



**MINISTER  
OF ENVIRONMENT AND CLIMATE**

Room 344  
Legislative Building  
Winnipeg, Manitoba R3C 0V8  
CANADA

JUL 28 2023

Brett Eckstein  
Executive Director  
Tire Stewardship Manitoba  
1791 Dublin Avenue, Unit B  
Winnipeg MB R3H 1A9  
[beckstein@tsmb.ca](mailto:beckstein@tsmb.ca)

Dear Brett Eckstein:

I approve your Tire Stewardship Program Plan effective July 1, 2023. This Approval marks fifteen successful years of the program's operations in Manitoba and recognizes Tire Stewardship Manitoba's continued dedication to protecting the environment. This Approval will expire June 30, 2028, pursuant to Section 7(4) of the Regulation under the Waste Reduction and Prevention Act unless otherwise noted.

This Approval is issued to Tire Stewardship Manitoba under Section 7(2) of the Tire Stewardship Regulation, 2006 (Regulation), and is subject to Tire Stewardship Manitoba meeting the conditions as set forth in "Attachment A" of this letter, which forms part of this Approval.

Increasing waste diversion from landfills and advancing a circular economy are priorities for my department. I am pleased to see your program's commitment to recycling end-of-life tires and support for community development projects using recycled tire products. As we work to modernize Manitoba's waste diversion and recycling framework, I expect you to continue to explore opportunities to promote a circular economy in the province.

Your program has an important role in providing waste diversion services to Manitobans. I commend your program's extensive collection network across Manitoba and that you are implementing online tools to increase convenience and efficiency to everyone participating in the program. Thank you for participating in the Winter Roads backhaul program that provides program coverage to several First Nations communities.

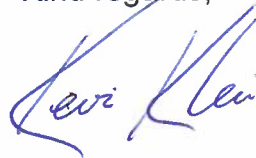
Manitobans suggested opportunities for increasing awareness of waste diversion and recycling programs through more engagement. I appreciate your program's commitment to educating Manitobans about tire recycling, and I expect you to continue exploring engagement strategies to reach all Manitobans, including Indigenous peoples and youth.

Going forward, my department will meet with you or your designated representative on an annual basis as an opportunity for you to share your program's progress and to discuss continuous improvement.

Tire Stewardship Manitoba should submit its next application for renewal of this Approval by October 31, 2027 to allow adequate time for review and public consultations. However, you may apply for approval of an amendment to your stewardship program plan at any time, under Section 13(1) of the Regulation.

I look forward to our continued collaboration on this program. If you have any additional questions or would like to discuss this matter further, please contact Kelly Kuryk, Acting Senior Manager, Environmental Policy and Delivery Unit, at [Kelly.Kuryk@gov.mb.ca](mailto:Kelly.Kuryk@gov.mb.ca) or 431-374-9424.

Kind regards,



Honourable Kevin Klein  
Minister of Environment and Climate

Attachment

c. Kelly Kuryk

**ATTACHMENT A**  
**Conditions of Approval**

Tire Stewardship Manitoba

The conditions set forth below form part of the Ministerial approval for the Tire Stewardship Program (Program) Plan pursuant to the Tire Stewardship Regulation, 2006 (Regulation).

Under Section 11(1) of the Regulation, the Minister has the authority to suspend or cancel the Approval of the Program at any time if there is a breach or contravention by Tire Stewardship Manitoba as the operator of the Program, of either The Waste Reduction and Prevention Act or the Regulation or the conditions set forth in this Approval and, if applicable, subsequent amendments of this Approval.

If the Minister is not assured that Tire Stewardship Manitoba is implementing or operating the Program substantially in accordance with its intent, or where the Minister or department have concluded, based on relevant circumstances, that the Program or terms of this Approval, including "Attachment A: Conditions of Approval" should be reviewed, then pursuant to Section 8 of the Regulation new or additional conditions may be imposed as deemed appropriate so as to ensure that the environmental outcomes and regulatory requirements are fulfilled.

Any notices to be provided to the department pursuant to this approval are to be submitted in writing to: Senior Manager, Environmental Policy and Delivery Unit, Manitoba Environment and Climate, Box 37 - 14 Fultz Boulevard, Winnipeg, Manitoba, R3Y 0L6.

The conditions of this approval are:

THAT Tire Stewardship Manitoba:

1. Implement and operate the program substantially in accordance with the submitted program plan's intent, consistent with the requirements of The Waste Reduction and Prevention Act, the Tire Stewardship Regulation, 2006, the Guideline for Tire Stewardship, and these Conditions of Approval, as approved and amended from time to time.
2. Identify a senior official with Tire Stewardship Manitoba as a contact person to work with my officials to provide such assistance or any information (including both financial and non-financial information) that may be deemed necessary in a timely manner to enable them to provide me with information to assess whether Tire Stewardship Manitoba has implemented the Program and it is operating substantially in accordance with its intent and the Conditions of Approval and, if applicable, subsequent amendments to this Approval.

3. Retained earnings shown on Tire Stewardship Manitoba's financial statement for the Manitoba program (total revenues less total expenditures), as determined by an external auditor, shall not at any time during the term of this approval, exceed an amount equal to one year's program revenue.
4. Submit annual reports to the department's senior manager who administers The Waste Reduction and Prevention Act, per the applicable regulation and guidelines.
5. Provide meaningful opportunity for input at strategic points (amendment of program plan, annual reporting, and continuous review of operations) from government, service delivery agencies, relevant external agencies, and the public, per the applicable regulation and guidelines.
6. Maintain its status as a body corporate and registration under The Corporations Act, C.C.S.M. c. C225 (Manitoba) while operating the program.
7. Over the next year, work with the department to identify key performance indicators that will contribute to an evaluation framework measuring the performance of stewardship programs in Manitoba. You will be required to report on these key performance indicators in your annual reports to show that the program is working towards incremental, improved outcomes.
8. Maintain a recovery rate of 90% or higher for used tires.
9. Maintain or increase accessibility and coverage of the program.
10. Achieve a target of 75% or more for public awareness of the program.