

ANNUAL REVIEW  
2012/2013

# OUR 3RS

REDEFINED  
REINVENTED  
REFOCUSED  
ON YOU

RECYC-QUÉBEC

Québec



<b>MISSION</b>	<b>VISION</b>	<b>MANDATE</b>
<b>At the heart of the action, for responsible management of residual materials</b>	<b>Mobilize Quebecers to promote innovative, sustainable management of residual materials</b>	<b>Promote, develop, and foster the reduction, reuse, recovery, recycling, and reclamation of containers, packaging, materials, and products with a view to conserving resources</b>

<b>2</b>	<b>HIGHLIGHTS OF RESIDUAL MATERIALS MANAGEMENT IN QUÉBEC</b>
<b>4</b>	<b>MESSAGE FROM THE CHAIR OF THE BOARD</b>
<b>5</b>	<b>MESSAGE FROM THE PRESIDENT AND CEO</b>
<b>6</b>	<b>OVERVIEW OF OUR ACTIVITIES</b>
<b>6</b>	<b>OUR SIX MAJOR PROJECTS</b>
<b>16</b>	<b>OUR SIX LINES OF BUSINESS</b>

# OUR THREE CHALLENGES

1

**Mobilize  
stakeholders  
and foster  
accountability**

2

**Deploy solutions  
throughout the  
residual materials  
value chain**

3

**Develop a  
new business model  
enabling us to continue  
our forward-looking  
investments in residual  
materials management**

## HIGHLIGHTS OF RESIDUAL MATERIALS MANAGEMENT IN QUÉBEC

RECYC-QUÉBEC issues the Québec Residual Materials Management Report every two years in order to track changes in the amount of residual materials produced, disposed of, recovered, and reclaimed. The recovery data is from 2010 and the disposal data from 2011.

### RECYCLING

- In 2010, **1,041,000 metric tons** of residual materials were **recovered** by the various sorting centers.
- The amount of residual materials recovered by the sorting centers had increased by **13%** in two years.
- In 2010, the sorting centers sent **930,000 metric tons** of residual materials to be reclaimed, including **656,000 metric tons** recovered through municipal recycling.
- The materials from municipal recycling sent for reclamation had increased by **8%** in two years.
- **59%** of household materials recovered through curbside recycling were reclaimed.

### ORGANIC MATERIALS

- The amount of available organic matter, including sludge, totaled over **4.4 million metric tons** in 2010.
- Nearly **900,000 metric tons** of organic matter was recycled, for an overall recycling rate of more than **20%**.
- **18%** of municipal organic matter (sludge included) was recycled (**recycling rate of 12%** if sludge is not included).
- More than **516,000 metric tons** of industrial, commercial, and institutional (ICI) organic matter was recycled, which represents a **recycling rate** of over **21%**.

Work still needs to be done to improve recycling habits. The *Recycling is remaking* campaign, conducted jointly with Éco Entreprises Québec, continued to educate residents about how easy it is to recycle and what happens to the recycled materials. The campaign helped enhance the credibility and awareness of recycling and was very popular with the public.

## DISPOSAL

- In 2011, **5,897,000 metric tons** of residual materials, including sludge, were disposed of in Québec, a decrease of nearly **13%** since 2008, **the biggest in 20 years**.
- The number of active disposal sites in Québec had decreased by **75%** since 2008.
- The amount of residual materials disposed of per inhabitant in 2011 was **746 kg**.
- Since 2008, **4.6 million metric tons** were used to cover materials buried in waste disposal sites in Québec.

## COMPOSITION OF THE MATERIALS DISPOSED

- **2,248,000 metric tons** of organic matter, excluding sludge, was disposed of in Québec in 2011.
- **542,000 metric tons** of paper and cardboard were disposed of in Québec in 2011.
- **415,000 metric tons** of wood were disposed of in Québec in 2011.

I am very proud to present RECYC-QUÉBEC'S 2012-2013 annual report. As you read it, you will understand the full scope of the transformation undertaken by the corporation. The report theme accurately portrays this bold shift as RECYC-QUÉBEC strives to embody its own 3Rs going forward: redefined, reinvented, and refocused on you.



**Redefined** by its distinctive areas of expertise, which clearly define its role, represent the value it adds, and confirm its very purpose

**Reinvented** through an approach that will enable it to better navigate the complexity of its operations and establish best practices

**Refocused on you**, partners and citizens, by providing creative solutions to problems and better meeting its clients' needs

With the implementation of the 2012-2017 strategic plan, this past year has been a time of both transformation and reflection. Once the plan is fully rolled out, the organization will be positioned as an industry leader allowing Québec to tackle 21st century residual material management issues with a focus on sustainability. These challenges and opportunities will enable RECYC-QUÉBEC to demonstrate the passion, agility, and innovative spirit that drive it.

2012-2013 also marks the end of Ginette Bureau's term as president. I greatly admire her for her commitment, creativity, and ability to motivate others.

I want to take this opportunity to welcome the new president and CEO of RECYC-QUÉBEC, Benoît de Villiers. I would like to thank all the members of the board, both those who are leaving and those who are joining us for this new phase. I would also like to congratulate RECYC-QUÉBEC's staff and management team for their open-mindedness and wholehearted cooperation. This transformation would not have been possible without each and every one of you.

A handwritten signature in black ink that reads "Johanne Gélinas". The script is fluid and cursive.

**Johanne Gélinas**  
Chair of the Board

2012-2013 was without a doubt one of the most innovative years to date for RECYC-QUÉBEC. With its mandate redefined, the government corporation completely revamped both its business model and its operations.



As this huge endeavor gains momentum in 2013-2014, we will continue delivering the same high level of vision and

attention to detail. Our goal is to come up with more creative and better integrated solutions to broaden RECYC-QUÉBEC's scope by adopting an innovative business line-based management approach. This management style, which draws on the multidisciplinary expertise of all those who contribute information and knowledge on various issues, also hinges on the cooperation of stakeholders across the residual material management value chain.

In addition to reviewing RECYC-QUÉBEC's strategic plan and operations, we continued to carry out regular operations with our usual panache. And our efforts earned us two prestigious awards—a Phares award for excellence in governance of a board of directors presented by Korn/Ferry and *Les Affaires* and a green CEO award from *Les Affaires* and Trebora Conseils for a director's personal contribution to environmental protection and sustainable development.

In light of these achievements, I am very proud to sign this 2012-2013 annual report.

I sincerely thank all our staff, who more than ever before have demonstrated their open-mindedness, creativity, and willingness to take up the challenges posed by our transformation.

As my stimulating, five-year term draws to a close, I would like to express my gratitude to all of RECYC-QUÉBEC's partners. I would also like to thank the members of the board and its chair, Johanne Gélinas, for their tireless support and invaluable support all throughout my term.

A handwritten signature in black ink, appearing to read 'G. Bureau', written over a horizontal line.

**Ginette Bureau**  
President and CEO

OVERVIEW OF OUR ACTIVITIES

# OUR SIX MAJOR PROJECTS

RECYC-QUÉBEC's 2012-2017 strategic plan defines its residual materials management priorities and focuses its actions on six major areas that complement Québec's 2011-2015 residual materials policy and action plan.

1

**ORGANIC  
MATTER**

2

**REDUCTION  
AT SOURCE**

3

**PRODUCTS  
WITH SHORT  
LIFECYCLES**



4

5

6

**ICI AND CRD  
SECTORS**

**RECYC ECO**

**DEPOSIT  
RETURN**

## OVERVIEW OF OUR ACTIVITIES

### PROJECTS

### GOALS

## 1 ORGANIC MATTER

- Develop markets
- Enhance social acceptability and participation on the part of Quebecers
- Develop efficient collection and treatment systems

## 2 REDUCTION AT SOURCE

- Mobilize residual materials management (RMM) stakeholders to dialogue and work together
- Identify the actions required to achieve the desired results

## 3 PRODUCTS WITH SHORT LIFECYCLES

- Develop measures to ensure that products with short lifecycles bear the cost of the social and environmental impacts they cause
- Encourage the use of products with long lifecycles

## 4 ICI AND CRD SECTORS

- Enhance performance in government ministry and agency buildings
- Develop collective recycling systems for industrial parks and commercial concentrations
- Help ICIs prepare for the ban on the disposal of paper and cardboard in 2013 and wood in 2015
- Help the industry develop markets

## 5 RECYC ECO

- Promote the RECYC ECO certification mark to manufacturers
- Encourage organizations and contractors to change their procurement policies to include products made of recycled materials

## 6 DEPOSIT RETURN

- Improve the operational management of the deposit system

## OVERVIEW OF OUR ACTIVITIES

### ACHIEVEMENTS (in 2012–2013)

- Organic matter discussion table created
- 14 discussion table committee meetings held with 29 organizations to draw up the action plan

### ONGOING ACTIONS

- Development of the final version of the action plan to recycle 60% of organic matter by 2014 and eliminate disposal by 2020

- Partnerships created and support provided for projects on reducing food wastage and promoting eco-design

- Development of a strategy for launching a project for reducing waste at the source, starting by documenting and analyzing the issues, taking an inventory of ongoing or completed waste reduction activities, and establishing priorities and a financing structure

- Project structure established

- In conjunction with the Interuniversity Research Centre for the Life Cycle of Products, Processes, and Services (CIRAIG), selection of studies to analyze the lifecycles of certain disposable products to determine which should receive priority

- Joint actions taken with the Ministère and main industry stakeholders to ban paper, cardboard, and wood

- Enhancement of the ICI residual materials management performance program: funding limit per ICI for organic matter treatment facilities increased to \$200,000
- Analysis of the ICI ON RECYCLE! recognition program and identification of the best tools and means to reach business leaders
- Evaluation of support provided to the agricultural sector for recovering containers and packaging

- Agreement with Bureau de normalisation du Québec (BNQ) finalized and RECYC ECO Recycled content marking standards made available to certified organizations

- Development of a certification mark marketing plan

- Study structure established

- A study on deposit return and curbside recycling conducted to analyze and enhance recovery systems. The study will cover the various economic, social, and environmental impacts as well as recovery rates and quantities of recovered containers.

# OUR SIX LINES OF BUSINESS

1

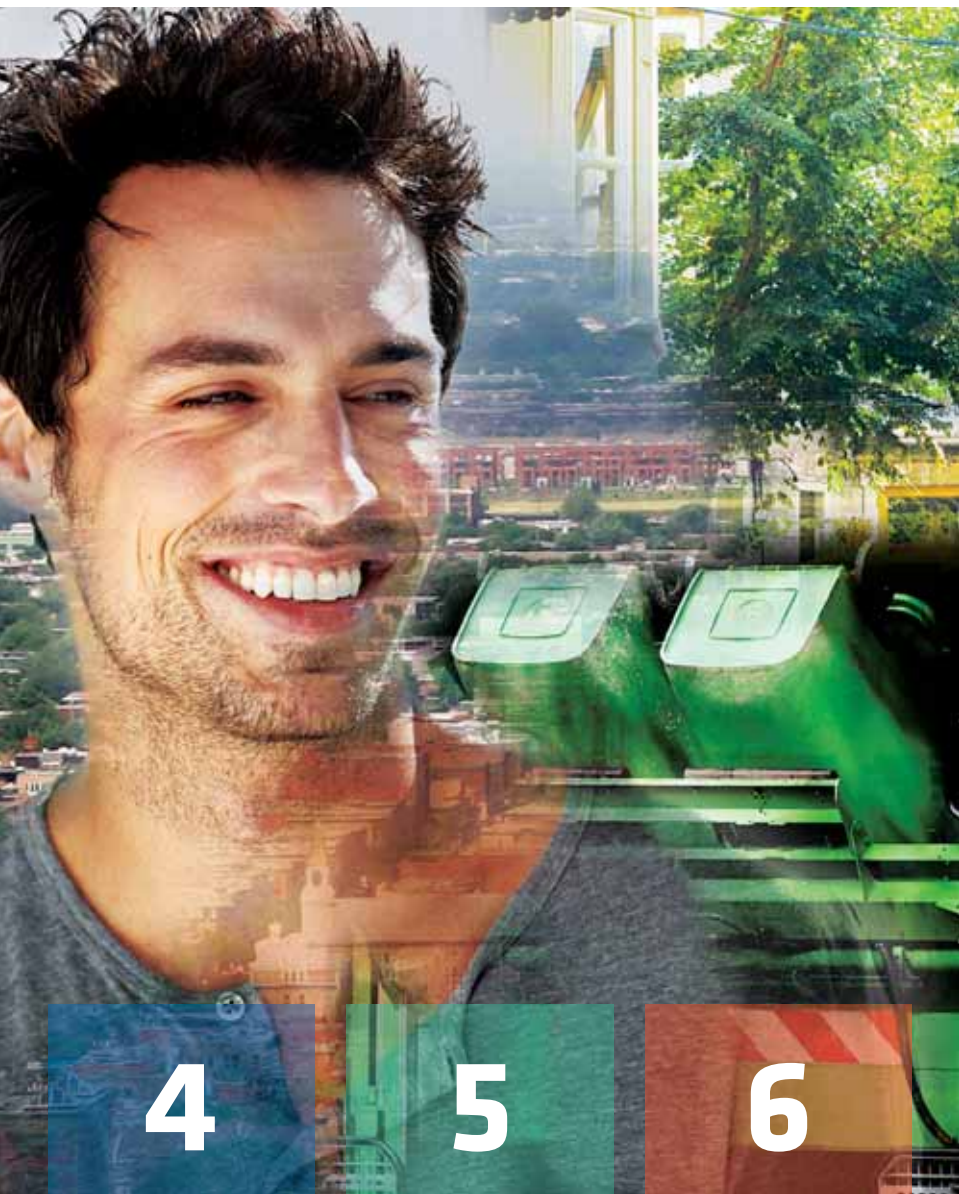
PROVIDE FUNDING  
AND EXPERTISE FOR  
MAJOR PROJECTS

2

MANAGE AND ENSURE  
THE COMPLIANCE OF  
OPERATIONAL PROGRAMS

3

OVERSEE EXTENDED  
PRODUCER  
RESPONSIBILITY (EPR)  
AGREEMENTS



4

**MANAGE BEHAVIOR  
PROGRAMS**

5

**EDUCATE QUEBECERS  
ABOUT RESIDUAL  
MATERIALS MANAGEMENT**

6

**MOBILIZE VALUE CHAIN  
STAKEHOLDERS TO WORK  
TOGETHER TO NEUTRALIZE  
SYSTEMIC OBSTACLES**

LINE OF BUSINESS

OUR ROLE

1

- Manage the various financial assistance programs available from RECYC-QUÉBEC
- Support recycling industry initiatives and projects
- Analyze all applications to standardized programs for financial assistance

PROVIDE FUNDING AND EXPERTISE FOR MAJOR PROJECTS



## OVERVIEW OF OUR ACTIVITIES

### OUR PROGRAMS

Implementation of technologies and processes, and market development

### OUR RESULTS

31 projects

\$5,103,000  
allocated

Social economy and community mobilization

37 projects

\$1,354,000  
allocated

Performance of ICIs with regard to residual materials management

298 projects

\$3,020,000  
allocated

Curbside recycling sorting center performance

8 projects

\$1,614,000  
allocated

Scrap tire treatment centers

5 projects

\$743,500  
allocated

Higher education bursaries

3 bursaries (master's level)

\$9,000  
allocated

LINE OF BUSINESS

# 2

OUR ROLE

- Manage and ensure the compliance of operational programs
- Review bills and draft regulations
- Negotiate nonrefillable beer and soft drink container deposit, recovery, and recycling agreements

## MANAGE AND ENSURE THE COMPLIANCE OF OPERATIONAL PROGRAMS



OUR PROGRAMS

OUR RESULTS

Deposit return

The rate of recovery in 2012

(combined rate – all materials, beer and soft drinks)

98%

for refillable containers  
(RC)

69%

for nonrefillable  
containers (NFC)

Consignéco and ConsignAction, associations of members of the Québec brewing and soft drink industries, respectively, are tasked with informing and educating consumers to raise awareness and improve recovery performance.

In 2012–2013, Consignéco and ConsignAction conducted awareness campaigns aimed at boosting the deposit return social movement. Consignéco promoted the economic value of beer can and bottle deposit return with a humorous campaign on Facebook. ConsignAction's campaign consisted of advertisements on the ecological value of recovering nonrefillable containers (NRC).

Tires

+ than  
8 million

tires (PTE) transported  
this year with more  
than 200,000 tires (PTE)  
removed from dumps

\$112.2 million tires (PTE)  
transported since the beginning  
of the program in 1993  
(integrated program set up  
in 1996). The Franklin site was  
finally emptied in summer 2012  
and the last of the 45.5 million  
scrap tires stockpiled in Québec  
was sent for recycling and  
reclamation.

Curbside recycling  
compensation plan

2012

\$114.9 million

provided to 557 municipal bodies<sup>1</sup>

<sup>1</sup> The amounts paid to municipal bodies under the curbside recycling compensation plan is provided by Éco Entreprises Québec (ÉEQ), a body certified by RECYC-QUÉBEC representing businesses in the “containers and packaging” and “printed matter” categories.

LINE OF BUSINESS

OUR ROLE

# 3

- Recognize bodies responsible for the recovery and reclamation of regulated products and track their obligations and activities
- Help recognized management organizations (RMO) handle changes in roles and responsibilities with respect to the collection of products subject to extended producer responsibility, and resulting issues

## OVERSEE EXTENDED PRODUCER RESPONSIBILITY (EPR) AGREEMENTS



OUR TARGET PRODUCTS



Paint products

Paints, stains, varnishes, primers, and latex alkyd or enamel lacquers and protective coatings and their containers, including aerosols



Oils, coolants, and antifreeze

Oils, and their containers and filters; coolants and antifreeze and their containers; aerosol brake cleaner containers



Mercury lamps

Fluorescent tubes, compact fluorescent lamps, high intensity discharge lamps, and all other types of lamps containing mercury



Batteries

Rechargeable and non-rechargeable batteries



Electronic devices

Computers, peripheral devices, printers, scanners, fax machines, photocopiers, televisions, telephones, cell phones, answering machines, and e-book readers

OUR RESULTS

Responsible management of the materials covered under the five RMO programs

+ than 12,000 free drop-off locations in Quebec for residents and businesses

LINE OF BUSINESS

OUR ROLE

# 4

- Help our clientele attain a high level of performance by adopting best residual materials management practices
- Deploy behavior programs
- Develop support tools
- Analyze program performance

## MANAGE BEHAVIOR PROGRAMS



OUR PROGRAMS

OUR RESULTS



VISEZ juste!

To date these services are in place in

171 buildings

in Montréal and Québec City

This program is specifically designed to help government ministries and agencies speed up implementation of reduction at source, reuse and recycling services.



ICI ON RECYCLE!

150 organizations

received Level 3 –  
Performance certificates in 2012

This program highlights the efforts of ICIs that have incorporated sound residual materials management into their operations.

The ICI ON RECYCLE! information tour helped encourage ICIs in Québec to tackle the key issues and challenges they will face in coming years. The 2012 edition was a great success. RECYC-QUÉBEC met with 900 managers and entrepreneurs in 15 Québec regions. These free information sessions provide ICIs with invaluable information on support tools, financial assistance programs, and the ICI ON RECYCLE! recognition program. After each session, Level 3 – Performance certificates were awarded to businesses in the region.



RECYC ECO  
certification

A marking strategy  
was developed

RECYC ECO certification identifies innovative and responsible manufacturers.

RMMP and  
regional  
performance

A tool was developed to enable  
municipal bodies draw up an inventory  
of their residual materials.

Residual materials management policies produced by regional municipalities determine the means required to improve regional performance.

LINE OF BUSINESS

5

**EDUCATE  
QUEBECERS  
ABOUT RESIDUAL  
MATERIALS  
MANAGEMENT**

**OUR ROLE**

- Educate target audiences in order to stimulate a voluntary change in behavior by focusing on arguments to promote the desired behavior, as well as obstacles, and methods of influencing behavior

*Lines of business  
being started up*

LINE OF BUSINESS

6

**MOBILIZE  
VALUE CHAIN  
STAKEHOLDERS  
TO WORK  
TOGETHER  
TO NEUTRALIZE  
SYSTEMIC  
OBSTACLES**



## OUR ROLE

- Mobilize value chain stakeholders to work together to prevent or manage existing or potential systemic obstacles
- Work with community stakeholders to develop and implement solutions to improve the efficiency and performance of the curbside recycling and putrescible organic matter sectors
- Develop a common stakeholder stance to speed up the achievement of tangible results in reducing waste disposal

## OUR RESULTS

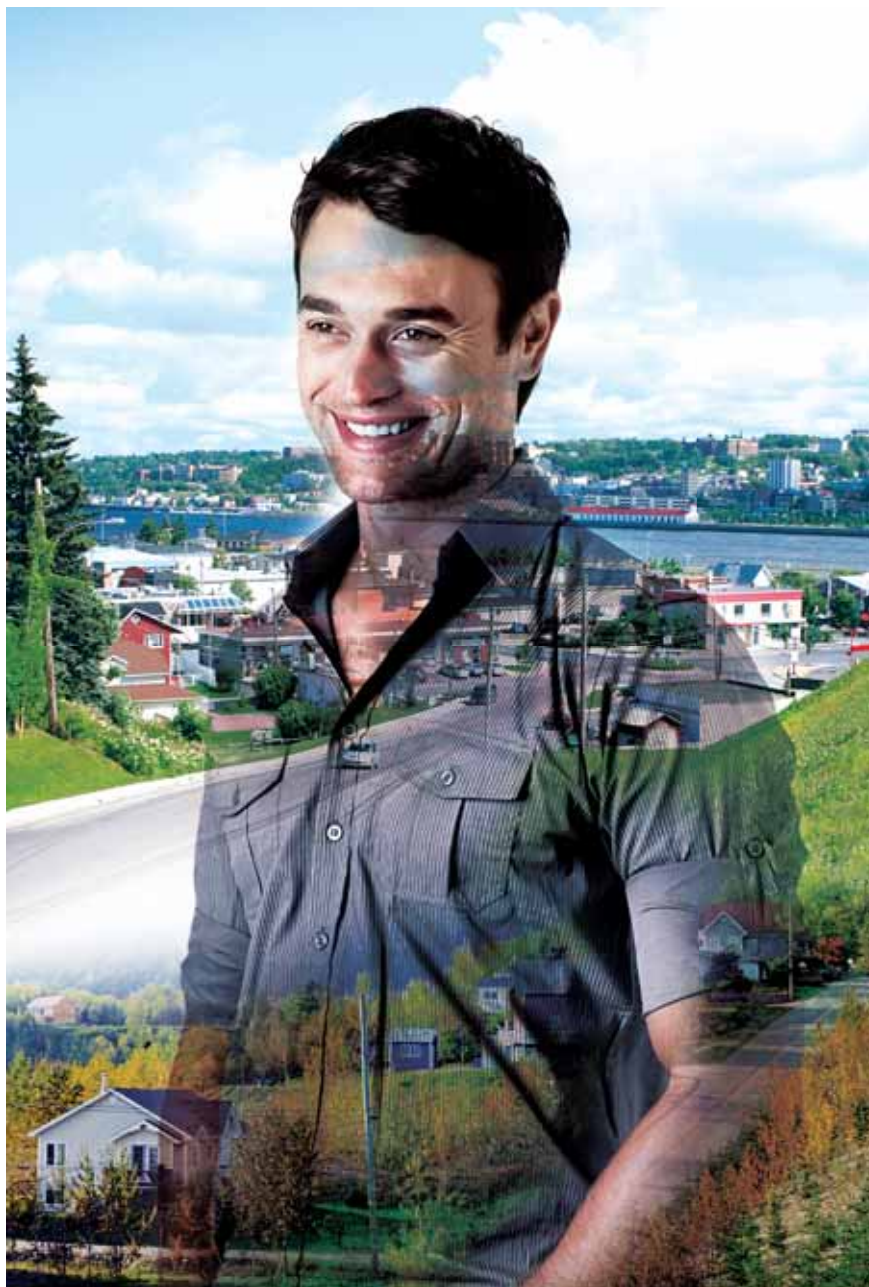
### RECYCLABLE MATERIALS FROM CURBSIDE RECYCLING

**Adoption and implementation of the 2012-2015 action plan** developed by the joint committee on recyclable materials from curbside recycling, including ten objectives in five areas: communication; eco-design; collection; sorting, conditioning, and recycling; research and analyses

### ORGANIC MATTER

**Creation of an organic matter recycling discussion table and development of a 2013-2015 action plan**





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

RECYC-QUÉBEC  
Québec

