



SIMPLIFY  
SUPPORT  
RAISE AWARENESS  
ACCOMPANY  
MOBILIZE

# ALWAYS **IN ACTION**

**2018-2019**  
Annual Report

RECYC-QUÉBEC



# TABLE OF CONTENTS

/ Message from the Chair of the Board	3
/ Message from the President and CEO	4
/ About RECYC-QUÉBEC	5
/ Five overarching themes	6
/ Year in review	7





## MESSAGE FROM THE CHAIR OF THE BOARD

At the end of a difficult year for the Quebec recycling industry, I am proud of all the determination, collaboration and creativity stakeholders in the residual materials management value chain have collectively demonstrated in the face of such a challenge.

China's decision to tighten its quality criteria destabilized the global recycled materials market and Quebec was no exception. This critical situation required great agility and, above all, implementing concrete and decisive actions to handle the many issues that arose.

Stakeholders involved in the recovery and recycling sectors rose to the occasion. All the key players mobilized to transform and improve their methods, while making us less vulnerable to export markets and promoting a true circular economy in Quebec.

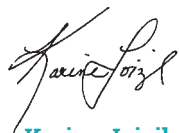
I want to use this platform to congratulate the industry for taking charge and working together to redefine itself and become even more efficient and effective. I would also like to highlight RECYC-QUÉBEC's leadership under the circumstances. The Corporation was able to fully play its convening role by bringing together, working with and supporting the sector and also by laying the groundwork for modernizing the recovery and recycling industry.

I must acknowledge Sonia Gagné's remarkable work since she took the helm of RECYC-QUÉBEC at the beginning of the year. Sonia has been able to unite and team up with

our partners to create the winning conditions to ensure that the Quebec recycling industry is both less vulnerable and more resilient.

I would also like to thank each of my colleagues on the board of directors for their strategic vision as it played a major role in helping us navigate and make informed decisions in this situation. And, of course, thank you to the whole RECYC-QUÉBEC team.

In closing, the delicate situation we experienced in recent months allowed us to transform this crisis into a true opportunity to review and modernize our practices. The next 2019-2024 Action Plan resulting from the Quebec Residual Materials Management Policy will moreover be the cornerstone of a new era for Quebec waste management.



**Karine Joizil**  
Chair of the Board





## MESSAGE FROM THE PRESIDENT AND CEO



Fiscal year 2018-2019 was my first year as President and CEO of RECYC-QUÉBEC. This past year was both stimulating and enriching on many levels, and certainly brought its share of challenges, particularly the problems experienced by curbside collection sorting centres and some players in our ecosystem.

My number-one priority over the past 12 months was therefore to provide constant support to municipal bodies, sorting centres, packagers and Quebec recyclers to both adequately understand the scope of the various difficulties encountered and quickly deploy targeted actions to support the entire recycling sector and shore up its foundations.

I am proud of the tremendous work we accomplished in this area and in how we have positioned ourselves as a catalyst and facilitator. Always in action, we increased initiatives to boost the system's current performance as well as providing, along with our partners, concrete solutions to the challenge of recycling as a whole.

Our actions are presented in this report and can be grouped into five overarching themes: simplify, support, raise awareness, accompany and mobilize. These themes have been our source of motivation and our lodestar in pursuit of our objective of recovering more and recycling better in Quebec.

Our major achievements include implementing various financial assistance programs and calls for proposals concerning support for curbside collection sorting centres or improving the quality of and markets for recyclable materials. We also held major unifying events, including the first open houses in sorting centres and the *Assises québécoises de*

*l'économie circulaire* conference. Lastly, we conducted several information, awareness-raising and education campaigns, not to mention launched our *Ça va où?* app and announced RECYC-QUÉBEC's first spokesperson, Ti-Mé, to help Quebecers change their habits and do the right thing.

Of course, we could not have done all this alone. Our achievements and successes are the result of working closely with our partners, who I want to thank for their participation, engagement and openness to innovation. Also thank you to the employees and management team at RECYC-QUÉBEC as well as the members of the board of directors for their invaluable contribution in pursuit of our mission.

Lastly, I am excited about maintaining this momentum in the coming months. I believe the actions for which we have laid the foundations will materialize and allow Quebec to remain a leader in sound, responsible and innovative management of its waste.

**Sonia Gagné**  
President and CEO



# ABOUT RECYC-QUÉBEC

## MISSION

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

## VISION

Become a key partner in a waste-free Quebec

## VALUES

At RECYC-QUÉBEC, our ethical approach is underpinned by five values related to our mission. They guide our every action and govern our decision-making every day.

### / Respect

Give consideration to a person or organization because of their moral or social value in an effort not to harm them.

IN PRACTICE: With an open mind, we respect our employees, partners and clients for their personalities, knowledge, abilities and experiences as individuals.

### / Integrity

Uncompromisingly honest behaviour adopted in the interest of an organization's mission.

IN PRACTICE: With integrity, we act in a conscientious manner in the interest of our mission and ensure the rigorous application of sound governance rules.

### / Collaboration

Working together to achieve a common goal.

IN PRACTICE: We prioritize the achievement of shared objectives, both within our organization and with our partners. We also encourage our employees to offer assistance, get involved and share their knowledge and know-how, both with each other and with our customers.

### / Responsibility

Moral and intellectual requirement to carry out and fulfil one's duties and commitments.

IN PRACTICE: As a responsible organization, we fulfill our duties and commitments and we are accountable for each of our decisions.

### / Fairness

Fair and impartial treatment of people and partners to offer equal opportunities to everyone.

IN PRACTICE: We adapt and pay equal attention to a diverse range of situations and requests and we handle each matter objectively and without taking sides.





# FIVE OVERARCHING THEMES




## SIMPLIFY

Released in April 2018, the *Ça va où?* app is a simple, practical and easy-to-use tool that helps users make informed recycling choices. The app has been a hit since it was launched and is constantly being enhanced to make it more effective. A year later, the app has more than 84,000 downloads. It's a resounding, ongoing success!

## SUPPORT

Our financial assistance programs have a considerable driving effect on the entire recycling industry. For example: Sani-Éco, which received support after a call for proposals to improve the quality of markets for recyclable materials from curbside collection, as part of modernizing its facilities also implemented a sorting robot, SamourAI, at its Granby sorting centre. Using artificial intelligence, this robot can identify materials according to specific parameters as well as recognize new packaging on the market, thereby making it possible to maximize the amount of accepted recyclable materials and reduce discards by close to 1,000 tonnes.



## RAISE AWARENESS

The National Zero Waste Council and RECYC-QUÉBEC, as the main Francophone partner, have united to develop the [Love Food Hate Waste \[in French only\]](#) campaign. This campaign was rolled out across Canada and offers a wealth of information and practical advice to reduce food waste. Awareness-raising tools, inspired by the campaign developed in the UK, that have proven successful in terms of changing behaviours, were developed, including a turnkey toolkit for municipalities.

## ACCOMPANY

One of RECYC-QUÉBEC's main areas of intervention consists in supporting community actors and innovative projects that specifically promote reduction at source. To that end, RECYC-QUÉBEC is proud to support La Tasse as part of implementing the *Comité mixte sur la réduction à la source's* action plan. The first Quebec system for refundable coffee cups, La Tasse offers a reusable cup to replace disposable cups used for hot takeaway beverages. By supporting this type of initiative, RECYC-QUÉBEC wants to encourage the reusable cup offering in fast food restaurants and during events.

## MOBILIZE

RECYC-QUÉBEC held the very first *Assises québécoises de l'économie circulaire* conference, in partnership with the Ministry of Economy and Innovation (MEI) and the *Institut de l'environnement, du développement durable et de l'économie circulaire* (Institut EDDC). It was a flagship event for Quebec's circular economy and it was both instructive and inspiring. It brought together and mobilized more than 400 participants from multisector organizations, companies, ministries and organizations around various circular economy-related themes.



# YEAR IN REVIEW

- / Support for the recycling industry
- / Municipal sector
- / Organic waste
- / CRD sector
- / ICI sector
- / Reduction at source
- / Circular economy
- / Programs
- / Behavioural changes





## SUPPORT FOR THE RECYCLING INDUSTRY

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RECYC-QUÉBEC has a catalytic effect by working closely with all stakeholders in the residual materials management value chain to implement concrete, efficient and sustainable solutions to improve the performance of curbside recycling in Quebec and develop high value-added markets.

Support for the recycling industry moreover was a focus in 2018-2019 and RECYC-QUÉBEC took several measures to support the stakeholders concerned and ensure the industry is stable and sustainable.

### Financial support

A total of \$13.5 million in financial support has been announced since early 2018 to help the recycling industry in Quebec, as part of various financial assistance programs and calls for proposals.

#### Support program for municipal curbside collection sorting centres [in French only]

- / **OBJECTIVE:** Offer financial support to sorting centres to ensure their operations are maintained and sustainable, combined with longer-term solutions to favour the development of local markets.
- / **21** sorting centres benefited from financial assistance for the first two collection dates in 2018-2019.

#### Call for proposals to improve the quality of and markets for recyclable materials in curbside collection [in French only]

- / **OBJECTIVE:** Solve problems related to recyclable materials markets and quality.
- / **11** projects were accepted, i.e., six sorting centres and five packagers.

#### Call for proposals concerning markets for fibres from curbside collection [in French only]

- / **OBJECTIVE:** Support projects intended to solve market problems affecting fibres from curbside collection.
- / **Approximately twenty** requests were received and the projects selected will be announced in the fall of 2019.



## SUPPORT FOR THE RECYCLING INDUSTRY

### Committee on the modernization of the waste recovery and recycling industry

A committee on industry modernization was established in summer 2018 to review the basis of the current recyclable materials management system and recommend actions to the government that would foster higher-quality materials generated by sorting centres.

The committee met five times between July and September 2018. Committee members helped develop the support program for municipal curbside collection sorting centres and the call for proposals for markets to take curbside collected fibres.

[> Find out more \[in French only\]](#)

### Sorting centres, packagers and recyclers working table

A working table bringing together Quebec sorting centres, packagers and recyclers was created and two meetings were held in 2018-2019. Its mandate was to discuss the sustainable and local use of recyclable materials produced in Quebec.

Two preliminary initiatives resulted from this table's efforts:

- / Working with the Centre de transfert technologique en écologie industrielle (CTTÉI), two networking workshops between sorting centres and fibre recyclers were held in October 2018 with the objective of creating synergies and agreements for mixed papers in Quebec.
- / Open houses were held in sorting centres during Quebec Waste Reduction Week from October 20 to 28, 2018. A total of 10 sorting centres from different areas of Quebec opened their doors to allow citizens to better understand their operations and to raise awareness of the importance of proper sorting at home. More than 3,500 people took advantage of the opportunity to ask questions and see for themselves the work performed by sorting centres. RECYC-QUÉBEC coordinated communications as well as assisted participating sorting centres in their activities.

[> Find out more \[in French only\]](#)

### Extended consultation on curbside collection

The extended consultation on curbside collection was held May 30, 2018 with the goal of formulating recommendations to propose a comprehensive modernization approach to Quebec curbside collection and the compensation plan. Transformative solutions aimed at reducing the risks of recurring crises were proposed by all stakeholders.

More than one hundred representatives directly involved in the Quebec waste recovery and recycling sector participated in this consultation.

[> Find out more \[in French only\]](#)





## MUNICIPAL SECTOR

### Collaboration with remote communities

RECYC-QUÉBEC spearheaded multiple collaborative efforts with several Northern and island communities, such as Nunavik and the Magdalen Islands.

These efforts include:

- / Conducting a study on curbside collection on the Magdalen Islands, jointly with Éco Entreprises Québec (ÉEQ);
- / Sitting on several committees that bring together various partners as well as the Kativik Regional Government;
- / Holding meetings and discussions with the First Nations of Quebec and Labrador Sustainable Development Institute (FNQLSDI).

### Program for excellence in residual materials management

Launched in September 2018, the program for excellence in residual materials management (GMR Pro) is intended for Quebec municipalities that want to commit to a drive for excellence in residual materials management. The program is intended to be a tool to optimize practices, ensure continuous improvement and perform to the objective of zero waste and sustainable waste management.



Rolled out by Réseau Environnement and RECYC-QUÉBEC, GMR Pro was developed in partnership with more than 15 municipal organizations.

> [Find out more \[in French only\]](#)

### Municipal waste management plans

With an Act to amend the Environment Quality Act (EQA) coming into force, RECYC-QUÉBEC's mandate was expanded and is now tasked with analyzing municipal waste management plan compliance.

Furthermore, to assist and support municipal organizations in reviewing their municipal waste management plan, RECYC-QUÉBEC has begun to develop a companion guide that lays out the expectations for plan compliance in addition to providing practical information for carrying out this exercise. A presentation on the guide was given during the last *Colloque sur la gestion des matières résiduelles* conference and a consultation on the guide was also held in early 2019.

### Relevant publications distributed

- > [Cost allocation by activity - 2016 results \[in French only\]](#)
- > [2017–2018 Characterization study at destination \[in French only\]](#)
- > [Characterization study of waste from the residential sector 2015–2017 \[in French only\]](#)
- > [Characterization study of waste from the away-from-home sector 2016 \[in French only\]](#)
- > [Study on voluntary glass deposits \[in French only\]](#)



## ORGANIC WASTE

### New responsibility: Residential and community composting program

Since March 2019, RECYC-QUÉBEC has been responsible for managing the residential and community composting program and supporting municipalities in preparing and carrying out their projects for diverting organic waste from disposal.



### Love Food Hate Waste campaign



RECYC-QUÉBEC partnered with the National Zero Waste Council to develop the [J'aime manger, pas gaspiller](#) campaign, a French adaptation of the Love Food Hate Waste campaign, which has a proven track record in terms of behavioural changes. Rolled out across Canada in French and in English, this campaign offers a wealth of information and practical advice for reducing food waste.

Awareness-raising tools have been produced, including a turnkey toolkit for municipalities.

> [Find out more \[in French only\]](#)

### Campaign to encourage composting

On the theme of “Le compostage, on s'y engage!”, the goal of this campaign was to promote citizen participation in organic waste recovery.

Video clips were developed and distributed on social media in addition to practical tips and recommended habits to encourage residents to adopt the brown bin as part of their routine.

> [Find out more \[in French only\]](#)

### Home composting guide

The [guide to home composting \[in French only\]](#) is a new guide for residents that summarizes the essential information for successful composting (for example, why compost, benefits, recipe, what to put in, etc.).

It is also a practical turnkey tool for municipalities that want to promote home composting among residents.



## CRD SECTOR

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### Working with the industry

RECYC-QUÉBEC has continued its work with the construction, renovation and demolition (CRD) industry, particularly with the Regroupement des récupérateurs et des recycleurs de matériaux de construction et de démolition du Québec (3R MCDQ) and the Conseil des entreprises en technologies environnementales du Québec (CETEQ), to implement various measures to improve prospects for the CRD waste sector.

### Study on gypsum waste in Quebec

To better understand the flow of gypsum in Quebec and to get a clearer picture of its use, from marketing in the form of drywall to its end of life, RECYC-QUÉBEC conducted a study on this matter.

The [study on gypsum waste in Quebec \[in French only\]](#) also serves as a foundation for better understanding the challenges and identifying opportunities for better handling of the material by site managers and CRD waste sorting centres.

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### Training on sustainable management of sites

In partnership with Université Laval's *Centre de formation en développement durable*, RECYC-QUÉBEC held a training day on sustainable management of work sites in Montréal and Québec City.

The purpose of this training was to share best practices for reducing environmental impacts of the construction sector, from design to end of life, including building planning, construction and maintenance.

> [Find out more \[in French only\]](#)

### CRD waste sorting centre recognition program

RECYC-QUÉBEC also innovated by developing a program that recognizes CRD waste sorting centres that advance best practices.

Meetings were held with several associations in the field and the Minister of the Environment and the Fight against Climate Change (MELCC) in order to finalize the various parameters of the program being developed.





## ICI SECTOR

### ICI on recycle + program

RECYC-QUÉBEC launched the enhanced and improved version of its recognition program [ICI on recycle +](#). New developments include two interactive maps:



- / An [interactive map](#) that presents all the certified facilities in the program.
- / An [interactive map](#) specifically for the public showing certified industries, commerces and institutions (ICI) that offer a product or service accessible to the general public.

#### Number of certified participants

In 2018-2019, the program had 961 participating ICI locations. Since the new version of the program was launched, 471 ICI locations have registered. This is a record average of 2.16 new requests per day!

#### Newsletter and social media

The ICI on recycle+ newsletter, published several times per year, has more than 7,000 subscribers.

Furthermore, to highlight our certified participants and their innovative practices, we have published 45 posts on our social media, which have reached an average of 2,600 people per post.

#### Presentations and training

Our experts have given 14 presentations on the ICI on recycle + program as well as training on waste management in industries, commerces and institutions (ICI).

### Other initiatives and partner projects

- / Pilot project on zero-waste ships in partnership with Transport Desgagnés and its consultant, Chamard stratégies environnementales
- / Awarding of 11 grants to Quebec schools as part of the financial assistance program of the Fondation Monique-Fitz-Back
- / Pilot project for waste management in schools in partnership with the Communauté métropolitaine de Québec (CMQ) and the Carton Council of Canada (CCC)
- / Pilot project with Synergie Santé Environnement aimed at implementing recovery of hospital plastics in two CISSS de Laval hospitals and three CISSS de la Montérégie-Est hospitals



## REDUCTION AT SOURCE

### Presentations by our experts

RECYC-QUÉBEC experts offered presentations on reduction at source to more than 350 industry professionals at the Réseau Environnement's *Colloque sur la gestion des matières résiduelles* as well as to stakeholders involved in organizing eco-friendly events during the training day as part of the Vivats awards.

RECYC-QUÉBEC, as a presenting partner of the Vivats awards contest, presented two awards, for prevention and reduction at source and for responsible waste management.



#### La Tasse

One of RECYC-QUÉBEC's critical roles is to encourage innovative projects that promote reduction at source, such as La Tasse.

Launched in August 2018, La Tasse is the very first Quebec system for refundable coffee cups. This initiative, already implemented in several businesses, offers a reusable cup as a sustainable alternative to disposable cups used for hot takeaway beverages.

> [Find out more \[in French only\]](#)

#### Partnership with Équiterre

RECYC-QUÉBEC partnered with Équiterre, as a presenting partner, on two projects aimed at promoting reduction at source, i.e.:

- / Conducting the [Obsolescence of home appliances and electronics: what is the role of the consumer?](#), study, the first Canada-wide study on the obsolescence of electronics and appliances and Canadian consumers' behaviour on replacing them;
- / Creation of [How to have a sustainable race \[in French only\]](#) as well as video clips [10 steps for a sustainable race \[in French only\]](#) and [Eight ways to be a sustainable runner \[in French only\]](#).





## CIRCULAR ECONOMY

### Assises québécoises de l'économie circulaire

RECYC-QUÉBEC is proud to have held the very first *Assises québécoises de l'économie circulaire* conference, in partnership with the Ministry of Economy and Innovation (MEI) and the Institut de l'environnement, du développement durable et de l'économie circulaire (Institut EDDEC).

A true flagship event for Quebec's circular economy, the conference was a unique opportunity to take stock of the situation, share innovative initiatives and identify opportunities to be seized collectively.

The event attracted more than 400 participants from multi-sector organizations, companies, ministries and organizations.



> [Find out more \[in French only\]](#)

### Sharing expertise

Fundamental to our mission as a government corporation, the circular economy represents a future avenue for Quebec and as a first-line actor in this transition, RECYC-QUÉBEC has shared its expertise as part of several events and presentations.

Our experts gave lectures and participated in projects and events including:

- / Circular economy summer school of the Institut de l'environnement, du développement durable et de l'économie circulaire (Institut EDDEC) and the Montréal Centre for International Studies (CÉRIUM);
- / Lunchtime talk on the circular economy at Hydro-Québec;
- / Webinar on plastic waste and the circular economy for the Federation of Canadian Municipalities (FCM);
- / Round table on the circular economy held by Environment and Climate Change Canada;
- / Major business networking workshop for the climate held by Comité 21 régional de Vaudreuil-Soulanges;
- / Meeting on the industrial parks certification developed by the Ministry of Economy and Innovation (MEI).

Our President and CEO also spoke about the circular economy in several of her public speeches and on panels. She also gave media interviews and was a jury member for a contest on this theme.





## PROGRAMS

### TIRES

Further to the performance audit on the management of the Quebec Integrated Used Tire Management Program conducted by the Auditor General of Quebec (VGQ), RECYC-QUÉBEC took note of the observations in the report and acted in accordance with its recommendations.

To that end, RECYC-QUÉBEC developed and implemented a concrete action plan in which the Corporation committed to focus on developing innovative projects and support Quebec companies that manufacture high value-added by-products.

> [Find out more \[in French only\]](#)

Considering that the Quebec Integrated Used Tire Management Program aims to position Quebec among the leaders in transforming scrap tires, RECYC-QUÉBEC's main objective is to make every effort to send the majority of recovered tires to the remoulding and recycling industry to promote the circularity of the material and minimize the volume sent to waste-for-energy.

Several measures have therefore been taken.



#### / Financial support

To support the industry, RECYC-QUÉBEC launched a [call for proposals to promote the development of markets to reuse and recycle scrap tires \[in French only\]](#). Financial assistance for this call for proposals was \$1.8 million. The projects selected primarily concerned adding processing equipment or optimizing existing equipment procedures to allow for the recycling of 20,000 additional tonnes of scrap tires.

On March 31, 2019, three companies received financial assistance, including a new player, Weded, which produces ground rubber and fibre pellets?

Concurrently, a partnership with Université Laval is ongoing to develop markets for products made from recycled scrap tires and plastics.

#### / Web portal

RECYC-QUÉBEC created a [portal](#) for managing scrap tires to simplify the administrative steps surrounding their collection at the 11,000 retailers. This new, simple and practical portal makes it possible to request a tire collection easily at any time, in addition to centralizing communication with transporters.

New functionalities also allow RECYC-QUÉBEC to be even more efficient in managing material flows, such as compiling the number of tires to collect at collection points in real time.

#### / Awareness

To inform and raise awareness, RECYC-QUÉBEC produced a video clip starring its spokesperson, Ti-Mé, in which he encourages citizens to extend the life of their tires.

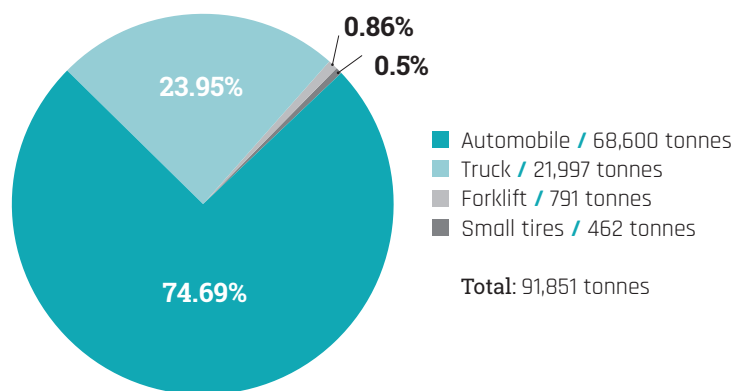
> [Watch the Ti-Mé video on tires \[in French only\]](#)



## PROGRAMS

### Statistics

#### / Breakdown of tires collected and processed by tire category



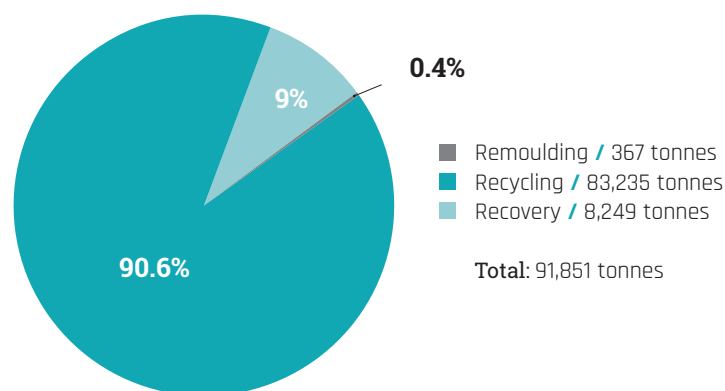
#### EXPLANATION:

The difference between the 91,851 tonnes processed and the 98,358 tonnes transported is due to RECYC-QUÉBEC needing to transport a portion of the tires delivered to two of its processing centres (Dynamat and Techno Pneu) to another processing centre after sorting because they are not able to process all types of automobile tires.

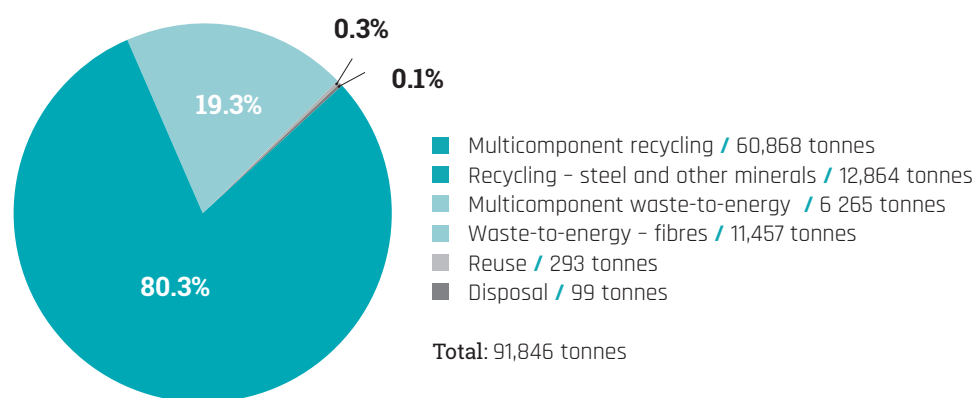
	2014	2015*	2016*	2017	2018**
Tonnes	71,437	79,041	78,579	96,288	98,358

\* Values have been modified for these years due to inventory adjustments.

#### / Breakdown of tires by sector for processing



#### / Overall 4Rs balance





## PROGRAMS



### REFUNDABLE CONTAINERS

#### / Partnership with the microbrewing industry

RECYC-QUÉBEC partnered with the Association des microbrasseries du Québec (AMBQ) to establish a process for collecting and washing refillable containers as well as sharing the costs of the system.

Two private agreements governing the use of two bottle formats now exist, with a total of 50 signatories.

#### / Other achievement:

Renewal of the [agreement on refunding, recovery and recycling of non-refillable beer containers \[in French only\]](#) and the addition of a monetary incentive to achieve 75% in recovered glass.

#### / Consignéco

Consignéco continued its *Journées de la consigne* this year, which raised public awareness of the economic, ecological and social value of refundable containers while highlighting the initiatives of local organizations.

Close to 100,000 refundable containers were collected during the 2018-2019 events. The money raised was donated to a dozen causes and local organizations.



### EXTENDED PRODUCER RESPONSIBILITY (EPR)

The some 8,500 drop-off points as well as the many one-time collections held in municipalities across the province made it possible to collect more than 101,000 tonnes of materials in 2017, all of which are products covered by EPR as a whole.

These results are very positive because they reflect an increase of almost 5% over amounts collected in 2015 by all individual and collective programs. It should be noted that between 2015 and 2017, the population grew by 1.6%.

In 2017, more than 101,000 tonnes of materials were collected.

#### / Year 2018

With more than 9,000 drop-off points and numerous one-time collections in municipalities across the province, the individual and collective programs together made it possible to recover more than 97,000 tonnes of materials in 2018, all products covered by EPR as a whole. There is a slight drop of approximately 4% compared to 2017, which could be explained in part because of the miniaturization of electronic products or by the materials used, as well as by the performance of engines and oils that reduce the frequency of changes. These results show that the scope of recovery efforts is being maintained and that citizens, like industries, businesses and institutions, continue to direct products to the appropriate channels.



## BEHAVIOURAL CHANGES

### Introduction of spokesperson Ti-Mé

RECYC-QUÉBEC announced its partnership with Ti-Mé, the popular character played by Claude Meunier in the show *La Petite Vie*, as the organization's first spokesperson.

A natural recycler, Ti-Mé uses humour to underline the mission of helping Quebecers to implement the 4Rs (reduce, reuse, recycle and recover) through various campaigns and communication tools.

> [Find out more \[in French only\]](#)



### Ça va où? app

Released in April 2018, the *Ça va où?* app is a simple, practical and easy-to-use tool that helps users make informed recycling choices. The app has been a hit since it was launched and is constantly being enhanced to make it more effective.



- / More than 84,000 downloads
- / Over 13,000 queries per month

> [Find out more \[in French only\]](#)

> [Watch Ti-Mé's video on Ça va où? \[in French only\]](#)

### RECYC-QUÉBEC squad

The RECYC-QUÉBEC squad is a group of motivated volunteers with the mission of raising participants' awareness of the importance of properly managing their recyclable materials at various sports, musical or cultural venues.

In 2018-2019, the squad was at several events for a total of almost 40 outings, notably:

- / the Ecosphere fair;
  - / the Rogers Cup;
  - / the Bell Centre;
  - / the Place Bell;
  - / the Pointe-à-Callière Museum.
- > [Find out more \[in French only\]](#)





## BEHAVIOURAL CHANGES

### Web and social media

RECYC-QUÉBEC has intensified its social media presence to inform and raise the public's awareness about various topics concerning proper waste management.

Good news: people were listening and their interest in the environment is proven by their growing engagement on our various platforms.



**Twitter:** 11,843 followers  
+ 4.8%



**LinkedIn:** 3,312 followers  
+ 58%



**Facebook:** 22,481 followers  
+ 62.1%



**Website:** 565,778 followers

### Sponsorships

Again this year, RECYC-QUÉBEC sponsored many events and projects all over the province. All the initiatives supported had one thing in common: they further our mission and are directly linked to our objectives as a government corporation.

We are proud of having provided financial support to 38 events in the total amount of \$507,470.

### Showcase of concrete and inspiring projects

To encourage companies and municipalities to take concrete action within their organizations and to inspire them in their efforts, RECYC-QUÉBEC created a showcase of innovative projects completed through its various financial assistance programs.

Almost a dozen initiatives have been highlighted to date in the showcase, which is available on our website. Each project presented aims to advance behaviours for responsible waste management, a circular economy and sustainable development.

> [Find out more \[in French only\]](#)

### Partnership with Protégez-Vous and the Métro newspaper

Through partnerships with mass media, such as Protégez-Vous magazine and Métro newspaper, RECYC-QUÉBEC has offered citizens concrete content full of relevant information on a variety of topics such as: food waste, composting, the *Ça va où?* app, tips and tricks for better recycling, inspiring projects and many other topics on the importance of making the right choices regarding the 4Rs (reduce, reuse, recycle and recover).

> [Find out more \[in French only\]](#)







[info@recyc-quebec.gouv.qc.ca](mailto:info@recyc-quebec.gouv.qc.ca)  
[recyc-quebec.gouv.qc.ca](http://recyc-quebec.gouv.qc.ca)

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ISBN : 978-2-550-85323-7

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