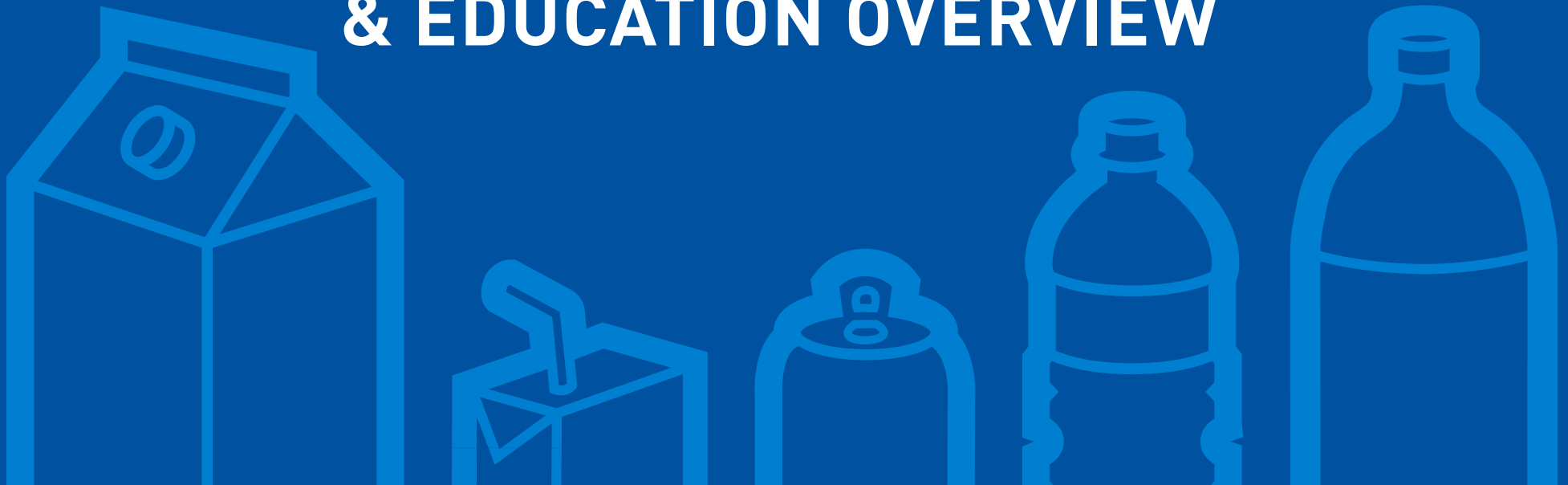


# 2016

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



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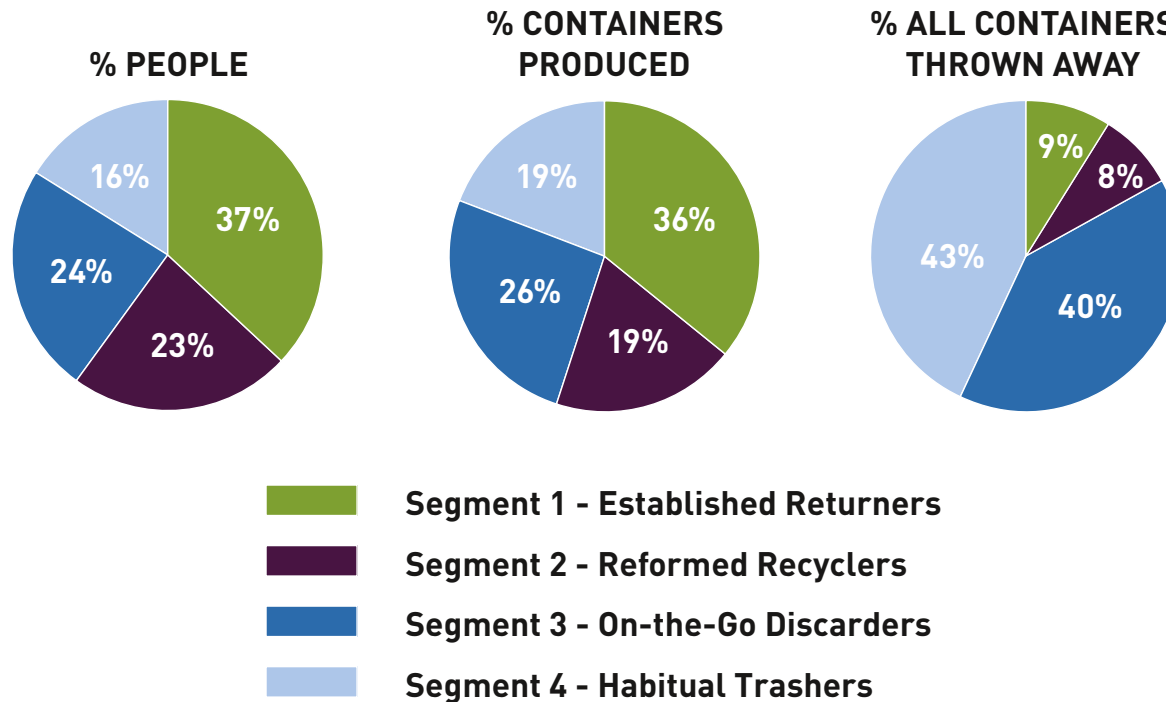


# SECTION 1: SEGMENTATION ANALYSIS

Benchmark studies have been conducted annually since 1999. In 2014 a full segmentation analysis was completed and four main segments were identified. Each year the segments are reviewed and updated with any statistical and behavioral changes that were discovered. This knowledge helps us understand precisely who throws recyclable containers into the trash. Four main segments allow us to refine and direct our marketing and advertising plans.

- Established Returners
- Reformed Recyclers
- On-the-Go Discarders
- Habitual Trashers

In 2016 our efforts were focused on the On-the-Go Discarder and the Habitual Trasher.



# SECTION 1: SEGMENTATION ANALYSIS

## ESTABLISHED RETURNERS

### Demographic Highlights

- Make up 37% of the British Columbian population
- Estimated number of containers thrown out annually has decreased to 25 million
- This segment rarely slips in their behaviour, but throw out the occasional container
- Skew to 55+
- They primarily reside in Metro Vancouver
- This audience does not need to be actively targeted, but is reminded to recycle by exposure to the messaging via spill from media targeted towards the other target audiences

## REFORMED RECYCLERS

### Demographic Highlights

- Make up 23% of the British Columbian population
- Estimated number of containers thrown out annually is 22 million
- More likely to be 55+
- Skew slightly female
- Most likely to be living in the Lower Mainland but outside the City of Vancouver and slightly more prevalent on Vancouver Island than other segments
- Reformed Recyclers account for the least amount of discard of all segments
- They will admit to previous bad recycling behaviour but are pretty much completely reformed recyclers/depot users

## ON-THE-GO DISCARDERS

### Demographic Highlights

- Make up 24% of the British Columbian population
- Estimated number of containers thrown out annually is 111 million
- Most likely to discard when they are out and about, convenience is the biggest barrier to better behaviour, but lack of knowledge plays a part
- Skew to 35-54
- Most likely to be found in the Lower Mainland and Vancouver Island
- On-the-go discarders accounted for the largest increase in containers thrown out but are also the one of the hardest audiences to change behaviour while in the moment of discard
- One of the key audiences targeted in 2016

## HABITUAL TRASHERS

### Demographic Highlights

- Make up 16% of the British Columbian population
- They are responsible for 19% of the containers produced but 43% of containers thrown away
- Estimated number of containers thrown out annually is 119 million
- Most likely to discard inside and outside the home
- Lack of knowledge is an issue, but attitude and depot inconvenience are also problems
- The majority live in the Lower Mainland
- 60% male
- Predominately 18-34
- One of the key audiences targeted in 2016

# SECTION 2: 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, community centres, Chambers of Commerce, libraries, and regional district and municipal offices across the province.



**EVERY CONTAINER YOU RETURN TO AN ENCORP RETURN-IT<sup>SM</sup> DEPOT IS ONE LITRE CONTAINER 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 resources, too. See Return-It's Worth It.

**WHAT DIFFERENCE DOES RECYCLING MAKE?**

A lot! Just by recycling your beverage containers you've:

- SAVED ENOUGH ENERGY TO POWER 40,953 HOMES FOR A YEAR.**
- TAKEN 28,452 CARS OFF BC ROADS FOR A YEAR.**
- HELPED REDUCE 98,801 TONNES OF CARBON DIOXIDE 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. Labeled below are recycling statistics for the most common container types, along with the story of how each container takes its next life.

- ALUMINUM CANS:** More than 82% of the cans sold in BC are returned for recycling. These cans are baled, melted and back on the shelf again as new cans within six weeks. We also don't lose a single bit of aluminum. It takes energy to do that, it takes 12% less energy to manufacture a recycled can than it does to make a new one.
- PLASTIC BOTTLES:** Over 75% of the plastic bottles sold in BC are returned for recycling. The bottles are granulated, cleaned and given another life. They're used to manufacture products like park benches and playground equipment. The process provides an 85% energy savings over manufacturing new plastic.
- GLASS BOTTLES:** Over 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: wine bottles, beverage containers, construction materials, and for glass products, and an 89%<sup>1</sup> energy saving.
- IRON AND STEEL CANS:** About 99% of these polycarbonate containers are returned for recycling. Once returned, they're hydro-pressed to separate the paper, plastic and foil. The flow is then used to manufacture other steel and other products. This process recycles thousands of tonnes of steel each year. In every tonne of paper pulp recycled, approximately 17 trees are saved.

**IN ADDITION TO THESE COMMON CONTAINER TYPES,** there are 7 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 over 52,000 metric tonnes in total!

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

**THE DEPOSIT FUND, OF COURSE!** If it was sold in BC and a deposit was paid, it can be returned to an Encorp Return-It<sup>SM</sup> Depot for the following refunds:

- NON-ALCOHOLIC CONTAINERS:** UP TO AND INCLUDING 1.37L: 6¢
- WINE, SPIRITS, NON-REFILLABLE BEER, COOLERS, AND COOLER CONTAINERS:** UP TO AND INCLUDING 1.5L: 10¢
- ALL CONTAINERS OVER 1.5L:** 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/calculator to find a Return-It Depot nearest you, along with hours of operation and a map to help you get there. There are 176 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.

## ANNUAL REPORT

Our comprehensive and interactive Annual Report can be found on our website ([www.return-it.ca/ar2015/](http://www.return-it.ca/ar2015/)). Visitors can view the Annual Report either on our website or choose to download a PDF file.

**2015 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. [www.return-it.ca](http://www.return-it.ca)

**2015 RECOVERY RATE**

**75.0%** Regulated Requirement

**78.9%** Actual Recovery Rate

**80.6%** Encorp's Plan Target

**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 2015 contributed to the reduction of about 98.8 thousand tonnes of CO<sub>2</sub> equivalent being released into the atmosphere, compared to 100.7 thousand tonnes in 2014.

**Product sold and collected and recovery rate**

- Total Sales in units: 1,244,027,831
- Total Product Collected in units: 999,290,254
- Recovery Rate: 78.9% compared to target of 80.6%
- Proceeds Per Capita Recovery is 213.4 cents
- See regional breakdown on page 24.

**Collection system and facilities**

- Encorp's collection network consists of 174 Return-It<sup>SM</sup> Depots. Two new depots were opened and one depot was closed during 2015.

**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 of Fate information on page 26.
- All containers are recyclable with laminate type containers being stored pending shipment to a facility in Korea where they will be tested in a process that recycles them into sports tanks.

**Summary of deposits, refunds, revenues and expenses**

- Deposits collected: \$97,024,402
- Refunds issued: \$79,981,914
- Total revenue: \$19,042,471
- Total expenses: \$11,933,319
- See Financial Statements on page 34.

**3**

Encorp Pacific (Canada)  
304 - 2750 Boundary Road, Burnaby, BC V3R 2J2  
Tel: 1-800-330-9767 [www.return-it.ca](http://www.return-it.ca)

**2015 ANNUAL REPORT**

## SECTION 2: PUBLIC INFORMATION TOOLS

### RETURN-IT.CA

About 400,000 unique visits are registered at [www.return-it.ca](http://www.return-it.ca) each year. The average session lasts over two minutes. The most popular section: our locations finder.

The screenshot shows the 'LOCATIONS' section of the Return-It.ca website. It features a blue header with the Return-It logo. Below the header, there's a section titled 'What are you recycling?' with two radio buttons: 'Beverage' (selected) and 'Electronics'. A search bar prompts the user to enter a 'Postal code or city' and includes a 'Search' button. Underneath, there's a section 'Recycling something else?' with icons for 'Recyclepedia Mobile App', 'Available on the App Store', and 'ANDROID APP ON Google play'. At the bottom, there's a 'BC recycles' logo and a link to 'Find all the products you can recycle @ BCRECYCLES.CA'.

LOCATIONS FINDER



### RETURN-IT BLOG

Launched in December of 2016, our blog communicates the latest news and developments.

The screenshot shows the Return-It Blog page. The top navigation bar includes 'BEVERAGE', 'ELECTRONICS', and 'EXPRESS' tabs, along with 'FAQs' and 'Contact Us' links. A search bar and social media icons (Facebook, Twitter, YouTube) are also present. The main content area features a breadcrumb trail 'Home > Return-It Blog' and the title 'RETURN-IT Blog' dated 'JANUARY 4, 2017'. The introductory text states: 'The Return-It Blog is provided to communicate the latest in the world of beverage container recycling.' Below this, there are two featured articles. The first is titled 'A new life for old electronics' with a sub-headline 'Progress is being made towards reducing waste when electronic products approach the end of their lives.' and a 'Read more...' link. The second article is titled 'The Return-It collection network is a key to our success' with a sub-headline 'One reason for the high recovery rate is the many options that British Columbians have for returning their containers.' and a 'Read more...' link. The page also includes images of electronic components and a Return-It DEPOT storefront.

# SECTION 2: PUBLIC INFORMATION TOOLS

## CORPORATE VIDEOS

New corporate videos were created to further educate consumers about the recycling process of different types of beverage containers. Each of our videos show what happens to used beverage containers when they're dropped off at a Return-It depot, when they arrive at a recycling facility to recover materials and when they are turned back into new recycled products.

Visit our YouTube channel to find many more educational videos:  
<https://www.youtube.com/user/EncorpPacific>

- Geography: Full Province
- Impressions: 93,000



## ADVERTORIALS

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

- Geography: Full Province
- Impressions: 10,000

### CALLING ALL HABITUAL TRASHERS (AND ON-THE-GO DISCARDERS TOO)

*DO YOU KNOW A HABITUAL TRASHER? IS THERE AN ON-THE-GO DISCARDER IN YOUR FAMILY? IF SO, ENCORP PACIFIC WANTS YOU TO PASS ON A MESSAGE: IT'S TIME TO RECYCLE. BRITISH COLUMBIANS HAVE EVERY RIGHT TO BE PROUD OF THEIR RECYCLING BEHAVIOUR. OVER THE PAST FIFTEEN YEARS, WE'VE INCREASED THE AMOUNT OF MATERIAL WE RECYCLE BY ALMOST 310%. BUT WE CAN'T BE COMPLACENT—THERE'S STILL WORK TO BE DONE.*

**WHO'S NOT RECYCLING?**  
 In order to better understand how we can reach our target of 100% container recovery, we've conducted research to identify the profile and attitudes of people who don't recycle as much as they should. That research identified two groups who could be doing better:

- **Habitual Trashers** are younger men who usually throw containers away rather than recycle them. They comprise only 18% of BC's population, but they account for 49% of all containers thrown away, making them the heaviest discarders in the province. In general, they don't believe recycling is convenient. They're also not convinced it makes a difference.
- **On-The-Go Discarders** are older singles, couples or empty nesters who usually recycle, but when they're out and about, they tend to throw containers away. It's not that they don't understand the benefits of recycling—they just don't have the time to do it. Because they're out and about a fair bit, such behaviour can really add up.

**WE WANT YOUR JUICE CARTONS—AND YOUR JUICE BOXES TOO**  
 Aluminum cans, glass bottles, plastic containers—BC residents are pretty good at recycling most beverage containers. But when it comes to juice cartons and juice boxes, there's still room for improvement.

In fact, of all gable-top juice cartons sold in BC, 28% are simply thrown in the garbage. And 49% of juice boxes are too.  
 And that's a shame, because for every ton of paper pulp recycled from these juice cartons, juice boxes, and similar polycoat containers, we can save almost 17 trees.  
 So the next time you're drinking from a juice carton or juice box, make sure to bring it back to a Return-It Depot. It will go a long way to achieving our recycling goals.

**WE NEED YOU**  
 So the next time you drink a beverage, don't throw the container out. Instead, save 'em up and bring 'em in. Follow the returnitgang on social media—and ask your friends and family to do the same. Every container you bring to your local Return-It depot makes a tremendous difference to our economy and to our environment. And that benefits us all.

**WHERE CAN YOU RECYCLE?**  
 Looking to recycle your containers? You've got a number of options. First among them is your local Return-It Depot: our network of 172 depots accepts a wide variety of recyclables, including juice cartons and juice boxes. If you're short on time, try our new Return-It Express kiosks—simply drop off your used beverage containers and we'll take care of the rest. Residents in select urban centres can look for Return-It receptacles. We've got 300 of them installed right beside garbage cans in high-traffic locations. And we've installed over 379 bear-proof recycle bins in 57 of BC's most popular parks.

**HABITUAL TRASHERS REPRESENT 18% OF THE POPULATION**

**BUT THEY TRASH 49% OF ALL CONTAINERS THROWN AWAY**

ADVERTORIAL  
 RETURN-IT.CA

## SECTION 3: 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 contest introduced an exciting new gameplay and prize structure to enhance the customer experience and ultimately lead to more returns and visits to the depots. Whenever they visited a Return-It depot, customers were given a scratch and win ticket with which they could instantly win gift card prizes. The ticket also functioned as an entry into the grand prize draw of \$25,000 cash.

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-store signage.



SCOTT FRASER, CEO OF ENCORP WITH WINNER DAVID HOGG.

Our campaign generated over 16.8 million impressions between June and August. With a 161 Return-It depots participating across B.C. the contest generated over 317,000 entries, a record high. The contest winner was from Saanich and a frequent customer of the Glanford Return-It depot. The local newspaper Saanich News ran a story both in their print edition and online.

Most importantly, our reports tracked and confirmed that 13,000 brand new customers went to depots as a result of the contest. Some other key highlights include:

- Over 2 million tickets distributed
- 317,896 contest entries
- 451 unique customers playing per depot
- 1,564 PINs entered per depot





# SECTION 3: OUTREACH PROGRAMS

## RETURN-IT SCHOOL

Since 2000, elementary and high schools across B.C. have had the opportunity to promote recycling and environmental stewardship via our school program, Return-It School. In 2016, schools were given the opportunity to choose between two different ways to participate in the program.

Similar to previous years, schools could choose to track the number of containers recycled and compete against other schools to win cash prizes. Alternatively, they could choose to be recognized formally for their commitment to beverage recycling and environmental stewardship by becoming a Certified Return-It School. Either way, schools could still take advantage of all the benefits of the Return-It School program: free recycling bins, class presentations with Return-It Man, educational resources for teachers, teaching displays, and free pickup of containers.

In addition to direct communication with schools, Return-It School is promoted in magazines printed for teachers and school administrators and through social media. The paid media generated a total of 160,000 impressions.

### In 2006

- Number of schools: 283
- Number of students: 100,000



# SECTION 3: OUTREACH PROGRAMS

In addition Encorp partners with other relevant organizations to capitalize on and coordinate environmental messaging to students.

## BCCPAC

Return-It became an official partner of the British Columbia Confederation of Parent Advisory Councils (BCCPAC), the organization that represents all PAC's in B.C. Included in our partnership Return-It School materials were sent to all of the PAC groups across B.C. as part of their regular communication.

Learn more about the program at [www.returnitschool.ca](http://www.returnitschool.ca)

## BC SOCCER GRANT

Our ambassador teams were at major soccer tournaments in the Lower Mainland educating athletes and parents about beverage container recycling. Free collection bins were offered for soccer fields and clubs across the Lower Mainland. As part of the partnership with BC Soccer, a \$1,500 scholarship is awarded to an outstanding student athlete pursuing continuing education. The recipient of the 2016 Return-It (Encorp Pacific) Scholarship was Alison Blattler of Gibsons.

## WASTE REDUCTION WEEK

In October we partnered with the Recycling Council of British Columbia (RCBC) to support Waste Reduction Week, providing educational content and information to schools about how they could help reduce waste with programs such as Return-It School. We used our social media channels extensively during the week to promote behaviour that would divert more waste (specifically beverage containers) from household garbage and landfills.

- Geography: Full Province
- Impressions: 78,300
- Engagements\*: 5,600



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

## SECTION 3: OUTREACH PROGRAMS

### AMBASSADOR TEAM

We encourage people to recycle while on-the-go by having our ambassador team and our official mascot, Return-It Man, attend major festivals, community events, collection sites, municipal events, schools and many other appearances.

In 2016, we brought our soccer themed "Kick 'N' Sort" to engage youth at family events. The kids participate by kicking a soccer ball with the right container image into the targeted areas of the net. Our team made over 125 appearances at events during the course of the year.

In addition to the "Kick 'N' Sort" program we utilize a smaller more mobile team with our mascot Return-It Man to attend local community events to raise awareness of Return-It while educating the public about beverage recycling.



## SECTION 3: OUTREACH PROGRAMS

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

In an effort to keep B.C. parks clean, we continue to expand on the successful pilot program launched in 2009 with bear-proof recycling bins installed in provincial parks across B.C. This year we focused on installations within the Okanagan region.

Encorp provides customized bins for municipalities to install in high pedestrian traffic areas. The bins are supplied at no charge to the municipalities. There has been a significant reduction of beverage containers being thrown into the garbage cans, with 99% being diverted into the dedicated recycling bins. Designed with binners and collectors in mind, the bins provide easy access to the beverage containers. New to the program in 2016 are Burns Lake, New Hazelton, North Cowichan, Powell River and Surrey.

Currently there are over 900 park and streetscape bins installed throughout B.C.



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

British Columbia's recovery rate is one of the highest in Canada and we recognize that the last 20% of the containers will be the hardest to recover. Our analysis concludes that most of the unredeemed containers are discarded within the IC&I sector at large scale venues with a high concentration of people. That's why we've partnered with institutions like BC Place, the PNE, The Victoria Royals and the UNA at UBC to implement a program to capture these containers. In 2016 we successfully installed about 400 bins through the IC&I program throughout B.C.

We also implemented a 50/50 financial subsidy program for Return-It depots to purchase collection bins and dedicate them to service the IC&I sector.



### MULTIFAMILY ACTION TEAM

We have continued to target multifamily buildings through a grass roots campaign. Personal, face-to-face meetings with strata and building managers allowed our team to install dedicated collection bins, clear understandable signage and distribute tenant information to encourage refundable containers to be collected in the garbage and recycling facilities within the building. In 2016 we added 21, large multifamily buildings to the program, representing over 1,000 housing units/dwellings.

# SECTION 3: OUTREACH PROGRAMS

FACEBOOK CORPORATE ACCOUNT



FACEBOOK RETURN-IT GANG ACCOUNT



## SOCIAL MEDIA

We use social media channels to help support our outreach programs and raise consumer awareness about the recycling of specific containers.

With social media channels continuing to grow and become more entrenched (there are over 2.7 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.



EXAMPLE OF CHANGING PERCEPTIONS USING RETURN-IT GANG ACCOUNT WITH CORPORATE ACCOUNT INTERACTION.

## SECTION 4: SPECIFIC BEVERAGE CONTAINER EDUCATION & AWARENESS

Encorp prevented almost 1 billion containers from going to landfills in 2015, ensuring that they were recycled into useful new materials and products. Our 2015 overall recovery rate was 78.9%, 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

**2015 Recovery Rate: 75%**

Plastic bottles are the most widely used beverage packaging type with over 484 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

**2015 Recovery Rate: 83%**

Over 425 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.

Note: 2015 recovery rates

### DRINK BOX

**2015 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

**2015 Recovery Rate: 72%**

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.

# SECTION 4: SPECIFIC BEVERAGE CONTAINER EDUCATION & AWARENESS

## ALL BEVERAGE MEDIA

We developed new radio spots in 2016 to remind consumers of the importance of returning their beverage containers while they were out-and-about. Our spots featured each of our puppets using their unique personality to remind people of the 3 Rs: "REACT to non-recyclers by ROLLING your eyes and RAISING your eyebrows."

### Television – 15 second spots (5 targeted spots)

- Geography: Full Province
- Impressions: 8,846,900

### Cineplex Pre Show – 15 second spots

- Geography: Lower Mainland & Victoria
- Impressions: 70,000

### Digital – 15 second Pre Roll

- Geography: Full Province
- Impressions: 1,264,800

### Fresh Air Cinemas – 15 second spots

- Geography: Full Province
- Impressions: 189,500

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

- Geography: Lower Mainland, Victoria & Interior
- Impressions: 24,518,300

### Radio – 10 second tags

- Geography: Lower Mainland, Victoria & Interior
- Impressions: 5,655,000

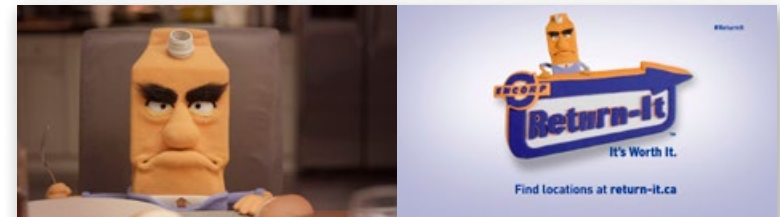
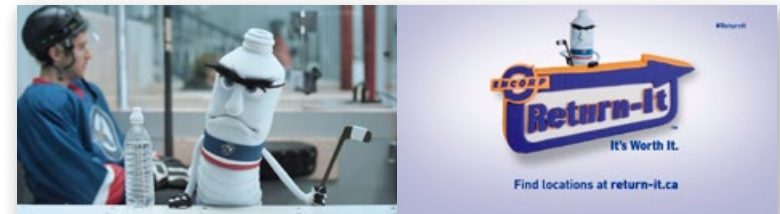
### Radio South Asian – 30 second spots

- Geography: Lower Mainland
- Impressions: 50,600

### Radio South Asian – 10 second tags

- Geography: Lower Mainland
- Impressions: 111,500

## TV SPOTS



## RADIO ANIMATICS



## SECTION 4: SPECIFIC BEVERAGE CONTAINER EDUCATION & AWARENESS

We know our target group spends a lot of time online (23 hours a week on average). So we developed a number of online ads to reach them as they surfed the internet. We took it a step further and contextualized each message for the website that featured it. We followed the same strategy for our mobile ads. We delivered messages that considered the actions of “habitual trashers” and “on-the-go discarders” so our advertising message would be relevant to what they were doing at the time they saw it. We geo-targeted ads based on where they were when they saw the ad and the time of day. For example, when they surfed on their phone, as they worked out at a community centre, gym, swimming pool, or eating lunch in a mall food court or fast food restaurant.

We also promoted posts on social media that used pop culture references, current events and moods or thoughts relevant to days of the week to be relevant in the social space.

### Digital – Desktop & Tablet Display Ads

- Geography: Full Province
- Impressions: 16,690,200

### Digital – Google Text Ads

- Geography: Full Province
- Impressions: 30,900

### Digital – Geofenced & Dayparted Mobile Ads

- Geography: Full Province
- Impressions: 1,669,100

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

- Geography: Full Province
- Impressions: 2,241,500





## SECTION 4: SPECIFIC BEVERAGE CONTAINER EDUCATION & AWARENESS

Our exterior bus dominations have continued to be an important piece in generating consumer awareness among our target groups. We've seen incremental gains in year-over-year research results and awareness levels as high as 46% among regular transit users in Surrey, far exceeding any benchmarks.

### Transit – Bus Domination Exterior Wrap

- Geography: Vancouver, Surrey & Victoria
- Impressions: 4,385,000



## SECTION 4: 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

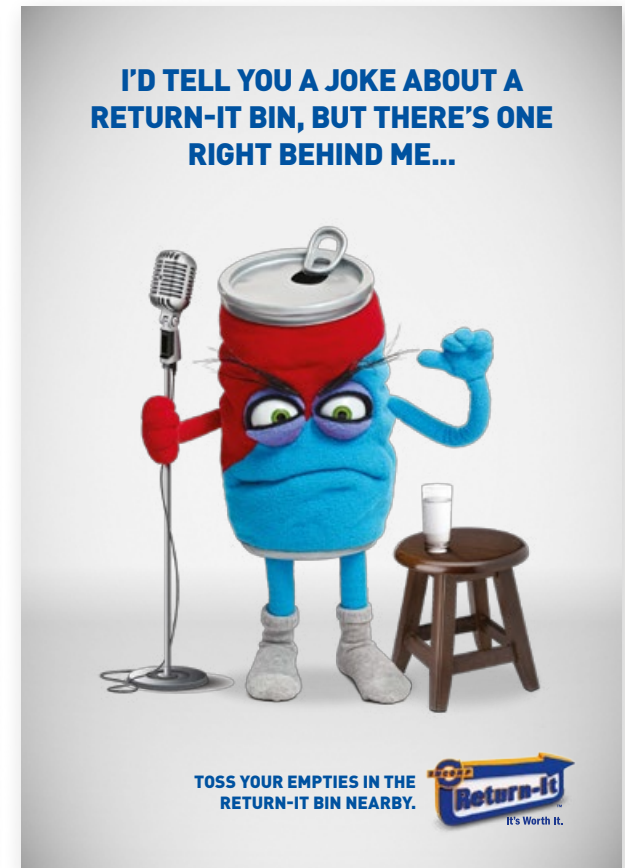
- Geography: Vancouver Proper
- Impressions: 14,994,000



BIN LOCATED RIGHT BESIDE TSA



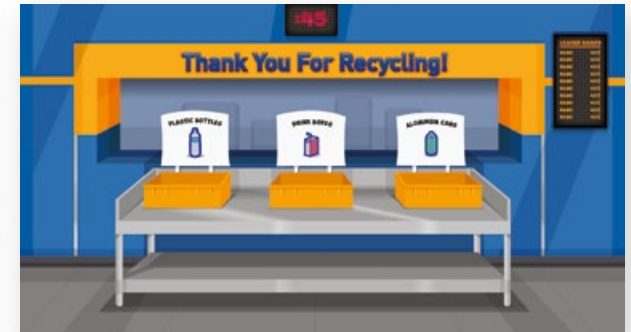
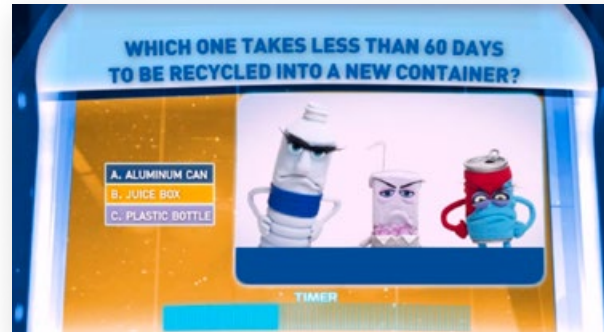
BIN LOCATED IN FRONT OF A VINTAGE STORE, BEHIND THE TSA



BIN LOCATED RIGHT BEHIND TSA

## SECTION 4: SPECIFIC BEVERAGE CONTAINER EDUCATION & AWARENESS

To increase awareness of the different types of beverage containers accepted as well as what is expected at a Return-It depot, we partnered with Cineplex to participate in a “gamification” experience in theatres using their TimePlay program. Before the movie starts, while people are waiting, the TimePlay game appears where registered users of the program can play on their mobile phones and “Sort ‘N’ Toss” containers into the proper sorting trays.



### Cineplex Timeplay – “Sort ‘N’ Toss” Interactive

- Geography: Lower Mainland
- Impressions: 790,000

### Cineplex Lobby Screens

- Geography: Lower Mainland
- Impressions: 30,000



# SECTION 4: SPECIFIC BEVERAGE CONTAINER EDUCATION & AWARENESS

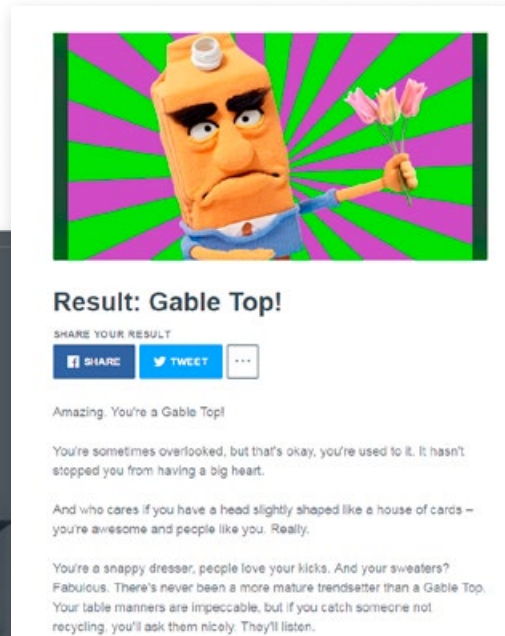
## SPECIAL FOCUS: UNDERPERFORMING CONTAINERS

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.

### Container Personality Type Quiz

- Geography: Full Province
- Impressions: 694,200



In addition to the regular media plan, extra attention was spent on two underperforming container types, drink pouches and bi-metal cans. Four new animated 15 second videos were released on our YouTube channel and Facebook page reminding people that pouches and bi-metal cans should go to the depot along with the other ready to drink beverage containers.



## SECTION 5: COLLABORATION & SUPPORT INITIATIVES

### 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](http://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.

In 2016 we participated in the BC Recycles Ambassador Tour program. The two teams of Ambassadors toured the province in custom designed vehicles promoting EPR in B.C. The season kicked off with an event held at Confederation Park in Burnaby where the BC Recycles team was joined by the Return-It Ambassadors for an afternoon of recycling fun.

Also in 2016, a province wide research study was conducted for all participating member product streams. The findings measured the following among the general B.C. adult population, but also more critically among users of each product area:

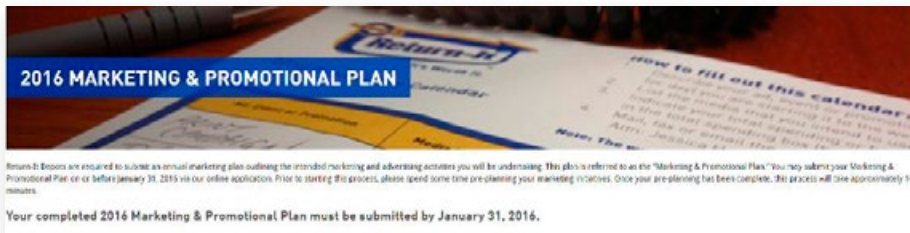
- Consumer awareness of product categories that are taken care of by product stewards;
- Level of knowledge of where to go to find out if products can be recycled;
- Level of understanding of where to take products;
- Level of knowledge of where to go to find out where to take products; and
- Evaluation of the programs on convenience and trust.



## SECTION 5: 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 2016, there were 152 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>



### DEPOT OPERATORS REGIONAL WORKSHOPS

Encorp regularly holds either a provincial depot conference or Return-It depot workshops, held in 4 regions. Eighty-six owners and staff from 61 depot locations attended the sessions.

The workshops were held in Metro Vancouver, Vancouver Island, the Okanagan and Prince George. Topics included the brand new Return-It to Win-It contest, the five star depot customer service program and the introduction of the more efficient and environmentally friendly big bag shipment system.



## SECTION 6: INNOVATIONS

### RETURN-IT EXPRESS

To provide an easy and convenient way to recycle beverage containers without having to sort them first, the Return-It Express program was expanded. The Express system works as follows: to begin, set up an online account at <https://express.return-it.ca/>, place your empty beverage containers into transparent or recyclable “blue” bags and take them to Return-It Express. Once there, using the touch screen terminal provided, use your phone number to log in, print off a label to attach to your bags, and drop them in the drop off area and go – the empty containers are sorted and counted for you. The refund on deposit is credited to your online account and can be redeemed for a cheque, gift cards or even a charitable donation.



There are currently 10 depots that operate the Return-It Express program:

- Coquitlam Return-It Depot
- Ironwood Return-It Depot
- Kensington Square Return-It Depot
- Lougheed Return-It Depot
- Panorama Village Return-It
- Queensborough Landing Return-It Depot
- R&T Recyclables & Bottle Depot
- Vancouver West Return-It Depot
- White Rock Return-It Depot
- Yaletown Return-It Express

The program has been incredibly well received by consumers, some results to date include:

#### Express statistics and survey results

- Number of Express Locations **10**
- Registered Users **over 7,000**

#### Customer Service Survey Results

**70%**

Feel that Express provides a convenient system for recycling containers and they recycle more of the beverage containers they produce

**94.5%**

Of people surveyed indicate their satisfaction level with the Return-It™ depot improved due to the Express system

**90%**

Referred the Express Return-It system to friends or family

# SECTION 6: INNOVATIONS

## OUTDOOR ADVERTISING & MAINSTREAM MEDIA EFFECTIVENESS TEST

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

During our advertising period, recovery volume for the 13 Surrey Return-It depots was up 12%, compared to only 2% in other community depots in the greater Vancouver area.

- Geography: Surrey
- Impressions: 107,646,800



## 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 and Richmond 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 either a Return-It Gang movie-themed calendar or a durable, reusable recycling bag to hold their empty beverage containers. During the redemption period, the 13 Surrey depots had 495 brand new households visit their depots to recycle beverage containers.


- Geography: Surrey, Langley & Richmond
- Impressions: 29,105







**207 MILLION**  
AD IMPRESSIONS  
IN 2016



**\$3.5 MILLION**  
INVESTMENT IN  
PUBLIC AWARENESS



OVER  
**A BILLION**  
BEVERAGE  
CONTAINERS  
RECYCLED

**99%**  
AWARENESS  
LEVEL REACHED

**91% OF**  
BC RESIDENTS SAY  
THEY KNOW ABOUT  
RETURN-IT





ENCORP PACIFIC (CANADA)

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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)

