markets exist



3. Clear Roles and Responsibilities

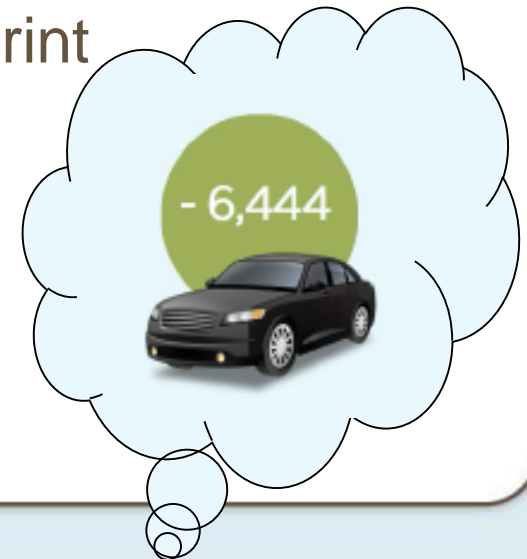


- Put in place minimum efficiency and cost-control standards to reflect the optimal level of service necessary to reach the targets and obligations imposed on producers
- Ensure the system is transparent
- Avoid duplication of efforts and conflicting mandates



4. Support Ontario's Climate Change Strategy

- Any measures that can increase diversion rates will support the Ontario Government's climate change goals
- **↑** Recycling = **↓** GHG emissions compared to landfilling
- Award/recognize those producers who take actions to decrease their overall carbon footprint



Exploring Common Grounds



- 1) Clear definition of “IC&I” waste & increase recycling beyond residential sector
- 2) Access to data by all parties
- 3) Oversight via independent authority clearinghouse
- 4) Pursue economies of scale within processing infrastructure where feasible
- 5) Maintain current geographic equity of BB services
- 6) Hold municipalities/service providers to the same performance standards
- 7) Harmonize materials collected in BB system
- 8) EfW preferable to landfilling
- 9) Enact disposal bans for materials with established end-markets

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www.recyclecartons.ca