



CBCRA
Canadian Beverage Container
Recycling Association

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Bring on More Recycling Bins New Poll Shows Manitobans Big on Expanding Recycling

When it comes to making an environmental impact, a new poll shows Manitobans are strongly committed to recycling, not because they have to, but because they want to. Manitobans want to play a role in protecting their environment.

The research poll, conducted by COMPAS Research on behalf of the Canadian Beverage Container Recycling Association (CBCRA) shows 93 per cent of Manitobans believe a “modern society” should support recycling programs, while 82 per cent say they would recycle more if there were more recycling bins available.

“Manitobans feel strongly about doing their part to protect the environment,” said Ken Friesen, Executive Director of the CBCRA. “What’s even more encouraging is that the public is ready and willing to step up and do more for all the right reasons.”

When asked to choose from a list of likely reasons they would want to recycle, the No. 1 motivation Manitobans offered was “to safeguard the environment for future generations.” The least compelling reason identified was “because the government requires us to respect the environment.”

The COMPAS Research poll also found that a resounding 85 per cent of Manitobans are in favour of a visible two cent container recycling fee (CRF) to support recycling programs. Most of those surveyed, want to “see” their positive contribution and know how much recycling costs.

“It’s clear that transparency is important to Manitobans,” Friesen added. “People want to see what portion of their beverage purchase is going toward recycling and benefiting the environment. They don’t want those costs buried.”

Monica Radford-Ferguson of the Town of Gladstone supports the “Recycle Everywhere” program. “We are grateful to the Canadian Beverage Container Recycling Association for providing the “Recycle Everywhere” Program. Bins have been placed at public areas in Gladstone with tremendous public support. Making recycling easier for consumers is a benefit to us all. Recyclables stay out of our landfill; increasing its lifespan and consumers are assured that their recyclables are going to be recycled at our local depot. It’s a win-win for all of us!”

Malissa Dreger Lewis (Manitoba Stampede & Exhibition) General Manager agrees. “The services provided free of charge to the Manitoba Stampede & Exhibition went over amazingly. The amount of garbage was down. We believe this decrease was due to the recycling bins provided by Canadian Beverage Container Recycling Association. The appearance of the bins was neat and tidy, and it helped us promote our event to the public as a “going green” initiative.”

The Manitoba government has set a recycling goal of 75 per cent for all beverage containers.



The CBCRA plans to boost beverage container recycling rates this year by ensuring even more “Recycle Everywhere” branded bins are available at arenas, parks, convenience stores, public buildings and events. Many Manitobans are becoming familiar with the Recycle Everywhere bins as the bins were distributed to more than 80 special events, in public spaces in over 50 municipalities last year, select shopping malls, etc. In Portage la Prairie, bins were rolled out in all parks, recreation and public facilities. Work is also underway to have bins placed at convenience stores and a very significant initiative is in progress for a major rollout of Recycle Everywhere in Northern and remote communities. CBCRA has made a huge investment in Recycle Everywhere promotion and education including billboards, print ads and bus shelter signs and remains committed to continued communication with Manitobans.

The CBCRA is a not-for-profit organization supported by beverage companies who share a strong commitment to the environment and recycling. These companies, including soft drink, energy drink, water, juice and milk producers, are helping the province boost beverage container recycling rates. To learn more about CBCRA visit: www.cbcra-acrcb.org.

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