



RECYC-QUÉBEC  
2014-2015  
Annual Report

# Taking Action for the Future

# 3 challenges

1

MOBILIZE STAKEHOLDERS AND FOSTER ACCOUNTABILITY

2

DEPLOY SOLUTIONS THROUGHOUT THE RESIDUAL MATERIALS VALUE CHAIN

3

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

## 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 OF CONTENTS

3 HIGHLIGHTS / 7 MESSAGE FROM THE CHAIR OF THE BOARD / 8 MESSAGE FROM THE INTERIM PRESIDENT AND CHIEF EXECUTIVE OFFICER / 9 OUR 6 ACTION AREAS / 12 OUR LINES OF BUSINESS



# Highlights

ONCE AGAIN THIS YEAR, RECYC-QUÉBEC'S UNIQUE EXPERTISE MADE OUR ORGANIZATION A LEADER. WE WORKED EXTENSIVELY WITH THE ENTIRE RESIDUAL MATERIALS MANAGEMENT (RMM) VALUE CHAIN ON PRIORITIES FOR GOVERNMENT ACTION.

## PUBLIC EDUCATION, THE HEART OF THE ORGANIZATION

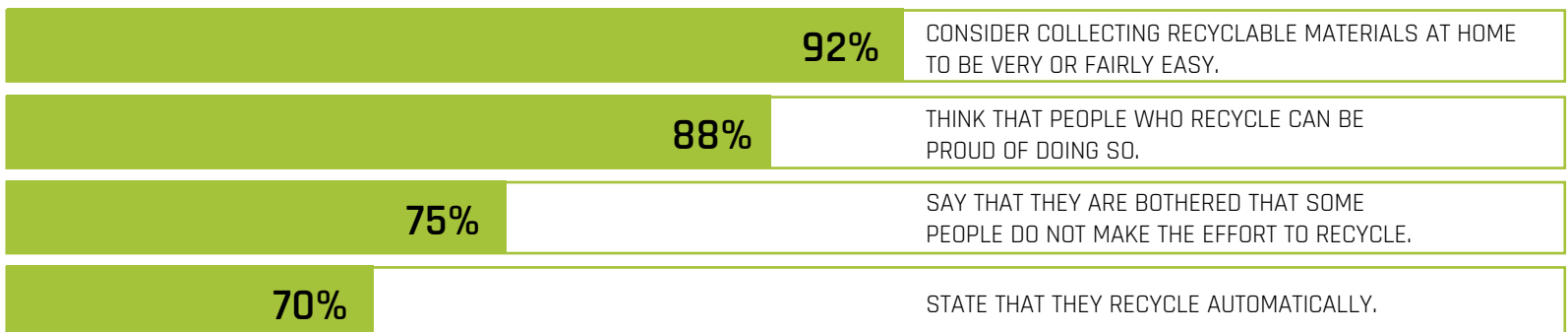
At RECYC-QUÉBEC we use social marketing to educate Quebecers in the principles of the 4 Rs (reduce at source, recycle, reuse, reclaim). Aiding us in this regard is our in-depth knowledge of consumer behavior. With measurable data, it is possible to observe

quantitative and qualitative changes over given periods.

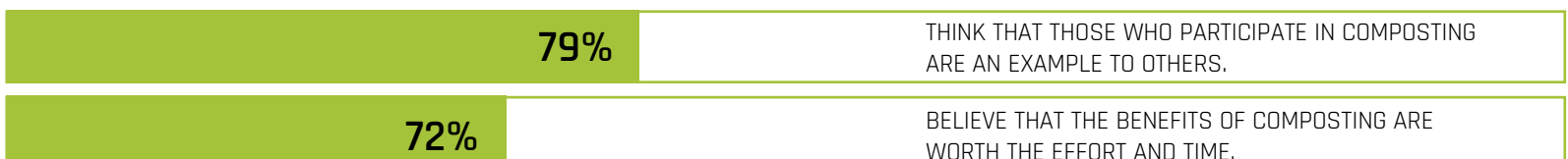
We have such measurable data at RECYC-QUÉBEC. Our *Portrait of the Behavior and General Attitude of Quebecers toward*

*the 4 Rs* provides an up-to-date picture of how Quebecers manage their residual materials and offers critical input for all our actions aimed at changing their behavior.

### A LARGE MAJORITY BELIEVES IN THE IMPORTANCE OF RECYCLING.



### A HIGH PROPORTION OF RESPONDENTS HAVE A POSITIVE IMAGE OF COMPOSTING



## MUNICIPAL MARKETS FOR ORGANIC MATTER

What organic matter do municipalities use? Compost, material incorporated in topsoil and garden soil, and products in the form of mulch. So concluded a recent report presenting the status and potential for recycling organic matter in the municipal market. This portrait

spells out what product features municipalities want, lists what facilitates or complicates the use of organic matter, and provides recommendations for promoting its use and developing markets in an urban environment.



## SUCCESS STORIES: BEST PRACTICES IN THE ICI SECTOR

### NOTHING BREEDS SUCCESS LIKE SUCCESS!

RECYC-QUÉBEC has distributed fifteen leaflets on industrial, commercial, and institutional (ICI) entities that have implemented organic matter management. These examples come from a variety of sectors: restaurants and caterers, educational institutions, food markets, and others. They describe the steps for implementing the system, quantities and types of residual materials, how collection works, results, success factors, and challenges.



For that matter, the website [ORGANIQUE.RECYC-QUEBEC.GOUV.QC.CA](http://ORGANIQUE.RECYC-QUEBEC.GOUV.QC.CA)

now includes a section dedicated to ICIs. It provides a map of the organic matter treatment facilities currently in operation and planned, and fact sheets on *in situ* thermophilic composting technologies.

## \$2 MILLION TO HELP ICIs JOIN FORCES



A new \$2 million program was launched this year in the ICI sector. This financial assistance program, announced by the Minister of Sustainable Development, the Environment and the Fight Against Climate Change, encourages ICIs in industrial parks and commercial zones to analyze their common needs in terms of residual materials management. Working together, ICIs can implement more efficient collection practices, optimize collection routes to reduce greenhouse gas emissions, and collect larger volumes of various sorted materials more easily and at a lower cost at the source.

# ADDITIONAL FINANCIAL ASSISTANCE FOR SORTING CENTERS, PACKAGERS, AND RECYCLING COMPANIES

In August 2014, RECYC-QUÉBEC introduced a brand new way to reach out to and promote synergies in the curbside recycling industry—a call for proposals to sorting centers, packaging companies, and recyclers of recyclable materials from curbside recycling.



## STABILIZE PROCUREMENT

By matching supply and demand in terms of the quality of the materials produced by sorting centers on the one hand and the needs of packagers and recycling companies on the other

## FIND OPPORTUNITIES

By reclaiming the waste from sorting centers and developing innovative processing methods for these materials

The call for proposals was a resounding success! Projects were submitted from every region of Québec. RECYC-QUÉBEC will draw on a \$5 million budget to support the most promising among them.

# RESIDUAL MATTER PER RESIDENT: DOWN 22 KG

The 2012 Québec RMM Report by RECYC-QUÉBEC was eagerly awaited by everyone in the residual materials management value chain! It reports on our success in meeting the quantitative objectives in the Québec Policy on Residual Materials and its 2011-2015 Action Plan.

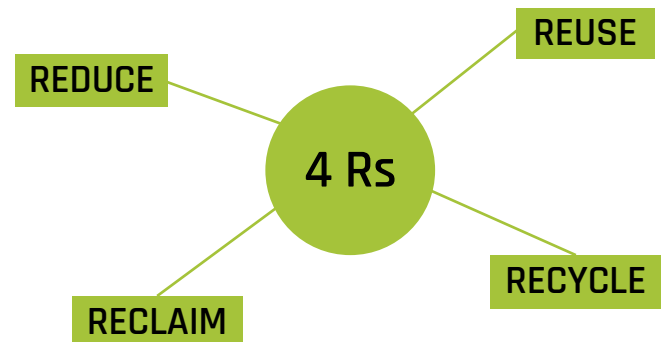
And the signs are promising: data for 2012 show that 724 kg of residual materials were disposed of per resident. Compared to 2011, that marks a 22 kg drop per person.

This decline brings us closer to the objective of the Québec Policy on Residual Materials, which aims for 700 kg per resident by 2015.

For full details, visit the RECYC-QUÉBEC website.

# \$3 MILLION FOR REDUCTION AT SOURCE

Reduction at source is the first action principle of the 4 R hierarchy:



Because this is such an important issue, the Minister of Sustainable Development, the Environment and the Fight Against Climate Change announced \$3 million in funding for a major new responsibility for RECYC-QUÉBEC—reduce waste at the source. Among our actions, we have created a roundtable, implemented a financial aid program, and taken communication and recognition initiatives.



## EXTENDED PRODUCER RESPONSIBILITY (EPR) PROGRAMS MAKE A DIFFERENCE!



Crédit : CFER

IN  
**2014**  
 OVER  
**90,000**  
**TONS**

OF ALL SORTS OF PRODUCTS AT THE END OF THEIR USEFUL LIVES WERE COLLECTED AND RECLAIMED AS OPTIMALLY AS POSSIBLE THROUGH AUTHORIZED DROP-OFF LOCATIONS.

## AN IMPROVED RMM PORTAL FOR MUNICIPALITIES

Municipalities wanted a portal that was easier to use, while at RECYC-QUÉBEC we are constantly looking for ways to improve our services to the municipal sector. We therefore launched a 2.0 version of our RMM portal this year. This efficient, user-friendly tool makes it easier for municipal agencies to record their curbside recycling program data.

## CONCLUSIVE LIFECYCLE ANALYSES

LAST YEAR, TWO LIFECYCLE ANALYSES COMMISSIONED BY RECYC-QUÉBEC WERE PUBLISHED.

### More reusable cups

The first analysis concerned single-use versus reusable coffee cups in restaurants. It showed that ceramic cups become more economical than cardboard cups once they have been used 45 times and should therefore be the number one choice.



### Recycle and reclaim glass instead of burying it

The results show that it is better to transport glass, even over long distances, to recycle or reclaim it. Recycling and reclaiming glass are therefore preferable to burying it in a landfill.



# An Increasingly Targeted Approach

It gives me great satisfaction to sign this report at the end of my first full year as chair of RECYC-QUÉBEC's board. Since I first joined the board, I have seen the hard work, creativity, and dependability of the management team and employees in pursuing RECYC-QUÉBEC's mission. These last twelve months have again confirmed that seeing is believing. Thank you all!

RECYC-QUÉBEC is playing an ever more crucial role in educating the public. Our special business line, *Residual Materials Management Public Education*, is now in charge of all activities in this area, whether for individuals or the industrial, commercial, and institutional (ICI) sector. Our organization is developing social marketing expertise aimed at fostering specific, measurable behaviors. We consider such things as what motivates people to adopt the behaviors we wish to promote, what obstacles stand in the way, the dynamics of influencing people's behavior, and segmentation of target audiences.

The *2012 Québec Residual Materials Management Report* published in September 2014 demonstrated the decisive role RECYC-QUÉBEC has played in educating Quebecers for more than twenty years. Compared to the previous 2010-2011 report, the data show a 22 kg drop in the quantity of residual materials disposed of per resident. In 2012, each resident was disposing of 724 kg of residual materials annually, which is close to the objective for 2015 of 700 kg per Québec resident. Imagine what we will be able to accomplish with our new business line completely dedicated to changing behaviors!

There is no use in talking about changing behaviors without considering the 4 R hierarchy and its basic principle, reduction at source. Since November 2014, we have taken on a brand new responsibility entrusted to RECYC-QUÉBEC by the Minister of Sustainable Development, the Environment and the Fight Against Climate Change. With it comes a \$3 million budget to bring together the various stakeholders in the community to develop actions that will reduce waste at the source. In addition, RECYC-QUÉBEC has a new \$2 million program for ICIs not served by municipal collection. It offers financial support for joint initiatives that result in better management of residual materials.

At RECYC-QUÉBEC we are working with the government to identify ways that systems can be modernized to improve environmental performance. We provided assistance on a comparative study on deposit return and curbside recycling by Centre de recherche en économie de l'Environnement, de l'Agroalimentaire, des Transports et de l'Énergie (CREATE) and launched an innovative call for proposals to modernize the curbside recycling system. The entire RECYC-QUÉBEC team will continue to lend its support to the Minister for any initiative related to systems modernization.

On the eve of our 25th anniversary, I am convinced more than ever that our mission is fundamentally important, as is our contribution to reaching the environmental goals that challenge all of us in Québec. For the members of the RECYC-QUÉBEC board, each day brings new confidence and a new commitment to work together. I wish to sincerely thank each and every one of them for their help throughout the past year.

I will conclude by also thanking Benoît de Villiers for his dedication as President and Chief Executive Officer in 2014-2015 and Marie Cloutier, who succeeded him. Their efforts and commitment have contributed to the repute and success of our organization.



**Josée Duplessis**  
Chair of the Board



# More Present and Engaged Than Ever

For close to 25 years, we have advised, guided, and helped Quebecers, organizations, and partners find and put into practice sustainable, eco-responsible, and economically viable solutions. And we continued on this path in 2014-2015.

Even as we made laudable contributions to the government's efforts to reduce overall expenses, we continued to devote the same careful attention to important projects like educating Quebecers. We have also taken a growing interest at RECYC-QUÉBEC in the circular economy concept. This multifaceted approach popular in Europe and Asia calls for economic development that makes efficient use of resources and reduces environmental impacts.

With this in mind, we have felt it important to be present on the ground and leverage our employees' broad spectrum of knowledge and skills to understand the issues and add value to projects, both for our partners and for the public. Over the last twelve months, we have used every opportunity to take the pulse of the groups we work with and support. We therefore toured various regions of Québec so that we could get a clear take on local realities and engage in conversations with stakeholders.

Obviously, municipalities are essential partners in the efficient management of residual materials. We believe we must be attentive to their needs, equip them adequately, share our knowledge with them, and put our skills to work for them. One of the things we did to help municipalities more was completely redesign our RMM Portal and make it more user-friendly.

The Joint Committee and the Roundtable on Recycling Organic Matter also made significant contributions—particularly by completing studies—to progress on our major initiatives on organic matter, reduction at source, products with short lifecycles, and the ICI and CRD sectors.

Among the other important achievements in 2014-2015 were the release of the *2012 Québec Residual Materials Management Report* and the results of two significant lifecycle analyses, one on the use of coffee cups and the other on glass commercialization.

All these initiatives owe their success to the commitment and discipline of everyone who contributed to them. My sincere thanks go out to our employees and all the managers, the members of the board, and all our partners. I would particularly like to thank the members of the management committee for their support during this transition period.



**Marie Cloutier**  
Interim President and  
Chief Executive Officer





# Our 6 Action Areas

1 - Organic matter / 2 - Reduction at source / 3 - Products with short lifecycles  
4 - ICI and CRD sectors / 5 - Recycled-content products / 6 - Deposit return

---



---

**RECYC-QUÉBEC'S 2012-2017 STRATEGIC PLAN SETS OUT THE PRIORITIES FOR RESIDUAL MATERIALS MANAGEMENT AND FOCUSES ON SIX MAJOR AREAS THAT COMPLEMENT THE QUÉBEC POLICY ON RESIDUAL MATERIALS AND ITS 2011-2015 ACTION PLAN.**

# 1

## ORGANIC MATTER



### CHALLENGES

- Develop markets
- Contribute to social acceptability and citizen engagement
- Develop effective collection and treatment systems

### 2014-2015 ACHIEVEMENTS

- Studied the social acceptability of biosolids in land farming, residential collection of organic matter, and treatment facilities
- Submitted a summary analysis on points to consider when implementing collection of organic matter, to maximize the reclamation of food waste
- Posted a special section for the industrial, commercial, and institutional (ICI) sector on the organic matter website
- Produced guides and tools for generators and users, including a report on the uses of organic residual materials in the municipal sector
- Published success stories of ICIs that have implemented the collection of organic matter
- Created a database of all the studies on organic matter management, to help municipalities and ICIs in planning, implementing, and monitoring their organic matter management systems

### ONGOING ACTIONS

- Continuing implementation of the 2013-2015 Action Plan from the Roundtable on Recycling Organic Matter, with 24 of the 35 actions started or completed, in collaboration with three committees mandated to assist, including:
  - Report and fact sheets on packaging removal technologies for food products past their use-by date
  - Best practices guide to eliminate odors associated with the production, storage, and spreading of fertilizer residual materials in agricultural settings
  - Target group communication strategies for Roundtable on Recycling Organic Matter Action Plan deliverables

# 2

## REDUCTION AT SOURCE

### CHALLENGES

- Encourage residual materials management (RMM) stakeholders to discuss and work together
- Identify required actions based on expected results

### 2014-2015 ACHIEVEMENTS

- Launched the reduction at source initiative with creation of the Joint Committee on Reduction at Source
- Awarded four special mentions for "Reduction at source" for the ICI ON RECYCLE! program

### ONGOING ACTIONS

- Started the Joint Committee on Reduction at Source and identified actions of significant value to achieving the objectives of the Québec Policy on Residual Materials Management and RECYC-QUÉBEC's 2012-2017 Strategic Plan
- Developed the action plan and began implementation

# 3

## PRODUCTS WITH SHORT LIFECYCLES

### CHALLENGES

- Develop measures to ensure that products with short lifecycles bear their social and environmental costs
- Encourage the use of products with longer lifecycles

### 2014-2015 ACHIEVEMENT

- Published and distributed a lifecycle analysis on reusable versus single-use coffee cups

### ONGOING ACTION

- Introduction by the Joint Committee on Reduction at Source of a special section on single-use products and wasted food



# 4

## ICI AND CRD SECTORS



### CHALLENGES

- Improve performance in government ministry and agency buildings
- Develop collective recycling systems for industrial parks and commercial zones
- Help ICIs in banning the disposal of paper, cardboard, and wood
- Support the industry in developing markets

### 2014-2015 ACHIEVEMENTS

- Close to \$3 million granted to eleven projects by the Technology and Procedure Implementation and Market Development Financial Aid Program
- Conducted customer satisfaction surveys and a study of the ICI ON RECYCLE! and VISEZ juste! programs
- Completed and distributed a lifecycle analysis of plans to commercialize mixed glass recycled via recyclable materials sorting centers in Québec
- Awarded the Vision Innovation prize and a \$5000 prize at the 3R MCDQ annual conference

### ONGOING ACTIONS

- Implementation of the financial aid program for grouping ICIs in RMM
- Assessment and updates to the ICI ON RECYCLE! and VISEZ juste! behavior programs

# 5

## RECYCLED-CONTENT PRODUCTS

### CHALLENGES

- Promote recycled-content products among manufacturers and provide recognition
- Encourage organizations and purchasers to change their purchasing policies to include products made of recycled materials
- Help the industry develop markets

### 2014-2015 ACHIEVEMENT

- Participation on the Government Green Procurement Table

### ONGOING ACTIONS

- Creation of a review committee to update the action plan for recycled-content products
- Analysis of RECYC-QUÉBEC's current list of recycled-content products



# 6

## DEPOSIT RETURN

### CHALLENGE

- Maintain synergy between the curbside recycling and deposit return systems so as to achieve the best possible environmental performance

### 2014-2015 ACHIEVEMENT

- Signed the 2014 agreement on deposit return, reclaiming, and recycling non-refillable carbonated beverage containers

### ONGOING ACTIONS

- Study comparing deposit return and curbside recycling by Université Laval's Centre de recherche en économie de l'environnement, de l'agroalimentaire, des transports et de l'énergie (CREATE)
- Update to the lifecycle analysis on beer container deposit returns by the International Reference Centre for the Life Cycle of Products, Processes and Services (CIRAIG)
- Study on the handling costs of deposit return for non-refillable containers
- Development of software to manage the deposit return system



# Lines of Business

- **FINANCIAL ASSISTANCE PROGRAMS**
- **OPERATIONAL PROGRAM MANAGEMENT AND COMPLIANCE (DEPOSIT RETURN AND TIRES)**
- **EXTENDED PRODUCER RESPONSIBILITY (EPR) AGREEMENTS**
- **BEHAVIOR PROGRAM MANAGEMENT**
- **RESIDUAL MATERIALS MANAGEMENT PUBLIC EDUCATION**
- **RESIDUAL MATERIALS MANAGEMENT VALUE CHAIN ENGAGEMENT AND COOPERATION**



**RESIDUAL MATERIALS MANAGEMENT PUBLIC EDUCATION ACTS IN SUPPORT OF ALL RECYC-QUÉBEC ACTIVITIES AIMED AT CHANGING BEHAVIOR AND ENGAGING THE COMMUNITY**

Look for this graphic to find out how we use this expertise in our operations.



# Financial Assistance Programs

## ROLE

Assist the efforts of agencies promoting improved residual materials management by supporting industry initiatives and projects

To do this, we:

- Manage the operations of our various financial aid programs
- Analyze all applications for financial aid under standardized programs
- Recommend the most promising projects based on strict and fair criteria
- Monitor projects for performance and impact



## PUBLIC EDUCATION

**MUST BE AN INTEGRAL PART OF ANY PROJECT FUNDED THROUGH THE SOCIAL ECONOMY AND COMMUNITY ENGAGEMENT PROGRAM.**

## PROGRAMS AND RESULTS

### Technology and Procedure Implementation and Market Development

11 PROJECTS

**NEARLY \$3 MILLION**  
IN FUNDING

Designed to improve processing operations for residual materials, particularly in the construction, renovation, and demolition (CRD) sector, and identify new markets for reclaimed materials.

### Social Economy and Community Engagement

28 PROJECTS

**OVER \$1.3 MILLION**  
IN FUNDING

Designed to support social economy enterprises and community action groups that reclaim residual materials or want to encourage changes in behavior in the community.

### Improving RMM Performance in ICIs

81 PROJECTS

**OVER \$800,000**  
IN FUNDING

Designed to provide direct funding to implement institutional residual materials management plans, including the purchase of required equipment

### Sorting Center and Curbside Recycling Assistance Program

2 PROJECTS

**\$26,000**  
IN FUNDING

Designed to support sorting centers to improve their performance and the quality of outgoing materials

As part of this program, a call for proposals was launched and met with great success, given the numerous projects submitted. The call for proposals was to develop innovative projects for recyclable materials from curbside recycling to help sorting centers, packagers, and Quebec recyclers.

RECYC-QUÉBEC will analyze each of the submissions and will support the best projects up to the total of available funds (\$5 million).

### Graduate Scholarships

SEVEN \$3,000 MASTER'S SCHOLARSHIPS  
AND THREE \$6,000 DOCTORATE  
SCHOLARSHIPS

**TOTAL OF \$39,000**  
IN FUNDING

For six years now, RECYC-QUÉBEC has offered master's and doctorate students scholarships aimed at supporting work and research to advance knowledge and develop know-how in responsible residual materials management.





# Operational Program Management and Compliance


## (DEPOSIT RETURN AND TIRES)

### ROLE

Manage operations and ensure compliance of deposit return and tire recycling programs

More specifically:

- Ensure compliance with laws, regulations, and agreements
- Support various parties in meeting their obligations

 **THE GOAL OF PUBLIC EDUCATION IS TO GUIDE QUEBECERS TO DO THE RIGHT THING EVERY TIME.**

## Deposit Return

Deposit return programs are designed for two types of beverage containers at the end of their useful lives.

### Non-refillable Containers (NRC)

The recovery rate for NRCs has held steady at close to 70% for the last five years.



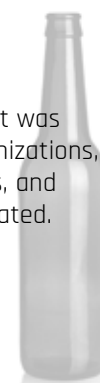
### Refillable Containers (RC)

The recovery rate for RCs (brown bottles) has held steady at **98%** for the last ten years.

### Deposit return for causes on the rise

Consignéco is the Québec brewers association, whose members contribute, inform, raise awareness, and educate Quebecers to improve the recovery rate of containers at the end of their useful lives.

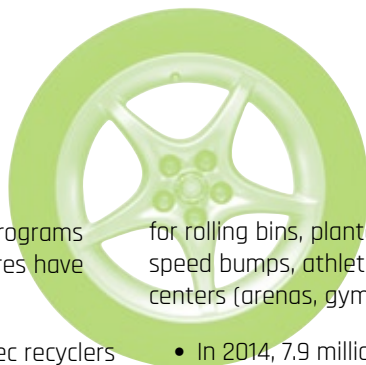
Since the refund for causes movement was implemented last year, over 250 organizations, and some 40 businesses, associations, and municipalities in Québec have participated.



## Tires

Since the start of RECYC-QUÉBEC's programs in 1993, close to 129.5 million scrap tires have been recycled.

All those tires were brought to Québec recyclers and transformed into a wide variety of products—blasting mats, livestock mats, factory mats, carpet padding, floor covering tiles, soundproofing panels, manhole gaskets, wheels



for rolling bins, planters, signage accessories, speed bumps, athletic fields, mats for sports centers (arenas, gyms), and mud guards.

- In 2014, 7.9 million tires (passenger car tire equivalents or PTEs) were recycled and Québec's 2015-2020 scrap tire management program was adopted.

**QUÉBEC IS BY FAR THE MOST TECHNICALLY AND ECONOMICALLY ADVANCED PROVINCE IN CANADA IN SCRAP TIRE MANAGEMENT. OUT OF ALL THE TIRES RECOVERED BY THE PROGRAM, 99% WERE RECYCLED AND 1% WERE REPURPOSED FOR ENERGY. TIRES IN TOO POOR CONDITION FOR RECYCLING WERE THE ONES REPURPOSED INTO NEW ENERGY.**

# Extended Producer Responsibility (EPR) Agreements

## ROLE

Help businesses in their efforts to recover and reclaim their products not collected by curbside recycling programs

- Recognize organizations responsible for recovery and reclamation programs for regulated products
- Monitor compliance with program obligations and performance
- Help recognized management organizations (RMOs) with their new roles and responsibilities in the collection of products covered by extended producer responsibility as well as with attendant issues



**PUBLIC EDUCATION PROGRAMS ENCOURAGE QUEBECERS TO GO TO SPECIALIZED AND CERTIFIED COLLECTION LOCATIONS.**

## ACHIEVEMENTS

Created an information microsite ([welltakecareofit.ca](http://welltakecareofit.ca)) and a Web campaign to encourage changes in behavior and get Québec consumers to take products to the right places so that the products can be recovered and reclaimed.

Monitored individual recovery and reclamation programs for seven companies covered by the Regulation on Extended Producer Responsibility: Bell, Québecor, Ikea, Crevier Lubrifiants, Paquet et fils, Safety Kleen and Canadian Tire.

**WITH QUÉBEC'S GROWING NUMBER OF CERTIFIED DROP-OFF LOCATIONS, CONSUMERS CAN REST ASSURED THEIR MATERIALS WILL BE OPTIMALLY RECLAIMED.**

### PAINT PRODUCTS

([ECO-PEINTURE.COM](http://ECO-PEINTURE.COM))

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



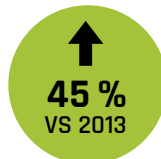
**1,000+**  
DROP-OFF LOCATIONS

### ELECTRONIC DEVICES

([RECYCLEMYELECTRONICS.CA](http://RECYCLEMYELECTRONICS.CA))

Computers, screens and peripherals, televisions, printers, scanners, fax machines, photocopiers, telephones, cell phones, cameras, answering machines, e-book readers, audio and video products, and other accessories

**800+**  
PUBLIC DROP-OFF LOCATIONS

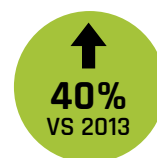


### MERCURY LIGHT BULBS

([RECYCFLUO.CA](http://RECYCFLUO.CA))

Fluorescent bulbs, compact fluorescent bulbs, high intensity discharge bulbs, and any other type of bulb containing mercury

**700+**  
DROP-OFF LOCATIONS



### OILS, COOLANTS AND ANTIFREEZE

([SOGHU.COM](http://SOGHU.COM))

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

**1,000+**  
DROP-OFF LOCATIONS



### BATTERIES

([RECYCLEMYELECTRONICS.CA](http://RECYCLEMYELECTRONICS.CA))

Rechargeable and non-rechargeable batteries

**1,900+**  
PUBLIC DROP-OFF LOCATIONS



# Behavior Management Programs

## ROLE

Help municipalities, businesses, and organizations adopt best management practices for residual materials.

To help them, we:

- Develop support and educational tools
- Analyze residual materials management plans for compliance
- Collect and analyze municipal data to calculate compensation
- Recommend actions to improve residual materials management performance



## CURBSIDE RECYCLING COMPENSATION PLAN

A new portal for the compensation plan went online in February 2015. It was redesigned to make it more user friendly for municipalities to report net costs from curbside recycling each year.

RECYC-QUÉBEC remits money to municipal agencies under the curbside recycling compensation plan from two certified agencies—Éco Entreprises Québec (ÉEQ) representing the containers, packaging, and printed matter categories and RecycleMédias representing newspapers.

IN 2014:

**\$156.5 MILLION**  
WAS PAID TO

**561**  
MUNICIPAL  
AGENCIES

## RESIDUAL MATERIALS MANAGEMENT PLANS (RMMP)

Support for municipalities in updating their RMMPs.

### ACHIEVEMENTS FOR THE YEAR:

- UPDATED SEVEN RMMPs
- ANSWERED CLOSE TO 700 INQUIRIES FROM MUNICIPALITIES
- DISTRIBUTED SUPPORT TOOLS (MONTHLY NEWSLETTER, RMMP PREPARATION GUIDE, GROUP GUIDE FOR UPDATING RMMPs, REVISED HANDBOOK FOR UPDATING RMMPs, AND MORE)
- PRESENTATIONS ON THE MAIN REASONS FOR RMMP NONCOMPLIANCE

# 700

INQUIRIES ANSWERED



**PUBLIC EDUCATION IS THE BEST WAY TO INSTILL LASTING NEW BEHAVIORS IN MUNICIPAL RECYCLING**

## ICI ON RECYCLE!

Award program that recognizes industrial, commercial, and institutional (ICI) entities and provides help for the implementation of proper residual materials management

### FOUR SPECIAL MENTIONS

## “REDUCTION AT SOURCE”

Deserving organizations received their certificates at one of twelve award ceremonies organized in partnership with Québec’s regional environmental councils. This program informed and educated close to 930 representatives of businesses across Québec about RECYC-QUÉBEC’s mission and the importance of the 4 Rs.

# 120

DESERVING ORGANIZATIONS AWARDED LEVEL 3 CERTIFICATION

## WISEZ JUSTE!

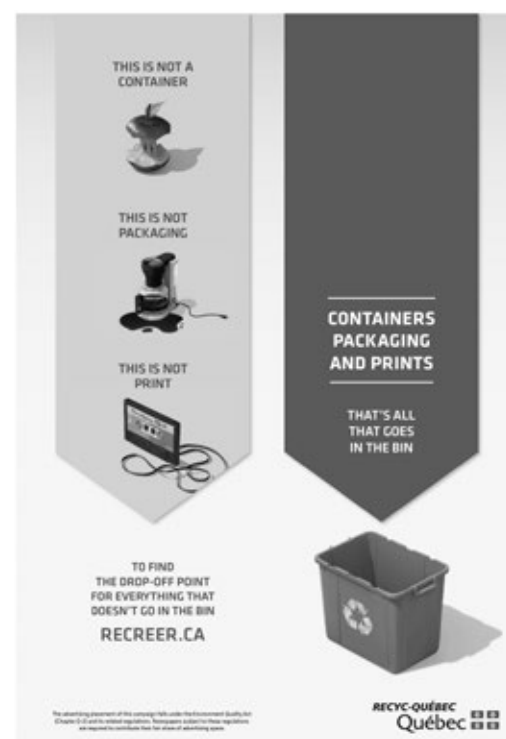
Residual materials management program designed specifically for government ministries and agencies. The program seeks to accelerate adoption of reduction at source, reuse, recycling, and reclamation (4 Rs) within these organizations.

WISEZ juste! has been implemented in 152 government buildings, including 78 in Greater Montréal and 74 in Greater Québec City. Program implementation in other regions of Québec is being studied. A customer satisfaction survey showed a 98% satisfaction rate. The satisfaction rates with regard to collection equipment and services and RECYC-QUÉBEC’s technical support and support services range between 96% and 100%.

### “This is not...” awareness campaign

This awareness campaign in every newspaper in Québec focused its message on the items that should not be placed in a curbside recycling bin. “Containers, packaging, printed materials are all that goes in the bin” was used to give Quebecers additional information about what materials are acceptable. The campaign was then adapted for television, radio, and the Web and ran in April and May 2015. The campaign was rated highly and scored high for message comprehension.

**77%** OF RESPONDENTS GAVE A POSITIVE RATING OF 7 OR HIGHER OUT OF 10



# Residual Materials Management Public Education

## ROLES

Provoking voluntary changes in behavior among Quebecers and the industrial, commercial, and institutional (ICI) sector through an in-depth analysis of attitudes, motivations, obstacles, and deciding factors (social, economic, structural) likely to have an impact on desired behaviors and achieve better residual materials management outcomes.

Build on the knowledge of target audiences to establish psychosocial segmentation for our actions and awareness strategies to influence the segments most likely to adopt desired behaviors, and position ourselves to best address these target audiences.

 IN ADDITION TO THESE ROLES, THE “RESIDUAL MATERIALS MANAGEMENT PUBLIC EDUCATION” BUSINESS LINE ACTS IN SUPPORT OF ALL OF RECYC-QUÉBEC’S ACTIVITIES.

## ACHIEVEMENTS

Fiscal 2014-2015 was the second year of operation for this business line. We targeted the ICI sector and individual Quebecers in defining the scope of our research and studies aimed at collecting data for RECYC-QUÉBEC’s social marketing strategy.

### Quebecers

#### SEGMENTATION STUDY

DEVELOP A PORTRAIT OF THE BEHAVIORS AND ATTITUDES OF QUEBECERS TOWARD THE 4 RS

#### QUALITATIVE STUDY

DETERMINE THE SUCCESS FACTORS FOR CITIZEN PARTICIPATION - SUMMARIZE THE MEASURES THAT INSTILL LASTING NEW BEHAVIORS IN MUNICIPAL RECYCLING IN QUÉBEC

### ICI sector

#### QUALITATIVE AND QUANTITATIVE STUDY

ASSESS THE ICI ON RECYCLE! AND VISEZ JUSTE! BEHAVIOR PROGRAMS





# Engage the Residual Materials Management Value Chain

## ROLE

Bring together the various stakeholders in the RMM value chain to consider the future and determine which actions should be put into practice.

As initiator of the value chain, we:

- Engage with the value chain to prevent or manage real or potential obstacles in the system in cooperation with all stakeholders
- Work with the community to develop and put into effect solutions to boost RMM effectiveness and performance in Québec
- Develop a concerted stance among stakeholders to make faster progress toward reduced waste

## ACHIEVEMENTS

### Joint Committee on Recyclable Materials from Curbside Recycling

We continued to implement the Joint Committee's 2012-2015 action plan.

Out of 43 actions, 11 were carried out and 20 are underway with the help of four working groups made up of various Joint Committee members.

Highlights included a call for proposals from sorting centers, packagers, and recyclers of materials from Québec's curbside recycling program, as well as tours of sorting centers and recycling facilities. Actions were particularly aimed at companies that market containers and packaging reclaimed through curbside recycling.

The Joint Committee is currently working on developing recycling markets for multilayer containers, plastic bags and film, and mixed paper.

### Organic Matter Recycling Roundtable

The Organic Matter Recycling Roundtable was created by Recyc-Québec in 2012 with the goal of eliminating the need for organic matter recycling by 2020. It brings together all key stakeholders in the community. This year, we continued to implement the 2013-2015 action plan, and 24 of 35 actions were initiated or continued in collaboration with three implementation committees.

During the year, we improved the [organique.recyc-quebec.gouv.qc.ca](http://organique.recyc-quebec.gouv.qc.ca) website by adding a section dedicated to the industrial, commercial, and institutional (ICI) sector. We posted a map of current and future organic matter treatment facilities and fact sheets on in situ thermophilic composting technologies. In addition, the team gave 16 talks on organic matter management to municipal agencies, ICIs, and agricultural professionals, and at industrial association seminars

### Joint Committee on Reduction at Source

With reduction at source a new responsibility, we set up the RECYC-QUÉBEC Joint Committee on Reduction at Source bringing together some 20 participants from various communities. This multidisciplinary committee will work to develop an initial action plan aimed at achieving concrete results. The main themes it will study are food waste, green design, sustainable worksite management, single-use products, and reuse.

The initial action plan for the 2015-2017 period is expected in autumn 2015.



**PUBLIC EDUCATION MEASURES THE MAIN OBSTACLES, MOTIVATIONS, AND ATTITUDES OF QUEBECERS REGARDING THE 4 Rs WITH RESPECT TO RECYCLABLE MATERIALS, ORGANIC MATTER, AND REDUCTION AT SOURCE.**