

A woman and a young girl are crouching in a field, planting a small seedling into the soil. The woman is wearing a white shirt, blue jeans, and a wide-brimmed straw hat. The girl is wearing a pink long-sleeved shirt, a purple vest, white leggings, and a pink hat. They are both smiling and looking at the plant. The background is a blurred field with trees.

CONCRETE ACTIONS A VISION FOR THE FUTURE

Annual Report 2017 → 2018

RECYC-QUÉBEC

Québec



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Acronyms

4Rs REDUCE, REUSE, RECYCLE, RECOVER / **CTE** CAR TIRE EQUIVALENT / **EPR** EXTENDED PRODUCER RESPONSIBILITY / **GHG** GREENHOUSE GAS / **IBI** INDUSTRIES, BUSINESSES, AND INSTITUTIONS / **LCA** LIFE CYCLE ASSESSMENT / **NRC** NON-REFILLABLE CONTAINER / **RC** REFILLABLE CONTAINER / **RMM** RESIDUAL MATERIALS MANAGEMENT / **RMMP** RESIDUAL MATERIALS MANAGEMENT PLAN / **RMO** RECOGNIZED MANAGEMENT ORGANIZATION

The information presented in the 2017-2018 Annual Report is from the period ending March 31, 2018.

MESSAGE FROM THE CHAIR OF THE BOARD



If I had to summarize 2017-2018 in one word, I'd choose "renewal." RECYC-QUÉBEC's expanded role was officially recognized under the new *Environmental Quality Act*, energizing the organization in its mission to make Québec a responsible and waste-free society.

There have also been internal changes—dedicated, qualified leaders have moved on and been replaced by new and equally exceptional talent.

I would like to thank Dany Michaud, whose commitment and leadership have left an indelible mark on RECYC-QUÉBEC, and welcome Sonia Gagné, a brilliant and seasoned manager with ever-expanding ambitions for the organization.

On behalf of all board members, I would like to thank the members whose terms ended during the last fiscal year for their contributions.

The board was very active last year, especially with regard to strategic planning for Québec's 2018-2022 residual material action plan. With the release of this key document, which will serve as a roadmap for the months and years to come, I look forward to the future of waste management in Québec with great confidence and optimism.

Thanks to our team of experts and our loyal partners, I am proud to say that we are well equipped to achieve and even exceed the objectives we have collectively set for ourselves. Together we will continue to reinvigorate our society by taking ever more responsible actions and making even greener choices.

Karine Joizil, Esq.
Chair of the Board

A handwritten signature in black ink that reads "Karine Joizil". The signature is fluid and stylized, with the first letters of the first and last names being capitalized and prominent.

MESSAGE FROM THE PRESIDENT AND CEO

2017-2018 marked a turning point for RECYC-QUÉBEC, particularly with the adoption of Bill 102, which expanded our responsibilities and broadened our mandate. This mark of trust and recognition has not only given us more flexibility to achieve our mission in step with our ambitions, but has also provided a bona fide springboard for the coming years.

This is the backdrop against which I began my tenure at the helm of RECYC-QUÉBEC, driven by the desire to establish our organization as a key player in Québec's transition to an even greener, more innovative, and more efficient modern society.

The many strategic actions and initiatives we rolled out over the past fiscal year (they are listed in the highlights) prove that we are already en route to a more circular waste management economy. I intend to maintain this momentum and focus on priority and strategic actions for the industry.

I cannot neglect to mention the current climate in Québec's recycling industry. The curbside collection situation in Québec is worrisome, but it is also starting to change as a result of intensive collaboration with industry partners and stakeholders. Behind every challenge is an opportunity, so we took concrete action to reduce our vulnerability to export markets by leveraging the quality of our materials and increasing processing capacity in Québec.

I firmly believe that if we work together with a shared vision for recyclable materials, we can make Québec a true leader in circular economics and responsible waste management.

I would like to thank our partners, who have helped us achieve the successes featured in this report, and our team, including our employees, managers, and board members, who are our greatest assets.

Lastly, I would like to thank my predecessor, Dany Michaud, who has done a remarkable job that I now have the privilege of continuing.

Sonia Gagné
President and CEO



An aerial photograph of a dense, lush green forest with many trees, filling the entire background of the page.

RECYC-QUÉBEC AT A GLANCE

MISSION

Lead Québec to reduce, reuse, recycle, and recover residual materials to promote circular economy and fight climate change.

VISION

Become a key partner in a waste-free Québec.

VALUES

Respect, integrity, collaboration, responsibility, and fairness.

YEAR IN REVIEW



Expanded Responsibilities for RECYC-QUÉBEC
The CRD Sector: A Priority
Increased Support for IBI
Circular Economy: Indispensable
Sustained Support for Behavioral Change
Successful Programs That Make a Difference

The new *Environment Quality Act*, which came into force on March 23, 2018, clearly acknowledges the added value provided by RECYC-QUÉBEC and fully leverages its expertise.

RECYC-QUÉBEC's new responsibilities include a mandate to develop all action plans and programs stemming from the *Québec Residual Materials Management Policy*. The organization has been recognized as a one-stop shop for municipalities for all aspects of developing residual materials management plans and implementing planned actions for improved performance.

2018-2022 ACTION PLAN BASED ON THE QUÉBEC RESIDUAL MATERIALS MANAGEMENT POLICY

As part of these new responsibilities, RECYC-QUÉBEC coordinated a collaborative process to draft a 2018-2022 action plan based on the *Québec Residual Materials Management Policy*.

As part of the process over 20 municipal agencies, businesses and associations, environmental organizations, and government ministries and agencies shared priorities and drew on their expertise and hands-on experience to establish the most effective means of reaching government residual materials management targets.

Key guiding principles were established jointly, resulting in some twenty actions aimed at achieving a waste-free Québec.

A draft of the 2018-2022 action plan has been finalized and submitted to the government.

SUPPORT FOR RMMP IMPLEMENTATION

The RECYC-QUÉBEC team in charge of municipalities has compiled and analyzed the annual follow-up reports on residual materials management plans (RMMPs) to identify recurring issues, develop appropriate tools, and provide targeted support.

One of the tools developed for municipalities is the *PGMR en action* newsletter.

To date, it has brought over 70 articles to some 800 subscribers.

[See the newsletter \(French only\) >](#)

RESIDUAL MATERIALS MANAGEMENT EXCELLENCE PROGRAM FOR MUNICIPALITIES

As part of its commitment to actively supporting municipalities, RECYC-QUÉBEC has partnered with Réseau Environnement to set up a residual materials management excellence program for municipalities in Québec.

The program's objectives are to:

- Improve approaches and develop a community of best practices;
- Assess municipalities' performance against measurable objectives defined in collaboration with municipal administrators;
- Establish measures to recognize and promote the performance of municipal organizations.

A pilot phase will be launched to maximize the program's relevance and effectiveness, then it will be extended to all Québec municipalities that wish to participate.

OTHER RELEVANT PUBLICATIONS

RECYC-QUÉBEC has published a number of reference documents for its stakeholders, including:

- [A prefeasibility study for a mixed paper recycling facility in Québec \(French only\) >](#)
- [A pilot project evaluating the added value and cost of separately sorting multilayer containers in recycling facilities \(French only\) >](#)
- [A responsible purchasing fact sheet listing products under extended producer responsibility \(French only\) >](#)

ENVIRONMENTAL AND ECONOMIC LCA ON SHOPPING BAGS

RECYC-QUÉBEC released the results of a life cycle assessment (LCA) on shopping bags to provide a decision support tool for municipalities and retailers seeking to assess their options for reducing the environmental and economic impacts of shopping bags in their region.

The study was conducted by the International Reference Centre on the Life Cycle of Products, Processes and Services (CIRAIG) and presents the potential environmental impacts and costs of eight types of shopping bags and one green shopping bag designed in Québec. [In light of the study's results, RECYC-QUÉBEC recommends that consumers should not use bags whenever possible and should use recyclable bags they already have.](#)

[See the highlights and the full study \(French only\) >](#)



In response to various issues raised by the construction, renovation, and demolition (CRD) industry, RECYC-QUÉBEC partnered with Ministère du Développement durable, de l'Environnement et de la Lutte contre les changements climatiques (MDDELCC) to rapidly implement concrete solutions addressing the issues facing the CRD industry through a range of actions, including developing local market opportunities and improving reclamation and recovery of specific materials in CRD sorting facilities.

CALL FOR PROPOSALS TO SUPPORT RECYCLING AND RECOVERY OF RESIDUAL MATERIALS IN THE CRD INDUSTRY

RECYC-QUÉBEC issued a call for proposals to provide financial support for projects aimed at solving specific problems in the CRD industry, including facilitating the commercialization of residual materials.

Almost \$1.3 million was invested in companies in the Montérégie, Montréal, Laurentides, Chaudière-Appalaches, Gaspésie-Îles-de-la-Madeleine, and Nord-du-Québec regions for nine projects that provide innovative end-of-life management solutions for fine fractions, wood, asphalt shingles, and gypsum.

[See the approved projects \(French only\) >](#)

SUPPORT FOR CRD SORTING FACILITIES

Since fall 2016, disposal sites have abruptly reduced their use of residual sieving materials as an alternative covering. Another management solution was required, entailing additional costs.

RECYC-QUÉBEC launched a financial assistance program to provide temporary support for sorting centers while medium- and long-term solutions are developed to reduce the quantity of residual sieving materials upstream and optimize market opportunities for the materials.

A total of \$1.1 million was allocated to six CRD sorting facilities in the Laurentides, Laval, Bas-Saint-Laurent, Saguenay-Lac-Saint-Jean, and Centre-du-Québec regions.

[Learn more about this program \(French only\) >](#)

TRAINING ON SUSTAINABLE MANAGEMENT OF CONSTRUCTION SITES IN PARTNERSHIP WITH UNIVERSITÉ LAVAL

RECYC-QUÉBEC partnered with the Université Laval Sustainable Development Training Centre (CFDD) to create a new interactive training course on sustainable management of construction sites in order to share knowledge about this responsible practice.

The training course is currently under development and will be offered in Québec City and Montréal in fall 2018.





Since the IBI recognition program ICI ON RECYCLE! came online in 2003, participating industries, businesses, and institutions (IBI) have been doing a lot more than just recycling. They've been rolling out measures that respect and prioritize the 4Rs—reduce at source, reuse, recycle, and recover—and making a real difference through concrete actions and employee awareness.

[Find out more about ICI on recycle + \(French only\) >](#)

EXPANDED PROGRAM AND BRAND NEW PORTAL

To more clearly reflect the day-to-day environmental efforts made by IBI, RECYC-QUÉBEC launched an expanded and improved version of the program called ICI on recycle +.

The objective remains the same: to recognize organizations that are proactive and committed to improving their performance in residual materials management. ICI on recycle + also offers a number of advantages over the previous program:



Improved support services that are better adapted to IBI needs and realities.



Newly revised recognition levels that better highlight measures for reducing at source, reusing, recycling, and recovering.



A new, more interactive and user-friendly web portal that allows users to quickly and easily create and track customized action plans.



A range of customizable practical and communication tools with a colorful and distinct brand image for greater visibility.



ANNUAL CERTIFICATION TOUR

To highlight IBI's contribution to Québec's environmental efforts, RECYC-QUÉBEC travels across the province each year to hand out performance certificates to organizations that have reached the program summit: Level 3.

The team made five stops this year, visiting the Estrie, Capitale-Nationale, Montérégie, Centre-du-Québec, and Montréal regions. RECYC-QUÉBEC president and CEO Sonia Gagné was on hand to congratulate the recipients.

In 2017-2018, **499** IBIs achieved one of the three levels, including:

- **53** at Level 1 – Commitment
- **291** at Level 2 – Implementation
- **155** at Level 3 – Performance

Special mention for reduction at source

Seven companies that implemented innovative reduction at source measures in their industries also received special mention.

The proud recipients were:

- OPTEL (Québec City)
- Le Silo (Sherbrooke)
- Campus des Îles-de-la-Madeleine (Îles-de-la-Madeleine)
- Municipalité de Lantier (Lantier)
- Conseil régional de l'environnement Mauricie (Trois-Rivières)
- Centre de Santé Dentaire D^{re} Josée Landry Inc. (Saint-Jean-sur-Richelieu)
- Stelpro (Saint-Bruno-de-Montarville)

CALL FOR PROPOSALS TO DEVELOP MARKET OPPORTUNITIES FOR IBI RESIDUAL MATERIALS

RECYC-QUÉBEC launched a call for proposals to provide financial support for initiatives that aim to solve market issues for materials such as textiles, furniture, distribution and transportation packaging, and hazardous waste in industries, businesses, and institutions (IBI).

A total of almost \$494,000 in financial aid was awarded to seven high-impact projects that will be launched in the Laurentides, Capitale-Nationale, Montréal, Gaspésie-Îles-de-la-Madeleine, Chaudière-Appalaches, and Montérégie regions.

[Learn more about the call for proposals \(French only\) >](#)

Circular economy is the way of the future for Québec and a priority for RECYC-QUÉBEC. The proof? Circular economy has been added to RECYC-QUÉBEC's mission, joining residual materials management as part of its DNA.

A number of steps have already been taken to help Québec shift towards a circular economy.

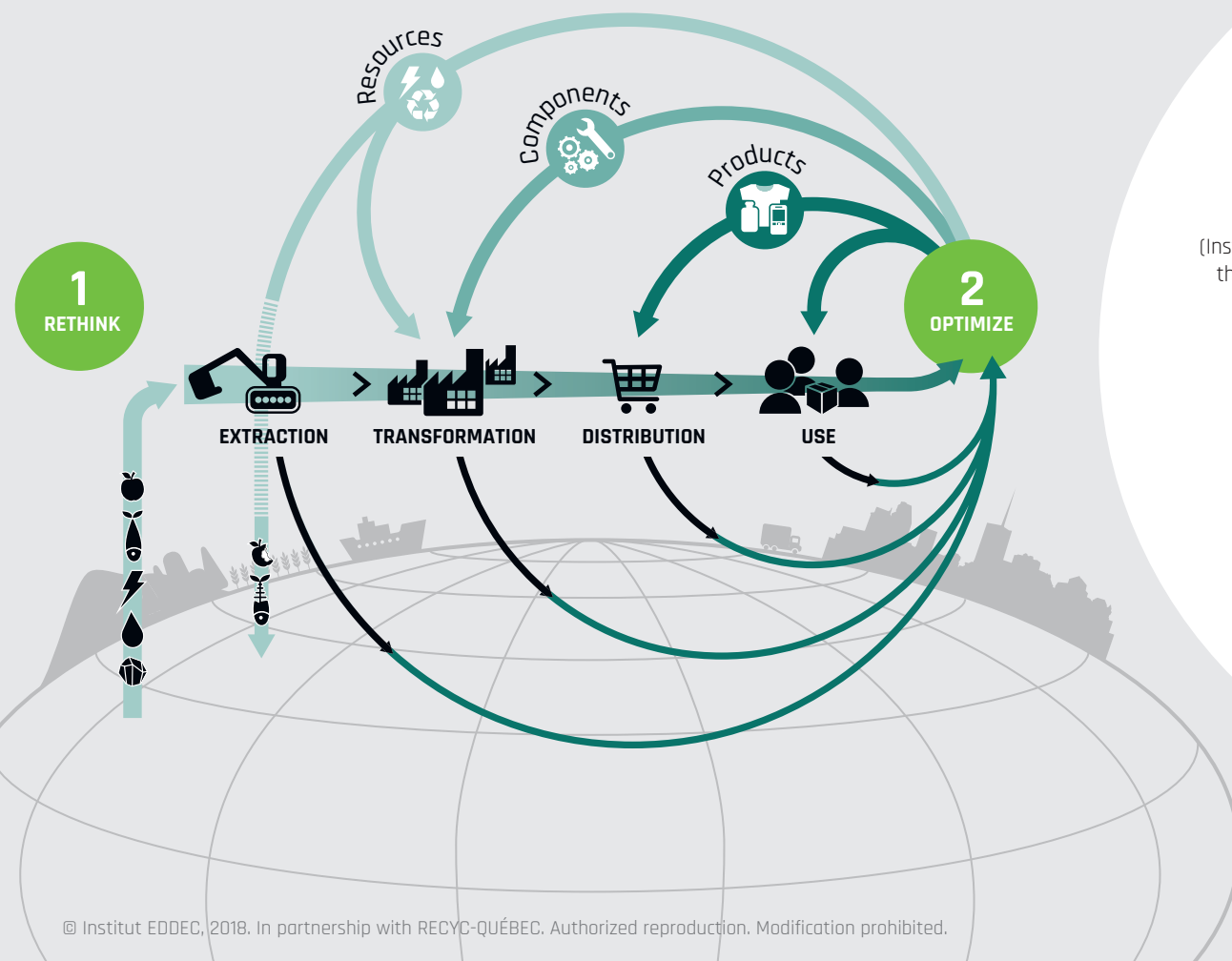
Here are some examples:

- Funding for 14 projects under a call for proposals to support circular economy with a total investment of \$2.3 million;
[See the projects \(French only\) >](#)
- Financial support for 160 social economy projects, several of which are aimed at reusing products;
- Funding for four food waste reduction projects and four sustainable construction site management projects as part of our calls for proposals for reduction at source;
[See the projects \(French only\) >](#)
- Involvement in work by Pôle québécois de concertation sur l'économie circulaire;
- Co-facilitation, in partnership with Ministère de l'Économie, de la Science et de l'Innovation (MÉSI), of work by the interministerial group on circular economy;
- Signature of a three-year partnership agreement with the French Environment and Energy Management Agency (ADEME) to share expertise on circular economy.

CIRCULAR ECONOMY

Circular economy is a system of production, trade, and consumption that takes a circular approach to optimizing the use of resources at all stages of a good's or service's life cycle, reducing environmental impacts and contributing to the well-being of individuals and communities.

(Source: Pôle québécois de concertation sur l'économie circulaire)



DIAGRAM—CIRCULAR ECONOMY

RECYC-QUÉBEC and Institut de l'environnement, du développement durable et de l'économie circulaire (Institut EDDEC) have developed a new diagram that explains the circular economy model and clarifies its basic principles.

In short:

- Circular economy involves a set of strategies and business models that optimize the use of resources by favoring the shortest and nearest loops.
- This new economic model reduces pressure on resources, increases the GDP, creates local jobs, and significantly reduces greenhouse gas emissions.
- Collaboration between actors is key to implement a circular economy.

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In keeping with its desire to encourage as many Quebecers as possible to adopt more responsible behaviors, RECYC-QUÉBEC has rolled out an array of measures and launched a number of information, awareness, and education campaigns targeting the general public.

NEW MOBILE APP

RECYC-QUÉBEC launched its mobile app Ça va où?, designed to help users make informed recycling choices.

The first mobile app of its kind in Québec, Ça va où? is a simple, practical, and user-friendly tool that helps users:

- Find out what to do with over 800 everyday consumer products and 90 categories of materials;
- Easily determine where and how to dispose of these materials using an interactive map and geolocalization tool;
- Quickly access information on recycling centers, drop-off points, ecocenters, and the materials they accept.



The app by the numbers:

- Covers **1,300** Québec municipalities and territories
- Over **800** everyday consumer products
- Almost **6,000** drop-off points
- Over **260** ecocenters and municipal drop-off points

MEDIA CAMPAIGNS

RECYC-QUÉBEC has received substantial online and print media coverage in Québec thanks to **campaigns** aimed specifically at encouraging citizens to actively participate in curbside recycling and **curbside composting** or offering tips and tricks during key periods such as the start of the school year and spring cleaning season.

PARTNERSHIPS

Once again this year, RECYC-QUÉBEC sponsored numerous events and projects that were directly related to its mission—activities that encouraged reduction at source, reuse, recycling, and recovery of residual materials.

RECYC-QUÉBEC is very proud to have helped promote some thirty events across Québec with financial support totaling nearly \$420,000.

ESCOUADE RECYC-QUÉBEC

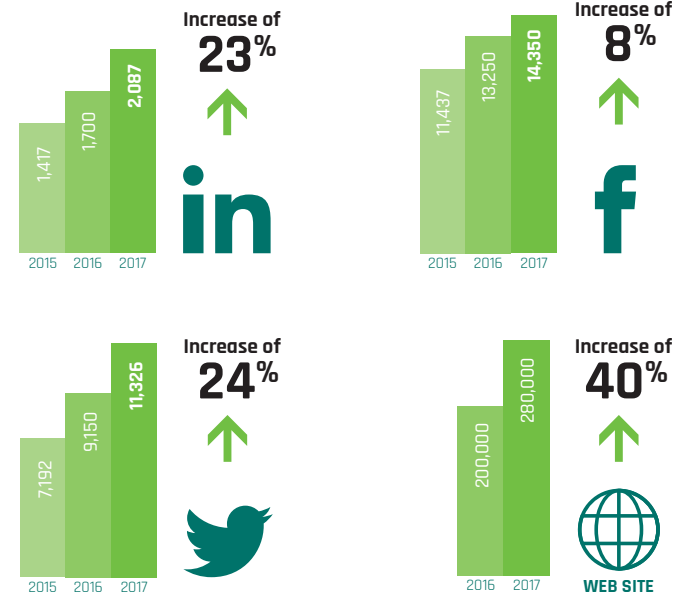
Inspired by a desire to raise public awareness about how to properly manage residual materials at events, the tireless, volunteer-based squad named **Escouade RECYC-QUÉBEC** was in action at 21 festivals and music and sporting events this year.

Our volunteers helped hundreds of participants put the right materials in the right bins while explaining the importance of doing so.

Their presence made a big difference!

WEB AND SOCIAL MEDIA

RECYC-QUÉBEC is active on several social media platforms and has continued to attract followers, reaching even more people with its topical and relevant publications.



COP23

Isabelle Melançon, Minister of Sustainable Development, Environment and Climate Change, invited a delegation from RECYC-QUÉBEC to participate in the United Nations Climate Change Conference (COP23) in Bonn, Germany.

The mission enabled RECYC-QUÉBEC to develop close, solid ties with international counterparts and partners and discuss best practices from around the world in waste management and circular economy.

USED TIRES

Québec recovered and processed a record number of tires in 2017!

For the first time in its history, the Québec Integrated Used Tire Management Program processed almost 100,000 tons of tires.

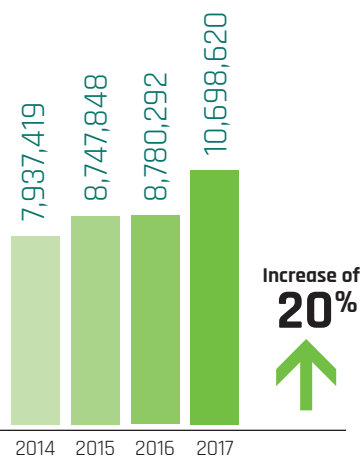
The majority of the tires were directed to the shredding and recycling industries.

Thanks to research and development into new market opportunities, recycled tires were transformed into an array of products, including blasting mats, stable and factory mats, carpet padding, floor coverings, sports surfaces, and more.

Number of recovered and recycled tires



100,000
tons
of tires

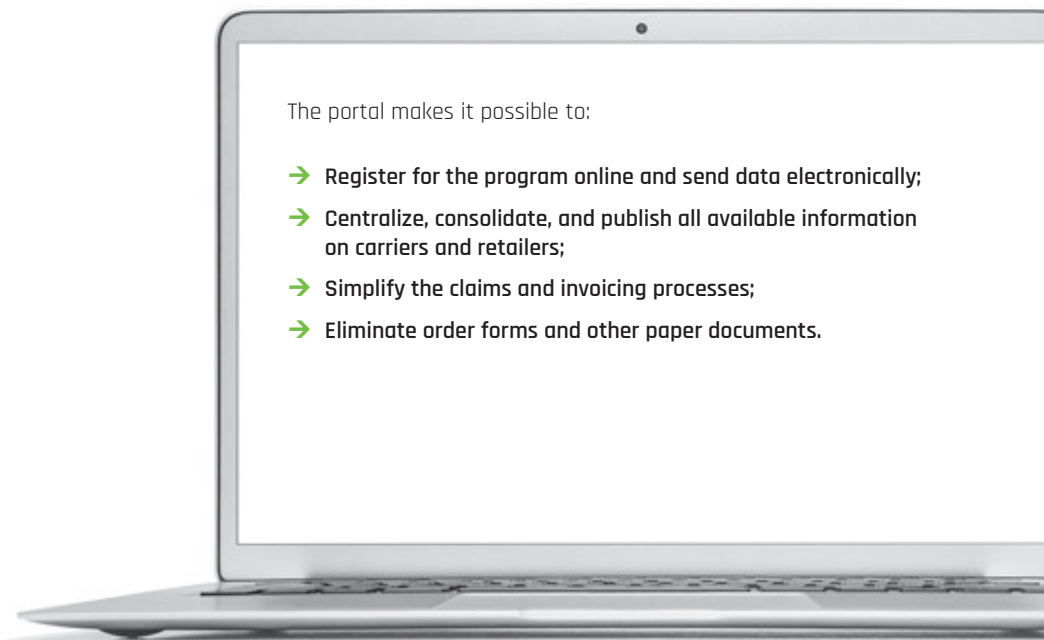


Portal for managing used tires

In step with its desire to continuously improve its services, RECYC-QUÉBEC has developed a brand new portal for managing used tires. In addition to facilitating the process for retailers, carriers, and RECYC-QUÉBEC itself, the portal makes the program more efficient and productive.

The portal makes it possible to:

- Register for the program online and send data electronically;
- Centralize, consolidate, and publish all available information on carriers and retailers;
- Simplify the claims and invoicing processes;
- Eliminate order forms and other paper documents.



DEPOSITS

- For the past five years, the combined rate of recovery for non-refillable containers (NRCs) for beer and soft drinks has been over **70%**.
- The recovery rate for refillable containers (RCs) has held steady at **98%** for over ten years.

Deposits in action

A number of activities were held this year to recover returnable containers in aid of dozens of local causes and organizations, including Consignéco's Journées de la consigne.

A working committee of some ten industry representatives and technical working groups were struck to move forward with the system modernization project. The working groups met 30 times to develop parameters for optimizing operational, economic, and environmental aspects of the public deposit system.

98%

Recovery for over 10 years running

70%

Recovery rate for years running

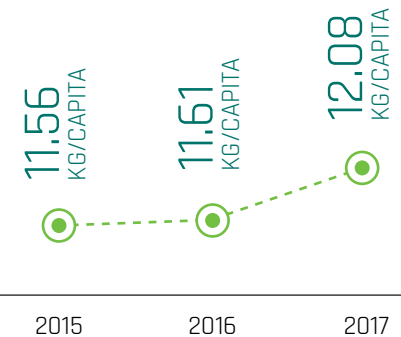


EXTENDED PRODUCER RESPONSIBILITY

The approximately 8,500 drop-off points and numerous one-time collections organized by municipalities across the province led to the recovery of **over 101,000 tons of materials in 2017** for all EPR products combined.

These results are very positive and show an increase of nearly 5% compared to the quantities recovered in 2015 by all individual and community programs. In a related note, the overall population increased by 1.6% between 2015 and 2017.

Over
101,000 tons
of material recovered in 2017.





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