

SPRING 2025

ANNUAL VERIFICATION REMINDER

As the Extended Producer Responsibility (EPR) Beverage Containers Program (BCP) enters its second year, we remind all brand owners of their obligation to submit an annual Independent Verification to Encorp Atlantic.

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COMMUNITY CLEANUPS & BEVERAGE CONTAINER RECYCLING IN OUTDOOR SPACES



Encorp is proud to continue to support local cleanups of NB's beautiful outdoor spaces 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.

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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 lead the vital environmental efforts we carry out on behalf of the beverage industry. Our shared responsibility—to ensure that post-consumer beverage containers are properly recovered, reused, and recycled—has never been more important.

As of this past April, the Beverage Containers Program (BCP) has officially entered its second year under the Extended Producer Responsibility (EPR) model. The first year marked a significant turning point, laying the foundation for a more streamlined, industry-led system that prioritizes environmental performance, operational efficiency, and long-term sustainability.

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2026 EPR REGULATION CHANGES: NEXT STEPS FOR BRAND OWNERS REGISTERED WITH ENCORP

Encorp is actively preparing for the implementation of recent amendments to the *Designated Materials Regulation* under New Brunswick's *Clean Environment Act*. This regulation governs all Extended Producer Responsibility (EPR) programs in the province, including the Beverage Containers

Program (BCP). All producer responsibility organizations (PROs), including Encorp Atlantic, must comply with the revised Regulation 2024-37 by January 1, 2026.

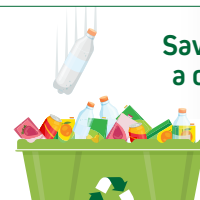
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CONSUMER AWARENESS AND OUTREACH CAMPAIGNS IN FULL SWING

Encorp Atlantic's marketing campaigns promoting the Beverage Containers Program (BCP) are in full swing again with the goal of reminding New Brunswickers to recycle their empty beverage containers and visit their local redemption centre (RC).

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RECYCLING
MATTERS.
Full Refunds Add Up.



Savvy recyclers never let
a container go to waste.

