
CHARTER OF SUPPORT FOR AN ORDERLY TRANSITION TO FULL PRODUCER RESPONSIBILITY FOR PAPER PRODUCTS AND PACKAGING

PURPOSE

The transition to full producer responsibility under the [Waste Diversion Transition Act](#) to regulations under the [Resource Recovery and Circular Economy Act, 2016](#) will result in the transition of the Blue Box Program from a shared financial responsibility model to full producer responsibility for the collection and management of obligated (or designated) Paper Products and Packaging (PPP).

Such a transition requires careful consideration to ensure there is no disruption to residential recycling services for consumers. For producers, the transition process must ensure that operational control over recycling decisions is transferred along with the increased financial obligation.

This Charter of Support for an Orderly Transition to Full Producer Responsibility for PPP is intended to provide the Minister of the Environment and Climate Change and other stakeholders with a set of clear, reasonable and actionable principles by which the signatories believe transition should occur.

BACKGROUND

Since 2004, producers and retailers of printed paper and packaging have made financial contributions exceeding a \$1.2 billion to municipalities to support Blue Box recycling in Ontario. Together, this partnership between stewards and municipalities has diverted 11.2 million tonnes of material away from landfills to be repurposed in the manufacturing of new products and packaging, saving valuable raw resources and greatly reducing greenhouse gas emissions.

On November 30, 2016, the *Waste Free Ontario Act (2016)* was proclaimed, ushering in new legislation designed to transition today's Blue Box Program from a transfer payment program, whereby producers pay 50% of municipal recycling costs, to full producer responsibility, whereby producers will be fully responsible, both operationally and financially, for collecting and recycling PPP.

THE CIRCULAR ECONOMY

We, the undersigned, support the concept of the circular economy. A circular economy is characterized by product delivery systems that result in the flow of materials from producers to consumers and from consumers either back into systems of production or reassimilated back into the natural environment with no loss of environmental quality.

ORGANIZING PRINCIPLE

The Ontario Government has selected extended producer responsibility as a tool to facilitate the objectives of a circular economy for PPP. Central to the concept of extended producer responsibility is the ability of producers to design their recycling systems in such a way that they can apply the same discipline and creative energy to recovering and reutilizing resources as they do in designing, producing

and marketing goods. As a fundamental principle, producers that are fully responsible for achieving circular economy outcomes must also be fully self-determinant in how those outcomes are achieved and should seek to ensure that recycling systems are characterized by transparency of material flows, costs and tendering procedures.


WE SUPPORT:

A thoughtful, orderly and stepwise transition to full producer responsibility for PPP, which includes both operational and financial responsibility, in a way that does not negatively impact Ontarians' experience with and access to existing residential recycling services AND results in an overall enhanced environmental benefit to the province.

We believe this can be best achieved by:

- I. Creating a consistent recycling experience for all Ontario residents by establishing a broad and uniform set of PPP collected across the province regardless of municipal boundaries;
- II. Harmonizing definitions of obligated PPP with other provinces, thus providing producers with clarity and regulatory simplicity;
- III. Ensuring a fair and open marketplace that:
 - a. Provides municipalities with the commercial opportunity to support producers in the collection and management of PPP should they choose to do so; and
 - b. Provides private sector waste management operators with an equitable opportunity to offer services.
- IV. Minimizing the cost of transition for all parties by reducing the potential for stranded assets and the need for municipalities, service providers and stewards to incur penalties for changing or terminating contracts;
- V. Setting reasonable recycling performance targets for producers, including taking a reasonable approach to creating regulatory obligations for small businesses; and
- VI. Ensuring meaningful oversight and compliance, including:
 - a. Rigorous accountability with respect to program data and performance reporting to ensure accuracy and a level playing field amongst all stewards and service providers; and
 - b. Robust compliance activities by the Resource Productivity and Recovery Authority to ensure all obligated stewards are reporting and paying their fair share.

Signed this 28 day of February, 2017.

Signature: 

Name: Debbie Baxter, Independent Director

Title: Chair, Stewardship Ontario Board of Directors

Signed this 7 day of March, 2017.

Signature: 

Name: Diane Brisebois

Title: President & CEO

Company: Retail Council of Canada



Signed this 7 day of March, 2017.

Signature: 

Name: Robyn. A. Collver

Title: SVP, Risk & Regulatory Affairs

Company: Canadian Tire Corporation Limited



Signed this 3 day of March, 2017.



Signature:

Name: John Coyne

Title: VP, General Counsel & Corporate Secretary

Company: Unilever Canada Inc.



Signed this 3 day of March, 2017.



Signature:

Name: Robert Chant

Title: SVP, Corporate Affairs & Communications

Company: Loblaw Companies Limited



Signed this 6 day of March, 2017.



Signature:

Name: Tim Faveri

Title: VP, Sustainability & Shared Value

Company: Maple Leaf Foods

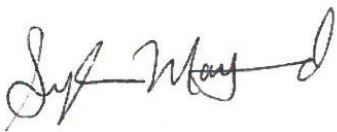


Signed this 6 day of March, 2017.

Signature: 
Name: Gulnara Gabidullina
Title: Director, Global Product Stewardship
Company: Procter & Gamble Inc.



Signed this 6 day of March, 2017.

Signature: 
Name: Sylvain Mayrand
Title: Executive Vice President
Company: A.Lassonde Industries Incorporated



Signed this 3 day of March, 2017.

Signature: 
Name: Mark Reed
Title: Director of Sales, National Accounts
Company: Shell Canada Limited



Signed this 3 day of March, 2017.

Signature: 

Name: Scott Tudor

Title: Director, Sustainability

Company: Sobey's Inc.

