

# TELECOMMUNICATIONS, COMMUNICATIONS SERVICES & FINANCIAL INSTITUTIONS

These best practice reporting tips have been developed specifically for companies who primarily distribute paper products to consumers.

## Intro:

Canadian Stewardship Services Alliance has created best practice reporting tips for specific sectors. These tips are designed to assist you in preparing your steward reports and to help you identify the proper material reporting categories for the common packaging and paper products used by businesses in this sector. These tips are provided for your guidance only. Any questions you may have about these reporting tips or any questions you may have in preparing your report can be directed to [stewards@cssalliance.ca](mailto:stewards@cssalliance.ca).

## General Tips:

- ✓ Please ensure all HR related documents and business cards are included in your steward report.
- ✓ Please include all packaging used to transport mail order items directly to a consumer's home.
- ✓ Include in your steward report all printed materials distributed to consumers such as: promotional materials, flyers, coupons, product warranties, instruction manuals, statements, bills and invoices and consumer contracts.
- ✓ The majority of the designated paper products will be reported under *Other Printed Materials*.

COMMON PRODUCTS	COMPONENTS	TYPICAL WERECYCLE MATERIAL SUBCATEGORIES	REPORTING TIPS
<b>Statements, contracts, bills</b> Examples include: investment statements, bank account and credit card statements, contracts, etc.	Printed material	<ul style="list-style-type: none"> <li>• Other Printed Materials</li> </ul>	
	Envelope	<ul style="list-style-type: none"> <li>• Other Printed Materials</li> </ul>	
<b>Phonebooks</b>	N/A	<ul style="list-style-type: none"> <li>• Directories</li> </ul>	

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COMMON PRODUCTS	COMPONENTS	TYPICAL WERECYCLE MATERIAL SUBCATEGORIES	REPORTING TIPS
<b>Promotional mail</b>	Letter	<ul style="list-style-type: none"> <li>• Other Printed Materials</li> </ul>	Magazines and catalogues printed on newsprint should be reported under Newsprint (Inserts and Circulars) or Other Newsprint – Non - CNA/OCNA Members
	Magazine/ Catalogue	<ul style="list-style-type: none"> <li>• Magazines</li> <li>• Catalogues</li> <li>• Newsprint (Inserts and Circulars)</li> <li>• Other Newsprint – Non-CNA/OCNA Members</li> </ul>	
	Inserts	<ul style="list-style-type: none"> <li>• Other Printed Materials</li> <li>• Other Newsprint – Non-CNA/OCNA Members</li> <li>• Newsprint (Inserts and Circulars)</li> </ul>	
	Protective film	<ul style="list-style-type: none"> <li>• LDPE/HDPE Film</li> <li>• PLA, PHA, PHB – Plastic Film</li> <li>• Plastic Laminates – Non-Beverage</li> </ul>	
	Envelopes	<ul style="list-style-type: none"> <li>• Other Printed Materials</li> </ul>	
<b>Promotional calendars</b>	N/A	<ul style="list-style-type: none"> <li>• Other Printed Materials</li> </ul>	Free promotional calendars distributed to residential consumers should be included in your steward report.
<b>Warranties</b>	N/A	<ul style="list-style-type: none"> <li>• Other Printed Materials</li> <li>• Newsprint (Inserts and Circulars)</li> <li>• Other Newsprint - Non-CNA/ OCNA Members</li> </ul>	
<b>Phones and phone accessories</b>	Outer box	<ul style="list-style-type: none"> <li>• Boxboard and Other Paper Packaging</li> <li>• Corrugated Cardboard</li> </ul>	

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<b>Phones and phone accessories</b>	Blister packaging	<ul style="list-style-type: none"> <li>• Other Plastic Packaging &lt; 5 Litres- Non-Beverage</li> <li>• PET Thermoform Containers &lt; 5 Litres- Non-Beverage</li> <li>• Boxboard and Other Paper Packaging</li> </ul>	For blister packaging, please report the cardboard backing and the plastic separately.
	Protective packaging	<ul style="list-style-type: none"> <li>• Non-Expanded Polystyrene – Other</li> <li>• Expanded polystyrene – Non-Beverage</li> <li>• Boxboard and Other Paper Packaging</li> </ul>	
	Instructions, promotional material, contract and warranty	<ul style="list-style-type: none"> <li>• Other Printed Materials</li> <li>• Newsprint (Inserts and Circulars)</li> <li>• Other Newsprint – Non-CNA/ OCNA Members</li> </ul>	
	Film for small components	<ul style="list-style-type: none"> <li>• LDPE/HDPE Film</li> <li>• PLA,PHA,PHB - Plastic Film</li> <li>• Plastic Laminates – Non-Beverage</li> </ul>	
	Bubble wrap	<ul style="list-style-type: none"> <li>• Plastic Laminates – Non-Beverage</li> <li>• LDPE/ HDPE Film</li> <li>• PHA, PHB, PLA – Plastic Film</li> </ul>	
	Twist ties	<ul style="list-style-type: none"> <li>• Other Steel and Metal Containers and Packaging – Non-Beverage</li> <li>• Paper Laminates</li> <li>• Plastic Laminates – Non-Beverage</li> </ul>	
	Sim card packaging	<ul style="list-style-type: none"> <li>• Other Plastic Packaging &lt; 5 Litres- Non-Beverage</li> </ul>	

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COMMON PRODUCTS	COMPONENTS	TYPICAL WERECYCLE MATERIAL SUBCATEGORIES	REPORTING TIPS
Gift card holder / replacement card mailings	Backing	<ul style="list-style-type: none"> <li>Other Printed Materials</li> <li>Boxboard and Other Paper Packaging</li> <li>Other Plastic Packaging &lt;5L – Non-Beverage</li> </ul>	Do not report gift card as it is a product not packaging.
	Envelope	<ul style="list-style-type: none"> <li>Other Printed Materials</li> </ul>	
	Letter	<ul style="list-style-type: none"> <li>Other Printed Materials</li> </ul>	

## Mail Order Packaging:

COMMON PRODUCTS	COMPONENTS	TYPICAL WERECYCLE MATERIAL SUBCATEGORIES	REPORTING TIPS
Protective packaging	Tissue paper	<ul style="list-style-type: none"> <li>Boxboard and Other Paper Packaging</li> </ul>	
	Peanut packaging	<ul style="list-style-type: none"> <li>Expanded Polystyrene – Other</li> <li>PLA, PHA, PHB – Non-Beverage</li> </ul>	
	Shredded paper	<ul style="list-style-type: none"> <li>Boxboard and Other Paper Packaging</li> </ul>	
	Bubble wrap	<ul style="list-style-type: none"> <li>Plastic Laminates - Non-Beverage</li> <li>PLA, PHA, PHB – Plastic Film</li> <li>LDPE/ HDPE Film</li> </ul>	
Label	N/A	<ul style="list-style-type: none"> <li>Paper Laminates</li> <li>Boxboard and Other Paper Packaging</li> <li>Plastic Laminates – Non-Beverage</li> </ul>	
Shipping envelope	N/A	<ul style="list-style-type: none"> <li>Plastic Laminates – Non-Beverage</li> <li>LDPE/HDPE Film</li> <li>PLA, PHA, PHB – Plastic Film</li> <li>Paper Laminates</li> </ul>	

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COMMON PRODUCTS	COMPONENTS	TYPICAL WERECYCLE MATERIAL SUBCATEGORIES	REPORTING TIPS
Box	N/A	<ul style="list-style-type: none"> <li>Boxboard and Other Paper Packaging</li> <li>Corrugated Cardboard</li> </ul>	
Receipt / invoice	Receipt	<ul style="list-style-type: none"> <li>Other Printed Materials</li> </ul>	
	Invoice	<ul style="list-style-type: none"> <li>Other Printed Materials</li> </ul>	

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If you are a retailer, please include any of the following materials that are supplied to consumers as service packaging:

COMMON PRODUCTS	COMPONENTS	TYPICAL WERECYCLE MATERIAL SUBCATEGORIES	REPORTING TIPS
Receipts	Retail receipt	<ul style="list-style-type: none"> <li>Other Printed Materials</li> </ul>	
	Credit / debit receipt	<ul style="list-style-type: none"> <li>Other Printed Materials</li> </ul>	
Carry-out bags	N/A	<ul style="list-style-type: none"> <li>Plastic Laminates – Non-Beverage</li> <li>LDPE/HDPE Film</li> <li>PLA, PHA, PHB – Plastic Film</li> <li>Paper Laminates</li> <li>Boxboard and Other Paper Packaging</li> <li>Kraft Paper Bags – Point of Sale</li> <li>Natural and Synthetic Textiles</li> <li>Paper Laminates</li> </ul>	<p>Report Natural and Synthetic Textiles in Ontario only.</p> <p>If reporting in Manitoba, report both number of units of bags supplied as well as KG of bags supplied. Reusable bags sold to residential consumers as a product should not be included in your report.</p> <p>Report laminated Kraft bags as Paper Laminates.</p>
Price sticker	N/A	<ul style="list-style-type: none"> <li>Paper Laminates</li> <li>Boxboard and Other Paper Packaging</li> <li>Plastic Laminates- Non-Beverage</li> </ul>	

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## FAQ:

### **Some calendars need to be reported and some don't. How do I report calendars?**

*For all programs, free calendars distributed to consumers for promotional or informational purposes need to be included in your steward report under Other Printed Paper. However, in BC and SK, calendars sold as a product are also designated and need to be included in your steward report under Purchased Posters, Calendars, Greeting Cards and Blank Envelopes.*

### **How do I report envelopes?**

*If your business supplies printed material such as statements, bills or annual reports in an envelope to your residential customers in BC, SK, MB and/or ON, both the envelope and the printed material need to be included in your steward report and reported under Other Printed Materials. However, blank envelopes sold as a product are designated in BC and SK only. If you sell blank envelopes as a product to consumers in those two provinces, please report them under Purchased Posters, Calendars, Greeting Cards and Blank Envelopes.*

### **Why are stewards required to update the Methodology section on an annual basis?**

*It is recommended that stewards review and update their methodologies on an annual basis in order to validate their approach to reporting each year and to ensure their data collection processes remain current for their organization. Stewards are also required to update the brands/affiliates section of their reports each year with the most accurate information, which includes brands for which they are the brand owner or the obligated first importer. Changes in either of these areas will affect quantities reported year over year. During the report validation process, variances may be identified in one or more material category. If the methodology section clarifies the reason for those variances, it makes the report validation process more efficient for staff and stewards.*

### **My plastic film is not LDPE/HDPE film or PLA, PHA, PHB- Plastic Film. Where should I report it?**

*If your plastic film does not fall under either of these two material categories, please report it under Plastic Laminates- Non-Beverage.*

### **Do I have to report HR documents distributed to my employees?**

*Printed paper documents such as T4s, Records of Employment and all other HR related documents, are designated materials and should be reported under Other Printed Materials.*