

ESABC

Electronics Stewardship Association of British Columbia



RCBC Zero Waste Conference

June 2008

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ESABC

Presentation Outline

- ◆ Background on the ESABC Program

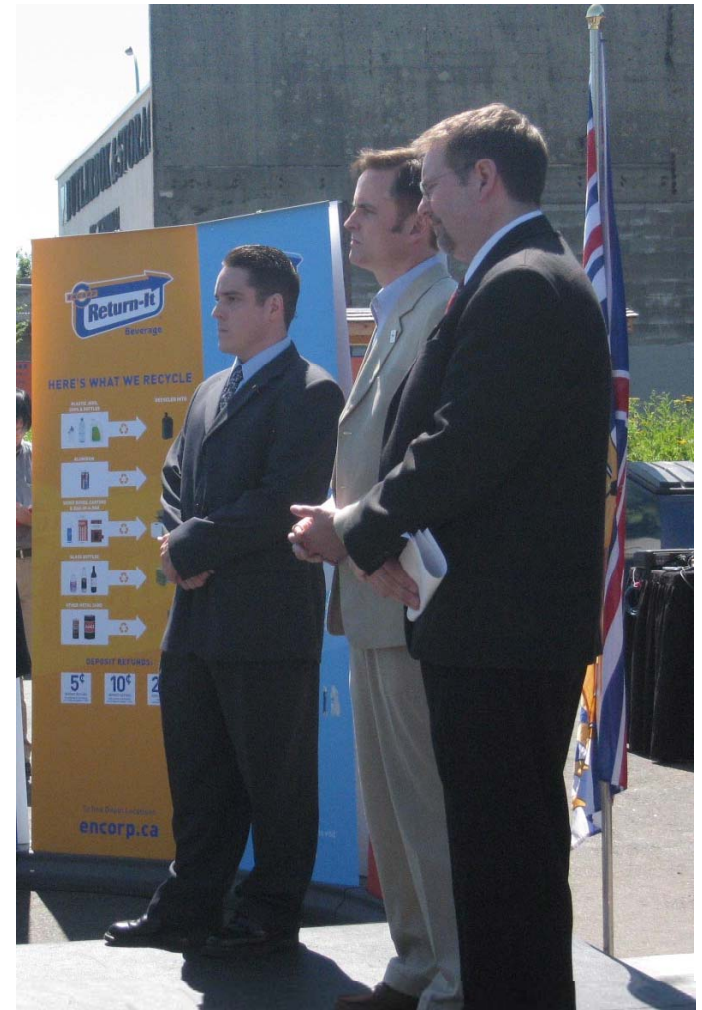
- ◆ Key Program Accomplishments:
 - Collection System
 - Tonnes Recovered
 - Consumer Awareness
 - Recycling Vendor Qualification Program
 - Primary Recyclers

- ◆ Next Steps – Our Initiatives over the next 6 – 12 Months

ESABC Background

- ◆ ESABC Incorporated in December 2006
- ◆ Receive Stewardship Plan approval on December 18, 2006
- ◆ Return it Electronics Program launched August 1, 2007
- ◆ 1313 Members includes major producers & retailers of electronics in British Columbia:
 - 888 Members are Remitters
 - 425 Members are Pay on Purchase

August 1, 2007 Program Launch



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88 Return It Collection Sites

- ◆ *Fraser Valley 11*
- ◆ *Kootenays 5*
- ◆ *Lower Mainland 35*
- ◆ *Northern BC 9*
- ◆ *Okanagan 8*
- ◆ *Sunshine Coast 1*
- ◆ *Vancouver Island 19*

Collection Site Update

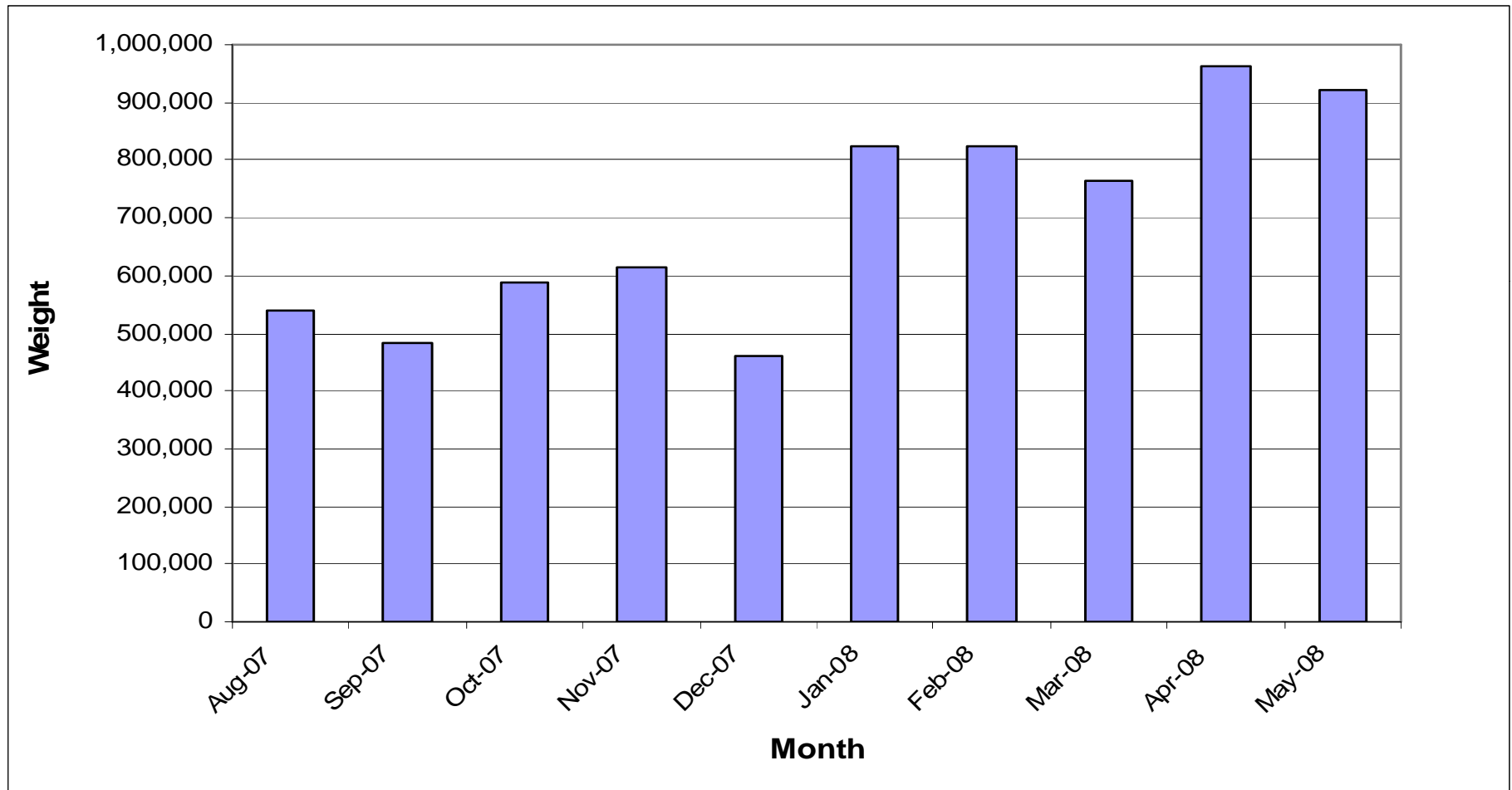
- ◆ Currently 88 Collection Sites
- ◆ 2008 Additions include:
 - ◆ Salvation Army Port Alberni
 - ◆ Kitimat Recycling
 - ◆ Chetwynd
 - ◆ Walnut Grove, Langley
 - ◆ Bella Coola
 - ◆ AIR BC Gov't Surrey and Victoria
 - ◆ Williams Lake
 - ◆ Vancouver Central
 - ◆ North Shore Bottle Depot
 - ◆ CRD, Victoria
- ◆ Future Additions:
 - ◆ Grand Forks
 - ◆ Powell Street, Vancouver
 - ◆ Agassiz
 - ◆ Osoyoos

Collection Continued

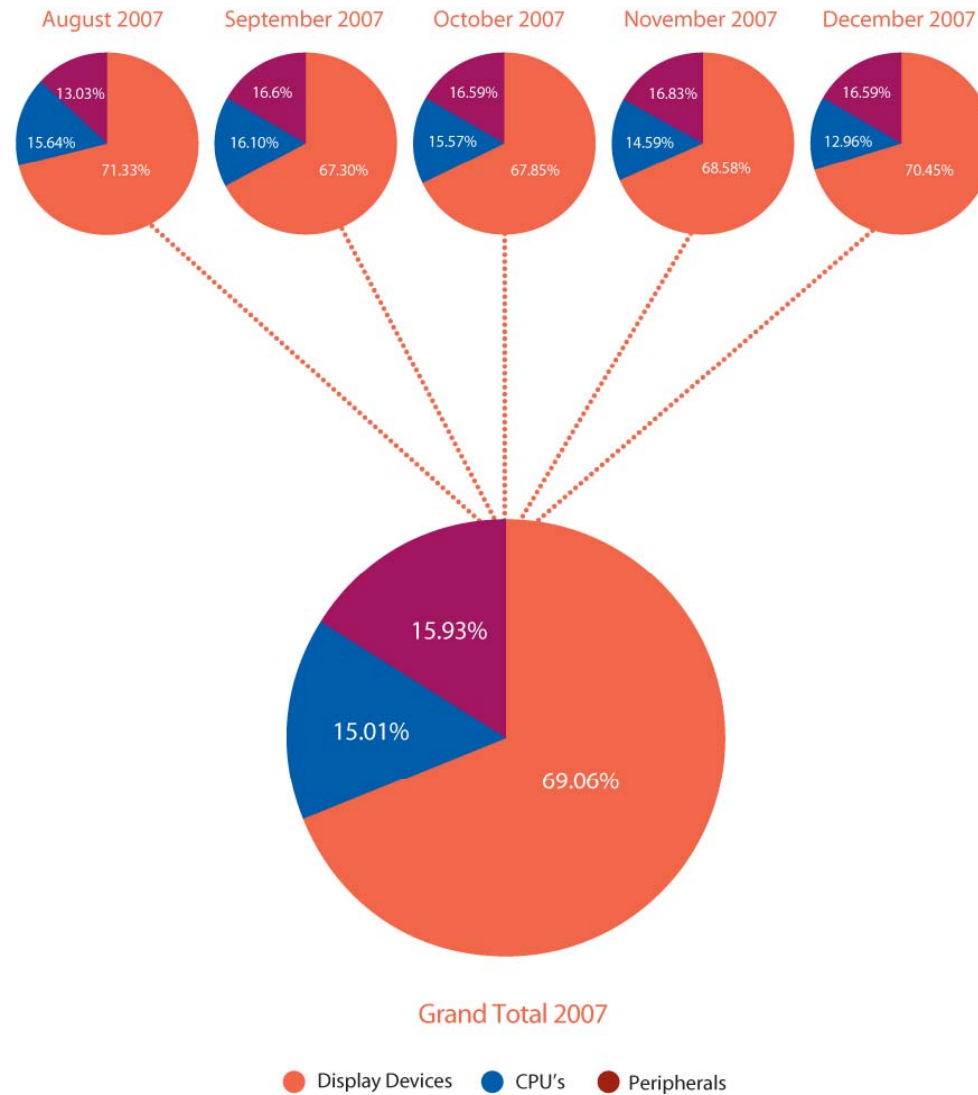
- ◆ 13 Special Collection Events:
 - Port Alberni
 - Salt Spring Island
 - Dawson Creek
 - Columbia Suswap Regional District: Twice
 - District of West Vancouver

- ◆ 5 Consolidation Centres: Nanaimo, Castlegar, Coquitlam, Prince George, Kelowna

Weight Collected by Month



% Weight Collected by Category

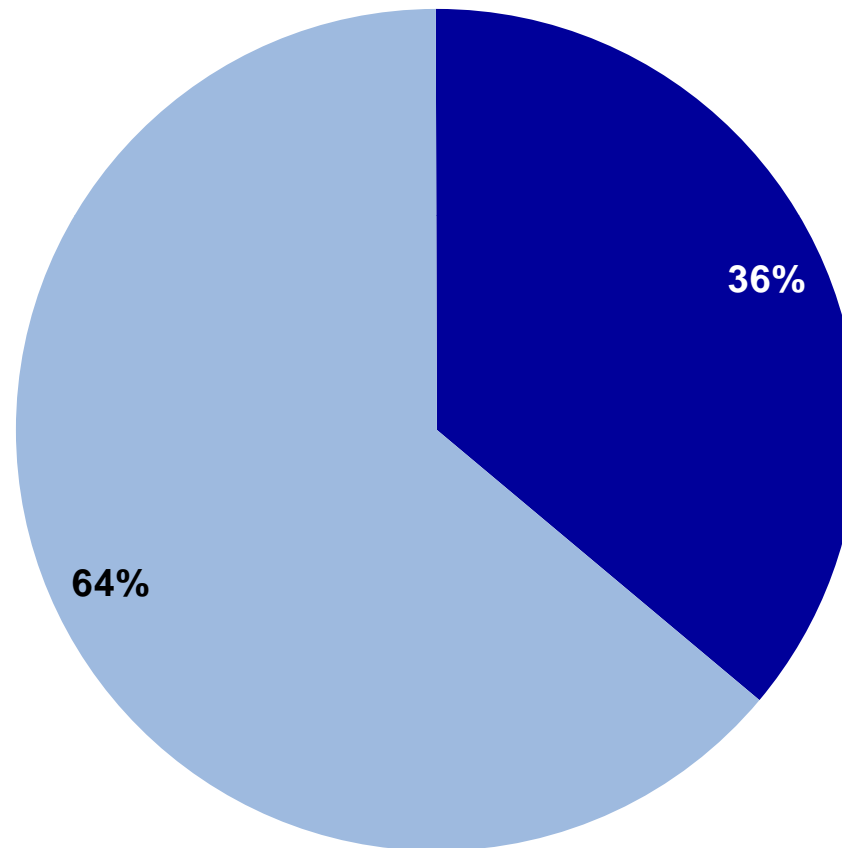


Public Awareness Program

- ◆ April 2007 Benchmark Study
 - Conducted by Ipsos Reid in advance of program announcement
 - Measure Awareness of the Program
- ◆ February 2008 Follow-up Study
 - Conducted by Ipsos Reid, 6 months after program launch

Ipsos Reid – April 2007

“Q.1 Do you currently have any obsolete computers, printers, or television in your home? That is, those that don’t work any more, and/or that you no longer use?”

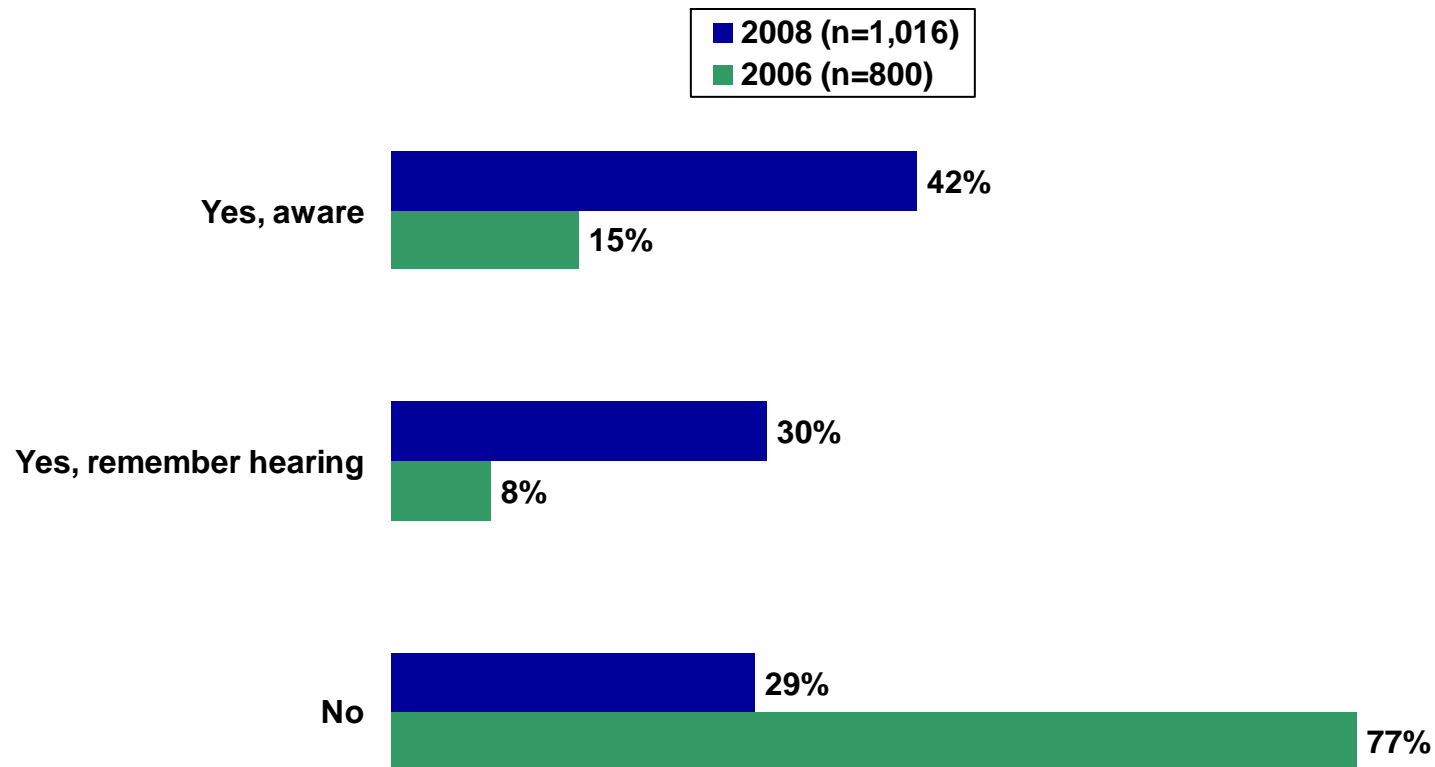


Market Research Findings – Feb 2008

- 7 in 10 people knew what products were included in the program
- 82% of those that were aware of their local drop depot would recycle their product
- 39% have done so in the first 6 months
- 65% also thought DVD's, VCR's and stereo equipment were included
- 53% thought cell phones were included as well

Market Research Findings – February 2008

Q.6 As you may or may not know, on August 1 of last year (2007), a province-wide Return-It electronics recycling program for consumers and business was launched. This service enables consumers to drop off any of their regulated products at identified collection locations without charge, and be assured they would be recycled responsibly. Prior to today, were you aware that this program existed?



Public Awareness Initiatives Summary

- ◆ Collection site advertisements in local community newspapers. Indicating location hours, directional map, and acceptable product information.
- ◆ Program informational advertorials published in provincial and community newspapers
- ◆ Drop off event advertising
- ◆ Targeted advertising within the IT sector
- ◆ Online search optimization
- ◆ Website – www.electronic recyclingbc.ca

Samples

When your electronics have reached the end of their life, recycle them.

Here's where they can be safely recycled free of charge in Burnaby:



SALVATION ARMY - BURNABY
543 Kingsway, Burnaby
(604) 433-4556



LEE'S BOTTLE DEPOT
7383 Baker Avenue, Burnaby
(604) 433-3432



REGIONAL RECYCLING BURNABY
1247 2369 Kings Avenue, Burnaby
(604) 299-2121

Q: What are the regulated electronic items included in the program?

- A: DESKTOP COMPUTERS**
Includes Central Processing Units (CPUs), mouse, keyboards, cables and other components within the computer. This includes desktop computers, desktop computers acting as servers, and all associated keyboards and cabling.
- COMPUTER MONITORS**
A display device used for displaying images from computers or other sources that does not meet the definition of a television. This includes traditional Cathode Ray Tube (CRT) and flat panel display technologies.
- NOTEBOOK COMPUTERS**
Includes portable computers such as notebook, laptop and tablet PCs.

- DESKTOP PRINTERS AND FAX MACHINES**
This includes printing devices that are designed to reside on a work surface, and includes various printing technologies, including Laser & LED (electrophotographic), ink jet, dot matrix, thermal, dye sublimation, etc. and "multi-function" or "all in one" devices that perform different tasks such as copy, scan, fax, print, etc.
- TELEVISIONS**
A video display device with an imbedded television tuner. This includes various display technologies, such as traditional Cathode Ray Tube (CRT), flat panel or rear projection.

Q: What electronic items are NOT included in the program?

A: At this time stereos, CD players, DVD players and cell phones are not included in the program. Also, due to hazardous material regulations, computer monitors or televisions with shattered glass screens cannot be accepted.

Q: Why should I recycle my used electronics?

A: Electronic waste is piling up in our landfills. This waste contains valuable resources such as metals that should be processed and recycled in a safe and environmentally sound manner. It also can contain hazardous materials that could pose environmental problems in our landfills. As well, this program ensures that obsolete electronic components and electronic scrap are not exported to developing nations.

Q: Isn't it important to re-use before recycling?

A: We recommend re-use as the first option. This program is not designed for items that you would like to be re-used. If you choose to donate to a charity, be sure to research how the charity uses the equipment and how they will dispose of it when it is no longer useful.

Q: What is the Return-It Electronics program?

A: A province-wide end-of-life electronics recycling program available to BC consumers and businesses. You can drop off regulated products at designated collection sites without charge, and be assured they will be recycled responsibly.



Recycling is the answer.



For more information visit electronicsrecyclingbc.ca

Q: What electronics can I return here?

A:



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Don't waste 'em, Recycle 'em.

electronicsrecyclingbc.ca



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Partnerships

- ◆ RCBC Hotline
 - Support the RCBC to provide information on the hotline

- ◆ BCEMEX Site www.bcemex.ca

- ◆ Reuse Consultation
 - Conducted two consultations with interested reuse organizations and have gained feedback on the development of a reuse operations qualification program similar to our recycler qualification program

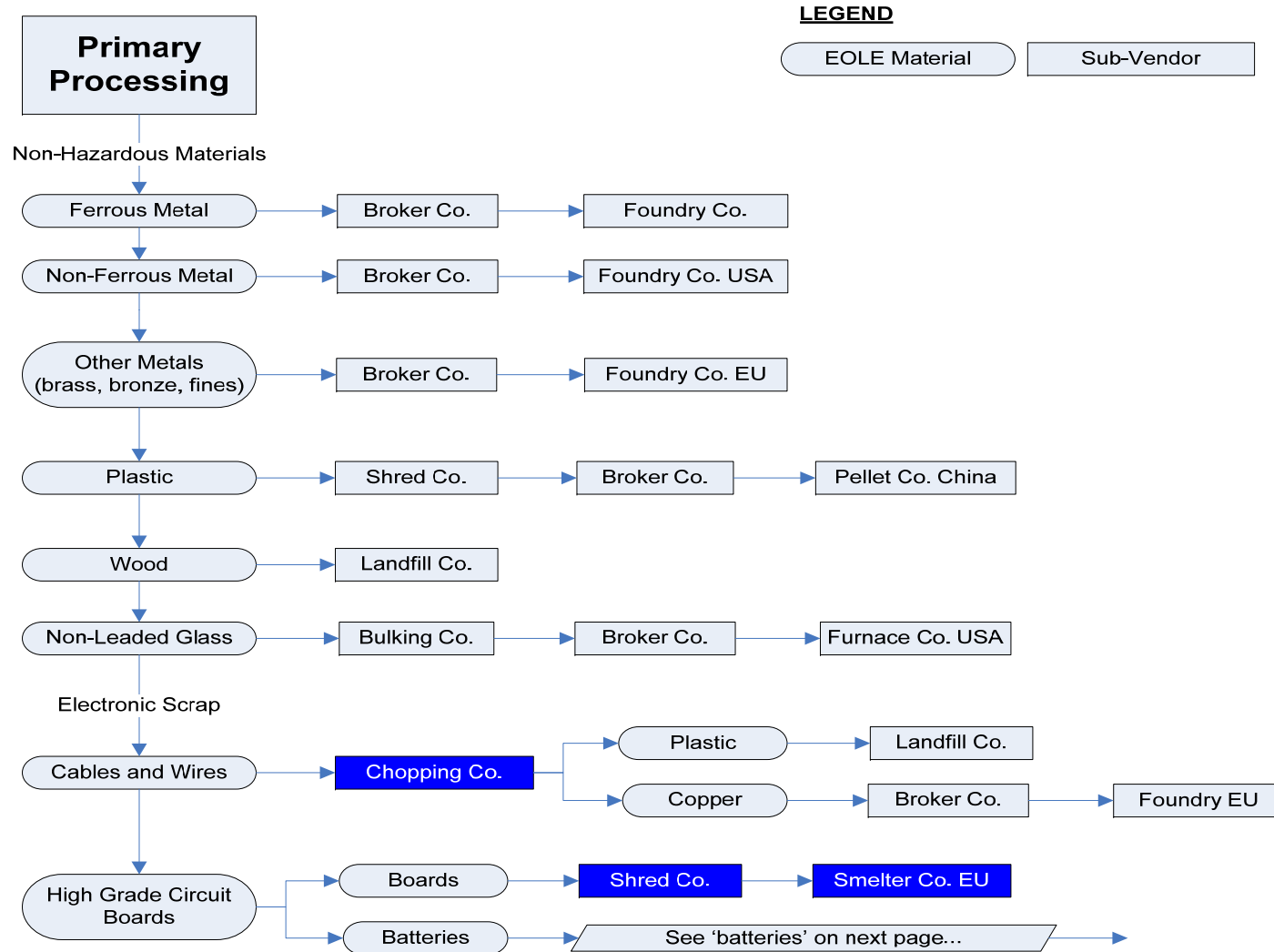
Recycler Vendor Qualification Program

- ◆ RVQP developed by the electronics industry through Electronic Product Stewardship Canada (EPSC) to effectively prevent illegal export and unnecessary landfilling of EOLE
- ◆ In place since 2006
- ◆ Program consists of three distinct components:
 - Electronic Recycling Standard (ERS)
 - Guidance Document
 - Audit Process

Electronics Recycling Standard

- ◆ Establishes basic criteria electronics recyclers must meet
- ◆ Incorporates concerns and feedback from electronics manufacturers, environmental groups, & recyclers
- ◆ Goes beyond the provisions of ISO 14001 & addresses specific issues resulting from electronics recycling
 - *Enhanced requirements for environment, health & safety*
 - *Prohibits shipping material to developing/non OECD countries*
 - *Reinforces downstream accountability of waste*
- ◆ ERS is currently utilized in Saskatchewan, Nova Scotia and in Ontario and Quebec upon program approval

Processor/ Vendor Mapping



Approved Recyclers

- ◆ 25 recycler audits have been conducted to date for materials collected through the ESABC program
- ◆ Approved 3 primary recyclers and material is allocated to the recyclers according to a material allocation strategy which benefits higher recovery, local capacity, & reduced distance to transport:
 - *E-Cycle Solutions, Airdrie & Chilliwack*
 - *SIMS Recycling Solutions, Brampton, Ontario*
 - *Teck-Cominco, Trail*

What happens to the Material?

Material/Component	Process	Result	Process Location
Leaded Glass	Hand Dismantle/ Crushed/ Smelted	Metal Recovery	Canada
Glass	Grind	Material Recovery	Canada
Plastic	Regrind / Smelted	Plastic / Energy Recovery	Canada
Plastic	Bailed/Ground	Plastic Commodity	US
Metal (non-ferrous)	Ground/Smelted	Metal Recovery	Canada / US
Metal (ferrous)	Ground/Smelted	Metal Recovery	Canada / US
Other Metals (Brass, Bronze, Fines)	Smelter	Metal Recovery	Canada
Cables and Wires	Regrind	Metal Recovery	Canada
High Grade Printed Wire Boards (Circuit Boards)	Smelted	Metal Recovery	Canada / Belgium
Low Grade Printed Wire Boards (Circuit Boards)	Smelted	Metal Recovery	Canada / Belgium
Mercury Bulb	Distilled	Mercury	US
Mercury Bulb	Distilled	Phosphorus Recovery (Powder Reuse)	US
Batteries (non rechargeable)	Smelted	Metal Recovery	Canada
Batteries (rechargeable)	Smelted	Metal Recovery (Lithium, Nickel, Cadmium)	Canada/ US

ESABC Next Steps

- ◆ Implementing recycler application process – more local processing capacity, improve material recovery, reduce transportation distance – Webinar
<http://www.encorp.ca/electronics/recyclers/application>
- ◆ Incorporate existing retail collection activities
- ◆ Setting up a collection site application process for underserved areas
- ◆ Review of Environmental Handling Fee
- ◆ Implement Data Security Process
- ◆ Reuse application process to promote responsible reuse organizations

Phase Two Program

- ◆ Harmonize categories with other Provinces

- ◆ Probably include:
 - VCR's
 - DVD's
 - Stereo Systems
 - Cellular phones

- ◆ Consultation Commencing Shortly

- ◆ Implementation Foreseeable Future