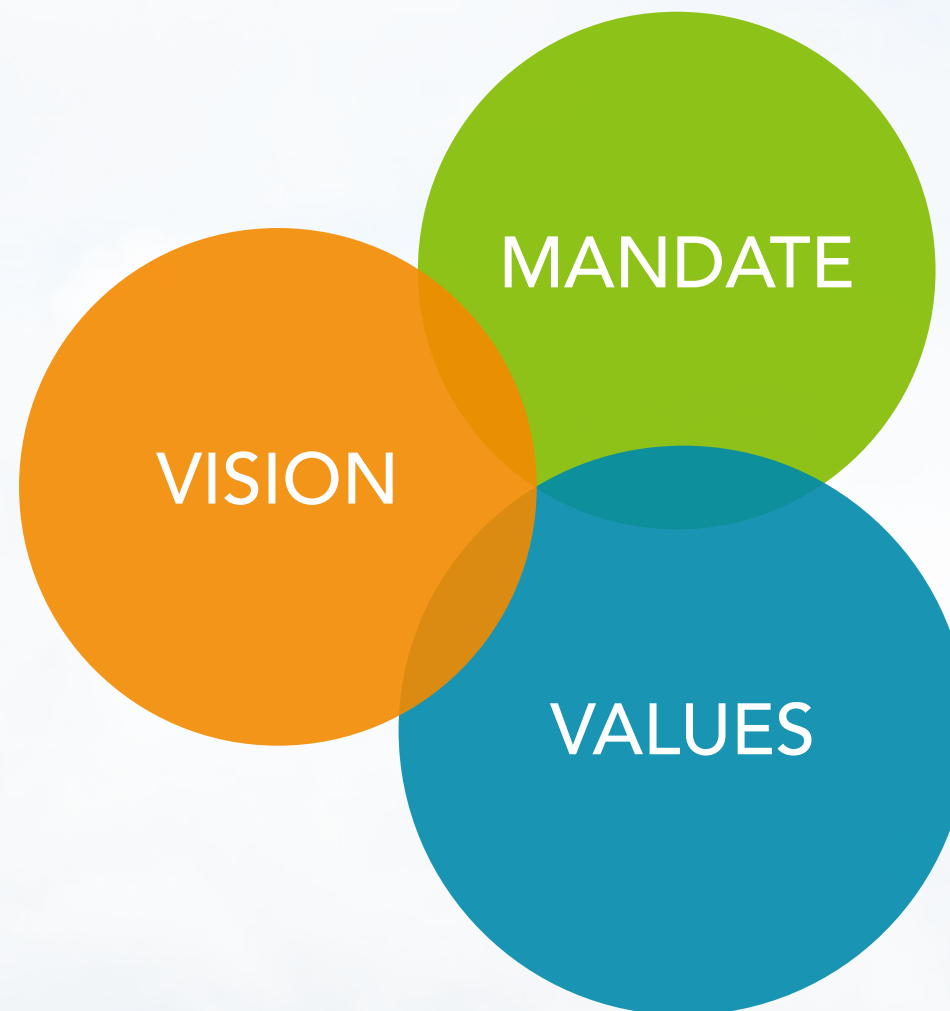


VISION

To be the leader in stewarding beverage containers to minimize their impact on the environment.



MANDATE

To regulate and enhance a leading beverage container system that protects Alberta's environment.

VALUES

We value

- higher return rates
- accessible, quality, convenient and safe service from depots
- secure, cost effective container collection, processing and recycling
- greater awareness and public participation
- strong alignment among system stakeholders
- innovation and technology driven efficiency
- consistent, fair and firm enforcement of meaningful standards for manufacturers, retailers, depots, CSPs and the CSA
- financial transparency