

Journal



SINCE 1992, ENCORP ATLANTIC HAS RECYCLED MORE THAN 4.5 BILLION CONTAINERS IN NEW BRUNSWICK!

SUMMER 2023

► QUALITY CONTROL WEBINAR FOLLOW-UP

Encorp extends its gratitude to all redemption centre (RC) operators who participated in our Quality Control (QC) Webinar on May 24. A summary document with questions, comments, and concerns received was shared with the Department of Environment on June 1. This document is available on our website's QC page at <https://encorpatl.ca/rc-operators/quality-control>. We will address all the actions outlined in this document and any additional recommendations provided by the Department.

Excitingly, in the fall, RCs will receive their first QC Accuracy Trend Report. We will also introduce our Accuracy Awards, recognizing RCs that have shown excellent accuracy trends over the past 12 months. These awards will be given twice per year. Each RC that receives an Accuracy Award will be sent gift cards for every member of its staff and management team so that all employees can be rewarded for their work.

► NON-ACCEPTABLE & NON-REFUNDABLE ITEMS

In June, Encorp sent a feedback survey to redemption centre (RC) operators to ask about non-acceptable and non-refundable items consumers often bring. We want to thank everyone who shared examples and provided feedback. Our communications team is currently using this information to develop improved educational posters and handouts, which should be ready by the fall. For RC operators who have not yet had a chance to fill out the survey and wish to do so, the link is still live on our website at <https://encorpatl.ca/feedback-items-not-accepted-at-rs>.

► HAZARDOUS ITEMS

A reminder for redemption centres (RCs) to please be vigilant and ensure beverage containers are empty before putting them in bulk bags/tubs. This recent photo shows a carton container that was filled with needles. RCs have every right to refuse bags of recyclables or containers with hazardous waste left in them. RC operators should also ensure their team is trained on handling dangerous waste items – these should be safely and properly disposed of and not be shipped in bulk bags/tubs.



REDEMPTION CENTRES WILL PLAY AN INTEGRAL ROLE IN THE NEW EXTENDED PRODUCER RESPONSIBILITY PROGRAM - CONSULTATIONS COMING

This summer has been far from uneventful at Encorp! With the many changes on the horizon regarding the April 1, 2024, migration of the Beverage Containers Program (BCP) to an extended producer responsibility (EPR) model comes much planning. Additionally, our team continues to expand, and we are thrilled to introduce Étienne Lasseube (*left*) and Mohamed Selmouni (*right*) as our newest IT members. They will work on our express (drop & go) used beverage containers (UBCs) recycling modernization project for redemption centres (RCs).



The first step in this planning process is submitting our Stewardship Plan for the new EPR program to Recycle NB. Our Stewardship Plan outlines the exciting transformative process

we are ready to embark on that will change the nature of UBC recycling in New Brunswick. The long-awaited move towards full refunds for consumers on deposits paid for beverage products planned for April 1, 2024, means RC operators can expect volume increases and a renewed public interest in the program. Our plan calls for providing tools and technologies to RC operators to improve access and convenience to UBC recycling for beverage product consumers, increasing communication and outreach initiatives, and launching specific UBC recycling programs targeted at schools, community groups and associations across the province. The new EPR BCP will prioritize environmental performance, expand UBC return/collection options across the province, enhance the return/redemption experience, and reduce littering in public outdoor spaces.

We believe RCs are an important partner in this transformative process, and we feel it is crucial to include RC operators in the conversation as we prepare to transition to the EPR model. Our vision for the future includes an integral role for RC operators. That is why we have asked consultant Éric Pelletier of Prospectus Associates to help us lead regional consultation meetings with RC operators and establish a working group with independent RCs operators and Eastern Recyclers Association member RC operators. All RC operators should have received a letter by now introducing Éric and will be invited to participate in meetings towards the end of the summer.

UPCOMING RECYCLING HEROES IN SCHOOL PROGRAM

Encorp is preparing to launch its new school recycling program this fall. Our Recycling Heroes in School program will aim to increase used beverage container (UBC) recycling across the province by providing schools in New Brunswick with the supplies required to recycle UBCs and the connections to make this process convenient. To further benefit the schools in the program and encourage them to recycle as many UBCs as possible, we will provide the schools with additional incentives, such as matching the funds for their returned beverage containers until March 31, 2024, and various UBC recycling contests and prizes throughout the school year.

Participating schools will be provided EnSys-Connex commercial accounts so that we can track their UBC redemption volumes and reward the top-performing schools. Giving schools commercial accounts will also make it easier for them to use UBC recycling to raise funds by asking members of their communities to donate their UBC deposit refunds. Encorp will prioritize the schools that already recycle with RCs, then will open the program to other schools. Encorp will also work together with schools and RCs to facilitate the logistical aspect of UBC returns.



Keep an eye on Encorp's website and social media accounts in September for communications surrounding the program's official launch. In the meantime, more information about this program can be obtained by inquiring directly to Sereana Simpson at sereana.simpson@encorpatl.ca.



TO CONTACT US: 1-877-389-7320 www.encorpatl.ca info@encorpatl.ca

For information, please contact:

- **HEBERT'S RECYCLING - (506) 773-1880:** For non-glass pickups and bags
- **RAYAN INVESTMENTS - (506) 858-1600:** For glass pickups and tubs
- **ENCORP ATLANTIC - 1-877-389-7320:** For tags and printer supplies

To report an incident, please contact:

Gilles Doucette, Director of Operations,
Encorp Atlantic, (506) 389-7325