

GORECYCLE



ANNUAL REPORT 2024

Lead by example, one appliance at a time.

June 2, 2025



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General Overview

GoRecycle is a Producer Responsibility Organization (PRO) recognized by RECYC-QUÉBEC for the recycling of household appliances under the Extended Producer Responsibility (EPR) framework. Since its inception, GoRecycle has prioritized refrigerant-containing products due to their high environmental risk from halocarbons.

The organization is responsible for:

- Managing and funding the recycling of the appliances under its mandate;
- Overseeing recycling practices;
- Implementing effective programs in compliance with regulations.



Our Mission

To engage all stakeholders in Quebec in the responsible recovery and recycling of cooling appliances.

How?

- By making recovery services accessible to citizens.
- By raising awareness and educating the public.
- By overseeing recycling and reuse obligations and practices.

Our Ambition

To make a meaningful impact in the fight against climate change and in waste reduction.

Why?

- Because every appliance recovered prevents greenhouse gas emissions and waste from entering the environment.
- Because every informed stakeholder becomes a new ambassador.

Our Values

Optimism

We offer solutions and drive positive change.

Integrity

We act with fairness and rigour in everything we do.

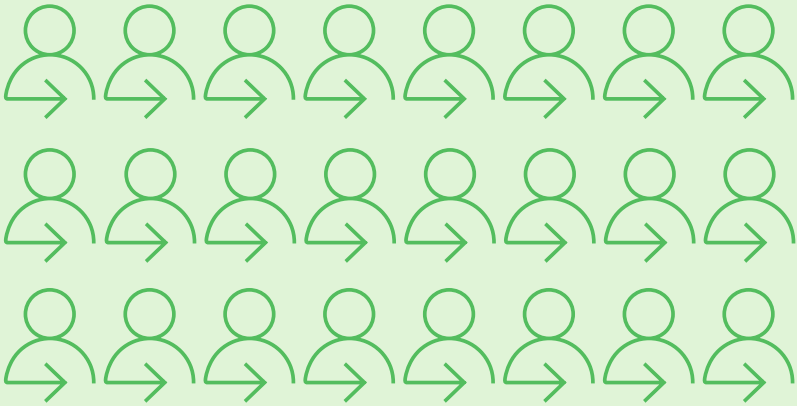
Proactivity

We lead by example.

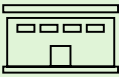
GoRecycle at a Glance

Making a growing impact, year after year.

176
members
as of December 31, 2024



296 retail
locations
offering removal and recycling service with purchase



95 cities
offering home removal service



+ \$230 K
Invested in research
and development
since its inception

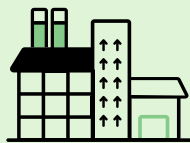


+ \$5 M
Invested in public information,
awareness and education
since its inception

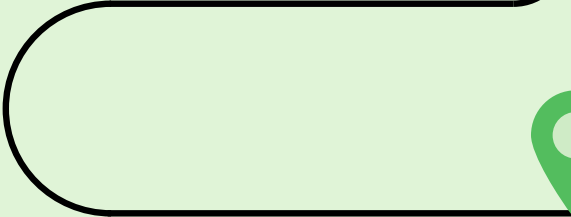


+ 570,000
appliances recovered
since GoRecycle was founded

598
Total collection points



239
Private collection sites
at industrial-commercial-
institutional (ICI)



359
Public drop-off locations

Our recycling partners:



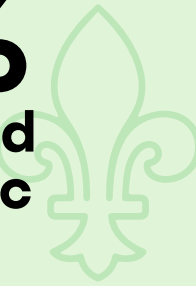
RIVRA Partners



96%
of recovered
materials



91%
processed
in Quebec



2024 Highlights

GoRecycle is proud to release its 2024 Annual Report, marking a third consecutive year of significant progress. The organization continues to fulfill its mission by implementing programs and solutions that are both effective and environmentally sustainable.



201,954

household and cooling appliances recovered

in accordance with the *Regulation respecting the recovery and reclamation of products by enterprises* (hereafter, the Regulation or the RRVPE).



20 storage containers

distributed to Eco-centres

Significant Impact

+ 8,200 tons

of materials reclaimed

+ 96%

of recovered materials

+ 150,000 tons

of GHG emissions avoided

+ 100 people

in social integration employed by our recyclers

Network development and GoRéemploi program extension



Initiatives



39 new collection points

4 new

Indigenous and northern communities

19 special event collection days

held throughout the year

4 days of curbside pickup

during peak moving season

Promotional signage distributed to over

200 retail locations

offering removal and recycling service with purchase


Public and Government Outreach

39 million

media impressions

+ 10% in brand awareness

compared to 2023



+ 50 visits

to municipal, ICI, and reuse partners

Awareness campaign promoting responsible consumption

during Black Friday, including the donation of a refurbished fridge to a nonprofit

Ecofee display transparency implemented

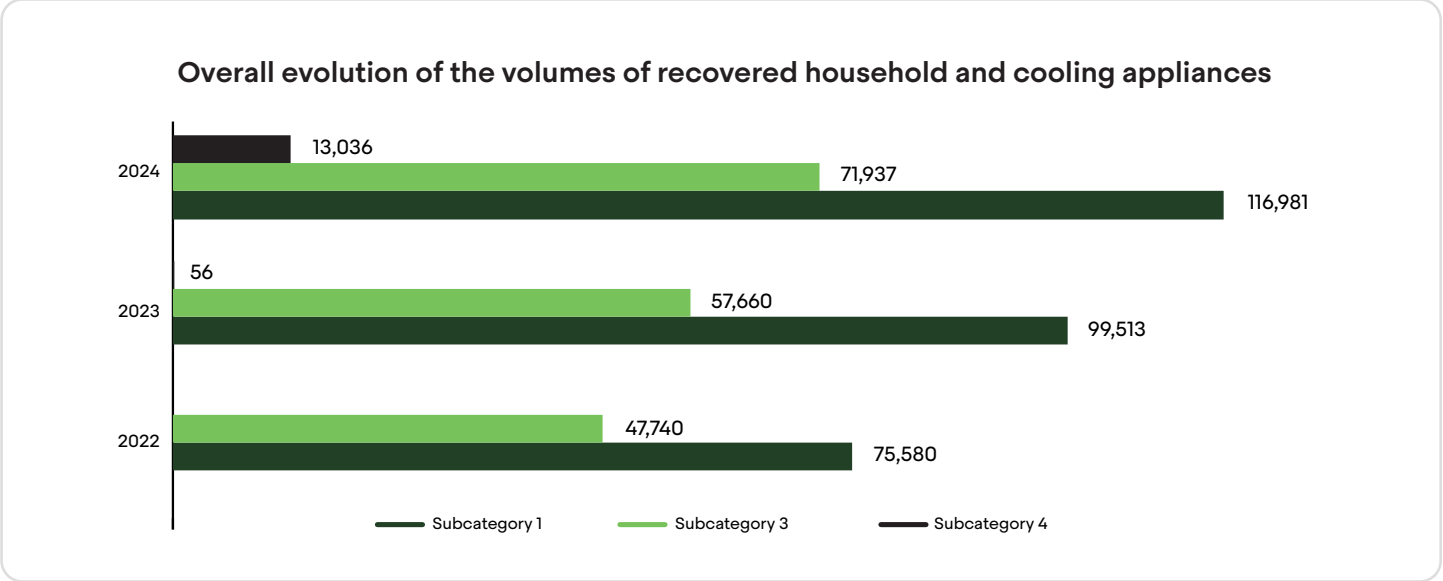
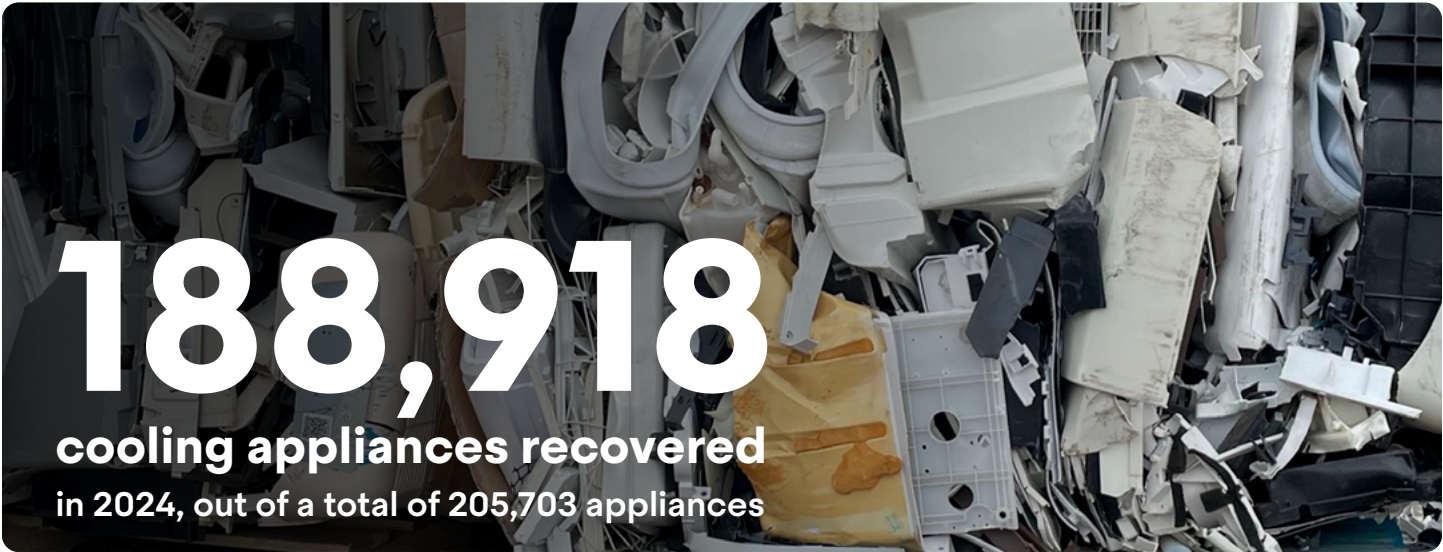
as of September 1, 2024

Ongoing dialogue with government officials,

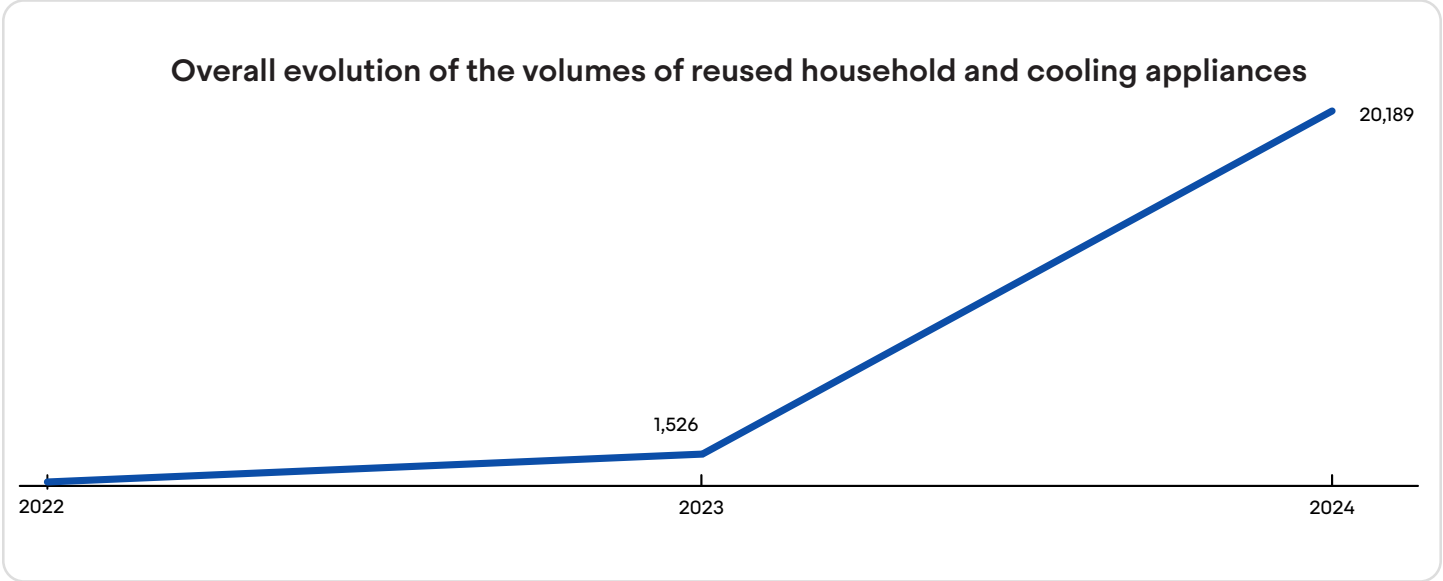
including the presentation of concrete proposals to address on-the-ground challenges



Program Performance



Explanatory note: The total of 201,954 recovered units includes appliances from reuse.



+ 28%
in recovered volumes
compared to 2023

Regulatory target
achieved for subcategory 3
appliances with a 27%
recovery rate

GORÉEMPLOI

20,189 household
and cooling appliances
reused in 2024

100%

of recycling partners certified to
ISO14001 and ISO45001



What is an ISO Standard?

ISO standards are defined by the International Organization for Standardization and apply to both products and services. In Quebec, the Bureau de normalisation du Québec (BNQ), under the Canadian General Standards Board (CGSB), provides standardization and certification services. Two ISO standards are especially relevant to GoRecycle's mission and that of its partners:

ISO 14001 provides an international framework for environmental management systems. It helps recyclers proactively improve their environmental performance by minimizing their impact, ensuring regulatory compliance, and committing to continuous improvement. This certification also strengthens the credibility of our recycling partners with stakeholders and the general public.

ISO 45001 outlines international best practices for occupational health and safety management systems. It helps recyclers identify and proactively manage workplace risks, reducing accidents and occupational illnesses. Holding this certification demonstrates our recyclers' commitment to safe practices and a healthy work environment, while ensuring compliance with legal and societal expectations for health and safety.

All recyclers participating in the GoRecycle program hold both certifications.

Did you know that GoRecycle is now a proud partner of the CFER network?

The Réseau des Centres de formation en entreprise et récupération (CFER) brings together 22 school-based enterprises across Quebec that provide hands-on training in sustainable development-related fields to students facing academic challenges. These include roles in recycling and waste management.

In partnership with GoRecycle, the CFERs give students practical tools for the future while actively involving them in responsible recycling awareness efforts—supporting both their professional development and environmental stewardship.

Learn more here: [GoRecycle partners with the Réseau des CFER to raise environmental awareness](#)



GoRecycle is committed to fulfilling its mission and expanding its impact in the year ahead through targeted initiatives aimed at achieving key business objectives:



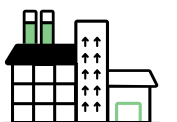
Launch of GoRecycle-operated Doorstep Pickup
in Laval and Montreal

Increased communication efforts with consumers
through partner retailers.

Increased mobilization of collection partners through the GoRecycle Awards

Expansion of the GoRéemploi program

Stepped-up recruitment efforts targeting ICI



Message from the Executive Director

This year marks a pivotal moment in GoRecycle's journey to deepen its mission. The unwavering efforts and commitment of our team to the responsible recovery of cooling appliances are delivering real results: together, players across the ecosystem helped **prevent over 150,000 tons of GHG emissions** by recovering **188,918 cooling appliances**, with recovery rates increasing across several product subcategories. It's a remarkable achievement worth celebrating.

This performance reaffirms GoRecycle's purpose as a Producer Responsibility Organization (PRO) recognized by RECYC-QUÉBEC for handling cooling appliances at their end-of-life cycles. But our mission goes beyond that—it equally serves as a catalyst for community and partner engagement across the province. In 2024 alone, we added **39 new collection sites** and welcomed the collaboration of **four new First Nations and northern communities**. The movement has kicked off and is gaining traction.

In May 2024, we launched GoRéemploi, a nationwide pioneering program that supports the responsible reuse of recovered appliances. Already, more than **30 retail locations across Quebec have joined the initiative**. These early results are promising, signalling a growing shift toward more sustainable appliance reuse practices.

On the ground, GoRecycle took action to expand public awareness, participating in several one-time collection events and maintaining a strong presence across Quebec during peak moments like moving season and Black Friday. From street posters and media campaigns to a robust social media presence, GoRecycle is walking the talk—embedding responsible recycling into the daily habits of Quebecers.



« This ambition would not be possible without the collaboration of our members, retailers, collection centres, and municipal partners—all of whom have chosen to lead by example and join our movement for responsible appliance management. On behalf of the entire GoRecycle team, thank you for your continued commitment. »



And we're not stopping there. GoRecycle continues to work closely with municipalities, institutions, associations and partners, as well as with other Extended Producer Responsibility (EPR) organizations in Quebec, across Canada, and in Europe. These collaborations deepen our understanding of on-the-ground realities and stakeholder concerns, which in turn enrich our dialogue with government and amplify the environmental impact of our work.

Each of these initiatives reflects GoRecycle's commitment to leading by example in the responsible management of cooling appliances. They also serve to raise awareness among government authorities about the importance of evolving regulatory frameworks to deliver real environmental benefits while addressing the needs of both partners and citizens.

Every appliance recovered is a win for the Quebec of tomorrow—a greener, more responsible province where harmful GHG emissions and waste are kept out of the environment. Every citizen and organization have the power to lead by example and become an ambassador for responsible appliance recovery—a tangible and meaningful gesture for our climate future.

Let's act today for a better tomorrow.

Jules Foisy Lapointe


Executive Director,
GoRecycle

GoRecycle Activites



Appliance Categories

Under the principle of Extended Producer Responsibility (EPR), the *Regulation respecting the recovery and reclamation of products by enterprises* (RRVPE) defines four subcategories of appliances eligible for recovery.

Appliance Subcategories	
Subcategory 1 Household refrigeration appliances	Refrigerators, freezers, wine cellars, beverage coolers, wine coolers and water dispensers
Subcategory 2 Commercial and institutional refrigeration and freezing appliances	Appliances managed by the Société de récupération des appareils commerciaux 
Subcategory 3 Plug-in and portable cooling appliances	Air conditioners and dehumidifiers
Subcategory 4 Non-refrigerated household appliances	Stoves, wall ovens, cooktops, dishwashers, washing machines, and dryers.

Products Covered

GoRecycle plays a key role in managing the recycling of household cooling appliances in Quebec.

Based on the recovery potential of each appliance subcategory, GoRecycle has put in place specific programs that facilitate the efficient collection and processing of two of the three subcategories under its mandate

- ✓ Subcategory 1 appliances
- ✓ Subcategory 3 appliances
- ✗ Subcategory 4 appliances



What About Subcategory 4?

Subcategory 4 appliances are non-refrigerated household appliances made up of more than 80% metal, and they do not contain halocarbons or residual hazardous materials. In Quebec, these appliances are typically reused or recycled through the metal recovery industry without presenting environmental concerns that would justify changing their current processing method.

GoRecycle has demonstrated to the government that altering the handling of these appliances could significantly increase transportation needs—leading to higher GHG emissions than the theoretical benefits in waste reduction. Additionally, the reuse and recycling of these appliances generate revenue for municipalities and businesses across the province.

GoRecycle is currently in discussion with the government regarding the inclusion of Subcategory 4 appliances in the regulation, as doing so could place additional costs on citizens without yielding meaningful environmental benefits. The government is continuing its analysis of the issue.

For more information, see the section on GoRecycle’s engagement with the Quebec government on [page 31](#).

A person with long, dark hair is seen from behind, sitting on a grassy bank. They are looking out over a calm body of water towards a distant, hazy shoreline. The sky is bright and hazy, suggesting a sunrise or sunset. The overall mood is peaceful and contemplative.

Membership and Market Data

As of the end of 2024, GoRecycle has a total of 176 members, over 80% of whom are retailers.

GoRecycle Members

A

- A.G. International Inc.
- Accent Meubles Ameublement Raymond - 3103-5249 Québec Inc.
- Accent Meubles Lambert - 9077-1445 Québec Inc.
- Almar Électroménager Ltée
- Am-Cam Électroménagers Inc.
- Amazon.com.ca, Inc.
- Ameublement A. Denis et Fils Ltée
- Ameublement Barbeau & Garceau Inc.
- Ameublement Bouffard Inc.
- Ameublement Branchaud Inc.
- Ameublement Gilles Boisvert - 9360-1797 Québec Inc.
- Ameublement Jeanne Inc.
- Ameublement Machabée Inc.
- Ameublement Normand Lalonde Inc.
- Ameublement Riquier Inc.
- Ameublements Desrochers (1986) Ltée
- Ameublements du Havre Inc.
- Ameublements G.D. Inc.
- Ameublements Laroche Inc.
- Ameublements Trifluviens - 9173-7650 Québec Inc.
- Appareils Ménagers Robert Leduc - 94516 Canada Ltée
- Aquaterra Corporation

B

- Bernard & Ramsay Inc.
- Berthelot Entreprise Électrique Inc.
- Best Buy Canada Ltd.

- BonPrix Électroménagers Inc.
- BSH Home Appliances Ltd.
- Canac
- Canadian Tire Corporation, Limited
- Centre Canadien d'Électroménagers Inc.
- Centre du meuble de la frontière Inc.
- Centre Électronique St-Jovite - 2619-0710 Québec Inc.
- CES Distribution - 9097-1086 Québec Inc.
- Costco Wholesale Canada Ltd.

D

- Danby products Limited
- De Longhi America Inc.
- Descair Inc.
- Distinctive Appliances Inc.
- Distribution EuroCel Canada Inc.
- Domon Ltée
- Dubois Meubles Enr.

E

- E. Parenteau Ltée
- Econoplus - 9426-4041 Québec Inc.
- Électro-Loc - 9284-5502 Québec Inc.
- Électroménagers & Robinetterie Lévis - 9354-8311 Québec Inc.
- Électroménagers Longueuil - 164240 Canada Inc.
- Eurodib

F

- Fisher & Paykel Appliances Canada Inc.

G

- Groupe Cantrex Nationwide Inc.
- G. Doyon Cuisine Inc.
- G.H. Berger Ltée
- Gagnon Meubles - 9138-5559 Québec Inc.
- Gaston Perron & Fils Ltée
- Germain Larivière (1970) Ltée
- Germain Larivière Corpo - 9412-3395 QUÉBEC Inc.
- Groupe BMR Inc.
- Groupe BMTC Inc.

H

- Home Depot of Canada Inc.
- Home Hardware Stores Limited
- Hudson's Bay Company (HBC) - Head Office

I

- IKEA Canada Limited Partnership
- IKEA Supply AG

J

- J. Pître Service Inc.
- Jean Charpentier Inc.
- Jean Croteau (2011) Inc.
- Julien Inc.

K

- KD Électroménagers Inc.

L

- L'Doc de l'Électro - 9161-7209

- Québec Inc.
- La Cité du Feu Inc.
- Léo Tremblay Meubles Inc.
- Leon's Furniture Limited
- Les Ameublements Guy Malo Inc.
- Les Ameublements Serge Prévost Inc.
- Les Appareils Ménagers J.M. Brisson Inc.
- Les Enchères Stanley Inc.
- Les Entreprises Sabine Karsenti Inc.
- Les Immeubles R.S. Roy Inc.
- Les Investissements Fredette Inc.
- Les Meubles Conrad Boudreau Inc.
- Les Meubles De Mont-Laurier Ltée
- Les Meubles De St-Félix Inc.
- Les Meubles Latraverse Inc.
- Les Meubles Marchand 2022 Inc.
- Les Meubles R. Richard Inc.

- Les traitements d'eau Bonne Eau - 9024-8121 Québec Inc.
- LG Electronics Canada, Inc.
- Literies Universelles Paga Inc.
- Loblaw Inc.
- Loc International Inc.

M

- Magasin L.J. Pettigrew Inc.
- Magasin S Côté Inc.
- Maison Confort Inc.
- Maroline Distributing Inc.
- Martin Tremblay Meubles Inc.
- Matériaux Laurentiens Inc.
- Matériaux Pont-Masson Inc.
- MC Commercial Inc.

- Mega Group Inc.
- Meubl'en Vrac - 9464-8771 Québec Inc.
- Meuble Houle et Fils Inc.
- Meublek - 9079-5972 Québec Inc.
- Meubles & Nous Inc.
- Meubles André Beaulieu Inc.
- Meubles Assels Inc.
- Meubles Bernard Tanguay (1996) Inc.
- Meubles Dégelis Ltée
- Meubles Denis Riel Inc.
- Meubles Duboisé Inc.
- Meubles E. Tremblay Inc.
- Meubles en Gros, le Géant - 4507525 Canada Inc.
- Meubles Gélinas (1985) Inc.
- Meubles Gérard Poirier Inc.
- Meubles Gilles Émond Inc.
- Meubles Gilles Tremblay (2001) Inc.
- Meubles Gustave Leblanc Inc.
- Meubles J. Dumont Inc.
- Meubles J.G.R. Inc.
- Meubles JCPerreault Inc.
- Meubles JPG - 9095-9958 Québec Inc.
- Meubles Larry Sinray Ltée
- Meubles Léon Matane - 9029-2970 Québec Inc.
- Meubles Léon St-Georges - 9229-4677 Québec Inc.
- Meubles MaVi - 9097-6689 Québec Inc.
- Meubles Paquin - 9274-3319 Québec Inc.
- Meubles Paré Inc.
- Meubles Pierre Bergeron Jr. Inc.
- Meubles Poisson Ltée
- Meubles Rousseau Inc.
- Meubles S.J. Dion Inc.

- Meubles Servant Inc.
- Meubles T.M. Inc.
- Meubles Tardif Enr. - 1857-4665 Québec Inc.
- Meubles Yvan Piché Inc.
- Michel Bernèche Inc.
- Miele Ltd.
- Mobilier 2000 - 2437-9844 Québec Inc.
- Mobilier Béland Inc.
- Mobilier Enora Cowansville Inc.
- Mobilier Félix Valois Inc.
- Mobilier RS Caron - 9188-2530 Québec Inc.

N

- Novexco Inc.

O

- Ouellet Canada Inc.

P

- P. Jacob & Fils Ltée
- P.A. Morin Inc.
- P.H. Normand & Fils Inc.
- Pacific Specialty Brands Co. ULC
- Patrick Morin Inc.
- Poitras Meubles & Design Inc.
- Princess Auto Ltd.
- Proliko Électros - 9482-2665 Québec Inc.

R

- Rex meubles Inc.
- Rivest et Fils (SCB) - 9205-4303 Québec Inc.
- Roch Dumouchel Inc.
- RONA Inc.

S

- S. Setlakwe Ltée

- S.E.S. Services Inc.
- Samsung Electronics Canada Inc.
- Service d'eau Douce Culligan (Québec) Inc.
- Siroflex Ltée
- Solution Propane Inc.
- Spain Ltée
- Staples Canada Inc.
- Staples Professional Inc.
- Sunrise Tradex Corp.

T

- T. Poulin & Fils Inc.
- Tapis Seigny Inc.
- Tardif Électronique Inc.
- Technitronique Y.L. Itée
- The Brick Warehouse LP
- The Source (Bell) Electronics Inc.
- TV Gauthier Électroplus - 2864-4292 Québec Inc.

V

- Vin et Passion Inc.
- Vins Corps et Âme Inc.

W

- Wal-Mart Canada Corp.
- Wayfair LLC
- Whirlpool Canada LP



Market Data

In 2024, market entries increased by +5% for Subcategory 1 appliances, +18% for Subcategory 3 appliances and -5% for Subcategory 4 appliances (compared to 2023).

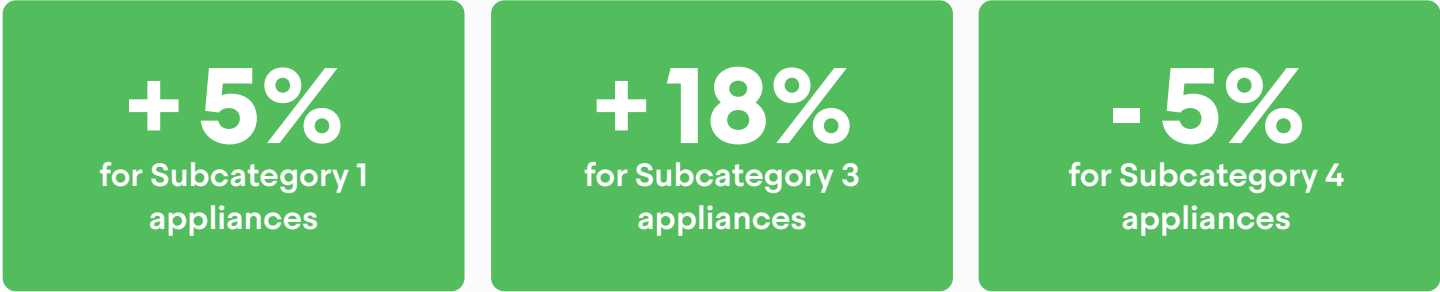


Table 1: Market Entries from GoRecycle Members (2019 vs. 2024)

	Marketed in 2019*	Marketed in 2024
SUBCATEGORY 1	394,972	405,877
SUBCATEGORY 3	266,895	245,265
SUBCATEGORY 4	758,930	706,329
TOTAL	1,420,797	1,357,471

As part of their membership agreements with GoRecycle, members must report the number of appliances put on the market. These reporting rules ensure better responsibility-sharing among partner members within the same supply chain.

* 2019 is the reference year used to calculate recovery rates.

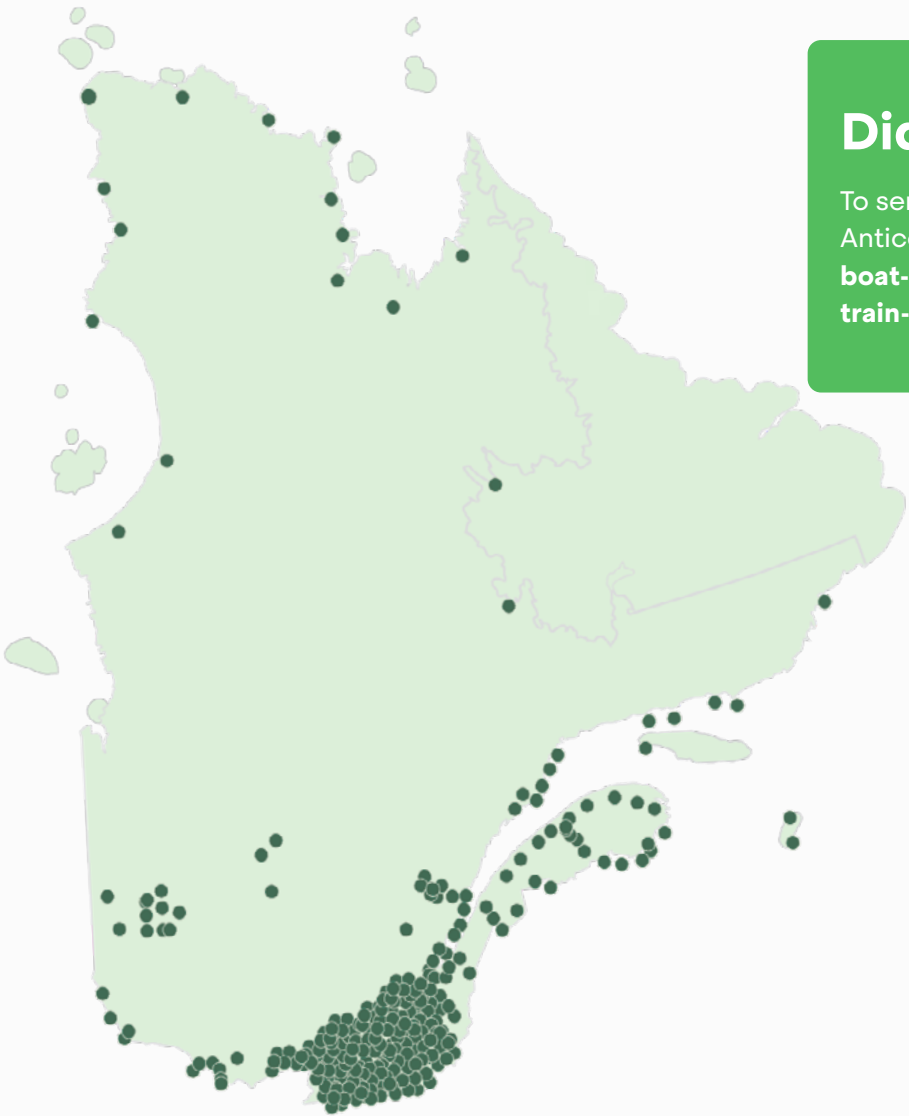
Activity Highlights

GoRecycle is proud to share the results of its 2024 operations, which reflect a proven, collaborative approach embraced by Quebec’s recovery ecosystem and the wider public.

Drop-Off Locations

GoRecycle actively works to make household appliance recovery more accessible across Quebec, including efforts to establish a presence in Nunavik’s northern villages and Indigenous communities.

These efforts expanded GoRecycle’s reach in 2024 to **598 drop-off points**, including **359 publicly accessible locations**. Outreach efforts are ongoing to further expand access for Quebecers.



Did you know?

To serve remote regions like Nunavik and Anticosti Island, GoRecycle launched its first **boat-based** collection in 2024—and its first **train-based** collection as well.



For a full list of operational collection points, visit: [List of GoRecycle drop-off locations](#).



Recovery Rates by Subcategory

In 2024, GoRecycle exceeded last year’s recovery rates for its two main appliance subcategories and met the regulatory targets based on the 2019 reference year.

The appliance recovery rate reached 29.62% for Subcategory 1 and 26.95% for Subcategory 3. Overall, an increase of approximately 4% to 5% is observed compared to previous results.

29.62%

recovery rate of appliances
in Subcategory 1

26.95%

recovery rate of appliances
in Subcategory 3

Table 2: Recovery by Subcategory (2023-2024)

	Minimum recovery rate required	2023		2024		Variation	
		Units recovered	Recovery rates	Units recovered	Recovery rates	Units recovered	Recovery rates
SUBCATEGORY 1	70% (2026)	99,513	25.19%	116,981	29.62%	17,468	4.42%
SUBCATEGORY 3	25% (2024)	57,660	21.60%	71,937	26.95%	14,277	5.35%
SUBCATEGORY 4	70% (2026)	56	0,01%*	13,036	1.71%	12,980	1.70%
TOTAL		157,229		201,954		44,725	

*The MELCCFP has issued a directive to suspend the development of Subcategory 4 so that an independent study can be conducted on the feasibility and relevance of applying the Regulation amending the Regulation respecting the recovery and reclamation of products by enterprises (RRVPE) to this product.

GORÉEMPLOI

Does GoRecycle Support Reuse?

Yes. In 2023, GoRecycle launched the GoRéemploi program to support reuse initiatives within the regulatory framework and provide visibility and access to recovered appliances for reuse partners.

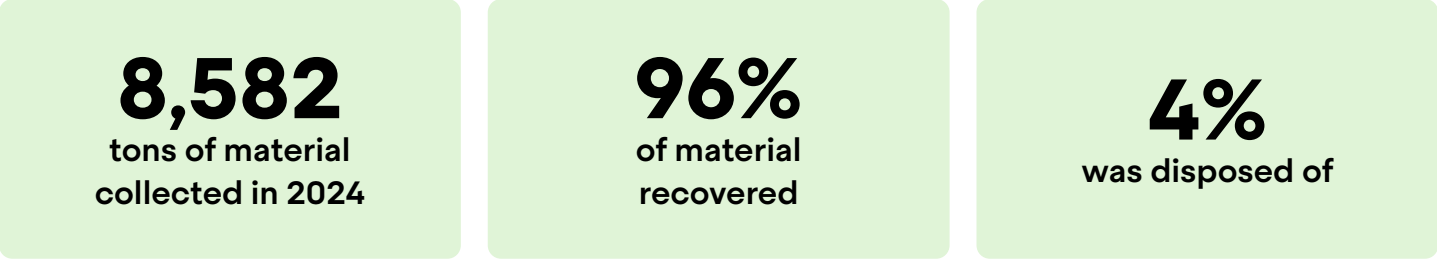
For consumers, this program helps them identify reliable partners who follow best practices as outlined in the Regulation and ensures warranty-backed appliances. Additionally, GoRéemploi extends the life of appliances in good condition, all while reducing waste. By choosing to buy from a network partner, citizens support a sustainable approach and actively participate in promoting the local circular economy.

Since its launch in May 2024, GoRéemploi has seen continued growth. The program counts on 18 partners who have put 20,189 appliances back on the market, corresponding to approximately 4% reuse rate for subcategories 1 and 3.

To learn more, visit [GoRéemploi – A GoRecycle program](#) on GoRecycle’s website.



Mass Balance



In 2024, GoRecycle-affiliated recyclers collected over **8,582 tons of material**, of which: 96.34% was recovered and 3.66% was disposed of. As required by the regulation, the following table details the materials that make up more than 3% of the recovered products, by type of material and recovery method used.

Other materials making up less than 3% of the products recovered from Subcategories 1 and 3 include process water, cables and wires, blowing agents, refrigerant gases, and various other elements.

Table 3: Mass Balance Breakdown for 2024

Material Type	Total (kg)	Recycled (kg)	Reused (kg)	Recovered (kg)	Disposed (kg)	% of total recovered materials
FERROUS METALS	4,031,369	4,031,369	0	0	0	47%
COMPRESSORS	1,444,368	1,444,368	0	0	0	17%
PLASTICS	1,278,652	1,277,402	708	0	542	15%
DECONTAMINATED POLYURETHANE	669,884	0	0	669,884	0	8%
NON-FERROUS METALS	449,431	449,165	0	0	266	5%
RESIDUAL WASTE	267,685	0	0	0	267,685	3%
GLASS	224,650	224,650	0	0	0	3%
OTHER	425,362	163,623	6,630	0	45,898	3%
TOTAL	8,566,751	7,590,576	7,338	669,884	314,391	100%*

*The percentages presented in this table are rounded to the nearest whole number to facilitate reading.

Even though blowing agents and refrigerant gases represent a small portion of recovered materials, their environmental impact is significant. In 2024 alone, GoRecycle’s operations helped avoid the emission of over **150,000 tons of greenhouse gases (CO₂ equivalent)**. For more on halocarbon regulations, [visit the MELCCFP Website](#).



Final Destination of Materials

GoRecycle and its local partners contribute directly to Quebec’s circular economy. 100% of appliances recovered by GoRecycle are processed by recyclers based in Quebec.

Traceability data shows:



Did you know?

The insulating foam inside old refrigerators can contain gases that are very harmful to the environment. That’s why it is crucial to recycle these appliances properly—this process captures these gases before they escape into the atmosphere. Once cleaned, this foam becomes decontaminated polyurethane (PUR), ready to be repurposed!

Outreach, Awareness and Education Initiatives

GoRecycle goes beyond simply recovering household cooling appliances—it is actively working to drive meaningful behavioural change across Quebec. Building on verifiable results, the organization consistently implements a wide range of initiatives to inform, educate, and engage both the public and industry professionals on best practices for appliance recovery and recycling.

In 2024, GoRecycle rolled out several communication initiatives to ensure that all stakeholders remained informed and aligned with its mission. Advertising efforts were strategically timed to maximize the impact during key periods of the year, including moving season and Black Friday.

+10%
in brand
awareness

**55 media
mentions**
across Quebec

**39 million
impressions**

These efforts are paying off: our 2024 annual survey revealed a **10% increase in brand awareness**—from 13% in 2023 to 23% in 2024 (up from 9% in 2022).

We also received 55 media mentions, including articles and interviews, generating over **39 million impressions**. In total, **\$1.6 million was invested in awareness, education, and outreach activities in 2024**—bringing the cumulative investment to over \$5 million since 2021.

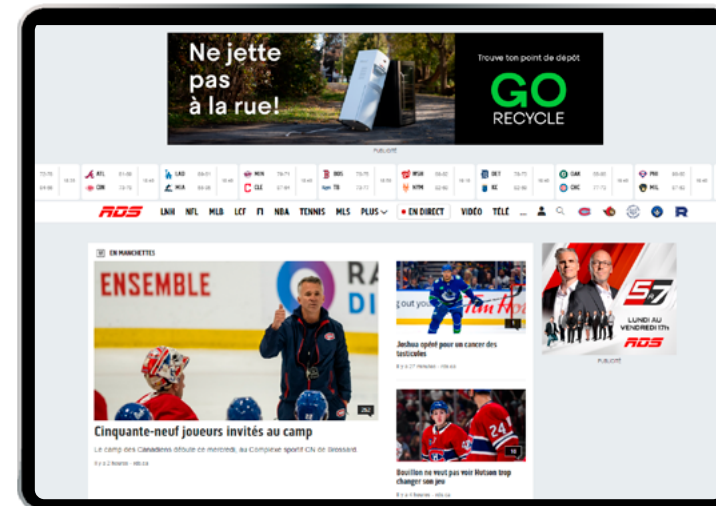
Media Presence

- 55 media mentions across Quebec
- Interviews with various media outlets
- Press release distribution
- Branded content on platforms such as *La Presse*
- Marketing campaigns in collaboration with Quebec influencers
- A campaign featuring public figures, including brand ambassador Bianca Gervais



Digital Engagement

- Dedicated GoRéemploi program page on the website
- Online directory of stores offering removal and recycling with purchase
- Monthly editorial calendar with educational and informative content across Facebook, Instagram and LinkedIn
- 4 newsletters



Advertising

- Major ad campaigns ahead of moving season and in the fall
- Paid placements across search engines, social media, and radio
- TV campaign extended into 2024
- 3 awareness campaigns
- 3 GoRecycle-branded trucks

Partner Engagement

- Development of corporate communication tools
- Production of promotional materials
- Distribution of educational materials on ecofees
- Strategic planning support
- Partnership with four RONA in Montreal for a two months' collection event



Advocacy and Collaboration with the Quebec Government

As part of its commitment to responsible appliance recovery and recycling, GoRecycle monitors international best practices and gathers on-the-ground insights from industry players. This real-world knowledge is key to informing public policy and promoting good governance in recycling.

Since its founding in 2021, GoRecycle has regularly shared industry data with the Quebec government, particularly with the **Ministry of the Environment, the Fight Against Climate Change, Wildlife and Parks (MELCCFP) and RECYC-QUÉBEC**. Our data shows that some of the recovery targets set under the *Regulation respecting the recovery and reclamation of products by enterprises* (RRVPE) are overly ambitious. This is evident when comparing similar experiences in other jurisdictions—particularly given the existence of parallel markets, which hinder the achievement of these targets.

Although the 2022 regulatory update banned parallel markets and free riders—and granted GoRecycle a compliance extension in summer 2024—the original targets remain unchanged. If unmet, they could lead to higher ecofees to cover the mandatory reinvestment costs imposed by the regulation.

In 2024, GoRecycle undertook several advocacy **efforts to bring industry realities to the attention** of government officials:

- Urged the government to fulfill its \$90 million, 10-year funding promise made in 2019 to help offset costs for consumers;
- Advocated for clearer visibility of ecofees on new appliances to foster transparency and consumer education;
- Reported illegal recyclers and asked the Ministry to strengthen enforcement and submitted formal comments to MELCCFP regarding the 2024 draft amendments to the *Regulation respecting the recovery and reclamation of products by enterprises*;
- Requested relief from the financial burden of mandatory reinvestments tied to regulatory targets;
- Requested to remove subcategory 4, which would place undue cost burdens on consumers that would trigger major changes and likely face a strong push back from municipalities and stakeholders—all without any clear environmental benefits and potentially causing even greater ecological harm due to increased transportation, possibly outweighing theoretical waste reduction gains.

These actions reflect GoRecycle's role as a key player in the responsible management of cooling appliances. Through ongoing dialogue with the government, we aim to support the much-needed revision of the regulatory framework so that it aligns with industry realities and better serves both environmental and consumer interests.



Financial Summary

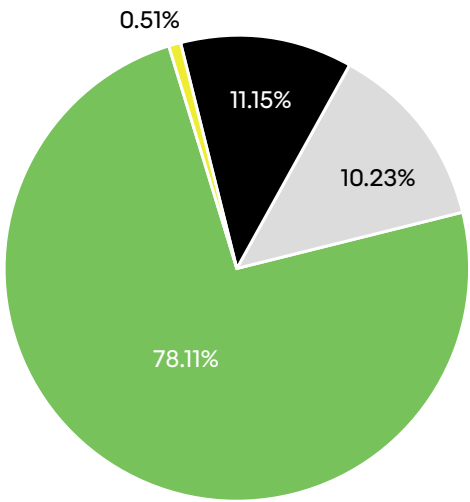
GoRecycle’s 2024 financial statements reflect sound governance and the organization’s commitment to fully delivering on its mission. This strong financial position bodes well for the years ahead.

With only 11% of expenses allocated to program management, most of the spending is directed toward collection and recycling (78%), outreach, awareness and education (OAE) (10%), and research and development (0.5%).

The firm Raymond Chabot Grant Thornton (RCGT) was hired to audit GoRecycle’s annual financial statements, and the results were fully compliant.

Expenses

- Program management
- Recovery and storage
- OAE costs
- Research and development



GoRecycle is required to generate significant surpluses to fund the mandatory reinvestments set out in current regulatory targets and to contribute to a contingency fund that ensures the long-term sustainability of the program.

Financial Summary*	
Revenue	
Ecofees**	18,857,447\$
Expenses	
Collection and recycling	12,324,078\$
Outreach, awareness and education	1,614,592\$
Research and development	80,089\$
Program management	1,759,338\$

* Any surplus is redirected to a reinvestment reserve to cover penalties under the current regulatory framework.
** This includes ecofees from appliances in subcategories 1, 3 and 4.

What Role Do Ecofees Play?

Each ecofee, also known as Environmental Handling Fees (EHF) in some provinces, collected helps fund the end-of-life recovery system for appliances by supporting every link in the value chain. In concrete terms, ecofees finance the implementation of best recycling practices required by Quebec regulations, including:

- The operation of 598 drop-off locations across Quebec, in partnership with various organizations—including 359 open to the public;
- Coordination with recycling and recovery companies;
- Responsible dismantling of appliances to extract refrigerant gases, which are significant contributors to GHG emissions and ozone depletion;
- Transportation of large, heavy appliances, which presents logistical challenges;
- Public education and awareness on recovering end-of-life refrigerant and cooling appliances.

To learn more: [Ecofees: everything you need to know | GoRecycle](#)

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Layout and graphic design: Julie Roussel