

Recycling Council of British Columbia

**Annual Report
2019-2020**



MISSION STATEMENT

RCBC FACILITATES THE EXCHANGE OF IDEAS AND KNOWLEDGE THAT
ENABLE EFFICIENT SOLUTIONS TO ELIMINATE WASTE.

OUR VISION: A WORLD WITHOUT WASTE

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MESSAGE FROM THE CEO



BROCK MACDONALD, CEO

The Recycling Council of British Columbia has evolved over its 46 years since established as Canada's first waste-reduction organization in 1974. It may have changed terminology, adapted new technologies, the size and scope of its community, but its *raison d'être*, its universal imperative, was and still is, to eliminate waste, and preserve our planet's resources for a more sustainable future. Those objectives continue to be the Council's primary strategic goals.

Since 2014, RCBC has adopted the circular economy as the most effective mechanism towards that stated end. Now officially the overarching framework of its strategic planning and operations, the organization has developed a number of tactical approaches to create synergistic relationships with other organizations working towards similar goals within their own areas of expertise and

and responsibilities. This approach recognizes RCBC's strengths and capabilities, adds them to the efforts of organizations with complimentary resources and knowledge, and creates collaborative alliances, coalitions, and partnerships that are ultimately more effective than unilateral actions taken individually.

One of the more obviously beneficial partnerships in this regard is with local and regional governments. As the recognized central hub of public recycling and waste information in BC for almost three decades, RCBC has an established presence and audience who regularly access the Recycling Hotline, online Recyclepedia, and Recyclepedia phone app. More than 250,000 questions are answered each year by the trio of information platforms. While the automated systems of the Recyclepedia have a range of similar peer platforms offered elsewhere, the ability of RCBC's Environmental Advisors to interact directly with BC residents offers a valuable and effective public education opportunity that is unmatched elsewhere in Canada.

During 2019-2020, RCBC allied with the Fraser Valley Regional District (FVRD) to provide front-line information and public education on a primary waste reduction program. The project was the FVRD's Waste Wise Campaign, designed to keep food waste and recyclables out of the landfill. This initiative provided an opportunity to not only educate about green and blue bin diversion, but also about BC's regulated extended producer responsibility programs and the extensive list of products covered, benefiting the efforts of the Stewardship Agencies of BC as well.

A similar collaboration also rolled out for different materials with Metro Vancouver for its Think Thrice program, a textile initiative focused on the reuse, repair, and recycling of clothing. RCBC not only provided information through the Hotline, but added all of the collection and activity sites associated with the options available to the public in its unique database that powers both the Recyclepedia systems.

The most impactful partnership throughout this whole past year was another project with Metro Vancouver to improve and enhance the online Recyclepedia. Not only does this initiative improve public education and information within the region's 22 communities, but potentially the entire province overall. The project saw improvements to the user interface through features such as type-in alternatives to drop-down menus and new mapping features. It also improved the backend of the application, giving local governments and businesses across BC the ability to host or "skin" the Recyclepedia on any website with the addition of two lines of code. The enhancements even allow a host to maintain its own branding, and therefore remain consistent with the rest of its informational programming.

Working towards its goals to continuously improve waste elimination in BC, RCBC was pleased to be invited to join the Honourable George Heyman, BC Minister of Environment and Climate Change Strategy, for an announcement on reducing plastic waste. British Columbians were invited to provide their input on proposed new actions to reduce the plastic waste polluting the province's waterways, environment and landfills. RCBC joined a broad coalition of groups and individuals who have formed an alliance known as the Share, Reuse, and

Repair Initiative. Members include everything from local repair café operators to the Vancouver Economic Commission. RCBC's role is to promote and provide information about the events and options for people to apply these more sustainable waste elimination strategies and move their personal diversion up the waste pollution hierarchy from disposal or recycling. Council staff can even produce a customizable technology widget by which the public can search for opportunities in their communities to share or repair. This approach can cross pollinate with initiatives such as the previously mentioned Think Thrice project as a level of regional coordination.

The Council benefited from a number of these partnerships in which other organizations provided levels of expertise currently outside RCBC's current capacity. One such instance was a marketing campaign designed specifically for the Recyclepedia phone app by the RED Academy app development team. The specialized digital arts school had a focus on instilling marketing skills within its programming. In a practical learning project, students developed a digital campaign called, There's a Place for That, to increase and promote the use and awareness of the RCBC app through low and no-cost social media strategies. The project will pay dividends over the course of the next year as the strategies applied develop momentum online.

Waste Reduction Week in Canada is a national initiative that is one of RCBC's longstanding co-operative engagement campaigns. This year the program focused on two things. One, to elicit proclamations from local governments for the week itself, and, two to have iconic structures and other culturally significant public spaces and buildings lit up in RCBC's green and blue colours as a sign of support for reducing waste.

Support came from every corner of the province including these sites and well-known landmarks:

- BC Place
- Canada Place
- Vancouver City Hall
- Community Centre in Campbell River
- Duncan City Hall
- North Vancouver City Hall
- North Vancouver District Hall
- Olympic Cauldron Arms at Jack Poole Plaza
- Pomeroy Sport Centre Fort St. John
- Science World
- The BC Legislature
- UNBC Campus in Prince George

As an initiative towards member engagement and continuous improvement of waste reduction in BC RCBC hosted an EPR Town hall with the support of Metro Vancouver. Held at UBC Robson Square Theatre, more than 100 participants shared their concerns, experiences, and ideas on what the next stages of EPR could look like in BC to move beyond the products currently collected under the Recycling Regulation. The data gathered at the event was compiled and shared with the Ministry of Environment and Climate Change Strategy to help inform their process to advance industry stewardship moving forward.

An area of interest for many that hit our collective radar at RCBC was compostable plastics. Realizing

regulatory approaches varied widely without a firm foundation for grounded consistent facts, Council staff acted to clarify the confusion experienced by many in our community. Working with Metro Vancouver as the sponsor, and the resources of the Science & Policy Integration Network (SPIN), RCBC staff put together a one-day workshop comprised of industry experts and scientist researching in the the area. The result was an informative session that identified issues and directions needed to move forward on a fact-based scientific approach.

Onsite support was provided by SPIN, with presentations included by Tamara Burns from Recycle BC, Dr. Dieter Geesing from the Ministry of Agriculture, as well as experts and researchers such as Dr. Love-Ese Chile, and Mateo Ocejo.

All of these initiatives conducted through 2019 and into 2020 were in addition to our ongoing work to collaborate with BC's waste reduction community, individual stewardship agencies, and the National Zero Waste Council, as well as our sister recycling councils in Alberta, Saskatchewan, and Ontario.

RCBC will continue to lead towards the transition of a circular economy through our collaborative efforts in cooperation with all the partners in our broad and growing coalition.

AUDITORS REPORT

PREPARED BY: Thompkins Wozny LLP

INDEPENDENT AUDITOR'S REPORT

To the Members of
Recycling Council of British Columbia

Opinion

We have audited the financial statements of Recycling Council of BC (the Council), which comprise the statement of financial position as at March 31, 2020, and the statements of changes in net assets, operations and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Council as at March 31, 2020, 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.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Council in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the 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.

In preparing the financial statements, management is responsible for assessing the Council's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Council or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Council's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit 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 Council's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.

INDEPENDENT AUDITOR'S REPORT

- Conclude on the appropriateness of management's use of the going concern basis of accounting and based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Council's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Council to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Report on Other Legal and Regulatory Requirements

As required by the British Columbia Societies Act, we report that, in our opinion, the accounting principles used in these financial statements, Canadian accounting standards for not-for-profit organizations, have been applied on a basis consistent with that of the preceding year.

Tompkins Wozny LLP

Vancouver, Canada
May 14, 2020

Chartered Professional Accountants

STATEMENT OF FINANCIAL POSITION

As at March 31

		2020	2019
		\$	\$
ASSETS			
Current assets			
Cash		167,382	175,769
Short-term deposits [note 3]		250,000	251,125
Accounts receivable [note 4]		243,751	120,543
Prepaid expenses		26,404	27,675
Total current assets		687,537	575,112
Capital assets [note 5]		9,891	36,963
Total assets		697,428	612,075
		1,309	615,956
LIABILITIES AND NET ASSETS			
Current liabilities			
Accounts payable and accruals [note 6]		4,601	151,296
Deferred revenue - memberships		0,879	41,651
- other		5,573	264,280
Total liabilities		1,053	457,227
Net assets			
Invested in capital assets		9,891	36,963
Unrestricted		0,365	121,766
Total net assets		0,256	158,729
		1,309	615,956

Commitments [note 8]

COVID-19 [note 10]

See accompanying notes to the financial statements

On behalf of the Board:

"Craig Foster"

Director

"Lynn Bailey"

Director

STATEMENT OF OPERATIONS

Year ended March 31

	2020	2019
	\$	\$
REVENUES		
British Columbia Ministry of Environment	100,000	75,000
Conferences	92,586	110,153
Donations and interest	9,177	7,855
Gaming		26,000
Memberships	51,545	52,768
Project revenue	2,583	18,680
Service agreements - Industry	286,976	270,128
- Government	65,375	66,875
Sponsorship - Industry	85,200	91,200
- Government	38,330	41,057
	724,339	767,127
EXPENSES		
Advertising and promotion	2,502	1,505
Amortization of capital assets	17,348	25,611
Bank charges and credit card merchant fees	7,530	7,421
Board expenses	7,897	4,609
Computer - supplies, maintenance and support	23,102	29,925
Conference and workshops	75,895	74,178
Equipment leases and rentals	29,534	33,019
Insurance	2,695	2,798
Internet - web services	7,358	10,930
Office, supplies and other	2,646	3,208
Postage and courier	703	489
Professional fees	5,478	5,476
Rent and utilities	74,007	76,430
Salaries and benefits [note 9]	468,536	458,042
Telephone and facsimile	6,098	10,615
Travel	2,283	1,344
	733,612	745,600
Excess of revenues over (under) expenses	(9,273)	21,527

See accompanying notes to the financial statements

OUR PARTNERS AND SUPPORTERS

THE OPERATIONS OF THE RECYCLING COUNCIL OF BRITISH COLUMBIA ARE FUNDED BY A DIVERSE GROUP OF SUPPORTERS INCLUDING GOVERNMENT, INDUSTRY, GRANTING ORGANIZATIONS AND MEMBERS. THANKS TO EACH AND EVERY ONE OF THESE INDIVIDUALS AND ORGANIZATIONS FOR THEIR SUPPORT IN THE 2019/2020 FISCAL YEAR.

PARTNERS

BC Ministry of Environment	Encorp Pacific (Canada)
BC Used Oil Management Association	Health Products Stewardship Association
BFL Canada	Metro Vancouver
Big Truck Rentals	Merlin Plastics
Blue Planet Recycling	Major Appliances Recycling Roundtable
Call2Recycle	New West Gypsum
Canada's National Brewers	Product Care Recycling
Cascades	Province of British Columbia, Community Gaming Grant
Canadian Electrical Stewardship Association	Recycle BC
Canadian Plastics Industry Association	Recycling Council of Alberta
Canadian Wireless Telecommunications Association	Stewardship Agencies of BC
City of Surrey	Tire Stewardship BC
Electronic Products Recycling Association of BC	West Coast Reduction

IN-KIND DONATIONS

Bag to Earth (lunch bags)	Return-It Canada (travel expenses)
Urban Impact Recycling (recycling services)	Business In Vancouver (subscription)

REGIONAL DISTRICT SUPPORTERS

RCBC Hotline/Recyclepedia		
Cariboo	Fraser Valley	Peace River
Central Kootenay	Metro Vancouver	Squamish Lillooet
Central Okanagan	Kootenay-Boundary	Sunshine Coast
Cowichan Valley	North Okanagan	Thompson Nicola
Fraser-Fort George	Okanagan-Similkameen	

ORGANIZATIONAL INFORMATION

THANK YOU TO THE 2019-2020 RCBC BOARD OF DIRECTORS AND STAFF

2019/2020 BOARD OF DIRECTORS

EXECUTIVE OFFICERS

CHAIR	LYNN BAILEY	INDIVIDUAL
PAST CHAIR	BERT MONESMITH	MONESMITH & ASSOCIATES
VICE CHAIR	KEN INGRAM	WEST COAST REDUCTION
TREASURER	CRAIG FOSTER	CRAIG FOSTER & ASSOCIATES
SECRETARY	MAIRI WELMAN	INDIVIDUAL

DIRECTORS AT LARGE

LAURA MIDAN	ARCHWAY COMMUNITY SERVICES
CAMERON BAUGHEN	REGIONAL DISTRICT OF OKANAGAN-SIMILKAMEEN
JAMIE BENTON	FRASER VALLEY REGIONAL DISTRICT
SARAH WILLIE	COMOX VALLEY REGIONAL DISTRICT
KAREN MASSICOTTE	PACIFIC NATIONAL EXHIBITION
KAREN MASON-BENNETT	NEAT
TAMARA SHULMAN	CONSULTANT
ED WALSH	EMTERRA

POLICY COMMITTEE

CHAIR – TAMARA SHULMAN & SARAH WILLIE

Jamie Benton, Cameron Baughen, Mairi Welman, Karen Mason-Bennett.

FUNDING COMMITTEE

CHAIR - KAREN MASSICOTTE

Bert Monesmith, Ken Ingram, Ed Walsh, Craig Foster.

COMMUNICATIONS COMMITTEE

CHAIR - MAIRI WELMAN

Laura Midan, Karen Mason-Bennett.

NOMINATIONS COMMITTEE

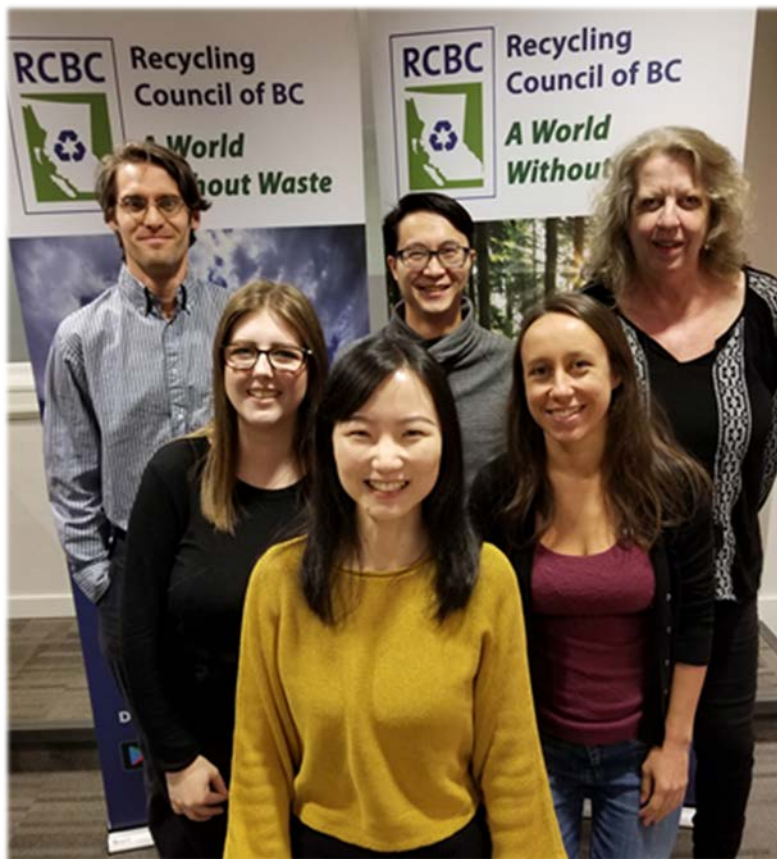
CHAIR - LYNN BAILEY

Karen Mason-Bennett.

RCBC STAFF

AS OF May 31, 2020

BROCK MACDONALD	CEO
ANNA ROCHELLE	DIRECTOR OF FINANCE
HARVINDER AUJALA	DIRECTOR OF POLICY & COMMUNICATIONS
JESSIE CHRISTOPHERSEN	INFORMATION & MEMBER SERVICES COORDINATOR
JULEAH GABRIEL	SENIOR ENVIRONMENTAL ADVISOR
ISAAC YUEN	ENVIRONMENTAL ADVISOR & SPECIAL PROJECTS COORDINATOR
JENNIFER HELMAN	ENVIRONMENTAL & TECHNICAL SERVICES ADVISOR
JUSTIN LEBLANC	ENVIRONMENTAL ADVISOR
EILEEN XU	ENVIRONMENTAL ADVISOR



THE RCBC HOTLINE STAFF (L -> R)
JUSTIN LEBLANC, JENNIFER HELMAN, EILEEN XU, ISAAC YUEN,
JULEAH GABRIEL, JESSIE CHRISTOPHERSEN.