

RC Journal

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RECYCLE

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

SPRING 2025

▶ 40 RECYCLING HERO COMMUNITY CLEANUPS HAPPENING ACROSS NB

For the fifth year in a row, Encorp Atlantic is proud to support local cleanups through our \$500 *Recycling Hero Community Cleanup Grants*. Interest in these grants continues to grow – so much so that this year we awarded more grants than ever before! A total of 40 schools and community groups across NB received funding to help organize a cleanup of their favourite outdoor space. We'll be sharing success stories from these cleanups on our social media channels in the coming months – follow along to see the impact these *Recycling Heroes* are making in their communities!

A full list of this year's grant recipients [is available on our website](#). Please note that recipients in your region may visit your redemption centre (RC) after their event if they collect any empty beverage containers. **All participating groups have been instructed to return deposit-bearing containers only after they've been cleaned and checked to ensure they aren't broken or contaminated.**

▶ SERVICE FEE METHODOLOGY STUDY: STRONG START & POSITIVE COLLABORATION

Encorp Atlantic is pleased to report that the Service Fee Methodology Study is off to a strong start. This study is a key step in determining the true costs of handling used beverage containers.

The study is being conducted by AppEco Inc., a Montreal-based firm specializing in economic and environmental analysis. It is guided by an oversight committee that includes RC representatives and members of the Encorp management team. The oversight committee is very pleased with the progress to date and appreciates the valuable input being provided by participating RCs.

Encorp would like to extend sincere thanks to the operators who have welcomed AppEco staff and supported the data collection process to-date. Thank you for your engagement and commitment to improving the Beverage Containers Program for everyone involved.

▶ COMMUNITY EVENT RECYCLING SUPPLIES AVAILABLE



Is your RC involved in beverage container recycling at local events? Encorp has recycling supplies available (bins and signs) that we can provide. If you would like some of these supplies and you have the space at your centre to store them, feel free to reach out to us at info@encorpatl.ca.

MESSAGE FROM OUR NEW PRESIDENT & CEO, GILLES DOUCETTE



It is a privilege to step into the role of President & CEO at Encorp Atlantic and to have the opportunity to work closely with all of you – the dedicated operators of New Brunswick's redemption centre (RC) network.

I would like to begin by thanking Pierre Landry for his many years of leadership and vision. His commitment to modernizing the Beverage Containers Program (BCP) laid the groundwork for the progress we've made together and the work still to come. I'm honoured to carry that legacy forward.

The positive impact of last year's introduction of full refunds on beverage container deposits is clearly being felt. Increased returns from consumers helped us achieve a 76.6% used beverage containers (UBCs) recovery rate for all of 2024, and our current 12-month rolling rate now stands at an impressive 80.4%. These higher volumes are good news for RCs, and we recognize there's still work ahead to push recovery rates even higher and deliver stronger environmental results.

We're committed to building on this momentum – together. Our key priorities include making the Program more accessible and convenient for consumers, ensuring cost-effective delivery, and expanding public education and outreach. A major focus will be on growing special initiatives that boost recovery rates while also engaging and educating new and future recyclers. This includes reaching out to newcomers to the province and expanding the reach of our *Recycling Heroes in School* program, which is on track to hit an exciting milestone: 100 schools enrolled. By connecting with more New Brunswickers – especially younger generations – we're helping foster lifelong recycling habits and strengthening a culture of sustainability across the province.

RCs remain the backbone of the BCP. Your insights, your collaboration, and your commitment on the front lines are essential to our shared success. I look forward to strengthening our collaboration in the months and years ahead.

CAMPAIGNS IN FULL SWING TO PROMOTE UBC RECYCLING

Encorp's marketing campaigns promoting the BCP are in full swing again with the goal of reminding New Brunswickers to recycle their empty beverage containers and visit their local RC. Our *Recycling Matters: Full Refunds Add Up.* campaign has been running on social media and will soon expand to include billboards, bus ads, retail audio ads and more across the province. We're also continuing to promote *Saturday Is Recycling Day in NB* on social media – a reminder for people to bring in their containers when it's convenient for them and promoting the Saturday hours at RCs. Both campaigns aim to keep beverage container recycling top of mind and support RCs by driving more traffic your way throughout the year.

New this year, we also launched *Support Our Recycling Heroes* on social media – informing consumers who enjoy donating their UBCs that they can do so at RCs by donating them to schools enrolled in our *Recycling Heroes in School* program. [A list of participating schools and their partner RCs where people can donate via school accounts is available on our website.](#)



RECYCLING
MATTERS.
Full Refunds Add Up.



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encorpatl.ca info@encorpatl.ca

If you need to contact Encorp Atlantic, 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