

Making a Difference in the Bottle Depot Business

Kam Kamba has had a lot of experience in the bottle depot industry. He started in Radcliffe and then went on to the Chestermere Bottle Depot, which he still owns. It's not surprising then that he had a lot of ideas that could improve the return process when he opened his new South Pointe Bottle Depot in southeast Calgary this June, which will serve a population of about 45,000. This is the first new bottle depot in the city in four years and Kam's considerations have made a difference.

Although it all comes back to the best customer service possible, cleanliness has played a major role in this depot design resulting in stainless steel countertops. They



Large customer service area manages line ups and includes a "Kiddies Corner" to keep children occupied.

are easy to clean, something that is done several times a day, and they look good. Floors are cleaned twice a day but not with mops that simply push the dirt around. South Pointe uses an auto scrubber that sucks the dirt into the machine.



Monitors at counting stations show English tally on customer side and Punjabi (or language needed) on employee side.

Kam seems to have put himself in his customers' place when making decisions about this depot. Counting monitors at each station show the customer the tally as the containers are being sorted and then print a clean receipt for the customer to receive payment. An exceptional feature of these monitors though is that from the employee's side the information can appear in six or seven languages, including English, Punjabi, Hindi, Chinese and Vietnamese. Not only does this give foreign employees confidence, it allows customers' questions to be answered without miscommunication. In turn this gives the customers confidence in the information they receive.


Other considerations include the frequent need for a customer to bring children. A clean play area that allows children to draw pictures while they wait is set up in an area visible to their parents. Children can learn about recycling at the same time by bringing their piggy bank with them and saving the deposit returns.

The customer service area of this 5,300 square foot facility provides a large area to ensure there are no lineups outside the door and customers can wait in comfortable temperatures. An effort is made to keep wait times as short as possible though. Background music is played to make any wait time less irritating and on busy days management offers direction as to which line is shorter or will move more quickly for a customer. When needed there are two staff members attending each station to serve customers more efficiently. Soon there will be coffee available to make the experience even more pleasant.



New Depot in southeast Calgary caters to customer service, including a car wash.

An express line has been included for pre-sorted containers, an additional ten percent is returned to non-profit organizations that coordinate bottle drives, and there is a drop-off charity bin option where proceeds are given to charities that are rotated every two weeks. These features contribute to the relationship the depot has in the community.

It seems as though nothing has been left out of Kam's planning for this depot as he's thought about comfort, cleanliness, efficiency, reliability, honesty, and the confidence of both employee and customer. Plans are underway for an associated carwash to be open soon. The problem now may be that the kids won't let their parents go without them! 



Alberta Launches a Canadian First in Beverage Container Recycling

New regulations coming into effect June 1, 2009 mean that Albertans will soon be able to return milk containers to Alberta bottle depots for a deposit refund. Alberta will be the first in Canada to include all milk containers under the deposit system.

Environmental Parliamentary Assistant Diana McQueen sees this as an exemplary opportunity to demonstrate environmental leadership on the waste front, and that, with these changes, Alberta will have the most comprehensive beverage container recycling programs in North America.

The updated program will also mean an increase in deposits on all containers currently in the system effective Nov. 1, 2008. Deposits on containers one litre and under will increase to 10 cents and for containers greater than one litre the increase will be to 25 cents. The Province's objective is to achieve an 85 percent return rate for beverage containers and it is hoped that the higher deposit returns will encourage more Albertans to recycle. Statistics show that 500 million, or 25 percent of the two billion beverage containers sold in Alberta yearly are not returned to a bottle depot for recycling. For more information on Alberta's "Too Good to Waste" plan, visit www.environment.alberta.ca and type "Too Good to Waste" in the search box.

"The 85 percent return rate is going to require cooperation and partnerships with all the stakeholders," said Ross Risvold, Chair of the Beverage Container Management Board. He noted that he hopes that programs to increase return rates will be jointly developed with collection agents, the Alberta Bottle Depot Association and the Beverage Container Management Board. ABCRC is Alberta's non-beer collection agent. ♻️

Welcome Dan White, ABCRC Area Manager for Northern Alberta



Dan White

ABCRC is pleased to welcome Dan White who joined the team on March 24th as the new Area Manager for Northern Alberta. Dan has three years experience with Kal Tire working in logistics and operations after graduating with a BSc(Hons) Environmental Science degree from the UK. One of his main interests in ABCRC is the role the organization plays in environmental stewardship and the positive impact the operation has on the environment.

Dan met and married his Canadian wife, Sue, in the UK, and then moved to Calgary in 2003. They have a two year old son, Finlay, who provides Dan's family time with a lot of fun.

Dan is passionate about aviation, is a licensed pilot and completed his Canadian PPL in 2005. Not surprisingly then, he likes to travel, and also enjoys sports such as rugby and skiing. ♻️

School Recycling Program Winners

The school recycling program has now been in operation five years for the elementary schools and three years for junior and senior high schools. The program is intended to encourage communities to join in achieving beverage container recycling goals to reduce landfill accumulation.

Each school receives four recycling bins, bag liners and labels for the bins and a variety of educational material. Prizes are awarded in different categories, based on the number of students enrolled at the school relative to the number of containers collected. The program is free to the schools and they are able to keep the deposits collected. Entries are supported by the receipts from the bottle depot indicating the number of containers returned.

Here are the winners:

Elementary Schools (categories indicate number of students enrolled at the school):

- <400 – Onoway Elementary School, Onoway (this is the third consecutive win for schools in Onoway)
- 201-399 – Heritage Heights School, De Winton
- >200 – Fort McMurray Christian School, Fort McMurray (this is the second consecutive win by this school and third for Fort McMurray in total)

Junior/Senior High Schools (categories indicate number of students enrolled at the school):

- <701 – Bev Facey Community High School, Sherwood Park
- 501-700 – Okotoks Junior High School, Okotoks (this is the second consecutive win for this school)
- >500 – Grand Trunk High School, Evansburg



Okotoks High School receives a \$5,000 cheque
L to R: George Groenveld, MLA; Guy West, ABCRC; Cathy Steinhauer, School Recycling coordinator; and Zahir Poonja, bottle depot owner.



Heritage Heights School receives a \$2,500 cheque
L to R: George Groenveld, MLA; Rob Johnson, Okotoks Bottle Depot; Heritage Heights students, Guy West, ABCRC.

Congratulations to all depots and schools for their hard work. More than 5.5 million containers were returned during the 2007-2008 school year – the most ever! Check out other winners and register for the coming school year on the ABCRC web site at www.abcrc.com. ♻️

REGISTRATION FOR THE 2008-2009 SCHOOL RECYCLING PROGRAM IS ONGOING.

Outdoor Blue Bin Program Participation Growing

The first news about the blue bin recycling program appeared in the Spring 2008 issue of Round & Round. As mentioned at that time, the City of Edmonton launched the program in May and became the first major urban centre to participate. Through the partnership, ABCRC will donate 50 specially designed wasp resistant outdoor recycling bins for parks and approximately 1,000 indoor recycling bins for civic facilities and buildings.

Containers collected from City parks will be collected by the Winnifred Stewart Association and taken to bottle depots for refund. Containers from indoor bins located in City buildings will be returned to depots by not-for-profit groups, or through existing City contracts or staff associations.



City of Edmonton outdoor bin launch:
L to R: Diana McQueen, Parliamentary Assistant for Alberta Environment and MLA, Drayton Valley-Calmar; Stephen Mandel, Edmonton City Mayor.

Guests at the May launch included Mayor Stephen Mandel, Diana McQueen, Parliamentary Assistant for Alberta Environment, and MLA for Drayton Valley-Calmar, and Guy West, President of ABCRC.

Mrs. McQueen commented on the importance of innovation and partnerships in ensuring beverage containers are collected and returned. "Albertans already recycle three quarters of beverage containers bought in the province each year. We do a great job at home but the challenge comes with containers in public places. This partnership gives Edmontonians and visitors to Edmonton the option to make the right choice and recycle their containers all the time."

Over the past few months both Alberta Transportation and Mount Royal College have also launched a program in partnership with ABCRC


In June Alberta Transportation committed to placing blue bins along major Alberta highways, a project that they completed throughout the summer.

In September Mount Royal College launched their program. It is the first post-secondary institution in Calgary to receive the indoor and outdoor recycling bins through a partnership with ABCRC.

Robin Fisher, Provost and Vice-President, Academic, at Mount Royal applauded this recycling partnership with ABCRC and said, "This is a wonderful opportunity to create more dialogue and conversation around sustainability with our students and faculty, and it is certainly a great way to demonstrate responsible environmental stewardship at Mount Royal."

To date 540 blue bins have been placed through Alberta Transportation, Alberta Parks, City of Edmonton, and Mount Royal College. Another 189 bins have been ordered by MD Bighorn, Jasper, Banff, Canmore, Ft. Saskatchewan, Drayton Valley, and the City of Calgary, bringing the overall total to 729 bins.

Structured under the ABCRC Community Champions Program, these new partnerships with all levels of government are underway to place outdoor bins in the parks of Alberta.

A key part of Premier Ed Stelmach's plan to improve the quality of life of Albertans is the promotion of stewardship of the environment and Alberta Parks. ABCRC and the Community Champions Partners are also dedicated to this objective and are very pleased with the response to the outdoor bin project. 




Mount Royal College launches bin program in partnership with ABCRC:
L to R: Tami Rothery, MRC student; Ross Risvold, Board Chair, BCMB; Guy West, president ABCRC; Diana McQueen, Parliamentary Assistant for Alberta Environment and MLA, Drayton Valley-Calmar; and Ken White, Board Chair, ABCRC.

"DO IT" Bottle Depot Ads Share a Spot With Olympic Athletes

Everywhere you looked in July and August the media were covering the Olympics and beverage container recycling ads captured a share of the limelight.

Aired during the CBC Olympic telecasts between August 4th and 24th, the ads featured members of the men's Canadian Olympic Gymnastics Team, all from Alberta. Gymnasts Adam Wong, Brandon O'Neill, Nathan Gafuik, Grant Golding and Kyle Shewfelt were all training in Calgary and were featured in the TV spot. Adam Wong and Brandon O'Neill both advanced to individual finals in Beijing.


Four other Olympic athletes, Paul Tichelaar (Triathlon), Tim Berrett (Race Walking), and Kris Vriend and Earle Conner, both competitors in the Paralympic Games, were also featured. Earle Conner had a great summer, breaking the 100m Amputee World record on his 32nd birthday in July and winning gold in Beijing in September.

The industry was very proud to promote the recycling message with these terrific athletes from Alberta. You can still check out the ad at www.recycleyouempties.tv. 

Street Team Spread the Word This Summer

The Recycling Street Team (RST) represented ABCRC at community events, parades, sports events and other promotional venues to help educate and promote depots and container recycling in various Alberta communities.

The energetic group, Heather Bozsik, Erika Mostowich, and Laurie MacInroy, all describe themselves as outgoing, a quality that was essential to their task. The overall objective of the team was to reach the largest possible audience of Albertans to create awareness and provide information on the importance of beverage container recycling; educate their audience about the current bottle depot system in Alberta and the benefits of using it; divert beverage containers from landfills by providing bins at various events and locations around Alberta; and to be passionate about recycling!

Decked out with a decaled van, mascot, literature, display and promotional items, the Street Team worked diligently throughout the Province, encouraging Albertans to recycle. You can read more about RST on their web site at www.recyclingstreetteam.ca. 

Alberta Beverage Container Recycling Corporation Statistical Analysis - Weight Diverted (KG)						
Twelve Months Ending September						
2007				2008		
Sales (KG)	Recovered (KG)	Diversion Rate	SUMMARY TOTALS	Sales (KG)	Recovered (KG)	Diversion Rate
			Material			
7,545,467	5,584,310	74.0%	Aluminum	7,649,843	5,614,302	73.4%
14,495,704	9,742,872	67.2%	PET Plastic	15,137,285	10,578,324	69.9%
54,688,658	41,536,818	76.0%	Glass	51,028,273	40,941,970	80.2%
3,907,516	2,170,476	55.6%	Polycoat	4,086,550	2,202,407	53.9%
528,908	292,810	55.4%	Bi-Metal	550,760	311,584	56.6%
81,936,804	59,765,198	72.9%	Consolidated	79,208,531	60,112,436	75.9%

Employee News...

Our Edmonton ABCRC family is growing. Trevor Brown and Linda Coffin welcomed their baby boy, Kahhari Brown, on July 20th with a birth weight of 8.6 pounds. Thach Son and Sokdalin Atour also welcomed a baby boy, Tyson Thach Son, on July 26th. He weighted 7.6 pounds.

The office said farewell to Wendy Kwan who left the Edmonton office on September 15th after eight years there.

The Calgary Plant has some new faces. Daniel Kassa-Mamo, Gorden Mayrop Buk, Paul Vallesiers Baptiste, Yassin Elsheikh, Fikru Gebru and Leonard Bukiriro have all joined the Calgary Plant in recent months.

Congratulations to Russ Cato on his promotion to Calgary Plant Supervisor on May 6th.

We will miss Dawne Pettipas when she leaves her position as Consumer Awareness Manager on November 30th. Dawne is planning to take a break to do some travelling.

Susan Williams, Safety and Human Resources will also be leaving on November 30th after 14 years at the Calgary Plant.

Remember to Register for E-Delivery

ABCRC is encouraging registration of your e-mail address so that newsletters and other information can be sent electronically. There is no cost for this service and you can request that the list include as many e-mail addresses as you wish. By having more people in your organization receive updated information they can keep current with what's going on at ABCRC and within the industry.

Probably an even more important reason to register is our common goal to reduce environmental impact. Electronic delivery is not only cost effective, it helps to reduce the amount of paper used.

Please send your e-mail addresses to dpettipas@abcrc.com

Up Coming Events

Oct. 19-25 – Waste Reduction Week

Oct. 24-26 – ABDA Annual AGM, Red Deer Lodge

Nov. 11 – Remembrance Day

2009

February/ March – ABCRC display at various teachers' conventions

February 16 – Family Day

April 22 – Earth Day 2009

Round & Round

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Round & Round welcomes any comments.

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