ANNUAL REPORT 2015

CHANGING THE LANDSCAPE
Our efforts over the past five years have been focused on a singular goal – to change how people look at their empty beverage containers. We’ve raised awareness of which products can be recycled and what they become after going into a blue bin.

We’ve made our presence known in schools, on streetscapes and at sporting events. We’ve worked with partners across the province to get the message out. And with every passing year, we get closer and closer to reaching a 75 per cent recovery rate. Learn what we did in 2015 to change the recycling landscape in Manitoba.
A MESSAGE FROM CHAIRMAN

JOHN CHALLINOR II

In 2015, the Canadian Beverage Container Recycling Association (CBCRA) and its Recycle Everywhere program continued to build on the solid foundation already established for beverage container recycling in Manitoba. This was evident through the continued commitment to infrastructure and programs designed to make recycling at and away from home as convenient as possible, and was complemented by the most significant continuous public education campaign directed towards recycling in Canada.

Since its modest beginnings in 2010, CBCRA has placed 45,000 bins in commercial buildings and public institutions, in parks, stadiums and arenas, and on municipal streetscapes throughout Manitoba. Add to this the continuation of the multi-residential-focused Mini Bin program from its pilot in 2014 and one could say that CBCRA is literally changing the landscape of this province.

Each of these steps has brought us closer to meeting Manitoba’s government-mandated recovery rate of 75 per cent of beverage containers sold in the province. A consistent, steady approach has been the backbone of our strategy and has allowed us to see progress year over year, whether through our recovery rate or the development of new initiatives.

Of course, as a not-for-profit, industry-funded association, we have not reached any one milestone on our own. We have had the continuous support of our funders: brand owners, first importers of non-alcoholic, non-dairy beverages sold in the province and, most importantly, those many, many Manitoba residents who consume these products and properly recycle the packaging. The Container Recycling Fee (CRF) provided to CBCRA by our funders has allowed us to continue building on the program’s momentum, whether through an extensive promotional and educational campaign that changes attitudes and behaviours, or periodic waste audits that measure our efforts and help us to chart our success.

We are within reach of our goal and will continue to work diligently towards it. In the process, we have developed a model program we are proud of, making Manitoba a leader in beverage container recycling within Canada and around the world. CBCRA will continue to move forward aggressively in 2016, bringing our goal within reach.

In closing, this is my last note to you as CBCRA Chairman, as I retired from the Canadian beverage industry at the end of December, 2015. Canadian Beverage Association President, Jim Goetz, has replaced me in this leadership role. Given the single-minded focus shown by the CBCRA Board over the last five years, the commitment to excellence demonstrated by CBCRA staff every day and the high level of cooperation afforded CBCRA by its key stakeholders, I have every confidence the program will achieve its objectives very soon.

In the meantime, I will continue to watch the continuing progress in Manitoba with confidence, pride and, as an Ontarian, a combination of jealousy that we don’t have this great program in our province today, and hope that someday soon we will.
A MESSAGE FROM EXECUTIVE DIRECTOR
KEN FRIESEN

CBCRA completed another successful year in 2015, with no shortage of new initiatives to keep Manitobans recycling their empty beverage containers. Building on the momentum that began with the organization’s inception in 2010, CBCRA and its Recycle Everywhere program is making great headway towards its 75 per cent recovery rate goal.

“Plan 75” – the Strategic Plan developed in 2014 – has guided CBCRA’s decision making over the past year, especially as we assess the best possible areas to invest our time and programming dollars (i.e. municipal public spaces, schools, office buildings). By evaluating where Recycle Everywhere bins are currently available as well as where the largest opportunity for recovery may be, we have done our best to make strategic, research-based choices that will lead to the biggest increase in future recovery rates.

However, increasing infrastructure alone is not enough. Targeted Promotion, Education and Awareness campaigns continued to be a big part of the program in 2015, with an increased onus on Manitobans to make the best choices. This year’s campaign “How many were yours” was by far the most pointed messaging of all the Recycle Everywhere advertising campaigns to date. A question-driven headline and compelling imagery asked the audience to consider what their part was in the still far-too-large number of unrecycled beverage containers. The campaign’s success, marked by recall rates rivalling 2013’s award-winning “Transformation” campaign, has given us confidence to continue it for 2016.

Other initiatives introduced this year included an increased focus on City and Provincial Parks. Over the last several years, the Recycle Everywhere program has heard continuous feedback that Manitobans would like more recycling available in park spaces. In an attempt to demonstrate the value for helping recovery, Recycle Everywhere staff completed a one-week trial with temporary bins in place at a busy City Park that does not currently offer recycling. The results were provided to the City of Winnipeg to support ongoing conversations with the Mayor, Council and City officials.

Whether our programs are making recycling more convenient in public spaces and multi-family buildings, educating Manitoba students on the benefits of recycling, or helping northern communities tackle the challenges that come with recycling in remote areas, it is clear that we are dedicated to our goal. We believe in making Manitoba a recycling model for all, and know that we wouldn’t be as successful without our partners in the beverage industry, retailers, consumers and especially all Manitobans. Thank you for your continued support of CBCRA and the Recycle Everywhere program.
With the support of our beverage producer and retailer partners, CBCRA is committed to recovering as many empty beverage containers as possible.

With their support we have improved access, strengthened community relations and increased the recycling of beverage containers across the province.
In 2010, beverage producers and distributors supplying into the province formed a not-for-profit organization set on meeting the Manitoba government’s mandate to reach a 75 per cent recovery rate of all beverage containers supplied into the province. This organization is the Canadian Beverage Container Recycling Association (CBCRA).

The Manitoba Government Regulation requires that all beverage producers supplying beverages into the province either subscribe to an established program, or implement their own province-wide recycling system that can achieve the mandated recovery rate target. We’ve worked closely with all stakeholders, ensuring that the provincial government, beverage producers, retailers, our community partners and consumers are all considered in the operation of our programs. In 2011, the provincial government signed off on our first Program Plan, and in 2013 a second, five-year plan was approved.

The first program CBCRA created was Recycle Everywhere, a province-wide, away-from-home beverage container recycling program that distributes free recycling bins to public spaces. You can now find Recycle Everywhere bins in municipalities, First Nations and northern communities, Industrial, Commercial and Institutional (IC&I) facilities, government offices, public parks, schools, festivals and events throughout Manitoba. The establishment of this recycling infrastructure helps consumers to recycle their empty beverage containers whether at home, work or play. An extensive province-wide Promotion and Education (P&E) campaign informs consumers and raises the profile of recycling throughout the province.
HOW DOES IT WORK?

CBCRA works closely with all stakeholders to ensure that the provincial government, beverage producers, retailers, community partners, and consumers are all considered in the operation of our program.
WHO PAYS FOR IT?

All beverage producers supplying into Manitoba are charged a 2¢ Container Recycling Fee (CRF) for every non-alcoholic, non-dairy beverage container they supply into the province. The cost usually passes from container recycling fee (CRF) to producers.

THE COST USUALLY PASSES FROM

CONTAINER RECYCLING FEE (CRF)

PRODUCERS TO

RETAILERS TO

CONSUMERS

PARTICIPATING PRODUCERS & RETAILERS

BUILT BY PRODUCERS

Beverage producers supplying into the Manitoba market are charged a Container Recycling Fee (CRF) for every non-alcoholic, non-dairy beverage container they bring into the province. This fee funds the entire program – including infrastructure, signage, technical support and promotion and education (P&E). In addition, the funds pay for up to 80 per cent of the cost to collect and process beverage containers in residential recycling programs. Through the CRF, industry producers pay CBCRA to recover their materials in all channels, both in residential and away-from-home sectors. The fee ensures that each beverage sold supports the recycling process.

Our program provides many tiers of benefits. Using recycled beverage containers to manufacture new ones conserves resources, reduces greenhouse gas emissions and saves the energy required to process new raw materials. Our programs also keep thousands of tonnes of beverage containers out of the garbage and reduce litter, extending the life of Manitoba’s landfills and increasing sustainability. Finally, Recycle Everywhere generates local jobs, both in recycling collection and processing, and bin manufacturing – with the majority of our bins made here in Manitoba.

CBCRA participants are the producers and distributors of single-use, sealed, ready-to-serve beverage containers sold in Manitoba. These companies are committed to increasing beverage container recycling rates in the province. Their funding supports everything from recycling infrastructure to consumer education. The Volunteer Board of Directors guides the organization. Though all obligated beverage producers are already registered with CBCRA, we will continue to engage new companies to join our organization as they emerge.

We also rely on beverage retailers throughout the province to support the program. They are key to educating customers on the link between the CRF and the cost of recycling each beverage container, and act as a major point of interaction between beverage-buying consumers and the recycling program. The beverage companies typically pass on the fee to retailers who pass it on to consumers – this fee is shown on most store receipts. Retailers in Manitoba continue to play an important and effective role in the success of beverage container recycling by assisting in spreading our message.
## 2015 MATERIAL SALES

<table>
<thead>
<tr>
<th>Material Categories</th>
<th>Number of Units Reported Sold in Manitoba 2015</th>
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</thead>
<tbody>
<tr>
<td>Aluminum</td>
<td>177,983,410</td>
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<tr>
<td>PET</td>
<td>201,366,475</td>
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<tr>
<td>HDPE</td>
<td>1,357,434</td>
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<tr>
<td>Other Plastics</td>
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<tr>
<td>Poly Cup</td>
<td>2,259,235</td>
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<tr>
<td>Glass</td>
<td>3,308,164</td>
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<tr>
<td>Bi-Metal</td>
<td>1,285,749</td>
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<tr>
<td>Aseptic Containers</td>
<td>38,501,806</td>
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<tr>
<td>Gable Top</td>
<td>4,250,156</td>
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<tr>
<td>Drink Pouches</td>
<td>2,497,956</td>
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<tr>
<td>Bag-in-a-box</td>
<td>885,342</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>434,091,344</strong></td>
</tr>
</tbody>
</table>
2015 CBCRA PARTICIPANTS

Arctic Beverages LP
A. Lassonde Inc.
Amway Canada Corporation
Campbell Company Of Canada
Canada Dry Mott’s Inc.
Canada Safeway Limited
Canadian Tire
CanAqua Inc.
Coca-Cola Refreshments Canada Company
Costco Wholesale Canada Ltd.
Cott Beverage
Dewpoint Bottling Company Ltd.
Distribution Missum Inc.
Dollarama LP
Edoko Food Importers Ltd.
Elco Fine Foods Inc.
Federated Co-Operatives Limited
Fresh Hemp Foods Ltd.
H. J. Heinz Company of Canada LP
Id Foods Corporation
IKEA Canada Limited Partnership
Inform Brokerage Inc.
Kohl & Frisch Limited
Kraft Canada Inc.
Leading Brands of Canada Inc.
Loblaw Companies Ltd.
London Drugs Limited
Malinda Distributors Inc.
Maverick Brands, LLC
McKesson Canada
Nestle Canada Inc.
Nestle Waters Canada
No.22 Foods Inc.
P.A. Bottlers Ltd.
P.A. Fine Foods & Distributors
Pepsi Bottling Group Canada
Prism Distributions Inc./Red Bull Canada Ltd.
Renees Gourmet Foods Inc.
RW Packaging Ltd.
Saputo Dairy Products Canada G.P.
Shoppers Drug Mart Inc.
Sky Blue Water Inc.
Sobeys Capital Incorporated
Star Marketing Ltd.
Starbucks Coffee Canada
Sunrise Markets Inc. dba Sunrise Soya Foods
Sun-Rype Products Ltd.
Sysco Food Service, Winnipeg
The Minute Maid Company of Canada Inc.
The North West Company LP
The TDL Group Corp
Tle’Nax T’awei Group
Tree of Life Canada ULC
Turtle Mountain, LLC
Unisource Canada Inc.
Wal-mart Canada Corp.
Wm.Bolthouse Farms Inc.
CBCRA’s purpose has always been to increase recycling rates for empty beverage containers and reduce waste in public spaces and landfills. Getting the message out has taken a monumental effort from our staff and partners. It’s working. We continue to advance towards our target recovery rate of 75 per cent.
WASTE AUDITS
Throughout the year, we routinely conduct audits to help us understand disposal practices and waste makeup in public spaces. By measuring the number of beverage containers thrown out over a set period of time, we’re able to evaluate behaviours and identify opportunities for improvement.

In 2015, schools were specifically targeted so we could measure data from different environments and calculate a per-capita generation rate for the schools’ program, Recycle Everywhere 101 (RE101). In total, we completed audits in five educational institutions (two elementary schools, one middle school and two high schools). Findings showed there is still opportunity to increase recycling rates in schools, especially in the recovery of aseptic (drink box) containers.

LITTER AUDITS
In 2010, MGM Management, a Canadian environmental consulting firm, started conducting litter audits in Winnipeg and Brandon on our behalf. Year after year results show an overall decrease in empty beverage containers being discarded as litter.

From 2014 to 2015, Winnipeg saw a 40 per cent reduction and Brandon went down by 25 per cent, contributing to an overall decrease of 61 and 63 per cent respectively. In 2013, Thompson and Steinbach joined the audit and have reduced their rates by 60 per cent and 62 per cent respectively.

“Manitobans are becoming increasingly knowledgeable about where they should put their empty beverage containers and Recycle Everywhere bins across the province are all playing a key part in improving recycling behaviour.”

Ken Friesen, Executive Director, CBCRA
RECOVERY RATE & RESULTS

NEW UNIQUE BIN SITES 2015

NUMBER OF MUNICIPAL SITES (streetscapes, libraries, City-run golf courses, pools, arenas, community/recreation centres, etc.) 137

NUMBER OF IC&I SITES (private community centres and golf courses, businesses, restaurants, hotels, private campgrounds, post-secondary schools, day cares, etc.) 534

NUMBER OF PARK SITES (National and Provincial) 7

NUMBER OF RECYCLE EVERYWHERE 101 SCHOOLS (primary and secondary only) 94

NUMBER OF GOVERNMENT BUILDINGS (Manitoba Government and Crown Corporations only) 16

NUMBER OF FIRST NATIONS (includes northern and southern First Nations) 18

TOTAL 806

Of the totals above:
NUMBER OF NORTHERN PARTNERS (includes northern IC&I, northern municipalities) 45

NUMBER OF UNIQUE BIN SITES ADDED per year

TOTAL RECOVERY / TOTAL SALES = RECOVERY RATE

RECOVERY RATE METHODOLOGY

The total recovery figure is calculated by collecting data from a number of sources, including all of the recycling processors that consolidate the beverage containers, at-home collection in single and multi-family dwellings, as well as away-from-home collection data such as IC&I, public events and private sector collections. Total sales are defined as the quantity of beverage container packaging supplied for use in Manitoba as reported by CBCRA members. CBCRA members report the number of units they sell into the province monthly through CBCRA’s online reporting system.

TOTAL RECOVERY / TOTAL SALES = RECOVERY RATE
**WHAT IS ACCEPTED**

- Aluminum cans and steel beverage containers
- Plastic bottles
- Glass bottles
- Gable top (carton) containers
- Aseptic (drink box) containers
- Drink pouches

**WHERE THEY’RE COLLECTED**

- **Public spaces:** Municipal and provincial buildings, city parks, streetscapes and more
- **Private establishments:** Industrial, Commercial and Institutional (IC&I) locations, including office buildings
- **Public facilities:** Arenas, pools and recreation facilities, schools, colleges and universities
- **At home:** In single family and multi-family dwellings throughout the province

**RECYCLE EVERYWHERE BINS**

CBCRA has continued to support recycling outside the home by providing free bins to public spaces. In 2015 over 45,000 bins could be found in places like streetscapes, parks, community centres, schools and office buildings.

**BEVERAGE CONTAINER RECOVERY RATE**

We continue to move relentlessly towards our goal of 75 per cent recovery. Over a five year period the recovery rate has increased by 23 percentage points, which means 55 per cent more containers were recycled in 2015 than in 2010.

- **2010:** 42%
- **2011:** 49%
- **2012:** 53%
- **2013:** 61%
- **2014:** 64%
- **2015:** 65%

**TARGET GOAL:** 75%
Our focus this year was to evaluate previous activities and build on our successes. Using research as our foundation, we developed targeted communications to change the attitudes of under-performing markets.
ADVERTISING

In previous years, campaigns focused on raising awareness of what can be recycled and the products that empty beverage containers can become after they end up in a blue bin. This messaging, as part of the previous “Transformation” campaign, was so successful it earned CBCRA an award in the International Solid Waste Association’s (ISWA) global communication awards, selected from among 17 entries from 11 countries.

In 2015, the promotional and educational campaign shifted to a personal responsibility message for the empty beverage containers that aren’t recycled. Creative featured everyday people having their unrecycled containers returned to them with the headline, “Of all the empty beverage containers that weren’t recycled, how many were yours?” Executions were set in a school, single-family home, apartment building and office boardroom. Media for the general awareness campaign included a selection of out-of-home, print, trade publications, radio, online and television ads.

To capitalize on the year-end holiday season, a dedicated thank-you campaign was executed. Creative congratulated Manitobans using a mix of out-of-home executions, 10-second TV closed captioning, sponsorship messages and radio ads.
RESEARCH

In the fall of 2015, following six months of exposure to our “How Many Were Yours?” creative, we surveyed Manitoba adults on campaign awareness. Unaided advertising recall rose from 59 per cent (2014) to 76 per cent (2015) province wide and from 72 per cent (2014) to 82 per cent (2015) in Winnipeg. These results are significantly higher than other Manitoba advertising campaigns and match recall levels of our 2013 “Transformation” creative.

Other survey results show that television ads performed the best (60 per cent recall) and respondents were most likely to see Recycle Everywhere advertising at public events, specifically Winnipeg-based professional hockey and football games. The majority of Manitobans (71 per cent by phone and 55 per cent through online survey) agree that the campaign made them realize that there are consequences to not recycling empty beverage containers. We are confident this key message will continue to change recycling behaviours and increase the recovery rate.

PUBLIC RELATIONS

Media relation efforts throughout the year helped keep Recycle Everywhere top of mind, with announcements such as the 2014 Recovery Rate and the annual Litter Audit results. Both press releases garnered earned media in Winnipeg and throughout the province. In addition to this coverage, various articles and advertorials were submitted to publications, covering a variety of topics including Mini Bins, RE101 and ongoing initiatives.

SOCIAL MEDIA

We continue to connect with our audience online through the Recycle Everywhere social media accounts. Facebook page likes have doubled over the past year, bringing the total to over 4,800. Organic reach is around 425 people per post and year over year post likes have increased by 20 per cent. Our Twitter audience has increased to over 2,800, with a 50/50 gender split. Organic reach is around 550 people per post on this platform.
SPONSORSHIPS

Community engagement continues to be a program focus and our partnerships this year yielded tremendous results. We maintained our hockey sponsorships with the Brandon Wheat Kings, Manitoba Junior Hockey League, and the Winnipeg Jets, as well as added a new partnership with Winnipeg Jets Defenseman Jacob Trouba. The Blue Bombers took our message on the road with their interactive event vehicle, which featured our Recycle Everywhere inflatable three-point kick. Our Goldeyes baseball partnership continued with a “Pass the Flag” event, which saw fans on opposite sides of the ballpark pass a beverage container banner to BINjamin for their chance to win baseball caps for their section.

Other activities included sponsorship of the Northern Manitoba Trappers Festival in The Pas and Manitobaville throughout the province. In May, we partnered with Take Pride Winnipeg! to launch the “Easy as 1-2-3!” contest, where participating schools were asked to pick up three pieces of litter a day for their chance to win a grand prize trip to go beluga whale watching in Churchill. Finally, we continued our involvement with Folklorama in August, giving away two aluminum cruiser-style bikes to one lucky attendee.
WEBSITE

New Recycle Everywhere website visitors rose from 77 per cent of total visitors to 84 per cent, with organic search accounting for 53 per cent of all traffic versus 24 per cent in 2014. This demonstrates that more and more people are recalling our name and visiting our site to learn more about our activities. Visitors also continued to come to the site through referral traffic and paid advertising, as in previous years. These insights show that a combination of supporting partner relationships, investing in paid media and launching initiatives aimed at building awareness have helped to drive traffic to recycleeverywhere.ca.
STREET TEAM

The Recycle Everywhere Street Team saw its busiest year yet. Over the summer, we attended 165 events over 261 days, with our Mascot BINjamin appearing 107 times. We were a part of local sporting events and festivals, but made a push toward being a part of rural activities, including Morden’s Back 40 Fest and Eriksdale’s Creamery Days.

We even started a few of our own events in 2015, including a Recycle Everywhere Dunk Tank in the Exchange District and a Recycling Day Party in Kildonan Park. At the park, participants were asked to “Count the Containers” by guessing how many empty beverage containers were held in a transparent container. The number represented the average number that one person consumes throughout the year.

We also began engaging on a different level, attending day camps and Beaver meetings to educate kids about the benefits of recycling and enhancing our research data by surveying 1,470 individuals about their recycling habits, where they’d like to see more bins and their knowledge of the Container Recycling Fee.
MINI BIN

Approximately 70 per cent of beverages are consumed at home, and dwellings such as apartments, condos and townhouses offer the biggest opportunity to improve recovery rates. In 2014, CBCRA piloted the Mini Bin program by distributing a space-saving recycling container to select multi-family residences across Manitoba, free of charge.

In 2015 the demand for Mini Bins increased exponentially. This year, we partnered with Multi-Material Stewardship Manitoba (MMSM) to increase our delivery scope, providing nearly 35,000 co-branded and 25,000 Recycle Everywhere branded bins to multi-family dwelling (MFD) tenants. Rural areas across the province received theirs through a third-party shipper while Mini Bins in the Winnipeg region were delivered by the Recycle Everywhere Street Team.

Our research illustrated the fact that lower income households were less likely to recycle their empty beverage containers. So we strengthened our relationships with property managers, developers and housing initiatives through sponsorships, membership and outreach. Activities such as contesting, trade show attendance and newsletter content continued to ensure that recycling stays top of mind for this audience.

“I had not realized the volume of participation and how successful this program would become in such a short time. It provides excellent opportunities for recycling without any additional expense involved. Thousands of tenants have benefited from being able to drop off their recyclables.”

Renata Vandall, Manitoba Housing
Making progress on our objectives has been made easier by working with people who share our goals. Our cooperation with community partners has helped increase awareness of our programs and allowed us to put infrastructure in place that supports the growing interest and participation in beverage container recycling programs.
Parks and green spaces are natural gathering places and the perfect locations to increase empty beverage container recycling. We’ve worked to pair as many garbage and recycling bins as possible in these areas, but the public has consistently asked for more opportunities. In response to this demand, Recycle Everywhere staged a one-week trial of recycling infrastructure in St. Vital Park, a City Park with no current public space recycling. Conducted in July 2015, the results clearly demonstrated the value of pairing all waste bins in the park with temporary recycling bins, showing that approximately 262 kilograms (127 bags) of beverage containers could be diverted from the landfill in one park alone in a typical summer season if bins were in place.

We’ve had a lot of success partnering with Assiniboine Park and Kildonan Park over the years and 2015 was no different. In an effort to show how many empty beverage containers can be collected over the course of a typical week, we organized a seven-day takeover at Kildonan Park. At the end of the summer, a celebratory event was thrown at the park, which featured food, drinks, entertainment and the Recycle Everywhere Street Team.

In addition to City of Winnipeg green spaces, we also partnered with Provincial Parks, including Birds Hill and Grand Beach, where we installed a number of underground bins and bear-proof containers. We also launched a pilot program where clear plastic bags were provided to campers for their recyclables. Over 33,000 bags were given out at 18 sites in 11 Provincial Parks, including:

- Paint Lake Provincial Park (Paint Lake, Burge Lake and Zed Lake)
- Winnipeg Beach Provincial Park (Winnipeg Beach, Hnaua Beach and Norris Lake)
- Nopiming Provincial Park (Tubabi Falls, Bird River and Black Lake)
- Whiteshell Provincial Park (West Hawk Lake and Falcon Lake)
- Hecla/Grindstone Provincial Park (Gull Harbour)
- Bakers Narrow Provincial Park
- Grass River Provincial Park
- Wekusko Falls Provincial Park
- Birds Hill Provincial Park
- Grand Beach Provincial Park
- Pinawa Provincial Park

A survey conducted after the pilot program’s completion showed that park staff found the bags to be a helpful reminder for visitors to recycle. Feedback, such as the need for increased communication and permanent signage was also gathered, and will be considered when developing the program for 2016.
MUNICIPALITIES

We focused our municipal marketing efforts this year toward reinforcing best practices and promoting the benefits of easy access. With an emphasis on the importance of pairing recycling and waste infrastructure directly beside one another, we continued to offer Recycle Everywhere cost-shared, dual-stream garbage and recycling bins, dividing the cost of each bin with the municipality.

In Selkirk, we partnered with the City to place 80 dual-stream bins in strategic locations from The Waterfront to Selkirk Park, and transit stops to street corners. Partnerships like this have resulted in adding hundreds of bins to public spaces throughout the province.

NORTHERN & FIRST NATIONS

Remote communities have unique waste management challenges. That’s why our focus this year was to work closely with Northern and First Nation organizations and transportation companies to enhance program delivery and reduce financial barriers.

As part of our continued support for these communities, CBCRA collaborated with Aboriginal Affairs and Northern Development Canada’s (AANDC) Solid Waste Action Team. Our contributions with this team helped earn us an AANDC Deputy Ministers’ recognition award.
NORTHERN COMMUNITY CLEANUP

2015 marked our fifth year partnering with Multi-Material Stewardship Manitoba (MMSM) as part of the Northern Community Cleanup. Thirteen communities were given bins, bags, gloves and shirts and were challenged to pick up as much waste as possible from their neighbourhoods. In total, 1,166 kg (2,500 lbs.) were collected, with Sherridon, Manitoba, gathering the most. As the winning community, they received $5,000 towards the cost of public space bins, which was put towards recycling infrastructure and signage.

The clean-up initiatives and winners were heavily promoted throughout northern Manitoba, resulting in increased awareness of the importance of recycling.

EDUCATION

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University of Manitoba

We partnered with the University of Manitoba in 2015 to increase student recycling rates. 230 Recycle Everywhere bins were added to outdoor locations across the campus. To demonstrate the effectiveness of the placements, everything thrown into the bins was collected and sorted over a seven-day period. The material was then put on display to celebrate the amount of beverage containers diverted from the landfill. The University also conducted a smaller-scale experiment using 30 outdoor garbage and recycling bins. The materials were sorted into three categories at the end of the week and resulted in a 2:1 recycling ratio, with beverage containers (40 kg), general recycling (48 kg) and garbage (44 kg).
RE101 PARTNERS

Whether it’s new partners or existing institutions, we have continued to make great strides in Manitoba primary and secondary schools. To date, we’ve partnered with two full divisions (St. James Assiniboine and Brandon) and many individual communities (Dauphin, Flin Flon, Gimli, MacGregor, Oakbank, St. Norbert, Teulon, The Pas, Virden, Winnipeg Beach and Winnipegosis). Our partnership with Global TV and community producer Eva Kovacs helped to highlight recycling champions in these schools through our “Race to Register” and “Tell Us Your Story” contests.

RE101 PROGRAMS

At the start of the school year, we launched a new initiative called the RE101 Ambassador Program, where we gave four Grade 4 Recycle Everywhere classrooms activity booklets and Mini Bins. A total of 87 students from Mulvey School, Shaughnessy Park School and Lord Selkirk School tracked their beverage container recycling over the course of a month. Participation prizes included Manitoba Moose tickets, Recycle Everywhere promotional packages and a pizza party with Winnipeg Jet Jacob Trouba and BNjamin. The booklet, which features games and recycling information, is now available as a free download on our website.

RE101 PRESENTATIONS

In October, we partnered with Education for Sustainable Development for the first time to host a professional development day for teachers. The one-day event was attended by 90 educators from across the province and multiple others via a webinar. We also visited 27 schools over the course of the year, giving 69 presentations and reaching over 1,000 students.
Our hundreds of partners across the province make it possible for Manitobans to recycle their empty beverage containers where they live, work and play. We work closely with these organizations, businesses and locations to ensure that we’re always offering the right bin for the space and enhancing our program delivery and on-site communication materials to meet their needs.

New this year was an outreach brochure called “Open for Business” to support ongoing conversations with potential new partners. This led to successful discussions with Manitoba Federated Co-op about a plan to implement bins at their warehouse, shipping and distribution, convenience and grocery locations. Existing program partners were sent communications by email with information on best practices, bin placement and how to handle replacement requests.
KEY 2015 ACTIVITIES

We worked closely with professional associations within these industries to help get the word out about our program. Partnerships, sponsorships and trade shows include:

- Housing MB (Regional Directors Meeting)
- Manitoba Non Profit Housing Association (AGM)
- Manitoba Non Profit Housing Association (Conference and Trade show)
- Recreation Manitoba (Rec Connections Conference and Trade show)
- Professional Property Managers Association (Monthly Breakfast Meeting)
- Professional Property Managers Association (Conference and Trade show)
- Manitoba Restaurant and Food Association (Trade show)
- Recreation Connections (Trade show and Conference)
- Manitoba Heavy Construction Association (Trade show and Conference)
- Canadian Manufacturers and Exporters (Trade show and Conference)
- Chamber of Commerce (South Winnipeg Chapter)
- Manitoba Restaurant and Foodservice Association (Industry Outreach Speaking Engagement)
- Manitoba Professional Planners Institute (Manitoba Planning Conference)
- Building Operators and Managers Association (Excellence Awards Gala Luncheon)
- Solid Waste Association of North America (Northern Lights Chapter)
- Canadian Green Buildings Council – MB Chapter (Workshop and Round table)
- Manitoba Environmental Industries Association (Workplace Sustainability Lectures)
- Manitoba Association of Regional Recycler (Forum)
- Winnipeg Chamber of Commerce (Networking Event)
- Professional Property Managers Association (Holiday Luncheon)

NEW PARTNERS

Throughout the year, we ran several contests encouraging IC&I sites such as businesses, restaurants, private community centres and golf courses, hotels and private campgrounds to partner with Recycle Everywhere. One specific contest in November offered participants a chance to win an evening in a 20-person suite at a Winnipeg Jets game. Promoted through mass communication and supported with personal outreach, this contest alone resulted in over 200 new partners signing up for the program.

Rona Portage la Prairie and Dauphin First Baptist Church were the lucky winners, selected by a random draw of all participants.
BOARD OF DIRECTORS

JOHN CHALLINOR II
Chairman
Nestle Waters Canada

LANNY MCINNES
Vice Chairman
Retail Council of Canada

NEIL ANTYMIS
Treasurer
Canadian Beverage Association

CHERYL MCLAUGHLIN
Cott Beverages

JIM GOETZ
Canadian Beverage Association

SYLVAIN MAYRAND
A. Lassonde Inc.

STAFF

FROM L-R BACK:
KEN FRIESEN  Executive Director
JACLYN DIDUCK  Senior Logistics & Schools Coordinator
ARIELLE GUREVICH  Communications Manager
JORDAN HANNA  Outreach Coordinator
ANDREA BARYLIUK  Communications Support

FROM L-R FRONT:
MELISSA DOROTA  Senior Outreach Coordinator
BRIENNE SANTOS  Administrative Coordinator
TYLER NELSON  Field Operations Representative
CHRISTA RUST  Program Manager
MICHAEL HANCHARYK  Promotions & Education Coordinator

Additional Reclay StewardEdge staff provided expertise and support as required
We have audited the accompanying financial statements of Canadian Beverage Container Recycling Association which comprise the statement of financial position as at December 31, 2015 and the statements of operations, changes in net assets and cash flows for the year then ended, and the related notes, which comprise a summary of significant accounting policies and other explanatory information.

Management’s responsibility for the financial statements
Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor’s responsibility
Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor’s judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity’s preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity’s internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion
In our opinion, the financial statements present fairly, in all material respects, the financial position of Canadian Beverage Container Recycling Association as at December 31, 2015 and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.
# Statement of Financial Position

As at December 31, 2015

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Current assets</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$1,333,907</td>
<td>$705,729</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>1,067,213</td>
<td>1,116,231</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>25,631</td>
<td>24,500</td>
</tr>
<tr>
<td>Inventory</td>
<td>679,589</td>
<td>687,835</td>
</tr>
<tr>
<td></td>
<td><strong>3,106,340</strong></td>
<td><strong>2,534,295</strong></td>
</tr>
<tr>
<td><em>Capital assets</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>– net of accumulated amortization of $55,609 (2014 $38,136)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>28,466</td>
<td>45,939</td>
</tr>
<tr>
<td></td>
<td><strong>3,134,806</strong></td>
<td><strong>2,580,234</strong></td>
</tr>
<tr>
<td><strong>Current liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable and accrued liabilities (note 3)</td>
<td>1,509,207</td>
<td>1,262,826</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internally restricted (note 3)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Invested in capital assets</td>
<td>28,466</td>
<td>45,939</td>
</tr>
<tr>
<td>Unrestricted</td>
<td>1,597,133</td>
<td>1,271,469</td>
</tr>
<tr>
<td></td>
<td><strong>1,625,599</strong></td>
<td><strong>1,317,408</strong></td>
</tr>
<tr>
<td></td>
<td><strong>3,134,806</strong></td>
<td><strong>2,580,234</strong></td>
</tr>
<tr>
<td><strong>Commitments (note 5)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Net Assets**

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internally restricted (note 3)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Invested in capital assets</td>
<td>28,466</td>
<td>45,939</td>
</tr>
<tr>
<td>Unrestricted</td>
<td>1,597,133</td>
<td>1,271,469</td>
</tr>
<tr>
<td></td>
<td><strong>1,625,599</strong></td>
<td><strong>1,317,408</strong></td>
</tr>
<tr>
<td></td>
<td><strong>3,134,806</strong></td>
<td><strong>2,580,234</strong></td>
</tr>
</tbody>
</table>
### STATEMENT OF OPERATIONS

For the year ended December 31, 2015

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Container Recycling Fees</td>
<td>$8,681,827</td>
<td>$8,887,559</td>
</tr>
<tr>
<td>Interest</td>
<td>-</td>
<td>9,576</td>
</tr>
<tr>
<td></td>
<td>8,681,827</td>
<td>8,897,135</td>
</tr>
<tr>
<td><strong>PROGRAM EXPENSES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multi-Material Stewardship Manitoba</td>
<td>1,176,226</td>
<td>1,207,408</td>
</tr>
<tr>
<td>Awareness Campaign</td>
<td>2,200,242</td>
<td>2,924,817</td>
</tr>
<tr>
<td>Program Management Services</td>
<td>1,016,616</td>
<td>1,016,616</td>
</tr>
<tr>
<td>Municipal Public Spaces Program</td>
<td>1,365,145</td>
<td>3,253,369</td>
</tr>
<tr>
<td>Events Recycling Program</td>
<td>282,915</td>
<td>250,228</td>
</tr>
<tr>
<td>Industrial, Commercial and Institutional Program</td>
<td>965,011</td>
<td>1,278,862</td>
</tr>
<tr>
<td>Post-secondary Program</td>
<td>101,956</td>
<td>73,738</td>
</tr>
<tr>
<td>Government Buildings Program</td>
<td>399,273</td>
<td>127,837</td>
</tr>
<tr>
<td>Waste Audit</td>
<td>161,177</td>
<td>134,230</td>
</tr>
<tr>
<td>RE101</td>
<td>430,106</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>8,098,667</td>
<td>10,466,124</td>
</tr>
<tr>
<td><strong>OPERATING EXPENSES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Administrative Expenses (Schedule)</td>
<td>232,369</td>
<td>238,035</td>
</tr>
<tr>
<td>Stewards Services</td>
<td>58,860</td>
<td>58,860</td>
</tr>
<tr>
<td>Bad debt expense (recovery)</td>
<td>(16,260)</td>
<td>295,354</td>
</tr>
<tr>
<td></td>
<td>274,969</td>
<td>592,249</td>
</tr>
<tr>
<td></td>
<td>8,373,636</td>
<td>11,058,373</td>
</tr>
</tbody>
</table>

Excess (deficiency) of revenue over expenses  

|                      |            |
| Excess (deficiency) of revenue over expenses | 308,191  | (2,161,238) |
## STATEMENT OF CHANGES IN NET ASSETS

For the year ended December 31, 2015

<table>
<thead>
<tr>
<th></th>
<th>Invested in capital assets</th>
<th>Unrestricted</th>
<th>Total</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Balance - Beginning of year</strong></td>
<td>$45,939</td>
<td>$1,271,469</td>
<td>$1,317,408</td>
<td>$3,478,646</td>
</tr>
<tr>
<td>Excess (deficiency) of revenue over expenses</td>
<td>-</td>
<td>308,191</td>
<td>308,191</td>
<td>(2,161,238)</td>
</tr>
<tr>
<td>Amortization of capital assets</td>
<td>(17,473)</td>
<td>17,473</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Balance - End of year</strong></td>
<td>28,466</td>
<td>1,597,133</td>
<td>1,625,599</td>
<td>1,317,408</td>
</tr>
</tbody>
</table>
## STATEMENT OF CASH FLOWS

For the year ended December 31, 2015

### CASH PROVIDED BY (USED IN)

#### Operating activities

<table>
<thead>
<tr>
<th>Description</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excess (deficiency) of revenue over expenses</td>
<td>$308,191</td>
<td>$(2,161,238)</td>
</tr>
<tr>
<td>Item not affecting cash</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amortization of capital assets</td>
<td>17,473</td>
<td>18,893</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>325,664</strong></td>
<td><strong>(2,142,345)</strong></td>
</tr>
</tbody>
</table>

#### Changes in non-cash working capital items

<table>
<thead>
<tr>
<th>Description</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts receivable</td>
<td>49,018</td>
<td>119,745</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>(1,131)</td>
<td>(14,026)</td>
</tr>
<tr>
<td>Inventory</td>
<td>8,246</td>
<td>486,161</td>
</tr>
<tr>
<td>Accounts payable and accrued liabilities</td>
<td>246,381</td>
<td>264,235</td>
</tr>
<tr>
<td></td>
<td><strong>628,178</strong></td>
<td><strong>(1,286,230)</strong></td>
</tr>
</tbody>
</table>

#### Investing activities

<table>
<thead>
<tr>
<th>Description</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase of capital assets</td>
<td>-</td>
<td>(3,142)</td>
</tr>
</tbody>
</table>

### Decrease in cash during the year

<table>
<thead>
<tr>
<th>Description</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decrease in cash during the year</td>
<td>628,178</td>
<td>(1,289,372)</td>
</tr>
<tr>
<td>Cash - Beginning of year</td>
<td>705,729</td>
<td>1,995,101</td>
</tr>
<tr>
<td>Cash - End of year</td>
<td>1,333,907</td>
<td>705,729</td>
</tr>
</tbody>
</table>
1. INCORPORATION AND PURPOSE OF THE ORGANIZATION

The Canadian Beverage Container Recycling Association (CBCRA) is a not-for-profit organization that was established by beverage companies to improve beverage container recycling rates in Manitoba. CBCRA’s purpose is to promote and facilitate the recycling of end-of-life beverage containers through the design and funding of recycling programs and public promotion and education.

CBCRA was incorporated without share capital on March 26, 2010 under Part II of the Canada Corporations Act and commenced operations on April 1, 2010. CBCRA’s objective is to carry on its operations without pecuniary gain to its members and any profits or other accruals to CBCRA are to be used in promoting its objects.

For income tax purposes, CBCRA qualifies as a not-for-profit organization which is exempt from income tax under Section 149(1)(f) of the Income Tax Act.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Revenue recognition

CBCRA follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred.

Container recycling fees are recognized as unrestricted income in the month in which they are earned, if the amount to be received can be reasonably estimated and collection is reasonably assured.

Cash

Cash consists of cash on hand and cash held at banking institutions.

Inventory

Inventory is recorded at landed cost and consists of recycling bins and carts being held for future use in CBCRA programs.

Capital assets and amortization

Capital assets are recorded at original cost less accumulated amortization.

Amortization of furniture and equipment is recorded on a declining-balance basis of 20% over the assets’ useful lives.

Use of estimates

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual amounts could differ from those estimates.

Contributed services

Volunteer directors contribute a significant number of hours annually to oversee the activities of CBCRA. Because of the difficulty of determining their fair value, contributed services are not recognized in the financial statements.

Financial instruments

a) Measurement of financial instruments

CBCRA initially measures its financial assets and financial liabilities at fair value adjusted by, in the case of a financial instrument that will not be measured subsequently at fair value, the amount of transaction costs directly attributable to the instrument.

CBCRA subsequently measures all its financial assets and financial liabilities at amortized cost, except for investments in equity instruments, which are subsequently measured at fair value. Changes in fair value are recognized in the statement of operations.

Financial assets measured at amortized cost include cash and accounts receivable.

b) Impairment

Financial assets measured at amortized cost are tested for impairment when there are indicators of possible impairment. When a significant adverse change has occurred during the period in the expected timing or amount of future cash flows from the financial asset or group of assets, a writedown is recognized in the statement of operations. When events occurring after the impairment confirm that a reversal is necessary, the reversal is recognized in the statement of operations up to the amount of the previously recognized impairment.

3. GOVERNMENT REMITTANCES

Government remittances consist of amounts required to be paid to government authorities and are recognized when the amounts become due. In respect of government remittances, $nil (2014 - $nil) is included within accounts payable and accrued liabilities.

4. FINANCIAL INSTRUMENTS

CBCRA manages risk and risk exposures by applying policies approved by the Board of Directors. The significant financial risks to which CBCRA is exposed are credit risk and liquidity risk.

a) Credit risk

Credit risk is the risk that one party to a financial instrument will cause a financial loss for the other party by failing to discharge an obligation.

CBCRA’s financial instruments that are exposed to concentration of credit risk consist primarily of cash and accounts receivables. Cash, at times, may exceed amounts insured by the Canadian Deposit Insurance Corporation or the Credit Union Deposit Guarantee Corporation. CBCRA has a large number of members, which minimizes the concentration of credit risk on accounts receivables.

b) Liquidity risk

Liquidity risk is the risk that CBCRA will encounter difficulty in meeting obligations associated with financial liabilities.

CBCRA has established budgetary and cash forecasts to ensure it has the funds necessary for fulfilling its obligations.

5. COMMITMENTS

a) CBCRA has an operating lease for premises requiring approximate annual rental payments as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$70,929</td>
</tr>
<tr>
<td>2017</td>
<td>$71,728</td>
</tr>
<tr>
<td>2018</td>
<td>$42,494</td>
</tr>
<tr>
<td></td>
<td>$185,151</td>
</tr>
</tbody>
</table>

b) A program management services agreement is in place with Reclay StewardEdge Inc. to provide various management, administrative and communication tasks to CBCRA until December 2017 at a monthly amount of $88,676.

During 2015, payments under this commitment totalled $1,075,476 (2014 - $1,075,476) and are included in program management services and steward services.

7. COMPARATIVE AMOUNTS

Certain comparative amounts have been reclassified to conform to the current year’s financial statement presentation.
## STATEMENT OF ADMINISTRATIVE EXPENSES

For the year ended December 31, 2014

<table>
<thead>
<tr>
<th>Item</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amortization</td>
<td>17,473</td>
<td>18,893</td>
</tr>
<tr>
<td>Audit, legal and professional fees</td>
<td>45,010</td>
<td>49,413</td>
</tr>
<tr>
<td>Board expenses</td>
<td>11,088</td>
<td>13,075</td>
</tr>
<tr>
<td>Bank charges</td>
<td>1,621</td>
<td>1,777</td>
</tr>
<tr>
<td>Consulting</td>
<td>10,000</td>
<td>19,250</td>
</tr>
<tr>
<td>Dues and memberships</td>
<td>7,702</td>
<td>6,360</td>
</tr>
<tr>
<td>Insurance</td>
<td>6,952</td>
<td>6,166</td>
</tr>
<tr>
<td>Office supplies</td>
<td>13,761</td>
<td>13,441</td>
</tr>
<tr>
<td>Postage and courier</td>
<td>7,973</td>
<td>9,281</td>
</tr>
<tr>
<td>Rent</td>
<td>93,450</td>
<td>86,245</td>
</tr>
<tr>
<td>Telephone</td>
<td>17,339</td>
<td>14,134</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>232,369</strong></td>
<td><strong>238,035</strong></td>
</tr>
</tbody>
</table>