



Round & Round

The Official Newsletter of the Alberta Beverage Container Recycling Corporation

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Spring Campaign in Full Bloom

This is the fourth year that ABCRC has undertaken a seasonal advertising campaign focused on public awareness. The repetitive message – “it adds up” – is intended to make people increasingly aware of the benefits of returning empty beverage containers. Although a refund of deposits paid at point of purchase may be the prime motive for returning containers, other awareness programs that emphasize the overall environmental benefits of recycling support the ABCRC objective from the point of view of social responsibility. This year’s campaign continues to emphasize the return of containers that have shown the poorest recovery rate, specifically juice boxes, water, sports drink and soda PET containers.

Advertising kicked off on March 11th with the launch of the new ABCRC web site, www.itaddsup.ca, along with provincial coverage through television ads. TV commercials were seen as early as January 21st, due to the generous support provided by the media suppliers, and the spots will be aired through to May 19th.

Large numbers of people are also being reached through transit advertising in the major centres of Calgary, Edmonton, Fort McMurray, Grande Prairie, Lethbridge, Medicine Hat and Red Deer. Here again the generous support of the media suppliers has provided exposure for the ads prior to the official campaign, which runs from April 8th to May 19th, June 17th to August 11th, and September 9th to October 20th.

Safeway, IGA, and smaller rural grocery stores owned by Sobeys are distributing bag stuffers that identify the types of containers that can be returned, their worth, and tips on recycling management. The hope is that this information will be added to the useful information kept on many household fridges with the help of a fridge magnet. Shelf strips at beverage product locations in these stores help to reinforce the message.

Door hangers advising of collection dates and claiming “We’ll take anything that you can throw at us” are being distributed from bottle depots throughout the province to be used as a tool for bottle drives. Coke is helping to reach the fast moving consumers with “On the go? Don’t throw” static cling messages on their convenience store coolers.

This is the most far-reaching campaign to date. These initiatives, the ongoing distribution of the quarterly newsletter and the recently produced Life Cycle product information that tells the story of the future life of container materials, ABCRC’s display presence at trade shows and conferences throughout the year, and the availability of the ABCRC video for Alberta schools, all work together to send out the message that continues to strengthen the Common Collection System in the province.

www.itaddsup.ca 

On the go? Don't throw.



 it add\$ up.

Return to Bottle Depot.

www.itaddsup.ca

MISSION STATEMENT:

To collect and recycle regulated beverage containers in the Province of Alberta.

Ken's Corner



As promised in our last issue, the new ABCRC web site is in place and its launch on March 11th was timed to coincide with the kick-off for

the advertising campaign. From the first campaign in 1998, the advertising themes continue to build on recycling messages and I believe this year will give us the best exposure yet. The effectiveness of the campaign will be measured and we look forward to positive results.

A trip to California in mid January provided ABCRC with some interesting ideas for improving the Alberta system. In the next newsletter we hope to be presenting our progress for the operation of an experimental depot, owned jointly by BCMB, ABDA and ABCRC, that will be used to explore new technologies and provide a model for the measurement of success.

We are long overdue in welcoming Bob Saari to his "new" position as Executive Director of BCMB. Bob took the position last July and we look forward to our continued relationship as partners in Alberta's collection system.

I sincerely hope that the snow will have stopped by the time you receive this issue and that we will all finally be basking in the freshness of spring. ♻️

Ken Teare
President

ASSESSING CONTAINER The BEAR Report

People have become increasingly knowledgeable about the value of recycling. Environmental awareness education has painted an ugly picture of our world if we do not recycle.

The beverage container recycling initiatives in Canada and the United States have been in operation for more than twenty-five years in many locations. These operations are designed in different ways. Some are more effective than others, and some more efficient than others. As is our objective in Alberta, the United States is dedicated to increasing the national recycling rate for beverage containers. Businesses and Environmentalists Allied for Recycling (BEAR), is a project of Global Green USA. Global Green USA's mission is to work as a mediator, facilitator, and catalyst to eliminate waste, support sustainable businesses and jobs, and protect the environment.

The BEAR project is a unique alliance of businesses, recyclers, environmentalists and other stakeholders working to maximize the recycling of beverage containers. Their goal is to increase the national recycling rate of all beverage containers to 80 percent recovery. BEAR has partnered with other stakeholders, including beverage and container producers, waste-haulers and others, to launch the Multi-Stakeholder Recovery Project (MSRP), a three-stage initiative to evaluate options for moving towards BEAR's 80 percent goal. Stage One began in May 2001 with the objective of identifying an industry-wide beverage container recovery program satisfying specific guiding principles that can be supported by the groups most critical to its success. Their report on understanding beverage container recovery has just recently been published and can be read in full on the Global Green website at www.globalgreen.org.

They refer to the report as a value chain assessment. Value chain is broadly defined to include all entities involved in the production, sale and consumption of beverages (including containers) and in recovering, processing and recycling beverage containers. Because collection costs are most significant, more emphasis was placed on this part of the value chain.

The BEAR report identifies issues around public motivation and awareness in their assessment of the various recovery programs in operation in the United States. Comparisons are made regarding both the effectiveness of these systems and their cost. The importance of consistently accounting for differences in containers accepted was stressed in the measurement of effectiveness of recovery programs, along with other variables.

A deposit system, as defined in the BEAR report, is the generic term for any recycling program that includes a deposit on beverage containers paid by the consumer, some or all of which can be recouped through participation in a qualified recycling program. Types of deposit programs include traditional U.S. deposit systems, the California Redemption System, several distinctive variations adopted by Canadian provinces and Northern European states and the reuse deposit programs traditionally operated voluntarily by industry. The report identifies these traditional deposit systems as the most effective in achieving the highest level of recovery. However they also have the highest gross cost.

Curbside programs, operated by municipal governments, collect discarded beverage containers primarily from residential areas. Curbside programs showed the second highest level of recovery at the second highest gross cost.

RECOVERY SYSTEMS –

Residential drop-off programs use municipally provided bins primarily for use by residences. These programs were found to be the most cost efficient but were far less effective than deposit and curbside programs.

Funding responsibility varies for different recovery programs. Deposit systems are funded by unredeemed deposits, from handling or processing fees paid by distributors and/or brand owners and by retailers. Unredeemed deposits are the funds resulting from the fact that not all beverage containers for which deposits are paid are redeemed. How the funds from unredeemed deposits are used varies.

The BEAR Report makes reference to Canadian systems, indicating that nine provinces in Canada operate distinctive deposit programs. The report bases the information on a series of articles published in *Solid Waste and Recycling*.

The MSRP Stage One objective was to identify a recycling initiative consistent with eleven guiding principles that can be found in the report. Although it was felt that this objective was not completely achieved, the participants believe that progress was made by agreeing on the key findings and conclusions regarding the efficiency and effectiveness of the various programs. The findings suggest a reasonable concern that beverage container recycling rates are likely to decline in future years if new recovery and market development initiatives are not developed. Since benefits of recovery programs are significant when environmental issues such as energy conservation, greenhouse gas emission reduction, reduction of landfill requirements, and increase in safety through the reduction of litter generally are considered, the pursuit of a sustainable beverage container recovery program is critical. ♻️

The California Redemption System



NexCycle's Microsite Operation



On-site Compacting at Microsite

The California Redemption System is a unique deposit system that was adopted in 1987. Because of its uniqueness, Ken Teare from ABCRC, Neil Hastie from BC's Encorp Pacific, Bryan Howell from Encorp Atlantic and Mark McKenney, ABCRC's Market Consultant, visited the state in January. Their interest was to consider aspects of the California system that might be applied to Canadian beverage container collection programs.

The California system differs from the traditional deposit systems in that beverage containers may be redeemed by certified old-line recyclers, as well as convenience zone recyclers similar to redemption centers in more traditional deposit states, but not at many retailers. Old-line recycler refers to recycling

centres in California that were in operation before the 1987 Redemption Centers. They usually operate as buy-back centres, which are mainly privately operated and that accept primarily aluminum cans for recycling and pay consumers a portion of the material's market value.

Our Canadian visitors were given an overview of the California Redemption System by Adrian White, originally with the Nova Scotia beverage container collection program, and now with NexCycle in California. After learning about NexCycle's role in the California system, the group spent some time looking at collection facilities themselves, including both NexCycle and RePLANET operations.

Although the design of the facilities is more suitable for the California climate than they would be for locations in Canada, of particular interest is the compacting process operated on-site by NexCycle. The compactor is battery operated so the facilities have no requirement for electrical connections and can be easily relocated. The idea of on-site compacting could have applicability for future Alberta facilities.



RePLANET's Reverse Vending Centre

Personality Profile

Bob Saari – Helping to find solutions.



Bob Saari, Executive Director, BCMB

Bob Saari had almost retired when the position as Executive Director of BCMB became available last summer. After more than thirteen years with the Canadian Manufacturing Association as Vice President responsible for Alberta, Bob had changed his pace. He continued to manage the Alberta Pressure Vessel Manufacturers Association and took on some management consulting, but also developed a keen interest in manufacturing golf clubs so he was having some fun. Bob has a passion for golf and a small ad in the *Globe and Mail* led him to research clubmaking and he achieved the status of "Advanced Clubmaker" from Golfsmith International in Austin, Texas. He smiles when he acknowledges that the downside of his hobby is that he always wants to build himself new clubs.

However, when the BCMB ad in the paper caught his eye in May of 2001, Bob sent his resume and after a quick succession of interviews, found himself in his new position. With an Engineering degree from Queen's and an MBA from McMaster, a background in the "association" business, and a career that has resulted in plenty of connections, Bob comes to BCMB well qualified.

There are many challenges ahead for the Common Collection System and Bob has been immersed in the changes that have been taking place over the past nine months. He's been looking at the numbers of containers ending up in the landfills and trying to develop a strategy to get them out of landfills. The integration of beer containers into the Beverage Container Recycling Regulation has been both a challenging and an interesting issue, and he is now

immersed in the process to establish a new handling commission structure. Bob says that, at the end of the day, he would be pleased if everyone in the ABDA, ABCRC and BCMB felt they had worked together in finding a solution that is mutually satisfactory, including the Province.

New challenges include seeing what can be done to make bottle depots more efficient. Bob believes the development of new standards such as training programs will make a significant contribution and he is looking at the Alberta Best Program, a training model developed by the hospitality industry, which focuses on operations with high turnover.

Bob and his wife were originally from Ontario and moved to Alberta in 1977. Their now adult son has returned to Ontario and practices dentistry there. Bob's wife Carol is a part owner in a company that provides Internet service, although her first career was as a lab technician. Bob, along with his golf interests, is also an avid bicyclist, while Carol enjoys researching their family trees.

You might be interested in checking out Bob's golf club web site at www.clubsbybob.com. ♻️

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Round & Round welcomes any comments.

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Please recycle. ♻️