

RC Journal



OUR VISION: A FUTURE WHERE ALL BEVERAGE CONTAINERS ARE RECOVERED RESPONSIBLY

SPRING 2026

NB RECYCLING HEROES ARE CLEANING UP THE PROVINCE



Encorp's annual *Recycling Hero Community Cleanup Grants* program celebrated another successful year! We received an impressive 60 applications from schools and community organizations across NB and were thrilled to award grants to 40 recipients: 22 schools and 18 community organizations. A full list of recipients is [available on our website](#).

Each recipient received a \$500 grant to support the cleanup of a meaningful outdoor space in their community. From school grounds and local parks to beaches and marinas, these projects are making an impact where it matters most. Participants also received community cleanup guide handouts, encouraging them to return any clean beverage containers they collect to their local RCs.

Many groups have already kicked off their cleanup events in April in celebration of Earth Day, demonstrating strong community spirit and environmental leadership. With even more events planned in the coming weeks, there are plenty of opportunities to see the program in action. Be sure to keep an eye on our social media channels this spring and summer to see cleanup highlights from across the province.

Looking ahead, we're excited to expand this impactful program to PEI next year—bringing even more communities together to make a difference.

THE SUCCESSFUL LAUNCH OF EPR IN PEI!

WORTH THE RETURN

Empties now mean **full** refunds. Return empty beverage containers to a depot to get full refunds on deposits.

Prince Edward Island (PEI) officially transitioned to an Extended Producer Responsibility (EPR) Beverage Container Stewardship Program on April 1, 2026, and what a strong start it has been! Thanks to the combined dedication and hard work of PEI depot/redemption centre (RC) operators and Encorp staff in the lead-up to launch, the transition was a remarkable success.

We want to extend our sincere appreciation to everyone involved. Your collaboration, flexibility, and commitment played a key role in delivering such a smooth and successful rollout.

A major highlight of this transition is the introduction of full refunds on beverage container deposits. This exciting change puts more money back into customers' pockets, creating a more powerful incentive to return their containers. Islanders quickly took advantage of the increased refunds, and return rates rose significantly. More customers began visiting RCs and making the most of the improved refund system, driving strong early results.

This early enthusiasm is incredibly encouraging. Although it's natural to expect a dip in return volumes once the initial excitement settles—similar to what was experienced in New Brunswick (NB)—we are confident in the long-term outlook. The increased refund value has contributed to improved return rates in NB, and we are optimistic it will lead to sustained growth and higher overall return rates in PEI as well.

Building on this strong start, Encorp remains committed to supporting the ongoing success of the program. We will continue working closely with RC operators, providing support where needed, and promoting awareness across the province to keep the momentum going.

Together, we've laid an excellent foundation for the future of the program in PEI. We look forward to continuing this collaboration and building on this early success. Thank you again for your outstanding efforts and partnership!

NB REPORT ON RECOVERY VOLUMES (IN UNITS)

MATERIAL TYPE	2026 (TO DATE)	2025 (SAME TIME FRAME)
ALUMINUM	44,140,059	41,425,747
STEEL	90,960	98,394
PET/HDPE	23,698,956	21,333,174
ALL OTHER PLASTICS	549,203	1,077,047
NON-REFILLABLE GLASS	2,758,408	2,998,094
REFILLABLE GLASS (BEER)	1,545,084	1,501,632
CARTONS	1,828,709	1,696,254

**HEALTH & SAFETY TIP:
BE ALERT FOR HAZARDOUS
MATERIALS**



RCs are reminded that hazardous materials must never be placed in bulk bags or tubs for pickup. Items like used syringes, chemicals, or containers with hazardous residue pose serious health and safety risks. Staff have the right to refuse any containers that contain—or appear to contain: hazardous waste. They should also be trained to safely handle and dispose of such items if found after a customer has left. A one-page guide on this topic is included in your RC *Operations & Logistics* binder.

REDUCE WASTE CAMPAIGN LAUNCHED IN NB!

Our exciting new *Reduce Waste* campaign launched May 1st in NB! The purpose of this campaign is to educate consumers on how to prepare their beverage containers before returning them to an RC and promote best practices to minimize waste throughout the recycling process.

Ads are now running on social media throughout the province and will continue through the end of June. Another campaign phase is planned later in the fall for a second round of education.

Please make sure that your older “How to Prepare Your Beverage Containers” posters have now been replaced by the new *Reduce Waste* posters and that you have the *Reduce Waste* handouts available for customers. Let us know if you are running low on the new handouts and we will send you more.

REDUCE WASTE

when returning deposit-bearing beverage containers.

	Leave caps on		No liquids or debris
	Push straws in		No broken glass
	Stack beer bottles in their case		Do not flatten cans
	Leave wine bladders in		Do not remove labels
	Choose reusable bins/bags (or clear bags)	  encorpatl.ca/recycle	

ONLY RETURN deposit-bearing beverage containers purchased in New Brunswick.

SUMMER LAUNCH OF ISLANDWIDE MARKETING CAMPAIGN

As the initial excitement following the launch of the PEI EPR program begins to settle, Encorp is preparing to build on this momentum with a major province-wide campaign launching in July.

To support this effort, Encorp has partnered with the Dunne Group, a PEI-based marketing firm, to develop educational messaging tailored to Islanders. We look forward to sharing these creative materials with you as the July launch approaches and will be providing PEI RCs with advance notice, so you're prepared for the campaign rollout.

This comprehensive campaign will bring beverage container recycling education and promotion to audiences across PEI through a wide range of channels. Islanders can expect to see messaging in newspapers, on billboards, on buses and at bus stations, on the radio, through in-store PA systems, and across social media platforms.

We also encourage you to follow Encorp's social media channels and share our content to help amplify the message and support the continued success of the program.

WORTH THE RETURN

Empties now mean full refunds.





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

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