

2018 Membership Package



Facilitating the Exchange of Ideas and Knowledge that Enable Efficient Solutions to Eliminate Waste.

INDUSTRY. BUSINESSES. GOVERNMENT. INDIVIDUALS. NON-PROFITS.



Working Together Towards a World Without Waste.



Become a **MEMBER**,
make a **BIG DIFFERENCE!**

Concerned citizens, students, businesses, governments, non-profit-organizations and institutions make up our diverse membership from around the province and beyond – all working together to achieve zero waste in B.C.

RCBC's vision:

“A World without Waste.”

Founded in 1974 as an umbrella organization for numerous community-based recycling operations and non-profit societies, **RCBC is Canada's longest serving recycling council**. We have evolved from our initial incarnation to being one of the most widely respected, multi-sectoral environmental organizations in the country today. RCBC has played, and continues to play a major role in the establishment of the many groundbreaking product stewardship programs and environmental policies in the province, which are emulated around the world.

We invite you to *become a member and discover how you can make a difference*.

Here are some RCBC experiences shared from our members:

"Our membership with the RCBC has been an investment that has paid for itself time-and-time again. RCBC provides us with an excellent resource for sourcing recycling and reuse options for the various materials we haul. The staff are always helpful and a pleasure to deal with. And, if we can't provide the client a solution, we routinely refer individuals and organizations to RCBC's Recycle Hotline for guidance. As a member, I feel the RCBC is always in our corner and has always been there for us when we needed them". **Eamonn Duignan, President & CEO, Green Coast Rubbish Inc.**

"BC Technology for Learning has been a member of RCBC for over 10 years. Renewing our membership is important to keep our company information up to date with the very talented hotline operators so people and businesses can know where to reuse their surplus computer equipment. The monthly bulletins and social media work is always a wealth of information. The best part of RCBC membership is the friends and network you'll make, especially at the annual conference! Hope to see you there!" **Mary-Em Waddington, RCBC Board Member, Non-Profit Sector.**

"I support my Regional District's membership as RCBC provides an amazing service, with telephone hotline and online services supporting our waste reduction goals. I would recommend membership to all Regional Districts in the Province of BC, and I would encourage them to send their elected officials to the annual conference." **Cheryl Shuman, RCBC Board Member Government Sector.**



Become a **MEMBER**, join the **TEAM** that makes a **DIFFERENCE...**


An RCBC membership provides you with:

- **a complementary listing on the RCBC Recycling Hotline Database.** Last year our Recycling Hotline provided over 88,000 referrals. Membership is an effective **low cost resource for directing potential customers your way!**




- **ongoing newsflashes and our monthly newsfeed Recap** to keep you informed of the latest in the waste reduction field.

December 2016 [View this email in your browser](#)



Message from Brock MacDonald, RCBC CEO

Forty-two years ago this month, a group of community activists and organizers came together to establish the Recycling Council of British Columbia. The first of its kind, RCBC is now Canada's longest standing recycling council, with members from four distinct sectors: non-profit, government, business, individuals. Throughout its history, it has created a number of firsts including the BC Recycling Hotline, the online Recyclepedia, and the Recyclepedia phone app.



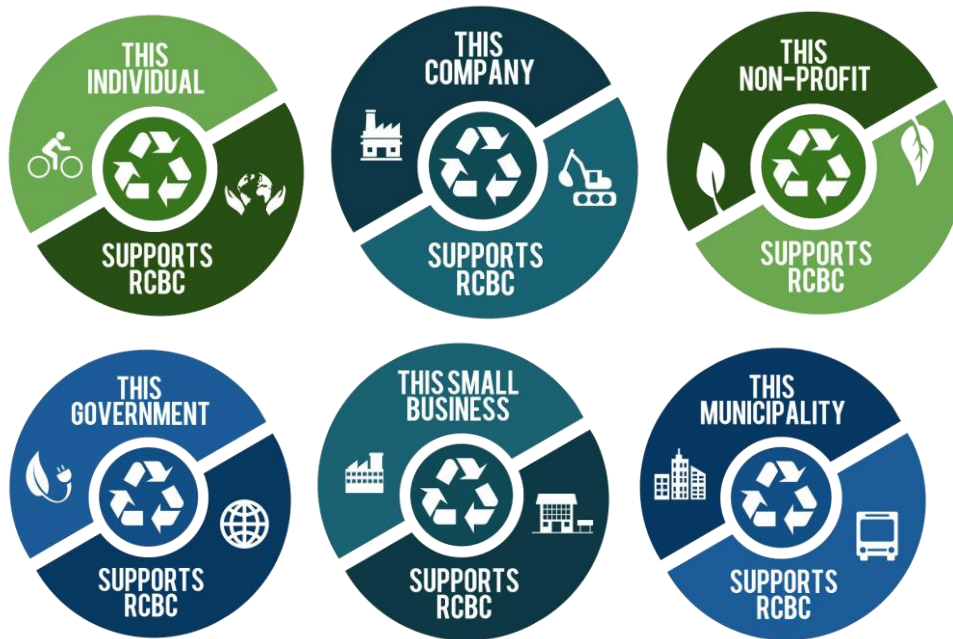
Those devices are wheels created to drive centralized public information in support of every program in every community across the province. Now answering almost 300,000 inquiries a year, RCBC literally supports every effort currently underway by our member sectors to divert materials to appropriate and responsible streams.

So here's the big question: Why do organizations working towards the same goals as RCBC want to reinvent that wheel? At a far greater cost than simply supporting RCBC services, some have set up their own hotlines, online systems, and are even looking at developing new phone apps. Does diluting the message help or hinder the collective efforts to reduce waste?



Become a **MEMBER**, join the **TEAM** that makes a **DIFFERENCE...**

- **access to RCBC Member Logos and Badges** that you can use on your website and other promotional literature.





As a member, you can **make a difference** by learning about industry innovations, discussing new policy directions or by sharing your expertise...

Opportunities to Learn, Share and Experience...



Get reduced rates at RCBC events....

Every spring, RCBC hosts its annual conference in various locations across B.C. For over 40 years, we have been home to **B.C.'s premier event on recycling and waste reduction**. This conference is an excellent opportunity to network with recycling professionals and industry leaders and learn about a diverse range of topics that speak to every member of RCBC. Visit www.rcbc.ca/events/annual-conference for more information.

RCBC hosts other events such as Waste Reduction Week and other ad hoc workshops that focus on waste management strategies for specific industries. Various board and staff also sit on advisory and consultation groups when governments are reviewing legislative changes to recycling programs and regulations.



Members have **more opportunities to get involved** by standing for election to the Board of Directors and or by participating in RCBC's policy development process.

Some additional privileges to an RCBC membership include:

- **access to meeting space** in our board room for small meetings
- **free Job Postings on our website** to help you expand your search for engaged employees in the waste reduction field
- **a listing on our online directory** with a link to your company website
- **even more online exposure**, let us know more how you are reducing waste and we can get the word out in social media features or more detailed member profiles.



Members *make a big difference by supporting* our recycling information services!

RCBC Recycling Hotline and Recyclepedia 604-RECYCLE (Lower Mainland), 1-800-667-4321 (rest of BC), hotline@rcbc.ca

RCBC Recycling Hotline and Recyclepedia online search tools **handled over 250,000 inquiries in 2016** providing recycling and waste reduction referrals across the province.

Established in 1990, the RCBC Recycling Hotline is **a free, province-wide information service on recycling, pollution prevention, waste disposal and regulations**. Our live Hotline Information Officers provide information to B.C. residents from our comprehensive database containing over 120 product and service categories and 4,000 listings of businesses, services, organizations and programs. The RCBC Recycling Hotline is open Monday to Friday from 9 am to 4 pm.

Our highly successful Recyclepedia & Recyclepedia Mobile App, receives over 12,500 searches a month. Outside our regular hotline operation hours, these online tools provide you with instant recycling information on the 40 most asked about items in B.C. Use the easy drop-down menus to find recycling options in your community for things like batteries, tires, computers and a host of other items.

RCBC Website | www.rcbc.ca

Our website offers a range of information about our mission, services, activities and educational resources on waste reduction. All of RCBC's members' websites can be accessed through links on our website. It is also a portal to information on events, publications and press releases and to our popular Recyclepedia online search tools.

Social Media and Educational Features



Our engaging and entertaining Facebook, Twitter, YouTube and other social media pages keep the public up to date with recent waste reduction news and initiatives. Tune in to RCBC TV hosted by our CEO Brock MacDonald and Information Services Manager Harv Aujula to learn about our member community, the waste reduction sector and what others our doing to reduce waste. Informative features such as #MemberMonday, Waste Free Thursday and FAQ Friday give our audience something to look forward several days a week.





*Preserving and Protecting British Columbia's **Environment!***

Celebrate contributions in sustainability....

Each year the Recycling Council of B.C. recognizes the valuable contribution that individuals and organizations make towards the preservation and protection of British Columbia's environment.



Environmental sustainability is everybody's business. Being a member of RCBC means you are aware of, and part of the process to protect our environment.

Thank you for considering membership with RCBC!

Questions?

For membership inquiries, contact Ben Ramos, Member Services Manager, by phone at (604) 683-6009 ext. 314 or email at members@rcbc.ca.



RCBC Members' Code of Conduct (approved April 2011)

"The Recycling Council of British Columbia (RCBC) is a multi-sectoral, non-profit organization promoting the principles of zero waste through information services, the exchange of ideas and research."

Membership in RCBC is available to all individuals, organizations or companies who share in the broad philosophies and goals expressed by the foregoing Mission Statement and the RCBC Constitution.

1. The fundamental relationship between each member and RCBC must be one of trust; essential to trust is a commitment to honesty and integrity. Ethical conduct within this relationship imposes certain obligations.
 - (a) RCBC members must act at all times in full compliance with both the letter and the spirit of all applicable laws.
 - (b) In his/her relationship with RCBC, no member shall commit or condone an unethical or illegal act or instruct another member, supplier or employee, to do so.
2. Members shall not exploit or invoke their membership in RCBC for personal gain or to promote their business.
3. Members are neither endorsed by RCBC nor by provincially affiliated sponsors or other members.
4. RCBC does not permit its name, logo or written materials to be copied, republished, excerpted, hypertext-linked to a website, or otherwise used for any commercial purpose, including advertising, or to suggest any endorsement, affiliation or sponsorship of any third-party product or service, without the prior written permission of RCBC.
5. Without prior written permission, members may only use the RCBC Logo in accordance with the RCBC Logo Use Policy, upon completion of the RCBC Member Logo Use Form.

Logo Use Policy

- a. The RCBC logo may only be used to show that an organization or individual is a member of RCBC. Use of the logo should only be accompanied by the text 'Member of RCBC'. Any other text accompanying the logo is not permitted.
- b. RCBC does not permit its members to use the RCBC logo for endorsement of a member's organization, publications, products, services, or programs.
- c. RCBC does not permit its members to alter the appearance of the RCBC logo.
- d. Member must complete and return the Logo Use Agreement form before logo is released for use.