

## Request for Expressions of Interest (REOI) – Growing Carton Recovery in Ontario

### Background

[Carton Council of Canada](#) (CCC) is a coalition of carton manufacturers working together to deliver long-term solutions for increasing carton collection and recovery in Canada. Since its inception in 2010, CCC has worked closely with key stakeholders to undertake various initiatives. Through these and the efforts of all the actors along the recycling value chain, the average carton collection/recovery rate for Canada has increased from 26% in 2008 to 55% in 2022<sup>1</sup>.

While carton performance has doubled nationally, the recovery rate in Ontario—measured as the tonnes of cartons sold to end-markets relative to the tonnes of cartons put on the market—has been declining. In fact, it has dropped from 52.7% in 2019 to 40.3% in 2022<sup>2</sup>. While we have reasons to believe that part of this drop is attributable to the methodology used to calculate the carton recovery performance, we are also aware that certain Ontario programs have experienced challenges with carton recovery in recent times and that these also likely contributed to the decline in cartons' performance.

CCC also believes that the impending transition to a producer-led framework under Ontario's new Blue Box Regulation presents an important opportunity for future service providers – municipal and private. Cartons will be on the list of mandated items for collection, and there will most likely be a requirement to sort them into their own grade ([ISRI Grade 52 spec bales](#)). Implementing actions now can help actors get ready for the transition by positioning respondents as strategic long-term partners to Producer Responsibility Organizations (PROs) and their producers.

In response to these challenges and developments, CCC is looking to identify potential projects that can help improve carton recovery in Ontario. Moreover, funding from CCC can reduce the financial burden and risk to respondents as they test initiatives prior to a full-scale rollout.

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<sup>1</sup> Some Canadian jurisdictions report a collection rate while others report a recovery (recycling) rate. For this reason, we cannot report a uniform national collection or recovery (recycling) rate.

<sup>2</sup> There is a two-year lag in recovery performance reporting in Ontario. As such, the recovery reported in 2019 is based on 2017 data and performance reported in 2022 is based on 2020 data.

Follow us on [LinkedIn](#) for news and information about carton recycling and our activities.

## Purpose

The purpose of this Request for Expressions of Interest (REOI) is to solicit proposed projects from key stakeholders in Ontario, focused on helping improve the carton recovery rate (i.e., recycling rate) in the province, to be funded by CCC over the next two years.

## Eligibility

The REOI is open to the following entities:

- Municipalities and waste management companies operating a material recovery facility (MRF) that processes residential materials in Ontario
- Other entities responsible for operating residential recycling programs in Ontario (e.g., service boards, solid waste authority, not-for-profit organizations)

## Focus Areas

Expressions of interest pertaining to the following areas of focus will qualify for consideration of acceptance:

- 1) Consulting services to enable or to optimize carton sorting processes. This includes any or all of MRF configuration, sorter placement, technology, and storage.
- 2) Financing for audits (inbound material, container stream, paper stream, bales, etc.), pilot projects and equipment. Examples of the latter include investments in automation (optical sorters, robots), extensions to existing conveyors and the splitting of bunkers to allocate room for sorted cartons.
- 3) Awareness campaigns to increase the quantity of cartons in the blue box stream.
- 4) Any other focus area that would benefit carton recovery.

Note: Cartons do not have to be the sole focus of the proposed project and can be part of a broader initiative.

## Available Funding

CCC has set aside an **aggregate amount of \$70,000** for the purpose of funding support to projects submitted and accepted pursuant to this REOI for the 2022 calendar year. If a greater number of projects are brought forward than can be accommodated, priority will be given to those projects that are most likely to have the greatest impact on growing the Ontario carton recovery rate. Please note that projects that are not accommodated this year may be considered in 2023.

## Project Implementation Timelines and Important Dates

To be eligible for consideration, projects must be completed within a maximum of two years from the REOI's launch (by May 2024).

Important dates:

- Issue REOI: **May 4, 2022**
- Deadline to apply: **July 4, 2022**
- CCC communicates decision to all respondents: **September 1, 2022**

## Confidentiality & Disclaimer

The submissions received in response to this REOI are solely for use by Carton Council of Canada. Information provided with the submission will be retained by the CCC and will not be disclosed to any other party without agreement.

CCC makes no commitment to pursue any of the projects submitted. Decisions on funding submitted projects may be accepted, rejected, postponed, amended or terminated at the sole and absolute discretion of CCC.

## How to Apply

Interested parties are asked to complete the [CCC REOI Submission Form](#) describing their proposed project and to submit it no later than July 4, 2022. For your convenience, a copy of the form questions are available on the following page.

Please direct all questions to Isabelle Faucher at [ifaucher@recyclecartons.ca](mailto:ifaucher@recyclecartons.ca) or by phone at (647) 967-5881.

Carton Council of Canada  
Request for Expressions of Interest to Optimize Carton Recovery in Ontario

*Note: the option to upload additional information is found at the bottom of the form.*

1. Contact person for organization registering:
  - a. Name:
  - b. Title:
  - c. Email:
  - d. Phone number:
  - e. Mailing address:
  
2. Name of organization:
  
3. Type of organization (select one):
  - Municipality
  - Waste management company
  - Services board
  - Solid waste authority
  - Not-for-profit organization
  - Other (please specify) \_\_\_\_\_
  
4. Name of the project you are proposing:
  
5. Please describe the project, in particular how it will help grow carton recovery.
  
6. Please provide a project budget estimate. Note: an estimated range for capital and labour costs is acceptable.
  
7. Please indicate the amount that is being sought from CCC
  
8. Are other sources of funding being sought for the project? If so, please provide the sources and amounts sought from each source.

9. Please provide an overall timeline for the project, including key project milestones.
10. Please indicate whether the project is confirmed, or whether it is still at the proposal stage and contingent upon approvals and/or other occurrences. In case of the latter, please specify what the project is contingent on.
11. Is there any additional information you would like to provide?
12. In the case that you are uploading additional documents, please provide a brief explanation of what they consist of.

Please upload any supporting documents here.

Please direct all questions to Isabelle Faucher at [ifaucher@recyclecartons.ca](mailto:ifaucher@recyclecartons.ca) or by phone at (647) 967-5881.

Submissions must be provided no later than 6 pm ET, **Monday, July 4, 2022.**