

RCBC



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Farewell Retirement Message from RCBC CEO Brock Macdonald

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Vancouver, BC -- This will be my last message to members as the CEO of RCBC. You see, my time with the Council has now come to an end. Last July I informed the Board that due to an ongoing health issue, I had decided to retire by the end of the year. Well, that time has come, and October 30th was my last official day.

Retiring early was not my plan or intention. I was aiming for 2024, which would have been RCBC's 50th anniversary, as well as my 20th year with the organization. I always thought that would have been a great way to go out, on a high note and say my goodbyes at the annual conference to all the friends and colleagues I've come to know over the years. If my health wasn't enough, fate even threw a global pandemic in the mix just to ensure a formal gathering of any kind was no longer an option. So much for my 30 min stand-up routine.

But, despite that bump in the road, it's been an honour and privilege to serve and lead this organization and its amazing staff. Their support and dedication inspired me to persevere and overcome the many challenges presented in order to make progress towards our goals of zero waste and a more circular economy. Since assuming leadership in 2006, RCBC has played a significant role in advancing extended producer responsibility policies, expanded its information services through innovations such as the online Recyclepedia and phone app, and created fun and effective campaigns such as the Trailer Trashed Film Festival. Over this last year, I've particularly enjoyed going back to my roots as a journalist to develop and produce the Recyclepedia Podcast series.

However, all good things must come to an end, and so I leave RCBC with a solid foundation to continue its work on your behalf. It has been the most interesting of times. I've met and worked with some of the most intelligent, talented, and motivated individuals one could hope to meet. Among them were public servants, policy makers, industry stewards, entrepreneurs, innovators, activists, advocates, and people who just wanted to make a difference for the right reasons. You all inspired me to do better. If anything, one should strive to leave a place better than they found it. If I was able to do that in any way, then my work here is done. So I bid you farewell. It's been a pleasure to finish my career in your service, and I'm thankful I was fortunate enough to have had the opportunity.

Signing off,
Brock MacDonald
Chief Executive Officer
Recycling Council of British Columbia

