

CONSUMER AWARENESS & EDUCATION OVERVIEW



2019



As the industry-owned not-for-profit stewardship agency, we are responsible for managing B.C.'s Return-It beverage container system and implementing deposit increases.

25 Year Anniversary

In 2019, Return-It celebrated a key milestone, 25 years of environmental leadership and the diversion of more than 20 billion beverage containers from our landfills, oceans and waterways. Beginning back in 1994 with a small team of six employees, Return-It has grown and expanded to become the largest and most recognized product stewardship agency in BC.



CONSUMER AWARENESS & EDUCATION OVERVIEW

| | | |
|-------------------|--|-----------|
| SECTION 01 | CONSUMER AWARENESS | 1 |
| SECTION 02 | PROGRAM KNOWLEDGE & SEGMENTATION ANALYSIS | 2 |
| SECTION 03 | PUBLIC INFORMATION TOOLS | 4 |
| SECTION 04 | OUTREACH PROGRAMS | 7 |
| SECTION 05 | SPECIFIC BEVERAGE CONTAINER EDUCATION & AWARENESS | 13 |
| SECTION 06 | COLLABORATION & SUPPORT INITIATIVES | 17 |
| SECTION 07 | INNOVATIONS | 18 |

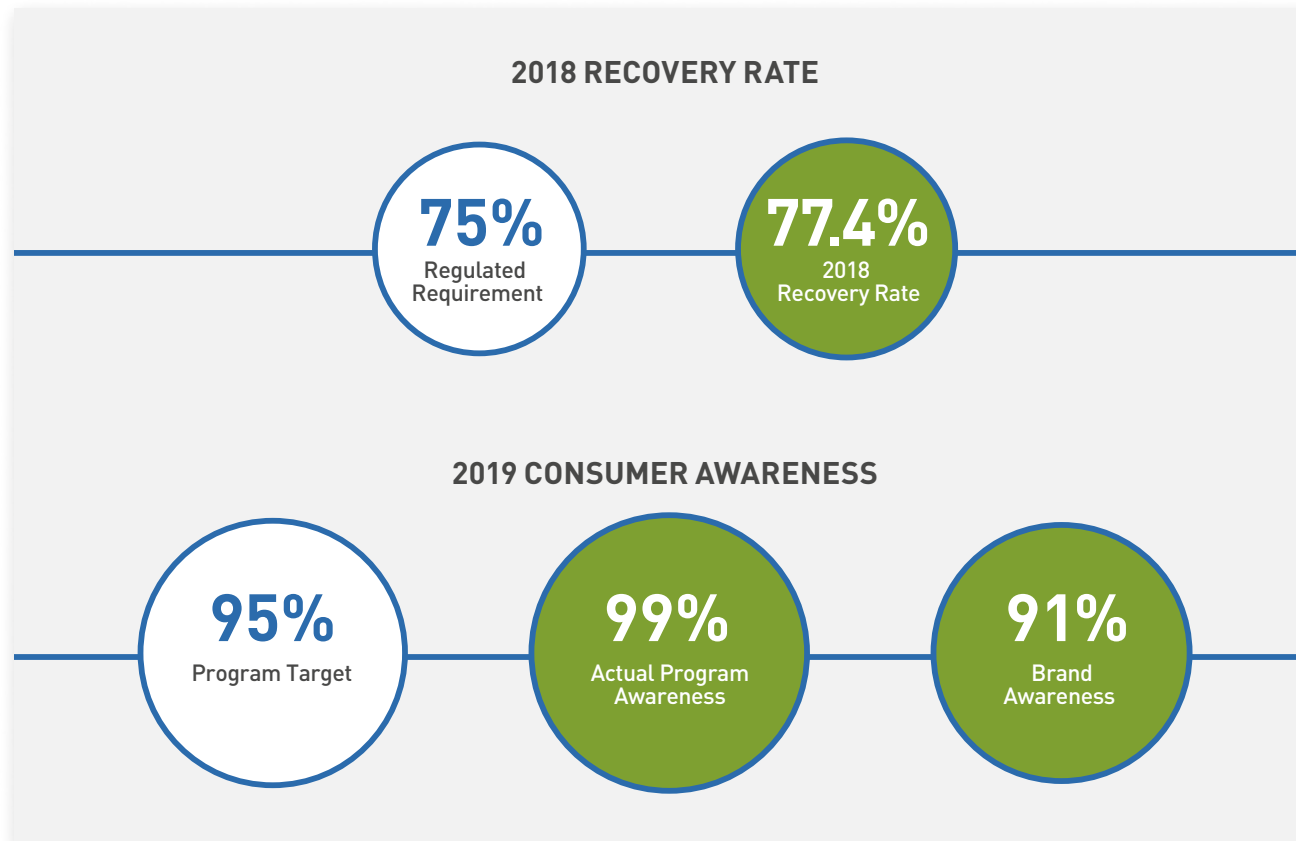
2019



SECTION 01: 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 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 02: 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.

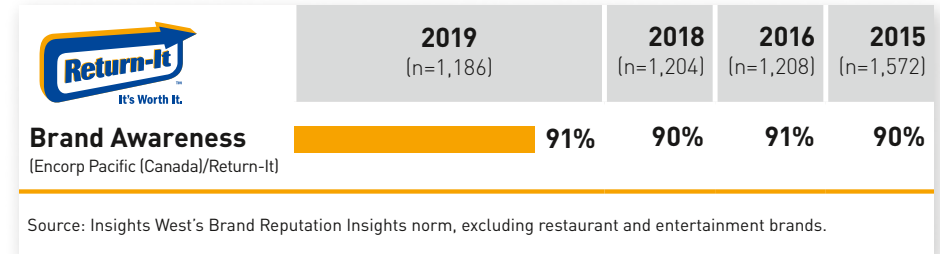
Research results are used to track changes over time as well as to provide information that is required by the provincial government.

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 99% awareness level for all container types that can be returned to a depot for deposit, and a 97% awareness level for all non-alcohol beverage container types that can be returned to a depot for deposit.

| | 2019 (n=1,186) | 2018 (n=1,204) | 2016 (n=1,208) | 2015 (n=1,572) | 2014 (n=1,500) |
|---|-------------------|-------------------|-------------------|-------------------|-------------------|
| Any Type (NET) | 99% | 98% | 99% | 99% | 100% |
| Non-Alcohol (NET) | 97% | 96% | 97% | 99% | 98% |
| Aluminum cans  | 97% | 96% | 98% | 98% | 98% |
| Plastic bottles  | 91% | 91% | 92% | 93% | 93% |
| Glass bottles  | 87% | 84% | 87% | 87% | 87% |
| Drink bottles  | 73% | 73% | 73% | 76% | 73% |
| Cartons  | 68% | 63% | 64% | 67% | 63% |

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.

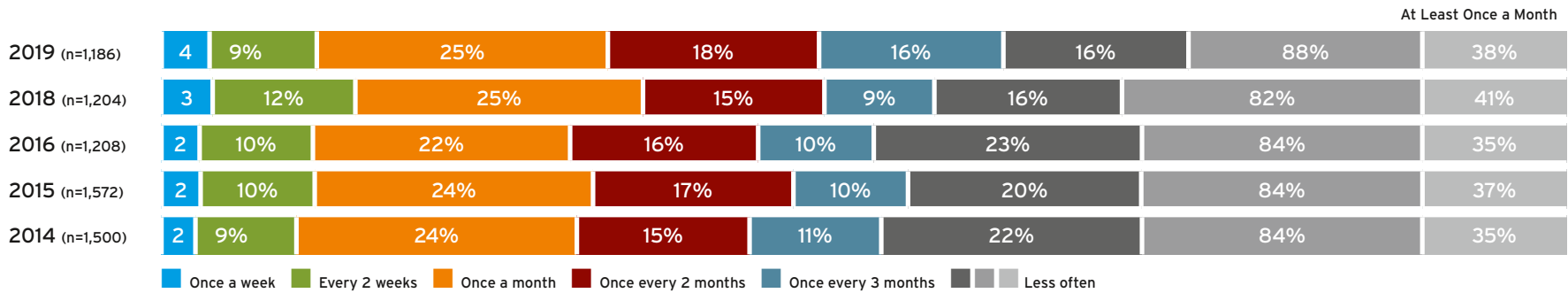
This study produced an interesting analysis based on the people, the containers they used and throw-away.

SECTION 02: PROGRAM KNOWLEDGE & SEGMENTATION ANALYSIS

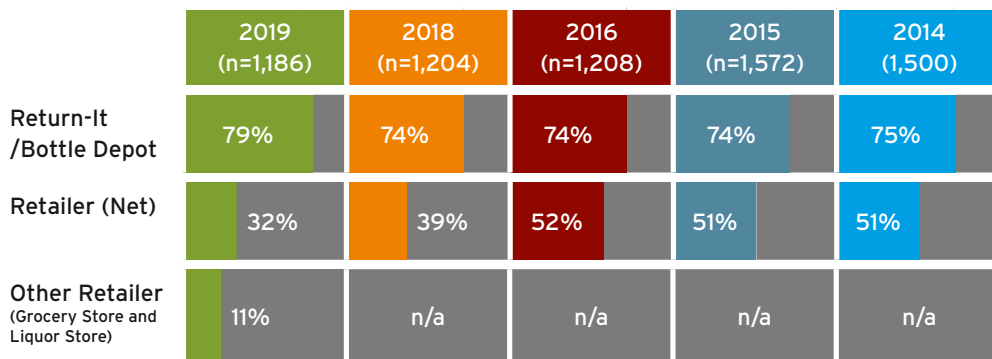


Through each year's study, method of return and visit frequency have been tracked to understand consumer behavior.

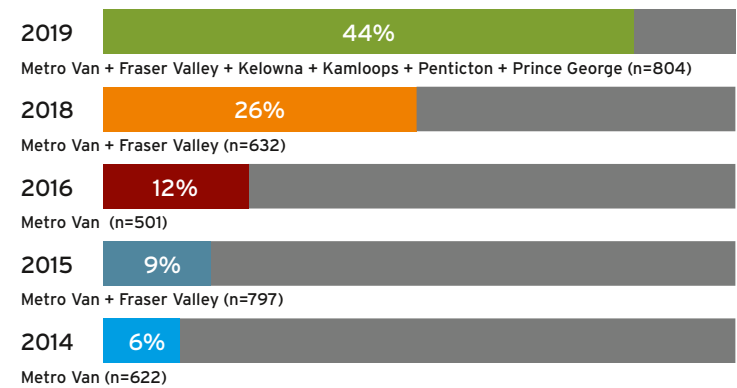
RETURN-IT DEPOT VISIT FREQUENCY



METHODS FOR RETURNING BEVERAGE CONTAINERS



PEOPLE HEARD OF RETURN-IT EXPRESS



SECTION 03: 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



ANNUAL REPORT

Our comprehensive and interactive Annual Report can be found on our website www.return-it.ca/ar2018. Visitors can view the Annual Report either on our website or choose to download a PDF file.



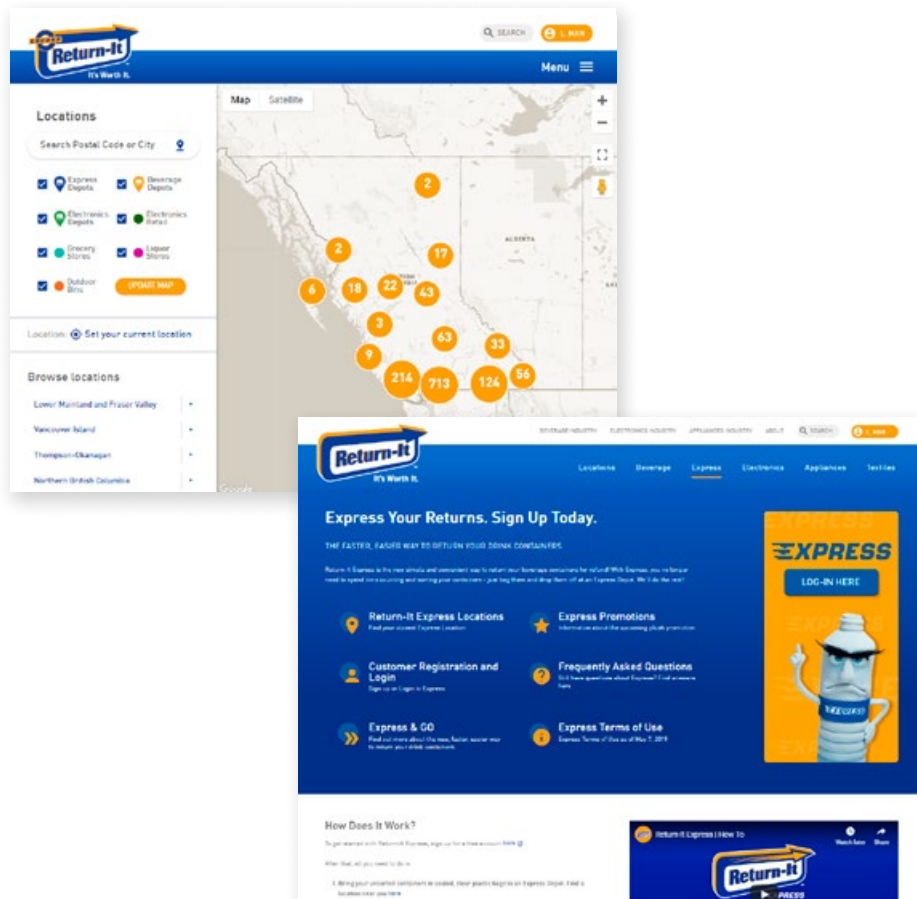
SECTION 03: PUBLIC INFORMATION TOOLS



RETURN-IT.CA

The Return-It website had over 513,592 unique visitors and over 6.5 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.

Express landing page is the second most popular option, this page allows users to find information about the express system and register for a free account.

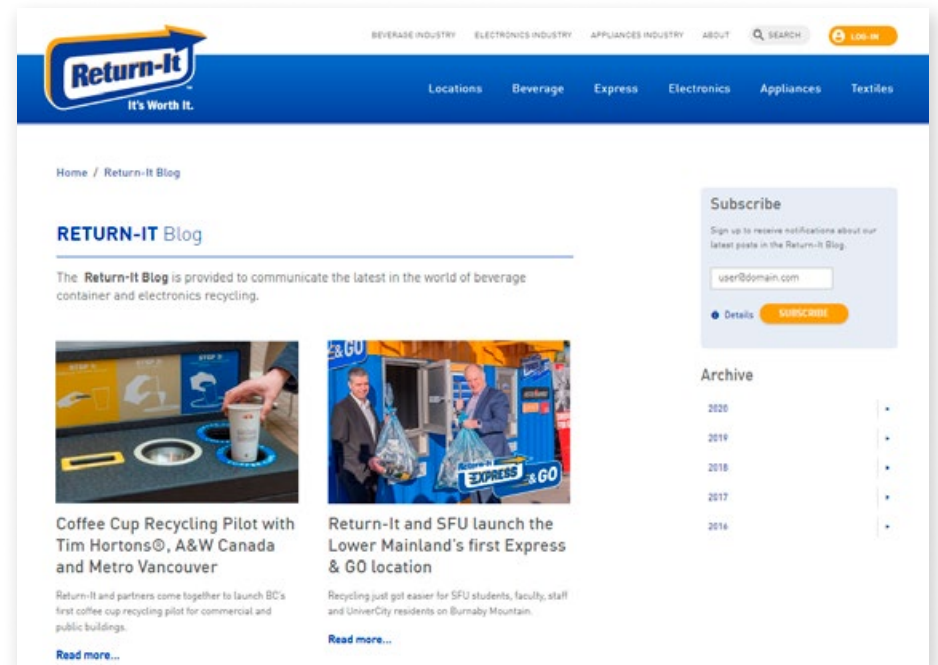


RETURN-IT BLOG

Our blog communicates the latest news and developments, as new story are published, they get promoted through our corporate social channels.

- Geography: Full Province
- Impressions: 57,905
- Engagements: 1,684

Above engagements include 594 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

- Geography: Full Province
- Impressions: 305,134

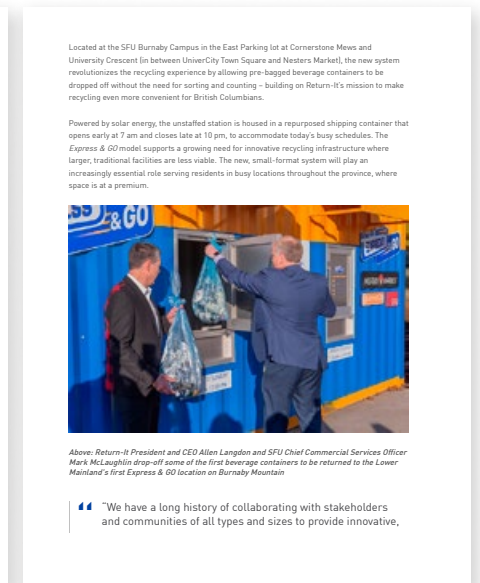
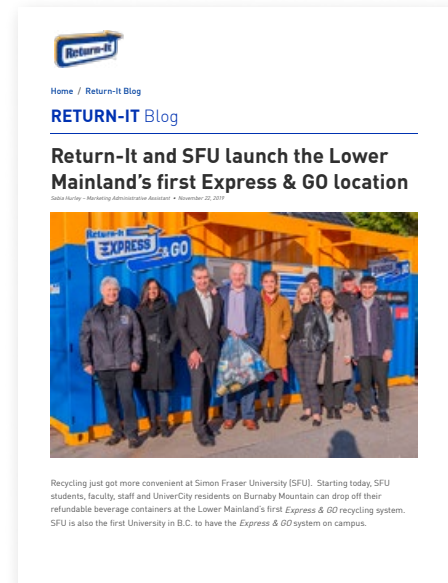


SPECIAL COVERAGE

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 – Express & Go launches in SFU

- Geography: Full Province
- Impressions: 3,127
- Engagements: 156



SECTION 04: OUTREACH PROGRAMS



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 2019 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.



Whitecaps Kick Off Event

Between the months of July and September our Ambassador Team attended some of the local Whitecaps Games, to promote Return-It Express and raise awareness about the importance of recycling your beverage containers.

The Encorp Pacific and Return-It presence was felt throughout the event with the support of the Recycling 101 Ambassadors, entertainment booths, and the public. At the Return-It booth, a soccer themed game was played, where contestants will hear about how the express system works, answer trivia questions and get the opportunity to do 3 throw-ins into the Express Drop-Off hole. Supporting events like the Whitecaps Kick Off Events is a fun way to promote Return-It’s initiatives and reinforce the importance of recycling every beverage container.



SECTION 04: 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. 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 2019 Return-It School contest were Tsi Deldel Elementary and Aubrey Elementary School.



Until recently, the small First Nations community of Tsi Deldel in the Tsihqot'in territory of Central British Columbia had no recycling infrastructure. Thanks to the work and dedication of students at Tsi Deldel Elementary School, Return-It bins have been placed throughout the community—collecting over 20,000 containers. The 13 students in the grade four, five and six class also helped bring signage to encourage more drop-offs and presentations to share the success of the program with the community.

Going green is no easy feat. That's why a fearless group of grade five and six students at Aubrey Elementary School in Burnaby donned capes and masks to educate their peers about recycling and make their school one of the most ecologically-progressive in the province by



spearheading new green programs. The 28-member Green Team researched and implemented no fewer than 17 sustainability initiatives—ranging from educating their fellow students about the basics of recycling, to building a worm composter that provided soil for a school-wide gardening day. Aubrey Elementary plans to use the School Contest prize money to purchase and construct a rooftop beehive and build a small greenhouse.

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 58,000 impressions and has resulted in a 5.12% increase in school sign-ups.



SECTION 04: OUTREACH PROGRAMS



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.

Recycling Roundtable Interview

As Return-It expands its partnership with other recycling programs, it provided the opportunity to bring three experts from the recycling field and have a roundtable discussion on various topics and the successes of each program. The roundtable discussion was moderated by Lynda Steele of CKNW and featured Allen Langdon of Return-It, Craig Wisehart of Electronic Products Recycling Association (EPRA) and Michael Zarbl of Major Appliances Recycling Roundtable (MARR). The roundtable discussion ran as a 90sec edit on Global BC and BC1 after news content. The full long form version of the interview was also used and shared through social media channels during Waste Reduction Week.



Radio Show and Podcast Interviews

To expand the partnership with Corus and reach different audiences on CKNW, President and CEO Allen Langdon also conducted a series of interviews with Jon McComb and Stirling Faux during Earth Day and Waste Reduction Week. Each interview was teased through social media and later shared once they aired.

Corus Partnership Summary

- Geography: Full Province
- Impressions*: 5,661,117

*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: 714,592
- Engagements*: 6,932



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

SECTION 04: 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, 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 800 dedicated bins in the last 3 years.

SPORTS TEAM PARTNERSHIP

In 2019, we developed new partnerships with three of Vancouver's local sports franchises: Vancouver Canucks, Vancouver Whitecaps FC and Vancouver Canadians. The partnerships have been beneficial on a variety of fronts; ensuring the proper beverage recycling bins at each venue, expanding our outreach program to new audiences and deepening the connection with our customers and community. Each partnership included new Return-It bins to ensure beverage containers were being diverted from landfills through a dedicated clean stream of recyclables.



SECTION 04: 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 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.



SECTION 04: OUTREACH PROGRAMS



Ocean Ambassadors Canada

Return-It and Ocean Ambassadors Canada, are two local organizations with a shared passion for the environment and joined forces to educate and empower the environmental leaders of tomorrow. Return-It is sponsoring the expansion of the Ocean Ambassadors program so that 165 elementary school students can learn about how plastics affect the marine environment and become life-long ambassadors who can make a meaningful impact in their schools and communities.



Return-It's Shoreline Clean Up

International Coastal Cleanup Day is one of the world's largest annual volunteer efforts to preserve our oceans, shorelines and waterways. It's estimated that over 6 million volunteers across 90 countries participate each year. The Return-It team contributed by collecting 13.8 kilograms of trash and recyclables from the coastline at Old Orchard Park in Port Moody, BC.



SECTION 05: SPECIFIC BEVERAGE CONTAINER EDUCATION & AWARENESS



Encorp prevented over 1 billion containers from going to landfills in 2018 ensuring that they were recycled into useful new materials and products. Our 2018 overall recovery rate was 77.4%, 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

2018 Recovery Rate: 74%

Plastic bottles are the most widely used beverage packaging type with over 525 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 CANS

2018 Recovery Rate: 81%

Over 474 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

2018 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

2018 Recovery Rate: 70%

There are just over 10.5 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.



GLASS BOTTLES

2018 Recovery Rate: 91%

Glass beverage containers only account for about 17% of the total containers sold in BC, however they have the highest recovery rate. In terms of weight diverted from landfills, glass accounts for the greatest savings with over 77 metric tonnes being diverted in 2018.

Note: 2018 recovery rates



SECTION 05: SPECIFIC BEVERAGE CONTAINER EDUCATION & AWARENESS



ALL BEVERAGE MEDIA

British Columbians have a latent pride when it comes to their relationship with the environment. In 2019, we continued to leverage our Return-It Gang to remind consumers that recycling their beverage containers isn't just the right thing to do, but it's core to who we are as British Columbians. In short: In B.C., it's just what we do.

Our 15 second animated videos were again leveraged on TV, digital video and at outdoor cinemas. These spots continue to expand on the Return-It Gang's personality while featuring iconic BC landmarks and events such as Whistler, Stanley Park and the Celebration of Light Fireworks. The benefit of animation also meant these spots could be easily modified to help support the launch of the new Express Service for beverage containers.

Television – 15 second spots (7 targeted spots)

- Geography: Full Province
- Impressions: 23,531,600

Fresh Air Cinemas – 15 second spots

- Geography: Full Province
- Impressions: 201,300

Digital – 15 second Pre Roll

- Geography: Full Province
- Impressions: 6,450,158

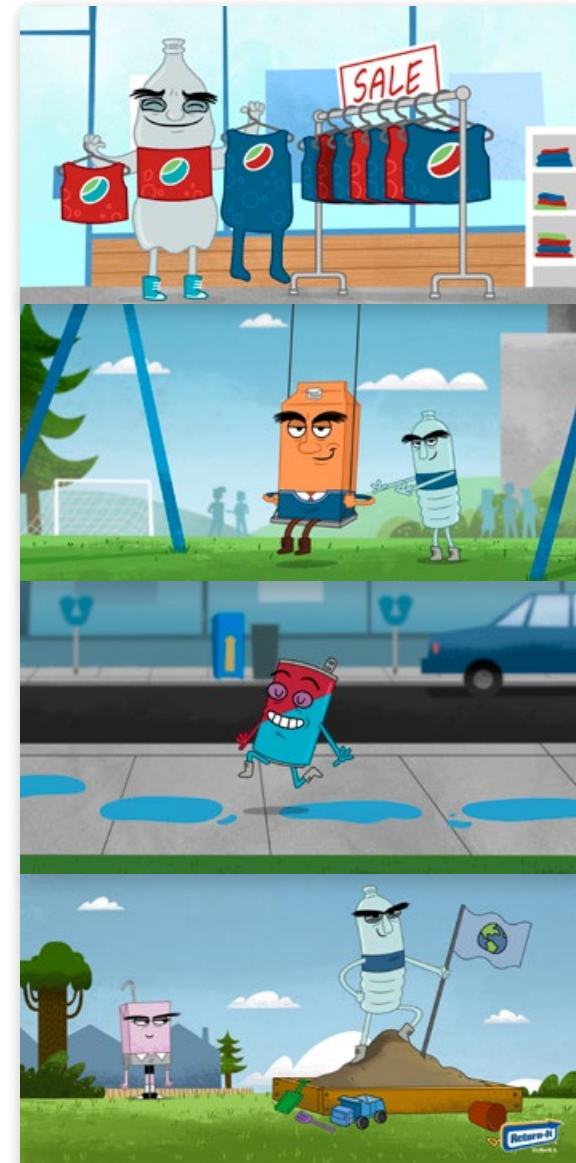
RADIO / Spotify

Radio tags

As consumer media habits continue to change, we're always reviewing and evaluating the best way to reach our target consumers. The music streaming service Spotify was identified as a new way to reach one of our specific target audiences. New 15 second audio spots were created that spoke uniquely to Millennials.

- Geography: Lower Mainland
- Impressions: 2,198,017

TV SPOTS



SECTION 05: SPECIFIC BEVERAGE CONTAINER EDUCATION & AWARENESS



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: 230,453

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: 5,972,532

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: 160,000

Radio South Asian – 30 second spots (4 versions)

- Geography: Lower Mainland
- Impressions: 673,097



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

盒中钢包装

*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。

| | | |
|--|--|---|
| 5 分钱 <small>押金退还 — 20升或以下的饮料容器</small> | 10 分钱 <small>押金退还 — 20升或以下的酒精类饮料容器</small> | 20 分钱 <small>押金退还 — 超过 20升的所有饮料容器</small> |
|--|--|---|

可回收的所有容器的完整列表,请浏览 return-it.ca/registeredbrands

寻找最靠近你的Return-It回收点,请浏览: 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 05: SPECIFIC BEVERAGE CONTAINER EDUCATION & AWARENESS



To remind people about the importance of recycling, we used transit bus stops in Victoria and a unique poster with eyes that appear to follow you as you walk past them.

Transit - Bus Shelter Ads

- Geography: Capital Regional District
- Impressions: 7,990,452



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: 956,132

Under Performing Container Social Posts

- Geography: Full Province
- Impressions: 947,392
- Engagements: 132,970



SECTION 06: 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 2019, the combined investment from depots added approximately \$1 million in additional advertising expenditures.



RETURN-IT
FORT ST. JOHN

250 785 4146

10104 93RD AVENUE
FORT ST. JOHN, B.C
V1J 1E2

| | |
|----------------------|------------|
| BEER BOTTLES (EACH) | : 10 CENTS |
| BEER BOTTLES (DOZEN) | : \$1.20 |
| BEER CANS (EACH) | : 10 CENTS |
| BEER CANS (DOZEN) | : \$1.20 |

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.

DEPOT RENOVATIONS

In a continued effort to improve the customer experience, over 20 depots received significant renovations and improvements which included dedicated space for the Express program, LED lighting, hand wash stations and a feature wall which showcases the different materials the depot accepts.





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 marked the program's first large scale rollout, increasing the number of Return-It Express depots to over 60 locations across the Lower Mainland.

Customers simply set up an online account at 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 or Interac e-Transfer.

Generate Buzz

Before the official launch of the new Express program on July 1st, a series of partnerships were strategically chosen to help build buzz around the anticipated launch. Global BC posted on their social media about a new way of recycling coming to BC, partnerships with online content producers Daily Hive and Miss604 each showcased their own personal experiences using the new system and sharing with their respective followers.

- Geography: Lower Mainland
- Impressions: 21,590,442

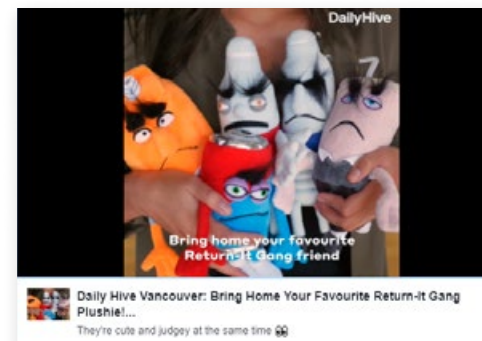


Launch

To ensure the successful launch of the new Express program, we made sure to reach consumers through a variety of channels along our consumer's journey while also utilizing learnings from our existing Express customers.

CityTV and radio partnerships were used as mass media tactics to reach our target audience. CityTV included two interviews with Breakfast TV host Riaz, one of which was on location with President and CEO Allen Langdon who showed viewers just how easy the new Express program is to use. One of the key learnings gleaned from our existing Express customers is word of mouth, 91% would recommend Express to friends and family. With this in mind, we partnered with six different Lower Mainland radio stations and leveraged on air radio hosts to help tell their listeners about the new Express program. Each radio host, signed up for their own personal Express account and shared their unique experience on air and through social media.

In addition to the mass media tactics, more targeted tactics were also utilized throughout the campaign. Again, leveraging learnings from our existing Express customers, over a third of current customers signed-up because of a direct mail brochure being delivered to their home. With the proven success of direct mail, over 500,000 households in the Lower Mainland received a new direct mail brochure. Social media was also used to target specific communities and neighbourhoods. For each of our new Express locations, a 1km radius was used to target new Express customers through social media posts.





Direct Mail

- Geography: Lower Mainland
- Impressions: 772,770

Welcome Package

If the Express program wasn't easy enough, to remove any barriers for new customers who sign-up, a Welcome Package was mailed to make their first visit even easier. The Welcome Package included recycling bags for their empty containers and pre-printed tags for their account.



Express Promotion

Since the introduction of the Return-It Gang back in 2011, there has been customer request for plush versions of these lovable characters. The expansion of the Express program, lent itself as the perfect mechanism to finally introduce plush versions of the Return-It Gang. In addition to the deposit refund that customers receive when they return their empties through the Express program, each container counted as one Plush promotion credit. Once enough credits were earned, you could redeem for the first plush character Walter Bottel. The more containers you recycle through Express, the more credits accumulated to collect the whole Return-It Gang!



- 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

SECTION 07: INNOVATIONS



Express & GO

Although the launch of the Express service within the existing depot network has been very successful, a new innovative solution needed to be explored and developed for underserved communities. Through the Express & GO recycling system, consumers are still able to benefit from the ease and convenience of Express by dropping off pre-bagged beverage containers without the need for sorting and counting. However the repurposed shipping container allows for a small-format system where larger, traditional facilities are less viable and space is at a premium.



Textiles Recycling Pilot Program

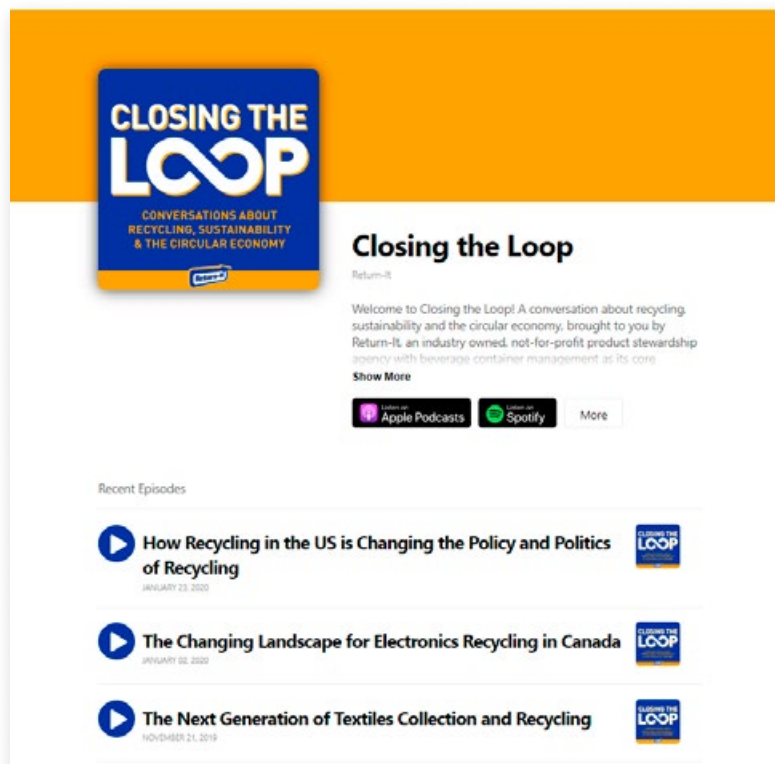
Every year, the average adult throws out about 81 pounds of clothing and other textiles. With a clear need identified, Return-It launched a pilot program in the Lower Mainland that gave residents another option to conveniently drop off old, unused or unloved clothing while they are dropping off other recyclables at select depot sites. The pilot program originally launched at 13 locations but was expanded to over 30 locations based to the success of the program. The pilot program is continuing into 2020 with more locations being added.





Closing The Loop Podcast

In 2019, Return-It launched its new podcast series, Closing The Loop, a conversation about recycling, sustainability and the circular economy. Podcasts provide consumers with on demand high-quality content that they can listen to whenever and wherever it's convenient. The new podcast series provides an ideal outlet for thought leadership as President & CEO Allen Langdon speaks with industry leaders around the globe to bring awareness to environmental challenges and innovations. Listen to the latest episodes here: <https://www.return-it.ca/about/podcast/>



Deposit Change

On November 1st the deposit for all ready-to-drink beverage containers containing soft drinks, juice, water, energy and sports drinks up to and including 1 litre in size increased to 10-cents. To help inform the public of this system change, a multimedia public awareness campaign was developed which included TV, radio, online video, newsprint and social media.

- Geography: Full Province
- Impressions: 10,118,862







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
return-it.ca



2019