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Services to Municipalities

# A distinctive and collaborative approach to EPR for packaging and printed matter in Québec



## Isabelle Laflèche

**Director,  
Company services**

- Various responsibilities over the years:
  - Managing Company Services and developing reporting tools
  - Managing the data reporting system
  - Developing application rules
  - Overseeing mandatory consultation processes regarding the Schedule of Contributions



## Mathieu Guillemette

**Senior Director  
Services to municipalities**

- Various responsibilities over the years:
  - Negotiating curbside recycling net costs
  - Calculating contributions
  - Waste auditing and activity-based costing management
  - Managing the Away from home recovery program, etc...



A photograph of a family—a man and two young girls—participating in recycling. They are standing on a sidewalk next to a row of blue recycling bins. The man is leaning over one bin, and the girls are also interacting with it. One girl is holding a blue recycling bin with a white recycling symbol. In the background, there are houses, trees, and parked cars. A large blue recycling bin is in the foreground on the left. A bright blue triangle is in the top right corner.

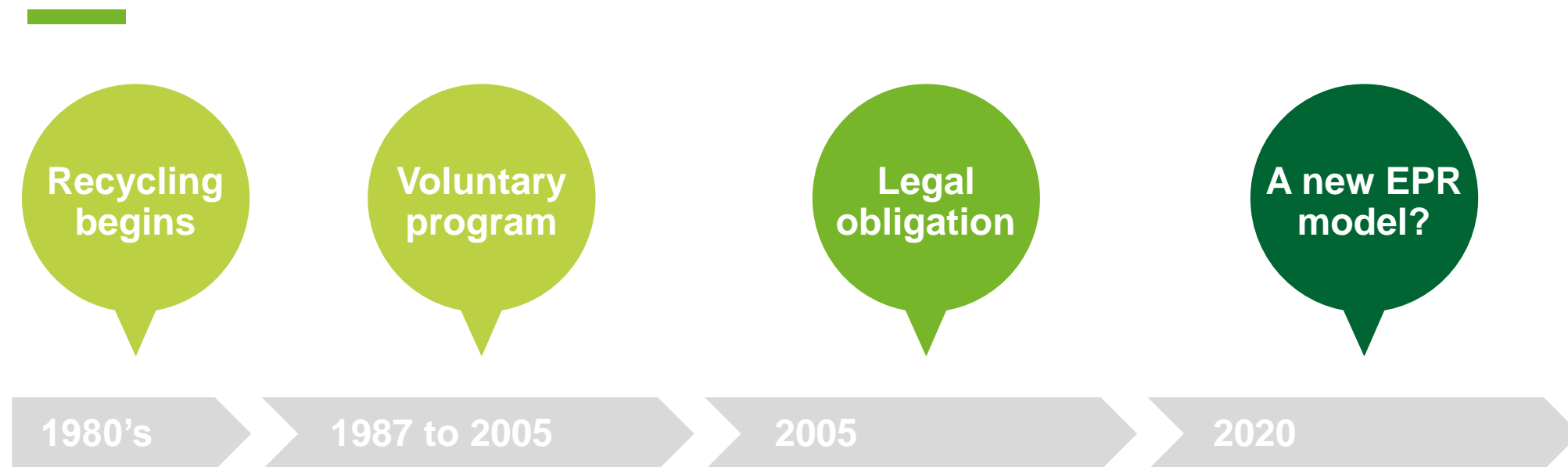
# Québec Context

## Curbside recycling in the province of Québec

- **Population of 8.4 million**
  - More than 99% of the population has access to door-to-door recycling
  - Quantity recovered per capita: 93 kg
- **780,000 tons recovered yearly**
  - 63% recovery rate
- **1,100 municipalities**
  - 557 municipalities and municipal bodies that manage curbside recycling contracts
- **22 sorting centres**
  - Private, municipal, profit, non-profit
  - Various sizes (3,000 tons to 100,000 tons)



## Legal Context and Obligation



# The Compensation Plan



**1,100 municipalities**

Provide curbside recycling  
services

**Payment**

**Cost reporting**



**Éco Entreprises Québec**

Collect Contributions

**Targeted companies**







## Costs to be offset

Municipal recycling programs, including multi-dwelling units and small businesses



**Collection**



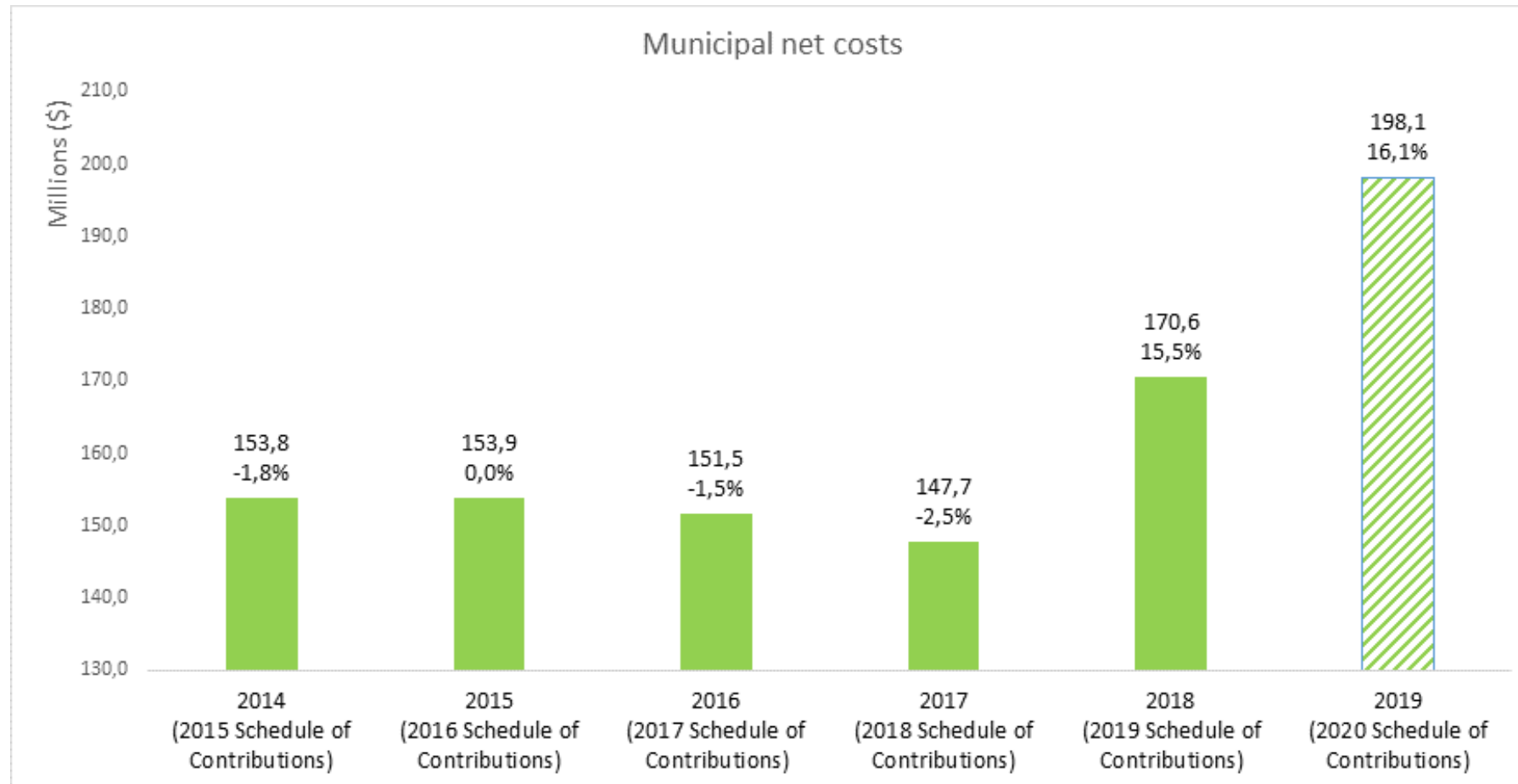
**Transportation**



**Sorting**



## Annual net costs of curbside recycling (\$ millions)



# Designated Materials

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## Containers



## Packaging



## Printed Matter





# ÉEQ's Role



*Working both upstream  
and downstream of the  
curbside recycling value  
chain.*



**What really makes our  
mission?**

# Éco Entreprises Québec

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Private, not-for-profit  
organization based in  
Montréal, Québec

Certified by the  
Québec government in  
June 2005

- Periodically  
renewable

Represents 3,400  
companies that  
market containers,  
packaging and printed  
matter in Québec

## Our governance is adapted to meet growing challenges

- An independent Board of directors made up of:
  - 10 representatives from contributing companies (reflecting industries and generated materials)
  - 4 representatives with competency and experience profiles related to the curbside recycling value chain
- An Annual General Assembly to present ÉEQ's results and activities





## How do we fulfill our mandate ?

- Annually prepare a Schedule of Contributions to finance the Québec curbside recycling system
- Raise awareness and make companies accountable for the materials they generate


> Pricing  
> Studies

> Solicitation  
> Help with  
reporting

> Billing  
> Collection

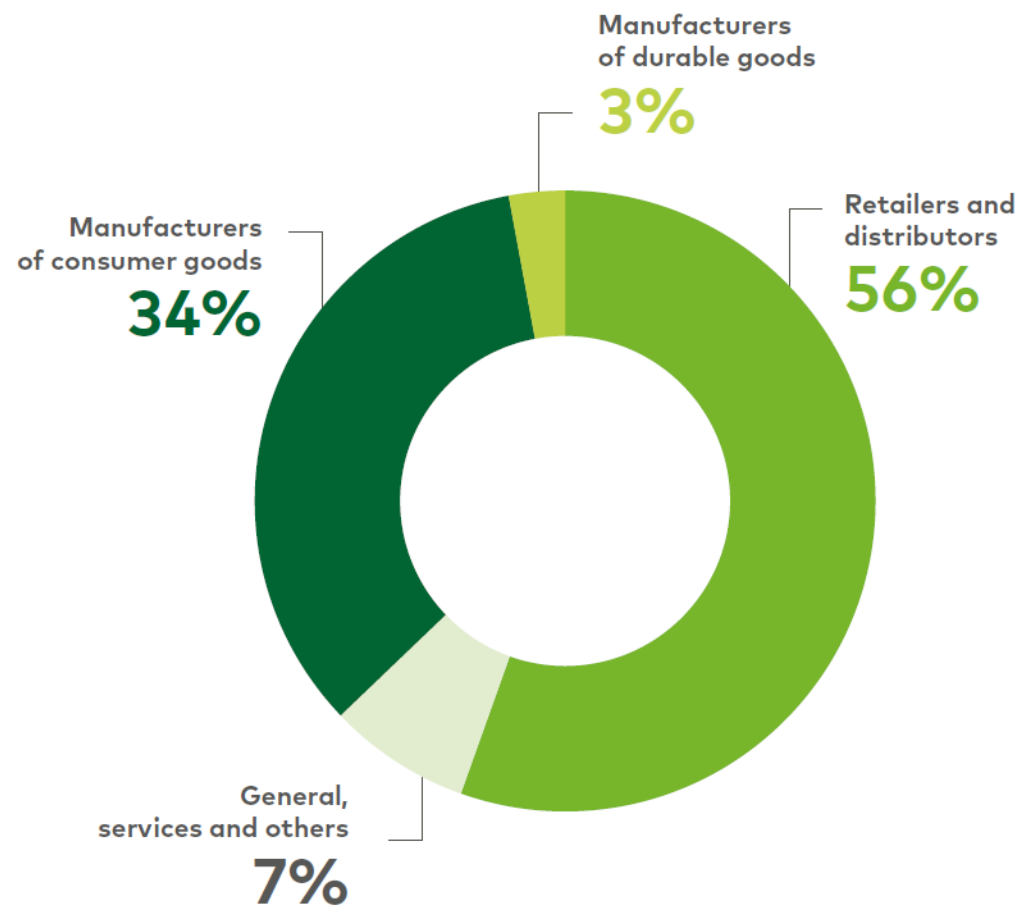
> Audit  
> Conformity

> Payment to  
municipalities



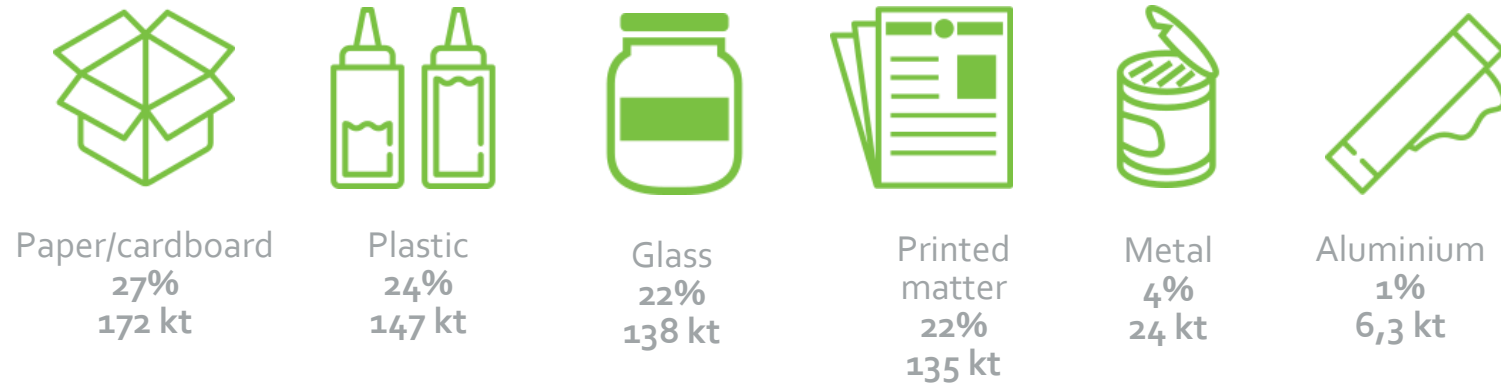
# How curbside recycling is financed in Québec?

## Hundreds of contributing companies generate close to 110 billion dollars in sales revenue in Québec





## What do they generate?



## Companies' contributions



- Based on the Schedule of Contributions, which is adopted and published every year
- Fee (in \$/t) by type of material is established based on recycling performance, collection, transportation and treatment costs, as well as market value
  - The less recyclable the material, the more expensive it is
- Each company's individual contribution is based on the quantity of materials marketed, times the specific rate for each material
  - The more materials a company generates, the more it pays
- Credit for recycled content since 2009 included in the Rules for printed paper, and since 2013 for PET and kraft paper containers

## Companies' contributions: a few examples

Material	2019 fee
Newsprint inserts and circulars	\$205
Corrugated cardboard	\$184
PET bottles and containers	\$285
Expanded polystyrene for food products; protective polystyrene	\$793
Aluminium food and beverage containers	\$181

\$1 CND = \$1.31 USD



## Specific approach for small businesses

- Take into account the administrative burden of reporting for small companies
- Develop a specific approach with associations
  - Exemption from paying a contribution for very small companies (< 1 ton of materials or < \$1 million in revenues)
  - Flat fees for low-volume producers based on quantity (since 2007)
  - Flat fees for small companies based on revenues ( between \$1 million and \$2 million) (since 2014)
- Periodical review by a working committee



A close-up photograph of a person's hand holding a cluster of various metal items, including bottle caps, springs, and small mechanical parts. The background is filled with a large pile of similar metal scrap, mostly aluminum bottle caps, scattered on a light-colored surface. A solid blue triangle is positioned in the top right corner of the image.

# Initiatives for better curbside recycling services

## ÉEQ as an optimizer

Rethink packaging,  
marketing and  
distribution ■



■ Improve citizens'  
understanding



■ Develop eco-friendly  
materials and markets

Modernize municipal  
practices ■



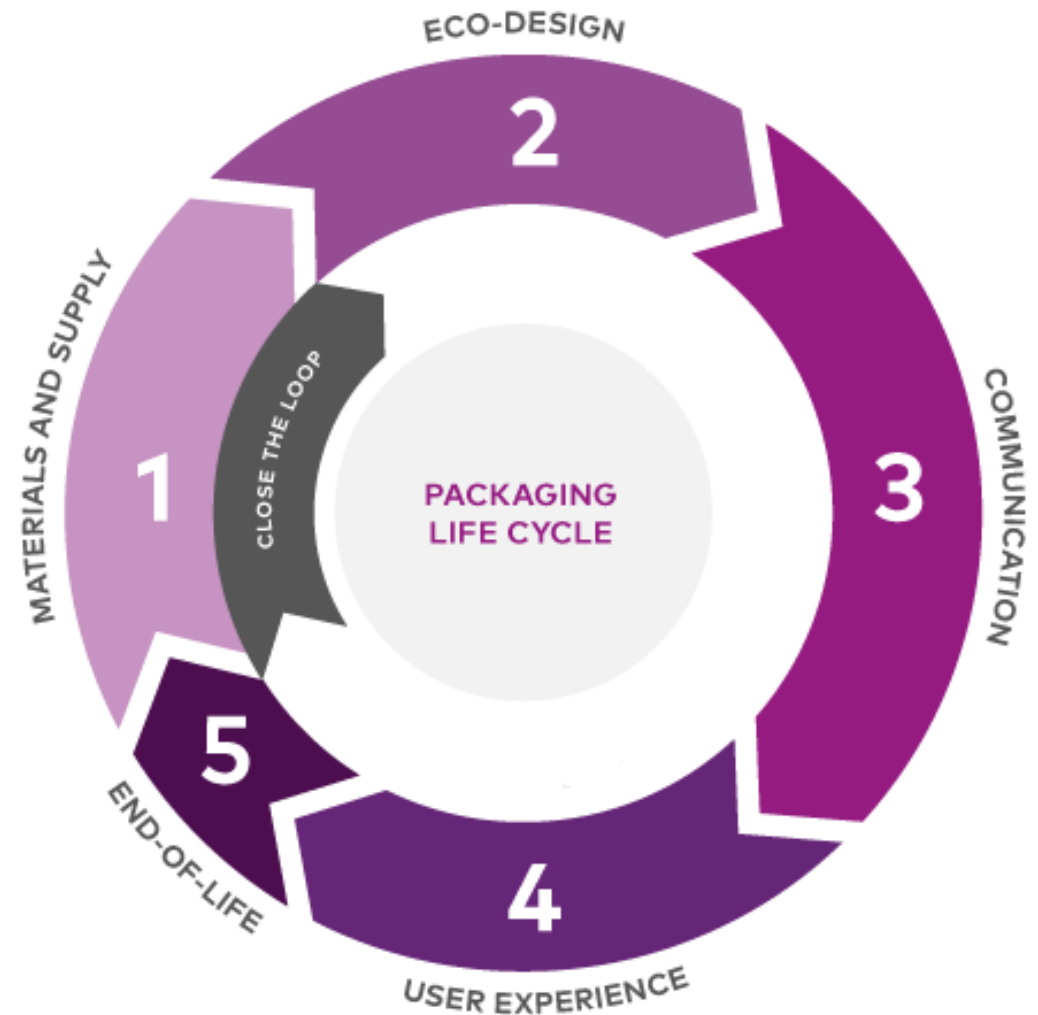
Further the evolution  
of material processing  
techniques ■



■ Adapt and transform sorting  
centres

## Eco-design and a circular economy

- Creation of an Eco-design and circular economy Board of directors Committee and Department
- Adoption of the first eco-design and circular economy plan for an EPR program in Canada
- Publication of the first study on circular economy in Québec with CPQ and CPEQ
- Associated Founder partner of [quebeccirculaire.org](http://quebeccirculaire.org) circular economy portal of EDDEC
- Tools and services for companies





## Market Development and Sorting Technologies

- Creation of a Market Development and Sorting Technologies Department
- Preparation of road map on plastic packaging in Québec
- Consultation with stakeholders
  - International Forum on plastics in Paris in 2019



# Glass Works Plan

A concrete solution for 100% of the glass containers Quebecers place in their recycling bins

- \$13 million invested on equipment for 6 sorting centres and on market development
- Sorting centres now reaching glass purity rate of 97%+





## Best practices initiative for effective curbside recycling

- Presentation of best practices in curbside recycling to elected officials and municipal general managers
- Publication of tools and case studies
- For municipalities seeking to adopt best practices, free direct support to prepare specifications for their calls for tenders



# Some benefits of EPR (actual)

Makes producers  
accountable for what they  
put on the market

1

Offers stability for  
municipalities in times of  
crisis

2

Provides municipalities  
with some information  
about others' performance  
(emulation)

3

## Curbside recycling challenges



Increasing eco-design of materials marketed



Adapting the system to expanding e-commerce





## Curbside recycling challenges



Helping consumers better understand what to place in recycling bins (improving recovery rate)



Improving the quality of materials placed in recycling bins (reducing contamination)





## What contamination?





## Curbside recycling challenges



Improving the capture rate of recyclable materials in sorting centers



Improving the quality of outbound materials



Feeding "local" markets for recovered materials in a circular economy perspective

Developing new markets for hard-to-recycle materials

Improving the traceability of materials and increasing transparency to maintain public confidence in recycling





4.0

# ÉEΩ : Working toward a better system



*Our vision at ÉEQ is that now, more than ever, we must transform the curbside recycling system by working together with value chain stakeholders.*

- Increased accountability for companies
- Higher quality / performance
- Increased traceability / transparency





A photograph of a modern office interior. In the foreground, a woman in a light-colored dress is blurred as she walks from left to right. In the background, three people are standing near a long, light-colored stone reception desk. A woman in a black shirt and light pants is talking to a man in a grey shirt and dark pants. Another woman in a light jacket and dark pants is standing to the right, holding a glass. The office has large windows, a potted plant on the left, and a vertical garden wall on the right. A bright green diagonal graphic element is in the top right corner.

# Question period

# Thank you

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[eeq.ca](http://eeq.ca)

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