

Overview of GFL announcement to Acquire CSSA

- GFL [announced](#) on July 6 that it had entered an agreement to acquire the Canadian Stewardship Services Alliance (CSSA).
- We understand that the acquisition includes CSSA's We Recycle portal, producer data, assets, and intellectual property, such as Material Cost Differentiation (MCD) and the Four-Step Fee Methodology.
- All of CSSA's employees (approximately 75) are expected to begin working for GFL's producer responsibility organization (PRO), the Resource Recovery Alliance (RRA).
- GFL's announcement last week offered few details explaining how CSSA – a not-for-profit organization created and financed by producers – could be sold to one company.
- Our current understanding is that since the organization's founding, CSSA's governance was reduced from a representative board of producers to one director, who alone approved the sole source acquisition of CSSA's assets by GFL.

Implications of GFL's Acquisition of CSSA

- GFL's acquisition of CSSA has implications for blue box programs across Canada, including those operated by Recycle BC, Multi-Material Stewardship Western and Multi-Material Stewardship Manitoba.
- Impacts in provinces that are considering the introduction of EPR, and where CSSA has been and is actively engaged in advocacy (e.g. Alberta and New Brunswick)
 - These implications include:
 - Undermining the consensus on extended producer responsibility and producer-led programs in Canada.
 - Ensuring the protection of individual producers' commercially sensitive data.
 - Maintaining the integrity of recycling systems across the country and the use of CSSA's data on service providers, municipalities and material flows.
 - Changing in producers' costs to operate recycling systems to a for-profit company.

What are the associations doing?

- RCC, FHCP and CBA are actively engaging with governments across Canada to ensure that producers' data and the integrity of recycling systems are protected.
- RCC, FHCP and CBA have written to the Resource Productivity and Recovery Authority, requesting an investigation into the handling of producers' confidential information under the deal struck by GFL and CSSA (the letter is attached).
- The Blue Box Trade Association Working Group will start meeting on a bi-weekly basis from 4 p.m. to 5 p.m. on Wednesdays.