

SUMMER 2024

ACCURACY AWARDS

Encorp is proud to congratulate the first recipients of our Quality Control (QC) Accuracy Awards. Since 2023, twice per year (December and June), Encorp gives out these awards to RCs that maintain exceptional accuracy trends over a 12-month period (estimated average error between +1% and -1% and estimated relative standard deviation of the errors less than 5%).

Congratulations to the following RCs:

- December 2023**
- Acadia Bottle Exchange LTD (Cap-Pelé)
 - Brooks Redemption Centre (Hartfield)
- June 2024**
- Acadia Bottle Exchange LTD (Cap-Pelé)
 - Brooks Redemption Centre (Hartfield)
 - Denton's Bottle Exchange (Minto)

CRUSHED CANS - NO HOCKEY PUCKS!

As summer brings more visitors and cottage dwellers, we're getting many questions about crushing cans. Remember, Encorp prefers cans NOT be crushed, as [outlined on our website](#) and shown visually on our "How to Prepare Your Beverage Containers" poster. However, at QC, we only truly reject cans that are completely flattened like hockey pucks (the can being unidentifiable with no visible label/markings). RCs should encourage customers not to crush cans, but can use their judgment when it comes to accepting them.



UPDATED DOCUMENTS FOR OPERATIONS & LOGISTICS BINDER

We recently reviewed the contents of the [Redemption Centre \(RC\) Operations & Logistics binder](#) and made minor edits to ensure all information aligns with the final *Redemption Centre Service Agreement*.

- The *Pickup Schedules* document now includes the most accurate details on minimum volumes for pickup, matching the exact numbers stated in the Agreement.
- The *Refillable Glass (Beer) Sort/SKU 29* sorting guide has been updated with additional details on palletization and includes a new handy reference page listing all brands of beer currently on the market with refillable bottles.

The updated versions of these three documents are enclosed in your *RC Journal* package – please replace previous versions of these documents with these new versions. Note that you can also check and access all up-to-date documents that should be in your binder via our website's [Operations & Logistics](#) webpage.

RENEWED PARTNERSHIP WITH REDEMPTION CENTRES

The *Redemption Centre (RC) Service Agreement* between Encorp and RC operators was recently finalized and signed. This is the first step in continuing our partnership and advancing environmental performance for the Beverage Containers Program.

The 7-year Agreement will help ensure financial stability for RCs by increasing fees paid by Encorp and providing subsidies for small or rural centres. For consumers, the Agreement enhances recycling accessibility by increasing Saturday hours (6 hours year-round) and improves used beverage container (UBC) transaction traceability/transparency through province-wide use of the *EnSys-Connex* point-of-sale (POS) system.

Please know that we share with RCs the same goal: to improve the beverage container recycling system in New Brunswick and have more consumers return and recycle their deposit-bearing beverage containers.



This shared goal is what drives us, and we believe that together, we can make a significant impact.

As stated in our [Stewardship Plan](#), we remain committed to enhancing the beverage container return/redemption experience, making UBC collection more accessible in public spaces like schools and outdoor events, reducing littering, and focusing on youth education and outreach to foster a new generation of lifelong recyclers. We will continue to expand our communications and education efforts to encourage more New Brunswickers to return and redeem their UBCs through the network of RC locations.

We view RCs as our key partners in these endeavors and thank them for their continued trust and valued relationship with Encorp.

RECYCLING HEROES IN SCHOOL PROGRAM WRAPS UP SUCCESSFUL FIRST YEAR

[Encorp is excited to celebrate the outstanding achievements of schools participating in the inaugural year of our Recycling Heroes in School program.](#) This initiative aims to promote environmental stewardship by encouraging students to recycle beverage containers. Encorp supports schools by providing recycling supplies, educational materials, funding, and assistance in connecting with local RCs.

At the end of the 2023-2024 school year, the top five schools based on UBCs recycled per student were:

1. **Académie Notre-Dame** (partner RC: Billy's Bottle Exchange, Dalhousie)
2. **École Léandre-LeGresley** (partner RC: Recyclage Caraquet, Caraquet)
3. **Chipman Forest Avenue School** (partner RC: Sully's Bottle Depot, Chipman)
4. **Harvey High School** (partner RC: Cole's Bottle Depot, Harvey Station)
5. **Rothsay High School** (partner RC: Golden Mile Redemption Centre, Saint John)

These schools excelled by not only recycling from daily operations, but also engaging the community through bottle drives and encouraging the public to donate their UBCs, thus ensuring UBCs throughout their region were kept out of landfills. Their success stories will be shared this fall to inspire and recruit more schools into the program.

A big thank you to the partner RCs of these top schools and all RCs involved in our *Recycling Heroes in School* program for their efforts in sorting and counting the extra volume and crediting the schools via our *EnSys-Connex* POS system, which tracks each school's progress. Collectively, the 50+ schools in the program recycled over 810,000 containers during the 2023-2024 school year. We aim to expand the program annually. Interested schools can sign up for free on our [Recycling Heroes in School](#) webpage.



Students from Académie Notre-Dame proudly display one of our Recycling Hero bins.