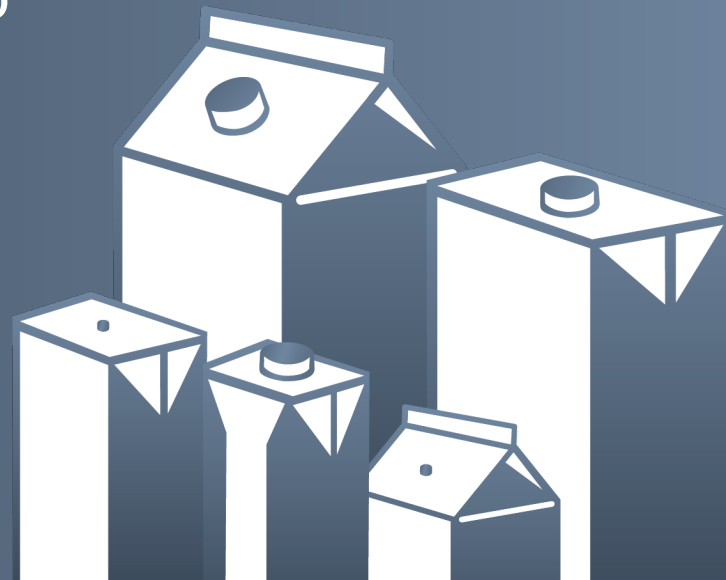




# Request for Expressions of Interest (REOI) to solicit project proposals designed to improve carton recovery in Ontario

Webinar held June 22, 2022



# Our Points for Today

- Who We Are
- Why this REOI
- Overview
- Project Examples
- Question and Answer Period

# Who is the Carton Council ?

- Formed in 2010
- Coalition of carton manufacturers working together to deliver long-term solutions to help increase carton recovery and recycling in Canada.
- Provides a platform for carton manufacturers in Canada to benchmark and profile cartons as renewable, recyclable and low-carbon packaging solutions



# What We Do

**We help municipalities and sorting facilities optimize carton recycling**

**Our services are free**



**Consulting  
to optimize  
carton  
sorting  
processes**



**Financing  
for audits,  
pilot  
projects and  
equipment**



**Connecting  
you with  
buyers of  
carton bales**



**Carton  
recycling  
awareness  
campaigns  
& tools**



# What Constitutes a Food and Beverage Carton?

Made mainly from **paper**, a renewable resource, light weight and compact, **cartons** have a **low carbon footprint** and are **recyclable**.



# What is NOT a Food and Beverage Carton?

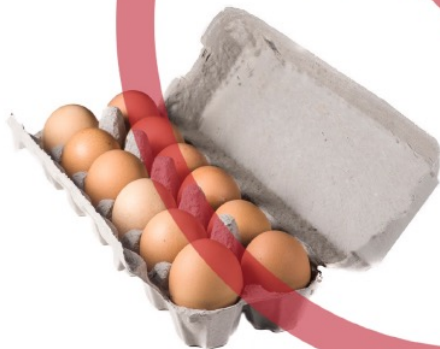
Frozen Food  
Boxes



Takeout  
Containers



Egg Cartons



Ice Cream  
Containers



## PSI\* Grade #52

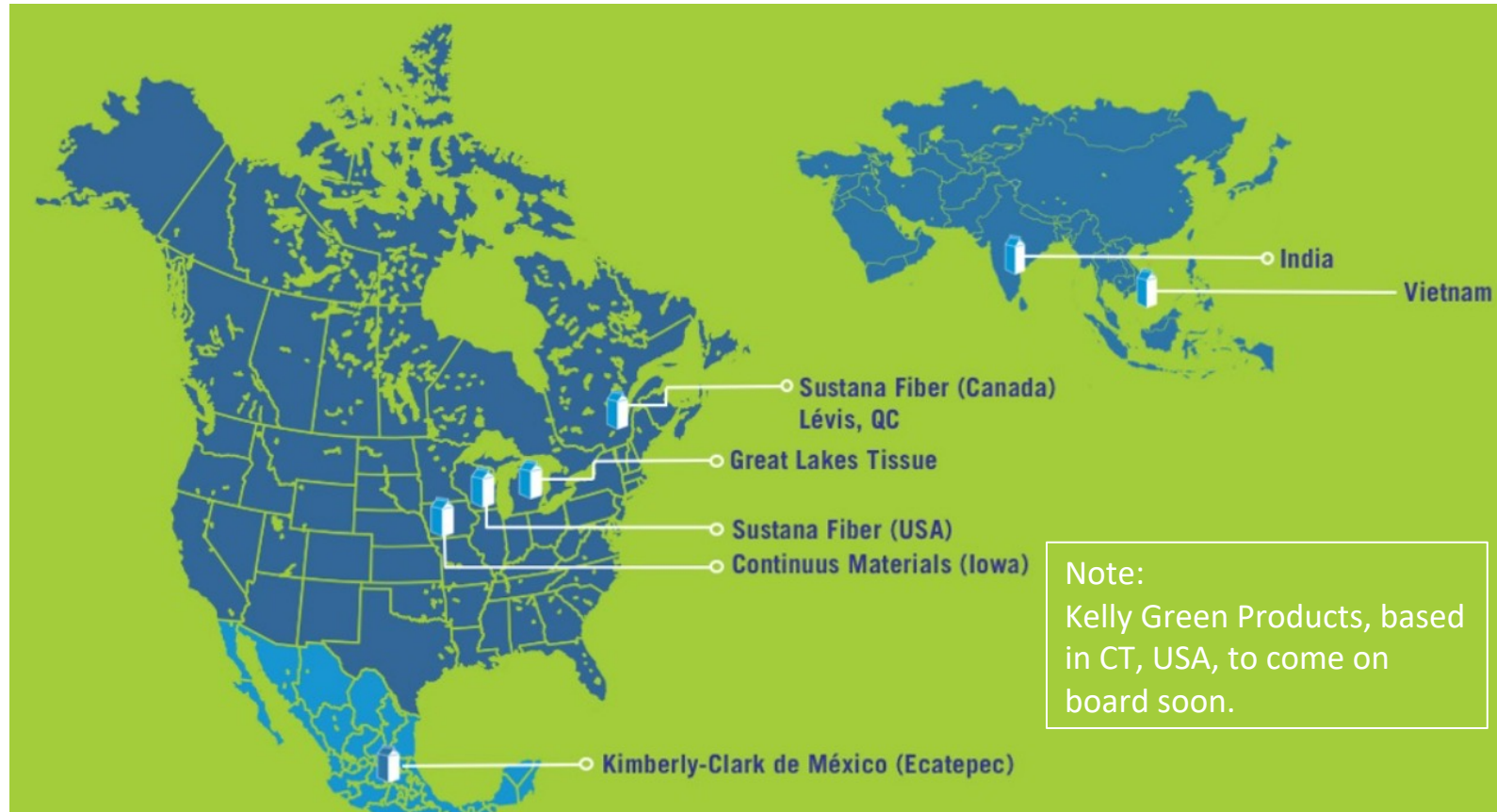
- Carton Council recommends MRFs sort cartons into Grade 52 to get the most yield from the fiber and to allow for the poly & poly-aluminum portion to be captured for further recycling.
- Cartons can also be accepted and recycled in mixed paper grades.

Consists of liquid packing board containers including empty, used PE coated, printed one-side aseptic and gable-top cartons containing no less than 70% bleached chemical fiber and may contain up to 6% aluminum foil and 24% PE film

**Prohibitive materials may not exceed 2%**

**Total out-throws may not exceed 5%**

# End-market for Cartons



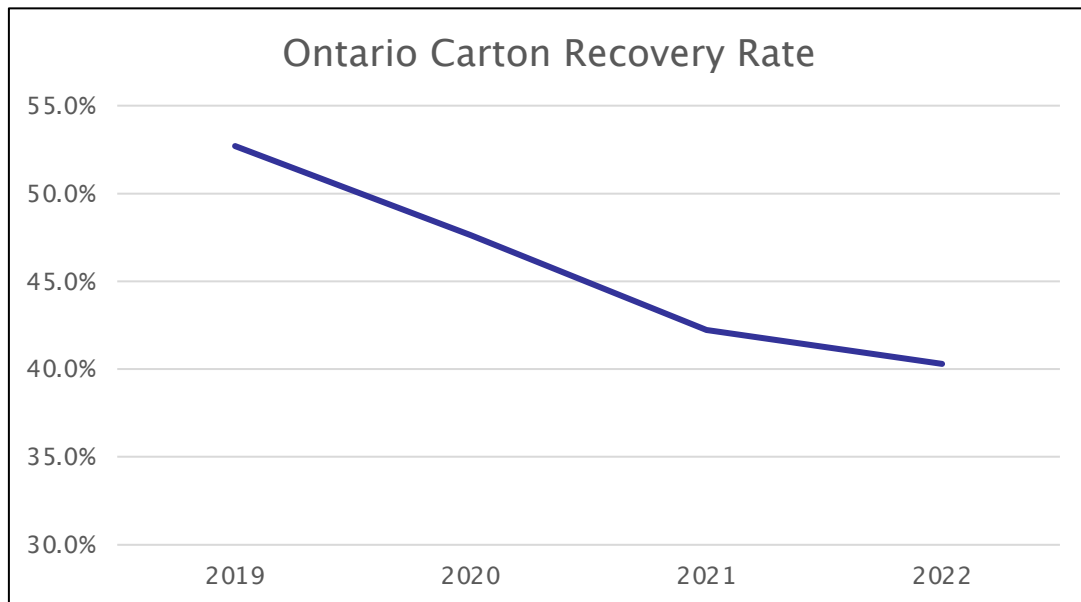


# Why This REOI?

- Carton recovery rate in Ontario has been declining
- Precise reasons for the drop are unclear but known challenges experienced by some Ontario residential recycling programs in recent times are likely contributing factors
  - COVID
  - Labour shortages
  - Access to technology and market conditions



$$\text{Carton Recovery Rate} = \frac{\text{tonnes of cartons sold to end-markets}}{\text{tonnes of cartons put on the market}}$$



# What, Who, How Much

Purpose	Eligibility	How Much
Solicit proposed projects focused on helping improve the carton recovery rate (i.e., recycling rate) in Ontario, to be funded by CCC over the next two years	<ul style="list-style-type: none"><li>Municipalities and waste management companies operating a material recovery facility (MRF) that processes residential materials in Ontario</li><li>Other entities responsible for operating residential recycling programs in Ontario (e.g., service boards, solid waste authority, not-for-profit organizations)</li></ul>	<p>Aggregate amount of \$70,000 available for 2022 calendar year.</p> <p>Notes:</p> <ul style="list-style-type: none"><li>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.</li><li>Projects that are not accommodated this year may be considered in 2023.</li></ul>

# Focus Areas

- 1) Consulting services to enable or to optimize carton sorting processes. This includes any or all of: MRF configuration, sorter placement, technology, storage.
- 2) Financing for audits (inbound material, container stream, paper stream, bales, etc.)
- 3) Financing for pilot projects and equipment
  - Investments in automation (optical sorters, robots)
  - Extensions to existing conveyors
  - Splitting of bunkers to allocate room for sorted cartons
- 4) Awareness campaigns to increase the quantity of cartons in the blue box stream.
- 5) 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.**

# Examples of Small (yet impactful) Projects Implemented by MRFs

## Tricentris MRF, Gatineau (QC) - 85,000 TPY

- MRF was previously sorting cartons in a manner they considered “sub-optimal”.
- This involved using small mobile carts for cartons rather than a dedicated bunker.
- MRF undertook a project to split an existing bunker in half. The manual sorter assigned to the positive sort of cartons was also reassigned to a more optimal work station on the container line.
- Facility doubled their carton volume production from 5 to 10 tonnes per week

## R.A.R.E./Township of North Glengarry MRF – 1,200 TPY

- Reintegrated all cartons into their program recently and put in place separate sorting of cartons
- Turned a storage bunker into two by building a wall in the middle of it using large piece of plywood.
- North chute is now designated for cartons and the south chute is designated for a different commodity.



# Examples of Awareness Campaigns

## City of Hamilton, ON

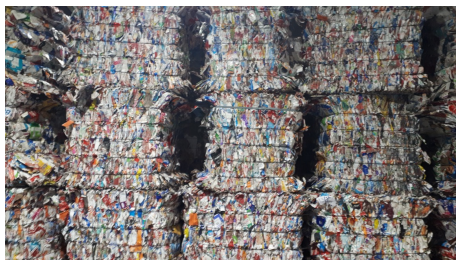
- CCC provided promotion and education assistance and a grant for the city to promote carton recycling through advertisement in local newspapers, magazines, on web, and social media.
- The initiative resulted in an increase in carton recycling awareness demonstrated via social media stats; small city-wide capture increase in short time period; and 3% decrease in households placing cartons in the wrong stream (paper stream instead of container stream) in pilot area of 185 households (January-February 2013)



# No One-size-fits all Solution to Carton Sorting

## City of Kingston - 11,550MT TPY

- Cartons collected as part of the fibre stream instead of the container stream, so they don't compete with other 3-D materials
- Cartons are hand sorted at the end of the fibre line



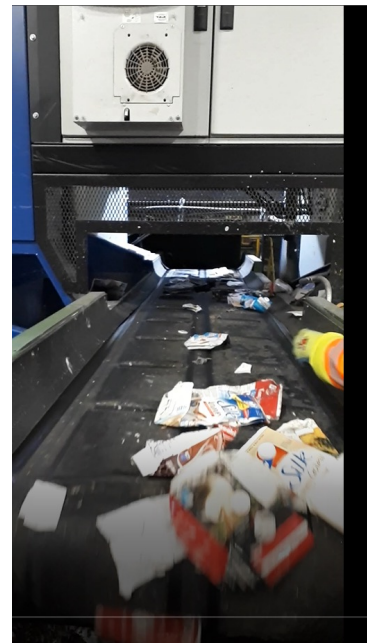
## City of Peterborough - 15,000 TPY

Cartons are hand-picked off the container residue line.



## GFL Arrow Rd Facility > 200,000 TPY

Carton sorting combines optical sorting, a robotic arm and manual quality control to positively sort cartons.



## But What About The Blue Box Transition...

- 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 (PSI 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.

# How to Apply - CCC REOI Submission Form

1. Contact person for organization registering; name of organization
2. Project description & how it will help grow carton recovery
3. Project budget estimate (range for capital & labour costs)
4. Amount that is being sought from CCC and from other sources, if applicable
5. Overall timeline for the project, including key project milestones
6. Whether the project is confirmed, or whether it is still at the proposal stage and contingent upon approvals and/or other occurrences



# 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

Complete information and link to submission form:

<https://www.recyclecartons.ca/wp-content/uploads/2022/05/REOI-CCC-Growing-Carton-Recycling-May4-2022.pdf>

## Question & Answer Period

