

Journal

SINCE 1992, ENCORP ATLANTIC HAS RECYCLED OVER 3.3 BILLION CONTAINERS IN NEW BRUNSWICK!

3,350,000,000

ENCORP
ATLANTIC INC

FALL

2016-2019 ROADMAP

ENCORP

Strategic Roadmap 2016-2019

OUR VISION:

Through responsible leadership and sustainable stewardship, New Brunswickers obtain important benefits from the used beverage container program while contributing to a clean and healthy environment.

PILLARS

ENHANCED DELIVERY MODEL

COMMUNICATION

SUSTAINABILITY

GOALS

Support the change process

Increase consumer redemption rates

Support staff engagement at consumer contact points

Education & promotion

Improve stakeholder cooperation

Control system costs

Stimulate growth

Focus on innovation

Accountability & independence

ACTIONS

Seek new strategic partnerships

Collaborate to align the permit process with strategic goals

Identify consumer expectations to build loyalty

Advise stakeholders on streamlining & standardizing the consumer experience

Use technology to enhance accessibility/efficiency in a cost-effective manner

Seek training opportunities for RC management/staff

Promote improved working conditions

Be ambassadors of recycling used beverage containers

Promote community benefits

Assess recognition program best practices

Strengthen relationship with distributors/shareholders

Strengthen relationship with redemption centres (R.C.)

Strengthen relationship with government

Strengthen relationship with redemption centres (R.C.)

Review existing payment structure

Promote measures to ensure all recyclable UBC materials are sustainably managed

Participate in business case discussions for a one agent system

Measure & report outcomes

Pursue promising opportunities to ensure accessibility

Increase volumes to improve sustainability

Initiate discussion to broaden list & include all beverage containers

Develop a culture of creative thinking & continuous improvement

Foster stakeholder connectedness

Adapt to changing market conditions

Maintain industry self-management of UBC

Link accountability to system performance

OUR MISSION: ENCORP Atlantic Inc. provides used beverage container management services to organizations that distribute deposit-bearing beverage containers in New Brunswick. ENCORP is committed to optimizing used beverage container redemption levels and efficiency of recycling those containers while maintaining long term self-sufficiency of the program.

OUR VALUES: Responsible Stewardship - Sustainability - Cooperation - Accountability • Accessibility

ENCORP Atlantic undertook this year a thorough strategic planning exercise using external consultants to define our strategic direction and objectives for the next three years. Encorp consulted with major stakeholders including redemption centre operators and New Brunswick Environment and Local Government officials. The results, we hope, will lead to discussions on the transformation of the beverage containers program and move it beyond the next generation. Our plan is motivated by the essential necessity to adapt to a changing environment and decrease the carbon footprint of our program through improved efficiencies at all levels.

ENCORP Atlantic is committed to the sustainability of the New Brunswick Beverage Container Program and the long-term viability of the redemption centre business model while promoting consumer convenience.

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ENCORP

FALL 2016

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NOTICE DO NOT OVERFILL BULK BAGS

Recent reports are that some redemption centres (RC) are currently overfilling bulk bags. We ask that RC not fill in the duffle area as this might cause a weight issue.

These specifications have been established to prevent such issues for drivers and all personnel alike. Special attention should be given to Sort #3 PET/HDPE. We appreciate your collaboration on this matter.



UNITS PER BAG INCREASING



As we inch closer to the first full year of the service provider changeover, we can clearly notice that the compaction technology used by Encorp since 2007 had an incidence on overall bag capacity (units per bag). Internally we call this the accordion effect, meaning that a typical 1M³ bag would over time see a reduced capacity in total units per bag. The reason is simple, the fact that the bags could not take their full shape after multiple uses greatly reduces overall capacity. It must be stated that from our assessment, the accordion effect happened when empty bags were baled (9 bags into 1 = 10) to be sent back to redemption centres. This issue is clearly illustrated with this photograph taken last month during site visits. These 2 bulk bags are similar in size (1M³), while the bag on the left could be at least 3 years old while the bag on the right is new. Overall, we've assessed that the lost capacity (all units per bag) could be as high as 10%. In our view, this is a significant finding and will reflect on our total bags collected in the future.

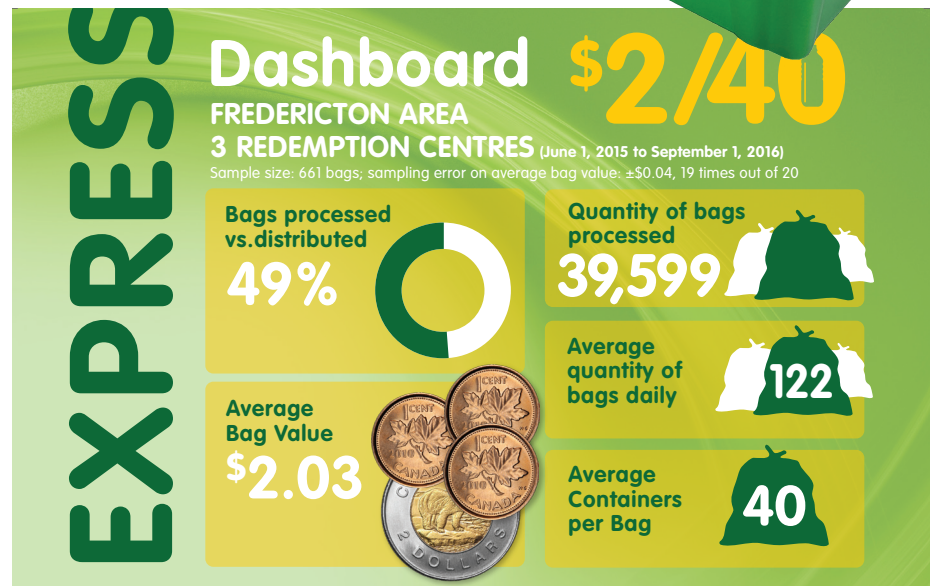
2013 954 units per bag (all containers average)
= 164,000 bulk bags

2016 1,090 units per bag (all containers average)
= 148,000 bulk bags (projected)

DASHBOARD EXPRESS BAG

The project introduced in late spring of 2015 in the Fredericton-Oromocto area makes use of pre-counted bags. The objective is to improve recycling rates by making recycling of empty deposit-bearing containers significantly faster and more convenient for customers and redemption centres alike. The initial express bag being tested is a medium size bag designed to hold 40 containers that entitles the consumer to a \$2 cash payout. Customers using this free service are asked to count their containers at home and once at the redemption centre are given priority and leave quickly with cash in hand. The trial will now move to the next phase using a recycling bin (made from recycled plastics). Essentially, the bins are designed for a capacity of 60 containers for a \$3 payout. We expect to rollout this new phase in late fall. Participants will be required to pay \$5 (deposit) on the bins.

Participating RCs also benefit from this pilot project. Fixed-count bags are usually collected during peak times but are counted and sorted later during slower times, making efficient use of staff. So far, participating customers have been accurate with the fixed-count concept but with the advantage of not having to wait in line!



NON-DEPOSIT CONTAINERS FROM OTHER PROVINCES



Be advised that the Department of Environment and Local Government has been made aware of the possibility that non-deposit bearing containers may be coming to New Brunswick from out of province.

Deposits have not been paid into the New Brunswick Beverage Containers Program for these containers and by accepting these containers you are contributing to a financial loss to the Program.

Please be cautious of any person arriving at your Redemption Centre with a truck load (cargo van, trailer or bigger) of used beverage containers, regardless of where the vehicle is registered. If you have any suspicion of the origin of the containers, you should deny service and the Program Coordinator at the Department of Environment and Local Government contacted immediately and advised of pertinent information. By assisting the Department in eliminating this type of activity, you will be ensuring that the New Brunswick's Beverage Containers Program continues to be successful.

In addition, the agents of the distributors for New Brunswick (ie: Encorp and ANBL) are only required to reimburse refunds and handling fees for used beverage containers sold in New Brunswick.