

ENCORP PACIFIC (CANADA) CONSUMER AWARENESS & EDUCATION OVERVIEW

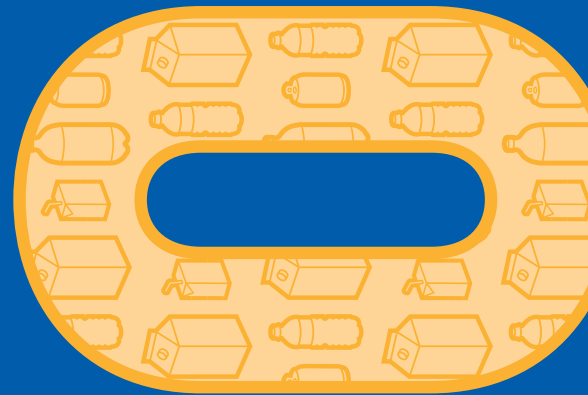
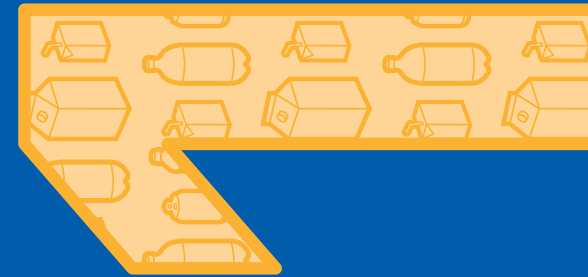
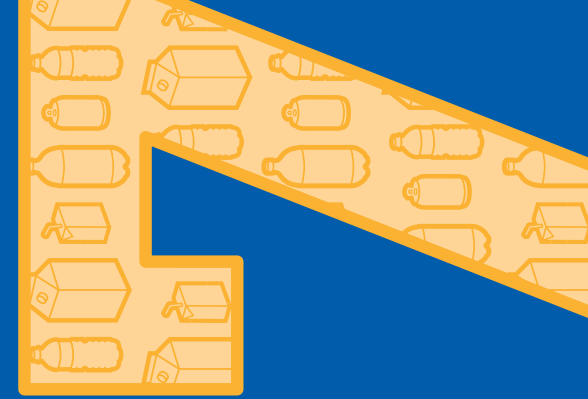
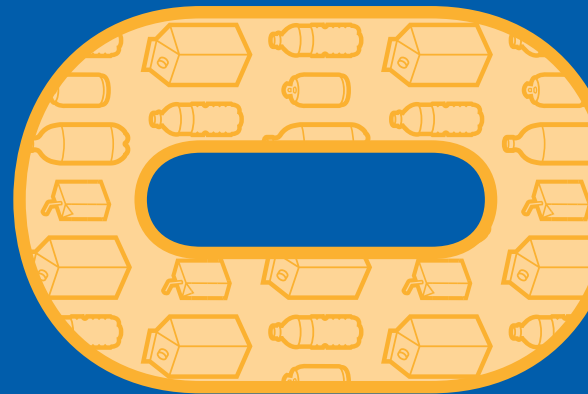
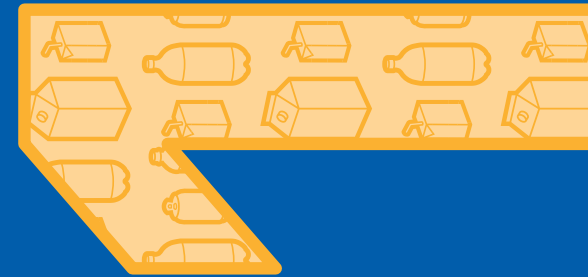
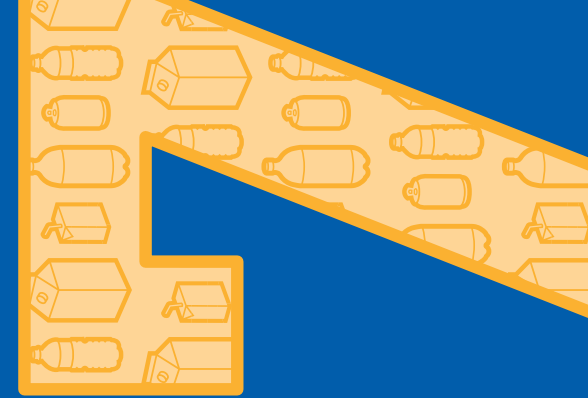


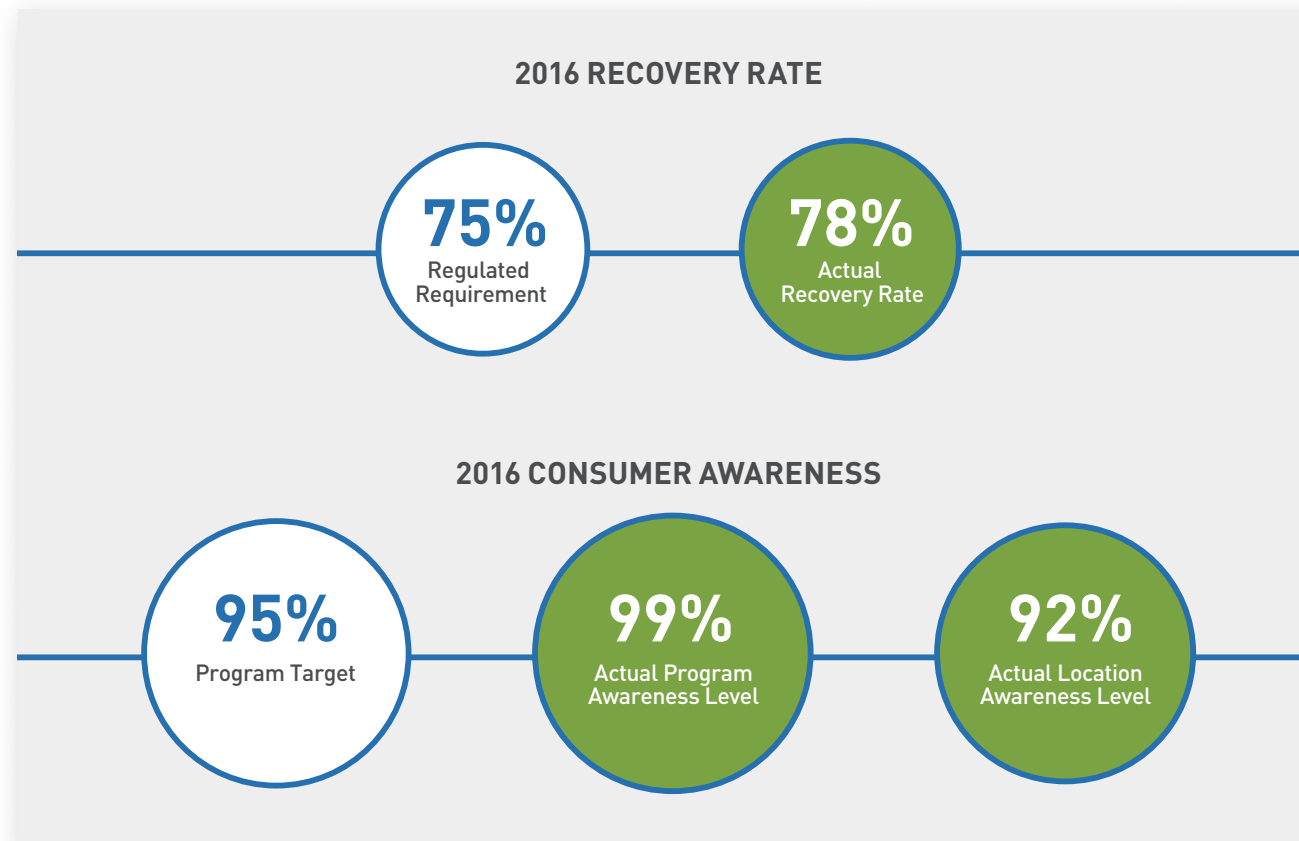
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SECTION 1: CONSUMER AWARENESS

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

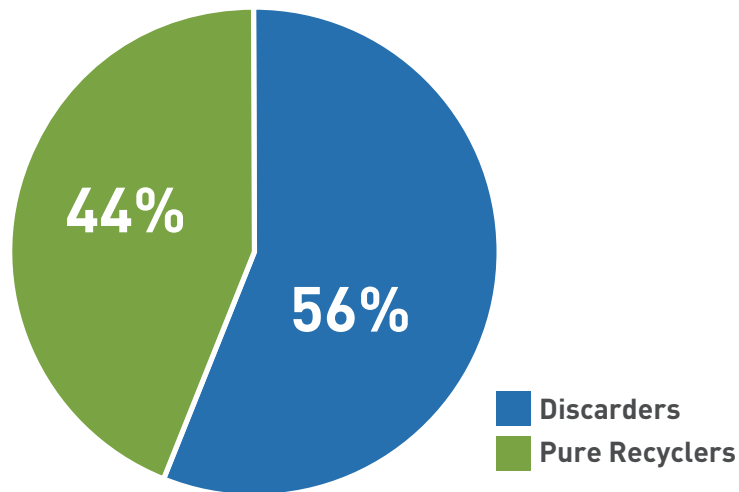


To maintain the high awareness levels we have reached and increase awareness of the Return-It depot network, advertising messages were included in relevant programming on television, radio, out of home, digital and social media. Where possible, our efforts focused on having contextual messaging—serving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

SECTION 2: SEGMENTATION ANALYSIS

Benchmark studies have been conducted annually since 1999. In 2017, a new segmentation analysis was conducted across British Columbia to better understand the scale and behaviour of those who throw refundable beverage containers away in the garbage - *Discarders*. In the research study, a *Discarder* was defined as an adult (A15-65) that throws in the garbage, regularly or occasionally, intentionally or unintentionally, any refundable beverage container within the last 12 months. With a sample of over 5,500 participants taking the online survey, there was an incidence of 56% of *Discarders* as defined above.

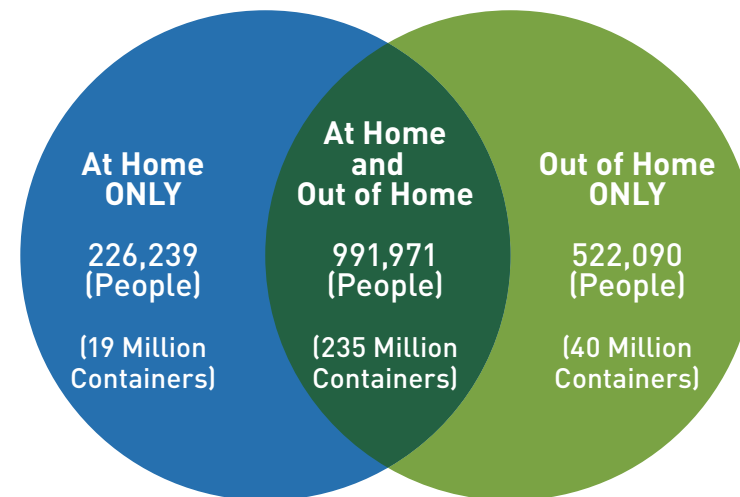
Based on a 56% incidence of *Discarders* from the research study, there are a total of 1,740,300 *Adult Discarders* in the province.



To validate *Discarder* behaviour, an analysis was completed to project out the self-reported volume of containers thrown away to known quantities of unrecovered containers.

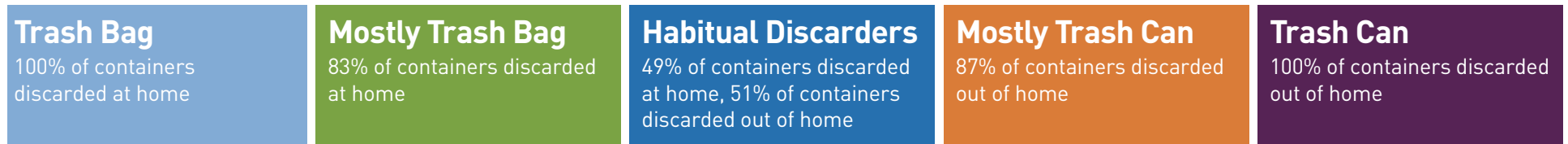
Total Projected (self reported) Containers Thrown Away	Total Actual Containers Thrown Away	Unit Variance	Percent Variance
295,238,726 • At home: 142,917,926 • Out of home: 152,320,800	282,172,662	13,066,064	5%

The research also revealed that among *Adult Discarders* there is significant overlap in discarding behaviour at home and when out of home.



SECTION 2: SEGMENTATION ANALYSIS

When further segmentation is applied to people who throw refundable beverage containers in the garbage, five distinct segments are identified differing in behaviour, size of segment and quantity of containers thrown away.



TOTAL NUMBER OF ADULT DISCARDERS IN B.C.

1,740,300



TOTAL NUMBER OF CONTAINERS DISCARDED IN B.C.

295,238,726 (self reported)

actual number of containers unredeemed in 2016 = 282,172,662



% OF DISCARDERS



% OF CONTAINERS



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 and major grocery stores, regional districts and municipal offices across the province.



EVERY CONTAINER YOU RETURN TO AN ENCORP RETURN-IT™ DEPOT is sent to a facility in BC's landfill, and one more container that can be recycled into new materials. When you return your containers, you're keeping our province beautiful, and our environment healthy. And you're saving energy and raw materials, too. See Return-It, It's Worth It.

WHAT DIFFERENCE DOES RECYCLING MAKE?

- At least 1000 by recycling your beverage containers you've
- SAVED ENOUGH ENERGY TO POWER 41,999 HOMES FOR A YEAR.**
- TAKEN THE EQUIVALENT OF 29,349 CARS OFF BC ROADS FOR A YEAR.**
- HELPED PROTECT 10,915 TONNES OF CARBON DIOXIDE FROM BEING RELEASED INTO OUR ATMOSPHERE.**

WHAT HAPPENS TO ALL THESE CONTAINERS?

Good question. Every beverage container you return is recycled and put to good use again. Listed below are recycling statistics for the most common container types, along with the story of how each container takes on a new life.

- ALUMINUM CANS** | More than 92% of the cans sold in BC are returned for recycling. These cans are baled, melted and back to the steel mill to use again within six weeks. Not only does this save a lot of materials, it saves energy, too. In fact, it takes 72% less energy to manufacture a recycled can than it does to make a new one.
- PLASTIC BOTTLES** | 75% of the plastic bottles sold in BC are returned for recycling. The bottles are power-washed, shredded and power-washed again. The shredded plastic is then sold to companies who pack, stretch and melt it into film for new bottles. This process provides an 8% energy savings over manufacturing new plastic.
- GLASS BOTTLES** | 97% of glass bottles sold in BC are returned. They're ground down into small pieces called "cullet" and used to manufacture a whole bunch of stuff: new bottles, beverage containers, manufacturing material, sand for golf courses, and so on, up to and beyond.
- STEEL BOTTLES AND CANS** | Over 97% of these aluminum containers are returned for recycling. Once returned, they're used to manufacture the paper, plastic and foil. The paper is then used to manufacture books and other products. This process recycles thousands of tonnes of paper each year, for every tonne of paper pulp recycled, approximately 17 trees are saved.

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

In total, almost one billion containers are kept out of landfills every year and are recycled into new things. That's 10,915 metric tonnes in total!

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 refunds:

- NON-ALCOHOLIC CONTAINERS (UP TO AND INCLUDING 1 LITRE)** → 6¢
- WINE, SPIRITS, NON-REFILLABLE BEER, COOLERS AND COOLER CONTAINERS (UP TO AND INCLUDING 1 LITRE)** → 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/calculators 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!

ANNUAL REPORT

Our comprehensive and interactive Annual Report can be found on our website (www.return-it.ca/ar2016/). Visitors can view the Annual Report either on our website or choose to download a PDF file.



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2016 RECOVERY RATE



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%.

Product environmental impact reduction, reusability and recyclability

- Encorp's activities in 2016 contributed to the reduction of about 101.9 thousand tonnes of CO₂ equivalent being released into the atmosphere, compared to 98.8 thousand tonnes in 2015.

Product sold and collected and recovery rate

- Total Sales in units: 1,282,922,473
 - Total Product Collected in units: 1,000,749,811
 - Recovery Rate: 78% compared to target of 81%
 - Provincial Per Capita Recovery is 210.6 units
- See regional breakdown on page 26.

Collection system and facilities

- Encorp's collection network consists of 172 Return-It depots. One depot was opened and three depots were closed in 2016. (Closures were Bridesville, McBride and Steveston)
- Five depots sold during 2016.

Pollution prevention hierarchy and product/component management

- Material collected by Encorp is shipped to recyclers for further processing into new material in accordance with Section 8 of the Recycling Regulation. See End Fate information on page 22.

Summary of deposits, refunds, revenues and expenses

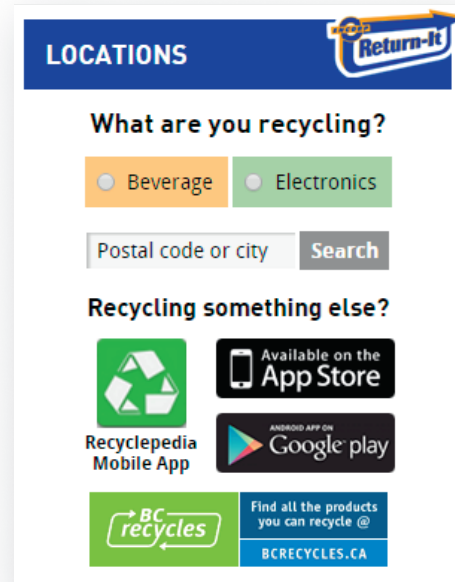
- Deposits collected: \$87,629,905
 - Refunds issued: \$70,167,158
 - Total revenue: \$85,245,957
 - Total expenses: \$91,547,821
- See Financial Statements on page 42.



SECTION 3: PUBLIC INFORMATION TOOLS

RETURN-IT.CA

The Return-It website had over 460,000 unique visitors and over 3 million hits this year: www.return-it.ca The most popular section is our locations finder where we feature and map every collection point in the province.



LOCATIONS FINDER

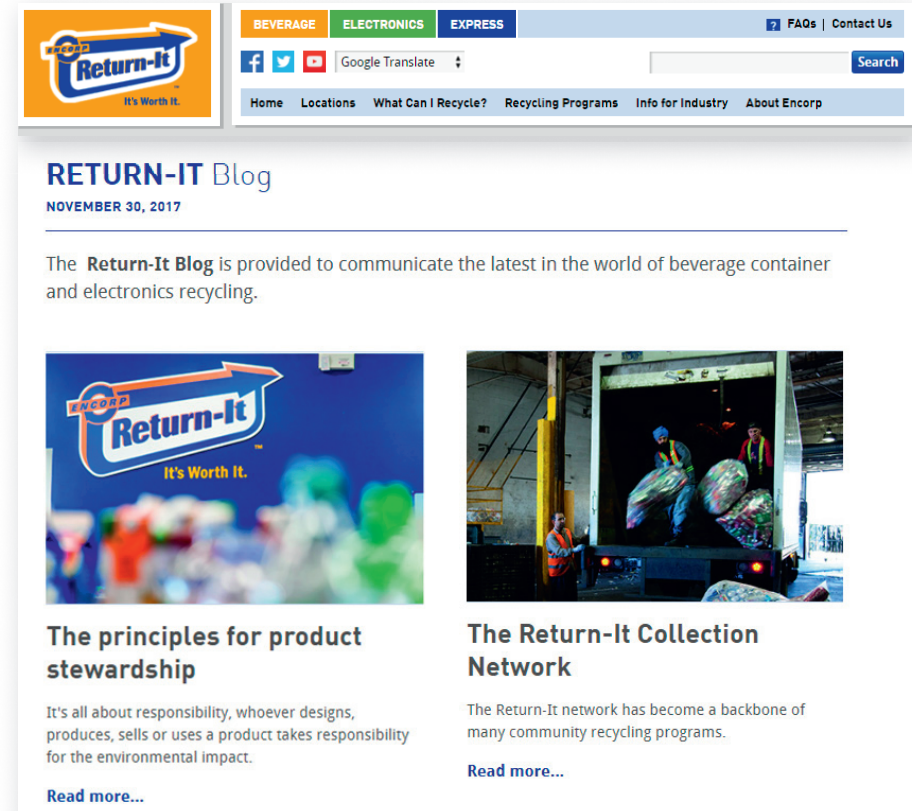


RETURN-IT BLOG

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: 282,433
- Engagements: 12,454

Above engagements include 10,663 clicks on the social posts.



RETURN-IT Blog
NOVEMBER 30, 2017

The **Return-It Blog** is provided to communicate the latest in the world of beverage container and electronics recycling.

The principles for product stewardship
It's all about responsibility, whoever designs, produces, sells or uses a product takes responsibility for the environmental impact.
[Read more...](#)

The Return-It Collection Network
The Return-It network has become a backbone of many community recycling programs.
[Read more...](#)

SECTION 3: PUBLIC INFORMATION TOOLS

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 right to the new products they get turned back into.

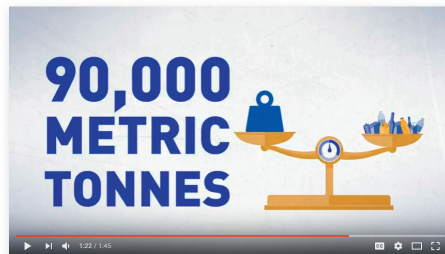
Visit our YouTube channel to find many more educational videos:

<https://www.youtube.com/user/EncorpPacific>

- Geography: Full Province
- Impressions: 296,490



Encorp Pacific - Return-It System
Return-It
508 views



Encorp Pacific - Return-It System
Return-It
508 views



Encorp - Plastic Bottle Recycling Process
Return-It
2,069 views



Encorp - Aluminum Can Recycling Process
Return-It
6,226 views

ADVERTORIALS AND SPECIAL COVERAGE

Advertorials highlighting key statistics, recovery trends, reports and program information run in various newspapers and magazine publications to educate the public on key Encorp initiatives and happenings.

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 local media outlets, stewards and influencers to help spread the word.

Advertorials

- Geography: Full Province
- Impressions: 33,200

Special Coverage - Tyler's Recycling Company

- Geography: Full Province
- Impressions: 84,683
- Engagements: 2,427

Above engagements include 2,214 clicks, 141 shares/retweets and 40 comments on the social post.

RETURN-IT Blog

NOVEMBER 30, 2017

How one young man went out of his way to make his community a better place

Senjo Sigmund - V.P. Development & Charitable Giving Officer

Every once in a while, you hear a story about someone going out of their way to make their community a better place and you can't help but smile. In this case, the smiles start with a young man named Tyler Reid.

In the spring of 2016, Tyler was taking in a movie at Fresh Air Cinema in Stanley Park when he noticed some fellow moviegoers throwing their empty drink containers in the garbage instead of the recycling bins provided by Return-It. Tyler saw a great opportunity to not only help keep his community clean, but also make some money on the side.

And so, Tyler's Recycling Company was born, collecting containers every week at Fresh Air Cinema and recycling them at his local Return-It Depot. Over the summer, Tyler collected over 115,000 drink containers, totalling nearly \$6000 in deposit refunds, a portion of which he donated to the Semiahmoo House Society, a Surrey-based non-profit that helps people with disabilities integrate into the community and find employment opportunities.



Why Semiahmoo House? Tyler has a learning disability himself, and he figured donating part of his recycling profits would be a great way to give back to the organization that has done so much for him and others in his community.

"Tyler's got a good heart," says Kevin Reid, Tyler's father. "He liked the idea of recycling, being his own boss, making some money, and picking things up that shouldn't be left around."

SECTION 4: OUTREACH PROGRAMS

RETURN-IT TO WIN-IT

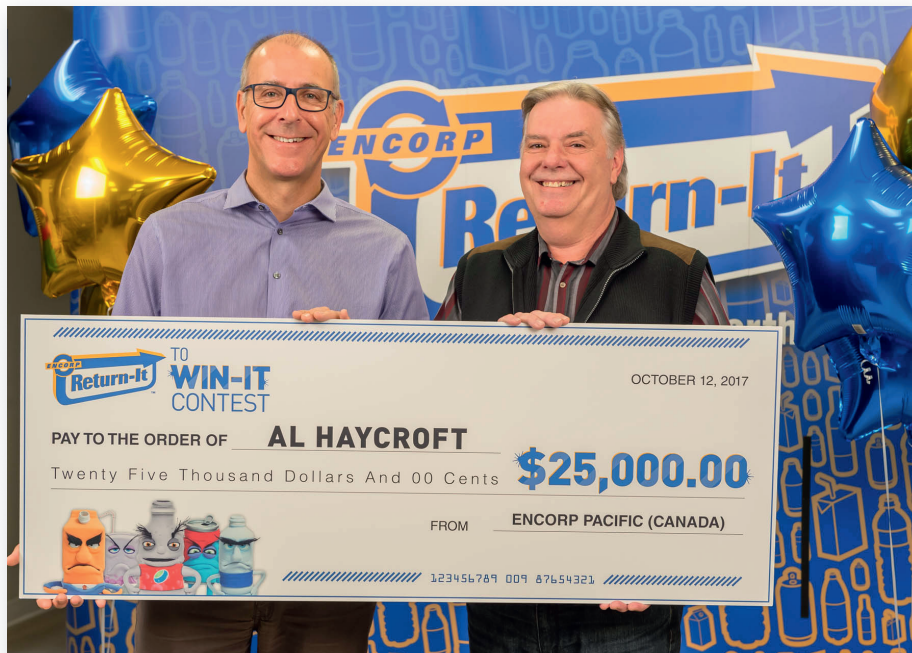
To help drive visits to Return-It depots, Encorp conducts an annual consumer contest at participating depots across B.C. This year's RITWI contest was the second year of our new scratch and win gameplay. To build on the success of last year's contest, we improved the prize structure so that more prizes could be 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.

Our campaign generated over 17.5 million impressions between June and August. With 164 Return-It depots participating across B.C. the contest generated over 370,000 entries, a record high. The contest winner was from Penticton and a frequent customer of the J & C Return-It depot.

Most importantly, our reports tracked and confirmed that 15,000 brand new customers went to depots as a result of the contest. Some other key highlights include:

- Over 1.75 million tickets distributed
- 371,725 contest entries
- 414 unique customers playing per depot
- 1,695 PINs entered per depot



SCOTT FRASER, CEO OF ENCORP WITH WINNER AL HAYCROFT



SECTION 4: OUTREACH PROGRAMS

AMBASSADOR TEAM

This year we updated the look and theme of our ambassador team and introduced Recycling 101. Recycling 101 Ambassadors are a team of super smart “recycling scientists” complete with glasses and white lab coats and use their expert knowledge to teach kids and parents the basic “101” of recycling.

The new display includes a recycling process board which outlines the individual processes for each container type, a trivia match game where people use a flip board to match the container type to a piece of recycling trivia and a selfie board that gives people the opportunity to take fun photos with props that complete the statement “I’m a #Recycling Genius Because...”

We designed the Return-It 101 display as a 20’x10’ set up that increases our presence at larger events. It can also be separated into two separate 10’x10’ displays for attendance at smaller events. In addition to our “recycling scientists”, our recycling superhero Return-It Man is there to raise awareness of Return-It and to educate the public about beverage container recycling. In 2017 our team attended 95 community events throughout B.C.



SECTION 4: OUTREACH PROGRAMS

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. In 2017 we overhauled the school program, introducing a brand new theme, storytelling contest and school presentation to make learning about recycling fun for students.

The new school program builds on the Ambassador Team's "Return-It 101" theme and brings back core elements like free recycling bins, educational resources, bottle drive tips and free pickup of containers. New to the school program is a revised in-class presentation and a new contest.

Return-It School Contest:

This year instead of just seeing how many containers schools collected, we will hear the amazing stories behind the schools' collection program. How was it structured? How did the students get involved? And what did the school do with the deposit refunds collected? Stories are judged by a set of criteria including how creative, interesting and impactful they are, and feature photos that help bring the story to life! The top two schools in each contest category (Elementary and High School) receive a cash prize donation to the school program of their choice. Stories will be shared at ReturnItSchool.ca and on social media.



The New 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 160,000 impressions and has resulted in a 6% increase in school sign-ups.

SECTION 4: OUTREACH PROGRAMS

CORUS PARTNERSHIP

To help raise awareness and profile of the important work that 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 which also included Scott Fraser who provided expertise on beverage container recycling.

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

Four PSAs featuring Lynda Steele helped tell a different part of 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.



TV Interviews (3x 60sec)

Lynda Steele interviewed our subject matter experts, Scott Fraser and Craig Wisheart – they helped shed some 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:
<https://www.youtube.com/user/EncorpPacific>

The partnership also included Scott on Global Morning News, an interview on CKNW and a week of Return-It's Question of the Day that ran during Waste Reduction Week.

- Geography: Full Province
- Impressions: 8,575,400

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 during this time. 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: 830,924
- Engagements*: 772



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

SECTION 4: OUTREACH PROGRAMS

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, 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. In 2017 we successfully installed about 550 dedicated bins through the IC&I program throughout B.C.



MULTIFAMILY ACTION TEAM

As communities continue to urbanize and density builds, it's important that these multifamily buildings have the infrastructure in place for beverage container recycling. This grass roots campaign focuses on personal, face-to-face meetings with strata and building managers. In 2017, we added 22 large multifamily buildings to the program spanning across the Lower Mainland, Victoria and even Squamish. The program serves more than 10,000 dwellings throughout B.C.

SECTION 4: OUTREACH PROGRAMS

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 2.9 million Facebook 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.



SECTION 5: SPECIFIC BEVERAGE CONTAINER EDUCATION & AWARENESS

Encorp prevented over 1 billion containers from going to landfills in 2016, ensuring that they were recycled into useful new materials and products. Our 2016 overall recovery rate was 78%, 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, drink boxes with additional efforts layered in to increase awareness of pouches and bi-metal containers.



PLASTIC BOTTLES

2016 Recovery Rate: 74%

Plastic bottles are the most widely used beverage packaging type with over 494 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

2016 Recovery Rate: 82%

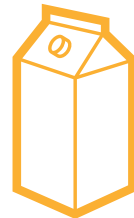
Over 430 million aluminum cans are sold each year and are primarily used to package soft drinks. The highest consumption of soft drinks is by those aged 18–34 with a skew toward males.



DRINK BOX

2016 Recovery Rate: 58%

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

2016 Recovery Rate: 70%

There are just over 12 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: 2016 recovery rates



SECTION 5: SPECIFIC BEVERAGE CONTAINER EDUCATION & AWARENESS

ALL BEVERAGE MEDIA

The Return-It Gang has become synonymous with recycling beverage containers and this year the Gang comes together to remind us all why every container needs to be returned to a depot. The new 30 second TV spot features the collective grumpiness of our five puppets calling out the non-recycling news anchor. By the end of the spot, the news anchor gets a friendly reminder of the many Return-It depot locations around the province and the importance of recycling all beverage containers.

Television – 30 second spot

- Geography: Full Province
- Impressions: 18,616,650

Television – 15 second spots (5 targeted spots)

- Geography: Full Province
- Impressions: 25,016,700

Digital – 30 second Pre Roll

- Geography: Full Province
- Impressions: 704,000

To extend the reach of the radio spots we produced last year, we added the popular music streaming service Spotify. As the largest music streaming service, Spotify gives users access to millions of songs, podcasts and videos from artists all over the world. Our radio spots remind consumers of the importance of returning their beverage containers while they are out-and-about. Timing for the spots focused around the summer long weekends while people are out enjoying summer activities and streaming music.

Spotify – 30 second spots (4 versions)

- Geography: Lower Mainland & Okanagan
- Impressions: 1,500,000

Digital – 15 second Pre Roll

- Geography: Full Province
- Impressions: 1,870,000

Fresh Air Cinemas – 15 second spots

- Geography: Full Province
- Impressions: 393,500

Radio – 30 second spots (4 versions)

- Geography: Lower Mainland & Victoria
- Impressions: 18,131,000

Radio South Asian – 30 second spots (3 versions)

- Geography: Lower Mainland
- Impressions: 216,365

TV SPOT



SECTION 5: SPECIFIC BEVERAGE CONTAINER EDUCATION & AWARENESS

New for this year, we're engaging with consumers through a digital Contobox (Content Box). Similar to a standard online banner ad, a Contobox is delivered to our target audience on relevant websites but instead of asking our audience to click and leave the webpage they were originally on, the Contobox delivers a mini microsite experience right there. Through the help of the Return-It Gang, consumers are challenged to take our recycling quiz and once they've tested their beverage recycling knowledge, they can access some of the other popular items from the actual website like the locations map, educational videos and Return-It Blog.

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

Digital – Contobox

- Geography: Lower Mainland & Okanagan
- Impressions: 1,658,000

Digital – Google Text Ads

- Geography: Full Province
- Impressions: 594,695

Digital – Geofenced & Dayparted Mobile Ads

- Geography: Full Province
- Impressions: 4,333,300

Social Media – Promoted Ads for Awareness & Followers

- Geography: Full Province
- Impressions: 4,868,2000

Return-It

- ✓ How much do you really know about recycling?
- 📍 Find your nearest Return-It Depot
- 📺 Watch what happens when containers get recycled
- 📰 Stay up to date on recycling news from the blog
- 🏆 Find out how you could win \$25,000

GLASS | PLASTIC | ALUMINUM | STEEL

WATCH MORE VIDEOS

NOT TAKING YOUR EMPTIES TO A RETURN-IT DEPOT? FAIL.

Return-It
It's Worth It.
FIND A DEPOT NEAR YOU

BA-RIIINNG! BA-RIIINNG YOUR EMPTIES TO THE DEPOT.

Return-It
It's Worth It.
FIND A DEPOT NEAR YOU

Return-It Gang
May 4 · 🌐

Happy Star Wars Day! Help restore balance to the universe by returning your empty drink containers to a Return-It Depot. May the 4th be with you!

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, Surrey & Victoria
- Impressions: 4,467,620



SECTION 5: SPECIFIC BEVERAGE CONTAINER EDUCATION & AWARENESS

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
- Impressions: 15,089,256



BIN LOCATED RIGHT BESIDE TSA



BIN LOCATED RIGHT BEHIND TSA

To get consumers in the habit of recycling their beverage containers, we set up a fun virtual “gamification” experience with Cineplex using their TimePlay program. Before the movie starts, the TimePlay game appears where registered users can test their virtual recycling skills by sorting and tossing the containers into the proper trays from their mobile phones.

Cineplex TimePlay – “Sort ‘N’ Toss” Interactive

- Geography: Lower Mainland
- Impressions: 1,106,000



SECTION 5: SPECIFIC BEVERAGE CONTAINER EDUCATION & AWARENESS

SPECIAL FOCUS: UNDERPERFORMING CONTAINERS

2016 research indicates awareness levels for containers returnable for a refund on deposit is lowest for drink box (73% awareness) and gable top (64% awareness). Within the advertising plan, drink box and gable top were prominently featured both collectively, with other containers, and independently to raise awareness.

We created a container type personality test—a fun, lighthearted way for people to find out which containers they should be recycling by finding out which container personality best fits their own. We knew consumers are generally less aware of being able to recycle drink box and gable top cartons, so we specifically promoted and highlighted those container types in the test.

The immediacy of social media allowed for very quick and targeted posts to be implemented for coconut water, bi-metal and pouches.

Container Personality Type Quiz

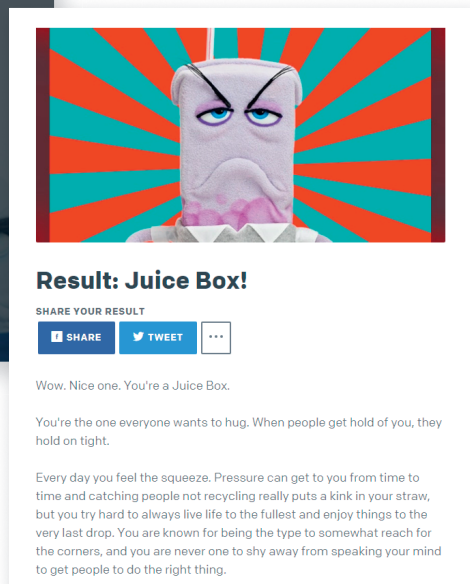
- Geography: Full Province
- Impressions: 41,106
- Engagements: 4,459

Pouches and Bi-metal Pre Roll

- Geography: Full Province
- Impressions: 642,873

Under Performing Container Social Posts

- Geography: Full Province
- Impressions: 168,781
- Engagements: 32,288



SECTION 6: COLLABORATION & SUPPORT INITIATIVES

CARTON COUNCIL

In partnership with the Carton Council, four posts were created and shared across social media. The posts helped customers better understand what types of cartons were recyclable and the deposit that each container carries. The first round of promoted posts saw great success. The social campaign was extended to run throughout the December holiday period.

- Geography: Full Province
- Impressions: 2,104,550*
- Engagements: 5,113*

*Impressions and engagements do not include December period.



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 (<http://www.bcrecycles.ca/>), video profile and handbook aimed at consumers.

These tools have been designed to reduce confusion and streamline the consumer response for extended producer responsibility (EPR) programs in B.C.

Another tool used by SABC is the Recyclepedia app which was developed by the Recycling Council of British Columbia (RCBC). A link to download the app is featured on the return-it.ca homepage. Those who visit www.return-it.ca but are looking to recycle items other than beverage containers are able to download the RCBC app and receive information on where and how to recycle other products in B.C.

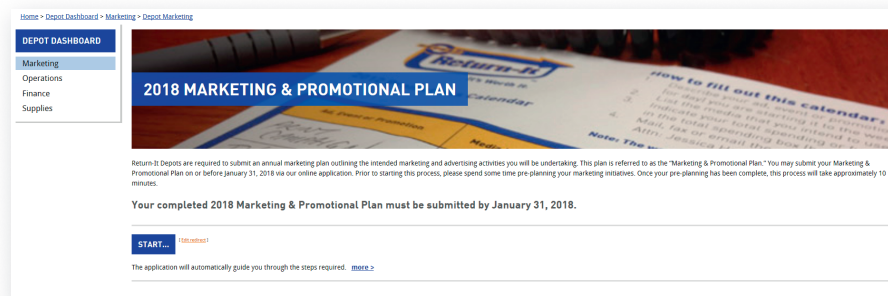
The Encorp Return-It Recycling 101 Ambassadors created a brand presence for BC Recycles at select events throughout the year. The team attended events such as Pride Festival at Sunset Beach, Kits Fest, Surrey Fusion Festival, and White Rock Sea Festival. The team handed out BC Recycles handbooks, as well as other steward SWAG (tire gauges, health product recycling brochures and Call2Recycle brochures).



SECTION 6: COLLABORATION & SUPPORT INITIATIVES

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 2017, there were 161 plans submitted and the combined investment from depots adds approximately \$1.4 million additional advertising expenditures.



SCIENCE WORLD

Return-It is a presenting sponsor of the BC Green Games. The Green Games is Science World's digital eco-storytelling contest that supports B.C. teachers and promotes place-based environmental education. This project-style, inquiry-based program is a 21st century learning opportunity in scientific exploration, storytelling, media arts and advocacy. Return-It is proud to offer the Return-It Trip, a travel bursary prize for schools outside the Lower Mainland that help fund field trip-related travel. <https://bcgreengames.ca/home>





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FSJ Bottle Depot (1990) LTD.



SECTION 7: INNOVATIONS

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 was expanded, doubling the number of Return-It depots offering the service to customers. Customers simply set up an online account at <https://express.return-it.ca/>, place their empty beverage containers into transparent or recyclable “blue” bags and take them to a Return-It Express. Once there, using the touch screen terminal provided, a customer simply enters their phone number to log in, prints off a label to attach to their bags, and drops them in the drop off area – the empty containers are 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 2017, Return-It partnered with social influencers who shared their experience of using Express with their followers through blog and social media posts. The key benefits of ease and convenience were also highlighted through social posts on both our Gang and corporate accounts encouraging the public and followers to sign-up for an account online. Lastly, approximately 340,000 brochures were mailed out to surrounding households within a 5 minute drive time radius for all Express locations. Brochure drops have always shown to be highly effective in introducing and encouraging registrations for the Express system.

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

Social Posts

- Geography: Full Province
- Impressions: 317,168
- Engagements: 24,704

Above engagements include 3,472 clicks on the social posts.

Influencer Articles

- Geography: Full Province
- Impressions: 879,662
- Engagements: 8,861
- Views: 7,419

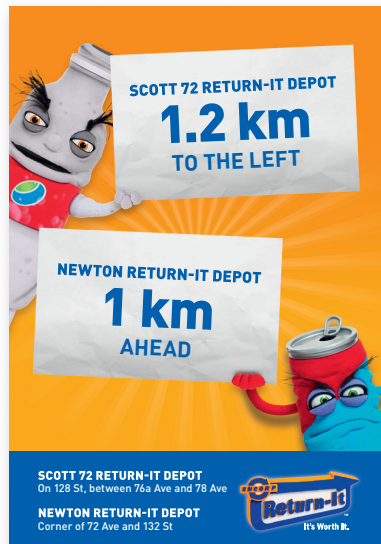
SECTION 7: INNOVATIONS

OUTDOOR ADVERTISING & MAINSTREAM MEDIA EFFECTIVENESS TEST

During July and August, the peak time for beverage consumption, we conducted the second year of a media effectiveness test pilot in Surrey. Similar to last year, our advertising blanketed most of Surrey (transit shelters; billboards; posters in and around Skytrain stations; etc.), using them to promote all 13 Return-It depots serving the area. By saturating such a targeted area with a location-specific message, we hoped residents would visit depots they might not have been aware of and return more containers.

The first year of the pilot project (2016), recovery volume increased in participating depots by 12.2% and 2017 recovery volume increased by 7.4% in participating depots.

- Geography: Surrey
- Impressions: 62,178,262

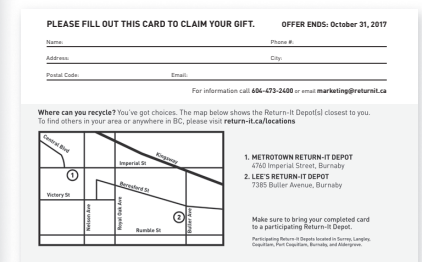


SMARTMOVES

When you move to a new community, it's easy to find essential shops such as grocery stores, restaurants and the local shopping mall. The local Return-It depot, however, might not be a top priority.

We wanted to change that so we targeted new residents of Surrey, Langley, Coquitlam, Port Coquitlam, Burnaby, and Aldergrove through a Canada Post program called SmartMoves. We delivered a large postcard-sized direct mail piece to everyone who had recently moved into these communities. The card showed a map to their local depot and offered a "welcome to the neighbourhood" gift of a durable, reusable recycling bag to hold their empty beverage containers. During the redemption period, the participating depots had over 600 brand new households visit their depots to recycle beverage containers.

- Geography: Surrey, Langley, Coquitlam, Port Coquitlam, Burnaby and Aldergrove
- Impressions: 27,492



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