2016 ANNUAL REPORT

# TOGETHER TOTRANSFORM INNOVATION INTO ACHIEVEMENTS



# ÉCO ENTREPRISES QUÉBEC, FINANCIAL PARTNER AND INNOVATOR IN CURBSIDE RECYCLING

Created through an initiative by the companies that place containers, packaging and printed matter on the market in Québec, Éco Entreprises Québec (ÉEQ) is a private non-profit agency accredited by RECYC-QUÉBEC since 2015 to represent these organizations under the *Environment Quality Act*.

ÉEQ develops the Schedule of Contributions and collects company contributions to finance municipal curbside recycling services across the province. Supporting innovation and the sharing of best practices, ÉEQ collaborates with companies to generate source reductions and foster the use of recyclable materials, as well as with municipalities and a range of stakeholders to increase recycling and optimize the recyclable materials value chain.

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#### COMPANIES

**\$1 BILLION** 

PROVIDED TO MUNICIPALITIES

**SINCE 2005** 

OVER

8

運

CONDITIONERS AND RECYCLERS

#### \$1,2M

IN SUPPORT FOR ECOMATERIALS COMMERCIALIZATION

# 

#### **SORTING CENTRES**

**\$5,5M** FOR LEADING-EDGE GLASS EQUIPMENT

# TO TRANSFORM INNOVATION INTO ACHIEVEMENTS

#### CITIZENS

GOVERNMENT

ÉEQ'S ACCREDITATION

2016

**RENEWAL OF** 

43,000 VISITORS TO OUR ECORESPONSIBLE PACKAGING MICROSITE

MUNICIPAL ORGANIZATIONS

**350** PARTICIPANTS IN THE BEST PRACTICES INITIATIVE







3

MESSAGE FROM THE CHAIRMAN OF THE BOARD OF DIRECTORS AND THE PRESIDENT AND CHIEF EXECUTIVE OFFICER

# TO TRANSFORM INNOVATION INTO ACHIEVEMENTS

#### OUR COLLECTIVE SUCCESS

The constant development of Québec's curbside recycling model is a source of pride, as well as a source of interest for a growing number of stakeholders in Canada and abroad. Of course, there is room for improvement but the momentum that has been created between industry actors—and their successes—are promising.

Several measures initiated by ÉEQ are still in their early stages, including the sharing of best practices in municipal curbside recycling and the deployment of a new glass processing technology in sorting centres through the *Innovative Glass Works* plan. These initiatives are expected to heighten the success of curbside recycling in the coming years as our efforts continue to converge, underpinned by the legal framework. ÉEQ is proud to have contributed to these advancements and acted as the catalyst for this vision, which, for several years, has led to highly conclusive results. We would like to thank the nearly 3,400 contributing companies that endorsed our plan and provided us with the means to implement it.

#### A CONSIDERABLE CONTRIBUTION

Québec's compensation plan is among the most stringent in North America. In 2016 and 2017, in addition to these contributions are the cumulated payable contributions. They pose a considerable challenge since, in just over a year, companies will have to make contributions under three Schedules of Contributions. ÉEQ makes every effort, to the extent of its responsibilities, to ensure the stability and foreseeability of the Schedules of Contributions. When exceptional circumstances arise, as they have recently, we step up our communication and support initiatives to help contributing companies fulfill their obligations.

#### INCREASINGLY EAGER PARTNERS

Cut from entrepreneurial cloth, ÉEQ is among the first entities to have considered curbside recycling from the systemic perspective, as a value chain. At first, those who have since become our partners must have wondered why ÉEQ had invested such effort and perhaps even why companies did not simply sign the cheques!



Here and around the world, recyclable materials evolved from waste to resource. Today, their value drives a billion-dollar industry that provides thousands of direct jobs in Québec alone—an industry that is coming into its own and in which stronger connections are created every day to contribute to the success of all stakeholders and generate wealth that benefits all Québecers. Of course, the industry also has an environmental value that is measured in notable improvements to the landscape and the millions of tonnes of greenhouse gases that have been offset.

Municipal officials have demonstrated a growing interest in collaborating with us. Municipal curbside recycling services benefit from the sharing of the best practices that we worked together to define as part of the *Best Practices initiative*, which was in its third year in 2016.



Nearly 80% of sorting centres in Québec sought to take part in the experimental glass processing technology projects that we are leading under the *Innovative Glass Works* plan, in which ÉEQ's contributing companies have invested over \$6.7 million, in addition to their legal obligations. The project also sparked interest among conditioners and recyclers here and abroad.

#### MESSAGE FROM THE CHAIRMAN OF THE BOARD OF DIRECTORS AND THE PRESIDENT AND CHIEF EXECUTIVE OFFICER

Québec has a remarkable coverage rate of 99%—the highest of all provincial curbside recycling systems in Canada. Our indicators also show that Québec leads the way in terms of its recovery rate and its low pertonne recovery cost. Reclamation program managers in Canada and around the world now want to learn more and we will have the opportunity to discuss our results with them at the 2017 Conference on Canadian Stewardship, which will be held in Montréal.

#### CURBSIDE RECYCLING A SHINING EXAMPLE OF THE CIRCULAR ECONOMY

#### **CLOSING THE LOOP**

Curbside recycling is a shining example of the circular economy. ÉEQ is involved in every step in the chain and seeks to close the loop for its contributing companies. The stabilization of the net costs of curbside recycling, which is made possible through the combined efforts invested by citizens, municipalities and our other partners, indicates that we are able to do so.

Our entrepreneurial roots steered us right: considering curbside recycling and recyclable materials management as an industry is not only necessary but vital to create optimal social, environmental and economic value.

#### ACKNOWLEDGEMENTS

Our achievements in the past year and those we expect to take in the near future would not be possible without a significant concerted commitment. We would first like to thank the contributing companies. They invest every effort and go beyond their demanding legal obligations to give us the means to contribute to the optimization of the value chain. We would also like to warmly thank each partner in the chain. Their involvement is a testament to our collective success and to the benefits that are generated for all Québecers. Finally, with genuine pride in their achievements, we would like to thank the members of the ÉEQ team. Day after day, they produce small miracles while respecting our rigorous management of the funds provided by our contributing companies.

We thank each and every one of you and we will be counting on you in 2017!

**Denis Brisebois** Chairman of the Board of Directors

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Maryse Vermette President and Chief Executive Officer

# CURBSIDE RECYCLING, A SHINING EXAMPLE OF THE CIRCULAR ECONOMY

COMPANIES THAT FINANCE CURBSIDE RECYCLING, INVEST IN ITS SUCCESS AND ADHERE TO THE PRINCIPLES OF ECODESIGN

#### +

A LEGAL FRAMEWORK THAT IS EFFECTIVE AND FAIR

CITIZEN WHO RECOVER BETTER, EVERYWHERE

MUNICIPALITIES THAT ADOPT BEST PRACTICES

SORTING CENTRES THAT INVEST

•

CONDITIONERS AND RECYCLERS THAT DEVELOP THEIR MARKETS THROUGH INNOVATION

#### THOUSANDS OF JOBS, MILLIONS IN INVESTMENTS AND EFFECTUAL MEANS TO ADDRESS CLIMATE CHANGE

The recyclable materials value chain is a shining example of the circular economy and sustainable development. ÉEQ is proud to have helped set the process in motion over a decade ago. Today, the increasing commitment of stakeholders sparks a new economic dynamic. Together, we are building on our achievements by activating the five levers for optimization presented at our *2015 Matière à solutions forum*:

OPTIMIZE CITIZEN ACTION

PROMOTE THE QUALITY OF COLLECTED MATERIALS

FOSTER INFORMATION SHARING AND THE IMPLEMENTATION OF BEST PRACTICES

ENHANCE THE PERFORMANCE AND EFFICIENCY OF SORTING CENTRES

**PROVINCIAL CONTEXT** 

GUIDE THE ACTIVITIES OF SORTING AND CONDITIONING CENTRES IN A REGIONAL OR









# COMPANIES: INVESTING IN THE SUCCESS OF CURBSIDE RECYCLING

#### BACKGROUND

Since 2005, Québec's compensation plan has required that companies that put containers, packaging and printed matter (CP&PM) on the market bear an increasing fraction of the net costs of municipal curbside recycling, until reaching 100% of these costs under the 2013 Schedule of Contributions. Including the 2017 Schedule of Contributions for reference year 2016, a sum of over one billion dollars has been paid out to municipalities. In addition to meeting their obligations, through ÉEQ, these companies have invested energy, time and money to optimize the recyclable materials value chain.

**100%** OF THE NET COSTS OF MUNICIPAL CURBSIDE RECYCLING OVER \$1 BILLION PAID OUT TO MUNICIPALITIES SINCE 2005

#### **ACHIEVEMENTS IN 2016**

#### STABILIZE THE NET COSTS OF CURBSIDE RECYCLING

For companies, the stability and foreseeability of their contributions are critical. The 2017 Schedule of Contributions brings excellent news: the costs of curbside recycling are increasingly stable and the estimated eligible municipal costs are lower than those under the 2016 Schedule of Contributions. This is a first as compared to the recent annual increases of 5% between 2011 and 2014.

We may attribute this good new to the adoption of best practices by municipalities following the *Best Practices Initiative for effective curbside recycling* implemented by ÉEQ and the revised municipal waste management plans required by the government. While it is too early to refer to a trend, one hopes that these concerted efforts, along with those pledged by citizens and sorting centres, will lead to the stabilization of the contributions paid by companies in the years to come.

# STABILIZATION OF SYSTEM COSTS Image: system costs



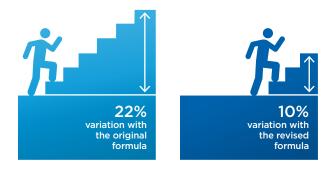
#### HIGHLIGHTS

#### SIMPLER, MORE STABLE RATES

Establishing the contributions required of companies is a complex exercise based on three factors: the recovery rate, net material cost and balancing factor for the quantities of containers, packaging and printed matter that are not recovered through curbside recycling.

With regard to the recovery rate, the previous formula linked the amounts reported by companies and those extrapolated from a residential curbside collection characterization study. The gap between the reported and extrapolated amounts was the main cause of variations, sometimes leading to fluctuations in the contributions from one year to the next. The formula that has been in use since the 2015 Schedule of Contributions only accounts for the amounts that are reported in an effort to simplify the calculation of the contributions and stabilize the rates. Applied for a third year under the 2017 Schedule of Contributions, the formula has met expectations.

THE REVISED FORMULA THAT ONLY ACCOUNTS FOR REPORTED AMOUNTS SIMPLIFIES THE CALCULATION OF THE CONTRIBUTIONS **AND REDUCES** FLUCTUATIONS



#### BETTER FORESEEABILITY

Several recommendations of the *Best Practices initiative* launched in April 2015 at the request of ÉEQ's board of directors were integrated into the development and management of the 2015, 2016 and 2017 Schedules of Contributions. These suggestions specifically aimed to alleviate and further qualify measures to facilitate the understanding of the obligations set out in the compensation plan, adapt to new business trends (e.g. e-commerce and online transactions), ensure equity between organizations and provide administrative tools to oversee the plan.

We are working to determine solutions to set fixed deadlines to report on the quantities of containers, packaging and printed matter (as is currently in effect) and make the contribution payments.

UPCOMING: A **SCHEDULED** CONTRIBUTION PAYMENT



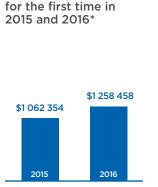
# THREE SCHEDULES OF CONTRIBUTIONS IN JUST OVER A YEAR

The varying publication dates of the Schedules of Contributions have a negative impact on the foreseeability of the payments and the financial management of contributing companies. These variations mean that the payments under the 2015, 2016 and 2017 Schedules of Contributions (after publication in the Gazette officielle) are required by a very tight deadline. ÉEQ invested every effort to help companies quickly prepare their reports, support them in every step in the process and keep them informed on an ongoing basis. The companies that relied on these initiatives said that they were very satisfied with the services provided.



#### FAIRNESS BETWEEN COMPANIES

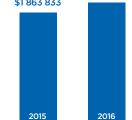
Especially in periods in which several Schedules of Contributions are payable, ÉEQ will work to ensure that companies contribute their fair share. ÉEQ first focuses on providing information and then takes the measures necessary to collect the amounts owing.



**Companies reporting** 

collected following legal action \$1 863 833

Contributions



Payments past due in 2015 and 2016\*\*

\$4 877 188

Analysis and audit of reports in 2015 and 2016



\* Target approaches for smaller companies

since others already contribute.

\*\* Fewer payments past due because no SoC was published in 2015.

#### CAPPING THE MATERIALS RATES

Because it was necessary to transition to a more stable formula, the revised formula to determine contributions generated significant variations in certain materials rates in its first year of application. At rate consultation meetings, organizations expressed their concerns with regard to the spike in the 2015-2016 Schedule of Contributions. In response, ÉEQ introduced two measures: the implementation of a mechanism to limit rate increases to 50% and sustained rates at the values presented at the consultation meetings.

The first mechanism was applied to the 2015 Schedule of Contributions, in which the amounts above the 50% threshold were proportionally redistributed to other materials in the same category. The second mechanism was then implemented for these materials to ensure that the rates matches those presented at the consultation. In its first year of application, the new formula helped to prevent gaps. The lower net costs of the curbside recycling services also helped stabilize and even reduce the contributions of most companies under the 2017 Schedule of Contributions.

FOR MOST COMPANIES, CONTRIBUTIONS WILL BE LOWER UNDER THE 2017 SCHEDULE OF CONTRIBUTIONS Variation of -5 to 0% for 71% of companies Variation of 0 to +3% for 25% of companies Variation of +3% to +5% for

3% of companies

Variation of +5% and over for 1% of companies





#### ECODESIGN SUPPORT FOR COMPANIES

In 2016, to encourage a greater number of companies to take an interest in ecodesign, we unveiled the latest version of the OptimEco.ca portal, which makes the principles of packaging ecodesign even more user friendly.

#### OPTIMECO.CA 2017 EDITION 60% MORE VISITORS



We have adopted a responsible packaging policy and make the most of every opportunity to consider our material and design choices. We see OptimAction—an OptimEco.ca tool as an easy way to calculate the environmental benefits of these choices and share them publicly. When it comes to ecodesign, it is important to look beyond primary packaging: we generated major savings by focusing on our mailing bags for our online sales.

> - Chloe Barnabe, Senior Manager Global Sustainability Aldo Group

We appreciated the assistance we received when using ÉEQ's OptimAction tool, which enabled us to documents the benefits of our ecodesign approach. We were able to reduce the greenhouse gas emissions generated by our packaging by 50% and also reduce the costs related to product loss management.

> - Rock Bisson, General Manager Fromagerie l'Ancêtre

Throughout the year, we continued to support some 20 companies engaged in the approach, including nine completed projects that led to economic and environmental benefits. It goes without saying that we will pursue the initiative to carry out as many projects as possible and encourage more and more companies to get involved.

#### 2017 OUTLOOK

#### BETTER RECOGNIZE ECODESIGN EFFORTS

ÉEQ is the first organization in North America to provide contributing companies with a credit for using recycled materials. We are currently exploring the option to offer an additional credit for organizations that adopt innovative environmental criteria in the design of the containers, packaging and printed matter.

#### **INTERFERING MATERIALS**

The contributions that companies must pay account for the types of materials they generate and their recovery, since not all materials have the same processing cost within the curbside recycling system. But beyond their basic cost, certain materials interfere with the system. In the spirit of fairness, it is important to reflect the actual costs and it is for this reason that PVC was removed from the Other plastics category and added to the higher priced *Polylactic acid and* other degradable plastics category in the updated 2017 Schedule of Contributions. Efforts are ongoing to identify and analyze the impacts of interfering materials on the system. We intend to collaborate with stakeholders to capitalize on the latest advancements in the recovery and recycling of plastics and all the materials placed on the market.



# MORE MATERIALS, MORE CONTRIBUTORS, MORE FAIRNESS

In an effort to stabilize the contributions made by companies by spreading the costs of curbside recycling over a greater number of reported materials and contributing companies, as permitted by law, ÉEQ mandated a steering committee to explore the addition of materials sold as short-life products and those produced through B2B. Made up of representatives of associations of contributing companies, the committee set forth recommendations with a particular focus on the values of responsibility and fairness and foreseeability and simplicity. In light of these recommendations, ÉEQ is planning to implement some of the broadening measures outlined in the *Act*.

3,400 COMPANIES

FAIRLY SHARE THE CURBSIDE RECYCLING COSTS OF A GREATER NUMBER OF REPORTED MATERIALS



#### SIX CATEGORIES

OF PRINTED MATTER AND 24 CATEGORIES OF CONTAINERS AND PACKAGING

#### WE WERE THERE

**February:** Conference led by the Institut de l'environnement, du développement durable et de l'économie circulaire (EDDEC) to discuss what the Paris Agreement means for businesses.

**April:** Convention of the Conseil de la transformation alimentaire du Québec (CTAQ) at which we met representatives from a number of contributing companies.

**April:** ÉEQ was a content delivery partner in the 2016 summit of the Institut de développement de produits (IDP), a key ally in CP&PM ecodesign.

**May:** ÉEQ presented Québec's innovative curbside recycling approach and its results at conference led by the Canadian Consumer Speciality Products Association (CCSPA).

**May:** To help specialists provide better guidance to its corporate clients, ÉEQ presented the challenges of Québec's compensation program to the Association de planification fiscale et financière (APFF).

**November:** ÉEQ led a conference on product and packaging ecodesign from the perspective of circularity at CYCLE 2016, the 5<sup>th</sup> International Forum on the Life Cycle Management of Products and Services, which was held in Montréal.

#### IN THE NEWS

**December:** Maryse Vermette, president and CEO of ÉEQ, shared her views on prosperity as part of the *Prospérité.Québec pour tous* campaign spearheaded by the Conseil du patronat du Québec.

# GOVERNMENT: ENSURING A FAIR AND EFFECTIVE FRAMEWORK



#### BACKGROUND

The legal framework plays a key role in the curbside recycling business model. Through its accreditation by RECYC-QUÉBEC, ÉEQ is an agent of the government whose mandate is to represent contributing companies, determine the Schedules of Contributions to compensate the net costs of curbside recycling and collect the contributions for this purpose. In addition, we are called upon to share our expertise on various committees.

In the interest of the contributing companies and in support of the stakeholders in the recyclable materials value chain, ÉEQ takes part in public consultations led by the government, ensuring that its expertise contributes to informed decision making.

#### **ACHIEVEMENTS IN 2016**

#### **RENEWAL OF ÉEQ'S ACCREDITATION**

The accreditation granted by RECYC-QUÉBEC officially mandates ÉEQ to carry out its activities for contributing companies. Our initial accreditation in 2005 was renewed in 2012 and then again in 2016 for a period of three years. This new accreditation extends and strengthens our partnership with RECYC-QUÉBEC, as well as our mutual commitment to the optimization of curbside recycling. Since 2005, our partnership has led to conclusive results acheived in collaboration with our contributing companies and other partners.

#### Curbside recycling in Québec serves 99% OF THE POPULATION

and collects the most materials at the lowest cost per tonne of all Canadian provinces that have implemented an extended producer responsibility program.



#### 4 700 000 TONNES

of recyclable materials were collected: 40 times the volume of Montréal's Olympic Stadium.

#### OVER \$1.15 BILLION paid out



to municipalities under the Schedules of Contributions, including the 2017 edition, by 3,400 contributing companies.

#### 1800 000 TONNES

of greenhouse gas were offset an amount equivalent to the annual emissions of 379,000 cars.

#### **NEARLY 20,000**

pieces of recovery equipment for public spaces were funded, 3,500 of which are pending financial support.







#### HIGHLIGHTS

#### **DISCUSSING THE DEPOSIT**

The eventual broadening of the deposit system is key to ensuring the ongoing success of curbside recycling. For this reason, in collaboration with several industrial associations and other stakeholders, ÉEQ continues to inform the reflection on the issue and suggest optimization solutions.

#### 2015-2017 WASTE CHARACTERIZATION STUDY

**COMPOSITION** 

RECYCLING

BINS

OF CURBSIDE

ÉEQ and RECYC-QUÉBEC pursued their longstanding partnership by undertaking a new waste characterization study that was broader than the last. Covering a three-year period, the study considered residential collection (2015-2017), as well as awayfrom-home recovery (2016), the industrial, commercial and institutional sectors (2016) and sorting centres (2017). The province-wide study provides a complete profile of the waste processed by municipalities. The initiatives serve to provide a framework for curbside recycling in different ways, specifically with regard to the annual waste management assessment, the Schedules of Contributions set out by ÉEQ, the directions of the awareness campaigns, cost allocation and decision making on current issues.

## Metal 3% Plastic 9% Organic and other matter 11% Glass 17% Paper/cardboard 60%

#### WORKING GROUP TO SIMPLIFY MUNICIPAL REPORTING TO THE GOVERNMENT

Assembled in 2015 by the Ministère des Affaires municipales et de l'Occupation du territoire (MAMOT), a working group was mandated to inventory the reporting processes that municipalities must follow, analyze them and put forth means to alleviate or group them. In the report, committee members recommended the replacement of the external audit that is currently required to assess curbside recycling performance by a simple municipal resolution. ÉEQ made successful submissions to the government department to explain the reasons why the status quo (i.e. external audits of reports indicating the amount of materials recovered on a territory and the net costs of the services provided) should be maintained.

#### **2017 OUTLOOK**

#### ADVISORY COMMITTEE ON THE USE OF RECYCLABLE MATERIALS IN ROAD INFRASTRUCTURES

The Ministère des Transports, de la Mobilité durable et de l'Électrification des transports (MTMDET) invited ÉEQ to take part in the creation of an advisory committee. Made up of municipal and road infrastructure management stakeholders, the group is mandated to ensure that the projects to promote the use of recyclables in road infrastructures meet the needs of provincial, regional and municipal contract authorities and that the scientific framework provides an adequate assessment of the works' performances.

We view this invitation as the constructive pursuit of the research project on the integration of glass into asphalts and pavement structures that was launched in November 2015 by École de technology supérieure (ÉTS), which is our partner.

# CITIZENS: RECOVERING MORE AND BETTER, EVERYWHERE



#### BACKGROUND

Citizens are at the centre of curbside recycling since they are the ones who place materials in recycling bins inside and outside the home. Keeping them informed on the ways to recover more, better and everywhere is therefore a core mission shared by ÉEQ, RECYC-QUÉBEC, municipalities and a range of stakeholders. Facilitating citizen action, notably by providing more recovery equipment in municipal public spaces, also constitutes a factor to ensure the success of curbside recycling and strengthen the value chain of recyclables.

#### **ACHIEVEMENTS IN 2016**

#### AWAY-FROM-HOME RECOVERY AND ECODESIGN AWARENESS CAMPAIGNS

In 2015, ÉEQ's very first advertising campaign featuring popular spokesperson Éric Salvail surpassed our expectations. A post-campaign CROP survey revealed that two out of five Québecers now recognizes ÉEQ and that over 75% of them learned through the campaign that companies finance curbside recycling.

BETWEEN 2015 AND 2016, AWARENESS OF ÉEQ INCREASED FROM 25 TO **36% AND CONTINUES TO RISE WITH EACH CAMPAIGN** 



Because recognizing the entity that puts forward the message strengthens its efficiency and credibility, the first step paved the way for the success of our 2016 campaigns: one in March on recovery outside the home and another in October on ecoresponsible packaging. The first encouraged citizens to keep up their recovery habits when they are away from home. Indeed, most Québecers affirm that they recover when equipment is available. Benefitting from the innovative approach adopted for the first provincewide survey on away-from-home recovery, we gave a series of media interviews. The result? We received an influx of requests for additional recovery equipment from municipalities!

The ecoresponsible packaging campaign aimed to inform citizens on the many environmental advantages of better packaging options in order to encourage them to choose them when shopping. In response to the demand that we seek to stimulate, companies will increasingly adopt ecodesign, driving a virtuous circle. A post-campaign survey indicates that there are clear results.

THE ORIGINALITY OF OUR MESSAGES AND THE POPULARITY OF OUR SPOKESPERSON HAVE LED TO **AN APPRECIATION RATE OF NEARLY 80% FOR THE TV CAMPAIGN AND 87% FOR THE ONLINE COMPONENT** 



The light-hearted tone of the campaign featuring spokesperson Éric Salvail combined with a multiplatform approach to provide complementary content certainly contributed significantly to the marked increase in ÉEQ's reach in the past two years.

> - Daniel Juillet, Vice-President CROP

Rise in the number of Québecers who recognize ecoresponsible packaging FROM 42 TO 56%





YOUNGER, MORE FEMALE AUDIENCE,

gained through the information available on the VÉRO magazine platforms





#### HIGHLIGHTS

#### CAPITALIZING ON THE INTEREST IN THE INNOVATIVE GLASS WORKS PLAN

The launch of the *Innovative Glass Works* plan in January 2016 and the announcement of the names of the sorting centres chosen to take part in the pilot projects in November 2016 generated significant media coverage leading to regional, provincial, national and even international impacts in general and specialized media outlets. The leadership role that the initiative has given ÉEQ enhances the credibility of our messages among citizens.

In just a few years, glass will switch from being a problematic material to a valued resource in a number of innovative outlets. The interest in this change sends a clear message to citizens: working toward a solution makes it possible to transform challenges into opportunities. Curbside recycling in Québec is now a success to which we may all contribute.

#### IT'S NOW INCREASINGLY POSSIBLE TO RECOVER EVERYWHERE

The results of a CROP survey released in February 2016 revealed that 83% of Québecers always use recycling equipment outside the home. Water bottles, newspaper and other printed matter are the most widely recycled items. These actions are encouraged by municipalities and funded through the Away-From-Home Recovery program, which was installed close to 20 000 recycling bins on streets and in parks, sports and cultural centres and municipal offices. Citizens' enthusiastic response drives the success of the program and creates strong incentive to pursue the installation of recycling equipment.



#### WORKING TOGETHER TO BUILD AWARENESS

In 2016, we renewed our partnership with Tri-logique, a program led by Réseau Environnement to raise citizen awareness of sound waste management. Throughout the summer, the initiative encourages efficient waste recovery among thousands of Québecers across the province by providing tips to facilitate sorting.

#### IN 2016, AWARENESS WAS RAISED IN **110,000 PEOPLE** THROUGH **46 ACTIVITIES** HELD IN **15 MUNICIPALITIES** ACROSS QUÉBEC

#### **2017 OUTLOOK**

#### A MORE USER-FRIENDLY AND ENGAGING WEBSITE

Like all websites, ours was built up through the years based on the priorities and needs of member organizations, stakeholders and citizens. It provides quality information on the compensation program, the optimization of curbside recycling, innovation and ecoresponsible consumption. Because the online support that we provide for companies is constantly under development and seeing as site traffic to the sections for citizens has more than tripled since the launch of our first advertising campaign, it was time for renewal. The new site, which will be online in spring 2017, was enhanced to reflect ÉEQ's evolution in its role to optimize curbside recycling and set out tools and information kits to simplify reporting for contributing companies.

#### MEDIA COVERAGE THAT ENCOURAGES RECOVERY

In spring 2017, the installation of new high-performance equipment to sort and clean glass from curbside recycling will be completed in the five sorting centres selected to take part in the pilot projects of the *Innovative Glass Works* plan, providing opportunities for regional media coverage to inform citizens of the developments—of which they should be proud—and emphasize that they too can contribute to the success of curbside recycling. In 2006, ÉEQ extended its reach through a range of initiatives:



#### EXTENDING OUR REACH IN THE MEDIA

In light of the complexity of ecoresponsible packaging, our 2017 advertising campaign will delve further into this key issue through three components: recyclable packaging, packaging made from recyclable materials and packaging made from fewer materials. Éric Salvail's popularity will be leveraged once again in these campaigns, on social networks and at certain events organized by ÉEQ. At the same time, we will also be updating and expanding the content of our website with tips to choose ecoresponsible packaging options.

# MUNICIPAL ORGANIZATIONS: ADOPTING BEST PRACTICES



#### BACKGROUND

Because they have an essential role, municipalities and their groups and associations are key partners. Through their ties with citizens and sorting centres, they play a determining part in the optimization of curbside recycling and the related costs. The municipal sector brings together 500 contracting authorities that oversee the agreements negotiated with the some 60 curbside recycling businesses and 24 active sorting centres in Québec. With the new outlets for recycled glass, municipalities become increasingly strategic partners—for example in their capacity to recommend the use of recycled glass in infrastructure projects, equipment and urban furniture.

500 CONTRACTING AUTHORITIES AND 60 CURBSIDE RECYCLING BUSINESSES 24 ACTIVE SORTING CENTRES IN QUÉBEC

#### **ACHIEVEMENTS IN 2016**

AN INITIATIVE LEADING TO TANGIBLE RESULTS

Seeking to optimize not only curbside recycling but also its value chain, ÉEQ collaborates with the municipal organizations that oversee its program. In 2012–2013, in addition to meetings and discussions, a tour was organized in which over 120 elected officials and 75 general managers were given the opportunity to speak about municipal challenges and determine avenues for improvement.

These first systematic contacts led to the development of the *Best Practices Initiative for effective curbside recycling* initiative, which entered its third year in 2016. Nearly 350 participants from across Québec took part in the some 34 workshops organized since 2014. The initiative helped identify best practices in standard calls for tenders which, used on a voluntary basis, foster the standardization and performance of curbside recycling. In addition, in 2016, nearly 20 municipalities turned to ÉEQ for personalized advice on their curbside recycling bids.

Today, these best practices are being adopted by municipalities and regional county municipalities. In 2017, the activities of the Best Practices initiative will also be held in greater Montréal.

**350** PARTICIPANTS FROM ACROSS QUÉBEC **34 WORKSHOPS** HELD SINCE 2014



In 2016, the initiative continued to develop the sorting and conditioning component and assess the optimization gains, including the release of datasheets on best practices, with the support of an expert committee made up of representatives from municipalities, curbside recycling businesses and the government. ÉEQ worked as a facilitator, carried out part of the research and analysis and produced the datasheets validated by the committee. Available to all municipalities across Québec, the datasheets seek to attain tangible objectives: increase recovery rates, reduce costs per tonne and improve the quality of recovered materials and citizen services.

ÉEQ plans to release a dozen datasheets in which the progress made by certain municipalities will serve to illustrate best practices.

#### THE BEST PRACTICES INITIATIVE FOR EFFECTIVE CURBSIDE RECYCLING CONTINUED

IN 2016



At the workshop of the *The Best Practices Initiative for effective curbside recycling*, participants from the five Centre-du-Québec Regional County Municipalities were very enthusiastic about the energy of the ÉEQ team, especially since they had been consulted on the topics to cover beforehand.

> - Christine Labelle, General Manager MRC de Drummond

#### HIGHLIGHTS

#### **DEVELOP A WINNING RELATIONSHIP**

The enthusiastic adoption of the *Best Practices initiative* by the municipal sector and the developments that have taken place encourage us to pursue this winning relationship. Therefore, in 2016, we strengthened our ties with general managers and the managers that oversee environmental and public works issues, elected officials and contracting officers to raise awareness among these decision makers of the work of the initiative and of their key role in recyclable materials management.

#### STRONG DEMAND FOR AWAY-FROM-HOME RECOVERY

The opportunity to recover more material in more locations is not only of interest to citizens: municipalities have also adopted the Away-From-Home Recovery program with great interest. With a total budget of \$8M that is jointly financed by a voluntary contribution by ÉEQ and the Ministère du Développement durable, de l'Environnement et de la Lutte contre les changements climatiques (MDDELCC), the program reimburses municipalities for 70% of the costs of the recovery equipment they install in public spaces and municipal buildings of various vocations. From its creation in 2008 and until it came to an end on December 31, 2016, the program led to the installation of nearly 20,000 pieces of equipment across Québec. The demand for the program constantly increased, especially in 2016—its last year.



Away-from-home recovery equipment helps collect **2,000 TONNES** of materials per year



In the last year of the program, ÉEQ invested every effort to promote the program to municipalities. The deployment strategy that was implemented helped increase the number of meetings with municipal managers and complete the inventories of the needs of 18 municipalities and boroughs with over 45,000 citizens. This partly explains why ÉEQ received additional requests totalling over \$2M in the month of December alone. The applications will be processed in 2017.

#### 2017 OUTLOOK

#### RAISING AWARENESS AMONG CONTRACTING AUTHORITIES

Of course, developing our ties with municipal curbside recycling is at the centre of our concerns and will remain our focus in 2017. The development of innovative uses for recycled glass (e.g. glass powder used as a cement additive, in green paving stone, in asphalt and road infrastructures and for water filtration and sandblasting) requires that contracting authorities turn to the material for all types of projects. In partnership with the MTMDET and municipalities, ÉEQ will deploy its efforts to encourage contracting authorities to include these new ecomaterials in an increasing number of bids.

#### WE WERE THERE

**February:** Participation in consultations on the waste management plan for Greater Quebec City

**May:** Participation in the annual conference of the *Union des municipalités du Québec* (UMQ)

**June:** Presentation of the *Innovative Glass Works* plan to the *Association des directeurs généraux des municipalités du Québec* (ADGMQ)

**June:** Presentation of the Away-from-Home Recovery program at a training day organized by the *Association des organismes municipaux de gestion des matières résiduelles* (AOMGMR) **September:** Facilitation of a workshop on the Awayfrom-Home Recovery program, the Best Practices initiative and the *Innovative Glass Works* plan at the Salon des affaires municipales organized by the *Fédération québécoise des municipalités* (FQM)

**December:** Presentation of the *Best Practices initiative* and *Innovative Glass Works* plan to the board of directors of the ADGMQ and at the managers' conference of Greater Montréal

#### IN THE NEWS

**December:** "La collecte sélective au service de la lutte contre les changements climatiques" by Virgine Bussières, director of Communications and Public Affairs at ÉEQ, published in Le sablier magazine (ADGMQ)

#### In the article, ÉEQ emphasizes THE INCREASINGLY WIDESPREAD USE OF RECYCLED GLASS IN MUNICIPAL PROJECTS OF

**ALL SIZES**, from the green pavement in the rest area adjacent to the Stoneham-Tewkesbury library to the specular concrete at Quai Paquet in Lévis and literally the sidewalks of the municipalities of Boisbriand, Bois-des-Filions, Greenville, Lachute, Mirabel, Montréal, Rosemère, Saint-Sauveur and Sainte-Thérèse, to name only a few.



# SORTING CENTRES: INVESTING IN QUALITY

#### BACKGROUND

In its search to optimize curbside recycling, ÉEQ soon realized that it was important to strengthen the capabilities of sorting centres by making the enhancement of recovered glass processing—a North American challenge—a priority. In just a few years, and especially through our *Innovative Glass Works* plan, we went from being a collaborator out

of necessity to a privileged ally. We remain convinced that the constant improvement of the quality of the materials processed by sorting centres will act as a catalyst for conditioner and recycler activities.

## 

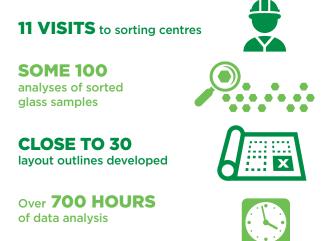
#### **ACHIEVEMENTS IN 2016**

## SORTING CENTRES SHOW KEEN INTEREST IN THE EXPERIMENTAL PILOT PROJECTS

Nearly 80% of sorting centres in Québec—18 out of 23—applied to take part in the experimental pilot projects of the *Innovative Glass Works* plan to process glass using an implosion technology developed by UK-based Krysteline Technologies combined with a magnetic separator, fine contaminant vacuums and sieves. The outcome of an intercompany collaboration in which ÉEQ is proud to have taken part, the equipment is now distributed in North America by Québec equipment manufacturer Machinex, which leads business activities around the world. As part of our experimental pilot projects, Machinex installs the Krysteline Technologies equipment and provides several related pieces of machinery.

#### **NEARLY 80%** OF SORTING CENTRES ASKED TO TAKE PART IN THE PILOT PROJECTS

A rigorous process involving the following steps was implemented to evaluate the applications to the experimental pilot projects:







The decision to enrol large, medium and small facilities that represent several regions across Québec also informed the selection of the sorting centres that will test the technology:

- **A)** Tricentris, tri, transformation, sensibilisation, Terrebonne (Lanaudière)
- **B)** EBI Environnement, Saint-Paul (Lanaudière)
- C) Centre de tri de Québec operated by Société VIA, Québec (Capitale-Nationale)
- **D)** Récupération Frontenac, Thetford Mines (Chaudière-Appalaches)
- E) Régie intermunicipale de traitement des matières résiduelles de la Gaspésie, Grande-Rivière



We are fully committed to the vision of the *Innovative Glass Works* plan. We see it as a solution through which glass from curbside recycling will definitely become part of the circular economy.

- Junior St-Cyr, General Manager Récupération Frontenac

#### THE INNOVATIVE GLASS WORKS PLAN: A **\$6,7M** ACTION PLAN

# 

#### HIGHLIGHTS

#### FROM VISION TO ACTION AND SOON TO TANGIBLE RESULTS

Equipment adapted to each of the participating sorting centres was ordered in fall 2016. In response to our turnkey approach, Machinex assembled a team assigned to our experimental projects to install the equipment that it manufactures or receives from Krysteline Technologies and its suppliers.



In collaboration with RECYC-QUÉBEC, we have assembled a follow-up committee for the experimental period. Committee members will track the results of the pilot projects based on performance indicators for a period during which the equipment will be operated and tested in Québec's four seasons, in which temperatures and humidity levels are known to vary significantly.

#### **2017 OUTLOOK**

# INVESTING IN SORTING TO STRENGTHEN THE VALUE CHAIN

The development of a recyclable materials value chain, the realization by an increasing number of stakeholders that they should contribute to it, the new markets for glass and the progress of economic activities downstream of sorting centres among conditioners and recyclers are leading to the development of a new dynamism in Québec.

The *Innovative Glass Works* plan is promising for the future of Québec's sorting centres and recycling industry. It represents an investment of over \$6.7M in 2016–2017, including \$5.5M for the sorting centres. But it is not the only initiative. Over the past several years, a number of sorting centres have invested to upgrade their equipment on their own or thanks to funds provided through support programs. A sign of the optimism surrounding the development of Québec's green economy, the plan has also served to maintain and create jobs and increase the economic value of the processed materials.

#### **\$5,5M** FOR CUTTING-EDGE GLASS PROCESSING EQUIPMENT

#### WE WERE THERE

January: Launch of the Innovative Glass Works plan

**March:** Meeting with the British-Québec Business Coalition on sustainable energies and environmental technologies in Québec and Britain with Steve Whettingsteel, CEO of Krysteline Technologies, partner in the *Innovative Glass Works* plan

**October:** Presentation of the *Innovative Glass Works* plan at a conference on innovation in waste management at Université de Sherbrooke and presentation of the advancement of the plan and conference on Québecers and curbside recycling at the Colloque sur la gestion des matières résiduelles organized by Réseau Environnement

**November:** Southeast Recycling Development Council Summit in Atlanta, Georgia, where Maryse Vermette took part in a conference on the *Innovative Glass Works* plan with Steve Whettingsteel, CEO of Krysteline Technologies. Virginie Bussières also spoke on a glass recycling panel. At the conference held as part of the annual assembly of EXPRA in Brussels, Maryse Vermette presented the *Innovative Glass Works* plan

#### **IN THE NEWS**

**March:** The *Innovative Glass Works* plan presented on *À la une*, Canal Argent TV network

**Fall 2016:** "Les équipements de tri du verre sont commandés et les études de marché sont en cours d'élaboration!" by Maryse Vermette, CEO of ÉEQ published in *3Rve magazine* 

**Winter 2016:** *"Steve Whettingsteel, l'homme derrière la révolution du verre, Krysteline Technologies et le plan Verre l'innovation de ÉEQ"* published in *3Rve magazine* 

# CONDITIONERS AND RECYCLERS: DEVELOPING MARKETS THROUGH INNOVATION



#### BACKGROUND

Upstream of curbside recycling are the companies that contribute to ÉEQ. They place containers, packaging and printed matter on the market and seek to optimize them in terms of quantity and recyclability. Downstream, there are other businesses that condition and recycle these materials after they are collected and sorted to give them new economic and useful lives. We are very in touch with these entrepreneurs. Along with our partners in the recyclables value chain, we seek to support their initiatives, innovations and successes.

#### **ACHIEVEMENTS IN 2016**

#### SUPPORT FOR COMMERCIALIZATION

Because the *Innovative Glass Works* plan aims to find solutions for 100% of the glass collected through curbside recycling in Québec, it includes a dedicated component to support the commercialization of products and ecomaterials made from the recycled glass from curbside collection in Québec. In March 2016, businesses and organizations working to commercialize recycled glass-based products were invited to submit their projects. In addition to the planned investment of \$1.2M, selected projects will benefit from technical assistance and commercialization support.

#### **\$1.2M IN SUPPORT MEASURES** FOR THE COMMERCIALIZATION OF ECOMATERIALS

After receiving and analyzing applications from entrepreneurs and investors for 14 products made from recycled glass, we financed ten market studies to support the selected projects.

#### HIGHLIGHTS

#### GLASS: ADDED VALUE IN A RANGE OF PRODUCTS

Most products made from recycled glass capitalize on the material's properties—resistance to bacterial proliferation, innocuousness, stability, durability, insulating properties, flame and water resistance, recyclability and the GHG emissions and raw materials extractions that are offset through its recycling which lead to added value.



These characteristics make the material ideal for a range of applications, as described in the datasheets produced by ÉEQ:



#### 2017 OUTLOOK

#### CLOSING THE LOOP OF THE CIRCULAR ECONOMY

By returning the glass recycled through curbside collection to the market in various new forms, conditioners and recyclers are closing the loop of the circular economy.

While there are more and more applications for glass that are helping to position Québec as a North American leader in glass recycling, it is important to remember that, just a few years ago, glass was considered a problematic material of little use. The success of the transformation that is currently underway may also be replicated for other materials. This requires a holistic view, the collaboration of stakeholders and a facilitating legal framework.

#### WE WERE THERE

**March:** Presentation of the component of the *Innovative Glass Works* plan to commercialize outlets for recycled glass at the Salon des technologies environnementales de Québec.



GLASS IS NOT THE ONLY MATERIAL THAT IS RECYCLED. SO ARE PAPER AND CARDBOARD, METAL AND PLASTIC



# TOGETHER TOTRANSFORM INNOVATION INTO ACHIEVEMENTS A VIRTUOUS CIRCLE TO WHICH ÉCO ENTREPRISES QUÉBEC AND ITS MANY PARTNERS ACTIVELY

#### GOVERNANCE MODEL

#### EXECUTIVE TEAM

# A STRATEGIC VISION LEADING TO TANGIBLE RESULTS

In 2016, ÉEQ pursued the implementation of its 2013-2016 strategic plan with the application of the 2016-2017 strategic plan that was adopted by the board of directors in December 2015 for an 18-month period. ÉEQ's actions all aim to achieve the organization's vision. The results presented here demonstrate that the organization's strategic vision is indeed materializing. Over the next year, ÉEQ will develop a new strategic plan driven by continuity and consolidation.

#### ÉEQ'S STRATEGIC VISION EN 2018...

« ÉEQ LED QUÉBEC'S RECYCLING INDUSTRY TO BECOME THE NORTH AMERICAN LEADER FROM THE ECONOMIC, ENVIRONMENTAL AND SOCIAL PERSPECTIVES. »



MARYSE VERMETTE President and Chief Executive Officer



MARIE JULIE BÉGIN Vice-President, Compensation Plan



VIRGINIE BUSSIÈRES Director, Communications and public affairs



MATHIEU GUILLEMETTE Director, Services to municipalities



HUGO LAPOINTE Director, Administrative Services and Finance

#### BOARD **OF DIRECTORS**

#### **ADMINISTRATORS MEMBERS**



DENIS **BRISEBOIS**<sup>1-3</sup> Chair of the Board and Chair of the Human **Resources** Committee

- Appointed to the Board on June 12, 2009
- Designated representative of Metro inc.



**SUZANNE BLANCHET**<sup>2</sup> Vice-Chair of the Board and Chair of the Audit and Finance Committee

- Appointed to the Board on April 7, 2006 • Designated representative of Cascades inc.

JOHANNE LECLERC<sup>1-3</sup> Secretary-Treasurer of the Board

• Appointed to the Board on April 24, 2014 Designated representative of Fonds de placement immobilier Cominar



DIANE **BOUCHARD**<sup>2</sup> Member of the Board

- Appointed to the board on March 11, 2016
- Designated representative of
- Groupe St-Hubert inc.



ÉRIC **BRUNELLE<sup>1</sup>** Member of the Board

- Appointed to the Board on April 25, 2013
- Designated representative of Agropur coopérative



- Appointed to the board on April 21, 2016
- Designated representative of Best Buy Canada Ltd



- Appointed to the Board on January 22, 2010
- Designated representative of A. Lassonde Inc.



- Appointed to the board on June 10, 2016
- Designated representative of **TELUS** Québec



DANIEL SIMARD<sup>3</sup> Member of the Board

- Appointed to the board on April 21, 2016
- Designated representative of Uniprix



#### **JEAN-FRANÇOIS** THÉRIAULT<sup>2</sup> Member of the Board

• Appointed to the Board on September 9, 2010

 Designated representative of Société des alcoools du Québec

#### **ADMINISTRATORS NON-MEMBERS**



#### MICHEL **CAMIRAND<sup>2</sup>** Member of the Board

• Appointed to the Board on April 24, 2015





• Appointed to the Board on April 24, 2015



GINETTE **PELLERIN<sup>3</sup>** Member of the Board

 Appointed to the Board on April 24, 2015



PIERRE **RENAUD**<sup>1</sup> Member of the Board

• Appointed to the Board on April 24, 2015

- 1 Member of the governance and ethics committee
- 2 Member of the audit and finance committee
- 3 Member of the human resources committee

SERGE PROULX

#### ANNUAL DISCLOSURE ON GOVERNANCE

#### COMPOSITION OF THE BOARD OF DIRECTORS

In keeping with ÉEQ's by-laws, the board of directors is made up of 10 representatives from contributing organizations and 4 representatives appointed based on their qualifications and experience with regard to the value chain of the curbside recycling of containers, packaging and printed matter in Québec.

Half of the positions on the board of directors (5 members, 2 non-members) are up for election each year. This alternation model ensures greater stability for the board of directors and proper follow-throughs. The administrators are elected for a two-year period. Their mandates may be renewed.

At the annual general assembly (AGA) on April 21, 2016, the following administrators were re-elected by acclamation:

#### Administrators (members)

Éric Brunelle, Agropur coopérative Thierry Lopez, Best Buy Canada Ltée Sylvain Mayrand, A. Lassonde inc. Daniel Simard, Uniprix Jean-François Thériault, Société des alcools du Québec

#### Administrators (non-members)

Michel Camirand Me Pierre Renaud

On December 31, 2016, the board was made up of 14 administrators. In the 2016 financial year, the board of directors held eight meetings, as did the board's committees.

#### TABLE OF BOARD ATTENDANCE

Participants	Board Meetings
Blanchet, Suzanne	7/8
Bouchard, Diane <sup>1</sup>	5/6
Brisebois, Denis	8/8
Brunelle, Éric	7/8
Camirand, Michel	8/8
Izzi, Johnny	8/8
Leclerc, Johanne	7/8
Lopez, Thierry <sup>2</sup>	4/5
Mayrand, Sylvain	8/8
Pellerin, Ginette	8/8
Proulx, Serge <sup>3</sup>	2/3
Renaud, Pierre	7/8
Simard, Daniel⁴	1/5
Thériault, Jean-François	6/8

1 Ms. Diane Bouchard was appointed to the board on March 11, 2016.

2 Mr. Thierry Lopez was appointed to the board on April 21, 2016.

- 3 Mr. Serge Proulx was appointed to the board on June 10, 2016.
- 4 Mr. Daniel Simard was appointed to the board on April 21, 2016. His absences are justified as of September 2016.

#### COMPENSATION

Although the by-laws allow it, the board of directors has chosen not to compensate the members who represent contributing organizations. However, honoraria are paid out to non-member administrators. In addition, in 2016, the board adopted a resolution authorizing honoraria to non-member administrators who take part in the organization's strategic planning events.

#### **GOVERNANCE AND ETHICS COMMITTEE**

Under the by-laws in effect during the AGA on April 21, 2016, the governance committee acted as the nomination committee. However, on June 10, 2016, following the update of the organization's governance tools undertaken in spring 2016, the board of directors adopted by-law no.17 on the dissolution of the nomination committee and the formal attribution of the mandate to carry out the list of nominees to the governance and ethics committee.

The governance committee assembled until April 21, 2016, held two meetings to compile the list of nominees for the 2016 election. The committee assembled after April 21, 2016, held a meeting to review the governance tools and specifically the code of ethics for administrators and the by-law on the duties, obligations and responsibilities of the governance and ethics committee.

#### COMPOSITION OF THE COMMITTEE FOLLOWING THE AGA ON APRIL 21, 2016

Pierre Renaud, committee chairman Denis Brisebois, chairman of the board of directors Éric Brunelle Johnny Izzi Johanne Leclerc

#### ATTENDANCE OF THE MEMBERS OF THE GOVERNANCE AND ETHICS COMMITTEE

3/3
2/3
2/2
3/3
2/3

5 Mr. Éric Brunelle was appointed to the governance and ethics committee on January 22, 2016.

#### **GOVERNANCE DOCUMENTS FOR REFERENCE**

- Code of ethics for administrators and employees (under review)
- By-law on the duties, obligations and responsibilities of the governance and ethics committee (adopted in June 2016)

#### HUMAN RESOURCES COMMITTEE

The human resources committee held one meeting during the year. It worked to analyze ÉEQ's organizational structure and assess the performance of the president and CEO. It also reviewed the forecast wages in order to make recommendations.

#### COMPOSITION OF THE COMMITTEE FOLLOWING THE AGA ON APRIL 21, 2016

Denis Brisebois, chairman of the board of directors and committee Johanne Leclerc Thierry Lopez Ginette Pellerin Daniel Simard

#### ATTENDANCE OF THE MEMBERS OF THE HUMAN RESOURCES COMMITTEE

Denis Brisebois	1/1
Johanne Leclerc	1/1
Thierry Lopez	1/1
Ginette Pellerin	1/1
Daniel Simard	Absent

#### AUDIT AND FINANCE COMMITTEE

At its four working sessions, the committee assessed the financial statements for the financial year ended on December 31, 2016, and the audit mandate for the 2017 financial year.

To the board of directors, the committee recommended the review of the financial commitments, investment, insurance portfolio and fund management policies. It also conducted a follow-up of ÉEQ's organizational and strategic risks. Finally, it assessed the 2017 budget estimates for recommendation to the board.

#### COMPOSITION OF THE COMMITTEE FOLLOWING THE AGA ON APRIL 21, 2016

Suzanne Blanchet, committee chairwoman Diane Bouchard Michel Camirand Sylvain Mayrand Jean-François Thériault

# ATTENDANCE OF THE MEMBERS OF THE AUDIT AND FINANCE COMMITTEE

4/4
2/3
4/4
4/4
3/4

6 Ms. Diane Bouchard was appointed to the audit and finance committee on April 21, 2016.

#### COMMUNICATION WITH STAKEHOLDERS

#### **COMPENSATION PLAN**

The board of directors authorized a consultation with contributing companies on the 2017 Schedule of Contributions, which was held on October 25 and 27, 2016. The reporting optimization team pursued its activities and conducted a survey on preliminary reporting, webinars on best practices in reporting and the release of an expanded materials guide including new sections on ecodesign and outlets for recyclable materials.

The vice-presidency of the compensation plan also continued to oversee the management of the activities of the association committee, which is made up of representatives from contributing company associations. Information and discussion meetings were held in Toronto and Montréal.

#### CURBSIDE RECYCLING OPTIMIZATION

With regard to the optimization of the value chain of curbside recycling, throughout the year, the committee encouraged a series of consultation and communication activities with stakeholders in Québec's curbside recycling system:

- Launch of the *Innovative Glass Works* plan with nearly 150 participants in January 2016;
- Pursuit of the workshops led by the *Best Practices initiative* in 14 regions across Québec with over 350 participants from the municipal sector;

- Public affairs activities of regroupement bacs+ to enhance curbside recycling and coordination of a working group on the upgrade of the deposit and curbside recycling systems made up of representatives from the sectoral associations of the companies that generate beverage containers;
- Deployment of a television and social media advertising campaign with the participation of ÉEQ spokesperson Éric Salvail that led to exceptional results in terms of recognition for the organization and its members;
- Participation in conferences and events organized by stakeholders in Québec's curbside recycling system and international actors.

#### **GOVERNMENT RELATIONS**

Throughout the year, ÉEQ pursued the implementation of its government relations plan on the compensation plan and the optimization of curbside recycling. ÉEQ's representations to government authorities on behalf of the organizations that it represents were carried out in accordance with the *Lobbying Transparency and Ethics Act*. SUMMARY FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED DECEMBER 31, 2016

#### INDEPENDENT AUDITOR'S REPORT

#### To the members of Éco Entreprises Québec

The summary financial statements herein, which include the summary balance to December 31, 2016, and the summary income statements to this date, as well as the explanatory notes are taken from the audited financial statements of Éco Entreprises Québec for the financial year ended on December 31, 2016. We have expressed an unmodified opinion on these financial statements in our report dated March 17, 2017. These financial statements and summary statements do not reflect the impacts of events occurring after the submission date of our auditor's report on these financial statements.

The summary financial statements do not contain all the information required under the Canadian Accounting Standards for non-profit organizations. The review of these summary financial statements therefore does not substitute a review of the audited financial statements of Éco Entreprises Québec.

#### Management's responsibility for the summary financial statements

Management is responsible for the preparation and summary of the audited financial statements based on the criteria described in the note of the summary financial statements.

#### Auditor's responsibility

Our responsibility is to express an opinion on the summary financial statements based on the procedures we have implemented according to Canadian Auditing Standard 810, *Engagements to Report on Summary Financial Statements*.

#### Opinion

In our opinion, the summary financial statements based on the audited financial statements of Éco Entreprises Québec for the financial year ended on December 31, 2016, fairly summarize the financial statements based on the criteria described in the note of the summary financial statements.

## BOO Canada S.r.1./S.E.N.C.R.L./LLP.

Montréal (Québec) March 17th, 2017

1 CPA auditor, CA, public accountancy permit no. A113666.

#### SUMMARY FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED ON DECEMBER 31, 2016

SUMMARY BALANCE SHEET (IN THOUSANDS OF DOLLARS)	2016	2015
ASSETS		
Total current assets	\$206,177	\$175,149
Total long-term assets	360	358
Total assets	\$206,537	\$175,507
LIABILITIES AND NET ASSETS		
Total current liabilities	\$173,169	\$140,073
Total long-term liabilities	81	2,168
Total liabilities	173,250	142,251
Total net assets	33,287	33,256
Total liabilities and net assets	\$206,537	\$175,507

SUMMARY INCOME STATEMENT (IN THOUSANDS OF DOLLARS)	2016	2015
Revenue	\$153,082	\$142,104
Expenses Expenses related to the Schedule of Contributions Expenses related to the development of the Schedule of Contributions and the optimization of the	141,584	139,418
curbside recycling system Administration fees Programs – Away-from-Home Recovery	3,022 6,129 4,074	3,933 5,670 1,660
	154,809	150,681
Operating losses	(1,727)	(8,577)
Other revenue	1,758	2,747
Excess of revenue (deficiency) over expenses for the financial year	\$31	\$(5 830)

#### 1. ACCOUNTING BASIS AND SUMMARY

The summary financial statements were prepared by management to be inserted in the organization's annual report and are based on the audited financial statements for the financial year ended on December 31, 2016.

#### **MEMBERS\* OF ÉCO ENTREPRISES QUÉBEC ON** MARCH 17, 2017, AND THOSE THAT COMPLIED WITH **THEIR OBLIGATIONS\*\* UNDER THE 2015 SCHEDULE OF CONTRIBUTIONS**

105766 Canada inc., Mega Watt Hydro 109652 Canada Ltd,Ltee/ Ruby International CIE 123696 Canada Inc. 124738 Canada Inc. 145047 Canada Ltée 149667 Canada inc., pour le compte de Centre Hi-Fi 156560 Canada Inc. 167395 Canada Inc. 2318-4211 Québec inc. 2326-8303 QUÉBEC INC 2421-0072 QUÉBEC INC 2437-4217 Que inc 2546-2375 Québec inc 2639-1862 Québec inc. 2731-4822 Québec inc. 2748-8683 Québec inc. 2970-7528 QUÉBEC INC. 3091-2703 Québec Inc. (ZIP) 3095-6395 Québec inc. 3096-7087 québec inc. 3106471 Canada Inc. 3165086 Canada Inc. 3289419 Canada Inc. 3309916 Canada inc. 3323471 Canada inc. (Maison Condelle) 9252-9064 Quebec Inc 3777472 Canada Inc., SamaN Wood Stain 3834310 Canada Inc. 3855155 Canada Inc. (Supermarché P. A.) 3M Canada 4217748 Canada inc. 4223373 Canada inc. 6254250 canada inc 6317383 Canada Inc. 7147538 Canada Inc. 7165412 canada inc (Nordvie inc) 7348550 Canada inc. (Supermarché P. A.) 7818696 Can inc 9002-2120 Québec Inc. 9014-8222 Québec Inc. (FPMQ07) 9015-4931 Québec inc. 9020-2292 Québec inc. 9023-1952 Québec inc.

9030-5418 Québec inc. 9041-5522 Québec Inc 9045-7631 Québec Inc 9046-4017 Québec inc 9050-3665 Québec Inc (Guertin & Alix) 9054-8553 Qc. Inc (Altitude-sports.com) 9055-7588 Québec inc. 9071-3975 Quebec inc 9071-7851 Quebec Inc. 9090-4962 Québec inc. 9090-7627 Quebec Inc. 9095-6236 Québec inc. (Franchises Amir) 9117-4227 Quebec Inc. 9126-7153 Québec inc. 9138-1616 Québec inc 9142-1180 Québec inc. 9168-7368 Québec inc 9188-3843 Québec Inc. 9207-5308 Québec inc. (William Spartivento) 9217-5041 Québec Inc. 9217-5231 Québec Inc 9226-4985 Québec Inc. 9283-5958 Quebec Inc 9286-5591 Quebec Inc. 9292-2913 Québec Inc. A & V 2000 inc. A & W food services of Canada inc. A Belisle et fils SENC A. Lassonde inc. A. Setlakwe Itée A.E. McKenzie Co ULC A1 Imports Inc. Abbaye Saint-Benoit Abbott Laboratories, Limited Accent-Fairchild Factory Group Acces Floral inc. Accessoires d'autos Nordiques inc. Accessoires pour vélos O.G.D. Itée Acema Importations inc. Acer America Corporation ACH Food Companies Inc. Acier Victoria Itée

Actelion Pharmaceutiques Canada Inc. Acti-sol inc. Adecco Services de **Ressources Humaines** Adfast Montréal inc. Adidas Canada limited AEF Global inc. Agence de santé et de services sociaux de l'Abitibi-Témiscamingue Agence Métropolitaine de Transport Agences Masson Ltée Agrilait, Coopérative Agricole Agropur coopérative Air Canada Vacations Airway Surgical Appliances Ltd. Albert Perron inc. Alcon Canada Inc. ALES GROUPE CANADA Aliments Altra Distributeurs Inc. Aliments Fondue paysanne inc. (les) Aliments Koyo Québec Inc. Aliments Krinos Foods Itée Aliments Krispy Kernels inc. Aliments la Bourgeoise inc. Aliments Leika inc. (les) Aliments Merci (les) Aliments Minçavi inc. Aliments Nutrisoya inc. Aliments Ouimet-Cordon Bleu inc. Aliments Pasta Romana inc. Aliments Patiboul inc. Aliments Putters Inc. Aliments Trans Gras inc. (les) Aliments Trigone inc. ALIMENTS TRIUMPH inc. Aliments Ultima inc. A-LINE ATLANTIC INC Allergan Inc. Alliance Mercantile Inc. Allstate Insurance Company of Canada **ALPHA** Assurances Altex decoration Ltd. Alu-Rex inc. Amaro inc. Amenagement Nortree Amerella of Canada Ltd. American Standard Canada

\* Companies and organizations that have paid all required contributions under the 2015 Schedule of Contributions are considered members.

Nearly 255 additional companies met their obligations under the 2015 Schedule of Contributions but asked that their name not be published.

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## ADMINISTRATION

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