



## Background: Green by Nature EPR

Green by Nature EPR (GBN) will be responsible for managing the consolidation, processing and marketing of packaging and printed paper after it has been collected from curbside households, multi-family buildings and depots across British Columbia. MMBC's partnership with GBN represents a new and innovative approach to packaging and printed paper recycling, and puts BC at the forefront of industry-led recycling programs in Canada.

GBN will provide a coordinated post-collection system building on existing local receiving, consolidation and transfer facilities located throughout BC – delivering an integrated system with the ability to expand packaging and printed paper processing capability in the future as new product categories are added to the MMBC collection system.

Key features and benefits of the new system to be managed by GBN:

- \$32 million in new investment, including:
  - New container recycling facility in the Lower Mainland – the first of its kind in North America – which will maximize sorting efficiency, recovery and the quality of recovered products;
  - New material recovery facility in Nanaimo that will sort and prepare collected material for shipment to downstream processors and end markets
  - Reporting software to aggregate data from across BC and report promptly to MMBC
  - Processing technology that keeps pace with changes in packaging and printed paper design as the program expands in the future
- GBN and its network of subcontractors will employ 570 British Columbians
- GBN will provide timely and transparent data ensuring that collectors receive timely information on the quantity of packaging and printed paper they have collected and enabling MMBC to demonstrate that it is meeting its end-of-life packaging and printed paper management obligations under the Recycling Regulation
- GBN will manage a coordinated and efficient system that will:
  - Direct packaging and printed paper to GBN's facilities best suited to manage the materials
  - Collect relevant data that MMBC can use to inform producers about more environmentally-friendly packaging and printed paper design
  - Coordinate the marketing of packaging and printed paper to end markets

### Who is Green by Nature EPR?

GBN is a new organization founded by three recycling industry leaders with an unmatched network of material recovery infrastructure in British Columbia. With over 100 years combined experience, GBN partners have the ability to implement a systemic approach to managing end-of-life packaging and printed paper.



GBN's three founding companies each have a long history in BC and have made significant environmental and economic contributions to the province:

- **Cascades Recovery** has had roots in BC since 1982 and is now one of Canada's largest collectors, processors and marketers of recyclable materials generated by businesses and residents. For over 35 years, Cascades Recovery has developed and provided collection programs for discarded materials, and today over 1.5 million tonnes of recyclable materials are processed and marketed through 19 Cascades material recovery facilities across Canada and the US.
- **Emterra Environmental** was founded in Vancouver in 1976 and is one of Canada's largest resource management companies that provides recyclables collection, processing and marketing services, as well as organics and solid waste collection and disposal services to municipalities and businesses across Canada and the US. Emterra:
  - Started the first curbside recycling collections program in Vancouver's North Shore in 1983
  - Pioneered the reusable blue bag curbside collection system in BC
  - Founder and CEO, Emmie Leung, was the recipient of the Recycling Council of BC's Personal Achievement Award in 2012
- **Merlin Plastics** is a North American pioneer in plastics recycling and marketing, holding several patents in plastics recycling technology as a result of their innovative research and development team based in Delta, BC.

MMBC MEDIA CONTACTS:

FleishmanHillard

Grace Hon: 604-688-2505 / [grace.hon@fleishman.ca](mailto:grace.hon@fleishman.ca)

Anna Lilly: 604-505-9048 / [anna.lilly@fleishman.ca](mailto:anna.lilly@fleishman.ca)