



Overview of CSR's Historical Roots

1986 to 1990:

- Ontario soft drink manufacturers, distributors and their packaging and material suppliers create Ontario Multi-Material Recycling Inc.* (OMMRI), the first voluntary industry stewardship organization that would later evolve into CSR (Corporations Supporting Recycling).
- Ontario Ministry of the Environment and OMMRI forged an unprecedented partnership with Ontario municipalities to cost-share the roll-out of the fledgling, multi-material, curbside “Blue Box” recycling program.
- When municipalities decided to launch residential recycling programs, OMMRI provided grassroots technical, promotion and education (P&E) and strategic assistance and support to help launch recycling programs.
- The soft drink industry members of OMMRI contributed \$20 million over four years in voluntary funding to build a recovery management system for used beverage containers.
- More than 400 municipalities introduced recycling programs in the decade between the mid-1980s and the mid-1990s.
- The list of materials accepted in the multi-material recycling program rapidly grew from the original four—newspapers, glass bottles and jars, metal cans and two-litre PET bottles—to include other materials such as corrugated boxes, boxboard, plastic bottles and glossy paper products.
- In 1989, the United Nations recognized Ontario’s success in building the public-private sector partnership by awarding the first ever United Nations Environmental Program (UNEP) Award jointly to OMMRI, the provincial government and the Recycling Council of Ontario, on behalf of all Ontarians.
- In 1991, the partnership celebrated its first million blue boxes on curbs.

1990 to 1995

- When municipalities expanded blue box program to collect a wider range of packaging materials and printed papers, industry stewardship grew to include grocery products manufacturers and distributors, soft drink companies and their material suppliers, printing paper users, plastic packaging manufacturers and their material suppliers, and paper packaging manufacturers.
- These OMMRI members agreed to raise \$45 million voluntarily to help municipalities complete the roll-out of blue box programs to 94% of all households in Ontario, making the province, at that time, the leading jurisdiction in Canada for municipal multi-material recycling. Industry made the investment in anticipation of “level playing field” legislation which would bring all companies doing business in Ontario that generated consumer packaging and paper products into the program.
- In 1994, OMMRI divided into OMMRI I and OMMRI II (which later became CSR: Corporations in Support of Recycling). The soft drink industry maintained OMMRI I as a means of promoting and managing beverage container recovery programs nationally. OMMRI II concentrated on working closely with municipalities to identify and drive costs out of the “Blue Box” system making it one of the most cost effective, multi-materials collection systems in the world.

1996 to 2004

- CSR is authorized by DSD and PRO Europe to protect the “Green Dot” trademark in Canada (2002) and subsequently throughout North America (2004).
- The “shared responsibility” model for blue box wastes (industry and municipalities share costs), pioneered by CSR, formed the cornerstone for the Ontario *Waste Diversion Act* and CSR became one of the leading entities in the start-up of Waste Diversion Ontario (WDO).
- CSR was subsequently retained to design and implement the industry funding organization for “Blue Box Wastes,” Stewardship Ontario, which is charged with raising 50% of the net costs of blue box programs from companies that introduce packaging materials and printed papers into the Ontario market-place.
- CSR transitioned from a provincial to a national industry advocacy organization, incorporating as CSR: Corporations Sharing Responsibility.