



The Healthy Hydration Company™

Richmond Pilot Public Spaces Recycling Program

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Agenda

- Public Spaces Recycling
- Results
- Canadian Recovery Rates
- Key Success Factor
- Communications Tools
- Other Key Learnings
- In Closing
- Tap Water Promotion
- Questions



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Recycling

Public Spaces Recycling

- 97% of Canadian population has access to recycling at home (93% of programs collect plastic)
- Approximately 30% of beverage purchased and consumed away from home
- 100% capture of beverage containers in Blue Box = only 70% recovery rate
- Public spaces recycling addresses litter challenge in parks, arenas, street-scapes, transit stops, etc.



Recycling

Public Spaces Recycling

- Underway in Quebec since June 2008, four-year program 50% funded by industry/50% funded by province
- First permanent program in Canada underway in Manitoba (April 2010)
- Pilot in Ontario -- City of Sarnia (May 2009), Niagara Region (May 2010)
- Pilot in Nova Scotia -- Halifax (July 2010)
- Pilot in B.C. – Richmond (2011)
- Pilot in Alberta – Calgary (2012)
- Providing industry-funded public spaces recycling consultancy to educate government on methodology, identify funding sources



Richmond Pilot Goals

- Measure and improve public space recycling performance
- Create model public space recycling system for beverage containers and other recyclables generated in City of Richmond
- Create enhanced opportunities for public to manage recyclables and reduce amount of litter in public spaces
- Assess impact of provincial industry-led deposit/refund system for beverage containers on public spaces recycling program
- In consultation with City of Richmond, create and validate enhanced public space recycling infrastructure based on functional and aesthetically-pleasing recycling bins
- Increase public awareness of opportunities for and convenience of recycling in City of Richmond

Richmond Results (After 3 Months)

Material	Baseline Generation	Post-Implementation Generation
Total Recyclable Fibre	237.8 kg/week	150.8 kg/week
Total Recyclable Beverage Containers	29.2 kg/week	13.9 kg/week
Total Recyclable PET Bottles	8.2 kg/week	2.6 kg/week
Total Recyclable Non-Beverage Containers	36.9 kg/week	18.0 kg/week
Total Recyclable Containers	74.3 kg/week	34.5 kg/week
Total Recyclables (Fibre/Containers)	312.1 kg/week	185.4 kg/week
Non-recyclable Material	1,110.3 kg/week	742.6 kg/week
Total All Material	1,422.4 kg/week	927.9 kg/week
Percent Change		-35%

Richmond Results (After 3 Months)

Material	Baseline Generation	Post-Implementation Generation	% Change in Composition
Total Recyclable	16.7%	16.3%	-3%
Total Recyclable Beverage Containers	2.1%	1.5%	-27%
Total Recyclable PET Bottles	0.6%	0.3%	-52%
Total Recyclable Non-Beverage Containers	2.6%	1.9%	-25%
Total Recyclable Containers	5.2%	3.7%	-29%
Total Recyclables (Fibre/Containers)	21.9%	20.0%	-9%
Non-Recyclable Materials	78.1%	80.0%	3%

Key Success Factor

"I've been asked many times why Encorp Pacific has the most successful industry-led beverage container recycling program in Canada. It's not the fact that it's a deposit system. It's because we invest \$2 million a year on recycling-oriented education and communications to consumers."

-- Neil Hastie
President & CEO
Encorp Pacific



Communications Tools Deployed

- Bin labels
- Signage
- General Public Awareness Program
- Media Relations



Other Key Learnings

- Strong stakeholder buy-in needed at all stages
- Recycling, organics and waste must be integrated
- More recycling bins better than fewer – and in key areas
- Pictograms more effective than English or French
- Consistency important between curbside, public spaces
- Curbside recycling drives public spaces recycling
- Public spaces recycling drives curbside recycling
- Public spaces recycling infrastructure can be expensive
- And, above all else...



Communicate, Communicate, Communicate!



In Closing

- Richmond is B.C.'s leader in public spaces recycling
- Richmond is improving its diversion rates for beverage containers, extending landfill life
- Richmond offers consumers recycling convenience
- Richmond deploys public spaces recycling best practices methods
- Richmond is a cleaner community
- Canada's beverage industry believes there is an opportunity to expand public spaces recycling across B.C., partially funded through unredeemed deposits



Questions

