Table of Contents

Committed to the Cause 2
Working Side By Side 6
Dedicated to Our Target 12
Active in Our Community 18
Our Partners Share Our Vision 24
Staff and Financials 34
COMMITTED TO THE CAUSE
The Canadian Beverage Container Recycling Association’s (CBCRA) mandate has always been to support Manitobans on their journey to becoming lifelong beverage container recyclers.

We make it easy for Manitobans to recycle beverage containers through our many programs and initiatives. Every year, we place more Recycle Everywhere bins in public and residential spaces, expand our network of community and partner outreach, and increase our engagement and education activities. All of these pieces come together and empower consumers to recycle every empty beverage container by providing accessible infrastructure and technical support.

By building awareness about the importance of recycling, we are helping the people of Manitoba understand that every beverage container and every person matters. Together, we are all for one goal: recover as many empty beverage containers as possible in the province, helping us to be recognized as a national leader of beverage container recycling.
COMMITTED TO THE CAUSE

A MESSAGE FROM CHAIRMAN OF THE BOARD JIM GOETZ

As Chairman of the Canadian Beverage Container Recycling Association (CBCRA) Board of Directors, I am pleased to present the significant achievements that are outlined in this year’s annual report. The Board and staff of CBCRA and its Recycle Everywhere program never stop innovating, and pushing forward to encourage Manitobans to recycle every empty beverage container.

CBCRA was formed in 2010 in response to the newly government-mandated target of recovering 75% of beverage containers sold into the province. Beverage producers and brand owners created this not-for-profit, industry-funded organization to tackle this challenge head on with a unique system for recycling beverage containers. The result was CBCRA and the implementation of its Recycle Everywhere program, a model which exists nowhere else in North America. Recycle Everywhere ensures that it is convenient for citizens to recycle their empty beverage containers no matter where they live, work, or play. This is accomplished through providing free Recycle Everywhere bin infrastructure to public spaces across the province. Since 2010, we have placed over 57,000 Recycle Everywhere bins in communities, municipalities, schools, businesses, institutions, parks, festivals, and events throughout Manitoba. In addition, the program is supported by extensive promotion and education efforts to keep consumers informed and motivated to recycle every empty beverage container. This would not be possible without the support of beverage retailers and producers: those companies who sell sealed beverage containers in Manitoba. Not only are these companies stewards of our program, but they are the key link to communicating and informing consumers about the Container Recycling Fee (CRF) that they see on their receipt when a beverage container is purchased. The CRF covers the entire cost of the program, from bin infrastructure to distribution of bins, promotion, education and technical support. In addition, the CRF funds up to 80% of the cost to collect and process beverage containers through residential recycling programs. In other provinces in Canada, such as those with deposit systems, consumers pay much higher fees upfront and only receive a portion of these fees back. We are thankful for the support and commitment of CBCRA members and stewards to our programs as we pioneer this successful and unique beverage container recycling model in Manitoba.

Another aspect of our program that is unique is our Recycle Everywhere promotion and education campaigns. Accessibility and knowledge are key factors to recycling beverage containers, but ultimately the actions that each Manitoban takes makes the difference. We thank Manitobans for responding to our challenge and for making the right choice when it comes to disposing of their beverage containers. We would also like to thank the Ministry of Sustainable Development for their continued support of our program as we climb toward 75% recovery.

Innovation and creativity drive our program to succeed, and CBCRA is committed to continue to push toward our goal with new initiatives that will motivate and help Manitobans to recycle beverage containers from one corner of the province to the other.

on what consumers question and respond to when it comes to beverage container recycling. We then take these insights and transform them into powerful communications initiatives. 2017 was no different as we told the story of a real life recycling hero, Bennett, and his recycling business at the lake. We also introduced our funny and informative recycling experts, Bernie and Gracie the raccoons. I encourage you to review these communications projects and more within the report.

Accessibility and knowledge are key factors to recycling beverage containers, but ultimately the actions that each Manitoban takes makes the difference. We thank Manitobans for responding to our challenge and for making the right choice when it comes to disposing of their beverage containers. We would also like to thank the Ministry of Sustainable Development for their continued support of our program as we climb toward 75% recovery.

Innovation and creativity drive our program to succeed, and CBCRA is committed to continue to push toward our goal with new initiatives that will motivate and help Manitobans to recycle beverage containers from one corner of the province to the other.
DEDICATED TO OUR TARGET
A MESSAGE FROM EXECUTIVE DIRECTOR KEN FRIESEN

Since its inception seven years ago, CBCRA and its Recycle Everywhere program continues to operate in high gear to increase the beverage container recovery rate in Manitoba. We do this by furthering accessibility of recycling infrastructure through close community and industry partnerships, and by raising Manitobans’ awareness of the importance of beverage container recycling through innovative avenues of communication and community engagement. 2017 was a year we can look back on with pride and see the impressive progress being made.

To fully understand the great strides we have been making in the province, we can look to our long running litter audits conducted across Manitoba since the inception of CBCRA in 2010. The audits show a dramatic decrease in the beverage container litter rate in major Manitoba centres since the introduction of Recycle Everywhere, with cities experiencing anywhere from 36% to more than an 87% decrease since the baseline litter audit. Recycle Everywhere’s focused efforts have led to cleaner cityscapes, and more Manitobans than ever before knowing that recycling their beverage containers isn’t just a good option, but it’s the right thing to do for a number of reasons.

In 2017 CBCRA took a bold step by undertaking an ambitious project focused on increasing beverage container recycling in Single Family Dwellings (SFD). We strive to eliminate any obstacles that could be faced while recycling beverage containers at home, and as such we saw an opportunity to make doing the right thing even more effortless. This led to the formation of our SFD pilot project and the rollout of 3,000 small-sized bins in 17 Winnipeg communities. As always, we conducted extensive waste audits to ensure that we were being guided by accurate, realistic data. That data showed that the addition of our bins resulted in an impressive spike in beverage container recovery in these homes. This successful pilot led to a rollout of nearly 15,000 bins in Winnipeg and rural SFDs with plans to build on the project in 2018.

We continued to push our efforts in the Industrial, Commercial and Institutional (IC&I) sector with incredible results throughout 2017. On Earth Day we were proud to announce new partnerships with all government owned buildings in the North and with the Building Owners and Managers Association of Manitoba (BOMA). These momentous partnerships paved the way to getting more Recycle Everywhere bins in remote locations and in hard to reach sectors of the province. We were joined by the Minister of Sustainable Development to announce these partnerships and present a united front in our push to achieve the 75% government mandated recovery rate. We continue to act as pioneers in the field by steering the Recycle Everywhere program in new and exciting directions.

Assisting northern Manitoba with recycling accessibility continued to be a focus for us in 2017 and resulted in the noteworthy addition of a project created to provide remote northern schools with recycling pickup. By utilizing close partnerships with northern organizations, we were able to initiate the Northern Schools Backhaul Pilot Project late in the year that ensured recyclable materials from Norway House and Cross Lake schools were sent to a Material Recovery Facility to be properly processed. This project laid the foundation for more schools to join, which will further raise the beverage container recovery rate and decrease litter in northern Manitoba. We remain unwaveringly committed to northern Manitoba and to growing our beverage container recycling infrastructure in remote communities to ensure no matter where you work and live in Manitoba, you can recycle your beverage containers.

The innovative projects and compelling research conducted by CBCRA throughout the year placed us in a position to enter 2018 at full steam ahead. We are proud to continue working with our partners for the betterment of Manitobans and to relentlessly pursue a 75% beverage container recovery rate.
CBCRA would not have been able to make the strides in recovery rates that we have without the dedication of the beverage producers, retailers and community partners who remain committed to our cause.

Working side by side, we are focused on identifying new opportunities to provide the public with access to recycling, and continue to share our resources to achieve mutual goals.
Towards a Unified Purpose

Since 2010, the Canadian Beverage Container Recycling Association has worked towards the Government of Manitoba’s mandate to recover 75 per cent of all beverage containers that come into the province.

We’re proud pioneers of Canada’s first province-wide away-from-home beverage container recycling program that allows Manitobans to recycle not only when they’re at home, but when they’re out and about. We’ve made this possible by partnering with communities, municipalities, schools, businesses, institutions, parks, festivals and events throughout Manitoba, providing them with Recycle Everywhere bins free of charge. Our partners simply arrange for the pick up of recycled beverage containers with a recycler.

The impact of increased recovery rates is huge. The more empty beverage containers we collect, the more new products can be made from these containers, which reduces the amount of waste going into landfills, decreases greenhouse gas emissions, and amounts to less litter on the streets.

We’re helping to shape a future in Manitoba where sustainability and environmental impact are top of mind for everyone.
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

$0.02

CONTAINER RECYCLING FEE (CRF)

for every non-alcoholic, non-dairy beverage container they supply into the province.

The cost usually passes from:

- PRODUCERS to RETAILERS to CONSUMERS

Flow of CBCRA funds
Flow of MMSM funds
Collected Materials
Flow of Material Revenue
A Collaborative Process

All beverage producers and distributors supplying into Manitoba pay a two-cent Container Recycling Fee (CRF) on every non-alcoholic, non-dairy beverage container that they sell in the province. This fee funds CBCRA and its Recycle Everywhere program.

We can do a lot with two cents: create new bin infrastructure and distribute bins, educate the public, offer technical support, and promote awareness. The CRF also funds up to 80% of the cost to collect and process beverage containers through residential recycling programs. Every beverage container sold in Manitoba supports the recycling process.

Typically, beverage producers pass on the CRF to retailers, who pass it on to consumers. Education about the CRF is so important to our program because it helps people to understand that the CRF covers the recycling cost of that empty container. Our program is designed to account for the recycling of every beverage container before it’s even dropped into a bin.

We depend on beverage retailers to help educate their customers about the link between the fee they see on their receipt, and the cost of recycling each beverage container. Our joint efforts with our producer and retail partners transforms them into stewards of our program, who stand with us in our commitment to increase beverage container recycling rates in the province. This collaboration is helping us achieve our long-term goals.

Looking at the Big Picture

We have one job: to increase the number of beverage containers recovered in Manitoba. The benefits we provide by doing our job well are many. The return on our investment and the positive impact we have on the environment and economy is significant. By recovering empty beverage containers, which are then used to manufacture new containers and other products, we are able to:

- Conserve resources by repurposing what’s already been made
- Reduce greenhouse gas emissions
- Save the energy required to process new materials
- Fuel a circular economy
- Reduce litter
- Keep thousands of tonnes of beverage containers out of landfills
- Extend the life of Manitoba’s landfills – further increasing sustainability
- Generate local jobs in beverage container recycling collection, processing and bin manufacturing, program operation, marketing and outreach

What does the program accept?

Non-alcoholic, non-dairy sealed beverage containers, including:

- Aluminum cans and steel beverage containers
- Plastic bottles
- Glass bottles
- Cartons (gable top containers)
- Drink boxes (aseptic containers)
- Drink pouches

Where are containers 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
Single-family and multi-family dwellings throughout Manitoba
# 2017 Beverage Container Sales

<table>
<thead>
<tr>
<th>Material Categories</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aluminum</td>
<td>181,844,982</td>
</tr>
<tr>
<td>PET</td>
<td>217,976,184</td>
</tr>
<tr>
<td>HDPE</td>
<td>2,300,683</td>
</tr>
<tr>
<td>Other Plastic</td>
<td>410,718</td>
</tr>
<tr>
<td>Polycup</td>
<td>2,292,672</td>
</tr>
<tr>
<td>Glass</td>
<td>3,720,313</td>
</tr>
<tr>
<td>Bi-Metal</td>
<td>625,171</td>
</tr>
<tr>
<td>Aseptic Container</td>
<td>38,785,376</td>
</tr>
<tr>
<td>Gabletops</td>
<td>3,550,891</td>
</tr>
<tr>
<td>Drink Pouches</td>
<td>9,073,198</td>
</tr>
<tr>
<td>Bag-in-a-box</td>
<td>302</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>460,580,481</strong></td>
</tr>
</tbody>
</table>
2017 CBCRA Participants

A. Lassonde Inc.
Amway Canada Corporation
Arctic Beverages LP
Campbell Company Of Canada
Canada Dry Mott’s Inc.
Canadian Tire
CanAqua Inc.
Casseroles Cora 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.
Federated Co-Operatives Limited
Ice River Springs Water Co.
ID Foods Corporation
IKEA Canada Limited Partnership
Inform Brokerage Inc.
Kohl & Frisch Ltd.
Kraft Heinz Canada ULC
Labatt Brewing Company Ltd
Leading Brands of Canada, Inc.
Loblaw Companies Ltd
London Drugs Limited
McKesson Canada
Nestle Canada Inc.
Nestle Waters Canada
No.22 Foods Inc.
Nothing But Nature Inc.
Overwaitea Food Group
P.A. Fine Foods & Distributors
Pepsi Bottling Group Canada
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 West Inc.
Star Marketing Ltd.
Starbucks Coffee Canada
Sunrise Markets Inc. dba Sunrise Soya Foods
Sun-Rype Products Ltd.
Sysco Food Service, Winnipeg
TFI Foods
The Minute Maid Company of Canada Inc.
The North West Company LP
The TDL Group Corp
Tle’ Nax T’Awei Limited Partnership
Tree of Life Canada ULC
United Natural Foods Canada Inc.
Veritiv Canada, Inc.
Wal-mart Canada Corp.
Wm. Bolthouse Farms Inc.
Everything that we do is supported by data and insights. And everything we do, we study, so we can fine tune our processes. By setting smaller objectives within the overall plan, we continue to work towards our 75 per cent recovery rate. We remain dedicated to our target.
Progress for a Better Tomorrow

At CBCRA, we’re always thinking about tomorrow. We’re committed to reaching our 75 per cent recovery rate, continually analyzing what’s been working and looking for ways to improve.

We keep pushing ourselves to be better, and recover more empty beverage containers by finding innovative ways to reach the public and encourage them to recycle as many empty beverage containers as they can. Combining this approach with ensuring that beverage container recycling is accessible everywhere, we are confident that we will meet and exceed our goal.

Total Cumulative Number of Recycle Everywhere Bins Distributed (by year)

2011 - 2,500
2012 - 10,000
2013 22,500
2014 30,000
2015 45,000
2016 52,000
2017 57,409
The beverage containers recycled in Manitoba last year:

1,067 RAIL CARS

WOULD FILL

25,573 TONNES OF eCO₂

SAVING

AND IS EQUAL TO

5,778 PASSENGER CARS

REMOVING

FROM THE ROAD EACH YEAR
We determine our recovery rate by dividing the amount of beverage containers recovered by the amount of beverage containers supplied into Manitoba. We first determine the number of beverage containers sold in Manitoba, based on monthly online reports by beverage producers. These numbers are verified by the beverage companies’ auditors. At the end of the year, we have the exact total annual sales for Manitoba.

We then calculate our recovery rate by collecting data from many different sources, including multiple annual waste audits at recycling processors, of at-home collection in single and multi-family dwellings, and waste audits of away-from-home data that comes from Industrial, Commercial, and Institutional (IC&I) locations, public events and private sector collections. This gives us the amount of beverage containers that were recovered, known as our total recovery. This number is divided by the total sales to calculate the recovery rate.

We have worked for and enjoyed success since our program’s inception in 2010, increasing the overall recovery rate from 42 to 68 per cent to the end of 2017. This includes the largest increase of any jurisdiction in North America from 2010-2017. CBCRA is committed to reaching its target of recovering 75 per cent of beverage containers sold into the province.

**TOTAL RECOVERY / TOTAL SALES = RECOVERY RATE**
Every year, more bins are placed in new locations, making it even easier for people to recycle everywhere. As in previous years, 2017 was marked by the distribution of bins to hundreds of locations province-wide.

### NEW UNIQUE BIN SITES FOR 2017

- **697**
- **152**
- **494**
- **1**
- **49**
- **1**
- **25**

### NUMBER OF SITES

- **Number of Municipal Sites**
  (streetscapes, libraries, City-run golf courses, pools, arenas, community/ recreation centres, etc.)

- **Number of IC&I Sites**
  (private community centres and golf courses, businesses, restaurants, hotels, private campgrounds)

- **Number of Recycle Everywhere 101 Schools**
  (primary and secondary only)

- **Number of Government Buildings**
  (Manitoba Government and Crown Corporations only)

- **Number of First Nations**
  (includes northern and southern First Nations)

- **Number of Northern Partners**
  from the totals above
  (includes northern IC&I, northern municipalities)

---

### Waste Audits

CBCRA evaluates the effectiveness of waste management systems in public spaces by conducting Waste Audits. This helps us understand the composition of the waste, how many beverage containers end up in the recycling stream and how many in the trash, and how we can positively affect behaviours to improve recycling rates.

In 2017, CBCRA conducted four waste audits: three in residential areas, and one in a hotel.

#### Key Audit Findings:

##### Residential

Residential audits were used to determine the recovery rate of beverage containers in single-family dwellings before and after introducing an at-home recycling bin. The first two of the three residential audits took place in the same 17 neighbourhoods within Winnipeg. The third residential audit took place in only one of these neighbourhoods following a full rollout of the at-home bin in this neighbourhood.

The results of these three audits showed that the recovery rate of recyclables, especially beverage containers, increased in most neighbourhoods after introducing a CBCRA at-home Recycle Everywhere bin. On average, low-income neighbourhoods experienced the greatest increase in recovery rates.

##### Hotel

Recycle Everywhere completed a waste audit at a Winnipeg hotel over the course of five days to determine a baseline recovery rate for beverage containers. The hotel generated over 300 kg of waste, 119 kg of which was recyclable material.

Following the sorting of material and analysis of data, it was determined that the hotel had a recovery rate of 30% for beverage containers and 37% for all recyclable materials. Recycle Everywhere provided recycling bins for each of their 100 rooms. We will continue to measure the impact of the bins by completing a post-audit in March, 2018. After we receive the final results, Recycle Everywhere will be able to determine whether or not the implementation of in-room bins in all hotels will have a positive impact on the beverage container recovery rate overall.

### Material Recovery Facility (MRF) Audits

CBCRA regularly conducts MRF audits to help measure the performance of the beverage container recycling system. We do this by taking samples of materials from the tip floor and bunkers and sort these materials into categories. We then measure changes over a set period of time. Two sets of audits occurred at seven MRFs in 2017, the first set in August and the second in November.
Litter Audits

Since the inception in 2010, CBCRA has commissioned third party litter audit firms to conduct litter audits on our behalf. We started in Winnipeg and Brandon, and over the years we’ve expanded our audits to include Steinbach, Flin Flon and Thompson. In 2017, litter audits were conducted in the last two weeks of June. The data from the audits show that, once again, there was a reduction in CBCRA beverage container litter in all five cities as compared to the previous year. Brandon experienced the highest reduction since the baseline year, with an 87 per cent reduction in beverage container litter. In every instance, beverage container litter on city streets has decreased since the baseline audits began, with no other new litter abatement programs being in place besides the Recycle Everywhere program. This has also had a positive spillover effect on other litter reduction.

---

**CBCRA BEVERAGE CONTAINER LITTER REDUCTION**

<table>
<thead>
<tr>
<th>City</th>
<th>Percentage Change Since Baseline</th>
<th>Percentage One-Year Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winnipeg</td>
<td>-74%</td>
<td>-44%</td>
</tr>
<tr>
<td>Brandon</td>
<td>-87%</td>
<td>-40%</td>
</tr>
<tr>
<td>Steinbach</td>
<td>-69%</td>
<td>-33%</td>
</tr>
<tr>
<td>Flin Flon</td>
<td>-32%</td>
<td>-13%</td>
</tr>
<tr>
<td>Thompson</td>
<td>-36%</td>
<td>-7%</td>
</tr>
</tbody>
</table>

**Baseline Years**

- Winnipeg & Brandon – 2010
- Steinbach – 2013
- Flin Flon & Thompson – 2014

---

Brandon experienced an 87% reduction in beverage container litter since the baseline year.
Every year, we build on what we’ve done. We do this by actively listening to what Manitobans are saying about recycling and about beverage container recycling, and tap into those musings. Based on their feedback, we identify key opportunities for growth, and that becomes our focus for the year. The consumer insights that we gain are expressed in powerful advertising campaigns that resonate because they are informed by real concerns.

By connecting with our community through our promotional and educational initiatives, we’re expanding our presence within the province and encouraging even more Manitobans to join in our cause.
Building Awareness through Powerful Communications

Every year, Recycle Everywhere executes research projects as part of our promotion and education initiatives. We use this information to confirm that our direction is furthering Manitoba’s commitment to recycling empty beverage containers, and it allows us to answer any questions from consumers.

Research
Our surveys and analysis throughout 2017 resulted in great feedback which helped model our ongoing campaigns. The research revealed that Recycle Everywhere campaigns continue to encourage more Manitobans to recycle their empty beverage containers. This year, we confirmed that as with previous years, there is an extremely high level of awareness among Manitobans that all beverage containers are recyclable. We know that our presence in the community is working, as recognition of the Recycle Everywhere logo rose to 90%. We also know that our advertising messages are getting across to Manitobans effectively, as citizens recall beverage container ads far ahead of any other type of recycling-related advertising on an unaided basis. In fact, awareness of Recycle Everywhere’s blue recycling bins remains very high for all Manitobans at 87 per cent.

We used geo-targeting technology in 2017 to gather accurate data from specific locations around the province. That information allows us to ensure that we are targeting Manitobans with effective messaging and gathering accurate data about their recycling behaviours.

Advertising
In 2017, we continued the successes of our province-wide advertising with the introduction of our Whatever It Takes campaign. This general awareness campaign appeared broadly across the province, and targeted a large swath of audiences in multiple demographics. We have seen a steady increase in Manitobans’ commitment towards recycling their empty beverage containers, but we know that we have to keep pushing our communications efforts to ensure citizens recycle every beverage container every time to achieve our 75 per cent recovery rate target. Whatever It Takes allowed us to further capitalize on Manitobans commitment to recycling empty beverage containers with a campaign focused on their dedication. Whatever It Takes served as the central theme for our campaign’s out-of-home, print, radio and online advertisements. Innovative new outdoor executions for the 2017 campaign displayed everyday people dealing with a hectic situation while still managing to get their recyclable beverage containers into a blue bin. These scenes took place inside and outside the home: in the kitchen, walking the dog, playing soccer, or setting the table. The key message was that no matter what you’re doing or where you are, do Whatever It Takes to Recycle Everywhere.
Targeted Campaigns

In addition to the general awareness campaign, we also developed individual targeted campaigns for use in online and social media video ads, and on television. These campaigns segmented Manitobans into three distinct age groups: 18–24, 25–54, and 55+. We completed research on each demographic to learn how to best share the right message and ultimately encourage recycling. Based on our research, we knew that each of these groups represented different objectives. Each group presented a unique opportunity to reach them in different ways because of a combination of demographic considerations like their age and how they like to consume media, and psychographic factors like what type of advertising will resonate most strongly with them. Our data showed that we needed to convince 18–24 year olds to recycle beverage containers, and to form good beverage container recycling habits. 25–54 year olds embrace recycling beverage containers, but we recognized that we need to encourage them to recycle even more beverage containers. Of all the age groups, those in the 55+ group tended to be the most avid beverage container recyclers, so we wanted to reinforce their already high rates of beverage container recycling.

Reaching the 18–24 Demographic

We used different tactics to speak to each of these audiences. For our youngest audience, we used humour and featured people their own age in our ads to demonstrate that recycled materials are valuable in a series of “transformation” TV ads. The ads showed that without recycled beverage containers, many household items would simply disappear. We also used five-second YouTube ads for targeted quick-hit messages, and engaged influencers and local celebrities to spread our beverage container recycling message, and convince this audience.

Our experiential advertising efforts included placing a talking robotic Recycle Everywhere bin at colleges and universities throughout Winnipeg and at several malls. This tactic engaged our young demographic and our 25–54 demographic directly by literally having our brand come face to face with them and communicate directly. Our robotic bin approached people to talk to them about recycling, and asked those holding beverage containers to recycle them right then and there. This stunt allowed us to highlight that Recycle Everywhere’s presence of bins is everywhere they go, and that recycling is easy because our blue bins are so widespread.

Reaching the 25–54 Demographic

We introduced Manitoba to their new favourite recycling experts, Bernie and Gracie the raccoons. Bernie and Gracie showed up at people’s doors after rummaging through their trash to point out all of the recyclable beverage containers that almost ended up in a landfill. Bernie and Gracie encourage our audience to recycle even more beverage containers than they already do, and make this particular segment’s optimistic estimations about their recycling behavior a reality.

Bernie also appeared solo on social media and online videos in a spot entitled, Bernie’s Mailbag (youtube.com/user/RecycleEverywhere). This eight-part weekly series appeared on the medium where our segment spends significant amounts of their time, and features Bernie answering some of the most commonly asked recycling questions, or addressing common misconceptions. Bernie’s fun-loving personality helps to illustrate how easy and effortless beverage container recycling is, and encourages this segment to Recycle Everywhere.

Reaching the 55+ Demographic

To reach our oldest demographic, we knew we needed something that would resonate with them on an emotional level to reinforce their beverage container recycling behaviours. We also found from research that this older demographic is more likely to pay attention to longer advertising narratives, and remain engaged to hear the full story. By happy coincidence, we heard about a young boy out in Victoria Beach who was making a big impact in his community by helping his fellow cottagers recycle. We knew this was the perfect heartfelt story that our 55+ demographic would love, so we created a series of ads entitled Bennett’s Bike.
Social Media

There was a strong push on all Recycle Everywhere social media accounts that resulted in impressive growth across all platforms in 2017.

We created an Instagram account just one year ago, and in that short time it has seen a jump of nearly 950 followers. It has been used by our Street Team to showcase the many exciting events they attended throughout the summer, and allows us to share our brand messaging and original content.

Near the end of the year we hired a Communications Coordinator to help us focus on our social media accounts and continue our growth using professional photos, videos, graphics and informative captions. The improvements we’ve made helped us grow our Facebook page likes by 477 and our Twitter followers by 82 in a very short period of time.

Bennett’s Bike

In the summer of 2017, we shared the story of 10-year-old Bennett and his recycling business. Bennett made it his mission to making sure recyclables, including empty beverage containers, always end up in the right place.

We met Bennett in the cottage community of Victoria Beach, where he’s been operating Bennett’s Bike Delivery since he was seven years old.

During the summer in Victoria Beach, no cars are allowed, which left cottagers with no option but to walk with their recyclables to community bins. Bennett saw an opportunity to help out and do whatever it takes to make sure his community’s recyclables end up where they belong. Recycle Everywhere featured this young entrepreneur and his business in a short documentary, a TV spot, behind the scenes video, and a number of online pieces that were met with an extremely positive response.

To thank Bennett for his commitment to recycling his community’s empty beverage containers, we gifted him with a brand new bike and trailer sporting a new Bennett’s Bike Delivery brand, and encouraged him to continue his cause.
The Recycle Everywhere Street Team continues to engage with as many Manitobans as possible to help us spread the word about our programs. They also help event organizers to better manage their beverage container recycling efforts.

Among many events, we attended Festival de Voyageur, the 2017 Canada Games, Winnipeg Folk Fest, Kidney Foundation Walks in Winnipeg, Brandon, and Morden, 19 school BBQs and presentations, Kids Fringe Festival, and Thompson Nickle Days.

The Street Team prioritized events in Northern Manitoba, from Thompson to Cranberry-Portage. They provided information to Northern Manitobans about the benefits of beverage container recycling at home, school, and in their communities.

The Street Team also plays a role in surveying the public. When asked, “In what type of public spaces would you like to see more Recycle Everywhere bins?” the public has again chosen parks as their number one answer, followed by streetscapes and office buildings/workplace.

In 2017, the Street Team attended 171 events. They appeared 233 times, and our mascot BINjamin appeared 102 times.
Public Relations

Recycle Everywhere’s innovative projects and continued efforts resulted in earned media attention throughout 2017. One of our most notable events was a multi-project news conference in April, joined by then Minister of Sustainable Development, Cathy Cox, to announce a partnership with all government owned buildings in the northern region. We also initiated a partnership with Manitoba property owners to spread awareness of our Beyond the City program and gave away 30,000 Bin Bags. Minister Cathy Cox also joined us for an event in July where we handed out more than 300 Bin Bags at Falcon Lake and held a barbecue for anyone who joined us.

2017 was also a momentous year for CBCRA and its Recycle Everywhere program as we announced a 70 per cent recovery rate for 2016. We announced this with a news release in June and earned stories in publications across the province.

In October, Recycle Everywhere issued a news release about the findings of our annual litter audit. Five cities were included in the audit that revealed a consistent decrease of beverage container litter in all five locations year after year. This release was widely shared and earned news stories online, on television, and on radio. Several articles were also written and submitted to numerous publications across the province during the year.

Website

The Recycle Everywhere website experienced continued growth in 2017, with 92 per cent of traffic being new site visitors. The majority of our website traffic came from direct searches, which demonstrates that more and more people are recalling Recycle Everywhere by name and searching for us directly. This validates the effectiveness of our extensive advertising campaigns and the success of our projects aimed at driving people to our website.

We improved the overall user experience of our website through extensive back-end enhancements, which boosted our SEO ranking. By combining valuable content, investing in paid media, and undertaking new initiatives aimed at building awareness, we have successfully established ourselves as a recycling resource within the community.

92% of website traffic was NEW VISITORS

Sponsorships

Engaging with the community continued to be our focus, and our partnerships in 2017 yielded tremendous results. We renewed our sponsorships with the Brandon Wheat Kings, Manitoba Junior Hockey League, and the Manitoba Moose.

As part of our partnership with the AHL’s Manitoba Moose, Recycle Everywhere once again sponsored the On-Ice Clean Up. This opportunity saw our branded content on the ice three times every period in front of a dedicated, local audience throughout the entire hockey season. We also sponsored the Building Owner and Managers Association (BOMA) Expo Breakfast. As part of this sponsorship, we were able to share our message in front of a large audience of influential leaders in their sector.

We renewed sponsorships with the Brandon Wheat Kings, the Manitoba Junior Hockey League (MjHl), and the Manitoba Moose.

We renewed sponsorships with the Brandon Wheat Kings, the Manitoba Junior Hockey League (MjHl), and the Manitoba Moose.
When it comes to meeting our recovery rate targets, our community partners are our most significant resource. These are Manitoba business owners, schools, public and privately owned organizations, property managers, and tenants who create and maintain public spaces. They are our gateway to Manitobans, and it is through them that we are able reach hundreds of thousands of people to spread our message and increase recovery rates.

Our partners share our vision, and demonstrate their commitment to making a positive impact by working with us to place more bins in places that need them throughout the province.
Expanding our reach in Manitoba

Industrial, Commercial & Institutional (IC&I) entities continue to be some of our largest key partners, as they make it possible for us to interact with many Manitobans every day. In 2017, we focused on partnering with even more IC&I locations by offering the best bin infrastructure for their business needs.

We connected with over 50 associations to educate them and their members about our free bin program. We attended many tradeshows for the IC&I sector, including the Manitoba Restaurant and Foodservices Association, Aerospace Association, Canadian Manufacturers and Exporters Association and more.

We’re proud to say that in February of 2017, our perseverance earned us the Award of Merit from Recreation Connections Manitoba. The Award of Merit recognizes a community group, organization or municipality for excellence and innovation in providing recreation, therapeutic recreation and/or parks programs and services at the community level.

With the help of our IC&I partners, we’re expanding our reach, making it increasingly easy for Manitobans to Recycle Everywhere.
Gas Stations

We continue to work with gas station franchises to install more bins, including at Manitoba’s largest co-operative, Red River Co-op’s locations. Our focus this year was finding ways to bridge the gap between franchises that want to participate in our program, but who have infrastructure barriers, by helping them find storage and collection solutions that use limited space. We now have bins at 119 gas stations in Manitoba.

Getting Recycle Everywhere bins into every gas bar in Manitoba will be a significant achievement, and it is essential to meeting our recovery rate goal. By accomplishing this objective, we can divert as many as 10 million beverage containers from our landfills annually.

Government Buildings

We’ve been working with the Province of Manitoba for several years to enhance government building recycling programs. This partnership has allowed us to better understand their recycling requirements and how we can help meet their needs by implementing and enhancing beverage container recycling. We provide bins free of charge, and work with Facility Managers to improve each building’s recycling program.

We are expanding recycling infrastructure in two key government areas:

Owned Sites

All provincially owned buildings managed by the Manitoba Accommodation Services Division Department have recycling collection. We have provided bins to any site that needs them, and have given sites that don’t need bins resources, including recycling tips and recommendations to improve their existing recycling habits.

Leased Sites

We are continuing to work with the Provincial Real Estate and Contract Services – Accommodation Services Division Department to provide them with recycling infrastructure. In 2017, we conducted site assessments in Winnipeg and will be working on assessing rural sites in 2018.
Office and Commercial Buildings

Manitoba’s Property Management companies have officially partnered with us and are committed to implementing our programs. On Earth Day 2017, we were pleased to announce our partnership with the Building Owners and Managers Association (BOMA) of Manitoba to expand the use of Recycle Everywhere bins in commercial properties.

Commercial properties can play a significant role in decreasing the amount of empty beverage containers that end up in Manitoba landfills. This program aligns with our sustainability mandate and the BOMA BEST environmental certification program. We will strongly encourage BOMA member firms to introduce Recycle Everywhere bins in every single office, institutional and retail building in their portfolios.

– Tom Thiessen,
Executive Director of Building Owners and Managers Association of Manitoba (BOMA).

Here are some tips for how we help property managers create recycling efficiencies after they have their bins:

- Pair waste and recycling bins side by side
- Use clear bags
- Add additional collection carts
- Install signage

We are working with Property Managers to access their property listings, perform site assessments, identify recycling challenges that can be addressed, make recommendations for solutions, and finally, help them decide at which sites to implement bins based on their collection needs.
Beyond the City

Since 2010, CBCRA has been providing seasonal recreational areas with public space bins. In 2015, we formed a partnership with Manitoba’s Provincial Parks to offer free single use recycling bags for campground patrons to use for consolidating their recyclable materials. In 2016 we worked with provincial parks to enhance the single-use bag offerings, and we piloted the recycling Bin Bag with a Park Proud communications strategy. The Park Proud pilot was such a success that we launched Beyond the City programming in 2017.

Beyond the City offered free clear recycling bags to overnight campers in all provincial, municipal, and private campgrounds in Manitoba. This program also offered Bin Bags to all cottagers and seasonal site holders in the province free of charge.

We identified a need for this program after encountering many private and municipal campground sites that had not previously offered recycling to patrons because of transportation and collection costs, limited access to disposal sites, and other barriers. The Beyond the City program has allowed CBCRA to offer infrastructure and support for campground and cottage patrons and owners.

We have been able to connect municipalities and collection service providers with campground owners and brainstorm effective solutions to begin recycling programs. Through these two initiatives, Recycle Everywhere is helping to keep Manitoba’s lakes and parks cleaner and greener over the busy summer months.

By the end of 2017, we were able to distribute 22,150 Bin Bags to seasonal campers and cottagers, and over 167,250 single-use bags to overnight campers over the summer months. CBCRA plans to continue this program in 2018 by providing these resources to federal, provincial, municipal, and private parks, campgrounds, RV parks, and cottage regions.

We have worked on these initiatives in partnerships with the following groups:

- Province of Manitoba: Department of Sustainable Development – Parks
- Manitoba Provincial Park Cottage Owners Association
- Manitoba Association of Cottage Owners
- Manitoba Association of Campgrounds and Parks
- Individual cottage associations (i.e. Whiteshell Cottage Association)
- Municipal campgrounds and cottage developments
- Federal campgrounds
- Private cottages and campgrounds

Bin Bags were distributed to:

- Individual cottages
- Centralized locations such as grocery stores and gas stations
- Annual General Meetings of cottage associations
- Lake events
- CBCRA distribution days
- Campground offices
**Municipalities**

CBCRA continues to work with municipalities to identify beverage container recycling needs and reinforce Recycle Everywhere best practices. Although we have bins in a majority of places across Manitoba, we still follow up with all communities to review best practices and perform needs assessments. Some areas will need additional bins and/or replacements for damaged and weathered bins. We invest time into reviewing our programs with operational and municipal staff to make sure any new employees are familiar with the Recycle Everywhere initiatives that are in place.

In 2017, we took on several municipal projects. In conjunction with the City of Winnipeg, the General Council of Winnipeg Community Centres (GCWCC) and selected community centres, we launched a pilot project to place free Recycle Everywhere bins at splash pads and wading pool sites. Bins were placed at 14 sites, with more to come in 2018. Recycle Everywhere will continue to work with the City and community centres to figure out the best method of disposal for each site.

We’ve been working with The Pas to replace and pair-up unmatched garbage bins. By working together, we are updating their Recycle Everywhere bin infrastructure and increasing recovery rates in the process.

To strengthen our presence in the community and spread the word about our cause, we attended the Manitoba Association of Regional Recyclers (MARR) Community Recycling and Waste Reduction Forum, the Association of Manitoba Municipalities (AMM) Annual Convention and several tradeshows.

**Mini Bins**

This year, we continued our Mini Bin program to help increase beverage container recycling in Manitoba’s multi-family dwellings (MFDs), such as apartment buildings and condos. Approximately 70 per cent of beverages are consumed at home, and dwellings like apartments, condos, and townhouses make up our biggest opportunity to improve recovery rates. The Mini Bin program consistently receives positive feedback on how convenient tenants find the bin, especially for senior citizens and tenants with mobility issues.

In 2016, data revealed that over 80 per cent of all Multi-Family Dwelling (MFD) tenants in Manitoba had received a Mini Bin. The high rate of Mini Bins already out there allowed us to shift our focus to a maintenance program for 2017. We are continuing to work with property managers to provide newly-built MFDs with Mini Bins, and are restocking MFDs that have experienced significant tenant turnover with Mini Bins.

As part of the Mini Bin maintenance program, CBCRA reached out to various municipalities outside of Winnipeg to offer them Mini Bins. Morden and the Rural Municipality of Roblin ordered Mini Bins for the first time for all of the MFDs in their communities. Several other towns and cities in Manitoba also ordered additional bins to replace ones lost during tenant turnover, and to fill new MFDs.

In 2017, nearly 9,000 Mini Bins were delivered to MFD residences across Manitoba. Of these bins, almost 4,000 were distributed to locations outside of Winnipeg. The Manitoba Non-Profit Housing Association (MNPHA) continues to be supportive of the Mini Bin program. They promoted the bins in their newsletter, on their website, and at their events, namely at the Building Partnerships Conference.

**Universities**

Our long-standing relationship with every university and college in Manitoba remains strong. In 2017, we continued to reach out to specialized schools and conduct follow-ups with our partners to ensure that they were following our best practice guidelines. We went to a number of on-campus events to encourage good recycling behaviours among students and staff, and provided 206 bins over the course of the year.
**Single-Family Dwelling Bins**

Building off the success of the Mini Bin program, CBCRA began another at-home bin pilot program in 2017, this time in Single-Family Dwellings (SFDs). The pilot was tested by distributing a total of 3,000 SFD bins in 17 community areas within Winnipeg.

The effectiveness of the bins was tested by performing a series of waste audits; one prior to the delivery of the bins, and one a month after. The results of these audits revealed that most of the neighbourhoods experienced an increase in the recovery rate of recyclables, especially beverage containers, with the greatest increase in recovery being in low-income neighbourhoods.

Following these positive results, 10,000 SFD bins were distributed to Point Douglas, and almost 5,000 SFD bins were delivered to six rural communities. As with the Mini Bin program, the Recycle Everywhere Street Team delivered the SFD bins within the Winnipeg area, and the rural communities were responsible for distributing the bins themselves after receiving their bins through a third-party distributor.

**Solid Waste Action Team (SWAT) Toolkit**

Starting or enhancing a waste management program is a big job, and this is especially true for many Northern and First Nations communities that don’t have existing recycling infrastructure.

In 2016, we created the Solid Waste Action Team Toolkit to address this problem. The toolkit helps Northern and First Nations communities assess their needs, guides them through the planning process, and provides an overview of how to implement a waste management program specific to their community and location.

We helped to roll out this initiative during the Manitoba First Nations Sustainable Waste Management & Recycling Workshop in January of 2017. All 63 First Nations communities were invited to send representatives to attend.

**The toolkit allows participants to:**

- Share best practices on how to organize and manage waste streams, facilities, and recyclable/re-usable materials.
- Meet representatives of Manitoba’s Producer Responsibility Organizations (PRO) and learn about each program in a “hands-on” experiential manner.
- Tour a site to see best practices in action, the process for collecting, storing, and transporting various materials.
- Understand the registration process for each PRO program.
- Learn about other funding programs.

This project was done in conjunction with Indigenous and Northern Affairs Canada, Manitoba Sustainable Development, and Green Action Centre.

**Northern Schools Backhaul Pilot Project**

We partnered with Arctic Beverages, Indigenous and Northern Affairs Canada (INAC), Cascades, and the Frontier School Division to ensure schools in the North are able to have their recyclable material sent to a Material Recovery Facility.

The first material pickups began in December 2017 in Norway House and Cross Lake schools. We are continually providing additional clear recycling bags and wheeled carts for consolidation and storage of the materials.
Northern and First Nations Community Clean-up

CBCRA and its Recycle Everywhere program, along with Multi-Material Stewardship Manitoba (MMSM) were proud to hold the seventh annual Northern Community Clean-up in 2017.

A number of communities registered and were provided with supplies, including a Recycle Everywhere bin, participant t-shirts, gloves, bags to collect waste and recycling, and a scale to weigh the material. Each community had to hold their clean-up before June 30 and after the amount of recycled material was calculated, Cranberry Portage came out on top.

As the winner, Cranberry Portage received Recycle Everywhere bins for all single-family dwellings in the community. A celebratory barbecue was held on September 21, 2017 with over 200 community members, community council, clean-up volunteers, students, and representatives from Recycle Everywhere and MMSM in attendance.

The Northern Clean-up initiative was developed in 2010 to increase recycling awareness and combat litter after a long winter in Northern Manitoba and on Manitoba’s First Nations communities. All material collected from the Clean-up was transported to the closest Material Recovery Facility to be processed.
To ensure that the Recycle Everywhere program remains relevant with the large number of schools who have implemented our RE101 program, we are continuing to follow up with schools through multiple programs, including contests, presentations, and outreach.

We are partnered with 92 per cent of schools, which represents nearly 98 per cent of students in the province. Many schools are ordering additional bins to increase their beverage container recycling efforts, and we have been performing maintenance wherever it’s needed.
Here are some of the ways we engaged with students and schools this year:

**Report Card Challenge**

The goal of the Report Card Challenge is to check in with our school partners on a yearly basis to make sure their RE101 programs are still on track. With so many schools already partnered with us, we have shifted the program focus from outreach to maintenance and engagement. This allows us to increase recovery rates by the implementation of best practices through our existing Recycle Everywhere bins.

For our Report Card Challenge in 2017, schools were asked to complete a quiz about recycling best practices, bin pairing, and recycling habits at their school in order to enter the contest. Over 175 schools participated, and the winning school was awarded six Chromebooks. The winner was selected at random, and we’d like to congratulate Neepawa Area Collegiate Institute for being our 2017 winner.

**Free Throw Challenge**

The Free Throw Challenge was a contest designed to engage high school students in a new way. The Recycle Everywhere Street Team visited high schools around Winnipeg and the surrounding areas with a specially marked Recycle Everywhere bin that included an attached basketball hoop. Over the lunch hour, the Street Team spoke with students about the importance of recycling their empty beverage containers, and invited them to participate by throwing an aluminum can, plastic bottle, carton, or juice box into the hoop of the specially marked Recycle Everywhere bin.

Once a student successfully landed a beverage container in the bin, they were given a ballot for the first place prize and an instant prize. The first place prize was a $1,000 gift certificate to Woodcock Cycle Works, and the instant prizes were individual $50 gift certificates to Polo Park Mall. The first place prize to Woodcock Cycle Works was awarded to a student from St. James Collegiate.

The Free Throw Challenge wrapped up at the end of May 2017. There were 18 high schools that participated in the contest, which allowed us to directly reach almost 600 high school students and influence many others in Winnipeg and the surrounding area.
Board of Directors

Jim Goetz  
Chairman  
Canadian Beverage Association

Neil Antymis  
Treasurer  
Canadian Beverage Association

Cheryl McLaughlin  
Cott Beverages

Sylvain Mayrand  
A. Lassonde Inc.

George Groumoutis  
Sky Blue Water, Inc.

Victor Vrsnik  
7-Eleven

Staff

From left to right: Riley Martin (Communications Coordinator), Ken Friessen (Executive Director), Ben Shantz (Administrative and Follow-Up Coordinator), Melissa Donato (Senior Outreach Coordinator), Chloé Rust (Program Manager), Justine Spearman (Data and Outreach Coordinator), Georgia Exell (Street Team Lead), Jaclyn Diduck (Senior Logistics and Schools Coordinator), Arielle Gurevich (Communications Manager), Kayla Orton-Lederhouse (Outreach Coordinator)

Five additional Reclay StewardEdge staff in the Toronto office provide analytical and accounting expertise and additional support as required.
Independent Author’s Report

To the members of Canadian Beverage Container Recycling Association

We have audited the accompanying financial statements of Canadian Beverage Container Recycling Association which comprise the statement of financial position as at December 31, 2017 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, 2017 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.

Emphasis of matter

Without qualifying our opinion, we draw attention to note 2 of the financial statements which describes the restatement of comparative amounts in correction of a prior period error.
## Statement of Financial Position

As at December 31, 2017

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Current assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$3,674,864</td>
<td>$1,783,128</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>703,006</td>
<td>1,025,712</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>24,579</td>
<td>33,859</td>
</tr>
<tr>
<td>Inventory</td>
<td>298,667</td>
<td>473,184</td>
</tr>
<tr>
<td></td>
<td>4,701,116</td>
<td>3,315,883</td>
</tr>
<tr>
<td><strong>Capital assets</strong></td>
<td>41,877</td>
<td>69,811</td>
</tr>
<tr>
<td>- net of accumulated amortization of $103,812 (2016- $74,609)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4,742,993</td>
<td>3,385,694</td>
</tr>
<tr>
<td><strong>LIABILITIES AND FUND BALANCES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Current liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable and accrued liabilities (note 4)</td>
<td>1,764,975</td>
<td>1,811,571</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Invested in capital assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>2,936,141</td>
<td>1,504,312</td>
</tr>
<tr>
<td></td>
<td>2,978,018</td>
<td>1,574,123</td>
</tr>
<tr>
<td></td>
<td>4,742,993</td>
<td>3,385,694</td>
</tr>
</tbody>
</table>

Approved by the Board of Directors

Jim Goetz  
Chairman

Neil Antymis  
Director
## Statement of Operations

For the year ended December 31, 2017

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Container Recycling Fees</td>
<td>$9,286,264</td>
<td>$9,059,154</td>
</tr>
<tr>
<td><strong>PROGRAM EXPENSES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multi Material Stewardship Manitoba</td>
<td>1,391,281</td>
<td>1,163,664</td>
</tr>
<tr>
<td>Awareness Campaign</td>
<td>2,680,042</td>
<td>2,043,377</td>
</tr>
<tr>
<td>Program Management Services</td>
<td>1,016,616</td>
<td>1,021,461</td>
</tr>
<tr>
<td>Municipal Public Spaces Program</td>
<td>685,469</td>
<td>1,143,897</td>
</tr>
<tr>
<td>Events Recycling Program</td>
<td>272,973</td>
<td>246,790</td>
</tr>
<tr>
<td>Industrial, Commercial and Institutional Program</td>
<td>794,920</td>
<td>1,404,280</td>
</tr>
<tr>
<td>Post-secondary Program</td>
<td>113,719</td>
<td>42,077</td>
</tr>
<tr>
<td>Government Buildings Program</td>
<td>292,539</td>
<td>231,047</td>
</tr>
<tr>
<td>Waste Audit</td>
<td>159,843</td>
<td>218,440</td>
</tr>
<tr>
<td>RE101 Schools</td>
<td>127,633</td>
<td>423,114</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>7,535,035</td>
<td>7,938,147</td>
</tr>
<tr>
<td><strong>OPERATING EXPENSES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Administrative Expenses (Schedule)</td>
<td>288,474</td>
<td>263,673</td>
</tr>
<tr>
<td>Stewards Services</td>
<td>58,860</td>
<td>58,860</td>
</tr>
<tr>
<td>Bad debt expense recovery</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>347,334</td>
<td>322,533</td>
</tr>
<tr>
<td><strong>NET ASSETS</strong></td>
<td>7,882,369</td>
<td>8,260,680</td>
</tr>
<tr>
<td>Excess of revenue over expenses</td>
<td>1,403,895</td>
<td>798,474</td>
</tr>
</tbody>
</table>
Statement of Changes in Net Assets

For the year ended December 31, 2017

<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>Restated (note 2)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Balance - Beginning of year</strong></td>
<td>$ 69,811</td>
<td>$ 1,504,312</td>
<td>$ 1,574,123</td>
<td>$ 775,649</td>
</tr>
<tr>
<td>Excess of revenue over expenses</td>
<td>-</td>
<td>$ 1,403,895</td>
<td>$ 1,403,895</td>
<td>798,474</td>
</tr>
<tr>
<td>Purchase of capital assets</td>
<td>1,269</td>
<td>(1,269)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Amortization of capital assets</td>
<td>(29,203)</td>
<td>29,203</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Balance - End of year</strong></td>
<td>41,877</td>
<td>2,936,141</td>
<td>2,978,018</td>
<td>1,574,123</td>
</tr>
</tbody>
</table>

Statement of Cash Flows

For the year ended December 31, 2017

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Restated (note 2)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CASH PROVIDED BY (USED IN)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Operating activities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Excess of revenue over expenses</td>
<td>$ 1,403,895</td>
<td>$ 798,474</td>
</tr>
<tr>
<td>Item not affecting cash</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amortization of capital assets</td>
<td>29,203</td>
<td>18,460</td>
</tr>
<tr>
<td></td>
<td>1,433,098</td>
<td>816,934</td>
</tr>
<tr>
<td><strong>Changes in non-cash working capital items</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>322,706</td>
<td>41,501</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>9,280</td>
<td>(8,227)</td>
</tr>
<tr>
<td>Inventory</td>
<td>174,517</td>
<td>206,405</td>
</tr>
<tr>
<td>Accounts payable and accrued liabilities</td>
<td>(46,596)</td>
<td>(547,587)</td>
</tr>
<tr>
<td></td>
<td>1,893,005</td>
<td>509,026</td>
</tr>
<tr>
<td><strong>Investing activities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchase of capital assets</td>
<td>(1,269)</td>
<td>(59,805)</td>
</tr>
<tr>
<td><strong>Increase in cash during the year</strong></td>
<td>1,891,736</td>
<td>449,221</td>
</tr>
<tr>
<td>Cash - Beginning of year</td>
<td>1,783,128</td>
<td>1,333,907</td>
</tr>
<tr>
<td>Cash - End of year</td>
<td>3,674,864</td>
<td>1,783,128</td>
</tr>
</tbody>
</table>
Notes to the Financial Statements
December 31, 2017

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 accretions 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)(l) of the Income Tax Act.

2. RESTATEMENT OF PRIOR PERIOD BALANCES
The prior year comparative balances have been restated to correct for an isolated error. CBCRA management discovered that vendors should have been charging CBCRA retail sales tax (RST) on the purchase of recycling bins and other promotional materials even though CBCRA is a not-for-profit agency. CBCRA submitted a voluntary self-disclosure to the Manitoba Finance Taxation Department who confirmed that CBCRA is in fact a purchaser as defined in The Retail Sales Tax Act, thereby subject to RST. The Manitoba Finance Taxation Department determined based on the voluntary self-disclosure that the total exposure related to RST amounted to $1,196,282, and this has been fully accrued for by the CBCRA as at December 31, 2017. The calculation is based on inventory purchases and promotional materials since its incorporation.

The comparatives for the year ended December 31, 2016 have been retrospectively restated to correct the error and the financial statement line items have been increased/decreased by the following amounts:

<table>
<thead>
<tr>
<th>Notes to the Financial Statements</th>
<th>As previously reported</th>
<th>Adjustment</th>
<th>As restated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening balance</td>
<td>$1,597,133</td>
<td>$(849,951)</td>
<td>$747,182</td>
</tr>
<tr>
<td>Accounts payable and accrued liabilities</td>
<td>724,188</td>
<td>1,087,383</td>
<td>1,811,571</td>
</tr>
<tr>
<td>Net assets - unrestricted</td>
<td>2,591,694</td>
<td>(237,432)</td>
<td>1,504,312</td>
</tr>
<tr>
<td>Program expenses</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Awareness campaign</td>
<td>2,034,437</td>
<td>8,940</td>
<td>2,043,377</td>
</tr>
<tr>
<td>Program management services</td>
<td>1,016,616</td>
<td>4,845</td>
<td>1,021,461</td>
</tr>
<tr>
<td>Municipal Public Spaces Program</td>
<td>1,068,225</td>
<td>75,672</td>
<td>1,143,897</td>
</tr>
<tr>
<td>Industrial, Commercial and Institutional Program</td>
<td>1,333,423</td>
<td>70,857</td>
<td>1,404,280</td>
</tr>
<tr>
<td>Government Buildings Program</td>
<td>230,810</td>
<td>237</td>
<td>231,047</td>
</tr>
<tr>
<td>RE101 Schools</td>
<td>390,815</td>
<td>32,299</td>
<td>423,114</td>
</tr>
<tr>
<td>Operating expenses</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Administrative expenses</td>
<td>219,091</td>
<td>44,582</td>
<td>263,673</td>
</tr>
<tr>
<td>Excess of revenues over expenses</td>
<td>1,035,906</td>
<td>(237,432)</td>
<td>798,474</td>
</tr>
<tr>
<td>Changes in non-cash working capital items</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable and accrued liabilities</td>
<td>(785,019)</td>
<td>237,432</td>
<td>(547,587)</td>
</tr>
</tbody>
</table>
3. 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. Amortization of computers and computer software is recorded on a declining balance basis of 33% 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.

4. 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, $1,196,282 (2016 - $1,087,383) is included within accounts payable and accrued liabilities.

5. 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. Financial liabilities measured at amortized cost include accounts payable and accrued liabilities.

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 write-down 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.

6. COMMITMENTS

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$45,182</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 $89,623 (2016 - $88,676). During 2017, payments under this commitment totalled $1,075,476 (2016 - $1,080,321) and are included in program management services and steward services.
Schedule of Administrative Expenses

For the year ended December 31, 2017

<table>
<thead>
<tr>
<th>Item</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amortization</td>
<td>$29,203</td>
<td>$18,460</td>
</tr>
<tr>
<td>Audit, legal and professional fees</td>
<td>22,160</td>
<td>26,929</td>
</tr>
<tr>
<td>Board expenses</td>
<td>11,291</td>
<td>15,351</td>
</tr>
<tr>
<td>Bank charges</td>
<td>1,844</td>
<td>2,329</td>
</tr>
<tr>
<td>Consulting</td>
<td>9,893</td>
<td>1,040</td>
</tr>
<tr>
<td>Dues and memberships</td>
<td>5,046</td>
<td>3,836</td>
</tr>
<tr>
<td>Insurance</td>
<td>8,321</td>
<td>6,588</td>
</tr>
<tr>
<td>Interest and other charges</td>
<td>62,243</td>
<td>45,295</td>
</tr>
<tr>
<td>Office supplies</td>
<td>13,780</td>
<td>15,015</td>
</tr>
<tr>
<td>Postage and courier</td>
<td>9,367</td>
<td>6,027</td>
</tr>
<tr>
<td>Rent</td>
<td>100,839</td>
<td>105,857</td>
</tr>
<tr>
<td>Telephone</td>
<td>14,487</td>
<td>16,946</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>288,474</strong></td>
<td><strong>263,673</strong></td>
</tr>
</tbody>
</table>

Restated (note 2)