



Advancing the Circular Economy

RCC Sustainability Conference

Allen Langdon, CEO, Circular Materials

October 30, 2025

Created by Producers for Producers

- Circular Materials is a national not-for-profit producer responsibility organization created and governed by producers. Founded in 2021 by 17 of Canada's leading food, beverage and consumer products manufacturers, retailers, and restaurants.
- EPR is gaining momentum in provinces and territories across Canada where regulations obligate producers to finance and operationally manage the entire residential recycling system.

Our Commitment and Focus:

- **Advance the circular economy:** materials are collected, recycled and returned to producers for use as recycled content in new products and packaging.
- **Deliver fair and transparent fee-setting models:** designed to determine each material's share of the total amount producers pay to finance recycling programs.
- **Manage 1.1 million tonnes of material annually** across five provinces/territories.
- **Flexible Plastic Packaging recovery targets** ranging from 10% in 2026 to 47.5% in 2033.



Circular Materials Across Canada



Nova Scotia

Program implementation:
Dec. 1, 2025.



New Brunswick

Phase 2 of program expansion to schools
and multi-family dwellings: Nov. 1, 2025.



Ontario

Transition completes Dec 31, 2025. Full EPR
across province: Jan 1, 2026.



Alberta

Launched Phase 1 on April 1, 2025. Phase
2: October 1, 2026.



The Yukon

Program implementation:
Nov. 1, 2025.



New Producer Membership Model

In March 2025, Circular Materials shared its broadening Membership Model, where all Circular Materials' subscribing producers will have an opportunity to become voting members.

- Current model has served us well during early growth, but as the producer community expands and diversifies to meet EPR obligations across Canada, it is the perfect opportunity to evolve the Membership Model.
- This new model will support alignment to the organization's governance vision, strategy and geographic reach. This reflects our commitment to continuous improvement, ensuring we meet evolving member needs and the growth of our producer community.
- Producer consultations were held in June to capture feedback. Circular Materials' new Membership Model will be finalized in November 2025 and take effect in 2026.



Value for Producers

- **National, not-for-profit, cost-efficient** service delivery model that enables competitive procurement, economies of scale and program efficiencies.
- **Transparent, collaborative, producer-led** governance model focused on producer priorities.
- A **fair and transparent cost allocation process** for producer fees.
- National **harmonized approach to compliance services with** dedicated Customer Relations team.
- Secure systems and **easy-to-use national reporting platform** to meet EPR requirements across Canada.
- **Clear, compelling and strategic promotion & education** initiatives that increase recycling rates and drive results.
- **Trusted industry leader driving collaboration and innovation in recycling solutions nationally** to help meet material management targets.



System Optimization

National Harmonization

As EPR expands across the country, harmonization is key to increase efficiencies and reduce administrative burden on producers.

Areas of opportunity:

Collection standardization and flexibility

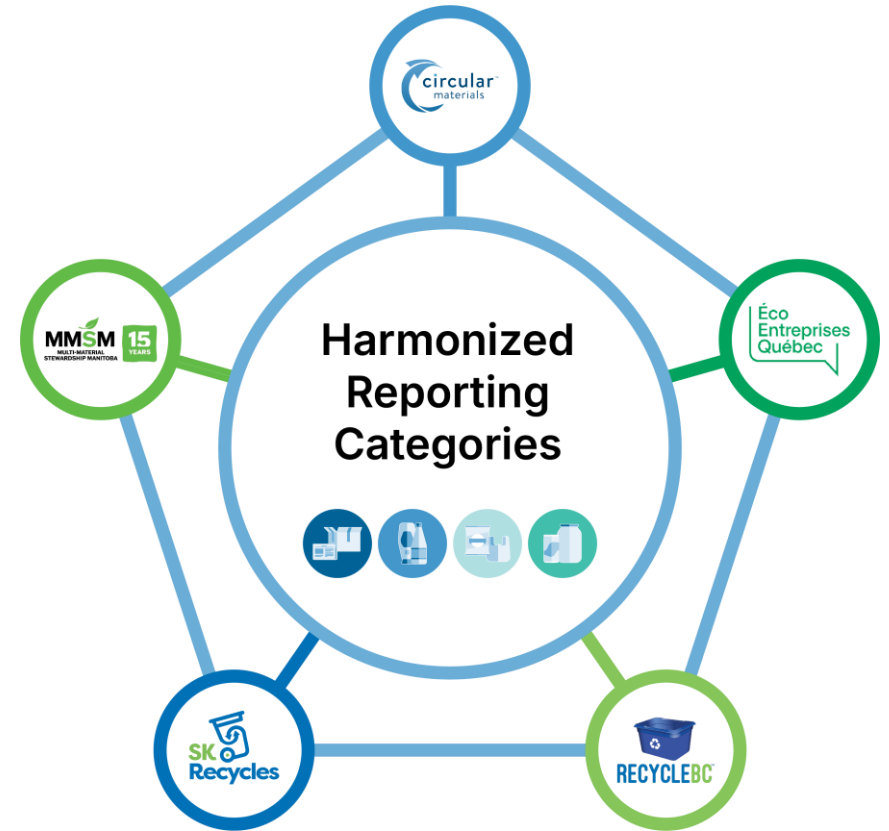
- ✓ Harmonize **what** materials are collected under EPR programs for PPP.
- ✓ Provide PROs with flexibility in the regulations for **how** materials are collected.

Target and performance measurement

- ✓ Standardize the criteria for considering material “recycled”.
- ✓ Need a streamlined and thoughtful approach, including consultation with all stakeholders in the value chain.

Harmonization of Reporting Categories Simplifies Producer Compliance Nationally

- Currently, producer reporting categories vary widely by quantity, definition and naming across regions.
- Circular Materials, Éco Entreprises Québec, MMSM, SK Recycles and Recycle BC reached **100% alignment** on harmonized producer reporting categories.
- This means that obligated materials will have the **same reporting categories across Canada**, enabling standardization and simpler reporting for producers.
- Through collaboration, we now have **62 Harmonized Reporting Categories across Canada**.



Unified and Expanded Material Lists

- To support standardization and efficiencies, we are creating a national approach to collected materials to make the recycling system more effective through consistent education, resulting in less confusion, reduced contamination and improved recycling rates.
- A unified approach to materials also achieves economies of scale and program efficiencies.

Starting in Ontario: January 1, 2026

- **Recycle anywhere:** No matter where people are in the province, they will be able to recycle the same materials across the province.
- **Recycle more:** Expanded list of materials accepted.

Other Jurisdictions:

- **Nova Scotia:** December 2025
- **Alberta:** October 2026



Get ready, Ontario.

Starting in 2026, you'll be able to **recycle the same materials** no matter where you live.

You'll also be able to **recycle more** than ever before!

				
Frozen juice containers	Deodorant & toothpaste tubes	Coffee cups	Black plastic containers	Ice cream tubs

 Learn more about Ontario's enhanced recycling system:
circularmaterials.ca/recycleontario





New recycling facilities in Ontario

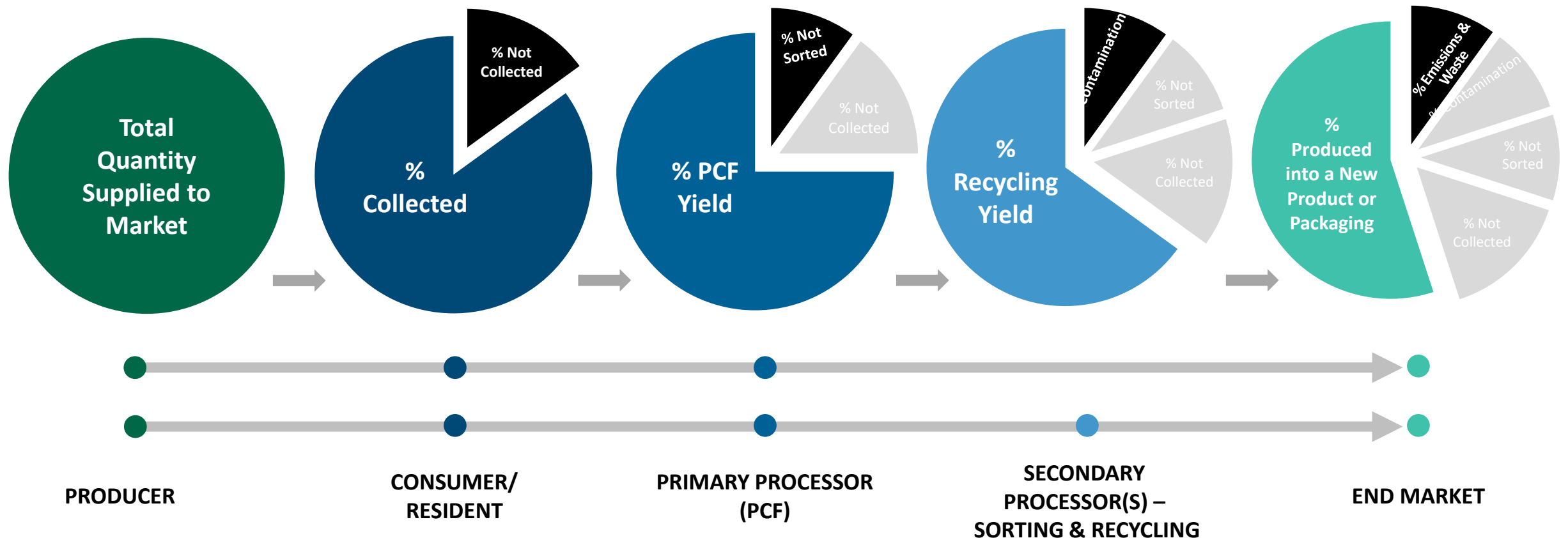
Strategically positioned in the Region of Waterloo and the Greater Napanee area, **two new state-of-the-art recycling facilities in Ontario** to support the overall recycling capacity and expanded list of materials. Scheduled for completion by the end of 2025.

As Ontario transitions to EPR for paper and packaging material, these highly automated WM Canada facilities will support processing approximately **30% of Ontario's total blue box volume**.

Investments and Innovation

Circular Materials Supply Chain

Each stage in Circular Materials' supply chain must be optimized to maximize yield at each stage to meet provincial or territorial regulatory targets.



Driving Plastic Packaging Recycling Innovation

Goal is to meet Circular Materials' plastics objectives on behalf of producers.



- ✓ Circular Materials, Éco Entreprises Québec (ÉEQ) and Recycle BC are seeking innovative sorting and recycling technology solutions to increase low plastic packaging recycling rates in Canada (2022: 16%*).
- A request for expressions of interest (REOI)
- ✓ process to identify plastics sorting, mechanical and advanced chemical recycling technologies capable of achieving regulated plastics recovery targets.

**CPP Canada-Wide Plastic Packaging Flows: A Progress Report: Residential Sector Plastic Recycling*

REOI Project Plan

Circular Materials in partnership with ÉEQ & Recycle BC



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REOI – Request for Expressions of Interest

Identify technologies, systems and processes for sorting and recycling plastic packaging to gauge applicability and level of commercial readiness.

Phase 1

Q1-Q2 2024

Development & Launch

Phase 1

Q3 2024

Deadline for Responses

2

Evaluation Matrix

Qualitative and Technical and Economic Assessment (“TEA”) of responding technologies, systems, and processors specific performance criteria to assess potential for engagement under commercial agreement over a two phased approach.

Phase 2

Q4 2024

Qualitative/Quantitative Evaluation

Phase 2

Q2 2025

TEA Evaluation & Commercial Agreements



Small Capture Project Overview



Circular Materials and Éco Entreprises Québec, in conjunction with the Circular Plastics Taskforce, are collaborating on a project to **define, quantify and research solutions to increase recovery of small packaging** or packaging components, **such as yogurt cups**. Estimations from Europe and the U.S. show that small packaging and packaging components make up 10-25% of the plastic packaging weight generated.

Agree on a **common Canadian definition** for small items based on size, material type and format (e.g., rigid vs flexible).
Consult and align with third-party partners on North American definition, where possible.

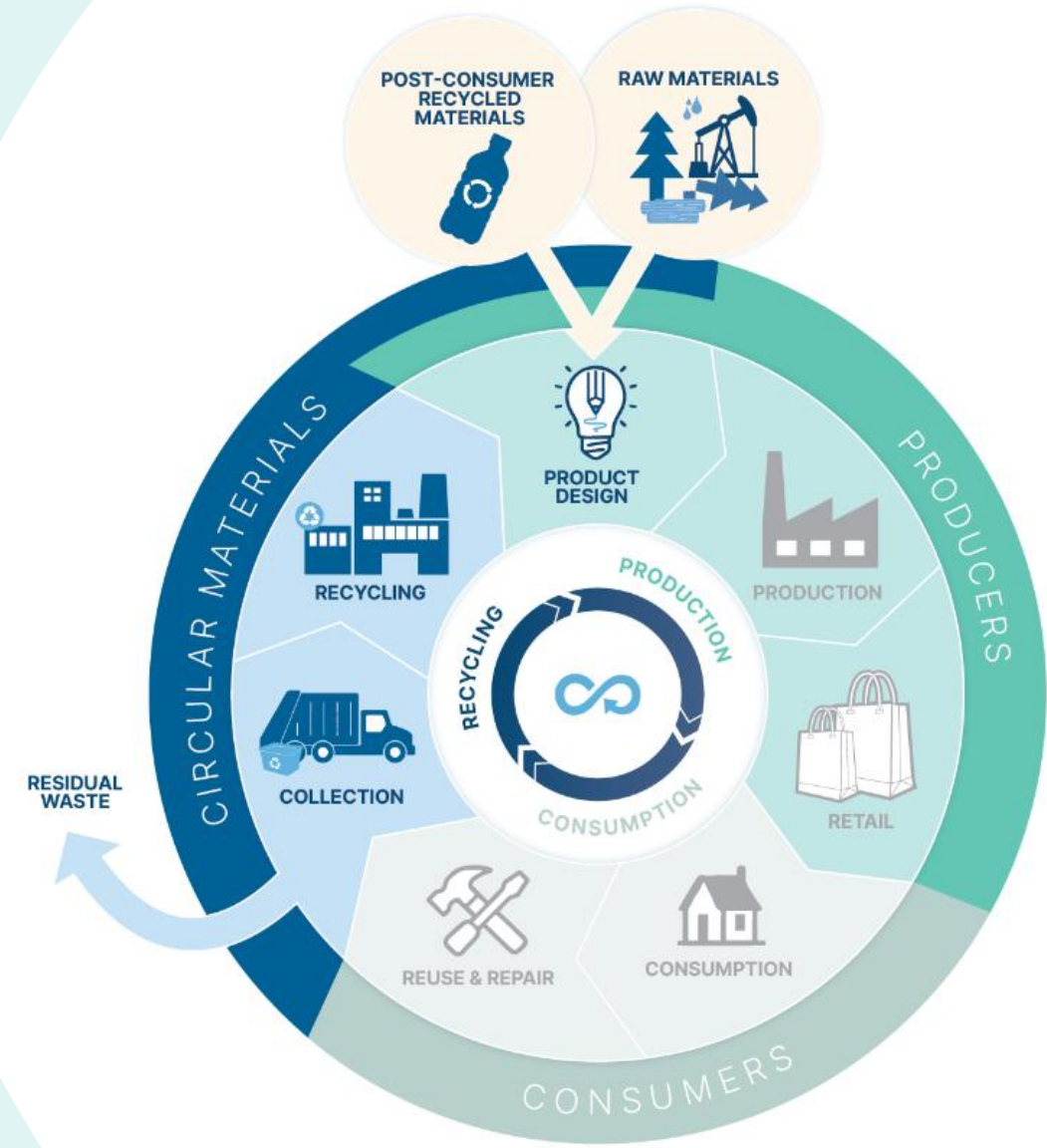
Research and quantify the magnitude of the **impact of small packaging or packaging components** on total tonnage collected and current MRF/PCF sortation capacity.

Identify solutions for enhancing sorting efficiency whether at MRF/PCFs, plastic secondary sorting facilities, or glass beneficiation plants, to increase recovery of small packaging or packaging components.



Material Access Program

- Circular Materials is launching the world's **first Material Access for Producers Program** to return recycled materials directly to producers, supporting their efforts to increase post-consumer content and advancing our circular recycling mission.
- This enhanced, closed-loop system will ensure materials are used again and again.
- By developing and enhancing circular recycling systems across Canada, we are proud to be adding value to the economy, creating green jobs, and fostering more sustainable communities.



Next Steps

- ✓ Continued expansion of pilot programs and innovation investments.
- ✓ Lead national dialogue on harmonization opportunities.
- ✓ Set realistic recovery targets based on data and existing system performance.
- ✓ Advance the MCD Project for harmonized list of reporting categories across the country.
- ✓ Launch material access trials with producers to increase use of recycled content.

Circular Materials invites collaboration and engagement as we continue to advance the circular economy together.



Questions?



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