



Steps Towards Harmonization of Eco-Design Guidelines in Canada

EPR Forum Panel – September 2026

Moderator:

Alison Cox, Senior Director, Sustainable Packaging, Research & Innovation at **Circular Materials**

Panelists:

Geneviève Dionne, Senior Director, Ecodesign, eco-modulation and fees setting at **Éco Entreprises Québec**

Sam Baker, Executive Director, at **Multi-Material Recycling Inc.**
(Recycle BC and SK Recycles)

Marie-Anne Champoux-Guimond, Director, Sustainability and Public Affairs at **Keurig Dr Pepper Canada**

Jawad Khan, Senior Manager of Regulatory Affairs and Packaging Circularity at **Lactalis Canada**

Genesis

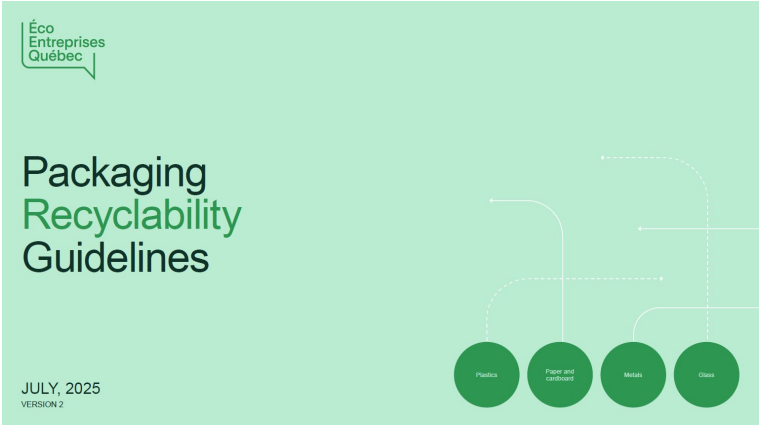
The Documentary (2022)



Packaging Laboratory



Guidelines (2024 and 2025)



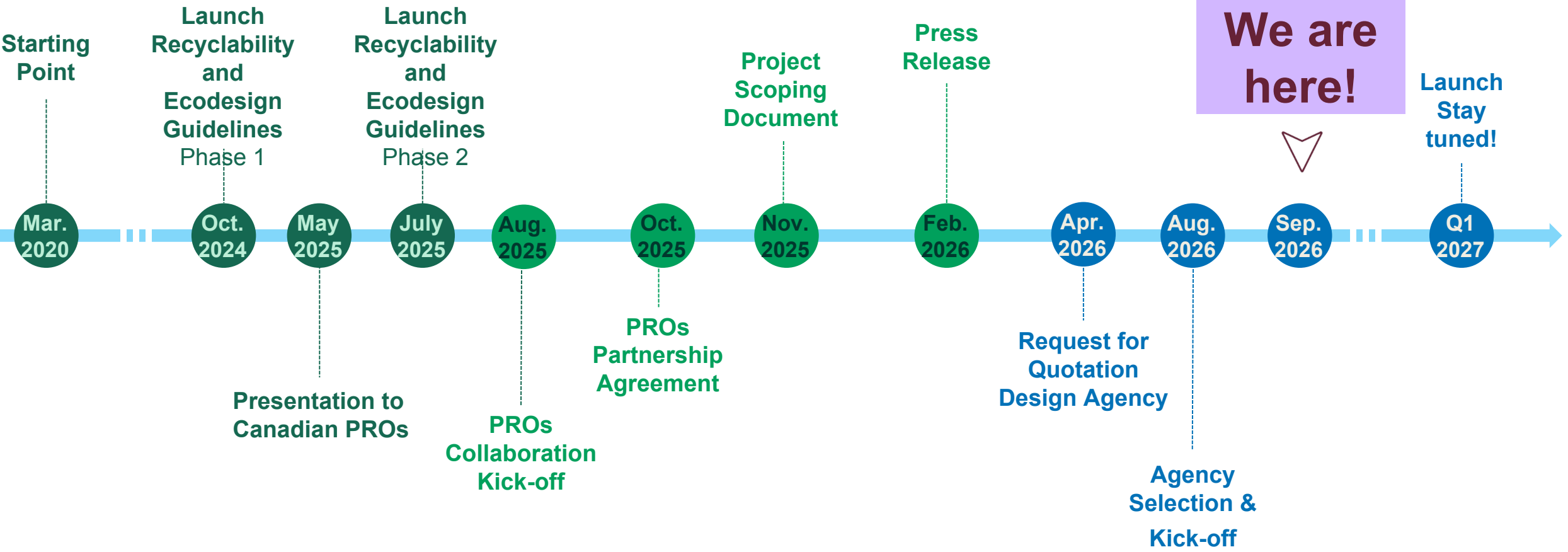
Genesis



ÉEQ's Guidelines

Canada-wide: Preparation and Planning

Microsite Development and Launch



Material Evolution

From 9 categories...

- ☾ Rigid Plastics (3)
- ☾ Flexible Plastics (2)
- ☾ Paper and Fibre (1)
- ☾ Metals (2)
- ☾ Glass (1)



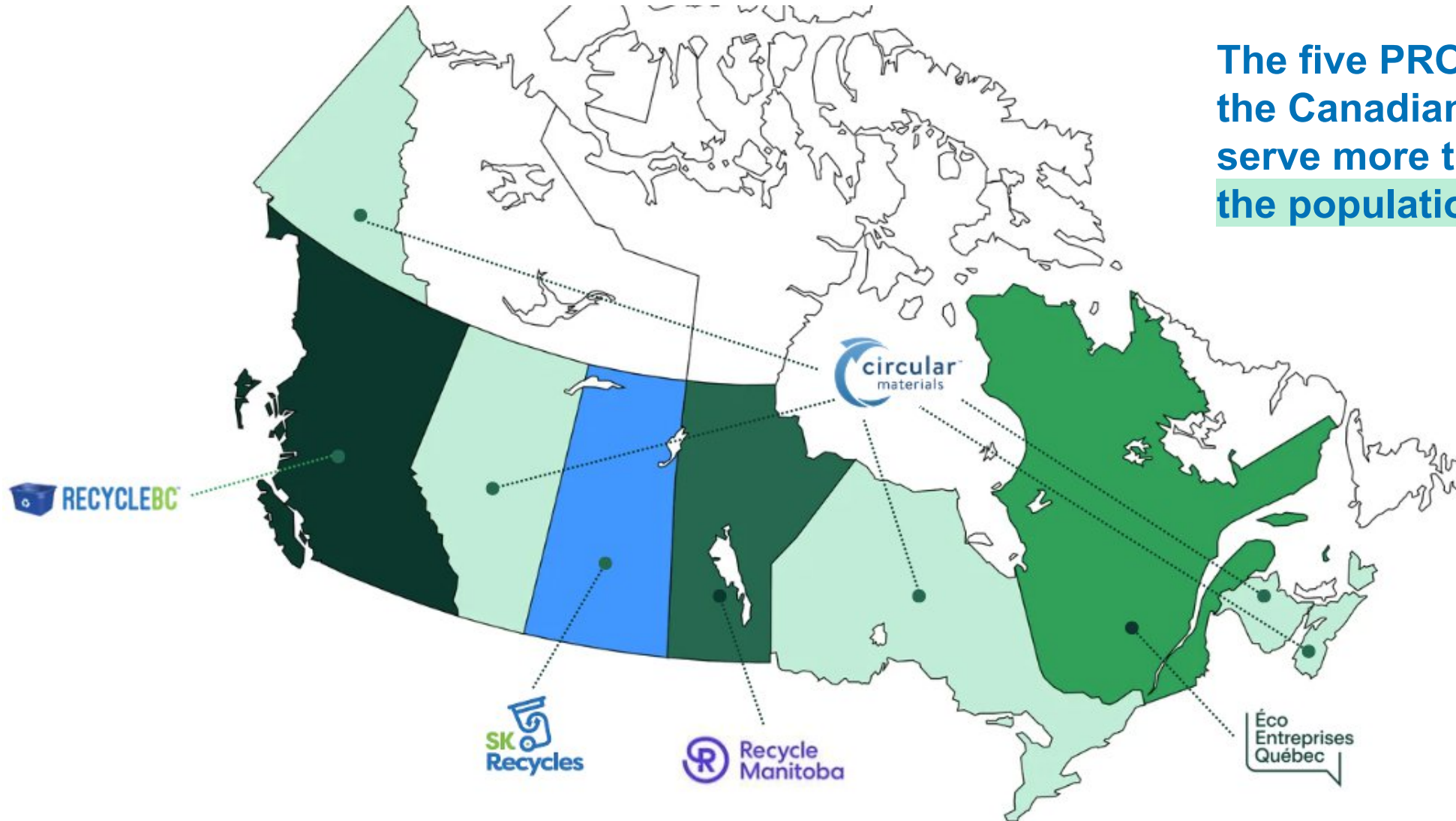
...to 25 categories.

- ☾ Rigid Plastics (8)
- ☾ Flexible Plastics (5)
- ☾ Paper and Fibre (5)
- ☾ Metals (2)
- ☾ Glass (2)



Giving guidance to producers on **100% of the materials obligated under EPR and aligned with the Harmonized Material Reporting Categories.**

Canada Coverage



The five PROs involved in the Canadian Guidelines serve more than 98% of the population.

Thank You!

