



FOR IMMEDIATE RELEASE
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New Recycling Pilot Program Launches in Vancouver

Encorp Pacific (Canada) has launched a new pilot program designed to encourage even greater beverage container recycling in Vancouver, and to help the City achieve its Greenest City 2020 Action Plan zero waste goal. The program – the first of its kind in British Columbia – launched today with the installation of 60 new beverage container recycling bins at high-traffic Vancouver beaches: including Kitsilano Beach, Sunset Beach, English Bay, and Second Beach at Stanley Park, as well as on Commercial Drive between Venables Street and 13th Avenue.

“By partnering with Encorp and working with the local binning community, we’re making a smart investment to make it easier and more convenient for the public to recycle,” said Vancouver Mayor Gregor Robertson. “Our goal is to reduce Vancouver’s waste going to landfills by 50 per cent by 2020, and by expanding beverage recycling in high-traffic areas like our beaches and Commercial Drive, we’re taking another step to keep bottles and cans off our streets and out of our landfills.”

The Beverage Container Recycling Pilot is a partnership between Encorp Pacific (Canada), the City of Vancouver and the Vancouver Board of Parks and Recreation, and provides additional recycling options for Vancouver’s citizens and visitors. United We Can, a downtown organization which promotes the collection of recyclables, and the Commercial Drive Business Improvement Association were consulted and support the initiative. The new bins can carry up to an estimated 288 aluminum cans or 150 plastic bottles each.

“The receptacles in the pilot program were designed with the United We Can community in mind to provide open access to the containers,” says Neil Hastie, President & CEO of Encorp. “Encorp will run awareness campaigns to emphasize the importance of recycling responsibly.”

At the conclusion of the one year pilot program, project partners will determine whether to keep the receptacles in their piloted locations permanently or explore expanding the network of bins to additional areas of the city. The pilot program in Vancouver will also serve as a model for potential future Encorp receptacle placements in other B.C. municipalities.

The new bin beach locations are also being praised by partners at the Vancouver Board of Parks and Recreation. “Vancouver Park Board’s commitment to being a Leader in Greening includes new practices

to lessen the environmental footprint in our parks,” said Chair Sarah Blyth. “This innovative pilot project is a great way to provide convenient recycling options for visitors at Vancouver’s busiest beaches.”

Encorp’s data shows that recycling beverage containers in British Columbia saves enough energy to power 46,000 homes, takes the equivalent of 27,000 cars off the road, and reduces 96,000 tonnes of Co2 equivalent being released into the air. Encorp, the largest stewardship organization in the Province, recycles one billion containers per year. B.C. is a leader in industry product stewardship, recently receiving the highest ranking among Canadian provinces from EPR Canada. For the full report, please see www.eprcanada.ca.

About Encorp Pacific

Encorp Pacific (Canada) is a product stewardship corporation with beverage container management as its core business. Encorp’s mandate is to develop, manage and improve systems to ensure that used containers are properly recycled and not land-filled or incinerated. For more information, please visit: www.return-it.ca

About the City of Vancouver

The City of Vancouver is renowned for its innovative programs in the areas of sustainability, accessibility and inclusivity. In February 2009, Mayor Gregor Robertson launched the Greenest City initiative with a goal to map out how we can earn the title of becoming the greenest city by 2020. For more information, please visit: vancouver.ca.

About Vancouver Board of Parks and Recreation

Vancouver Board of Parks and Recreation is responsible for providing services and programs that protect and maintain more than 200 parks, including community centres, swimming pools, skating rinks, fitness centres, racquet courts, golf courses, marinas and street trees.

Media Contacts:

Fleishman-Hillard for Encorp Pacific
Hilary Farson
Fleishman-Hillard
604-688-2505

City of Vancouver
Corporate Communications
604.871.6336
media@vancouver.ca

Jason Watson, Communications Coordinator
Vancouver Park Board
604-257-8438
jason.watson@vancouver.ca