

## WINTER 2023

### UPCOMING CHANGES TO SERVICE PROVIDER CONTRACTS - APRIL 1, 2023

The results of the most recent request-for-proposal process (RFP) launched in May 2022 will bring changes in service provider contracts as of April 1, 2023. Hebert Recycling of Miramichi has been awarded a five-year agreement for collection, transportation, processing and quality control, while Rayan Environmental Solutions of Moncton has been awarded a five-year contract for all glass management including collection and processing. Expect no immediate changes in the current sort lists for both alcohol and non-alcohol, but the collection schedule will now include all containers except refillable beer containers. Further information and details will be provided to redemption centres soon.

In order to better manage the increase in volumes for a single service provider (alcohol and non-alcohol), Redemption Centres that do not yet have a POS will be supplied with a barcode printer. This will make the process faster and smoother for centre operators and during collections of bulk bags. Patrick from the Encorp team will be reaching out with further information.

### BEVERAGE CONTAINERS PROGRAM GOING TO EPR

It's no secret that the Beverage Containers Program (BCP) in New Brunswick is in need of changes. Recovery rates in New Brunswick for deposit-bearing beverage containers are among the lowest in Canada.

Therefore, to bring the performance of the BCP in line with similar programs in Canada, we are supporting the recent announcement that ECC is proposing to adopt an Extended Producer Responsibility (EPR) model as of April 1, 2024. EPR is a policy approach in which a producer's responsibility – physical and/or financial – for a product is extended to the post-consumer stage of a product's life cycle. EPR shifts responsibility upstream in the product life cycle to the producer or distributor.

With that in mind, these are what we can expect as changes to the BCP in line with EPR principles:

- 1) Encorp will seek continuous improvement in recovery rates: 75% in five years and 80% or higher within 10 years after transitioning the program to EPR with regular updates displayed via our Performance Indicator Gauge.
- 2) Encorp will implement an industry-managed container recycling fee (CRF). Each material stream will become self-funding based on costs and revenues of that particular material.
- 3) Encorp will seek to increase the refund amount consumers get back on the deposit paid for deposit-bearing beverage containers.
- 4) Encorp will lead public outreach and education campaigns to increase consumer participation in recycling. Encorp has branding and marketing concepts ready to be rolled out alongside technology tools to modernize the network of Redemption Centres and attract new customers to an improved and streamlined redemption experience.

We are confident the changes proposed will greatly modernize the New Brunswick program and improve the consumer experience of recycling all deposit-bearing beverage containers, leading to a dramatic increase to the environmental performance and redemption rates.

## NEW COMPANY, SAME COMMITMENT



A new not-for-profit company has been created in New Brunswick. On April 1, it will take over the responsibilities of Encorp Atlantic Inc. The new company will still be called

Encorp Atlantic but will now include both alcohol and non-alcohol distributors. Expect no disruption in services. As well, expect the same familiar faces contacts as before with Encorp Atlantic. This new era of distributor cooperation will bring about significant positive improvements to the New Brunswick Beverage Containers Program. First and foremost, all deposit-bearing containers except refillable beer containers will be managed by Encorp Atlantic as of April 1, 2023. The sort lists for alcohol and non-alcohol will remain unchanged for the immediate time.

## RE-CENTRE PROJECTS COMPLETED



The Re-Centre research projects started in 2014 by Encorp Atlantic are now all completed. The information and data collected provided valuable data on consumer convenience factors and public perception toward new ways of collecting deposit-bearing containers in New Brunswick. The culmination of these eight years of projects allowed Encorp to glimpse into the future of post-consumer beverage container management. The six-projects demonstrated foresight and innovation in an otherwise antiquated approach to collecting post-consumer beverage containers in the province.

The modernization of the Beverage Containers Program in New Brunswick is long overdue. From its inception in 1992, the program was never designed with consumer convenience in mind. The New Brunswick program currently has one of the lowest redemption rates in Canada. When the program was first launched in 1992, more than 108 RC licences were granted. Today, only 68 RCs remain in

operation. During our research period, we observed emerging trends and best management practices in other legislated beverage container jurisdictions. Among the most significant observations are the growing emergence of both the bag-drop concept in automated centres, as well as express services. Our research projects were successful in testing more convenient ways for consumers to return their containers while optimizing labour productivity for operators.

Re-Centre participants have provided overwhelming support for the unmanned bag-drop concept and wish to see it expand. The discussion will now move to the next phase: How we transition from the current program to a user-friendly approach. Furthermore, ignoring access and convenience factors for consumers in the short term in New Brunswick will simply further erode the consumer experience and contribute to a further decline in recycling rates.

### YEAR-TO-YEAR REFUNDED UNITS

	Aluminum	Glass	PET	Other	Total
January 1, 2021 - December 31, 2021	77,173,444	2,261,004	99,211,232	9,177,221	187,822,901
January 1, 2022 - December 31, 2022	82,089,386	2,238,292	102,289,771	8,868,810	195,486,259
Year-to-year difference - quantity	4,915,942	-22,712	3,078,539	-308,411	7,663,358
Year-to-year difference - percentage	6.4%	-1.0%	3.1%	-3.4%	4.1%
Material share of total – percentage	42.10%	1.10%	52.30%	4.50%	

For information or to report any incident, please contact:

- **Environment & Local Government - 506-453-7945:** For product registration, sorting questions and general inquiries
- **G.M. Rioux - 1-877-999-1764:** For scheduling, bulk bags and pallets
- **Encorp - 1-877-389-7320:** For payment inquiries and incident reports

TO CONTACT US: 1-877-389-7320

www.encorpatl.ca

Moncton Area: 506-389-7320

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