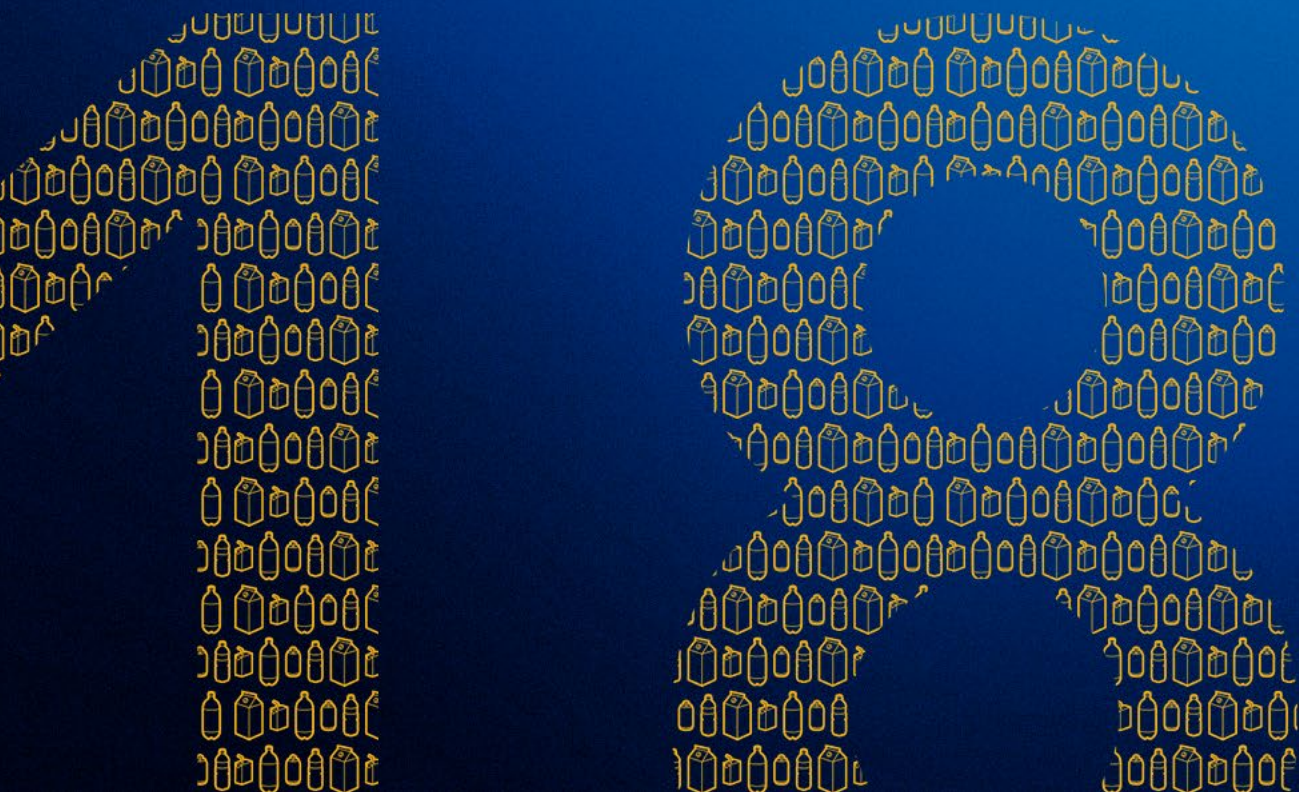


# 200



## ENCORP PACIFIC (CANADA) CONSUMER AWARENESS & EDUCATION OVERVIEW

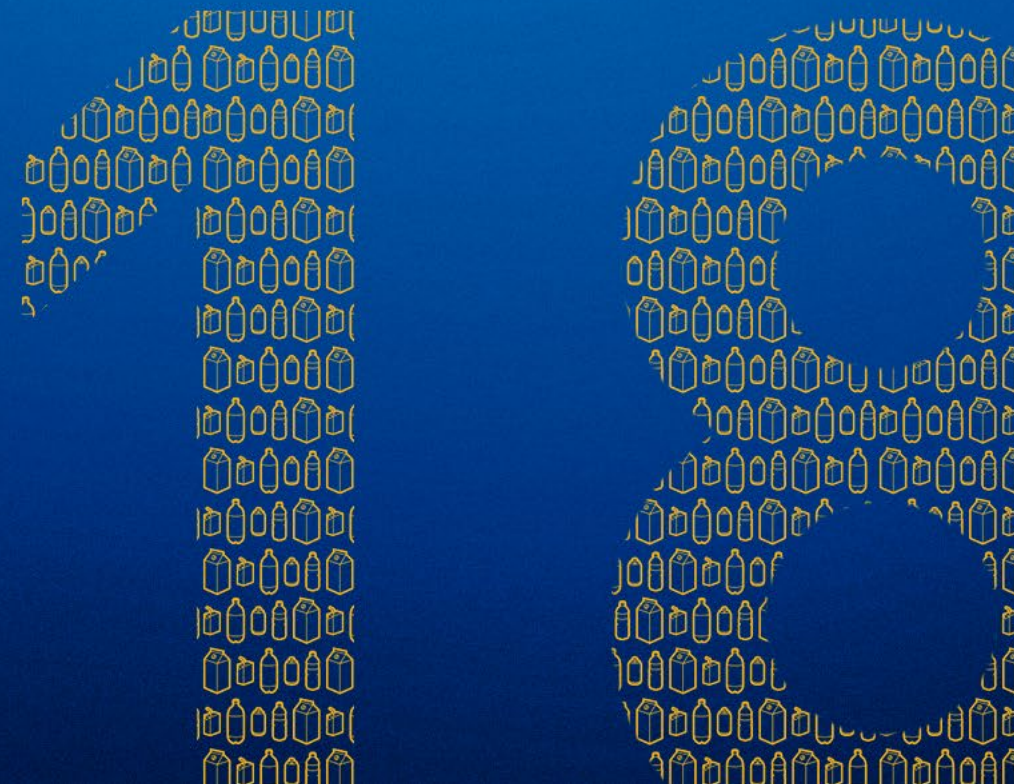


# 20

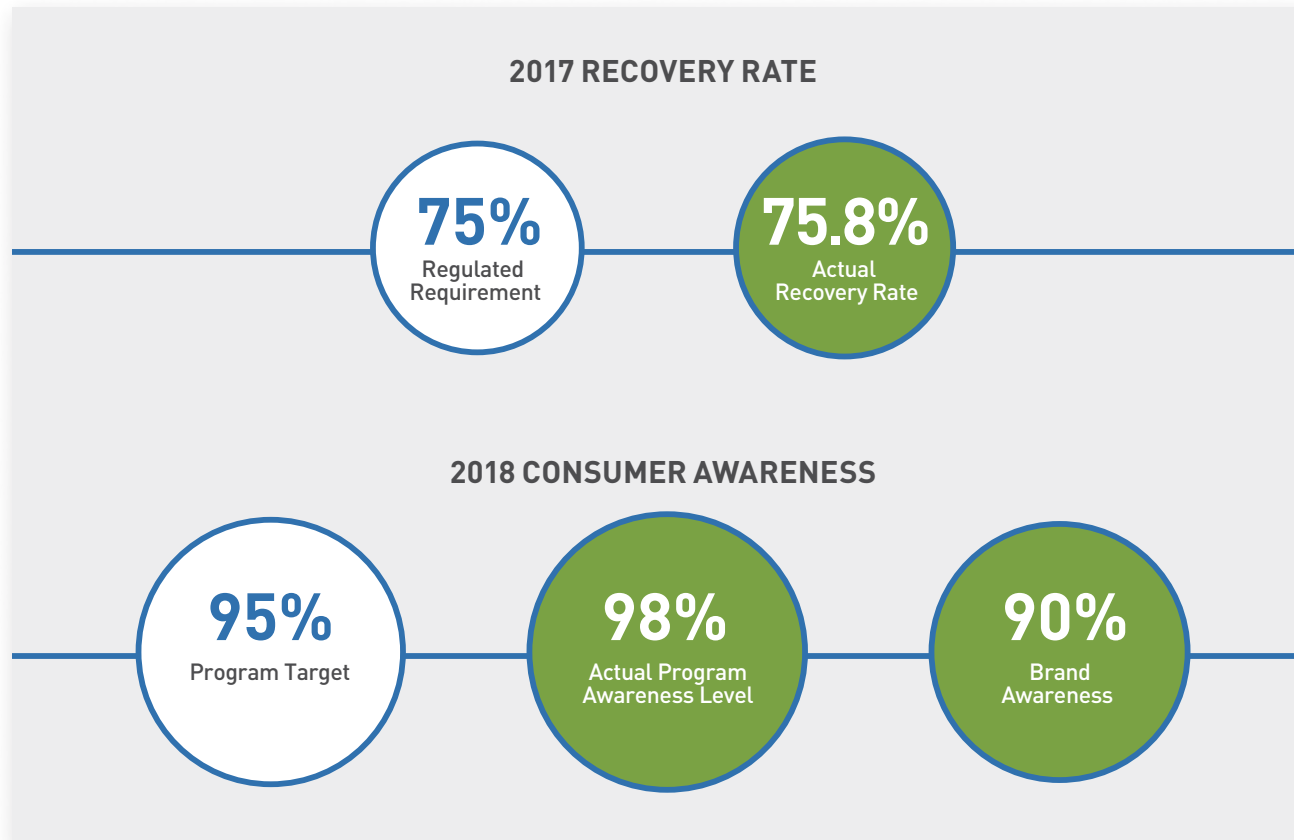


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Encorp Pacific (Canada) is the not-for-profit stewardship agency appointed to fulfill the requirements of the Recycling Regulation, Schedule 1, Beverage Container Product Category [BC Reg.449/2004]. The Encorp Stewardship Plan covers all ready-to-drink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



To maintain our high awareness levels and increase awareness of the Return-It network, advertising messages were included in relevant programming on television, radio, out of home, digital and social media. Where possible, our efforts focused on having contextual messaging—serving up the right message when it was relevant and meaningful.



## SECTION 2: PROGRAM KNOWLEDGE & SEGMENTATION ANALYSIS



Since 1999, Encorp Pacific has undertaken market research on an annual basis to evaluate program knowledge, assess consumer behaviour and measure levels of brand equity for Encorp and Return-It across the province.

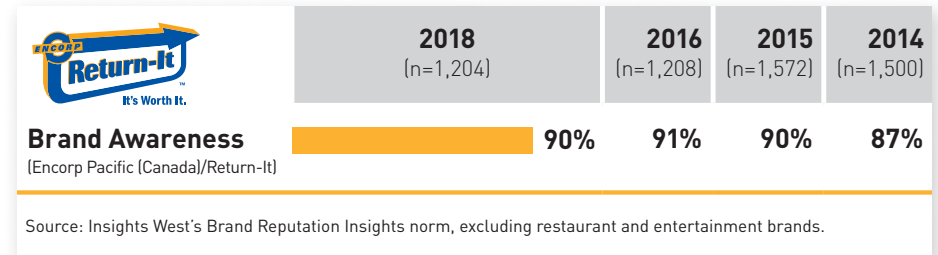
Research results are used to track changes over time as well as to provide information that is required by the provincial government.

One of the most critical pieces of understanding is to determine how to further reduce the level of throw-away behaviour (approximately 20% of beverage containers are known to not be recycled in B.C.).

An online survey was undertaken in September of this year among adults 18+ in B.C. We achieved a 98% awareness level for all container types that can be returned to a depot for deposit, and a 96% awareness level for all non-alcohol beverage container types that can be returned to a depot for deposit.

	2018 (n=1,204)	2016 (n=1,208)	2015 (n=1,572)	2014 (n=1,500)	2013 (n=1,501)
<b>Any Type (NET)</b>	98%	99%	99%	100%	98%
<b>Non-Alcohol (NET)</b>	96%	97%	99%	98%	98%
Aluminum cans	96%	98%	98%	98%	98%
Plastic bottles	91%	92%	93%	93%	77%
Glass bottles	84%	87%	87%	87%	76%
Drink bottles	73%	73%	76%	73%	70%
Cartons	63%	64%	67%	63%	52%

When respondents were asked if they were aware of Encorp Pacific (Canada)/Return-It, levels remained consistent with past years.



The annual benchmark and segmentation studies help us understand throw-away behavior in as much depth as possible. While we have seen significant success in reducing the number of beverage containers that end up in the landfill, about 20% are still not recycled. We continue to work hard to target and modify throw-away behavior.

Within our benchmark and segmentation study we included questions based on discard location, beverage container type, and frequency.

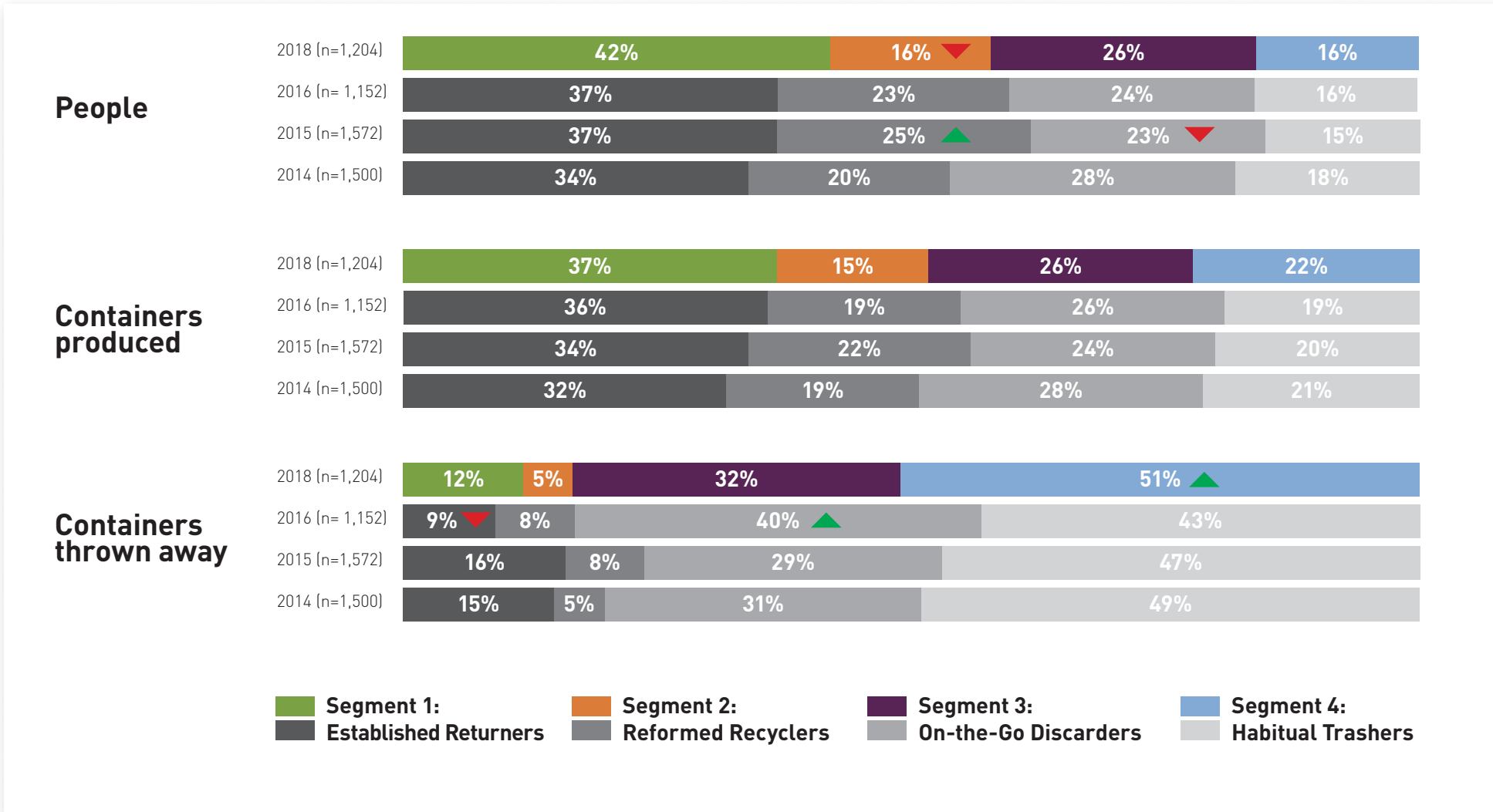
This study produced an interesting analysis based on the people, the containers they used and throw-away.



## SECTION 2: PROGRAM KNOWLEDGE & SEGMENTATION ANALYSIS



In 2015, 2016 and 2018, the relative size of the segments have been tracked to help us understand how they are growing or shrinking over time.





# SECTION 3: PUBLIC INFORMATION TOOLS



## CONSUMER BROCHURES

Each year, we print a detailed consumer brochure in several languages. British Columbians can find these brochures at Return-It depots, major grocery stores, regional districts, and municipal offices across the province. Brochures are also available for download. [www.return-it.ca/beverage/recycling/brochures](http://www.return-it.ca/beverage/recycling/brochures)



## ANNUAL REPORT

Our comprehensive and interactive Annual Report can be found on our website ([www.return-it.ca/ar2017](http://www.return-it.ca/ar2017)). Visitors can view the Annual Report either on our website or choose to download a PDF file.

### 2017 ANNUAL REPORT 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](http://return-it.ca)

#### 2017 RECOVERY RATE

## 75%

Regulated Requirement

## 75.8%

Actual Recovery Rate

81.5% ENCORP'S PLAN TARGET

#### 1.1 PROGRAM PERFORMANCE SUMMARY

<ul style="list-style-type: none"> <li> <b>Public education materials and strategies</b></li> <li> <b>Collection system and facilities</b></li> <li> <b>Product environmental impact reduction, reusability and recyclability</b></li> <li> <b>Pollution prevention hierarchy and product/component management</b></li> </ul>	<p>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%.</p> <p>Encorp's collection network consists of 171 Return-It depots. One depot was closed in 2017. (<i>Talino Bottle Depot</i>) Seven depots sold during 2017.</p> <p>Encorp's activities in 2017 contributed to the reduction of about 103.8 thousand tonnes of CO<sub>2</sub> equivalent being released into the atmosphere, compared to 101.9 thousand tonnes in 2016.</p> <p>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.</p>
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1 **2017 ANNUAL REPORT**

#### EVERY CONTAINER YOU RETURN TO AN ENCORP RETURN-IT™ DEPOT IS RECYCLED INTO NEW MATERIALS, AND ONE MORE CONTAINER THAT CAN BE RECYCLED INTO NEW MATERIALS. WHEN YOU RETURN YOUR CONTAINERS, YOU'RE HELPING OUR PROVINCE BEAUTIFUL, AND OUR ENVIRONMENT HEALTHY. AND YOU'RE SAVING ENERGY AND NEW MATERIALS, TOO. SO RETURN-IT. IT'S WORTH IT.

#### WHAT DIFFERENCE DOES RECYCLING MAKE?

All told, just by recycling your beverage containers, you've:

- SAVED ENOUGH ENERGY TO POWER 43,067 HOMES FOR A YEAR.**
- TAKEN THE EQUIVALENT OF 29,894 CARS OFF BC ROADS FOR A YEAR.**
- HELPED REDUCE 103,808 TONNES OF CO<sub>2</sub> EQUIVALENT BEING RELEASED INTO OUR ATMOSPHERE.**

#### WHAT HAPPENS TO ALL THESE CONTAINERS?

Good question. Every beverage container you return to a depot is recycled and put to good use again. Labeled bottles are recycling materials for the most common container types, along with the help of how each container takes on a new life.

- ALUMINUM CANS** | 80.2% of the cans sold in BC are returned for recycling. These cans are melted and back on the shelf again as new cans within six weeks. Not only does this save a lot of aluminum, it saves energy too. In fact, it takes 70% less energy to manufacture a recycled can than does to make a new one.
- PLASTIC BOTTLES** | 77.2% of the plastic bottles sold in BC are returned for recycling. The bottles are power washed, shredded and given another go again. The shredded plastic is then sold for everything from park benches and playground equipment to new bottles. This process provides an 80% energy savings over manufacturing new plastic.
- WINE BOTTLES** | 97.2% of wine bottles sold in BC are returned. They're ground and used to manufacture a whole bunch of stuff like building, irrigation channels, landscaping material, sand for golf courses, and so appropriate for asphalt.
- BEER BOTTLES AND CANS** | 100% of these plastic containers are returned for recycling. Once returned, they're broken down to separate the paper, plastic and foil. The paper is then used in cardboard boxes and other products. This process recovers thousands of tonnes of paper each year for every tonne of paper pulp recycled, approximately 17 tonnes are saved.

IN ADDITION TO THESE COMMON CONTAINER TYPES, there are 8 million other containers of various types collected and recycled.

In total, almost one billion containers are kept out of landfill every year and are recycled into new things. That's 103,808 metric tonnes in total!

\*Numbers are based on data of return volumes for each container type.

#### HOW MUCH ARE EMPTY BEVERAGE CONTAINERS WORTH?

**THE DEPOSIT PAID, OF COURSE!** If it was sold in BC and a deposit was paid, it can be returned to an Encorp Return-It™ Depot for the following returns:

- NON-ALCOHOL CONTAINERS (COFFEES AND JUICES)** | 6¢
- WINE, SPIRITS, NON-REFILLABLE BEER, CIDER, AND COOLER CONTAINERS (BY VOLUME INCLUDING TUBS)** | 10¢
- ALL CONTAINERS OVER 1 LITRE** | 20¢

There is one legislated exception: milk and milk substitute containers of all sizes and types are not included in the deposit system.

For a full listing of all containers that can be returned to a Return-It Depot, check out the chart included in this brochure.

#### WHERE CAN I RETURN MY EMPTY CONTAINERS?

Simply visit [return-it.ca](http://return-it.ca) to find a Return-It Depot nearest you, along with hours of operation and a map to help you get there. There are 171 Return-It Depots, conveniently located throughout BC, so there's a sure to be one close by! As an alternative, you may want to hold onto your containers for community groups who are fundraising.

## RETURN-IT.CA

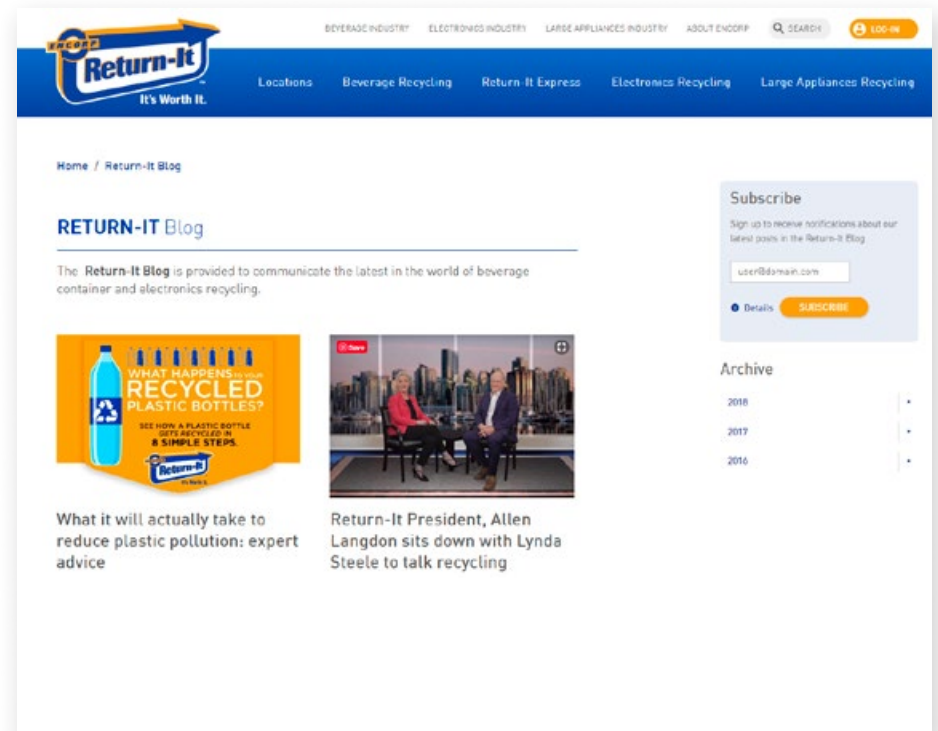
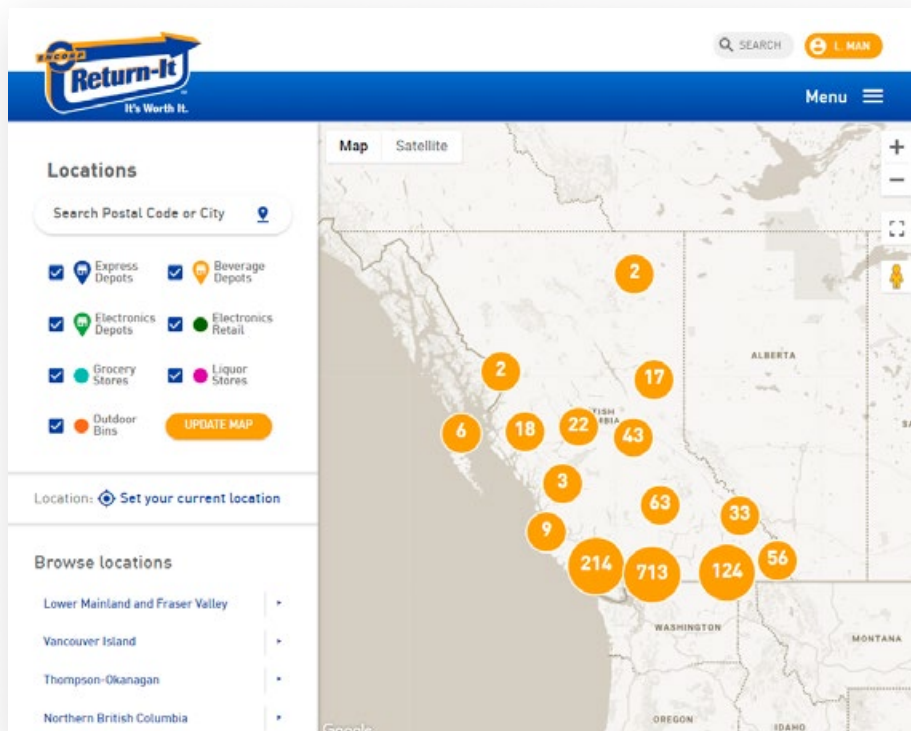
The Return-It website had over 449,000 unique visitors and over 4 million hits this year: [www.return-it.ca](http://www.return-it.ca) The most popular section is our locations finder where we feature and map every collection point in the province.

## RETURN-IT BLOG

Launched in December of 2016, our blog communicates the latest news and developments. Each time a new story is published, it gets promoted through our corporate social channels.

- Geography: Full Province
- Impressions: 194,423
- Engagements: 6,890

Above engagements include 1,362 clicks on the social posts.





## CORPORATE VIDEOS

Customers know they should be recycling but many don't truly understand how the process works and how we all benefit from it. Our corporate videos help educate customers on the recycling process of the different beverage container types. We take customers from the Return-It depot where they dropped off their containers, to the recycling facility that recovers the reusable material, to the new products they get turned back into.

Visit our YouTube channel to find more educational videos:  
[www.youtube.com/user/EncorpPacific](http://www.youtube.com/user/EncorpPacific)

- Geography: Full Province
- Impressions: 374,513



Encorp Pacific - Return-It System  
 1K views



Encorp Pacific - Return-It System  
 1K views



Encorp - Plastic Bottle Recycling Process  
 5.4K views



Encorp - Aluminum Can Recycling Process  
 9.3K views

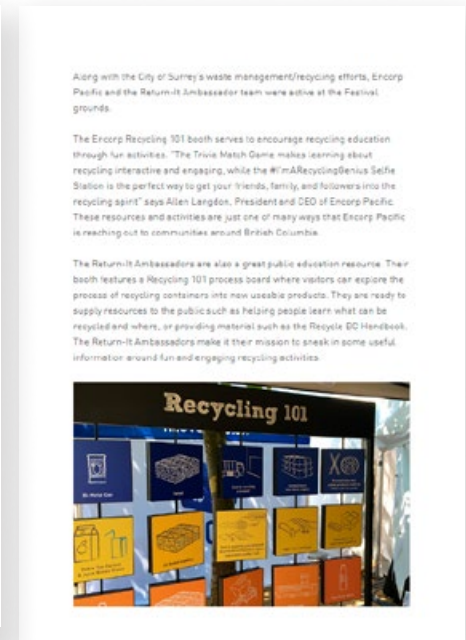
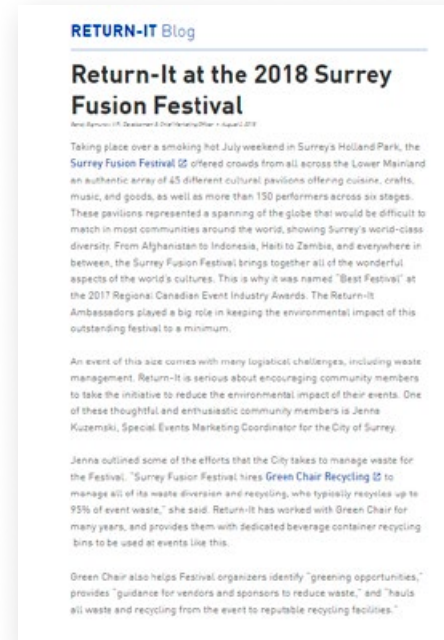
## SPECIAL COVERAGE

Every time we have relevant community information worth sharing, it is distributed to the public through various platforms. The content is posted to the Encorp website and shared through our social channels. It is also sent out to stewards and influencers to help spread the word.

### Special Coverage – Surrey Fusion Festival

- Geography: Full Province
- Impressions: 36,844
- Engagements: 1,021

Above engagements include 161 clicks, 27 shares/retweets and 6 comments on the social post.



## RETURN-IT TO WIN-IT

To help drive visits to Return-It depots, Encorp conducted a consumer contest at participating depots across B.C. Much like the previous year, the contest focused on scratch and win gameplay with prizes available for customers to win.

To drive awareness of the contest, we produced a 15 second television spot and supported it with 10 second radio tags and targeted social media posts. Each participating depot also promoted the contest locally with in-depot signage. President and CEO Allen Langdon helped present the cheque to Andrea Jabs, the lucky winner from Glanford Bottle Depot.

Our campaign generated over 16.8 million impressions between June and August. With 164 Return-It depots participating across B.C. the contest generated over 249,000 entries.



ALLEN LANGDON, CEO OF ENCORP WITH WINNER ANDREA JABS AND GLANFORD BOTTLE DEPOT GENERAL MANAGER, KELLY GORMAN

Most importantly, our reports tracked and confirmed that 11,922 brand new customers went to depots as a result of the contest. Some other key highlights include:

- Over 1.65 million tickets distributed
- 249,067 contest entries
- 405 unique customers playing per depot
- 1,502 PINs entered per depot



### AMBASSADOR TEAM

Our Recycling 101 Ambassadors are a team of super smart “recycling scientists” complete with glasses and white lab coats. They use their expert knowledge to teach kids and parents the basic “101” of recycling.

The Recycling 101 Ambassador team uses a display to demonstrate the individual processes for recycling each container type. They also have a selfie board that gives people the opportunity to take fun photos with props that complete the statement “I’m a #RecyclingGenius Because...”

In 2018 the ambassador team expanded its efforts into Victoria and the Regional Districts. The team attended over 70 high profile events, with focus on key areas with low return rates, including Surrey, Richmond, Victoria and Vancouver.



### Event Profile – Run Up for Down Syndrome

In June, the Recycling 101 Ambassador team attended the 22<sup>nd</sup> Annual Run Up for Down Syndrome – a run built on raising funds to support individuals and families living with Down syndrome.

The Encorp Pacific and Return-It presence was felt throughout the event with the support of the on-site team, entertainment booths, sponsorship, and of course, the mascot. Return-It Woman and the Recycling 101 Ambassadors wandered the stadium’s infield, raising awareness about the importance of recycling your bottles and cans, and listened to personal recycling stories. Back at the Return-It booth, a trivia game and selfie station got attendees invested in educating themselves about recycling, through light-hearted fun and games. All beverage container recycling for the event was collected by Return-It bins placed around the stadium grounds. Supporting events like Run Up for Down Syndrome through any means necessary is a key part of Return-It’s community initiative, which gets the public engaged with recycling efforts on a grassroots level.



### RETURN-IT SCHOOL

Since 2000, all schools in British Columbia have had the opportunity to promote environmental stewardship and recycling awareness through the Return-It School program. Participating schools receive in-class presentations about recycling, free recycling bins, educational resources, bottle drive tips and free pickup of containers. As part of the program, schools get to share their recycling stories in a contest format, in hopes of winning the grand prize of \$5,000 or secondary prize of \$2,500 for their school.

#### Return-It School Contest:

The winners of the 2018 Return-It School contest were Rutland Elementary and Stanley Humphries Secondary.



For Rutland, beverage container recycling has been common practice for years, and 2018 was no exception. Students diverted 5,842 containers from the landfill and in the process, earned \$296.45 to put towards the purchase of musical instruments for their school. The biggest recycling effort, however, comes from the school's grade five students. Every year, they have the opportunity to go on a year-end camping trip before graduating from elementary school. The cost is covered by—you guessed it—recycled beverage containers!



Stanley Humphries' collection program is led by one of their special education students, Brendan. Brendan is the Team Recycling Leader who helps educate students on the routine, procedures, and schedule of the recycling team in order for them to complete their job efficiently each week. Brendan and the recycling team collect, sort, and count containers "like a well-oiled machine." To date, Stanley Humphries Secondary has diverted over 13,000 containers from the landfill! The \$676.07 they've raised through recycling also goes right back

into the school to help their students: all proceeds go directly towards improving the special education program.

#### Return-It Man Presentation:

Our Recycling 101 scientist and recycling superhero Return-It Man visit schools in the Lower Mainland to educate students on recycling empty beverage containers in an entertaining and engaging 30 minute presentation.

The presentation focuses on the science of recycling and educates kids on what everyday products used beverage containers get transformed into.

Return-It School is promoted through social media, direct communication to schools, and advertising placed in magazines printed for teachers and school administrators. Media generated over 166,000 impressions and has resulted in a 17.67% increase in school sign-ups.





## CORUS PARTNERSHIP

To help raise awareness of the important work Encorp is doing, we partnered with Corus Entertainment to leverage their broadcast media. Corus has some of the strongest news properties in B.C. while offering full provincial reach. By partnering with Corus we're able to leverage the credibility of a third party to help us deliver our message. Lynda Steele, a well-known news personality, was featured throughout our messaging. Messaging also included President and CEO Allen Langdon who provided expertise on beverage container recycling. These interviews and segments opened an avenue where we were able to talk to the public about the challenges of single-serve plastic bottles and how the Return-It Express system will help ease the returning of these types of containers.

### TV Interviews (3x 60sec)

Lynda Steele interviewed our subject matter experts, Allen Langdon and Craig Wisheart. They helped shed light on some of the most common questions and misconceptions that consumers have about beverage container and electronics recycling.



Visit our YouTube channel to watch the video content in full:

[www.youtube.com/user/EncorpPacific](http://www.youtube.com/user/EncorpPacific)

The partnership also included Allen on Global Morning News as well as a week of Return-It's Question of the Day that ran during Waste Reduction Week.

### Radio (3x 30sec and 1x 60sec)

Allen sat down with Lynda Steele to record radio spots that helped educate the public about the importance of recycling in B.C. and how single-serve plastic bottles are one of the main challenges. These spots were accompanied by a live interview to launch Waste Reduction week on CKNW.



## TV PSA spots featuring Lynda Steele (4x 30sec)

Four PSAs also ran. They featured Lynda Steele, who helped tell the Return-It story: Who is Encorp, the environmental impact of recycling beverage containers, what happens to the containers once they are returned for recycling, different ways to recycle, and the different consumer programs that Return-It runs.



### Corus Partnership Summary

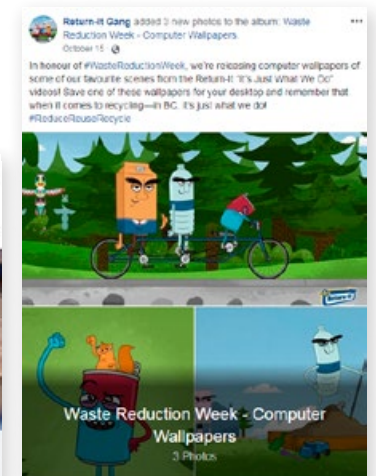
- Geography: Full Province
- Impressions\*: 10,590,955

\*Impressions include Interviews, PSA spots, Constructed Content, Question of the Day, Radio, Social and Digital Article.

## WASTE REDUCTION WEEK

Waste Reduction Week continues to build in awareness and understanding year-after-year. To help support this year's Waste Reduction Week, we aligned our media partnership with Corus. Social media was once again leveraged during the week to engage directly with our customers and promote behaviour that will divert beverage containers from landfills.

- Geography: Full Province
- Impressions: 623,498
- Engagements\*: 6,039



\*Engagements are defined as someone who clicks, likes, comments on or shares the post.

### B.C. PARKS & MUNICIPAL OUTDOOR SPACES

B.C. parks and other municipal spaces that attract large amounts of pedestrian traffic continue to be a focus. The success of the program is contingent on being able to work closely with the different regional and municipal districts and B.C. Ministry of Forests, Land and Natural Resource Operations. By working with different partners, we're able to ensure that the investment we



put into new outdoor bins pair with the high traffic locations where beverage containers have been traditionally trashed. The result is a significant reduction of beverage containers being thrown into the garbage, with 99% being diverted into dedicated recycling bins.

There are well over 2,000 dedicated beverage container recycling bins for use in outdoor spaces and out of home venues throughout B.C.

### INDUSTRIAL, COMMERCIAL & INSTITUTIONAL SECTOR (IC&I)

The Industrial, Commercial & Institutional (IC&I) sector is another area of interest for Encorp as large scale venues can account for a significant number of unredeemed beverage containers. We've partnered with institutions like the Sea to Sky Gondola, Nat Bailey Stadium, PNE, Cypress and Seymour Mountain to either provide or improve upon their existing recycling programs. By simply providing the infrastructure that customers want, we're keeping more containers out of the landfill. Through these partnerships we have successfully installed over 750 dedicated bins in the last 2 years.

### Pacific National Exhibition (PNE)

This year the PNE won the RCBC Environmental Award in the Non-Profit category! The PNE has worked hard with its Zero Waste partners to reduce the amount of waste created during the Fair and other PNE events throughout the year, diverting tonnes of garbage from local landfills.

The PNE was faced with many waste-related challenges, such as congested waste bins, high contamination between waste streams, and low refundable container collection, in addition to the sheer amount of garbage collected. To best combat these challenges, PNE developed a waste management infrastructure and improved the existing waste management processes.

They have partnered with several local groups to help with this initiative. Return-It throughout this project has provided insights into improving the waste management infrastructure, better reporting and best practices. In 2017, Encorp added 100 refundable beverage container collection bins to the PNE's Zero Waste stations, aligned the refundable collection strategy under a single hauler system, as well as reported on total units and weight collected. Return-It helped to communicate the Zero Waste message through its Return-It 101 Ambassador Team, who provided recycling education to the public during the PNE's Science of Fun Days. During this time, there was a marked increase in the number of refundable containers collected, from 50,000 units to over 145,000 units during the 15-day Fair.

Through the help of Zero Waste partners, the PNE increased waste diversion by 9% from 2015 to 2017, meaning 64% of all PNE waste was diverted from landfills in 2017. In 2018 the PNE switched to a full-year Zero Waste measurement, with the ultimate goal of 75% waste diversion by 2020. The PNE is well on its way to becoming a real environmental leader in the community.



## SOCIAL MEDIA

Social Media continues to be one of our most important channels that allows us to engage directly with consumers on beverage container recycling.

### FACEBOOK CORPORATE ACCOUNT



### FACEBOOK RETURN-IT GANG ACCOUNT



With social media channels continuing to grow and become more entrenched (there are over 1.6 million Facebook accounts and 1 million Instagram accounts in B.C. alone), we have an opportunity to reach our target audiences in ways we never did before. Our “Return-It Gang” puppets provide a voice and personality that is well-suited to social media, allowing us to engage our audience in a lighthearted, slightly “cheeky” tone. At the same time, we communicate our serious message about beverage recycling.

The corporate account allows us to interject as subject matter experts on more complicated comments and can be used to respond to any customer questions or complaints.

As new social media platforms come to market, we evaluate each to determine if they are relevant to our target audience segments and if our messaging is appropriate. Currently Encorp utilizes Facebook, Twitter, Instagram, LinkedIn and YouTube.





Encorp prevented over 1 billion containers from going to landfills in 2017 ensuring that they were recycled into useful new materials and products. Our 2017 overall recovery rate was 75.8%, exceeding the 75% regulated requirement. 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. Our advertising and awareness initiatives focused on increasing the recovery of all container types including aluminum cans, plastic bottles, gable top cartons and drink boxes, with additional efforts layered in to increase awareness of pouches and bi-metal containers.



### PLASTIC BOTTLES

**2017 Recovery Rate: 71%**

Plastic bottles are the most widely used beverage packaging type with over 533 million containers sold annually. Used primarily for soft drinks, water and juice products, plastic bottles are also consumed by the widest target group: 18–54 year olds of both genders.



### ALUMINUM

**2017 Recovery Rate: 80%**

Over 450 million aluminum cans are sold each year and are primarily used to package soft drinks. The highest consumption of soft drinks is by those aged 18–34 with a skew toward males.



### DRINK BOXES

**2017 Recovery Rate: 57%**

While there are significantly less drink boxes sold in B.C. (about 100 million per year), the recovery rate is lagging and needs improvement. Drink boxes are primarily used to package juice products mostly consumed by elementary school-aged children.



### GABLE TOP CONTAINERS

**2017 Recovery Rate: 69%**

There are just over 11.5 million gable top containers sold in B.C. with sales being stagnant for many years. These containers are used for premium juice products in cartons over 1 litre in size. Milk products, however, have the largest use and those fall outside of the beverage deposit regulation. This creates confusion for the consumer and results in low recovery rates—even with the highest deposit level of 20 cents.

Note: 2017 recovery rates





## ALL BEVERAGE MEDIA

The Return-It Gang has become synonymous with recycling beverage containers. This year the Gang took a big step forward and became animated! Our new 15 second TV spots let viewers know that in B.C., recycling is just what we do! To help tie this message together, the TV spots featured many different events and B.C. landmarks such as Whistler Blackcomb and Stanley Park. This new animation style has allowed the Gang more freedom and to share a bit more of their personality with B.C. We also ran the 15 second spots on pre roll, and layered in our 30 second News Desk spot.

### Television – 30 second spot

- Geography: Full Province
- Impressions: 4,601,200

### Television – 15 second spots (7 targeted spots)

- Geography: Full Province
- Impressions: 38,950,700

### Digital – 15 second Pre Roll

- Geography: Full Province
- Impressions: 1,823,995

### Fresh Air Cinemas – 15 second spots

- Geography: Full Province
- Impressions: 200,000

Our two new radio spots this year had a focus on plastic beverage container recycling. The ads leveraged the judgement that falls upon those who don't recycle.

Listen to our new radio spots here:  
[www.youtube.com/user/EncorpPacific](http://www.youtube.com/user/EncorpPacific)

### Radio – 30 second spots (4 versions)

- Geography: Lower Mainland & Capital Regional District
- Impressions: 19,824,182

## TV SPOTS





## SECTION 5: SPECIFIC BEVERAGE CONTAINER EDUCATION & AWARENESS



To extend our reach to our audience while they were out and about, we utilized digital mobile ads. These geo-fenced ads helped remind our audience that Return-It bins were nearby and accessible for their used beverage containers. There's no excuse not to recycle when a bin is nearby!

### Digital – Geo-fenced & Dayparted Mobile Ads

- Geography: Full Province
- Impressions: 1,863,005

Google provides a grant to non-profit organizations for their text-based search advertising. We have utilized this offer to show our audience search ads while they are inquiring online. If someone is searching how to recycle their beverage containers, we'll reach them!

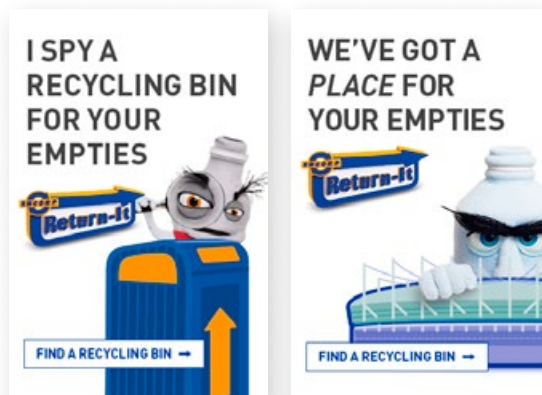
### Digital – Google Text Ads

- Geography: Full Province
- Impressions: 288,642

We also promoted social media posts that used pop culture references, current events and special holidays to engage with our customers in the social space.

### Social Media – Promoted Ads for Awareness & Followers

- Geography: Full Province
- Impressions: 2,430,471



We understand that those who are new to B.C. don't necessarily know what recycling is or how to do it. We made a special effort to reach these audiences and explain the process of recycling and the Return-It system. New Leaf magazine reached Chinese immigrants and international students who just arrived to the Lower Mainland. Our in-language radio spots ran on Cantonese, Mandarin, Punjabi, and Hindi stations. We also extended the reach of our English radio spots to aboriginal radio stations.

### New Leaf Magazine

- Geography: Lower Mainland
- Impressions: 180,000

### Radio South Asian – 30 second spots (3 versions)

- Geography: Lower Mainland
- Impressions: 361,701

**把空的饮料容器送去 Return-It 回收点**

**包含在回收系统中的饮料容器**

将下列任何空饮料容器带到Return-It回收点,以便取回押金

- 铝罐
- 塑料瓶
- 玻璃瓶
- 饮料盒与屋顶型包装纸盒
- 金属罐
- 其他塑料瓶与杯
- 中密度纤维

\*牛奶和牛奶代用品不属于Return-It回收系统的一部分,不能退款,但是,它们仍然是可回收的!

在Return-It回收系统中注册的饮料容器,退还押金分别为  
5分钱、1角钱、2角钱。

<b>5</b> 分钱 押金退还 —0.5升或以下的饮料容器	<b>10</b> 分钱 押金退还 —1升或以下的酒精类饮料容器	<b>20</b> 分钱 押金退还 —超过1公升的所有饮料容器
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可回收的所有容器的完整列表,请浏览 [return-it.ca/registeredbrands](http://return-it.ca/registeredbrands)

寻找最靠近你的Return-It回收点,请浏览: [return-it.ca/locations](http://return-it.ca/locations)

**饮料容器不是垃圾**

因为它们是可回收使用的,当你购买带包装的饮料,你需要支付押金。当你将它送到一个Return-It回收点的时候,你就可以取回押金了。

**为你的城市尽一分力**

生活在卑诗省,回收是我们生活的重要组成部分,它让我们生活的城市更清洁健康。请确保你参与回收。



## SECTION 5: SPECIFIC BEVERAGE CONTAINER EDUCATION & AWARENESS



Our exterior bus wraps continue to be a dominating presence in targeted communities. From transit users, drivers and pedestrians, the mobile billboards provide a strong reminder to recycle all your beverage containers.

### Transit – Bus Domination Exterior Wrap

- Geography: Vancouver, Richmond & Victoria
- Impressions: 7,737,000





To encourage usage and drive awareness of our outdoor bins located at transit bus stops along major transit corridors, we created TSAs that specifically “called out” the fact that a Return-It bin was located nearby.

### Transit Shelter Ads – Bin Locations

- Geography: Vancouver Proper & Port Moody
- Impressions: 30,071,463

### SPECIAL FOCUS: UNDERPERFORMING CONTAINERS

Awareness levels for bi-metal and pouches are low, as many consumers do not know that these container types are returnable for a refund on deposit. Within the advertising plan, the containers were prominently featured both collectively, with other containers, and independently to raise awareness.

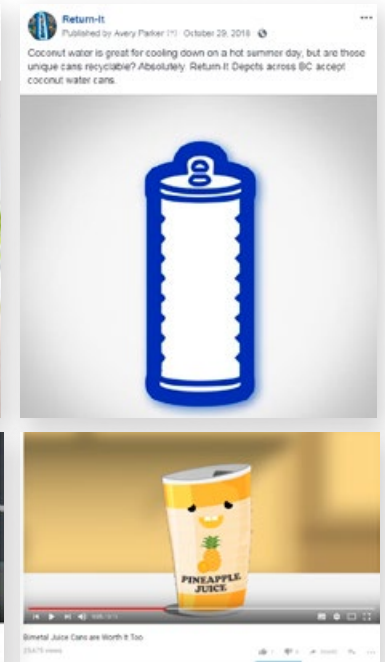
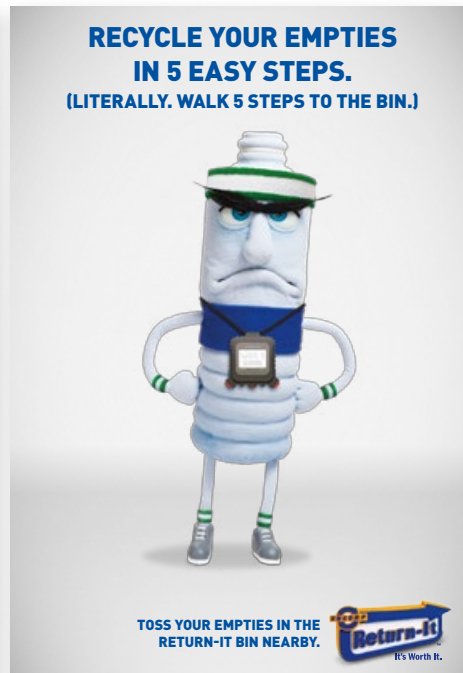
The immediacy of social media allowed for quick, targeted posts to be implemented for these underperforming containers.

#### Pouches and Bi-metal Pre Roll

- Geography: Full Province
- Impressions: 593,730

#### Under Performing Container Social Posts

- Geography: Full Province
- Impressions: 1,059,810
- Engagements: 116,347



## INDEPENDENT RETURN-IT DEPOTS MARKETING AND PROMOTION COMMITMENTS

Every year, Return-It depots are required to submit a Marketing & Promotional Plan to Encorp through an easy online application. In 2018, the combined investment from depots added approximately \$1.4 million in additional advertising expenditures.

ATTENTION ALL FUNDRAISING GROUPS & CHARITIES!

### Bottle Drive Contest 2018 - 2019

Starts February 1st, 2018 - Ends January 31st, 2019

**1st Place - One month as our Charity of the Month** at all 3 of our locations (\$2000 minimum each month in 2017)  
Highest total volume for the year in bottle drives (pickups only)

**2nd Place \$1000** 2nd Highest total volume for the year in bottle drives (pickups only)

**3rd Place \$500** 3rd Highest total volume for the year in bottle drives (pickups only)

**Step 1** The Bottle Depot would like to reward all charity and fundraising groups who do bottle drives throughout the year, to help with their efforts. Once your group registers with us, we will track all the bottle drives you have done within the year. If at the end of the year, you have collected the most volume of containers compared to others who are registered, then you will receive Bottle Depots' 1st, 2nd, or 3rd place prize.

**Step 2** Register online at [www.bottledepot.ca](http://www.bottledepot.ca). You must enter your group name, contact name, email address, & phone number. Monthly contest updates will be sent to email provided. Please note you will need to re-register each year to stay in the contest.

Register today at [bottledepot.ca](http://bottledepot.ca)



**DOWNLOAD**  
Your Bottle Drive Success Kit!




FUNDRAISING

**EMPTIES ARE FULL OF OPPORTUNITY**

**SAVE YOUR REFUNDABLES**  
bring them to  
Parksville Bottle & Recycling Depot  
611 Alberni Highway  
Saturday, August 29th  
8:30 am - 4 pm

Help us support African grandmothers raising children orphaned by AIDS



supported by: **THE NEWS** islandRADIO

## STEWARDSHIP AGENCIES OF BRITISH COLUMBIA (SABC)

Encorp Pacific (Canada) is a founding member of SABC. We have led the way in the development of a group website, video profile and handbook aimed at consumers. Those who are looking to recycle additional materials outside of beverage containers are encouraged to visit [www.bcrecycles.ca](http://www.bcrecycles.ca).

## DEPOT REGIONAL WORKSHOPS

In 2018, Return-It depots across B.C. attended regional workshops hosted by Encorp, held in Prince George, Kelowna, Parksville, and Burnaby. During these workshops President and CEO Allen Langdon spoke about Encorp's plans to increase the recovery rate of beverage containers in B.C. The feedback provided during these sessions is valuable, as it is taken into consideration when Encorp and partners look at enhancing the collection network system.



## RETURN-IT EXPRESS

Ease and convenience continue to be one of the biggest barriers to getting consumers to recycle their beverage containers; the Return-It Express program addresses both. Last year the program expanded, increasing the number of Return-It Express depots to 31 by the end of 2018.

Customers simply set up an online account at [express.return-it.ca](http://express.return-it.ca), place their empty beverage containers into transparent bags and take them to a

Return-It Express depot. Once there, using the touch screen terminal provided, a customer enters their phone number to log in, prints off a label to attach to their bags, and drops them in the designated area. The empty containers are then sorted and counted for the customer. The refund on deposit is credited to their online account and can be redeemed for a cheque, gift cards or even a charitable donation.



To help promote the Express program in 2018, Return-It partnered with QMFM host Erin Davis. She visited a few Express depots with her family and shared her experience through two radio endorsement spots. While she was at the depot she took a few photos to spread the word with her followers on social media.

### QMFM Endorsement

- Geography: Lower Mainland
- Impressions: 2,555,151



From previous Express launches, we know that direct mail (DM) is highly effective in encouraging registrations for the Express system. We mailed out approximately 247,000 brochures to surrounding households within a 3-5 minute drive time radius of an Express locations. The DM pieces had helpful maps to direct recipients to their nearest location.

### Direct Mail

- Geography: Lower Mainland
- Impressions: 247,048



A new method of outreach this year was email. We reached out to our existing Express users, thanked them for being part of the system and asked if they would share the program with their friends through Facebook or Twitter.

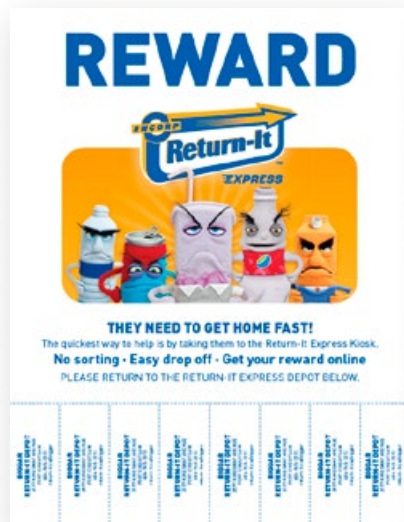
### Email

- Geography: Full Province
- Impressions: 6,283
- Open Rate: 53%

We spread the word of Express through community centres, libraries, grocers, and coffee shops surrounding Express locations. These fun Return-It Gang posters offered a "Reward" for anyone who brought their containers home.

### Wild Postings

- Geography: Lower Mainland
- Impressions: 4,200



The key benefits of ease and convenience were also highlighted through social posts on the Return-It Gang account encouraging the public and followers to sign-up for an account online.

The program has been incredibly well received by consumers. Some results include:

### Social Posts

- Geography: Lower Mainland
- Impressions: 311,463
- Engagements: 27,022

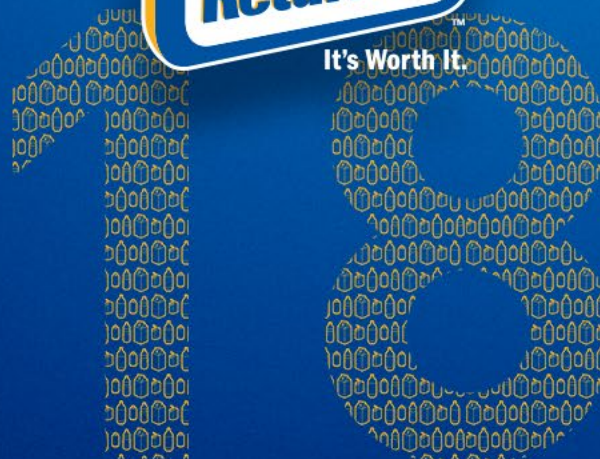
Above engagements include 3,135 clicks on the social posts.

ABOVE NUMBERS AS OF DECEMBER 2018

# 20



It's Worth It.



**ENCORP PACIFIC (CANADA)**

100 – 4259 Canada Way  
Burnaby, BC V5G 4Y2

T: 604.473.2400 F: 604.473.2411  
Toll-free: 1.800.330.9767

[returnit@returnit.ca](mailto:returnit@returnit.ca)  
[return-it.ca](http://return-it.ca)