

The background features a collage of various recycling-related items in shades of blue and orange. These include a recycling symbol, a water bottle, a milk carton, a juice carton, a can, a glass, and a paper cup. A large blue rectangle is positioned in the center, serving as a backdrop for the text.

# 03

## **PUBLIC EDUCATION MATERIALS AND STRATEGIES**

## 3.1 Strategic Marketing Plan

Every year, Encorp develops a strategic marketing plan focused on building consumer awareness and promoting responsible beverage container recycling behaviours. With a strategically allocated budget, Encorp combines data-driven insights and creative strategies to drive positive impact. Encorp continually monitors and assesses its efforts, measuring success through recovery rate achievements, brand awareness growth and the fulfillment of its stewardship plan objectives. Through targeted campaigns and innovative initiatives, Encorp strives to make recycling easier and more accessible for British Columbia residents.

Encorp's annual marketing strategy is developed through a systematic five-step process:

1. **Audience Identification:** Target audience(s) are defined through annual benchmark studies and segmentation analysis conducted by independent third parties.
2. **Opportunity Assessment:** Assess opportunities based on specific beverage container data, consumer habits and the diverse demographics of the segment groups, including persons with disabilities, multicultural groups and First Nations communities.
3. **Objective Setting:** Objectives are established to achieve goals for each target audience, type of container, time of year and area of the province.
4. **Tactical Development:** Strategic tactics, budget allocations and implementation timelines are developed to meet the set objectives.
5. **Performance Measurement:** Key performance indicators (KPIs) are established to measure success, with built-in flexibility to adapt to changing market conditions.



## 3.2 Research and Segmentation

For over two decades, Encorp has conducted an annual benchmark study to assess consumer behaviour, measure brand awareness and evaluate program knowledge across British Columbia. These insights are essential to shaping marketing strategies, ensuring initiatives resonate with diverse audiences and effectively promote recycling behaviour. By continually analyzing the evolving needs and habits of consumers, Encorp remains agile and impactful in its approach.









The methodology for the benchmark study is carefully designed to ensure an accurate representation of key regions and demographics:

- Regional Quotas:** Quotas are placed by region to ensure a sufficient sample in key regions and cities, including the City of Vancouver, the rest of the Lower Mainland, Okanagan, Northern BC and the Kootenays.
- Specific Sub-Samples:** Additional samples of at least 200 per group are undertaken to allow for analysis of results among specific sub-samples of interest, such as those with a mobility disability, First Nations and those who speak languages other than English.
- Census Representation:** The most recent Statistics Canada Census data is used to ensure accurate representation, with weighting undertaken for all samples based on age, gender and region.

These research results are used to track changes over time and provide information required by the provincial government. With approximately 20% of beverage containers not recovered in BC, gaining insights into why consumers choose to discard rather than recycle is essential to Encorp’s mission. In September 2024, Encorp conducted a survey with 1,233 adults aged 18+ from across BC, ensuring a representative sample from all regions. These findings help guide Encorp’s strategies to reduce waste and encourage more people in British Columbia to return their beverage containers for recycling.

When surveyed about which types of beverage containers can be returned for a deposit refund in BC, results showed that overall awareness remained strong, with a consistent 99% awareness level for most container types. However, Encorp observed a slight decrease in awareness around aluminum containers. With the rising popularity of mocktails and non-alcoholic beverages, some consumers are uncertain about whether these containers are eligible for a refund. Encorp will use this as an opportunity to raise awareness that eligible aluminum containers, including those for mocktails and non-alcoholic beer, are part of the Return-It deposit system.









### Knowledge of Containers Returnable for Deposit Refund

	2024 (n=1,233)	2023 (n=1,201)	2022 (n=1,252)	2021 (n=1,221)
Any Type (NET)	<div><div></div></div> 99%	99%	100%	99%
Non-Alcohol (NET)	<div><div></div></div> 98%	98%	99%	97%
Aluminum cans 	<div><div></div></div> 95%	98%	99%	97%
Plastic bottles 	<div><div></div></div> 94%	94%	93%	88%
Glass bottles 	<div><div></div></div> 89%	90%	90%	86%
Drink boxes 	<div><div></div></div> 78%	76%	78%	64%
Cartons 	<div><div></div></div> 75%	75%	74%	54%
Bi-metal cans 	<div><div></div></div> 77%	74%	71%	68%
Bag-in-a-box 	<div><div></div></div> 50%	52%	46%	40%
Drink pouches 	<div><div></div></div> 44%	43%	44%	33%

## 3.2 Research and Segmentation









In 2022, milk and plant-based beverages were incorporated into the Return-It system, allowing consumers to return them for a deposit refund at Return-It locations across the province. For the third consecutive year, awareness of this change has remained steady, with 82% for milk and 62% for plant-based beverages. Encorp continues to build on this momentum by deploying specialized awareness campaigns. Additionally, awareness of sport and energy drinks returned to previous levels, indicating that previous education efforts were effective in maintaining consumer understanding.

### Knowledge of Beverages Returnable for Deposit Refund

	2024 (n=1,233)	2023 (n=1,201)	2022 (n=1,252)	2021 (n=1,221)
<b>Any Type (NET)</b>	 <b>99%</b>	<b>99%</b>	<b>99%</b>	<b>99%</b>
<b>Non-Alcohol (NET)</b>	 <b>98%</b>	<b>98%</b>	<b>99%</b>	<b>97%</b>
Pop/soft drinks	 94%	95%	97%	95%
Water	 90%	90%	88%	83%
Juice	 88%	85%	85%	80%
Sport/health/energy	 84%	78%	83%	82%
Milk	 82%	82%	81%	23%
Plant-based beverages	 62%	62%	62%	29%

Each year, Encorp asks survey participants what their preferred methods are for recycling their drink containers for a deposit refund. This information allows Encorp to study changes in recycling behaviour over time by comparing data across years.

### Methods for Returning for Deposit Refund

	2024 (n=1,233)	2023 (n=1,201)	2022 (n=1,252)	2021 (n=1,221)
Return-It/ Bottle Depot 	 79%	80%	81%	80%
Retailer (Net) 	 25%	24%	20%	24%
Grocery Store 	 18%	15%	15%	15%
Liquor Store 	 14%	16%	13%	18%

## 3.2 Research and Segmentation

In 2024, 79% of respondents indicated a Return-It Bottle Depot as their preferred location to return beverage containers. When asked about convenience, 83% of customers who prefer to return containers to a Return-It depot found it convenient, with Express users reporting the highest satisfaction at 93%. These results highlight the effectiveness of the Return-It Express service in providing a positive and convenient recycling experience.


### Convenience of Returning Containers

	2024 (n=1,233)	2023 (n=1,201)	2022 (n=1,252)	2021 (n=1,221)
Depots	<div></div> 83%	78%	78%	78%
Express Users	<div></div> 93%	87%	87%	92%

In 2024, the Return-It Express system continued its strong growth, reaching nearly 350,000 registered users. As Encorp expanded Express into new markets, the focus remained on understanding how this convenient service influences consumer behaviour and satisfaction. As part of the annual research study, additional insights are gathered from registered Express users.

The latest survey results show positive behavioural shifts, with 45% of respondents taking more containers to bottle depots and 39% visiting depots more frequently. These insights reinforce the impact of Express on encouraging better recycling habits and reducing the number of containers ending up in the garbage.

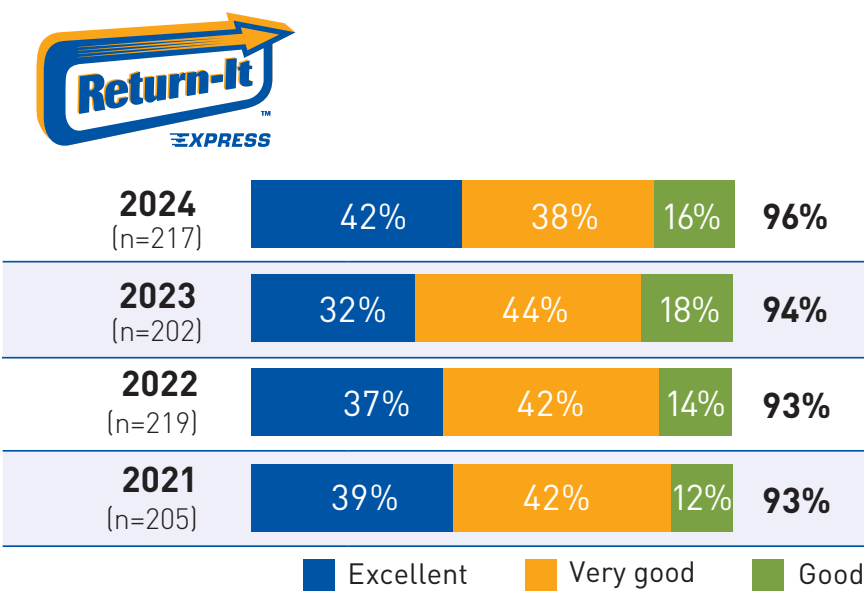
### Impact of Express Service on Behaviour

	2024 (n=217)	2023 (n=202)	2022 (n=219)	2021 (n=216)
Taking more containers to bottle depots	<div></div> 45%	33%	43%	37%
Visiting bottle depots more frequently	<div></div> 39%	28%	38%	25%
Putting fewer containers in the curbside blue box / building recycling facility	<div></div> 29%	24%	30%	21%
Throwing fewer containers in garbage	<div></div> 25%	23%	25%	21%

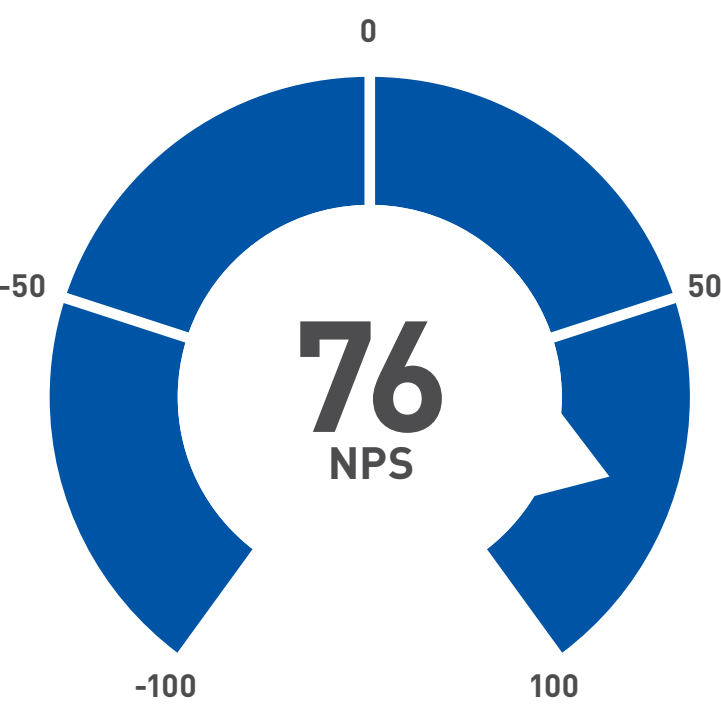
# 3.2 Research and Segmentation

Survey results showed strong satisfaction levels, with 96% of users rating the service as Good to Excellent.

## Express Service Overall Rating



## Net Promoter Score



The Net Promoter Score (NPS) is a measure of customer loyalty and satisfaction, calculated based on the question:

“How likely are you to recommend our service to a friend or colleague?” Above 70 is exceptional, and is often associated with customer-centric companies like Apple or Amazon.

## 3.2 Research and Segmentation

This segmentation analysis is based on the 2024 research results and includes behavioural and attitudinal variables.

The five segments identified are the same as previous years: Regular Returners, Depot Fans, Convenience Trashers, On-the-Go Discarders and Uninformed Urbans.

Each segment was analyzed through the following criteria:

**Segment sizing:** comparing percentage of people in the segment, containers produced and containers thrown away.

**Key demographics:** age, gender, lifestyle, occupation and income, along with other demographics.

**Depot use:** motivations/barriers for visiting a depot, and visit frequency.

**Express:** awareness of the service, current use and future use potential.

**Why they discard:** reasons why this segment of the population does not recycle their beverage containers.

Since the segmentation approach started in 2020, the five population segments have remained the same; however, the size and other key stats have changed year to year.

Some notable findings:

- Uninformed Urbans grew in segment size from 16% (in 2023) to 19% (in 2024). Although the segment grew in size, there was a positive shift in the reduction of discarded containers from 25% (in 2023) to 22% (in 2024), showing progress in influencing recycling behaviour within this segment.
- Convenience Trashers continue to account for the largest share of discarded containers at 55% in 2024. While this represents an increase from 52% in 2023, it remains an improvement compared to 65% in 2022.

These findings as well as other insights gleaned from the segmentation analysis help to inform specific marketing messages and tactics used to reach these audiences and change behaviour.



	Regular Returners	Depot Fans	Convenience Trashers	On-the-Go Discarders	Uninformed Urbans
<b>Segment sizing</b>	43% people 17% containers produced 3% discarded	19% people 46% containers produced 7% discarded	8% people 19% containers produced 55% discarded	11% people 13% containers produced 13% discarded	19% people 5% containers produced 22% discarded
<b>Key demographics</b>	Average age 53 Equally male and female	Average age 50 Equally male and female	Ages 18-34 61% male	Ages 25-44 Almost equally male and female	Both young and old Equally male and female
<b>Depot use</b>	Just below average use Curbside/building recycling seen as a good alternative to depots	Depots are preferred, frequently used	Average depot use Lack consistency in returning containers	Above-average use Average motivations for using depots	Below-average use of depots, no real change to motivations for use Only use depots when convenient
<b>Express</b>	Below-average awareness, current use and future interest	Strong in awareness, use and future interest, but no growth in past several years	Below-average awareness, use or future interest	Average use, above-average awareness and above-average future interest	Below-average awareness and current use, above-average future interest
<b>Why they discard</b>	Rarely discard, least discarding of all segments	Rarely discard, second-least discarding of all segments	Hassle and inconvenience are key reasons	Can't find a place to return it while they are "on the go"	Lack of interest in the return system

## 3.3 Public Education

Encorp is dedicated to raising awareness about the importance of recycling and the benefits of the beverage container recycling program.

Through strategic messaging, consumers are educated on key aspects of the program, including:

- Which beverage containers are regulated and accepted.
- The harmonized 10-cent deposit—paid at purchase and refunded upon return.
- Where to return containers for a refund and recycling.
- How collected materials are processed and the environmental benefits of recycling.
- Container Recycling Fees (CRF).
- How deposits and CRFs are determined and used.

To keep beverage container recycling top of mind, Encorp has implemented a comprehensive outreach plan, leveraging television, YouTube, radio, Spotify, social media, Google ads and other media platforms. By utilizing diverse channels and compelling content, Encorp effectively engaged BC residents and encouraged participation.

### Television



Television (TV) remains a key component of Encorp's communication and public education strategy, offering broad reach and delivering messages quickly and effectively. Encorp's TV campaigns played a vital role in raising awareness, promoting recycling messages and educating consumers.

During the promotion, a mix of existing and new ads targeted youth and other key demographics. These ads included "Myth Busting", "Super Containers" and "Outside Oh-No's".

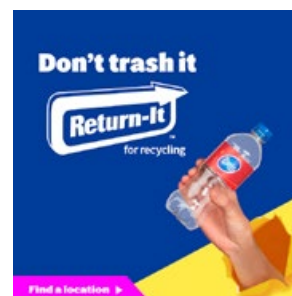
A new Myth Busting campaign was launched to address common misconceptions about beverage container recycling, particularly focusing on plastics. The new video aimed to educate consumers, raise awareness and highlight how returning beverage containers plays a vital role in BC's circular economy—ensuring materials are properly collected, processed and transformed into new products.

### Return-It.ca and Return-It Blog



Encorp's website and blog offer BC residents a convenient way to access important information, including depot locations, accepted container types, service updates and helpful recycling tips. Stay informed on the latest developments and projects by visiting [return-it.ca/blog](https://return-it.ca/blog) for recent posts on beverage container recycling.

### Radio and Audio Streaming



Radio and Spotify continued to be key platforms for Encorp to reach target audiences in 2024. With consumer media habits constantly evolving, Encorp regularly reviews and evaluates its approach to ensure effective outreach each year.

As part of this strategy, Encorp partnered with local radio stations like CFOX and Virgin Radio, and with local podcast shows to promote beverage container recycling and connect with key demographics.



## 3.3 Public Education

### Annual Report



Encorp's full Annual Report is available on [Return-It.ca](https://Return-It.ca), where visitors can view it online or download a PDF for easy access.

### Corporate Videos



Encorp's corporate videos provide an engaging and educational look at the recycling process and the importance of recycling all types of beverage containers. Frequently shared on social media, these videos have attracted significant attention and can be found on Encorp's YouTube channel at [youtube.com/@EncorpPacific](https://youtube.com/@EncorpPacific).

Designed to both inform and entertain, Encorp's videos help consumers understand what happens to their beverage containers after they are collected for recycling.

In 2024, these videos received 16,097,182 views, educating consumers on container types and reinforcing the message to recycle all their beverage containers.

### Social Media



Social media plays a vital role in Encorp's educational efforts, serving as a powerful tool for providing system updates, educating consumers and raising awareness about beverage container recycling.

In 2024, Encorp merged the Return-It Gang social media accounts with Return-It's main social media platforms, bringing everything together in one place. This consolidation allows Encorp to keep consumers informed with the latest updates while maintaining the Return-It Gang's fun and engaging personality. With a lighthearted tone, the Return-It Gang helps make recycling messages more relatable and entertaining.

At the same time, Encorp continues to share formal announcements and key updates, such as new partnerships, depot openings and program changes. By leveraging social media, a broader audience across the province can be effectively reached and engaged.

### Google Search Ads

Google offers grants to non-profit organizations to support text-based search advertising. Encorp actively applies for and utilizes this grant to run search ads, ensuring that audiences find reliable information when searching for beverage recycling-related topics.

### Caps On and Straws In Campaign



As in previous years, Encorp promoted the "Caps On and Straws In" campaign to educate BC residents on the importance of keeping caps on beverage containers, as well as pushing straws into drink boxes

and pouches for proper recycling. The goal is to remind consumers that caps and straws are part of the beverage container and should be recycled together.

This campaign was primarily shared through Return-It social media channels, using engaging posts throughout the year to spread the message.

## 3.3 Public Education

### Plastic Beverage Container Recycling



To encourage the recycling of plastic beverage containers in British Columbia, Encorp launched an awareness campaign to assure the public that every plastic beverage container returned in BC is responsibly managed.

The goal was to reinforce consumer confidence in the recycling process and to debunk common recycling myths.

To achieve this, a variety of engaging creative assets were developed, including static posts for Meta, educational videos for TikTok, a 15-second video for Connected TV and more.

Overall, the campaign generated millions of impressions and positive feedback. You can find more videos on Encorp's YouTube channel at [youtube.com/@EncorpPacific](https://youtube.com/@EncorpPacific).

### Gable Top Awareness Campaign



The approach focused on analyzing popular content trends across social platforms and leveraging them to improve awareness that gable top containers are part of the deposit system. By creating content that felt native to

each platform, the campaign provided a more engaging experience for the audience.

To encourage gable top container recycling, interactive quizzes and lighthearted reminders were developed, making recycling both fun and memorable.

The campaign was promoted across social media platforms, including Meta and TikTok, as well as Connected TV, reaching a broader audience.

The results were highly successful, generating millions of impressions.

### 18 to 24 Youth Campaign



In 2024, Encorp continued its efforts to engage 18- to 24-year-olds, a key demographic that research shows plays a significant role in the improper disposal of beverage containers.

The campaign was designed to resonate with young adults while delivering an important message: hold on to your drink container until you can return it.

The campaign included leveraging Connected TV, pre-roll ads, YouTube and streaming audio advertisements to reach the target audience. Additionally, the campaign ran social media ads on platforms like Instagram, TikTok, Tinder and Twitch, recognizing these as key channels for engaging and influencing this demographic.

Through relatable and engaging content, the youth campaign encouraged better recycling habits among this age group.

For more youth-related content, visit Encorp's YouTube channel at [youtube.com/@EncorpPacific](https://youtube.com/@EncorpPacific).



### Surrey Residents

In 2024, Encorp continued to focus on Surrey, recognizing its status as the second-largest city in BC and a rapidly growing region. With this growth, reinforcing awareness about recycling used beverage containers among residents remained a priority.

As part of these efforts, Encorp implemented a geotargeted strategy featuring transit shelter ads, social media, digital ads and radio.

Launched over the summer, these initiatives reached a wide audience and generated hundreds of thousands of impressions.

## 3.3 Public Education

### Milk Recovery



Milk and plant-based beverage containers remain a key focus for Encorp, as efforts continue to raise awareness and educate consumers about their inclusion in the Return-It system.

As part of this effort, several new assets were created, including the “It’s What Inside That Counts” videos. These videos featured milk containers talking to themselves in a mirror, playfully reminding consumers that they, too, can be returned for the deposit refund.

To promote the videos, Connected TV, YouTube and social media were leveraged. Out-of-home advertising and radio were also utilized to maximize reach. Additionally, the website and print assets such as brochures reinforced the message, and reminded BC residents about the inclusion of milk containers in the system. For more information, visit [return-it.ca/milk](https://return-it.ca/milk).

### Reaching and Engaging Multicultural Communities



Encorp continued to develop and implement strategic ethnic communication initiatives to raise awareness and understanding of the beverage container recycling program

among multicultural audiences new to BC who may be less familiar with the deposit return system.

Extensive research was conducted to identify the types of beverage containers most commonly consumed within these communities and to determine the most effective media channels for outreach. As a result, a mix of print, online video, WeChat and social media platforms were selected to maximize engagement.

The outreach proved highly successful, generating millions of impressions and strong engagement—particularly around recycling tips, reminders and efforts to increase recovery rates in communities.

Encorp remains committed to using in-language communication as part of its ongoing efforts to educate all people living in BC about recycling used beverage containers.

### Multi-Language Consumer Brochures



In addition to printed brochures, Encorp provides digital brochures on its website. As in previous years, the brochures were published in Korean, Punjabi, Simplified Chinese and Traditional Chinese to ensure accessibility for diverse communities. They are available online at [return-it.ca/beverage/recycling/brochures-posters/](https://return-it.ca/beverage/recycling/brochures-posters/).



## 3.4 Recycling Programs and Initiatives

Encorp's commitment to increasing the recovery and recycling of beverage containers is reflected in the ongoing implementation of targeted initiatives and annual specialty programs. The organization remains focused on boosting awareness and participation through Return-It Express, strengthening brand and system recognition, and improving container recovery rates through strategic partnerships and the placement of dedicated beverage recycling bins.

### Return-It Express

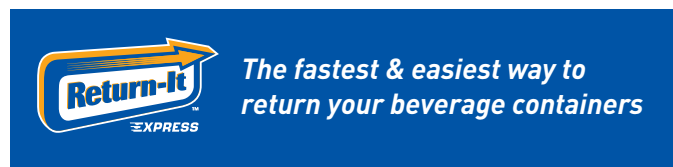


In 2024, the Express campaign focused on increasing awareness of the simplicity and convenience of Return-It Express. Using a multi-channel approach, Encorp highlighted key benefits—no sorting, no lineups and no handling cash—to encourage participation.

Alongside traditional media advertising, the campaign incorporated targeted strategies such as ambassador team activations at key community events, social media engagement and mail drops. By the end of the year, nearly 350,000 Express accounts had been registered.

Social media played a vital role in reaching specific communities, neighbourhoods and remote locations. For each new Express site, Encorp uses a 5-kilometre targeting radius to engage potential customers with tailored social media content.

Additionally, The Daily Hive, Curiosity Vancouver and CFOX radio were instrumental in amplifying the campaign's reach and impact.



### Express Direct Mail



In 2024, the annual province-wide Express mail drop was conducted, delivering essential information directly to households across British Columbia.

In total, over 1,000,000 Express brochures were distributed, offering clear instructions on how to use Return-It Express, which beverage containers are accepted and helpful tips to make the most of the program.

### Express & GO



To promote the grand opening of each new Express & GO location, a comprehensive marketing plan was put in place. This included a brochure mail drop, press release, blog post and social media promotion to generate awareness.

Additionally, an ambassador team activation was launched to guide customers through their first Express & GO experience, ensuring a smooth and positive introduction. This personalized approach helps foster customer confidence and encourages ongoing use of the service.

## 3.4 Recycling Programs and Initiatives

### First Nations Outreach and Support



British Columbia has some of the most stunning and picturesque landscapes in the world, from the scenic coastline to the towering mountains. While the beautiful landscape makes for stunning pictures, it can pose serious accessibility challenges. First Nations communities often face the challenge of accessibility for all services, as many are only accessible by logging roads or by water, via barge or water taxi.

In 2024, Encorp placed a higher emphasis on working collaboratively with its First Nations partners to find ways to support First Nations communities with the collection and recycling of used beverage containers.

The First Nations Recycling Initiative (FNRI) is a program supported by 13 product stewardship agencies, including Encorp, specifically created to support and collaborate with Indigenous communities on recycling regulated material. Through FNRI, participating stewardship agencies work together on community cleanup events and data gathering to better understand the accumulation and recycling behaviours happening in communities. In 2024, just under 30 collection events were completed in First Nation communities all around BC. Encorp uses collection events as an opportunity to remove used beverage containers, particularly from First Nations with challenging constraints. In partnership with FNRI, Encorp is in the beginning stages of setting up collection bags for a handful of remote First Nations communities. Encorp hopes to build on the learnings and momentum of 2024 and expand the number of communities it engages with and provides support for removal of used beverage containers.

Another close partner that Encorp works with is the Indigenous Zero Waste Technical Advisory Group (IZWTAG), an independent society assisting First Nations to implement zero-waste community programs. IZWTAG provides a significant amount of the in-community training and, as Encorp works to ensure that used beverage containers are diverted from the trash in First Nations communities, the boots-on-the-ground support that IZWTAG provides in teaching First Nations communities how to separate materials has been invaluable.

### Return-It School Program



Since 2000, the Return-It School program has empowered elementary and high schools across BC to promote recycling and environmental stewardship. Through this initiative, schools receive free beverage container recycling bins, access to online resources and recycling tips, and the opportunity to share their recycling success stories in a contest for a chance to win \$5,000 for first place or \$2,500 for second place.

The program also offers educational learning materials, including digital activity books, which feature sorting games, colouring activities and recycling trivia to help students understand how recycling works in BC. Schools can also request a virtual Return-It Man presentation to learn more about recycling in the province.

Read the stories from the 2024 contest winners at [returnitschool.ca/schoolnews/article-41/](https://returnitschool.ca/schoolnews/article-41/).



# 3.4 Recycling Programs and Initiatives

## Ambassador Team



The Recycling 101 Ambassadors are a team of enthusiastic “recycling scientists” dedicated to educating BC residents on the fundamentals of beverage container recycling.

In 2024, the team participated in 18 events, engaging with 24,196 people and distributing 1,930 educational brochures. To make learning accessible for all ages, the ambassadors provided brochures for adults and activity books for children, reinforcing key recycling concepts in an engaging way.

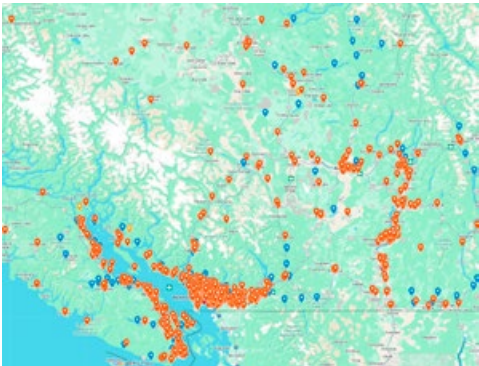
Visitors also had the chance to engage with interactive games, which illustrated how beverage containers are recycled, and took part in the popular contactless Return-It Express game. This fast-paced challenge encouraged participants to sort beverage containers by placing their hands over sensors as quickly as possible.

These hands-on experiences not only attracted more participants but also gave ambassadors the opportunity to have meaningful conversations about recycling, answer questions and inspire new recycling habits.



## Outdoor Spaces/ BC Parks/IC&I Bins

In 2024, the focus remained on provincial parks, protected areas and recreational sites that draw substantial visitors throughout the year. Collaborating closely with BC Parks and municipalities, Encorp ensured the strategic placement of outdoor bins dedicated to beverage recycling in popular spots.



By the end of the year, 61 new recycling bins were installed across parks and municipalities, expanding access to beverage container recycling in key locations. This included 11 new bear-proof bins placed in BC parks and 13 bear-proof bins distributed to municipalities across the province. Whether in provincial parks, urban centres or rural areas, both residents and tourists now have more convenient options to recycle their beverage containers. To explore all current bin locations, visit the map at [return-it.ca/2024BinMap](https://return-it.ca/2024BinMap).

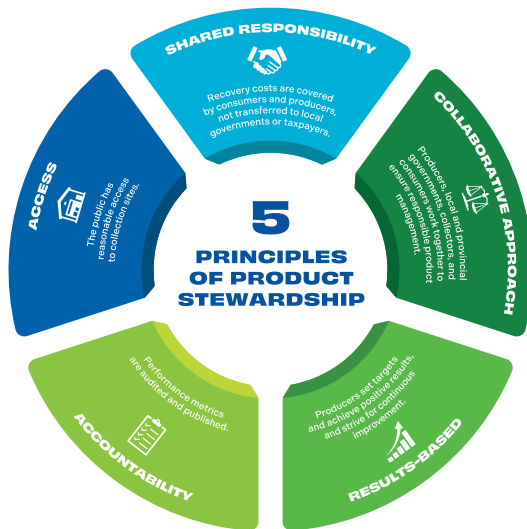
Encorp also continued its focus on the Industrial, Commercial and Institutional (IC&I) sector, recognizing its potential for high-volume beverage consumption. Through partnerships with major venues such as Nat Bailey Stadium, Rogers Arena, BC Place and UBC, Encorp helped strengthen existing beverage recycling programs. Additionally, in the institutional sector, Encorp provided collection bins and services at 11 major hospitals—including Vancouver General Hospital, Lions Gate Hospital, Richmond Hospital, St. Paul’s Hospital and BC Women’s Hospital—further reinforcing the commitment to sustainable waste management.

Since the inception of the program in 2009 to the end of 2024, Encorp has installed 29,247 bins.

Bins	
716	Park Bins
690	Municipality & Streetscape Bins
6,191	Commercial Venue Bins
2,870	Collapsible Bins for Residential Buildings
18,780	School Bins

## 3.4 Recycling Programs and Initiatives

### Stewardship Agencies of BC (SABC)



Encorp is a key member of the Stewardship Agencies of BC (SABC), a coalition of extended producer responsibility (EPR) organizations working collaboratively to promote and manage responsible end-of-life recycling programs across British Columbia. Through active participation and leadership in various committees, Encorp plays a vital role in shaping public education initiatives and supporting joint stewardship projects.

### Sports Team Partnerships



In 2024, Encorp expanded its partnerships to engage with younger audiences and promote beverage container recycling in new and impactful ways. Partnering with the Vancouver Warriors, Encorp promoted recycling through digital signage at Rogers Arena and provided recycling bins at events to encourage responsible disposal.

Recognizing the growing influence of esports, Encorp also continued its collaborations with professional gaming organizations to connect with a broader demographic.

This included a partnership with the Vancouver Surge, Vancouver's professional Call of Duty League.

These initiatives not only help reinforce recycling habits at live events but also extend Encorp's reach to new and diverse audiences, fostering stronger connections with communities while promoting environmental responsibility.

### PNE Partnership



In 2024, Encorp continued its partnership with the PNE and Playland to promote beverage container recycling in an engaging and interactive way.

As part of this collaboration, training was provided for PNE seasonal staff, reintroducing the popular Return-It-themed midway game. The Return-It "Roll-a-Ball" game invited guests to race their favourite Return-It Gang character to the recycling depot. Winners received a plush Return-It character, just like the ones featured in Return-It commercials.

Additionally, the PNE aired promotional messages over their loudspeakers throughout the Playland season, further spreading the word about recycling. The Return-It ambassador team was on-site during the PNE Fair and Winter Fair, where they engaged with over 11,000 people and generated more than 150,000 impressions.

Overall, this partnership was a fantastic way for visitors to learn about Return-It and the importance of recycling beverage containers while having fun at the amusement park.

## 3.4 Recycling Programs and Initiatives

### Major Media Partnerships



Encorp continued its partnership with Corus Entertainment this year to further expand the reach and awareness of its recycling messaging and services. Corus is well-known for its strong news programming and extensive province-wide audience, making it an ideal partner to help amplify Encorp's commitment to sustainability.

#### Collaboration with Kristi Gordon

As part of this collaboration, Global News personality and Senior Meteorologist Kristi Gordon sat down with Encorp President and CEO Cindy Coutts in 2023 to discuss the importance of recycling beverage containers. The segment highlighted refundable beverage containers and detailed their journey after recycling. Due to its positive impact, it continued to air in 2024, running for several weeks throughout April, June and October to reinforce the message of responsible recycling.

Additionally, Corus shared the segment across its digital and social platforms, ensuring viewers could access and share the content online throughout the year.



### Waste Reduction Week



Waste Reduction Week (WRW) was promoted from October 21st to 25th with educational messaging shared across multiple platforms, including TV, Connected TV, pre-roll, YouTube, digital banners, streaming audio/radio and social media.

For TV and Connected TV, Encorp aired a selection of videos, including "Myth Busting", "Plastic Oh-No's", "It's Just What We Do" and "Better with Express". Additionally, out-of-home ads featured drink boxes and pouches to emphasize the importance of recycling these commonly used container types.

On social media, Encorp highlighted each day's WRW micro-theme, such as "Circular Economy Monday" and "Plastics Thursday", through a series of engaging posts, which can be found on the Encorp Facebook and Instagram pages.

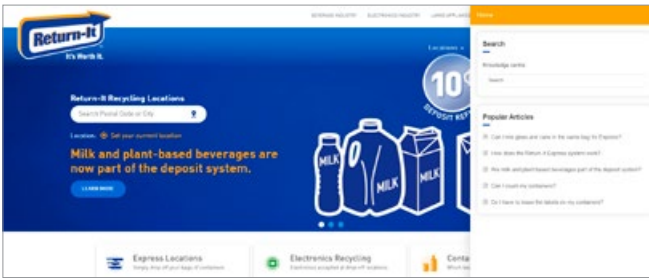
Finally, Encorp utilized YouTube to promote the recycling of plastic, aluminum, gable tops, drink boxes and pouches, reaching a wide audience with engaging content.






# 3.5 Customer Experience

## Customer Relations



Encorp knows a positive customer experience is key to customers returning their used beverage containers. When customers face any confusion or difficulties using the Express system, Encorp’s highly trained customer relations team is there to help resolve issues quickly.

Encorp offers a variety of channels for customers to reach out when issues arise. Customers can find many answers to their queries through self-serve channels such as Return-It.ca, Knowledge Centre and ChatBot. For customers who can’t find the information they are looking for or who need support in real time, the Encorp customer relations team is available via phone and live chat.



In 2024, the customer relations team assisted over 25,000 customers while maintaining an overall customer satisfaction rating of over 83%.

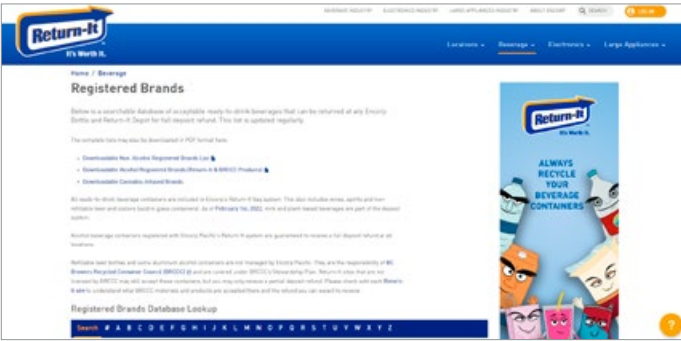
## Brand Owner Newsletter



New for 2024 was the launch of a Brand Owner newsletter, tailored with content specifically for brand owners, producers and retailers. The newsletter was created to help educate and navigate brand owners through the compliancy requirements of selling ready-to-drink beverage containers in BC and their obligations as producers. Some of the topics covered in the

first year included the importance of timely sales reporting, introduction of new or seasonal beverage containers and changes to container recycling fees (CRFs).

## Brand Registry for Customers



Encorp’s Registered Brands Database is a comprehensive searchable database that lists all the beverage brands that are part of the Return-It system. Customers can easily search the database to find out whether their beverage container is registered as part of the Return-It system and eligible for refund. The registered brands database can be found at [return-it.ca/registeredbrands](https://return-it.ca/registeredbrands).

## Brand Registry for Depots

All beverage brands wanting to participate in the Return-It system must register to ensure compliance with the BC Recycling Regulation, but sometimes a new beverage brand will begin selling their products in BC without registering with Encorp. Depot operators play a crucial role in keeping the brand database for beverage containers up to date by submitting brand registry additions and reporting missing containers. Depot operators can submit a brand registry addition or report any containers that are not included in the database at [return-it.ca/brandregform/](https://return-it.ca/brandregform/).

