

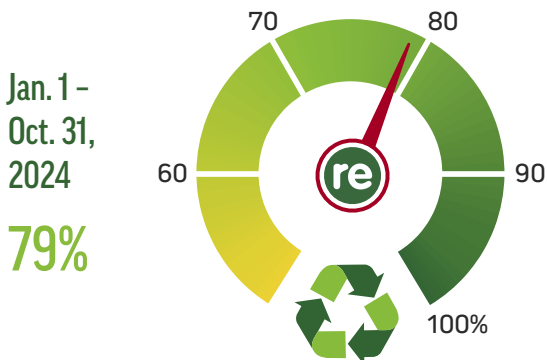
RC Journal



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

FALL 2024

► UBC RECOVERY



► MOMENTUM BUILDS AS "RECYCLING HEROES IN SCHOOL" ENTERS YEAR TWO!



Encorp Atlantic's *Recycling Heroes in School* program is kicking off its second year with excitement and rapid growth. In just the first few weeks of the school year, more than 30 new schools inquired about the program and started their enrolment process. With over 70 schools actively participating and more enrolling daily, the race to be one of the top 5 performers – competing for exciting prizes – is on! If your redemption centre partners with schools that are already recycling but haven't yet signed up for our school program, now is the perfect time to invite them! Please encourage them to contact Encorp to take advantage of FREE logistics supplies and support, making recycling easier and more rewarding for everyone involved.

► REMINDER: RECENT UPDATES TO REFILLABLES

The recent changes to refillables – Miller Genuine Draft added as a proprietary clear bottle and Armour Transportation Systems taking over pickups from G. M. Rioux – require all redemption centres to update their *Operations & Logistics* binders and review sorting and shipping procedures for refillable beer bottles. If you haven't already included the updated pages sent earlier this fall in your binder, please download and print them now from the *Operations & Logistics* web page (encorpatl.ca under the RC Operators menu) to ensure your team stays informed and compliant with the latest processes.

- [How to Sort and Bulk Deposit-Bearing Beverage Containers - Refillable Glass \(Beer\) Sort/SKU 27](#) (Updated September 2024)
- [Pickup Schedules](#) (Updated August 2024)

NEW REDEMPTION CENTRES OPEN IN ROGERSVILLE AND SAINT-LOUIS-DE-KENT

Encorp Atlantic recently expanded its collection network with two new beverage container redemption centres (RCs), restoring full recycling services to the Kent region.

The first, *Centre de recyclage COOP*, opened on September 12 at the Rogersville Co-op. Conveniently located at the back of the store, it allows locals to return and redeem used beverage containers (UBCs) while doing their regular grocery shopping. As the province's first RC within a grocery chain, this partnership could pave the way for future collaborations that could bring UBC return options closer to where consumers shop.

On October 15, *Recyclage Beaurivage Recycling* opened in Saint-Louis-de-Kent, providing nearby access for residents who previously had to travel outside their community for recycling services. With its convenient hours and helpful staff, this new RC makes it easy for locals to return their containers and receive full deposit refunds.

Encorp's CEO Pierre Landry highlighted the importance of these new centres: "Restoring services in these two communities was a priority, and if no operators within the current RC network were able to expand their services to collect UBCs from these communities, it was essential to us that we solicit proposals from local businesses and entrepreneurs in these regions. As our population grows in the province, to boost recycling rates, we'll need to work with RC operators as well as retailers and community partners to expand the number of return locations and options available so that UBC recycling is more accessible and convenient for all New Brunswickers."

Both Rogersville Co-op President Fernand Gaudet and *Recyclage Beaurivage Recycling* owners Bruce LeBlanc and Marlene Noel are thrilled to bring this essential service to their communities. Gaudet noted, "Recycling in all its forms must be part of our daily efforts, and it complements other services offered by the Cooperative," while LeBlanc and Noel added, "We're excited to bring recycling back to Saint-Louis-de-Kent."



Centre de recyclage COOP – managed by the Rogersville Co-op – has transformed trips to the grocery store into the perfect opportunity to return and redeem empty UBCs.



The owners of Recyclage Beaurivage Recycling in Saint-Louis-de-Kent were eager to start their new venture.

2023 ANNUAL REPORT



2023 marked a significant turning point for Encorp Atlantic as we geared up for the shift to Extended Producer Responsibility (EPR), which would take effect on April 1, 2024, and place us entirely in charge of managing and administering the province's Beverage Containers Program.

The year was filled with significant milestones. We launched the newly formed non-profit organization *Encorp Atlantic/Encorp Atlantique*, took on the additional task of managing the alcohol beverage container stream, transitioned to new service providers, and crafted our Stewardship Plan for the new EPR Program. It was a whirlwind of activity for our team, and while there were some initial challenges, we smoothed things out as the year progressed.

By the end of 2023, we achieved a combined recovery rate of 73.4% for alcohol and non-alcohol beverage containers. Although we knew there would be more work ahead to improve that rate under EPR, we were encouraged by the progress made. Fast forward to now, and as you can see from the most recent UBC recovery rate, the rate is climbing significantly. This is primarily thanks to the introduction of full refunds on beverage

container deposits on April 1, 2024, coupled with our extensive communications and promotions. We're on track to finish 2024 with a recovery rate surpassing the 75% target set in our Stewardship Plan.

For a closer look at the eventful year that was 2023 and our path to EPR, read our recently published [2023 Annual Report](#) available at encorpatl.ca (*Stewardship Plan and Annual Reports* under the *Encorp Atlantic* menu).



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