



2013 ANNUAL REPORT


MMSM
**Multi-Material
Stewardship Manitoba**
INDUSTRY FUNDING RECYCLING

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Multi-Material Stewardship Manitoba Inc.

Multi-Material Stewardship Manitoba Inc. (MMSM) is a not-for-profit industry-funded organization that develops, implements and operates waste diversion programs for designated packaging and printed paper in the Province of Manitoba. It was established in accordance with the Packaging and Printed Paper Stewardship Regulation (Man. Reg. 195/2008) pursuant to *The Waste Reduction and Prevention Act*.

MMSM's goal is to promote the reduction, reuse and recycling of the materials managed in its program. Industry stewards are responsible for 80% of the net costs of efficient recycling programs in Manitoba.

The organization is governed by a Board of Directors that represent:

- Grocery sector
- Consumer products sector
- Alcoholic and non-alcoholic beverages
- Retailers
- Printed paper
- Newspapers

All industry related directors do not receive compensation from MMSM; they are paid by their companies to participate. The two independent directors receive remuneration.



Message from the Chair of the Board

Neil Antymis

Manitobans are simply recycling more than ever. On behalf of MMSM, I am very pleased to report an impressive 11.7% increase of recycling tonnage collected in 2013!

Achieving that type of recycling performance requires the commitment by a number of people and organizations, and especially each and every Manitoban who makes the responsible decision to recycle. We are so pleased Manitobans are increasingly making the right choice by recycling all of their printed paper and packaging in their blue box or local recycling depot.

MMSM had another outstanding year and worked hard to encourage Manitobans to simply recycle. In fact, simplyrecycle.ca is where you can find great information on how residents can recycle even more material in 2014 and beyond. And Manitobans are increasingly accessing this website to learn and promote recycling in the province.

We know that when recycling is convenient and easy, recycling rates increase. The City of Winnipeg rolled out new recycling carts late in 2012 and residents responded positively which helped us all achieve the outstanding results realized in 2013.

MMSM is also committed to helping Manitobans reduce the number of plastic bags they use every year. We are pleased to report that since 2010 we have achieved a 46.7% reduction in the number of plastic bags used annually. The retail community works with us to implement programs that promote the use of reusable shopping bags and encourage consumers to recycle the bags already in their homes. In 2013 alone, 23,128 students collected and recycled over

1.3 million single-use plastic bags in our Bag up Challenge! Combined with the MMSM awareness campaigns, we are confident we will achieve our goal of a 50% reduction by the end of 2015.

Manitoba municipalities provide the recycling services Manitobans receive and MMSM works closely with municipalities to support them to improve efficiency and effectiveness. In 2013, a new online reporting system was launched to provide a convenient paperless mechanism for municipalities to report their costs and tonnes recycled. We continue to provide technical on the ground assistance to communities across the province in an effort to sustainably increase recycling rates.

MMSM works with a variety of stakeholders and is committed to providing a cost effective residential recycling program which benefits all Manitobans. As an industry led, not-for-profit organization, MMSM represents the stewards of packaging and printed paper supplied to residential households in Manitoba.

Many of our stewards also participate in similar programs across the country. In an effort to streamline reporting for stewards, MMSM negotiated a contract with the Canadian Stewardship Services Alliance (CSSA) in 2013 to provide accounting, technical and systems support services starting January 1, 2014. CSSA provides a single place to register, report and pay stewardship obligations. Other harmonization efforts include a national material list, national steward guidebooks and aligned reporting deadlines.

I would like to take this opportunity to thank MMSM management and staff, the MMSM board of directors, municipalities and the Government of Manitoba for their commitment to increase recycling rates and improve recycling services. And finally, a big thank-you to Manitobans for their on-going commitment to recycle!

Sincerely,

A handwritten signature in black ink, appearing to read 'Neil Antymis'.

Neil Antymis
Chair, MMSM

Message from the Executive Director

Karen Melnychuk

Welcome to MMSM's 2013 Annual Report, a report which we believe is a good news story. In preparation for this, our fourth annual report, we reflected on the achievements of this organization and the accomplishments of the residents in Manitoba.

93% of Manitobans have access to a recycling program and we are proud to report that residents are recycling more than ever before (75.743 kg/capita). The total tonnes recycled by our municipal partners increased by 11.7% to 84,443 tonnes. This substantial increase is largely due to the City of Winnipeg, who alone saw an increase of 20.1%, with the first full year of the rollout of their recycling and garbage carts. The provincial recovery rate increased to 54.1% from 52.3% in 2012.



MMSM, along with Manitoba retailers have worked hard to reduce the number of single-use plastic bags used in the province and to promote their re-use or recycling. The continued promotion and education of alternative options has driven us closer to the target. Currently, we are sitting at a 46.7% reduction since the target was imposed in 2010. Although, the retail landscape in Manitoba has changed considerably since the baseline was determined, we are confident that we will meet the reduction target placed on single-use bags.

MMSM launched an online reporting system for our municipal partners early in 2013, streamlining the reporting process, and as a result, reducing the amount of paper used in our office. Cost containment remains a priority for both MMSM and its partnering municipalities. Effectiveness and efficiency

are vital to the success of a sustainable recycling program. Staff worked directly with municipalities across the province, providing technical program support, educational information and communications support.

MMSM concluded a material specific cost allocation study in 2013 and conducted several composition audits at various material recycling facilities. The data from these studies will be used to set steward fees for 2015. MMSM will also be drawing down \$1.5 million from its surplus in 2014.

Effective January 1, 2014, MMSM contracted Canadian Stewardship Services Alliance (CSSA), a national not-for-profit steward organization, to provide steward services and back office support. The MMSM Board and staff are committed to providing a sustainable program and

will continue to review other opportunities to harmonize services in an effort to contain costs.

I want to thank the management and staff of Reclay StewardEdge for the services and support they have provided to MMSM over the past several years.

Finally, I am proud of the everyday effort of our dedicated Board of Directors, staff, municipal and steward partners. I am confident that the success of this past year will continue into 2014 and recycling rates will increase further.

Sincerely,

A handwritten signature in black ink that reads "Karen Melnychuk".

Karen Melnychuk
Executive Director, MMSM

Municipal Services

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

- Promote the Reduction, Reuse and Recycling of designated packaging and printed paper in Manitoba
- Provide stable, long term funding for municipal recycling programs
- Provide research and development to help reduce the uncertainty inherent to recycling markets
- Ensure that the cost of handling designated materials is reflected in the steward fees

The Municipal Services Program allows participating municipalities 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 municipal employees or contracted to private suppliers. Each municipality is responsible for establishing, promoting and maintaining their own recycling services.

In 2013, Manitobans in participating municipalities recycled 75.43kg/person, compared to 67.41kg/person in 2012.



The Municipal Services Program provides municipal 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 complement recycling and waste reduction activities

MMSM's Municipal Services Program is an incentive-driven program which requires that municipalities share the cost of providing recycling services to their communities. 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 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 municipality. Payment rates are based on a three year rolling average of the net costs of participating municipalities within specific population categories.

2013 MMSM Population Category	Payment Rate/tonne
0 – 1,000	\$292.38
1,001 – 5,000	\$213.43
5,001 – 15,000	\$181.28
City of Brandon	\$152.00
City of Winnipeg	\$100.00

MMSM allocated \$9,652,960.00 in funding to municipalities for the period January 1, 2013 to December 31, 2013.

The following table illustrates the total tonnes recycled by participating municipalities within described regions.



	Population in Participating Municipalities	Total kgs Recycled	Average kgs Recycled/Capita
Central West (CW)	23,897	1,461,111	61.14
Eastern (E)	83,099	5,176,402	62.29
Interlake (I)	62,201	3,550,258	57.08
North (N)	31,973	1,956,855	61.20
North West (NW)	29,257	2,088,752	71.39
South Central (SC)	81,597	4,866,628	59.64
South West (SW)	84,746	6,046,861	71.35
Winnipeg and Area (WPG)	722,666	58,555,991	81.03
Subtotal	1,119,436	83,702,859	74.77
Post-Secondary Education Institutes		739,892	
Total	1,119,436	84,442,751	75.43

TABLE NOTES:

1. Recovery numbers reported by MMSM include only those materials which are recycled through registered local recycling programs in participating municipalities. Manitoba has several charity-based organizations and individuals that collect recyclable materials for sale directly to brokers. MMSM has reason to be aware that some beverage containers are brought to Saskatchewan for a deposit refund even though no deposit has been paid on these containers.
2. Materials recovered from Post-Secondary Education Institutions (PSEIs) are based on the 2012/2013 school year instead of the calendar year. PSEIs submit an annual report to MMSM but not all are able to report results by material category.
3. Actual collected material by MMSM partners for the 2013 calendar year totalled 84,443 tonnes, an increase of 9,034 tonnes from the previous reporting period. Post-Secondary Education Institutions contributed 739 tonnes of recovered material to the annual total.

Municipal Partners

Municipality	Region	Population	2012 Total kgs Reported	2012 kgs Recycled /Capita	2013 Total kgs Reported	2013 kgs Recycled /Capita	Percent Change from Previous
Alexander, R.M.	E	2,983	223,510	74.93	166,160	55.70	-26%
Altona, Town	SC	4,088	314,684	76.98	345,888	84.61	10%
Arborg, Town	I	1,152	72,322	62.78	49,214	42.72	-32%
Argyle, R.M.	SC	1,071	9,036	8.44	8,015	7.48	-11%
Armstrong, R.M.	I	1,835	177,610	96.79	205,457	111.97	16%
Beausejour, Town	E	3,126	377,292	120.69	401,770	128.53	6%
Benito, Village	NW	377	36,500	96.82	35,648	94.56	-2%
Bifrost, R.M.	I	2,976	210,515	70.74	143,254	48.14	-32%
Binscarth, Village	CW	425	27,297	64.23	28,397	66.82	4%
Birtle, R.M.	CW	632	21,743	34.40	21,845	34.56	0%
Birtle, Town	CW	664	21,612	32.55	21,714	32.70	0%
Blanshard, R.M.	CW	526	14,564	27.69	11,267	21.42	-23%
Boissevain, Town	SW	1,572	138,026	87.80	135,325	86.08	-2%
Bowsman, Village	NW	298	23,773	79.78	19,851	66.61	-17%
Brandon, City	SW	46,061	3,509,000	76.18	3,598,542	78.13	3%
Brenda, R.M.	SW	469	13,637	29.08	8,393	17.89	-38%
Brokenhead, R.M.	E	3,940	275,350	69.89	272,744	69.22	-1%
Buffalo Point First Nation	E	162	3,356	20.72	0	0.00	-100%
Cameron, R.M.	SW	420	15,651	37.26	17,130	40.79	9%
Carberry, Town	SW	1,669	139,220	83.42	140,660	84.28	1%
Carman, Town	SC	3,027	373,307	123.33	337,124	111.37	-10%
Cartier, R.M.	WPG	3,153	140,069	44.42	172,780	54.80	23%
Cartwright, Village	SC	308	9,754	31.67	22,635	73.49	132%
Clanwilliam, R.M.	CW	414	17,558	42.41	3,648	8.81	-79%
Coldwell, R.M.	I	1,351	76,874	56.90	71,749	53.11	-7%
Cornwallis, R.M.	SW	4,378	148,640	33.95	176,801	40.38	19%
Crystal City, Village	SC	384	87,068	226.74	106,588	277.57	22%
Dauphin, City	NW	8,251	580,415	70.34	541,485	65.63	-7%
Dauphin, R.M.	NW	2,200	454,708	206.69	469,498	213.41	3%
De Salaberry, R.M.	E	3,450	154,524	44.79	116,572	33.79	-25%
Deloraine, Town	SW	977	105,811	108.30	81,968	83.90	-23%
Duck Mountain Provincial Park	NW	100	490	4.90	100	1.00	-80%
Dufferin, R.M.	SC	2,394	16,570	6.92	14,964	6.25	-10%
Dunnottar, Village	I	696	34,865	50.09	34,190	49.12	-2%
East St. Paul, R.M.	WPG	9,046	796,186	88.02	869,990	96.17	9%
Edward, R.M.	SW	574	11,351	19.78	11,534	20.09	2%
Elkhorn, Village	SW	471	65,913	139.94	61,423	130.41	-7%
Ellice, R.M.	CW	392	2,596	6.62	4,730	12.07	82%
Elton, R.M.	SW	1,285	45,760	35.61	49,750	38.72	9%
Emerson, Town	SC	671	34,339	51.18	25,510	38.02	-26%
Erickson, Town	CW	487	16,212	33.29	3,369	6.92	-79%
Eriksdale, R.M.	I	846	52,305	61.83	47,833	56.54	-9%
Ethelbert, R.M.	NW	354	14,489	40.93	19,602	55.37	35%
Ethelbert, Village	NW	312	39,049	125.16	34,772	111.45	-11%
Falcon Lake/Westhawk (WPP)	E	277	71,324	257.49	89,580	323.39	26%
Fisher, R.M.	I	1,704	82,003	48.12	13,960	8.19	-83%
Flin Flon, City	N	5,363	339,309	63.27	383,085	71.43	13%

Municipality	Region	Population	2012 Total kgs Reported	2012 kgs Recycled /Capita	2013 Total kgs Reported	2013 kgs Recycled /Capita	Percent Change from Previous
Franklin, R.M.	E	1,768	80,124	45.32	70,839	40.07	-12%
Gilbert Plains, R.M.	NW	812	4,252	5.24	3,509	4.32	-17%
Gilbert Plains, Town	NW	811	71,239	87.84	67,631	83.39	-5%
Gillam, Town	N	1,281	58,000	45.28	59,102	46.14	2%
Gimli, R.M.	I	5,845	482,238	82.50	492,000	84.17	2%
Gladstone, Town	SC	879	62,804	71.45	87,573	99.63	39%
Glenboro, Village	SW	645	103,921	161.12	98,510	152.73	-5%
Glenwood, R.M.	SW	602	43,885	72.90	72,254	120.02	65%
Grahamdale, R.M.	I	1,354	7,573	5.59	6,846	5.06	-10%
Grandview, R.M.	NW	649	57,389	88.43	57,442	88.51	0%
Grandview, Town	NW	859	65,420	76.16	65,481	76.23	0%
Gretna, R.M.	SC	556	58,891	105.92	62,512	112.43	6%
Grey, R.M.	SC	2,025	91,752	45.31	85,200	42.07	-7%
Hamiota, R.M.	CW	420	33,908	80.73	31,521	75.05	-7%
Hamiota, Town	CW	868	63,866	73.58	59,369	68.40	-7%
Hanover, R.M.	E	14,026	961,305	68.54	832,479	59.35	-13%
Harrison, R.M.	CW	864	34,197	39.58	36,695	42.47	7%
Hartney, Town	SW	415	14,459	34.84	15,825	38.13	9%
Headingley, R.M.	WPG	3,215	205,285	63.85	226,400	70.42	10%
Hecla Grindstone Prov Park	I	124	21,427	172.80	37,520	302.58	75%
Kelsey, R.M.	N	2,272	89,513	39.40	128,959	56.76	44%
Killarney – Turtle Mountain	SW	3,233	332,700	102.91	315,564	97.61	-5%
La Broquerie, R.M.	E	5,198	214,283	41.22	226,302	43.54	6%
Lac du Bonnet, R.M.	E	2,671	188,923	70.73	183,238	68.60	-3%
Lac du Bonnet, Town	E	1,328	78,762	59.31	74,517	56.11	-5%
Lakeview, R.M.	SC	311	10,231	32.90	10,120	32.54	-1%
Langford, R.M.	CW	767	33,653	43.88	58,500	76.27	74%
Lansdowne, R.M.	CW	723	8,261	11.43	9,479	13.11	15%
Lawrence, R.M.	NW	456	13,682	30.00	18,800	41.23	37%
Leaf Rapids, Town	N	453	0	0.00	10,235	22.59	0%
Lorne, R.M.	SC	1,884	75,407	40.03	66,240	35.16	-12%
Louise, R.M.	SC	913	43,534	47.68	53,294	58.37	22%
MacDonald, R.M.	WPG	6,280	355,965	56.68	385,585	61.40	8%
MacGregor, Town	SW	963	47,676	49.51	52,110	54.11	9%
Manitou, Town	SC	808	33,661	41.66	32,706	40.48	-3%
MB Conservation – Grand Beach	E	60	36,520	608.67	29,279	487.99	-20%
MB Conservation – Paint Lake	N	275	11,436	41.58	20,824	75.72	82%
McCreary, R.M.	CW	476	38,141	80.13	47,077	98.90	23%
McCreary, Village	CW	472	39,021	82.67	48,163	102.04	23%
Melita, Town	SW	1,069	146,921	137.44	85,718	80.19	-42%
Miniota, R.M.	CW	871	34,842	40.00	41,238	47.35	18%
Minitonas, Town	NW	522	43,965	84.22	47,594	91.18	8%
Minnedosa, Town	CW	2,587	249,150	96.31	247,230	95.57	-1%
Montcalm, R.M.	SC	1,309	63,174	48.26	50,527	38.60	-20%
Morden, City	SC	7,812	677,000	86.66	535,430	68.54	-21%
Morris, R.M.	SC	2,999	125,909	41.98	113,646	37.89	-10%
Morris, Town	SC	1,797	74,401	41.40	70,415	39.18	-5%
Morton, R.M.	SW	698	66,215	94.86	64,919	93.01	-2%
Mossey River, R.M.	NW	539	8,710	16.16	18,677	34.65	114%
Mountain, R.M.	NW	1,104	18,907	17.13	23,280	21.09	23%

Municipality	Region	Population	2012 Total kgs Reported	2012 kgs Recycled /Capita	2013 Total kgs Reported	2013 kgs Recycled /Capita	Percent Change from Previous
Neepawa, Town	CW	3,629	471,457	129.91	290,551	80.06	-38%
Niverville, Town	E	3,450	405,207	117.45	399,771	115.88	-1%
North Cypress, R.M.	SW	1,860	59,771	32.14	81,260	43.69	36%
North Norfolk, R.M.	SC	2,799	141,966	50.72	104,236	37.24	-27%
Notre Dame de Lourdes, Village	SC	683	63,870	93.51	60,030	87.89	-6%
Oak Lake, Town	SW	383	9,520	24.86	8,309	21.70	-13%
Oakland, R.M.	SW	1,056	27,115	25.68	24,349	23.06	-10%
Ochre River, R.M.	NW	945	51,886	54.91	47,915	50.70	-8%
Opaskawak Cree Nation	N	2,714	93,405	34.42	134,566	49.58	44%
Park, R.M.	CW	935	45,881	49.07	9,534	10.20	-79%
Peguis First Nation	I	2,609	63,192	24.22	74,280	28.47	18%
Pembina, R.M.	SC	1,561	80,250	51.41	77,974	49.95	-3%
Pilot Mound, Town	SC	635	67,280	105.95	82,364	129.71	22%
Pinawa, L.G.D.	E	1,444	175,945	121.85	190,180	131.70	8%
Piney, R.M.	E	1,720	143,869	83.64	109,792	63.83	-24%
Pipestone, R.M.	SW	1,447	91,379	63.15	107,052	73.98	17%
Plum Coulee, Town	SC	843	38,060	45.15	44,409	52.68	17%
Portage la Prairie, City	SC	12,996	1,317,299	101.36	946,297	72.81	-28%
Portage La Prairie, R.M.	SC	6,525	423,985	64.98	283,975	43.52	-33%
Powerview – Pine Falls	E	1,314	55,853	42.51	56,909	43.31	2%
Rapid City, Town	CW	417	25,193	60.41	21,584	51.76	-14%
Reynolds, R.M.	E	1,285	104,593	81.40	100,020	77.84	-4%
Rhineland, R.M.	SC	4,373	88,336	20.20	93,767	21.44	6%
Riding Mountain National Park	CW	300	10,666	35.55	2,216	7.39	-79%
Ritchot, R.M.	WPG	5,478	301,630	55.06	332,140	60.63	10%
Rivers, Town	SW	1,189	40,105	33.73	36,225	30.47	-10%
Riverside, R.M.	SW	780	4,744	6.08	0	0.00	-100%
Riverton, Village	I	538	38,022	70.67	25,874	48.09	-32%
Roblin, R.M.	SC	932	14,630	15.70	12,188	13.08	-17%
Roblin, Town	NW	1,774	139,909	78.87	110,328	62.19	-21%
Rockwood, R.M.	I	7,964	121,101	15.21	218,705	27.46	81%
Roland, R.M.	SC	1,058	31,412	29.69	34,257	32.38	9%
Rosedale, R.M.	CW	1,627	53,600	32.94	53,870	33.11	1%
Rosburn, R.M.	CW	494	35,327	71.51	37,469	75.85	6%
Rosburn, Town	CW	552	37,528	67.98	39,803	72.11	6%
Rosser, R.M.	WPG	1,352	44,180	32.68	55,270	40.88	25%
Russell, R.M.	CW	459	45,684	99.53	47,525	103.54	4%
Russell, Town	CW	1,669	98,699	59.14	102,677	61.52	4%
Selkirk, City	I	9,834	967,830	98.42	974,990	99.14	1%
Shoal Lake, R.M.	CW	1,229	46,608	37.92	151,344	123.14	225%
Sifton, R.M.	SW	789	31,531	39.96	7,118	9.02	-77%
Snow Lake, Town	N	723	8,520	11.78	10,405	14.39	22%
Somerset, Village	SC	439	40,800	92.94	41,707	95.00	2%
Souris, Town	SW	1,837	121,532	66.16	200,093	108.92	65%
South Cypress, R.M.	SW	838	5,470	6.53	5,185	6.19	-5%
South Norfolk, R.M.	SC	1,125	34,104	30.31	44,424	39.49	30%
Springfield, R.M.	WPG	14,069	614,562	43.68	650,256	46.22	6%
St. Andrews, R.M.	I	11,876	343,737	28.94	603,313	50.80	76%
St. Claude, Village	SC	590	78,011	132.22	56,050	95.00	-28%
St. Clements, R.M.	E	10,505	256,550	24.42	171,060	16.28	-33%

Municipality	Region	Population	2012 Total kgs Reported	2012 kgs Recycled /Capita	2013 Total kgs Reported	2013 kgs Recycled /Capita	Percent Change from Previous
St. François-Xavier, R.M.	WPG	1,240	61,630	49.70	62,750	50.60	2%
St. Laurent, R.M.	I	1,305	3,380	2.59	24,950	19.12	638%
St. Lazare, Village	CW	254	1,627	6.40	2,964	11.67	82%
St. Pierre-Jolys, Village	E	1,099	40,062	36.45	40,901	37.22	2%
Ste. Anne, R.M.	E	4,686	52,143	11.13	59,199	12.63	14%
Ste. Anne, Town	E	1,626	92,814	57.08	112,760	69.35	21%
Ste. Rose du Lac, Town	NW	1,023	78,276	76.52	69,630	68.06	-11%
Ste. Rose, R.M.	NW	771	32,986	42.78	32,145	41.69	-3%
Steinbach, City	E	13,524	1,347,235	99.62	1,218,619	90.11	-10%
Stonewall, Town	I	4,536	295,493	65.14	340,280	75.02	15%
Strathclair, R.M.	CW	744	43,377	58.30	27,331	36.74	-37%
Strathcona, R.M.	SW	643	26,125	40.63	30,938	48.12	18%
Stuartburn, R.M.	E	1,535	81,664	53.20	64,222	41.84	-21%
Swan River, R.M.	NW	2,546	44,613	17.52	48,558	19.07	9%
Swan River, Town	NW	3,907	293,905	75.23	316,178	80.93	8%
Tache, R.M.	WPG	10,284	460,660	44.79	556,286	54.09	21%
Teulon, Town	I	1,124	60,551	53.87	88,622	78.84	46%
The Pas, Town	N	5,513	206,270	37.42	297,166	53.90	44%
Thompson, City	N	12,829	835,883	65.16	912,077	71.09	9%
Thompson, R.M.	SC	1,397	34,940	25.01	33,900	24.27	-3%
Treherne, Town	SC	616	45,252	73.46	36,211	58.78	-20%
Victoria Beach, R.M.	E	374	80,943	216.43	84,506	225.95	4%
Victoria, R.M.	SC	1,119	72,012	64.35	58,451	52.24	-19%
Virden, Town	SW	3,114	347,212	111.50	296,983	95.37	-14%
Wabowden-Setting Lake	N	550	0	0.00	438	0.80	0%
Wallace, R.M.	SW	1,526	173,112	113.44	148,069	97.03	-14%
Waskada, Village	SW	183	4,942	27.01	3,041	16.62	-38%
Wawanesa, Village	SW	562	31,920	56.80	32,120	57.15	1%
West St. Paul, R.M.	WPG	4,932	369,105	74.84	363,930	73.79	-1%
Whitehead, R.M.	SW	1,533	32,199	21.00	34,350	22.41	7%
Whitemouth, R.M.	E	1,548	109,781	70.92	104,981	67.82	-4%
Whitewater, R.M.	SW	645	12,123	18.80	16,096	24.96	33%
Winkler, City	SC	10,670	995,120	93.26	828,000	77.60	-17%
Winnipeg Beach, Town	I	1,011	33,200	32.84	39,170	38.74	18%
Winnipeg, City	WPG	663,617	45,710,877	68.88	54,880,606	82.70	20%
Winnipegosis, Village	NW	647	42,735	66.05	40,630	62.80	-5%
Woodlands, R.M.	I	3,521	60,551	17.20	58,052	16.49	-4%
Woodworth, R.M.	SW	860	27,342	31.79	29,246	34.01	7%

Continuous Improvement Program

MMSM is committed to working with municipalities and community groups on waste management issues, identifying their requirements and providing appropriate solutions to increase their effectiveness and efficiency. Additionally, MMSM staff provided technical assistance on recycling to government and non-government agencies across Manitoba. MMSM provides support for participating recycling programs by identifying best practices and opportunities to improve recycling programs. MMSM provides municipalities with information on end-buyers of recycled material.

MMSM worked directly with the following communities, associations and groups:

- Aboriginal Affairs and Northern Development Canada (AANDC)
- Brandon Environmental Committee
- Beausejour
- Black River First Nation
- Brokenhead First Nation
- Camperville
- Churchill
- City of Brandon
- City of Thompson
- City of Winnipeg
- Cormorant
- Dauphin
- East Selkirk
- Erickson
- Fisher River First Nation
- Flin Flon
- Gillam
- Grandview
- Hodgson
- Killarney
- Landmark
- Long Plain First Nation
- Lorette
- Manitoba Aboriginal & Northern Affairs (MANA)
- Minnedosa
- Neepawa
- Norway House
- Onanole
- Paint Lake
- Peguis First Nation
- Pilot Mound/Louise Waste
- Pinecreek First Nation
- Portage La Prairie
- Pukatawagan (Mathias Colomb) First Nation
- RM of Argyle
- RM of Rockwood
- Roblin
- Rossburn
- Rosseau River First Nation
- Shoal Lake
- St. Clements
- St. Malo
- St. Rose
- St. Theresa Point
- Steinbach
- Stonewall
- Sunrise School Division
- Swan Lake First Nation
- Swan River
- Take Pride Winnipeg!
- Teulon
- The Pas
- The Pas/OCN and Area Regional Solid Waste and Recycling Facility (RSWARF)
- Treherne
- Wabowden
- Wasagamach
- Wawasakapi



PROMOTION AND EDUCATION



(left) Transit Advertising

(Right) Recycle Manitoba Event – Polo Park Shopping Centre October 26

Promotion and Education – Reaching out to Manitobans



Slice of Life Sport and Slice of Life Family BBQ Advertisement

MMSM places promotion and education at the forefront of its program to influence consumer behavior which encourages Manitobans to recycle more. It is these activities that are essential to the success of MMSM meeting its overall program goal of increased diversion and recycling rates across the province.

In 2013, MMSM invested in an extensive marketing campaign and continued sponsorships with The Forks North Portage Group, The City of Brandon Environmental Committee, Recycle Manitoba, Take Pride Winnipeg! and many others.

The spring and fall campaign had a heavy focus on the Winnipeg and Brandon market as well as other rural and northern communities. During the campaign the public was exposed to billboards, print, radio, web and transit advertising. The messaging was consistent with the MMSM brand and

continued to raise consumer awareness.

2013 saw the introduction of the MMSM “Slice of Life” advertisement campaign which was developed to target select demographics. The sport themed ad was used in the Winnipeg Free Press during their Winnipeg Jets and Winnipeg Blue Bombers themed wraps as well as on local news sports webpages. The family barbeque advertisement was used throughout the summer months in various mediums.

MMSM continues to strive at being on top of the communications revolution by embracing social media platforms such as Facebook, Twitter, Vimeo and LinkedIn. Results of key communications activities improved considerably this year with major increases noted in both the social media community and visits to the website. This has enabled MMSM to build brand awareness and engage

influencers and consumers in two-way dialogue. In 2013, there were over 35,000 pageviews on the Simply Recycle website, a following of over 1,000 on Twitter and over 500 Facebook likes.

Research

MMSM contracted Probe Research and completed detailed focus testing with three separate groups. In addition, eNRG fielded a phone survey on MMSM's behalf. Through these efforts, 1630 Manitobans in Winnipeg, Selkirk and Dauphin were surveyed on topics such as residential recycling habits, knowledge of MMSM and its program, media preferences and plastic bag recycling issues.

This testing assisted MMSM in selecting marketing channels, crafting messaging and developing a strategy that appeals to consumers.



(Left) MMSM staff with Marc Kielburger of Free the Children, Martin Luther King III, former president of Mexico Vincent Fox and Board Member Dwayne Marling.

(Right) We Day Manitoba 2013

K-12 Programming – Investing in our Future

In 2013, MMSM added several new and exciting sponsorships to its current school programming. These new partnerships strengthened existing programs and relationships within the community and promoted recycling to elementary and high school students.

In April, MMSM sponsored the 2013 Manitoba School Science Symposium (MSSS). The MSSS is the largest annual science fair in Manitoba with over 550 students participating. MMSM was a bronze sponsor and the exclusive sponsor of the Best Physical Science Award. Each winner received a plaque and a cash prize. Board Member, Dwayne Marling attended the event and presented the awards on stage to the successful students.

MMSM's Target Zero Eco Tour has been a well-received program by students and teachers alike. In 2013,

300 students took part in this exciting tour which gives students the opportunity to practice the positive behavior of recycling, composting and energy reduction.

For the second year in a row, MMSM was the title sponsor of Brandon's Waste Reduction School Challenge. The challenge ran from October 15-24 and encouraged all students to track their waste through garbage and recycling. The purpose of the challenge was to engage students and build awareness on waste reduction issues. There was an overwhelming response to this year's challenge with over 450 students participating.

To increase the organization's presence among high school students, MMSM became a bronze sponsor of We Day Manitoba 2013. We Day is an annual event that encourages students to think and act both locally and globally.

From causes including the environment, bullying, human rights and mental health the day encourages students to think about the impact they, as individuals, can make. This sponsorship was critical in showing MMSM's commitment to the youth in the province.

Over 16,000 students and teachers attended the event and listened to incredible speakers such as Martin Luther King III, Martin Sheen and Molly Burke. In addition to the day of activities, We Day Manitoba was also broadcast online to hundreds of schools in Manitoba and was also shown on MTV on November 11, 2013 and on CTV November 24, 2013. As a bronze sponsor, MMSM received recognition throughout the event spreading the "Simply Recycle" message and had the opportunity to place a ruler made out of recycled newspaper into the student's gift bags.



Board Member Dwayne Marling presenting awards at the Manitoba School Science Symposium

In 2013, a tremendous amount of success was found in visiting local schools giving presentations and handing out promotional materials. These presentations were highly effective in reaching students; particularly among lower income audiences who our research shows are less likely to recycle. They were able to ask questions specific to them and their families.

In October, MMSM joined the Sunrise School Division's "Making a Difference" professional development day with over 1,000 teachers and staff. Throughout the day, MMSM staff gave presentations on recycling and school programs. A booth was set up with promotional items and information on recycling. MMSM also donated 1,000 reusable bags so everyone in attendance received one.



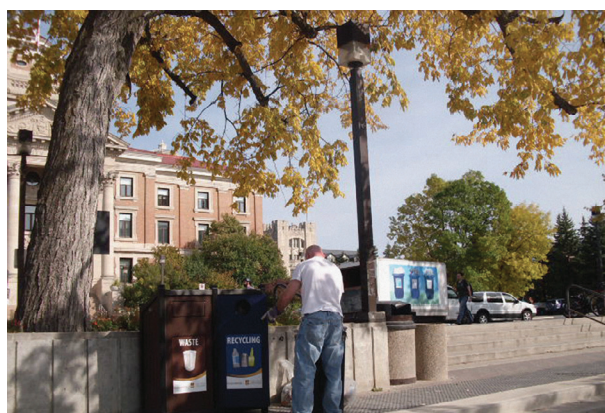
**Brandon Waste Reduction Week Winners,
George Fitton School**

Post-Secondary Institutes

MMSM provided funding and support to several Post-Secondary Education Institutes (PSEI) throughout the province. MMSM 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. Materials recovered for the 2012/2013 school year total approximately 739,892 metric tonnes, a decrease of 235,887 kgs from 2012. This decrease can be the result of several factors including overall waste reduction awareness and accurate contractor reporting.

2012/2013 School Year

	kgs
University of Manitoba (2 campuses)	342,840
University of Winnipeg	99,340
Red River College (2 campuses)	100,734
College Universitaire de Saint Boniface	13,000
Assiniboine Community College	143,350
Brandon University	38,200
University College of the North	2,429
Total	739,892



**(Left)
University
of Manitoba**

**(Right) Red
River College**



Students from Cranberry Portage Elementary School



Opaskwayak Cree Nation Clean-up

First Nations and Remote Communities

Multi-Material Stewardship Manitoba strongly believes in supporting communities all over the province. Throughout the year, MMSM staff provide technical assistance on waste management issues helping communities increase the effectiveness and efficiency of their recycling programs.

For the third consecutive year, MMSM joined forces with the Canadian Beverage Container Recycling Association (CBCRA) to implement the Northern Community Clean-up Program. This initiative was developed to increase recycling awareness and combat litter in northern communities. A street team was on-site to help with the coordination and implementation of the clean-up as well as a celebratory barbeque. Many of these communities are remote; therefore, transportation of collected recyclable materials to an approved recycling facility was also included in this offer.

The following communities participated in the 2013 Northern Community Clean-up Program:

1. Churchill
2. Flin Flon
3. The City of Thompson
4. Opaskwayak Cree Nation
5. The Pas
6. Cranberry Portage
7. Wabowden

Each community received a Community Clean-up Kit, which included a CBCRA recycling bin, bright yellow t-shirts for volunteers, gloves, black garbage bags, clear recycling bags, a scale and large cubic yard totes for transporting the recyclable material to the authorized processor. Information kits were also provided and included a recyclable materials handout, safety check list and a report form that was completed and returned.

A street team visited each community and assisted with the clean-up. Following the clean-up a celebratory barbeque was held to congratulate the participants for their hard work. Each community also received a recognition plaque for their efforts.

This year's program yielded lower waste and recyclable material recovered because most clean-ups took place on or near school grounds which are frequently maintained by paid employees. Although the results were lower than previous years, there were a record number of participants taking part.

MMSM was pleased with the outcome. The implementation of this program has strengthened relationships with participating communities and continued to increase the knowledge and awareness of recycling. Community clean-up days are vital in increasing local pride and community spirit.



PLASTIC BAG REDUCTION PROGRAM

MMSM staff gave out over 1,000 reusable bags at the MTCML tradeshow in April in Brandon Manitoba



Plastic Bag Reduction Program

MMSM and stewards from the food, beverage and consumer goods retail sectors have worked effortlessly to educate and promote to consumers the need to reduce, re-use and recycle single-use plastic bags in the province.

The retail landscape in Manitoba has changed significantly since the baseline was established. Even with the entry of several new box stores, restaurants and retailers, we have continued to reduce the number of bags being distributed.

To date these efforts have resulted in a **46.7%** reduction in the amount of single-use bags distributed.

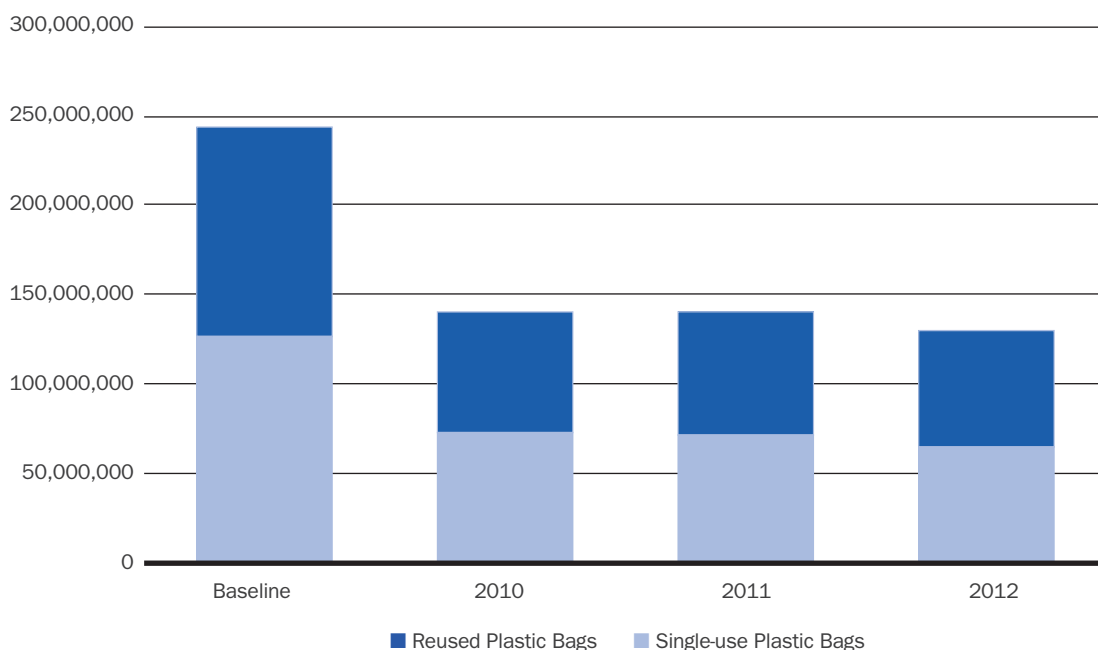
Consumer behaviour is changing. In 2007, the average Manitoban brought home 209 single-use plastic bags in a year. In 2012, that number dropped to 108, a reduction of 48.3%.



Observations from waste audits conducted by MMSM, show that many consumers re-use single use plastic bags as waste receptacles. This re-use further reduces the amount of single-use bags which would otherwise go to landfill:

- **Brandon** – 46% of single-use plastic bags are re-used as a waste receptacle.
- **Winnipeg** – 54% of single-use plastic bags are re-used as a waste receptacle.

PLASTIC BAG REDUCTION AND RE-USE



Many retailers have also installed bins in their stores for the added convenience to consumers to return their single-use bags for recycling.

MMSM has nearly met its target by working diligently with retailers and consumers alike. Time was spent educating Manitobans about the options they have, including bringing a reusable bag or returning their plastic bags back to a retailer for recycling. Throughout the year, a media campaign was used to promote those options and approximately 20,000 reusable bags were distributed to municipalities, various partners, schools and directly to consumers through the Welcome Wagon program.

The MMSM Bag-up Manitoba Plastic Bag Roundup Challenge has become a very successful month long, province wide annual event. The 2013 challenge saw 168 schools with 23,128 students collect 1,347,047 single-use bags.

The following pages provide highlights of the past year's plastic bag awareness and reduction activities.



Bag-up Manitoba Plastic Bag Roundup Challenge winners Ecole Assiniboine

MMSM BAG-UP MANITOBA – PLASTIC BAG ROUNDUP CHALLENGE

For the fourth consecutive year, MMSM partnered with Take Pride Winnipeg! challenging students to collect as many plastic bags as possible and bring them to school for recycling. The collection period began on September 30 and concluded on November 1. The bags collected were baled and shipped to Trex for recycling into composite wood for decks and other materials.

Once again, the students in Manitoba surpassed the previous year's record (1,064,000) and collected 1.3 million bags. Each school that participated received two birdhouses and fourteen schools won a bench made out of recycled plastic bags.

Program Results

- 168 schools participated around the province
- 1,347,017 plastic bags were collected
- 23,128 students participated

WELCOME WAGON

MMSM has continued its partnership with Welcome Wagon educating new residents and home owners on proper recycling practices. In 2013, 3,099 reusable bags and brochures were distributed for home visits with a Welcome Wagon representative.

MEDIA CAMPAIGN

Throughout the year, MMSM runs a media campaign focused on the reduction of single-use plastic bags. A mix of traditional media is used, including print, online, transit and outdoor. With a specific focus on reaching consumers away from their homes while shopping, a holiday campaign was developed for the months of November and December. Advertisements were used in and outside of local malls, during the Cineplex pre-show at the movie theatre and on the interior of transit buses.

As part of MMSM's continued educational efforts, a new consumer brochure was created in 2013. This brochure highlights best recycling practices, tips and information on plastic bags. It encourages consumers to bring a reusable option and reuse the plastic bags already in the home.

Whenever possible, MMSM seeks opportunities for media coverage with local news groups. Here are some of the appearances in 2013.

- **September 30** – Coverage on CTV for Bag-up Manitoba Plastic Bag Roundup Challenge launch.
- **September 30** – Coverage on City TV for Bag-up Manitoba Plastic Bag Roundup Challenge launch.
- **October 23** – Interview on CTV Morning Live promoting Recycle Manitoba Day and the Bag-up Manitoba Plastic Bag Roundup Challenge.
- **October 24** – Interview on City TV promoting Recycle Manitoba Day and the Bag-up Manitoba Plastic Bag Roundup Challenge.



(Left) Mall posters used in Portage Place Shopping Centre

(Right) Door decals at St. Vital mall reminding shoppers to bring their own bag



Material Recovery Rates – 2012

Stewards report on their sales from the previous year. This data, combined with the municipal recycling reports for the same period are used in the fee setting process for the upcoming year (2013 sales data will be used for 2015 fee setting). Based on the best available data for the most current full year reporting from Stewards and municipalities, the table below illustrates the recovery rates for the material covered in the MMSM program for 2012. The 2013 recovery rates will be available and made public during the consultation process with Stewards and other stakeholders in September 2014.

Category	Material	Quantity Generated (tonnes)	Percentage of Generated	Quantity Recovered (tonnes)	Recovery Rate
PRINTED PAPER					
	Newsprint	27,650	21.0%	24,987	90.4%
	Magazines and Catalogues	4,743	3.6%	4,286	90.4%
	Telephone Books	1,730	1.3%	1,564	90.4%
	Other Printed Paper	10,303	7.8%	5,373	52.1%
Printed Paper Total		44,425	33.7%	36,210	81.5%
PACKAGING					
Paper Based Packaging	Old Corrugated Containers	12,002	9.1%	7,964	66.4%
	Polycoat & Laminates	6,501	4.9%	1,175	18.1%
	Old Boxboard	15,069	11.4%	6,149	40.8%
Paper Packaging Total		33,572	25.5%	15,288	45.5%
Plastic Packaging	PET bottles	6,138	4.7%	2,808	45.7%
	HDPE bottles	4,347	3.3%	2,913	67.0%
	Plastic Film	5,960	4.5%	419	7.0%
	Other Plastics	13,181	10.0%	926	7.0%
Plastics Total		29,626	22.5%	7,064	23.8%
Steel Packaging	Steel Food & Beverage Cans	4,901	3.7%	2,734	55.8%
	Steel Aerosols	427	0.3%	39	9.2%
Steel Total		5,328	4.0%	2,774	52.1%
Aluminum Packaging	Aluminum Food & Beverage Cans	2,553	1.9%	1,220	47.8%
	Other Aluminum Packaging	504	0.4%	29	5.7%
Aluminum Total		3,057	2.3%	1,249	40.8%
Glass	Glass	15,665	11.9%	8,613	55.0%
Glass Total		15,665	11.9%	8,613	55.0%
PACKAGING TOTAL		87,247	66.3%	34,988	40.1%
TOTALS		131,672	100.0%	71,197	54.1%

TABLE NOTES:

The overall recovery rate has increased 1.8% from 2011.

As part of its continuing efforts to refine waste generation estimates of packaging & printed paper (PPP) in Manitoba, MMSM will continue to conduct waste and composition audits. MMSM also completed a material specific cost allocation study in 2013. This data is used in conjunction with municipal reported recovered tonnes to determine the material specific recycling rates which are used to set steward fees through the three-factor formula.



Steward Services

Regulation 195/2008 under the WRAP Act obligates stewards to do a number of things. Stewards must provide a waste reduction and prevention program to manage the designated wastes within a province-wide convenient collection system; stewards must cover 80% of the funding of collecting, processing, and transferring the material to market; and stewards must also establish promotion and education programs and cover the cost of government to oversee the program. All product packaging consisting of plastic, glass, paper, metal and printed paper normally managed through the municipal waste management system is designated to be included under this stewardship program.

Stewards of designated material are persons that have responsibilities under the Regulation. The rules for stewards are part of the legal framework that the program operates within. MMSM has established rules for stewards which include registration; rules for data reporting (i.e. dates for reporting); as well as compliance and payment schedules. Stewards use a web-based, on-line data reporting and management system. This secure online data management system is designed to assist stewards in managing their obligations. Obligated companies who do not follow the program rules are considered not in compliance.

MMSM is responsible to collect Steward Fees on all Packaging and Printed Paper.

In 2013 there were:

- 825 registered stewards
- 553 steward reports received
- 216 voluntary steward agreements

The table below illustrates the change in material fees and total reported weights for 2013 and 2012.

Packaging and Printed Paper Reported by Stewards in 2013

Material Description	Base Fee 2013	Total kgs 2013	Base Fee 2012	Total kgs 2012
Newsprint	2.38 \$/kg	26,689,000	1.72 \$/kg	27,500,376
Other Printed Materials	6.19 \$/kg	6,122,000	3.86 \$/kg	7,796,335
Corrugated and Boxboard Packaging	10.52 \$/kg	25,089,000	10.93 \$/kg	25,408,841
Other Paper Packaging	31.31 \$/kg	4,262,000	31.77 \$/kg	3,422,750
PET bottles	20.33 \$/kg	5,244,000	24.62 \$/kg	5,552,466
HDPE bottles and jugs	24.89 \$/kg	3,513,000	21.64 \$/kg	3,314,868
Other Plastic Packaging	34.99 \$/kg	13,024,000	34.22 \$/kg	12,795,596
Steel and Other Metal Packaging	10.89 \$/kg	4,119,000	9.06 \$/kg	4,538,729
Aluminum cans – food and beverage	1.01 \$/kg	2,246,000	0.80 \$/kg	2,357,740
Foil and other aluminum packaging	18.07 \$/kg	379,000	27.42 \$/kg	323,068
Glass Packaging	5.77 \$/kg	13,857,000	6.22 \$/kg	13,324,130
Total		104,544,000		106,334,899

The Steward reported data is the most current data available at the time of fee setting. The data may change if new stewards are identified or adjustments are made by reporting stewards.



Steward Compliance

The MMSM Program is funded entirely by fees levied on stewards. Stewards of designated materials are persons that have responsibilities under the Regulation. A steward is the “person” who assumes the responsibility and declares 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 has prepared rules setting the amount of fees to be paid by participating stewards. 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

Stewards are required to measure and report annually to MMSM the total quantity in kilograms 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 that are in good standing with MMSM will be deemed to be in compliance with the WRAP Act. The compliance process commences with the identification of stewards that are not in compliance followed by initiation of actions necessary to ensure compliance.

Through the maintenance of a registry of identified stewards and a tracking system to monitor compliance, MMSM will actively ensure that all stewards are in compliance. Field research will be performed by MMSM to identify non-compliant stewards, utilizing leads generated by complying stewards, as well as independently through store and product audits. 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 of when fees are due. If stewards and products are identified that have not registered or reported under the 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 Manitoba Government to take enforcement action as stipulated under the WRAP Act.

A man and a woman are smiling and looking at a green plastic bottle they are holding together. The woman is on the left, and the man is on the right. They are both wearing blue shirts. The background is a blurred indoor setting. A large, semi-transparent recycling symbol is overlaid on the image, with the text 'FINANCIAL STATEMENTS' centered over it.

FINANCIAL STATEMENTS

DECEMBER 31, 2013



**REDUCE
REUSE
RECYCLE**

Independent Auditors' Report

To the Members of
Multi-Material Stewardship Manitoba Inc.

We have audited the accompanying financial statements of **Multi-Material Stewardship Manitoba Inc.**, which comprise the balance sheet as at December 31, 2013, and the statements of operations, changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's responsibility for the financial statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted 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.

Auditors' responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditors consider internal control relevant to the entity's preparation and fair presentation of the financial statements 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 entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of **Multi-Material Stewardship Manitoba Inc.** as at December 31, 2013, and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting standards for not-for-profit organizations.

Winnipeg, Canada,
April 2, 2014

Ernst & Young LLP

Chartered Accountants

MULTI-MATERIAL STEWARDSHIP MANITOBA INC.

Incorporated under the laws of Manitoba

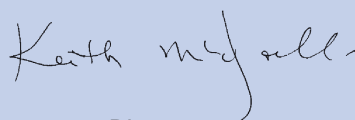
Balance Sheet

As at December 31

	2013 \$	2012 \$
ASSETS		
Current		
Cash and cash equivalents	7,349,241	5,214,005
Accounts receivable	1,233,816	1,055,224
Prepaid expenses and deposits	14,079	22,214
Total current assets	8,597,136	6,291,443
Capital assets, net <i>[note 3]</i>	8,745	2,775
	8,605,881	6,294,218
LIABILITIES AND NET ASSETS		
Current		
Accounts payable and accrued liabilities <i>[note 4]</i>	2,700,319	2,780,742
Total current liabilities	2,700,319	2,780,742
Commitments <i>[note 5]</i>		
Net assets		
Unrestricted	5,905,562	3,513,476
	8,605,881	6,294,218

See accompanying notes

On behalf of the Board:



Director



Director

Statement of Operations

Year ended December 31

	2013 \$	2012 \$
REVENUE		
Steward fees	14,550,027	12,671,300
Other revenue	39,915	31,260
	14,589,942	12,702,560
EXPENSES		
Municipal programs		
Municipal support payments	9,652,960	9,488,821
Program delivery	852,181	853,076
Stewards services	368,572	385,711
School funding	268,492	227,936
Promotion and education	338,882	331,713
Continuous improvement process	272,513	120,789
Administrative and corporate	270,562	205,989
	2,371,202	2,125,214
Enhanced programs		
Beverage recovery	62,504	6,969
Plastic bags	111,190	121,750
	173,694	128,719
	12,197,856	11,742,754
Excess of revenue over expenses for the year	2,392,086	959,806

See accompanying notes

Statement of Changes in Net Assets

Year ended December 31

	2013 \$	2012 \$
Net assets, beginning of year	3,513,476	2,553,670
Excess of revenue over expenses for the year	2,392,086	959,806
Net assets, end of year	5,905,562	3,513,476

See accompanying notes

Statement of Cash Flows

Year ended December 31

	2013 \$	2012 \$
OPERATING ACTIVITIES		
Excess of revenue over expenses for the year	2,392,086	959,806
Add item not involving cash		
Amortization of capital assets	1,579	620
	2,393,665	960,426
Changes in non-cash working capital balances related to operations		
Accounts receivable	(178,592)	(695,749)
Prepaid expenses and deposits	8,135	(8,389)
Accounts payable and accrued liabilities	(80,423)	(4,332,815)
Cash provided by (used in) operating activities	2,142,785	(4,076,527)
INVESTING ACTIVITIES		
Purchase of capital assets	(7,549)	—
Cash (used in) investing activities	(7,549)	—
Net increase (decrease) in cash during the year	2,135,236	(4,076,527)
Cash and cash equivalents, beginning of year	5,214,005	9,290,532
Cash and cash equivalents, end of year	7,349,241	5,214,005

See accompanying notes

Notes to Financial Statements

December 31, 2013

1. BUSINESS ORGANIZATION AND OPERATIONS

Multi-Material Stewardship Manitoba Inc. ["MMSM"] is a not-for-profit industry-funded corporation, established in accordance with the Packaging and Printed Paper Stewardship Regulation [Man. Reg. 195/2008] pursuant to *The Waste Reduction and Prevention Act* ["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 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.

[a] 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 recorded as revenue based on the prior year's tonnage reported by stewards.

[b] 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.

[c] Recycling support payment to municipalities

Recycling support payments to municipalities are paid to registered Manitoba municipalities based on the tonnage of eligible materials delivered to an approved recycling facility as reported by the municipalities to MMSM. The current year expense is recorded based on prior year's eligible tonnage.

[d] Capital assets and amortization

Capital assets are recorded at original cost less accumulated amortization. Amortization of furniture and equipment is recorded on a straight-line basis of 20% over the assets' useful lives.

[e] 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.

Notes to Financial Statements

December 31, 2013

[f] 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.

3. CAPITAL ASSETS

Capital assets consist of the following:

		2013		2012
	Cost	Accumulated	Net book	Net book
	\$	amortization	value	value
	\$	\$	\$	\$
Furniture and equipment	12,164	3,419	8,745	2,775

4. GOVERNMENT REMITTANCES

As at December 31, 2013, accounts payable includes government remittances payable of \$62,956 [2012 – \$7,176].

5. COMMITMENTS

[a] StewardEdge Inc. provides various administrative and communication services under a program management services agreement at a monthly fee of \$82,500. In addition, MMSM pays a usage fee for use of the database based on levies collected on an annual basis by MMSM at the rate of \$1,700 per million dollars in fees. During the year ended December 31 2013, StewardEdge Inc. provided administrative and support services to MMSM for total remuneration of \$1,099,965 which has been recorded as an expense in program delivery and steward services. The management services agreement with StewardEdge Inc. ended December 31, 2013.

Effective January 1, 2014, a management services agreement is in place with Canadian Stewardship Services Alliance Inc. 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 2014 is estimated to be \$1,127,692. The fee paid to CSSA is based on allocation of CSSA's costs and MMSM's direct costs paid by CSSA. The agreement is in place for a term of 5 years.

[b] MMSM has entered into an operating lease for its premises for a total commitment of \$119,200. Future minimum annual lease payments until August 31, 2015 are as follows:

	\$
2014	71,500
2015	47,700
	119,200

Notes to Financial Statements

December 31, 2013

6. FINANCIAL INSTRUMENTS – RISKS AND UNCERTAINTIES

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.



Back row left to right:

Phil Elias, Dairy Group
Lanny McInnes, Retail Council of Canada (RCC)
Bob Cox, Newspaper Group
Keith McDougall (Vice-Chair), Canadian Federation of Independent Grocers (CFG)
Sandy Hopkins, Independent Director
Francis St. Hilaire, Independent Director
Dwayne Marling, Restaurants Canada

Front row left to right:

Rachel Kagan, Food & Consumer Products of Canada (FCPC)
Karen Melnychuk, Executive Director
Neil Antymis (Chair), Canadian Beverage Association
Tracy Graham (Treasurer), Manitoba Liquor and Lotteries

Executive Committee

Neil Antymis, Chair
 Keith McDougall, Vice Chair
 Tracy Graham, Treasurer

Governance Committee

Rachel Kagan, Chair
 Neil Antymis
 Sandy Hopkins

Municipal/Industry Program Committee

Neil Antymis
 Lanny McInnes

Audit Committee

Tracy Graham, Chair
 Neil Antymis
 Keith McDougall
 Francis St. Hilaire

Communications Committee

Dwayne Marling, Chair
 Rachel Kagan
 Bob Cox

Plastic Bag Committee

Keith McDougall
 Dwayne Marling
 Lanny McInnes

MMSM Staff

Left to right – Sarah Wallace, Martin Racicot, Karen Melnychuk and Lauren Gluck.





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MMSM
Multi-Material
Stewardship Manitoba
INDUSTRY FUNDING RECYCLING