

PRESS RELEASE

For immediate release

La Table pour la récupération hors foyer. Impressive results: 5059 recycling islands and 739 restaurants, bars and hotels recovering recyclable materials!

Longueuil, October 26, 2009 – The first annual report of the *Table pour la récupération hors foyer* (Issue Table for out-of-home recycling) was unveiled today at the Longueuil terminus of the Agence métropolitaine de transport (AMT), in the presence of Line Beauchamp, Minister of Sustainable Development, Environment and Parks,.

Minister Beauchamp began by highlighting the fact that "People are used to recovering recyclable materials at home, and they expect to be able to do the same thing, just like that, when they are away from home too. When the Table's funding program was created, the goal was for it to become a catalyst throughout Québec. The report unveiled today demonstrates that just a year and a half after the program was launched, that objective has been achieved, and the results are impressive."

The report reveals that in the sector of municipal public areas, 114 projects were submitted and \$2.2 million granted to help municipal agencies purchase 5059 bins or recycling islands. In the restaurant, bar and hotel sector, 739 establishments are now recovering all of their recyclable materials. For those not on municipal routes, the Table has certified 19 companies that offer selective collection services for all recyclable materials.

President and CEO of Éco Entreprises Québec, Maryse Vermette pointed out that "the Table designed its funding program based on conclusions drawn from pilot projects. Those projects made it clear that there is enormous recovery potential in public areas. After just 18 months, the Table's funding program has resulted in permanent recovery systems being installed in public areas right across Québec!"

The restaurant, bar and hotel sector also shows great recovery potential. These places have the same types of recyclables as we do at home! "Despite the tough economic times for the restaurant sector and the plummeting prices for recyclables this year, all of the recovery systems that received financial support from the Table in the restaurant, bar and hotel sector have proven to be solid. Collection entrepreneurs just never gave up. And the submission rate for new projects has held steady," declared Alain Bolduc, Assistant to the President of the Société des alcools du Québec.

The Longueuil terminus is one AMT site that has been fully equipped with recycling bins thanks to the Table's funding program. Joël Gauthier, AMT President and CEO, illustrated the importance of the Table's contribution in a major project aimed at all AMT sites. "Thanks to the precious collaboration of the *Table de récupération hors foyer*, we now offer 300 000 of our users the opportunity to recycle as they get around the city. By the end of the year, 85% of the waste receptacles will be replaced by these recycling islands."

The successful design and implementation of such a program depends on a critical ingredient: working together. Particularly involved were the associations of restaurant owners, entrepreneurs and equipment suppliers. Agreements signed with the Québec Federation of Municipalities and the Borough of Ville-Marie and its three eco-districts, among others, ensured that efforts were combined to achieve common objectives.

The first phase of the Table's funding program has had promising results indeed. Let's look forward to **a second phase crowned with success as well!**

A non-profit organization incorporated on June 1, 2007, the *Table pour la récupération hors foyer* numbers thirteen contributing members, including institutions, associations and private companies (see the appended list of members). The organization manages a \$6 000 000 fund as a voluntary commitment by the members toward a three-year funding program for the recovery of recyclable materials generated outside the home. Two sectors of activity are targeted: municipal public areas and Québec's restaurants, bars and hotels. The annual report is available on the Table's web site at www.tablehorsfoyer.ca.

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List of members appended

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Appendix

Members List as of August 31, 2009

Ambassador Members

Société des alcools du Québec
Éco Entreprises Québec
RECYC-QUÉBEC
Aluminum Association of Canada
Association of Canadian Distillers / Spirits Canada
Boissons Gazeuses Environnement
Danone Naya Waters Inc.
Nestlé Waters Canada
Recyclemédiás

Regular Members

BFI Canada Inc.
Provigo, Member of the Loblaws Group
Tetra Pak Canada

Associate Member

Refreshments Canada