

## **Examples of Container Recycling Programs:**

This is not a comprehensive list nor is any one particular program endorsed by the WA State Beverage Container Recycling Initiative. This is for informational purposes only.

Presentations about these programs can be found at  
www <http://www.productstewardship.net/productsContainersActivities.html>

### **I. Innovative Projects (not affiliated with government)**

#### **Curbside Value Partnership (CVP)**

[www.recyclecurbside.org](http://www.recyclecurbside.org)

The CVP is a recent project of the Aluminum Association (specifically the Aluminum Can Council) and the Can Manufacturers Institute. This organization seeks to increase curbside recycling programs by actively working with communities who wish to boost their recycling rates. Already the CVP has partnered with 10 cities across the nation and 5 counties in Pennsylvania. Each partnership that the CVP forms is unique and works with haulers, material recycling facilities (MRFs), community members and other influential stakeholders to create a locally tailored strategy to increase curbside programs. For example, in Kansas City, Missouri local media sources were utilized along with community events and recycling participation increased by 35%.

#### **Recycle Bank**

[www.recyclebank.com](http://www.recyclebank.com)

Recycle Bank is an innovative incentive based company founded in 2004 which originated in Philadelphia. Recycle Bank has a program that rewards community members for their curbside recycling efforts. When Recycle Bank works with a community to implement this program they issue residents a container with a specific barcode which can be documented by sensors placed on the hauling vehicles. The weight that the resident recycles is then converted into 'RecycleBank Dollars' and posted online under the customer's Recycle Bank account. Then the resident may translate these RecycleBank Dollars into coupons at various stores (such as Starbucks) that are a part of the Recycle Bank program. Currently there are over 250 participating businesses and the program is expanding to other east coast communities such as Burlington, Vermont and Wilmington, Delaware.

#### **TOMRA**

[www.tomra.com](http://www.tomra.com)

This company specializes in reverse vending machine systems and operates both nationally and internationally. The reverse vending machine technology allows the consumer to return beverage containers to a specific depot, insert the containers into a TOMRA reverse vending machine which automatically sorts all of the containers, and typically distributes a reward which could be financial or non-financial (such as a coupon, a lottery ticket or a donation to a favored charity). In areas that use this system such as in United Kingdom, customers have been shown to take advantage of this technology and a significant volume of containers is able to be collected.

#### **Re-TRAC**

[www.re-trac.com](http://www.re-trac.com)

While Re-TRAC is not an incentive program, it is an emerging technology that could be applied to potential pilot projects in order to improve data collection. Re-TRAC is a web based computer program that facilitates data management, particularly in regard to solid waste issues. Clients that use Re-TRAC are able to import their data into the Re-TRAC system and automatically calculate important statistics, such as average recycling rates. Furthermore, Re-TRAC users are able to access information regarding all of Re-TRAC's partners. Already various state governments and municipalities are utilizing Re-TRAC including Thurston County in Washington State.

#### **Encorp Pacific (Canada)**

[www.encorp.ca](http://www.encorp.ca)

Encorp Pacific was established with the mission of creating an effective recovery system for non-alcoholic beverage containers which did not involve incineration and was not funded by tax dollars or the government. This non profit organization was formed in 1994 and is managed by the beverage industry in British Columbia. The Encorp operation revolves around the relationship between brand owners, retailers, consumers and Encorp. Firstly, the brand owner markets the beverage product to the retailer and requires a container recycling fee (CRF) or deposit fee and pays Encorp this money. The retailer works with brand owners and pays them the CRF/deposit upon sale of beverages and in turn imposes the CRF/deposit on the beverage consumer. The role of the customer is to haul their containers to a depot whereupon they obtain a refund for the deposit they initially paid to retailers. After the consumer takes their containers to the depot, the items are hauled away for recycling. Throughout this entire process, Encorp acts as the coordination body and creates consumer awareness programs, refunds depots for deposits and handling fees, allocates payment to transporters and processors and then receives payment from the sale of materials.

## II. Examples of Government Supported Programs

### Ontario Blue Box Program

[www.stewardshipontario.ca](http://www.stewardshipontario.ca)

This Canadian program began in 2004 and is still very successful today, partially because of the government involvement in this strategy. The Blue Box Program is facilitated by an industry group called Stewardship Ontario. This group is also affiliated with the Minister of the Environment. The concept behind the Blue Box plan is product stewardship and industry involvement in recycling. The Blue Box Program identifies industry stewards<sup>1</sup> and stipulates that they cover half of the total municipal recycling system costs. This program boasts a high participation rate because stewards who do not register with Stewardship Ontario and pay dues will be penalized under the *Waste Diversion Act* of 2002. Furthermore, the program created an Effectiveness & Efficiency (E&E) fund from 10% of the fees stewards pay to Stewardship Ontario. This account may be used by municipalities to boost recycling programs. As a result of the program there is a present 55% recovery rate for all materials collected and high recovery rates for beverage containers as well. As of 2004 the recovery rates were 43% (aluminum SD), 68% (wine/spirit glass), and 55% (PET).

### Australian Beverage Container Recovery

<http://www.packcoun.com.au/>

Australia's beverage container recovery plan was formed in opposition to a bottle bill and is embedded in The National Packaging Covenant (NPC). The NPC is comprised of two parts: the Covenant and the National Environment Protection Measure (NEPM). The Covenant is the general policy document which develops the framework for the NPC. The NEPM is meant to penalize industry groups who take advantage of the NPC but are not signatories to the Covenant. Furthermore, all signatories to the Covenant are required to submit action plans which detail how they will fulfill their duties underneath the Covenant. Industry assumes a large role as evidenced by the 'Industry fund' which all industry/company groups involved in the Covenant must support. Industry signatories also assist in the collection of national data and provide evidence of compliance with recycling goals described in the Covenant. With regard to government involvement, the State Government is inextricably tied to the Covenant through funding commitments and action plans to deal with packaging waste. Recently, a new Covenant was designed and commenced on July 15, 2005. This new strategy added power to the NEPM and enforcement mechanisms. Additionally, away from home recycling is now emphasized along with curbside recycling. As a whole, the Covenant involved developing a strategy inclusive of consumers, collectors, reprocessors, government

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<sup>1</sup> *Steward* is defined by Stewardship Ontario as "brand owners and first importers in Ontario of products that result in blue box waste."