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Volume 11, Issue 1

SPRING 09

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## New Regulations Create Growth Opportunities for Alberta's Beverage Container Recycling System

An interview with ABCRC President, Guy West

Currently over 300 million beverage containers sold in Alberta are not returned to a bottle depot for recycling. In response to this challenge, Environment Minister Rob Renner announced improvements to the province's beverage container recycling system this past October. The newly increased refund values on beverage containers already in the system, combined with Canada's first deposit refund recycling program for milk containers, creates real opportunities to encourage Albertans to return their empties and increase in recovery rates.

ABCRC's President, Guy West, responds to key questions regarding the changes with the following comments:

### What opportunities do you see as a result of the new regulations?

The improvements provide the opportunity to stimulate renewed consumer and media interest in beverage container recycling, providing the industry with a collective opportunity to increase recycling rates from the current 75 per cent rate. Industry partners are already forging stronger working relationships to jointly develop programs that will educate consumers, remove barriers to recycling (by maximizing customer convenience), and improve system efficiencies. ABCRC is working closely with the BCMB, ABDA, Alberta Dairy Council (ADC) and other stakeholders on a number of new initiatives.

ABCRC will also launch a consumer-focused advertising campaign this spring to leverage the attention generated by the increase in deposit rates and changes to milk recycling. The "don't be a tosser" campaign will encourage consumers to take personal responsibility for properly recycling their empties.

### What is being done to ensure the seamless transition of milk containers into the system as of June 1, 2009?

The ADC, ABCRC, ABDA, and BCMB are collectively working together on a number of steps to facilitate the smooth transition of milk into the regulated beverage container recycling system. The plan will include a consumer awareness/education campaign using various media, with key messaging at point of sale and bottle depots.

Internally, ABCRC has invested in new processing equipment to increase its efficiency and volume capacity to accommodate the anticipated growth resulting from the inclusion of milk containers and increases in other beverage container return volumes.

### What do you see as the system's biggest challenge?

With the governments' challenge to industry to increase beverage container recycling rates, the biggest challenge will be to facilitate alignment, focus and buy-in of the various stakeholders, both old and new, to work together on prioritized opportunities to improve customer convenience, customer satisfaction, and customer participation.

We understand the 'why' and 'what' components of this opportunity, the challenge will now be working together to identify the 'how' components. How will the industry, through collective efforts, increase customer participation? How will we get current recyclers to recycle more? How will we get casual recyclers to recycle more? These are the questions that the industry must now focus on.

Our research shows that consumers rank convenience as one of the highest motivators. They want to recycle but they want the industry to make it as convenient as possible.

## UPCOMING EVENTS

**March 10**

Youth Emergency Shelter Launch

**April 21**

Earth Day

**April 25**

Earth Day Celebration Calgary

**April 26**

Earth Day Festival Edmonton

**May 31 – June 6**

Environment Week Canada

**June 5**

World Environment Day

**June 2 – 4**

Mayors Environment Expo Calgary

**June 3**

Clean Air Day

**October 7 – 9**

Recycling Council of Alberta  
Conference

**October 19 – 25**

Waste Reduction Week

## BOTTLE DEPOT SUPPLIES FORM

Depot Operators can now conveniently obtain their supplies form through the ABCRC website. Please contact Karen at [kharman@abcrc.com](mailto:kharman@abcrc.com) to obtain your log in password for the depot operators homepage if you do not already have one.

## RECYCLING BINS

Bins and blue and green mini bags can now be ordered online!

Go to [www.abcrc.com](http://www.abcrc.com)

to Recycling Bins.

The order form can be completed online making the process easy and efficient.

**Mini bags on sale now!**



## Don't be a tosser campaign launched across Alberta

In an effort to spread the word that tossing recyclable empties is socially unacceptable, ABCRC launched a new marketing campaign March 2, 2009, designed to convey the message that recycling is a personal responsibility, and its up to each and every one of us not to toss our empties. In the past, smoking, littering and drunk driving have used campaigns to engage people and create social movements that greatly reduce these behaviors. The tosser campaign encourages people, using comedy and the “don't be a tosser” catch phrase to take charge and be part of the effort to recycle beverage containers properly. The campaign appears on television, radio and online, and will continue throughout the summer.



Check out photos of recent tossers caught in the act (of tossing empties, rather than recycling) at [www.dontbeatossier.com](http://www.dontbeatossier.com).

## Improving Efficiency ABCRC Edmonton completes plant retrofit

This past month, ABCRC's Edmonton plant bustled with extra activity, as the operations team prepared for the installation of two new bailers, ABCRC's first major baling equipment investment in fifteen years. “Our existing bailers have served us well, but the new equipment provides the technology and capacity to accommodate ABCRC's needs for the next decade,” says Colin Carter, VP Operations. “The new bailers will increase processing capacity by six-fold.”

The new bailers from Excel Manufacturing have the capability for quicker changeovers between material types, helping improve processing efficiency, comments Carter. The machines also pack denser bales, reducing the

volume of outbound loads and number of transport trucks required. With fewer trucks, less carbon dioxide will be released into the atmosphere, thereby reducing ABCRC's ecological footprint.

By the end of March, the new machines will be fully operational and plant staff will have been thoroughly trained onsite by a factory certified technician. “These are solid machines equipped with the latest technology”, comments Carter. “This investment will ensure ABCRC has the capacity to process increasing material volumes as beverage container recovery rates continue to improve.” A similar retrofit is planned for the Calgary plant in May, 2009.



## Street Teams are back this summer!

Once again, the Street Team will be working at events across the Province to promote and educate the public on responsible beverage container recycling. Complete with a decaled vehicle, uniforms, promotional giveaways, tents and literature, the Street Teams will be available, on a first come, first serve basis, to attend depot and community events.

Book a Street Team for your event by emailing [streetteam@abcrc.com](mailto:streetteam@abcrc.com).

## Street Team ambassadors and team leads needed

ABCRC is looking for energetic, friendly, outgoing individuals to staff the Street Teams this summer. Applicants must be 18 years of age or older, possess a valid drivers license, and be willing to work weekends and holidays. It's a great opportunity for young people looking to develop their marketing skills. For more information, please email Cherie at [ccohen@abcrc.com](mailto:ccohen@abcrc.com)



Street Team and Mascot 'MT' on the road last summer. In 2008, the Street Teams recycled 175,000 containers and exchanged 30,000 bottles.



ABCRC's Karen Harman and BCMB's Brent Campbell attended various teachers' conferences around the province during January and February 2009 to raise awareness for the Schools Recycling program.

## Alberta's elementary schools lead the way

Congratulations to the 326 Elementary schools across Alberta have collectively saved (recycled) 1,871,473 containers since January 2008, as part of the Community Champions Schools Program, and the 78 Junior/Senior High Schools in Alberta who have collectively recycled 912,541 containers.

Registration for the 2008-2009 School Program is ongoing at [www.abcrc.com](http://www.abcrc.com) by clicking on School Programs, Elementary or Jr./Sr. High School Recycling Program for information on How to Register, Program Information and Materials. Stay tuned for the launch of a new, interactive schools program website in early spring at [www.everyemptycounts.ca](http://www.everyemptycounts.ca).

## Welcome to our newest Community Champions



ABCRC is pleased to welcome the following organizations to the Community Champions partner program and acknowledge their leadership in beverage container recycling:

- SAIT, Calgary
- City of Okotoks
- Women in Need Society, Calgary
- Youth Emergency Shelter, Edmonton

Through the Community Champions program, ABCRC provides recycling bins to partners to expand the number of recycling bins available in the community and promote responsible of beverage container recycling.

For more information, please contact [champions@abcrc.com](mailto:champions@abcrc.com).

**Alberta Beverage Container Recycling Corporation Statistical Analysis - Weight Diverted (kg)**  
 Twelve Months Ending December

2008				2007		
Sales (kg)	Recovered (kg)	Diverted Rate (%)	Summary Totals	Sales (kg)	Recovered (kg)	Diverted Rate (%)
7,679,027	5,704,711	74.3	Aluminum	7,498,854	5,646,468	75.3
—	—	—	Plastics	—	—	—
15,121,686	10,797,202	71.4	PET	14,614,851	10,035,221	68.7
753,873	469,000	62.2	Other	769,680	448,586	58.3
49,279,643	40,356,783	81.9	Glass	54,444,710	42,296,790	77.7
4,083,455	2,224,109	54.5	Polycoat	3,847,859	2,201,881	57.2
526,758	316,007	60.0	Bi-Metal	542,601	294,179	54.2
<b>77,444,442</b>	<b>59,867,812</b>	<b>77.3</b>	<b>Consolidated</b>	<b>81,718,556</b>	<b>60,923,124</b>	<b>74.6</b>

## SIGN UP FOR E-NEWS

Help us reduce our environmental impact by signing up for e-delivery of the Round and Round newsletter. Electronic delivery saves costs and helps us reduce the amount of paper used. Sign up to receive your newsletter and other important information by emailing [feedback@abcrc.com](mailto:feedback@abcrc.com).

### Do you have comments or stories to share?

Please feel free to send your story ideas to [feedback@abcrc.com](mailto:feedback@abcrc.com).

## ROUND & ROUND

### Volume 13, Issue 1, Winter 2009

Published by the Alberta Beverage Container Recycling Corporation. Printed with vegetable based ink on Enviro 100, 100% recycled paper, 100% chlorine free, made by Rolland Inc.

Round & Round welcomes your comments. Please direct them to: Guy West, President ABCRC  
 3617 Ogden Road SE  
 Calgary, AB T2G 4N6  
 Or email [feedback@abcrc.com](mailto:feedback@abcrc.com)



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## EMPLOYEE NEWS

### ABCRC 2009 SERVICE AWARD RECIPIENTS

#### CALGARY 1 YEAR

Pak Cheung  
 Bichiak Dup  
 Robert Goodwin  
 Kong Gony  
 Mohammed Lumulo  
 Hussein Farah  
 Both Dak

Pal Gong  
 James Diew \*\* (LTD)  
 Colin Carter

#### CALGARY 5 YEAR

Danny Gaetano  
 Russ Cato  
 Willy Williams

#### EDMONTON 1 YEAR

Paul Busink  
 Ron Shewchuk  
 Nguonsok Chheng  
 Chuon Vichet Keo  
 Robert Elder  
 Normand Corriveau



### ABCRC 15 YEAR SERVICE AWARD RECIPIENTS

Shown with Guy West, President and Colin Carter, VP Operations. (left to right): Guy West, Bob Miller, Karen Harman, Barry Farkas, Colin Carter Missing: Corinne Buzak (Edmonton)

### WELCOME Cherie Cohen ABCRC Vice President Communications & Marketing



ABCRC is pleased to welcome Cherie Cohen, who joined the team February 19 as the new Vice President Communications and Marketing. Cherie brings over 14 years of Sales and Marketing experience, including positions with two of Canada's largest banks – CIBC and RBC, several years with Rogers Cable managing the Yahoo!

Partnership relationship, and national advertising agency experience. Cherie is bilingual and has an Honours Bachelor of Arts degree in Economics from the University of Toronto.

In her spare time, Cherie sat as a volunteer Board Member with Humewood House, and successfully co-chaired the organization's annual "Let's Play Gala" fundraiser to raise in excess of its \$100,000 goal. Cherie is addicted to hot yoga, passionate about food and film and also loves to bead.

Cherie's passion for environmental stewardship, results-driven creative thinking and superior communications skills help make her a solid addition to the ABCRC team.