

# RECYC- QUÉBEC

# 13/14

# ANNUAL

# REPORT

## MISSION

**AT THE HEART OF THE ACTION,  
FOR RESPONSIBLE MANAGEMENT  
OF RESIDUAL MATERIALS.**

## VISION

**MOBILIZE QUEBECERS  
TO PROMOTE INNOVATIVE,  
SUSTAINABLE MANAGEMENT  
OF RESIDUAL MATERIALS.**

## MANDATE

**PROMOTE, DEVELOP, AND  
FOSTER THE REDUCTION,  
REUSE, RECOVERY, RECYCLING,  
AND RECLAMATION OF  
CONTAINERS, PACKAGING,  
MATERIALS, AND PRODUCTS  
WITH A VIEW TO CONSERVING  
RESOURCES.**

### **TABLE DES MATIÈRES**

**4 HIGHLIGHTS / 7 MESSAGE FROM THE CHAIR OF THE BOARD / 8 MESSAGE FROM THE PRESIDENT AND CEO  
9 OUR SIX MAJOR PROJECTS / 12 OUR SIX LINES OF BUSINESS**

# 3 CHALLENGES

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MOBILIZE STAKEHOLDERS  
AND FOSTER ACCOUNTABILITY

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DEPLOY SOLUTIONS  
THROUGHOUT THE RESIDUAL  
MATERIALS VALUE CHAIN

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DEVELOP A NEW BUSINESS  
MODEL ENABLING US TO  
CONTINUE OUR FORWARD-  
LOOKING INVESTMENTS  
IN RESIDUAL MATERIALS  
MANAGEMENT

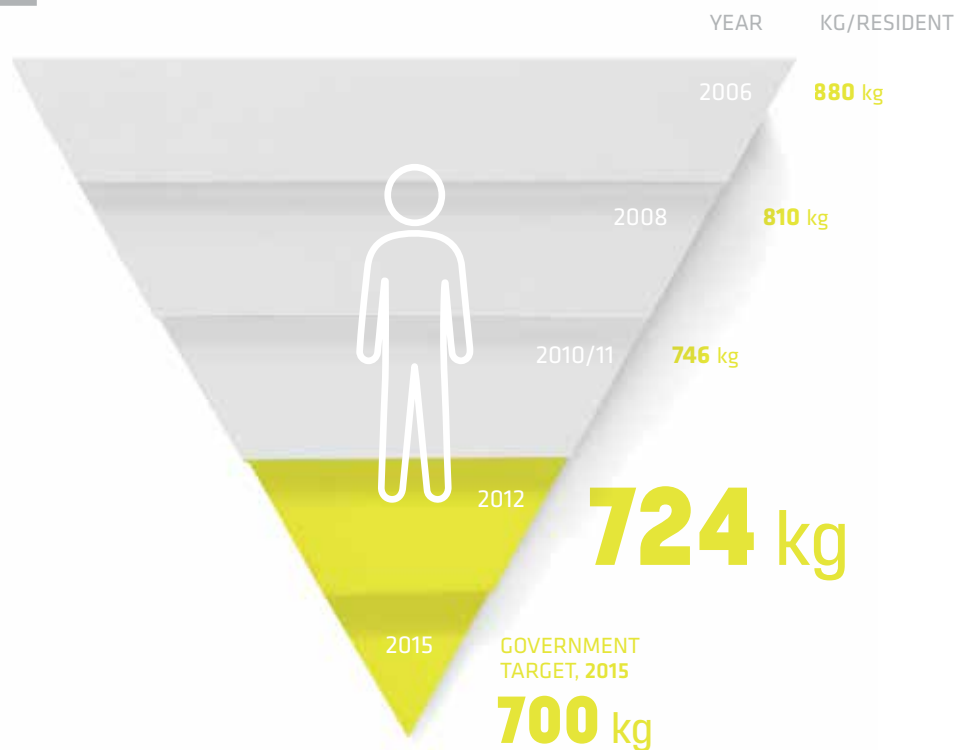
# HIGHLIGHTS

## DISPOSAL

RESIDUAL MATERIALS  
DISPOSED OF PER RESIDENT  
IN 2012 = 724 KG.

**3%**

(22 KG) REDUCTION  
SINCE 2011



## CURBSIDE RECYCLING

IN 2012, **1,095,000 TONS** OF  
RESIDUAL MATERIALS HAVE  
BEEN RECYCLED AT OUR  
VARIOUS SORTING CENTERS.

**5%**

INCREASE  
SINCE 2010

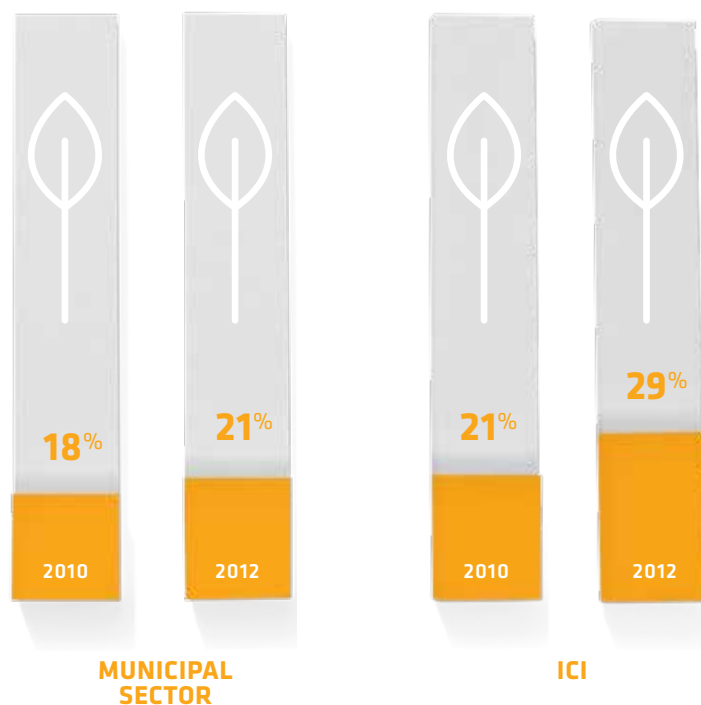
**5,000**

ONE MILLION TONS OF  
RESIDUAL MATERIALS  
IS THE EQUIVALENT OF  
**5,000 747 JETS!**

# ORGANIC MATTER

GOVERNMENT  
TARGET, 2015

**60%**



RECOVERY RATES FOR ORGANIC MATTER FOR THE **MUNICIPAL SECTOR** AS A WHOLE, INCLUDING SLUDGE, WAS **21%** IN 2012 (UP FROM 18% IN 2010), **REPRESENTING AN INCREASE IN 112,000 TONS** OF RECOVERED ORGANIC MATTER FOR THE PERIOD.

AROUND **29%** OF ORGANIC MATTER FROM THE **INDUSTRIAL, COMMERCIAL, AND INSTITUTIONAL (ICI) SECTOR** WERE RECYCLED IN 2012<sup>1</sup>, VERSUS 21% IN 2010.

# FINANCIAL ASSISTANCE PROGRAMS

Projects funded through RECYC-QUÉBEC financial assistance programs are designed to meet government targets to bring residual materials disposed of per resident down to 700 kg.

TO DATE, FUNDED PROJECTS HAVE SAVED **736,090 TONS** OF RESIDUAL MATERIALS FROM LANDFILLS, **A POTENTIAL REDUCTION OF 92 KG/RESIDENT** –AND THIS IS ONLY AT THE MID-TERM POINT OF PROGRAMS, (programs end in 2015).

FUNDED PROJECTS ARE AN IMPORTANT TOOL FOR INVESTMENT WITH DEVELOPERS AND EXTERNAL PARTNERS.

**736,090 TONS** OF RESIDUAL MATERIALS = **896,000 TONS** OF CO<sub>2</sub>.

**\$1 = \$4.26**

INVESTED BY RECYC-QUÉBEC

INVESTED TO KEEP RESIDUAL MATERIALS OUT OF LANDFILLS

(1) Includes sludge from pulp mills. Excludes agri-food residual materials that have been kept out of landfills primarily through repurposing for animal feed and rendering.

# THE ICI ON RECYCLE! PROGRAM

PROGRAMS FOR INDUSTRIAL, COMMERCIAL, AND INSTITUTIONAL (ICI) CLIENTELES TO SUPPORT THE MOVE TOWARD RESPONSIBLE RESIDUAL MATERIAL MANAGEMENT.

Performance level certification recognizes organizations that have implemented 4R principles (Reduce, Reuse, Recycle, Reclaim), conducted awareness activities, and reached high waste reclamation levels (at least 70%).

Level 3 is divided into three categories: bronze, silver, and gold, based on the percentage of materials the organization recycles or repurposes.



**INCREASE IN  
LEVEL 3 - PERFORMANCE -  
CERTIFIED ORGANIZATIONS**

# THE QUÉBEC SCRAP TIRE RECYCLING PROGRAM

WITH OVER 10,000 COLLECTION POINTS ALL OVER QUÉBEC, THIS IS ONE OF THE MOST SUCCESSFUL AND COST-EFFECTIVE PROGRAMS OF ITS KIND IN CANADA.

ENVIRONMENT FEES ON NEW TIRE PURCHASES ARE LOWER IN QUÉBEC (\$3) THAN IN ONTARIO (\$5.43) OR MANITOBA (\$4).

THIS YEAR, ONCE AGAIN, 8 MILLION TIRES WERE RECOVERED IN QUÉBEC.

# 8 MILLION

100% OF TIRES COLLECTED WERE RECYCLED (97%) OR REPURPOSED INTO NEW ENERGY (3%).

# ONWARD TOWARD OUR OBJECTIVES



Since taking over as chair of the board, it has been my pleasure to see just how hard our entire organization is working together to fulfill RECYC-QUÉBEC's mandate to manage residual materials in an environmentally responsible manner. In messages like this one we normally thank every member of our team at the end, but I would like to break with tradition today and start off by expressing my most sincere gratitude to each and every one of you who have done your part to make RECYC-QUÉBEC such a success.

My thanks also go out to the board members, including those who have moved on and new members who have joined us. I would also like to acknowledge the outstanding work of my predecessor, Johanne Gélinas, who piloted the planning and implementation of RECYC-QUÉBEC's 2012-2017 Strategic Plan, guided by her astute, judicious vision of our organization's role.

Our progress at the plan's halfway point, currently under close scrutiny from myself and the whole board, is proof positive that every RECYC-QUÉBEC employee has more than done their part. We are unquestionably making steady progress toward achieving the objectives we set for ourselves two years ago. As per our mandate, we are focusing our efforts on making practices such as reduction at the source, reusing, recycling, and reclaiming—the 4 Rs—into a reality on the ground. We can be proud of our excellent results, but we couldn't do it alone: the public has answered the call, particularly in the field of recycling, as has the huge industrial, commercial, and institutional (ICI) sector. While maintaining our focus on individual participation we plan to step up our collaboration with ICI partners as we look for new solutions going forward.

We are also acutely aware of the education work that remains to be done, to improve the public understanding of the lifecycles of various materials. As a society, such an understanding will better equip us to act and make better choices in the name of the environment. And such an understanding is the foundation of reduction at the source, a critical issue and one that, as a sociologist, I consider especially important.

RECYC-QUÉBEC has a decisive role to play in building the environmental consciousness of all Quebecers. Every one of our actions and partnerships is helping make Québec a place where the residual materials generated by our individual and collective activities are managed for the well-being of all and the good of the environment we share. And I am deeply proud to be able to do my part!



**Josée Duplessis**  
Chair of the Board

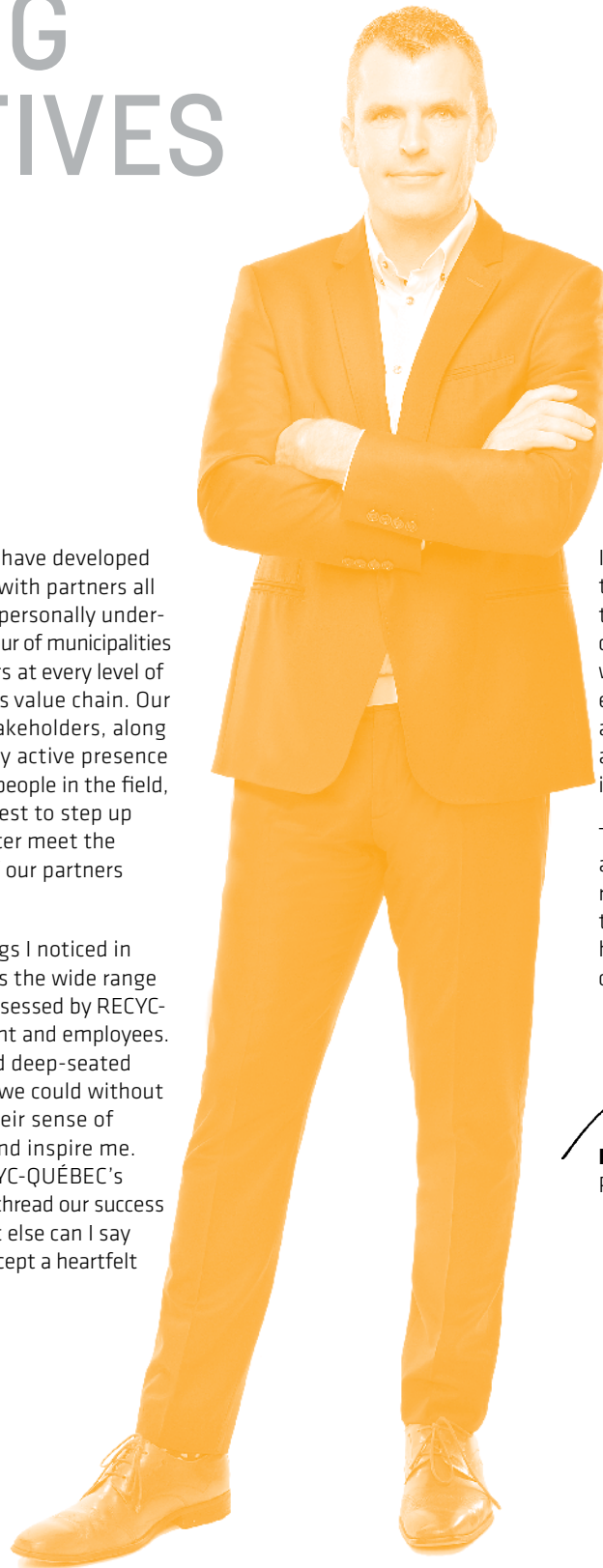
# MEETING OUR CHALLENGES, SURPASSING OUR OBJECTIVES

In 2013–2014 RECYC-QUÉBEC took concrete action to reassert our leadership in the field of residual materials management. More than ever before, we are driving progress and setting the standard for identifying key issues and mobilizing individuals and businesses throughout Québec.

Our priority this past year has been implementing operational processes based on our lines of business. This dynamic way of understandings the issues we face and managing our actions, in keeping with our position at the center of the value chain, has enabled us to be more agile and focused on our core business—residual materials management. We take a big-picture view of the situations facing us, which, coupled with the complementary expertise of our teams and our ties with stakeholders, enables us to quickly propose integrated, creative, efficient, and sustainable solutions. The wealth of positive feedback we have gotten from partners confirms it: our approach to customer service is highly appreciated, and it's working.

In a similar vein, we have developed closer relationships with partners all over Québec. I have personally undertaken a far-ranging tour of municipalities to meet stakeholders at every level of the residual materials value chain. Our discussions with stakeholders, along with the increasingly active presence of our key resource-people in the field, contribute to our quest to step up collaboration to better meet the day-to-day needs of our partners and our community.

One of the first things I noticed in my new position was the wide range of competencies possessed by RECYC-QUÉBEC management and employees. Their knowledge and deep-seated commitment, what we could without exaggeration call their sense of vocation, impress and inspire me. Our people are RECYC-QUÉBEC's "raw materials," the thread our success is woven from. What else can I say about employees, except a heartfelt "thank you."



I would also like to extend my sincere thanks to every board member, and to our board chair. Their trust and cooperation propel me forward in the work we do together, driven by their energy and our shared conviction in our ability to succeed. And we will not stop at simply achieving our objectives: we intend to surpass them.

The year ahead will undoubtedly be a challenging one on many levels. But rest assured that RECYC-QUÉBEC has the leadership to meet every challenge head-on, with even more vitality and creativity—there's no doubt in my mind!

**Benoît de Villiers**  
President and CEO



# 6 MAJOR PROJECTS

RECYC-QUÉBEC'S 2012-17 STRATEGIC PLAN SETS OUT OUR PRIORITIES FOR RESIDUAL MATERIALS MANAGEMENT AND FOCUSES OUR ACTIONS ON 6 MAJOR PROJECTS THAT SUPPORT THE QUÉBEC POLICY ON RESIDUAL MATERIALS AND ITS 2011-2015 ACTION PLAN.

1

**ORGANIC  
MATTER**



2

**REDUCTION  
AT THE SOURCE**



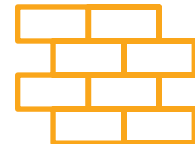
3

**PRODUCTS WITH  
SHORT LIFECYCLES**



4

**ICI AND CRD  
SECTORS**



5

**PRODUCTS WITH  
RECYCLED CONTENT**



6

**DEPOSIT  
RETURN**



## 1/ORGANIC MATTER

### CHALLENGES

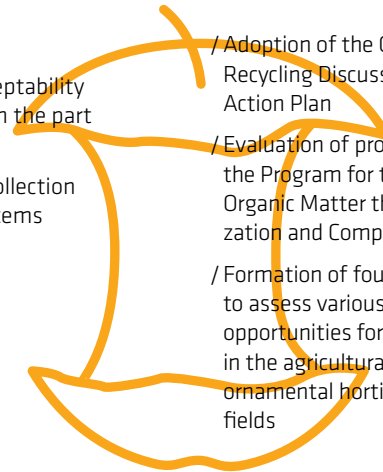
- / Develop markets
- / Enhance social acceptability and participation on the part of Quebecers
- / Develop efficient collection and treatment systems

### ACHIEVEMENTS 2013-2014

- / Adoption of the Organic Matter Recycling Discussion Table's 2013-15 Action Plan
- / Evaluation of projects submitted to the Program for the Treatment of Organic Matter through Biomethanization and Composting (PTMOBC)
- / Formation of four committees to assess various types of business opportunities for organic materials in the agricultural, municipal, ornamental horticulture, and other fields

### ONGOING ACTIONS

- / Action plan implementation, including 17 of the 35 actions undertaken in collaboration with three committees mandated to take part in operations and monitoring



## 2/REDUCTION AT THE SOURCE

### CHALLENGES

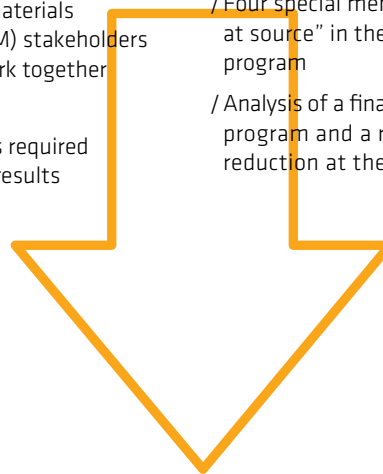
- / Mobilize residual materials management (RMM) stakeholders to dialogue and work together
- / Identify the actions required to achieve desired results

### ACHIEVEMENTS 2013-2014

- / Four special mentions of "reduction at source" in the ICI ON RECYCLE! program
- / Analysis of a financial assistance program and a round table on reduction at the source

### ONGOING ACTIONS

- / Developing strategy, operations, and a funding structure for reduction at the source



## 3/PRODUCTS WITH SHORT LIFECYCLES

### CHALLENGES

- / Develop measures to ensure that products with short lifecycles bear the cost of the social and environmental impacts they cause
- / Encourage the use of products with long lifecycles

### ACHIEVEMENTS 2013-2014

- / Project structure developed

### ONGOING ACTIONS

- / Lifecycle analysis on reusable cups and single-use cups for hot beverages



## 4/ICI AND CRD SECTORS

### CHALLENGES

- / Enhance performance in government ministry and agency buildings
- / Develop collective recycling systems for industrial parks and commercial concentrations
- / Help ICI with the ban on disposal of paper, cardboard, and wood
- / Help the industry develop markets

### ACHIEVEMENTS 2013-2014

- / Partial funding of a residual materials management best practices guide for Association patronale des entreprises en construction du Québec (APECQ)
- / Involvement in various committees to discuss and promote dialogue on industry-specific issues (fine dust fractions committee, wood disposal ban committee, mixed MDDELCC-3R MCDQ committee)
- / Survey evaluating ICI ON RECYCLE! program with certified clientele

### ONGOING ACTIONS

- / Exhaustive analysis of behavior programs for ICI ON RECYCLE!-certified clientele and representatives of VISEZ juste!
- / Evaluation of support measures for container and packaging recovery for the agricultural sector
- / Financial support for the joint RMM measures in the ICI sector

## 5/RECYCLED CONTENT PRODUCTS

### CHALLENGES

- / Promote recycled-content products with manufacturers, develop recognition
- / Incite companies and purchasers to modify purchasing policies to integrate recycled-content products
- / Help industry develop markets

### ACHIEVEMENTS 2013-2014

- / Finalization of recycled-content products commercialization plan
- / Analysis of RECYC-QUÉBEC's current listing of recycled-content products

### ONGOING ACTIONS

- / Creation of review committee to update recycled-content products action plan

## 6/DEPOSIT RETURN

### CHALLENGES

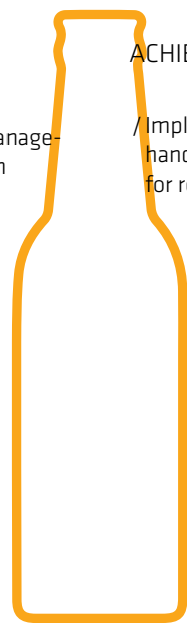
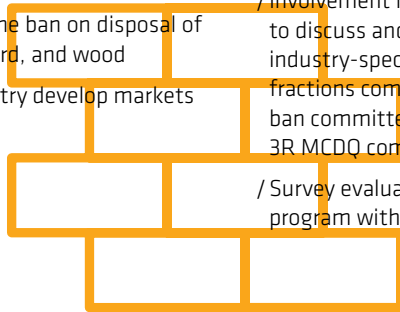
- / Improve the operational management of the deposit system

### ACHIEVEMENTS 2013-2014

- / Implementation of study on handling costs of deposit products for retailers

### ONGOING ACTIONS

- / Study comparing beverage container recovery rates in the deposit and curbside recycling systems



# LINES OF BUSINESS

**FINANCIAL ASSISTANCE PROGRAMS**

**MANAGE AND ENSURE THE COMPLIANCE OF OPERATIONAL PROGRAMS**  
(DEPOSIT, CURBSIDE RECYCLING, TIRES)

**OVERSEE EXTENDED PRODUCER RESPONSIBILITY (EPR) AGREEMENTS**

**MANAGE BEHAVIOR PROGRAMS**

**EDUCATE QUEBECERS ABOUT RESIDUAL MATERIALS MANAGEMENT**

**MOBILIZE RMM VALUE CHAIN STAKEHOLDERS**



# FINANCIAL ASSISTANCE PROGRAMS

## ROLES

/ Manage the various financial assistance programs available from RECYC-QUÉBEC

/ Support recycling industry initiatives and projects

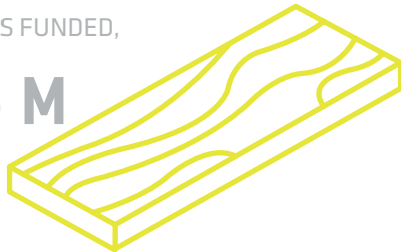
/ Analyze all applications to standardized programs for financial assistance

## IN 2013/14, OUR FINANCIAL ASSISTANCE PROGRAMS INVESTED OVER \$8.3 MILLION

### IMPLEMENTATION OF TECHNOLOGIES AND PROCEDURES AND MARKET DEVELOPMENT

/ Designed to improve residual materials processing operations, particularly in the Construction, Renovation, and Demolition (CRD) sector, and find new markets for reclaimed materials

10 PROJECTS FUNDED,  
OVER  
**\$2,5 M**  
INVESTED



### SOCIAL ECONOMY AND COMMUNITY MOBILIZATION

/ Designed to support social economy enterprises and community groups acting on the ground in residual materials reuse initiatives and spearheading change in the community

39 PROJECTS FUNDED,  
OVER  
**\$2 M**  
INVESTED

### IMPROVING RMM IN ICI SECTOR

/ Provide funding to produce and implement an institutional residual materials management plan, including purchasing required equipment

304 PROJECTS FUNDED,  
OVER  
**\$2,8 M**  
INVESTED

### SUPPORT PROGRAM FOR SORTING CENTERS AND CURBSIDE RECYCLING

/ Designed to support sorting centers to improve performance and quality of end products

6 PROJECTS FUNDED,  
OVER  
**\$500,000**  
INVESTED



### SCRAP TIRE TREATMENT CENTERS

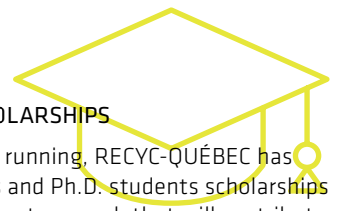
/ Designed to boost productivity and competitiveness and spur investment in the tire recycling industry. The program helps improve tire processing centers by optimizing productivity, enhancing finished product quality and added value, and diversifying product range

2 PROJECTS FUNDED,  
OVER  
**\$500,000**  
INVESTED

### GRADUATE SCHOLARSHIPS

/ For a fifth year running, RECYC-QUÉBEC has offered master's and Ph.D. students scholarships designed to support research that will contribute to the advancement of knowledge and know-how in the field of responsible RMM

5 MASTER'S SCHOLARSHIPS  
**\$3,000**  
3 PH.D. SCHOLARSHIPS  
**\$6,000**



## ACHIEVEMENTS

### / PRELIMINARY ECONOMIC SPIN-OFFS

Financial assistance programs represent a financial measure for funding investment by developers and external partners that yields \$4.26 for every dollar invested by RECYC-QUÉBEC.

### / PRELIMINARY ENVIRONMENTAL SPIN-OFFS

Funded projects aim to keep 736,090 tons of material out of landfills. This 92 kg reduction is an important step toward achieving the government's objective of bringing waste levels down to 700 kg per resident by 2015.

# MANAGE AND ENSURE THE COMPLIANCE OF OPERATIONAL PROGRAMS (DEPOSIT RETURN, CURBSIDE RECYCLING, TIRES)

## ROLE

/ Ensure compliance with laws, regulations, and agreements.

## DEPOSITS

THE RECOVERY RATE FOR NONREFILLABLE CONTAINERS (NRC) **IS CONSTANTLY IMPROVING**: GOOD NEWS FOR THE ENVIRONMENT, THANKS TO PUBLIC AWARENESS CAMPAIGNS.

**72%**  
NRC



THE RECOVERY RATE FOR REFILLABLE CONTAINERS (RC) HAS HELD STEADY AT 98%.

**98%**  
RC



THE TWO DEPOSIT ASSOCIATIONS—CONSIGNECO, REPRESENTING QUÉBEC BREWERS, AND CONSIGNACTION, REPRESENTING THE SOFT-DRINK INDUSTRY—ARE RESPONSIBLE FOR INFORMING AND EDUCATING CONSUMERS TO IMPROVE RECOVERY RATES.

### CONSIGNACTION PUBLIC AWARENESS CAMPAIGN WITH BOUCAR DIOUF

In 2013 BGE brought spokesperson Boucar Diouf back for a second advertising campaign to promote the bottle deposit and return system. Messages encourage the public to install and use recycling facilities outside of their homes. The campaign was rolled out on TV, on the radio, and online, and truly connected with appreciative audiences.

OVER  
**6,000** BUSINESSES  
RESPONDED

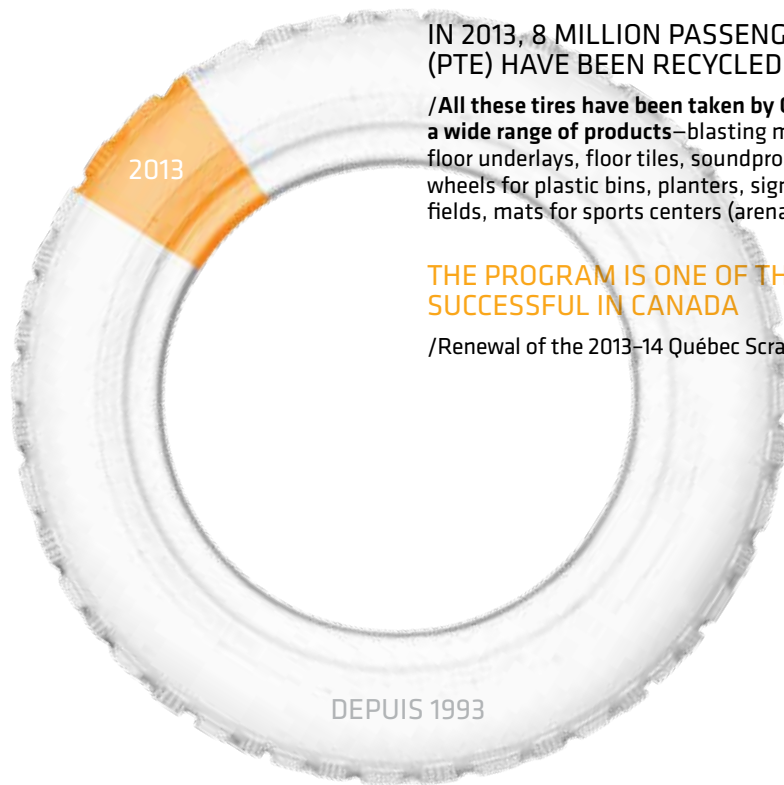
### CONSIGNECO PUBLIC AWARENESS CAMPAIGN

2013 marked a shift toward an emphasis on making a contribution through the deposit system: partnerships between business and community groups were encouraged. And the campaign delivered results.

A media offensive was launched. The title: "Wanted, 462.5 million containers with deposit" led to 22 interviews and some 20 articles, and encouraged 20 businesses and over 170 new organizations to sign up for the partnership initiative.

**8 M**  
TIRES IN 2013

**120 M**  
TIRES SINCE 1993



**TIRES**

IN 2013, 8 MILLION PASSENGER CAR TIRE EQUIVALENTS (PTE) HAVE BEEN RECYCLED

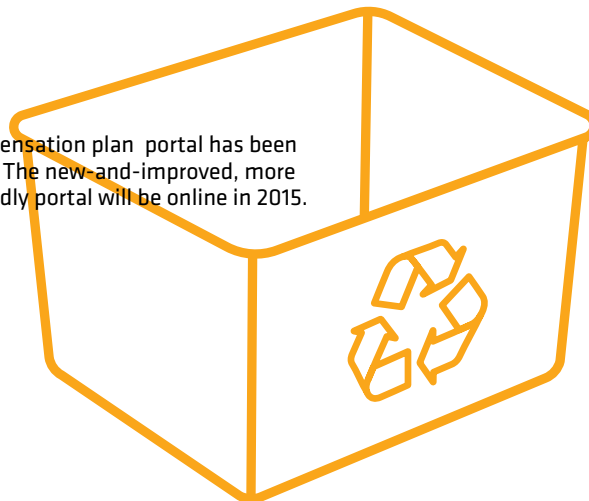
/All these tires have been taken by Québec companies and transformed into a wide range of products—blasting mats, agricultural or industrial flooring, floor underlays, floor tiles, soundproofing materials, manhole gaskets rings, wheels for plastic bins, planters, signage accessories, speed bumps, soccer fields, mats for sports centers (arenas, gyms), and mud guards

THE PROGRAM IS ONE OF THE MOST SUCCESSFUL IN CANADA

/Renewal of the 2013–14 Québec Scrap Tire Management Program

**CURBSIDE RECYCLING  
COMPENSATION PLAN**

The compensation plan portal has been reviewed. The new and improved, more user-friendly portal will be online in 2015.



IN 2013  
**\$170 M**  
PAID TO 554 MUNICIPAL  
ORGANIZATIONS<sup>1</sup>

**THE “TO BIN—OR NOT TO BIN?”  
CAMPAIGN**

RecycleMédias, a RECYC-QUÉBEC-certified company, works with newspapers required to provide in-kind compensation (advertising).

The campaign presented items that cannot be placed in recycling bins along with information on the proper place for them to be recycled. The campaign’s media strategy was crafted to reflect the seasons and the media environment—e.g., a cell phone for business sections of the newspaper, or a computer for back-to-school. With a full media calendar for the entire year, the campaign finished with high participation rates and understanding of the message.

**CAMPAIGN RECOGNITION 31%**  
(BENCHMARK: 20%)

**MESSAGE COMPREHENSION 73%**  
(BENCHMARK: 45–50%)

**76% OF RESPONDENTS GAVE AN  
APPRECIATION GRADE OF 7/10  
OR HIGHER**

(1) The amounts paid to municipal bodies under the curbside recycling compensation plan are provided by Éco Entreprises Québec (ÉEQ), a body certified by RECYC-QUÉBEC representing businesses in the “containers and packaging” and “printed matter” categories.

# OVERSEE EXTENDED PRODUCER RESPONSIBILITY (EPR) AGREEMENTS

## ROLES

/Recognize bodies responsible for the recovery and reclamation of regulated products and track their obligations and activities

/ Help recognized management organizations (RMO) handle changes in roles and responsibilities with respect to the collection of products subject to extended producer responsibility, and resulting issues

## ACHIEVEMENTS

/ Implementation of a working table on reuse of electronic products

/ Creation and broadcast of a fun video on the EPR value chain and recovery and reclamation of EPR products, for citizens and ICI sector

## PRODUCTS

### PAINT PRODUCTS

Paints, stains, varnishes, primers, and latex alkyd or enamel lacquers and protective coatings and their containers, including aerosols

**1,000<sup>+</sup>**

DROP-OFF LOCATIONS



### OILS, COOLANTS, AND ANTI-FREEZE

Oils, and their containers and filters; coolants and antifreeze and their containers, filters and other similar products, such as aerosol brake cleaner containers

**1,000<sup>+</sup>**

DROP-OFF LOCATIONS



### MERCURY LIGHT BULBS

Fluorescent tubes, compact fluorescent bulbs, high intensity discharge bulbs, and all other types of bulbs containing mercury

**500<sup>+</sup>**

DROP-OFF LOCATIONS



### BATTERIES

Rechargeable and non-rechargeable batteries

**1,500<sup>+</sup>**

DROP-OFF LOCATIONS

### ELECTRONIC DEVICES

Computers, monitors and peripherals, televisions, printers, scanners, fax machines, photocopiers, telephones, cameras, cell phones, answering machines, and e-book readers

Three new product categories added in 2013: **audio, video, and other accessories**

**550<sup>+</sup>**

DROP-OFF LOCATIONS





# MANAGE BEHAVIOR PROGRAMS

## ROLES

/ Help our clientele attain a high level of performance by adopting best residual materials management practice

/ Deploy behavior programs

/ Develop support tools

/ Assess program performance

DEPLOYED IN

# 170

BUILDINGS

### WISEZ JUSTE!

This program is specifically designed to help government ministries and agencies speed up implementation of reduction at source, reuse, recycling, and reclaiming (4R) services in their own buildings, and reinforce existing responsible consumption habits.

WISEZ juste! has been deployed in some 170 buildings. Studies are under way to consider whether it could be implemented in other parts of Québec. Custom tools designed for the program include INFO WISEZ juste!, an e-newsletter that provides program users with a wealth of information, and easy-to-use tools to help efficiently manage residual materials.

# 182

ORGANIZATIONS RECEIVED  
LEVEL 3 CERTIFICATION

### ICI ON RECYCLE!

The program highlights the efforts of ICI sector organizations that have incorporated sound residual materials management into their operations.

/182 organizations received a Level 3 - Performance certificate in 2013  
/4 special mentions for "Reduction at Source"

Organizations that have earned ICI ON RECYCLE! status receive their certificate at one of 14 certificate award ceremonies, organized in partnership with local chambers of commerce and regional environmental councils. This new initiative has been instrumental in educating and raising awareness with close to 2,000 representatives from the ICI sector of the importance of the 4 Rs and their role as key stakeholders in meeting government targets.

# 150

REQUESTS FOR  
INFORMATION  
ANSWERED

### RMMP

Support for municipalities in revising their Residual Materials Management Plans (RMMP).

/ **First revised RMMP implemented (Memphrémagog RCM)**

/ Distribution of first monthly newsletter (*Info PMGR*) for residual materials management planners

/ Answered over 150 requests for information

/ Provided clientele with around 10 support tools (*Info PGMR*, assessment and compliance checklists, legal frameworks, sample public notices, etc.)

# EDUCATE QUEBECERS ABOUT RESIDUAL MATERIALS MANAGEMENT

## ROLES

/ Educate target audiences in order to stimulate a voluntary change in behavior by focusing on arguments to promote the desired behavior, as well as obstacles, and methods of influencing behavior

/ Establish a public knowledge base defining target clientele for our actions and awareness-building strategies to influence those most likely to adopt desired behaviors, and position ourselves to best address these target clientele

## ACHIEVEMENT

2013-14 was the first year for this line of business. Our new initiatives, addressed at both the general public and the ICI sector, are as follows:

### BEHAVIOR STUDIES ON THE STATE OF ADVANCEMENT OF BEHAVIORS OF QUEBECERS

/ EVALUATE THE SUCCESS OF **ICI ON RECYCLE!** AND **WISEZ JUSTE!** BEHAVIOR PROGRAMS WITH TARGET CLIENTELES

/ CONDUCT A SEGMENTATION STUDY AND DEVELOP A PORTRAIT OF BEHAVIOR AND THE GENERAL ATTITUDE OF QUEBECERS TOWARD THE 4 RS

/ REVIEW AND ANALYSIS OF **BEST PRACTICES FOR BUILDING AWARENESS** AT THE MUNICIPAL LEVEL, THROUGH THE WORK OF AWARENESS AGENTS AND INVENTORYING SUCCESS FACTORS AND CHALLENGES FOR IMPLEMENTING SUSTAINABLE PRACTICES

/ The Education line of business in residual material management supports the organization's initiatives to affect changes in citizens' behavior.



# MOBILIZE RMM VALUE CHAIN STAKEHOLDERS

## ROLES

/ Mobilize value chain stakeholders to work together to prevent or manage existing or potential systemic obstacles

/ Work with community stakeholders to develop and implement solutions to improve the efficiency and performance of the curbside recycling and putrescible organic matter sectors

/ Develop a common stakeholder stance to speed up the achievement of tangible results in reducing waste disposal

## ACHIEVEMENTS

### JOINT COMMITTEE ON RECYCLABLE MATERIALS FROM CURBSIDE RECYCLING



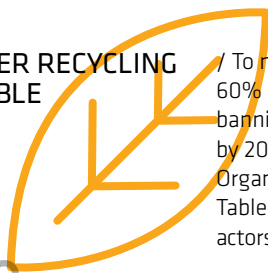
/ Ongoing implementation of the 2012-2015 Action Plan of the Joint Committee on Recyclable Materials from Curbside Recycling.

**RESULTS** Out of 37 actions, 7 have been carried out and 17 are in progress, with the participation of 4 working groups formed of various Joint Committee members.

/ Formation of two special Joint Committee subgroups to address specific issues, such as glass and plastic, bringing together some 15 stakeholders from the curbside recycling value chain.

**RESULTS** Action plans have been made up to find practical short- and long-term solutions to resolve related issues.

### ORGANIC MATTER RECYCLING DISCUSSION TABLE



GOVERNMENT TARGET, 2015

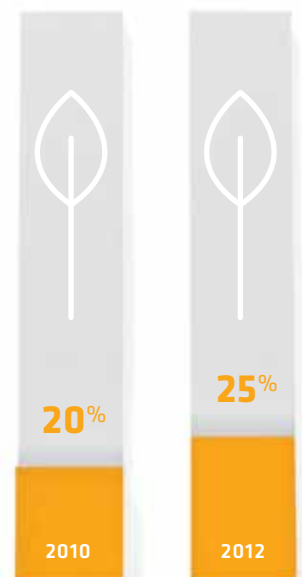
60%

/ To meet the objectives of recycling 60% of organic matter by 2015, and banning organic matter from landfills by 2020, RECYC-QUÉBEC created the Organic Matter Recycling Discussion Table in 2012, bringing together key actors from throughout the community.

In 2013 the Discussion Table adopted the 2013-15 Action Plan, with four focus areas, and began implementing the plan.

**RESULTS** 17 of 35 actions have been undertaken by the RECYC-QUÉBEC team, in collaboration with three implementation committees.

/ 4 committees have also been formed to evaluate the various types of market opportunities available for organic matter in the agriculture, municipal, and ornamental horticulture sectors, among others.



ORGANIC MATTER RECYCLING RATES