

EPR Phase 2

September 10, 2026





Alberta recycling

MANAGEMENT AUTHORITY

Ed Gugenheimer
CEO, ARMA

Who We Are

Not-for-profit established in 1992 that has continuously supported recycling in Alberta.

- Delegated Administrative Organization
- Accountable to the Minister of Environment and Protected Areas



ARMA's Mandates - Stewardship & EPR

Stewardship Programs

Designated Material Recycling and Management Regulation

- Tire Designated Regulation (1993)
- Electronics Designation Regulation (2004)
- Paint and Paint Container Designation Regulation (2007)
- Lubricating Oil Material Designation Regulation (1997; to ARMA in 2018)

EPR Systems

Extended Producer Responsibility (2023)

- Single Use Products, Packaging and Paper Products (PPP)
- Hazardous and Special Products (HSP)

Operational since April 1, 2025

EXTENDED PRODUCER RESPONSIBILITY (EPR)

Vahid Rashidi
VP, EPR

OVERSIGHT: EPR
INSPIRING A FUTURE WITHOUT WASTE



What is EPR?

Extended producer responsibility (EPR) is an environmental/economic policy approach in which producers of products bear responsibility for ensuring those products are properly managed at the end of their life cycle.

Single-use Products, Packaging, and Printed Paper Products (PPP)

- Covers the kinds of items that were traditionally part of a community's Recycling Program
- 5 Designated Material Types
 - Paper
 - Flexible Plastic
 - Rigid Plastic
 - Metal
 - Glass



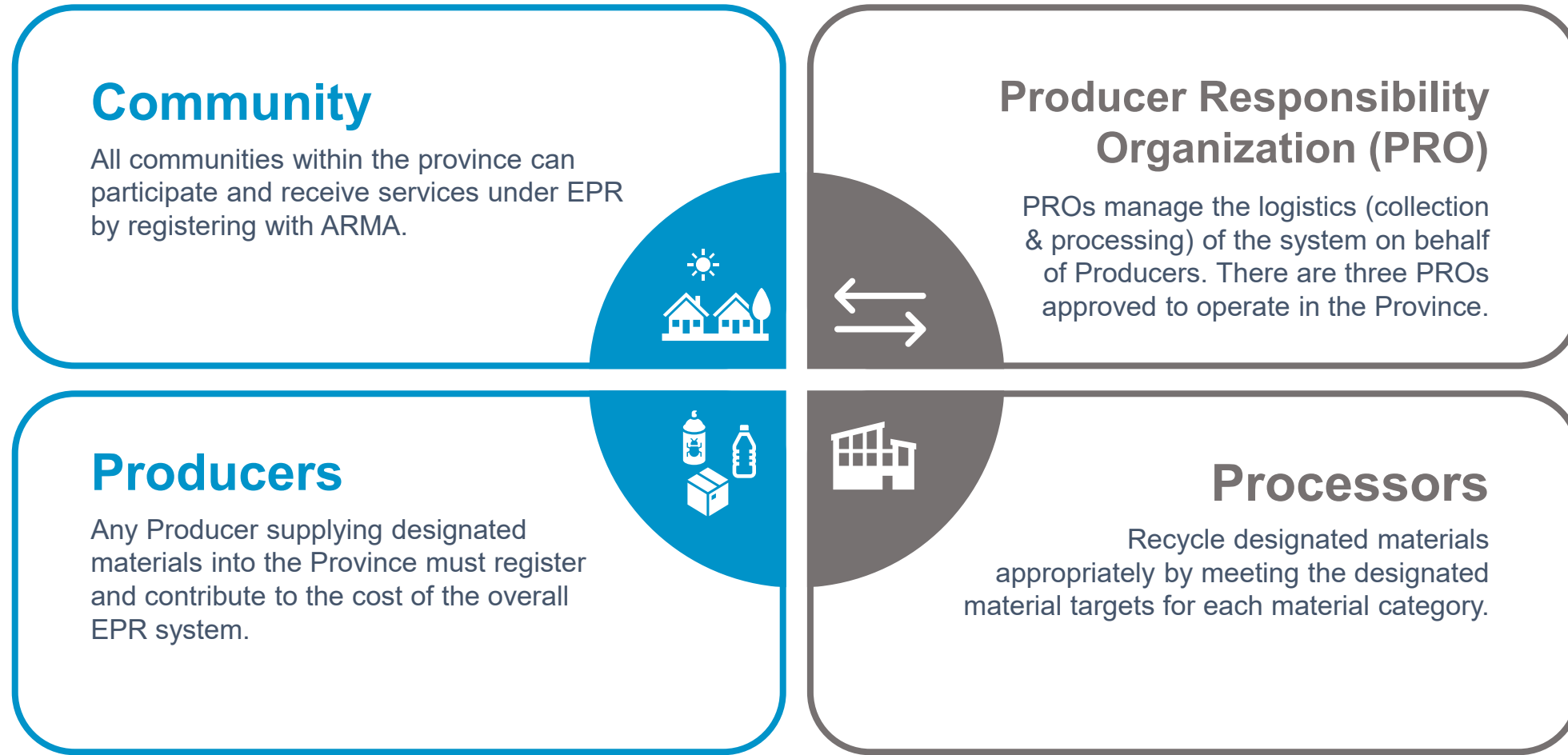
Hazardous & Special Products (HSP)

- Covers a portion of the items that we handles through the HHW program
- 5 Designated Material Types
 - Batteries
 - Corrosive Products
 - Flammable Products
 - Toxic Products
 - Pesticides



Any existing materials in ARMA's Stewardship Programs are not part of EPR.

Stakeholders in Extended Producer Responsibility (EPR)



Roles in the EPR System

01 GOVERNMENT

SETS THE TERMS

Drives the EPR framework.

- Writes the regulation and sets the terms of EPR.
- Defines the outcomes and obligations the system must meet.
- Establishes the authority ARMA is responsible for upholding.

02 ARMA

UPHOLDS THE RULES

Turns regulation into oversight.

- Applies regulatory intent through bylaws and policies.
- Confirms community eligibility and transition timing.
- Oversees PRO performance and reports system results to Government.

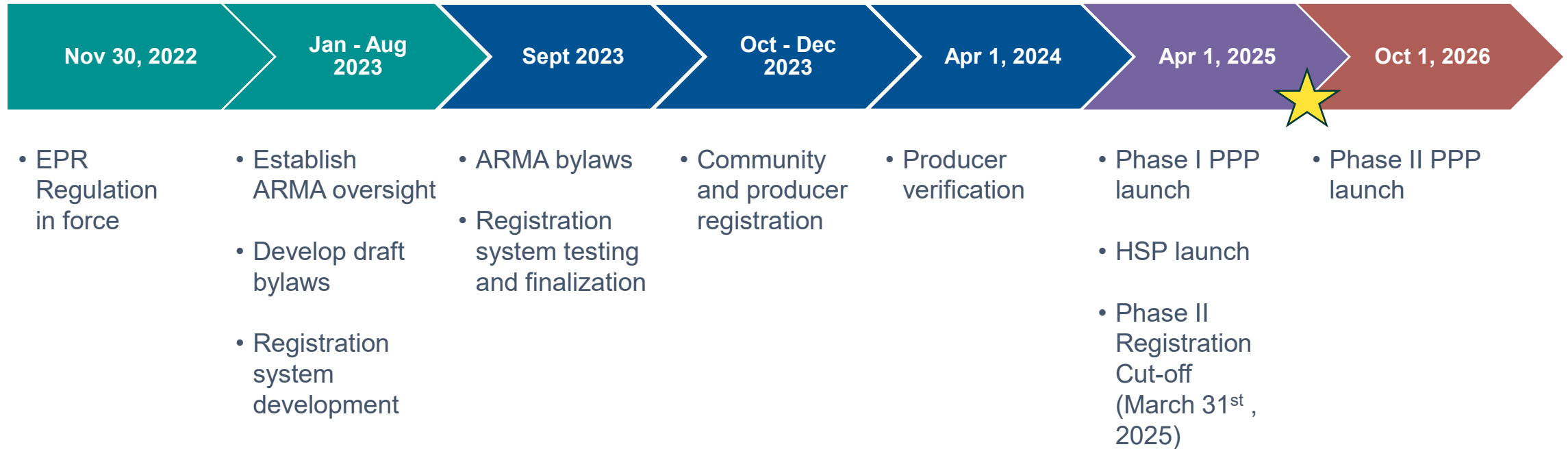
03 PROs

OPERATIONALIZE EPR

Put the framework into practice.

- Work with communities on transition and the collection model.
- Work with Processors & Communities on collection, processing, promotion and education, and reimbursement.
- Deliver services and performance against regulatory obligations.

EPR Implementation Timelines



Phase I - The Launch of EPR

217 

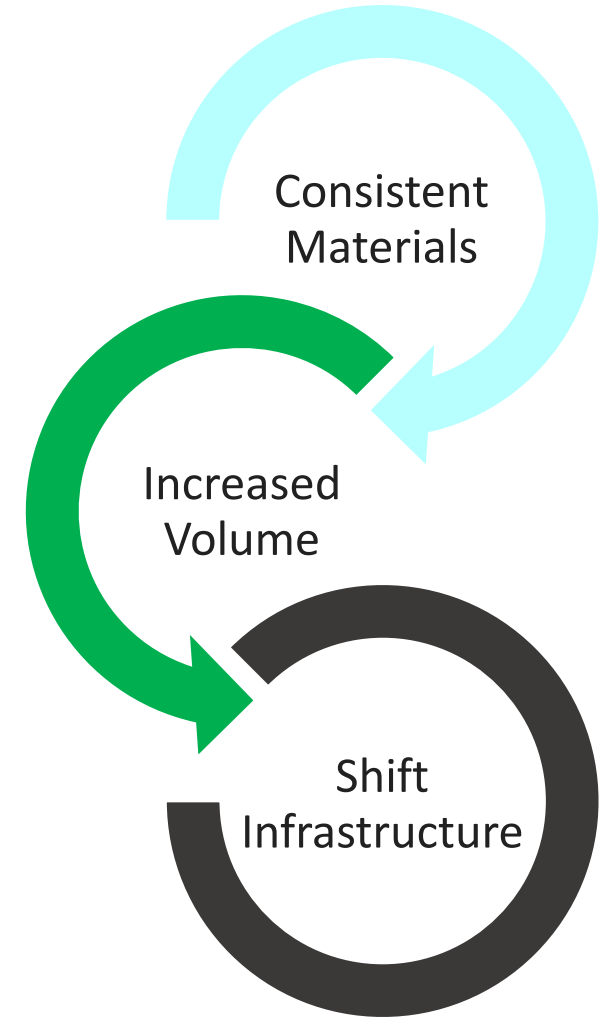
COMMUNITIES
RECEIVED SERVICE
UNDER PPP IN
PHASE I

94%

OF ALBERTA'S
POPULATION
REPRESENTED
AT LAUNCH

Phase I – Early Data

“The single-use products, packaging and paper products (PPP) program, contributed more than \$160 million in GDP, generated \$75 million in wages, contributed \$10.1 million in taxes, and sustained 1,230 full-time equivalent jobs in 2025.”



** Industry survey, Statistics Canada, PRO annual reports, ARMA data for FY 2025, and EY analysis*

Phase II – October 1, 2026

262

TOTAL COMMUNITIES
RECEIVING SERVICE
ON OCTOBER 1ST

287

TOTAL COMMUNITIES
RECEIVING SERVICE –
PHASE II AND BEYOND

POPULATION COVERAGE

94%

PHASE I

≈96%

PHASE II

≈97%

TOTAL
REGISTRATIONS TO
DATE

Alberta
recycling
MANAGEMENT AUTHORITY

What Are We Working On?

- Monitoring and Reporting on System Health
 - First EPR Annual Report
- Finalizing Compliance Frameworks
 - Built on Education, Prevention and Enforcement
- Overseeing implementation of Phase II
- Addressing Free-Rider concerns
- Working Collaboratively with Government



Thank You!

Alberta Recycling Management Authority

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Edmonton, Alberta T5J 2J1

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Local 780.990.1111 Toll-free 1.888.999.8762

albertarecycling.ca

**Alberta
recycling**
MANAGEMENT AUTHORITY



Alberta Extended Producer Responsibility (EPR) System

Alberta Municipalities

Blaire Gaalaas, Managing Director, Alberta

September 9, 2026

Agenda

- About Us
- Overview of EPR
- Alberta's Enhanced Recycling System Design
- Promotion & Education for Albertans
- Supporting Alberta Producers and Small Businesses with their new EPR Obligations
- Resources and Tools
- Questions



About Us

- Circular Materials is a not-for-profit producer responsibility organization (PRO)
- Supports producers in meeting their extended producer responsibility(EPR) obligations for packaging and paper products across Canada.
- In Alberta, Circular Materials is the PRO supporting the new producer-funded, province-wide recycling program to:
 - Meet Government of Alberta EPR Regulation
 - Improve environmental outcomes and reduce landfill waste
 - Reduce costs for municipalities.



Overview of EPR

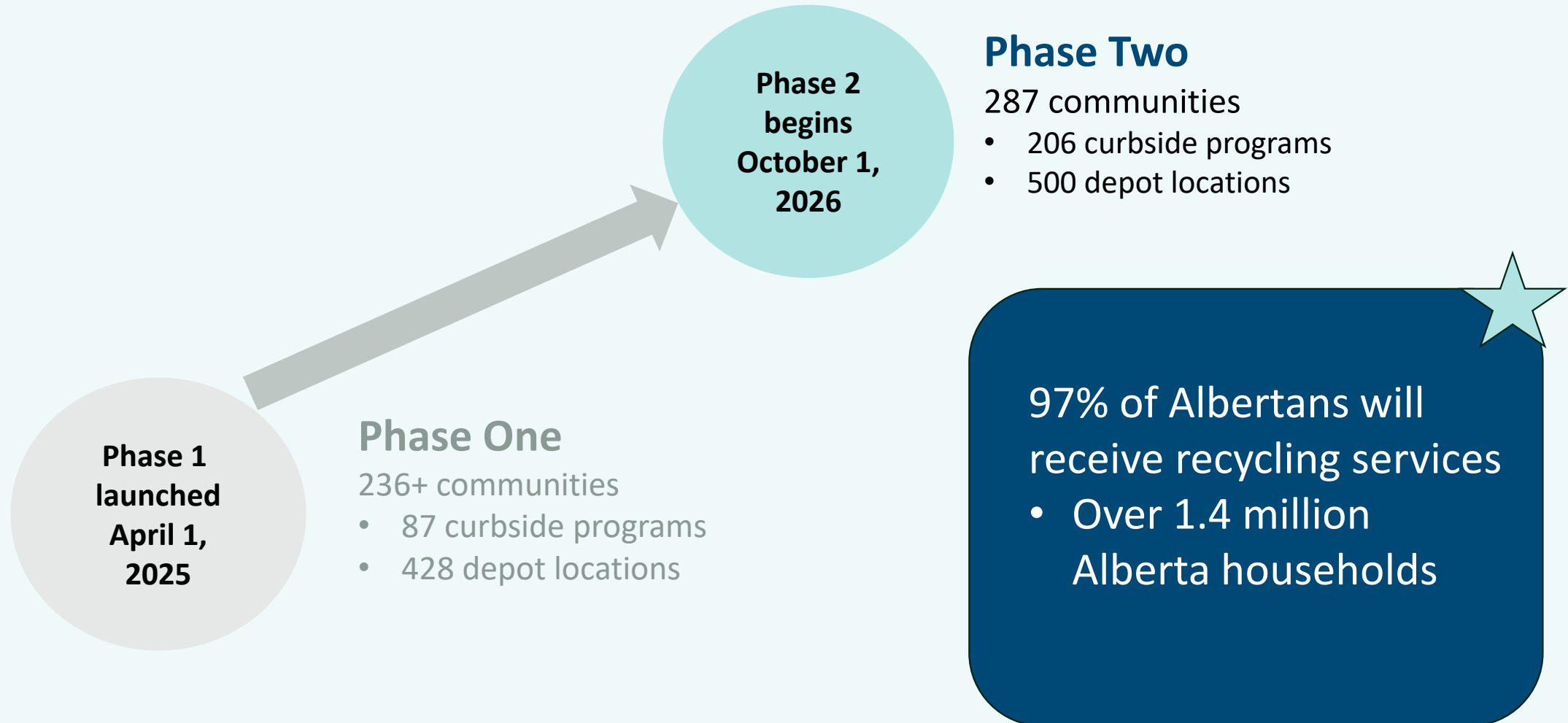
Background

On October 3, 2022, [Alberta's Extended Producer Responsibility Regulation](#) (EPR) was approved for single-use products, packaging, and paper products (PPP).

- [Alberta Recycling Management Authority](#) (ARMA): regulatory oversight body responsible for administering the program and setting material management requirements.
- [Producers](#): companies that supply PPP in Alberta marketplace; responsible for managing and funding the provincial recycling system.
- [Circular Materials](#): not-for-profit producer responsibility organization that designs and operates the EPR program for PPP on behalf of producers.



EPR: Phased Transition Timeline



Prioritizing Alberta Businesses

Circular Materials is building an EPR program for Albertans

96% of contracts have been awarded to Alberta-based services providers.

- Prior to EPR, only 31% of these households were serviced by Alberta-based service providers.
- 100% of depots under the program are serviced by Alberta municipalities, paid for by the EPR program managed by Circular Materials.



Key EPR Highlights

1. Producers - Not Taxpayers - Are Responsible for Recycling System Costs

In 2027, producers will cover ~\$110 million in recycling costs.



4. Province-Wide Recycling Data for the First Time in Alberta



2. Expanded Province-Wide Material List

Albertans will be able to recycle more materials, no matter where they live.



5. Reducing Packaging Waste

When producers fund recycling, it incentivizes designing with less packaging and less waste.



3. Simplified Recycling

All recycling materials will be collected through single-stream.



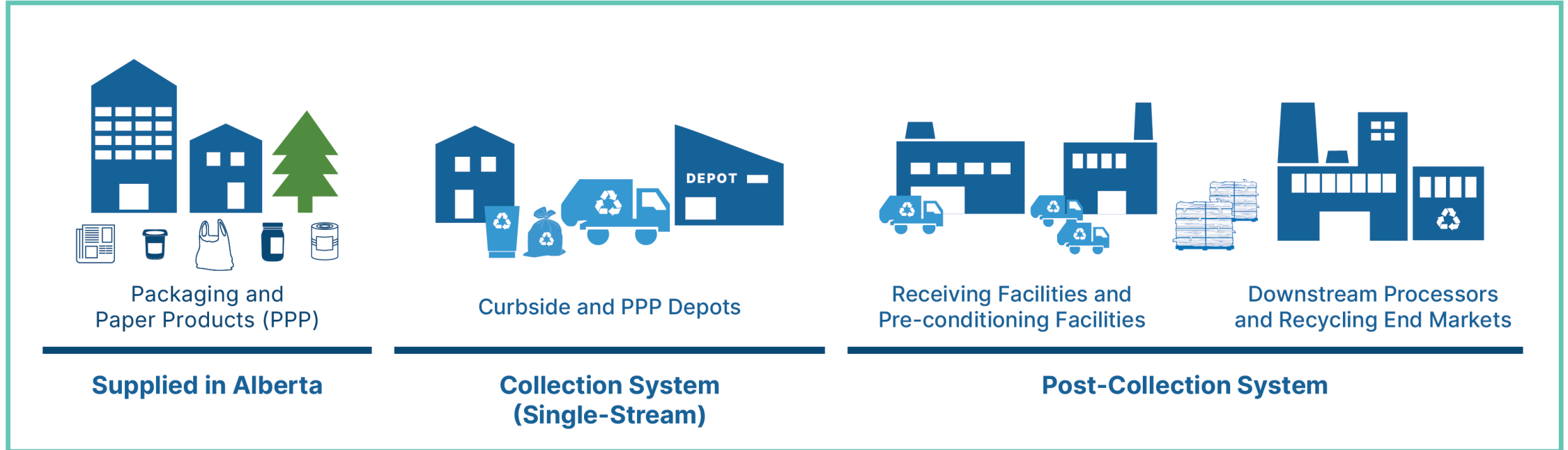
6. Improved Economic and Environmental Outcomes



Alberta's Enhanced Recycling System Under EPR

Overview: Alberta's Recycling System for Packaging and Paper Products (PPP)

Alberta's new EPR system is designed to increase recycling rates, reduce the amount of PPP material going to landfill and advance a circular economy.



Phase 2
begins
October 1,
2026



Curbside and PPP Depots

Collection System
(Single-Stream)

Albert's First Provincial Recycling System



Expanded access to recycling services. 119 new communities will be receiving curbside collection. Of those 105 communities will receive recycling for the first-time.



More convenient and consistent recycling experience for Albertans, with single-stream collection designed to capture more materials and improve recovery rates.



More materials accepted across the province. A new expanded, province-wide recycling list will help divert more waste from landfill and support a stronger circular economy.



Expanded multi-family recycling services, with 1,858 apartment and condo buildings registered. Registration remains open.

New Expanded Province-Wide Recycling List

Starting October 1, 2026, Albertans will be able to recycle more packaging and paper products (PPP) materials than ever before, no matter where they live.

New PPP materials will include:

- ✓ Flexible plastics and films
- ✓ Empty aerosol containers
- ✓ Foam packaging (any colour)
- ✓ Paper laminates (e.g. coffee cups, ice-cream containers)
- ✓ Glass containers

Please find full list of eligible PPP [here](#).



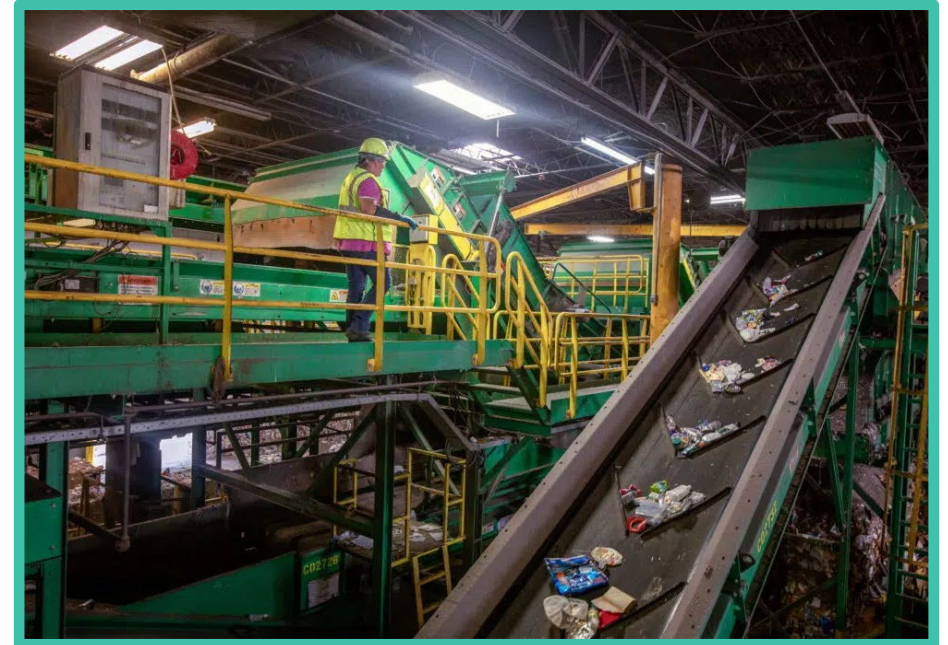
Post Collection System Efficiencies

Automation, economies of scale, and advanced processing improve efficiency and effectiveness.

Two Advanced Recycling Facilities

- Process **~97% of Alberta's PPP recycling with high-quality outputs**
- Advance mechanical and optical sorting with integrated automation
- Improve sorting accuracy, boost material quality, and return recyclables for reuse
- Expand the range of accepted materials, increasing recovery and reducing waste
- Strengthen Alberta's recycling capacity and infrastructure

Facilities will be operational in Calgary (late 2026) and Edmonton (2027)



First Time Provincial Reporting Will Help Drive System Improvements

Circular Materials in Alberta's 2025 Annual Report covers 9 months of operations (April 1 – Dec. 31, 2025).

- **First look at provincial system performance:** baseline data on pre-EPR system as pre-existing recycling services maintained in 2025.
 - **Collection:** 107,000 tonnes of PPP collected through curbside and depot reflects a **64% collection rate**.
 - **Post Collection:** **90% of all collected PPP recycled** (calculated as materials shipped or ready to be shipped to recycling end markets).



Looking Ahead

Audited data will drive:

- recycling system improvements,
- targeted resident promotion, and education (e.g., to reduce contamination for materials such as lithium batteries)

Promotion & Education for Albertans



Resident Promotion and Education Objectives



Meet P&E Regulation and By-law Requirements

Recycling education, accepted materials, collection service information, common collection information.



Seamless Transition for Residents

Duplicate and enhance the P&E initiatives received prior to transition.



Increase Recycling

Increase participation through education and awareness.
Reduce contamination by influencing recycling behaviour.

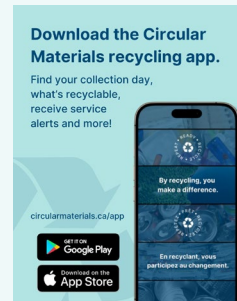
Resident Engagement Tools



15 Local event activations



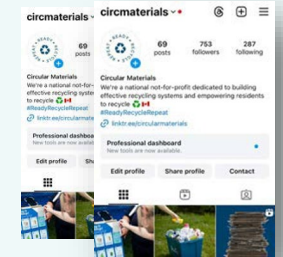
Earth Rangers partnerships for school recycling education



Recycling app



Website for residents



Resident facing social media



Oops stickers (2027)



Community Promotion and Education materials



Contest and incentive programs



Advertising

Example: EPR Phase 2 Change Notification Postcards



New curbside cart collection



New curbside bag collection



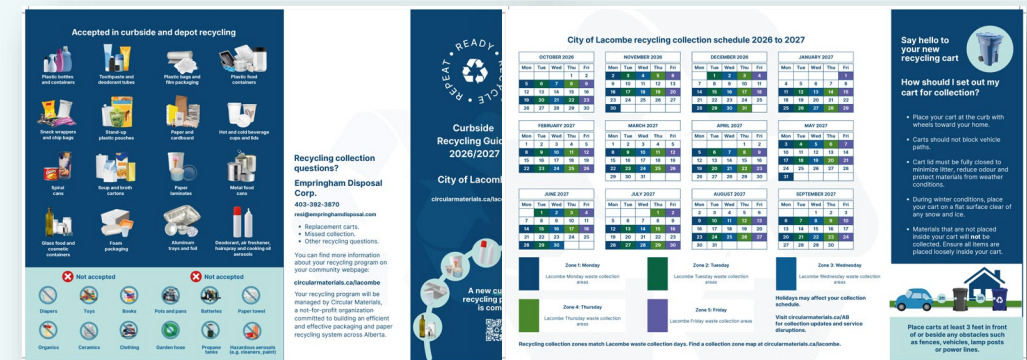
New materials

Example: Recycling Guides & Calendars

- Recycling guides provide residents with set-out instructions, collection schedules and customer service contact information.
- New curbside cart communities:** Guides mailed by **August 31**.
- New curbside bag communities and no-change communities (new materials only):** Guides will be mailed by **September 30**.
- Communities using the **Circular Materials app** can access recycling info by **October 1**.
- Digital versions of guides available on community website pages www.circularmaterials.ca/AB
- Extensive digital resources, Recycling Guides and communications toolkits available to municipalities online: Canto portal



Single Day



Zoned

Resident Inquiries and Support

To support municipal partners in managing resident-related recycling questions, please redirect residents to the appropriate contacts.

First Point of Contact

As most resident inquiries are about collection, the first point of contact is the local collection contractor.

- [Recycling in Alberta | Circular Materials](#)

Second Point of Contact

Circular Materials for urgent issues that are not being resolved directly with the local collection service provider and other recycling program inquiries.

Redirecting Constituent Inquiries

Dedicated support for elected officials to help with resident inquiries related to recycling.

MayorAB@circularmaterials.ca
CouncillorAB@circularmaterials.ca

Supporting Alberta Producers

Supporting Producers to Meet EPR Requirements

Circular Materials was created by producers for producers to help them meet obligations under EPR regulation across Canada. We are dedicated to **support the unique needs of Alberta producers** and **simplify the complexity** around EPR requirements.

Manufacturer



Distributor/Importer



Retailer



Restaurant



Service Company



Small Producer



Small producer exemptions

Alberta EPR regulation seeks to limit burden on small businesses.



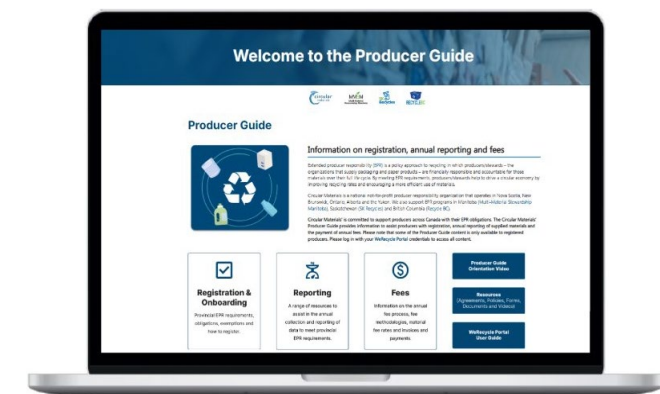
- ✓ Revenue: Producers with less than \$1.5M gross annual revenue exempt from fees but need to register with [ARMA](#).
- ✓ Tonnage: Producers exempt from fees, but need to register and report to ARMA if annual tonnes of PPP supplied less than: 9 tonnes of paper; 2 tonnes of rigid plastic; 2 tonnes of flexible plastic; 1 tonne glass; 1 tonne of metal

Resources for Alberta Producers

✓ **Circular Materials' made-in Alberta, not-for-profit, cost-efficient service delivery model** enables competitive procurement, economies of scale and program efficiencies that **drive value for producers.**

✓ **Onboarding tools and webinars** to support new producers to understand their new EPR reporting obligations and fees. For more information, see our online [Producer Guide](#).

✓ **Producer Onboarding Team** available to assist new producers. Contact our team at **1-877-667-2626** or info@circularmaterials.ca.



Join Circular Materials to Become Compliant with Extended Producer Responsibility (EPR) Regulations in Alberta

On **April 1, 2025**, Alberta began transitioning to an extended producer responsibility (EPR) framework making producers financially and operationally responsible for the management of packaged packaging, paper products and packaging-like products. EPRF EPR will be implemented in phases between April 2023 and October 2026, as outlined in the [Extended Producer Responsibility Regulation \(The Regulations\)](#).

Appointed by the province, the **Alberta Recycling Management Authority (ARMA)** is the oversight body for EPR in Alberta and is responsible for administering the program, managing requirements of the common collection system, setting producer material management requirements and requirements for verification.

To meet producer obligations, businesses can either develop a plan to meet regulatory requirements independently or join a producer responsibility organization (PRO) – such as Circular Materials.

Circular Materials is the only registered not-for-profit PRO in Alberta. Our cost-efficient service delivery model is dedicated to delivering superior producer experience. Designed for producers, for producers, Circular Materials is a trusted national leader delivering innovative recycling solutions and a dedicated Customer Relations team to help simplify the complexity around EPR registration and reporting.



Resources & Tools



Support for Mayors & Councillors

Circular Materials sent an *EPR Communications Toolkit* to elected officials and administration to support resident questions, including:

- Transition Overview
- Key messages & Q&A
- Creative assets for use on your social media channels
- Key contacts and information to support any questions about recycling

If you have not received this, or would like a copy, please contact us:

ABmayors@circularmaterials.ca

Abcouncillors@circularmaterials.ca



On October 1, 2026, an enhanced recycling system is coming to Alberta!

Circular Materials is a not-for-profit organization responsible for Alberta's transition to an Extended Producer Responsibility (EPR) framework for recycling paper and packaging products. On October 1, 2026, Alberta residents will be able to recycle more materials and the same materials, no matter where they live across the province. The new province-wide [material list](#) expands the items that can be recycled to include flexible plastics, paper laminates (i.e., coffee cups and ice-cream containers), foam packaging, aerosols and glass. For Alberta households, this advanced recycling system means less guesswork, more materials and more convenience.

About Alberta's transition to EPR

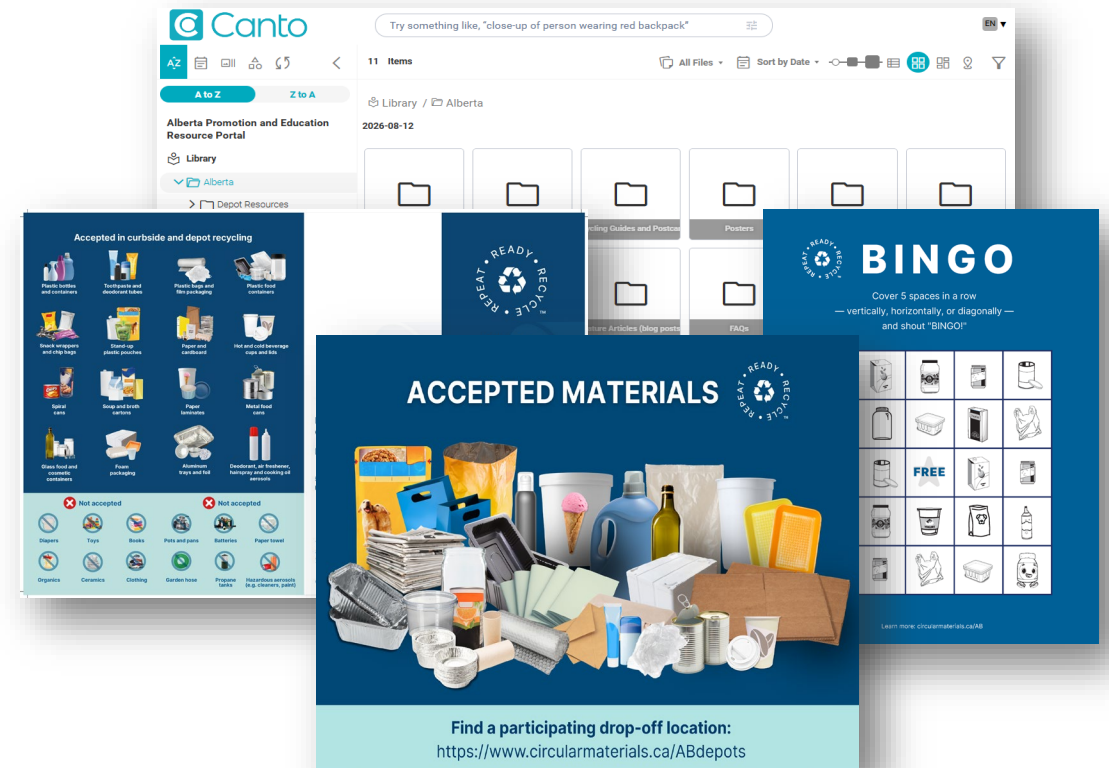
- On October 3, 2022, the Alberta [Extended Producer Responsibility Regulation](#) was approved for single-use products, packaging and paper products. Regulation and associated bylaws outline program requirements, targets and timeline.
- The transition to this new framework began on April 1, 2025. Phase 2 of the transition will begin on October 1, 2026, where more materials will be introduced into the recycling program. This new system operated by Circular Materials represents the evolution from product stewardship to a more circular economy where materials are collected, recycled and used again as recycled content in new packaging and products.



Additional Communications Resources

New digital assets were shared with communities and are available on Circular Materials' Canto resources portal. View here: [Canto portal](#)

- Depot Resources (Attendant Guide & Visitor Postcard)
- Frequently Asked Questions (FAQs)
- Feature Article/Blog
- Key Messages
- Multi-Family Resources
- New Materials List
- News Release Template
- Posters
- Recycling Guides & Change Notification Postcards
- School Resources
- Social Media Posts





Importance of Ongoing Collaboration

Circular Materials is committed to delivering reliable, fully compliant recycling services that support Albertans.

We will continue to engage with municipalities and communities to support the efficient and effective delivery of the province's recycling program.

Continued partnership, information sharing and discussions are critical to understanding resident behaviours and needs. We are focused on working together and providing support to all Albertans.

Thank you for your ongoing collaboration, feedback and partnership.



Questions?

Mayors: ABmayors@circularmaterials.ca

Councillors: Abcouncillors@circularmaterials.ca

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 **Alberta
Municipalities**
Strength
In Members