

**Proposed amendments to Montreal's  
By-Law Concerning the Distribution of Advertising Material (R.B.C.M. c. D-4 / 96-189)  
and the variants adopted in each borough**

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 the following article:

*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:

*No advertising material may be placed on private property unless the owner or occupant specifies, by way of a sign in accordance with schedule A, that he accepts such material.*

Schedule A  
(blue)



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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* and its borough variants:

*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.*

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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
- The David Suzuki Foundation
- Environnement jeunesse
- Équiterre
- Friends of the Earth
- Greenpeace Canada
- Nature Québec
- RAVEN
- The Sierra Club