

# ZERO WASTE STEWARDSHIP PLAN



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## Executive Summary

This stewardship plan has been developed by First Alert Canada for a Zero Waste program for smoke, carbon monoxide alarms and/or combination alarms sold in British Columbia and throughout Canada through retail and/or electrical wholesaler channels. It was drafted pursuant to the requirements of the B.C. Recycling Regulation, B.C. Re. 449/2004 (the “Regulation”).

The intent of the program is for EPR: Extended Producer Responsibility which is a product and waste management system in which First Alert Canada– not the consumer or government – takes responsibility for the environmentally safe management of our products when they are no longer useful or discarded. This meets the mandate to reduce packaging with the ultimate goal of Zero Waste. It creates a safer recycling system and it does not pass the cost of the disposal to the government or the tax payer. This will be done through a collection system across Canada to collect end-of-life residential-use smoke alarms, carbon monoxide (CO) alarms and combination alarms. The collected alarms will be transported at First Alert Canada’s cost to our facilities for recycling and other ‘greener’ options. This plan will also outline the communication efforts that will ensure public awareness of the program and give a full explanation to the consumer how to dispose of their old smoke, carbon monoxide alarms and/or combination alarms.

## Table of Contents

Executive Summary	2
1. Introduction	4
2. Program Products	4
3. Collection System and Consumer Access	5
4. Consumer awareness	5
5. Recovery Rate, Collection Rate or Alternative	7
6. Management of program costs	8
7. Management of Environmental impacts: life cycle and pollution Prevention Hierarchy (PPH)	8
8. Dispute Resolution	8
9. Stakeholder consultation	8
10. Performance measure	9
Table 1: Summary of Performance Measures & Targets	10
Appendix A: Zero Waste Presentation (embedded in Document)	11
Appendix B: Internal Process/Flow Chart	12
Appendix C: Retail and Electrical Distributor Partners	13
Appendix D: Proposed Collection Depots	14

## 1. Introduction

This stewardship plan has been developed by First Alert Canada for a Zero Waste program for smoke alarms, carbon monoxide alarms and combination alarms sold in British Columbia and throughout Canada through retail and/or electrical wholesaler channels. It was drafted pursuant to the requirements of the B.C. Recycling Regulation, B.C. Re. 449/2004 (the “Regulation”).

Upon approval of the Zero Waste program by the B.C. Ministry of the Environment, implementation will begin, including:

- Registration of the SKU’s within the program
- Set up of the collection depots and our consumer engagement strategy

## 2. Program & Products

First Alert Canada will offer a 360 degree solution for smoke alarms, carbon monoxide alarms and combination alarms which provides a customized waste diversion and recycling/upcycling program coupled with a robust and ongoing marketing and PR campaign. Collected waste will have an end-of-life solution, with future focus on photoelectric products.

### **Overview:**

Initially the Zero Waste program will include three retail SKU’s. A smoke alarm, a CO alarm and a combination alarm and SKU’s for the ED channel to be added as soon as possible.

### **Smoke Alarms:**

The smoke alarm is the SA306TCA which is an ionization smoke alarm and because of the .003% radioactive AM241, it is considered as 99.9% less waste in the program.

### **Carbon Monoxide Alarms:**

The carbon monoxide alarm is the CO606TCA which is a plug-in unit and is housed in a rectangular plastic enclosure.

### **Combination Alarms:**

The combination alarm is the SC06TCA photoelectric combination alarm which is used to detect both smoke and carbon monoxide.

### **Excluded Products**

Units that perform only a smoke and/or CO alarm function and are linked to a building-wide monitoring or alarm system, such as those defined by the CAN/ULC-S529 standard, are not generally for residential use and are outside the scope of this program. These types of products are typically installed in commercial buildings as part of an integrated monitoring and alarm system.

### 3. Collection System and Consumer Access

#### **Collection System**

The Zero Waste program will set up a system of depots nationally, that will be within a reasonable location to the majority of consumers. The depots will be set up within national retail locations, electrical distributors and other partners. The retail depots were established with the help of the RCC and their introduction of First Alert to the Sustainability Officers at each retailer.

(Appendix C outlines these proposed locations in B.C.).

The program proposes to have 80 depots in B.C. by its implementation in April 2012. By the end of 2013, the number of depots will increase in order that most consumers can return the Zero Waste products to the location that they initially purchased them through, our estimate is 80% of the population will have accessibility to depots. As well, other facilities that we are currently considering include: Waste Management outlets, fire halls, and other industrial units.

#### **Transportation of Collection Containers:**

The cost of returning the collected units to the First Alert Canada facilities will be absorbed by First Alert Canada and will be through our courier partners. The units will be collected and transported using containers that meet environmental, safety and transportation requirements. The collection containers will hold a maximum of 27 units as per the guidelines of the Canadian Nuclear Safety Commission which also requires First Alert Canada to have the master boxes marked with UN2911 on shipping labels. A tracking system for internal use will be developed to track the smoke and CO alarms from the depots to our facility.

### 4. Consumer Awareness

As per the Regulation the Zero Waste Program will provide adequate means for informing consumers of the program, the location of our depots and how to manage the consumer take backs and how to return products in a safe manner as well as the environmental and economic benefits of participating in and purchasing a Zero Waste product through our program. As the program develops it may be modified to ensure its effectiveness.

#### **Messages to Consumers**

##### **Media Kits**

Initially First Alert Canada will send out media kits to top 100 National media outlets: (West 28, Central 38, Quebec 10 and Atlantic 24). These kits will include: a press release, full outline on the program, samples of the units along with sample of the items that can be created from the returned units.

##### **Consumer Engagement Campaign Launching Earth Day 2012**

The Zero Waste Program will develop a full PR campaign which will include:

- 100-300 articles per year,
- high traffic website communications,
- In-store POP
- On pack messaging
- Web activation and engagement
- Video/print activation
- Social Media – viral campaign
- Print Avertissements – magazines, newspaper, billboards etc.

More specifically consumer awareness will include:

**Ads:** Through various ads First Alert Canada will use both QR codes and Augmented Reality (both can be changed regularly) which will allow the consumer to scan and find out:

- Where the unit can be purchased (participating retailers)
- Where the units can be returned (depots)
- Program details

**Website:** firstalert.ca will have full program information on the website which includes what Zero Waste items are included in the program and how the consumer can return them. A listing of depots will be easily accessible through inputting a consumer's postal code and a Google map search will occur.

**Retailer partners Websites:** First Alert Canada Zero Waste Products will be featured on participating retailer's websites which will allow the consumer to gain more information about the program and its components. (Appendix B: Retail Partners)

**Electrical Distributor partners:** to be named ASAP.

**Retail partners Flyers:** First Alert Canada Zero Waste Products will be featured in various retailer flyers during our hard launch month of April 2012. (Appendix B: Retail Partners)

**First Alert Canada 1-800 Number:** Consumers can contact First Alert Canada directly to obtain information about return options for the program products.

**Depots:** All participating collection depots will be provided with program signage (window decals, counter signs, shelf signs, and overhead signage)

**First Alert Canada Database:** To maximize exposure to our consumer database we will target information to our consumers via email blasts starting in January with full push for April 2012 – Earth Day.

**Social Media:** Zero Waste Program will have a Facebook page that can link consumers to other environmental programs and details on our retailer participation.

**Event Sponsorship:** National and Regional participation from the First Alert Zero Waste team at Eco events and conferences. Grass roots approach to consumer engagement.

**Consumer Awareness Targets:**

After the first complete year of the Zero Waste program First Alert Canada will conduct a survey on consumer awareness and engagement in the program. This will also be done through our various partners. The target baseline for consumer awareness of the program over the next 4 years will be:

Year 1 (April 2012): 20% consumer awareness

Year 2 (April 2013): 30% consumer awareness (based on introduction of more Zero Waste products in Q4 of 2012.

Year 3 (April 2014): 35% consumer awareness

Year 4 (April 2015): 40% consumer awareness

## **5. Recovery Rate, Collection Rate, or Alternative**

**British Columbia Market:**

Within the B.C. market, the three First Alert Canada SKU's and up to 4 ED Channel SKU's that are included in the Zero Waste program will be exempt from the eco-fees that are added at POS on all smoke and CO alarms sold in B.C. These units will be excluded from the Product Care program that exists today. First Alert Canada Zero Waste program will absorb these costs so there are no Eco fees charged to the consumer. First Alert Canada Zero Waste will collect, transport and recycle/upcycle all of the returned products, as well as communicate the programs benefits to the consumer.

**Canadian Market:**

In all other provinces, the three First Alert Canada SKU's that are included in the Zero Waste program will be sold and will be included in the Zero Waste program nationally. First Alert Canada Zero Waste program will collect, transport and recycle/upcycle all of the returned products, as well as communicate the programs benefits to the consumer.

**Available for Collection/Collection Rate:**

The quantity of products available for collection will be a function of the number of Zero Waste units sold. The program includes six steps from beginning to end of life cycle. The program includes a one-to-one return ratio. In order for the consumer to participate in the First Alert Canada funded return program they must include the original Zero Waste packaging or a component of the packaging in their return.

Due to the fact there are no other programs of this type, it is difficult to estimate the number of units that will be returned in a given year. First Alert Canada proposes a study period for the first 18 months following the Zero Waste program launch (April 22, 2012) in order for us to collect baseline information on recovery/return rates. We will track sales in BC for the first 18 months and tabulate how many items get returned to see if it is

truly a one for one or a percentage of same. Outlined in Table 1 are our proposed targets for years 2 to 5.

## **6. Management of Program Costs**

The Zero Waste Program will be managed and funded in its entirety by First Alert Canada. The program is a full end-of-life solution for the three retail SKU's and the future ED Channel SKU's included in the program and the subsequent units returned by the consumer.

## **7. Management of Environmental Impacts: Life Cycle and Pollution Prevention Hierarchy (PPH)**

The Zero Waste program is an initiative to accomplish a variety of sustainability goals. The top five benefits from these initiatives are: Waste reduction, waste recycling, emissions reduction, energy use reduction and hazardous materials reduction. This strategy advances the business while directly benefiting customers and the environment.

The Zero Waste program is a Six Step 360 degree solution. (Appendix A: Zero Waste Program)

The Six Steps of the program are as follows:

Step 1: Consumer purchases a Zero Waste Alarm (no eco fee)

Step 2: Consumer installs the First Alert Zero Waste Alarm

Step 3: Consumer takes down old alarm & puts it in the Zero Waste box from original purchase.

Step 4: Consumer goes to retailer OR to firstalert.ca to find a depot to send the old alarm.

Step 5: Depots collect alarms and send back to First Alert Canada

Step 6: First Alert Canada through our recycler diverts waste from landfills and creates new products. Annually we expect to divert over 200, 000 pounds of waste from Canadian Landfills. (Appendix A)

## **8. Dispute Resolution**

All Depots are given collection boxes that are sequentially numbered and tracked from First Alert Canada's facility. Any issues that arise will be dealt with directly between the Depot and First Alert Canada.

## **9. Stakeholder Consultation**

First Alert Canada has presented to National Retailers, Regional Retailers and Electrical Distributors. These stakeholders have embraced the program provided it adheres to the BC Regulations. Extended Producer Responsibility meets the mandate to reduce packaging with the ultimate goal of Zero Waste and no longer passes the cost of disposal

to the government and the taxpayer. Through our focus groups with consumers (stakeholders) First Alert Canada found that the Environment is a key driver for their purchase decisions and their expectations were being met with our program. Appendix A

## **10. Performance Measures and Targets**

### **Collection System and Accessibility:**

The proposed collection depot and accessibility targets are described in section 3 above and are included visually in Appendix D.

### **Consumer Awareness:**

These targets are outlined above in section 4 and are summarized in Table 1 below.

### **Collection Rate:**

The collection rate should be in direct comparison to the number of the units sold in the B.C. market. First Alert Canada proposes a study period for the first 18 months following the launch of the Zero Waste Program (April 2012) in order for us to collect baseline information on recovery/return rates. We will track sales in BC for the first 18 months and tabulate how many items get returned to see if it is truly a one for one or a percentage of same. First Alert will report on these numbers at that time. (October 2013).

**Table 1 – Summary of Performance Measures and Targets:**

PERFORMANCE MEASURES		TARGETS
<b>Collection System and Accessibility</b>		
Number of depots	80 by end of 2012, 100 by end of 2013	
Percent of the population with access to a depot	80% of the population by end of 2013	
<b>Consumer Awareness:</b>		
Media Hits	85 in 2012	
Impressions	14 million + in 2012	
Percent of population aware of the program	20% by end of 2012, 30% by end of 2013	
	35% by end of 2014, 40% by end of 2015	
	45% by end of 2016	
<b>Collection Rate:</b>		
Total number of units of smoke and CO alarms collected annually, BC	First Alert Canada proposes a study period for the first 18 months following the Zero Waste program launch in order for us to collect baseline information on recovery & return rates. We will track sales in BC for the first 18 months and tabulate in a report how many items get returned to see if it is a one for one or a percentage of same.	
<b>PPH</b>		
Pollution Prevention Hierarchy	Zero Waste 2012 3 Retail SKU's, 5 ED Channel SKU's  2013 Another 3 Retail SKU's  2016 40 to 50% of lineup will be Zero Waste	

**Appendix A:**

[Zero Waste Presentation](#) (Press Ctrl and click the link)

**What happens to the waste at our plants (Estimated 200,000 pounds of waste is diverted from Canadian landfills)?**



## Appendix B:

### First Alert Canada Internal Process for Waste Solution:

**FLOW CHART OF ZERO WASTE PROCESS**

