

Brewers' Recycled Container Collection Council (BRCCC)

Stewardship Program Outline

July 2023



Agenda

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Relationship with BDL

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Question & Answer



Who is BRCCC?

- Brewers' Recycled Container Collection Council (BRCCC) is the stewardship agency responsible for the collection of alcohol cans, refillable bottles and associated packaging.
- British Columbians fully participate in BRCCC's successful program which has achieved an average **recovery rate of 90%+** for over a decade
- For **over 90 years**, the Beer Industry has financed and managed a deposit return system – long before regulatory requirements – and remains the only system in the Province that refills glass bottles
- BRCCC utilizes brewers' distribution and retail networks, which manages the transportation of full goods and empties to maximize efficiencies and **reduce climate impacts**
- No other stewardship program is as **efficient, cost effective or environmentally sound** as BRCCC



BRCCC



Relationship with BDL

- Brewers' Distributor Ltd. (BDL) is the service provider for BRCCC. BDL is the company responsible for distributing beer to over 4,000 provincial liquor stores, private licensee retail stores, bars, restaurants and other licensed establishments.
- BDL is the ideal choice to operate an efficient returns system which combines product delivery with container pickup to help reduce operational costs.
- Environmental Leadership is a core value of BDL and aligns with BRCCC's mission.



Our Mission



BRCCC is a not-for-profit society under the *BC Societies Act* established by the brewing sector to transparently administer the financial and logistical requirements of the industry's stewardship in B.C.

Our mission:

“To continue to lead the way in environmental stewardship to achieve the highest return rate for alcoholic beverage containers and related packaging”



Our Team



BDL full-time employees manage stewardship in BC on behalf of BRCCC in addition to Alberta, Saskatchewan, Manitoba, Ontario, Yukon and Northwest Territories.



Rachel Morier
Director, Sustainability
BRCCC, Chair & Secretary



Michael Gentile
Stewardship Analyst

BRCCC has two part-time contracted staff members:



Elena Mora
Manager, Stewardship & Recycling



Jace Hunter
Advisor, Empty Containers



Bob Paul
BRCCC, Program & Field Services Manager



Caitlin Guse
Sr. Stewardship Analyst



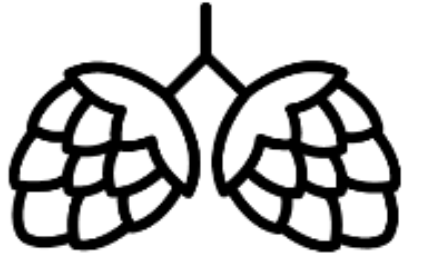
Daniel Di Clemente
Mgr. Treasury, Tax & Pension
BRCCC, Treasurer



Jo-Anne St. Godard
BRCCC, Program Consultant



Products Covered Under BRCCC



- BRCCC has two approved stewardship plans under Schedule 1 (Containers) and Schedule 5 (Secondary Packaging):
 - BRCCC's Schedule 1 stewardship plan includes refillable bottles and alcohol cans
 - BRCCC's Schedule 5 stewardship plan includes all secondary packaging associated with the containers (primarily cardboard and paperboard) under Schedule 1



Our Priorities: Refillable Bottles



- BRCCC remains only stewardship agency with scalable refillable container system; exemplary circular economy model
- Refillable bottles are re-used on average of 15 times before being recycled
 - Less than 1% (broken or chipped bottles sorted as ditch) sent directly to glass recycler for recycling by BDL
- Refillable bottle relies on collection with cans to maintain economic viability
- Refillable bottles shipped backed to brewery from BDL warehouse or from select depot consolidators
- Bottle integrity at risk with collection via bag drop collection systems



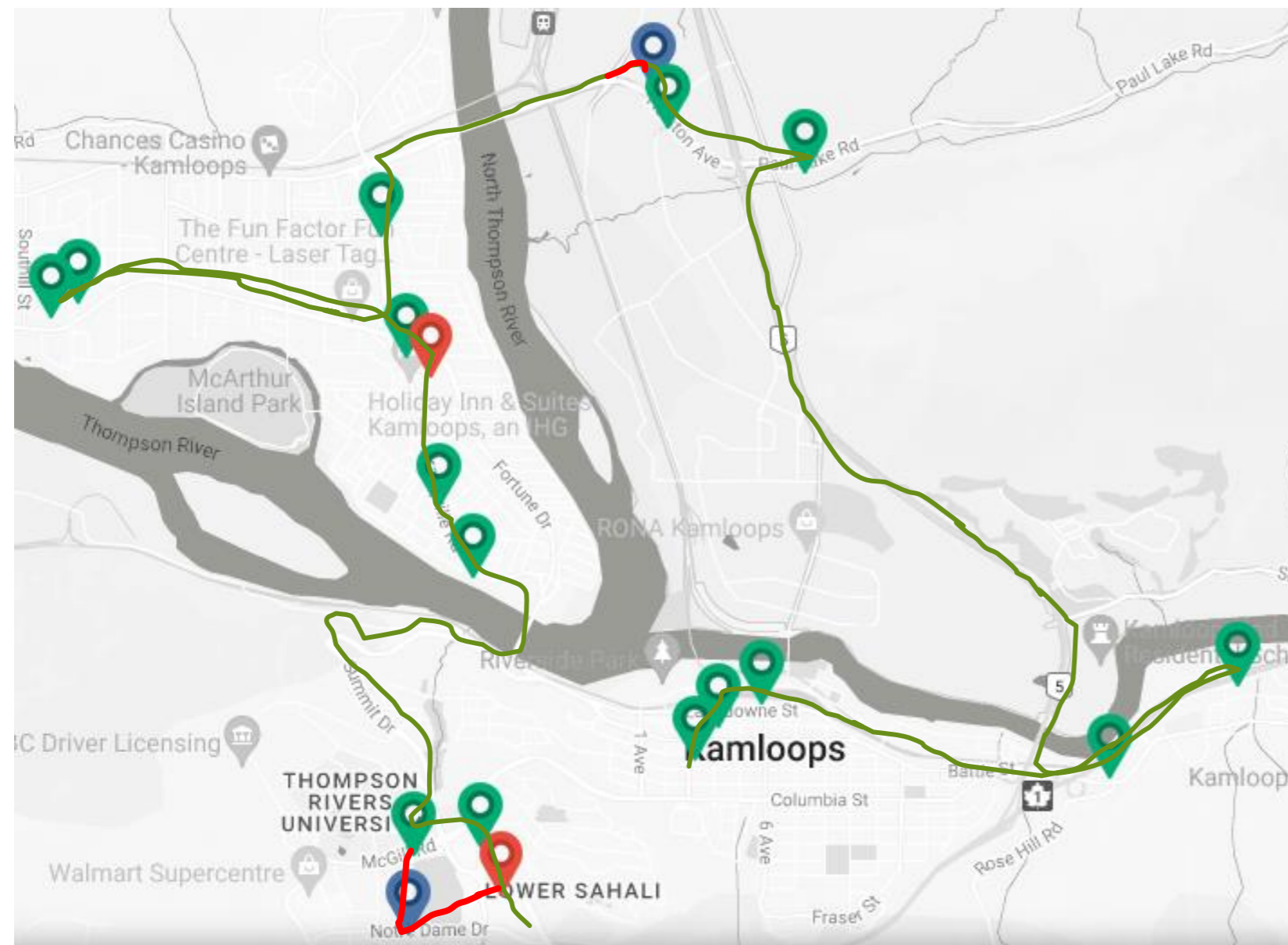
Our Priorities: Reverse Logistics



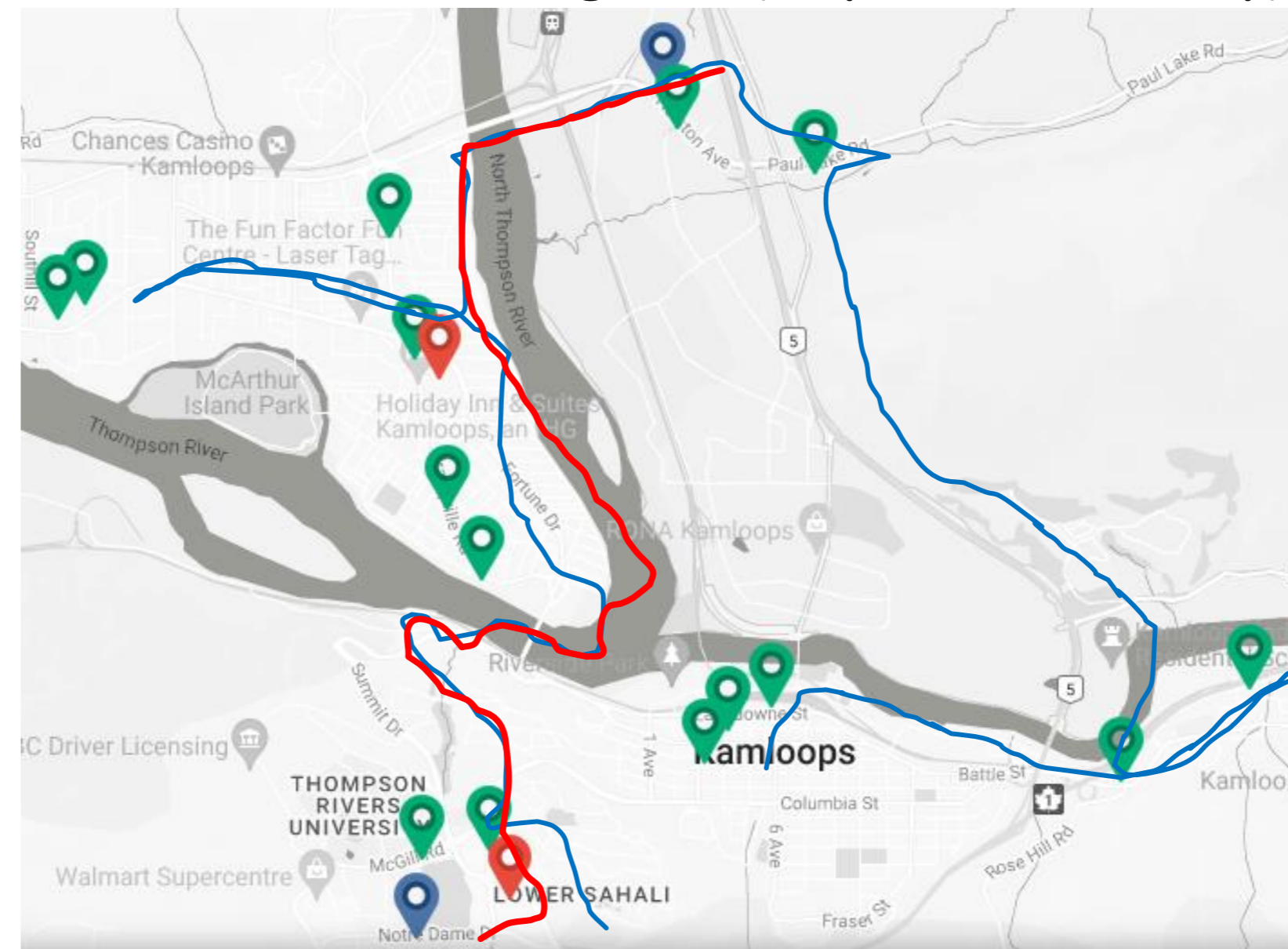
- Reverse logistics combines empties pick-up with full goods delivery to retail locations and licensees
- Route optimization ensures both fuel and cost savings





Example below for illustrative purposes only

Reverse Logistics



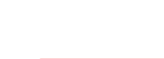


Without Reverse Logistics (Depot returns only)



Categories	
<input checked="" type="checkbox"/>	Government Liquor Store 
<input checked="" type="checkbox"/>	Licensee Retail Store 
<input type="checkbox"/>	Contracted Licensee Retail Store (Unlimited Returns) 
<input checked="" type="checkbox"/>	Authorized Depot (Unlimited Returns) 

LEGEND

-  Full goods + empties
-  Full goods only
-  Empties only



Our Priorities: Can Densification



- BRCCC has contracts with numerous depots across the province to densify cans
- This means more cans can fit on a trailer rather than shipping mega bags of uncrushed cans (aka “air cans”)
- Provides significant financial and environmental savings

1 trailer of densified cans = 13 trailers of air cans



Our Priorities: Secondary Packaging



- BRCCC manages all associated packaging related to every product sold to customers under Schedule 5, including six-pack rings
- It is important for secondary packaging to be returned with containers where possible
- Secondary packaging for refillable bottles acts as a carrier to transport bottles to be refilled
- Bag-drop programs which require containers to be separated from secondary packaging requires additional labour and resources as bottles must be re-packed



2022 Program Results



- BRCCC collects nearly 700,000,000 containers annually
- Recovered 3,175 metric tonnes of secondary packaging in 2022

2022
BC BREWERS RECYCLED
CONTAINER COLLECTION COUNCIL
Annual Report to the Director

Submitted to:
 Executive Director
 Environmental Standards Branch
 Ministry of Environment
 PO Box 9341, STN PROV GOVT
 Victoria, BC V8W 9M1

Prepared by:
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 Collection Council
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Container Type	Recovery Rate (%)	
	2022	2021
Cans	91.9%	88.6%
Industry Standard Bottles	90.1%	96.1%
Non-Standard Bottles	85.3%	83.6%
Total All Containers	91.8%	88.7%
Secondary Packaging	78.9%	74.4%



2022 Program Results



Type of Container	Results of Recovered Material	
Aluminum Cans	100% Processed for metal recovery	
Refillable Glass Bottles	100% of the material sent to brewers were intended to be refilled	
	99% of material shipped, sent to brewers for reuse	1% of material shipped, sent directly to a glass recycler for recycling by BDL
Secondary Packaging	100% of material reported as collected, sent to a recycler for recycling	

- Results of Recovered Containers reviewed by KPMG LLP



2022 Program Results

- The estimated GHG reductions associated with the program’s recycling and reuse in 2022 are equivalent to pulling over 21,2584 cars off provincial roads



Pollution Prevention Metric	Glass Reuse & Recycling	Aluminum Recycling	Total Diversion
Weight of Materials Diverted (tonnes)	6,237	9,644	15,881
Avoided GHG Emissions (MT-CO2-eq)	2,370	93,159	95,529
Avoided Energy Consumption (GJ)	42,412	842,478	884,890
Avoided Pollution - Nitrogen Oxides (tonnes)	11	303	314
Avoided Pollution - Sulphur Oxides (tonnes)	38	880	919
Avoided Pollution - Particulate Matter (tonnes)	23	306	329
Avoided Pollution - Solid Waste (tonnes)	416	41,439	41,855

Note: Figures in table have been rounded



Continuous Improvement

- Website improvements and refreshed social media campaigns
- Commitment to First Nations engagement and outreach to local governments
- Feedback on helpful educational tools for consumers is always welcome from stakeholders
- BRCCC encourages innovation and pilot projects to improve customers' return experience





 **BRCCC**
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Returning your empty alcohol containers to a BRCCC return location is the right environmental choice. [...See More](#)



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Return Your Empty Beer Containers [LEARN MORE](#)

 **BRCCC**
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With hundreds of BRCCC return locations across the province, getting your full deposit refund is easy, peasy and [...See More](#)



ENVIROBEERBC.CA
Return Your Empty Beer Containers [LEARN MORE](#)



Path Forward

- Visit BRCCC.ca or envirobeerbc.ca for more information
- Please do not hesitate to send any follow-up comments or questions directly to: stewardship@BDL.ca



Cheers!

Stewardship@BDL.ca



envirobeerbc.ca

