

RC Journal



OUR VISION - A FUTURE WHERE NO BEVERAGE CONTAINER GOES TO WASTE

SPRING 2024

▶ YOUR OPERATIONS & LOGISTICS BINDER

In March, Encorp sent an [Operations & Logistics](#) binder to all redemption centres (RCs) along with new educational materials for the Extended Producer Responsibility (EPR) Program. This binder is meant to help RC operators and staff by putting in one place all the guides, instructions, and notices provided by Encorp to RCs related to operations and logistics. We highly suggest using this binder to help with operations at your RC!



Whenever new or updated information needs to be provided to RCs for inclusion in this binder, RC operators will be notified by email and given a link to download the required document to print and insert. All up-to-date documents for this binder can be found and downloaded from the [Operations & Logistics](#) page on our website, which you can find in the [RC Operators](#) menu at encorpatl.ca.

▶ RECYCLING MATTERS. FULL REFUNDS ADD UP.

Our [Recycling Matters. Full Refunds Add Up.](#) campaign is now in full swing! This campaign highlights the greatest benefit for consumers to come out of the transition to Extended Producer Responsibility (EPR) – full refunds on beverage container deposits – and encourages consumers to bring their empty beverage containers to their local redemption centre to take advantage of these improved refunds.

You can help us promote full refunds by using the educational materials that we've provided you. We encourage you to put up our posters showing deposit rates by container types, and to give your customers our educational handouts. If you're ever running low on handouts, or need new posters, just let us know at info@encorpatl.ca and we will send you more supplies!



MOVE TO EPR - RC SERVICE AGREEMENT

April 1, 2024, was a momentous and historic date for the Beverage Containers Program. The program's move to an Extended Producer Responsibility (EPR) model with new rules and regulations under the New Brunswick *Designated Materials Regulation (Clean Environment Act)* has brought about significant change to how the program is structured. Beverage product industry brand owners are now fully responsible for the management of their waste (beverage containers). On behalf of these beverage product brand owners, Encorp is taking on the role of administration for the program – as their designated producer responsibility organization.

Encorp highly values its longstanding relationship with redemption centres (RCs) and the move to EPR promoted the need to establish the basis of our business-to-business relationship moving forward with RCs through an official *Redemption Centre Service Agreement*. Such an agreement is the first of its kind proposed within the Beverage Containers Program, and we understand that change can be both challenging and rewarding. However, we have been intent on listening to RC operators throughout the process.

The initial draft was shared with all RCs for feedback in late January 2024, and subsequent changes were made and agreed to by the parties involved. We believe the finalized agreement, reached through recent negotiations, is fair, reasonable, and

beneficial for all parties involved. Currently, the document is undergoing a final review and translation by both legal teams.

We appreciate the patience and cooperation of all RC operators during this extended process. Rest assured; the finalized agreement will be communicated to all operators promptly. Those who have already signed agreements will have the opportunity to review and re-sign the final version that incorporates all amendments made during the negotiation process.

The transition to EPR has already brought numerous benefits for consumers and RC operators in New Brunswick, such as streamlined administration, reduced sorting, and full refunds on beverage container deposits.

Consumer response has been positive, with return rates reaching post-pandemic lockdown levels, and we anticipate this trend to continue into the spring and summer, driven by the introduction of full refunds on deposits and our enhanced communication efforts. While we hope the increased refunds will continue to boost redemption rates, we're also focusing on initiatives like our school recycling program to increase volumes at RCs across the province.

Our [Stewardship Plan](#), approved by Recycle NB, emphasizes environmental performance as our primary goal. We're dedicated to increasing New Brunswick's beverage container recovery rate and are keen to collaborate closely with RC operators to achieve this.

FOCUS ON YOUTH RECYCLERS - EARTH DAY CELEBRATION

Encorp celebrated the New Brunswick Beverage Containers Program, now under an Extended Producer Responsibility (EPR) model, during an [Earth Day event at Rothesay High School](#) on Monday, April 22, 2024.

Representatives from [Recycle NB](#) and Encorp made short speeches on the new Extended Producer Responsibility (EPR) Beverage Containers Program. Media, as well as representatives from the Department of Environment and Climate Change, were in attendance.

We felt that doing an Earth Day celebration event focused on youth recyclers – by shining a spotlight on our [Recycling Heroes in School Program](#) – would be a great reminder of the importance of recycling education among youth. Student [Recycling Ambassadors](#) from Rothesay High School, one of the top performing schools currently enrolled in this program, were asked to do a short presentation on how they fundraise through the daily collection and recycling of beverage containers at their school and community bottle drives.

It was great to see these young recyclers talk so enthusiastically about beverage container recycling and the impact it has had on them and their school. Currently, the 50 schools enrolled in our school program have recycled over 650,000 containers, on track to achieve nearly one million by the end of the school year. We will be tallying up final counts and announcing our 2023-2024 school year prize winners in June. Stay tuned!

Our [Recycling Heroes in School Program](#) is available to all schools across the province and aims to foster a culture of recycling among youth. Interested schools can apply by filling out the application form on our website at encorpatl.ca/recycle.



Student Recycling Ambassadors from Rothesay High School pose with a cheque from Encorp matching funds raised from beverage container recycling since the start of their school's participation in the [Recycling Heroes in Schools Program](#). Encorp was offering funds matching as a special bonus for the first 50 schools to join the program during its inaugural year.



encorpatl.ca info@encorpatl.ca

If you need to contact Encorp Atlantic for any reason, you can call our main line at **1-877-389-7320**.

When you call, press 1 to be directed to the help options for RCs, which will have you choose from operations, IT support (*EnSys-Connex* POS), and payments.

If you prefer to contact us by email:

- For operations and logistics - operations@encorpatl.ca
- For IT support (*EnSys-Connex* POS) - support@encorpatl.ca
- For payments and general inquiries - info@encorpatl.ca