

MMSM

FOR A GREENER TOMORROW

2022
ANNUAL
REPORT


MMSM
Multi-Material
Stewardship Manitoba
INDUSTRY FUNDING RECYCLING



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Founded in 2010, Multi-Material Stewardship Manitoba Inc. (MMSM) is the not-for-profit, industry-funded organization that funds and provides support for the province's residential recycling programs for packaging and printed paper.

MMSM works on behalf of the manufacturers, retailers, and other organizations that supply packaging and printed paper to Manitobans. These businesses pay fees on the materials to MMSM, which are used to reimburse communities for up to 80% of the net cost of their residential recycling system.

Bringing together the businesses helping to finance recycling services, the consumers that diligently recycle their used items, and community partners that collect and process recyclables, MMSM is helping to ensure that as much recyclable material as possible is captured efficiently and does not end up in a landfill.

MMSM continues to work toward its goal of promoting the reduction, reuse, and recycling of the materials managed in its program.

MMSM's board of directors consists of seven industry and two unrelated, independent directors. It provides valuable input and governance to the organization and consists of representatives from the following sectors:

Grocers

Consumer products

Beverages

Alcohol beverages

Retailers

Printed paper

Restaurants

The industry directors are not compensated by MMSM, as the costs associated with their participation on the board are covered by their organizations. Travel expenses, however, are covered by MMSM.

MESSAGE FROM THE CHAIR OF THE BOARD

As the new Chair, I am pleased to have the honour of assuming the leadership of this strong organization, bringing into this role over twenty years of sustainability-related industry and board experience as we prepare to enter a new chapter for MMSM.

As all stakeholders continued to recover from the effects of the global pandemic, the MMSM Board is pleased to report on three important developments that we believe have positively impacted our organization.

- ▶ First, MMSM continues to make progress as it prepares to transition to full EPR. In the spring, MMSM received initial feedback from the Manitoba Government on its draft Transition Plan. The plan was revised based on that feedback and resubmitted to the Minister on June 3, 2022. The government held a public consultation from July 11 to August 15 and received input on the proposed plan. While we await final feedback and anticipated approval of our plan, we continue to prepare our organization for what we aim to be a seamless transition for the public and producers when we move forward.
- ▶ Secondly, MMSM terminated its agreement with Resource Recovery Alliance (RRA) as its service provider and entered into an agreement with Circular Materials (CM) early in 2022. RRA (formerly CSSA) provided analytical and administrative support to MMSM since 2014. However, CM is better aligned with our needs, as an industry-led, not-for-profit organization with growing experience in many Canadian jurisdictions. Similar to our relationship with RRA, CM will be our primary service provider, and we are appreciative of the high degree of professionalism and talent of the CM staff. We are confident that together we will continue to be well positioned to effectively support Manitoba communities and stewards.
- ▶ Finally, our board recognizes the hard work and dedication of MMSM's staff, who although small in numbers, continue to have a big impact moving priorities of our organization forward, preparing our transition plan, meeting the needs of residents, communities and stewards, and striving to continuously improve the recovery rate of materials under our program.

In 2022, the MMSM Board itself went through several changes, and in particular, I want to acknowledge the incredible leadership of past Chair Neil Antymis, who led the organization for nine years. We thank Neil for his service and the substantial impact he's had on the betterment of this organization through some challenging times.

Heather Mitchell and James Rilett also stepped down from the board in 2022. Heather served as treasurer for six years, while James served as a member representing Restaurants Canada for six years. I would like to extend my thanks to both Heather and



James for their valuable contributions and leadership to our organization, and I wish them all the best in their future endeavours.

At the 2022 Annual General Meeting, we welcomed a new Director, Ian Urquhart, Chief Financial Officer with Manitoba Liquor and Lotteries Corporation. With his strong financial expertise, we feel fortunate that he accepted the appointment as Board Treasurer.

Manitoba's program success comes from a strong partnership between stewards and communities, and MMSM is honoured to help facilitate this relationship.

Beyond funding the majority of the costs for our province's residential recycling programs, stewards are helping MMSM to invest in education and support to residents and communities, simplifying participation and improving community recycling processes. More than ever, they are also introducing ways to improve their packaging in support of better environmental outcomes.

Additionally, we value the relationship we have with our community partners who are on the frontlines providing services to their residents that help keep recyclables out of landfills. We look forward to continuing to maintain their confidence as we evolve our relationship under full EPR in the future.

On behalf of our board and talented MMSM team, I hope you enjoy the insights from our 2022 Annual Report.

John Graham
Chair of the Board, MMSM



MESSAGE FROM THE EXECUTIVE DIRECTOR

I am pleased to present our 2022 Annual Report. This past year was another productive and successful year for MMSM. We made progress on our draft Transition Plan, launched the In-Kind Advertising Program with News Media Canada, and had another award-winning advertising campaign. This report provides highlights of some of those recent activities and accomplishments.

Collaboration continued on MMSM's draft Transition Plan to full EPR as a revised plan was resubmitted to the province following receipt of edits and feedback. The province posted MMSM's revised plan on its EngageMB website as part of its 30-day public consultation period. Feedback from this consultation was summarized in the "What We Heard" report released in late 2022.

Approval of MMSM's draft Transition Plan remains outstanding. Once we receive approval from the Minister, MMSM will re-engage with community and steward stakeholders to continue the heavy work on implementing the plan throughout the province. MMSM is committed to rolling out full EPR with minimal disruption for communities and residents, and we will do so in an orderly fashion that ensures the future success of Manitoba's residential recycling programs.

MMSM along with News Media Canada launched the In-Kind Advertising Program to communities in January 2022. Under the program, communities are using in-kind credits from Manitoba newspaper publishers to promote their recycling programs by placing print and digital ads with their local newspapers. MMSM and Manitoba communities used \$254,313 of credits in 2022 to promote recycling and sustainability initiatives across the province. Unused credits are carried over into the next year.

MMSM's award winning "Recyclepedia" campaign showed the usefulness of the tool and how it simplifies recycling for consumers. Promotion and education initiatives encouraged app downloads, decreased contamination, and boosted consumer confidence in recycling. MMSM's 4R Waste Ambassador Program in partnership with the City of Brandon had over 30 ambassadors with over 247 volunteer hours.

The Recyclepedia online tool and mobile app is now customized for three cities. In 2022, the Recyclepedia had over 170,000 material views, over 77,000 user sessions, and over 6,000 app downloads! The Recyclepedia continues to grow as the City of Winnipeg and the City of Morden were added to the tool. If you haven't already, I encourage you to download the Recyclepedia app.



Our Municipal Services team provided technical support and resources to multiple communities across the province, ensuring that residential recycling services ran in an efficient and cost-effective manner. The team was often called upon to aid in problem solving when issues arose with unexpected market or system changes. The annual Winter Road Project saw six communities participate this past season, with a total of 8,930 kilograms of materials removed.

In 2022, Manitobans recycled diligently and were able to recover and recycle 72% of all residential packaging and printed paper supplied by MMSM stewards into the province. Over 90% of Manitobans participated in their recycling program at home, as shown in the Executive Summary.

I would like to close by thanking our dedicated staff and Board of Directors for their commitments to MMSM, the team at our service provider for their contribution to our work, and our stakeholders as we move forward on developing long-term, sustainable residential recycling programs across Manitoba.

Karen Melnychuk
Executive Director, MMSM



2022 EXECUTIVE SUMMARY

PROGRAM PERFORMANCE

72% RECOVERY
RATE

95% OF MANITOBBANS HAVE
ACCESS TO A RESIDENTIAL
RECYCLING PROGRAM

MMSM
PAID **\$19,957,626**
IN FUNDING TO COMMUNITIES

94% OF RESIDENTS
PARTICIPATE IN THEIR
RESIDENTIAL RECYCLING PROGRAM

MUNICIPAL PERFORMANCE

77,123,713 KG
of packaging and printed paper collected

MANITOBBANS
RECYCLED **60.5 KG** PER
PERSON

148 MUNICIPAL AND
OTHER PARTNERS
that receive municipal recycling services payments

STEWARDS

794 REGISTERED
STEWARDS

PROMOTION AND EDUCATION

54% BRAND
AWARENESS

72% AD
RECALL

120,122 VISITS TO
THE WEBSITE

173,987 PAGE
VIEWS

1,274,956 SOCIAL MEDIA
IMPRESSIONS

RECYCLEPEDIA

173,967 MATERIAL
VIEWS

77,600 USER
SESSIONS

6,618 MOBILE APP
DOWNLOADS

ELIGIBLE MMSM MATERIALS



Aluminum
food & beverage
containers



Paper



Boxboard



Plastic food
& beverage
containers



Cartons



Steel food
& beverage
containers



**Corrugated
cardboard**



**Glass food &
beverage containers**



**Telephone
directories**

MUNICIPAL SERVICES

WORKING TOGETHER WITH MANITOBA COMMUNITIES

MMSM's Municipal Services Program was introduced on April 1, 2010. The overall objectives of the Municipal Services Program is to:

- ▶ *Promote the reduction, reuse, and recycling of designated packaging and printed paper in Manitoba.*
- ▶ *Provide stable, long-term funding for residential recycling programs.*
- ▶ *Ensure that the cost of handling designated materials is reflected in the steward fees.*
- ▶ *Provide research and development to help reduce the inherent uncertainty in recycling markets.*

The Municipal Services Program allows participating communities and local governments, including First Nations, to design their recycling program to meet the specific needs of their community. Recycling programs can be delivered by employees or contracted to private suppliers. Each community is responsible for establishing, promoting, and maintaining their own recycling services.

The Municipal Services Program provides participants with:

- ▶ *Funding for recycling programs through municipal recycling services payments.*
- ▶ *Tools and assistance for promoting local recycling programs.*
- ▶ *Opportunities for information sharing.*
- ▶ *Other programs designed to improve recycling and waste-reduction activities.*
- ▶ *Technical assistance for improving local recycling programs.*

MMSM's Municipal Services Program is an incentive-driven program that requires communities to share the cost of providing recycling services to their residents. Municipal recycling services payments are paid for each metric tonne of eligible material recovered from the residential waste stream. The payment rate is set each year to offset up to 80% of the cost of an effective and efficient collection and processing recycling program. Materials recovered are transported to recycling facilities where they are sorted and sold to end users.

Individual municipal recycling program costs will vary depending on services offered and program efficiencies. Costs above the established payment level are the sole responsibility of the community. Payment rates are based on a three-year rolling average of the net costs of participating communities within specific population categories.



The following table illustrates the total KG reported by participating communities within described regions.

REGION	POPULATION IN PARTICIPATING COMMUNITIES	TOTAL KG REPORTED	AVERAGE KG PER CAPITA
Central West	27,028	1,043,724	38.6
East	103,313	5,248,739	50.8
Interlake	67,757	3,421,881	50.5
North	32,000	1,459,579	45.6
North West	31,296	1,740,424	55.6
South Central	97,790	5,280,065	54.0
South West	96,450	5,671,083	58.8
Winnipeg and Area	820,055	52,911,078	64.5
Subtotal	1,275,689	76,776,573	60.2
Post-Secondary Education Institutions		347,140	
Total	1,275,689	77,123,713	60.5

Table Notes

1. Recovery numbers reported by MMSM include only those materials that are recycled through registered local recycling programs in participating communities and are also reported by communities. Manitoba has several charity-based organizations and individuals who collect recyclable materials for sale directly to brokers. MMSM has reason to be aware that some beverage containers are taken to Saskatchewan for a deposit refund even though no deposit has been paid on these containers. This is a practice MMSM does not support.
2. Materials recovered from Post-Secondary Education Institutions (PSEIs) are based on the 2021/2022 school year and/or calendar year. PSEIs are required to submit an annual report to MMSM to receive funding.
3. Population numbers are provided from the 2021 Census.



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THAT RECEIVE MUNICIPAL
RECYCLING SERVICES
PAYMENTS



MMSM PAID
\$19,957,626
IN FUNDING TO
COMMUNITIES

MUNICIPAL & OTHER PARTNERS

MUNICIPAL & OTHER PARTNERS	REGION	POPULATION	2021 TOTAL KG REPORTED	2021 KG PER CAPITA	2022 TOTAL KG REPORTED	2022 KG PER CAPITA	PERCENT CHANGE TOTAL REPORTED
Alexander, R.M.	East	3,854	208,710	54.2	175,978	45.7	-16%
Altona, Town	South Central	4,267	335,767	78.7	371,631	87.1	11%
Arborg, Town	Interlake	1,279	57,029	44.6	65,781	51.4	15%
Argyle, R.M.	South Central	994	34,450	34.7	34,870	35.1	1%
Armstrong, R.M.	Interlake	1,967	65,600	33.4	49,210	25.0	-25%
Beausejour, Town	East	3,307	366,850	110.9	351,010	106.1	-4%
Bifrost-Riverton, Municipality	Interlake	3,320	195,982	59.0	226,061	68.1	15%
Boissevain-Morton, Municipality	South West	2,309	260,563	112.8	242,513	105.0	-7%
Brandon, City	South West	51,313	3,474,992	67.7	3,235,255	63.0	-7%
Brenda-Waskada, Municipality	South West	650	19,650	30.2	19,950	30.7	2%
Brokenhead, R.M.	East	5,414	245,268	45.3	243,070	44.9	-1%
Buffalo Point First Nation	East	219	23,970	109.5	26,533	121.2	11%
Canupawakpa Dakota Nation	South West	322	6,581	20.4	6,381	19.8	-3%
Carberry, Town	South West	1,818	129,140	71.0	126,831	69.8	-2%
Carman, Town	South Central	3,114	222,037	71.3	248,720	79.9	12%
Cartier, R.M.	Winnipeg	3,344	151,743	45.4	201,673	60.3	33%
Cartwright-Roblin, Municipality	South Central	1,336	35,890	26.9	43,960	32.9	22%
Clanwilliam-Erickson, Municipality	Central West	1,012	11,824	11.7	10,798	10.7	-9%
Coldwell, R.M.	Interlake	1,313	58,415	44.5	45,334	34.5	-22%
Cornwallis, R.M.	South West	4,568	166,200	36.4	142,153	31.1	-14%
Crane River, Community	North West	111	5,805	52.3	6,417	57.8	11%
Dauphin, City	North West	8,368	670,140	80.1	674,470	80.6	1%
Dauphin, R.M.	North West	2,136	127,730	59.8	106,773	50.0	-16%
De Salaberry, R.M.	East	3,918	131,576	33.6	179,330	45.8	36%
Deloraine-Winchester, R.M.	South West	1,478	79,550	53.8	82,420	55.8	4%
Dufferin, R.M.	South Central	2,543	17,783	7.0	23,140	9.1	30%
Dunnottar, Village	Interlake	989	74,900	75.7	63,560	64.3	-15%
East St. Paul, R.M.	Winnipeg	9,725	855,530	88.0	827,560	85.1	-3%
Ellice-Archie, R.M.	Central West	831	27,650	33.3	28,152	33.9	2%
Elton, R.M.	South West	1,276	60,480	47.4	60,535	47.4	0%
Emerson-Franklin, Municipality	East	2,437	93,294	38.3	127,115	52.2	36%
Ethelbert, Municipality	North West	648	38,370	59.2	36,764	56.7	-4%
Falcon Lake/Westhawk (WPP)	East	383	188,920	493.3	121,540	317.3	-36%
Fisher, R.M.	Interlake	1,845	26,680	14.5	14,730	8.0	-45%
Flin Flon, City	North	4,940	351,119	71.1	315,892	63.9	-10%
Gilbert Plains, Municipality	North West	1,420	89,090	62.7	87,094	61.3	-2%
Gimli, R.M.	Interlake	6,569	514,750	78.4	470,090	71.6	-9%
Glenboro-South Cypress, Municipality	South West	1,123	82,520	73.5	88,350	78.7	7%
Glenella-Lansdowne, Municipality	Central West	1,133	17,288	15.3	22,160	19.6	28%
Grahamdale, R.M.	Interlake	1,278	26,271	20.6	24,966	19.5	-5%
Grand Beach - Sustainable Development	East	60	24,350	405.8	30,938	515.6	27%
Grandview, Municipality	North West	1,419	113,533	80.0	110,790	78.1	-2%
Grassland, Municipality	South West	1,583	81,628	51.6	101,030	63.8	24%
Grey, R.M.	South Central	2,517	203,850	81.0	179,520	71.3	-12%

*The listed municipal partner works together with surrounding communities on their residential recycling programs. Their numbers are reported together collectively.

MUNICIPAL & OTHER PARTNERS	REGION	POPULATION	2021 TOTAL KG REPORTED	2021 KG PER CAPITA	2022 TOTAL KG REPORTED	2022 KG PER CAPITA	PERCENT CHANGE TOTAL REPORTED
Hamiota, Municipality	Central West	1,234	62,050	50.3	38,250	31.0	-38%
Hanover, R.M.	East	17,216	691,970	40.2	685,890	39.8	-1%
Harrison Park, Municipality	Central West	1,852	23,977	12.9	23,938	12.9	0%
Headingley, R.M.	Winnipeg	4,331	265,770	61.4	258,490	59.7	-3%
Hecla Grindstone Provincial Park	Interlake	229	28,860	126.0	38,540	168.3	34%
Killarney-Turtle Mountain, Municipality	South West	3,520	192,842	54.8	188,459	53.5	-2%
La Broquerie, R.M.	East	6,725	136,589	20.3	55,890	8.3	-59%
Lac du Bonnet, R.M.	East	3,563	55,587	15.6	46,820	13.1	-16%
Lac du Bonnet, Town	East	1,064	245,472	230.7	237,722	223.4	-3%
Lakeshore, R.M.	North West	1,186	69,406	58.5	67,382	56.8	-3%
Leaf Rapids, Town	North	351	1,932	5.5	1,560	4.4	-19%
Lorne, Municipality	South Central	2,904	112,730	38.8	136,673	47.1	21%
Louise, Municipality	South Central	2,025	147,590	72.9	158,770	78.4	8%
Macdonald, R.M.	Winnipeg	8,120	503,555	62.0	506,785	62.4	1%
Mallard, Community	North West	102	4,247	41.6	4,611	45.2	9%
Matheson Island, Community	North	136	6,420	47.2	5,380	39.6	-16%
McCreary, Municipality	Central West	748	81,885	109.5	79,023	105.6	-3%
Meadow Portage, Community	North West	72	2,903	40.3	3,208	44.6	11%
Melita, Town	South West	1,041	61,110	58.7	60,670	58.3	-1%
Minitonas-Bowsman, Municipality	North West	1,587	63,350	39.9	67,656	42.6	7%
Minnedosa, Town	Central West	2,741	228,470	83.4	211,870	77.3	-7%
Montcalm, R.M.	South Central	1,278	46,176	36.1	62,915	49.2	36%
Morden, City	South Central	9,929	488,715	49.2	527,050	53.1	8%
Morris, R.M.	South Central	3,049	116,660	38.3	140,180	46.0	20%
Morris, Town	South Central	1,975	177,200	89.7	181,450	91.9	2%
Mossey River, R.M.	North West	1,450	49,750	34.3	72,682	50.1	46%
Mountain, R.M.	North West	980	22,076	22.5	22,135	22.6	0%
Neepawa, Town	Central West	5,685	242,335	42.6	255,240	44.9	5%
Niverville, Town	East	5,947	318,894	53.6	310,450	52.2	-3%
Norfolk Treherne, Municipality	South Central	1,770	132,574	74.9	126,730	71.6	-4%
North Cypress-Langford, Municipality	South West	3,011	131,225	43.6	149,513	49.7	14%
North Norfolk, Municipality	South Central	3,915	187,122	47.8	158,252	40.4	-15%
Oakland-Wawanesa, Municipality	South West	1,758	72,720	41.4	78,850	44.9	8%
Oakview, R.M.	Central West	1,928	65,370	33.9	95,300	49.4	46%
Paint Lake - NRND	North	275	15,839	57.6	17,046	62.0	8%
Peguis First Nation	Interlake	3,053	24,700	8.1	32,980	10.8	34%
Pembina, Municipality	South West	2,406	150,350	62.5	168,130	69.9	12%
Pinawa, L.G.D.	East	1,558	111,185	71.4	108,691	69.8	-2%
Pine Dock, Town	North	38	980	25.8	1,690	44.5	72%
Piney, R.M.	East	1,843	70,080	38.0	66,397	36.0	-5%
Pipestone, R.M.	South West	1,422	41,594	29.3	46,417	32.6	12%
Portage la Prairie, City	South Central	13,270	957,787	72.2	921,463	69.4	-4%
Portage la Prairie, R.M.	South Central	6,888	306,609	44.5	297,692	43.2	-3%
Powerview-Pine Falls, Town	East	1,239	43,555	35.2	101,060	81.6	132%
Prairie Lakes, R.M.	South West	1,625	34,863	21.5	36,558	22.5	5%
Prairie View, Municipality	Central West	2,161	81,102	37.5	69,224	32.0	-15%
Rhineland, Municipality	South Central	5,819	142,707	24.5	134,524	23.1	-6%
Riding Mountain National Park	Central West	300	5,912	19.7	5,399	18.0	-9%
Riding Mountain West, R.M.	Central West	1,442	15,797	11.0	24,689	17.1	56%
Ritchot, R.M.	Winnipeg	7,469	535,880	71.7	553,850	74.2	3%
Riverdale, Municipality	South West	1,803	116,230	64.5	130,240	72.2	12%

MUNICIPAL & OTHER PARTNERS	REGION	POPULATION	2021 TOTAL KG REPORTED	2021 KG PER CAPITA	2022 TOTAL KG REPORTED	2022 KG PER CAPITA	PERCENT CHANGE TOTAL REPORTED
Roblin, Municipality	North West	3,089	134,231	43.5	144,130	46.7	7%
Rock Ridge, Community	North West	64	2,903	45.4	3,208	50.1	11%
Rockwood, R.M.	Interlake	8,440	216,480	25.6	199,260	23.6	-8%
Roland, R.M.	South Central	1,145	25,473	22.2	3,790	3.3	-85%
Rosedale, R.M.	Central West	1,524	18,630	12.2	20,537	13.5	10%
Rosburn, Municipality	South West	973	88,250	90.7	90,310	92.8	2%
Rosser, R.M.	Winnipeg	1,270	51,170	40.3	42,930	33.8	-16%
Russell-Binscarth, Municipality	Central West	2,596	116,173	44.8	119,896	46.2	3%
Selkirk, City	Interlake	10,504	749,950	71.4	723,100	68.8	-4%
Sifton, R.M.	South West	1,239	42,850	34.6	51,220	41.3	20%
Snow Lake, Town	North	1,088	13,807	12.7	10,157	9.3	-26%
Souris-Glenwood, Municipality	South West	2,547	147,130	57.8	148,600	58.3	1%
Spence Lake, Community	North West	70	6,508	93.0	8,021	114.6	23%
Springfield, R.M.	Winnipeg	16,142	937,950	58.1	864,610	53.6	-8%
St. Andrews, R.M.	Interlake	11,723	978,000	83.4	764,710	65.2	-22%
St. Clements, R.M.	East	11,586	665,690	57.5	550,000	47.5	-17%
St. François-Xavier, R.M.	Winnipeg	1,449	93,820	64.7	107,585	74.2	15%
St. Laurent, R.M.	Interlake	1,542	52,234	33.9	56,636	36.7	8%
St-Pierre-Jolys, Village	East	1,305	43,024	33.0	58,635	44.9	36%
Stanley, R.M.	South Central	8,981	145,820	16.2	234,440	26.1	61%
Ste. Anne, R.M.	East	5,584	144,786	25.9	156,157	28.0	8%
Ste. Anne, Town	East	2,891	167,050	57.8	186,406	64.5	12%
Ste. Rose, Municipality	North West	1,591	96,478	60.6	86,975	54.7	-10%
Steinbach, City	East	17,806	1,002,081	56.3	1,015,205	57.0	1%
Stonewall, Town	Interlake	5,046	347,750	68.9	333,830	66.2	-4%
Stuartburn, R.M.	East	1,731	42,036	24.3	41,494	24.0	-1%
Swan Lake First Nation	South Central	347	5,790	16.7	15,370	44.3	165%
Swan River, Town	North West	4,049	194,860	48.1	203,281	50.2	4%
Swan Valley West, Municipality	North West	2,759	35,844	13.0	28,410	10.3	-21%
Tache, R.M.	Winnipeg	11,916	636,160	53.4	676,350	56.8	6%
Teulon, Town	Interlake	1,196	117,580	98.3	110,090	92.0	-6%
The Pas, Town (Group)*	North	11,097	445,410	40.1	373,650	33.7	-16%
Thompson, City	North	13,035	821,169	63.0	731,943	56.2	-11%
Thompson, R.M.	South Central	1,518	76,395	50.3	79,910	52.6	5%
Two Borders, Municipality	South West	1,120	17,690	15.8	19,680	17.6	11%
Victoria Beach, R.M.	East	689	95,110	138.0	74,420	108.0	-22%
Victoria, R.M.	South Central	1,188	95,370	80.3	90,100	75.8	-6%
Virten, Town	South West	3,118	225,430	72.3	237,304	76.1	5%
Wabowden-Setting Lake	North	400	4,160	10.4	2,261	5.7	-46%
Wallace-Woodworth, R.M.	South West	2,748	81,631	29.7	94,754	34.5	16%
Waterhen, Community	North West	195	5,604	28.7	6,417	32.9	15%
West Interlake, R.M.	Interlake	2,228	100,413	45.1	74,103	33.3	-26%
West St. Paul, R.M.	Winnipeg	6,682	440,552	65.9	486,173	72.8	10%
WestLake-Gladstone, Municipality	South Central	3,273	98,030	30.0	126,620	38.7	29%
Whitehead, R.M.	South West	1,679	61,440	36.6	64,960	38.7	6%
Whitemouth, R.M. (Group)*	East	2,974	211,052	71.0	174,324	58.6	-17%
Winkler, City	South Central	13,745	990,837	72.1	982,295	71.5	-1%
Winnipeg Beach, Town	Interlake	1,439	74,110	51.5	59,810	41.6	-19%
Winnipeg, City	Winnipeg	749,607	46,836,496	62.5	48,385,072	64.5	3%
Woodlands, R.M.	Interlake	3,797	69,610	18.3	69,090	18.2	-1%
Yellowhead, R.M.	Central West	1,841	38,279	20.8	39,248	21.3	3%

*The listed municipal partner works together with surrounding communities on their residential recycling programs. Their numbers are reported together collectively.

PROMOTION & EDUCATION

Recyclepedia Campaign

MMSM developed a new campaign concept called Fact or Fiction to increase Recyclepedia webpage visits and app downloads and to improve brand awareness. The campaign showed the usefulness of the Recyclepedia and how it simplifies recycling for consumers. It included key messages like “Say Goodbye to Guessing” and “Get the Facts.” The campaign launched in the spring with a mix of outdoor, print, radio, television, and digital ads.

Recyclepedia

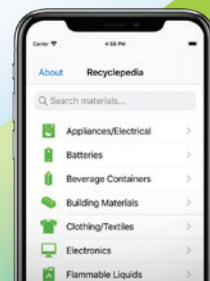
The Recyclepedia had tremendous growth in 2022. Lifetime material views, user sessions, and app downloads either doubled or nearly doubled. Fifty-two percent of Winnipeg residents said they had heard of the Recyclepedia in MMSM’s 2022 consumer survey—that’s twelve points higher than the 2021 survey. The Recyclepedia has quickly become the go-to source for recycling information in Manitoba.

The City of Winnipeg and the City of Morden partnered with MMSM to host the Recyclepedia web tool on their websites. Residents can view custom versions of the Recyclepedia, which include location-specific information for the communities, so they know where to dispose of their materials.

6,618
MOBILE APP
DOWNLOADS IN 2022

173,967
MATERIAL VIEWS
IN 2022

77,600
USER SESSIONS
IN 2022



Awards

MMSM took home two prestigious awards for its marketing efforts in 2022. The “What Goes Where” commercial series won gold in the ProMax Awards in the On-Air Commercial Advertisement category. Second, the “Recyclepedia” radio series won gold in the Medium-Sized Market category in the 2022 Canadian Radio Awards. MMSM was also nominated in two Signature Awards categories—Best Print Ad Single and Best Digital Ad Series.



72% AD
RECALL

54% BRAND
AWARENESS

Sponsorships

Manitobaville

MMSM was a presenting sponsor of Manitobaville in partnership with Bell Media. The contest encouraged Manitobans to submit a video of why their hometown should win \$25,000 to put toward a community project. Radio and television spots promoted the contest, and the community of Deloraine won the grand prize.



Winnipeg Goldeyes

MMSM sponsored twelve between-inning promotions for the Winnipeg Goldeyes 2022 season called "Fact or Fiction." Contestants were asked which items are recyclable on the video board and which ones are not. The sponsorship also included radio ads, print ads, and a game sponsorship on August 17. Staff set up a table on the promenade and connected with fans to answer recycling questions and promote the Recyclepedia. The first 1,000 fans also received a branded reusable bag and drink koozie.



Digital Engagement

Analytics from MMSM's websites, social media, and Recyclepedia provide real-time insight into what type of information residents are seeking. MMSM uses this data to make targeted enhancements to marketing campaigns. Advertisements on the Google Search Network were once again the biggest drivers of website traffic, with the Recyclepedia being the most popular page on the website.

Social media is a useful tool that allows MMSM to connect with residents while educating and raising awareness about recycling. The channels are an avenue for MMSM to share information about recycling, respond to inquiries, and engage with our audience through contests and blog posts.

Contests are a fun way to increase reach and engagement with residents. Throughout the year, MMSM used a variety of innovative ideas to get consumers to think about recycling. MMSM worked with partners including Virgin Radio Winnipeg, Bounce Brandon, and the CTV Morning Live Show to bring awareness to larger audiences.



120,122

VISITS TO THE WEBSITE



173,987

PAGE VIEWS



1,274,956

SOCIAL MEDIA IMPRESSIONS

EDUCATION

School Programs & Sponsorships

Brandon 4R Waste Ambassador Program

MMSM partnered with the City of Brandon on their 4R Waste Ambassador Program for the second year. The program is designed to encourage environmentally minded individuals to be recycling ambassadors and assist in educating the public on waste diversion. Over the year, there were over 30 fully trained ambassadors, with a combined total of 247 volunteer hours. The ambassadors found opportunities throughout the year to share knowledge and bring awareness to the 4Rs.



4R Waste Ambassadors shared knowledge of the 4R's with Brandon residents throughout the year.



MMSM has been there to help support us with our public awareness programs and have supported the City in a number of other initiatives such as our Waste Ambassador program, school challenge, and other programs that support improving recycling efforts in the City of Brandon."

Scott Haddow, City of Brandon



Earth Rangers

MMSM sponsored two programs with Earth Rangers, the R.A.W.R. Mission (Respect Animals While Recycling), and the 3R's Club Mission. The R.A.W.R. Mission brings attention to some of the misconceptions around waste disposal and recycling, encouraging children to take extra steps before disposing of their waste at home to protect animals. 483 members accepted the R.A.W.R. Mission in 2022, bringing the combined total to 1,412.

The 3R's Club Mission engages students in assessing and implementing proper recycling practices within their classroom and school. It's group-focused and led by an adult with local information for students in Manitoba.



Post-Secondary Education Institutions

MMSM provides funding and support to Post-Secondary Education Institutions (PSEIs) throughout the province. The funding is used to assist institutions with their recycling programs. Funding can be used to conduct waste audits, offset labour costs, promote the facility's recycling program, and purchase recycling bins.

Many institutions reported that their recycling collection was near pre-pandemic levels, with many students returning to the classroom. There have been some fluctuations with online classes and remote work options, but schools continue to focus on advancing sustainability initiatives across campuses.

Materials recovered for the 2021/2022 school and/or calendar year total approximately 347,140 KG, an increase over the previous school year due to students being back on campus.

2021/2022	KG
UNIVERSITY OF MANITOBA (2 CAMPUSES)	181,910
RED RIVER COLLEGE POLYTECHNIC (2 CAMPUSES)	87,560
UNIVERSITÉ DE SAINT-BONIFACE	33,280
UNIVERSITY OF WINNIPEG	44,390
TOTAL	347,140 KG



CONTINUOUS IMPROVEMENTS

MMSM continued to work with communities across the province to find opportunities to diversify and improve residential waste management programs. Field Services staff provided insight and technical assistance to a wide network of government and non-government agencies in the province. MMSM offered guidance and worked directly with communities to identify areas to increase resident participation and reduce contamination.

City of Brandon

A representative from MMSM's Field Services team joined city officials in Brandon to provide analysis and insight in determining the best candidate to contract for the transportation and processing of residential recycling.

“During the summer/fall of 2022, the City of Brandon prepared, released, and awarded a new transportation/marketing contract for its residential recyclable materials. MMSM's guidance and support provided many insights on the current state of the market. This allowed us to prepare for the inevitable price increases during 2023 budget preparations. Having that support available to us was invaluable.”

Over the many years that I have been involved in the administration of the Solid Waste Section of the City of Brandon, we have worked very closely with MMSM, and the staff have always been available to take a phone call or respond to an email to provide guidance on a variety of topics related to the operation of the MRF. When we decided to bring the sorting of the materials in-house, MMSM and its staff were there to provide assistance as we worked through that process, as it was a total shift in how we did business at that time. They were there to provide support and ensure we felt comfortable in making those decisions that would ultimately lead to the decision to change how we operated.”

Scott Haddow,
Manager of Solid Waste, Public Works Department, City of Brandon

Rural Municipality of Brokenhead

MMSM helped with the R.M. of Brokenhead's Request for Quotes (RFQ), which it issued mid-year. The RFQ was for residential garbage and recycling collection. MMSM analyzed and reviewed data with staff from the R.M. of Brokenhead, ensuring the needs of the community were met and the residential recycling services received were both effective and efficient.

“MMSM was great to work with during the development of the R.M. of Brokenhead's Recycling Collection Contract. It was very helpful to have a resource that can provide us with information about other municipalities' recycling practices while also giving advice that best suit our specific community's needs.”

Doug Murray C.E.T.,
Public Works Project Manager
R.M. of Brokenhead



Municipal Communications

MMSM continued to work with communities to provide recycling education resources to their residents. Resources included the Residential Recycling Communications Toolkit, an updated plastics recycling guide, and a recycling poster. Over the course of the year, four communities worked with MMSM to create customized recycling guides for their residents.

MMSM's Recyclepedia has been a valuable tool for communities to promote recycling education to their residents. Through assistance from MMSM staff, many communities now include the Recyclepedia as a resource on their website and encourage residents to download the app for quick access to recycling information.

Municipal Field Services Staff toured the Green For Life Winnipeg MRF.

Events

The Manitoba Association of Regional Recyclers (MARR) held their Recycling and Waste Reduction Forum in October. MMSM staff engaged with representatives from municipalities, Indigenous communities, and partner organizations. They attended presentations and panel discussions on themes of plastics, fire avoidance, and advancing a circular economy.

MMSM staff toured three Materials Recovery Facilities (MRFs) in the City of Winnipeg. Staff gained knowledge about the increasing innovation and best practices in the facilities. MRF staff provided feedback on problem materials and other challenges, giving insight on how to improve recycling education and promotion to residents.



MMSM staff at the fall MARR Recycling and Waste Reduction Forum.



MMSM Director of Field Services, Martin Racicot (left), with City of Winnipeg Superintendent of Waste Diversion, Mark Kinsley, C.E.T. (right).



MMSM Executive Director, Karen Melnychuk (left), with former Minister of Environment and Climate, Honourable Jeff Wharton (right).

City of Steinbach

With the closure of Eastman Recycling Services, the City of Steinbach needed a new recycling collection service provider. MMSM worked with city officials to gather and analyze service options available to best fit the needs of the growing community. Council chose to move from manual blue box collection to automated cart collection, and residents have embraced the new program.

"This past December, the City of Steinbach entered into an agreement with a new recycling provider for our community for the first time in over 20 years. The process of working out a new contract with the recycling provider and MMSM worked well. Our city administration, along with MMSM personnel, worked through all the details of our new agreement, and our new provider has been doing an excellent job for our city."

Eldon Wallman,
Manager, Solid Waste, City of Steinbach



Reusable bags were distributed to residents during an open house in the R.M. of Thompson.

R.M. of Ste. Anne

The R.M. of Ste. Anne also faced the challenge of their recycling contractor and processing facility closing. MMSM worked closely with the R.M. of Ste. Anne by reviewing their draft Request for Proposals (RFP) as well as the bids received. By doing so, the community successfully hired a new recycling collection and processing service provider. MMSM staff provided technical insight, support, and guidance, which allowed the community to select a competitive proposal that worked best for their needs.

"MMSM's team was instrumental in helping the R.M. of Ste. Anne draft a Request for Proposals for recycling collection and processing services. In addition to this, they reviewed proposals received and gave us guidance on discrepancies in the proposals, so that we could ask for additional clarification and make a truly informed decision. MMSM's support throughout the tendering process was greatly appreciated—not to mention how approachable and easy it was to talk to their staff."

Nadine Vielfaure,
Assistant CAO, RM of Ste. Anne

INDIGENOUS & REMOTE COMMUNITIES

Winter Road Project 2022-2023

MMSM worked alongside other Manitoba Producer Responsibility Organizations (PROs) on a joint project to remove materials from Northern and remote Indigenous and First Nation communities. Over the year, the group of PROs strengthened relationships with many Indigenous and First Nation communities by providing ongoing support, resources, supplies, transportation, and processing services through the Winter Road Project.

The goal of the Winter Road Project is to address the accumulation of materials within communities, such as packaging and printed paper, tires, household hazardous waste, batteries, electronics, sharps, and used oil. The PROs have also enlisted support from Indigenous Services Canada (ISC) to aid with costs associated with the removal of non-stewarded materials such as white goods. Each community is provided with educational tools and technical support for organizing, staging, unloading, and loading each type of program material so they can be removed from communities in an efficient and cost-effective way.

The PROs meet monthly to discuss various components and strategies related to each participating community. The group discusses opportunities for improvements from the previous winter road season, lessons learned, and feedback from various partners, all to improve recycling and waste management in rural and remote communities across the province.

In the fall of 2022, MMSM arranged to remove materials from six northern communities:

BARRENS LAND FIRST NATION

NORTHLANDS DENESULINE FIRST NATION

WASAGAMACK FIRST NATION

ST. THERESA POINT FIRST NATION

GOD'S LAKE FIRST NATION

BUNIBONIBEE CREE NATION
(formerly known as Oxford House)

Bunibonibee Cree Nation and Wasagamack First Nation successfully removed MMSM material this past season. The total weight of the diverted material was just under nine tonnes (8,930 KG), enough to fill a semi-trailer, as well as six large tote bags. Due to transportation issues and the limited duration that the winter roads were open this year, it wasn't possible to retrieve other MMSM material collected by some communities.

MMSM also provided key information by collaborating with a consultant on the project to collect non-residential materials from Bunibonibee Cree Nation. MMSM arranged for two trucks to remove all 30.6 tonnes of commercial cardboard/OCC (75 bales) and for a MRF in Winnipeg to receive and process those bales.

8,930 KG OF MMSM MATERIALS RECOVERED





Bales of recovered #2 HDPE plastics from the project.



The Winter Road Project recovered more materials during the 2022-2023 season than any other year.

MARR Sustainable Waste Management in First Nation and Indigenous Communities

MMSM staff attended the October MARR Forum on waste management in First Nation and Indigenous communities. Various presentations highlighted success stories and discussed ways to collaborate on and improve waste management strategies in remote areas. A presentation on the Winter Road Project highlighted the work MMSM has been involved with alongside the other PROs.



IN-KIND ADVERTISING PROGRAM

The In-Kind Advertising Program launched on January 1, 2022. The ongoing agreement between News Media Canada, the City of Winnipeg, and the Association of Manitoba Municipalities has newspaper publishers fulfilling their obligations in the MMSM program by contributing newspaper ad credits to participating communities in lieu of cash funding. The credits can be used to book either digital or print advertising for a variety of initiatives related to recycling and sustainability in Manitoba.

MMSM staff facilitated the program on behalf of News Media Canada. Advertisement templates were created and available for communities without dedicated communications teams to use at no cost. MMSM worked with many communities on a tailored approach, customizing advertisements as needed.

Over the course of the year, Manitoba communities used \$202,680 in advertising credits. In addition, MMSM used \$51,633 in credits to promote the Recyclepedia and encourage participation in recycling programs. Examples of advertisements included a full-page recycling guide and digital ads to encourage Recyclepedia app downloads.

SAY GOODBYE TO GUESSING!
DOWNLOAD THE FREE APP TODAY!

RECYPEDIA

MMSM
 Multi-Material
 Stewardship Manitoba
 INDUSTRY FUNDING RECYCLING

SPONSORED BY INDUSTRY/COMMUNITY PARTNERSHIP

RECYCLING GUIDE
 Unsure of what can be recycled? Follow this guide to help.

ACCEPTED MATERIALS

- 1 Aluminum food and beverage containers (e.g., soft drink cans, beer cans, coffee or tea cans)
- 2 Cardboard and cardboard (e.g., cardboard boxes, cereal boxes, paper towel rolls)
- 3 Cans (e.g., milk cans, soup cans, juice boxes)
- 4 Glass bottles and jars (e.g., soda jars, wine bottles, olive oil bottles)
- 5 Plastic packaging (e.g., water bottles, laundry detergent bottles, margarine tubs, shampoo bottles)
- 6 Printed paper (e.g., newspaper, magazine, flyer)
- 7 Steel food and beverage containers (e.g., soup cans, sauce cans, pea food cans)

UNACCEPTED MATERIALS

- 1 Aluminum foil, pie plates, and trays
- 2 Black plastic
- 3 Ceramics and crystal
- 4 Foam packaging
- 5 Food waste
- 6 Paper towels, napkins, and facial tissue
- 7 Plastic cutlery
- 8 Paper take-out beverage cups (e.g., coffee cups and paper milk cartons)

RECYCLING TIPS

- ✓ Rinse your recycling containers. Do not leave food or liquid in them. Do not put anything in your recycling bin that is not on the list.
- ✓ Flatten cardboard boxes. Do not put anything in your recycling bin that is not on the list.
- ✓ Do not put anything in your recycling bin that is not on the list.
- ✓ Do not put anything in your recycling bin that is not on the list.

4R WINNIPEG DEPOTS

- Broom
- Carpet
- Couch
- Drapes
- Mattress
- Stove
- Washer
- Window
- Yard waste

RECYPEDIA

Take your recycling bin to the depot. Do not put anything in your recycling bin that is not on the list.

MMSM
 Multi-Material
 Stewardship Manitoba
 INDUSTRY FUNDING RECYCLING

Alexander
 COMMUNITY
 mmsm.com

Say Goodbye to Guessing!
 Discover what's accepted in your community's recycling program by visiting the Recyclepedia on SimplyRecycle.ca or by downloading the FREE app.

RECYPEDIA

Available on the App Store and Google Play.

The City of Brandon wants to help you become CART SMART

- ✓ Ensure the cart lid closes entirely
- ✓ Only put your carts out when they are FULL
- ✓ Allow for at least 1.5ft. of space on either side of your carts
- ✓ Wheels should be against curb or one foot from the back fence/hedge
- ✓ Learn what should and should NOT go in to your various carts
- ✓ Keep your cart clean and wash out, seasonally
- ✓ When it is not your collection day, carts should always be returned to your property for storage

Visit brandon.ca/solid-waste for more **CART SMART** tips!

City of BRANDBON

Since provided through a partnership between industry and Manitoba communities to support waste diversion programs.

MMSM
 Multi-Material
 Stewardship Manitoba
 INDUSTRY FUNDING RECYCLING

SimplyRecycle.ca

**TOTAL AMOUNT OF
 IN-KIND CREDITS USED**

\$254,313

PLASTIC BAG REDUCTION PROGRAM

Over the years, MMSM has promoted the reduction, reuse, and recycling of plastic bags in Manitoba with various advertising and sponsorship opportunities. These efforts have kept hundreds of millions of plastic bags out of landfills. While this is still important to MMSM, many retailers no longer distribute single-use bags to customers. As a result, plastic bag recycling options have become limited with some stores no longer offering return-to-retailer programs. Despite this, MMSM made frequent updates to the plastic bag drop-off locations page on SimplyRecycle.ca to maintain an accurate list of stores that still collect plastic bags. In addition, MMSM donated reusable bags to several not-for-profit organizations and communities, reducing the need for consumers to use plastic bags.

MMSM continued to encourage shoppers to bring reusable bags and to reuse plastic bags in their homes. After an MRF tour, it was brought to MMSM's attention that there were a large number of plastic bags filled with recyclables and plastic film entering the stream. Plastic bags and film are not accepted in the residential recycling stream because they get tangled in the automated equipment at the MRF, causing it to break down. To address the issue, the communications team developed a mini plastic bag awareness campaign in the fall. A blog post and video, as well as print and digital ads, reminded residents not to put any type of plastic film in their blue bins.



Reusable bags were handed out to fans at MMSM's sponsored Winnipeg Goldeyes game.



A newspaper ad from the plastic bag awareness mini campaign.

MMSM'S FULL EPR DRAFT TRANSITION PLAN

MMSM continues to make progress on its draft Transition Plan to move Manitoba's residential recycling program from a shared responsibility model to one that is operated and funded by industry. Under full extended producer responsibility (EPR), producers assume operational and financial responsibility for collecting and recycling materials in the residential recycling stream.

After thorough consultation in 2021, MMSM submitted its draft Transition Plan to the Minister of Environment and Climate on November 17, 2021. In the spring of 2022, MMSM received initial feedback from the Manitoba Government on the transition plan. MMSM revised the draft plan based on that feedback and resubmitted it to the Minister on June 3, 2022.

The government held a public consultation on EngageMB from July 11 to August 15. The department received 51 written comments from a mix of individuals, municipalities, environmental organizations, stewards, and industry groups. Most feedback came primarily from respondents in Manitoba, followed by other Canadian provinces and one respondent in the United States.

Manitoba will be one of the first provinces in Canada to transition from a shared responsibility model to a full EPR model for residential recycling. As a next step, the



government has communicated that they will be asking MMSM to revise the plan based on feedback received in the public consultation. Once the plan is updated, it will be sent to the Minister for review and final approval.

To ensure a smooth transition, MMSM will share as much information as possible to minimize uncertainty and to enable participating communities to make informed planning decisions. MMSM will continue to listen to feedback from stakeholders and meet regularly with the government to move the plan forward.



MMSM Board members and staff at the Conference on Canadian Stewardship in Toronto.

MMSM STEWARDS

The businesses that supply packaging and printed paper into the residential marketplace, also known as stewards, are obligated under Packaging and Printed Paper Stewardship Regulation 195/2008 of the Waste Reduction and Prevention (WRAP) Act to do a number of things:

Provide a waste reduction and prevention program to manage the designated wastes within a province-wide, convenient collection system.

Cover up to 80% of the net costs of an effective and efficient municipal recycling program.

Establish promotion and education programs to raise awareness of recycling services available to Manitoba residents.

MMSM's program for recycling packaging and printed paper includes the following designated product packaging: plastic, glass, paper, metal, and printed paper.

In 2022, there were:

794

REGISTERED STEWARDS

663

STEWARD REPORTS RECEIVED

172

VOLUNTARY STEWARD AGREEMENTS



STEWARD COMPLIANCE

MMSM is funded entirely by stewards who pay fees based on the volume of packaging and printed paper they supply to residents.

Stewards are responsible under the Packaging and Printed Paper Stewardship Regulation to assume responsibility and declare that the designated packaging and printed paper material they supply for consumption in Manitoba complies with the legal requirements of the WRAP Act. If a steward of the designated material does not comply with the regulation, they are prohibited from supplying the designated material for consumption in Manitoba.

MMSM is dedicated to ensuring a level playing field for stewards. To that end, MMSM works to expand the number of stewards participating in the program, bringing non-compliant businesses into compliance.

MMSM has developed a set of rules to make participation in the program fair for all stewards and ensure that the program is always striving to achieve the best results in terms of both diverting and recycling waste. These rules include:

- ▶ **Designation of stewards**
- ▶ **Definition of designated materials**
- ▶ **Fees for obligated packaging and printed materials**
- ▶ **Reporting and payment requirements of stewards**
- ▶ **Penalties for late reporting and late payment**
- ▶ **Dispute resolution process for stewards**
- ▶ **Allowance for a company to pay fees on behalf of an otherwise obligated steward**

A copy of the rules can be found on MMSM's website at StewardshipManitoba.org

Reporting and Paying Fees

Stewards measure and report annually to MMSM the total quantity of designated packaging and printed paper supplied for use in the province. MMSM reviews the data-reporting requirements annually in accordance with the rules.

Stewards who are in good standing with MMSM will be deemed to be in compliance with the WRAP Act. The MMSM compliance process starts with the identification of stewards who are not in compliance, followed by initiation of actions necessary to ensure compliance.

MMSM actively ensures that all stewards remain in compliance with the Packaging and Printed Paper Stewardship Regulation and seeks out non-compliant businesses to bring them into the program. MMSM also has the authority to audit steward data. Stewards must maintain records for a period of at least five years in support of all data submitted to MMSM.

MMSM has implemented a non-compliance notification process, including written notification when fees are due. If stewards and products are identified that have not registered or reported under the Packaging and Printed Paper (PPP) Program, a notification is sent. If the steward's registration and data submission process is not complete at the end of 120 days, MMSM may request the Government of Manitoba to take enforcement action as stipulated under the WRAP Act.



RECOVERY RATES BY MATERIAL

Material	Quantity Supplied (tonnes)	Quantity Recovered (tonnes)	2021 Recovery Rate (%)	2020 Recovery Rate (%)
Newsprint	9,718	10,619	98.0%	98.0%
Magazines and Catalogues	643	1,705	98.0%	98.0%
Telephone Books	74	189	98.0%	98.0%
Other Printed Paper	2,546	2,025	79.6%	81.0%
Corrugated Cardboard	15,085	12,748	84.5%	98.0%
Boxboard	12,899	10,739	83.3%	74.9%
Gable Top Cartons	788	989	98.0%	98.0%
Paper Laminates	3,873	996	25.7%	35.2%
Aseptic Containers	595	361	60.6%	51.4%
PET Containers and Bottles	6,306	4,286	68.0%	64.3%
HDPE Containers and Bottles	3,597	2,768	76.9%	69.8%
Plastic Film	3,732	506	13.6%	12.2%
Plastic Laminates	3,397	579	17.0%	20.3%
Polystyrene	1,284	389	30.3%	33.5%
Other Plastics	5,922	3,126	52.8%	55.4%
Steel Food & Beverage Cans	3,021	2,423	80.2%	57.0%
Steel Aerosols	279	131	47.1%	36.8%
Other Steel Containers	5	3	59.6%	68.5%
Aluminum Food & Beverage Cans	3,036	1,597	52.6%	48.1%
Other Aluminum Packaging	323	99	30.8%	32.9%
Clear Glass	9,761	6,163	63.1%	57.7%
Coloured Glass	5,305	3,920	73.9%	70.9%
Total	92,189	66,361	72.0%	73.2%

1. The supplied tonnes are the tonnes reported by MMSM stewards in their 2021 Steward Reports containing 2020 data.
2. Recovered tonnes are based on datasets that consist of data from Cost Monitoring Survey (CMS), Municipal Online Reporting System (MORS), and curbside studies done in 2018, and 2019 in the province (along with 2020 steward supplied trends).
3. The recovery rates used for 2022 fee-setting (i.e., latest fee year) are the 2020 recovery rates as presented on this table.
4. When a material recovered quantity exceeds the material's supplied quantity, the recovery rate is capped at 98%. Categories capped for Recovery Rate include: Newsprint, Magazines & Catalogues, Telephone Books, Corrugated Cardboard, and Gable Top Cartons.
5. Non-obligated materials in the Aluminum Food & Beverage Cans materials are excluded.

INDEPENDENT AUDITOR'S REPORT

To the Members of **Multi-Material Stewardship Manitoba Inc.**

OPINION

We have audited the financial statements of **Multi-Material Stewardship Manitoba Inc.** [the "Organization"], which comprise the balance sheet as at December 31, 2022, and the statement of operations, statement of changes in net assets and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Organization as at December 31, 2022, and its results of operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

BASIS FOR OPINION

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the Organization in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

OTHER INFORMATION

Management is responsible for the other information. The other information comprises the information included in the Annual Report, but does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information, and in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

We obtained the Annual Report prior to the date of this auditor's report. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact in this auditor's report. We have nothing to report in this regard.

RESPONSIBILITIES OF MANAGEMENT AND THOSE CHARGED WITH GOVERNANCE FOR THE FINANCIAL STATEMENTS

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Organization's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Organization or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Organization's financial reporting process.

AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Winnipeg, Canada
May 25, 2023

Ernst & Young LLP

Chartered Professional Accountants

BALANCE SHEET

As at December 31

	2022	2021
	\$	\$
ASSETS		
CURRENT		
Cash and cash equivalents	20,542,880	16,111,052
Accounts receivable	221,983	723,625
Prepaid expenses and other assets [note 6]	125,784	25,943
TOTAL CURRENT ASSETS	20,890,647	16,860,620
Capital assets, net [note 3]	1,323	2,221
	20,891,970	16,862,841
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable and accrued liabilities	5,374,004	6,003,646
TOTAL CURRENT LIABILITIES	5,374,004	6,003,646
Commitments [note 4]		
NET ASSETS		
Unrestricted	15,517,966	10,859,195
	20,891,970	16,862,841

See accompanying notes

On behalf of the Board:



John Graham
Director



Ian Urquhart
Director

STATEMENT OF OPERATIONS

Year ended December 31

	2022	2021
	\$	\$
REVENUE		
Steward fees	27,095,774	25,862,677
Other	560,161	174,322
	27,655,935	26,036,999
EXPENSES		
Municipal programs support payments	19,957,626	19,892,532
Recovery of municipal support payments settled in-kind <i>[note 6]</i>	—	(1,582,045)
Program delivery/stewards services <i>[note 4]</i>	1,832,703	1,724,696
School funding	168,215	162,319
Promotion and education	485,484	419,547
Continuous improvement process	298,716	84,403
Administrative and corporate	250,594	512,650
	3,035,712	2,903,615
Enhanced programs – plastic bags	3,826	11,558
	22,997,164	21,225,660
EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR	4,658,771	4,811,339

See accompanying notes

STATEMENT OF CHANGES IN NET ASSETS

Year ended December 31

	2022 \$	2021 \$
NET ASSETS, BEGINNING OF YEAR	10,859,195	6,047,856
Excess of revenue over expenses for the year	4,658,771	4,811,339
NET ASSETS, END OF YEAR	15,517,966	10,859,195

See accompanying notes

STATEMENT OF CASH FLOWS

Year ended December 31

	2022 \$	2021 \$
OPERATING ACTIVITIES		
Excess of revenue over expenses for the year	4,658,771	4,811,339
Add (deduct) items not involving cash		
Recovery of municipal support payments settled in-kind [note 6]	—	(1,582,045)
Settlement of steward fees with in-kind services [note 6]	(151,285)	—
In-kind advertising expenses [note 6]	51,633	—
Amortization of capital assets	898	1,217
	4,560,017	3,230,511
Changes in non-cash working capital balances related to operations		
Accounts receivable	501,642	(205,927)
Prepaid expenses and other assets	(189)	(180)
Accounts payable and accrued liabilities	(629,642)	(648,086)
CASH PROVIDED BY OPERATING ACTIVITIES	4,431,828	2,376,318
NET INCREASE IN CASH DURING THE YEAR	4,431,828	2,376,318
Cash and cash equivalents, beginning of year	16,111,052	13,734,734
CASH AND CASH EQUIVALENTS, END OF YEAR	20,542,880	16,111,052

See accompanying notes

NOTES TO FINANCIAL STATEMENTS

December 31, 2022

1. BUSINESS ORGANIZATION AND OPERATIONS

Multi-Material Stewardship Manitoba Inc. ["MMSM" or the "Organization"] is a not-for-profit industry-funded corporation, established in accordance with the Packaging and Printed Paper Stewardship Regulation [Manitoba Regulation 195/2008] pursuant to *The Waste Reduction and Prevention Act* [the "WRAP Act"]. MMSM was formally incorporated as a non-share capital corporation in December 2006 under *The Corporations Act* of Manitoba for the purpose of developing, implementing and operating waste diversion programs for designated packaging and printed paper in the Province of Manitoba. The stewardship program commenced operations on April 1, 2010 and is exempt from income taxes under Section 149 of the Income Tax Act (Canada).

2. SIGNIFICANT ACCOUNTING POLICIES

These financial statements were prepared in accordance with Part III of the *CPA Canada Handbook – Accounting*, "Accounting Standards for Not-for-Profit Organizations," which sets out generally accepted accounting principles for not-for-profit organizations in Canada and includes the significant accounting policies described below.

Revenue recognition

Steward fees are calculated based on the quantity of designated packaging and printed paper each steward supplies into Manitoba. Stewards register with MMSM and report the tonnage of all product supplied in Manitoba as required under the WRAP Act. Steward fees are recognized as revenue when tonnage is reported for stewards registered with the Organization. Steward reported tonnages for prior years' obligations and revenues resulting from compliance and enforcement activities are recognized when the amount can be reasonably estimated and collection is reasonably assured.

Other revenue is comprised of interest income which is recognized on the passage of time when collection is reasonably assured.

Cash and cash equivalents

Cash and cash equivalents consist of cash on deposit and short-term investments with a short term to maturity of three months or less from the date of purchase unless they are held for investment rather than liquidity purposes, in which case they are classified as investments.

Capital assets and amortization

Capital assets are recorded at original cost.

Amortization of furniture and equipment is recorded on a straight-line basis at a rate of 20% over the assets' useful lives.

Allocation of expenses

The costs of personnel and other expenses directly related to functions are allocated to each function. General support and other costs are not allocated.

Non-monetary transactions

The Organization measures an asset exchanged or transferred in a non-monetary transaction at the more reliably measurable fair value of the asset given up or the fair value of the asset received. Otherwise, such transactions are measured at the carrying value of the non-monetary asset given up [after reduction, when appropriate, for impairment], adjusted by the fair value of any monetary consideration received or given.

NOTES TO FINANCIAL STATEMENTS

December 31, 2022

Financial instruments

Financial instruments, including accounts receivable and accounts payable and accrued liabilities, are initially recorded at their fair value and are subsequently measured at amortized cost, net of provisions for impairment.

Use of estimates

The preparation of the financial statements requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. Such estimates primarily related to steward fees which by their nature, are subject to measurement uncertainty.

Stewards are obligated under the WRAP Act to register and pay fees to MMSM. MMSM will never have a complete and full knowledge about the activities of obligated stewards. The amount of revenue recognized is based on the tonnages reported by stewards. If stewards do not register or if registered stewards do not report complete and accurate tonnages, the amount of revenue may increase or decrease subsequent to year-end when new stewards are identified or tonnages reported by stewards are revised.

Accordingly, actual results may differ materially from estimated amounts as future confirming events occur and additional information becomes available.

The amount of revenue recognized in the financial statements represents management's best estimate of tonnage reported by stewards.

Changes in accounting policies

Revenue

Effective January 1, 2022, the Company adopted the amendments to Section 3400 of Part II of the *CPA Canada Handbook – Accounting*, "Revenue" ["Section 3400"].

The amended standard provides additional guidance on determining whether an arrangement consists of a group of contracts or a single contract, identifying the units of account in an arrangement, allocating consideration in multiple-element arrangements to separate units of account on a relative stand-alone selling price basis and methods for estimating the stand-alone selling price when it is not directly observable, and accounting for revenue under the percentage-of-completion method. The amended standard also provides indicators to consider in determining whether revenue should be reported gross or net, criteria to use in determining when to recognize revenue for a bill and hold arrangement and disclosure requirements for contracts in progress at the end of the reporting period accounted for using the percentage-of-completion method.

The Organization adopted the amendments to Section 3400 retrospectively with no impact on previously reported balances.

NOTES TO FINANCIAL STATEMENTS

December 31, 2022

3. CAPITAL ASSETS

Capital assets consist of the following:

		2022		2021
	Cost \$	Accumulated amortization \$	Net book Value \$	Net book Value \$
Furniture and equipment	7,417	6,094	1,323	2,221

4. COMMITMENTS

A management services agreement is in place to provide administrative and support services for all of MMSM's administrative, technical and reporting activities under the program plan to recycle and divert printed paper and packaging in the Province of Manitoba. The fee for 2022 was \$1,144,725 [2021 – \$1,127,761] and is recorded in program delivery/steward services expense. The fees for 2023 and 2024 are estimated to be approximately \$1,415,000 and \$1,030,000, respectively.

MMSM has an operating lease for its premises for a total commitment of \$64,551 in 2023. In addition, MMSM is responsible for its share of operating costs and property taxes which are included in administrative and corporate expense. The operating lease expires in October 2023 and MMSM is currently in the process of renewing the lease.

5. FINANCIAL INSTRUMENTS AND RISK MANAGEMENT

MMSM is exposed to the following financial risk through transactions in financial instruments.

Credit risk

Financial instruments potentially exposed to credit risk include accounts receivable. Management considers its exposure to credit risk over accounts receivable to be limited as accounts receivable are not significantly concentrated and are monitored regularly for collections. The carrying amount of accounts receivable represents the maximum credit risk exposure. The Organization's provision for uncollectible accounts receivable is approximately \$90,000 [2021 – \$86,000].

6. IN-KIND CONTRIBUTED SERVICES (NON-MONETARY TRANSACTIONS)

In 2021, the Association of Manitoba Municipalities and the City of Winnipeg approved News Media Canada's proposal to accept in-kind advertising services instead of receiving municipal recycling service payments from MMSM for the collection and processing of newspapers in local residential programs. As a result, in 2021, MMSM recorded a recovery of \$1,582,045 of municipal support payments, which were settled in-kind. Program management fees owing to MMSM are settled in cash and in-kind advertising services. At December 31, 2022, MMSM had \$99,652 of contributed in-kind advertising services which had not been utilized which has been recorded in prepaid expenses and other assets. During the year, MMSM utilized \$51,633 of contributed in-kind advertising services in the normal course of operations which has been recorded as a reduction of prepaid and other assets and promotion and education expenses in the financial statements.



Brandon 4R Waste Ambassadors found opportunities to promote the 4Rs throughout the year.



The MMSM team at the Canadian Museum for Human Rights.



Noelle Vong, Communications Coordinator, inducted new officers at Caring for our Environment Manitoba's holiday gathering.



Martin Racicot, Director of Field Services, pictured with Darryl Marsch of Envision Community Living at the 2022 MARR Forum.



Actors filming TV commercials for MMSM's newest campaign, Fact or Fiction.

MMSM LEADERSHIP & STAFF

BOARD OF DIRECTORS 2022

John Graham,
Board Chair, Retail Council of Canada (RCC)

Sandy Hopkins,
Vice Chair, Independent Director

Ian Urquhart,
Treasurer, Manitoba Liquor and Lotteries Corporation

Neil Antymis,
Member, Canadian Beverage Association (CBA)

Julie Dickson Olmstead,
Member, Canadian Federation of Independent Grocers (CFIG)

James Rilett,
Member, Restaurants Canada (RC)

Michelle Saunders,
Member, Food, Health & Consumer Products of Canada (FHCP)

Jeff Neufeld,
Member, Dairy Group

Gary Goodwin,
Independent Director

Karen Melnychuk, Ex Officio
Executive Director, Multi-Material Stewardship Manitoba Inc.

MMSM BOARD COMMITTEES

Executive Committee

John Graham, Chair
Sandy Hopkins, Vice Chair
Ian Urquhart, Treasurer

Audit Committee

Ian Urquhart, Chair
Sandy Hopkins
Julie Dickson Olmstead
Gary Goodwin
Jeff Neufeld

Governance Committee

Sandy Hopkins, Chair
James Rilett
John Graham
Michelle Saunders
Neil Antymis

Municipal Industry Program Committee

John Graham, Co-Chair
Jeff Neufeld

MMSM STAFF

Karen Melnychuk,
Executive Director

Martin Racicot,
Director, Field Services

Kristin Houle,
Senior Manager, Field Services

Kalin McDonald,
Manager, Field Services

Sarah Wallace,
Director, Marketing & Communications

Noelle Vong,
Communications Coordinator

Susan Green,
Municipal Reporting Coordinator & Office Administrator



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StewardshipManitoba.org

SimplyRecycle.ca