

**Proposed amendment to Montreal's
By-Law Concerning the Distribution of Advertising Material (R.B.C.M. c. D-4 / 96-189)**

Proposition # 1:

In keeping with the spirit of the *Canadian Anti-Spam Legislation* which was adopted in 2017 to keep unsolicited advertising from being sent to online email accounts,

replace Article 8 of the *By-Law*:

No advertising material may be placed on private property if the owner or occupant specifies, by way of a sign in accordance with schedule A, that he refuses to receive that material.

Schedule A
(red)



by the following text:

Advertising material can only be placed on private property if the owner or occupant specifies, by way of a sign in accordance with schedule A, that he accepts such material.

Schedule A
(blue)



Proposition # 2:

In keeping with the spirit of the *By-Law Prohibiting the Distribution of Certain Shopping Bags in Retail Stores* (16-051),

add the following article to the *By-Law Concerning the Distribution of Advertising Material*:

Any bag or other type of container used in the distribution of advertising material must be made of a material which is less damaging to the environment than plastic and which does not require that it be separated from its contents by consumers in order to be recycled.

Both of these amendments have been endorsed by the following groups:

- Association québécoise de lutte contre la pollution atmosphérique
- Association québécoise pour la promotion de l'éducation relative à l'environnement
- The Climate Coalition
- The Climate Reality Project
- The Council of Canadians
- Environnement jeunesse
- Équiterre
- Friends of the Earth
- Greenpeace Canada
- Nature Québec
- RAVEN
- The Sierra Club
- The Suzuki Foundation