

# THE FACES OF RECYC- QUÉBEC

2015/2016  
ANNUAL REPORT

RECYC-QUÉBEC  
Québec 

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## ACRONYMS -

**4Rs** REDUCE, REUSE, RECYCLE, RECOVER / **LCA** LIFE CYCLE ASSESSMENT / **RC** REFILLABLE CONTAINER / **NRC** NON-REFILLABLE CONTAINER / **CTE** CAR TIRE EQUIVALENT / **IBI** INDUSTRIES, BUSINESSES, AND INSTITUTIONS / **GHG** GREENHOUSE GAS / **RMM** RESIDUAL MATERIALS MANAGEMENT / **RMO** RECOGNIZED MANAGEMENT ORGANIZATION / **RMMP** RESIDUAL MATERIALS MANAGEMENT PLAN / **EPR** EXTENDED PRODUCER RESPONSIBILITY

The information presented in the 2015-2016 annual report dates from the period ending March 31, 2016.

**MESSAGE FROM  
THE CHAIR OF THE BOARD**



When the Québec government appointed me as chair of the board of RECYC-QUÉBEC a few months ago, I knew right away that this ambitious challenge would be very rewarding. The chance to play a leading role in a government corporation with strong values and a mission to get people working together is an opportunity I accepted with humility and pride.

Taking the helm of an organization of RECYC-QUÉBEC's caliber is a huge honor and today I'm proud to sign my name to the organization's 2015-2016 annual report.

Since I arrived, I've been consistently impressed by the dedication of our staff and management team, the commitment and drive of the president and CEO, the involvement of the board of directors, and the unwavering support of our partners. So many talented people, all working towards the same goal: making Québec green and sustainable.

I am pleased to contribute to this endeavor and to help guide RECYC-QUÉBEC through this important phase in its history. The new tack we will be taking, backed by a new strategic plan, showcases our vision for a successful future. Along with my fellow board members, I am committed to fulfilling this promise and paving the way for RECYC-QUÉBEC to achieve its dream of a waste-free society.

Finally, I would like to acknowledge and sincerely thank my predecessor, Josée Duplessis, for her significant contribution. I would also like to thank the board members for their warm welcome and strong sense of ethics. And finally, thank you to the RECYC-QUÉBEC team—the annual report is the fruit of your labor.



**Karine Joizil**  
Chair of the Board



It's a privilege to present RECYC-QUÉBEC's 2015-2016 annual report. Why a privilege? Because to me, this report is a source of genuine pride.

The pages that follow are filled with stories of success, innovation, creativity, solutions, and achievements. Together, these accounts provide an overview of the exciting projects that—thanks to our talented and enthusiastic team—have had major impacts and benefitted Québec society as a whole. The annual report is a lot more than just financial highlights. It's the tangible result of all the work we've done in recent months—proof of the strength and go-getter attitude of the RECYC-QUÉBEC team.

Since taking office, I've been thinking about how to expand the purpose and role of RECYC-QUÉBEC. My goal was to breathe new life into the organization after 25 years in operation and keep it relevant and viable for the next 25 years. To that end, you'll find our new mission and vision in this annual report.

I am certain that they will help us showcase RECYC-QUÉBEC as well as the talent and passion of its employees and ultimately make Québec a model for sound residual materials management.

And of course, support from all our employees and our management team is key to excelling and reaching new heights. I would like to thank each of you for your daily commitment. I would also like to thank Marie Cloutier, who acted as the interim president and CEO before my arrival.

Finally, I would like to thank our board of directors for their support and trust as we enter this new phase and invite all of our partners to join us on the start line.



**Dany Michaud**  
President and Chief Executive Officer

## MESSAGE FROM THE PRESIDENT AND CHIEF EXECUTIVE OFFICER



RECYC-QUÉBEC IS:

## **MISSION -**

LEAD QUÉBEC TO REDUCE, REUSE,  
AND RECYCLE RESIDUAL MATERIALS  
TO PROMOTE A CIRCULAR ECONOMY  
AND FIGHT AGAINST CLIMATE CHANGE.

## **VISION -**

BECOME A KEY PARTNER  
IN A WASTE-FREE QUÉBEC.

## **VALUES -**

**RESPECT**

**INTEGRITY**

**COLLABORATION**

**RESPONSIBILITY**

**FAIRNESS**

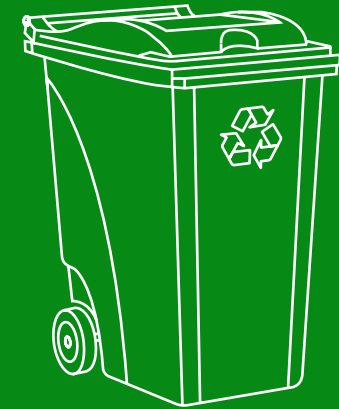


# 25 YRS

OF RECYC-  
QUÉBEC

▶ [WATCH THE VIDEO \(IN FRENCH\)](#)

FOR 25 YEARS,  
RECYC-QUÉBEC HAS  
BEEN HARD AT WORK,  
USING ITS KNOW-HOW  
EVERY DAY SO NEW  
GENERATIONS CAN  
GROW UP IN A WASTE-  
FREE QUÉBEC.



Today,

99%

of homes enjoy curbside recycling  
services in their municipality.

97%

of citizens say they put recyclables  
(paper, cardboard, plastic, glass, metal)  
in the recycling bin.

## CURRENTLY IN QUÉBEC -

OVER  
**800**

REDUCE, REUSE,  
RECYCLE AND RECOVER  
FACILITIES

**112** MILLION

TONS OF RECYCLED  
RESIDUAL AND RECLAIMED  
MATERIALS, INCLUDING  
22 MILLION TONS OF PAPER  
AND CARDBOARD

OVER  
**138** MILLION

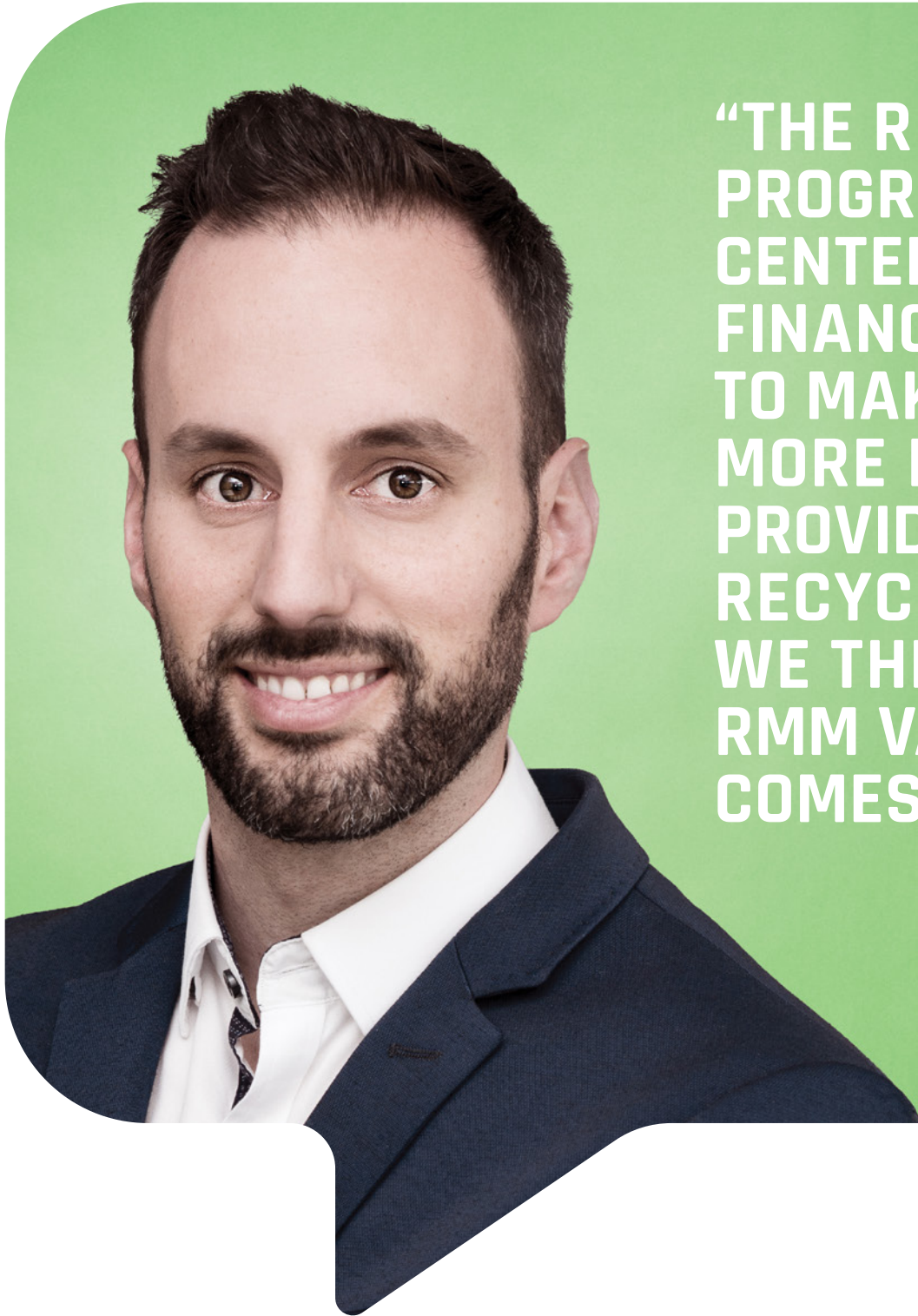
SCRAP TIRES  
RECYCLED

**98%**

RECOVERY RATE  
FOR REFILLABLE  
CONTAINERS (RC)  
UNDER THE DEPOSIT  
RETURN SYSTEM

## NATIONAL ASSEMBLY MOTION

In 2015, a motion was presented at the National Assembly by David Heurtel, the Minister of Sustainable Development, the Environment and the Fight Against Climate Change. The motion recognized RECYC-QUÉBEC as a major stakeholder in the responsible, innovative, and sustainable management of residual materials as well as for its huge contribution to the progress made in the past 25 years. The province has made great strides in terms of recycling. Québec currently has the means to collect residual materials from homes, parks, and public spaces. The recycling industry has also created thousands of jobs.



**“THE RECYC-QUÉBEC AID PROGRAM FOR SORTING CENTERS GAVE US THE FINANCIAL SUPPORT TO MAKE OUR EQUIPMENT MORE EFFICIENT AND PROVIDE A HIGHER QUALITY RECYCLED PRODUCT. WE THINK THE ENTIRE RMM VALUE CHAIN COMES OUT AHEAD!”**

**JEAN-SÉBASTIEN DAIGLE**

President and CEO,  
Société VIA



## FINANCIAL AID THROUGHOUT QUÉBEC

**Social economy and community mobilization** - 19 project grants awarded, with over \$1.3 million invested in businesses in the **Bas-Saint-Laurent, Saguenay-Lac-Saint-Jean, National Capital, Montréal, Outaouais, Abitibi-Témiscamingue, Lanaudière, Laurentides, and Montérégie regions.**

/ The program supports social economy enterprises and community groups working locally to develop markets for residual materials and spearhead change in the community.

**Implementation of technologies and processes, and market development** - Five project grants awarded, with over \$1 million invested in businesses in the **Montérégie, Lanaudière, and National Capital regions.**

/ The program is intended to improve operations for processing residual materials, including construction, renovation, and demolition waste (CRD), and find new markets for these recovered materials.

**Performance of curbside recycling sorting centers** - Three projects, over \$1 million invested in businesses in the **Estrie, Gaspésie-Îles-de-la-Madeleine, and Chaudière-Appalaches regions.**

/ The program supports sorting centers to improve the performance and quality of end products.

**Performance of industries, businesses and institutions (IBI) in residual materials management (RMM)** - 23 projects allocated, over \$200,000 invested in businesses in the **National Capital, Montréal, Outaouais, Abitibi-Témiscamingue, Laval, Lanaudière, Montérégie, and Centre-du-Québec regions.**

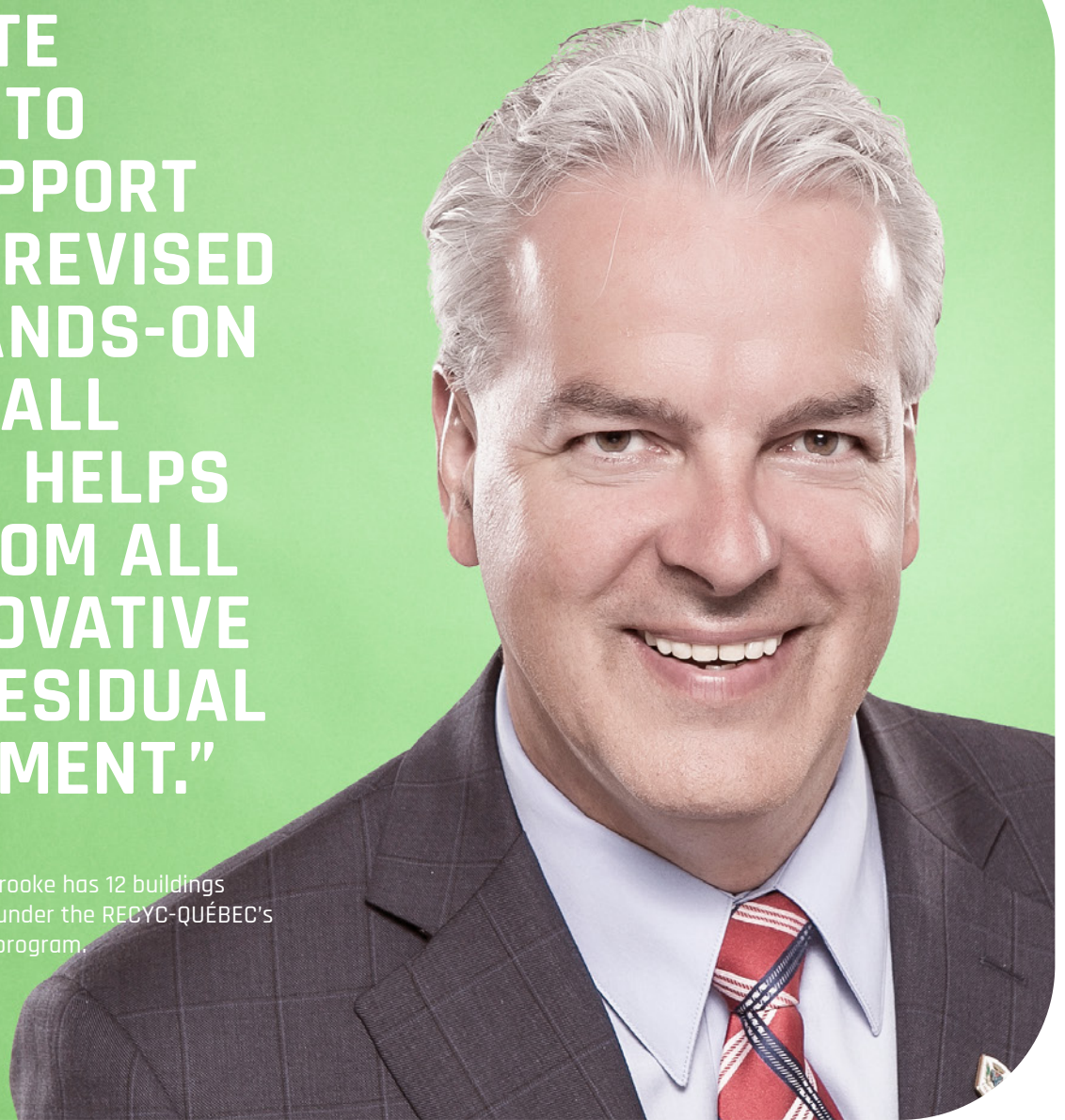
/ The program offers direct financing to IBIs to develop and implement residual materials management plans in their establishments, including equipment acquisitions.



**“WE WERE FORTUNATE  
TO BE ABLE TO TURN TO  
RECYC-QUÉBEC’S SUPPORT  
SERVICES WHEN WE REVISED  
OUR RMMP. THEIR HANDS-ON  
GUIDANCE BENEFITS ALL  
MUNICIPALITIES AND HELPS  
SECURE SUPPORT FROM ALL  
QUEBECERS FOR INNOVATIVE  
AND SUSTAINABLE RESIDUAL  
MATERIALS MANAGEMENT.”**

**BERNARD SÉVIGNY**  
Mayor of Sherbrooke

The city of Sherbrooke has 12 buildings  
certified Level 3 under the RECYC-QUÉBEC’s  
ICI ON RECYCLE! program.



## ON THE GROUND IN MUNICIPALITIES

### **/ Development clinic on the Union des municipalités du Québec (UMQ) compensation plan**

During UMQ's annual general assembly in May 2015, RECYC-QUÉBEC led a development clinic on the compensation plan. Municipal representatives explored strategies for improving their residuals materials management performance, and for increasing their compensation under the plan. RECYC-QUÉBEC specialists also explained how the PE (performance and efficiency) factor works and presented the disposal fee system.

### **/ RMM training offered to municipal elected officials in collaboration with Fédération Québécoise des municipalités (FQM)**

As part of FQM's municipal administrator certification, RECYC-QUÉBEC introduced a new training session: the financial levers of residual materials management.

The training session was developed and presented by RECYC-QUÉBEC professionals and included interactive and hands-on workshops. The session was offered throughout the province and was intended to increase participants knowledge of various financial levers related to residual materials management, including disposal fees, organic matter, grant programs, compensation plans, and calls for tenders, among others.

### **/ Review of residual materials management plans (RMMP)**

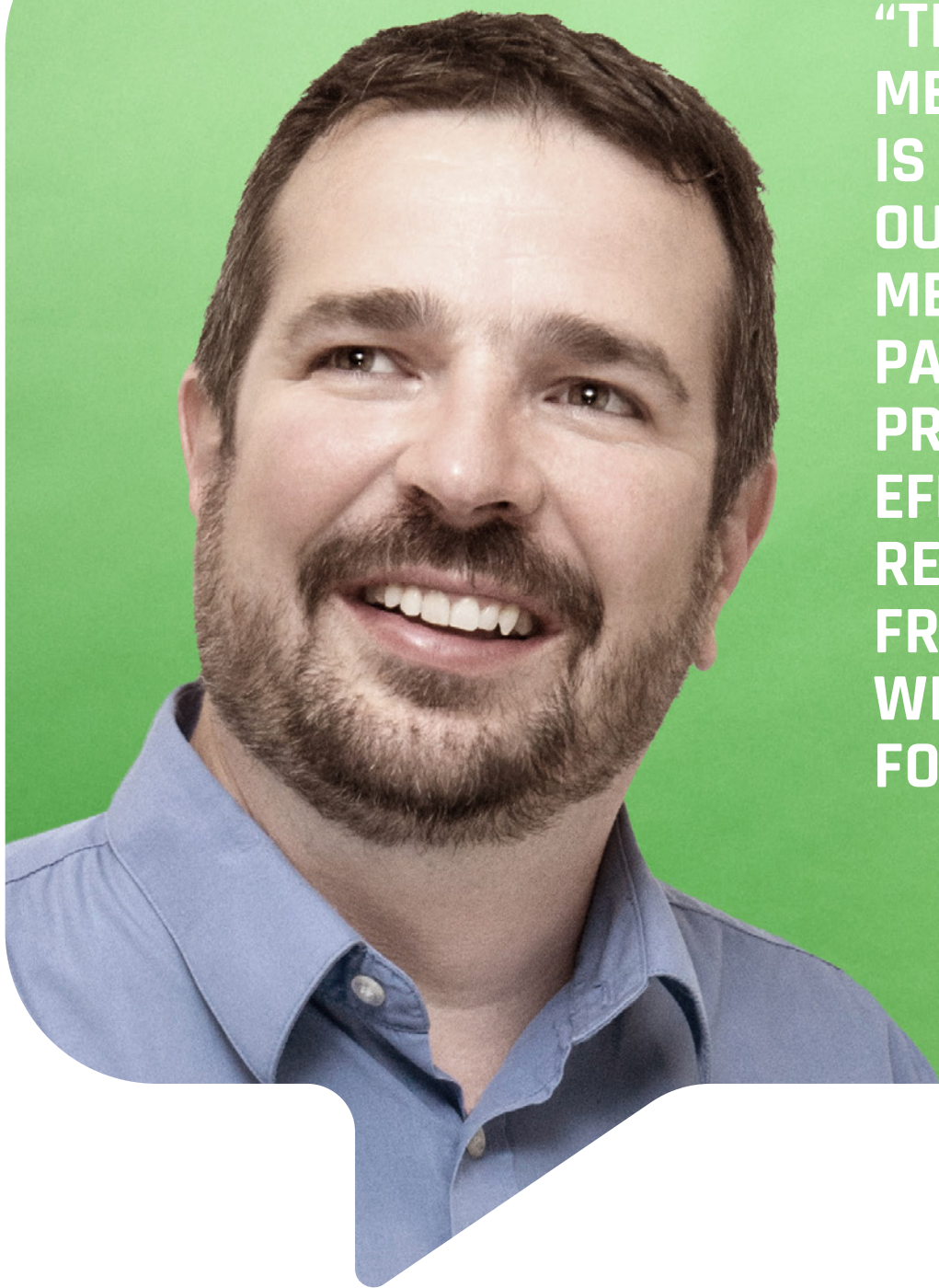
This year, RECYC-QUÉBEC's team of professionals continued to provide support services, processing no less than 1,130 information requests and analyzed 27 RMMP projects from municipal organizations throughout Québec.

Tools like the monthly newsletter and sample regulations were distributed and a presentation on how to optimize the financial management of residual materials was given at the Fédération québécoise des municipalités (FQM) annual general assembly.

### **/ Presentations on organic materials**

RECYC-QUÉBEC continues to use its expertise to achieve the goal of banning putrescible organic materials from disposal sites in Québec by 2020. RECYC-QUÉBEC specialists have given dozens of talks on organic matter to municipal organizations, industries, businesses, and institutions (IBIs), and even farmers during industry conferences.





**“THE ‘ICI ON RECYCLE!’ LABEL MEANS A LOT TO US. NOT ONLY IS IT A REMINDER THAT GUIDES OUR ENVIRONMENTAL MANAGEMENT DECISIONS, IT’S ALSO PART OF A RECOGNITION PROCESS THAT SPURS OUR EFFORTS TO DIVERT MORE RESIDUAL MATERIALS AWAY FROM LANDFILLS. THAT’S WHY WE’VE BEEN REGISTERED FOR 13 YEARS!”**

**DENIS GUAY**

Environmental and  
Energy Efficiency Supervisor,  
Alcoa, Aluminerie Deschambault



## ON THE GROUND WITH IBIs IN QUÉBEC

Industries, businesses, and institutions (IBIs) are the largest producers of residual materials in Québec. That's why RECYC-QUÉBEC strives to recognize and celebrate their efforts to promote sound management of residual materials.

### **ICI ON RECYCLE!** Recognition program

The ICI ON RECYCLE! program is divided into three levels that recognize the ability of IBIs to implement measures for residual materials management.

#### **LEVEL 1 -**

Commitment, which requires a formal undertaking from a decision-maker to implement RMM measures.

#### **LEVEL 2 -**

Implementation, which requires the development and implementation of an action plan incorporating measures to reduce, reuse, recycle, and reclaim materials as well as information and awareness initiatives for stakeholders in the organization.

#### **LEVEL 3 -**

Performance, which requires an audit to determine the reclamation rate for residual materials.

In 2015, 465 IBIs achieved one of these three levels.

**AND THANKS TO THEIR EXEMPLARY PRACTICES, SEVEN BUSINESSES IN THE MONTRÉAL, LAVAL, MONTÉRÉGIE AND CENTRE-DU-QUÉBEC REGIONS HAD RECLAMATION RATES OF OVER**

# 99%

Meaning almost zero waste was sent for disposal.

### **Reduction at the source**

Under the recognition program, special mentions were awarded to establishments with Performance level certification that implemented innovative measures to reduce waste at the source. These mentions single out establishments that pay particular attention to waste in every aspect of their operations.

**RECYC-QUÉBEC AWARDED A SPECIAL MENTION FOR REDUCTION AT THE SOURCE TO FOUR BUSINESSES:**

**BOIS LAMICA**  
VICTORIAVILLE

**CASCADES CANADA ULC**  
KINGSEY FALLS INDUSTRIAL COMPLEX

**GRONDIN GUILBEAULT FONTAINE**  
**NOTAIRES**  
COOKSHIRE-EATON

**LES PRODUCTIONS DE L'IMPRIMURE**  
SAINT-LÉONARD D'ASTON

**"A CIRCULAR ECONOMY  
MEANS DOING MORE AND  
BETTER WITH LESS. IT'S A  
CONCEPT THAT DOVETAILS  
WITH THE 4Rs, GOING BEYOND  
THE NOTION OF RESIDUAL  
MATERIALS OR WASTE  
TO TALK INSTEAD ABOUT  
RESOURCES. THE 4Rs  
HAVE BEEN A PART OF  
RECYC-QUÉBEC'S CORE  
IDENTITY FOR A LONG TIME."**

**MARIANE MALTAIS-GUILBAULT**  
Industrial Development Agent  
RECYC-QUÉBEC



## THE CIRCULAR ECONOMY— THE BASIS OF OUR NEW MISSION

A circular economy is a system of production, exchange, and consumption that **optimizes the use of resources at every step of a good's or service's life cycle while at the same time reducing its environmental impact and contributing to the wellbeing of individuals and the community<sup>1</sup>.**

The notion of a circular economy is alive and well at RECYC-QUÉBEC. Several activities have been held this year on the subject.

/ Presentation by Alain Geldron from The French Environment and Energy Management Agency (ADEME) to RECYC-QUÉBEC employees

/ Development of a call for proposals on transitioning to a circular economy

/ Assessment of opportunities for integrating the circular economy into RECYC-QUÉBEC operations

/ Session on the circular economy organized as part of Salon des technologies environnementales du Québec (TEQ)

/ Active member of the executive committee of the Quebec center for the circular economy at Institut EDDEC

/ Attendance at the circular economy conference in France

/ Participation in a work group on the circular economy at the International Reference Centre for the Life Cycle of Products, Processes and Services (CIRAIG)

/ Participation in the assessment of a training session on the circular economy funded by Ministère du Développement durable, de l'Environnement et de la Lutte contre les changements climatiques (MDDELCC) and Ministère de l'Économie, de la Science et de l'Innovation du Québec (MÉSI)

/ Presentation on the circular economy to the RECYC-QUÉBEC board of directors

/ TEQ tradeshow: Talk on "the circular economy at a regional level"

<sup>1</sup> Source: The Institute of the environment, sustainable development, and the circular economy





**“WE REFER TO THE STUDIES PRODUCED BY RECYC-QUÉBEC BECAUSE THEY’RE A RELIABLE SOURCE OF INFORMATION. THE KNOWLEDGE IS USEFUL AND FUELS OUR THINKING ABOUT THE CHALLENGES AND ISSUES OF RECYCLING.”**

**MARTIN CARON**  
2nd vice-president  
Union des producteurs agricoles



## WHERE INFORMATION AND EXPERTISE MEET

Getting involved up and down the residual materials value chain ensures that the studies conducted are useful to RECYC-QUÉBEC's various partners. Here is an overview of the studies conducted over the past year.

/ Environmental analysis of the life cycle of Québec beer bottles and cans (updated in 2010)

/ 2012-2013 characterization study of residual materials in Quebec's residential sector

/ Backgrounder on the banning of single-use shopping bags

/ Best practices guide to limit odors from the production and storage of fertilizing residual materials and their application to agricultural areas

/ Portrait of the behaviors and attitudes of Quebecers towards the 4Rs

/ Practices promoting the recycling of organic materials in IBIs

/ Depackaging technologies for expired food products: report and technical specifications

/ Municipal uses for organic residual materials

/ Uses of organic residual materials in the ornamental horticulture sector

/ Seven university theses by master's and PhD students who received scholarships from RECYC-QUÉBEC to conduct research that will contribute to knowledge or expertise on the responsible management of residual materials.

### Proper segmentation of the target audience is the key to a successful social media marketing strategy!

That's why the "Portrait of the behaviors and attitudes of Quebecers towards the 4Rs" was presented at the first Agents of Change Summit in San Diego. The event brought together scientists and practitioners who use marketing and technology to encourage citizens to adopt healthy living habits. During the event, the study was cited as a model to be followed.



### Assuring the quality of organic matter

RECYC-QUÉBEC is committed to developing markets for quality compost in Québec, and helped revise the CAN/BNQ 0413-200 standard for organic soil conditioners (composts) and the certification program from Bureau de normalisation du Québec (BNQ). This is a voluntary standard that allows compost manufacturers to certify their products and guarantee quality for users.

**“ON THE RESIDENTS TAB  
OF THE NEW RECYC-QUÉBEC  
WEBSITE, I QUICKLY FIND  
EVERYTHING I’M LOOKING  
FOR AND LOTS MORE! THE  
SITE IS USER-FRIENDLY AND  
HAS LOTS OF INFORMATION.  
THEY PUT THEMSELVES  
IN MY SHOES TO MAKE  
MY DAILY RECYCLING  
ACTIVITIES A BREEZE.”**

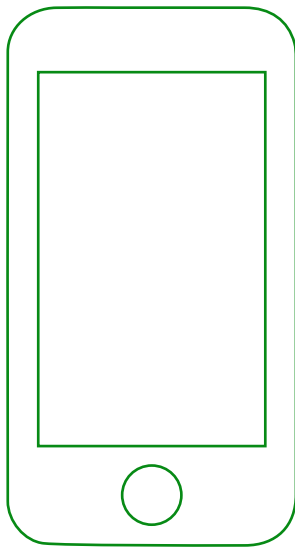
**MÉLINA CHASLES**

Resident of Saint-Bruno-de-Montarville



## AUDIENCES REACHED

In January 2015, RECYC-QUÉBEC unveiled an all-new version of its website. The site was completely revamped to offer users the best experience possible and provide detailed and useful content.



/ **Well-designed ergonomics**, with simplified menus and an effective search engine.

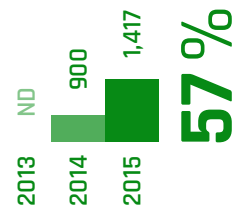
/ **Content adapted to** different users: residents, municipalities, businesses, and organizations.

/ **An adaptive design** that adjusts to whatever device is being used (tablet, computer, smartphone).

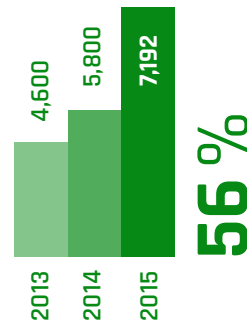
RECYC-QUÉBEC is currently assessing the feasibility of an application to help residents find the right drop-off point for their recycling. Integrating location-based content would make it easy for people to find the drop-off point closest to them for each type of recycling.

What's more, RECYC-QUÉBEC is becoming more and more active on social media.

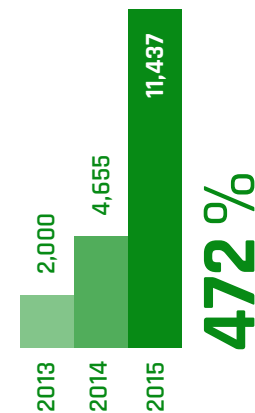
### INCREASE SINCE 2013 -



LINKEDIN  
followers -



TWITTER  
followers -



FACEBOOK  
likes -





**"I'VE BEEN AN ACTIVE PARTNER OF QUÉBEC'S SUCCESSFUL TIRE RECYCLING PROGRAM SINCE ITS INCEPTION. WE BUILT AN INDUSTRY SPECIALIZED IN RECYCLING SCRAP TIRES AND WE ELIMINATED TIRE DUMPS. NOW WE'RE INNOVATING AND DEVELOPING NEW PRODUCTS MADE FROM SCRAP TIRES. AS ALWAYS, WE CAN COUNT ON RECYC-QUÉBEC TO SUPPORT OUR EFFORTS."**

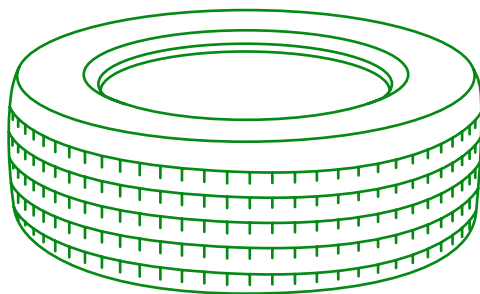
**PIERRE POULIN**  
President and CEO  
Dynamat



## SUPPORT FOR OPERATIONAL PROGRAMS

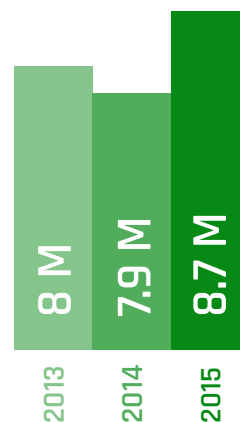
### Scrap tire program QUÉBEC LEADS CANADIAN PROVINCES FOR ECONOMICALLY EFFICIENT SCRAP TIRE MANAGEMENT.

It is also the most technologically advanced: 93% of all tires collected by the program are recycled, and 7% are used in energy recovery as an alternative fuel source.



Tires are sent to Québec recyclers where they are transformed into a wide variety of products, including blasting mats, livestock mats, factory mats, carpet padding, floor covering tiles, and mats for sports centers.

### NUMBER OF TIRES RECOVERED AND RECYCLED

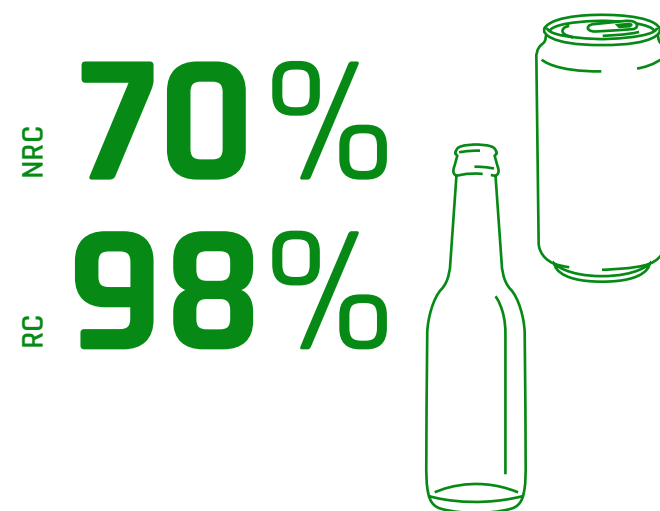


## Deposit

RECYC-QUÉBEC manages the beer and soft drink container deposit program. The program requires bottlers, brewers, retailers, and consumers of beer and soft drinks to collect or pay a deposit on containers, which is recovered when the empty containers are returned.

/ For the past three years, the combined rate of recovery for refillable containers (RC) and nonrefillable containers (NRC) for beer and soft drinks has been over 70%.

/ The recovery rate for refillable containers (RC) has held steady at 98% for ten years.



### Extended producer responsibility (EPR)

Since July 14, 2012, all businesses are required to implement a recycling program for the products they put on the market in accordance with the concept of extended producer responsibility (EPR).

However, businesses can be exempted from implementing an individual program if they are a member of a management organization recognized by RECYC-QUÉBEC.

There are five of these recognized management organizations in Québec; one for each sector targeted by the EPR. Since April 1, 2014, RECYC-QUÉBEC has been officially responsible for monitoring all individual programs and recognized management organizations.

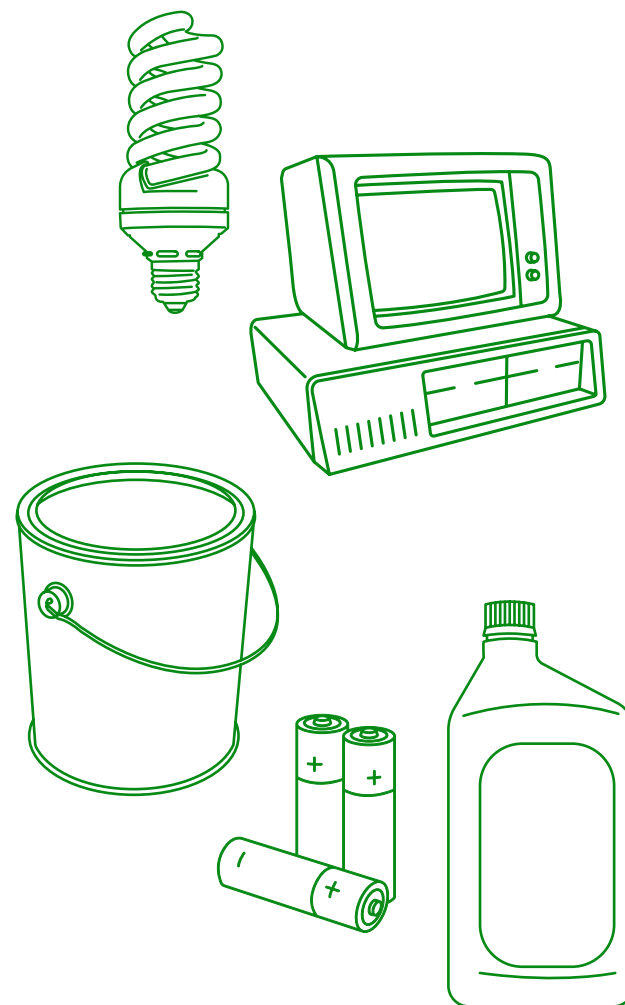
Since the programs started, over 95,000 tons of end-of-life products have been recovered and recycled (mercury light bulbs, batteries, electronic devices, paints, and oils).

On a per capita basis, that represented 11.5 kg per person diverted from landfills in Québec in 2015—5% more than in 2014.

# 95,000 TONS

OF PRODUCTS RECOVERED  
AND RECLAIMED

**SINCE THE EPR  
WAS IMPLEMENTED,  
OVER 5,000 DROP-OFF  
POINTS FOR ALL KINDS  
OF PRODUCTS HAVE BEEN  
SET UP FOR CITIZENS  
ACROSS QUEBEC, MAKING  
IT EASY TO GET RID  
OF THESE MATERIALS.**



Overall recycling data comes from five programs from recognized management organizations (RMOs) and seven individual business programs: Bell and Québecor for electronics, Ikea for mercury lightbulbs and batteries, and Crevier, Paquet et fils, Canadian Tire, and Safety-Kleen for oils and containers.

#### **QUÉBEC CITY OFFICE**

300 rue Saint-Paul, suite 411  
Québec, QC G1K 7R1  
418 643-0394

#### **MONTRÉAL OFFICE**

141 avenue du Président-Kennedy, 8th floor  
Montréal, QC H2X 1Y4  
514 352-5002

#### **LIGNE INFO-RECYC**

Toll-free / 1-800-807-0678  
Montréal area / 514-351-7835

[recyc-quebec.gouv.qc.ca](http://recyc-quebec.gouv.qc.ca)

[info@recyc-quebec.gouv.qc.ca](mailto:info@recyc-quebec.gouv.qc.ca)

In line with RECYC-QUÉBEC'S mission, the 2015-2016 annual report only exists in pdf form.

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RECYC-QUÉBEC  
**Québec** 