



Ref: 165305

April 23, 2012

Darrell Clarke  
President  
Canadian Electrical Stewardship Association (CESA)  
c/o Product Care Association  
12337 – 82A Avenue  
Surrey, B.C.  
V3W 0L5

Dear Mr. Clarke:

### **Stewardship Plan Approval**

Thank you for submitting the CESA BC Product Stewardship Plan – Part 2: Phase 5 Products on September 30, 2011, and the subsequent revised and finalized document on March 9, 2012, in fulfillment of the requirement under section 4 of the Recycling Regulation.

I have completed my review of the submission and hereby approve the CESA BC Product Stewardship Plan – Part 2: Phase 5 Products. Please be advised that this approval applies only to materials or content contained in the plan pertains to the requirements of section 5 of the Recycling Regulation.

### **CESA BC Product Stewardship Plan Part 1 and Part 2**

As you are aware CESA's product stewardship program for portable and floor care appliances (small appliances), now referred to as the CESA BC Product Stewardship Plan – Part 1: Phase 4 Products ("CESA Part 1") was approved July 12, 2010 and launched on October 1, 2011. I understand that CESA intends to deliver CESA Part 1 and CESA Part 2 as a combined program, in order to capitalize on available synergies. As such, I encourage you to consider merging the two programs and plans into one, when CESA Part 1 undergoes the five year plan review in 2016.

### **Program Communication and Public Awareness**

With the large number of stewardship programs launching on July 1, 2012, and to ensure a successful program launch, it is paramount that the public, consumers, industry, and any other affected stakeholders are informed of your program and any visible program fees well in advance of the program launch date. To that end, it is our understanding the several

stewards/agencies are in the process of combining efforts to develop a collective communications program for stewardship programs launching July 1<sup>st</sup>.

Equally important to a successful program is ongoing communication and public awareness. We expect you to strive to exceed and continuously improve on the targets in this area in your plan. Given the importance of public awareness, the Ministry is considering establishing a consumer awareness target for eventual incorporation into the Recycling Regulation. We will keep you apprised on the development of this initiative.

### **Product Re-use Communication**

As part of the plan's commitment to manage products in accordance with the pollution prevention hierarchy the Ministry expects that CESA will provide consumers with information and encourage re-use of program products so that only unusable products are entering the recycling process.

### **Third Party Independent Audit of Non-financial Information in Annual Reports**

Please note that the Ministry of Environment, as part of its Industry Product Stewardship compliance strategy, now requires third party testing to confirm prescribed non-financial information reported in industry stewardship agency annual reports. The enclosed document entitled "Guiding Principles - Product Stewardship Agency Non-Financial Information Testing", dated November 15, 2010, contains information and direction for stewardship agencies on the required procedures. For convenience, electronic templates of the test procedures and related documents are available on the Ministry's website at:

<http://www.elp.gov.bc.ca/epd/recycling/guide/index.htm>. Please be advised that these Guiding Principles are currently being refined and you will be advised when an updated document is available. Please contact Greg Tyson at (250) 387-9774 if you have questions on this requirement or associated documents.

I look forward to working with you to ensure your program is successfully implemented. If you have any questions about this approval or the implementation of your plan, please contact David Lawes at (250) 387-3588 or [David.Lawes@gov.bc.ca](mailto:David.Lawes@gov.bc.ca).

Sincerely,



David Ranson  
Director, Waste Management

cc: David Lawes, Head, Industry Product Stewardship Programs  
Meegan Armstrong, Senior Policy Advisor

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