

**RECYC-QUÉBEC**





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## MESSAGE FROM THE CHAIR OF THE BOARD OF DIRECTORS

**Once again this year, I am proud to be able to say that RECYC-QUÉBEC demonstrated outstanding leadership despite the tough times currently facing the recycling industry.**



Demonstrating resilience in the face of these challenges, RECYC-QUÉBEC has been able to leverage its leadership and play a central role. The pivotal role of RECYC-QUÉBEC has been confirmed in several areas, which are described in the following pages.

I congratulate the entire RECYC-QUÉBEC team, which has successfully stayed the course while preparing the way out of the health crisis. This would not have been possible without the participation and contribution of industry stakeholders, who have pulled together to redefine the future of residual materials management in Quebec. Several major files also made progress during the year, including the announced modernization of the curbside collection and deposit-refund systems. The 2019-2020 fiscal year can thus be described as a year of consolidation and realization.

The annual report is a source of collective pride as it brings together all of the accomplishments we have made in the past months. It is my hope that you sense this pride as you read this report, as each of us has a role to play to recover more and recycle better.

This year, thanks to the 2019-2024 Action Plan of the Quebec Residual Materials Management Policy and the RECYC-QUÉBEC strategic plan, we have given ourselves the means to modernize and innovate in our area of activity. The future is bright.

In closing, I would like to point out the outstanding work done by the entire RECYC-QUÉBEC team and thank my colleagues on the Board of Directors for their unwavering support. I would also like to welcome the four new members of the Board of Directors who joined us this year, as well as the three independent members whose terms have been renewed. The members of Board of Directors come from diverse backgrounds that are relevant to RECYC-QUÉBEC's mission, and their complementarity drives RECYC-QUÉBEC ever forward.

A handwritten signature in black ink, reading 'Karine Joizil'.

**Karine Joizil**

Chair of the Board of Directors

## MESSAGE FROM THE PRESIDENT AND CEO

**Fiscal year 2019–2020 ended on the threshold of RECYC-QUÉBEC's 30th anniversary. As one chapter was ending, a brand new one was beginning for RECYC-QUÉBEC**



During the past few months, we have strengthened waste prevention and responsible residual materials management practices in Quebec for the coming years and equipped ourselves with flagship tools to deal with the recycling crisis and realize our ambition to make Quebec a waste-free society.

For the very first time, we are privileged to guide the implementation of the 2019-2024 Action Plan based on the Quebec Residual Materials Management Policy. This plan puts forward five major measures to guide government interventions in the coming years.

We have also paved the way for a major reform of our sector that is centred around the modernization of curbside collection and deposit-refund systems. Based on the principle of extended producer responsibility, this long-awaited modernization will make it possible to improve Quebec's performance in recyclable material recovery and recycling.

As you will see from reading the annual report, our achievements have also relied upon on two ongoing priorities for our team—the circular economy and reduction at the source. These priorities are central to our mission, and will, of course, continue to drive our actions going forward.

Lastly, another essential tool is our strategic plan, which sets out a specific and ambitious pathway that we initiated this year and will keep following in the coming months. As you will see, the strategic plan sets the stage for the highlights presented in this report.

This document is filled with concrete and promising achievements made possible by exceptional collaboration and integration, of which I am very proud. I would like to thank the people who made this success possible: the employees, management team and board of directors of RECYC-QUÉBEC, as well as our valued partners and associates whose joint efforts will ultimately enable members of the public, municipalities and enterprises to move toward a waste-free society.

A blue ink signature of Sonia Gagné, written in a cursive style.

**Sonia Gagné**  
President and Chief Executive Officer

# RECYC-QUÉBEC

## IS

...

### 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 fulfil 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 diverse range of situations and requests and we handle each matter objectively and without taking sides.



# RECYC-QUÉBEC

IS

...

**75**

**EMPLOYEES**

at the Montréal and  
Québec City offices

**800**

**PARTNERS**

in the recovery,  
sorting, recycling and  
reclamation sectors

**14**

**PROGRAMS  
and CALLS**

**FOR PROPOSALS**  
launched since 2011

**\$50M**

**INVESTED  
SINCE 2011  
IN MORE THAN**

**1,300**

**PROJECTS**

**11,000**

**FREE COLLECTION  
POINTS**

covered by the scrap tire  
management program

**8**

**MILLION**

scrap tires  
recovered annually

**3**

**OPERATIONAL  
PROGRAMS MANAGED  
BY RECYC-QUÉBEC:**

deposit-refund, tires,  
compensation plan  
for municipal curbside  
collection services

**12**

**EXTENDED PRODUCER  
RESPONSIBILITY  
(EPR) PROGRAMS**

overseen by  
RECYC-QUÉBEC



# YEAR IN REVIEW

## THE FIVE ORIENTATIONS OF THE 2017-2022 STRATEGIC PLAN

1

Contribute to achieving government objectives to reduce organic material disposal

2

Provide support to the industrial, commercial and institutional (ICI) sector for waste management

3

Increase end-of-life recycling of beverage containers

4

Become the leader in residual materials management

5

Optimize the visibility of RECYC-QUÉBEC



## Contribute to achieving government objectives to reduce organic material disposal

### HOME AND COMMUNITY COMPOSTING ASSISTANCE (HCCA) PROGRAM

The HCCA program is intended for municipalities with fewer than 5,000 residents (except those located within the Québec City or Montréal metropolitan areas), regional county municipalities and Indigenous communities. It is aimed at diverting organic material from disposal, as provided by the Quebec Residual Materials Management Policy, and reducing greenhouse gas emissions.

**Additional funding of \$5 million over three years has been announced in the 2019–2020 budget of the Gouvernement du Québec to relaunch this program. A total of nine projects have been approved to date for a total of \$650,000 in financial assistance.**

### REGIONAL TRAINING TOUR

RECYC-QUÉBEC has undertaken a regional training tour on organic material management for municipalities. The training sessions, which have been attended by 79 municipal managers, have been held in five Quebec regions—more specifically, the municipalities of Tadoussac, Montebello, Carleton-sur-Mer, Saint-Georges and Fort-Coulonge.



### TURNKEY TOOLS

A variety of tools have been developed to help municipalities implement organic material collection, including the *Brown is the new Green* campaign, which offers a communication plan, handy tools and information and awareness materials.

### FIGHT AGAINST FOOD WASTE

RECYC-QUÉBEC has been very active with municipalities and the general public in the fight against food waste. Here are a few examples of our initiatives:

- Developed a partnership with Ricardo Media
- Continued the *Love Food Hate Waste* campaign and developed a toolkit for municipalities
- Added messages encouraging the use of leftovers and the reduction of food waste in the communication campaign featuring our spokesperson Ti-Mé
- Carried out a study in partnership with the National Zero Waste Council on the relationship between food waste, packaging and greenhouse gas emissions
- Presented five conferences on this topic by RECYC-QUÉBEC professionals
- Took part in the food waste reduction project via the [2018-2025 Quebec Bio-Food Policy Action Plan](#) (in French).





## 2

## Provide support to the industrial, commercial and institutional (ICI) sector for residual materials management



### WE RECYCLE HERE! PROGRAM

RECYC-QUÉBEC has developed a digital campaign for the industrial, commercial and institutional sector as part of its [ICI on recycle!](#) program to recruit new verified participants, and the general public, to encourage people to choose products and services from environmentally friendly companies, such as those enrolled in the program.

Moreover, St-Hubert BBQ has become the first restaurant chain to enroll in the ICI on recycle! program with 110 branches with Performance-level certification.

Four Quebec regions have been visited to present program certifications: Capitale-Nationale, Saguenay-Lac-Saint-Jean, Montréal and Outaouais. For Saguenay and Gatineau, RECYC-QUÉBEC's professionals took the opportunity to present the newest version of the ICI on recycle! program, the new portal, the program tools and specific information on waste prevention and management for their region.

### Program results (number of verified participants per level)

	Valid certifications as at March 31, 2020
Level 1 (former program format)	2
Level 2 (former program format)	80
Level 3 (former program format)	150
Implementation	31
Performance	202
Performance +	42
Elite	23
	530

**ICI on recycle!**  
**Implementation-**  
**level certification**  
or higher is required  
to obtain financial  
assistance.

## FINANCIAL ASSISTANCE

More than \$1.1 million in financial assistance was provided in 2019-2020 to support the industry. This funding was provided through our various programs and calls for proposals.

RECYC-QUÉBEC also announced the continuation or rollout of the following programs at the beginning of 2020:

- Call for proposals to support recycling and reclamation initiatives for gypsum and fine tailings from the construction, renovation, and demolition sector
- Call for proposals for transitioning to a circular economy
- Call for proposals to promote reduction in the use and rejection of single-use plastics
- Program to support the modernization and development of sorting centres
- Program to support and develop end-uses and technical innovations for residual materials treatment in Quebec
- Curbside recycling collection sorting centre support program

RECYC-QUÉBEC includes an eco-condition with all of these financial assistance programs to encourage promoters of the supported projects to implement initiatives in their organization to ensure adequate waste prevention and management. ICI on recycle! Implementation-level certification or higher is therefore required. Twenty-five promoters received this certification in 2019-2020.

## CONSTRUCTION, RENOVATION, AND DEMOLITION (CRD) SECTOR

RECYC-QUÉBEC participated in the 23rd 3R MCDQ convention where it presented the latest performance results for the construction, renovation, and demolition (CRD) sector taken from the 2018 report on residual materials management in Quebec.

In addition to reporting on the quantity of residual materials recovered, reclaimed and disposed, the presentation of these results makes it possible to reconsider the main issues and strategies to prioritize to increase the reclamation of CRD waste, find potential end-uses, and above all, reduce their disposal.

RECYC-QUÉBEC has also provided financial support for projects that led to the publication of several guides and reports (in French) that are useful to the industry. These are:

- [Rapport – Implantation de meilleures pratiques pour la mise en valeur du bois de CRD](#)
- [Guide des meilleures pratiques – Bois de CRD en centre de tri](#)
- [Rapport – Projet pilote de tri à la source du gypse en chantier](#)
- [Évaluation des alternatives de valorisation des résidus de criblage fin issus des centres de tri des débris de construction, de rénovation et de démolition](#)



## Increase end-of-life recycling of beverage containers

The deposit-refund system will be extended to cardboard, plastic, glass and metal beverage containers with a capacity between **100 ml and 2 litres** inclusively.

### EXTEND THE PUBLIC DEPOSIT-REFUND SYSTEM

The public deposit-refund system has been in place since 1984 and has remained essentially unchanged since that time, such that the system's recovery rate in recent years has remained stagnant at around 70%. A high volume of non-refundable beverage containers ends up in landfill sites or are left in the environment.

This is a waste of resources that has a significant impact on the environment and sends a poor message to the public about the importance of their gestures for the environment.

However, almost all refundable containers returned to the system are recycled into value-added products, such as new food containers or packaging.

For these reasons, extending the deposit-refund system to beverage containers between 100 ml and 2 L inclusively, within a modernized and efficient system, will allow us to address the stagnation of the current deposit-refund system, the difficulty of recycling certain non-refundable beverage containers used at home, and difficulties in recovering beverage containers used outside the home.

Since the modernization of the deposit-refund system was announced in January 2020 and until the new system comes into effect as planned in 2022, RECYC-QUÉBEC is assuming a dual responsibility: to maintain day-to-day operations and support the transition to the new system.

**A planned investment of \$1 million will be used to help the industry and carry out pilot projects funded and coordinated by RECYC-QUÉBEC to guide the planning and rollout of the extended deposit-refund system.**

### COMMITTEE ON TRANSPORTATION AND THE ENVIRONMENT (GLASS)

Further to the initiative on issues related to recycling and local glass reclamation adopted by the Committee on Transportation and the Environment of the Quebec National Assembly, RECYC-QUÉBEC was invited to contribute to the work and share its expertise on the current situation with respect to glass in Quebec.

In its brief submitted to the members of the Committee, RECYC-QUÉBEC explained that the two deposit-refund systems are complementary and essential for sound residual materials management in Quebec, but require modernization to increase their performance and ensure greater consistency between the two. It also recommends prioritizing the development and diversification of end-uses for glass.

■ [RECYC-QUÉBEC brief](#) (in French)



# 4

## Become the leader in residual materials management



### SCRAP TIRES

Following the performance audit conducted by the Auditor General of Quebec (VGQ) on the management of the Quebec Scrap Tire Management Program for the 2012-2017 period, RECYC-QUÉBEC was called on to participate in the public administration committee on the management of scrap tires. During the hearing, RECYC-QUÉBEC presented its 40-point action plan that specifically addresses the recommendations made by the VGQ.

Several of the actions set out in the plan have been carried out:

- Set up a [financial assistance program](#) (in French) with an initial budget of \$500,000 to stimulate research into end-uses for scrap tires. This financial assistance has resulted in the development of recycled plastics incorporating scrap tire powder;
- Disseminated a [list of government financial assistance](#) (in French) available to companies in the scrap tire management sector and published [performance indicators](#) for the program on the RECYC-QUÉBEC website (in French);
- Participated in a life-cycle assessment (LCA) of the various types of scrap tire treatments with the Canadian Association of Tire Recycling Agencies (CATRA).

### MUNICIPAL SUPPORT

Having assumed responsibility for monitoring waste materials management plans, RECYC-QUÉBEC continues to actively support Quebec municipalities.

A number of practical tools have been developed and shared, including eight newsletters sent during the year to 867 subscribers, as well as a [companion guide](#) (in French) to review waste materials management plans designed in conjunction with municipal associations. In addition to being constantly updated and improved to keep pace with developments in the waste management sector, the guide identifies priorities for municipal waste management plans and provides useful information to municipal organizations that are revising their plans. Information sheets and guides on specific topics such as citizen participation or incentive pricing are in the process of being finalized.

The support offered by RECYC-QUÉBEC professionals, who respond to an average of 60 requests each month, also includes increased presence in the field, as well as numerous conferences and information sessions for municipal organizations.

### RECYC-QUÉBEC

is now responsible  
for monitoring  
all municipal waste  
management plans.

## MODERNIZATION OF CURBSIDE COLLECTION

In order to improve Quebec's recyclable materials recovery and recycling rates, a modernization of the curbside collection program was announced on February 11, 2020.

The proposed reform follows the recommendations of the waste recovery and recycling modernization action committee. All of the members of this committee, who represent companies, municipal stakeholders, environmental organizations and sorting centres, have agreed on the need to review the current system on the basis of expanded producer responsibility.

The management of this new curbside collection program will be assigned to an organization recognized by RECYC-QUÉBEC, which will act on behalf of companies covered by the program and ensure that objectives are met.

The modernized curbside collection program will be fully operational in 2025, and will assuredly increase the recycling rate while enabling local end-uses to be found for the materials covered. The entire value chain will thus reduce its vulnerability to market and price fluctuations.

We also note that this modernization complements the extension of the deposit-refund program, as these two systems will enable the efficient management of all containers, packaging, printed matter and newspapers in Quebec in addition to directing them to effective recycling and reclamation channels.

## 2018 REPORT ON WASTE MANAGEMENT IN QUEBEC

RECYC-QUÉBEC has been preparing the report on waste management in Quebec for almost 25 years to monitor changes in the quantity of waste generated, disposed of, recovered and reclaimed on our territory.

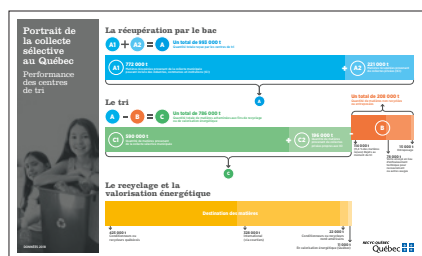
To produce the [2018 report](#), a wide-ranging survey was carried out on approximately 700 facilities involved in the value chain. The compilation of results was made possible by the information shared voluntarily by the curbside collection sorting centres and those that receive construction, renovation and demolition debris, composting sites, anaerobic digestion plants, processors, recovery sites, recyclers and waste-to-energy facilities. Thanks to this data, the 2018 report sets out the performance of the recycling stream in Quebec and is an indispensable reference tool. RECYC-QUÉBEC had the opportunity to present key data from the 2018 report to the waste management conference held by Réseau Environnement in November 2019.

## COLLABORATION WITH THE MINISTRY OF ECONOMY AND INNOVATION

In order to optimize their innovations, highlight their respective talents and ensure consistency in their actions to achieve common objectives, RECYC-QUÉBEC and the Ministry of Economy and Innovation (MEI) have signed a collaboration agreement to put in place coordination and expertise-sharing mechanisms.

The agreement's three main objectives are to:

- 1 Identify and put in place innovative developmental projects for the waste materials sector, including fibre, glass, plastic, textile, rubber (tire) and building waste streams, in conjunction with various partners from the industries concerned;
- 2 Identify and support promising initiatives by leveraging each partners' overall vision and complementary expertise in the circular economy;
- 3 Make it easier to access funding and consulting services for common clientele.





## 2019-2024 QUEBEC RESIDUAL MATERIALS MANAGEMENT POLICY ACTION PLAN



The 2019-2024 Quebec Residual Materials Management Action Plan—developed for the first time under the governance of RECYC-QUÉBEC—was announced in February 2020. It is the result of a concerted effort made with key actors invested in responsible waste management.

The 2019-2024 Action Plan sets out five measures and 23 actions to help achieve the Policy's fundamental objective: that ultimate waste is the sole waste material disposed of in Quebec. It also presents the intervention strategies aimed at addressing the three major issues identified in the Policy, which are:

- 1 End resource waste;
- 2 Contribute to achieving the objectives of the [Climate Change Action Plan](#);
- 3 Make all actors concerned in waste management accountable.

In addition to the action plan, five financial assistance programs have also been launched at the same time. Administered by RECYC-QUÉBEC, these support programs are aimed at facilitating stakeholders' transition to new refund/deposit and curbside collection models.



## REDUCTION AT THE SOURCE INITIATIVES

Reduction at the source is a core priority of RECYC-QUÉBEC and once again this year, several worthwhile projects in this area were launched. One of the initiatives put forward by RECYC-QUÉBEC aims to stimulate the reusable cup offering in fast food restaurants and at events.

More specifically, an [awareness campaign](#) (in French), along with communication tools and tips for companies and members of the public has been developed to create a bandwagon effect and positive behaviour change to encourage the use of reusable dishes and cups. Eight use cases for institutions, businesses, events and office buildings have been distributed. They present the steps taken, success factors and the economic, environmental and social spin-offs of this transition to sustainability.

## PARTNERSHIP WITH PROTÉGEZ-VOUS

In order to meet the growing demand to repair certain products so as to extend their lifespan, RECYC-QUÉBEC has worked with *Protégez-Vous* to develop a reparability index indicating how easily certain consumer products can be repaired. This index is based on a dozen parameters, such as the number of steps and the tools required to disassemble the product, the support offered by the manufacturer, the availability of information and spare parts, and the commercial warranties offered.

A detailed analysis grid has been provided with the product reparability index to allow consumers to make more informed choices and check whether a product can be easily repaired if it is broken. This reparability index will be included in future reviews of products—such as barbecues—published in *Protégez-Vous*.



## PUBLIC INFORMATION, AWARENESS AND EDUCATION CAMPAIGN

RECYC-QUÉBEC has launched a new information, awareness and education campaign featuring its spokesperson Ti-Mé to make the Quebec public aware of waste prevention and sound management. The campaign encourages members of the public to learn about the importance of the 3Rs (reduce, reuse and recycle).

Branded as Recyc-TV, the campaign aimed for wider visibility on TV, on the [web](#) and on social media (such as [Facebook](#) and [Instagram](#)), content marketing and digital displays. Monthly challenges were also launched to the general public to apply the 3Rs in their daily lives and to share tips and tricks. The campaign was a hit with the public and earned an awareness rating of 83% (while the industry standard ranges from 45% to 55%).

## PRESENTATION AND PARTICIPATION BY OUR EXPERTS AT EVENTS

Recognized as a benchmark and an essential partner in waste management, every year RECYC-QUÉBEC participates in various events to highlight its activities and share its expertise.

Whether as conference speakers, panellists or experts, RECYC-QUÉBEC's professionals contributed their knowledge and expertise at some fifteen events during the year.



## ÇA VA OÙ? APP

As more and more people are looking to do their part to protect the environment, the [Ça va où?](#) app (available in English and French) offers an increasingly popular, free, user-friendly reference tool to help with waste sorting.

To keep it useful and current, the app has received several updates and improvements in the past year, and has been downloaded more than 100,000 times.

Newest features of the *Ça va où?* app:

- An English version is now available;
- A new geolocation service shows users their nearest drop-off points based on their current position or default municipality;
- The app is now compatible with tablets;
- Notifications can now be set to stay informed and receive useful tips.

## SOCIAL MEDIA

RECYC-QUÉBEC's popularity on social media is steadily increasing thanks to the efforts made to increase its presence on the various platforms.

RECYC-QUÉBEC has stepped up initiatives such as campaigns on topical issues, sharing information on industry successes or providing smart consumer tips. This has enabled it to reach new audiences, keep followers engaged, and offer value-added content.

  
**24,916**  
followers  
(+ 10.8%)

  
**12,124**  
followers  
(+ 2.5%)

  
**5,120**  
followers  
(+ 59%)

  
**1,296**  
followers



## YOUTH PARTNERSHIP

In order to reach young people, parents and schools, and to increase these audiences' awareness of reduction at the source, reusing and recycling, RECYC-QUÉBEC has partnered with Publications BLD to encourage behaviour change. The youth magazines *Les Explorateurs*, *Les Débrouillards* and *Curium* are a good way to reach a young audience to show and explain the importance of making good choices. Fun quizzes, interesting statistics, useful tips and tricks are tailored to a young audience between the ages of 6 and 17.

With the same objective in mind, a kids' zone has been added to RECYC-QUÉBEC's website. This information-packed section has been expanded to maintain the interest of its young audience, who represent our future.

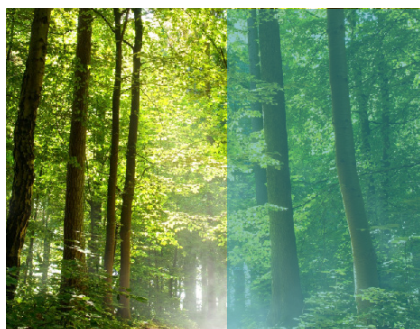
## SPONSORSHIPS

This year, RECYC-QUÉBEC sponsored a record number of events and projects throughout the province. To be eligible for support, these initiatives must be environmentally friendly and meet the criteria set out in our Policy on Environmentally Friendly Events. The variety of sponsored events, such as festivals, sporting events, block parties, and so on, have made it possible to reach many people from all over Quebec and promote good waste management practices.

We are proud to have provided financial support of more than \$560,000 to 47 events in the last year.

RECYC-QUÉBEC's participation in these events enables Sonia Gagné, President and CEO, to meet various audiences and speak on nine occasions as a conference presenter, panellist or special guest.





# RESULTS OF THE STRATEGIC PLAN for 2017-2020

## ORIENTATION

1

Contribute  
to achieving  
government  
objectives to  
reduce organic  
material disposal

### → OBJECTIVE 1.1

**Increase organic material collection coverage**

#### Performance indicator

Percentage of municipal organizations that set up an organic material collection program

	2017-2018	2018-2019	2019-2020
TARGET	30%	40%	50%
RESULT	29% in 2017 Not reached	38% in 2018 Not reached	48% in 2019 Not reached

#### Comments or explanations:

In barely three years, more than 200 additional municipalities have set up organic material collection programs. The announced Organic Waste Reclamation Strategy and application procedures for the municipal sector should help accelerate the implementation of organic material collection.

### → OBJECTIVE 1.2

**Encourage social acceptance of source sorting**

#### Performance indicator

Percentage of households served that consider organic material recovery a straightforward task

	2017-2018	2018-2019	2019-2020
TARGET			
RESULT	N/A	N/A	N/A

#### Comments or explanations:

Target for 2021-2022.

The public survey will be carried out in 2020-2021 to measure results and achievement of the target.

## ORIENTATION

1

Contribute to achieving government objectives to reduce organic material disposal

### → OBJECTIVE 1.3

Develop end-uses for compost, digestates and other fertilizing residual materials (FRMs)

#### Performance indicator

Percentage of compost and digestates bound for value-added markets

	2017-2018	2018-2019	2019-2020
TARGET			
RESULT	N/A	99% in 2018	N/A

#### Comments or explanations:

Target for 2021-2022.

The proportion of compost and digestates bound for value-added markets increased by 10 percentage points between 2015 and 2018, from 89% to 99%.

### → OBJECTIVE 1.4

Reduce food waste

#### Performance indicator

Number of initiatives implemented

	2017-2018	2018-2019	2019-2020
TARGET	1 per year	1 per year	1 per year
RESULT	1 initiative Reached	2 initiatives Reached	4 initiatives Reached

#### Comments or explanations:

Public messages and partnerships have been developed to reach and inform the general public and several tools have been created to increase awareness among municipal organizations and businesses of the importance of reducing food waste.

### → OBJECTIVE 1.5

Increase recycling of organic materials

#### Performance indicator

Overall organic materials recycling rate (all sectors, excluding agri-food)

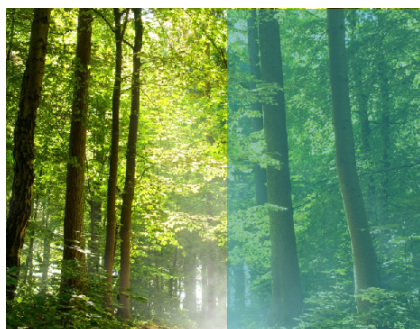
	2017-2018	2018-2019	2019-2020
TARGET			
RESULT	N/A	27% in 2018	N/A

#### Comments or explanations:

Target for 2020-2021.

The overall organic materials recycling rate (excluding the agri-food sector) increased by two percentage points between 2015 and 2018, from 25% to 27%.





# RESULTS OF THE STRATEGIC PLAN for 2017-2020

## ORIENTATION

2

Provide support to the industrial, commercial and institutional (ICI) sector for waste management

### → OBJECTIVE 2.1

Stimulate the adoption of best practices in waste management

#### Performance indicator

Proportion of verified participants in the ICI on recycle! program reached the highest level of performance

	2017-2018	2018-2019	2019-2020
TARGET	7%	8%	10%
RESULT	25.91% (former program: 93 out of 359) Reached	8.51% (new program: 4 out of 47) Reached	7.54% (new program: 19 out of 252) Not reached

#### Comments or explanations:

Several verified participants reached the Elite level under the former program. As the certification is valid for three years, verified participants in the former program will not have to renew until 2021.

An action plan was prepared this year to develop new tools to help participants reach the Elite level and to promote this level specifically (Ambassador program, promotion on social networks, information messages, etc.).

### → OBJECTIVE 2.2

Increase waste reclamation in the construction, renovation, and demolition (CRD) sector

#### Performance indicator

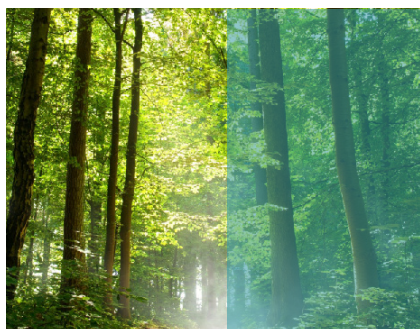
Proportion of CRD waste sorted and reclaimed

	2017-2018	2018-2019	2019-2020
TARGET			
RESULT	N/A	53% in 2018	N/A

#### Comments or explanations:

Target for 2021-2022.

The proportion of CRD debris sorted and reclaimed increased by four percentage points between 2015 and 2018, from 49% to 53%.



# RESULTS OF THE STRATEGIC PLAN for 2017-2020

## ORIENTATION

3

Increase  
end-of-life  
recycling  
of beverage  
containers

### → OBJECTIVE 3.1

**Increase the recovery rate from the public deposit-refund system**

#### Performance indicator

Recovery rate of the public deposit-refund sector (number of containers)

	2017-2018	2018-2019	2019-2020
TARGET	67%	68%	<b>70%</b>
RESULT*	69.6% in 2017 Reached	68.5% in 2018 Reached	69.2% in 2019 <b>Not reached</b>

#### Comments or explanations:

The public deposit-refund system has not undergone any major changes in more than 35 years, such that the recovery rate has remained stagnant at around 70%. Modernizing the deposit-refund system and extending it to all beverage containers would address the stagnation of the current system.

\*Statistics are calculated by calendar year (January 1 to December 31).

### → OBJECTIVE 3.2

**Increase the proportion of refundable containers recycled in Quebec**

#### Performance indicator

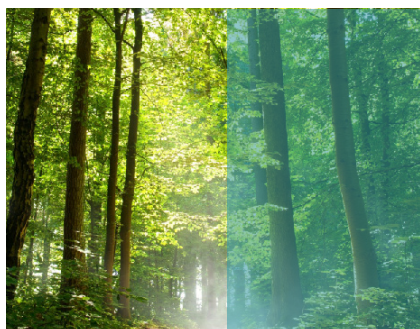
Proportion of single-use refundable containers recycled in Quebec (number of containers)

	2017-2018	2018-2019	2019-2020
TARGET	30%	32%	<b>35%</b>
RESULT	14% Not reached	14% Not reached	13% <b>Not reached</b>

#### Comments or explanations:

The drop in numbers is due to aluminum processing in the United States and the increase in the number of cans sold in Quebec.

The modernization of the deposit-refund system and its extension to all beverage containers, announced in January 2020, could help increase the proportion of beverage containers recycled in Quebec. In order to stimulate the emergence of beverage container reuse and recycling projects in Quebec, RECYC-QUÉBEC has developed a financial assistance program endowed with a budget of \$8 million.



# RESULTS OF THE STRATEGIC PLAN for 2017-2020

## ORIENTATION

4

Become  
the leader  
in residual  
materials  
management

### → OBJECTIVE 4.1

Offer services tailored to ICI sector needs

#### Performance indicator

ICI sector rate of satisfaction with the services offered

	2017-2018	2018-2019	2019-2020
TARGET	70%	70%	70%
RESULT	73% Reached	— not available	73% Reached

#### Comments or explanations:

No exhaustive survey was conducted in 2018-2019 that could enable an adequate comparison with the results for 2017-2018 and 2019-2020. However, the first *Assises québécoises de l'économie circulaire* conference held in December 2018 drew 400 attendees from several businesses and sector associations, and garnered a 91% post-event satisfaction rate.

### → OBJECTIVE 4.2

Offer services tailored to municipalities' needs

#### Performance indicator

Municipalities' rate of satisfaction with the services offered

	2017-2018	2018-2019	2019-2020
TARGET	70%	70%	70%
RESULT	N/A	N/A	94% Reached

#### Comments or explanations:

A survey conducted for 2019-2020 revealed that 94% of respondents from municipal organizations reported they were entirely satisfied (19%) or reasonably satisfied (75%) with the services offered.

No exhaustive survey was conducted in 2017-2018 and 2018-2019 that could enable an adequate comparison with the results for 2019-2020.

## ORIENTATION

4

Become  
the leader  
in residual  
materials  
management

### → OBJECTIVE 4.3

Improve scrap tire management

#### Performance indicator

Percentage of tires sent to remoulding and recycling

	2017-2018	2018-2019	2019-2020
TARGET	90%	91%	92%
RESULT*	75.4% in 2017 Not reached	91% in 2018 Reached	88% in 2019 Not reached

#### Comments or explanations:

A Quebec tire recycler, Royal Mat, suffered a fire in December 2018 and the plant had to remain closed from January to March 2019. This resulted in a higher percentage of tires being sent to reclamation in 2019.

\*Statistics are calculated by calendar year (January 1 to December 31).

### → OBJECTIVE 4.4

Implement initiatives for reduction at the source and reuse of waste in Quebec

#### Performance indicator

Number of initiatives put into place

	2017-2018	2018-2019	2019-2020
TARGET	1 per year	1 per year	1 per year
RESULT	4 initiatives Reached	5 initiatives Reached	5 initiatives Reached

#### Comments or explanations:

A campaign to promote awareness, share successes and provide financial support made it possible to exceed the target.

### → OBJECTIVE 4.5

Contribute to the reduction of quantities disposed

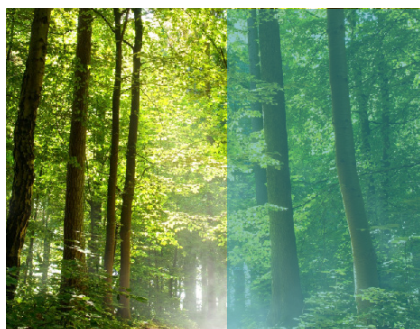
#### Performance indicator

Quantity of materials disposed per inhabitant

	2017-2018	2018-2019	2019-2020
TARGET	700 kg/inhab.	700 kg/inhab.	700 kg/inhab.
RESULT	708 kg/inhab. in 2017 Not Reached	697 kg/inhab. in 2018 Reached	Unavailable at time of annual report preparation

#### Comments or explanations:

The results for 2019 will be available in Fall 2020 and will be included in the 2020-2021 annual report. It should be noted that Quebec experienced several major floods in 2019 that could have an effect on the amount of waste disposed in that year.



# RESULTS OF THE STRATEGIC PLAN for 2017-2020

## ORIENTATION

5

Optimize the  
visibility of  
RECYC-QUÉBEC

### → OBJECTIVE 5.1

Provide more information to the public on what to do with materials or products they wish to get rid of

#### Performance indicator

Active users of the *Ça va où?* app

	2017-2018	2018-2019	2019-2020
TARGET	20%	20%	<b>23%</b>
RESULT	N/A*	20% Reached	<b>24%</b> <b>Reached</b>

#### Comments or explanations:

An awareness campaign, promotion of the tool through partnerships and sponsorships, and functional improvements have enabled the target to be exceeded. As the *Ça va où?* app is the only one of its kind in Quebec and Canada and the metrics vary according to the nature of the app, the *Ça va où?* app's progression over time provides a reliable indicator of its success. Since it was launched in 2018, the communication and marketing efforts made have shown a direct correlation with the app's usage rate.

\*The app was launched on April 9, 2018





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