

2019 bcmb Newsletter

February 2019



BCMB's Vision:

*"TO BE THE LEADER IN STEWARDING BEVERAGE CONTAINERS
TO MINIMIZE THEIR IMPACT ON THE ENVIRONMENT."*

The 2018 Container Return Rate reached 86%

This 2019 Newsletter covers updates from 2018 and some valuable information for the year ahead. We look forward to seeing you all at the Regional Meetings.



A Note from Our President

On December 18, 2018 the EU Parliament made a significant decision about the future of single-use plastics that affects all member states, and likely the world. Included in this decision, among other things, was agreement to ban certain products such as plastic cutlery and expanded polystyrene food containers, agreement to implement Extended Producer Responsibility (EPR) and agreement to require 30% recycled content and 90% recovery of single-use plastic bottles.

What does this mean for us here in Alberta? EPR is an important change to the way most programs in Canada currently work, including ours. However, deposits are not likely to be replaced because they have proven to be the only method able to achieve the return rates required.

We can expect a lot of discussion on packaging in general and what EPR will look like in Alberta. We can also expect some manufacturers to move out of plastic containers and into other package types. The focus will move almost exclusively to environmental performance and the accountability will rest with the manufacturers, not the consumer or the government.

There are a few things we can do to get ready for these changes so that we are successful in whatever comes. We can learn what opportunities there are for our industry to be included in new or expanded programs for other materials. We can also take advantage of our unique position by considering what it would take to move our program's environmental performance from the current 85% to 90% or higher.

What does that look like in your community? Surveys tell us that about 85% of Albertans are satisfied with our program. That is impressive, and you are to be congratulated for providing service that appeals to that many people. But what if even more people in your community were satisfied with your service: would that mean a higher return rate in your community? More containers in your business? What new services could you offer that you are not offering right now? We will all have to wrestle with these and other questions over the next few years – and likely until the oceans are cleaned up.

We look forward to our time together at this year's regional meetings to discuss these and other issues of importance to you.

Jeff Linton, President BCMB

Thank You from the BCMB Registrations Team!

The Beverage Container Management Board (BCMB) Registrations Team would like to thank all Alberta depots that participated in sending registered and unregistered beverage container images and information through the Quality Monitoring System (QMS) in 2018. The BCMB Portal continues to be populated with container images and information, which results in a more up-to-date and effective tool for all users. When provided with unregistered container images and information, the BCMB can investigate and identify any manufacturers, distributors and/or retailers who are selling and/or distributing unregistered beverage containers in Alberta.



The BCMB encourages Alberta depots to continue to use the QMS to note unregistered containers and to send images of registered containers to populate the BCMB Portal.

Please remember that the *BCMB Portal – Product Search* tab will list all **registered containers**: <https://portal.bcmb.ab.ca/product>

The *BCMB Portal – Unregistered Products* tab will list any **unregistered containers** brought to our attention and pending review by BCMB staff: <https://portal.bcmb.ab.ca/UnregisteredProduct>

Thank you again to all Alberta depots that continue to participate and work with the BCMB Registrations Team.

Unregistered Container Red Flags

Depot staff are trained to confirm the registration of beverage containers using the BCMB's online Registration Database.

In some cases, containers may be brought to the depot that are similar to registered products but are not deposit bearing. Examples would include material purchased outside of Alberta, and factory rejected containers that have never been sold to the public. When identifying potentially fraudulent containers, ask yourself these questions:

- Are all of the containers identical?
- Is there an unusual number of uncommon or unrecognizable brands? (craft brewery containers from other provinces, foreign writing on label, etc)
- Do the containers appear deformed? Do they appear to have been bailed or forcibly removed from a bail?
- Are they all damaged in a similar manner?
- Do the containers have lids or closures, appear professionally cleaned or appear to have never contained a beverage?
- Do the containers appear to not have been sealed? Or are they sealed but unopened and empty?
- Where does the customer say the material came from? Where is the customer from? Out of province license plates?

Whenever questionable material is being brought in, please take the following steps:

1. Complete the CVR process by engaging the customer in conversation and submitting a CVR QMS ticket. (the QMS can be accessed here: <https://bcm.b.zendesk.com>).
2. If the customer refuses to provide the necessary information to complete the QMS ticket and leaves with or without their containers, contact the BCMB.
3. If the customer leaves without their containers, quarantine the product at your depot.
4. Await instruction from BCMB.

In situations where the product is not registered but the customer believes they have paid a deposit, please direct them to contact the BCMB. We will work to resolve the issue with the customer and the retailer/manufacturer.

Did You Know?

The BCMB website has a section called "For Your Customer". It explains the requirements that a depot must follow when accepting containers. This webpage can be a useful tool when explaining the process to your customers. The webpage can be found here: <https://www.bcm.b.ca/depot-owners-operators/customer/>



Container Code Task Force

The Industry Leadership Committee (ILC) established a Container Code Task Force in late 2018. The mandate of the Task Force is to facilitate meaningful and collaborative discussions on improving container sorting and identification within the common collection system. Members include representatives from the ABDA, ABCRC, BCMB and three Alberta depots. Task Force meetings are ongoing, and it is expected that recommendations will soon be made to the ILC.

New By-laws

On February 1, 2019, the new BCMB by-laws came into effect. Of particular relevance to the depot network, is the introduction of the Depot By-law and Fee By-law.

BCMB by-laws can be viewed on the BCMB website at <https://www.bcm.b.ca/about/governing-documents>. We strongly encourage you to familiarize yourselves with the by-laws as the BCMB introduced a series of compliance frameworks and standardized approaches for the industry.



New Compliance Frameworks

On December 20, 2018 a notice was distributed to the Depot Network regarding the implementation of new compliance frameworks, which became effective February 1, 2019. These frameworks are housed within the Depot By-law. As a note, Manufacturers and Retailers are also subject to compliance frameworks and these can be found in the Manufacturer and Retailer By-law. The notice describes the five (5) types of compliance frameworks and the path followed as a depot moves through the levels of a framework.

Though there are no changes to the Non-Beverage Container Compliance framework, the application of standardized frameworks for UCA Compliance, Refund Compliance, QC Compliance and Operational Compliance contain the most significant changes. Progression throughout any of the 5 frameworks will now follow a standard path*:

- a) Failure of standard is recognized;
- b) Level 1: Education and opportunity to improve;
- c) Level 2: Education and Prevention: application of a Compliance Fee, opportunity to improve;
- d) Level 3: Prevention and Enforcement: application of a Compliance Fee, decreasing timelines to come into compliance, opportunity to improve;
- e) Level 4: Complaints Director: assessment by the Complaints Director.

**Activities related to fraud, theft or serious public safety issues will be escalated directly to the Complaints Director rather than follow the framework.*

You can expect more information and a detailed presentation regarding this topic at the Regional Meetings. To view the notice, please visit the BCMB website at the following link: <https://www.bcmb.ab.ca/depot-owners-operators/depot-notice/>

If you have any questions about the compliance frameworks, please contact the BCMB Operations Team. Contact information can be found on page 12 of this Newsletter.



70% of depots met the industry standard of excellence in Refund Compliance audits completed in 2018.
How does your depot ensure accurate refunds?

We're Going Paperless!

And we need your help to do so...

All Permit Application Packages will now be submitted electronically. You can find the following Application Packages on the BCMB website:

- 1) Permit Renewal Application
- 2) Change of Location Application
- 3) Depot Name Change Application
- 4) Minority Shareholder Change Application
- 5) Depot Change of Ownership Application



Follow this link to access the packages: <https://www.bcmb.ab.ca/depot-owners-operators/depot-application-packages/>

Just fill in the fields, attach any required documentation and submit your application to permits@bcmb.ab.ca. Although we do not yet have online payment, we are working towards it and should have a method implemented in spring of 2019. In the meantime, a cheque or bank draft are the only options for payment. *Please note:* applications will only be reviewed upon receipt of an application fee.

For any questions regarding permit applications, please contact Ashley Banks at abanks@bcmb.ab.ca or 403-990-4189; or Michelle Winmill at mwinmill@bcmb.ab.ca or 780-424-3193 ext 229.



Depot Exit Interviews

What Are Depot Exit Interviews?

The Depot Exit Interviews are a series of depot customer surveys, conducted at approximately 20 depot locations annually. The surveys have been conducted since 2013 and the locations alternate throughout the province each year. Over 1000 customers are surveyed each year and are asked questions about their depot experience. The BCMB uses the surveys as a measure of customer satisfaction, awareness and as information to focus future initiatives.

Some stats from the 2018 surveys (Calgary, Lethbridge, and surrounding areas were surveyed):

- 82% of customers indicated that they were highly satisfied with their overall experience at a depot;
- 83% of all customers spent less than 20 minutes at the depot;
- 63% of customers indicated that they saw the “Depot, It’s worth it” signage. Most common area of signage recognition is outside of the depot; and
- 77% of customers indicated that at some point a depot employee was not able to accept a certain type of container and sufficiently explained to the customer why they were unable to accept that container.

The full report can be found on the BCMB website at: www.bcmb.ab.ca

Have ideas for future Depot Exit Interview questions? We’d love to hear from you! Please contact Jenn Budd (jbudd@bcmb.ab.ca) or Alyson Klatt (aklatt@bcmb.ab.ca).



Quality Monitoring System (QMS)

The QMS is our industry’s online, issue tracking, monitoring, and resolution tool. Each stakeholder group (ABCRC, BDL, ABDA, BCMB, depot network) has a role in communicating through the QMS to report and resolve industry issues. Specific timelines have been agreed upon for response and resolution to issues – refer to the QMS User Manual for more information.

The QMS can be accessed at:

www.bcmb.zendesk.com

For assistance using the QMS, please contact Jennifer Budd, Policy Analyst at jbudd@bcmb.ab.ca or 780-424-3193, ext. 222 OR Alyson Klatt, Policy Analyst at aklatt@bcmb.ab.ca or 780-424-3193, ext. 232.

Depots can issue tickets in a variety of areas, including:

1. Supply issues (too much or not enough)
2. Beverage container registration verification
3. Depot closure requests
4. Container validation requests
5. Transportation issues
6. Challenges of audits

If you would like to see other types of tickets or options within tickets, contact Jenn Budd (jbudd@bcmb.ab.ca) or Alyson Klatt (aklatt@bcmb.ab.ca) to make your suggestion.

Did You Know?

The CSA must work to resolve all supply issues within 24 hours of receiving a ticket from a depot. The CSA is evaluated monthly on this and other performance measurements by the BCMB and is subject to compliance fees for failure to meet the standard.

A depot must respond to ticket within three calendar days otherwise the ticket will be: a) closed, as a lack of response is deemed acceptance of the issue; b) escalated through the Service Agreement dispute resolution process.

All audit and miscount reports are reported through the QMS.



QMS Mobile Application

We are working to make your QMS experience easier and more accessible!

This year, the BCMB, together with representatives from the depot network, the ABDA and the ABCRC, are working to develop a QMS Mobile Application. This app will be available for free to the depot network on IOS and Android devices. The app will work with your mobile devices to make using the QMS faster and easier. We are working to build into the app more icons, images and one touch options. Additionally, we'd like the app to provide a centralized location for accessing all industry tools. If all goes well, we are hoping to have the first version of the app available for download by the October 2019 ABDA Conference. Stay tuned for more details!

If you have any comments, thoughts or ideas on the app, please contact Jenn Budd (jbudd@bcmb.ab.ca) or Alyson Klatt (aklatt@bcmb.ab.ca)



Industry Email

Don't miss out on important information or industry notifications!

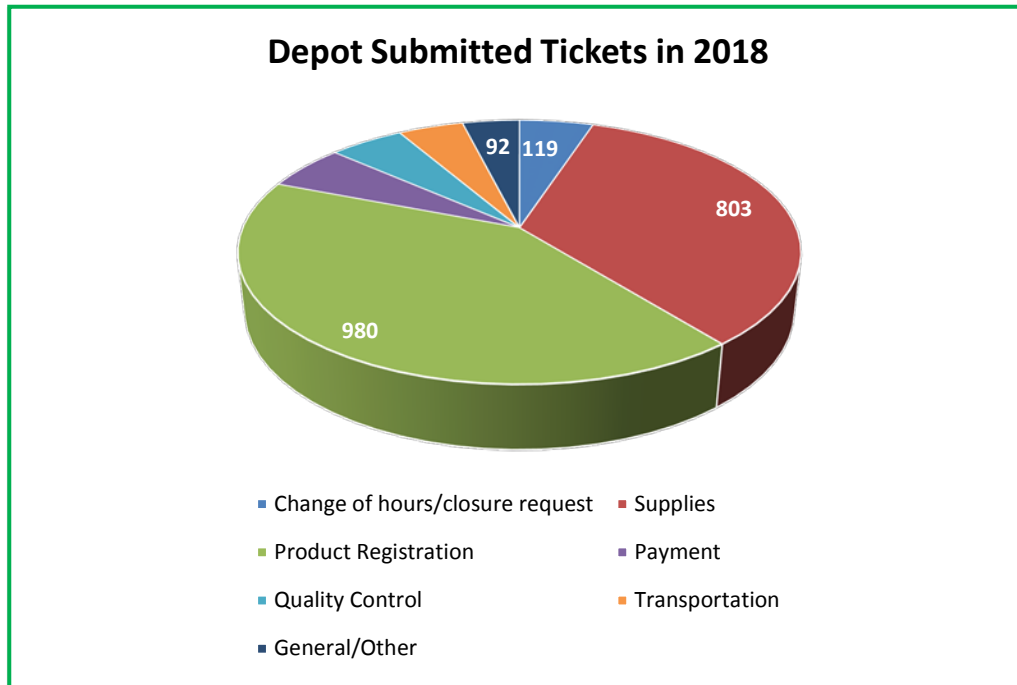
All depots are required to monitor industry email as assigned by the BCMB. All communications from the BCMB, the ABCRC and the Data Collection Agent (DCA) will be provided to you through that email account.

If you need assistance accessing your Industry Email, please contact Brittany Ballas, Administrative Assistant at bballas@bcmb.ab.ca or via telephone at 780-424-3193 ext. 230.

***From the 177 depots audited for Refund Compliance in 2018,
the average time the auditor spent in a depot was 10 minutes.***

How does this compare to your depot?

QMS Tickets Submitted by Depots



This chart represents depot tickets submitted by type for the time period of January 1, 2018 to December 31, 2018.



Depot Benchmarking Report

The Depot Benchmarking Report is provided by the DCA and is used to benchmark depots into peer groups. These groups are determined by volume of containers handled and location of the depot. The Report gives each depot an idea of how they rank in terms of various costs and containers processed within different time frames. A sample Benchmarking Report is provided on page 11 of this newsletter.

If there is any new or more relevant information that you would like to see included in this Report, please email your suggestions to Brittany Ballas at bballas@bcmab.ca.

Depot Event Team

Are you hosting a customer appreciation BBQ, or participating in an event in your community? If so, ABCRC is here to help!

The Depot Event Team will be back this summer ready to facilitate and improve beverage container recycling by visiting individual bottle depots or festivals and events in communities throughout Alberta to facilitate and celebrate beverage container recycling.

What the Depot Event Team can offer:

- A team of two or three energetic recycling advocates
- Fun and educational games
- Customer giveaways
- Mascots (based on availability)
- Recycling bins



The 2019 calendar is already filling up for the summer, so be sure to contact us soon to check our availability and book the team! Please visit www.albertadepot.ca/recycling-programs/depot-event-team/ or contact Sheri Lunde at slunde@abcrc.com.

Please be aware that the Depot Event Team will be scheduled on a first come first serve basis for each region we are scheduled to be in at that time. We hope to be able to come and celebrate with you this summer!

Depot Marketplace

Are you maximizing the value available to you through the Depot Marketplace Shopping Portal?

Each depot annually receives a \$250 credit to spend on promotional items for customers. The \$250 credit is automatically applied to your account on <http://depotmarketplace.ca> and expires on September 30th, 2019.

In 2018, 18% of depots in Alberta left their credit untouched while 21% filled up their carts with just enough small items to reach that \$249.99 level. Now that it's a new year, consider using your credits and purchases more strategically!

Here are five reasons why every depot should be using Depot Marketplace:

- 1. Customer Appreciation:** the more you make your customers feel valued, the more likely they will become loyal. The decision to go to a specific depot is often more than just the convenience of location; it can also depend on how they are treated and what kind of experience they have when they are there. Small tokens of gratitude or giveaways can go a long way when it comes to making a customer feel appreciated. Depot Marketplace offers items such as keychains, hand sanitizer and mini bags for customers to bring in recyclables from home. Make children feel special by giving them pencil crayons, tattoos, or even a lollipop at checkout. These items will also double as free advertising once they leave the depot.
- 2. Community Involvement:** being involved with the community you work in is good for any business, especially bottle depots. Depots that work with schools and community associations have an opportunity to expand their customer base and increase business by supporting and participating in community events and bottle drives. Make the process easier by ordering free school brochures from Depot Marketplace, or some of the fun-packs for kids who are learning about recycling during facility tours.
- 3. Depot Atmosphere:** the image your depot portrays directly affects the customer experience. If you want to attract new customers and retain existing ones, it's important to take pride in how your depot looks. Have Depot branded coffee mugs for customers to enjoy a hot beverage while waiting in line, use Depot branded pens at the cashier counter.



The Mini Bag



**Ninja X4 Synthetic
Gloves**

- 4. Employee Retention:** In addition to thanking and praising employees for their hard work, you can also present them with a gift or incentive award for a job well done. Recommended Depot Marketplace items for employees include lunch bags, water bottles, coffee tumblers and jackets.
- 5. Depot Branded Clothing:** Having employees wear Depot branded name tags or clothing makes the interaction with customers more personal. There are clothing options available for employees to show-off, including customizable shirts. Remember your credit can not be used toward clothing.

Depot Marketplace officially opened on January 14th, 2019 and will remain open throughout the year. We value your feedback and the feedback from your customers. If you have any suggestions on how to improve the Depot Marketplace program, please contact Shanna Chew at schew@abcr.com. Happy Shopping!



Water Bottle



ABCRC 2019 Action Plan

Thank you for participating in the 2018 Depot Satisfaction Survey and for providing us with your thoughts and opinions on how we did. ABCRC did not have a banner year last year, largely due to challenges with our new computer system, but we have formulated an Action Plan for 2019 to serve you better.

1. Shipping Containers

While still a key issue we have seen positive signs in late 2018 and early 2019 that we hope to continue to improve on. These include improved reconciliation of semi-annual inventories that include a full disclosure of the calculations and adjustments. These will also be completed in more timely manner.



We have also started, quite recently, posting Shipping Container Activity Reports for each depot to the Depot Portal. These are done twice a week so that you should be able to track shipments that you have made (R-bills) and shipments that have been shipped back to you (C-Bills). This will give us a common platform from which to have discussions surrounding specific issues with your targets or inventory.

With regards to pallets, we will make sure that inventories are balanced and that our plant has adequate quantities to ensure a timely flow of these key tools to/from the depot. We will continue to work with our suppliers and other industry partners to seek opportunities to improve the quality of the pallets.

2. Quality Monitoring System (QMS)

Throughout 2019, ABCRC will strive to improve the quality of its responses and responsiveness to QMS tickets received from depots. A new dedicated position has been created within ABCRC, with a specific mandate to ensure that ABCRC complies with the agreed to standards required of it. We will be working with the ABDA and BCMB to try and specifically identify standards for all parties, related to Service Agreement issues, in a new Service Agreement.

3. Community Engagement Programs

Community Engagement Programs are offered to schools, non-profit organizations and municipalities, with the goal to facilitate better out of home beverage container recycling through the province. Applicants to these programs are community members in some of the same communities that depots operate. ABCRC recognizes that depots may have

applicants that wish to apply for the programs and may require more information to provide to those wishing to apply. Information and grant applications are located on the industry website at www.albertadepot.ca.

In addition to the information located on the industry website, in 2019 ABCRC plans to publish a Depot Guide to ABCRC Grant and School Programs that will help to guide depots through the process of helping community members through the grant process.

Applaud aDePOT

Congratulations to the 2018 recipients of Applaud a Depot awards! Stay tuned throughout 2019 for exciting updates to the Applaud a Depot program and be sure to send your customers to applaudadepot.ca to leave feedback for you and your staff.

2018 Applaud a Depot Winners

Airdrie Bottle Depot

Beddington Heights Bottle
Depot (Calgary)

Drumheller Bottle Depot

Happy Can Bottle Depot
(Calgary)

Leduc Bottle Depot

Plus I Bottle Depot (Grande
Prairie)

Rocky Bottle Depot

Thorsby Bottle Depot

Congratulations to these
depots and their staff for
doing such a great job!



ABDA truly believe that this is a great program that allows you to connect with your customers and build goodwill in your community. For more information on the program head over to www.applaudadepot.ca.



SAVE THE DATE!

2019 Annual Industry Conference & ABDA AGM

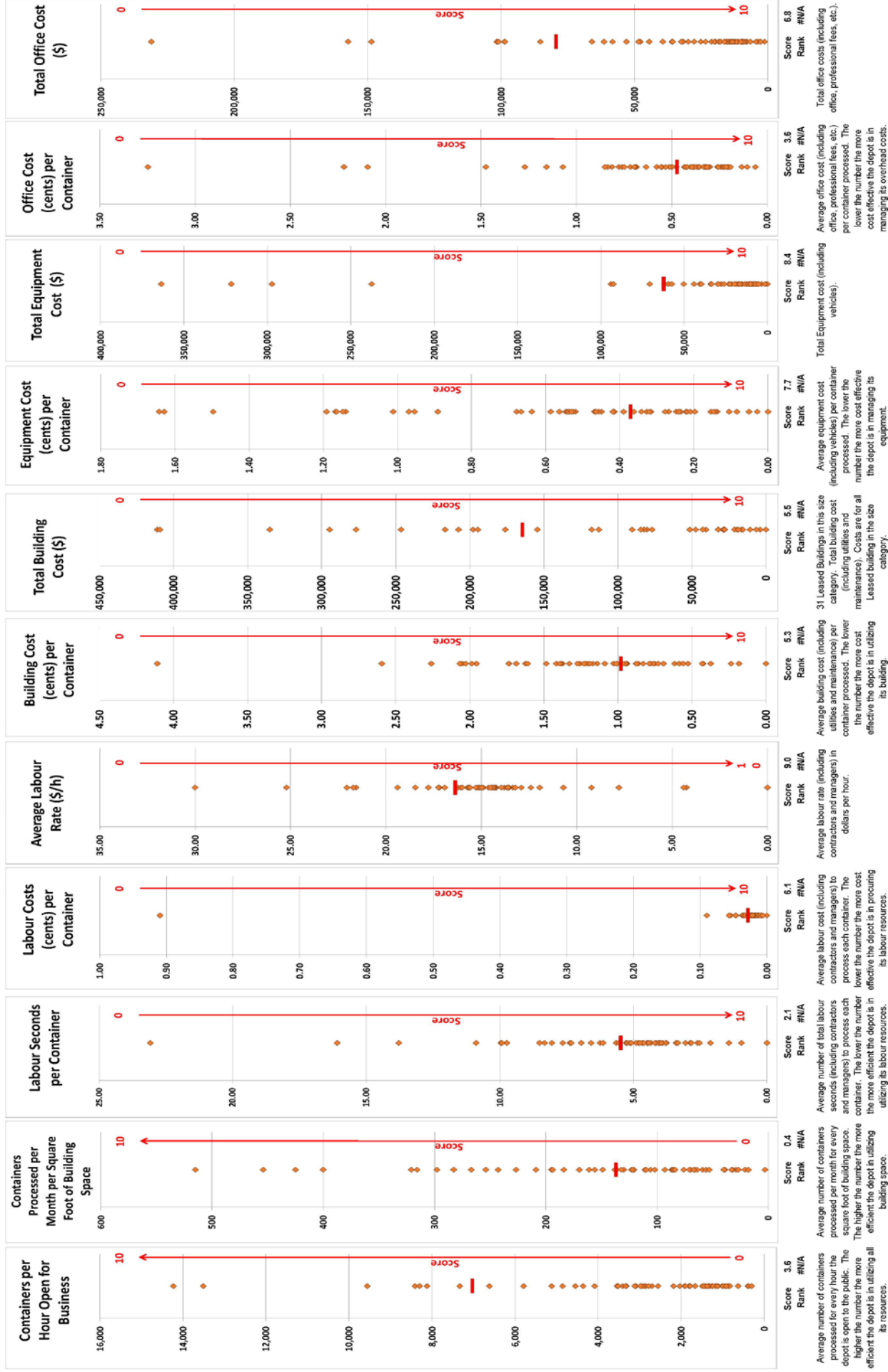
The ABDA is looking forward to welcoming depots and industry partners to the Annual Industry Conference, taking place October 25 & 26, 2019 in Edmonton. The ABDA's Annual General Meeting will follow on Sunday,

October 27. These events will be held at the Fantasyland Hotel Conference Centre, so plan to bring your family to enjoy the weekend at West Edmonton Mall! Room rates and other details will be circulated when registration opens in June.

BCMB 2014 / 2015 UCA As Reported Benchmarking Study

XX - Leased Building

Largest Size Category Containing 48 Depots Over 16 Million Containers per Year



Notes: Scores are from 0 to 10, with 10 being the highest in the size category and scores in between are proportional

Ranks from "best" to "worst" over the number of depots that provided information to calculate each statistic. e.g. rank of 3 / 48 means the depot's statistic was the 3rd best out of the 48 depots in the size category that reported

Confidential - For Depot Owner(s) Only

BCMB Contacts

Operations

This BCMB team are your main contacts. Contact them for any questions on compliance, permits, depot closures, QC PAP, and any other depot questions you may have.

Dan White

Director, Operations
dwhite@bcmb.ab.ca

(780) 424-3193 Ext: 233

Brent Campbell

Manager, Compliance
bcampbell@bcmb.ab.ca

(403) 200-2329

Laura Buchan

Investigations Officer
lbuchan@bcmb.ab.ca

(780) 424-3193 Ext: 231

Nathan Lyall

Compliance Officer
nlyall@bcmb.ab.ca

(780) 424-3193 Ext: 226

Michelle Winmill

Compliance Officer
mwinmill@bcmb.ab.ca

(780) 424-3193 Ext: 229

Ashley Banks

Compliance Officer
abanks@bcmb.ab.ca

(403) 990-4189

Policy

This BCMB team are your main contacts for QMS.

Blaire Charlton

Director, Policy
bcharlton@bcmb.ab.ca

(780) 424-3193 Ext: 227

Jennifer Budd

Policy Analyst
jbudd@bcmb.ab.ca

(780) 424-3193 Ext: 222

Alyson Klatt

Policy Analyst
aklatt@bcmb.ab.ca

(780) 424-3193 Ext: 232

Brittany Ballas

Administrative Assistant
bballas@bcmb.ab.ca

(780) 424-3193 Ext: 230

Finance and Registrations

This BCMB team are your contacts for container queries.

David Ludwig

Director, Finance
dludwig@bcmb.ab.ca

(780) 424-3193 Ext: 225

Melissa Malin

Registrations Administrator II
mmalin@bcmb.ab.ca

(780) 424-3193 Ext: 221

Heather Banyard

Registrations Administrator
hbanyard@bcmb.ab.ca

(780) 424-3193 Ext: 234

Joy Michaud

Registrations
Officer/Senior Accountant
jmichaud@bcmb.ab.ca

(780) 424-3193 Ext: 224

Some New Faces

**David Ludwig**

David joined the BCMB in April 2018 as the new Director, Finance

**Ashley Banks**

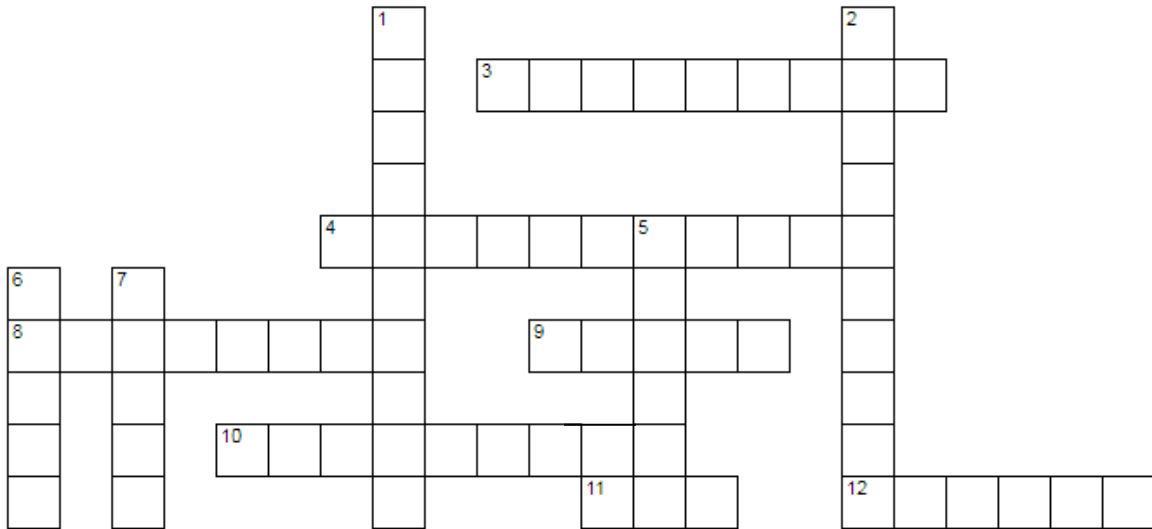
Ashley joined the BCMB in June 2018 as the new Compliance Officer based out of Calgary

**Joy Michaud**

Joy joined the BCMB in September 2018 as the new Registrations Officer/Senior Accountant to provide coverage during a maternity leave.



BEVERAGE CONTAINER MANAGEMENT BOARD



ACROSS

- 3 Depot Exit Interviews measure the satisfaction of _____
- 4 Where a depot can purchase items to show customer appreciation and increase employee retention
- 8 The 2019 Annual Industry Conference will take place in this city
- 9 A depot must respond to a QMS ticket within this many calendar days
- 10 The QMS Mobile App will be available on IOS and _____
- 11 The Container Code Task Force was established by the _____
- 12 The Depot Event Team is available during this season

DOWN

- 1 ABCRC recently started posting Activity Reports for Shipping _____
- 2 In December 2018 the depot network received a notice regarding new Compliance _____
- 5 Container images and information can be found in the BCMB _____
- 6 A new By-law that is of particular relevance to the depot network
- 7 All communications from the BCMB, ABCRC and DCA are provided through a depot's Industry _____



Beverage Container Management Board

Suite #100, 8616 51 Avenue

Edmonton Alberta

T6E 6E6

Phone: 1 (780) 424-3193

Fax: 1 (780) 428-4620

[**www.bcmb.ab.ca**](http://www.bcmb.ab.ca)