



| | Question | Answer | Reflected in Revised Program Plan or other Documents |
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| 1. | Regarding the work Recycle BC is doing on streetscape recycling, are you familiar with an approach to behaviour change called ‘community-based social marketing’? And if so, is this the methodology Recycle BC has been for the streetscape recycling pilot projects? | The 2016-2017 streetscape pilot project included behavioural studies. Recycle BC spoke to tourists, residents and ‘binners’ throughout multiple seasonal audits. We solicited feedback on the different streetscape recycling containers. This pilot project was undertaken in partnership with the City of Vancouver and so with their assistance, we were able to conduct a thorough analysis of attitudes and behaviours in relation to the bins, allowing us to understand the effectiveness of the program. | Part 4, Section 4.3.10, Packaging and Paper Product Extended Producer Responsibility Plan (July 2018) |
| 2. | In order to drive improvement, sometimes it takes multiple pilot projects to fully understand attitudes and behaviours. Will you be undertaking more pilot projects for streetscape recycling in order to fully understand the barriers to collecting recyclables? | We have undertaken a series of streetscape recycling pilot projects beginning in 2014. At that time, we ran pilots in three different communities. In the first project we piloted a variety of collection containers in order to determine which collection bins performed best. The next step was to take the “top” containers, in terms of user feedback and quality of material collected and run a 2015 pilot in the same communities in order to identify the best bin design. This has been an iterative process over a number of years which has produced extensive insights on user behaviour around streetscape recycling and Recycle BC is committed to continuing this work. | Part 4, Section 4.3.10, Packaging and Paper Product Extended Producer Responsibility Plan (July 2018) |
| 3. | With respect to the outline in the plan to provide material category recovery rates, is there an opportunity to provide more specific recovery | Under the revised Program Plan, Recycle BC will begin by providing recovery rates for paper, plastic, metal and glass, as well as for rigid and flexible plastics. | Part 5, Section 5.3.2, Packaging and Paper Product Extended |



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| | performance particularly for the different sub-categories of plastics? | Based on the results of this first level of reporting, we will determine if it is appropriate to provide further detailed recovery rate information as the program matures. | Producer Responsibility Plan (July 2018) |
| 4. | I understand that the material mix for packaging is always evolving however, from a public education standpoint, it would be helpful if there was more information available on what materials are most challenging and causing problems in the waste stream. | When Recycle BC reports recovery rates for the four material categories as well as rigid and flexible plastics we will provide examples of the types of packaging that are included in those categories in order to educate the public. | Part 5, Section 5.3.2, Packaging and Paper Product Extended Producer Responsibility Plan (July 2018) |
| 5. | It is good to see that BC is leading the way in recycling in so many ways including your work with retailers. Have you had any discussions around the collection and recycling of clothing since clothing is a significant portion of the waste stream and a lot of it is plastic? | The Recycle BC program is designed to meet the requirements of the BC Recycling Regulation, specifically Schedule 5 which designates packaging and paper product. For textiles to be included under an EPR program they would have to be designated by the Province and added to the Recycling Regulation. This is a public policy decision that would be made by the government and not by Recycle BC. | Part 3, Sections 3.1 and 3.2, Packaging and Paper Product Extended Producer Responsibility Plan (July 2018) |
| 6. | With respect to providing recycling services to First Nations communities, can you please explain how these communities are selected each year? Do they apply to be part of the Recycle BC program and is there set criteria for their eligibility? | We work with First Nations communities directly who have expressed an interest in joining Recycle BC. We are also working with Indigenous Services Canada who make recommendations on communities that they believe have recycling programs in place that would be suitable to join the Recycle BC program. Generally, these communities have some level of infrastructure in place that allows them to collect recyclables on a consistent basis. When a community is identified, we | Part 4, Section 4.3.9, Packaging and Paper Product Extended Producer Responsibility Plan (July 2018) |



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| | request a visit and introduce them to the Recycle BC program. We expect that now that Recycle BC has a First Nations Field Services Specialist on our staff we will be able to expand our relationship with First Nations communities. | |