

Multi-Material BC Presentation to WMABC Conference



MULTI
MATERIAL
BC

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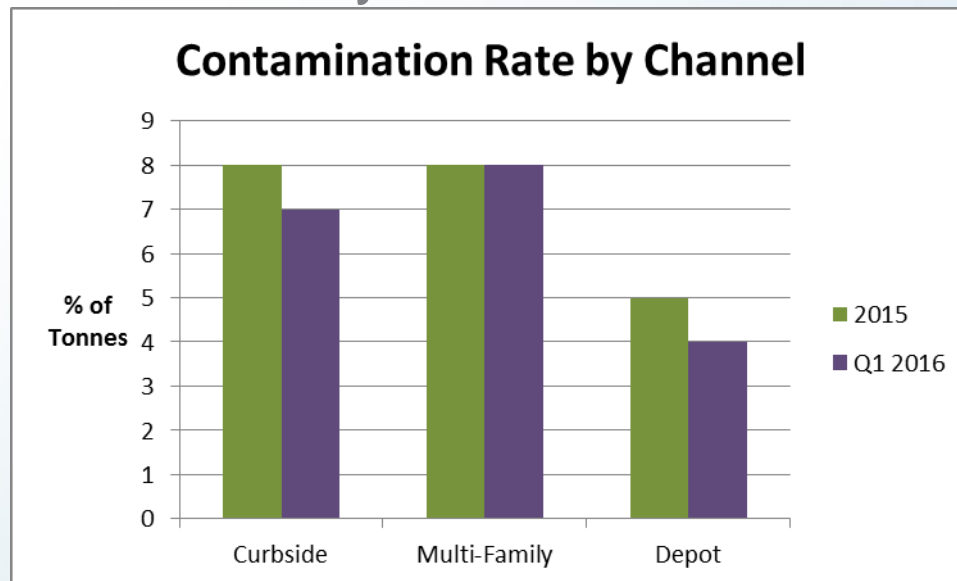
January 19, 2016

2015 Program Performance Highlights

- Achieved a **77% recovery rate** for members' materials
 - Continuing to exceed the mandatory 75% target
- In 2015, MMBC collected over **186,509 tonnes** of recyclables from households and depots – **43.6kg** recovered per capita
- By end of 2015, **97%** of BC households could recycle their PPP at depots, and **1.255 million** households received curbside and multi-family collection services
- MMBC continued to increase access to reliable and convenient recycling services, with **24 new depots** and an additional **15,000** households receiving curbside or multi-family pick-up service

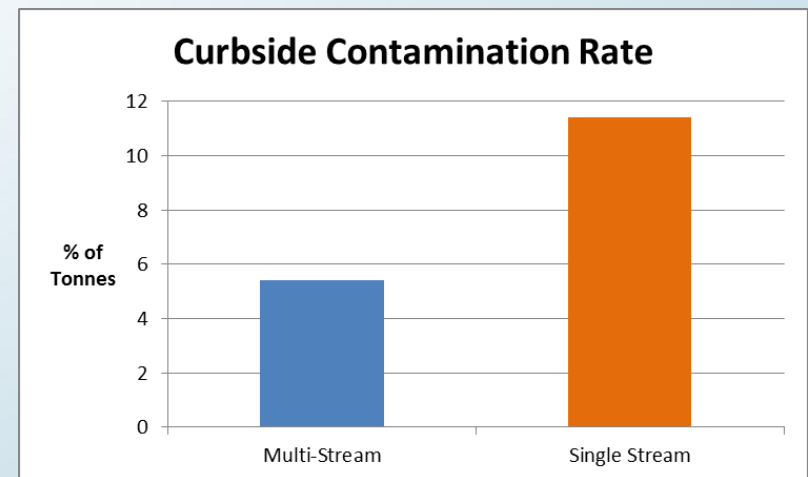
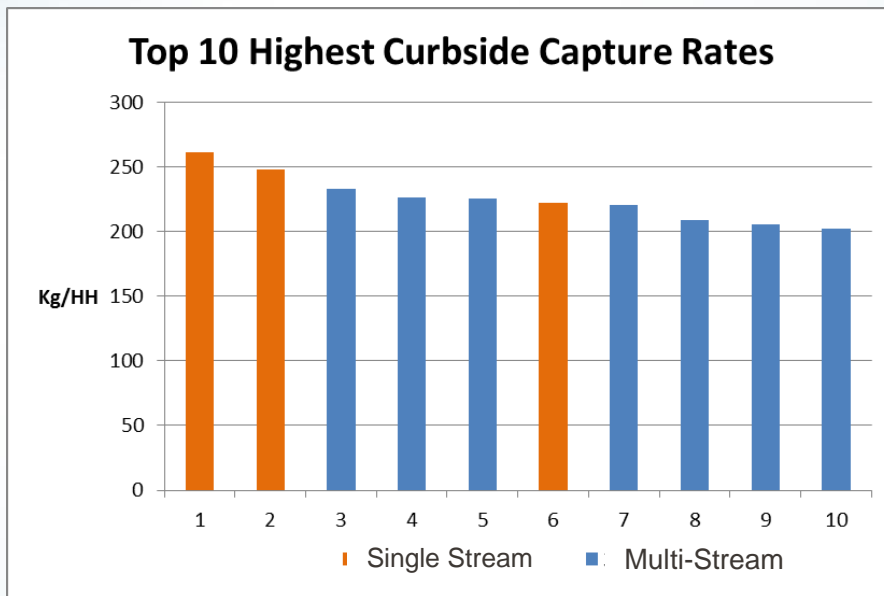
Performance on Contamination Reduction

- MMBC has worked with collectors to reduce contamination. Some techniques employed are curbside ride-alongs, field service visits to depots, and templates for resident education.
- The % of non-PPP by collected tonne is:



Single Stream vs. Multi-Stream: difference?

- MMBC has 10 collectors with a kg/HH collection rate for curbside greater than 200 kgs/HH. Of these, 7 are MS.
- However, the contamination rate for SS curbside is significantly higher than for MS. This shows that MS can produce as high a capture rate as SS and with more recoverable material.



Vancouver Streetscapes Pilot Study

- Start Date: August 22, 2016
- Duration: 9 months
- Material streams to be collected include:
 - Mixed Paper
 - Mixed Containers
 - Organics (in some locations)
 - Garbage/Landfill
- Waste Audit & Behavioural Study components:
 - 3 x 1 week (7-day) waste audits conducted at start, middle and end of pilot
 - Will measure progress in capture rate, accuracy rate, and resident behaviour over time

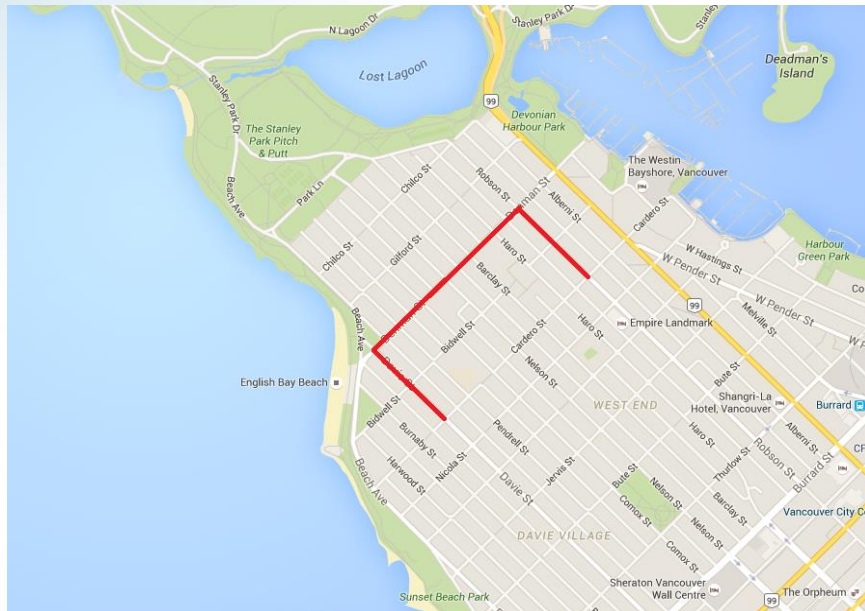
Streetscape Bin Design

- Design created through collaboration between Emily Carr University of Art + Design & Metro Vancouver



Pilot Study Location

- Streetscape Area - “U” shape, section of Davie St, Denman St & Robson St in Vancouver’s West End
- Parkscape Area – Second Beach, near concession stand and playground



Projects and Partnerships



TIM HORTONS IS NOW IN THE NEW ECO CUP™ FORMAT

Tim Hortons K-style Cups are now in Mother Parker's EcoCup™ format that allows consumers to easily click, separate and recycle components

95% DIVERSION



MULTI MATERIAL BC

BC RECYCLING ACCEPTANCE

The recycling programs run by MMBC explicitly accept separated K-style capsules



WWW.TIMHORTONS.COM/BCRECYCLES

THE RECYCLING STUDY

Behind the scenes Mother Parkers along with MMBC, CSSA and other recycling partners will be executing a recycling study to understand and share how the entire process worked



DRIVE THE REQUIRED CONSUMER BEHAVIOUR

From October to December, Tim Hortons will be launching an integrated BC specific ad campaign to inform and challenge British Columbians to enjoy, separate and then recycle their EcoCup™ capsules



Eco Cups in Curbside

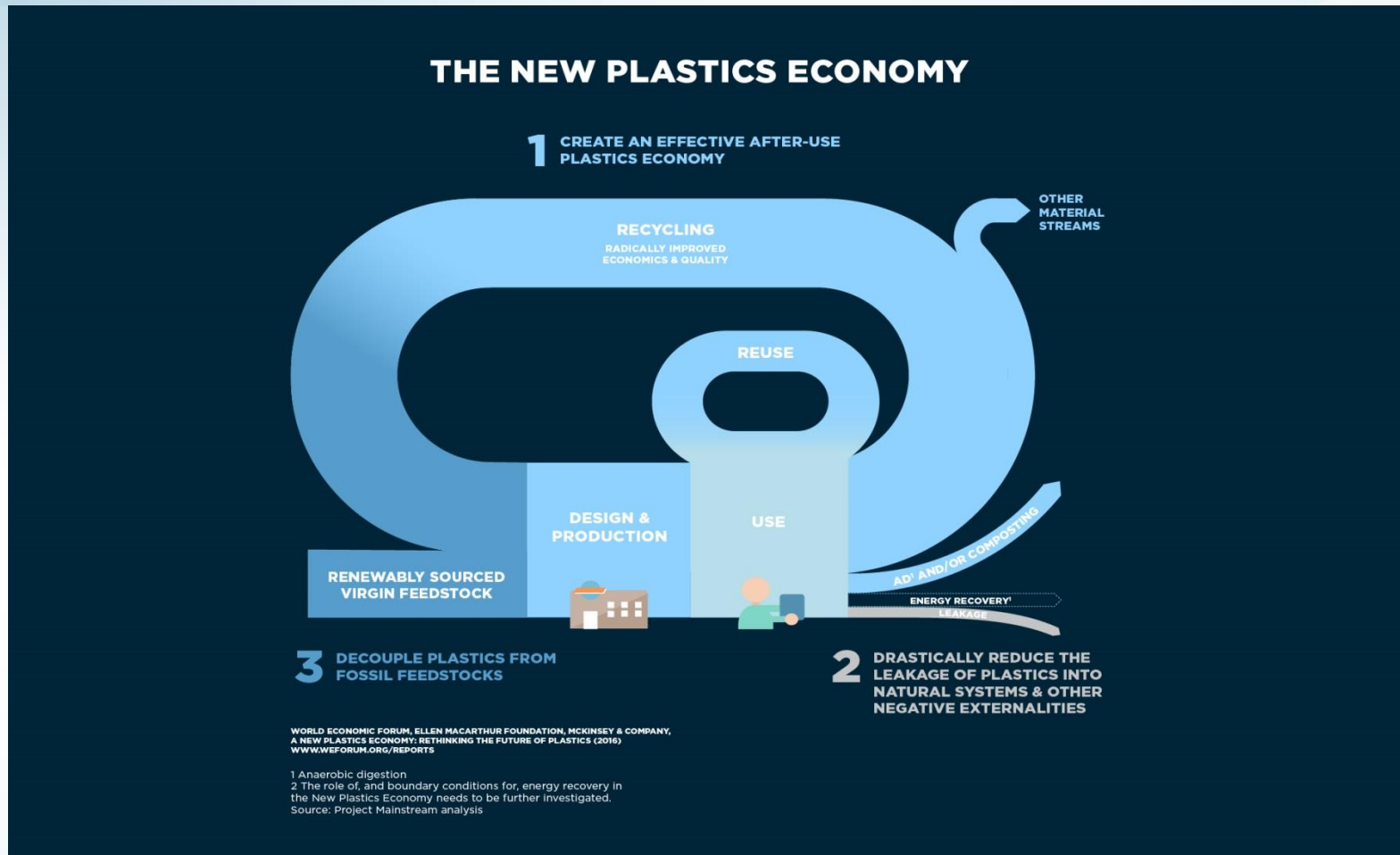


Plastic Film and Foam Pilot with London Drugs

- The one-year pilot program involves 11 stores in the City of Vancouver and will be evaluated for potential introduction in other parts of the province in the future.
- The pilot began on August 1st with the following plastic bags, overwrap and foam packaging being accepted at all London Drugs stores in Vancouver:
 - Plastic bags and overwrap, including grocery bags, bread bags, produce bags, outer bags for diapers etc.
 - White and coloured plastic foam packaging, including foam meat trays, foam egg cartons and foam cushion packaging for electronics etc.



New Plastics Economy Initiative



The Future of Extended Producer Responsibility and MMBC

- Convenience
 - Identify opportunities to leverage MMBC's supply chain for greater consumer convenience
 - Evaluate streetscape pilot and determine next steps as part of our collection system consultation in November
- Communication
 - Develop a consumer-friendly brand to support increased engagement with residents
 - Expand range of partnerships and communication platforms to reach a broader range of demographic groups

The Future of Extended Producer Responsibility and MMBC

- Producers
 - Continue to support producers in addressing recyclability issues as new innovations in packaging are developed and implemented
 - Conduct pilots and tests with producers to inform changes in packaging or enhancements to our collection system
- Leadership
 - Optimize MMBC's supply chain to increase efficiencies and identify opportunities to reduce costs as the program begins to expand to new communities
 - Work with partners inside and outside BC to develop sustainable solutions to key environmental issues related to PPP recycling

QUESTIONS?

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