



2023

ANNUAL REPORT

OCTOBER 2024

encorpre
RECYCLE

Path Forward, Towards Extended Producer Responsibility

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TERMINOLOGY

ANBL	Alcool NB Liquor
BCP (or “Program”)	Beverage Containers Program
BCA	<i>Beverage Containers Act</i> , the piece of legislation responsible for the Beverage Containers Program from its inception in 1992 to March 31, 2023. The revocation of the BCA and its <i>General Regulation</i> received final approval from the NB Legislature in December 2023.
brand owners	Beverage product manufacturers, distributors, owners/licensees of registered trademarks, retailers and any other entities who would be required to register with Recycle NB as brand owners under the <i>Designated Materials Regulation (Clean Environment Act)</i> for the move to EPR on April 1, 2024, and be able to designate Encorp as their agent.
deposit	Refundable amount (either half or in full) charged on top of the price of a beverage product at point-of-purchase (retail) as an incentive for consumers to return the empty container for recycling at designated UBC return facilities, known as “redemption centres.”
deposit-bearing beverage containers	Sealed containers 5 L or less for ready-to-drink beverage products subject to a deposit in NB. Note that the BCP’s Exclusion Policy, which applied to the BCP under the BCA, as well as the official definition of “beverage” in the ammended <i>Designated Materials Regulation (Clean Environment Act)</i> , excludes the following beverages: <i>milk, plant-based milk product alternatives that are fortified and a source of protein, unprocessed apple cider, concentrated drinks, infant formula, meal replacements and formulated liquid diets.</i>
distributors	Beverage product distributors with signed <i>Distributor Agreements</i> with Encorp Atlantic Inc. under the BCA, which would expire on March 31, 2024, with the start of the new EPR BCP.
ELG (or “the Department”)	New Brunswick Department of Environment and Local Government
Encorp	Encorp Atlantic/Encorp Atlantique not-for-profit producer responsibility organization created in 2023 in response to amendments to the <i>Designated Materials Regulation (Clean Environment Act)</i> .

TERMINOLOGY

Encorp Atlantic Inc.	Corporation representing non-alcohol beverage product distributors created in 1992 in response to the BCA and dissolved in 2023.
EPR	Extended Producer Responsibility
NB	New Brunswick
NPO	not-for-profit organization
Plan	Stewardship Plan
POS	Point-of-Sale
PRO	producer responsibility organization
QA/QC	Quality Assurance/Quality Control
RC	redemption centre
Regulation	<i>Designated Materials Regulation</i> under the <i>Clean Environment Act</i> , the piece of legislation responsible for the new EPR BCP (as of April 1, 2024) and all other EPR programs in NB.
RFP	request for proposals
RNB	Recycle NB
RSC	Regional Service Commission
UBC	used beverage container (whenever mentioned in this document, all UBCs are assumed to be deposit-bearing).

EXECUTIVE SUMMARY

MESSAGE FROM THE CHAIR AND THE CEO

On January 1, 2023, a new company was established with a fresh governance model and a clear vision. The transition of the New Brunswick Beverage Containers Program (BCP) required collaborative efforts with the Department of Environment and Local Government (ELG) and beverage industry stakeholders. A significant milestone was achieved with the establishment of a not-for-profit organization (NPO), **Encorp Atlantic/Encorp Atlantique** ("**Encorp**"), marking a step forward in the transition to Extended Producer Responsibility (EPR) for the province's beverage container deposit/return system.

March 31, 2023, was a crucial date as it marked the last day consumers contributed to the NB Environmental Trust Fund (ETF) and the very last day of operations for the former **Encorp Atlantic Inc.** as the manager of non-alcohol beverage container recycling in the province within the BCP.

To align with the new EPR BCP that would commence in 2024, Encorp Atlantic Inc. transferred all legal obligations to the newly established NPO, Encorp, on April 1, 2023. With its accumulated expertise and assets, this new NPO would be well-positioned to assume full stewardship responsibilities for managing the new EPR Program on behalf of "brand owners" - the beverage product industry members selling/distributing deposit-bearing beverage products in the province.

Indeed, on March 31, 2023, with the transition to EPR only a year away, the BCP - which had remained mostly unchanged since its inception in 1992 - was on the brink of a new era, promising service modernization for consumers and redemption centre (RC) operators thanks to modernization efforts now made possible through an EPR model. The Program was entering its transition year, and much work had to be done to prepare.

Throughout this transition year, numerous challenges emerged. The shift to EPR would reshape how the beverage industry needed to approach environmental performance and reporting. Preparing and adapting to these changes were among the primary challenges for Encorp, and one of the first steps was drafting and submitting a Stewardship Plan for the management of the new EPR Program to Recycle NB (RNB) - the arms length government agency overseeing all EPR waste management/recycling programs in NB.

Encorp also had to successfully expand its service delivery model to encompass the collection and processing of all used non-refillable deposit-bearing beverage containers from RCs. April 1, 2023, marked the first time since 1992 that a single entity would manage both alcohol and non-alcohol non-refillable containers in New Brunswick.

As the organization adapted to and continues to navigate these significant structural changes, there is a renewed commitment to enhancing used beverage container (UBC) recovery rates and overall environmental performance. Improving access and convenience for NB consumers will be a central focus for Encorp moving forward, reflecting the organization's guiding principles. Encorp is prepared to lead a transformative process to revolutionize UBC recycling in the province. With the new EPR Program coming into effect on April 1, 2024, and acting as the single producer responsibility organization (PRO) managing all deposit-bearing beverage containers for all brand owners, Encorp will aim to streamline program administration and reporting, enhance access and convenience for consumers, and support RC operators with tools and technologies.

Despite lower participation rates in 2023 compared to similar programs in Canada, Encorp's Stewardship Plan is looking towards the future with optimism, offering solutions to improve access and convenience for consumers, support RC operators, and ensure the long-term financial sustainability of the BCP.

Neil Antymis, Chair
Pierre Landry, CEO



EXECUTIVE SUMMARY

2023 TIMELINE - OVERVIEW OF TRANSITION TO EPR YEAR

JANUARY

Creation of new NPO Encorp Atlantic / Encorp Atlantique.

Discussions on a contractual agreement with Alcool NB Liquor (ANBL) for Encorp Atlantic Inc. to take over responsibilities related to the management of post-consumer alcohol beverage containers (excluding refillables).

Preparations underway for the addition of non-refillable alcohol beverage containers + revised material Sort List for RCs.

FEBRUARY

ELG publishes draft framework for EPR regulations (28-day consultation).

Conclusion of request for proposals (RFP) review process and awarding of new 5-year contracts to service providers for April 1, 2023.

MARCH

Communications to distributors on upcoming changes (new NPO Encorp taking over responsibilities for both alcohol and non-alcohol beverage containers).

Communications to RCs on upcoming changes (new NPO Encorp taking over responsibilities for both alcohol and non-alcohol beverage containers + new Sort List + new service providers).

New Brunswick Legislature approves on March 28, 2023, the amendments to the *Designated Materials Regulation (Clean Environment Act)* to convert the BCP to an EPR model. (Planned start of the EPR Program is set for April 1, 2024, with 2023 considered a transition year.)

Submission of Stewardship Plan for the BCP's transition year to ELG.

Encorp Atlantic Inc. makes final contributions to NB's Environmental Trust Fund (ETF).

APRIL

BCP's transition to EPR year officially starts.

New NPO Encorp transfers all legal obligations, agreements and contracts from Encorp Atlantic Inc. and begins operations on April 1, 2023, as the agent responsible for managing both non-alcohol and alcohol beverage containers (except refillables).

ANBL, as well as Craft Alcohol NB members, begin reporting and remitting deposits to Encorp.

New service provider contracts for UBC collection, transportation, processing, and materials management take effect.

MAY

Engagement webinar on Quality Assurance/Quality Control (QA/QC) with RCs.

Strategic workshops for Encorp's new Board of Directors.

EXECUTIVE SUMMARY

JUNE

Discussions commence with Beer Canada members regarding management of refillable beer containers under EPR.

JULY

RFP issued for Benchmarking Redemption Centre Handling Fee Methodology Study.

AUGUST

Submission of Stewardship Plan for the new EPR Program to Recycle NB as required by the Regulation by August 1, 2023.

Brand owners register with Recycle NB for the new EPR Program as required by the Regulation by August 1, 2023, and have until March 31, 2024, to designate Encorp as their agent.

ELG approves Stewardship Plan for BCP Transition Year.

SEPTEMBER

Regional strategic engagement meetings with RCs on the new EPR model and future standards/requirements + work begins on *Redemption Centre Service Agreement* document.

OCTOBER

Official dissolution of company 051024 NB INC. (formerly Encorp Atlantic Inc.).

NOVEMBER

Container recycling fee (CRF) rates and deposit amounts set for April 1, 2024.

Brand Owner Information Package & Brand Owner Agreement to designate Encorp as agent sent to all brand owners registered with Recycle NB for new EPR program.

Recycle NB approves Encorp's Stewardship Plan for the new EPR Program, pending Encorp and Beer Canada members finalize agreement for management of refillable beer containers.

DECEMBER

Information webinars for brand owners regarding their responsibilities and obligations with EPR in NB.

Submission of Communications Plan for the first year of the new EPR Program to Recycle NB.

New Brunswick Legislature revokes *Beverage Containers Act* and its *General Regulation* on December 13, 2023.

GOVERNANCE

MEMBER ASSOCIATIONS

Located in Moncton, NB, Encorp Atlantic/Encorp Atlantique ("Encorp") is a federally incorporated, not-for-profit product stewardship association governed by a Board of Directors representing beverage product brand owners in NB as a single agent through the following associations:

- BEER CANADA;
- CANADIAN BEVERAGE ASSOCIATION;
- CRAFT ALCOHOL NB;
- RETAIL COUNCIL OF CANADA;
- SPIRITS CANADA; AND
- WINE GROWERS CANADA.

INAUGURAL BOARD OF DIRECTORS

The Board of Directors for the new NPO, Encorp, was formed on January 1, 2023, with the following representatives from Encorp's member associations:

Neil Antymis – Chair
(Canadian Beverage Association)

Emma Breen
(Beer Canada)

Lloyd Chambers
(Craft Alcohol NB)

Jim Cormier
(Retail Council of Canada)

Jennifer Kerr
(Canadian Beverage Association)

Doug Mander
(Beer Canada)

Caroline Lavoie
(Wine Growers Canada)

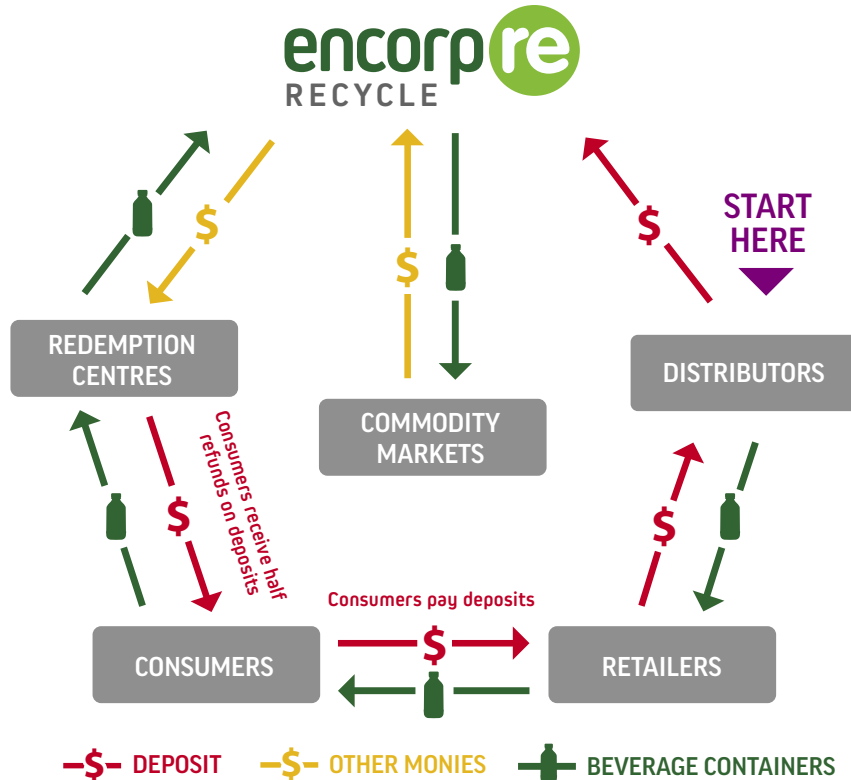
Gerald MacCallum
(Canadian Beverage Association)

Marion Organ
(Canadian Beverage Association)

Jan Westcott
(Spirits Canada)

PROGRAM OUTLINE

HOW THE MONEY FLOWS



SUBMISSION & APPROVAL OF STEWARDSHIP PLAN FOR NEW EPR PROGRAM (APRIL 1, 2024 – DECEMBER 31, 2028)

Much of the 2023 transition year for Encorp was taken up by developing and submitting a Stewardship Plan to RNB regarding the management of the upcoming EPR BCP. The Plan would cover the first four years of this new EPR Program - from April 1, 2024, to December 31, 2028. All PROs of waste management/recycling programs for designated materials in the Regulation must submit such plans. After submitting a first draft on August 1, 2023, revisions and adjustments ensued in the following months to meet the feedback and approval of RNB. Encorp diligently worked through these revisions, refining the Plan to meet the requirements and expectations outlined by RNB. The process involved carefully considering various factors, including program objectives, key performance indicators and targets, strategies for increasing UBC recovery rates and finding ways of improving all aspects of the Program's environmental performance.

The Plan outlines Encorp's strategies to enhance UBC recycling accessibility and convenience for beverage consumers, improve communication and outreach efforts, and launch deposit-bearing UBC recycling programs targeting schools and community groups province-wide. In its Plan, Encorp emphasizes the new EPR Program's commitment to prioritizing environmental performance, expanding UBC return and collection options, improving the UBC redemption experience, and reducing litter in public spaces. The Plan also sets key performance objectives for Encorp, including targets for UBC recovery rates based on container material type. Over a four-year period, Encorp aims to raise the UBC recovery rate by units from 73% to 75%. Additionally, the plan outlines objectives for increasing consumer awareness of the Program, with the target of raising awareness from the current estimated range of 70-75% to 85% within four years.

The approved Plan can be viewed on RNB's website (recyclenb.com). A link to the document is also provided via Encorp's website (encorpatl.ca/encorp-atlantic/stewardship-plan).

PROGRAM OUTLINE

COMMUNICATIONS PLAN

Encorp's 2023 Communications Plan focused on increasing general public/beverage consumer UBC recycling education communications through the expansion of its yearly province-wide *Recycling Hero* ad campaign and *Recycling Hero* programming (see *Recycling Hero Strategy* section below).

Furthermore, the Communications Plan called for much of the communications team's 2023 efforts to be focused on getting the network of RCs, as well as beverage industry members, ready for the upcoming 2024 transition to EPR and maintaining day-to-day operation communications with these two key stakeholder groups (see *Program Communications* section on page 22).

Since Encorp would, on April 1, 2024, become the PRO in charge of managing all aspects of the new EPR Program, it would also be mandated by the Regulation to submit annual communications plans to RNB to coordinate recycling promotion and education efforts. Utilizing insights from consumer research conducted in 2023, Encorp's communications team developed a Communications Plan for April 1, 2024, to December 2024, which details goals, strategies, target audiences, tactics, timelines, and success metrics aimed at enhancing public awareness and participation in the new EPR Program. This plan was shared with RNB in December 2023.

RECYCLING HERO STRATEGY

"*Recycling Hero*" is a communications strategy Encorp uses to improve UBC recovery rates in NB by decreasing the littering of UBCs in public spaces. The concept and its key messages encourage NBers to be *Recycling Heroes* – stepping up for the province and its beautiful outdoor spaces by always choosing to recycle their UBCs instead of leaving them behind as litter.

On top of being used in anti-litter education ads yearly during the spring and summer seasons, *Recycling Hero* branding is used for Encorp's community outreach public space recycling programs targeted to schools and community groups across the province. The goals of these programs are to:

- Encourage NBers to stop littering and start recycling UBCs while out and about;
- Increase awareness and use of public space recycling bins;
- Increase anti-littering and pro-recycling awareness and education among children and youth via school programs and partnerships which appeal to this demographic; and
- Increase positivity surrounding UBC recycling through empowering community/grassroots environmental leadership.



PROGRAM OUTLINE

The following *Recycling Hero* campaign and programming took place in 2023.

Recycling Hero Ad Campaign

Anti-litter ads with the slogan “*Be a Recycling Hero!*” were showcased throughout the 2023 spring and summer season as a reminder to keep NB’s beautiful outdoor spaces litter-free – especially when it comes to UBCs, which are so easy to reuse and recycle.

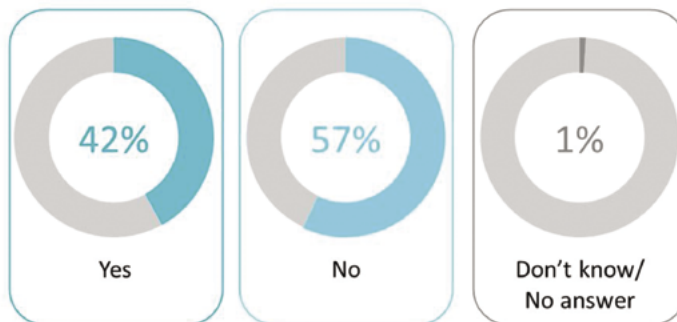
The ads were featured on recycling bins in tourism destinations, city buses, outdoor digital billboards, and indoor digital displays in local family-friendly restaurants, convenience stores, shopping malls, and shops in communities across the province. The campaign also had a solid online presence via social media and web ads. Full-page advertorials talking about how everyday NBers could be *Recycling Heroes* were published in *l’Acadie Nouvelle*, *l’Étoile*, *Telegraph Journal*, *Times and Transcript*, *Daily Gleaner*, *Bugle Observer*, *Miramichi Leader*, *Northern Light* and *Campbellton Tribune*. Finally, visitors to parks and beaches were geotargeted to be shown anti-litter ads when browsing on their mobile devices, thus keeping the campaign’s anti-litter and pro-recycling messaging top of mind when enjoying these public spaces.



The ad campaign had a digital reach of approximately 525,000 individuals, generating over 58,000 engagements for an average engagement rate of 11%. Brand awareness/recall for *Recycling Hero* was also indicated to be at 42% in 2023, up from 19% when it was first measured following the first *Recycling Hero* campaign held in 2020.



Seen or Heard Ads in the Past Year Promoting the Recycling of Beverage Containers, Including the Line “Be a Recycling Hero”



Q.EA1: In the past year, do you recall seeing or hearing any advertisements that promote the recycling of beverage containers instead of discarding them as litter? They include the line “Be a recycling hero”. (n=400)



PROGRAM OUTLINE

Recycling Hero Community Cleanup Grants

Every spring, Encorp makes community cleanup grants available to *Recycling Heroes* - schools and community groups - to help them organize a beach sweep, park cleanup or cleanup of other public outdoor space. Encorp ensures each grant recipient is linked with a local RC to ensure all deposit-bearing UBCs found during their community cleanup event are recycled.

While these community cleanups do not significantly increase UBC recovery, they are an educational initiative Encorp proudly offers. They enable communities to feel good about taking environmental action, involve youth in becoming environmental stewards, and deliver an important anti-littering message.

A total of 20 grants were awarded in 2023. Success stories detailing each cleanup event were published on Encorp's website and shared on social media – and these posts generated over 35,000 positive engagements (likes, clicks, shares, and comments).



School-Led Initiatives:

- École Académie Notre Dame (Dalhousie, NB)
- Hillcrest School (Moncton, NB)
- Chipman Forest Avenue School (Chipman, NB)
- Devon Middle School (Fredericton, NB)
- École Abbey-Landry (Memramcook, NB)
- Saint Mary's Academy (Edmundston, NB)
- Canterbury High School (Canterbury, NB)
- Polyvalente Louis-Mailloux (Caraquet, NB)
- Harvey High School (Harvey Station, NB)
- Woodstock High School (Woodstock, NB)
- École Mgr-Matthieu-Mazerolle (Rivière-Verte, NB)
- Hartland Community School (Hartland, NB)
- Perth-Andover Middle School (Perth-Andover, NB)
- James M. Hill High School (Miramichi, NB)
- Cité des Jeunes, A-M-Sormany (Edmundston, NB)

Not-for-Profit Organizations/Community-Led Initiatives:

- Friends of Fundy (Alma, NB)
- Shediac Bay Watershed Association (Shediac, NB)
- 1st Kennebecasis Valley Baden Powell Service Association (Quispamsis, NB)
- 1st Saint Margaret's Scouting Group (Fredericton, NB)
- Municipalité de l'Île-de-Lamèque (Lamèque, NB)

PROGRAM OUTLINE

Recycling Heroes in School Program

Excitingly, Encorp spent much of 2023 developing and launching a new school recycling program – *Recycling Heroes in School* – in time for the 2023-2024 school year. Through this program, Encorp provides schools with the necessary tools (such as recycling bins) and support to set up recycling stations in classrooms, hallways, and cafeterias. Encorp also links them with local RCs and tracks the number of UBCs they recycle through their school accounts. Fun prizes are given to reward top-performing schools and help create positive competition to encourage the schools to recycle as much as possible. But it's the students – the Recycling Ambassadors – who drive the program's success by educating their peers and being involved in the collection and recycling process. When applying to enroll in the program, schools must designate these Recycling Ambassadors, often a particular classroom, grade, or eco-group of students, who – along with their teacher or chaperones – become the leaders for their school's UBC recycling efforts for the school year.

In just a few short months after its launch, the program had already enrolled 39 schools. These schools managed to recycle over 350,000 UBCs through the daily collection at school and from community bottle drive fundraising efforts.

Thanks to being able to track data from every school participating within its *EnSys-Connex* Point-of-Sale (POS) system, Encorp will be able to accurately measure the impact of the school program in increasing UBC recovery rates. The school program is expected to notably help increase the recovery rate for carton UBCs, as many juice boxes would be collected in schools from cafeterias.



PROGRAM OUTLINE

Encorp plans to continue expanding the school program with a target of enrolling at least 50 schools per school year until all NB schools recycle and redeem their UBCs. Promotions for the program are primarily done via direct emails to schools/school districts, and social media posts/ads. Furthermore, a partnership with The Gaia Project (thegaiaproject.ca) was established in which their educational consultants promote Encorp's *Recycling Heroes in School* program to schools participating in their *Trash Tacker* program (*Trash Tracker* gets students involved in collecting, measuring and finding solutions to reduce their school's waste footprint – and recycling UBCs by signing up for Encorp's *Recycling Heroes in School* program is suggested to schools as one of the solutions they can implement).

The *Recycling Heroes in School* program was off to a great start in 2023. Encorp hopes it will continue to nurture lifelong recycling habits among youth – the environmental stewards of tomorrow.

Events Sponsorship Program

Encorp is able to supply UBC collection tools/supplies to event organizers throughout the province who want to be *Recycling Heroes* by ensuring the containers of the beverages consumed at their event get collected on-site and recycled. On top of getting requests from various event organizers, Encorp further enhanced its sponsorship reach in 2023 by creating a partnership with MBS Radio to facilitate recycling on-site during summer events attended by its community cruisers. With radio staff being lent "Re-Bins" (large outdoor UBC collection bins) and a "Re-Mobile" (UBC collection trailer) for the entire summer season in each market/region and making arrangements to return UBCs collected to local RCs post-event, Encorp ensured its *Recycling Hero* messaging reached community event attendees in various regions of the province. Over 75,000 UBCs were estimated to be collected and recycled from all outdoor community events and festivals sponsored by Encorp in 2023.

Events with UBC recycling sponsored by Encorp in 2023:

- Moncton RibFest
- Miramichi Country Fest
- Hillsborough Hope & Wellness Festival
- Campbellton Salmon Festival
- New River Beach Sand Sculpting Competition
- Dalhousie Bon Ami
- Miramichi Rock & Roll Festival
- Minto Future Forest Festival
- Campbellton NB Day Celebration
- Saint John KV Music Festival
- Charlo Fair
- Sussex Atlantic Balloon Fiesta
- Frye Island Terry Fox Cleanup Event

AT-A-GLANCE – 2023 Recycling Hero Strategy

- 20 sponsored community cleanup events.
- Launch of new school recycling program in September 2023 – with 39 schools enrolled and over 350,000 UBCs recycled by December 2023.
- Sponsored UBC collection and recycling at 13 community outdoor events – resulting in over 75,000 UBCs recycled.
- Exciting new partnership launched with MBS Radio to sponsor and facilitate UBC collection and recycling at various community outdoor festivals throughout the province yearly during the summer.

UBC COLLECTION SYSTEM & SERVICE PROVIDERS

COLLECTION & PROCESSING - RFP APPROACH AND CHANGES AS OF APRIL 1, 2023

The BCA was introduced in 1992, establishing the principle that industries should be responsible for the containers of their products even after use. Initially, a network of 108 independently operated RCs across the province served as collection points where consumers could return their UBCs for a refund. By 2023, only 68 of these centres remained.

As part of the 2023 transition year, starting April 1, 2023, Encorp would take over responsibility for all non-refillable UBCs in New Brunswick, including both alcohol and non-alcohol beverage containers. Previously, Encorp had only been responsible for non-alcohol beverage containers. This transition, in anticipation of the upcoming EPR model, aimed to streamline the collection of beverage containers across the province.

To prepare, Encorp issued an RFP in 2022, as its existing five-year service provider contracts were set to expire in 2023. The review process included developing new agreements for collection, transportation, processing, and materials management.

Following a comprehensive review, Hebert's Recycling in Miramichi, NB, was awarded the collection and processing service agreements for all non-glass materials. Novapet (Evergreen) in Amherst, NS, secured the contract for managing post-consumer plastic, and Rayan Environmental Solutions in Moncton, NB, was awarded the contract for the collection and management of glass materials.



On April 1, 2023, Hebert's Recycling and Rayan Environmental Solutions thus assumed responsibility for collecting and processing all UBCs, except refillables, from all RCs within NB. However, the transition faced several challenges, particularly for Hebert's Recycling. Post-COVID supply chain issues prevented the new service provider from having all the necessary equipment ready and operational by the start date of the service agreement. This led to delays in the collection process at RCs across the province throughout the spring and summer of 2023.

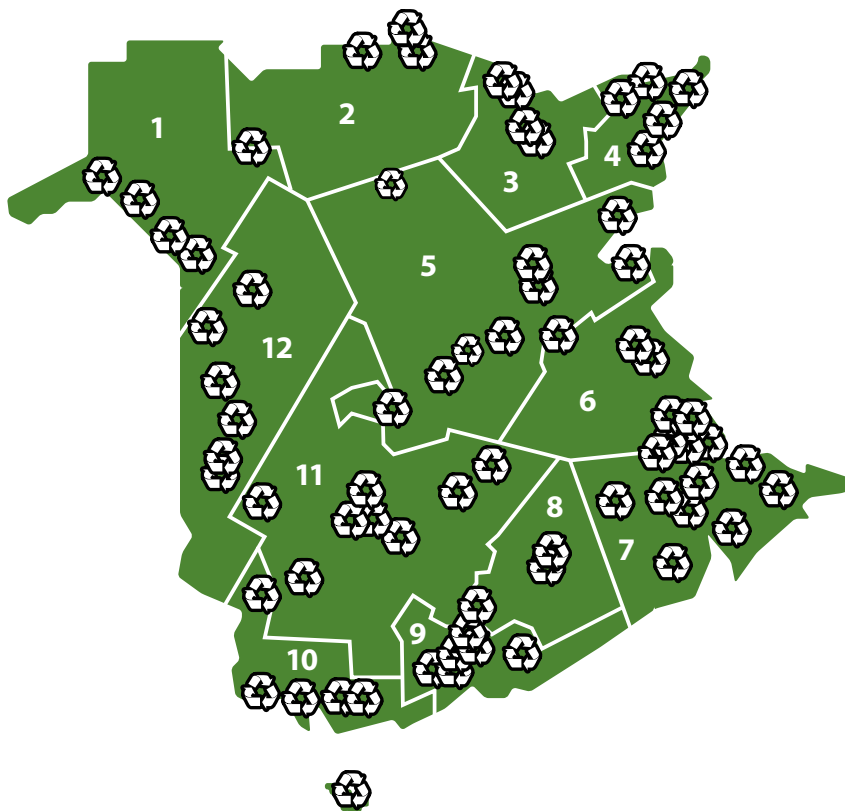
Additionally, Hebert's Recycling's proprietary Enviropactor technology was not designed to handle plastic UBCs with lids, causing problems with the on-site compaction of plastic containers. This affected the density and capacity of bulk bags at RCs and also

affected Encorp's plastic materials end-markets. Novapet, the local end-market used by all three recycling programs in the Maritime provinces, refused to accept plastic containers from Encorp at spring and summer peak volumes. This refusal created a backlog of over 9,000 plastic-filled bulk bags at Hebert's Recycling's processing facility in Miramichi.

In response, Encorp invested in on-site compaction equipment at Hebert's Recycling's Miramichi facility and specialized transportation equipment to address the backlog. This initiative incurred a capital cost of \$610,000. By the end of December, all operational and logistical issues had been resolved, and day-to-day operations returned to normal.

UBC COLLECTION SYSTEM & SERVICE PROVIDERS

COLLECTION NETWORK REGIONS



April 1, 2023 - December 31, 2023

Regional Service Commissions (RSC)*	RSC#	# of RCs Within the Region	Containers Redeemed by Region
Northwest	1	5	16,354,455
Restigouche	2	4	12,725,128
Chaleur	3	4	10,582,861
Acadian Peninsula*	4	6	19,209,864
Greater Miramichi*	5	6	13,675,560
Kent	6	7	13,341,723
Southeast	7	13	63,075,227
Kings	8	1	13,683,956
Fundy	9	7	39,020,591
Southwest	10	6	12,175,233
Capital	11	7	32,913,971
Western Valley	12	6	13,289,598
TOTAL		72	260,048,167

*Includes waste commissions

UBC COLLECTION SYSTEM & SERVICE PROVIDERS

REGIONAL PER CAPITA RETURNS

April 1, 2023 - December 31, 2023

Regional Service Commissions (RSC)	RSC#	Population by Region*	Container Sales by Region	Containers Redeemed by Region	Redemption Rates by Region	Average Returns Per Capita	Market Share by Region
Northwest	1	45,040	20,774,790	16,354,455	78.7%	363	6.3%
Restigouche	2	25,254	11,648,510	12,725,128	109.2%	504	4.9%
Chaleur	3	34,519	15,921,982	10,582,861	66.5%	307	4.1%
Acadian Peninsula	4	46,568	21,479,494	19,209,864	89.4%	413	7.4%
Greater Miramichi	5	37,119	17,121,474	13,675,560	79.9%	368	5.3%
Kent	6	35,527	16,386,973	13,341,723	81.4%	376	5.1%
Southeast	7	192,660	88,865,159	63,075,227	71.0%	327	24.2%
Kings Regional**	8	20,753	9,572,498	13,683,956	143.0%	659	5.3%
Fundy	9	127,486	58,803,249	39,020,591	66.4%	306	15.0%
Southwest	10	28,472	13,132,779	12,175,233	92.7%	428	4.7%
Capital	11	138,368	63,822,754	32,913,971	51.6%	238	12.6%
Western Valley	12	35,818	16,521,013	13,289,598	80.4%	371	5.1%
Total		767,583	354,050,674	260,048,167	73.4%	339	100.0%

* Based on 2021 population data received from the Government of New Brunswick.

** Some material from Region 9 is being reported in Region 8.

UBC COLLECTION SYSTEM & SERVICE PROVIDERS

RETURNS BY MATERIAL TYPE

April 1, 2023 - December 31, 2023

SORT LIST	UNITS		RETURN RATE	% OF REDEEMED MIX
	SALES	REDEEMED		
Aluminum	195,031,387	156,319,174	80.2%	60.1%
PET (Non-Alcohol) & HDPE Translucent Including Lids/Caps	120,966,635	83,550,660	69.1%	32.1%
PET (Alcohol), Including Lids/Caps	3,215,185	1,822,652	56.7%	0.7%
Non-Refillable Glass (Green, Clear and Brown)	13,395,446	10,696,522	79.9%	4.1%
Cartons (Polycoat Containers & Wine Boxes), Including Lids/Caps	16,844,112	5,582,274	33.1%	2.2%
Steel	682,019	357,524	52.4%	0.1%
Plastic (Other) / Pouches, Including Lids/Caps	3,915,890	1,719,361	43.9%	0.7%
	354,050,674	260,048,167	73.4%	100.0%

UBC COLLECTION SYSTEM & SERVICE PROVIDERS

MATERIAL END-MARKETS

ALUMINUM

Shupan, Kalamazoo, MI

PET (NON-ALCOHOL) / HDPE TRANSLUCENT + PET (ALCOHOL)

Novapet, Amherst, NS

NON-REFILLABLE GLASS (GREEN, CLEAR AND BROWN)

Rayan Environmental Solutions, Moncton, NB

CARTONS (POLYCOAT CONTAINERS & WINE BOXES)

ReMM, Brantford, ON

Scotia Recycling, Dartmouth, NS

Sustana Fibers, Levis, QC

STEEL

Scotia Recycling, Dartmouth, NS

Tri-Province Enterprises, Moncton, NB

AIM Recycling, Saint John, NB

OTHER PLASTICS / POUCHES

Novapet, Amherst, NS

AT-A-GLANCE – 2023 UBC Collection System & Service Providers

- Despite initial challenges at the start of the transition year, Encorp's investment in new auger and conveyor systems and extra walking-floor trailers will help ensure plastic containers can be processed more effectively and prevent backlogs moving forward.
- Total 2023 UBC recovery rate for the entire province (all RSC regions combined): 73%

TECHNOLOGY & INNOVATION

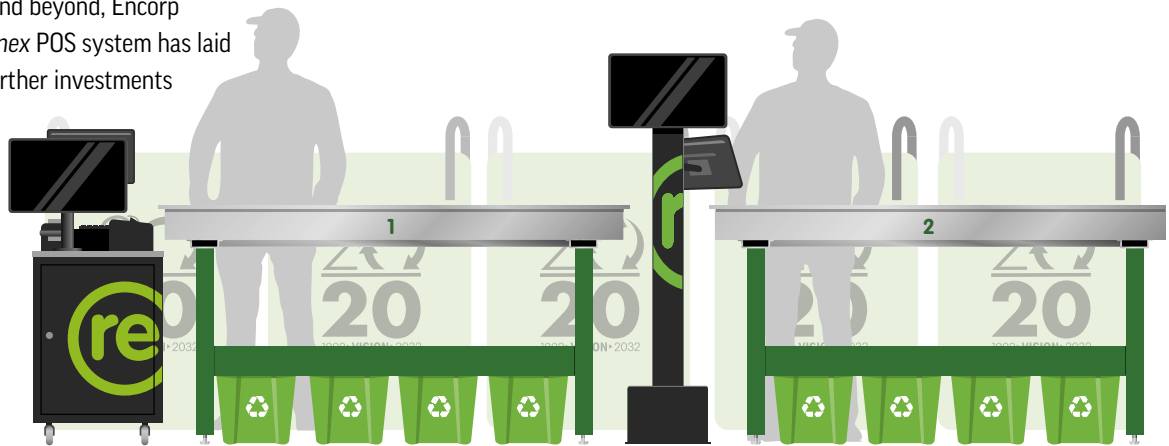
TECHNOLOGY DEVELOPMENTS IN 2023

Prior to dissolving in 2023, Encorp Atlantic Inc. had long leveraged technology to maximize operational and administrative efficiencies in its traditional areas of responsibility regarding the management of post-consumer non-alcohol beverage containers in the province – and this technology know-how transferred over to the new NPO, Encorp.

With an in-house built *EnSys* chain of custody system linked to collection scanners given to service providers for data entry during the collection and transportation process, Encorp tracks and manages the flow of UBCs from collection at RC loading docks all the way through to end markets. With the 2023 transition to a new NPO, the addition of alcohol beverage containers into the supply chain, and the start of new service providers, Encorp's IT team was busy throughout the year, behind the scenes, updating and modernizing all systems.

New technology in the “last mile” of its logistics chain: a purpose-built POS system for RCs, called *EnSys-Connex*, had been launched and introduced in 2022. This system gives Encorp and consumers additional traceability and transparency into the annual refund of over \$30M in consumer beverage container deposits. It also serves as a valuable business tool for RC operators. The 2023 transition year saw the continued deployment of this POS in RCs on a voluntary basis. Nineteen new RCs came online, bringing the total to 45 of the 69 RCs by the end of 2023. Furthermore, numerous *EnSys-Connex* improvements and features were added in five separate updates. The most notable related to incorporating alcohol beverage containers into the logistics chain, improving the user experience for RC staff, improving the customer display, and providing an integration with Tomra automation equipment to support RCs investing in technology. All *EnSys-Connex* POS hardware, software, updates, and support are provided to RCs at no cost from Encorp. The IT team aided RCs in over 150 support cases in 2023.

As it looks to 2024 and beyond, Encorp knows its *EnSys-Connex* POS system has laid the foundation for further investments in technology and that such technology will play an increasingly important role in improving access and convenience for consumers.



AT-A-GLANCE – 2023 Technology & Innovation

- Numerous *EnSys-Connex* POS system updates and improvements (i.e. incorporate alcohol beverage containers into the supply chain, improve staff and customer interface/experience, and allow automation technology integration).
- *EnSys-Connex* POS installed in 19 new RCs, bringing the total to 45 out of 69 RCs by the end of 2023.
- *EnSys-Connex* POS hardware, software, updates, and support provided to RCs at no cost from Encorp (POS worth approximately \$10,000 per RC).

PROGRAM COMMUNICATIONS

BEVERAGE INDUSTRY

DISTRIBUTOR'S Journal
encorp RECYCLE
4,500,000,000

SPRING 2023
POINT-OF-SALE UPDATE

ENCORP BECOMES NOT-FOR-PROFIT PRODUCER RESPONSIBILITY ORGANIZATION

Encorp Recycle is part of our payment system and provides a tracking system with container sorting tables for RC operators at no cost. It is designed to process all deposit-bearing beverage containers received from consumers under the New Brunswick Beverage Containers Program, pay out deposit refunds, and manage commercial accounts and inventory for customers. It provides increased transparency for UBC transactions since they are able to see live container counts on the customer interface screen and are provided with a receipt. Encorp Recycle is also the foundation for our upcoming express (drop & go) recycling program, which will be rolled out in RC across the province in the coming years. Once we are able to set up an express drop & go recycling service for NB residents, we can confidently expect UBC return/redemption rates to rise exponentially.

encorp RECYCLE
TO CONTACT US: 1-877-389-7320 www.encorpat.ca info@encorpat.ca

Encorp maintains direct communication with beverage industry members, through a seasonal *Distributor's Journal* and direct emails. Additionally, a section of its website (*Beverage Industry* menu) is dedicated to the beverage industry, providing links to important documents and forms for deposit remittances.

While previously, Encorp Atlantic Inc. managed only non-alcohol beverage containers, the newly formed NPO Encorp assumed responsibility for managing all non-refillable post-consumer deposit-bearing containers, including alcohol beverage containers, on April 1, 2023. Therefore, ANBL, which previously managed the recycling of all alcohol beverage containers, and members of Craft Alcohol NB under its umbrella were transferred to Encorp as their agent. They began reporting and remitting deposits to Encorp for



non-refillable alcohol beverage containers. Such changes necessitated frequent communications from Encorp to the current and potential new beverage product distributors under its wing in the early part of 2023 leading to April 1, 2023. Furthermore, in anticipation of the upcoming launch of the new EPR Program scheduled for April 1, 2024, Encorp had to prepare agreements with all obligated beverage producers, manufacturers, distributors, and retailers qualifying as brand owners under the Regulation. Through mass email campaigns targeting beverage industry representatives during the summer and fall of 2023, Encorp communicated the requirement to register with RNB, provided updates on transition timelines and progress toward EPR implementation, and informed brand owners of the new container recycling fee (CRF) and full deposit refund structure that would be in effect with the EPR Program. To facilitate compliance with the Regulation, Encorp published and distributed a comprehensive *Brand Owner Information Package* in the fall of 2023. Additionally, Encorp organized brand owner information webinars to ensure that beverage industry members would have the necessary information to sign *Brand Owner Agreements* designating Encorp as their agent for the EPR Program.

AT-A-GLANCE – 2023 Beverage Industry Communications

- 3 issues published – *Distributor's Journal*.
- 25+ email/web updates sent.
- Creation and dissemination of *Brand Owner Information Package* + *Brand Owner Agreement* documents.
- Information webinar held for brand owners.

PROGRAM COMMUNICATIONS

REDEMPTION CENTRES

Encorp directly communicates with the collection network of RCs using its seasonal *RC Journal* and email notifications sent to each RC operator as needed. A dedicated section on Encorp's website (*RC Operators* menu) is a hub for operations & logistics communications with RCs. It includes links to past email notifications and updates, as well as downloadable posters detailing logistics/procedures for RC staff. Additionally, Encorp's Director of Operations and support team are in constant contact with RC operators. They are easily reachable via direct line, cell phone, and email for any RC-related inquiries.

The most significant change for RCs in 2023 was the transition to having a single agent, Encorp, managing pickups and payments for both alcohol and non-alcohol beverage containers (excluding refillables). This streamlined approach reduced material sorting requirements from 23 to 14 different categories for the entirety of 2023, with Encorp pledging further reductions under the new EPR Program. However, the commencement of contracts with new collection and transportation service providers, organizing pickups into two categories – glass (Hebert's Recycling) and non-glass (Rayan Environmental Solutions) – required some adjustments to sorting and bulking practices/instructions, which RCs had to adapt to.

To assist RCs with these changes, a communications package, including a new revised Sort List, visual sorting guides, FAQs, and other documents, was prepared and distributed in March 2023 before the changes took effect in April. Ongoing communication with RCs continued in the following weeks to help with the transition to the new procedures.

Furthermore, ELG had requested – upon approving Encorp's Stewardship Plan for the 2023 transition year (*Stewardship Plan - Transition to EPR in New Brunswick*), that Encorp addresses RC concerns with its Quality Assurance and Quality Control (QA/QC) model by:

- engaging – before June 1, 2023 - with RC representatives to address any concerns RCs may have with respect to the QA/QC process;
- based on this engagement, providing a summary of the concerns and actions taken to address the concerns to the Department; and
- making any adjustments to the QA/QC process and submitting a revised Plan to the Department for review and approval.

SUMMER 2023 QUALITY CONTROL WEBINAR FOLLOW-UP

Encorp recently participated in an all-industry online QC webinar... This document is available on our website QC page at <https://www.encorp.ca/qaqc>

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

This summer has been full of news at Encorp... We are ready to embark on our next phase... We will continue to work closely with RC operators... We will work on our reports (EPR & G) and beverage containers (BCC) recycling implementation project for redemption centres (RC).

NON-ACCEPTABLE & NON-REFUNDABLE ITEMS

In June, Encorp sent a withdrawal notice to redemption centres (RC) operators... **NON-ACCEPTABLE & NON-REFUNDABLE ITEMS**

HAZARDOUS ITEMS

A reminder for redemption centres (RC) to please be diligent when handling... **HAZARDOUS ITEMS**

UPCOMING RECYCLING HEROES IN SCHOOL PROGRAM

Encorp is pleased to be a part of the exciting... **UPCOMING RECYCLING HEROES IN SCHOOL PROGRAM**

For information, please contact: **HEBERT'S RECYCLING** - 506-773-1880 For non-glass packages and bags
RAYAN INVESTMENTS - 506-858-1600 For glass packages and bags
ENCORP ATLANTIC - 1-877-389-7320 For top printer supplies

SORT LIST

NON-ALCOHOL	
ALUMINUM CANS	1
GLASS (Clear)	2
PET / HDPE (Translucent)	3
GLASS (Coloured)	4
GABLE TOP / TETRA	5
OTHER PLASTICS / POUCHES / HDPE (Pigmented)	6
STEEL CANS	8

ALCOHOL	
ALUMINUM SMALL	15
ALUMINUM LARGE	16
GLASS SMALL (Brown)	17
GLASS LARGE (Brown)	18
GLASS SMALL (Clear)	19
GLASS LARGE (Clear)	20
GLASS SMALL (Green)	21
GLASS LARGE (Green)	22
PLASTICS / POUCHES SMALL	23
PLASTICS / POUCHES LARGE	24
WINE BOX / TETRA SMALL	25
WINE BOX / TETRA LARGE	26

SMALL = 500ml | LARGE = 1000ml | SHARE SAME BULK BAG/TUB

HEBERT'S RECYCLING: For non-glass packages and bags (506) 773-1880 | RAYAN INVESTMENTS: For glass packages and bags (506) 858-1600 | ENCORP ATLANTIC: For top printer supplies (877) 389-7320

HOW TO PROPERLY SORT AND BULK GLASS BEVERAGE CONTAINERS

- Tubs are to be used for storing and shipping all deposit-bearing glass beverage containers...

Fill without overfilling. Please try to minimize glass breakage. ATTACHED COMPLETED TAG.

Non-acceptables will be tolerated in tubs (Organic, hazardous waste, rocks, debris, etc.). You may be penalized if containers are found.

HOW TO PROPERLY SORT AND BULK NON-GLASS BEVERAGE CONTAINERS

- Bulk bags are to be used for storing and shipping deposit-bearing non-glass beverage containers...

Fill to the line. Avoid overfilling. Attach completed tag to each bulk bag. Put one bag per bulk bag on a pallet.

Fill to the line. Avoid overfilling. Attach completed tag to each bulk bag. Put one bag per bulk bag on a pallet.

Put all bulk bag tags on a pallet.

Fill to the line. Avoid overfilling. Attach completed tag to each bulk bag. Put one bag per bulk bag on a pallet.

PROGRAM COMMUNICATIONS

Encorp addressed all three of these requirements in the spring and summer of 2023. It conducted engagement webinars in May with RC operators to address FAQs/concerns about its QA/QC measures and to introduce a new reporting tool being developed to help operators understand and manage their QC results more effectively. A summary document, including questions, comments, and suggested actions to address concerns raised by RC operators during this engagement process, was shared with ELG and RCs on June 1 (encorpatl.ca/rc-operators/quality-control). A revised Plan was then submitted to ELG in July 2023.

The new reporting tool - an *Accuracy Trend Report* - was developed by Encorp's statistician, Jacques Allard, Ph.D. (Atlantic Statistical Analysis Inc.), in the fall of 2023 to be disseminated starting January 2024. It assists RC operators in monitoring their QC results and taking prompt action if they detect under-reporting or over-reporting of container counts. The report considers the average QC data for each RC over several months, providing a reliable estimate of accuracy over time and mitigating the impact of isolated errors. Encorp defines RCs with average container count errors between +2% and -2% on their bulk bags/tubs as having a favourable accuracy trend, requiring no corrective actions. RC operators receive these confidential monthly reports via email from Encorp and can request a more detailed analysis.

QUALITY CONTROL Q&A

Webinar for Redemption Centre Owners & Operators

Beginning this fall, Encorp will send monthly confidential Quality Control (QC) reports to each redemption centre. These reports will showcase the centre's accuracy trend and provide useful insights to understand its QC performance and make necessary adjustments.

Encorp invites all redemption centre owners and operators to join us for an informative webinar to help better understand our QC measures, present this new reporting tool, gather your feedback, and answer any questions you may have about QC.

ENGLISH SESSION
 Wednesday, May 24, 2023,
 11:30 a.m. - 12:30 p.m.

FRENCH SESSION
 Wednesday, May 24, 2023,
 9:30 a.m. - 10:30 a.m.

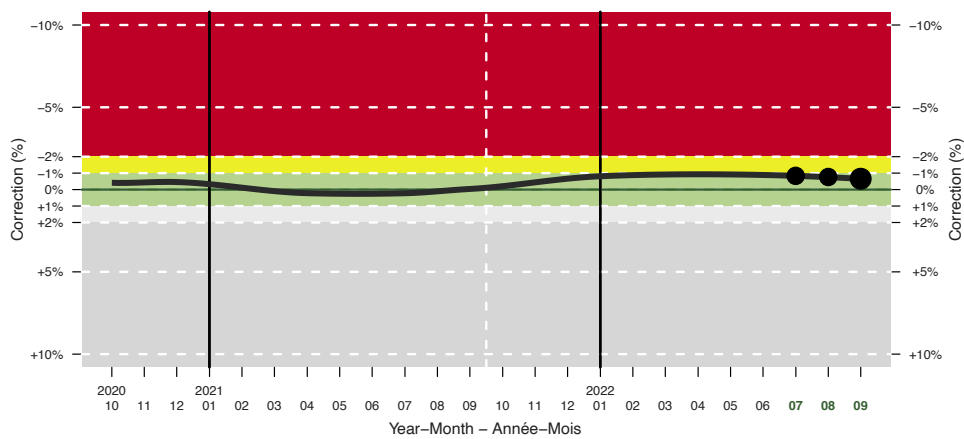
RSVP by contacting Nathalie Landry (nathalie.landry@encorpatl.ca) before Friday, May 19, indicating which session you plan on attending. If you are unable to attend, please let Nathalie know if you would like to receive access to the webinar presentation materials after the event.

ACCURACY TREND TENDANCE DE L'EXACTITUDE



Redemption centre / Centre de remboursement : BC00-00 – Five Stars Recycling Inc.

Period ending at the end of the month / Période se terminant à la fin du mois : 2022-09



According to quality control data available:
 - Your total count for the last month is very accurate.

Selon les données de contrôle de qualité disponibles :
 - Votre décompte total pour le dernier mois est très précis.

Alongside the introduction of the *Accuracy Trend Report*, Encorp established an *Accuracy Awards* program, which acknowledges RCs maintaining 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%). These awards are now presented twice yearly by Encorp. The first recipients of an *Accuracy Award* for their performance in 2023 were Acadia Bottle Exchange LTD (Cap-Pelé) and Brooks Redemption Centre (Hartfield).

PROGRAM COMMUNICATIONS

Finally, during the 2023 transition year, RC operators faced uncertainty regarding the upcoming EPR Program, as Encorp would be assuming full responsibility for managing the BCP under the EPR model, and ELG would cease ensuring the continuity of RC licenses. To formalize a mutually beneficial business relationship moving forward, Encorp wished to propose an official *Redemption Centre Service Agreement*, a first in over 30 years for the BCP. This agreement aimed to outline both parties' expectations and standardize essential requirements for RCs doing business with Encorp. Requirements would include providing proof of commercial general liability and property damage insurance, extending Saturday operating hours for increased consumer access, and adopting Encorp's *EnSys-Connex* POS system for all UBC redemption transactions. Regional consultations were held in the fall of 2023 with RC operators to prepare for such an agreement.



AT-A-GLANCE – 2023 RC Communications

- 4 issues published – *RC Journal*.
- 40+ email/web updates sent.
- New Sort List combining non-refillable alcohol and non-alcohol beverage containers and creation of new visual aids/sorting guides by material types.
- Engagement webinar held for RC operators on QA/QC.
- Creation and launch of a new QC reporting tool: *Accuracy Trend Report*.
- Launch of new *Accuracy Awards* with 2 RCs recognized with such awards for excellent QC results obtained in 2023.
- 10 regional consultation meetings with RC operators.

PROGRAM COMMUNICATIONS

GENERAL PUBLIC / BEVERAGE CONSUMERS

During the 2023 transition year, Encorp expanded its communications team by hiring a Social Media & Outreach Coordinator. This role focuses on enhancing Encorp's social media presence and web engagement and overseeing the development, management, and promotion of all *Recycling Hero* programming, including the newly launched *Recycling Heroes in School* program.

Encorp utilizes its social media platforms to share tips, best practices, and education regarding UBC recycling to consumers. It also communicates the program's environmental impact and successes, running ad campaigns to promote various initiatives. Throughout 2023, posts covered topics such as what to do with plastic bottle caps/lids, preparing containers for recycling, and the removal of ceramic beverage containers from store shelves at ANBL – as these are not easily recycled. Social media and website blog posts also highlighted success stories from *Recycling Hero* initiatives, including cleanup events, recycling efforts at sponsored summer events and festivals, and progress from schools enrolled in the school program.

It's National Environment Week!

We invite all New Brunswickers to be **Recycling Heroes** during this National Environment Week (June 4th - 10th)! It's as easy as doing the following:

Return Your Containers

Collect your empty beverage containers at home in a bin or bag. Visit your nearest redemption centre to return them for recycling.

Never Litter

When out and about enjoying your favourite beverages, keep the empty beverage containers with you to bring back home to store in your special recycling bin or bag for your next trip to your local redemption centre.

Spread the Word

Tell your friends, colleagues and loved ones to recycle. When you see someone about to litter, stop them! There is just no excuse for littering!

Clean Up Your Favourite Outdoor Space

Organize a cleanup event in your community. Give your favourite beach, park, playground, or other public outdoor space some love by getting a few friends, schoolmates, colleagues, or fellow residents together to pick up litter.



We can also recycle your plastic lids

You can remove the plastic lids from plastic bottles and bring them alongside the bottles. If leaving lids on, these steps must be followed:

- 1 - Empty plastic bottle
- 2 - Crush plastic bottle to remove air
- 3 - Put lid back on



Ensure that the label on your bottle remains intact and is not removed.

The Carton Council (recyclecartons.ca) recognized Encorp's efforts to educate consumers on the recyclability of carton containers by choosing Encorp as a recipient of its *Atlantic Canada Community Education Award*. Encorp received praise from the Carton Council for its education efforts, which included sharing a series of educational social media posts about carton beverage containers and adding valuable information on its website on how these materials get transformed/recycled.

Finally, throughout 2023, Encorp's communications team focused on preparing consumer-facing education materials for the upcoming EPR Program. This included developing new posters for RCs and consumer handouts detailing the upcoming revised deposit/refund structure, eligible beverage products, and container recycling best practices. Additionally, the team dedicated much of the fall to researching and creating concepts and content for ad campaigns scheduled to launch alongside the new EPR Program in 2024 and to launching a new consumer education section on Encorp's website, featuring its own landing page (encorpatl.ca/recycle). This section of Encorp's website now serves as a comprehensive resource for consumer information on UBC recycling in NB, offering details on the Program, an interactive map of UBC return locations, and information on all of Encorp's *Recycling Hero* programming.

Overall, Encorp's reach online continues to increase as more and more communications are done on social media, bringing interactions and visits to Encorp's website. Google Analytics indicated over 37,000 web visits in 2023, while Meta data suggested a total social media reach exceeding 370,000 individuals, generating over 52,000 engagements (likes, clicks, comments, shares, etc.).

Through periodic submission of questions to the *Atlantic Quarterly* telephone survey (Narrative Research), Encorp can now measure consumer awareness of the Program. The 2023 data indicated an awareness level of 75%.

PROGRAM COMMUNICATIONS

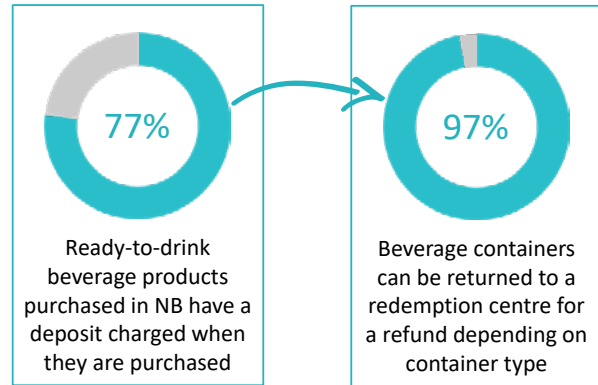
Results

Three-quarters of New Brunswickers are aware that ready-to-drink beverage products that have been purchased in the province have a deposit on them when purchased. Of those aware, 97% are also aware that beverage containers on which a deposit is paid can be returned to a redemption centre for either full or partial refund, with the refund amount depending on the container type. Thus, overall, 75% are aware of both elements – the deposit when purchased and the ability to return for a full or partial refund.

Northern NB residents are less aware of these two elements than residents elsewhere in the province. In terms of demographics, awareness is elevated among those with higher household incomes of \$50K or higher and those whose first language is English.

Awareness About Recycling Beverage Containers

% Saying 'Yes'



Q.EA1: Prior to today, were you aware that ready-to-drink beverage products that have been purchased in New Brunswick have a deposit charged on them when they are purchased? (n=400) | Q.EA2: [IF 'YES' IN Q.EA1] And prior to today, were you aware that beverage containers on which a deposit is paid can be returned to a redemption centre for either full or partial refund, with the refund amount depending on the container type? (n=313)

% Aware of Both			
New Brunswick	Northern NB	Southern NB	Moncton and area
75%	63%	81%	80%



AT-A-GLANCE – 2023 Public Education

- New consumer education section – encorpatl.ca/recycle – launched on website.
- 25+ website blog posts featuring promotions and success stories on *Recycling Hero* programming.
- Over 100 social media posts about beverage container recycling.
- Received *Atlantic Canada Community Education Award* from the Carton Council.
- Over 37,000 visitors to Encorp’s website.
- Social media reach for the entire year: over 370,000 individuals.
- Average engagement rate on social media: 14% (over 52,000 engagements).
- 75% measured awareness of the BCP among NBers.

