



## New Brunswick's transition to extended producer responsibility

The [Designated Materials Regulation](#) shifts the financial and operational responsibility of recycling programs to brand owners – those that produce and supply packaging and paper materials to residents. Under this new framework, brand owners become financially and operationally responsible for the end-of-life management of their materials.

### About Circular Materials

Circular Materials is a not-for-profit organization that is committed to building an efficient and effective recycling system in New Brunswick. As recycling in the province transitions to extended producer responsibility, Circular Materials supports brand owners in delivering a best-in-class system that continues to provide recycling services to residents and meet their obligations under the Designated Materials Regulation.

### What does this transition mean for residents?

During transition to the new EPR framework, New Brunswick residents will notice no changes to their recycling schedule and will still be able to recycle the same materials as before. In 2027, after the transition to EPR is complete, Circular Materials will introduce a more convenient, consistent, and effective recycling program across the province – a change that will not only benefit people, but also the planet. Residential recycling information can be found at [circularmaterials.ca/NB](http://circularmaterials.ca/NB).

### Transition timeline

The transition to EPR will take place in a phased approach beginning November 1, 2023. Transition will be complete by 2027.



# Why the transition is important



- New Brunswick is the first Atlantic province to move to EPR for packaging and paper, setting the foundation for other Atlantic provinces to follow.
- Residents can now recycle more - glass, polystyrene, ancillary cardboard and flexible plastics can now be returned to participating redemption centres for recycling.
- In 2027, after the transition is complete, Circular Materials will introduce a more convenient, consistent, and effective recycling program across the province – a change that will not only benefit people, but also our planet.
- 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.

## What does extended producer responsibility (EPR) mean?

EPR is a framework in which producers – the businesses that supply paper and packaging to residents – are responsible for managing the end-of-life management of these materials. EPR enables innovation, operational efficiencies, increased standard levels, and access to materials. It is recognized as one of the most effective mechanisms to improve recycling rates.

## How we are enhancing New Brunswick's recycling system



**Strategic partnerships and collaborative initiatives to drive innovation**



**Optimizing recycling operations and infrastructure**



**Promotion and education that drives recycling rates**



**Ensuring a continuous loop where materials are used again in new packaging and products**



[circularmaterials.ca](https://circularmaterials.ca)



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