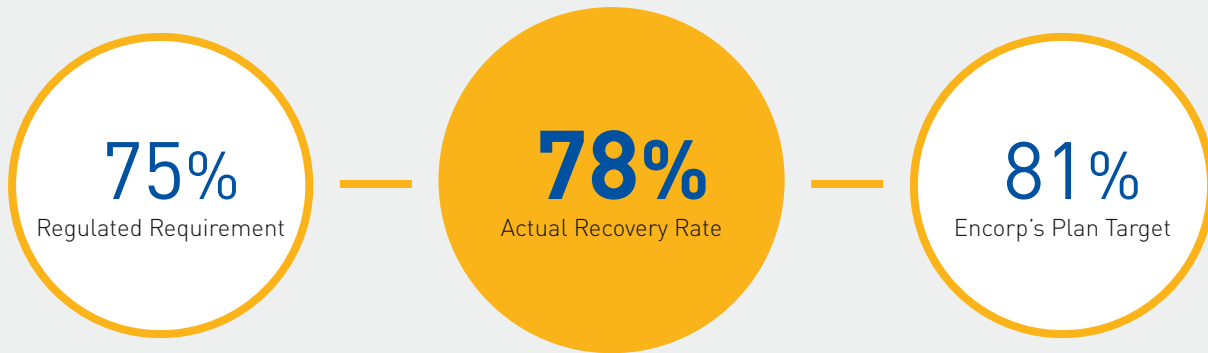


EXECUTIVE SUMMARY

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

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.

EXECUTIVE SUMMARY

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 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 59, 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.

Cooperation with other stewardship agencies

As a founding member and past chair of the Stewardship Agencies of British Columbia (SABC) group, Encorp's contributions were instrumental to the development of a common public website, location finder and consumer handbook. Encorp currently participates in the BC Recycles ambassador tour. bcrecycles.ca

Carbon footprint

Benchmarking measurements and standardizing the tool Encorp uses has been the goal for several years. In 2016, we calculated results and compared them to the 2015 data. See table on page 21.

Depot capabilities

Encorp strives to enhance depot capabilities and build efficiencies into the collection network. For example, the launch of our big bag program reduces the handling of materials at all levels: depots, transporters and processors.

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 2016 we added 5 more locations for a total of 10 Express sites in the Lower Mainland.

Recovery rate

The 2016 recovery rate is 78%, 3% above the regulated requirement of 75%.