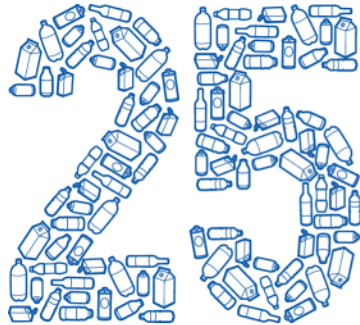
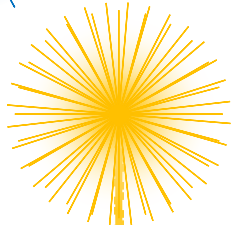
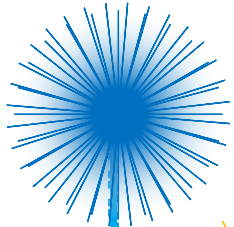




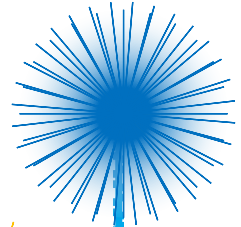
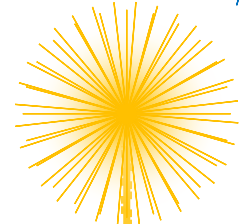
# The BC EPR Model: A Leader in North America

Allen Langdon  
President and CEO  
Encorp Pacific





**YEARS**



20 billion containers recycled  
Weighing 1.6 million metric tonnes

# Presentation Overview

- Overview of EPR in BC
- EPR for Packaging in BC
- Overview of the Encorp System
- Benefits of EPR
- Impact on Municipalities
- What's Next?

# Extended Producer Responsibility

- Extended to what?
  - End-of-life (EOL) management of products and packaging
- Responsible for what?
  - Collecting, recycling and diverting material from landfill
  - Paying the costs associated with activities set out in a stewardship plan approved by the BC Ministry of Environment
- Whose responsibility?
  - Producer: the business that provides the product of packaging to the BC residential consumer is responsible
  - Producer also known as the “steward” in other provinces

# EPR – BC Law

- July 2004 – BC enacted Environmental Management Act (EMA)
- October 2004 – BC filed *Recycling Regulation*
- Product categories included as separate schedules under the regulation  
(beverage containers are Schedule 1)
- There are now over 15 stewardship agencies in BC that manage materials such as paint, tires and electronics

# Packaging EPR in BC

Encorp Pacific: 77.4% recovery rate (2018)

- Schedule 1 – Beverage Containers  
(both residential and IC & I)

Recycle BC: 78% recovery rate (2018)

- Schedule 5 – Packaging and Paper Products  
(residential only)

# Encorp Pacific Overview

- Industry owned, not for profit, product stewardship agency with beverage container management as its core business
- Service provider to Electronic Products Recycling Association (EPRA) (2006) and Major Appliances Recycling Roundtable (MARR) (2018)

## Five Members:

- Canadian Beverage Association (soft drinks)
- Juice Council of BC
- Retail Council of Canada (grocery trade)
- Canadian Bottled Water Association, and
- Beverage Alcohol Containers Mgmt. Council of BC.

# Beverage Containers in the System

- Encorp is responsible for any liquid that is a ready-to-serve sealed drink, except:
  - Milk and milk substitutes, including rice milk, soya milk, infant formula, meal replacements, dietary supplements
- Beer in aluminum cans and refillable glass
  - Brewers Distributor is the steward



# Corporate Governance

- 9 Board members:
  - 7 industry members
  - 2 unrelated members
- By practice unrelated members chair Audit and Governance Committees
- Advisory Committee
  - Government, recycling/NGOs, citizens, depots, small brand-owner

# Encorp's Stewardship Obligation

- Must file a stewardship plan every five years.
- Must include:
  - Minimum 75% recovery rate
  - Convenient access to collection points
  - Consumer awareness
  - Consultation process
- Reporting requirements
  - Financial, recovery rate and non-financial (end fate) audits
  - Annual report to Ministry of Environment

# System Infrastructure

- 170+ independently owned depots (93% of unit volume)
- Retail (7% of volume)
  - 350+ Grocery Stores
  - 220 Government Liquor Stores
- One billion containers collected and recycled (77.4% recovery rate)
- 95,000 metric tonnes recycled  
(plus 25,000 tonnes of electronics)

# Consumer Awareness

- Research and Segmentation analysis
- Public information tools & social media
- Outreach Programs (Schools, Ambassadors etc)
- Specific container education & awareness
- Partnerships & Community support programs
- Use of traditional and non traditional media

[www.returnit.ca/ar2018](http://www.returnit.ca/ar2018)

# Recycling Markets

- Aluminum
  - 100% to new aluminum can in Kentucky
- PET
  - 100% processed at Merlin Plastics in BC or Alberta
- Glass
  - Over 90% to new wine bottle glass in Seattle
  - Balance to sandblasting material in BC
- Aseptic and Gable Top Cartons
  - About 90% to tissue/toilet paper production in South Korea, balance to U.S.

# Benefits of the BC Model

- Provides an opportunity to create a reverse-supply chain to manage material with opportunities for standardization and optimization
- Supports a circular economy where producers have influence on both the creation and end-of-life management of their materials
- Provides producers with best long-term opportunity to manage their material in light of increasing costs, volatile commodity markets and continued innovations in packaging types and materials

# Impact on Municipalities

- To maximize the benefits of EPR, producers require control of the system in order to develop and optimize a reverse supply chain
- Transition can be difficult but as proven in BC it can be managed with collaboration from industry and local governments
- Key requirement is to provide municipalities with a range of choices and timelines

# Requirements for Effective EPR

- Outcomes-based legislation
  - Provide industry with specific targets and the flexibility to develop the most efficient and effective approach
- Strong Governance for Stewardship Agencies
  - Balance of industry representation and independent directors
- Effective Oversight
  - In BC, third-party audits are required both for financial and non-financial information





# WHAT'S NEXT?





- Offers consumers a fast, convenient and easy in-depot experience in under a minute
- Electronic funds transfer into account & redeemed via e-Transfer (once account reaches \$10)
- 60 locations
- YTD August 13 million units through Express
- 95% improved Depot customer satisfaction level
- Over 55,000 registrants
- 20% of registrants have not been to a depot in over 6 months; 7.5 % never been to a depot



# Return-It Express Yaletown



# What's New - Express & Go

- Piloted in Tofino and Simon Fraser University
- Express & Go outlets are smaller and do not offer cash refunds
- The smaller format is essential to locate in more accessible commercial locations



# What's New - Textile Collection

- Find solutions for textile collection reuse & recycling
- ~40 participating Return-It locations (Lower Mainland)
- 1,200+ bags = 20+ metric tonnes of textiles diverted from landfills



# More info: return-it.ca

The screenshot shows the Return-It website interface. At the top, there is a navigation bar with the Return-It logo and links for 'Locations', 'Beverage Recycling', 'Electronics Recycling', 'Return-It Express', and 'Programs & Events'. A search bar and a 'LOG IN' button are also present.

Below the navigation bar, there is a 'LOGIN' section on the left with input fields for 'Username / Email Address' and 'Password', a 'Log In' button, and a 'Register Here' button. A 'Forgot Password?' link and a 'Remember me?' checkbox are also included.

To the right of the login section is a 'FIND AN EXPRESS LOCATION NEAR YOU' section. It features a grid of 16 location cards, each with the location name and 'Return-It Depot' below it. The locations are: Aldergrove, Ironwood, North Road, Semiahmoo, Biggar, Kensington Square, Panorama Village, Surrey Central, Chilliwack, Lougheed, P.G., Vancouver West, Coquitlam, Mission, Queensborough Landing, Willowbrook, Fraser Valley, Nechako, RRT, White Rock, Haney, Newton, Sapperton, and Yaletown.

Below the location finder, there are three service highlights: 'Container Types & Deposits', 'Express Locations', and 'Accepted Electronics'.

The footer contains the 'Encomp Pacific (Canada)' logo and text, 'Who we are' and 'Annual Reports' sections with icons, and a copyright notice: 'Copyright © 2018 Encomp Pacific (Canada)'. There are also social media icons for YouTube, Twitter, and Facebook, a 'Stay Connected' link, a 'Google Translate' button, and a 'Cancel US' button.