

Measurement in a Circular Economy: From Vision to Implementation

Recycling Council of Alberta Conference

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About Us

- Circular Materials is a national, 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's EPR Regulations.
  - Improve environmental outcomes and reduce landfill waste for Albertans.
  - Reduce costs for municipalities and taxpayers.



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Oct. 1: Full AB System Launched

97% of Albertans covered.

- 287 total registered communities.
  - 51 net new communities
- 119 new curbside programs.
  - 104 are net new.
- ~80 new depot locations.
  - Over 500 depot sites total.

Multi-Family Collection.

- 1,838 buildings registered, representing approx. 115,000 units.

Enhanced Recycling System Design.

- Province-wide expanded material list, single stream collection.
- Centralized hub and spoke model to streamline costs, reduce duplication and leverage national end markets for materials.

Alberta Annual Report

- Inaugural 2025 Annual Report outlines performance for **nine months** following EPR program launch on April 1, 2025.
- Report reflects **province-wide recycling performance metrics** that are being tracked for the **first time**.
- Establishes **baseline data** on pre-EPR system performance given no changes to system in 2025.
- **Highlights include:**
  - 107,433 tonnes collected; **64% collection rate.**
  - 90.4% of collected PPP materials were managed by recycling (see performance by material).
  - P&E campaigns generated over **36 million impressions. 46.1% of surveyed residents** recalled recycling advertising in Alberta.
- *Note: During Phase 1, materials were processed through a broad network of facilities with various levels of operational data capture, limiting visibility into material composition and performance. As the two primary PCFs come online, enhanced monitoring will provide significant improvements in quality and recovery performance data.*



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Overview: 2025 Material Performance

Performance Metric	Material Category	2025 Performance*	2027 Targets*
The material management requirement is the amount of material that is to be recycled, downcycled or advanced chemical recycled in accordance with the Regulation, divided by the amount of that designated material type the producer supplies in Alberta for residential use, expressed as a percentage.	Paper	85%	80%
	Rigid Plastics	23%	50%
	Flexible Plastics	6%	25%
	Metal	27%	67%
	Glass	24%	75%

*See the Circular Materials in Alberta 2025 Annual Report outlining nine months of program's performance following EPR launch on April 1, 2025.

*Material management percentages come into effect in 2027 are calculated in accordance with Section 19(2) of the Alberta EPR Regulation.

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Across Canada: EPR Benefits for Measurement



Programs across the country are establishing **unprecedented, province-wide baseline data** to help inform opportunities for continuous improvement.



Opportunities to **enhance promotion and education strategies** based on both local audit data and province-wide performance.



Unified reporting categories and material lists will reduce reporting burden for producers and make recycling easier for consumers.



EPR enables **innovation and efficiencies of scale**, enabling national partnerships across jurisdictions to improve system performance.

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Advancing the Circular Economy

- Through collaboration and strategic partnerships, Circular Materials is committed to advancing a circular economy. More material looped into the circular economy benefits people and the planet.
- **Thank you to all partners**, by developing and enhancing circular recycling systems in Alberta and across Canada, we are proud to be adding value to the economy, creating green jobs and fostering more sustainable communities.

Circular Materials is committed to delivering efficient and cost-effective EPR programs in Alberta and across Canada.

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