



The Healthy Hydration Company™

Halifax Pilot Public Spaces Recycling Program

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Agenda

- Public Spaces Recycling
- Results
- Canadian Recovery Rates
- Key Success Factor
- Communications Tools
- Other Key Learnings
- In Closing
- Tap Water Promotion
- Questions



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Recycling

Public Spaces Recycling

- 97% of Canadian population has access to recycling at home (93% of programs collect plastic)
- Approximately 30% of beverage purchased and consumed away from home
- 100% capture of beverage containers in Blue Box = only 70% recovery rate
- Public spaces recycling addresses litter challenge in parks, arenas, street-scapes, transit stops, etc.



Recycling

Public Spaces Recycling

- Underway in Quebec since June 2008, three-year program (now four years) 50% funded by industry/50% funded by province
- First permanent program in Canada underway in Manitoba (April 2010)
- Pilot in Ontario -- City of Sarnia (May 2009), Niagara Region (May 2010)
- Pilot in Nova Scotia -- Halifax (July 2010)
- Investigating pilots in Alberta and B.C. in 2011
- Providing industry-funded public spaces recycling consultancy to educate government on methodology, identify funding sources



Composition of Waste Stream

Item	Percentage of Waste Stream
Compostable Organics (Food Waste, etc.)	57%
Other Materials (Coffee Cups, etc.)	32%
Recyclable Paper Fibre (Newspapers, etc.)	6%
Recyclable Beverage Containers	3%
Recyclable Non-Beverage Containers	2%



Results (After Three Months)

Material	Recovery Rate (Before)	Recovery Rate (After)
Beverage Containers	0%	95%
Non-Beverage Containers	0%	9%
Recyclable Fibre	0%	60%
Total Recyclables Diversion	0%	83%
Organics	0%	11%
Overall Diversion	0%	49%



Key Success Factor

“I’ve been asked many times why Encorp Pacific has the most successful industry-led beverage container recycling program in Canada. It’s not the fact that it’s a deposit system. It’s because we invest \$2 million a year on recycling-oriented education and communications to consumers.”

-- Neil Hastie

President & CEO

Encorp Pacific



Communications Tools Deployed

- Bin labels
- Signage
- General Public Awareness Program
- Media Relations



Other Key Learnings

- Strong stakeholder buy-in needed at all stages
- Recycling, organics and waste must be integrated
- More recycling bins better than fewer – and in key areas
- Pictograms more effective than English or French
- Consistency important between curbside, public spaces
- Curbside recycling drives public spaces recycling
- Public spaces recycling drives curbside recycling
- Public spaces recycling infrastructure can be expensive
- And, above all else...



Communicate, Communicate, Communicate!



In Closing

- Halifax is Canada's leader in waterfront public spaces recycling
- Halifax is improving its diversion rates for beverage containers
- Halifax offers consumers recycling convenience
- Halifax deploys public spaces recycling best practices methods
- Halifax is a cleaner community
- Canadian beverage industry believes there is an opportunity to expand public spaces recycling across Nova Scotia, partially funded through RRFB unredeemed deposits



Tap Water Promotion

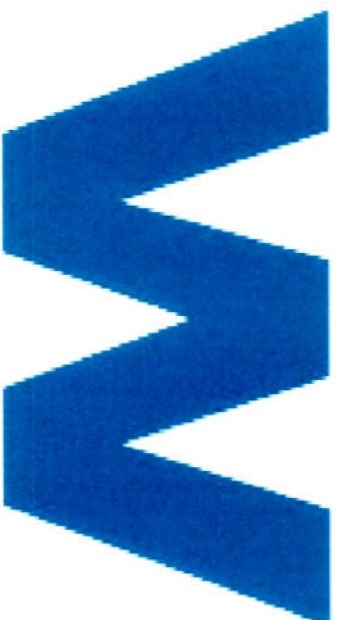
- The Blue W is a national, charitable, not-for-profit program dedicated to promoting increased community awareness and use of municipal tap water. Using its web site (www.bluew.org) and smart phone application, Blue W works in partnership with municipalities, local businesses and conservation groups to provide mapped details on where to find clean, free sources to refill your reusable bottle without feeling compelled to make any additional purchases. The Blue W is an innovative program that is focused on elevating rather than eliminating consumer choice. Be sure to look for the Blue W decal at the entrance of your favourite local cafes and restaurants!

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Refill your bottle here
www.bluew.org



Questions

