

Modernisation of the deposit on 1^{er} November 2023: what do I need to know to guide customers?

Date of last revision: 2 October 2023

November 1st will see the entry into force of the new extended deposit program, managed by producers under an extended producer responsibility (EPR) approach, and the end of the public and private deposit systems as we used to know them. The regulation defines the roles, obligations and responsibilities of beverage producers and retailers.

Here's a factsheet answering the main questions you might be asked by consumers.

1. What containers will be covered by the deposit on 1 November 2023?



The following are targeted:

Returnable soft drinks and beer containers, as well as ALL aluminium beverage containers from 100 ml to 2 L.



Not targeted now:

Wine bottles, plastic water bottles and juice containers (cardboard or plastic). **They will be returnable in March 2025.**

2. What does this mean for consumers?

A. Deposit amounts will change

The deposit for a returnable container is set by regulation. It is:

- 25 cents for glass containers where the volume is > 500 ml and < 2 L. (certain beers, Kombucha) ;
- 10 cents for all other containers.

What happens if the consumer has paid 20 cents and the deposit is now 10 cents?

- Consumers have until **15 November 2023** to claim a refund for the deposit paid before 1^{er} November.
- Consumers will then receive the amount set out in the settlement.

**BIÈRE : DE 20 CENTS
À 10 CENTS**



Modernisation du système de consigne

Veuillez noter que les bouteilles et les canettes consignées ne sont pas reprises ici.



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B. Return locations will change: convenience stores and very small grocery shops are no longer obliged to return returnable containers.

The regulation does not require convenience stores and small grocery stores to take back returnable containers.

- However, these shops have the option of continuing to take them back. Consumers are invited to consult the list of return locations, which will be available on the Consignaction website.

If the store chooses not to accept the return, it **MUST** clearly **display** in or at the entrance to its store the address of the **nearest** returnable container depot. It **could** be your store that is identified.

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3. Do all other stores selling drinks in returnable containers on November 1st have to take back the containers?

YES BUT....

- **If your store already takes returnable containers,**
 - It will continue to do so.
 - A sign will be put up in the entrance to inform customers that this store is a depot for returnable containers.
- **If your store does not currently take back containers,** there are two options:
 - Take back returnable containers and organise a return location that complies with the regulations (few stores have chosen this option). If this is the case, you will see changes in store and the return location sign will be installed.
 - Refer consumers for their returnable containers to a grocery stores or stores that already take back containers. The customer redirection sign will then be posted in the shop entrance.



4. How will consumers be informed of the changes?

[Quebec Beverage Container Recycling Association \(QBCRA\)](#), the organisation that represents producers in the modernisation of the deposit system, is planning a new communications campaign in phases:

- Newspaper articles have already been published on 28 September in anticipation of the new rules coming into force.
- Influencers and social networks began broadcasting capsules and messages under the "Consignaction" brand on 2 October.
- An advertising campaign will be launched on 15 October to inform the public of the forthcoming changes.
- Signs at shop entrances should be installed by 1^{er} November.
- Signs will be put up in the following weeks in the aisles selling beer, liqueur and drinks in aluminium containers.

5. Who can I contact for information or to whom can I recommend customers?



Whether you or your customers have questions about the modernisation of the deposit system, the [Consignaction](#) website is the place to go. It will be updated regularly. The promotional posters have **QR codes** pointing to this site.

The **INFO line: 1-877-CANNETTE (226-3883)** is also available.

With all the changes coming, there will be confusion and dissatisfaction. Keep smiling, answer briefly and direct customers to Consignaction.

