

STATEMENT



New Extended Producer Responsibility Program for Beverage Container Recycling in New Brunswick to Focus on Today's Busy Consumers.

March 1, 2024

The upcoming April 1, 2024, migration of the New Brunswick Beverage Containers Program to an Extended Producer Responsibility (EPR) model under the newly amended *Designated Materials Regulation (Clean Environment Act)* represents a unique opportunity to drive change and innovation to increase used beverage container (UBC) recovery.

Encorp Atlantic is a not-for-profit producer responsibility organization (PRO) located in Moncton and representing over 300 beverage product brand owners who sell/distribute beverage products in the province of New Brunswick. Encorp is responsible for recycling services/management of these brand owners' post-consumer deposit-bearing beverage containers.

As the official PRO designated to manage the new EPR Beverage Containers Program, Encorp will prioritize, above all, increasing environmental performance. Encorp strongly believes it must improve the UBC recovery rate in the province, which has gradually declined over the years since the start of the Beverage Containers Program over 30+ years ago. Increasing the UBC recovery rate means more beverage containers can be recycled by Encorp and its partners instead of ending up in landfills.

The modernization of the New Brunswick Beverage Containers Program proposed by Encorp was built on the principles of migrating the Program to an EPR model, where the beverage product industry assumes full responsibility for managing post-consumer deposit-bearing beverage containers. The plan includes a container recycling fee (CRF) like other best-in-class models, complete with published annual reports and financial statements. With the CRF model, every container material type will pay its fair share of the Program's costs.

This will allow funds generated by the Program to be fully invested in the transition and modernization of the Program and enable the Program to move from the current half deposit refund model to a full deposit refund for consumers purchasing and redeeming deposit-bearing beverage containers.

There will also be many other positive developments with the move to EPR for the Beverage Containers Program, such as streamlined administration/logistics and a reduced material sorting list for redemption centre operators, the continuation of Encorp's *Recycling Heroes in School* Program and an increase in province-wide public education/outreach and promotions towards recycling – all with the aim of improving the Program's overall environmental performance. Of particular interest to Encorp is focusing on today's busy consumers – Encorp will explore and invest in strategies meant to enhance consumer access and convenience to recycling and improve the overall consumer experience of returning and redeeming deposit-bearing beverage containers.

Encorp is currently negotiating a multi-year service agreement with operators of independently owned full-service and satellite redemption centre locations across New Brunswick.

We encourage the public to consult our Stewardship Plan, which was approved by Recycle NB, to learn more, via our website at encorpatl.ca.