



Recycling Council of British Columbia

**Annual Report
2012 - 2013**

RECYCLING COUNCIL OF BRITISH COLUMBIA
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Mission Statement

RCBC facilitates the exchange of ideas and knowledge that enable efficient solutions to eliminate waste.

RCBC's Vision

A world without waste.

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Message from the CEO



RCBC CEO

Brock Macdonald

This past year, a major focus for RCBC was the development of a five-year strategic plan to create a renewed roadmap for the organization over the next five years. That process has already been underway as some of the initiatives RCBC has engaged in over the past year are directly related to the plan.

The plan is built around four priority areas identified by the board of directors during an intense two-day strategic planning session. These were:

1. Diversion & recycling strategies for organics and construction, renovations and demolition waste.
2. Alternative & renewable energy technologies, such as generating biofuel from compost.
3. Emerging waste & recycling technologies and practices that increase efficiencies in the 3Rs Hierarchy.
4. Systems thinking strategies that promote waste prevention.

These priorities looked to focus on changes that are emerging in both systems and technologies in waste prevention and management. But more importantly, they also reflected a change in focus at the provincial government from extended producer responsibility to other areas of waste prevention needed for the province to reach the zero-waste objective. These priorities reinforce RCBC's role as a central hub for education and information, and as an agent of change that moves the province closer to a zero

waste model. The plan addressed those strategic priorities and presented a set of overarching goals on which the organization could re-focus over the next five years.

As part of the strategic planning process, the RCBC board reviewed and renewed both the vision and mission statements. The vision became a simple and succinct, "A world without waste". The mission became more clearly defined, stating that, "RCBC facilitates the exchange of ideas and knowledge that enable efficient solutions to eliminate waste."

The renewed strategic plan honoured the roots of RCBC as Canada's longest standing recycling organization. Formed in 1974 as a marketing consortium for community-based recycling, RCBC has evolved into both a multi-sectoral and a multi-role organization that provides community-specific information to the general public about recycling and waste management options and champions economic activities that embody the waste reduction hierarchy.

This strategic direction reflects the B.C. Ministry of Environment's new emphasis on waste prevention. To support that initiative, RCBC worked to connect industry and other related stakeholders and organizations through education and information-sharing opportunities to develop good practices for waste prevention industry wide. RCBC continued to be the mechanism to facilitate the move towards those strategic policy initiatives and goals. The range of strategies and tactics RCBC employed worked towards three goals described as:

Goal 1: Educate and inform

Goal 2: Facilitate

Goal 3: Membership Growth

With those goals in mind, in 2012 RCBC staff began to re-purpose their efforts to identify and develop opportunities in which the exchange of information could be the engine that drives the province towards effective waste prevention solutions. A number of opportunities presented themselves to accomplish this including an agreement between RCBC and the Stewardship Agencies of B.C. (SABC) to provide the majority of stewards with public information services as a group effort. This agreement provides a centralized public information service through the Recycling Hotline, the Recyclepedia, Recyclepedia smart-phone app, as well as through social media and outreach efforts.

Over the last year, these primary public education tools received more than 180,000 contacts. The Hotline is fielded by a team of four trained and knowledgeable information officers who staff RCBC's toll-free, province-wide service. With a comprehensive database at their fingertips, these operators provided information about recycling, waste avoidance and environmentally sound end-of-life management about virtually every material or product.

RCBC kept up the work towards the prevention of waste on a number of other levels.

Materials Exchange (MEX): The MEX is a free-to-use service that finds alternative solutions to disposal by matching surplus household or industrial materials with companies and individuals seeking those material types. Now a web-based service, the MEX, through its multiple sites had 138,015 visits during the 2012 calendar year making 1,502 successful exchanges that diverted more than 42,153 kilograms from disposal.

Policy Development: RCBC assisted in the ongoing facilitation of policy development in British Columbia based on the principles of Zero Waste by providing a multi-sectoral forum that brings together government, businesses, non-profit groups and other stakeholders in a respectful and cooperative environment.

Annual Conference: Much of this inter-sectoral networking and communications is facilitated at RCBC's annual conference. In its 38th such event in 2012, RCBC brought together governments, businesses, academia, non-profit groups, and individuals. By doing so, it provided a forum for the exchange of information that led to a number of initiatives across the product stewardship front and has resulted in increased collaboration on waste prevention policy directions in British Columbia, including the initiation of zero waste business case development by the Ministry of Environment.

Special Events: RCBC coordinated special events that met the criteria of its mission in partnership with other organizations. The most recent example was a Richmond-based one-day business opportunities forum for the newly formed B.C. Recycling Centres Association. The group heard from the majority of B.C. stewards about current and future EPR programs and the opportunities to provide collection services for stewardship agencies.

Contract Services: In order to fund its operations, RCBC provided contract services related to its mission objectives that fit within its strategic objective. RCBC has worked to meet more of its budget needs through contract services as a way to move away from grant dependency and develop fiscal independence and greater control of its financial status.

Partnerships and Collaborations: RCBC worked with industry stewards, all levels of government and other partners by providing public education and information, by collecting data to improve existing programs, and through policy development and initiatives to suggest new programs or assist in the continuous improvement process of existing programs. One of its most productive collaborative relationships has been with the BC Ministry of Environment (MoE). RCBC played an important role in communications and networking for the MoE in its work with stakeholder groups.

Waste Reduction Week in Canada: RCBC is an integral part of Canada's National Waste Reduction Week. As a founding member of the national steering committee, it provided program development and delivery throughout B.C. As well, RCBC assisted in developing the Waste Reduction Handbook used by Waste Reduction Week participants nation wide.

Publications: RCBC offered a range of scheduled and topical publications in printable electronic formats that supported member communications and information, waste reduction program initiatives and policy development. These included the ReCap E-newsletter, Fact Sheets and discussion papers. RCBC also maintained a comprehensive web site that provided information on waste reduction and sustainability issues, education materials, and links to related sites.

For a number of years, RCBC positioned itself as the strategic hub of recycling and waste reduction activity in BC. Over the next five years the organization will move to reinforce that positioning as it works to provide strategic services and functions throughout the province of B.C. in pursuit of its zero waste goals.

While RCBC developed its five-year strategic plan as a map to guide the organization, it will be reviewed on an annual basis, in order to take advantage of emerging opportunities or to adjust tactics and/or strategies for greater affect. Over the next five years we expect many course corrections as we explore new territory on the road to zero waste in B.C.

Auditor's Report

INDEPENDENT AUDITOR'S REPORT

To the Members of
Recycling Council of British Columbia

We have audited the accompanying financial statements of Recycling Council of British Columbia which comprise the statements of financial position as at March 31, 2013, March 31, 2012 and April 1, 2011, and the statements of changes in net assets, operations and cash flows for the years ended March 31, 2013 and March 31, 2012, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

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

Auditor's Responsibility

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

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

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

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of Recycling Council of British Columbia as at March 31, 2013, March 31, 2012 and April 1, 2011, and the results of its operations and its cash flows for the years ended March 31, 2013 and March 31, 2012 in accordance with Canadian accounting standards for not-for-profit organizations.

Vancouver, Canada
May 9, 2013

Chartered Accountants

STATEMENT OF FINANCIAL POSITION

As at March 31

	2013	2012	As at April 1, 2011
	\$	\$	\$
ASSETS			
Current assets			
Cash - operating	127,121	129,013	107,001
- gaming	26	49,523	47,548
Short-term deposits <i>[note 4]</i>	200,000	200,000	175,000
Accounts receivable <i>[note 5]</i>	75,225	81,594	55,899
Prepaid expenses	16,485	18,685	20,844
Total current assets	424,857	478,815	406,292
Prepaid deposits	11,381	9,881	11,881
Capital assets <i>[note 6]</i>	13,851	7,793	14,134
	444,089	496,488	432,307
LIABILITIES AND NET ASSETS			
Current liabilities			
Accounts payable and accruals <i>[note 7]</i>	43,275	40,178	51,867
Deferred gaming revenue	26	49,523	47,548
Deferred revenue - memberships	55,886	58,211	48,904
Deferred contributions	184,412	208,014	167,190
Total current liabilities	283,599	355,926	315,509
Deferred contributions related to capital assets <i>[note 8]</i>	11,499	3,947	8,866
Total liabilities	295,098	359,873	324,375
Net assets			
Invested in capital assets	2,352	3,846	5,268
Internally restricted <i>[note 9]</i>	50,000	50,000	50,000
Unrestricted	96,639	82,769	52,664
Total net assets	148,991	136,615	107,932
	444,089	496,488	432,307

Commitments *[note 11]*

See accompanying notes

On behalf of the Board:

"Mary-Em Waddington"
Director

"Clint Mahimian"
Director

STATEMENT OF OPERATIONS

Year ended March 31

	2013 \$	2012 \$
REVENUES		
Amortization of deferred contributions related to capital assets (note 8)	6,737	4,919
British Columbia Ministry of Environment	75,000	75,000
Conferences	119,450	102,545
Interest and other	9,349	5,378
Gaming	35,242	47,540
Memberships	74,185	68,333
Project revenue	128,960	135,009
Sponsorship - Industry	176,675	153,666
- Government	96,360	94,349
	721,958	686,734
EXPENSES		
Advertising and promotions	2,792	6,673
Amortization of capital assets	9,192	7,164
Bank charges and credit card merchant fees	4,780	5,195
Board expenses	9,157	619
Computer - supplies, maintenance and support	23,017	1,424
Conference and workshops	79,860	74,412
Contracting and consulting	2,840	11,507
Equipment leases and rentals	19,594	55,518
Insurance	2,580	2,580
Internet - web services	17,925	18,699
Office - supplies and other	5,102	4,887
Photocopying	3,345	3,165
Postage and courier	1,104	2,125
Printing and publishing	742	2,490
Professional fees	5,339	4,894
Rent and utilities	85,177	83,368
Salaries and benefits	429,627	404,028
Telephone and facsimile	6,192	6,579
Travel	1,227	2,722
	709,582	658,051
Excess of revenue over expenses	12,376	28,683

See accompanying notes



Our Partners and Sponsors

The operations of the Recycling Council of British Columbia are funded by a diverse group of supporters including government, industry, granting foundations and members. Thanks to each and every one of these individuals and organizations for their support in the 2012/2013 fiscal year.

Partners

- ABC Recycling Ltd.
- Alberta Used Oil Management Association
- Automotive Recyclers
- Bag to Earth
- Belkorp
- Bentall Centre
- BC Ministry of Public Safety and Solicitor General (gaming)
- BC Ministry of Environment
- BC Used Oil Management Association
- Call2Recycle
- Canada's National Brewers
- Canadian Battery Association
- Canadian Brandowners Residual Stewardship Association
- Canadian Plastics Industry Association
- Canadian Electrical Stewardship Association
- Canadian Wireless Telecommunications Association
- City of Surrey
- Clean Farms
- Electronic Products Recycling Association BC
- Encorp Pacific (Canada)
- EBA Engineering Consultants
- Emterra
- GEEP Alberta
- Merlin Plastics
- New West Gypsum
- Outdoor Power Equipment Institute of Canada
- Post Consumer Pharmaceutical Stewardship Ass'n
- Product Care Association
- Recycling Council of Alberta
- Teck Metals Ltd
- Tire Stewardship BC
- Township of Langley
- Wastech Services Ltd

In-Kind Donations

- Bag to Earth (Lunch bags)
- Business In Vancouver (subscription)
- Encorp Pacific (travel expenses)
- Teck Metals (wine stoppers)
- Urban Impact Recycling (recycling services)

Regional District Supporters

RCBC Hotline

- Cariboo
- Central Kootenay
- Central Okanagan
- Cowichan Valley
- Fraser Valley
- Metro Vancouver
- Kootenay-Boundary
- Nanaimo
- North Okanagan
- Okanagan-Similkameen
- Peace River
- Powell River
- Squamish Lillooet
- Sunshine Coast
- Thompson Nicola

RCBC Materials Exchange

- Central Kootenay
- Columbia Shuswap
- Cowichan Valley
- Fraser Valley
- Kitimat-Stikine
- Kootenay Boundary
- Nanaimo
- North Okanagan
- Peace River
- Sunshine Coast
- Thompson-Nicola



Organizational Information

Thank you to the 2012-2013 RCBC Board of Directors and Staff!

2012/2013 Board of Directors

Executive Officers

Chair:

Clint Mahlman London Drugs

Past Chair:

Alan Stanley Regional District of
Kootenay Boundary

Vice Chair:

Alda Nicmans Individual Member

Treasurer:

Mary-Em Waddington Computers for Schools

Secretary:

Terri McClymont REAPS

Directors at Large

Raymond Gaudart Individual Member

David Goosen Teck Metals Ltd.

Bert Monesmith Individual Member

Carey McIver Regional District of Nanaimo

Sandy Sigmund Encorp Pacific (Canada)

Cheryl Shuman Peace River Regional District

Maura Walker Maura Walker and Associates

RCBC Staff

(as of May 15, 2013)

Brock Macdonald	CEO
Anna Rochelle	Director of Finance
Ben Ramos	Member Services Manager
Harvinder Gill	Information Services Manager
Jesse Christophersen	Information Services Assistant
Angela Paley	Policy and Communications Coordinator
Juleah Gabriel	Materials Exchange & Information Officer
Greg West	Education Outreach & Information Officer
Alexie Stephens	Hotline Information Officer



Report prepared by Brock Macdonald

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