

MMSM Transition Plan Update

AMM Presentation

November 26, 2025





Transition Plan

Current Version

- MMSM consulted with a Ministerial Advisory Committee, and edits were made as a result to improve the plan.
- Committee met six times from March 2024 to August 2025
- Draft Plan, MSAs & SOWs are available to view on StewardshipManitoba.org



Transition to Full EPR

Guiding Principles

- Outcome Focused
- Service Continuity
- Fair, Open Market
- Clear Standards
- Collaboration and Innovation
- Continuous Improvement
- Maintain Service Quality

What is Full EPR

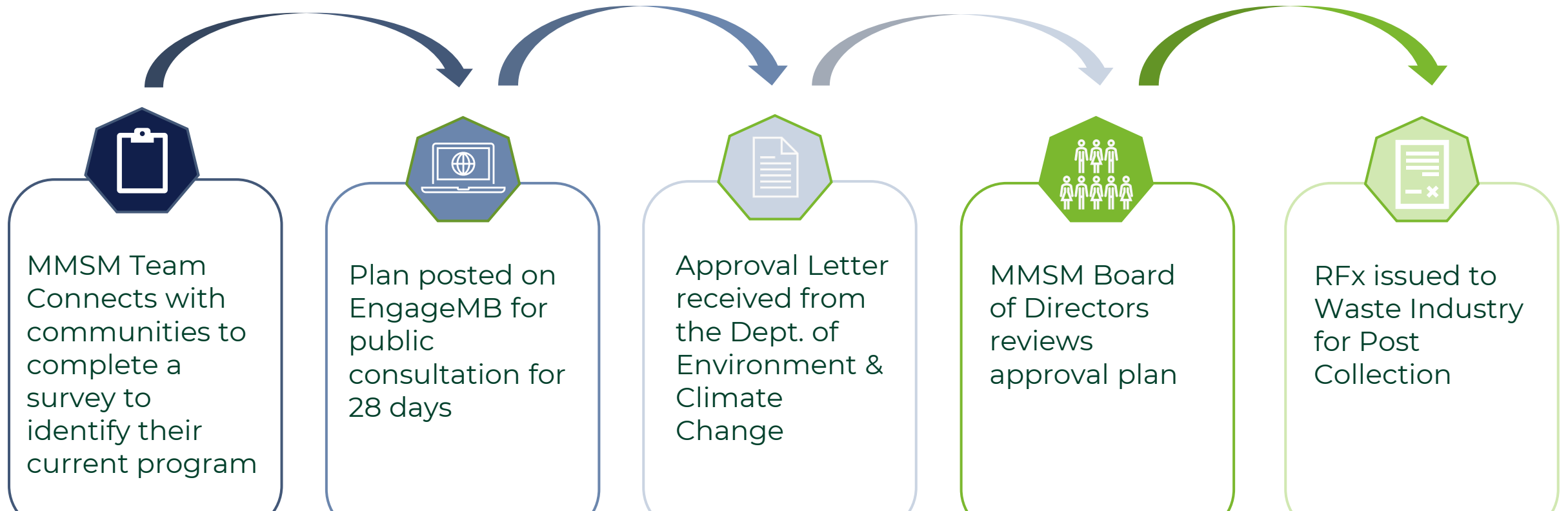
- Producers will become responsible for the end-of-life management of PPP.
- MMSM program transitioning from the current shared model where producers and municipalities share program costs to full EPR model.

Communities can:

- **Opt-in** to continue to manage their own collection contracts under agreement with MMSM, **or**
- **Opt-out** and have collection contracted and managed by MMSM
- MMSM will be responsible for the management of all post-collection services
- Communities will transition over a 3-year period



What to Expect Next



Manitoba Transitions To Full EPR Over Four Years

Full EPR Options to Communities

Opt-In

Community Continues Providing Services

- Community enters into a contract with MMSM to continue providing collection services.
- MMSM works with the community on a coordinated promotion and education plan and provides funding to execute the program

Opt-Out

MMSM Provides Collection Services

- MMSM contracts haulers and directly manages residential recycling collection services (curbside and depot)
- All operational and financial requirements through third-party contracts.
- MMSM leads the promotion and education



MMSM will collaborate with communities to support planning and help address questions by hosting Working Group webinars shortly after plan approval.

Community Working Group



Will be established following Manitoba Government approval of the Transition Plan



Will operate throughout the four-year transition period, as needed



Will provide a platform for communities to:

Discuss issues

Receive program updates



Open membership to all participating community members



Supplemented by one-on-one meetings as needed



Contracts

What to do Before the Transition

- Work with the MMSM Field Services team to help with the terms of your renewal contract(s).
- Communities should include an assignability clause in contracts.

Collection & Payment



Payment to curbside opt-in communities will be provided on a per household rate



Household rates will not be set at one rate for the entire province as regional and program factors will be considered in rate setting



In communities that opt-out, MMSM will issue an RFX



Depot collection payments will be on a per tonne basis





Multi-Family Collection



Plan includes MMSM's commitment to service all multi-family buildings serviced by local communities at the time of transition.



MMSM has committed to working with community partners to understand the extent to which multi-family buildings are part of the current shared responsibility model

Accessibility

Communities not currently participating in the MMSM program



Plan includes outreach to Indigenous and rural communities. Examples to date include;



Collaboration with Indigenous Services Canada and Municipal & Northern Relations was formalized in the Plan to support engagement efforts



Previous deadline for letters of interest removed from Plan providing greater flexibility

Promotion & Education Objectives

Seamless Transition for Residents

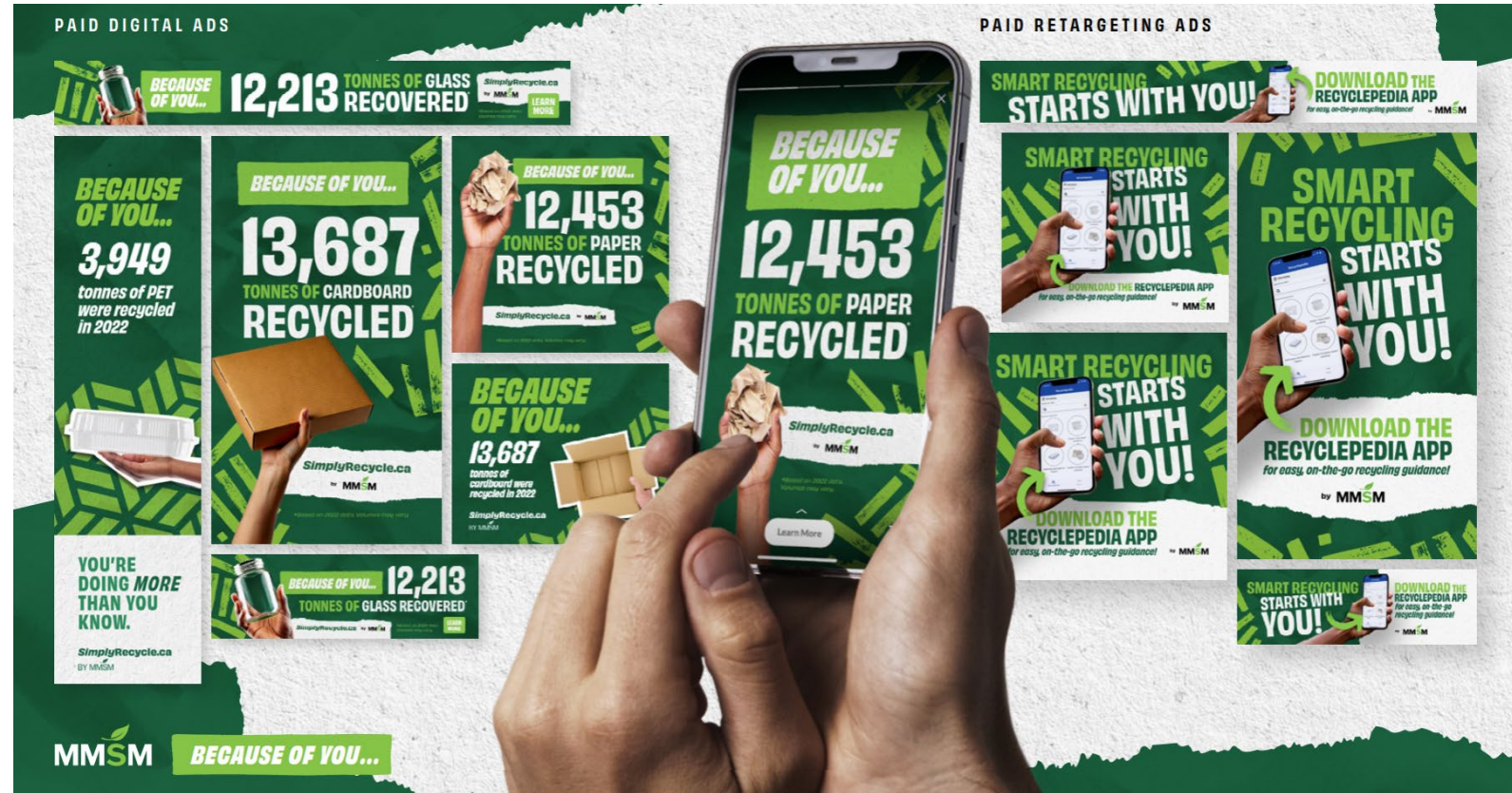
Develop templates and communication strategies for each community to ensure a smooth transition.

Develop frame framework for resident inquiries that meet the community needs.

Increase Recycling Rates

Increase participation through education & awareness.

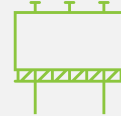
Reduce contamination by influencing recycling behaviours.



Promotion, Education & Awareness



MMSM will provide funding for promotion and education to opt-in communities



Province-wide and local promotion ahead of and during transition



Collaboration with (opt-out) communities where residents may direct concerns to local government

Promotion & Education Discovery & Research

Research

MMSM conducts an annual survey in the province to collect data on perceptions around recycling, motivators, challenges, & test creative.

One-on-One Meetings

Conduct 1:1 meetings with communities to learn about their current P&E initiatives.

MMSM's Discovery Process with Communities will support the development of effective P&E Programs

Transition Plan Performance Indicators

Plan updated to include the following performance indicators:



Number of opt-in and number of opt-out communities



Percentage of transitioned communities from total number of communities and from within each region



Transition working group membership and meetings



Number of communities on the waitlist (those that have indicated interest to join the program)

THANK YOU!

Discussion & Questions

