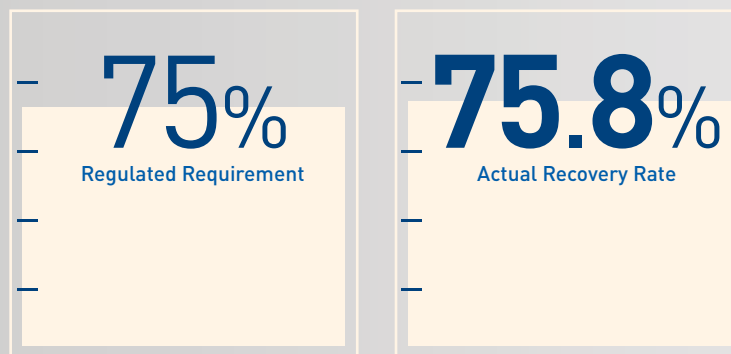


EXECUTIVE SUMMARY

Encorp Pacific (Canada) is the not-for-profit stewardship agency appointed to fulfill the requirements of the Recycling Regulation, Schedule 1, Beverage Container Product Category (BC Reg.449/2004). The Encorp Stewardship Plan covers all ready-to-drink beverage containers for soft drinks, juice, water, wine, coolers and spirits, plus non-refillable beer bottles sold in British Columbia. return-it.ca

2017 RECOVERY RATE



81.5% ENCORP'S PLAN TARGET

1.1 PROGRAM PERFORMANCE SUMMARY



Public education materials and strategies

A multi-million dollar, year-round, province-wide, multi-pronged consumer awareness campaign with strategic action plans and activities resulted in a net consumer awareness level of 99%.



Collection system and facilities

Encorp's collection network consists of 171 Return-It depots. One depot was closed in 2017. *(Tofino Bottle Depot)*
Seven depots sold during 2017.



Product environmental impact reduction, reusability and recyclability

Encorp's activities in 2017 contributed to the reduction of about 103.8 thousand tonnes of CO₂ equivalent being released into the atmosphere, compared to 101.9 thousand tonnes in 2016.



Pollution prevention hierarchy and product/component management

Containers collected by Encorp in 2017 were shipped to recyclers for further processing into new material in accordance with Section 8 of the Recycling Regulation. See End Fate information on page 21.



Product sold and collected and recovery rate

- Total Sales in units: 1,349,149,437
- Total Product Collected in units: 1,023,306,039
- Recovery Rate: 75.8% compared to 78.0% last year
- Provincial Per Capita Recovery: 212.4 units
See regional breakdown on page 25.



Summary of deposits, refunds, revenues and expenses

- Deposits collected: \$90,881,053
- Refunds issued: \$71,214,417
- Total revenue: \$100,668,093
- Total expenses: \$93,444,783
See Financial Statements on page 39.

1.2 COMPARISON OF KEY PERFORMANCE TARGETS



Consumer access

98.6% of B.C.'s population has access to a beverage container return facility compared to the target in our Stewardship Plan of 97%. This target is based on drive times set out in the Stewardship Agencies of British Columbia (SABC) accessibility standard (*Auditor's report reference on page 55, Collection Systems and Facilities*). When we add the retail return points the access level increases to 99.4%. This is 2.4% above the target.



Consumer awareness

A 95% net awareness level is the goal set for container types and beverage types which carry a deposit. Research results report a 99% net awareness level has been reached. Awareness of locations to which containers can be returned is targeted at 90%. Encorp has reached a high of 92% awareness of return locations.



Carbon footprint

Benchmarking measurements and standardizing the tool Encorp uses has been the goal for several years. In 2017, we calculated results and compared them to the 2016 data. See table on page 20.



Consumer convenience

In-depot Express kiosks provide a superior level of consumer convenience by removing the need for customers to sort their containers and wait in line for the refund. Customers just tag their bags, drop them off and are on their way within minutes. The compact Express kiosk reduces the space required for customer sorting. In 2017 we added 10 more locations for a total of 20 Express sites in the province.



Recovery rate

The 2017 recovery rate is 75.8%, 0.8% above the regulated requirement of 75%.