MMSM
Multi-Material Stewardship Manitoba
INDUSTRY FUNDING RECYCLING

2020 ANNUAL REPORT

CELEBRATING 10 YEARS

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MULTI-MATERIAL STEWARDSHIP MANITOBA INC.

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 municipalities for up to 80% of the net cost of their residential recycling system.

By bringing together the businesses helping to finance recycling services, the consumers that diligently recycle their used items, and municipal 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 landfill.

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

Governed by a board of directors of seven industry and two unrelated independent directors, the board 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

NEIL ANTYMIS

MMSM is pleased to celebrate 10 years of recycling in Manitoba, and you will see many great examples of our significant collective accomplishments over these past 10 years throughout this 2020 annual report.

In 2020, The Honourable Sarah Guillemard, Minister of Conservation and Climate, proclaimed Recycling Week to be held the third week of October each year. The formal proclamation now hangs proudly in our MMSM office and reminds us of our commitment to take a lead role in the improvement of recycling in Manitoba for years to come.

2020 was a very challenging year in many respects, and we genuinely appreciate the dedication and hard work of both management and staff and all Manitobans who continued to do their part to help protect our environment and persevere through these difficult times. MMSM, along with other Packaging and Printed Paper (PPP) programs in Canada, recognized that many of their members were experiencing disruption and financial hardship because of the pandemic. In response, to support our stewards, reporting deadlines were extended and a temporary change was made to the penalty and interest policies.

An important part of MMSM's responsibility is to ensure stewards pay their fair share of fees. This is a considerable challenge and is naturally of great interest to stewards. MMSM, together with the Canadian Stewardship Services Alliance (CSSA) and recycling programs in British Columbia, Saskatchewan, and Ontario, completed work on the Material Cost Differentiation (MCD) study in 2020.

This extensive study conducted over the course of two years, led to a greater understanding of the cost drivers in the collection and processing of collected materials and resulted in a new methodology for allocating costs. After extensive consultation with stewards, the MMSM Board approved a phased-in approach of the new MCD methodology, which will be implemented over two years.

The world is changing, and MMSM, stewards, and Manitobans have an opportunity and a responsibility to bring about positive change. Accordingly, the board and management held strategic planning sessions to consider the long-term vision, mission, and priorities for MMSM. We feel confident that 2021 will be a year for constructive opportunities, and we look forward to working collaboratively with stakeholders in this regard to continue to elevate Manitoba as a leader in recycling.

Thank you to all who have contributed to making recycling successful in Manitoba for the past 10 years. We need your continued support and that of all Manitobans to continue this important journey.

Neil Antymis
Chair of the Board, MMSM

MESSAGE FROM THE EXECUTIVE DIRECTOR

KAREN MELNYCHUK

Happy 10th Anniversary! What a year 2020 was. Although the COVID-19 pandemic interfered with many of our planned events scheduled to celebrate this milestone, MMSM was able to successfully pivot and launched some key resource tools and support programs.

MMSM staff moved to working from home in March 2020 as the world shut down for what we believed to be a short period of time. It wasn't before long that we too realized that we needed to get creative with how we delivered our programming and how virtual platforms became our new best friends.

Recycling and waste services were declared essential services during the pandemic. Staff supported municipalities as they responded to concerns about potential contamination and how to handle personal protective equipment. Resources and appropriate messaging related to worker safety and protocols were developed and shared with our partners.

After months of hard work by our communications team, we successfully launched the Recyclepedia, a web-based resource tool developed to assist consumers in determining if a material or product can be recycled. The web tool was soon followed by a mobile app, so consumers had a convenient resource that could assist them in recycling. The Recyclepedia experienced a large amount of traffic and app downloads in its first year, helping to increase consumer education while reducing contamination.

MMSM was honoured when Minister Guillemard proclaimed the third week of October, and each year moving forward, as Recycling Week in Manitoba. Although the framed proclamation hangs proudly on our wall, we acknowledge that it is intended for all Manitobans who help us by continuously recycling everything they can. Their efforts are demonstrated in the 80.3% recovery rate.

We hope you enjoy the highlights captured from this past year as well as a look back at what MMSM has accomplished over the past 10 years. Without the support of our many partners, we would not have had so many achievements and milestones to celebrate. Thank you to the MMSM staff for their dedication, hard work, and their commitment to achieving successes in our program. Thank you to the MMSM Board of Directors who continue to support and guide the organization. MMSM would also like to thank the staff at CSSA who worked with us to accomplish our goals.

Cheers to another great 10 years!

Karen Melnychuk
Executive Director, MMSM

MILESTONES

CELEBRATING AN ENTIRE DECADE OF RECYCLING SUCCESS!

MMSM celebrated 10 years of operations in Manitoba on April 1, 2020. In the last decade, MMSM has provided its partners with over $140 million dollars in funding for their residential recycling programs and collected over 800,000 tonnes of recyclable materials. Many milestones have been achieved in the past 10 years. Here is a look back at some of the highlights from the last decade.

'Slice of Life' campaign

MMSM's mural on Selkirk Avenue in Winnipeg

'Bag Up Manitoba' dragon made from plastic bags

2006-2009

DECEMBER 2006
Date of incorporation

DECEMBER 2008
Regulation 95/2008 was passed

2009
MMSM's first residential curbside waste composition studies were completed

SEPTEMBER 2009
The MMSM Program Plan was approved

Launched **StewardshipManitoba.org** website

2010

Launched **SimplyRecycle.ca** website

APRIL
Launch of the program

JUNE
Moved into 283 Bannatyne Avenue office

NOVEMBER
First Annual Steward Meeting

Launched **Simply Recycle Manitoba** Facebook page

2011

Established the Northern & First Nations Community Clean-Up

Participants pick up litter in the Northern & First Nations Community Clean-Up

2012

JULY
Launched **@SimplyRecycleMB** Twitter page

NOVEMBER
MMSM mural was created by artist Charlie Johnson

Recycle Manitoba event with other Producer Responsibility Organizations (PROs)

2013

APRIL
'Slice of Life' campaign was created

OCTOBER
Expanded MMSM's Material List

103.1 Virgin Radio celebrating Earth Day

Staff awarding prize to Northern & First Nations Community Clean-Up winner

2014

Launched the 'Make the Break' campaign

'Make the Break' billboard

Meeting with the Minister of Sustainable Development to discuss environmental initiatives

Board of Directors and staff touring new GFL MRF

'Recycle Something New' campaign interior transit card advertisement

Receiving Signature Award for 'Recycle Like Michael' campaign

The Hon. Brian Pallister, Premier of Manitoba, enjoying the recycling superhero photobooth

Students filming 'Tale of Recycling' video

Entry from MMSM Eco Fashion Fest

'Recycle Like Michael' billboard

Sign installation in Bloodvein First Nation

10 YEARS

2015

Hit 500,000 tonnes of recyclable material recovered

Achieved the Manitoba Government's 50% plastic bag reduction target

APRIL

Launched the 'Bag it Forward' program with Harvest Manitoba

'Bag it Forward' launch with Harvest Manitoba and then Minister of Conservation and Water Stewardship, Gord Mackintosh

2016

APRIL

Launched the 'Recycle Something New' campaign

MAY

Launched the **SimplyRecycleSchools.ca** website

Winnipeg Goldeyes 'Superhero Night' theme game

2017

Implemented the Four-Step Fee Setting Methodology

Surpassed 70% recovery rate target

Filming 'About MMSM' video

2018

APRIL

Launched **@SimplyRecycleMB** Instagram page

Hit $100M in municipal funding

JULY

MMSM's Program Plan was renewed for another five years

OCTOBER

Moved to 259 Portage Avenue office

The 'Recycle Like Michael' campaign won several Manitoba Signature Awards

2019

OCTOBER

Launched the Municipal Communications Toolkit

DECEMBER

MMSM's longest standing program, the Bag Up Manitoba – Plastic Bag Challenge, collects over 11.6 million plastic bags in 10 years

2020

MARCH

Launched the Recyclepedia on **SimplyRecycle.ca**

OCTOBER

Minister of Conservation and Climate proclaims Recycling Week in Manitoba

Minister of Conservation and Climate, presenting the proclamation to the MMSM Executive Director

2020 EXECUTIVE SUMMARY

PROGRAM PERFORMANCE

80.3% RECOVERY RATE

95% OF MANITOBA'S POPULATION HAS ACCESS TO A RESIDENTIAL RECYCLING PROGRAM

MMSM PAID **$19,881,585** IN FUNDING TO MUNICIPALITIES

86.5% OF RESIDENTS PARTICIPATE IN THEIR RESIDENTIAL RECYCLING PROGRAM

MUNICIPAL PERFORMANCE

77,560,321 KG OF PACKAGING AND PRINTED PAPER COLLECTED

MANITOBANS COLLECTED **64.2 KG** PER PERSON

151 MUNICIPAL AND OTHER PARTNERS THAT RECEIVE MUNICIPAL RECYCLING FUNDING PAYMENTS

FUNDED AND SUPPORTED **6** POST-SECONDARY EDUCATION INSTITUTIONS

1 NEW RESIDENTIAL COLLECTION PROGRAM

PROMOTION & EDUCATION

55% BRAND AWARENESS

71% AD RECALL

117,851 VISITS TO THE WEBSITE

211,814 PAGEVIEWS

652,023 SOCIAL MEDIA IMPRESSIONS

STEWARDS

782 REGISTERED STEWARDS

Photo taken in April 2020 before masks were enforced in indoor spaces

RECYCLEPEDIA

55,280 MATERIAL VIEWS

25,044 USER SESSIONS

1,988 MOBILE APP DOWNLOADS

ELIGIBLE MMSM MATERIALS

- ALUMINUM FOOD & BEVERAGE CONTAINERS
- ASEPTIC PACKAGING
- BOXBOARD
- CARTONS
- CORRUGATED CARDBOARD
- GLASS FOOD & BEVERAGE CONTAINERS
- HOUSEHOLD PLASTICS
- PAPER
- STEEL FOOD & BEVERAGE CONTAINERS
- TELEPHONE DIRECTORIES

MUNICIPAL SERVICES

WORKING TOGETHER WITH MANITOBA COMMUNITIES

77,560,321 KG
OF PACKAGING AND PRINTED PAPER COLLECTED

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 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 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 funding 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 municipalities to share the cost of providing recycling services to their communities. Municipal recycling funding 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 municipality. Payment rates are based on a three-year rolling average of the net costs of participating municipalities within specific population categories.

ON AVERAGE, MANITOBANS COLLECTED 64.2 KG PER PERSON IN 2020

95% OF MANITOBA'S POPULATION HAS ACCESS TO A RESIDENTIAL RECYCLING PROGRAM

MMSM POPULATION CATEGORIES	PAYMENT RATE/TONNE
0 – 5,000	$334.22
5,001 – 20,000	$283.89
City of Brandon	$301.07
City of Winnipeg	$231.51

MMSM PAID
$19,881,585
IN FUNDING TO MUNICIPALITIES IN 2020

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

REGION	POPULATION IN PARTICIPATING MUNICIPALITIES	TOTAL KG RECYCLED	AVERAGE KG RECYCLED PER CAPITA
Central West	25,231	1,129,468	44.8
East	93,393	5,106,238	54.7
Interlake	64,612	3,492,229	54.0
North	32,520	1,760,669	54.1
North West	31,887	1,741,299	54.6
South Central	95,634	5,359,995	56.0
South West	94,534	5,930,819	62.7
Winnipeg and Area	770,465	52,838,202	68.6
SUBTOTAL	1,208,276	77,358,919	64.0
Post-Secondary Education Institutions		201,402	
TOTAL	1,208,276	77,560,321	64.2

TABLE NOTES

1. Recovery numbers reported by MMSM include only those materials that are recycled through registered local recycling programs in participating municipalities and are also reported by municipalities. 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 2019/2020 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 2016 Census.

MUNICIPAL & OTHER PARTNERS

MUNICIPAL & OTHER PARTNERS	REGION	POPULATION	2019 TOTAL KG REPORTED	2019 KG PER CAPITA	2020 TOTAL KG REPORTED	2020 KG PER CAPITA	PERCENT CHANGE TOTAL REPORTED
Alexander, R.M.	East	3,333	191,730	57.5	199,640	59.9	4%
Altona, Town	South Central	4,212	367,734	87.3	341,269	81.0	-7%
Arborg, Town	Interlake	1,232	60,069	48.8	61,491	49.9	2%
Argyle, R.M.	South Central	1,025	30,745	30.0	35,550	34.7	16%
Armstrong, R.M.	Interlake	1,792	61,340	34.2	64,070	35.8	4%
Beausejour, Town	East	3,219	375,190	116.6	368,910	114.6	-2%
Bifrost-Riverton, Municipality	Interlake	3,378	206,432	61.1	211,319	62.6	2%
Bloodvein First Nation	North	687	5,300	7.7	0	0.0	-100%
Boissevain-Morton, Municipality	South West	2,353	212,464	90.3	228,391	97.1	7%
Brandon, City	South West	48,859	3,635,890	74.4	3,550,896	72.7	-2%
Brenda-Waskada, Municipality	South West	674	19,640	29.1	19,620	29.1	0%
Brokenhead, R.M.	East	5,122	229,740	44.9	238,860	46.6	4%
Buffalo Point First Nation	East	162	13,527	83.5	11,786	72.8	-13%
Canupawakpa Dakota Nation	South West	305	7,713	25.3	7,126	23.4	-8%
Carberry, Town	South West	1,738	143,015	82.3	151,145	87.0	6%
Carman, Town	South Central	3,164	366,489	115.8	328,842	103.9	-10%
Cartier, R.M.	Winnipeg	3,368	213,120	63.3	170,770	50.7	-20%
Cartwright-Roblin, Municipality	South Central	1,308	35,730	27.3	38,900	29.7	9%
Clanwilliam-Erickson, Municipality	Central West	870	10,184	11.7	12,096	13.9	19%
Coldwell, R.M.	Interlake	1,254	71,067	56.7	65,155	52.0	-8%
Cornwallis, R.M.	South West	4,520	165,960	36.7	191,190	42.3	15%
Crane River, Community	North West	137	3,938	28.7	5,334	38.9	35%
Dauphin, City	North West	8,457	721,670	85.3	715,340	84.6	-1%
Dauphin, R.M.	North West	2,388	99,770	41.8	118,232	49.5	19%
De Salaberry, R.M.	East	3,580	127,164	35.5	112,652	31.5	-11%
Deloraine-Winchester, R.M.	South West	1,489	82,390	55.3	79,260	53.2	-4%
Dufferin, R.M.	South Central	2,435	40,721	16.7	36,538	15.0	-10%
Dunnottar, Village	Interlake	763	66,710	87.4	75,150	98.5	13%
East St. Paul, R.M.	Winnipeg	9,372	700,910	74.8	767,410	81.9	9%
Ellice-Archie, R.M.	Central West	887	27,090	30.5	27,736	31.3	2%
Elton, R.M.	South West	1,273	50,570	39.7	53,640	42.1	6%
Emerson-Franklin, Municipality	East	2,537	96,256	37.9	85,271	33.6	-11%
Ethelbert, Municipality	North West	607	43,790	72.1	44,070	72.6	1%
Falcon Lake/Westhawk (WPP)	East	272	135,510	498.2	116,315	427.6	-14%
Fisher, R.M.	Interlake	1,708	56,050	32.8	29,100	17.0	-48%
Flin Flon, City	North	4,982	360,591	72.4	353,483	71.0	-2%
Gilbert Plains, Municipality	North West	1,470	83,030	56.5	81,940	55.7	-1%
Gimli, R.M.	Interlake	6,181	508,300	82.2	479,170	77.5	-6%
Glenboro-South Cypress, Municipality	South West	1,565	94,124	60.1	90,372	57.7	-4%
Glenella-Lansdowne, Municipality	Central West	1,181	12,189	10.3	18,553	15.7	52%
Grahamdale, R.M.	Interlake	1,359	32,814	24.1	28,296	20.8	-14%
Grand Beach-Sustainable Development	East	60	32,590	543.2	32,530	542.2	0%
Grandview, Municipality	North West	1,482	102,016	68.8	107,520	72.6	5%
Grassland, Municipality	South West	1,561	63,390	40.6	62,266	39.9	-2%
Grey, R.M.	South Central	2,648	175,575	66.3	188,495	71.2	7%
Hamiota, Municipality	Central West	1,225	76,130	62.1	79,955	65.3	5%

MUNICIPAL & OTHER PARTNERS	REGION	POPULATION	2019 TOTAL KG REPORTED	2019 KG PER CAPITA	2020 TOTAL KG REPORTED	2020 KG PER CAPITA	PERCENT CHANGE TOTAL REPORTED
Hanover, R.M.	East	15,733	750,428	47.7	707,398	45.0	-6%
Harrison Park, Municipality	Central West	1,622	30,004	18.5	29,836	18.4	-1%
Headingley, R.M.	Winnipeg	3,579	252,230	70.5	265,980	74.3	5%
Hecla Grindstone Provincial Park	Interlake	156	58,367	374.2	39,370	252.4	-33%
Killarney-Turtle Mountain, Municipality	South West	3,429	199,930	58.3	205,580	60.0	3%
La Broquerie, R.M.	East	6,076	188,394	31.0	155,170	25.5	-18%
Lac du Bonnet, R.M.	East	3,121	198,229	63.5	202,680	64.9	2%
Lac du Bonnet, Town	East	1,089	121,145	111.2	101,762	93.4	-16%
Lakeshore, R.M.	North West	1,363	67,602	49.6	69,948	51.3	3%
Leaf Rapids, Town	North	582	2,100	3.6	2,485	4.3	18%
Lorne, Municipality	South Central	3,041	150,950	49.6	140,645	46.2	-7%
Louise, Municipality	South Central	1,918	143,680	74.9	153,180	79.9	7%
Macdonald, R.M.	Winnipeg	7,162	473,260	66.1	500,910	69.9	6%
Mallard, Community	North West	78	3,022	38.7	4,515	57.9	49%
Matheson Island, Community	North	101	5,940	58.8	4,500	44.6	-24%
McCreary, Municipality	Central West	892	72,732	81.5	79,880	89.6	10%
Meadow Portage, Community	North West	92	2,563	27.9	2,865	31.1	12%
Melita, Town	South West	1,042	60,300	57.9	57,777	55.4	-4%
Minitonas-Bowsman, Municipality	North West	1,653	46,575	28.2	60,504	36.6	30%
Minnedosa, Town	Central West	2,449	202,800	82.8	223,302	91.2	10%
Montcalm, R.M.	South Central	1,260	56,517	44.9	50,067	39.7	-11%
Morden, City	South Central	8,668	629,622	72.6	598,135	69.0	-5%
Morris, R.M.	South Central	3,047	135,618	44.5	138,107	45.3	2%
Morris, Town	South Central	1,885	139,360	73.9	146,020	77.5	5%
Mossey River, R.M.	North West	1,145	48,680	42.5	43,754	38.2	-10%
Mountain, R.M.	North West	978	28,180	28.8	22,240	22.7	-21%
Neepawa, Town	Central West	4,609	253,850	55.1	256,660	55.7	1%
Niverville, Town	East	4,610	317,659	68.9	341,570	74.1	8%
Norfolk Treherne, Municipality	South Central	1,751	119,320	68.1	122,960	70.2	3%
North Cypress-Langford, Municipality	South West	2,745	117,435	42.8	105,245	38.3	-10%
North Norfolk, Municipality	South Central	3,853	162,613	42.2	151,643	39.4	-7%
Oakland-Wawanesa, Municipality	South West	1,690	66,939	39.6	75,353	44.6	13%
Oakview, R.M.	Central West	1,626	53,660	33.0	62,330	38.3	16%
Paint Lake-Sustainable Development	North	275	18,787	68.3	19,717	71.7	5%
Peguis First Nation	Interlake	2,704	101,470	37.5	0	0.0	-100%
Pembina, Municipality	South West	2,347	159,990	68.2	151,820	64.7	-5%
Pinawa, L.G.D.	East	1,504	125,366	83.4	129,501	86.1	3%
Pine Dock, Town	North	47	1,400	29.8	2,400	51.1	71%
Piney, R.M.	East	1,726	102,282	59.3	92,912	53.8	-9%
Pipestone, R.M.	South West	1,458	46,414	31.8	41,535	28.5	-11%
Portage la Prairie, City	South Central	13,304	812,422	61.1	876,855	65.9	8%
Portage la Prairie, R.M.	South Central	6,975	229,777	32.9	265,048	38.0	15%
Powerview-Pine Falls, Town	East	1,316	45,702	34.7	45,068	34.2	-1%
Prairie Lakes, R.M.	South West	1,453	29,083	20.0	39,700	27.3	37%
Prairie View, Municipality	Central West	2,088	81,230	38.9	101,199	48.5	25%
Rhineland, Municipality	South Central	5,945	155,617	26.2	136,605	23.0	-12%
Riding Mountain National Park	Central West	300	5,092	17.0	6,048	20.2	19%
Riding Mountain West, R.M.	Central West	1,420	12,926	9.1	15,743	11.1	22%
Ritchot, R.M.	Winnipeg	6,679	476,720	71.4	476,408	71.3	0%
Riverdale, Municipality	South West	2,133	110,820	52.0	113,100	53.0	2%
Roblin, Municipality	North West	3,214	125,433	39.0	129,508	40.3	3%

MUNICIPAL & OTHER PARTNERS	REGION	POPULATION	2019 TOTAL KG REPORTED	2019 KG PER CAPITA	2020 TOTAL KG REPORTED	2020 KG PER CAPITA	PERCENT CHANGE TOTAL REPORTED
Rock Ridge, Community	North West	73	2,440	33.4	2,909	39.9	19%
Rockwood, R.M.	Interlake	7,823	243,240	31.1	238,750	30.5	-2%
Roland, R.M.	South Central	1,129	35,634	31.6	35,486	31.4	0%
Rosedale, R.M.	Central West	1,672	19,117	11.4	20,552	12.3	8%
Rossburn, Municipality	South West	976	77,350	79.3	89,320	91.5	15%
Rosser, R.M.	Winnipeg	1,372	45,840	33.4	44,080	32.1	-4%
Russell-Binscarth, Municipality	Central West	2,442	134,016	54.9	140,320	57.5	5%
Selkirk, City	Interlake	10,278	808,470	78.7	773,330	75.2	-4%
Sifton, R.M.	South West	1,256	33,440	26.6	33,858	27.0	1%
Snow Lake, Town	North	899	15,817	17.6	15,462	17.2	-2%
Souris-Glenwood, Municipality	South West	2,562	172,695	67.4	160,230	62.5	-7%
Spence Lake, Community	North West	53	3,559	67.1	5,818	109.8	63%
Springfield, R.M.	Winnipeg	15,342	724,340	47.2	764,100	49.8	5%
St. Andrews, R.M.	Interlake	11,913	733,510	61.6	703,030	59.0	-4%
St. Clements, R.M.	East	10,876	520,870	47.9	556,440	51.2	7%
St. François-Xavier, R.M.	Winnipeg	1,411	69,600	49.3	74,449	52.8	7%
St. Laurent, R.M.	Interlake	1,338	52,922	39.6	48,508	36.3	-8%
St. Pierre-Jolys, Village	East	1,170	49,950	42.7	42,244	36.1	-15%
Stanley, R.M.	South Central	9,038	20,280	2.2	18,870	2.1	-7%
Ste. Anne, R.M.	East	5,003	113,529	22.7	131,068	26.2	15%
Ste. Anne, Town	East	2,114	110,270	52.2	150,680	71.3	37%
Ste. Rose, Municipality	North West	1,712	103,046	60.2	98,840	57.7	-4%
Steinbach, City	East	15,829	920,076	58.1	968,611	61.2	5%
Stonewall, Town	Interlake	4,809	349,320	72.6	349,510	72.7	0%
Stuartburn, R.M.	East	1,648	50,355	30.6	40,896	24.8	-19%
Swan Lake First Nation	South Central	347	5,660	16.3	6,520	18.8	15%
Swan River, Town	North West	4,014	272,102	67.8	180,660	45.0	-34%
Swan Valley West, Municipality	North West	2,829	55,496	19.6	42,839	15.1	-23%
Tache, R.M.	Winnipeg	11,568	600,580	51.9	638,150	55.2	6%
Teulon, Town	Interlake	1,201	96,810	80.6	96,500	80.3	0%
The Pas, Town (Group)*	North	10,827	669,360	61.8	550,818	50.9	-18%
Thompson, City	North	13,678	973,246	71.2	808,976	59.1	-17%
Thompson, R.M.	South Central	1,422	59,535	41.9	70,195	49.4	18%
Two Borders, Municipality	South West	1,175	17,600	15.0	17,510	14.9	-1%
Victoria Beach, R.M.	East	398	75,595	189.9	81,670	205.2	8%
Victoria, R.M.	South Central	1,514	84,720	56.0	98,895	65.3	17%
Virden, Town	South West	3,322	247,985	74.6	249,811	75.2	1%
Wabowden-Setting Lake	North	442	1,238	2.8	2,828	6.4	128%
Wallace-Woodworth, R.M.	South West	2,948	91,255	31.0	92,454	31.4	1%
Waterhen, Community	North West	142	3,101	21.8	4,463	31.4	44%
West Interlake, R.M.	Interlake	2,162	91,882	42.5	94,030	43.5	2%
West St. Paul, R.M.	Winnipeg	5,368	433,220	80.7	470,730	87.7	9%
WestLake-Gladstone, Municipality	South Central	3,154	96,430	30.6	80,140	25.4	-17%
Whitehead, R.M.	South West	1,661	66,190	39.8	63,620	38.3	-4%
Whitemouth, R.M. (Group)*	East	2,895	192,554	66.5	192,604	66.5	0%
Winkler, City	South Central	12,591	1,276,260	101.4	1,301,030	103.3	2%
Winnipeg Beach, Town	Interlake	1,145	66,070	57.7	68,350	59.7	3%
Winnipeg, City	Winnipeg	705,244	52,649,683	74.7	48,665,215	69.0	-8%
Woodlands, R.M.	Interlake	3,416	72,670	21.3	67,100	19.6	-8%
Yellowhead, R.M.	Central West	1,948	69,495	35.7	55,258	28.4	-20%

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

CONTINUOUS IMPROVEMENTS PROGRAM

Tote bag of materials from St. Theresa Point, part of the Winter Road Project

MMSM touring the GFL MRF with the Minister of Conservation and Climate

Staff prep recyclables to be sorted at Blue Sky Opportunities

MMSM continued to work with municipalities and communities around Manitoba on opportunities for waste management, identifying solutions to increase effectiveness and efficiency in their programs.

Municipal Services staff provided technical assistance to both government and non-government agencies across the province. This included working with municipalities and processors to identify opportunities to increase resident participation as well as reducing contamination.

MUNICIPAL COMMUNICATIONS

In 2020, there were nine communities that contacted MMSM for a Municipal Recycling Guide or Recycling Poster. The communications materials were used to educate residents on websites and bulletin boards and were shared on social media pages.

The Municipal Communications Toolkit was also used by numerous municipalities throughout the year. The toolkit helped municipalities educate their residents on social media about various materials and best recycling practices.

EVENTS

Due to the COVID-19 pandemic, many in-person events in 2020 were rescheduled or canceled. However, MMSM did participate in some virtual events that were able to be moved online. MMSM staff attended the Manitoba Association of Regional Recyclers (MARR) forum, which was hosted as a series of monthly webinars. The webinars included an expert panel, as well as presentations, and focused on different topics. Staff presented to the attendees on the topic of managing plastics in Manitoba.

MMSM along with GFL, City of Winnipeg, and the Department of Conservation and Climate outside the GFL Material Recovery Facility

MUNICIPAL SUCCESS STORIES

R.M. OF STANLEY

The R.M. of Stanley issued a Request for Proposals (RFP) for collection in their residential recycling program. In total, three proposals were received. After reviewing the submissions, MMSM recommended that Municipal Waste Management (MWM) be awarded the contract. In the previous contract, 141 homes received curbside collection, with the rest of the homes dropping off their materials at two depot locations. The new contract adds 1,400 new households to its curbside collection, making recycling more convenient for residents, encouraging them to recycle more.

MMSM staff will continue to work with the municipality to ensure a smooth transition and ensure that residents are informed and educated on recycling in the community.

"MMSM was a very valuable resource for us as we embarked on our very first curbside collection system. They provided helpful assistance as we proceeded through the proposal review and selection process, and as we roll out the new program this summer, we look forward to continuing to use them as a resource to ensure it is successful."

Ken Thiessen, Public Works Supervisor
R.M. of Stanley

R.M. OF RITCHOT

MMSM staff assisted the R.M. of Ritchot with their RFP draft documents for collection and processing and helped with analyzing the bids. Their existing program did not change service levels but did change their contractor from their current incumbent.

"MMSM continues to be a great support in the R.M. of Ritchot. They reviewed our RFP in order to ensure we had everything covered. We also appreciate all the educational and promotional items they provide us. The municipality sees the increase in recycling. The program is working."

Mitch Duval, CAO
R.M. of Ritchot

CITY OF SELKIRK

The City of Selkirk contacted MMSM to create a customizable recycling poster for the community. A link to the Recyclepedia has also been added to the city's website, helping to educate more residents on what can and can't go into their blue bins. MMSM continues to work with the City of Selkirk on regular program plans and best recycling practices.

"MMSM provides the City of Selkirk and our citizens with easy to understand information that encourages recycling—the Recyclepedia is a great tool!"

Susan Hnatiuk, Operations Clerk
City of Selkirk

PROMOTION & EDUCATION

Promotion and education are key to influencing consumer behaviour and improving Manitobans recycling habits. In 2020, MMSM focused its efforts on increasing brand awareness, reducing contamination, and increasing knowledge of accepted materials through promotion of the Recyclepedia. Other activities included celebrating MMSM's 10th anniversary as an organization and a variety of educational programs with various partners.

MATERIAL VIEWS
55,280

USER SESSIONS
25,044

MOBILE APP DOWNLOADS
1,988

RECYCLEPEDIA

MMSM launched the Recyclepedia on SimplyRecycle.ca in March of 2020. The web tool helps Manitobans determine what's accepted in their recycling bins and supports reduced contamination. The Recyclepedia offers helpful suggestions to recycling questions in 13 different languages. Users can also 'suggest a material' to be added to the Recyclepedia if the item they're looking for isn't listed.

A mobile app was added in August of 2020 along with customized versions for the City of Winnipeg and the City of Brandon with specific information on depot locations and their organics programs. The Recyclepedia is now live on the City of Brandon's website and is promoted as the main hub for recycling information for their residents. The partnership builds on a long-standing relationship with two of Manitoba's largest municipalities and reduces confusion with residents.

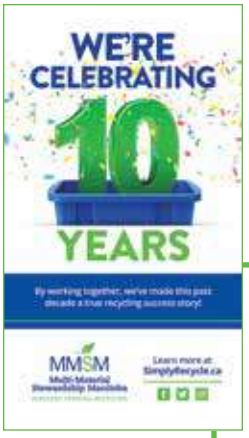
"The Recyclepedia is a fresh, innovative online tool that is tailor-made to the city's waste diversion programs. We are very happy we had the opportunity to partner with MMSM on another educational program for our community."

Lindsay Hargreaves, Environmental Initiatives Coordinator
City of Brandon

AWARENESS CAMPAIGNS

10TH ANNIVERSARY

MMSM celebrated its 10th anniversary on April 1, 2020. A mini campaign was developed to mark the important milestone and highlight the accomplishments over the last decade. A special-edition anniversary logo was created, and a blog post explored the ways in which MMSM has made a difference throughout the years.



10th Anniversary interior sign advertisement at Bell MTS Iceplex

71%
AD RECALL

RECYCLEPEDIA CAMPAIGN

The Recyclepedia campaign launched in May and focused on educating consumers on the accepted list of materials in their community while building brand awareness of the new web tool and app. Residents were encouraged to 'Check it Before you Chuck it' through a mix of television, radio, outdoor, and digital display advertisements.

55%
BRAND AWARENESS

HOLIDAY CAMPAIGN

MMSM's holiday campaign centered on reminding residents how to recycle common seasonal items and what residents should do with materials that don't belong in the blue bin. Digital display advertising, radio tags, and a custom tag during Global News and CTV News segments encouraged residents to visit the Recyclepedia. The campaign featured a holiday recycling infographic that was promoted on various channels, including social media, a blog post on SimplyRecycle.ca, media release, and e-blasts to municipalities.

RADIO CONTESTS

To help drive brand awareness and recycling education, MMSM partnered with four radio stations in Brandon and Winnipeg on different contests that promoted the Recyclepedia. There were educational components to the contests, and they also encouraged Recyclepedia app downloads. In total, there were over 2,000 entries and 700 app downloads.

Winner of Recyclepedia 'What Goes Where' contest with 94.3 The Drive

HARVEST HERO RADIOATHON

MMSM sponsored the Harvest Hero radioathon with Bell Media in support of Harvest Manitoba and helped raise over $332,000 in one day. The event fell on Earth Day, so additional messaging was developed on reducing food waste and ensuring recyclables end up in the blue bin.

VISITS TO THE WEBSITE
117,851

PAGEVIEWS
211,814

Winner of Twitter 'Back to School' Contest

Winner of Facebook Spring Contest

SOCIAL MEDIA IMPRESSIONS
652,023

DIGITAL ENGAGEMENT

MMSM tracks website, social media, and Recyclepedia analytics throughout the year to gain insight on what type of information residents are looking for to make targeted improvements to campaigns. Year over year, web traffic continues to rise with notable increases to direct traffic at the start of new campaigns. The increases indicate improved brand awareness, as users are familiar with the website URL, which can be correlated to advertising efforts. Advertising on the Google Ad Network and Microsoft Bing platform were big drivers for traffic and brought significantly more users to the website each month.

The Recyclepedia replaced the former "What Can I Recycle" page and was the most viewed page on the website with social campaigns and paid ads as the main sources of traffic. Throughout the year, new content was added to the site, including blog posts, updated recycling information, and school program content.

SOCIAL MEDIA

Social media serves as a powerful tool for MMSM to connect with residents to raise awareness about recycling and share useful tips and tricks. The platforms allows MMSM to provide detailed information, respond to questions, and increase engagement with contesting and interactive elements.

JANUARY 1	DECEMBER 31
2,850	3,536

JANUARY 1	DECEMBER 31
1,856	1,963

JANUARY 1	DECEMBER 31
450	685

JANUARY 1	DECEMBER 31
224	379

EDUCATION SCHOOL PROGRAMS & SPONSORSHIPS

Many of MMSM's school programs were paused in 2020 due to the sensitivities around COVID-19. To pivot, MMSM launched some new activities that students could participate in at home and online.

EARTH RANGERS PARTNERSHIP

MMSM sponsored two programs with Earth Rangers, a non-profit Canadian environmental education and conservation organization aimed specifically at youth. The R.A.W.R. Mission (Respect Animals While Recycling) 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. The 3R's Challenge engages students in assessing and implementing proper recycling practices within their classroom and school. Both programs offer local information for students in Manitoba.

RECYCLABLE ANIMAL CONTEST

MMSM collaborated with Take Pride Winnipeg! on a contest where students created animals out of blue box materials in their home. There was an overwhelmingly positive response with 362 entries from across Manitoba.

'Recycle Like Michael' poster at École Sage Creek School

Entry from Take Pride Winnipeg! Recyclable Animal Contest

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.

Manitoba's PSEIs continued to work on improving their recycling programs in early 2020. After the COVID-19 pandemic began and learning was moved virtually, there was a significant drop in recycling on campus. Some of the institutions used the down time to improve recycling infrastructure, including The University Winnipeg, who designed new waste sorting stations for their two main cafeteria spaces.

Materials recovered for the 2019/2020 school and/or calendar year total approximately 201 tonnes, a decrease over the previous school year due to most campuses being closed due to COVID-19.

2019/2020 YEAR	KG
University of Manitoba (2 campuses)	85,690
University of Winnipeg	37,780
Red River College (2 campuses)	40,200
Université de Saint Boniface	6,656
Assiniboine Community College	30,610
University College of the North	466
TOTAL	201,402

FIRST NATIONS & REMOTE COMMUNITIES

WINTER ROAD PROJECT

MMSM worked with other Producer Responsibility Organizations (PROs) on the Winter Road Project, which diverts steward products and materials from five northern and rural communities that have access to winter roads. The five communities include Wasagamack, Garden Hill First Nation, Bunibonibee Cree Nation, God's Lake Narrows First Nation, and St. Theresa Point First Nation. New communities for the 2020 winter road season included Northlands First Nation, Barren Lands First Nation, and Sayisi Dene First Nation.

Municipal Services staff specified roles and responsibilities for each community and provided technical support for organizing and unloading each type of material. Staff also worked with organizers and haulers on efficient and cost-effective transportation to remove materials from the community.

MMSM provided tote bags to Wasagamack and Bunibonibee Cree Nation to assist in removing material from the community. St. Theresa Point First Nation and God's Lake First Nation collected a small amount of material that is expected to come out of the community in 2021.

BUNIBONIBEE CREE NATION

Municipal Services staff continued to work with Bunibonibee Cree Nation (BCN) and various consultants to establish a residential recycling program as well as a completed landfill upgrade. The construction of the recycling building is well underway and should be completed in 2021. MMSM provided tote bags to the community that helped with collecting recyclable materials. The materials collected throughout the year came out in the fall of 2020.

EVENTS

To further MMSM's understanding of Indigenous history and culture, staff attended an Aboriginal Cultural Awareness and Engagement Workshop. The workshop was hosted by the Manitoba Environmental Industries Association (MEIA) in collaboration with Okimaw Community & HR Solutions.

The workshop provided a general overview of Indigenous history and current issues impacting Indigenous peoples in Canada. The workshop included information on government policies and legislation, treaties and territories, band councils, the effects of residential schools, and the Sixties Scoop. The skills learned at this workshop have helped strengthen staff awareness while working with different First Nations and Indigenous groups.

NEW COMMUNITIES

Fisher River Cree Nation fully registered with MMSM in 2020. The community is working toward collecting materials to ship out in 2021.

New recycling building in BCN

PROCLAMATION OF RECYCLING WEEK IN MANITOBA

On October 19, 2020, MMSM was invited to tour the GFL Material Recovery Facility (MRF) in Winnipeg with the Minister of Conservation and Climate, the Hon. Sarah Guillemard.

Following the tour, Minister Guillemard proclaimed the third week of October as Recycling Week in Manitoba! She presented the proclamation to MMSM, which now hangs proudly in the MMSM office.

The proclamation reflects the government's ongoing commitment to environmental sustainability, waste diversion, and recycling. Recycling Week provides an opportunity for stakeholders to showcase and celebrate the initiatives happening throughout the province that are contributing to a reduction of waste going to landfill. Recycling Week in Manitoba coincides and will be celebrated in combination with National Waste Reduction Week.

Minister of Conservation and Climate presenting the proclamation to the MMSM Executive Director

PROVINCE OF MANITOBA

PROCLAMATION

RECYCLING WEEK

WHEREAS Manitoba is committed to becoming the cleanest and greenest province in Canada by setting and exceeding ambitious waste diversion and recycling goals; and

WHEREAS Enhanced waste diversion and recycling contributes to litter reduction, environmental protection and reduction of greenhouse gas emissions; and

WHEREAS Reduce, reuse, recycle, and recover are the bedrocks that underpin the transition towards a circular economy where post-consumer materials are integrated back into use and production cycles; and

WHEREAS Manitoba's waste diversion and recycling goals are consistent with Indigenous knowledge, laws, values, and practices that help to protect the environment in which we live; and

WHEREAS Individuals, Indigenous communities, different levels of government, educational institutions, businesses, and non-government organizations play an important role in raising awareness and fostering action to support waste diversion and recycling;

NOW THEREFORE BE IT KNOWN THAT I, Sarah Guillemard, Minister of Conservation and Climate for the Province of Manitoba, do hereby proclaim the third week of October of 2020 and each year going forward as

RECYCLING WEEK

in Manitoba, and commend its thoughtful observance by all citizens of our province

Honourable Sarah Guillemard
Minister of Conservation and Climate

PROVINCE DU MANITOBA

PROCLAMATION

SEMAINE DU RECYCLAGE

ATTENDU QUE le Manitoba s'est engagé à devenir la province la plus propre et la plus verte du Canada en se fixant et en dépassant des objectifs ambitieux de réacheminement des déchets et de recyclage;

ATTENDU QUE l'amélioration du réacheminement des déchets et du recyclage contribue à la réduction des déchets sauvages, à la protection de l'environnement et à la réduction des émissions de gaz à effet de serre;

ATTENDU QUE la réduction, la réutilisation, le recyclage et la récupération sont les fondements qui sous-tendent la transition vers une économie circulaire où les matériaux de consommation sont réintégrés dans les cycles d'utilisation et de production;

ATTENDU QUE les objectifs du Manitoba en matière de réacheminement des déchets et de recyclage sont conformes au savoir, aux lois, aux valeurs et aux pratiques autochtones qui contribuent à protéger l'environnement dans lequel nous vivons;

ATTENDU QUE les particuliers, les communautés autochtones, les différents niveaux de gouvernement, les établissements d'enseignement, les entreprises et les organismes non gouvernementaux jouent un rôle important dans la sensibilisation et l'encouragement des actions visant à appuyer le réacheminement des déchets et le recyclage;

Nous, Sarah Guillemard, ministre de la Conservation et du Climat de la Province du Manitoba, proclamons par la présente que la troisième semaine d'octobre 2020, et chaque année par la suite, sera la

SEMAINE DU RECYCLAGE

au Manitoba et recommandons que toute la population de notre province l'observe scrupuleusement.

Sarah Guillemard
Ministre de la Conservation et du Climat

PLASTIC BAG REDUCTION PROGRAM

MMSM continued to focus on one of its key program objectives: promoting the reduction, reuse, and recycling of plastic bags in Manitoba with advertising and sponsorships. After the COVID-19 pandemic began, many of the annual plans were paused out of health and safety concerns for residents and staff in stores.

95%
OF CONSUMERS ARE REUSING PLASTIC BAGS AT HOME

Throughout the year, there was an increase in correspondence from residents related to plastic bag recycling. Some stores stopped accepting plastic bags because of the pandemic, while others have since resumed collection. Residents were encouraged to bring a reusable bag where permitted, hold on to their plastic bags until it is safe to return them for recycling, or reuse them around their homes in various ways.

MMSM encouraged consumers to bring a reusable bag to stores when possible

SOCIAL MEDIA

MMSM focused its educational efforts on various social media campaigns, that encouraged consumers to reduce, reuse, and recycle their plastic bags. Posts were supported with information as well as a blog post on the MMSM website.

PARTNERSHIPS

BAG IT FORWARD— PLASTIC BAG RECYCLING PROGRAM

The Bag it Forward program was established in 2015 in response to Harvest Manitoba's need for plastic bags. The program encourages consumers across Manitoba to drop off gently used plastic bags at a local food bank, where they are reused to create emergency food kits. The program was paused in April due to COVID-19 and has not yet resumed.

WELCOME WAGON

MMSM was notified in May that Welcome Wagon was closing their doors and would no longer be in operation. This partnership, which began in 2013, has resulted in 30,000 reusable bags and recycling guides distributed to homes across Manitoba. It assisted MMSM with its educational efforts by providing new homeowners with up-to-date recycling information.

RESEARCH

The results of MMSM's consumer research survey showed that 69% of respondents use plastic bags, which is 5% higher than 2019. Instances of consumers reusing plastic bags at home increased to 95%. Overall, survey results were consistent with past years. However, the COVID-19 pandemic changed consumer habits for a short period of time.

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 2020, there were:

- 782 registered stewards.
- 686 steward reports received.
- 246 voluntary steward agreements.

MATERIAL RECOVERY RATES – 2019

80.3%
RECOVERY RATE

The 2019 material recovery rates are presented in the table on the following page. These recovery rates are calculated using sales data reported by stewards and municipal recycling reports for the same period.

RECOVERY RATES

CATEGORY	MATERIAL	QUANTITY SUPPLIED (TONNES)	QUANTITY RECOVERED (TONNES)	2019 RECOVERY RATE (%)	2018 RECOVERY RATE (%)
PRINTED PAPER					
	Newsprint	14,567	16,262	98.0%	98.0%
	Magazines & Catalogues	1,202	2,485	98.0%	98.0%
	Telephone Books	104	439	98.0%	98.0%
	Other Printed Paper	3,361	2,207	65.7%	76.4%
PRINTED PAPER TOTAL		19,234	21,393	98.0%	98.0%
PACKAGING					
PAPER BASED PACKAGING	Corrugated Cardboard	10,016	11,502	98.0%	98.0%
	Boxboard	11,766	9,152	77.8%	80.9%
	Gable Top Cartons	801	938	98.0%	98.0%
	Paper Laminates	2,233	890	39.9%	45.0%
	Aseptic Containers	732	354	48.4%	53.8%
PAPER PACKAGING TOTAL		25,548	22,836	89.4%	94.0%
PLASTIC PACKAGING	PET Containers & Bottles	5,721	3,634	63.5%	56.1%
	HDPE Containers & Bottles	3,305	2,487	75.2%	80.7%
	Plastic Film	3,524	491	13.9%	4.9%
	Plastic Laminates	2,255	606	26.9%	19.6%
	Polystyrene	992	393	39.6%	43.2%
	Other Plastics	4,841	2,875	59.4%	12.1%
PLASTICS TOTAL		20,638	10,486	50.8%	36.7%
STEEL PACKAGING	Steel Food & Beverage Cans	3,204	2,045	63.8%	63.9%
	Steel Aerosols	255	109	42.7%	38.2%
	Other Steel Containers	5	8	98.0%	98.0%
STEEL TOTAL		3,464	2,162	62.4%	61.9%
ALUMINUM PACKAGING	Aluminum Food & Beverage Cans	2,320	1,288	55.5%	53.0%
	Other Aluminum Packaging	242	115	47.5%	65.4%
ALUMINUM TOTAL		2,562	1,403	54.8%	54.1%
GLASS PACKAGING	Clear Glass	8,643	6,029	69.8%	80.4%
	Coloured Glass	4,911	3,922	79.9%	92.5%
GLASS TOTAL		13,554	9,951	73.4%	84.8%
PACKAGING TOTAL		65,766	46,838	71.2%	70.3%
TOTALS		**85,000**	**68,231**	**80.3%**	**83.1%**

TABLE NOTES

1. The supplied tonnes are the tonnes reported by the MMSM stewards in their 2019 and 2020 Steward Reports containing 2018 and 2019 data.
2. Recovered tonnes are based on datasets that consist of both actual reported data from the Municipal Online Reporting System (MORS) and curbside studies done in 2017, 2018, and 2019 in the province.
3. The recovery rates used for fee-setting are based on 2019 steward supplied tonnes.
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, gable top cartons, and other steel containers.
5. Non-obligated materials in the aluminum food & beverage cans materials are excluded.
6. Errata revision: 2019 Annual Report (2018 actual data) polystyrene recovered quantity figure has been revised to 464 tonnes from 2,778 tonnes.

STEWARD COMPLIANCE

The MMSM Program 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 & 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.

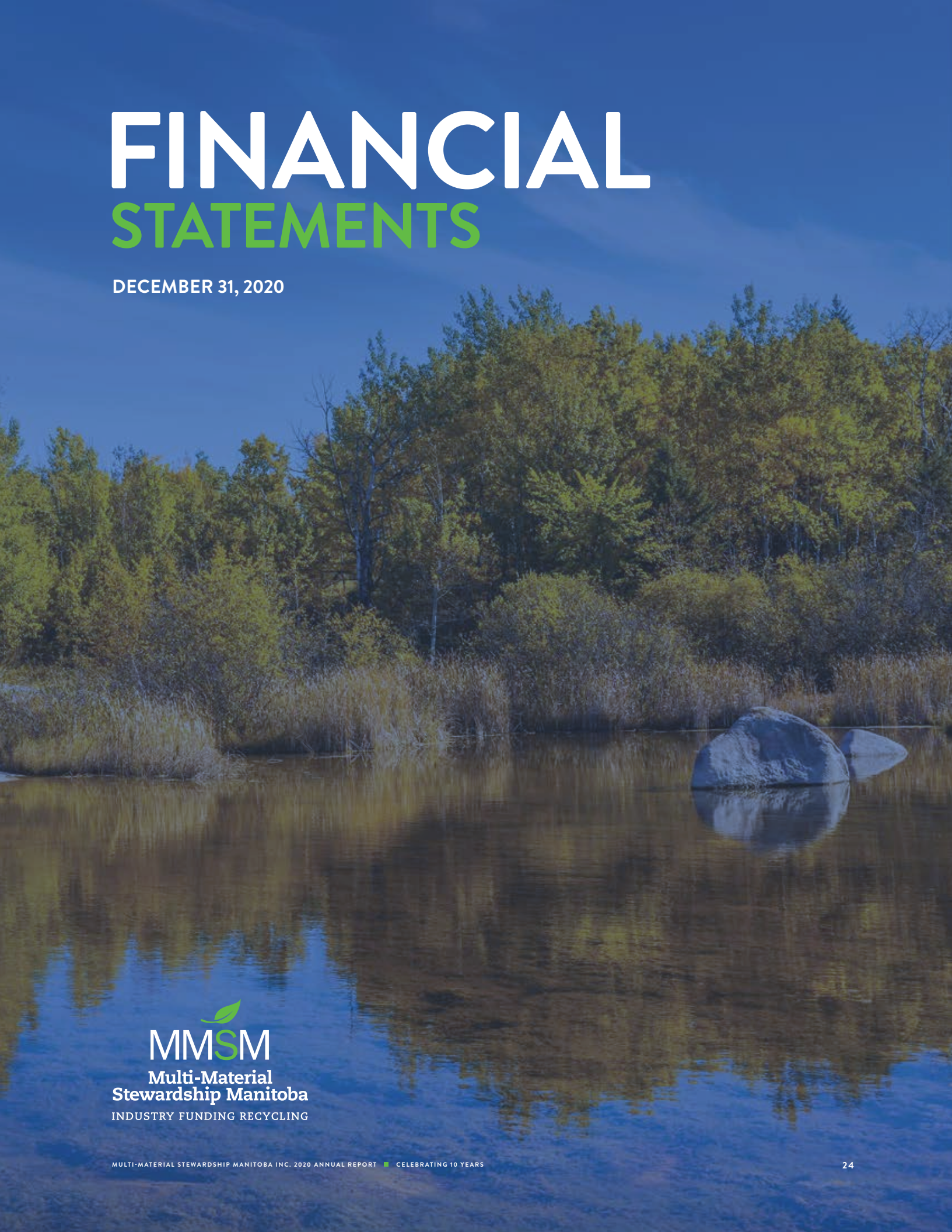
Stewards who are in good standing with MMSM will be deemed to be in compliance with the WRAP Act. The MMSM compliance process starts with the identification of stewards who are not in compliance followed by initiation of actions necessary to ensure compliance.

MMSM actively ensures that all stewards remain in compliance with the Packaging and Printed Paper Stewardship Regulation and actively 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, which includes written notifications 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 Manitoba Government to take enforcement action, as stipulated under the WRAP Act.

FINANCIAL STATEMENTS

DECEMBER 31, 2020



MMSM
Multi-Material Stewardship Manitoba
INDUSTRY FUNDING RECYCLING

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, 2020 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, 2020, 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.

Ernst & Young LLP

Chartered Professional Accountants

Winnipeg, Canada
May 27, 2021

MULTI-MATERIAL STEWARDSHIP MANITOBA INC.

Incorporated under the laws of Manitoba

BALANCE SHEET

As at December 31

	2020 $	2019 $
ASSETS		
CURRENT		
Cash and cash equivalents	13,734,734	13,374,521
Accounts receivable	517,698	1,592,772
Prepaid expenses and deposits	25,763	22,499
TOTAL CURRENT ASSETS	14,278,195	14,989,792
Capital assets, net *[note 3]*	3,438	4,985
	14,281,633	14,994,777
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable and accrued liabilities	8,233,777	10,298,423
TOTAL CURRENT LIABILITIES	8,233,777	10,298,423
Commitments *[note 4]*		
NET ASSETS		
Unrestricted	6,047,856	4,696,354
	14,281,633	14,994,777

See accompanying notes.

On behalf of the Board:

Neil Antymis
Director

Heather Mitchell
Director

STATEMENT OF OPERATIONS

Year ended December 31

	2020 $	2019 $
REVENUE		
Steward fees	24,051,510	19,134,280
Other	290,255	402,325
	24,341,765	19,536,605
EXPENSES		
Municipal programs		
Municipal support payments	19,881,585	17,182,579
Program delivery/stewards services	1,449,392	1,514,789
School funding	103,242	186,962
Promotion and education	410,170	367,029
Continuous improvement process	—	173,555
Administrative and corporate	1,130,263	916,954
	3,093,067	3,159,289
Enhanced programs		
Beverage recovery	—	1,819
Aluminum	—	25,482
Plastic bags	15,611	103,270
	15,611	130,571
	22,990,263	20,472,439
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES FOR THE YEAR	1,351,502	(935,834)

See accompanying notes.

STATEMENT OF CHANGES IN NET ASSETS

Year ended December 31

	2020 $	2019 $
NET ASSETS, BEGINNING OF YEAR	4,696,354	5,632,188
Excess (deficiency) of revenue over expenses for the year	1,351,502	(935,834)
NET ASSETS, END OF YEAR	6,047,856	4,696,354

See accompanying notes.

STATEMENT OF CASH FLOWS

Year ended December 31

	2020 $	2019 $
OPERATING ACTIVITIES		
Excess (deficiency) of revenue over expenses for the year	1,351,502	(935,834)
Add item not involving cash		
Amortization of capital assets	1,547	1,042
	1,353,049	(934,792)
Changes in non-cash working capital balances related to operations		
Accounts receivable	1,075,074	(993,337)
Prepaid expenses and deposits	(3,264)	(11,210)
Accounts payable and accrued liabilities	(2,064,646)	4,992,126
CASH PROVIDED BY OPERATING ACTIVITIES	360,213	3,052,787
INVESTING ACTIVITIES		
Purchase of capital assets	—	(1,724)
CASH USED IN INVESTING ACTIVITIES	—	(1,724)
NET INCREASE IN CASH DURING THE YEAR	360,213	3,051,063
Cash and cash equivalents, beginning of year	13,374,521	10,323,458
CASH AND CASH EQUIVALENTS, END OF YEAR	13,734,734	13,374,521

See accompanying notes.

NOTES TO FINANCIAL STATEMENTS

December 31, 2020

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

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.

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's expense is recorded based on prior year's eligible tonnage.

CAPITAL ASSETS AND AMORTIZATION

Capital assets are recorded at original cost.

Amortization of furniture and equipment is recorded on a straight-line basis 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.

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. Accordingly, actual results may differ materially from estimated amounts as future confirming events occur.

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 prior year's tonnage 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 reported tonnages are revised.

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

3. CAPITAL ASSETS

Capital assets consist of the following:

	2020			2019
	Cost $	Accumulated Amortization $	Net book value $	Net book value $
FURNITURE AND EQUIPMENT	19,582	16,144	3,438	4,985

4. COMMITMENTS

A management services agreement is in place with Canadian Stewardship Services Alliance Inc. ["CSSA"] 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 2020 is $936,600 [2019 – $936,600]. The fee paid to CSSA is based on allocation of CSSA's costs and MMSM's direct costs paid by CSSA.

MMSM entered into an operating lease for its premises for a total commitment of $204,106. Future minimum annual lease payments until August 31, 2023 are as follows:

	$
2021	75,003
2022	77,462
2023	51,641
	204,106

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.

6. COVID-19

The coronavirus ["COVID-19"] outbreak in early 2020 resulted in governments worldwide enacting emergency measures to combat the spread of the virus. These measures included the implementation of travel bans, self-imposed quarantine periods and social distancing and have affected economies and financial markets around the world. MMSM implemented a specific response plan, informed by measures recommended by public health agencies, to enable it to continue to provide services and support to stewards, while safeguarding the health and safety of employees.

The breadth and duration of this pandemic are unknown due to the ability to contain outbreaks and the timing of vaccinations. It is not possible to reliably estimate the length and severity of these developments as well as the impact on the financial results of MMSM in the future.

LEADERSHIP & STAFF

BOARD OF DIRECTORS 2020

Neil Antymis – Board Chair – Canadian Beverage Association (CBA)
Sandy Hopkins – Vice Chair – Independent Member
Heather Mitchell – Treasurer – Manitoba Liquor and Lotteries Corporation
Julie Dickson Olmstead – Member – Canadian Federation of Independent Grocers (CFIG)
John Graham – Member – Retail Council of Canada (RCC)
James Rilett – Member – Restaurants Canada (RC)
Michelle Saunders – Member – Food, Health & Consumer Products of Canada (FHCP)
Richard Fay – Member – Dairy Group
Gary Goodwin – Independent Member
Karen Melnychuk – Executive Director – Multi-Material Stewardship Manitoba Inc.

MMSM BOARD COMMITTEES

EXECUTIVE COMMITTEE

Neil Antymis, Chair
Sandy Hopkins, Vice Chair
Heather Mitchell, Treasurer

AUDIT COMMITTEE

Heather Mitchell, Chair
Sandy Hopkins
Julie Dickson Olmstead
Gary Goodwin

GOVERNANCE COMMITTEE

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

MUNICIPAL INDUSTRY PROGRAM COMMITTEE

Richard Fay, Co-Chair
Neil Antymis
John Graham

MMSM STAFF

Karen Melnychuk, Executive Director
Martin Racicot, Director, Field Services
Sarah Wallace, Director, Marketing & Communications
Kristin Houle, Field Services Specialist
Noelle Vong, Communications Coordinator
Susan Green, Municipal Reporting Coordinator & Office Administrator

7th Floor - 259 Portage Avenue
Winnipeg, MB R3B 2A9

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Email: **info@simplyrecycle.ca**

StewardshipManitoba.org
SimplyRecycle.ca