



GS1 Canada Stewardship Initiative FAQs v1.1

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What is Stewardship?

Stewardship programs provide a framework for producers of designated products to manage the life cycle of their products, including recycling. Manufacturers, brand owners or first importers are required to pay stewardship fees that can be used for collecting, transporting and recycling products or their packaging. In Canada, these programs are operated at the provincial level. Ontario, Manitoba and Quebec have stewardship programs in place through industry-funded organizations (IFOs): Stewardship Ontario, Stewardship Manitoba and Éco Entreprises Québec, respectively.

What is the GS1 Canada Stewardship Initiative?

The GS1 Canada Stewardship Initiative is a joint effort between retailers and manufacturers to facilitate the reporting requirements of provincial stewardship programs through standardization of product packaging data and data synchronization.

How does the GS1 Canada Stewardship Initiative work?

1. Manufacturers load their private label product Global Trade Item Numbers (GTINs, the numbers at the bottom of a bar code) to their catalogues in ECCnet Registry, Canada's national product registry. They can add product packaging data for each GTIN loaded in the ECCnet Registry.
2. Retailers access the data through ECCnet Registry.

Who will benefit from the initiative?

Retailers and manufacturers mutually benefit from stewardship initiatives. The GS1 Canada Stewardship Initiative standardizes product packaging data to meet both manufacturer and retailer requirements.

Benefits include:

- Up-to-date product data;
- Simplified management of changes to packaging material information;
- Timely reporting of stewardship data using aggregated data for retailers; and
- Minimal costs to use an existing, automated standardized data synchronization process.

How much does the service cost?

The GS1 Canada Stewardship Initiative is considered an extension of the ECCnet Registry service. As GS1 Canada operates on a cost-recovery basis, there are no extra costs associated with the new enhancements.

What are the timelines?

The GS1 Canada Stewardship Initiative timelines coincide with the 2011 reporting cycle:

- Manufacturers are required to provide their product data by January 16, 2012.
- Retailers can access the data on January 30, 2012.

For more information, refer to the requirements of each IFO:

- Stewardship Ontario – <http://www.stewardshipontario.ca/>
- Stewardship Manitoba – <http://www.stewardshipmanitoba.org/>
- Éco Entreprises Québec – <http://www.ecoentreprises.qc.ca/ANGLAIS/accueil.html>



Is participation mandatory?

Phase 1 of the GS1 Canada Stewardship Initiative targets private label GTINs. If you manufacture private label products for any of the participating retailers, your product data is required.

For national brand products, data synchronization is not currently required.

Who are the participating retailers?

To date, the following retailers are participating in the GS1 Canada Stewardship Initiative:

- Metro Inc.
- Sobeys Inc.

What information is required by retailers?

Retailers require you to identify the components of the packaging attributes for each private label product marked with a unique GTIN that goes through point of sale. This includes: material type, category, weight and colour. Once this information is collected, it can be loaded to ECCnet Registry.

Will the scope of the initiative include the GTINs already in ECCnet Registry?

The scope should include all Private Label GTINs. The product packaging information for each GTIN should be loaded as soon as the GTIN is loaded in the ECCnet Registry.

What steps do I need to take to participate?

Manufacturers need to:

1. Load private label GTINs into ECCnet Registry.
2. Download the import template (Excel) and add the packaging material information for each GTIN. (The import template will contain the private label GTINs in your ECCnet Registry catalogue.)
3. Upload the completed import template to ECCnet Registry.

Note: Upon uploaded, data will be made available to the data recipients based on the publication information in ECCnet Registry.

Where can I locate the packaging material information?

This information is usually captured in a product's bill of materials. If the information is not internally available, contact your third-party packaging service provider.

Can data be changed once it is uploaded?

Yes. You can make changes to the data, as required. The change will fall under one of the following categories:

1. **Data correction:** Provide updated information; or
2. **Product modification:** A second record for the packaging material information will be created. This allows retailers to view both records, before and after the change and report accordingly.

Who do I contact for support regarding this initiative?

Please contact Reza Mahdiani, Senior Business Analyst, GS1 Canada at 416.510.8039 ext. 2259.



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