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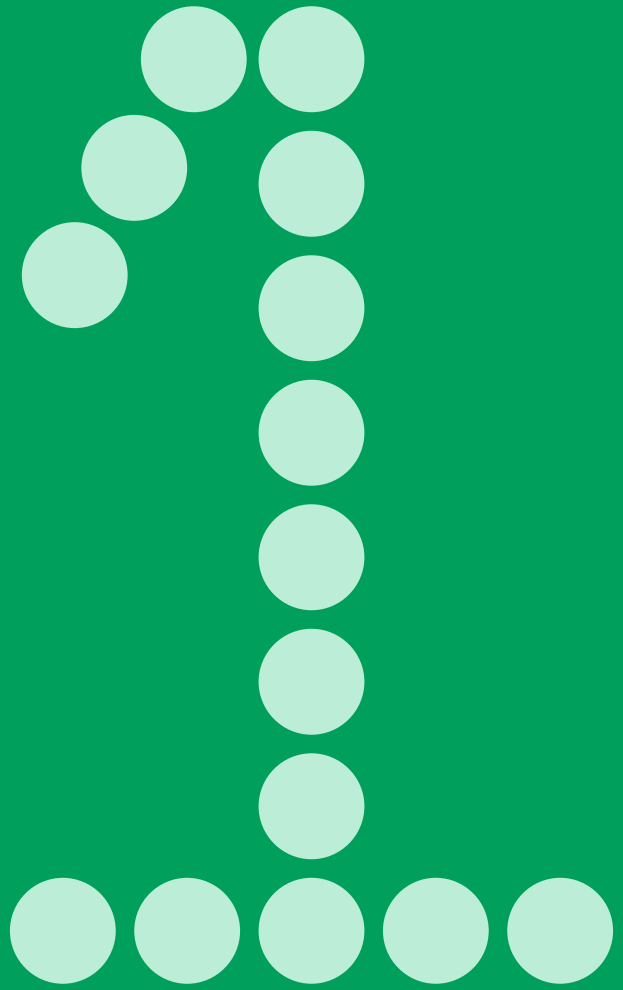
Modernizing Quebec Curbside Collection through Extended Producer Responsibility

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VP, Producer Responsibility

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About ÉEQ



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About us

Since 2005, Éco Entreprises Québec (ÉEQ), a private non-profit organization, has represented companies that market packaged goods, containers and printed paper regarding their financial responsibilities for curbside recycling. Designated as **Producer Responsibility Organization** (PRO) **in 2022**, ÉEQ manages the curbside recycling system in Quebec from a sustainable development perspective.

As a leader in extended producer responsibility (EPR), ÉEQ develops, manages and provides circular economy solutions to its member producers so they can reduce their environmental footprint. ÉEQ places eco-design, recyclability and traceability at the core of all actions with its partners.

About us

2,500 member companies
that market to Quebec consumers

- Retailers and distributors
- Manufacturer brands
- Restaurants
- Wholesalers and importers

Sectors represented:

- Food and consumer products
- Durable goods
- General services
  (banks, insurance, telecom, institutions, etc.)



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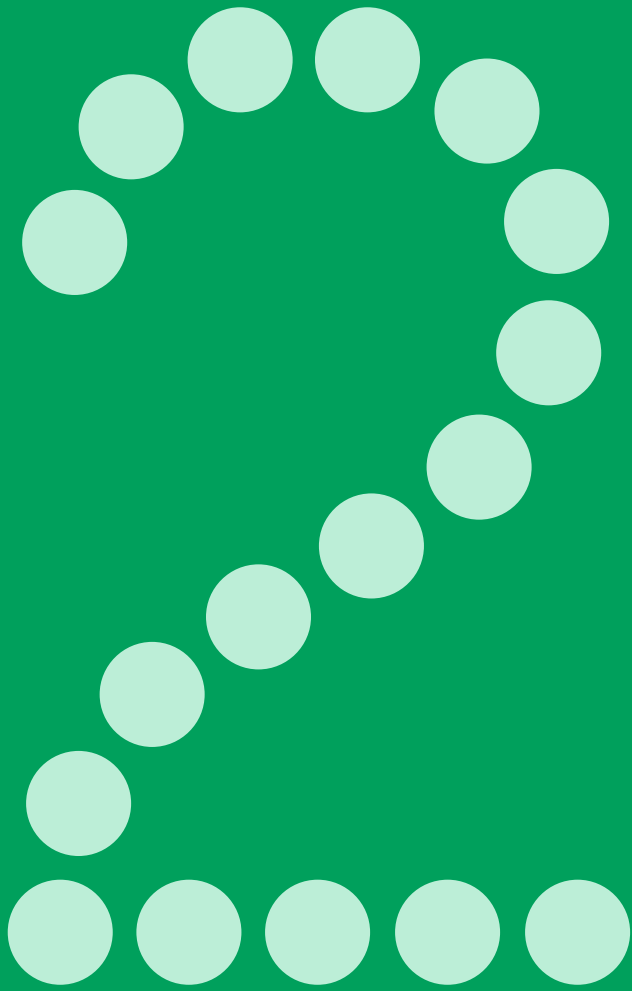
A purpose and ethical values at the heart of ÉEQ's conduct as PRO



From Curbside Recycling to Circular Economy: Together for a Sustainable World

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What is Extended Producer Responsibility (EPR)?



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EPR: A decade-long period of reflection

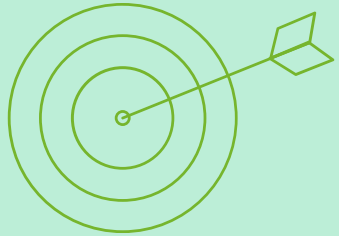
Key lessons learned from over 10 years of research and a unique collaborative creation process set up by the Quebec government.



The need for an increased level of control for producers

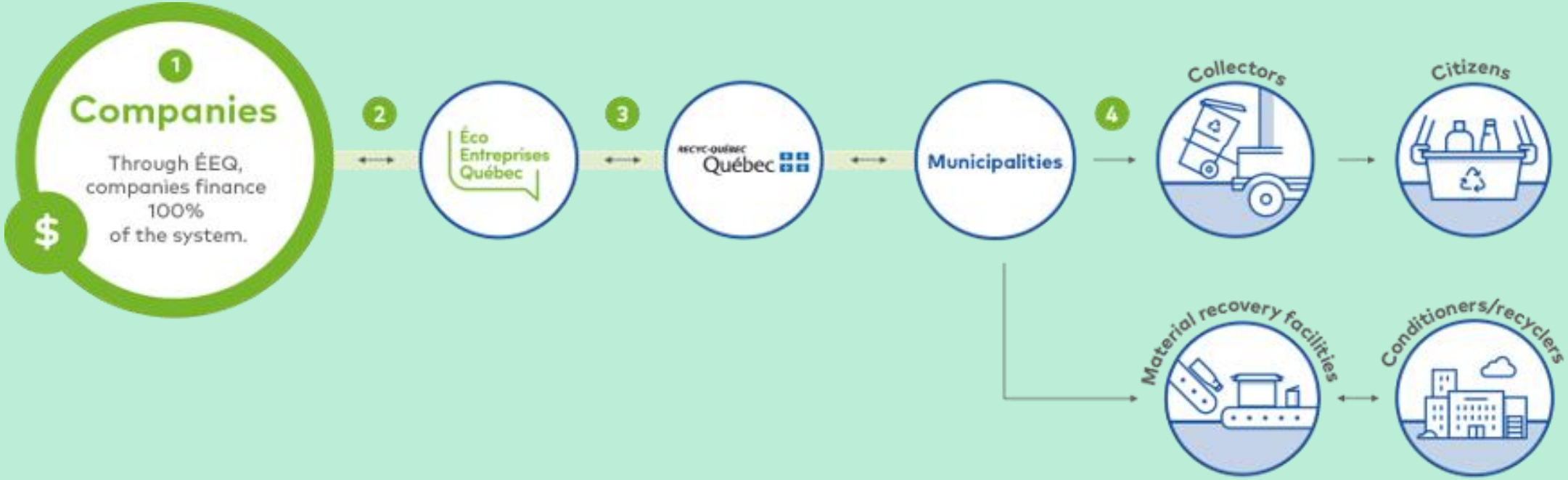


Quebec specificities to be taken into consideration, including the importance of first-line services



The role of accountability and transparency of information

A linear system since 2005…



Transforming into a system with producers at its core

Producers will collectively be:

Responsible for developing, implementing and financing the curbside recycling system

Owners of materials collected and sorted

Responsible and accountable for the system's performance

Producers will be encouraged to integrate eco-design and circular economy into their business models



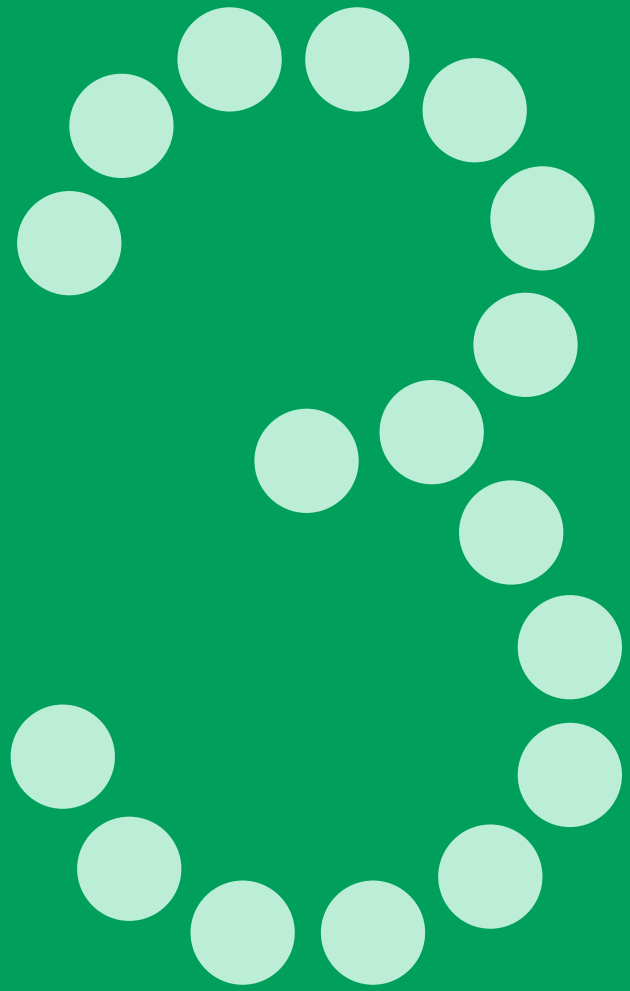
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EPR: A Different Relationship with Producers

- Membership to ÉEQ is mandatory for all producers
- Member Contract between ÉEQ and each producer to adapt to EPR and honor related responsibilities.
- Business Law instead of regulatory compliance (Member policies)
- Policy tied to the fee schedule adopted annually by the Board of Directors.

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Overview of our collective obligations



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Quebec in figures

- One of the 10 provinces of Canada
- 9 M inhabitants, ½ in the Metro Montreal area
- About 1.5 M square kilometers in total (15 times the size of Guatemala)
- Population concentrated on territory slightly bigger than the size of Guatemala

Evolution of Regulatory Obligations

	2025	2027	2028-2029	2030 +
Included service and territory	• Residential • Schools and Cegeps • Outdoor public places and IC&I* already being served • Residential-like IC&Is* • 1 Inuit village	+ • Universities • All institutional and commercial units • All Inuit villages • 2/3 of outdoor public places identified by ÉEQ	+ • All outdoor public places identified in ÉEQ's plan (2028)	+ • All industries (2030)
Acceptable recyclable materials	• All containers, packaging, printed paper and newspapers with a lifetime < 5 years (except ➔)	+ • Polystyrene • Hangers, hooks, etc.	+ • Straws, utensils, etc. (2029)	+ • Compostable and degradable plastics (2031)
Performance targets	• Traceability measures in contracts with sorting centres and recyclers	• Recovery targets • Reclamation targets (exit from sorting centres)	• Recovery targets: ↑ 5% every 5 years	• Reclamation targets (exit from conditioning) • Local reclamation targets (2030)

**IC&I : Institutional, commercial and industrial sectors*

Evolution of Regulatory Obligations

	2025	2027	2028-2029	2030+
Impact of the deposit-refund system	**November 1st, 2023:** Implementation of the EPR deposit-refund system for beer and soft drink containers already covered by the deposit-refund system, and for aluminum beverage containers **March 1st, 2025:** Expansion of the EPR deposit-refund system to all beverage containers from 100 mL to 2 L.			
Obligated Producers	• **Producers trading to consumers (B2C)**	+ • Business-to-business producers (B2B) – Institutional & Commercial Sectors		+ • Business-to-business producers (B2B) – Industrial Sector

**IC&I : Institutional, commercial and industrial sectors*

Implementation of EPR: A win-win approach for all stakeholders



Companies

- Responsible for the management of their PPP and newspapers from design to recycling
- Incentivizing eco-design
- Alignment between the efforts of companies and the system's efficiency.



Municipalities

- Collection and transportation overseen by the PRO
- Maintain the local service relationship with the general public.



MRFs

- Harmonization and improvement of input materials
- Awarding of long-term contracts that foster optimization
- Opening up to R&D and innovation
- Administrative simplification.



Recyclers

- Improved quality
- Stable and predictable procurement
- Development of local and regional outlets

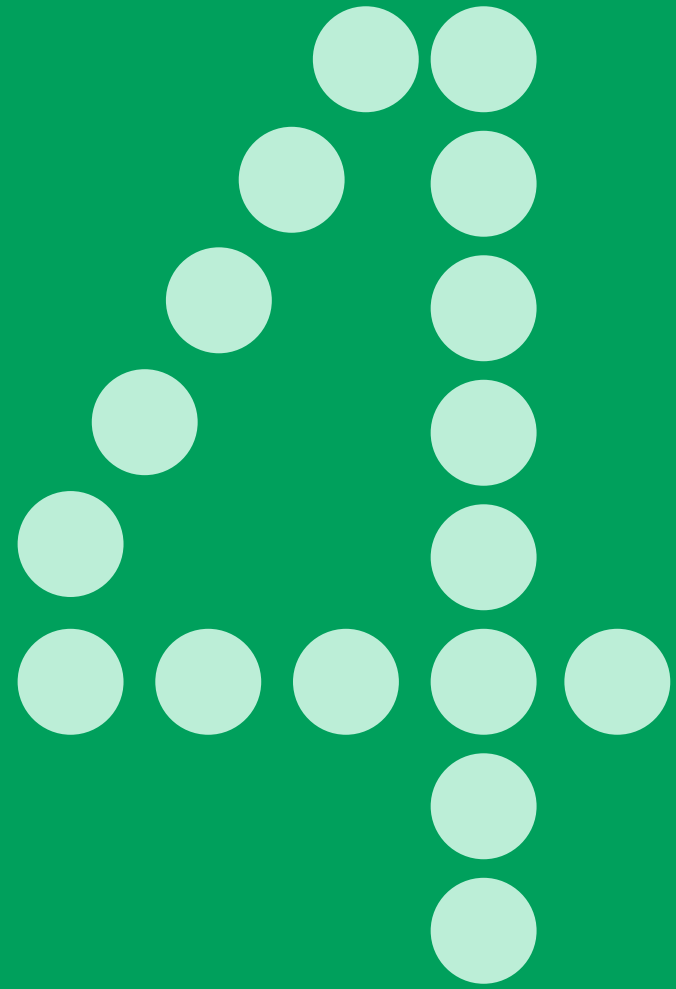


General public

- Greater transparency by boosting confidence in the system.
- Clear messaging and simplification of sorting habits to improve the quantity and quality of collected PPP.

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What to expect in 2024-2025



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Agreeing with our Service providers

- Finalizing partnership agreements with municipal organizations
- Planning services in aboriginal communities and remote territories
- Negotiation and awarding of contracts for sorting recyclable materials
- Negotiation and awarding of contracts for the sale of recyclable materials
- Call for proposals process for new sorting infrastructure
- Planning services for the institutional, commercial and industrial (IC&I) sectors
- Negotiation and conclusion of the agreement with the deposit system PRO

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Producer Responsibility and Engagement

- Redesign of the Fee-setting Formula integrating Ecomodulation
- Producer Working Group on IC&I Reporting
- Launch of Sector-based Packaging Design Initiatives
- Packaging Design Events with Partners in Toronto and Montreal

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Gracias

Merci

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