

Executive Summary

Committed to a leading and sustainable beverage container recycling system, Beverage Container Management Board (BCMB) has developed aspirational collection and recycling targets. These targets reflect stakeholder input through the Committee and Board and are outlined in this document, along with initial survey findings. The Board has approved these targets in principle, pending broader stakeholder consultation. BCMB encourages your review to understand the proposed direction.

Alberta's Aspirational Targets

Establishing forward-looking targets is a vital step towards maintaining a high-performing and innovative beverage container recycling system in Alberta.

By prioritizing increased collection rates and material recyclability, applying targets will drive innovation in container design and foster advancements in recycling processes, potentially leading to new economic opportunities and job creation. These targets will serve as a roadmap, driving collaboration and measurable progress towards greater sustainability and a responsible future for Albertans.

BCMB continues to recognize that achieving these goals requires a collaborative effort. As such, stakeholder input remains paramount in shaping Alberta's path forward. To ensure transparency and facilitate meaningful dialogue, we are entering Phase 2 of our stakeholder consultation regarding aspirational targets.

Phase 2: Detailed Target Review and Discussion

- Begins May 2025
- Sharing the specific aspirational targets with stakeholders.
- Found in this document, BCMB has created a forum to present the targets in detail, and address questions, comments and concerns captured in the Phase 1 survey (see below).
- BCMB is still seeking detailed feedback on the feasibility and potential impacts of each target (see below).

The Targets

The aspirational collection and recycling targets presented below have been thoughtfully developed, taking into account several key factors shaping the future of beverage container management in Alberta. This includes the existing commitment of stakeholders to an 85% overall system collection rate, collection goals being established at a national level for plastic beverage containers by 2030, and the evolving material management requirements under Alberta's Extended Producer Responsibility (EPR) framework. These considerations have informed our approach to setting achievable goals for continuous improvement in Alberta's recycling system.

Material Stream	Collection Rate* (%, 2023)	Aspirational Collection Rate Target (%)	Recycling Rate** (%, 2022)	Aspirational Recycling Rate Target (%)***
Aluminum	89.0	90	81.9	85
Plastics	81.2	90	74.7	85
Glass (one-way)	90.0	90	86.3	89
Refillable Glass (Beer)	98.7	98	98.3	94
Bi-Metal	97.9	85	77.8	76
Tetra-Brik	71.7	85	63.0	-
Gable Top	76.9	85	60.2	-
Drink Pouches	57.4	85	45.4	-
Bag in a Box	51.6	85	30.0	-
Crystal	-	85	-	-
Ceramic	4.6	85	-	-

* The most up-to-date collection and recycling rate data will be made available in June 2025.

** The reported 2022 recycling rate was derived from data gathered by Eunomia, a third party consultant, and includes some assumptions and information from previous periods.

*** Blank aspirational recycling targets have not been determined yet. BCMB is awaiting further data and calculations, and collaborating with stakeholders and end processors to establish verifiable recycling rate data before proposing specific targets

The aspirational targets detailed above form the basis for Stage 2 of BCMB's Stakeholder Consultation.

We urge all stakeholders to familiarize themselves with these goals. Please reach out to info@bcmb.ab.ca should you have any comments, questions, or concerns.

Building on Your Feedback

BCMB would like to acknowledge and thank the responses received from 58 stakeholders during the initial survey regarding aspirational collection and recycling targets. The data collected from the Phase 1 survey provides valuable insights into stakeholder

perspectives, which are considered in future refinements and strategic planning related to aspirational targets.

This document presents BCMB's internally developed aspirational collection and recycling targets for stakeholder review. The subsequent consultation phase will serve to provide further context on these initial targets as BCMB advances its commitment to enhancing the performance and sustainability of Alberta's beverage container recycling system.

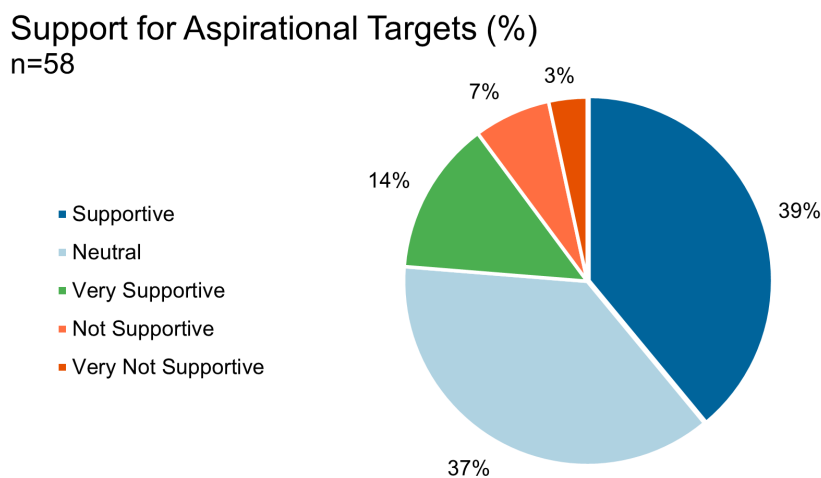
Phase 1 Survey Data

This section highlights some of the key trends and sentiments identified in the stakeholder consultation Phase 1 survey.

1. Support for Aspirational Targets

Support for aspirational targets was largely favorable. Over 50% of survey respondents were 'Very Supportive' or 'Supportive' of BCMB establishing aspirational collection and recycling targets. Close to 40% of survey respondents were neutral to the idea, while 10% of respondents did not support the initiative.

Question: Overall, how supportive are you of BCMB establishing aspirational collection and recycling targets for beverage containers in Alberta?



Source: BCMB Stakeholder Survey, April 2025: "Alberta Beverage Container Recycling: Feedback on Aspirational Targets"

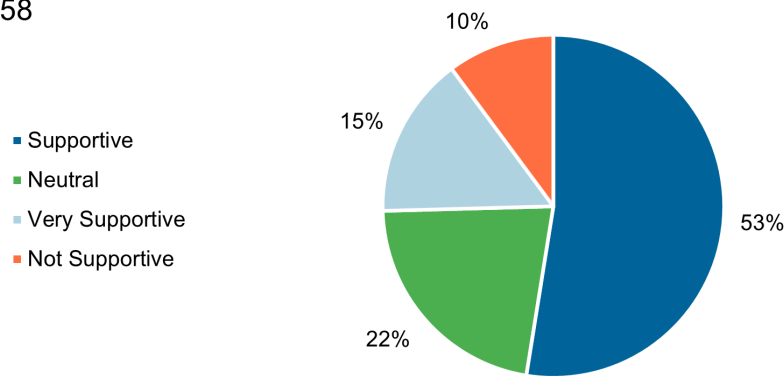
2. Targets Driving Innovation and Performance

There is a strong belief among those stakeholders who responded to the survey that aspirational targets can drive innovation and performance. Nearly 70% of survey respondents believe this to be true. Meanwhile, 22% of respondents are neutral to the idea, and 10% are not supportive of targets driving innovation and performance.

Question: To what extent do you believe aspirational targets can drive innovation and improve recycling performance?

Belief in Targets Driving Innovation (%)

n=58



Source: BCMB Stakeholder Survey, April 2025: "Alberta Beverage Container Recycling: Feedback on Aspirational Targets"

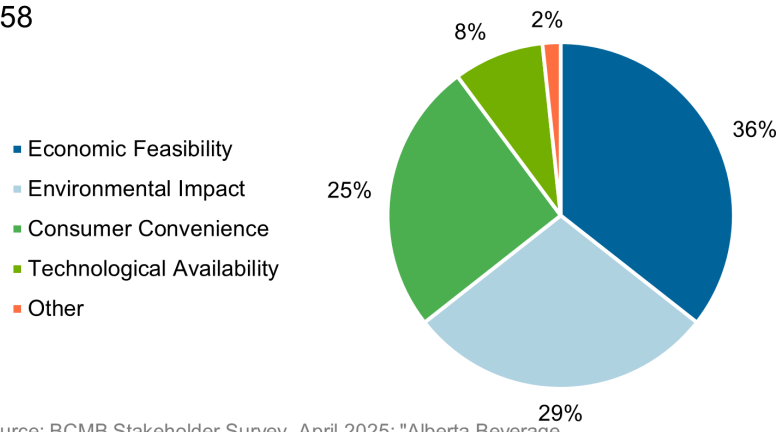
3. Important Factors When Setting Targets

When asked about the most important factors for setting aspirational collection and recycling targets, economic feasibility ranked highest. Environmental impact and consumer convenience were considered next most important, with virtually an even split in responses. Technological availability was identified as the most important factor by nearly 10% of respondents.

Question: In your opinion, what is the most important factor to consider when setting aspirational collection and recycling targets? (Please select one)

Factors for Target Setting(%)

n=58



Source: BCMB Stakeholder Survey, April 2025: "Alberta Beverage Container Recycling: Feedback on Aspirational Targets"

* One respondent expressed concerns about the potential for increased burden and resource demands on small businesses if new requirements are introduced.

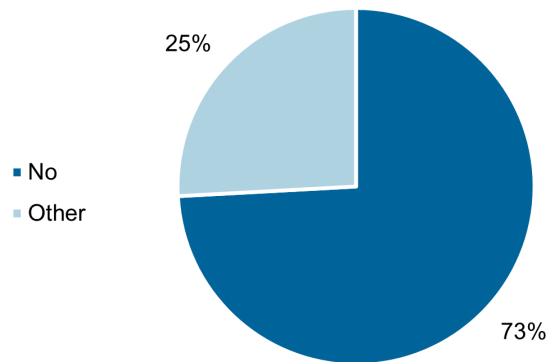
4. Challenges and Opportunities

Nearly three quarters of the survey respondents were not aware of any specific challenges or opportunities that should be considered when implementing aspirational targets.

Question: Are you aware of any specific challenges or opportunities that should be considered when implementing these aspirational targets?

Awareness of Challenges/Opportunities (%)

n=57



Source: BCMB Stakeholder Survey, April 2025: "Alberta Beverage Container Recycling: Feedback on Aspirational Targets"

However, 25% of survey respondents provided comments regarding challenges and opportunities, which can be broadly categorized into the following areas:

- **Operational Impact:** Concerns about burden on small businesses and suggestions for system improvements (collection, deposit).
- **Economic Considerations:** Financial implications, including tariffs.
- **Information and Engagement:** Requests for clarity on targets and processes.
- **Stakeholder Dynamics:** Customer participation and value creation.
- **No Specific Input:** Respondents who indicated they had no specific comments at this time.

5. Comments, Suggestions, and Concerns

Of the survey respondents, 24 (40%) provided comments and suggestions on aspirational targets. A visual representation of this qualitative feedback, highlighting key themes and areas of interest, is presented below.

Question: In general, do you have any comments, suggestions, or concerns regarding aspirational collection and recycling targets in Alberta?

9 respondents (27%) answered recycling for this question.



Addressing Potential Concerns

To facilitate a transparent and informed discussion, this section addresses potential misconceptions surrounding BCMB's proposed aspirational collection and recycling targets for Alberta.

We believe it's important to proactively clarify key concerns and ensure all stakeholders have an accurate understanding of our goals and approach as we move forward with this consultation process.

Comments/Concerns	BCMB Response
<p>“Targets ignore economic realities.”</p>	<p>While aspirational, these targets are broadly supported by the Government of Alberta (GoA) and stakeholders who see their potential to drive innovation and improve recycling performance within Alberta's economic context.</p>
<p>“These targets just increase red tape.”</p>	<p>These aspirational targets aim to drive a more efficient recycling system in Alberta, inherently reducing the need for unnecessary red tape.</p> <p>Additionally, all manufacturers are represented in the Deposit Return System (DRS) by the Collection System Agent (CSA) or Collection System Provider (CSP), who are ultimately responsible for working to achieve these aspirational targets on their behalf.</p>
<p>“Only the large stakeholders can contribute meaningfully.”</p>	<p>Achieving these goals requires all stakeholders; the survey highlights the value of diverse contributions across Alberta's system.</p>
<p>“Targets are rigid and inflexible.”</p>	<p>While providing a clear direction, these aspirational targets are intended to be adaptive based on Alberta's evolving economic, demographic, social, and environmental landscapes.</p>
<p>“This puts an increased burden on small business.”</p>	<p>As BCMB strives to foster innovation in Alberta's beverage container recycling system, the aspirational nature of these targets offers feasible solutions that minimize the undue burdens on small businesses. This aligns with a broader trend, seen through Extended Producer Responsibility (EPR) frameworks impacting various industries, where producers are taking greater responsibility for the lifecycle of their products.</p>

<p>“In general, what is the value of the targets?”</p>	<p>These aspirational targets provide a clear roadmap, fostering innovation and driving improved recycling performance across Alberta.</p>
<p>“Targets must be realistic.”</p>	<p>These targets have been approved by BCMB’s stakeholder Board, have been communicated with the GoA and are grounded in a practical understanding of the province’s recycling system and its potential.</p> <p>For some material streams, system stakeholders are close to meeting and exceeding some targets. BCMB recognizes this leadership in Alberta, and these targets aim to elevate the entire system</p>
<p>“Unclear on ‘aspirational’ targets and our involvement.”</p>	<p>“Aspirational” signifies our commitment to continuous improvement and pushing achievable boundaries. Your involvement will directly influence how Alberta continues to outperform all other provinces and territories.</p>
<p>“In Alberta, we’re already high achievers, how is that recognized?”</p>	<p>Alberta’s beverage container recycling system stakeholders are to be commended for their contributions to our top-ranked system in Canada. These aspirational targets aim to build upon this success by elevating performance standards across all stakeholders.</p>

Stakeholder Consultation: Phase 3

Should you have any questions, concerns, insights, or comments, we strongly encourage you to send them to info@bcmb.ab.ca.

Your feedback will play a crucial role in shaping the future of beverage container recycling in Alberta.

Phase 3: Finalization and Implementation Planning

- Begins July 2025
- Based on the feedback received, BCMB will finalize the aspirational targets and develop an implementation plan.
- BCMB will work collaboratively with stakeholders to identify strategies and resources needed to achieve targets.
- BCMB will establish clear timelines and milestones for progress tracking.