

2020-2021 ANNUAL REPORT

RECYC-QUÉBEC





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MESSAGE FROM THE CHAIR OF THE BOARD OF DIRECTORS



In addition to ensuring the essential nature of our industry is recognized from both an economic and environmental standpoint, RECYC-QUÉBEC also made sure to provide the necessary support to the various client groups.

Regardless of the field in which each of us is operating, we have certainly all felt the impact of the pandemic in the past year, and the residual materials management industry is no exception.

In fact, we witnessed resilience, solidarity, creativity and the ability to innovate. The industry stood up, mobilized and took action to implement concrete and sustainable solutions, and to continue to move ahead together. Companies, organizations and municipalities all worked hard to find innovative solutions not only to continue their operations in keeping with sanitary measures, but to do even better. All of their efforts have enabled residual materials management to be recognized as an essential service. I am also very proud of RECYC-QUÉBEC's unifying role in this context.

RECYC-QUÉBEC also continued its major reforms and priority projects, including those related to modernizing the deposit-refund and curbside collection systems, the Organic Materials Reclamation Strategy, the circular economy, and the implementation of the 2019-2024 Quebec Residual Materials Management Policy Action Plan and its associated programs.

These are some examples that clearly show the proactivity and desire for innovation, which RECYC-QUÉBEC has exhibited for 30 years.

I would like to conclude by commending all the players who contributed to these successes and are helping RECYC-QUÉBEC grow a little more each day. Thank you to my colleagues on the board of directors, all RECYC-QUÉBEC employees and managers, as well as our partners and contributors. Everyone's contribution is needed to realize our objectives for Quebec both now and in the future.

Karine Joizil
Chair of the Board of Directors

MESSAGE FROM THE PRESIDENT AND CEO



2020–2021 was a landmark year in many ways for RECYC-QUÉBEC, first because it was celebrating 30 years of existence. Three decades of realizing our very important mission and of expanding it to make it even more relevant.

Our vision, combined with our constant desire to innovate, has enabled us to be positioned today as an agent of change in Quebec. Stepping up the transition to a circular economy, modernizing collection systems, fighting against waste and prioritizing at-source reduction are some of the major projects in which we have made headway over the past few months and that will continue to be deployed in the coming years as well.

Of course, we cannot not mention the pandemic, which was another major event in the past year. Far from slowing down our industry's impetus, we witnessed collective awareness of the importance of focusing on a more circular economy, in particular by redesigning our production and consumption methods, or by preserving and optimizing the use of our resources. The transition thus got off to a good start in Quebec, and RECYC-QUÉBEC is proud to be a key player in it.

Our 30th year marks the start of a new cycle for our organization, in particular with the economic recovery in Quebec and with our next strategic plan about to be released. I would like to extend a warm thank you to the entire RECYC-QUÉBEC team – employees, management and the board of directors – who are the organization's life force and promote it daily. I would also like to thank all our partners with whom we share the achievements presented on the following pages and of which I am very proud.

To conclude, wonderful opportunities await us and I can assure you that RECYC-QUÉBEC is ready and more committed than ever to make Quebec a zero-waste society.

A blue ink handwritten signature, appearing to read 'S. Gagné', with a long horizontal flourish extending to the right.

Sonia Gagné, ASC
President and Chief Executive Officer

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

RECYC-QUÉBEC TURNS 30

VIDEO – 30 YEARS OF INNOVATION

Animated presentation of
30 innovations that marked
RECYC-QUÉBEC's history

WEBSITE HOME PAGE

highlighted by the
30-year anniversary



INSPIRATION CAMPAIGN

On Twitter and
LinkedIn



INNOVATION CAMPAIGN

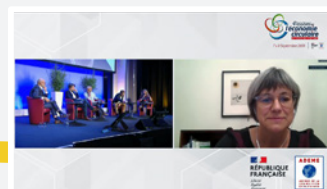
On Facebook and
Instagram



30 YEARS OF CREATING AN INNOVATIVE, RESPONSIBLE AND WASTE-FREE QUEBEC

RECYC-QUÉBEC turned 30 this year. Three decades of trying to do things differently and of creating a Quebec that is in line with our ambitions, as well as efficient, prosperous and responsible. Innovation has been the common thread of all our actions.

THE CIRCULAR ECONOMY: THE HEART OF OUR MISSION



The linear economy – extracting, manufacturing, using, throwing out – must give way to a more circular economy aimed at reducing the use of resources and optimizing those already in use in our communities. Having made the circular economy part of its 2015 mission, RECYC-QUÉBEC is being highly proactive in view of stepping up the transition in Quebec, in particular by prioritizing actions in some key sectors and by deploying initiatives aimed at stimulating local economies.

Here are the actions that were carried out in the past year:

- Funding of 15 industrial and territorial symbiosis projects as part of the second [Call for proposals for a transition to a circular economy](#), for a total investment of \$3.4 million in 13 administrative regions.
- The \$33-million [Fonds économie circulaire](#) (circular economy fund), launched in partnership with Fondation and the City of Montréal to support SMEs in the development of the circular economy.
- Renewed partnership with the [Québec Circulaire](#) platform as a major partner.
- Renewal of the partnership with our French counterpart, [ADEME](#), for three years.
- Participation in the [Canadian Circular Cities and Regions Initiative](#) to assist 15 municipalities in the development of circular economy roadmaps, in collaboration with the National Zero Waste Council (NZWC), the Federation of Canadian Municipalities (FCM), and the Recycling Council of Alberta.
- Contribution to the circular economy consultation process in view of the government's 2022-2027 Sustainable Development Strategy.
- Ongoing coordination of the Interdepartmental Group on the Circular Economy and participation in the Pôle québécois de concertation sur l'économie circulaire.
- Participation in the work of the Canadian Mirror Committee and of the ISO/TC 323 – Circular Economy international working groups.
- Several circular economy conferences for our partners and clients.
- "L'économie en action" campaign on our social networks to recognize circular economy initiatives in Quebec.

YEAR IN REVIEW

THE FIVE DIRECTIONS 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 residual materials 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

1

Contribute to achieving government objectives to reduce organic material disposal

ANNOUNCEMENT OF ORGANIC MATERIAL RECLAMATION STRATEGY

On July 3, 2020, the Quebec Government announced the [Organic Materials Reclamation Strategy \(Stratégie de valorisation de la matière organique\)](#) and the actions needed to implement it.

The targets are:

- Institute organic materials management for 100% of the municipal territory by 2025;
- Manage organic materials in 100% of the industrial, commercial and institutional sector by 2025;
- Recycle or reclaim 70% of the targeted organic material in 2030;
- Reduce greenhouse gas (GHG) emissions by 270,000 tonnes CO₂ equivalent (t CO₂ eq) per year by 2030.



In short, the Organic Materials Reclamation Strategy presents the favoured approaches for diverting organic waste from landfill sites and ensuring it is reclaimed, which will significantly contribute to reducing GHG emissions. Its aim is also to maintain and favour the quality of treated organic materials and the development of local end uses for compost, digestate and other fertilizing residual materials that have been collected. The Strategy will step up the implementation of organic materials collection services and treatment facilities suitable for all regional settings. It is based on shared responsibilities among the value chain actors, including municipalities.

Lastly, because the Strategy's success requires the participation and commitment of the entire population, RECYC-QUÉBEC will be conducting information, awareness and educational activities for the public and companies so that everyone gets on board.

REDUCTION OF FOOD AND PACKAGING WASTE

RECYC-QUÉBEC helped develop and translate a study coordinated by the National Zero Waste Council (NZWC) aimed at defining the link between food and packaging waste, in addition to recommending possible reduction-related actions and contribute to the fight against climate change. The document entitled "[Less Food Loss and Waste, Less Packaging Waste](#)" addressed the efficiency of four types of common packagings on the shelf life of 12 products generally found in grocery stores.

The content was then part of a webinar and sector workshop, which was attended by over 100 people. The topic attracted the attention of Quebec and British Columbia media.



FIGHT AGAINST FOOD WASTE

Continuing its fight against food waste, RECYC-QUÉBEC carried out several concrete actions in this respect, both in terms of funding as well as information, awareness and education measures. Here are some examples:

- Call for proposals to support projects aimed at reducing, recovering and recycling organic materials from the industrial, commercial and institutional (ICI) sector. With a budget of \$8.73 million, 31 projects were approved and will be carried out across Quebec. The projects could potentially reduce the disposal of organic materials by 48,000 tonnes per year, which represents a reduction in GHG emissions of 9,200 t CO₂ eq per year or 2,820 fewer cars on the road.

The projects have the potential to reduce the disposal of organic materials by **48,000 tonnes per year.**

- Relaunch of the Home and Community Composting Assistance Program with a new budget of \$5 million with the aim of helping municipalities with fewer than 5,000 residents, Indigenous communities and unorganized territories to acquire better tools to divert organic materials from landfills. As of March 31, 2021, 19 projects were approved for over \$1.3 million in financial assistance, thus enabling 42 municipalities to provide home or community composting equipment for residents.
- Creation of new pages on organic materials in the Municipalities section of RECYC-QUÉBEC's website.

- Continued partnerships with Love Food Hate Waste and Ricardo Media. The renewal of the partnership with Ricardo Media enables RECYC-QUÉBEC to increase its awareness and educational activities for Quebec households by inviting them to take concrete action to reduce food waste.

NOS TRUCS POUR UNE MAISONNÉE SANS GASPILLAGE

Ne pas gaspiller de la nourriture lorsqu'on a des enfants est tout un défi! Voici des conseils pour faciliter une approche anti-gaspi.

Les écrits restent

Avec les enfants, les petits restes, ça se multiplie. Gardez un rouleau de ruban à peine et un feutre dans un tiroir de la cuisine pour faire des étiquettes avec la date des restes que vous mettez au frigo. Si votre contenant est opaque, n'hésitez pas à glisser une petite description du déchet qui s'y trouve. Gardez des contenants bien en vue au devant du frigo pour combler les fringoles des petits et grands ou pour les jeux « touski ».

Une planification concertée

En panne d'ideas pour les repas de la semaine? Demandez l'avis de vos enfants pour savoir ce qu'ils ont envie de manger. En plus de vous faciliter la tâche de la planification des repas, ça pourrait limiter le retour des lunchs non terminés et les soupers qui ne font pas l'unanimité. Une autre recette gagnante : respectez leur tempérament : certains ont faim de nouveauté alors que d'autres sont plus routiniers!

Des chiffres qui coupent l'appétit

Saviez-vous qu'une famille canadienne gaspille en moyenne 140 kilogrammes de nourriture annuellement, soit l'équivalent d'environ 1 000 \$? C'est avec de petits gestes simples qu'on peut mettre son bac de compost au régime et faire du bien à son portefeuille. (Conseil national zéro déchet, 2017)

1100 \$
PAR MENAGE
ONT GASPILLÉS

140
KG/ANNÉE

Votre gouvernement

recycquebec
@recyc_quebec

recyc-quebec
Québec

2

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



RESULTS OF "ICI ON RECYCLE +" PROGRAM AND NEW VIDEOS

The "ICI on recycle +" recognition program has continued to grow, in particular with respect to the Elite level, the program's highest performance level. For instance, a company that would like to obtain this level of recognition must now provide quantified data through an audit or a characterization study of its residual materials. A performance calculation grid is provided by RECYC-QUÉBEC on the program portal.

Program results (number of certified companies per level)

	Valid certifications at March 31, 2021
Level 1 (former program format)	0
Level 2 (former program format)	7
Level 3 (former program format)	63
Implementation	48
Performance	259
Performance +	75
Elite	33
	485

In addition, to promote the "ICI on recycle +" program and recognize the achievements of certain certified companies who have become ambassadors for the program, video clips were created to highlight Centre Phi, Centre dentaire Dre Audrey Caron, Guarana Marketing and Cégep Limoilou. The [video clips](#) are available on the program's website.

RECOGNITION OF CRD DEBRIS SORTING CENTRES AND OPTIMIZATION OF ECOCENTRE NETWORK

Each year, construction, renovation and demolition (CRD) debris sorting centres process roughly 2 million tonnes of materials from this sector, which is close to double the quantity handled by curbside collection sorting centres. The Organic Materials Reclamation Strategy includes a way to support the development of this area, in particular wood generated by this sector, while ensuring a high industry standard that requires a recognition program to be implemented. The aim is to officially recognize those who apply good practices and obtain good sorting results for the reuse, recycling and reclamation of materials, including wood. The recognition program, set up and managed by RECYC-QUÉBEC, was started on July 3, 2020, with already a dozen CRD debris sorting centres signing up.

RECYC-QUÉBEC is also making sure to set up the means needed to step up the development and optimization of the ecocentre network, whether by expanding good practices or by making them accessible to the public (support program of over \$14 million).



FINANCIAL ASSISTANCE

2020-2021 was exceptional in terms of the support provided specifically to organizations and companies in the residual materials value chain.

Name of program	Amounts awarded between April 1, 2020 and March 31, 2021
Curbside recycling collection sorting centre support program	\$4.7M
Call for proposals for transitioning to a circular economy*	\$3.3M
Call for proposals to support projects aimed at reducing, recovering and recycling organic materials from the ICI sector	\$8.8M
Program to support research and development of products resulting from the reuse and recycling of scrap tires	\$0.2M
Program to support the development of beverage container reuse and recycling in Quebec	\$1.5M
Program to support the modernization and development of sorting centres*	\$1.3M
Program to support and develop end uses and technical innovations for residual materials treatment in Quebec	\$9.4M
Support program for home and community composting*	\$0.2M
Program for the recovery and reclamation of household refrigerators and freezers*	\$1.4M
Call for proposals to promote reduction in the use and rejection of single-use plastics	\$0.9M
Call for proposals to support initiatives for recycling and reclaiming gypsum residue and fine residue from the CRD sector	\$0.1M
Call for proposals to favour the development of end uses for scrap forklift tires	\$0.2M
	\$32.0M

*This program stems from the 2019-2024 Action Plan.

3

Increase end-of-life recycling of beverage containers

ADOPTION OF BILL 65

In March 2021, the *Act to amend mainly the Environment Quality Act with respect to deposits and selective collection* came into force. Minister Benoit Charette took into account the recommendations of the advisory committee on the modernization of the recovery and recycling industry (curbside collection) as well as those of the various groups that were consulted in fall 2020 in view of adopting a draft regulation that takes current issues into consideration. The main changes in the new legislation concern the possibility of prescribing by regulation:

- The obligation for certain individuals to draw up, implement and financially support, under the guidelines that are set, a deposit-refund or curbside collection system;
- The allocation of this responsibility to a designated stewardship organization (DSO) by the Minister or RECYC-QUÉBEC, which will act as manager;
- The conditions applicable to the designation of an organization and its operation, as well as the minimum requirements, which it must observe;
- The obligation for the companies subject to regulations to become members of a designated organization, send it the required information, and pay the necessary contributions for the implementation of the system;
- The terms and conditions for system deployment and the obligations of certain individuals;
- Setting a deposit-refund payable when a target product is purchased, or the parameters that allow such a deposit-refund to be set;
- Certain transitional provisions aimed at facilitating the transition from the current systems to an approach based on extended producer responsibility.

RECYC-QUÉBEC took part in the special consultations and public hearings on Bill 65, as well as a hearing before the Committee on Transportation and the Environment. All the work conducted since early 2020 (consultation and work by the industry, behavioural study, operational and financial modelling) are inputs to be used by the Ministry of the Environment and the Fight against Climate Change (MELCC) in drawing up the regulations climatiques.

GUIDING THE INDUSTRY TOWARD AN EXPANDED AND MODERNIZED DEPOSIT-REFUND SYSTEM

Throughout the year, close to \$1.4 million was invested in guidance by RECYC-QUÉBEC as part of the deposit-refund system modernization project using an approach based on extended producer responsibility. Some of the actions that were taken include creating pilot projects, conducting studies and operational and financial modelling, as well as stakeholder coordination and management.

In January 2021, RECYC-QUÉBEC initiated a study on public behaviour related to the expansion and modernization of the deposit-refund system. The quantitative and qualitative parts enabled data to be collected to measure public knowledge and participation in the existing deposit-refund system, draw up an initial profile of the use of different types of containers involved by the expansion, determine the likelihood of participation in the expansion of the deposit-refund system, and knowledge of the barriers and factors likely to incite the public to return their containers.

RECYC-QUÉBEC also signed an agreement with Boissons Gazeuses Environnement (BGE) so that the company could share its expertise and provide administrative support in implementing pilot projects and in communicating the projects.

And then the pandemic arrived, which had a major impact on the deposit-refund system during the first few months of lockdown. In this respect, and to limit consequences, RECYC-QUÉBEC worked with retailers to inform the public of the new measures that had been implemented in order to provide some flexibility to retailers for container returns.



BEER AND SOFT DRINK CAN RECYCLING

In view of optimizing the aluminum recycling process, RECYC-QUÉBEC mandated the Institut de technologie des emballages et du génie alimentaires (ITEGA) at Collège de Maisonneuve to carry out a study on the different types of aluminum can coverings, i.e., labels, shrink sleeves, and direct printing.

The team then guided brewers and microbreweries in switching to paper labels or direct printing on cans in order to reduce the use of plastic applied over beer and soft drink cans.

Cans with printing or a paper label will be the only aluminum cans allowed as of September 1, 2021.

PROGRAM FOR THE MODERNIZATION OF REFUNDABLE CONTAINER RECOVERY MACHINES BY THE FONDS D'ACTION QUÉBÉCOIS EN DÉVELOPPEMENT DURABLE (FAQDD)

RECYC-QUÉBEC worked with FAQDD and Boissons Gazeuses Environnement (BGE) on the follow-up to the program for the modernization of refundable container recovery machines. The program is designed to provide retailers with financial assistance to replace or purchase a new reverse vending machine. Over 1,300 reverse vending machines were installed at 705 grocery stores. The program was renewed until March 31, 2023.



Programme
**DE MODERNISATION
DES APPAREILS
DE RÉCUPÉRATION**
des contenants consignés

BEVERAGE CONTAINER REUSE AND RECYCLING PROGRAM

The program to support development of beverage container reuse and recycling in Quebec was launched in June 2020 with an \$8-million budget to provide funding to projects that will enable beverage containers sold and recovered in Quebec to be reused, processed or recycled. This local transformation also aims at using recyclable materials as a resource according to circular economy principles in order to maintain and diversify end uses. The aim of the projects involved must be the optimization, expansion or implementation of structured reuse networks, the startup of new facilities, the increase in treatment capacity of existing facilities, or the improvement of the quality of the materials produced by existing facilities in line with consumer needs. This year, two projects were approved for financial assistance of close to \$1.5 million.

4

Become the leader in residual materials management

LEADERSHIP DURING THE PANDEMIC

At the beginning of the pandemic, RECYC-QUÉBEC positioned itself as an indispensable reference for waste prevention and responsible residual materials management. RECYC-QUÉBEC provided advice and recommendations to the public, municipal organizations, retailers, sorting centre managers, and other target groups regarding the measures to be taken during the health crisis. By working on a daily basis with the Ministry of the Environment and the Fight against Climate Change (MELCC) and the Ministry of Municipal Affairs and Housing (MAMH), as well as with public health authorities and occupational health and safety representatives, RECYC-QUÉBEC relayed the public health department's directives since the residual materials management industry was considered an essential service. A presentation on the resilience of the players and changes in practices was made during a Réseau Environnement webinar.

RECYC-QUÉBEC was proactive with partners and quickly developed informational clips, created a dedicated section on its website, posted on social media, and assisted the public and various client groups. RECYC-QUÉBEC was consulted for various issues and the messages that were posted were shared numerous times.

RECYC-QUÉBEC also published a [reference document](#) on companies that were providing collection services for masks and personal protective equipment (PPE).



2019-2024 QUEBEC RESIDUAL MATERIALS MANAGEMENT POLICY ACTION PLAN

Released in February 2020, the [2019-2024 Action Plan](#) resulting from the Quebec Residual Materials Management Policy was realized during the year through the implementation of several of its actions. To mobilize and inform the various groups involved by these actions and ensure that they become actively involved in the priority projects, RECYC-QUÉBEC gave several presentations on completed, ongoing and upcoming actions.



REPORT AND ATTENDANCE AT HEARINGS OF THE BUREAU D'AUDIENCES PUBLIQUES SUR L'ENVIRONNEMENT (BAPE)

The BAPE is currently carrying out an investigation and public hearings on the current state and management of final waste. As part of this mandate, RECYC-QUÉBEC submitted a sector report in addition to actively taking part in the hearings in order to share its expertise and present its point of view regarding various topics pertaining to municipal organizations, including the redistribution of disposal fees and regional residual materials management planning. The BAPE also conducted investigations and public hearings for the expansion of the Bury and Lachenaie engineered landfills, for which RECYC-QUÉBEC's expertise was also requested.

MODERNIZATION OF CURBSIDE COLLECTION

After the announcement in February 2020 by the Minister of the Environment and the Fight against Climate Change that curbside collection would be upgraded using an approach based on extended producer responsibility, an advisory committee was created in spring 2020, with RECYC-QUÉBEC being in charge of coordinating its work. The committee has an oversight mandate and its members have general discussions on issues related to the system in order to propose possible actions or analysis to the government. Four working groups were also created with the mandate to propose and oversee studies and reviews that would enable recommendations to be made and inform regulatory development work for the proposed modernization. The working groups contributed to the following studies, which are in the process of being completed:

- Assessment of sorting centres and review of framework criteria implemented at the international level;
- Assessment of municipal contracts for the collection, transport, sorting and processing of recyclable materials;
- Assessment of fibre management and end use, from marketing to recycling.

Moreover, certain working groups helped draw up various documents that can help municipalities during the transition to modernized curbside collection:

- Document on the main differences between the current compensation plan and the future EPR-Partnership;
- Document presenting recommended practices in preparing future calls for tenders as well as in contract award and management pending the complete rollout of the modernized system in 2025, in accordance with the contract management rules applicable to each municipal organization responsible for them.
- List of materials that can be put in recycling bins. This list is intended to be a first step toward implementing a standardized list across Quebec.

Lastly, RECYC-QUÉBEC made several presentations and took part in webinars to inform stakeholders of the upcoming modernization.

SCRAP TIRES

Following the recommendations of the Auditor General of Quebec regarding the Quebec Scrap Tire Management Program, RECYC-QUÉBEC is continuing to carry out actions aimed at following through on the recommendations.

Some of these actions include:

- Survey among retailers registered in the Quebec Scrap Tire Management Program. The results revealed that 85% of respondents are satisfied with the services provided by their carrier.
- Continuation of the life-cycle assessment (LCA) of the different types of scrap tire treatment with the Canadian Association of Tire Recycling Agencies (CATRA).
- Call for proposals for the treatment of scrap tires through conditioning, recycling and waste-to-energy.
- Call for proposals for the collection and transportation of scrap tires province-wide.
- Renewal of the program to support research and development of products resulting from the reuse and recycling of scrap tires (R&D program).

RECYC-QUÉBEC also actively contributed to the innovative transport of scrap tires by issuing a first call for tenders for the transport and collection of scrap tires using electrical vehicles.

RECYC-QUÉBEC announced that a transport company would begin collecting scrap tires using electric vehicles in early 2022.

RECYC-QUÉBEC is also proud to have organized the very first scrap tire industry gathering. A flagship event for the industry, the virtual edition held discussions on several topical issues, including the different types of financial assistance and new developments in the 2021-2026 Quebec Scrap Tire Management Program. The event attracted over 60 participants.



PARTNERSHIP WITH PROTÉGEZ-VOUS

In conjunction with Écohabitation and in partnership with Protégez-Vous, RECYC-QUÉBEC helped create the “100 Trucs Rénos écos” guide for performing renovations in an environmentally friendly manner. The guide presents what is available to consumers who would like to carry out renovations in an environmentally responsible way, including subsidies to finance energy-efficient retrofits, best practices, local materials, etc.



In addition, to make consumers aware of the possibility of extending the life of certain products, in particular by directing their purchasing behaviour toward products that are easier to repair and by encouraging them to make repairs if the product breaks down, the reparability index, developed last year, continued to be included in the product reviews published by Protégez-Vous. This year, stand mixers, blenders, espresso machines and food processors were under the scrutiny of the index.

With respect to scrap tires, remolding, recycling and thermal recovery are the priority 3Rs. At present, of the 10 million tires recovered each year, only 1% goes to the remolding industry. At RECYC-QUÉBEC's request, Protégez-Vous coordinated tests on three types of tires, including remolded tires, to assess their safety. The results revealed that Quebec remolded tires are just as efficient and safe as other types of tires. By encouraging this process, RECYC-QUÉBEC will be able to showcase a product that resulted from scrap tires and was made in Quebec.

REDUCTION OF PLASTIC AND SINGLE-USE PRODUCTS

Through an investment of \$875,000 granted by RECYC-QUÉBEC as part of the call for proposals to promote reduced use and rejection of single-use plastic, 10 projects will be started up.

The funded projects cover 10 administrative regions in Quebec and will be led by a variety of stakeholders, namely, municipal organizations, non-profit organizations, educational institutions, a concert venue, and a health care facility. Although they will be deployed in varied sectors, the projects all target at-source reduction and reuse in order to divert a significant quantity of residual materials from landfills or reduce the pollution caused by plastic. The projects will also increase the public's awareness in that respect.

EVER-PRESENT EXPERTISE

RECYC-QUÉBEC continued to closely assist each of its stakeholders in order to improve knowledge related to residual materials management. For instance, RECYC-QUÉBEC attended scrap tire industry activities as well as over 30 events related to the circular economy, both in Quebec and in Europe.

RECYC-QUÉBEC also presented more than 20 conferences in 2020-2021 on various topics related to the municipal sector, including the revision of residual materials management plans, organic materials and the Organic Materials Reclamation Strategy, at events organized by RECYC-QUÉBEC's partners and as part of municipal organization committees.

Optimize the visibility of. RECYC-QUÉBEC

CAMPAIGN AND DIGITAL CLIPS FOR THE “ÇA VA OÙ?” APP

A second advertising campaign since the app was launched in 2018 was set up to increase the number of downloads as well as the app's active rate of use.

Along with the optimizations made to the tool, [educational videos](#) were produced: bags of bags, container rinsing and materials sorting were the topics presented to demystify concepts that are simple though not fully understood by the public.



PUBLIC CAMPAIGN WITH SPOKESPERSON TI-MÉ

During the special year-end television and digital program, still under the 3Rs theme, a television ad was run featuring Ti-Mé wishing everyone a waste-free new year. The campaign continued with Ti-Météo forecasting beautiful weather for recycling. This was the campaign that RECYC-QUÉBEC used to make its first TikTok appearance.

To support the campaign, the [destination page](#) for the campaign on our website was updated to provide practical information on the right way to apply the 3Rs. The initiative obtained excellent results: it reached most Quebecers, with 83% of respondents stating that the campaign encouraged them to make an effort to achieve a waste-free Quebec.



SOCIAL MEDIA RESULTS

RECYC-QUÉBEC is continuing its social media ascent and is making sure that the number of followers on all its platforms continues to increase. This is the result of the analysis, efforts and diligence displayed in creating quality content and implementing engagement strategies for opening up dialogue with all its various target audiences.

The sharing of tips and tricks to facilitate daily reduction, reuse and recovery activities, collaboration with all industry partners on the value chain and the presentation of tools to drive the transition are featured on RECYC-QUÉBEC's accounts.



- Facebook : 26,656 followers **+8%**
- Twitter : 12,646 followers **+5%**
- LinkedIn : 7,010 followers **+41%**
- Instagram : 2,414 followers **+96%**

SPONSORSHIPS

This year, the pandemic forced the events and sponsorship sector to reinvent itself. The organizers showed remarkable resilience. Some had to cancel their event, others resorted to virtual platforms, and still others revised the agenda for the day.

There were numerous challenges that were successfully met by many by anticipating various scenarios.

During the last fiscal year, and despite special circumstances, RECYC-QUÉBEC funded **21 events**, most of which were held virtually.

The events were set up by organizations from various Quebec regions, including Chaudière-Appalaches, Outaouais, Estrie, Québec City, and Montréal.

RECYC-QUÉBEC also took advantage of these partnerships to reach new audiences on the topic of waste reduction and management, whether through spokesperson Sonia Gagné, President and CEO of RECYC-QUÉBEC, or by the participation of our experts through presentations or conferences.

YOUTH SECTION

The Youth Section on our website also got a makeover, with interesting and youth-oriented content being added. A parent and teacher section suggests readings, activities, arts and crafts, and educational videos – perfect for when families were spending a lot of time at home!

Still with a view to favouring youth-oriented content, RECYC-QUÉBEC renewed its partnership with Publications BLD (youth magazines *Les Explorateurs*, *Les Débrouillards* and *Curium*). The articles are also found on our website's Youth Section.



**ZONE
JEUNESSE**

2020-2021 DETAILED RESULTS REGARDING THE 2017-2022 STRATEGIC PLAN COMMITMENTS

DIRECTION

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 materials collection program

	2017-2018	2018-2019	2019-2020	2020-2021
TARGET	30%	40%	50%	60%
RESULT	29% Not reached	38% Not reached	48% Not reached	60% Reached

664 municipalities set up an organic materials collection program or a management approach using home and community composting within their city limits as of March 31, 2021. This corresponds to a remarkable increase of 12 percentage points for the past year. With the deployment of the Organic Materials Reclamation Strategy and the implementation of communication programs and actions, there is no doubt that these results will increase significantly in the coming years.



OBJECTIVE 1.2 Encourage social acceptance of source sorting

Performance indicator

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

	2017-2018	2018-2019	2019-2020	2020-2021
TARGET				
RESULT	N/A	N/A	N/A	N/A

Target for 2021-2022.

The public behavioural study, which will help determine whether the target set for 2021-2022 is met, was started in fall 2020 and will end in summer 2021.



OBJECTIVE 1.3

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

Performance indicator

Percentage of compost and digestate intended for value-added markets

	2017-2018	2018-2019	2019-2020	2020-2021
TARGET				92%
RESULT	N/A	99% in 2018	N/A	N/A

The target for 2020-2021 was deferred to 2021-2022, since the next Report on Residual Materials Management in Quebec will cover 2021 rather than 2020 (due to the COVID-19 pandemic).



OBJECTIVE 1.4

Reduce food waste

Performance indicator

Number of initiatives implemented

	2017-2018	2018-2019	2019-2020	2020-2021
TARGET	1 per year	1 per year	1 per year	1 per year
RESULT	1 initiative Reached	2 initiatives Reached	4 initiatives Reached	9 initiatives Reached

Information, awareness and educational activities designed for the public and stakeholders continued, as did public partnerships such as those with Love Food Hate Waste and Ricardo Media, as well as those developed with the industry.



OBJECTIVE 1.5

Increase organic materials recycling

Performance indicator

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

	2017-2018	2018-2019	2019-2020	2020-2021
TARGET				50%
RESULT	N/A	27% in 2018	N/A	N/A

The target for 2020-2021 was deferred to 2021-2022, since the next Report on Residual Materials Management in Quebec will cover 2021 rather than 2020 (due to the COVID-19 pandemic).

However, data from the 2019-2020 disposal characterization study, conducted by RECYC-QUÉBEC, reveal that the proportion of organic materials in quantities being disposed is 30.1%, a significant decrease since 2011 (43.3%).

DIRECTION

2

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



OBJECTIVE 2.1

Stimulate the adoption of best practices in residual materials management

Performance indicator

Proportion of certified companies in the "ICI on recycle +" program having reached the highest level of performance

	2017-2018	2018-2019	2019-2020	2020-2021
TARGET	7%	8%	10%	12%
RESULT	25.91%	8.51%	7.54% (new program: 19 out of 25)	6.54% (new program: 7 out of 107)
	Reached	Reached	Not reached	Not reached

The pandemic had a major impact on several companies from an economic standpoint and in terms of available resources. This led to some companies closing while others had to review their priorities.

In addition, since Elite level, the highest performance level in the program, has much higher requirements (e.g. waste characterization), many companies postponed or delayed their efforts, which had the effect of reducing the number of certifications.



OBJECTIVE 2.2

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

Performance indicator

Proportion of CRD debris sorted and reclaimed

	2017-2018	2018-2019	2019-2020	2020-2021
TARGET				65%
RESULT	N/A	53% in 2018	N/A	N/A

The target for 2020-2021 was deferred to 2021-2022, since the next Report on Residual Materials Management in Quebec will cover 2021 rather than 2020 (due to the COVID-19 pandemic).

DIRECTION

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 from the public deposit-refund system

	2017-2018	2018-2019	2019-2020	2020-2021
TARGET	67%	68%	70%	72%
RESULT	69.6% in 2017 Reached	68.5% in 2018 Reached	69.2% Not reached	64.2% Not reached

During the pandemic, returns of refundable containers at stores were slowed down during the first weeks of the spring 2020 lockdown. The facilities and procedures for returning refundable containers were reviewed to ensure that existing social distancing rules were observed. This exceptional situation resulted in a lower annual return rate than in previous years.

*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 refundable containers recycled in Quebec

	2017-2018	2018-2019	2019-2020	2020-2021
TARGET	30%	32%	35%	40%
RESULT	14% Not reached	14% Not reached	13% Not reached	12% Not reached

As most of the refundable containers in the current system consisted of aluminum cans recycled in an adjacent market, namely the U.S., the target for this indicator was not met in 2020-2021. In this respect, the modernization of the deposit-refund system announced in January 2020 will enable local recycling of materials (e.g. carton, glass bottles) to be consolidated, in particular through financial assistance programs set up by RECYC-QUÉBEC, including the program to support the development of beverage container reuse and recycling in Quebec.

DIRECTION

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	2020-2021
TARGET	70%	70%	70%	75%
RESULT	73% Reached	— Non disponible	73% Reached	94% Reached

Overall, 94% of the 260 survey respondents who had used RECYC-QUÉBEC's services in 2020-2021 said they were very satisfied (27%) or satisfied (67%). The suggestions made by respondents will enable avenues of improvements and required actions in coming years to be better defined to maintain this level of satisfaction.



OBJECTIVE 4.2

Offer services tailored to municipalities' needs

Performance indicator

Municipalities' rate of satisfaction with the services provided

	2017-2018	2018-2019	2019-2020	2020-2021
TARGET	70%	70%	70%	75%
RESULT	N/A	N/A	94% Reached	93% Reached

Of the 113 municipal organizations that responded to the survey on satisfaction with RECYC-QUÉBEC's services, 93% stated that they were very satisfied or satisfied. The suggestions made by respondents will enable avenues of improvements and required actions in coming years to be better defined to maintain this level of satisfaction.

OBJECTIVE 4.3
Improve scrap tire management

Performance indicator

Percentage of tires sent for remolding and recycling

	2017-2018	2018-2019	2019-2020	2020-2021
TARGET	90%	91%	92%	93%
RESULT	75.4% in 2017 Not reached	91% in 2018 Reached	88% in 2019 Not reached	81% in 2020 Not reached

In 2020, a recycling processing centre experienced a slowdown in its operations for more than a quarter. Furthermore, the pandemic slowed the sales of other recycling companies, resulting in a decrease in materials processing.

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

OBJECTIVE 4.4
Implement initiatives for reduction at the source and reuse of residual materials in Quebec

Performance indicator

Number of initiatives implemented

	2017-2018	2018-2019	2019-2020	2020-2021
TARGET	1 per year	1 per year	1 per year	1 per year
RESULT	4 initiatives Reached	5 initiatives Reached	5 initiatives Reached	7 initiatives Reached

The financial assistance for projects involving prevention and at-source reduction continued. RECYC-QUÉBEC's strong positioning in the circular economy contributed to its participation in numerous events as well as in the creation of partnerships to exceed the target.

OBJECTIVE 4.5
Contribute to the reduction of quantities disposed

Performance indicator

Quantity of materials disposed per capita

	2017-2018	2018-2019	2019-2020	2020-2021
TARGET	700 kg/capita	700 kg/capita	700 kg/capita	675 kg/capita
RESULT	710 kg/capita ^R in 2017 Not reached	696 kg/capita ^R in 2018 Reached	724 kg/capita ^R in 2019 Not reached	710 kg/capita^P in 2020 Not reached

^R revised

^P provisional

The results for 2020-2021 are provisional. The revised results will be provided in the 2021-2022 Annual Report.

DIRECTION

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 discard

Performance indicator

Active users of *Ça va où?* app

	2017-2018	2018-2019	2019-2020	2020-2021
TARGET	20%	20%	23%	25%
RESULT	N/A*	20% Reached	24% Reached	19% Not reached

The unprecedented pandemic had a major impact on the decrease in the app's active rate of use. First, the interruption of government communication campaigns other than those related to COVID-19 during the first quarter of 2020 suspended the promotion of the *Ça va où?* app. Similarly, cancelled sponsored events and exposure elements also negatively affected the public's awareness of the app and its rate of use.

*The app was launched on April 9, 2018.



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