



RCA RECYCLING COUNCIL
OF ALBERTA



**Our Future
is Circular.**

**2026-2027
Business Plan**

RECYCLE.AB.CA

Our mission is a
waste-free world

Our vision is to
advance the circular
economy

2030 RCA 5-Year Goals & Focus

Between now and 2030, the RCA is committed to achieving transformative change through five key goals aimed at advancing the circular economy (CE) in the province.

- 1. Promote and advocate for system reforms that advance the circular economy in Alberta.**
- 2. Design and deliver programs that drive circular economy literacy and action.**
- 3. Support the ICI sector in developing strategies to overcome Alberta's circularity gap.**
- 4. Build organizational strength and capacity.**



2030 RCA 5-Year Goals – Year 1 Results

5-Year Key Performance Indicators	2025-2026 Results
<p>Goal 1: Promote and Advocate for System Reforms That Advance the Circular Economy (CE) in Alberta.</p> <ol style="list-style-type: none"> Number of events promoted or hosted by the RCA: Target 5 per year Number of followers of our LinkedIn page: Target 10% growth per year Number of CE or recycling-based policies, systems, or government decisions the RCA influences: Target 2 by 2030 	<ol style="list-style-type: none"> 6 events held 34.5% growth 3 influences Flexible Plastics (EPR), Ag Plastics, Renewables
<p>Goal 2: Design and Deliver Programs That Drive Circular Economy Literacy and Action.</p> <ol style="list-style-type: none"> Number of Partnerships with educational institutions: Target 6 in 5 years Number of presentations delivered: Target 4 per year Number of grass roots or community-based CE champions attracted to join the RCA membership Target: 3 per year 	<ol style="list-style-type: none"> 3 WIL program, NorQuest College exchange, SAIT Capstone project 11 4+
<p>Goal 3: Support the Industrial, Commercial, and Institutional (ICI) Sector Develop Strategies to Overcome Alberta's Circularity Gaps</p> <ol style="list-style-type: none"> Number of webinars, conference sessions, and other promotions that showcase ICI specific CE success examples: Target 6 per year Number of ICI members who actively engage with RCA to support their transition to circularity: Target 30 per year 	<ol style="list-style-type: none"> 11+ =10 conference sessions with ICI focus, 1 Big Shot event for entrepreneurs 19+ including 11 applicants for Big Shot
<p>Goal 4: Build Organizational Strength and Capacity.</p> <ol style="list-style-type: none"> Number of net new members per year: Target 5 per year Percent of memberships retained year over year: Target 80% Percent of members who are satisfied or very satisfied with the value of their RCA membership: Target 90% 	<ol style="list-style-type: none"> 5 85% (from survey) 86% (from survey)

[For a detailed note on the KPI results, please click here.](#)

Goal 1: Promote and Advocate for System Reforms That Advance the Circular Economy in Alberta.

2030 Annual Goals	2026-2027 Targets
1.1 Promote and Host CE Events	<ol style="list-style-type: none"> 1. Host at least five CE Events including: <ol style="list-style-type: none"> 1. RCA’s annual 3-day Circular Economy conference 2. At least 2 webinars 3. At least 2 workshops
1.2 Broaden Outreach and Influence	<ol style="list-style-type: none"> 1. Introduce at least 1 new tool to broaden outreach (e.g., virtual conference platform)
1.3 Advocate for Enabling Policies	<ol style="list-style-type: none"> 1. Support the province wide EPR rollout 2. Prioritize advocacy for: <ol style="list-style-type: none"> 1. Ag Plastics policies & programs through participation on the Agricultural Plastics Recycling Group executive team 2. Expansion of HSP program through participation on the Municipal Working Group (ABMunis) 3. Advancing textile circularity through awareness and collaboration groups 4. and other opportunities as they arise.
1.4 Monitor Industry Initiatives	<ol style="list-style-type: none"> 1. Introduce Board Committees, Member Committees and Advisory Groups as needed (e.g., EPR Advocacy) 2. Pursue methodology and initiation of a project to measure Alberta's level of circularity and produce a provincial Circularity Gap Report

Goal 2: Design and Deliver Programs That Drive Circular Economy Literacy and Action.

2030 Annual Goals	2026-2027 Targets
2.1 Create and deliver opportunities that embrace circular economy principles	<ol style="list-style-type: none"> 1. Pursue programs and projects for 2026-2027 as funding and resources allow. Such as <ol style="list-style-type: none"> i. Flipping for Reuse – Stampede Breakfast Reusables pilot ii. SE Alberta opportunity – Creating opportunities post-EPR introduction in remote/rural municipalities to utilize existing infrastructure and recycling real estate (i.e., depots) iii. RCA offered, CE training programs, that focus on <ol style="list-style-type: none"> i. CE principles ii. CE measurement iii. Other tangible CE/waste diversion skills iv. Explore the idea of establishing a "CCRI – Alberta Chapter"
2.2 Establish a Resource Hub	<ol style="list-style-type: none"> 1. Build online hub for reference materials, guidance documents, and tools 2. Curate resources for the hub
2.3 Provide Thought Leadership to Key Audiences	<ol style="list-style-type: none"> 1. Participate in presentations and workshops as invited – Target 4 per year
2.4 Engage with and Support Circular Economy Champions	<ol style="list-style-type: none"> 1. Support our members and partners, such as CIC, with their events and programs. 2. Develop CE 101 Series 3. Attend conferences, tours, and summits to network with CE Champions – Target 4 4. Provide administrative support to collaboration groups and industry Round Tables <ol style="list-style-type: none"> 1. Circular Economy Community Engagement (CECE) 2. Alberta’s Circular Textiles Group

Goal 3: Support the Industrial, Commercial, and Institutional (ICI) Sector Develop Strategies to Overcome Alberta’s Circularity Gaps.

2030 Annual Goals	2026-2027 Annual Targets
<p>3.1 Research and Understand Alberta’s Circularity Gaps</p>	<ol style="list-style-type: none"> 1. Integrate ICI success stories into conference sessions, networking, webinars, tours etc. 2. Emphasize the sharing of local case studies and CE toolkits into RCA’s communications platforms (e.g., website, social media, events) 3. Pursue project to measure Alberta's level of circularity and produce a Circularity Gap Report
<p>3.2 Facilitate Targeted Collaboration Groups</p>	<ol style="list-style-type: none"> 1. Initiate ICI and cross sector industry collaboration groups or round tables. Examples: Circular textiles, medical waste, wood waste, industrial waste.
<p>3.3 Provide Comprehensive support to the ICI sector</p>	<ol style="list-style-type: none"> 1. Integrate peer networking time into all events and prioritize partnering with other organizations (e.g., APRA, Green Economy Calgary, ESAA, Other) for peer-to-peer networking mixers (Target 2) 2. Continue to make and monitor connections amongst ICI CE industry to attract members in this category 3. Grow circular entrepreneur sector via Big Shot and business network connections 4. Explore the establishment of a new ICI Program such as “CE Road Maps for the ICI sector”

Goal 4: Build Organizational Strength and Capacity.

2030 Annual Goals	2026-2027 Targets
4.1 Strengthen Administrative Resources	<ol style="list-style-type: none"> 1. Evaluate sponsorship strategy and the sponsorship experience to enhance attraction of new sponsors and higher sponsorship revenues 2. Diversify Revenue Sources <ul style="list-style-type: none"> • Establish at least one diversified revenue source (e.g., grants, certification programs, services, partnerships) 3. Continue to strengthen the Board/Administration working relationship through <ol style="list-style-type: none"> i. Active participation on the established Board Committees ii. Collaborating on the Policy Review and Updates process– Target 3 new policies iii. Creating opportunities for more Board input and participation in event and program planning
4.2 Develop Membership Strategy	<ol style="list-style-type: none"> 1. Analyze and create membership strategy focused on growth, retention, and member satisfaction
4.3 Continuously learn and explore	<ol style="list-style-type: none"> 1. Attend events focused on circular economy leadership and waste reduction such as Alberta Circular Plastics day, SWANA NLC conference, and the National EPR Conference 2. Consider having staff pursue Circular Economy certification (e.g., through EMF or CSA or ECO Canada)

WHAT WE DO

We promote, facilitate, and advocate for a circular economy in Alberta.

Deliver Programs



Reduce waste and improve circular practices

Connect Industry & Innovators



Industrial, Commercial, and Institutional (ICI) sectors, entrepreneurs, communities

Support Members



Navigate regulations and industry change

Share Knowledge



CoEvents, tours, and emerging trends

Advocate for Change



Policies that enable circular solutions

MEMBERSHIP BENEFITS



Community & Networking

350+ members including municipalities, businesses and individuals in the waste management and recycling sector across Alberta.



Education & Professional Development

Education through professional development and networking across industries and with peers!



Advocacy and Information

The RCA advocates for policies that reduce waste and advance opportunities in the circular economy.

Membership Benefits



Join the RCA today!

Educate | Learn about top issues in waste and recycling and be part of the solution

Network | Attend workshops and our annual conference to engage with peers

Promote | List your company in the online Enviro Business Guide

Volunteer | Opportunities to give back and advance your career

Inform | Receive the latest industry news and updates

Voice | Advocate for policies that reduce waste and advance a circular economy

