



# Round & Round

The Official Newsletter of the Alberta Beverage Container Recycling Corporation

Volume 11 • Issue 1 • Spring 2007

## Alberta's New Environment Minister, The Hon. Rob Renner, Visits ABCRC



ABCRC hosts a group of government guests to tour the Calgary Plant

On February 7th, ABCRC hosted Alberta's new Environment Minister and his senior officials at the Calgary plant. The tour provided an orientation of ABCRC operations and discussion of industry issues.

Joining the Honourable Rob Renner were Deputy Minister Peter Watson, Assistant Deputy Minister Jim Ellis, Executive Assistant Richard Westlund, and Regional Director Jay Litke. Ken White, ABCRC Board Chair, and Guy West, President of ABCRC explained the Alberta beverage container recycling system as the group toured the facilities.

"This was an unprecedented opportunity to brief a new Minister and his senior team on the challenges and opportunities we face as an industry," said Chair, Ken White.

By viewing the ABCRC processing facility, ABCRC's guests from the Provincial government were offered a better understanding of the steps in recycling beverage containers and insight into the volume of containers that flow through the plant. In 2006, Albertans recycled over 898 million deposit bearing containers, thereby keeping over 62 thousand metric tonnes out of landfill. The savings realized from these recycling practices is equal to more than 245 thousand barrels of crude oil, or a savings in generation of over 29,500 MTCE in Green House Gas emissions.

Issues that were addressed during discussions included ABCRC's programs for enhancing return rates, the upcoming review of Alberta's beverage container regulation, and the overall scope of recycling efforts in the Province.

Rob Renner was born in Medicine Hat on October 6, 1954. He graduated from Medicine Hat High School in 1972, and then attended Medicine Hat College and the University of Calgary, graduating with a Bachelor of Commerce in 1976.



The Honourable Rob Renner

He joined the family retail florist business in 1976 and remained active in this venture until his election as an MLA in 1993. Mr. Renner was instrumental in founding the Medicine Hat Downtown Business Revitalization Zone Association and is a past chair of that organization. He also is a past Director of the Medicine Hat Chamber of Commerce and has been a member of Medicine Hat's Rotary and Jaycee clubs.

Rob Renner was elected to his fourth term as Member of the Legislative Assembly for Medicine Hat on November 22, 2004 and sworn in as the Minister of Municipal Affairs, a position he held until December 14, 2006 when he was sworn in as Minister of Environment. In addition to his duties as MLA and Minister, he serves as a Deputy House Leader and a member of the Treasury Board.

More on the positions that Mr. Renner has held since he was first elected in 1993, can be found at [www.assembly.ab.ca](http://www.assembly.ab.ca).



The Honourable Rob Renner with Ken White, ABCRC Board Chair



The Honourable Rob Renner, Guy West (hidden) and Ken White look at Calgary Plant operations



The Honourable Rob Renner with Guy West, President, ABCRC

## Waste Reduction Contest Winners

The Community Champions who participated again in the annual depot contest that takes place during Waste Reduction Week in the fall, all made a great contribution to the purpose of the contest – to increase community knowledge, activity and awareness of bottle depots and the beverage container recycling system. Contest winners were judged on the basis of those depots that had the most groups return containers, and was open to depots throughout the Province. Community groups with the largest total number of containers over the contest period were also awarded prizes. This was a change over last year when the group with the largest container return count on a single ballot received a prize.

### **Congratulations to the following depot winners!!**

#### **In the Metro category:**

- 1st place - Crowfoot Bottle Depot, Calgary (30)
- 2nd place – Fort Road Bottle Depot, Edmonton (16) – picture not available
- 3rd place – Atco Park Depot, Calgary (6) – picture not available

#### **In the Urban category:**

- 1st place – Redi Bottle Depot, Medicine Hat (25)
- 2nd place – Recycle Plus Bottle Depot, Grande Prairie (14)
- 3rd place – St. Albert Bottle Depot, St. Albert (1) – picture not available

#### **In the Rural category:**

- 1st place – Coaldale Bottle Depot, Coaldale (121)
- 2nd place – Legal Bottle Depot, Legal (91)
- 3rd place – Picture Butte Bottle Depot, Picture Butte (65)

### **Congratulations to the following community group winners!!**

#### **In the Metro category:**

- 1st – Springbank High School Football (73,939 – Atco Park)
- 2nd – Hawkwood Scouts (58,265 – Crowfoot)
- 3rd – Foothills Athletics Girls Soccer (36,865 – Atco Park)

#### **In the Urban category:**

- 1st – Lynwood Scouts (43,536 – St. Albert)
- 2nd – Medicine Hat Skate Association (30,714 – Redi)
- 3rd – Warren Peers School (12, 186 – Redi)

#### **In the Rural category:**

- 1st – St. Joseph School (79,528 – Coaldale)
- 2nd – South Central High School (65,308 – Oyen)
- 3rd – Lloyd First Scouts (62,596 – Bea Fisher)

Thanks to all participating depots and community groups for your excellent beverage container recycling efforts in the 2006 Community Champions Challenge!



**Derrick Gasper**  
Recycle Plus



**Carla Martens**  
Coaldale



**Blaine Cheverie**  
Redi Bottle



**Rob Gallant**  
Crowfoot



**Rosh Kumar**  
Picture Butte



**Parminder (Paul) Bhullar**  
Legal Bottle Depot

## ABCRC Advertising Campaign

The 2007 advertising campaign will focus on single serve containers, which have the most significant influence on bottom line return rates.

We know that the public is aware of and supports recycling but are simply faced with the same challenges that influence a lot of Albertan's behaviours - time, money and convenience. We also know that inconvenience is increased when dealing with recycling containers away from home. Places where active Albertans congregate, in parks, traveling the pathways or at sporting events at fields and arenas, have been identified as areas where beverage containers are not being recycled.

ABCRC is focusing on these "inconvenient" spaces in a number of ways. The advertising campaign will compliment the Community Partners Program, which is growing in communities across Alberta. This partnership provides an alternate outlet for beverage container recycling and supports charities with much needed fundraising dollars through their collection efforts. ABCRC has partnered with Alberta Parks and Protected Areas to provide recycling bins in their parks and is working on other partnerships like this as well. The advertising campaign will run from May to September when it is anticipated that more Albertans are out of their homes and faced with the inconvenience 'to do the right thing'. Watch for the new campaign, which will use radio and out-of-home media in both Calgary and Edmonton.

The campaign will also focus on periods of 'incremental' consumption. That is, those times of the year when people stock up when grocery shopping for social events, and where they may not have that established routine for returning containers. This would include seasonal entertaining, outdoor activities, camping and long-weekends. There will be a mix of radio, point-of-sale material, and a superboard on the high traffic route to Banff and BC.

The summer ambassadors will be back in 2007 to help promote beverage container recycling at festivals and events. They will be distributing informative literature and, along with our ABCRC Mascot, "M.T." will encourage the use of our strategically placed bins at these events. ♻️

## Count Curtain Being Tested in Edmonton Plant

ABCRC is always pursuing ways to improve plant efficiency and accuracy with regard to the container count. Some time ago we became aware of a system being used by Encorp Pacific in British Columbia and could see the potential for a similar application in the Calgary and Edmonton plants.

The system initially entailed an employee "tossing" beverage containers through a count curtain, but in discussions with the BCMB and ABDA, whose approval will be required for the acceptance of this change in quality control process, it was decided to design a conveyor belt that could channel the containers into a single line on their way to passing through the count curtain, and without the aid of an employee.

A count curtain can also be referred to as a "presence sensing device" and often is a light curtain used as a safety procedure. Photoelectric presence sensors frame the area through which the object will pass, and the shadow created by that object, in this case beverage container, allows for greater accuracy in counting the containers.



Photoelectric sensor bars used in creating a curtain

Brent Bowman and Gord Boyes at the ABCRC Plant in Edmonton, put their heads together to design an effective feed system for channeling the containers. A gate at the bottom of the hopper above the conveyor belt limits the containers fed into the required single line. Although this gate can control the quantities passing through the count curtain at any particular time, an employee is needed to monitor and ensure that no bunching occurs along the way.

The process was conceived last fall and the current testing phase taking place in Edmonton will be reviewed in late March. If the results meet the approval of the BCMB and ABDA, it is intended to have at least one of these counters at both the Calgary and Edmonton plants and fully operational as quickly as possible. ♻️



Joseph Harder ensures single line of containers passes through the curtain



Containers on conveyor belt pass through presence sensing device to be counted

## School Recycling Program

Random draws take place monthly to award \$250 to an elementary school and \$250 to a junior/senior high school participating in the recycling program. The schools must have their container counts entered by the deadline to be eligible for each monthly draw. Draw dates and winners are posted on the web site at [www.abcrc.com](http://www.abcrc.com). Draws will continue to take place in April and May and then resume in the fall.

At March 27th, 2007, there were 406 registered elementary schools (a 42% increase over last year) with a total of 1,966,081 containers collected (a 45% increase over last year). Total funds raised for school activities are \$110,385.05.

Junior and senior high school collections were up 18% to 517,906 containers. Total funds raised for school activities are \$26,621.90. ♻️

## Depots and Communities Work Together

Has your depot been participating in the Community Champions Program? Are there charitable organizations in your community looking for an alternative way to raise funds?

ABCRC is searching for charitable societies, foundations, or organizations to partner with under the Community Champions Program. Once approved, the charity will work in partnership with a bottle depot and ABCRC to facilitate collection of used beverage containers in your community. ABCRC and the depot offer support and resources to get the program up and running in the community, and the charity is able to raise funds by keeping the deposit refund for containers collected.

Please forward charity contact information to Dawne Pettipas at [dpettipas@abcrc.com](mailto:dpettipas@abcrc.com) or call (403) 264-0170, extension 223, to see if your charity can be our newest partner in this win-win venture. ♻️

### APRIL 22<sup>ND</sup> IS EARTH DAY

Have some fun and check out the ecological footprint you make in our world. Take the quiz and compare your results with the average footprint in Canada at 8.8 global hectares per person. Worldwide there exist only 1.8 biologically productive global hectares per person, according to the web site at [www.earthday.net/footprint](http://www.earthday.net/footprint).

### RECYCLING BINS

Bins 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



The winner of the "Name the Mascot" Contest is a student from Kinuso School. This student won an iPod for naming the mascot M.T. (empty)!

Alberta Beverage Container Recycling Corporation Statistical Analysis - Weight Diverted (KG)						
Twelve Months Ending February						
2006				2007		
Sales (KG)	Recovered (KG)	Diversion Rate	SUMMARY TOTALS	Sales (KG)	Recovered (KG)	Diversion Rate
			Material			
6,923,568	5,438,513	78.6%	Aluminum	7,427,407	5,522,104	74.4%
10,923,722	7,782,415	71.2%	PET Plastic	13,417,894	8,972,146	66.9%
42,747,229	34,209,164	80.0%	Glass	46,463,719	35,027,565	75.4%
3,125,683	1,719,494	55.0%	Polycoat	3,236,914	1,711,072	52.9%
448,074	273,164	61.0%	Bi-Metal	541,809	291,572	53.8%
64,754,965	49,733,505	76.8%	Consolidated	71,703,613	51,853,664	72.3%

## Employee News

Gord Boyes, Operations Manager – Northern Alberta, left his position at ABCRC on March 9th. Gord is wished well in his future endeavours and his years of dedicated service to the industry and to the company are appreciated.

Any questions regarding ongoing operational issues in Edmonton should be addressed to John Kirsch, Edmonton, or Guy West, Calgary.

**ABCRC Employee Awards - One year** - (Edmonton) Chamroeun Khun, Bo Kruey, Troy Brown, Trevor Brown; (Calgary) Kevin Togmus, Vijay Kumar, Sukhwinder Bal, Akliu Agiro, James Kulang, Baljit Singh, Thomas Tessema, Keith Luong, Sherry Baillie. **Five Years** - (Calgary) Russ Dela Cruz; (Edmonton) Peter Nelson, Roeun Kruey, John Highet, Heng Lor, Vong Rous. **Ten years** - (Edmonton) Mike Marchand; (Calgary) Mark Backous, Annie Luc, Maria Kula, Tony Coveduck. **Fifteen years** - (Edmonton) Rouen Hem. ♻️

### SPEAKING OF TECHNOLOGY

ABCRC wants to send the newsletter and other information electronically. There will be no cost for this service and you can request that the list include as many e-mail addresses as you wish. There can be greater benefits in having more people in your organization keeping current with things that are going on at ABCRC and within the industry.

**Please send your e-mail addresses to [dpettips@abcrc.com](mailto:dpettips@abcrc.com)**

## Coming Events

- April 22 Earth Day
- June 3-9 Environment Week
- June 5-7 City of Calgary, Mayor’s Environmental Expo
- June 15 Close of ABCRC 2006/2007 School Recycling Program
- Aug. 15 Opening of ABCRC 2007/2008 School Recycling Program
- Sept. 26-28 RCA Conference, The Fairmont Palliser Hotel, Calgary

**Round & Round**  
 Volume 11, Issue 1, Spring 2007  
 Published by the Alberta Beverage Container Recycling Corporation. Printed with vegetable based ink on New Life Opaque, 30% Recycled Paper, 70% chlorine free, made by Rolland Inc.  
**Round & Round** welcomes any comments. Please direct them to:  
 Guy West, President, ABCRC  
 3617 Ogden Road S.E., Calgary, AB T2G 4N6,  
 Tel: 403.264.0170, fax: 403.264.0179  
 Newsletter produced by  
 Quick Print Graphic Services,  
 2753 - 17 Avenue S.W., Calgary, AB  
 Tel: 403.242.3113, Fax: 403.246.7832  
 Written by Sandra Millar, Envision  
 1938 29 Street S.W., Calgary, AB T3E 2J8  
 Tel: 403.243.6674  
 Please recycle. ♻️