



# full

of value

2012 ANNUAL REPORT

**CBCRA**

Canadian Beverage Container  
Recycling Association



Partnership  
Leadership  
Stewardship

# full



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○ of potential



Letter to Stakeholders:

# full out

dedication



## Every Steward Is Working and Investing to Recover Every Beverage Container

2012 was an important milestone for our Recycle Everywhere program in Manitoba as we transitioned from the youthful start-up stage to a more mature program, while continuing to make progress in the diversion of beverage packaging away from landfill.

The Canadian Beverage Container Recycling Association (CBCRA) was formed in 2010 by the beverage industry as a non-profit, industry-led Extended Processor Responsibility organization. The mandate was to find an effective, innovative way for Manitobans to economically and conveniently recycle their empty beverage containers, thus preventing those valuable resources from going to landfill. The result is a recycling methodology without precedent in North America – and one whose progress is being watched by the beverage industry and other stakeholders around the world.

Given that 30 per cent of beverages are consumed away from home, we know that convenience is a key factor in encouraging people to recycle when they are out and about in their communities. With this in mind, we dramatically improved the availability of Recycle Everywhere bins in 2012 for use in public spaces like parks, arenas, entertainment venues, and streetscapes. This helped many communities get public space recycling programs established quickly and moved them one step closer to achieving their own sustainability objectives. As of December 31, 2012, more than 10,000 Recycle Everywhere bins were placed in over 174 communities across the province. Bins have also been supplied and installed in more than 193 industrial, commercial and institutional buildings, and 113 schools.

Since its inception, CBCRA has invested more than \$1 annually per Manitoban in continuous public education. The goal is to make every Manitoban aware of the importance of recycling beverage containers as well as helping all of us to better understand what happens to those containers when they are recycled. Reusing recyclable materials reduces the need to use virgin materials when creating new packaging, which lowers everyone's carbon footprint and increases the life of our landfills. Many beverages sold in Manitoba today use recycled content in their packaging.

It is important to note that the Recycle Everywhere program is funded by producers, those brand owners and first importers of non-alcoholic beverages sold in Manitoba. They report their sales to CBCRA on a monthly basis and pay the associated fees. Without their support and continued compliance, the Recycle Everywhere program would not be the success it is today.

A healthy environment is critically important to us all and responsible companies understand the need for lifecycle management solutions for their packaging. As we enter 2013, we are moving ever closer to the government-mandated target of recovering 75 per cent of all beverage containers sold in Manitoba. As of December 31, 2012, 53 per cent of these containers were recovered across the province. We have made good progress, and much more work needs to be done.

I invite you to review the highlights of 2012 found in this latest annual report. As for 2013, the CBCRA Board of Directors recently approved aggressive infrastructure and public education investment plans, which you can read more about by visiting our web site at [www.cbcracrcb.org](http://www.cbcracrcb.org).

We look forward to continuing to work with all Manitobans to recycle beverage containers wherever they are – at home, at work or around town. If you see a place where a Recycle Everywhere bin is needed in your community or work place, please call us at **1-877-810-7362** or send us an email at [info@recycleeverywhere.ca](mailto:info@recycleeverywhere.ca).

Sincerely,

John B. Challinor II APR  
Chairman, CBCRA



“As of December 31, 2012, 53 per cent of beverage containers were recovered in Manitoba.”

“The Recycle Everywhere program is funded by producers. Without their support, the program would not be the success it is today.”



## Letter to Stakeholders:

# full

of success



### We Are Well On Our Way to Achieving Our Goal

CBCRA has reached a very important milestone on its road toward 75 per cent recovery. Like every successful business, we started with one thing – an ambitious idea. From there, we created a solid foundation, grew the infrastructure, refined the systems and expanded our market. Our eyes are locked on the goal, and we are making major strides to reach it.

In 2012, CBCRA moved the needle towards higher recovery rates by improving accessibility, convenience, promotion, education, reach and awareness. We doubled the number of Recycle Everywhere bins in Manitoba, with more than 10,000 bins in parks, streetscapes, schools, businesses and workplaces. We created new partnerships and are now working with 80 per cent of the communities across the province. We have also made positive headway in northern Manitoba.

In the pages that follow, you will see that CBCRA continued to place promotion and education at the forefront of our initiatives. Every Manitoban needs to learn the true potential in every empty beverage container. We invested in a wide-spread advertising campaign and continued sponsoring Manitoba's major sports teams, including the Winnipeg Jets, Winnipeg Blue Bombers and Winnipeg Goldeyes. Together with our successful social media promotions, these sponsorships have built our brand awareness and created positive public associations with Recycle Everywhere.

Our street team and new mascot, BINjamin, continue to be some of our most powerful educators. They raise awareness of our program, promote recycling behaviour and, most importantly, make the process fun. The street team attended more than 200 event days across the province during the summer of 2012, and they made personal connections with hundreds of thousands of people.

“We doubled the number of Recycle Everywhere bins in Manitoba, with more than 10,000 bins on streetscapes and in parks, schools, businesses and workplaces.”

CBCRA conducted 15 waste audits in 2012. We analyzed bins on streetscapes, at events and in restaurants, businesses, schools and community centres in Manitoba. Measuring our beverage container recovery progress is key, and waste audits allow us to evaluate the impact of our program on recovery rates. With that insight, we can determine the best way to expand our collection infrastructure.

This past year saw many successes, and the best is yet to come. We achieved a significant milestone by completing our five year Strategic Plan in 2012. It outlines clear annual recovery target rates, and we are pleased to report that we are on track to reach our goal.

Along with away-from-home recycling infrastructure and promotion, CBCRA needs to ensure that people are also recycling as many beverage containers as they can within the home. We have greatly expanded the communications campaign for 2013 and broadened our messaging to include at-home recycling too.

We recognize the challenge of reaching our target recovery rate, and we are ready to face that challenge with a clear, concise and bold directive: whether you are at home or away, recycle everything you can. By building the infrastructure across Manitoba and instilling this mindset in residents, we will achieve this goal and reduce our province's carbon footprint.

We cannot do this alone, and we thank the beverage industry, retailers, municipal and other partners, and consumers in Manitoba for their continued support and assistance in reaching our goal – recovering 75 per cent of beverage containers sold in the province. We look back at 2012 knowing we made a difference in Manitoba and gave thousands of people a way to recycle their beverage containers. But we need to do more to reach our goal. With that in mind, we look forward to 2013 with excitement because we will see the greatest expansion of infrastructure and promotion to date.

We are on track for success and we will continue to position ourselves as recycling leaders.

Yours truly,

Ken Friesen  
Executive Director, CBCRA





# fully committed

## Company Overview

### A Highly Committed Organization

In April 2010, beverage container producers and distributors rallied together to respond to a target set by the Government of Manitoba – to recover 75 per cent of all beverage containers sold in Manitoba. We formed a not-for-profit organization and began recruiting dedicated partners. Our members currently produce almost 100 per cent of the of non-alcoholic beverage containers sold in Manitoba.

Our Program Plan was approved by the provincial government in 2011, making it mandatory for every beverage producer to either take part in our program or to develop their own province-wide recycling program. We continue to work closely with government, retailers, producers, our community partners and consumers to ensure our program is meeting everyone's expectations.

### A Program That Is Raising Recycling Awareness

CBCRA created and administers a province-wide, away-from-home recycling program called Recycle Everywhere. The program distributes recycling bins to partners around

the province to give Manitobans the option to recycle their empty beverage containers rather than throwing them in the waste bin. CBCRA distributes Recycle Everywhere bins to Manitoba municipalities, industry, commercial businesses, government offices and parks, and institutions as well as to festivals and events.

### Funded by Dedicated Producers

Our producers fund the Container Recycling Fee (CRF) for each beverage container they sell in Manitoba. The CRF funds our entire program, including the infrastructure (recycling bins) for consumers to dispose of their used beverage containers, as well as extensive promotion and education activities. The funds pay for up to 80 per cent of the cost to collect and process beverage containers in residential recycling programs.

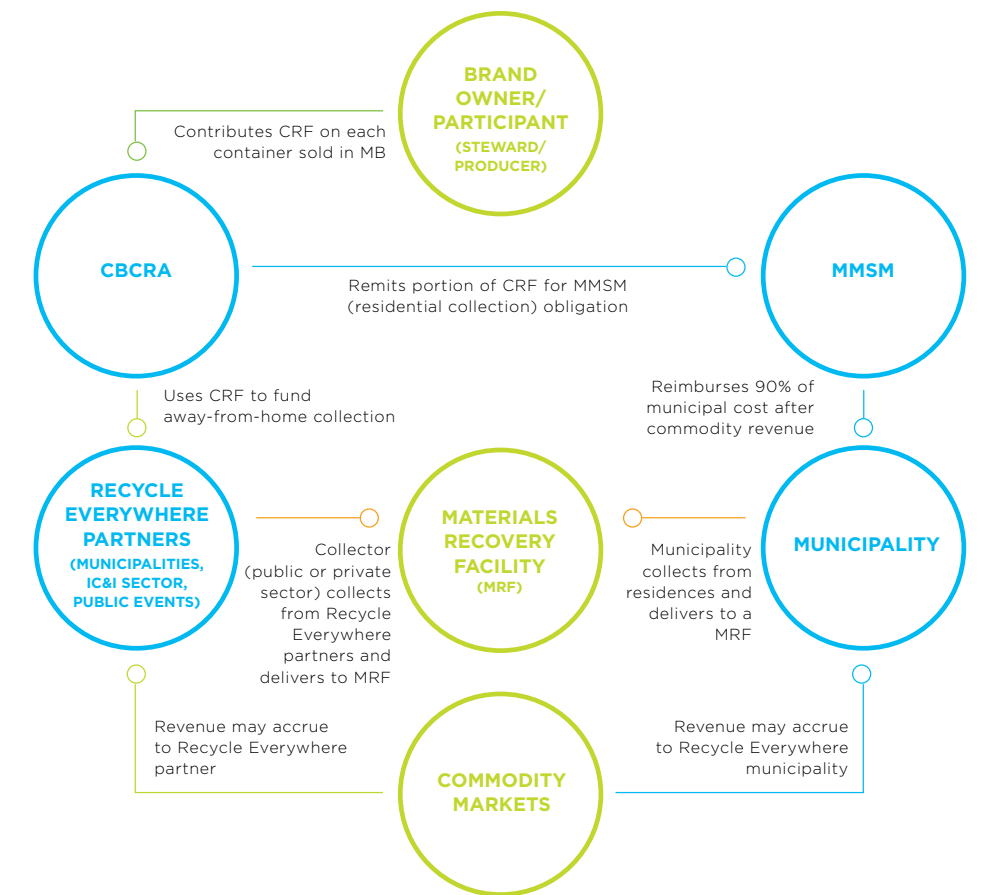
The beverage companies typically pass on the fee to retailers who pass it on to consumers – this fee is shown on most store receipts. The CRF is consistent across the province, and third-party research shows consumers clearly associate the visible CRF with the recycling of their containers.

### Finding a Way to Recover Every Beverage Container

Through the CRF, industry producers pay CBCRA to recover their materials in residential and away-from-home sectors. CBCRA in turn funds Multi Material Stewardship Manitoba (MMSM) to provide the province's blue cart programs and collect beverage containers in the residential sector.

- Flow of CBCRA Funds
- Flow of MMSM Funds
- Collected Materials

### HOW THE CBCRA WORKS



“ Recycling one aluminum can saves 95 per cent of the energy needed to make a new one from virgin ore. ”

### Many collection points

Beverage containers are collected through a number of different channels:

- Public spaces, like city parks and municipal and provincial buildings.
- Private establishments, such as restaurants, convenience stores and offices.
- Community centres such as arenas, pools and recreation centres.

CBCRA is expanding its communications tactics to emphasize the importance of Manitobans recycling their beverage containers at home too. Our advertising campaign provides information on the types of beverage containers that can be recycled and challenges everyone to toss every container in a recycling bin – no matter where they are.

### Economic and environmental benefits

Creating a beverage container from recycled material is much more sustainable than creating one from virgin materials. The Recycle Everywhere program helps save energy, conserve resources and reduce greenhouse gas emissions by making more recycled material available for reuse.

Our program diverts thousands of tonnes of material from the trash and extends the life of Manitoba's landfills. The economic and environmental costs of operating a landfill increase each year, so every kilogram of material we keep out of the dump helps create a more sustainable community.

Recycle Everywhere creates many "green" jobs and provides opportunities for local recyclers to grow as they recover increased volumes of containers. Also, 90 per cent of our bins are made right here in Manitoba.

### Diverse material management

Our program manages many kinds of beverage containers, including aluminum cans, PET plastic bottles, steel containers for non-alcoholic beverages, glass bottles, aseptic (drink box) and gabletop (carton) containers. Dairy beverage containers are not currently part of this program.





full scope of initiative

## Principles & Goals

### CBCRA's Core Principles:

#### 1. Industry managed stewardship

Our private sector partners share in the cost of delivering service, and they actively work to improve recycling systems and increase effectiveness.

#### 2. Effective and efficient program delivery

We follow best practices to ensure quality programming at low cost.

#### 3. Organizational transparency

We consult with stakeholders and publish our financial statements and performance metrics annually.

### Recycle Everywhere's Goals:

1. To recover at least 75 per cent of all beverage containers sold in Manitoba.
2. To launch the Recycle Everywhere program province wide by actively recruiting municipality, government, school, institution, business and festival partners.
3. To challenge all Manitobans to consistently and habitually recycle all beverage containers, both at home and away.
4. To position recycling as both a personal and social responsibility, motivating all Manitobans to recycle their beverage containers everywhere they go.



## Measuring Success

### We Are Taking Our Vision Across the Province

The CBCRA is continually enhancing its programs and services so that Manitobans have more opportunities to recycle their empty beverage containers. This past year, we made significant progress in our infrastructure development. We're well on our way to achieving our goal of recovering 75 per cent of all beverage containers sold in the province. In its first two full years of operation, CBCRA was able to:

- Double the number of permanent Recycle Everywhere bins in Manitoba between 2011 and 2012 for a total of 10,000 bins;
- Recruit 492 partners, including:
  - 193 Institutional, Commercial and Industrial (IC&I) partners,
  - 174 community partners,
  - 169 municipality partners;
- Install bins in 14 provincial parks and 113 schools; and
- Move the recovery needle from 42% in 2010 to 49% in 2011 to 53% of beverage containers sold in Manitoba in 2012.

### We Are Enriching Our Communities

The Recycle Everywhere team works tirelessly to connect with Manitoba residents in the places where they consume 30 per cent of their single-serve beverages – away from home. Here are some of the highlights of 2012:

- Recycle Everywhere attended 100 different events over 250 days, bringing our bright blue bins and energetic street team to communities across the province.
- BINjamin, our mascot, attended 15 events.

- We encouraged Manitobans to recycle at rodeos, music festivals, community fairs, expos and sporting events.
- Our team surveyed hundreds of attendees and generated valuable program feedback.
- We signed permanent program partnerships with 12 event organizations.
- We completed five Urban Litter cleanups and diverted recovered beverage containers into the recycling stream.

### We Are Challenging Ourselves to Go Further

Tracking and measurement is a very important aspect of our program. Waste audits provide greater detail and knowledge about the collection site, generation rates and contamination rates (the percentage of trash tossed into our recycling bins). Using that information, we can install appropriate Recycle Everywhere bins in targeted areas. After a pre-determined amount of time, a follow-up waste audit will be conducted to evaluate the program's performance and explore opportunities for improvement.

We completed 15 waste audits in 2012, including:

- 2 streetscape audits;
- 6 restaurant audits;
- 4 event audits;
- 1 school audit;
- 1 community centre audit;
- 1 IC&I audit.





# fulfilling

o our vision

Working together for  
a cleaner tomorrow

## Strategic Expansion

### Our New Five-Year Plan Positions Us for Success

Last year, CBCRA's board of directors approved a five-year strategic plan. The plan outlines a series of milestones that we must reach in order to achieve our ultimate target - recovering 75 per cent of all beverage containers sold in Manitoba by 2016.

For 2013, our goal is to exceed a 60 per cent recovery rate. We have clearly mapped out what needs to be done in order to reach this target. CBCRA will improve bin infrastructure, operations and communications to achieve the following goals:

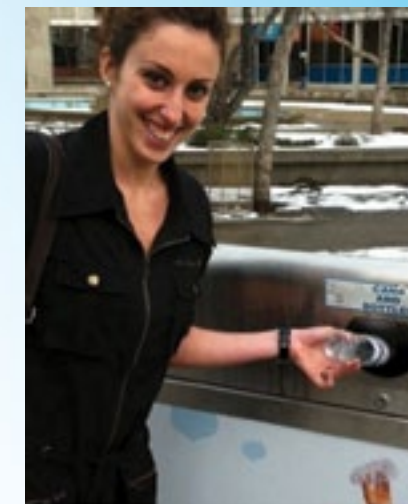
- Expand our marketing and communications strategy to increase residential and away-from-home recovery rates.
- Develop new IC&I partnerships.
- Strengthen existing partnerships in Manitoba communities.
- Build on the success of the Recycle Everywhere street team to boost our street-level presence.

The five-year strategic plan expands on our current efforts

with an aggressive promotion and education campaign. Where Recycle Everywhere's advertising previously focused on away-from-home container recovery, we are now also encouraging Manitobans to recycle their containers at home. This year, our communications program will:

- Expand messaging to include at-home beverage container recycling;
- Leverage our understanding of our consumer audiences' motivation and behaviour to change their recycling habits for the better;
- Develop a year-round promotion and education campaign; and
- Engage audiences to recycle all their empty beverage containers everywhere.

While the scope of our work has increased, our commitment to sound financial management remains the same. We will continue making wise use of our resources as we work to recover more beverage containers in Manitoba.



“ About 9 in 10 agree that the 2012 Recycle Everywhere campaign encourages them to look for public bins to recycle, even if they are outside the house.\* ”

*\* Results from a 2012 study conducted by Prairie Research Associates*



# full-time support

## Producers & Retailers



### CBCRA Members

- A. Lassonde Inc
- Amway Canada Corporation
- Calkins & Burke Ltd
- Canada Safeway Limited
- Canadian Tire
- Coca-Cola Refreshments Canada Company
- Cott Beverage
- Distribution Missum Inc
- Federated Co-Operatives Limited
- ID Foods Corporation
- Loblaw Companies Ltd
- Malinda Distributors Inc
- The Minute Maid Company of Canada Inc.
- Nestle Waters Canada
- P.A. Bottlers Ltd.
- P.A. Fine Foods & Distributors
- Pepsi Bottling Group Canada
- Saputo Dairy Products Canada G.P.
- Star Marketing Ltd.
- Sun-Rype Products Ltd.
- The TDL Group Corp
- Unisource Canada Inc
- Arctic Beverages Limited
- RW Packaging Ltd
- Elco Fine Foods Inc.
- Edoko Food Importers Ltd.
- Costco Wholesale Canada Ltd.
- Canada Dry Mott's Inc.
- Maverick Brands, LLC

### Participating Producers

Beverage container producers and retailers are integral to our success. Their support is helping us change Manitoba's recycling landscape for the better.

CBCRA's members are the producers, distributors and retailers of single use, sealed, ready-to-serve beverage containers sold in Manitoba. These companies are committed to increasing recycling rates in Manitoba, and without their participation, the program would not be possible. Their funding supports recycling infrastructure and consumer education, and they also help govern the organization through its volunteer board of directors. As of 2012, all obligated beverage producers have registered with the CBCRA. We will continue to engage new companies to join our organization as they emerge.

### Participating Retailers

The program would not be possible without the support from retailers that sell single serve, sealed beverage containers throughout the province. They are a key player in the program as they support and help educate consumers on the CRF. Large retailers are harmonizing their messaging at the Point of Sale to inform consumers on the CRF and how it funds the recycling of empty beverage containers in Manitoba. The program in place is a sustainable method to recycle beverage containers in our Province and will have long-term positive effects on the generations to come. Overall, retailers are assisting in creating a significant reduction in greenhouse gas emissions, keeping empty beverage containers out of landfills, and making Manitoba a cleaner, more vibrant place to live.



### CBCRA Members (continued)

- Principal Sales Inc.
- Leading Brands of Canada, Inc.
- Wm.Bolthouse Farms Inc.
- Tree of Life Canada ULC
- Shoppers Drug Mart Inc.
- QPRO Canada Inc.
- Sky Blue Water Inc.
- Kohl & Frisch Limited
- Sunrise Markets Inc. dba
- Sunrise Soya Foods
- CanAqua Inc
- McKesson Canada
- Arctic Glacier Canada Inc.
- Prism Distributions Inc.
- Dewpoint Bottling Company Ltd.
- Wal-mart Canada Corp.
- Hudson's Bay Company

- White Dove Water Company & Laundromat
- The North West Company
- JFC International, Inc
- Sysco Food Service, Winnipeg
- Keewatin Air LP
- Sobeys Capital Incorporated
- Campbell Company Of Canada
- Philippine Fruit Corporation
- London Drugs Limited

- RAGE Beverages Inc.
- IKEA Canada Limited Partnership
- Inform Brokerage Inc.
- Red River Equipment (2007) Inc
- Whistler Water Inc.





# full

○ of opportunity

## Promotion & Education

### Knowledge is Our Most Powerful Motivator

Promotion and education is key to the overall success of the Recycle Everywhere program. Building on the momentum of the 2011 advertising campaign, we have increased awareness and adoption of the away-from-home recycling program.

The 2012 communications program expanded Manitobans' awareness of beverage container recycling opportunities. It leveraged their current recycling behaviour - tossing their containers in the blue

box at home - and invited them to perform this same behaviour in public spaces. Our primary goal was to encourage the use of Recycle Everywhere bins in existing and new locations, and to increase beverage container recycling in new partner communities.

As in past years, Recycle Everywhere brought our message and bins to festivals and events. We also secured sports team sponsorships and brought the Recycle Everywhere program to northern communities.

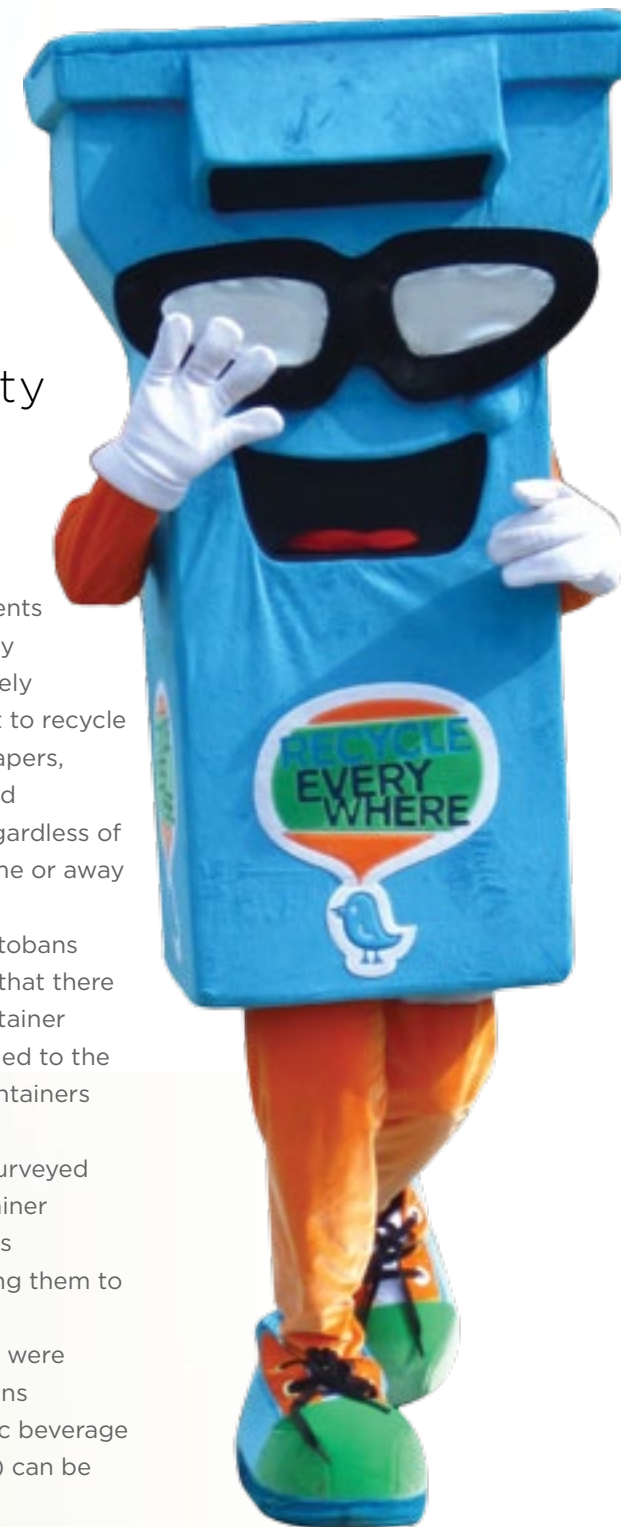
### Research

Understanding our audience's recycling behaviour is integral to our success. In 2012, we developed and implemented a new research strategy that evaluates recycling habits, awareness of the Recycle Everywhere program and perceptions of the CRF.

This research allows us to craft a messaging strategy that resonates with Manitobans and drives them to recycle every container they can everywhere they can. Here are some of our key findings:

- About 9 in 10 respondents agree that the 2012 Recycle Everywhere campaign encourages them to look for recycling bins.\*
- Off the top of their heads, most respondents could name several specific types of material that are eligible for recycling. The single, most commonly mentioned material is paper,\* followed by plastic drink bottles (73 per cent).\*

- Almost 9 in 10 respondents said they believe it's very (48 per cent) or extremely (40 per cent) important to recycle material such as newspapers, beverage containers, and cardboard packages regardless of whether they are at home or away from home.\*
- Four-in-five urban Manitobans (81 per cent) are aware that there is a non-refundable container recycling fee that is added to the price of all beverage containers sold in Manitoba.\*\*
- Overall 41% of people surveyed indicated that the container recycling fee or CRF was successful in encouraging them to recycle.\*\*
- Virtually all participants were aware that aluminum cans (98 per cent) and plastic beverage containers (97 per cent) can be recycled.\*\*





## Advertising

The Recycle Everywhere campaign was visible across Manitoba in 2012, with radio, print, billboard and transit advertising encouraging audiences to recycle their empty beverage containers.

While our summer campaign focused heavily on Winnipeg, Brandon and other urban and rural communities, we also launched a new northern campaign in Flin Flon, Thompson and The Pas. In these communities, we purchased print and billboard ads and recorded radio commercials with “The Big Bear” Gerry Barrett, morning show

host on Manitoba’s aboriginal network NCI FM.

For the first time, Recycle Everywhere advertised during the holiday season to thank Manitobans for their year-long recycling efforts. We advertised in newspapers and on radio stations in Winnipeg and across Manitoba.

We also raised the profile of our Street Team, wrapping their vehicle with Recycle Everywhere advertising creative. The Street Team travelled to over 100 events, bringing our colourful van to dozens of communities across the province.

The new Recycle Everywhere mascot, BINjamin, joined the team in 2012. This energetic recycling crusader attended 15 events throughout the summer. BINjamin was a huge hit with children and adults alike.

Our Street Team continues to be one of our most effective communication mediums. They significantly elevated awareness of the program by:

- Increasing educational content and promotional tactics at community events;
- Tripling the beverage container factoids on **RecycleEverywhere.ca**;
- Tripling Recycle Everywhere trivia questions used to educate and engage the public; and
- Developing their own take on the popular “big games” trend with a gigantic recycling Scrabble board and Recycling Wheel of Winning – these games were an instant success at the events we attended.

We also increased our event-specific advertising in various publications to reinforce away-from-home recycling.



## Sponsorships

CBCRA continued to sponsor the Winnipeg Goldeyes, Winnipeg Jets and Winnipeg Blue Bombers in 2012 to increase awareness of the Recycle Everywhere program. We were able to connect with audiences in the arena, stadium and ballpark, and with the thousands listening to the games on the radio. We promoted our sponsorships through print, web and radio advertising, leveraging the community’s goodwill towards these teams.

We partnered with the Winnipeg Blue Bombers to install Recycle Everywhere bins in Canad Inns Stadium for the 2012 season and Investors Group Field for the 2013 season. Our installation in Investors Group Field will set the standard for recycling in football stadiums in North America. Bomber quarterback Buck Pierce added his voice to our message, recording three radio commercials that aired on stations across the province.

In 2012, we began negotiations to engage a new recycling advocate from the Winnipeg Jets.

Defenseman Zach Bogosian will work with our team to boost recycling awareness through advertising and promotions in 2013.

CBCRA also sponsored Manitoba Junior Hockey League’s ‘Player of the Week,’ earning mentions and coverage in print and TV stations in Winnipeg.

We were also pleased to partner with Green Manitoba and sponsor their 2013 Eco Calendar.

## Public Relations

Recycle Everywhere increased its social media reach in 2012, attracting a record number of Twitter followers and Facebook fans. We ran exciting contests on our Facebook page, giving away Jets, Bombers and Goldeyes tickets to keen recyclers in Manitoba. Recycle Everywhere ran a Name the Mascot contest on our Facebook page, and hundreds of people responded to the challenge.

While many creative names were put forward, “BINjamin” was a clear winner.

Our Street Team diligently posted and Tweeted about their plans and activities, raising the profile of Recycle Everywhere on social media and at community events. We also reached out to local news stations by issuing media invites for two exciting Recycle Everywhere launch events – Kildonan Park and Grand Beach.

At Grand Beach, we celebrated a recycling milestone – installing 400 bins in the park. Our Street Team and BINjamin mingled with reporters and journalists on the boardwalk, playing games and sharing information on beverage container recycling. In our media tent, CBCRA and Recycle Everywhere representatives made themselves available for interviews.

We integrated event documents online and included best practices and applications for event bins and the Street Team attendance.





full across the province



## Municipality & Civic Partnerships

### More Towns and Communities Have Joined Our Cause

Over this past year, we have made exceptional progress in our infrastructure development. More Manitobans than ever before have access to convenient beverage container recycling options. We equipped 36 of our participating communities with streetscape recycling bins. Approximately 400 of the Outdoor Media Group (OMG) streetscape bins in Winnipeg were rebranded with vibrant Recycle Everywhere advertising. We have also placed our bins in dozens of establishments operated by the City of Winnipeg, including golf courses, libraries, indoor arenas, swimming pools, community centres and parks.



“This program is doing everything we hoped and encouraged people to make the move toward recycling. We need to continue this useful endeavour and I would like to indicate to you that we support this program. It does make a difference; the results are there now and will improve given time.”

M. Edward Anderson  
Mayor, Town of Boissevain

### Portage la Prairie

In 2010, Recycle Everywhere launched a pilot project in Portage la Prairie to implement a new away-from-home beverage container recycling system. This project met immediate success and enhanced the city's recycling infrastructure. In 2012, CBCRA reviewed the program and facilities and installed an additional 42 bins in parks and on streetscapes around town.

*“The citizens of Portage la Prairie have embraced the concept of recycling and we have seen an increase in the recycling tonnage and, therefore, a decrease in refuse discarded at the landfill site. The City of Portage la Prairie applauds the initiative of the CBCRA and the development of the Recycle Everywhere program and encourages other communities to implement the program.”*

Earl J. Porter  
Mayor, Portage la Prairie  
Alexander (RM)

### Assiniboine Park

Assiniboine Park partnered with Recycle Everywhere in 2010 on a trial basis. In 2012, we revitalized the park's recycling infrastructure and found opportunities for further improvement. By the spring of 2013, all waste bins will be paired with 300 new Recycle Everywhere bins.

*“We have over 300 garbage containers of various sizes and styles in the Park, and CBCRA has been very supportive and helpful in providing much needed receptacles for beverage containers. We simply could not afford the bins without their support. The CBCRA staff are not only effective, but they are professional, approachable and very helpful. Fabulous program! Thank you.”*

Kaaren Pearce  
Director, Grounds  
Assiniboine Park Conservancy

### Town of Boissevain

Boissevain is a thriving town just south of Brandon. Recycling has always been a priority for this town, which boasts a Recycling Depot operated completely by volunteers. The community was thrilled to welcome the Recycle Everywhere bins, and Mayor M. Edward Anderson personally spearheaded the initiative. We are pleased to announce that Boissevain now has over 400 bins serving their community of 1,500 people.





## Participating Municipalities & Communities:

|   |  |  |   |   |   |   |  |
|---|--|--|---|---|---|---|--|
| <b>Alexander (RM)</b><br>Powerview-Pine Falls                                 | <b>Cross Lake (First Nations / Independent Community)</b>                                  | <b>Gimli (RM)</b><br>Gimli (Town)  | <b>Lawrence (RM)</b><br>Rorketon<br>Toutes Aides  | <b>Morton (RM)</b><br>Boissevain (Town)   | <b>Portage la Prairie (RM)</b><br>Portage la Prairie (City)                             | <b>Silver Creek (RM)</b>  | <b>Waterhen (Town)</b>   |
| <b>Alonsa (RM)</b><br>Alonsa (Town)<br>Amaranth                               | <b>Daly (RM)</b><br>Rivers (Town)  | <b>Grahamdale (RM)</b><br>Moosehorn  | <b>Leaf Rapids (Town)</b>   | <b>Morris (RM)</b><br>Lowe Farm<br>Morris (Town)<br>Rosenort<br>Sperling  | <b>Reynolds (RM)</b>  | <b>Skownan (First Nations)</b>                                    | <b>Westbourne (RM)</b><br>Gladstone (Town)<br>Plumas                                       |
| <b>Argyle (RM)</b><br>Balder<br>Glenora                                       | <b>Dauphin (RM)</b><br>Dauphin (City)  | <b>Gretna (Town)</b>   | <b>Lorne (RM)</b><br>Bruxelles<br>Mariapolis<br>Somerset (Town)<br>St. Alphonse<br>St. Leon | <b>Mossey River (RM)</b><br>Winnipegosis (Village)  | <b>Rhineland (RM)</b><br>Altona (Town)<br>Plum Coulee (Town)                            | <b>South Cypress (RM)</b><br>Glenboro (Village)                   | <b>Whitehead (RM)</b><br>Alexander   |
| <b>Armstrong (RM)</b><br>Chatfield<br>Fraserwood<br>Inwood<br>Meleb<br>Silver | <b>De Salaberry (RM)</b><br>Dufrost<br>Otterburne<br>St. Malo<br>St Pierre-Jolys (Village) | <b>Grandview (RM)</b><br>Grandview (Town)  | <b>Louise (RM)</b><br>Clearwater<br>Crystal City (Village)<br>Pilot Mound (Town)            | <b>Mystery Lake (Lg)</b>  | <b>Ritchot (RM)</b><br>Ill des Chenes<br>Niverville (Town)<br>St. Adolphe<br>St. Agathe | <b>Snow Lake (Town)</b>   | <b>Winchester (RM)</b><br>Deloraine (Town)   |
| <b>Arthur (RM)</b><br>Melita (Town)   | <b>Dunnotar (Village)</b><br>Ducharme<br>Wabowden  | <b>Grey (RM)</b><br>St. Claude (Village)   | <b>Lynn Lake (Town)</b>   | <b>Notre Dame De Lourdes (Village)</b>  | <b>Riverside (RM)</b><br>Ninette  | <b>South Norfolk (RM)</b><br>Rathwell<br>Treherne (Town)          | <b>Woodlands (RM)</b><br>Lake Francis<br>Marquette<br>Teulon (Town)<br>Warren<br>Woodlands |
| <b>Barrows (Community)</b>  | <b>Dufferin (RM)</b><br>Carman (Town)  | <b>Hamiota (RM)</b><br>Hamiota (Town)  | <b>Macdonald (RM)</b>   | <b>North Norfolk (RM)</b><br>Austin<br>Macgregor (Town)   | <b>Roblin (RM)</b><br>Cartwright (Town)   | <b>Stanley (RM)</b><br>Morden (Town)<br>Winkler (City)            | <b>Woodworth (RM)</b>  |
| <b>Blanshard (RM)</b><br>Cardale<br>Oak River                                 | <b>East St Paul (RM)</b>   | <b>Hanover (RM)</b><br>Blumenort<br>Grunthal<br>Kleefeld<br>Mitchell<br>Steinbach (City) | <b>Matheson Island (Community)</b>  | <b>North Cypress (RM)</b><br>Carberry (Town)<br>Shilo   | <b>Rossburn (RM)</b><br>Rossburn (Town)   | <b>St Andrews (RM)</b><br>Selkirk (City)<br>Winnipeg Beach (Town) | <b>York Factory (Island Community)</b>   |
| <b>Bifrost (RM)</b><br>Riverton (Town)  | <b>Edward (RM)</b><br>Lyleton<br>Pierson   | <b>Harrison (RM)</b>   | <b>Mccreary (RM)</b><br>Mccreary (Town)   | <b>Oakland (RM)</b><br>Wawanesa (Village)   | <b>Russell (RM)</b><br>Binscarth (Village)<br>Russell (Town)                            | <b>St. Clements (RM)</b>  |  |
| <b>Birtle (RM)</b><br>Birtle (Town)<br>Foxwarren                              | <b>Ellice (RM)</b><br>St Lazare (Village)  | <b>Headingley (RM)</b><br>Headingley (Town)  | <b>Miniota (RM)</b><br>Miniota  | <b>Ochre River (RM)</b>   | <b>Rockwood (RM)</b><br>Grosse Isle<br>Stonewall (Town)                                 | <b>St. Francois-Xavier (RM)</b>                                   |  |
| <b>Brenda (RM)</b><br>Wascada (Village)                                       | <b>Emerson (Town)</b>  | <b>Kelsey (RM)</b><br>Cranberry Portage<br>Opaskwayak Cree Nation<br>The Pas (Town)      | <b>Minitonas (RM)</b><br>Minitonas (Town)   | <b>Odanah (RM)</b>  | <b>Roland (RM)</b>  | <b>St. Laurent (RM)</b>   |  |
| <b>Bowsman (Village)</b>  | <b>Eriksdale (RM)</b><br>Erkisdale   | <b>Keeseekoowenin First Nations (First Nations)</b>                                      | <b>Minto (RM)</b><br>Minnedosa (Town)   | <b>Park (RM)</b>  | <b>Rosedale (RM)</b>  | <b>St. Theresa Point (First Nations)</b>                          |  |
| <b>Cameron (RM)</b><br>Hartney (Town)   | <b>Ethelbert (RM)</b><br>Ethelbert (Village)<br>Garland (Village)                          | <b>Killarney Turtle Mountain (RM)</b><br>La Broquerie (RM)<br>La Broquerie (Town)        | <b>Misipawistic Cree Nation (First Nations, Formerly Grand Rapids First Nations)</b>        | <b>Pembina (RM)</b><br>La Riviere (Town)<br>Manitou (Town)  | <b>Rosser (RM)</b>  | <b>Stuartburn (RM)</b><br>Vita                                    |  |
| <b>Clanwilliam (RM)</b><br>Erikson (Town)                                     | <b>Flin Flon (City)</b>  | <b>Montcalm (RM)</b><br>St. Jean<br>St. Joseph   | <b>Misipawistic Cree Nation (First Nations, Formerly Grand Rapids First Nations)</b>        | <b>Piney (RM)</b><br>Badger<br>Middlebro<br>Piney<br>Sandilands<br>South Junction<br>Sprague<br>Vassar<br>Woodridge | <b>Saskatchewan (RM)</b><br>Rapid City (Town)   | <b>Swan Lake (First Nations)</b>                                  |  |
| <b>Cornwallis (RM)</b><br>Brandon (City)                                      | <b>Fisher (RM)</b><br>Fisher Branch  | <b>Mountain (RM)</b><br>Bellsite<br>Birch River<br>Cowan<br>Mafeking<br>Pine River       | <b>Minto (RM)</b><br>Minnedosa (Town)   | <b>Pikwitonei (Community)</b>   | <b>Shellmouth-Boulton (RM)</b><br>Inglis  | <b>Swan River (RM)</b><br>Swan River (Town)                       |  |
| <b>Coldwell (RM)</b><br>Lundar<br>Oak Point                                   | <b>Fisher River (Koostatak First Nations)</b>  | <b>Langford (RM)</b><br>Neepawa (Town)   | <b>Montcalm (RM)</b><br>St. Jean<br>St. Joseph  | <b>Pipestone (RM)</b><br>Reston<br>Sinclair   | <b>Shell River (RM)</b><br>San Clara  | <b>Thompson (RM)</b><br>Thompson (City)                           |  |
| <b>Cormorant (Town)</b>   | <b>Peguis First Nation (North of RM of Fisher)</b>   | <b>Landsdowne (RM)</b><br>Arden  | <b>Mountain (RM)</b><br>Bellsite<br>Birch River<br>Cowan<br>Mafeking<br>Pine River          | <b>Pine Creek First Nations (First Nations)</b>   | <b>Shoal Lake (RM)</b><br>Oak Burn<br>Shoal Lake  | <b>Victoria Beach (RM)</b><br>Victoria Beach                      |  |
| <b>Chemawawin / Easterville (First Nations )</b>                              | <b>Glenella (RM)</b>   | <b>Langford (RM)</b><br>Neepawa (Town)   |   |   | <b>Sifton (RM)</b><br>Oak Lake (Town)   | <b>Victoria (RM)</b><br>Cypress River<br>Holland                  |  |
|   | <b>Glenwood (RM)</b><br>Souris (Town)  | <b>Lac du Bonnet (RM)</b><br>Lac du Bonnet (Town)  |   |   | <b>Signlunes (RM)</b><br>Ashern   | <b>Wallace (RM)</b><br>Elkhorn (Village)<br>Virden (Town)         |  |
|   |  | <b>Lakeview (RM)</b>   |   |   |   |   |  |



# full

of energy



## Provincial Parks

### We Are Making Our Green Spaces Even Greener

CBCRA has introduced Recycle Everywhere bins in 14 of Manitoba's provincial parks. We are helping to protect their natural beauty by making sure every visitor has the opportunity to recycle.

#### Grand Beach

Our beverage container recycling agreement with Grand Beach is our largest provincial park project to date. After much discussion and a full on-site assessment by our Field Operations Representative, we learned that Grand Beach had an impressive waste management foundation and a keen desire to improve their under-developed recycling infrastructure.

Recycle Everywhere initially received a request for a few recycling bins for the area, but we soon found that we could pair all of their public space waste bins with our recycling bins.

Grand Beach now has almost 400 Recycle Everywhere bins paired with their existing garbage bins. It is one of only 17 beaches in Canada – and the only beach in Manitoba – to receive

Blue Flag certification. Blue Flag is a highly respected and recognized international eco-label. The designation is awarded to beaches and marinas that meet strict criteria for water quality, environmental education, environmental management, and safety and services. Recycle Everywhere is proud to be a part of helping Grand Beach maintain its standing with Blue Flag.

#### Winnipeg Beach

Before Recycle Everywhere visited Winnipeg Beach, there was no away-from-home beverage container recycling infrastructure in place. Now, we have successfully arranged for all garbage bins in the Town of Winnipeg Beach, Winnipeg Beach Provincial Park and Gimli to be paired with Recycle Everywhere bins.

“ We believe that the Recycle Everywhere program will considerably reduce the amount of beverage containers deposited in waste receptacles downtown and in public areas. We are very impressed with this progressive, accessible program, and are very pleased to participate in a proactive approach to recycling. ”

Doreen Steg, CMMA  
Chief Administrative Officer,  
Town of Winnipeg Beach

#### Participating Parks

Grand Beach Provincial Park  
Grass River Provincial Park  
Bakers Narrows Provincial Park  
Birds Hill Provincial Park  
Clearwater Lake Provincial Park  
Moose Lake Provincial Park  
Nopaming Provincial Park  
Paint Lake Provincial Park

Winnipeg Beach Provincial Park  
Hecla/Grindstone Provincial Park  
Spruce Woods Provincial Park  
St. Malo Provincial Park  
Whiteshell Provincial Park (North District)  
Wekusko Falls Provincial Park





# full of inspiration

## Northern & First Nations Communities

### We Have Started Long-Term Partnerships in Manitoba's North

The existing recycling programs in northern Manitoba communities are as diverse as the towns and cities themselves. In many cases, our contribution goes beyond installing Recycle Everywhere bins in public spaces – we also provide expert advice in securing streetscape waste bins, educating residents and recovering all kinds of recyclable material.

#### Swan Lake First Nation

Swan Lake First Nation (SLFN) is located in South Central Manitoba. Residents are Anishinabe with a native language of Saukteaux. SLFN is a member nation of the Dakota Ojibway Tribal Council. SLFN is rich in culture and beliefs, and the community has strong ties to the land. It's an extremely clean and well-maintained community with a

small recycling depot where residents drop off their sorted material. There was a strong desire in the community to have public space recycling and implement the Recycle Everywhere Program, but the community had no public space waste bins.

With the knowledge that stand-alone recycling bins are at risk for being contaminated with waste, SLFN's public works department came up with a solution for the purchase of street-level waste bins. A few months later, SLFN was ready to launch the Recycle Everywhere program. The community now has 40 Recycle Everywhere bins and is working towards pairing 60 more public space recycling and waste bins in the future.

#### Thompson

Thompson Manitoba is the "Hub of the North" and is the centre for regional trade and service. It was one of the first communities to adopt the Recycle Everywhere program in 2010. The Thompson Recycling Centre processes and collects the vast majority of recycled material in northern Manitoba. Thompson has always prided itself on its sustainability efforts and spearheads the Community Led Emissions Reduction program.

As of 2012, all 449 of the city's public space bins are planned to be paired with Recycle Everywhere bins. Our team is now working with Thompson to implement the program in all schools, businesses, provincial parks, cottage regions and surrounding areas.

#### The Pas

While a few Recycle Everywhere bins were installed in The Pas in 2010-2011, the community had a desire for further education and guidance to make the program a success. The Recycle Everywhere team met with members of the community to establish a new plan to increase recycling throughout The Pas. We installed 300 public space beverage container recycling bins, and the community is now well on its way to fully implementing away-from-home recycling infrastructure. The Pas officials have said that they increased the life span of the landfill in The Pas by recovering more recyclables and reducing the volume of material going into the trash.

- All parks, recreation centres and major facilities received Recycle Everywhere bins as of December 2012.
- All streetscape waste bins will be paired with Recycle Everywhere bins by summer 2013.
- Almost all educational institutions have Recycle Everywhere bins paired with existing waste bins.

- University College of the North is looking into pairing all waste bins with Recycle Everywhere bins.
- We attended and sponsored the 2012 Trappers Festival.
- We will continue our community outreach and support by attending and sponsoring the Trappers Festival again in 2013.

*"The Recycle Everywhere program complements Council's Solid Waste Management objectives. We are working with our community partners and The Pas and Area Recycle Center to maximize recovery of recyclables and extend the life of the current Waste Disposal site. On behalf of Council of the Town of The Pas, I wish to commend this organization for their on-going commitment."*

Alan McLauchlan,  
Mayor, The Pas







### Peguis First Nation

*"Once we started communicating and working with the CBCRA reps and their affiliates, Peguis has transformed from a community with no recycling program to one that recovers more than half of its waste. With so little ending up in the landfill, we no longer need to burn.*

*The process of recovering and shipping recyclables has created three full-time positions and many part-time positions.*

*Thank you to CBCRA, MMSM, their affiliates and the contacts we have attained through them. I have been pushing for recycling for three years now."*

“ We started working with CBCRA+MMSM and affiliates approximately two-and-a-half years ago. In that time, they have helped bring our community's recycling program to where it proudly stands today. ”

A message from the "Dumpsterdivaz":  
 Recycle Project Coordinator:  
 Tannis Cochrane Cook and  
 Landfill/Recycle Site Manager:  
 Roxana Cochrane

### Participating Communities

- York Factory First Nation
- Chemawawin Cree Nation
- Easterville
- Pinaymootang First Nation
- St. Theresa Point First Nation
- Barrows
- Misipawistic Cree Nation
- Peguis First nation
- Cranberry Portage
- Pikwetenie
- Leaf Rapids
- Opaskwayak Cree Nation
- Cross Lake
- Matheson Island
- Fisher River
- Pine Creek First Nation
- Wabowden
- Swan Lake First Nation
- Waterhen
- Keeseekoowenin
- Moose Lake
- Cormorant lake







ful of imagination

## Industrial, Commercial & Institutional Partners

### Manitobans of All Ages Can Recycle In All Kinds of Places

We are always working to extend our reach into private and public sector workplaces, schools and universities. We believe that Manitobans are truly invested in protecting the environment, and if we give them the opportunity to recycle, they will take advantage of it. This year, we introduced Recycle Everywhere to a number of new locations and expanded the program in some of our existing partners' establishments.

#### **Snoman (Snowmobilers of Manitoba)**

Snoman Inc. is a non-profit organization that consists of 51 member clubs with 3,000 member volunteers. These member volunteers develop, groom and maintain 12,000 kilometers of environmentally friendly designated snowmobile trails in Manitoba. Our Field Operations Representative made contact with this organization in 2012, and we now have a strong partnership and new vision for Snoman's beverage container recycling program. We are working towards pairing Recycle Everywhere bins with existing waste bins stationed along all trails and in warming huts.

*"As with any non-profit, we are always looking for extra funds or low to no cost initiatives. The CBCRA program was a breath of fresh air. They enabled our member clubs to leap forward with our recycling goals. I would like to thank the CBCRA for their initiative and contribution to Snoman Inc. and wholeheartedly support their program."*

Ken Lucko  
Executive Director of Snoman



#### **St. Boniface Hospital**

We first began working with the St. Boniface Hospital in June 2012. In just nine months, we paired all 300 of the hospital's waste bins with Recycle Everywhere bins.

*"While beverage container recycling is part of our recycling program, the standardized Recycle Everywhere bins and labels help us make a stronger statement: we are a facility that recycles. Recycle Everywhere blue bins are now in all of our common areas, including our Atrium, elevator lobbies as well as in all patient and staff lounge areas. We continue to develop our program and most recently in January diverted more than 24 metric tonnes away from landfill. We could not have reached this level of success without the guidance and support from the Recycle Everywhere team. The program is helping us become a more environmentally friendly facility."*

Sean McCarthy  
Director, Facility Support, St. Boniface Hospital

#### **FortWhyte Alive**

While FortWhyte Alive had a few recycling bins inside their main building, more needed to be done for the outdoor area. Recycle Everywhere installed 10 custom bins that complement the surrounding wetlands and make recycling more convenient for all guests.

*"Part of FortWhyte Alive's mission is to promote awareness and understanding of sustainable living. Having the most convenient indoor and outdoor recycling program possible is a great way to help the public take the right step down that path. When our guests have to decide where to put*

*that empty can or bottle, a recycling bin will now be the most convenient option. Recycle Everywhere is great for Manitoba as a whole, as it provides the convenience factor needed to get more people recycling."*

Katrina Froese  
Education Program Coordinator  
FortWhyte Alive

#### **Sisler High School**

Recycle Everywhere and Sisler high school are working together to update the school's aging waste management infrastructure. We introduced Recycle Everywhere's highly-identifiable bins in place of Sisler's alternative bins, standardizing the system that was previously causing confusion among staff and students. Sisler's environmental team is now running a recycling program at maximum efficiencies with almost 200 bins in their classrooms, hallways, corridors, lunchroom, library and outdoor facilities. Recycle Everywhere was also able to provide the school with large-wheeled bins for ease of collection and amalgamation of materials.

*"Recycle Everywhere bins are perfect for the school setting as the small hole in the top prevents extra garbage from making its way in, which was an ongoing issue at our school. The organization keeps in regular contact and that also helps us feel supported. They are an amazing group and they have mitigated my concern for our recycling program. Recovering beverage containers is an easy way to cut down our waste, and Recycle Everywhere is indeed doing just that."*

Lauren Sawchuk  
Sisler High School



#### **Opaskwayak Cree Nation (OCN) Schools**

Our presence in First Nation communities is very important and continues to grow. In 2012, we established a relationship with the Opaskwayak Cree Nation (OCN) Schools. Our team visited the two schools on the reserve - Joe A. Ross School and Oscar Lathlin Collegiate - and both schools now participate in the Recycle Everywhere program.

*"Recycle Everywhere is especially valuable in Central and Northern Manitoba, where you see much littering along the roadsides and in the streets. Many need to learn about the impact their behaviour can have on the environment. The employees of Recycle Everywhere are willing and able to meet with community groups and education residents on the value of recycling over littering."*

Ina Hollett  
Teacher Librarian  
Oscar Lathlin Collegiate, The Pas



## Participating IC&I Partners:

|                                     |  |   |  |   |                                      |
|-------------------------------------|--|---|--|---|--------------------------------------|
| 92 Citi FM/102.3 Clear FM           | Crescent Park Rescue                     | Kildonan Place Mall                     | Oak Hammoch Marsh                              | Sherbrook Pool  | The Delta Hotel                      |
| Asessippi Beach and Campground      | Crescentwood Community Centre            | Keystone Resort                         | Oakland Recreational Club                      | Shaw Park-Winnipeg Goldeyes Stadium)                                | The Forks Market                     |
| Altona Curling Club                 | Delahunt Golf & Country Club             | Kildonan Park Golf Course               | Old Exhibition Indoor Arena                    | Smokes Pouterie   | The West Broadway Biz                |
| Assiniboine Golf Club               | Deer Lodge Community Centre              | Kinsmen Club of Winnipeg                | Osborne Library                                | Sir John Franklin Community Centre                                  | The Winnipeg Convention Centre       |
| La Verendrye Golf Course            | Delta Hotel Winnipeg                     | Kitchen Kraft                           | Pan Am Boxing Club                             | Sis & Me Catering   | Thompson Regional Recreation Centre  |
| Le Café D'Amour                     | Earl Grey Community Centre               | Lee River Snow Riders Inc.              | Panam Pool                                     | Southdale Community Centre  | Turtle Mountain Ag. Society          |
| Boissevain & Morton Rec. Commission | East Side Eagles Football Club           | Lakeside Snow Drifters                  | Paint lake Cottager's Association              | South East Snowmobile Club  | Transcona Library                    |
| Bertrand Indoor Arena               | Eldon Ross Pool                          | Lindon Woods Community Centre           | Park City West Community Club                  | South Interlake Sunova Arena  | Transcona Centennial Pool            |
| Beckoning Hills Activity Club       | Eric Coy Indoor Arena                    | Louis Riel Library                      | Parkview Concession (Manipogo Prov. Park)      | Southern Manitoba Convention Centre                                 | Tyndall Park Community Centre        |
| Boissevain Community Centre         | Elmwood Kildonan Pool                    | Lions Club of Lac du Bonnet             | Pembina Trail Library                          | Snowtraxx Snowmobile Club   | Ukranian Folk & Arts Centre          |
| Boissevain Curling Club             | Falcon Beach Auto Service                | Loblaw Distribution Centre              | Pioneer Indoor Arena                           | Springers Gymnastics Club   | Valley View Golf Course              |
| Boissevain Hospital                 | Fort White Alive                         | Log Haven Lodge (St. Malo)              | Portage Co-op(2)                               | Subway Restaurant( Boiss.)  | Veva's Diner                         |
| Boundary CO-OP                      | Fort Garry Library                       | Lord Roberts Community Centre           | Portage Industional Exhibition Association     | St. Andrews Community Club  | Vince Leah Recreation Centre         |
| Boundary Consumer's Co-Op           | Fort Garry Community Centre              | Margaret Grant Pool                     | Portage Learning & Literacy Centre             | St. Adolphe Community Dev. Group                                    | Vimy Indoor Arena                    |
| Boissevain Recycling Centre         | Freight House Early Learning & Care Inc. | Maginot Indoor Arena                    | Prairie Partners Inc. Sawmill                  | St. Boniface Library  | Vickar Chevrolet                     |
| Bonivital Pool                      | Gateway Recreation Centre                | Magellan Aerospace                      | Red River CO-OP Speedway                       | St. Boniface Hotel  | Vantage Sudios                       |
| Billy Mosienko Indoor Arena         | Falcon Ridge Ski & Recreation Centre     | Manitoba Stampede & Exhibition          | Red River Exhibition Park                      | St. Claude & Haywood Arena  | VQ Hair Salon                        |
| Bistro 7 1/4                        | Glennlee Community Centre                | Maplewood Golf Course                   | River East Indoor Arena                        | St. Norbert Community Centre  | Waverly Heights Community Centre     |
| Bronx Park Community Center         | Grand Marais Community Central           | Maples Collegiate                       | River Heights Library                          | St. Francois Xavier Community Club                                  | Waywayseecappo Arena                 |
| City Centre Mall (Thompson)         | Grant Park Mall                          | McCain Foods French Fry Plant           | River Heights Community Centre                 | St. James/Assiniboia Library  | Westbourne Longburn Community Centre |
| Cornish Library                     | Great Falls Community Club               | Moonlight Inn At V. Beach               | Riverview Community Centre                     | St. James Civic Centre  | Winakwa Community Centre             |
| Charles Barber Indoor Arena         | Grosse Isle Recreation Club              | Morris Youth For Christ Drop In Centre  | Riverview Golf Course                          | St. James Civic Centre Indoor Arena                                 | Whiteshell Snowmobile Club           |
| Charleswood Library                 | Green Bay Resort                         | Millenium Library                       | Roland Michener Indoor Arena                   | St james Rods Football Club   | Whiteshell Fire Rescue               |
| Cresent Drive Golf Course           | Habitat for Humanity                     | Minnedosa Minor Athletes Association    | Rossman Yurts (Rosburn)                        | St. James Centennial Pool   | Windsor Park Library                 |
| Crocus Hill Estates                 | Home Hotel                               | MTS Centre                              | Royal Canadian Mint                            | St. Vital Library   | Windsor Park Golf Course             |
| Cindy Klassen Rec Centre            | Holiday Mountain                         | MTS Ice Plex                            | Royal Bank of Canada Contact Centre            | St. Vital Centre  | Windsor Community Centre             |
| Canadian Wilderness Inn             | Inglis Area Business Group               | Norberry Community Centre               | Salvation Army Barara Mitchell Resource Centre | Starbuck Community Hall (Starbuck)                                  | Winkler Arena                        |
| Century Indoor Arena                | Inglis Skating Rink                      | North Centre Mall                       | Sam Southern Indoor Arena                      | Starbuck Sports Centre  | Winnipeg Airport                     |
| Cannad Inns Stadium                 | Jubilee Manor                            | North Centennial Rec & Leisure Facility | Sargent Indoor Pool                            | Steads Farm Supply  | Winnipeg Downtown Biz                |
| Dauphin Recreation Services         | John Blumberg Golf Course                | Northgate Shopping Centre               | Seven Oaks Pool                                | Stuart Olson Dominion (Bombers Stadium jobsite, Tache Hall jobsite) | Winnipeg Folk Festival               |
| Deseo Bistro                        | John Blumberg Softball Complex           | Notre Dame Recreation Centre            | Scoops on Main                                 | Tay-Bit-Tah-Go-Seek Gas Bar   | Westwood Library                     |
| Dufferin Agricultural Society       | Kelsey Recreation Commission             | Oxford Heights Community Centre         |  | Thompson Recycling Centre   | Woodlands Recreation Centre          |
| Centre Cultural Franco-Manitobain   | Keystone Centre                          |   |  |   | Youth For Christ Winnipeg            |



# full



○ Working force

## Financial Statements

### Board of Directors and Staff

#### Board of Directors

**John Challinor II, Chairman** Nestlé Waters Canada  
**Neil Antymis, Treasurer** Canadian Beverage Association  
**Sean Beirnes** Sun Rype Products Ltd.  
**Cheryl McLaughlin** Cott Beverages  
**Jim Goetz** Canadian Beverage Association  
**Ian Tott** Saputo Representing the Dairy Processors  
**Lanny McInnes** Retail Council of Canada

#### Manitoba-Based Staff

**Ken Friesen** Executive Director  
**Christa Rust** Program Manager  
**Arielle Gurevich** Communications Coordinator  
**Kyle Schappert** Logistics and Events  
**Melissa Dorota** Field Operations  
**Tyler Nelson** Field Operations  
**Lauren Gluck** Administrative Coordinator  
**Other Reclay StewardEdge Staff (providing their expertise as required)**



# Independent Auditor's Report

April 5, 2013

## To the Members of Canadian Beverage Container Recycling Association

We have audited the accompanying financial statements of Canadian Beverage Container Recycling Association which comprise the statements of financial position as at December 31, 2012, December 31, 2011 and January 1, 2011 and the statements of operations, changes in fund balances and cash flows for the years ended December 31, 2012 and December 31, 2011, and the related notes, which comprise a summary of significant accounting policies and other explanatory information.

### Management's responsibility for the financial statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

### Auditor's responsibility

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of Canadian Beverage Container Recycling Association as at December 31, 2012, December 31, 2011 and January 1, 2011 and the results of its operations and its cash flows for the years ended December 31, 2012 and December 31, 2011 in accordance with Canadian accounting standards for not-for-profit organizations.

*PricewaterhouseCoopers LLP*  
Chartered Accountants

# Statements of Financial Position

|   | DEC. 31, 2012 | DEC. 31, 2011 | JAN. 1, 2011 |
|---|---------------|---------------|--------------|
| <b>ASSETS</b>   |               |               |              |
| <b>Current assets</b>   |               |               |              |
| Cash  | \$ 6,914,030  | \$ 3,810,027  | \$ 1,556,797 |
| Accounts receivable   | 1,001,624     | 707,326       | 927,315      |
| Prepaid expenses  | 3,006         | 1,433         | 17,375       |
| Inventory   | 122,794       | 101,705       | 92,143       |
|   | 8,041,454     | 4,620,491     | 2,593,630    |
| <b>Capital assets</b> - net of accumulated amortization of \$9,280 (December 31, 2011 - \$6,160; January 1, 2011 - \$2,324) | 13,964        | 17,084        | 20,920       |
|   | 8,055,418     | 4,637,575     | 2,614,550    |
| <b>LIABILITIES AND FUND BALANCES</b>  |               |               |              |
| <b>Current liabilities</b>  |               |               |              |
| Accounts payable and accrued liabilities (note 5)   | 675,507       | 127,074       | 539,841      |
| <b>Fund balances</b>  |               |               |              |
| Internally restricted (note 4)  | 2,000,000     | -             | -            |
| Unrestricted  | 5,379,911     | 4,510,501     | 2,074,709    |
|   | 7,379,911     | 4,510,501     | 2,074,709    |
|   | 8,055,418     | 4,637,575     | 2,614,550    |
| <b>Commitments</b> (note 7)   |               |               |              |

Approved by the Board of Directors



John B. Challinor II  
Chairman



Neil Antymis  
Director



## Statements of Operations

| For the years ended December 31, 2012<br>and December 31, 2011 | 2012         | 2011         |
|--|--------------|--------------|
| <b>Revenue</b>   |              |              |
| Container recycling fees                                       | \$ 7,688,786 | \$ 6,716,327 |
| Interest   | 22,982       | 8,858        |
|  | 7,711,768    | 6,725,185    |
| <b>Program expenses</b>  |              |              |
| Multi Material Stewardship Manitoba                            | 1,404,316    | 1,332,049    |
| Awareness campaign   | 1,186,946    | 872,897      |
| Program management services                                    | 690,872      | 621,055      |
| Municipal Public Spaces Program                                | 472,505      | 719,767      |
| Events Recycling Program                                       | 267,074      | 99,690       |
| Northern and First Nations Program                             | 31,990       | 148,194      |
| Small Industrial, Commercial and Institutional Program         | 224,410      | 198,076      |
| Post-secondary Program   | 35,298       | 42,999       |
| Government Buildings Program                                   | 143,247      | -            |
| Waste Audit  | 121,971      | -            |
|  | 4,578,629    | 4,034,727    |
| <b>Operating expenses</b>                                      |              |              |
| Administrative and corporate (Schedule)                        | 205,169      | 196,106      |
| Steward services   | 58,560       | 58,560       |
|  | 263,729      | 254,666      |
|  | 4,842,358    | 4,289,393    |
| <b>Excess of revenue over expenses</b>                         | 2,869,410    | 2,435,792    |

## Statements of Changes in Fund Balances

| For the years ended December 31, 2012<br>and December 31, 2011 |                            | 2012              | 2011         |
|--|----------------------------|-------------------|--------------|
|  | Internally restricted fund | Unrestricted fund | Total        |
|  |                            |                   | Total        |
| <b>Balance - Beginning of year</b>                             | -                          | \$ 4,510,501      | \$ 4,510,501 |
| Excess of revenue over expenses                                | -                          | 2,869,410         | 2,869,410    |
| Interfund transfer (note 4)                                    | \$ 2,000,000               | (2,000,000)       | -            |
| <b>Balance - End of year</b>                                   | 2,000,000                  | 5,379,911         | 7,379,911    |
|  |                            |                   | 4,510,501    |

## Statements of Cash Flow

| For the years ended December 31, 2012<br>and December 31, 2011 | 2012         | 2011         |
|--|--------------|--------------|
| <b>CASH PROVIDED BY (used in)</b>                              |              |              |
| <b>Operating activities</b>                                    |              |              |
| Excess of revenue over expenses                                | \$ 2,869,410 | \$ 2,435,792 |
| Item not affecting cash  |              |              |
| Amortization of capital assets                                 | 3,120        | 3,836        |
|  | 2,872,530    | 2,439,628    |
| Net change in non-cash working capital items                   |              |              |
| Accounts receivable  | (294,298)    | 219,989      |
| Prepaid expenses   | (1,573)      | 15,942       |
| Inventory  | (21,089)     | (9,562)      |
| Accounts payable and accrued liabilities                       | 548,433      | 412,767      |
|  | 3,104,003    | 2,253,230    |
| <b>Increase in cash</b>  | 3,104,003    | 2,253,230    |
| <b>Cash - Beginning of year</b>                                | 3,810,027    | 1,556,027    |
| <b>Cash - End of year</b>                                      | 6,914,030    | 3,810,027    |



# Notes to Financial Statements

December 31, 2012

## 1. INCORPORATION AND PURPOSE OF THE ORGANIZATION

The Canadian Beverage Container Recycling Association (“CBCRA”) is a not-for-profit organization that was established by beverage companies to improve beverage container recycling rates in Manitoba. CBCRA's purpose is to promote and facilitate the recycling of end-of-life beverage containers through the design and funding of recycling programs and public promotion and education.

CBCRA was incorporated without share capital on March 26, 2010 under Part II of the Canada Corporations Act and commenced operations on April 1, 2010. CBCRA's objective is to carry on its operations without pecuniary gain to its members and any profits or other accretions to CBCRA are to be used in promoting its objects.

For income tax purposes, CBCRA qualifies as a not-for-profit organization which is exempt from income tax under Section 149(1)(l) of the Income Tax Act.

## 2. TRANSITION TO CANADIAN ACCOUNTING STANDARDS FOR NOT-FOR-PROFIT ORGANIZATIONS

Effective January 1, 2012, the CBCRA elected to adopt Canadian accounting standards for not-for-profit organizations (“ASNPO”) as issued by the Canadian Accounting Standards Board. The accounting policies selected under this framework have been applied consistently and retrospectively as if these policies had always been in effect. CBCRA has not utilized any transitional exemptions on the adoption of ASNPO. There were no adjustments to the statements of financial position or the statements of operations and changes in fund balance and cash flows.

## 3. SIGNIFICANT ACCOUNTING POLICIES

### Revenue recognition

CBCRA follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred.

Container recycling fees are recognized as unrestricted income in the month in which they are earned, if the amount to be received can be reasonably estimated and collection is reasonably assured.

### Cash

Cash includes a current account, a savings account and a petty cash float.

### Inventory

Inventory is recorded at landed cost and consists of recycling bins and carts being held for use in future CBCRA programs.

### Capital assets and amortization

Capital assets are recorded at original cost less accumulated amortization.

Amortization of furniture and equipment is recorded on a declining-balance basis of 20% over the assets' useful lives.

### Use of estimates

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual amounts could differ from those estimates.

### Contributed services

Volunteer directors contribute a significant number of hours annually to oversee the activities of CBCRA. Because of the difficulty of determining their fair value, contributed services are not recognized in the financial statements.

### Financial instruments

#### a) Measurement of financial instruments

CBCRA initially measures its financial assets and financial liabilities at fair value adjusted by, in the case of a financial instrument that will not be measured subsequently at fair value, the amount of transaction costs directly attributable to the instrument.

CBCRA subsequently measures all its financial assets and financial liabilities at amortized cost, except for investments in equity instruments, which are subsequently measured at fair value. Changes in fair value are recognized in the statement of operations.

Financial assets measured at amortized cost include cash and accounts receivable.

Financial liabilities measured at amortized cost include accounts payable and accrued liabilities.

#### b) Impairment

Financial assets measured at amortized cost are tested for impairment when there are indicators of possible impairment. When a significant adverse change has occurred during the period in the expected timing or amount of future cash flows from the financial asset or group of assets, a write-down is recognized in the statement of operations. When events occurring after the impairment confirm that a reversal is necessary, the reversal is recognized in the statement of operations up to the amount of the previously recognized impairment.

## 4. INTERNAL RESTRICTIONS

In 2012, the Board of Directors of CBCRA allocated \$2,000,000 to fund future beverage container recycling infrastructure costs in the City of Winnipeg. CBCRA may not use these internally restricted amounts without the approval of the Board of Directors.

## 5. GOVERNMENT REMITTANCES

Government remittances consist of amounts (such as sales taxes and payroll withholding taxes) required to be paid to government authorities and are recognized when the amounts become due. In respect of government remittances, nil (2011 - nil) is included within accounts payable and accrued liabilities.

## 6. FINANCIAL INSTRUMENTS

CBCRA manages risk and risk exposures by applying policies approved by the Board of Directors. The significant financial risks to which CBCRA is exposed are credit risk and liquidity risk.

#### a) Credit risk

Credit risk is the risk that one party to a financial instrument will cause a financial loss for the other party by failing to discharge an obligation.

CBCRA's financial instruments that are exposed to concentration of credit risk consist primarily of cash and accounts receivables. Cash, at times, may exceed amounts insured by the Canadian Deposit Insurance Corporation or the Credit Union Deposit Guarantee Corporation. CBCRA has a large number of members which minimizes the concentration of credit risk on accounts receivable.

#### b) Liquidity risk

Liquidity risk is the risk that CBCRA will encounter difficulty in meeting obligations associated with financial liabilities.

CBCRA has established budgetary and cash forecasts to ensure it has the funds necessary for fulfilling its obligations.

## 7. COMMITMENTS

CBCRA has an operating lease commitment for its premises requiring monthly payments of \$2,500 until May 2015.

A program management services agreement is also in place with StewardEdge Inc. to provide various administrative and communication tasks to CBCRA until December 2014 at a monthly amount of \$60,244.

During 2012, StewardEdge Inc. provided staffing, information technology, communication, program and administrative services to CBCRA for total remuneration of \$909,079 (2011 - \$699,140).

## 8. COMPARATIVE FIGURES

Certain comparative amounts have been reclassified to conform to the current year's financial statement presentation.



## Schedules of Administrative and Corporate Expenses

| For the years ended December 31, 2012<br>and December 31, 2011 | 2012     | 2011     |
|--|----------|----------|
| <b>Administrative and corporate expenses</b>                   |          |          |
| Amortization   | \$ 3,120 | \$ 3,836 |
| Audit fees   | 20,573   | 20,013   |
| Board of Directors   | -        | 3,216    |
| Banking and reporting  | 2,516    | 1,938    |
| Consulting   | 33,705   | 28,171   |
| Dues and memberships   | 4,137    | -        |
| Insurance  | 6,114    | 1,842    |
| Legal fees   | 55,755   | 52,562   |
| Office supplies, printing and promotion                        | 7,762    | 9,306    |
| Postage and courier  | 397      | 6,763    |
| Rent   | 49,809   | 45,194   |
| Telephone and conference calls                                 | 21,281   | 23,265   |
|  | 205,169  | 196,106  |





[www.cbcr-aacrb.org](http://www.cbcr-aacrb.org) | [www.recycleeverywhere.ca](http://www.recycleeverywhere.ca)