



NATIONAL ASSEMBLY OF QUÉBEC

SECOND SESSION

FORTY-SECOND LEGISLATURE

Bill 191

**An Act to regulate the distribution of
advertising items**

Introduction

**Introduced by
Madam Ruba Ghazal
Member for Mercier**

**Québec Official Publisher
2021**

EXPLANATORY NOTES

This bill provides that the distribution of advertising items is authorized on a property only if the pictogram prescribed by government regulation is displayed there.

Anyone who distributes advertising items on a property where no pictogram is displayed and anyone other than a property's owner or occupant or a person authorized by either of them who displays such a pictogram is subject to a fine.

Lastly, under the bill, advertising items must be distributed in plastic-free packaging that can be recycled without first having to be separated from its contents.

Bill 191

AN ACT TO REGULATE THE DISTRIBUTION OF ADVERTISING ITEMS

THE PARLIAMENT OF QUÉBEC ENACTS AS FOLLOWS:

1. The distribution of advertising items is authorized on a property only if the pictogram prescribed by government regulation is displayed there.

In the case of an offence under the first paragraph, the fine is not less than \$500 and not more than \$1,000.

2. Anyone other than a property's owner or occupant or a person authorized by either of them who displays such a pictogram on a property is guilty of an offence and is liable to a fine of not less than \$100 and not more than \$500.

3. Advertising items must be distributed in plastic-free packaging that can be recycled without first having to be separated from its contents.

A government regulation determines the composition of the packaging used for the distribution of advertising items.

4. The Minister of the Environment and the Fight Against Climate Change is responsible for the administration of this Act.

5. This Act comes into force on (*insert the date that is six months after the date of assent to this Act*).

