



PUBLIC EDUCATION MATERIALS & STRATEGIES

- 3.1** Strategic Marketing Plan
- 3.2** Research and Segmentation
- 3.3** Public Education

- 3.4** Recycling Programs and Initiatives
- 3.5** Stakeholder Education

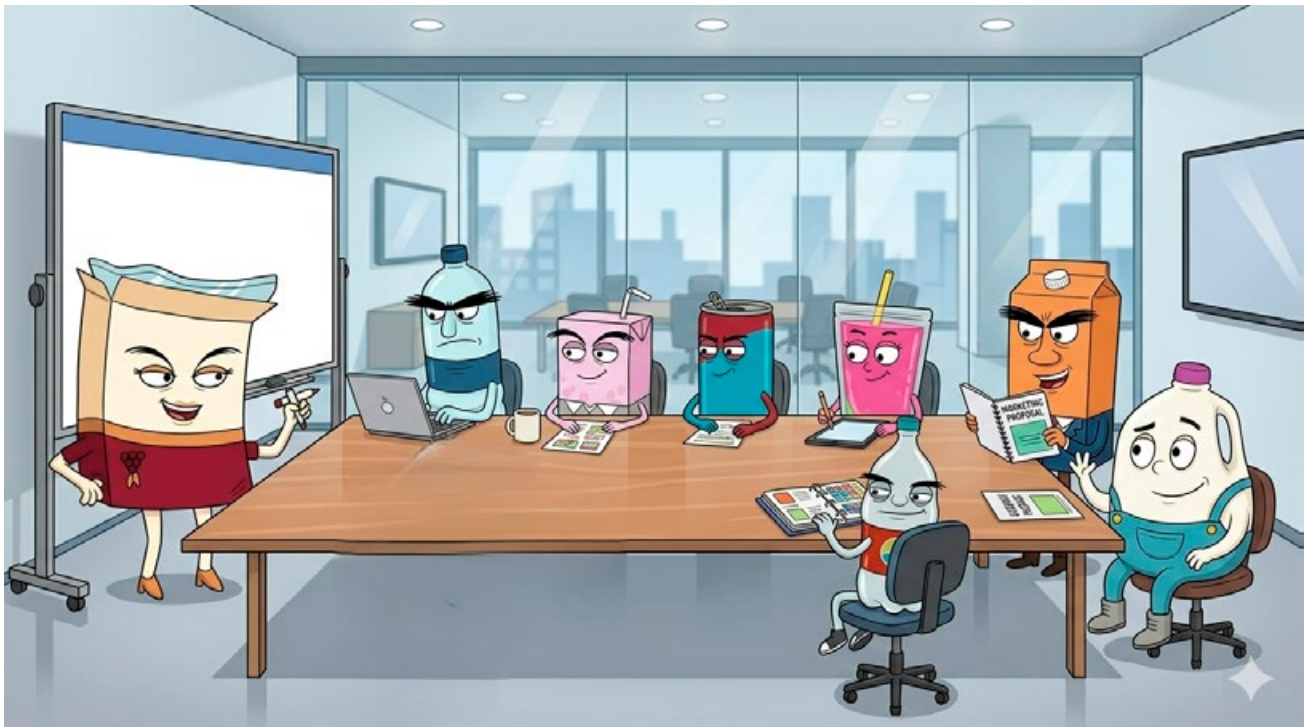
3.1 Strategic Marketing Plan

Encorp develops and implements an annual Strategic Marketing Plan to support achievement of Stewardship Plan objectives and compliance with applicable regulatory requirements. The purpose of the plan is to promote consumer awareness and encourage participation in responsible beverage container recycling across the province.

The Strategic Marketing Plan is evidence-based and informed by performance data, consumer research, and program priorities. Marketing activities are evaluated against established key performance indicators (KPIs), Stewardship Plan targets and regulatory performance requirements.

The annual marketing strategy is developed through the following structured process:

1. **Data Review and Opportunity Assessment:** Internal program data and relevant external data sources are reviewed to assess performance trends, regional recovery outcomes, consumer behaviour patterns and market dynamics. This analysis identifies performance gaps and opportunity areas requiring increased awareness or participation.
2. **Consumer Research:** Target audiences are defined through annual benchmark studies and consumer segmentation analysis conducted by independent third-party research providers. Research findings are used to identify awareness levels, participation barriers, behavioural drivers, and communication preferences to inform evidence-based marketing strategies.
3. **Objective Setting:** Measurable objectives are established to support Stewardship Plan targets. Objectives may be tailored to specific regions, demographic segments, consumer behaviour, or container categories.
4. **Tactical Development:** Creative materials and messaging are developed to promote responsible recycling behaviour and align with regulatory requirements for consumer education and awareness. Media channels and communication tactics are selected based on their ability to effectively reach defined target audiences and support efficient use of program funds.
5. **Performance Measurement, Monitoring and Optimization:** KPIs are established to measure marketing effectiveness, including awareness, engagement, and behavioural indicators. Campaign performance is monitored throughout the implementation period, allowing for data-informed adjustments where necessary.



3.2 Research and Segmentation

Since 1999, Encorp has conducted annual market research to evaluate program knowledge, including awareness of the deposit refund program, return location awareness and participation levels.

The benchmark study measures performance against Stewardship Plan targets and provides insights into emerging trends. These insights inform marketing strategies and support ongoing program development to better meet evolving consumer needs.

The study methodology is designed to ensure accurate regional and demographic representation across British Columbia:

- Regional Quotas:** Ensure sufficient sample sizes across key areas, including Vancouver, the Lower Mainland, the Okanagan, Northern BC and the Kootenays.
- Specific Sub-Samples:** Samples of at least 200 per group are collected to support analysis of key populations, including individuals with mobility disabilities, First Nations respondents and those who primarily speak a language other than English.
- Census Representation:** Uses the most recent Statistics Canada data, weighting results by age, gender and region to reflect provincial population distribution.

In 2025, an independent third-party research firm conducted a province-wide survey of 1,403 British Columbia residents aged 18 and older, with census representation across all regions. This section summarizes key findings related to program awareness and knowledge, return location awareness, and consumer preferences for return locations.

Program Awareness and Knowledge









2025 Result **99.0%**

Stewardship Plan Target **95.0%**

To evaluate program awareness, survey participants are asked which beverage containers are eligible for a deposit refund in BC. While awareness varies by container type, overall awareness remains exceptionally strong at 99%, exceeding the Stewardship Plan target.



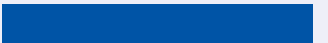






Analysis by container and beverage type identifies consumer knowledge gaps and informs targeted marketing and education efforts to improve understanding of the deposit refund system.

Knowledge of Containers Returnable for Deposit Refund

	2025 (n=1,403)	2024 (n=1,233)	2023 (n=1,201)	2022 (n=1,252)
Any Type (NET)	99%	99%	99%	100%
Non-Alcohol (NET)	98%	98%	98%	99%
Aluminum cans 	96%	95%	98%	99%
Plastic bottles 	94%	94%	94%	93%
Glass bottles 	88%	89%	90%	90%
Drink boxes 	78%	78%	76%	78%
Bi-metal cans 	77%	77%	74%	71%
Cartons 	76%	75%	75%	74%
Bag-in-a-box 	49%	50%	52%	46%
Drink pouches 	45%	44%	43%	44%

3.2 Research and Segmentation

Knowledge of Beverages Returnable for Deposit Refund

	2025 (n=1,403)	2024 (n=1,233)	2023 (n=1,201)	2022 (n=1,252)
Any Type (NET)	 99%	99%	99%	100%
Non-Alcohol (NET)	 98%	98%	98%	99%
Pop/soft drinks	 94%	94%	95%	97%
Water	 89%	90%	90%	88%
Juice	 89%	88%	85%	85%
Sport/health/energy	 85%	84%	78%	83%
Milk	 83%	82%	82%	81%
Dealcoholized	 81%	–	–	–
Plant-based beverages	 63%	62%	62%	62%

Return Location Awareness

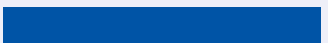








2025 Result **96.0%**

Stewardship Plan Target **90.0%**

To evaluate return location awareness, survey participants were asked where they can return beverage containers for the deposit refund in BC. Overall awareness of any return location reached 96%, exceeding the stewardship plan target. Among specific options, Return-It depots had the highest recognition at 92%.









This high level of awareness is reflected in reported behaviour, with participants identifying depots as both their preferred and most frequently used return location. However, awareness of alternative return options remains lower, indicating an opportunity for continued education to support broader understanding of available return channels, particularly in communities without a Return-It depot.

Knowledge of Return Location for Deposit Refund

	2025 (n=1,403)	2024 (n=1,233)	2023 (n=1,201)	2022 (n=1,252)
Any Location (NET)	 96%	96%	97%	97%
Return-It/ Bottle Depot 	 92%	90%	93%	95%
Retailer (Net) 	 63%	60%	65%	64%
Grocery Store 	 51%	47%	53%	51%
Liquor Store 	 49%	47%	53%	53%

3.2 Research and Segmentation

Preference and Usage of Return Location for Deposit Refund





	2025 (n=1,403)	2024 (n=1,233)	2023 (n=1,201)	2022 (n=1,252)
Return-It/ Bottle Depot 	 88%	79%	80%	81%
Retailer (Net) 	 47%	25%	24%	20%
Grocery Store 	 38%	18%	15%	15%
Liquor Store 	 38%	14%	16%	13%

Express Program Research

As the Return-It Express program continues to expand into new areas across the province and more consumers adopt the service, it is important to regularly evaluate consumer perceptions and usage behaviour. Ongoing research helps assess awareness, satisfaction and barriers to participation, ensuring the program continues to meet consumer needs.

These insights support data-driven decision-making, helping to guide program improvements, optimize service delivery and inform communication strategies as the program grows across British Columbia.

Impact of Express Service on Behaviour

	2025 (n=325)	2024 (n=217)	2023 (n=202)	2022 (n=219)
Taking more containers to bottle depots	 49%	45%	33%	43%
Visiting bottle depots more frequently	 38%	39%	28%	38%
Putting fewer containers in the curbside blue box / building recycling facility	 20%	29%	24%	30%
Throwing fewer containers in garbage	 22%	25%	23%	25%

3.2 Research and Segmentation

In 2025, Encorp refreshed its consumer segmentation model to better reflect the evolving recycling and container return behaviour of people in British Columbia. The work included a comprehensive quantitative study examining self-reported container generation and return habits, barriers to participation and key demographic characteristics. The analysis resulted in a new segmentation framework that replaces the previous model.

Segmentation Analysis

Following the data analysis, five distinct consumer segments were identified and defined based on attitudes toward recycling and container return or discard behaviour. By focusing on behavioural drivers—how people actually return containers—this model enables more precise audience targeting, clearer messaging and more effective program planning that aligns with how consumers make recycling decisions.

The new segmentation analysis, combined with other data insights, will support the development of targeted marketing strategies, inform program design and ultimately contribute to improved environmental outcomes.



	Cynical Discarders	Overconfident Contributors	Reliable Returners	Convenience Recyclers	Depot Loyalists
Segment sizing	27% of people 10% of containers produced 36% discarded	16% of people 46% containers produced 31% discarded	22% of people 18% containers produced 3% discarded	16% of people 11% containers produced 26% discarded	19% of people 15% containers produced 4% discarded
Key demographics	<ul style="list-style-type: none"> • Youngest (Gen-Z-skewing) • Gender balanced • Many young singles/couples (often living with parents) • Metro Van/major urban • Multi-unit homes 	<ul style="list-style-type: none"> • Middle-aged • Male skewed • Families with kids • Outside Metro Van in medium/small cities • Single detached homes 	<ul style="list-style-type: none"> • Oldest • Gender balanced • Older couples/singles • Outside Metro Van/ Fraser Valley • Mixed dwellings 	<ul style="list-style-type: none"> • Average age (Millennial-skewing) • Female skewed • Singles/couples • Metro Van/most urban • Most multi-unit homes 	<ul style="list-style-type: none"> • Slightly older • Slight female skew • Older singles/couples/family • Outside Metro Van/ Fraser Valley • Single detached homes
Depot use	Use depots sometimes, but lean on retailers.	Regular depot users; low retailer use.	Consistent depot returners; very low retailer use.	Lowest depot use; rely on curbside/building recycling.	Highest depot use of all segments.
Recycling mindset	Skeptical about impact; often believes outcomes are doubtful and defaults to discarding when unobserved.	Confident in their habits; believes they recycle/return well overall. Assumes occasional discards don't matter.	High system trust; believes recycling works and understands the difference between recycling and returning.	Sees recycling as "good enough"; prefers convenience over deposit returns.	Values the deposit system; deliberately returns to depots because it's the "right channel."
System convenience – find returning convenient	77%	86%	91%	59%	89%.

3.3 Public Education

Encorp's public education initiatives utilize a combination of paid media strategies and consumer support channels. Communication tactics are evaluated and selected annually as part of the strategic marketing plan to ensure they effectively reach defined target audiences and support efficient use of program funds. Consumer messaging varies across tactics depending on their reach, the timing and context in which consumers are most likely to encounter them, and the intended consumer behaviour or call to action.

Television



Television remained one of Encorp's most effective mass-reach channels. Traditional linear TV continues to provide cost-effective, province-wide reach, helping raise broad awareness of the Return-It recycling program while reinforcing positive recycling behaviours.

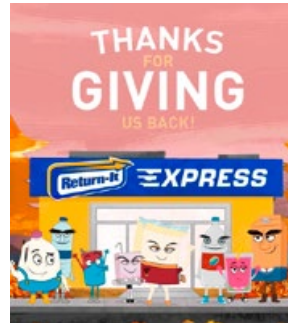
Encorp also continued its long-standing partnership with Corus Entertainment, given its strong position in the BC market, particularly through its news programming and on-air personalities. As part of this year's partnership, a special series of TV segments was produced featuring President and CEO Cindy Coutts and host Karen Khunkhun from CFOX at the brand-new Grandview Return-It location.

During the on-site segments, Cindy toured the newest corporate depot and shared Return-It's ongoing efforts to improve convenience for BC residents. She also highlighted how the new location supports long-term plans to modernize and expand access to recycling services across the province.

Connected TV / Pre-Rolls / YouTube

While traditional linear TV enables broad reach, on-demand video platforms provide the benefit of an audiovisual medium while allowing stronger audience targeting, better frequency control and more efficient delivery to specific segments. The channels help reach audiences who are increasingly consuming television and video content in new ways, ensuring the Return-It message remains visible across both traditional and digital viewing environments.

Social Media



As younger audiences increasingly turn to social platforms as their primary source of information and entertainment, social media remains an important communication channel for raising awareness of the Return-It program and promoting responsible recycling behaviour. In 2025, Encorp focused on meeting these audiences where they are, showing up in ways that feel current, relevant and true to the Return-It brand.

To strengthen engagement, Encorp participated in select viral trends and cultural moments that aligned with recycling messaging. This approach helped Return-It remain visible in fast-moving digital spaces while building meaningful connections with younger audiences across British Columbia.

The much-loved Return-It Gang continued to play a key role in communicating recycling messaging, especially on social media. Their playful and recognizable personalities support educational goals while keeping the tone approachable and relatable. For example, the "Caps On and Straws In" campaign reminds consumers that caps and straws are part of the beverage container and should be recycled together.

Social channels were also used to share important updates, including promotions, depot openings and the launch of the Return-It App.



3.3 Public Education

Digital Ad Re-Marketing

Online digital advertising has long been a core component of Encorp's marketing channel mix. While digital ads remain a cost-effective way to reach consumers, capturing and maintaining attention in the increasingly crowded online environment continues to be a growing challenge.

In 2025, Encorp shifted its strategy away from broad awareness campaigns towards highly targeted digital re-marketing based on key recycling behaviours and engagement triggers. By leveraging digital data—such as searches for depot locations on the Encorp website, Return-It Express sign-ups, or location signals from visits to a depot—these consumer interactions could be used as triggers for personalized digital advertisements through re-marketing.

To further enhance performance, Encorp implemented continuous audience and creative testing. Visuals, messaging and targeting strategies were regularly refined to determine the most cost-effective ways to reach priority audiences. This approach helped focus efforts on regions with lower recovery rates while continuously strengthening overall campaign effectiveness.

Website



Drink Containers Don't Belong In The Trash

In B.C., every time you buy a beverage, you pay a 10-cent deposit. The good news? You can get that money back by returning your empty containers to a Return-It location.



Encorp's website remains a central digital resource for residents across British Columbia seeking information about the Return-It program. While the most frequent use of the site is to locate nearby depot location, it also provides comprehensive information on accepted container types, container recycling fees (CRFs) and the recycling process for returned containers. In 2025, the website recorded more than 12.7 million visits and attracted approximately 1.7 million unique visitors, demonstrating its continued importance as a key information and engagement platform.

Visitors can also stay informed about new initiatives, program developments and updates through the Return-It blog at return-it.ca/blog.

Brand Registry for Customers

Encorp's Registered Brands Database is a comprehensive, searchable resource that lists beverage brands and containers included in the Return-It program. Customers can use the database to determine whether a beverage container is registered in the program and eligible for a deposit refund. The database is available at return-it.ca/registeredbrands.

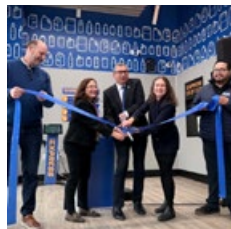
Transit Ads



In 2025, SkyTrain station wall murals were introduced as a new tactic to remind consumers—while they are out and about—that there are many convenient options to return and recycle used beverage containers. While consumers are encouraged to visit Return-It depots as the preferred option for redeeming deposit refunds, alternative recycling options are also available for those on the go when a depot is not nearby.

To maximize visibility, wall murals were strategically placed in high-traffic SkyTrain stations across Vancouver and Surrey, reaching a large volume of daily commuters.

New Location Opening



Official ribbon-cutting ceremony with City of Vancouver representatives

In 2025, Encorp opened a brand-new Return-It location on Grandview Highway, restoring convenient beverage container recycling access to the East Vancouver neighbourhood.

To promote the opening, Return-It partnered with radio station MOVE 103.5 FM for a live on-site broadcast, inviting listeners to enjoy

hot dogs, win prizes and experience the new recycling facility first-hand. A local mail drop campaign was also conducted in advance of the event to invite nearby residents.

Encorp hosted an official ribbon-cutting ceremony attended by City of Vancouver Councillors Mike Klassen and Lisa Dominato. The ceremony began with a welcoming drum performance by Coastal Wolf Pack, a local First Nations group. The event was further promoted through a press release and social media outreach, and covered on local news outlets.

3.3 Public Education

Radio / Spotify



Radio and Spotify have long been part of Encorp's marketing mix, serving as an effective way to reach consumers while they are on the go. Recognizing that it may be unrealistic to expect someone to interrupt their activities to return a single beverage container, the core message focuses on encouraging consumers to simply hold on to their container, rather than dispose of it in the trash.

Encorp also partnered with local radio personalities to promote the ease and convenience of the Return-It Express program, while also raising awareness of lesser-known container types that are eligible for deposit refunds. By leveraging trusted voices, these messages were delivered in a more natural and engaging way, helping to connect with key audiences more effectively.

Ethnic and New to Canada Marketing



British Columbia is one of Canada's most culturally diverse provinces and this diversity plays an important role in how Encorp communicates with newcomers to Canada and individuals for whom English is a second language. This

audience is a key focus, as many may come from regions without established recycling programs or deposit return systems. With a steady influx of new immigrants to BC, it is essential to reach these individuals early—educating them about the Return-It program and helping to build positive recycling habits from the start.

To better engage these communities, Encorp expanded its ethnic marketing efforts beyond simple translation of campaign assets and landing pages. Creative and messaging were thoughtfully adapted to reflect cultural context, values and communication preferences, making them more relevant and impactful.

Cultural moments such as Lunar New Year, Diwali and Mid-Autumn Festival were leveraged to deepen engagement. Media tactics included in-language digital and social advertising, WeChat, influencer partnerships, YouTube, geo-targeted outreach and digital out-of-home placements.

Customer Relations

Encorp has a dedicated customer relations team that provides support for the Return-It program. Customers can contact the team through email, phone and live chat. Information is also available through self-serve channels such as Return-It.ca, the Knowledge Centre or the ChatBot. Customers commonly seek assistance with navigating the Express program, understanding eligible containers within the Return-It program and addressing general recycling inquiries, including questions related to other extended producer responsibility programs.



3.4 Recycling Programs and Initiatives

Encorp's commitment to increasing the recovery and recycling of beverage containers is reflected in the development and implementation of various recycling programs and initiatives. These programs are designed to make beverage container recycling easier by removing barriers, providing collection bins for diversion and supporting accessibility for residents in remote First Nation communities.

Return-It Express Program

The Return-It Express program, first launched in 2013 as a pilot initiative, was designed to make recycling as convenient as possible for consumers across British Columbia. With this program, users simply collect their refundable containers in a transparent bag at home, visit a Return-It Express location, print a label, and drop off the bag—no sorting, no lineups, no hassle. Deposit refunds can be received electronically or by cheque, or donated to charitable organizations, offering flexibility to participants.

Since its introduction, the Express program has experienced consistent year-over-year growth in both number of containers returned and registered users. As more depot locations opt into the program and additional stand-alone Express & GO stations are established, Encorp continues to support expansion efforts through targeted marketing and educational material.

Express Provincial and Geotargeted Promotion



The Express program modernizes the customer experience by eliminating traditional barriers such as sorting and lineups—factors that may have previously discouraged consumers from returning their used beverage containers. The program reached a tipping point and is now available at the majority of depot locations. Encorp continues to support its growth through both province-wide advertising and targeted promotional efforts when new locations are introduced.

To build broad awareness across British Columbia, a multi-channel marketing strategy is employed. This includes

traditional advertising, ambassador activations at community events and engagement through social media platforms.

In addition, targeted outreach is used to support new locations—particularly in communities where the service is newly introduced. Residents within a five-kilometre radius are reached through localized digital advertising, social media campaigns and direct mail brochures.

Strategic partnerships with media platforms such as The Daily Hive, Curiosity Vancouver and CFOX radio further extend the reach of the Express program messaging and highlight its benefits to a wider audience.

Express Provincial Mail Drop

Mail drops continue to be an effective tactic for promoting new locations and increasing awareness of the Return-It Express system. Distributed across the province, these brochures provide clear, easy-to-follow instructions on how to use the program, along with information on which beverage containers are accepted.

By delivering concise and accessible guidance directly to households, mail drops help reduce barriers to participation and encourage greater adoption of the Return-It Express service.

Express Return-It to Win-It



While consumers have already responded positively to the core benefits of the Express program—no sorting, no lineups, no hassle—Encorp reintroduced its “Return-It to Win-It” contest to further increase sign-ups and incentivise container returns.

Open to all Express account holders, the promotion rewards participants with points for every eligible container returned, along with digital scratch tickets that unlock bonus points. These points can be redeemed for limited-edition Return-It Gang plush characters or used to enter sweepstakes for monthly \$1,000 prizes and a \$10,000 grand prize, offering participants flexibility in how they choose to engage.

3.4 Recycling Programs and Initiatives

Supported by a comprehensive marketing campaign—including email, paid social, digital media partnerships and in-depot promotion—the contest delivered strong results. These included increased container return volumes during November and December, a doubling of Express registrations year over year and an additional 10,000 weekly active users, demonstrating high engagement and sustained interest among Express participants.

Return-It App

In 2025, Encorp launched the Return-It App, providing customers with a convenient way to manage their Express account and access helpful program information, such as a location finder. Through the app, customers can review their past Express bag drop-off history, redeem deposit refunds, and donate refunds to their preferred charity or fundraising group.

Return-It School Program



BC Christian Academy — 1st Place, High School Category, Return-It School Contest 2024–2025

The Return-It School program has been a long-standing initiative in elementary and secondary schools across British Columbia for over two decades. Designed to educate and engage students, the program offers a multifaceted approach to learning about recycling and environmental responsibility. Digital activity books provide interactive experiences through sorting games, colouring activities and recycling trivia, while a virtual presentation helps students better understand the province's beverage container recycling system.

In addition, schools receive dedicated beverage container recycling bins free of charge, along with educational resources that support teachers in delivering curriculum-aligned content. These tools play an important role in fostering awareness and instill strong values of environmental stewardship in students.

The program also includes an optional contest component, offering prizes of \$5,000 for first place and \$2,500 for second place. Participating schools submit essays that showcase their recycling initiatives and highlight how they are promoting environmental stewardship within their communities.

Stories from the 2025 contest winners can be found at returnitschool.ca/schoolnews/article-42/, and appreciation is extended to the program's judges for their contributions.

Partnerships and Sponsorships



Return-It's Ambassador Team activation at the PNE Fair, 2025

Partnerships and sponsorship have become a key component of Encorp's marketing strategy, helping to reach unique target audience and promote responsible recycling behaviour in environments where beverages are consumed.

A partnership with the Vancouver-based e-sports team Vancouver Surge extend the message of responsible recycling to a younger niche audience that has traditionally been difficult to engage.



Jillian Harris visits the Return-It Express & GO station in Kelowna

In 2025, Encorp also collaborated with local lifestyle influencer and celebrity Jillian Harris. With an audience of more than 1.5 million followers, she helped promote the ease and convenience of the Return-It Express program, while also raising awareness of lesser-known container types eligible for deposit refunds.

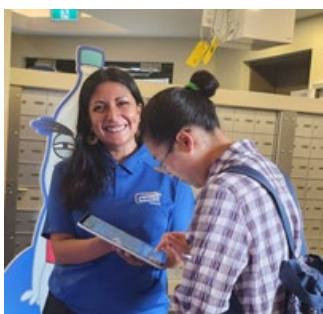
Sponsorships with the Vancouver Canadians and the PNE have delivered multiple benefits. These partnerships enable consistent recycling messaging to be shared with guests at the point of consumption, increasing awareness of the Return-It

3.4 Recycling Programs and Initiatives

program and encouraging proper recycling behaviour. Beyond awareness, these sponsorships also require that appropriate recycling bins are available on-site, making it easier for consumers to make responsible recycling choices.

Through a collaborative effort, the PNE and Encorp partnership went a step further by introducing a first-of-its-kind branded midway game. The Return-It “Roll-a-Ball” game challenges players to race their Return-It Gang character to the depot for a chance to win a limited-edition plush character, combining entertainment with educational messaging.

Return-It Ambassador Team



In 2025, Encorp leveraged its brand ambassador team to pilot a business and strata engagement strategy. This direct, community-based outreach strategy focused on influencing recycling behaviour at the point of consumption. The target

audience included quick-service businesses and multi-unit residential buildings in Vancouver and Surrey—two regions identified as having lower recovery rates.

Through this initiative, brand ambassadors engaged directly with hundreds of businesses and property management organizations, distributing recycling bins, brochures, and posters to support and encourage proper recycling practices.

First Nations Outreach and Support



For many First Nation communities across British Columbia, access to goods and services remain a significant challenge. Numerous communities are only reachable via logging roads or by water, creating barriers to regular recycling and waste management services.

Encorp, in partnership with the First Nations Recycling Initiative (FNRI) and the Indigenous Zero Waste Technical Advisory Group (IZWTAG), is committed to supporting

communities facing these accessibility challenges. Together, these partnerships focus on facilitating the removal and recycling of refundable beverage containers while building long-term, sustainable systems.

The progress made in 2025 lays the foundation for a lasting partnership rooted in environmental stewardship and respect for the land and water.

2025 Impact

Containers removed: 473,915 | Deposits returned: \$47,391

The First Nations Recycling Initiative (FNRI),

supported by 13 product stewardship agencies including Encorp, was established to collaborate directly with First Nation communities on removal of regulated recyclable materials. Through FNRI, community cleanup events and in-community data gathering helps participating stewardship agencies to better understand material accumulation and recycling behaviours within communities.



In 2025, 36 collection events were held across First Nation communities throughout British Columbia. FNRI has played a key role in education, helping collect and sort used beverage containers in First Nation communities.

The Indigenous Zero Waste Technical Advisory Group (IZWTAG) is an independent



IZWTAG
INDIGENOUS ZERO WASTE
TECHNICAL ADVISORY GROUP

society dedicated to helping First Nation communities implement zero-waste programs. IZWTAG provides hands-on training and technical support for establishing waste diversion systems and eco-depots. Encorp, through FNRI, partners with IZWTAG to ensure that beverage container recycling infrastructure is integrated into broader zero-waste initiatives, supporting long-term sustainability and community self-sufficiency.

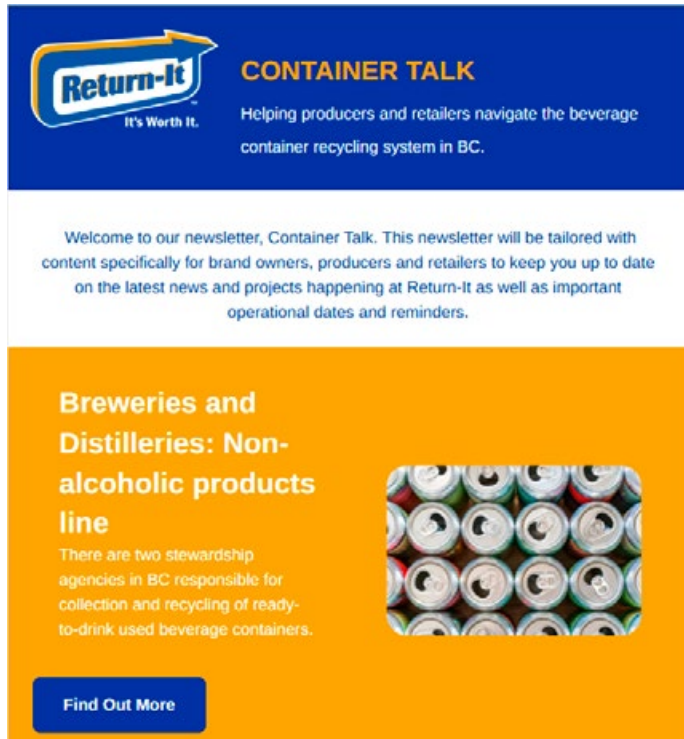
Stewardship Agencies of BC (SABC)

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

3.5 Stakeholder Education

Educating consumers about the Return-It program is a key responsibility of Encorp. This education also extends to other important stakeholders, including brand owners and service providers such as depots and transporters.

Brand Owner Newsletter



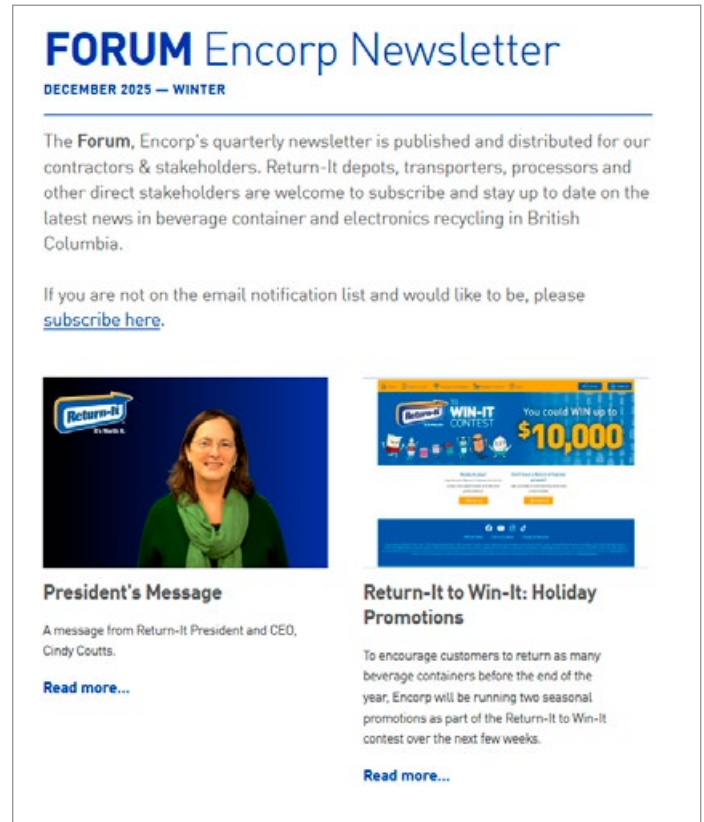
The screenshot shows the top of the Brand Owner Newsletter. On the left is the Return-It logo with the tagline "It's Worth It." To the right, the title "CONTAINER TALK" is displayed in orange, followed by the subtitle "Helping producers and retailers navigate the beverage container recycling system in BC." Below this is a welcome message: "Welcome to our newsletter, Container Talk. This newsletter will be tailored with content specifically for brand owners, producers and retailers to keep you up to date on the latest news and projects happening at Return-It as well as important operational dates and reminders." A featured article titled "Breweries and Distilleries: Non-alcoholic products line" is highlighted with an orange background. It includes a photo of several cans and a "Find Out More" button.

The Brand Owner Newsletter provides content tailored for brand owners, producers and retailers. It is designed to help stakeholders understand and navigate the compliance requirements associated with selling ready-to-drink beverage containers in British Columbia and their obligations as producers. Topics include the importance of timely sales reporting, maintaining up-to-date container registrations and updates to container recycling fees (CRFs).

Brand Registry and Depots

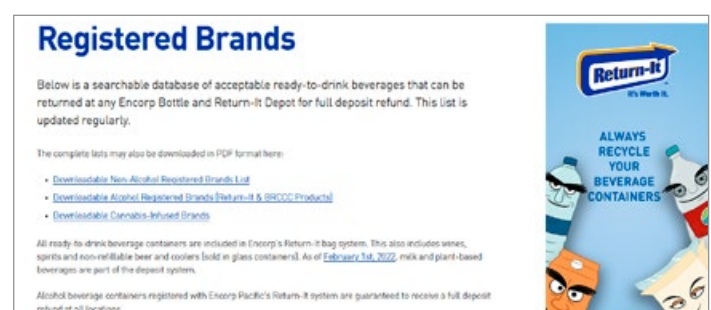
Producers participating in the Return-It program are required to register the beverage containers they sell in British Columbia. Timely and accurate registration is essential for public trust, accountability in recovery reporting, and ensuring deposit refunds reach consumers. As key collection partners, depots often are the first to spot new, unregistered containers entering the BC market. When identified, the Encorp Brand Registry team engages the producer to update the database or, in rare cases, report them for non-compliance.

Forum Newsletter



The screenshot shows the Forum Encorp Newsletter header for December 2025 - Winter. The title "FORUM Encorp Newsletter" is prominent. Below it, a description states: "The Forum, Encorp's quarterly newsletter is published and distributed for our contractors & stakeholders. Return-It depots, transporters, processors and other direct stakeholders are welcome to subscribe and stay up to date on the latest news in beverage container and electronics recycling in British Columbia." A link to "subscribe here" is provided. The main content area features a "President's Message" from Cindy Coutts, a photo of her, and a "Return-It to Win-It: Holiday Promotions" section. The promotion section includes a graphic for a "\$10,000" contest and text explaining the seasonal promotions. A "Read more..." link is also present.

The Forum Newsletter provides content tailored for depots, transporters and consolidators. It keeps Encorp's service providers informed about latest marketing initiatives, operational reminders—such as best practices for handling cash—and other network updates, including new location openings.



The screenshot shows the "Registered Brands" page. The title "Registered Brands" is at the top. Below it, a paragraph states: "Below is a searchable database of acceptable ready-to-drink beverages that can be returned at any Encorp Bottle and Return-It Depot for full deposit refund. This list is updated regularly." A link to download the list in PDF format is provided. Three categories are listed with links: "Downloadable Non-Alcohol Registered Brands List", "Downloadable Alcohol Registered Brands (Return-It & RECOG Products)", and "Downloadable Cannabis-Infused Brands". A note specifies: "All ready-to-drink beverage containers are included in Encorp's Return-It bag system. This also includes wines, spirits and non-refillable beer and coolers (sold in glass containers). As of February 1st, 2022, milk and plant-based beverages are part of the deposit system." A final note states: "Alcohol beverage containers registered with Encorp Pacific's Return-It system are guaranteed to receive a full deposit refund at all locations." On the right side, there is a graphic with the Return-It logo and the text "ALWAYS RECYCLE YOUR BEVERAGE CONTAINERS" with illustrations of various beverage containers.