



TOWARD A WASTE-FREE QUEBEC

2021-2022
ANNUAL REPORT

RECYC-QUÉBEC

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MESSAGE FROM THE CHAIR OF THE BOARD OF DIRECTORS

As another significant year for RECYC-QUÉBEC comes to an end, I am proud to present the Corporation's 2021-2022 annual report, which is full of inspiring achievements and successes that will have a direct positive impact on our clients.



The various projects advanced over the past 12 months clearly show RECYC-QUÉBEC's visionary leadership and perfectly illustrate the significance of its unifying role regarding responsible residual materials management within the Quebec ecosystem. Again this year, the organization's mobilizing power and ability to unify key players around shared objectives have set it apart.

The past year was unusual for RECYC-QUÉBEC, as it marked the end of our strategic planning of the past five years. It is with deep satisfaction that we close this chapter, having ensured that the economic, environmental and social components of residual materials management materialize in a modern vision. The results section of the report speaks for itself and the ground has been laid for the next plan.

This annual report is more than a list of the record number of actions taken by all RECYC-QUÉBEC teams across all industries. Through stronger support, improved services, targeted tools and increased financial support, the organization has been more present than ever on the ground, while maximizing its involvement and sharing even more of its expertise. Citizens, businesses, municipalities, and sector-based organizations were all specifically targeted through information, awareness and education measures relevant to their situations.

In closing, the ever-increasing influence of RECYC-QUÉBEC and its recognition as a hub and agent of change in Quebec's green shift are due to the active participation of each individual in the daily activities of the Corporation. Accordingly, I want to take the opportunity to thank all the Corporation's employees, managers and colleagues on the board of directors, both individually and collectively. We make a solid team, surrounded by such motivated partners and contributors.

A handwritten signature in black ink that reads "Karine Joizil". The signature is fluid and cursive.

Karine Joizil
Chair of the Board of Directors

MESSAGE FROM THE PRESIDENT AND CEO

Building on the work accomplished over the past 30 years, RECYC-QUÉBEC entered its 31st year with renewed boldness and enthusiasm as the pace accelerated to implement the 23 actions in the 2019-2024 Action Plan of the Quebec Residual Materials Management Policy.



Several concrete measures were deployed to approach the targets; you will learn about them as you read this report.

Two new behavioural studies, one on curbside collection and the other on the deposit-refund system, were another opportunity for the organization to strengthen its skills, this time on social marketing. This is an extremely useful and innovative approach for RECYC-QUÉBEC because we gain insight into the public's behaviour as well as the levers necessary to positively influence it.

Innovation continued to be the main theme of our actions throughout the past fiscal year. Constant efforts were made in this respect to develop new partnerships and methods for supporting projects aimed particularly at developing markets and new opportunities for residual materials, with the objective of making them more circular and managing resources judiciously.

In short, the 2021-2022 fiscal year was guided by our desire to move beyond recycling, by focusing on the circular economy and the 4R hierarchy as guiding principles to lead us to a waste-free Quebec.

I must also mention the excellent work of all members of the RECYC-QUÉBEC team, the success of which is illustrated throughout the annual report. I want to highlight the contribution and commitment of employees and members of management and the board of directors, as well as the cooperation and vitality of our partners. I thank them for making RECYC-QUÉBEC what it is—an organization that is agile, effective and more relevant than ever in this time of Quebec's green and circular shift.

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

Sonia Gagné
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 a diverse range of situations and requests and we handle each matter objectively and without taking sides.

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



Fight against food waste

Food waste was addressed on several fronts. We used our partnerships with experts in the field to assist and support citizens by giving them tips and advice for avoiding food waste while participating in collective efforts to preserve resources.

Our actions:

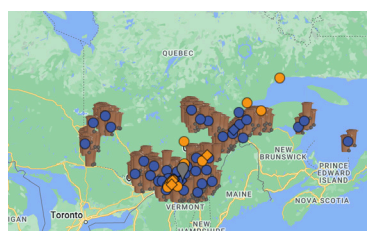
- Partnership with Ricardo Média, which included creating and sharing content on food waste.
- Financial support as part of the Festival Zéro Déchet and the launch of the Défi Zéro Gaspi, an initiative of Florence-Léa Siry, a zero food waste expert, and Guillaume Cantin, chef and co-founder of La Transformerie.
- Continuing involvement in developing and disseminating the Love Food Hate Waste Campaign, particularly by participating in the first week of action in March, including a social media amplification campaign.



Organic materials collection and recycling

Deployment of the Beneficial Use of Organic Material Strategy directions has been ongoing throughout the year. Several activities with municipal organizations were held to share information on their involvement with implementing the Strategy and its objectives.

Furthermore, new sections were developed on the RECYC-QUÉBEC website with content specific to municipalities; the industrial, commercial and institutional (ICI) sector; and citizens to address the various concerns of each of these groups. An interactive map showing municipal services and processing sites in Quebec is available on the website.



Practical guides

Two guides were published on organic materials collection and recycling in the ICI sector. One is intended for the ICI sector to help them implement a six-step organic materials collection and recycling program, while the other is intended for municipal organizations to help them support their region's ICI sector in implementing an organic materials collection and recycling program.

YEAR IN REVIEW

1. Contribute to achieving government objectives to reduce organic material disposal (cont'd)

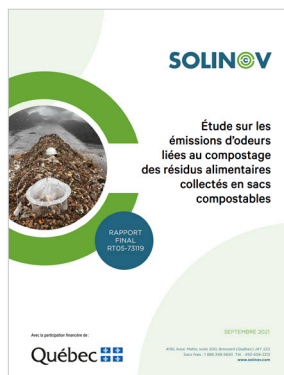
Technical sheets on fertilizing residual materials (FRMs)

To help all potential users in choosing FRMs or to make it easier to compare them, RECYC-QUÉBEC published [13 generic technical sheets](#) [French only] for all types of FRMs and livestock manure available in Quebec, as well as an interactive template that could be completed for all other existing FRMs.

Study on the emission of odours from composting food waste collected in compostable bags

The purpose of this [study](#) is to compare, in a practical composting situation, the odours emitted during the composting of food waste collected in plastic certified-compostable bags with those emitted during food waste composting collected in bulk.

Study results suggest that neither method carries a greater risk of odour emission.



Oh Shit! exhibition

RECYC-QUÉBEC has been a proud contributor to the Oh Shit! exhibition at the Musée de la civilisation de Québec since June 2021. This bold, ongoing exhibition follows the unexpected journey of this misunderstood material. History; anatomy; intestinal microbiota; anthropology; ecological, social and environmental issues; not to mention its representation in art, are topics covered in this exhibit.

Financial assistance programs for organic material reduction and management

In March 2022, RECYC-QUÉBEC launched financial assistance programs to support its various clientele in reducing and managing their organic material.

- **Call for proposals concerning the fight against food waste** : The goal is to prevent or reduce food waste to keep this food in human consumption channels. The projects supported should target at least one of the two food waste prevention approaches, either reduction at the source or reuse.
- **Organic material management support program for the industrial, commercial and institutional (ICI) sector**: The goal is to collect organic residual materials from the ICI sector for reuse and recycling by promoting long-term anchor projects for purchasing collection, pre-processing and recycling equipment.

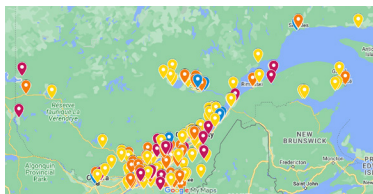
2. Provide support

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



“ICI on recycle +” program

Due to the pandemic, a first tour was held virtually to showcase the companies certified under the “ICI on recycle +” program. During the four events on this tour, the President and CEO of RECYC-QUÉBEC, Sonia Gagné, as well as the Minister of the Environment and the Fight against Climate Change, Minister Responsible for the Fight Against Racism and Minister Responsible for the Laval Region, Benoit Charette, congratulated and encouraged the certified companies, while several participants in the program shared their experience.



Program results

	Valid certifications on March 31, 2022
Level 3 (former program format)	6
Implementation	69
Performance	274
Performance +	92
Elite	35
TOTAL	476

93%
OF THE ICI SECTOR AND
95%
OF MUNICIPALITIES REPORT
BEING SATISFIED WITH
RECYC-QUÉBEC’S SUPPORT.

Industrial, commercial and institutional (ICI) sector satisfaction survey

In an effort to constantly improve its service to its various clientele and enhance its service offering, RECYC-QUÉBEC conducted a survey with the ICI sector to get their opinion on the services offered. The results speak for themselves: the overall satisfaction rate was 93%, well above the 80% target.

Suggestions from respondents will be used to better define avenues of improvements and priority actions in coming years in order to maintain this level of satisfaction.

Municipality satisfaction survey

RECYC-QUÉBEC is the sole provider for municipalities for every aspect of developing and implementing the actions of their residual materials management plan. The support and guidance RECYC-QUÉBEC provided all year resulted in an overall satisfaction rate of 95%.

YEAR IN REVIEW

2. Provide support to the industrial, commercial and institutional (ICI) sector for residual materials management (cont'd)

Financial assistance programs

Year 2021-2022 was record-breaking for the diversity of programs available to organizations and companies.

Program	Amount awarded between April 1, 2021 and March 31, 2022	Number of projects supported
<u>Call for proposals for the development of opportunities for targeted materials</u>	\$0.4M	5
<u>Call for proposals to reduce the use of single-use products</u>	\$2.4M	15
<u>Call for proposals concerning the reduction of single-use products and their impact using eco-design strategies</u>	\$1.0M	4
<u>Program to support research and development of products resulting from the reuse and recycling of scrap tires</u>	\$0.1M	2
<u>Program to support the development of beverage container reuse and recycling in Quebec</u>	\$4.5M	3
<u>Program to support the modernization and development of sorting centres</u>	\$3.3M	12
<u>Program to support and develop end uses and technological innovations for residual materials treatment in Quebec</u>	\$11.5M	31
<u>Support program for home and community composting</u>	\$0.4M	10
<u>Financial assistance program to optimize the Quebec ecocentre network</u>	\$4.7M	36
TOTAL	\$28.3M	118

Construction, renovation and demolition (CRD) debris sorting centre recognition program

The Construction, renovation and demolition (CRD) debris sorting centre recognition program is directly linked to the Organic Materials Reclamation Strategy, which has the specific objective of diverting wood from disposal. It addresses a need to showcase and acknowledge facilities that have waste sorting and reclamation good practices and results. This recognition also makes it easier for various contract givers to make decisions, by suggesting compliance with certain requirements in calls for proposals.

A little less than a year after the program was launched, 14 CRD debris sorting centres have already been recognized.

Discussions are also ongoing with the Conseil du bâtiment durable to have the recognition program integrated into the residual materials management equivalences in standard LEED v4.



**CENTRE DE TRI
RECONNU**
par RECYC-QUÉBEC

3. Increase

end-of-life recycling of beverage containers



→ **THE PROJECTS FROM THE PROGRAM TO SUPPORT THE DEVELOPMENT OF BEVERAGE CONTAINER REUSE AND RECYCLING HAVE RESULTED IN MAJOR ADVANCES IN PROCESSING GLASS AND MULTILAYER CONTAINERS IN QUEBEC.**

Supporting the industry

The team responsible for the deposit-refund system at RECYC-QUÉBEC continued to support the industry in its transition toward bringing to market containers that meet high standards of recyclability. The team therefore monitored the deposit-refund system constantly to ensure its smooth operation by supporting citizens, retailers and members in their various operations and responsibilities related to the deposit-refund system.

Pilot projects

Since the reform of the deposit-refund system in Quebec was announced in January 2020, several milestones have been reached in implementing an expanded, modernized and efficient system. One of the most recent steps was completing the first phase of pilot projects.

In July 2021, seven pilot projects began in six Quebec cities (Cap-de-la-Madeleine, Châteauguay, Granby, Terrebonne, Mont-Laurier and Montréal). Initially slated to end on January 31, 2022, they were extended until April 30, 2022 to account for the winter period and the pandemic situation in December.

Recall that the pilot projects were carried out and managed by a consortium made up of retailers and companies that bring to market products targeted for modernization. The goal of these pilot projects was to test equipment and different collection configurations and methods for refundable beverage containers, based specifically on population density. All the information collected will help establish an optimum system. The onconsigne.ca microsite was created to show the evolution of these pilot projects.

Partnership with AluQuébec

To expand its knowledge and be more involved in the aluminum recycling sector, RECYC-QUÉBEC has joined aluminum industry cluster AluQuébec's "Valorization and recycling" working group, since 2020. The working group enlists the expertise of representatives from the private and public sectors and in 2021, it released a first characterization study on aluminum flows in Quebec.

RECYC-QUÉBEC formed a partnership with AluQuébec in April 2022 to provide the organization with financial support in conducting a second study focusing specifically on aluminum discard flows. The study's final report is slated to be released at the end of 2022.

YEAR IN REVIEW

3. Increase end-of-life recycling of beverage containers (cont'd)

Behavioural study and other studies

The Study on Quebecers' perception of the modernization and expansion of the deposit-refund system (*Étude portant sur la perception des Québécois à l'égard de la modernisation et de l'élargissement de la consigne*) offered insight into the habits and attitudes of the public with regard to the modernization and expansion of the deposit-refund system announced by the government in January 2020.

This study was a way to go directly to the source to identify optimal conditions for—as well as obstacles to—citizen engagement and participation, in addition to establishing a first estimated overview of the expanded and modernized system.

 **91%**
**OF HOUSEHOLDS INTEND
TO RETURN THEIR CONTAINERS
AS PART OF THE EXPANSION
OF THE DEPOSIT-REFUND SYSTEM.**

RECYC-QUÉBEC also helped issue several reports. They are available on the [RECYC-QUÉBEC website](#).

4.

Become

the leader in residual materials management



Participation in the work of the Bureau d'audiences publiques sur l'environnement (BAPE)

RECYC-QUÉBEC was invited to present to the Bureau d'audiences publiques sur l'environnement (BAPE) the brief it filed as part of the mandate on the situational analysis and final waste management (L'état des lieux et la gestion des résidus ultimes). During the hearing, RECYC-QUÉBEC proposed guidelines for increasing the circularity of the Quebec economy and for preventing and reducing the generation of materials as well as their disposal.

RECYC-QUÉBEC also appeared as an expert before the BAPE to help provide an accurate overview of the situation and the issues. Based on the expertise, knowledge and data available to the organization on this matter, several recommendations were underscored and supported by the commissioners, including the importance of upstream approaches, such as reduction.



RECYC-QUÉBEC PROVIDED SPECIFIC ANSWERS TO NEARLY A HUNDRED INQUIRIES FROM THE COMMISSION.

BRIEFS

EPR

RECYC-QUÉBEC filed a brief [French only] as part of public consultations on the draft Regulation to amend the Regulation respecting the recovery and reclamation of products by enterprises. Nine recommendations were made, in addition to 50 specific and detailed comments.

EPR—Curbside collection

RECYC-QUÉBEC filed a brief [French only] as part of public consultations on the draft Regulation respecting a system of selective collection of certain residual materials. In addition to specific and detailed comments on each article, RECYC-QUÉBEC proposed 15 general recommendations.

EPR—Deposit-refund system

To support the development of the draft Regulation respecting the development, implementation and financial support of a deposit system for certain containers, RECYC-QUÉBEC presented a brief that proposed 14 general recommendations in addition to specific and detailed comments on each article.

Curbside collection compensation plan

RECYC-QUÉBEC filed a brief [French only] as part of the public consultation on the draft Regulation to amend the Regulation respecting compensation for municipal services provided to recover and reclaim residual materials. In addition to the specific comments related to the background of this regulatory amendment, RECYC-QUÉBEC proposed 12 detailed recommendations concerning the various articles of the draft regulation.

YEAR IN REVIEW

4. Become the leader in residual materials management (cont'd)

ÉTUDES

Public behavioural study

In 2015, RECYC-QUÉBEC compiled a first overview of Quebecers' behaviour and attitudes toward the 4R principle. Since then, significant progress has been made in the residual materials prevention and management sector, in the context of major societal changes such as the recycling crisis, the COVID-19 pandemic, as well as popular climate marches. It was therefore essential to issue a second edition of the behavioural study [French only] to track the change in behaviour identified in 2015 and to update the behavioural data and the organization's social marketing strategies.

According to this second study, behaviours have all generally improved:

- Food waste recycling (53% vs. 26% in 2015)
- Disposal of items and products at ecocentres and drop-off points (82% vs. 74% in 2015)
- Disposal of yard waste (88% vs. 81% in 2015)
- Recovery of recyclable materials stable at 97%

However, recovery of recyclable materials is perceived as slightly more difficult than in 2015 (87% find it easy vs. 92% in 2015).

The public's trust in recycling is still fragile, a barrier that persists. Moreover, citizens still report a significant need for information (8 people out of 10).

As organic waste collection has expanded over the past five years, the category of "exemplary" behaviours has more than doubled, as has the number of non-composters with access to collection. The obstacles due to irritants with organic waste collection have also fallen (flies, odours, etc.).

This major study is the second of its kind in Quebec; the first was conducted in 2011-2012 by RECYC-QUÉBEC. With an interval of almost 10 years between the two studies, the evolution of residual materials disposed of over these years can be observed.

The main takeaways are:

- ↓ A significant drop in organic materials disposed (34%)
- ↓ A drop in recyclable materials (paper, cardboard, plastic, glass and metal) disposed (6%)
- ↑ A marked increase in construction, renovation and demolition (CRD) debris disposed (21.3%)
- ↑ An increase in bulky items disposed (141.4%)
- ↑ An increase in textiles disposed (81.9%)
- ↑ An increase in hazardous household waste (HHW) disposed (136.9%)

2019-2020 Waste Disposal Characterization Study

From October 2019 to November 2020, a characterization study was conducted in 19 different representative disposal sites across Quebec in 13 different administrative regions. In addition to analyzing the origin of materials entering disposal sites, the composition of materials by origin was also analyzed.



Life Cycle Assessment (LCA)

In April 2021, RECYC-QUÉBEC contracted the International Reference Centre for the Life Cycle of Products, Processes and Services (CIRAIG) to conduct a life cycle assessment (LCA) of disposable protective masks.

The preliminary results published in July 2021 indicate that the recycling of single-use procedure masks is the end-of-life scenario showing the lowest potential impact for all the indicators considered. This differs significantly from the other options, which are incineration with waste-to-energy or landfilling. Recycling is therefore the preferred option. The final and complementary results are expected in summer 2022.

YEAR IN REVIEW

4. Become the leader in residual materials management (cont'd)

RECYC-QUÉBEC also made an updated [list](#) (French only) of the procedure masks recovery options available to the industrial, commercial and institutional (ICI) sector based on the preliminary LCA data and based on the latest developments in treatment processes.

Furthermore, a list (French only) of the options for recovering other materials from the pandemic, such as plexiglass panels, was also published.

PARTNERSHIPS

Fondation Monique-Fitz-Back

RECYC-QUÉBEC developed two partnerships with Fondation Monique-Fitz-Back. The first is a contribution to the Fondation's financial assistance program for grants supporting residual materials prevention and management school projects. The second partnership, also involving the Secrétariat à la jeunesse, concerns a project called "Gère tes matières." Turnkey support is offered to 60 high schools in Quebec, in addition to a series of measures for all other high schools.

Association des chirurgiens dentistes du Québec

A partnership with the Association des chirurgiens dentistes du Québec (ACDQ) resulted in the development of the GREEN Program that aims to guide dental professionals in adopting better waste prevention and management practices. A second phase will put greater emphasis on solutions to reduce the use of single-use products and to find opportunities for some problem materials.

Fonds Moins c'est + fund

The *Fonds Moins c'est +* (FMC+) fund is a joint initiative of RECYC-QUÉBEC and La Ruche aimed at reducing waste at the source and maximizing the impact of crowdfunding by combining corporate contributions.

This program of \$1 million over two years will drive innovative projects that support residual materials management (reduction at the source, reuse and waste prevention) and will have a multiplier effect. More than 300 people attended the virtual launch of the fund in early July 2021 and 20 projects have already been funded to get eco-friendly companies and projects off the ground all over Quebec.

Protégez-Vous

RECYC-QUÉBEC and *Protégez-Vous* magazine continued their association to develop a set of tools that answer several questions to guide citizens in their purchasing decisions and in their consumption habits. A free interactive [map](#) cataloguing 300 Quebec companies specializing in (small and large) appliance and air conditioning repair, the "Guide 100 trucs pour faire durer vos appareils domestiques" and a reparability rating added to *Protégez-Vous* tests are now available to guide consumers, from their purchasing decision to how to take care of their appliances and which appliances are the most reliable and easy to repair.

CIRCULAR ECONOMY

2nd Assises québécoises de l'économie circulaire conference

On May 26 and 27, 2021, the second [Assises québécoises de l'économie circulaire](#) conference was held virtually. The record number of 500 attendees and positive feedback on the format and program content confirmed the success of this second flagship event for the Quebec circular economy.

The goal of the event was to show different sectors shifting into action. More than 20 speakers and experts shed light on the state of the circular economy in Quebec and elsewhere in the world, shared innovative initiatives and identified opportunities for municipalities, companies and organizations.



YEAR IN REVIEW

4. Become the leader in residual materials management (cont'd)

The Circularity Gap Report

RECYC-QUÉBEC collaborated with Circle Economy to release the first Quebec Circularity Gap Report, which is intended to provide a baseline analysis to determine the extent to which the Quebec economy is currently circular.

According to the report, published in May 2021, the circularity rate of the Quebec economy is currently 3.5%. This rate is partly related to the fact that the economy is largely linear (extract, use, discard) and accustomed to high levels of extraction, production, commerce and consumption.

The Circularity Gap Report proposes six scenarios, with a total of 37 strategies to apply, that indicate a path forward to increase the circularity of the Quebec economy.

Circular Cities and Regions Initiative

The Circular Cities and Regions Initiative, an initiative of the National Zero Waste Council (NZWC), the Federation of Canadian Municipalities, the Recycling Council of Alberta and RECYC-QUÉBEC, supported its first cohort in 2021. In total, 15 cities and regions from all provinces in Canada (including four in Quebec) explored circular economy solutions tailored to their situation in order to develop their circular economy roadmaps. The initiative offered a series of national webinars on innovative approaches, as well as direct support, advice and peer-to-peer discussions to the Canadian communities taking measures to become more circular.

Fédération des chambres de commerce du Québec (FCCQ) circular economy tour

RECYC-QUÉBEC was a partner of a tour of the regions of Quebec on the theme of the circular economy initiated by the Fédération des chambres de commerce du Québec (FCCQ) in collaboration with the Centre for Intersectoral Studies and Research on the Circular Economy of the École de technologie supérieure (CERIEC/ÉTS). This tour consisted in a virtual program of training and workshops for businesses offered successively in each of the 17 regions of Quebec through the network of the 130 FCCQ chambers of commerce.

Collision Program from Esplanade Québec

RECYC-QUÉBEC established a new partnership with Esplanade Québec, the first accelerator for impact entrepreneurs in the province. An unprecedented call for projects was issued to all entrepreneurs and project leaders in Quebec developing ambitious circular economy solutions. This partnership was designed to accelerate existing entrepreneurial solutions through RECYC-QUÉBEC's support and key circular economy expertise that will be offered to communities committed to the environment. The companies selected will benefit from intensive support over three months followed by several months of tailored coaching.

Fond économie circulaire

This initiative of Fondation, in partnership with RECYC-QUÉBEC and the City of Montréal, dedicates \$33 million to the circular economy in Quebec companies. It is intended to accelerate the ecological transition in the agri-food, recycling, resource reclamation and green construction sectors. In the past year, the Fonds économie circulaire funded and supported two young companies engaged in circular economy all over Quebec.

Other circular economy actions:

- Continuing our partnership with our French counterpart ADEME
- Helping to develop a circular economy roadmap for government departments and organizations looking ahead to the next Government Sustainable Development Strategy
- Continuing coordination of the Interdepartmental Group on the Circular Economy and participating in the Pôle québécois de concertation sur l'économie circulaire
- Participating in the work of the Canadian Mirror Committee and of the ISO/TC 323—Circular Economy international working groups
- Participating in the work of the circular economy living lab in the construction sector coordinated by CERIEC
- Offering several circular economy conferences for our partners and clients

YEAR IN REVIEW

4. Become the leader in residual materials management (cont'd)

MODERNIZATION OF CURBSIDE COLLECTION

RECYC-QUÉBEC continued its mission to inform stakeholders of the curbside collection modernization project through various presentations (webinars, etc.) to the municipal sector (elected representatives, managers and professionals working in residual materials management).

The working groups completed their work resulting in the delivery of studies, documents and reports aimed at influencing the ongoing regulatory work and informing clients that will be impacted by these significant changes.

Additionally, a diagnosis [French only] concerning municipal contracts was made public to provide an overview of each administrative region in Quebec. Through this exhaustive analysis, the regional factors that influence the cost of curbside collection management were identified and several recommendations were made that will help municipalities during the transition period.

Lastly, a diagnosis [French only] of curbside collection sorting centres was also carried out to obtain an overview of the current situation in this major link of the value chain, since the forthcoming modernization will have an impact on their activities. The study also made it possible to identify framework criteria for other sorting centres in other jurisdictions and propose opportunities for improvement in Quebec.

TIRES

The 2021-2026 Quebec Scrap Tire Management Program [French only] is the seventh government program created to promote the handling of scrap tires. In effect since January 1, 2021, it contains the tools necessary for sound management of scrap tires and environmental protection. RECYC-QUÉBEC's role is to manage this program and ensure the objectives are met.

Main achievements this year:



FOR THE FIRST TIME IN THE PROGRAM'S HISTORY, MORE THAN 100,000 TONNES OF TIRES WERE COLLECTED— A MAJOR MILESTONE. 95% OF THESE TIRES WERE DIRECTED TO A REUSE OR RECYCLING STREAM. AFTER TRANSFORMATION, IN TERMS OF 4R FINAL RESULTS, NO WASTE FROM PROCESSING THE TIRES WAS SENT TO DISPOSAL AND MORE THAN 82% OF THE MATERIAL WAS ULTIMATELY RECYCLED.

- A contract was granted for fully electric collection and transportation, the route for which has been active since March 2022 in the Montréal area.
- The Program to support research and development of products resulting from the reuse and recycling of scrap tires [French only], with \$500,000 in funding, continued with six ongoing projects for an investment of more than \$365,000.
- A partnership was formed with Université Laval to develop recycling opportunities for waste from the processing of scrap tires, such as fibre.
- A study on the viability of the scrap tire retreading industry in Quebec was produced.
- A partnership was developed with Autosphère to promote the Scrap Tire Management Program with retailers.
- The various clientele of the program was reached several ways, for example: the public was targeted by social media posts on reduction at the source, while retailers and carriers were targeted through specialized journals and RECYC-QUÉBEC newsletters, as well as advertising in the CAA Québec magazine.
- Development of the Program management portal continued, specifically with the addition of two new functions; one to manage tire storage by carriers and the other to manage the bonuses given to carriers for timely tire collection, both during busy periods.

5. Optimize

the visibility of RECYC-QUÉBEC



Ça va où? app

RECYC-QUÉBEC rolled out an information campaign to both introduce new users to the *Ça va où?* app and to encourage users who already have the app to use it more often.

Moreover, to enhance the content of the app and further improve the user experience, RECYC-QUÉBEC made numerous improvements:

- More intuitive navigation and more effective search function
- New relevant informative content on different topics: recycling bin, brown bin, ecocentres, extended producer responsibility, deposit-refund system, yard waste and food waste
- Tips and tricks to improve everyday habits
- Video clips showing how to sort correctly
- Images that help better recognize and easily identify products
- News to keep users informed on a variety of topics concerning responsible residual materials management

Today, the app is more than just a tool for proper recycling, it has become a tool for promoting positive resource-use behaviours.

Votre bac fait du chemin campaign

Due to the pandemic, the annual sorting centre open house day went virtual. To continue demonstrating that citizens are a major link in the waste value chain in Quebec, the activity was maintained and expanded to more industry players. The goal was to show that everyone has the power to give a second life to residual materials and that we can all be proud to do our part for a waste-free Quebec.

To that end, video clips with drone footage showed how the content of one's recycling bin makes its way through the recycling system as well as the importance of recycling properly. A digital media campaign and a landing page on the website were added to this initiative to provide more detailed information on the topic.

Circular economy campaign

To show RECYC-QUÉBEC's leadership in the circular economy and its ability to unite key players to stimulate both the economy and the environment, RECYC-QUÉBEC launched a digital campaign aimed at both businesses and the general public respectively. Two video clips and [landing pages](#) [French only] on the website were developed for these two target audiences. The messages focused on the principles of the circular economy, the understanding and importance of taking concrete steps and responsible consumption. For the business audience, testimonials from companies that already made the transition and figures from the studies were used to show the resulting performance by transforming one's business model.

YEAR IN REVIEW

5. Optimize the visibility of RECYC-QUÉBEC (cont'd)

Reduction campaign and online video shorts on the 4R's featuring the spokesperson

As part of the TV and web campaign rolled out in fall 2021, RECYC-QUÉBEC developed messages showing the importance of the 4R hierarchy for sound residual materials management. A series of six online video shorts and two TV ads were created.

In each video, Ti-Mé discussed proper sorting and the importance of reducing resource waste, particularly food and clothing. The expert spokesperson hosted an open line and answered callers, an opportunity for fun, instructive discussions. The awareness campaign offered tips, tricks and small helpful daily habits.

On TV and online, the last campaign with the spokesperson was on the theme of the first R— Reduce.

Social media

Social networks are integral to RECYC-QUÉBEC's information, awareness and education strategy. The various platforms are very different from each other, which creates spaces for discussion and sharing enriching tips and tricks to anchor the organization's positioning and values, foster behavioural changes and strengthen the bond between the various audiences. In addition to growing the number of followers, strategic consideration and special attention were given to public engagement using posts, and ensuring the content on the platforms is relevant to our vision of a waste-free Quebec.

- Facebook: 28,633 followers (+ 7.42%)
- Twitter: 12,720 followers (+ 0.59%)
- LinkedIn: 8,555 followers (+ 22.04%)
- Instagram: 3,423 followers (+ 41.80%)

RECYC-QUÉBEC opened a TikTok account on December 8, 2021. Using this new platform, RECYC-QUÉBEC can share its reduce, reuse and recycle messages with a new audience in a format that complements the organization's initiatives.

Sponsorships

The return to in-person events with certain safety measures in the summer of 2021 meant that most event organizers were able to go head with in-person and hybrid events. RECYC-QUÉBEC's funding allowed 32 beneficiaries to make their events more eco-friendly. Numerous actions in the field and communication on how to ensure sound residual materials management at events also made a difference.

Continuing partnership with youth magazines

Continuing its efforts to reach a young audience, RECYC-QUÉBEC maintained its partnership with magazines published by Publications BLD (Les Explorateurs, Les Débrouillards and Curium). Moreover, the fall 2021 awareness campaign on the 4R's targeted youth with a message specially designed for this audience and media placement specifically to reach people aged 18 to 24.



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



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 have set up an organic material collection program

	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022
TARGET	30%	40%	50%	60%	75%
RESULT	29% Not reached	38% Not reached	48% Not reached	60% Reached	62% Not reached

Organic materials declined sharply between 2011 and 2019, both in terms of total tonnage disposed of (763,000-tonne reduction) and their proportion of all disposed of residual materials. This is a significant decline, particularly notable in the municipal sector (reduction from 58% to 46% of disposed of total). This situation is doubtless explained by the rollout of numerous organic waste collection programs in recent years.

In Quebec, nearly 690 municipalities have already instituted organic material collection or home composting.

With the deployment of the Organic Materials Reclamation Strategy, the financial support and the implementation of communication programs and actions, these results will continue to improve 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	2021-2022
TARGET					70%
RESULT	N/A	N/A	N/A	N/A	80% Reached

The public behavioural study, which revealed that the 2021-2022 target had been met, shows that 80% of respondents believe that it is very easy or rather easy to collect food waste, a significant improvement over 2015 (42%).

YEAR IN REVIEW

2021-2022 detailed results regarding the 2017-2022 Strategic Plan commitments (cont'd)

OBJECTIVE 1.3

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

PERFORMANCE INDICATOR

Percentage of compost and digestate intended for value-added markets

	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022
TARGET					92%
RESULT	N/A	99% in 2018	N/A	N/A	Not currently available

Data unavailable when the annual report was prepared.

The 2021 Report on residual materials management in Quebec, which calculates the percentage of compost and digestate intended for value-added markets, will be published only in fall 2022.

OBJECTIVE 1.4

Reduce food waste

PERFORMANCE INDICATOR

Number of initiatives implemented

	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022
TARGET	1 per year	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	9 initiatives Reached

Information, awareness and education activities with stakeholders continued, as did general public partnerships, particularly with the renewal of the Love Food Hate Waste Campaign agreement with the National Zero Waste Council as well as the partnership with Ricardo. This year, we added a partnership with Défi Zéro Gaspi 2022 that offers tips and tricks inviting participants to reduce food waste on a daily basis.

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	2021-2022
TARGET					50%
RESULT	N/A	27% in 2018	N/A	N/A	Not currently available

Data unavailable when the annual report was prepared.

The 2021 Report on residual materials management in Quebec, which calculates the percentage of compost and digestate intended for value-added markets, will be published only in fall 2022.

However, data from the 2019-2020 waste disposal characterization study, conducted by RECYC-QUÉBEC, reveal that the proportion of organic materials in quantities being disposed of is 30.2%, a significant decrease since 2011 (43.3%). This is a 763,000-tonne reduction in the total tonnage disposed of between 2011 and 2019.

YEAR IN REVIEW

2021-2022 detailed results regarding the 2017-2022 Strategic Plan commitments (cont'd)



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 verified participants in the “ICI on recycle” program having reached the highest level of performance

	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022
TARGET	7%	8%	10%	12%	15%
RESULT	25.91% (former program) Reached	8.51% (former program) Reached	7.54% Not reached	6.54% Not reached	6.2% Not reached

The program’s highest performance level, Elite certification, has high requirements (e.g., characterization of residual materials). Many businesses postponed or slowed their efforts due to the pandemic, which had the effect of reducing the number of verified participants at this level. Nonetheless, approximately one hundred businesses were verified in the other three levels throughout year 2021-2022.

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	2021-2022
TARGET					65%
RESULT	N/A	53% in 2018	N/A	N/A	Not currently available

Data unavailable when the annual report was prepared.

The 2021 Report on residual materials management in Quebec, which calculates the percentage of compost and digestate intended for value-added markets, will be published only in fall 2022.

YEAR IN REVIEW

2021-2022 detailed results regarding the 2017-2022 Strategic Plan commitments (cont'd)



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	2021-2022
TARGET	67%	68%	70%	72%	74%
RESULT*	69.6% in 2017 Reached	68.5% in 2018 Reached	69.3% in 2019 Not reached	64.2% in 2020 Not reached	66.7% in 2021 Not reached

The expansion and modernization of the deposit-refund system based on an extended producer responsibility (EPR) approach is intended to increase system performance. Ambitious recovery and reclamation objectives are integrated into regulations.

*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	2021-2022
TARGET	30%	32%	35%	40%	50%
RESULT	14% Not reached	14% Not reached	13% Not reached	12% Not reached	13% 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 2021-2022.

The expansion and modernization of the deposit-refund system based on an extended producer responsibility (EPR) approach is intended to increase system performance. Ambitious recovery and reclamation objectives are integrated into proposed regulations, particularly local reclamation objectives, making it possible to develop and consolidate processing capabilities in Quebec.

RECYC-QUÉBEC also supports concrete projects to that end as part of the Program to support the development of beverage container reuse and recycling in Quebec.

YEAR IN REVIEW

2021-2022 detailed results regarding the 2017-2022 Strategic Plan commitments (cont'd)



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	2021-2022
TARGET	70%	70%	70%	75%	80%
RESULT	73% Reached	– Non disponible	73% Reached	94% Reached	93% Reached

Overall, 93% of the 159 survey respondents who had used RECYC-QUÉBEC's services in 2021-2022 said they were very satisfied (39%) or satisfied (54%). The overall rate of satisfaction is therefore 93%, well above the 80% target. Suggestions from respondents will make it possible to better define avenues of improvements and required actions in coming years in order to maintain this level of satisfaction.

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	2020-2021	2021-2022
TARGET	70%	70%	70%	75%	80%
RESULT	N/A	N/A	94% Reached	93% Reached	95% Reached

Of the 171 municipal organizations that responded to the survey on satisfaction with RECYC-QUÉBEC's services, 95% stated that they were very satisfied or satisfied. Suggestions from respondents will make it possible to better define avenues of improvements and required actions in coming years in order to maintain this level of satisfaction.

YEAR IN REVIEW

2021-2022 detailed results regarding the 2017-2022 Strategic Plan commitments (cont'd)

OBJECTIVE 4.3

Improve scrap tire management

PERFORMANCE INDICATOR

Percentage of tires sent to remoulding and recycling

	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022
TARGET	90%	91%	92%	93%	94%
RESULT*	75.4% in 2017 Not reached	91% in 2018 Reached	88% in 2019 Not reached	81% in 2020 Not reached	95.2% in 2021 Reached

The majority of scrap tires generated in Quebec is recycled. The 2021-2026 Quebec Scrap Tire Management Program has a clear target of sending 95% of tires for remoulding and recycling in 2023. This target is in line with the 2019-2024 Action Plan of the Quebec Residual Materials Management Policy. More than 100,000 tonnes of tires were processed in 2021, a record for the program, reaching a remoulding/recycling rate of more than 95%. In the coming years, actions will continue to be put into place to promote remoulding and recycling as the destination for scrap tires.

*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 put into place

	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022
TARGET	1 per year	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	10 initiatives Reached

Financial assistance for projects involving prevention and reduction at source continued. RECYC-QUÉBEC's strong positioning in the circular economy keeps it actively participating in numerous events as well as creating partnerships, making it possible to exceed the target again this year.

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	2021-2022
TARGET	700 kg/capita	700 kg/capita	700 kg/capita	675 kg/capita	625 kg/capita
RESULT*	710 kg/capita in 2017 Not reached	696 kg/capita ^(R) in 2018 Reached	724 kg/capita in 2019 Not reached	707 kg/capita ^(R) in 2020 Not reached	716 kg/capita ^(P) in 2021 Not reached

The results for 2021-2022 are provisional.

R: revised
P: provisional

YEAR IN REVIEW

2021-2022 detailed results regarding the 2017-2022 Strategic Plan commitments (cont'd)



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 the *Ça va où?* app

	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022
TARGET	20%	20%	23%	25%	27%
RESULT	N/A*	20% Reached	24% Reached	19% Not reached	19% Not reached

The rate of active users of the *Ça va où?* app remained stable. However, the number of downloads increased while the number of deletions fell, likely positive effects of the digital campaign promoting the app. It should be noted that, again this year, several events sponsored by RECYC-QUÉBEC were cancelled, reducing the number of channels for promoting *Ça va où?*

A constantly improved interface and topics concerning all aspects of residual material prevention and management will contribute to reaching ever more users.

* The app was launched on April 9, 2018.



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