



RPRA'S NEW BLUE BOX PROGRAM

FOR THE DIRECT SELLERS ASSOCIATION - SEPTEMBER 30, 2021

THIS POWERPOINT IS FOR INFORMATION PURPOSES ONLY. IT IS NOT, AND SHOULD NOT BE TAKEN AS, LEGAL ADVICE.

TODAY'S PRESENTATION

- 1. OVERVIEW OF NEW BLUE BOX PROGRAM**
- 2. KEY CHANGES FROM OLD PROGRAM**
- 3. “PRODUCERS” FROM THE DIRECT SALES PERSPECTIVE**
- 4. KEY DEADLINES UNDER THE NEW PROGRAM**
- 5. Q & A**

1. OVERVIEW OF NEW BLUE BOX PROGRAM

1. OVERVIEW - *THE TRANSITION TO THE NEW BLUE BOX PROGRAM*

- June 3, 2021 → Ontario released its new Blue Box Regulation
- July 1, 2023 and December 31, 2025 → The current program will transition to the new framework
- New program is operated by the Resource Productivity and Recovery Authority

1. OVERVIEW – *THE NEW BLUE BOX PROGRAM*

- Producers will be solely responsible for establishing and funding a collection and management system for Blue Box Materials after consumers dispose of them
- **Blue Box Materials** → obligated products and packaging are those primarily composed of glass, flexible or rigid plastic, metal, paper, or a combination of these materials and provided to consumers

2. KEY CHANGES FROM OLD PROGRAM

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Old Blue Box Program	New Blue Box Program
Operated by Stewardship Ontario	Operated by RPRA
Stewards/producers responsible for 50% of funding	Producers solely responsible for establishing and funding Blue Box system
Brand holders resident in <u>Ontario</u> are obligated	Brand holders resident in <u>Canada</u> are obligated
	New Blue Box Materials included (ex. “packaging like products”, service accessories, durable products)

2. KEY CHANGES FROM THE OLD BLUE BOX PROGRAM

Old Blue Box Program	New Blue Box Program
More limited hierarchy of “stewards”	New categories of “marketplace facilitators” and “marketplace sellers”
Exemptions based on total supply weight threshold of less than 15 tonnes	Exemptions based on tonnage supply under each materials category
No Producer Responsibility Organizations	Producer Responsibility Organizations to assist in fulfilling obligations

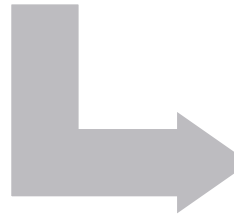
3. “PRODUCERS” FROM THE DIRECT SALES PERSPECTIVE

3. WHAT IS A PRODUCER?

- **Someone is considered a “producer” under the Blue Box Regulation if they supply Blue Box Materials to consumers in Ontario**
- **The producer for a product can be the brand holder, importer, or retailer**
- **Producers must:**
 1. Register with and report to RPRA
 2. Meet requirements for collection and management of Blue Box materials
 3. Meet requirements for promotion and education

3. WHO IS A PRODUCER?

The brand holder of the product who is resident in Canada



If no brand holder, the importer of the product who is resident in Ontario



If no resident importer, the retailer that supplied the product to consumers in Ontario

Source: RPRA Website

3. WHAT IS “RESIDENCY”?

- **“Resident in Canada” or “Resident in Ontario” means having a “permanent establishment” in that jurisdiction**
- **“Permanent establishments” include:**
 - Fixed places of business, such as offices and warehouses
 - Locations where an employee carries on business on behalf of an employer or has a stock of merchandise owned by his or her employer and regularly fills orders

3. WHAT IS A PRO?

- **PRO** = Producer Responsibility Organization
- A PRO assists producers by providing collection, management and administrative services to help producers meet their regulatory obligations under the Blue Box Regulation
- PROs operate in a competitive market
- **Following are the PPP PROs so far registered with RPRA:**
 1. Canadian Beverage Container Recycling Association
 2. Circular Materials
 3. Resource Recovery Alliance
 4. Ryse Solutions Ontario Inc.

3. A NOTE ON EXEMPTIONS

- **3 exemption scenarios for producers:**
 1. If the producer's annual revenue is less than \$2M → maintain records only
 2. If annual revenue is more than \$2M, and supply weight in all material categories is less than the tonnage exemption threshold → register and report
 3. If annual revenue is more than \$2M, and supply weight in at least one material category is above the tonnage exemption threshold, producers are required to meet all obligations (registration, reporting, collection, management, and promotion and education)

Material category	Exempt if supply is less than (tonnes)
Paper	9
Rigid plastic material category	2
Flexible plastic material category	2
Glass materials category	1
Metal material category	1
Beverage Containers	1

Source: RPRA Website

4. KEY DEADLINES

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- **October 1, 2021** – Producers must register with RPRA and pay 2021 registry fee
- **Starting in 2022** – Reporting requirements begin for non-exempt producers
- **July 1, 2023** – Transition to the new Blue Box Program begins, Blue Box producers become fully accountable and financially responsible for collecting and recycling Blue Box materials
- **December 31, 2025** – Transition to new Blue Box Program complete

QUESTIONS?

THANK YOU



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