



## **Re-Centre Pilot Project Celebrates First Year Anniversary**

### **New Partnership with United Way Makes it Easy for Recyclers to Support Local Community**

**MONCTON (NB) – April 21, 2015** – Celebrating the first anniversary of its launch tomorrow, on Earth Day, Encorp Atlantic's Re-Centre pilot project continues to innovate and modernize beverage container recycling with a new community engagement initiative helping recyclers make a difference in their community.

Thanks to a partnership with the [United Way](#) (Greater Moncton and Southeastern New Brunswick), Re-Centre now offers its members an online donation option, whereby recyclers can choose to donate money from their deposit-bearing containers refund to charities.

"Thanks to this new partnership, citizens who recycle at the Re-Centres can feel good not only about the positive impact they are having on the environment, but also about the fact that they are supporting their community," says Project Coordinator Tim Pidgeon.

Members need only sign in to their [online Re-Centre account](#) and choose – at any time – to transfer their deposit-bearing containers refund balance – or part thereof – to their favorite charity, by clicking on the "donation" button and following a few simple steps. Money is transferred to the United Way, which then arranges for payment to the selected charity.

"The new online donation initiative is also a great way to simplify bottle drives and other fundraising initiatives – something very exciting for the redemption centre of the future," adds Pidgeon.

Furthermore, the Re-Centre team has started compiling interesting data on how the pilot project's participating demographic of 2,500 households has been using the Re-Centres for their recycling needs, through quarterly dashboards available on the [re-centre.ca](#) website. For example, most recyclers visit the Re-Centres on weekends, during peak retail hours, stopping

by on their way to someplace else, saving time, hassle and gas money. On average, they fill their Re-Centre bags with 50 empty beverage containers and drop off 2.6 bags per visit. Since the Re-Centres became operational in July 2014, members have recycled over 1.7 million empty beverage containers.

This kind of detailed information on consumer recycling habits didn't exist anywhere in Canada before the Re-Centre pilot project. The team will be supplementing the data with feedback from its participating members via surveys. At the end of the pilot project's 36-month trial run, such data will help develop the redemption centre of the future, thus applying the findings and best practices in redemption centres throughout New Brunswick in order to increase recycling rates and public enthusiasm towards recycling.

The two Re-Centres are open to the public at 557 Mountain Road and 325 Killam Drive in Moncton, 7 days a week, from 7 a.m. to 10 p.m. Consumers who have signed up for the pilot project get to use the Re-Centres for their recycling needs, collecting their empty beverage containers, dropping them off at their convenience and receiving their New Brunswick deposit-bearing beverage containers refund via an online payment system. Behind the scenes, the team collects, sorts and counts the containers daily, crediting consumers' accounts with the appropriate refunds.

The Re-Centre pilot project is an initiative being led by New Brunswick non-alcoholic beverage product distributors and managed through Encorp Atlantic Inc. Encorp provides post-consumer beverage container management services to organizations that distribute deposit-bearing beverage containers in New Brunswick. Every year, Encorp Atlantic manages more than 160 million post-consumer non-alcoholic beverage containers in the province. Now representing more than 85 distributors of non-alcoholic beverage products in New Brunswick, Encorp is proud to be a leader in industry stewardship, proud of the more than \$110 million contributed to the Government of New Brunswick's Environmental Trust Fund, and proud of the 3.2 billion containers recycled since 1992.

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