



led a discussion on how AUMA can support its members on EPR research. The draft motion was shared with the AUMA Sustainability and Environment Committee via email after the November 22 Sustainability and Environment committee meeting. Overall, the committee members welcome the idea.

ANALYSIS:

The initiative aligns with AUMA's current advocacy on EPR and recycling and AUMA's letter writing campaign to modernize Alberta's recycling regulatory framework. To date, AUMA has received 27 letters calling on the Minister of Environment and Parks to expand the current recycling program and create an EPR paper and packaging program. This research will bring clarity to our ongoing discussion on EPR models and add important data that Alberta municipalities can use to develop a solution for an EPR paper and packaging program in Alberta.

AUMA has continued to hear from Alberta Environment and Parks that it understands the benefits an EPR paper and packaging program can bring to Alberta; however, it is concerned that the program will add additional costs to businesses, which is a common misunderstanding. When BC and Saskatchewan launched their paper and packaging programs, the Canadian Federation of Independent Business (CFIB) in both provinces claimed that EPR would add higher costs to businesses. However, CFIB's research was only based on the opinions of its members, not an empirical study. The proposal to collect baseline measurements data and our partnership with the Canadian Stewardship Services Alliance (CSSA) will help inform the design of an appropriate EPR framework for Alberta. The data could also be used to estimate the potential costs for businesses in the province. CSSA is a national Producer Responsibility Organization that manages producer's obligations in provincial EPR paper and packaging programs in BC, Saskatchewan, Manitoba, and Ontario. CSSA members are major producers and retailers, including Unilever Canada, Wal-Mart, Loblaw Companies, etc.

FINANCIAL & RESOURCES:

AUMA will allocate \$25,000 from the 2018 budget to support this initiative.

IMPLEMENTATION & MONITORING:

AUMA administration has started the discussion with AUMA members on how best to collaborate on this research project. The funding is contingent on Calgary's approval of the Notice of Motion and our members' support. AUMA administration plans to bring further updates to the January 2019 AUMA Board and Sustainability and Environment Committee meetings.

ENCLOSURES:

1. Draft Recycling Notice of Motion