



Provincial Tire Recycling Program Modernization Project

Consultation Document

August 2025

Purpose

Environment and Climate Change is reinitiating engagement with key interested parties regarding a proposal to modernize our current provincial tire recycling program that manages passenger and truck tires at their end-of-life. The modernization scope is to convert the program to using the nationally recognized extended producer responsibility model and expand the program to include off-the-road tires.

A modernized program will result in a more efficient program, and an increase in the number of tires diverted from regional landfilling or being illegally dumped in the province.

This document outlines the proposed key elements of a modernized program and is only meant to communicate intent and could change during the formal government approval process.

Key Elements of the Modernization Project

Recycle NB

[Recycle NB](#) is an arm's length organization established by the *Designated Materials Regulation* filed under the *Clean Environment Act*, designed to provide compliance oversight of the materials designated under the Regulation. Recycle NB is administered by a board that is appointed by the Minister of Environment and Climate Change and is made up of residents of New Brunswick.

New Definition for Tires

The Department is proposing the following new definition for tires. This definition will enable the program to be expanded to include all tires i.e., not only passenger and truck tires but also off-the-road tires used in agriculture, forestry, construction, and mining sectors.

"Tire" means a pneumatic tire, other than a tire that is used or intended to be used on a machine or device that is propelled solely by human or animal power.

New Model

Extended producer responsibility is an environmental policy approach in which a producer's responsibility for a product is extended to the post-consumer stage of its life cycle. This model requires producers to manage and fund recycling programs for the products they put into the marketplace at end-of-life. This approach is intended to incentivize producers, who are closest to product design, to minimize costs associated with the recycling program by making their products more easily recyclable and/or last longer.

An extended producer responsibility modelled program for tires is proposed to operate like the other eight provincially regulated programs in New Brunswick and include the following key elements:

- Use the new hierarchical producer definition which in most cases will move the obligation to producers and away from retailers.
- Producers may designate a Producer Responsibility Organization to fulfill some or all their regulatory requirements.
- The Producer Responsibility Organization, in cooperation with their producer members, will determine how the recycling program will be designed and operated to meet the requirements set out in the *Regulation*.
- Producers will register with Recycle NB. Note: The Producer Responsibility Organization can also register producers on their behalf.
- The Producer Responsibility Organization, in cooperation with their producer members, will have full discretion on the amounts for any recycling fees chosen to recover costs associated with operating the recycling program that are to be passed onto consumers.
- Any fees passed on to consumers to cover the costs associated with operating the program must be integrated into the total sales price of the product and cannot be shown as a separate line item before the total sales price.
- Producers or retailers can inform consumers that the total sales price includes a fee for covering the costs of operating the program and communicating the amount of those costs to the public i.e., after the total sales price.
- The Producer Responsibility Organization, on behalf of producer members, will develop and submit a Stewardship Plan for approval by Recycle NB.
- Once approved, the Producer Responsibility Organization will implement the recycling program in accordance with the approved Stewardship Plan.
- The Producer Responsibility Organization, on behalf of producers, will submit an annual report to Recycle NB.
- Recycle NB will oversee compliance of the program.
- Recycle NB's costs are fully funded by charging administrative fees to each designated materials recycling program with no cross subsidization between programs.

Please refer to the [*Designated Materials Regulation*](#) for more information regarding extended producer responsibility modelled program requirements including the producer definition (section 4); stewardship plan requirements (section 39), and annual reporting requirements (section 45).

Please note that with the proposed modernization of the program Part 4 of the Designated Materials Regulation, which includes provisions for the current provincial tire recycling program, would be repealed.

The following are potential unique requirements for the proposed new program:

- **Off-the-road tires:** Within the stewardship plan, the producer or a producer responsibility organization on behalf of producer members, may propose a phased-in approach for the management of off-the-road tires to be approved by Recycle NB. This is meant to support the program as it acquires the financial and operational capacity to properly manage off-the-road tires.
- **Performance measures and targets.** Within the initial Tire Stewardship Plan and in each subsequent plan, one or more performance measures and targets to assess the goals and objectives of the stewardship plan shall be submitted to Recycle NB for approval. For off-the-road tires in the Program the Producer Responsibility Organization can propose performance measures and targets for these tires no more than 2 years following the implementation of the added tires into the program.

We Want to Hear from You

We are seeking your feedback on this consultation document. Stakeholders are invited to provide written feedback on this document during a 30-day consultation period, ending September 26, 2025.

All comments received within the consultation period will be taken into consideration when finalizing the legislative framework.

Feedback can be provided to mark.miller@gnb.ca.