



**The Product Care Association  
BC Fluorescent Light Recycling Program**

# **2011 Annual Report**

**Prepared by:**



**Mark Kurschner, President**  
Product Care Association  
105 West 3<sup>rd</sup> Ave  
Vancouver, BC V5Y 1E6  
604-592-2972  
[mark@productcare.org](mailto:mark@productcare.org)

## Table of Contents

1. Program Outline.....	3
1.1 Product Care Association .....	3
1.2 Program Products .....	3
2. Educational Materials and Strategies .....	3
3. Collection System.....	4
4. Collection Rate .....	5
4.1 Units Collected .....	5
4.2 Units Collected by Regional District .....	5
4.3 Weight Collected.....	7
4.4 Product Sales.....	8
4.5 Capture Rate .....	8
5. Life Cycle Management .....	9
5.1 Pollution Prevention Hierarchy.....	9
6. Fee Information .....	10
Appendix A – Collection Sites .....	11
Appendix B – Public Education Materials .....	17

# 1. Program Outline

## 1.1 Product Care Association and Program Plan

The British Columbia LightRecycle program is operated by Product Care Association pursuant to a program plan dated February 3, 2010, approved by the BC Ministry of Environment under the Recycling Regulation. This is the 2011 annual report for the LightRecycle Program. Product Care is a federally incorporated, not for profit product stewardship association formed in response to stewardship regulations and is governed by a multi sector industry board of directors.

## 1.2 Program Products

The LightRecycle program collects fluorescent lamps, including compact fluorescent lamps (CFLs) and fluorescent tubes of all shapes, lengths and diameters that are sold for residential use in British Columbia. While the term “fluorescent lamp” is used by the industry, the program (including promotional materials and this report) utilizes the term “fluorescent light”, as it is more readily recognized and understood by the public at large.

The LightRecycle program will be expanding in 2012 to include all lamps, ballasts and fixtures supplied into the residential, commercial and industrial sectors, according to the BC Recycling Regulation.

# 2. Educational Materials and Strategies

The following is a summary of promotional materials and strategies used during 2011 to raise consumer awareness of the LightRecycle program:

- **Program Website** – The LightRecycle website, [www.lightrecycle.ca](http://www.lightrecycle.ca), provides detailed information on the program including depot locations, accepted products and eco-fees. The LightRecycle website received approximately 48,000 “page views” between January 1 and December 31, 2011.
- **Point of Sale Materials** – Over 12,500 point of sale “postcards” and 850 posters (see Appendix B) were distributed to retailers, regional districts, municipalities, RCBC and other stakeholders during the year 2011. These materials are available for reorder by web-form or can be downloaded and printed directly from the program website.
- **Point of Return Materials** – LightRecycle postcards and posters were distributed to program collection sites throughout the year.
- **Website Linkages** – Product Care coordinates with other parties, including regional districts, BC Hydro and Fortis BC to provide links to the LightRecycle website. The LightRecycle website is part of Product Care’s main website.
- **RCBC Recycling Hotline** – The program participates in the Recycling Council of BC (RCBC) hotline service by which consumers can contact RCBC operators and obtain information on how to recycle various products. From January 1 to December 31, 2011, RCBC received 2,282 calls regarding recycling fluorescent lamps and tubes.
- **RCBC Recyclepedia** – The program is featured on RCBC’s Recyclepedia, an online recycling encyclopedia for British Columbians. From January 1 to December 31, there were 3,157 web searches for recycling fluorescent lights on RCBC’s website. The program’s collection sites are also included in the search engine <http://rcbc.bc.ca/recyclepedia.ca>.

- **Print Advertising** - In Fall 2011, the program was promoted through print advertising to increase awareness of collection sites. Full-colour, ¼ page ads were published in 15 newspapers/communities across the province in: Abbotsford, Chilliwack, Tri-Cities, Surrey, White Rock, Vancouver, Maple Ridge, Delta, Richmond, North and West Vancouver, New Westminster, Burnaby, Victoria, Comox Valley and Campbell River. LightRecycle was also advertised in a report prepared by Media Planet about B.C.'s Waste Management and Recycling that was featured in the Vancouver Sun on August 18, 2011 (see Appendix B). The report reached an estimated 461,000 Vancouver Sun readers through a print circulation of 179,000. The report was hosted for month on the Vancouver Sun's website, which receives approximately 1.4 million unique monthly visitors.
- **Web Advertising (Social Media)** – The program was also promoted through online Facebook advertising (see Appendix B). These advertisements ran from November, 2011 to February, 2012, receiving 3,527,994 impressions and 264 “click-throughs” to [www.lightrecycle.ca](http://www.lightrecycle.ca) between November and December, 2011.
- **Local Government Partnerships** – The program continued collaborating with local governments by advertising in municipal garbage/recycling calendars, adding website links and distributing point of sale materials.
- **Public Utilities** – In Spring 2011, BC Hydro included program information in its Energy Star CFL print advertisements published in various B.C. newspapers, along with a full-page ad in B.C. Business Magazine (circulation 26,000 copies per month). LightRecycle program information is featured on BC Hydro's website and mentioned occasionally on their social media accounts (Facebook and Twitter). See Appendix B for copies of the advertisements. Program information is also available on Fortis BC's website, along with a link to LightRecycle depot finder.

### 3. Collection System

The LightRecycle program operates drop-off locations across BC where residents can return their burnt out compact fluorescent lamps (CFLs) and fluorescent tubes. There is no charge for consumers to drop off their lights. At the end of the 2011 calendar year, this province-wide collection system comprised 197 collection sites consisting of 167 return-to-retail locations, 16 municipal facilities and 14 private recycling depots. This is an increase of 32 sites from the end of 2010. A complete list of collection sites active by December 31, 2011 is included in Appendix A.

Product Care does not directly own or manage any depots, but contracts with existing collection sites and retailers.

In addition to program's 197 collection sites, the program participated in five collection events in 2011 in the communities of Golden, Fort Nelson, Chilliwack, Clearwater and Langley.

**Table 1 - 2011 Collection Site Details**

Collection Site Type	# of Collection Sites	% of Sites
Retailers	167	85%
Municipal Facilities	16	8%
Private Recycling Depots	14	7%
<b>Total</b>	<b>197</b>	<b>100%</b>

## 4. Collection Rate

### 4.1 Units Collected

The LightRecycle program launched the collection of fluorescent lights on July 1, 2010. The number of units collected on a monthly basis has been increasing steadily since the inception of program operation.

Between January and December 2011, the program collected **399,075 fluorescent lights** consisting of 153,495 compact fluorescent lamps (CFLs), 218,223 fluorescent tubes between two and four feet in length and 27,357 eight foot fluorescent tubes.<sup>1</sup>

The program's per-capita collection rate in 2011 was 0.09 units/per person based on a population of 4,350,960 (Statistics Canada). This value is expected to climb significantly in 2012, with the expansion of the program to the commercial and industrial sectors.

### 4.2 Units Collected by Regional District

Table 2 illustrates the number of units by lamp type collected from each of the province's regional districts between January and December, 2011.

**Table 2 – Units Collected by Regional District, 2011<sup>1</sup>**

Regional District	CFL	2-4ft Tubes	8ft Tubes	Total Units
Alberni Clayoquot	598	1,914	213	2,725
Bulkley Nechako	256	555	15	826
Capital Regional District	11,104	14,761	1,232	27,098
Cariboo	427	2,025	304	2,757
Central Coast	-	-	-	-
Central Kootenay	940	943	183	2,066
Central Okanagan	10,250	11,820	1,385	23,454

---

<sup>1</sup> The number of units collected is estimated from the number of full boxes of lights shipped from collection points and an average number of units per box (calculated on a monthly basis from processor reports).

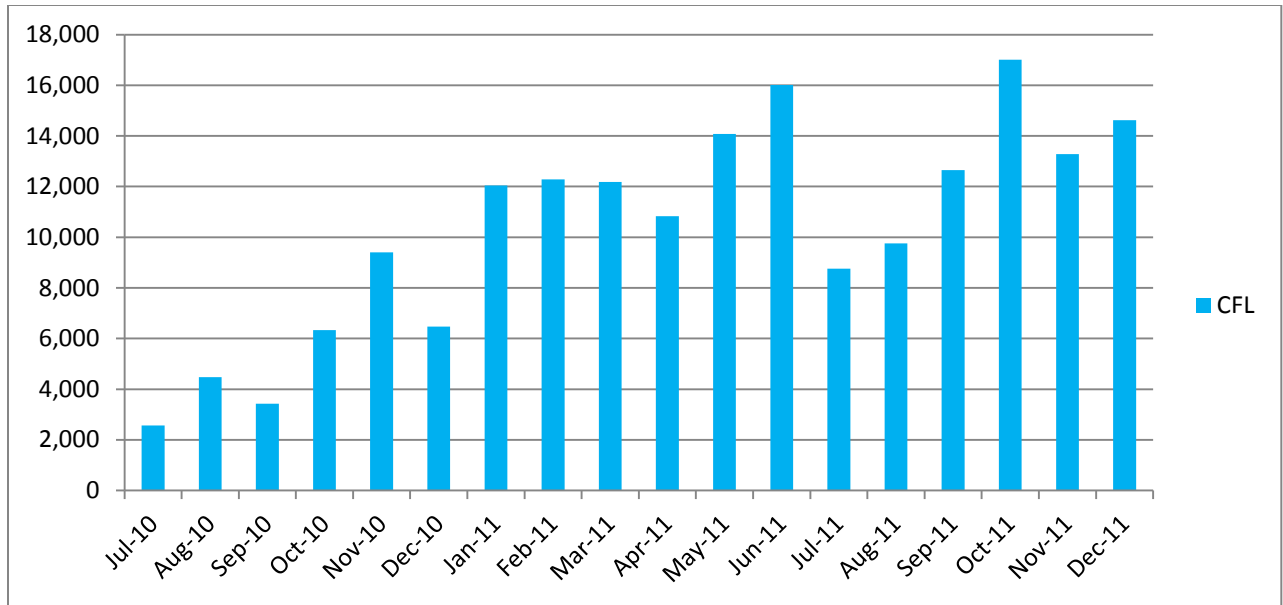
Columbia Shuswap	1,281	1,776	380	3,437
Comox Strathcona	5,808	3,912	517	10,238
Cowichan Valley	4,100	12,097	2,937	19,134
East Kootenay	1,110	2,830	411	4,351
Fraser Fort George	1,879	1,942	137	3,958
Fraser Valley	7,090	16,120	2,419	25,629
GVRD	83,880	103,299	11,107	198,286
Kitimat Stikine	513	1,942	533	2,987
Kootenay Boundary	427	2,331	152	2,910
Mt. Waddington	256	2,386	335	2,977
Nanaimo Regional District	9,481	18,756	2,495	30,733
North Okanagan	4,100	7,103	867	12,070
Northern Rockies <sup>2</sup>	-	-	-	-
Okanagan Similkameen	342	3,108	517	3,967
Peace River	769	1,110	335	2,213
Powell River Regional District	940	499	61	1,500
Skeena-Queen Charlotte	342	1,110	46	1,497
Squamish Lillooet	2,306	1,332	228	3,866
Sunshine Coast	683	1,554	198	2,435
Thompson Nicola	4,613	2,997	350	7,959
<b>TOTAL</b>	<b>153,495</b>	<b>218,223</b>	<b>27,357</b>	<b>399,075</b>

<sup>1</sup>Based on average units per box, CFLs: 85, 4 foot: 28, 8 foot: 15

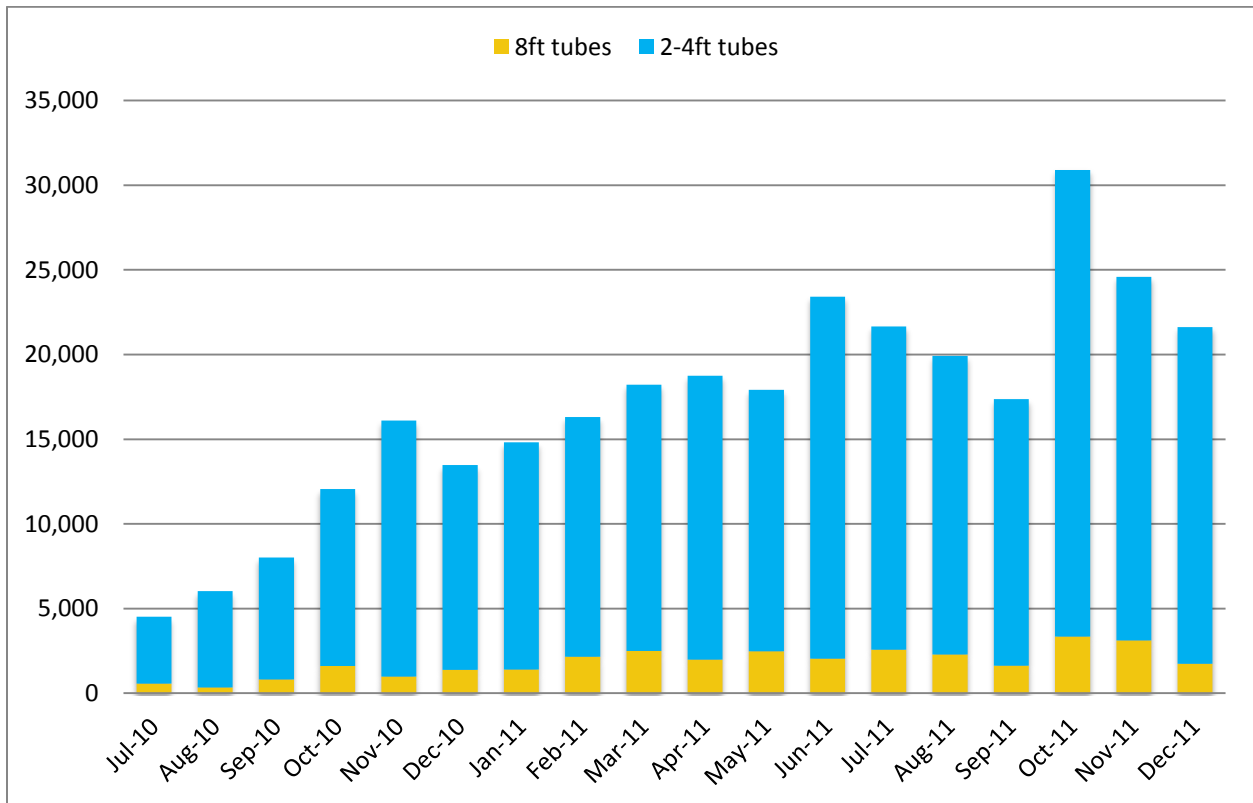
<sup>2</sup>Depots added in 2011

Figures 1 and 2 illustrate the monthly collection volume since the start of the program in July, 2010.

**Figure 1– CFL Units Collected 2010-2011**



**Figure 2– Fluorescent Tube Units Collected 2010-2011**



#### 4.3 Weight Collected

The estimated weight (kg) of fluorescent lights collected by the program between January and December 2011 is illustrated in Table 3.

**Table 3 – Weights Collected, January-December 2011**

Unit Type	Units Collected	Average Weight <sup>1</sup>	Weight Collected
Compact Fluorescent Lamps (CFLs)	153,495	100 g	15,349.5 kg
2-4 Foot Tubes	218,223	272 g	59,356.6 kg
8 Foot Tubes	27,357	375 g	10,258.9 kg
<b>TOTAL</b>	<b>399,075</b>		<b>84,965 kg</b>

<sup>1</sup>Estimated average weight provided by Electro Federation of Canada, assuming 100% T12 fluorescent tubes and 99% 4 ft/1% 2 ft return split. Sales of T12 tubes are declining and being replaced with smaller diameter tubes, but the majority of returns are still T12.

#### 4.4 Product Sales

Table 4 illustrates the number of residential use units sold in BC between January and December, 2011, based on the aggregated unit sales reported to Product Care by program members.

**Table 4 - Product Sales, January-December 2011**

Unit Type	Units Sold
Compact Fluorescent Lamps (CFLs)	3,563,914
Fluorescent Tubes < or = 2 feet	118,012
Fluorescent Tubes > 2 feet and < or = 4 feet	571,633
Fluorescent Tubes > 4 feet	55,556
TOTAL Fluorescent Tubes	745,201
<b>TOTAL</b>	<b>4,309,115</b>

#### 4.5 Capture Rate

The program's approved stewardship plan proposes capture rate targets to measure program performance. A capture rate compares the units collected by the program with the number of units estimated to be "available for collection" during a given period of time, expressed as a percentage. The stewardship plan's capture rate targets increase from 10-12% in 2010 to 40-75% in 2015.

Table 5 compares the program's actual capture rate with the targets outlined in the stewardship plan. The units "available for collection" are taken from the 2010 stewardship plan, and are estimates based on historical sales and average lifespan of the applicable products.

As Table 5 illustrates, in 2011 the program achieved a capture rate of 31.8% of CFLs compared to the capture rate target of 16-25%. The program also achieved a capture rate of fluorescent tubes of 65.8% in 2011, significantly exceeding the 16-25% target for that category.

**Table 5 – Capture Rate 2010 - 2011 Comparison**



	2010 -6 months (July- Dec)	2011- 12 months (Jan-Dec)
<b>Capture Rate target, CFLs and tubes<sup>1</sup></b>	<b>10-12%</b>	<b>16-25%</b>
CFL Actual Capture Rate <sup>3</sup>	<b>10.3%</b>	<b>31.8%</b>
CFL Units Collected <sup>2</sup>	<b>32,666</b>	<b>153,495</b>
CFL Available to Collect	318,650	483,000
Tube actual Capture Rate <sup>3</sup>	<b>20.6%</b>	<b>65.8%</b>
Tube units Collected <sup>2</sup>	<b>60,225</b>	<b>245,580</b>
Tubes Available to Collect	292,625	373,500

<sup>1</sup>From the 2010 Stewardship Plan, for all residential use fluorescent lamp types

<sup>2</sup>From Table 2: fluorescent tubes 4ft -8ft combined

<sup>3</sup>Total units collected divided by total units available for collection

## 5. Life Cycle Management

The lifespan of fluorescent lights has increased substantially in the last decade, reducing the environmental impact associated with these products. Energy Star™ rated lights can now last up to 12 years, an increase from an average of 3 years in 2003<sup>2</sup>. Smaller diameter fluorescent tubes are now available on the marketplace, which can provide the same or more light with about 50% less material resources by weight<sup>3</sup>. The amount of mercury contained within fluorescent lights has also been decreasing. Manufacturers who are members of Electro-Federation reported a decrease the amount of mercury in fluorescent lights by 81.6% in 2006, as measured from a 1990 baseline<sup>4</sup>.

### 5.1 Pollution Prevention Hierarchy

The program endeavours to manage collected materials as high on the pollution prevention hierarchy as possible. As the program is designed for fluorescent lights that now longer work and cannot be reused, the collected lights are shipped to a processor where they are broken down into their component parts and recycled.

The mercury is recovered and reused in lighting products. The metal and glass is recycled and the phosphor powder is sold for reuse in paint products. Table 6 illustrates the quantity of materials recovered/recycled by the program, as reported by the program's processor for the period January-December, 2011.

**Table 6 – Material Use and Quantities, January-December 2011**

---

<sup>2</sup> Stewardship Ontario (2009). *Draft Consolidated Preliminary Municipal Hazardous and Special Waste Program Plan Volumes I and II*.

<sup>3</sup> European Lamp Companies Federation. *Climate, Environment and Health*. Please refer to <http://www.elcfd.org>

<sup>4</sup> Personal Communication with Wayne Edwards, Electrical Equipment Manufacturers Association of Canada.

Material	Material Use	Quantity Recovered/Recycled
Glass	Recycled	83,548kg
Metal	Recycled	973kg
Mercury	Reused in lighting products	9 kg
Phosphor Powder	Reused in paint products	1267 kg

## 6. Fee Information

The LightRecycle program is funded by membership fees, referred to as “eco-fees”, remitted to Product Care by its members based on the volume of residential-use fluorescent lights supplied in British Columbia. The eco-fee rates are set by Product Care. In some cases, retailers recover the fees from consumers as a separate visible eco-fee. Program revenues are applied to cover the costs of the operation of the program, including education, collection system, administration, transport, recycling and disposal of collected products, as well as to establish a reserve fund. Table 7 illustrates the eco-fee rates for program products effective October 1, 2011. Due to the expansion of the program scope in 2012, additional fee categories and fee adjustments will be implemented on October 1, 2012.

**Table 7 – Eco Fee Rates, October 1, 2011**

Unit Type	Eco Fee
Compact Fluorescent Lamps (CFLs)	\$0.15
Fluorescent Tubes < or = 2 feet	\$0.20
Fluorescent Tubes > 2 feet and < or = 4 feet	\$0.40
Fluorescent Tubes > 4 feet	\$0.55

## Appendix A – Collection Sites

### 2011 Collection Site Locations:

Collection Site	City	Regional District
Canadian Tire #488 Port Alberni	Port Alberni	Alberni Clayoquot
Tofino Co-op Hardware	Tofino	Alberni Clayoquot
Westcoast Hardware	Port Alberni	Alberni Clayoquot
Burns Lake Home Hardware	Burns Lake	Bulkley Nechako
Houston Recycling	Houston	Bulkley Nechako
MacLeods True Value Hardware	Fort St. James	Bulkley Nechako
Smithers Lumber Yard Ltd	Smithers	Bulkley Nechako
Burnside Home Hardware	Victoria	Capital Regional District
Canadian Tire #368 Victoria	Victoria	Capital Regional District
Galiano Trading Co.	Galiano	Capital Regional District
Hartland Landfill Recycling Depot	Victoria	Capital Regional District
Home Depot Saanich #7055	Saanich	Capital Regional District
Home Depot Victoria #7074	Victoria	Capital Regional District
London Drugs #14	Victoria	Capital Regional District
London Drugs #29	Victoria	Capital Regional District
London Drugs #46	Victoria	Capital Regional District
London Drugs #54	Victoria	Capital Regional District
Mouatt's Home Hardware	Salt Spring Island	Capital Regional District
Oak Bay Home Hardware	Victoria	Capital Regional District
Pender Island Home Building Centre	Pender Island	Capital Regional District
Salt Spring Island Recycling Depot	Salt Spring Island	Capital Regional District
Sooke Home Hardware	Sooke	Capital Regional District
Canadian Tire #438 Williams Lake	Williams Lake	Cariboo
Canadian Tire #487 Quesnel	Quesnel	Cariboo
Century Hardware Ltd.	100 Mile House	Cariboo
Home Hardware Williams Lake	Williams Lake	Cariboo
Lone Butte Supply Ltd.	100 Mile House	Cariboo
Hipperson Home Hardware	Nelson	Central Kootenay
Home Hardware Creston	Creston	Central Kootenay
Kaslo Building Supplies	Kaslo	Central Kootenay
Mountain High Lighting	Castlegar	Central Kootenay
Nelson Home Hardware Building Centre	Nelson	Central Kootenay
Home Depot Kelowna #7032	Kelowna	Central Okanagan
Home Depot Westbank #7252	Westbank	Central Okanagan

Lake Country Building Centre	Lake Country	Central Okanagan
London Drugs #12	Kelowna	Central Okanagan
London Drugs #76	Westbank	Central Okanagan
Summerland TimberMart	Summerland	Central Okanagan
The Battery Doctors	Kelowna	Central Okanagan
Westbank Home Hardware	Westbank	Central Okanagan
Home Hardware Revelstoke	Revelstoke	Columbia Shuswap
Salmon Arm Home Building Centre	Salmon Arm	Columbia Shuswap
Scotch Creek Home Building Centre	Scotch Creek	Columbia Shuswap
Sorrento Building Centre	Sorrento	Columbia Shuswap
True Value Hardware	Sicamous	Columbia Shuswap
Bings Creek Solid Waste (CVRD)	Duncan	Comox Strathcona
Canadian Tire #437 Campbell River	Campbell River	Comox Strathcona
Central Builders' Supply Courtenay	Courtenay	Comox Strathcona
Duncan Home Hardware Bldg Centre	Duncan	Comox Strathcona
Home Depot Campbell River #7221	Campbell River	Comox Strathcona
Home Depot Courtenay #7177	Courtenay	Comox Strathcona
Home Depot Duncan #7272	Duncan	Comox Strathcona
Lake Cowichan Home Hardware	Lake Cowichan	Comox Strathcona
London Drugs #67	Courtenay	Comox Strathcona
London Drugs #73	Campbell River	Comox Strathcona
London Drugs #77	Duncan	Comox Strathcona
Meade Creek Recycling (CVRD)	Lake Cowichan	Comox Strathcona
Peerless Road Recycling (CVRD)	Ladysmith	Comox Strathcona
Village of Gold River	Gold River	Comox Strathcona
Fernie Home Building Center	Fernie	East Kootenay
Home Depot Cranbrook #7255	Cranbrook	East Kootenay
Home Hardware Cranbrook	Cranbrook	East Kootenay
BBK Bottle Depot	Prince George	Fraser Fort George
Central Builders' Supply Prince George	Prince George	Fraser Fort George
Home Depot Prince George #7171	Prince George	Fraser Fort George
London Drugs #51	Prince George	Fraser Fort George
Abbotsford Community Services Recycling	Abbotsford	Fraser Valley
Canadian Tire #433 Chilliwack	Chilliwack	Fraser Valley
Canadian Tire #434 Abbotsford	Abbotsford	Fraser Valley
Home Depot Abbotsford #7141	Abbotsford	Fraser Valley
Home Depot Chilliwack #7273	Chilliwack	Fraser Valley
London Drugs #16 - Abbotsford	Abbotsford	Fraser Valley

London Drugs #41	Chilliwack	Fraser Valley
London Drugs #55	Mission	Fraser Valley
Mission Recycling Depot	Mission	Fraser Valley
Wilway Lumber	Abbotsford	Fraser Valley
City of Terrace Landfill	Terrace	Kitimat Stikine
City of Terrace Public Works	Terrace	Kitimat Stikine
KUTE Recycling Depot	Kitimat	Kitimat Stikine
Grand Forks Home Hardware	Grand Forks	Kootenay Boundary
Maglio Bldg Centre Trail	Trail	Kootenay Boundary
Rossland Pro Hardware	Rossland	Kootenay Boundary
Blight's Home Hardware	Vancouver	Metro Vancouver
Canadian Tire #389 Vancouver Cambie	Vancouver	Metro Vancouver
Canadian Tire #443 Surrey (Newton)	Surrey	Metro Vancouver
Canadian Tire #601 North Vancouver	North Vancouver	Metro Vancouver
Canadian Tire #603 Burnaby	Burnaby	Metro Vancouver
Canadian Tire #604 Vancouver	Vancouver	Metro Vancouver
Canadian Tire #608 Coquitlam	Coquitlam	Metro Vancouver
Canadian Tire #609 Port Coquitlam	Port Coquitlam	Metro Vancouver
Canadian Tire #610 Richmond	Richmond	Metro Vancouver
Canadian Tire #687 Surrey	Surrey	Metro Vancouver
Haney Builders Supply	Maple Ridge	Metro Vancouver
Hewer Home Hardware	Vancouver	Metro Vancouver
Home Depot Burnaby #7047	Burnaby	Metro Vancouver
Home Depot Coquitlam #7045	Coquitlam	Metro Vancouver
Home Depot Langley #7041	Langley	Metro Vancouver
Home Depot Park Royal #7035	West Vancouver	Metro Vancouver
Home Depot Port Coquitlam #7145	Port Coquitlam	Metro Vancouver
Home Depot Richmond #7043	Richmond	Metro Vancouver
Home Depot South Surrey #7044	Surrey	Metro Vancouver
Home Depot Surrey North #7046	Surrey	Metro Vancouver
Home Depot Surrey(Whiterock) #7122	Surrey	Metro Vancouver
Home Depot Vancouver #7042	Vancouver	Metro Vancouver
Home Depot Vancouver Cambie #7259	Vancouver	Metro Vancouver
Home Hardware Richmond	Richmond	Metro Vancouver
Kerrisdale Lumber Co Ltd	Vancouver	Metro Vancouver
London Drugs - Maple Ridge	Maple Ridge	Metro Vancouver
London Drugs #10	Vancouver	Metro Vancouver
London Drugs #11	Richmond	Metro Vancouver

London Drugs #15	Coquitlam	Metro Vancouver
London Drugs #17	Delta	Metro Vancouver
London Drugs #18	Langley	Metro Vancouver
London Drugs #19	Vancouver	Metro Vancouver
London Drugs #2	Vancouver	Metro Vancouver
London Drugs #25	Burnaby	Metro Vancouver
London Drugs #28	Vancouver	Metro Vancouver
London Drugs #3	New Westminster	Metro Vancouver
London Drugs #37	Delta	Metro Vancouver
London Drugs #4	Vancouver	Metro Vancouver
London Drugs #42	South Surrey	Metro Vancouver
London Drugs #44	West Vancouver	Metro Vancouver
London Drugs #5	North Vancouver	Metro Vancouver
London Drugs #50	Vancouver	Metro Vancouver
London Drugs #52	Richmond	Metro Vancouver
London Drugs #53	Vancouver	Metro Vancouver
London Drugs #56	Burnaby	Metro Vancouver
London Drugs #6	Burnaby	Metro Vancouver
London Drugs #7	Vancouver	Metro Vancouver
London Drugs #71	Burnaby	Metro Vancouver
London Drugs #74	Vancouver	Metro Vancouver
London Drugs #75	Surrey	Metro Vancouver
London Drugs #78	Vancouver	Metro Vancouver
London Drugs #8	Surrey	Metro Vancouver
London Drugs # 81	Surrey	Metro Vancouver
London Drugs #9	Surrey	Metro Vancouver
Maple Ridge Lighting	Maple Ridge	Metro Vancouver
Pearson's Home Hardware	North Vancouver	Metro Vancouver
Richmond Recycling Depot	Richmond	Metro Vancouver
Ridge Meadows Recycling Society	Maple Ridge	Metro Vancouver
Shell Busey's House Smart	Surrey	Metro Vancouver
Simpson Home Hardware	West Vancouver	Metro Vancouver
Southridge Building Supplies Ltd	Surrey	Metro Vancouver
The City of New Westminster Recycle Depot	New Westminster	Metro Vancouver
Tsawwassen Home Building Centre	Delta	Metro Vancouver
7 Mile Landfill and Recycling Center	Port McNeil	Mt. Waddington
Dunlop's Home Hardware Building Centre	Port Hardy	Mt. Waddington
Albertson's Home Center	Parksville	Nanaimo Regional District

Applecross Home Hardware	Nanaimo	Nanaimo Regional District
Canadian Tire #362 Nanaimo	Nanaimo	Nanaimo Regional District
Dolly's Home Hardware	Qualicum Beach	Nanaimo Regional District
Home Depot Nanaimo #7040	Nanaimo	Nanaimo Regional District
London Drugs #36	Nanaimo	Nanaimo Regional District
London Drugs #72	Nanaimo	Nanaimo Regional District
Nanaimo Recycling Exchange Society	Nanaimo	Nanaimo Regional District
Parksville Central Bldg Supply	Parksville	Nanaimo Regional District
Parksville Home Hardware	Parksville	Nanaimo Regional District
Home Building Centre Vernon	Vernon	North Okanagan
Home Depot Vernon #7084	Vernon	North Okanagan
London Drugs #39	Vernon	North Okanagan
Shepherds Home Hardware	Armstrong	North Okanagan
Sun Dial Lighting	Vernon	North Okanagan
Venture Training Vernon	Vernon	North Okanagan
Wide Sky Disposal	Fort Nelson	Northern Rockies
Campbell Mountain Lanfill	Penticton	Okanagan Similkameen
Canadian Tire #351 Penticton	Penticton	Okanagan Similkameen
Home Hardware Penticton	Penticton	Okanagan Similkameen
Home Hardware Princeton	Princeton	Okanagan Similkameen
Keremeos Sanitary Landfill	Keremeos	Okanagan Similkameen
London Drugs #70	Penticton	Okanagan Similkameen
Okanagan Falls Landfill	Okanagan Falls	Okanagan Similkameen
Oliver Sanitary Landfill	Oliver	Okanagan Similkameen
Chetwynd Home Hardware	Chetwynd	Peace River
Eco-Depot Recycling Centre	Fort St John	Peace River
R Home Supply Centre	Dawson Creek	Peace River
Canadian Tire #480 Powell River	Powell River	Powell River Regional District
Island Solid Waste Landfill -Port Clements	Port Clements	Skeena-Queen Charlotte
Skeena Queen Charlotte Regional Recycling	Prince Rupert	Skeena-Queen Charlotte
Home Depot Squamish #7053	Squamish	Squamish Lillooet
London Drugs #80	Squamish	Squamish Lillooet
Pemberton Valley Hardware	Pemberton	Squamish Lillooet
Squamish Home Hardware	Squamish	Squamish Lillooet
Whistler Home Hardware	Whistler	Squamish Lillooet
Canadian Tire #636 Sechelt	Sechelt	Sunshine Coast
Gibsons Building Supplies	Gibsons	Sunshine Coast
Gibsons Recycling Depot	Gibsons	Sunshine Coast

London Drugs #61	Gibsons	Sunshine Coast
Trail Bay Hardware	Sechelt	Sunshine Coast
Canadian Tire #355 Kamloops	Kamloops	Thompson Nicola
Chase Hardware Building Centre	Chase	Thompson Nicola
Home Depot Kamloops #7144	Kamloops	Thompson Nicola
Home Hardware Merritt	Merritt	Thompson Nicola
London Drugs #35	Kamloops	Thompson Nicola
Light Your World	Kamloops	Thompson Nicola
Osoyoos Home Hardware	Osoyoos	Thompson Nicola
The Lampost	Kamloops	Thompson Nicola
Wells Gray Home Hardware	Clearwater	Thompson Nicola



## Appendix B – Public Education Materials

### Program Postcard:



# Burnt Out?

## Recycle your fluorescents

**LightRecycle**

To find the LightRecycle drop-off location nearest you visit [www.lightrecycle.ca](http://www.lightrecycle.ca) or call **1-800-667-4321**



## Do it right! Drop off your used fluorescent lights and tubes for safe recycling.

**Responsible:** Keep your used fluorescent lights and tubes out of the landfill. Bring them to a LightRecycle drop-off location for safe recycling, free of charge. Do not put fluorescents in the garbage or the blue box/bag. *Residential-use fluorescent lights only.* No LED, halogen, incandescent or commercial-use lights accepted.

**Safe:** Handle fluorescent lights carefully. Do not break or puncture. Wrap lights in paper or place them in original packaging before taking them to a LightRecycle drop-off location. For information on safe handling and clean up, visit Health Canada's website at [www.hc-sc.gc.ca](http://www.hc-sc.gc.ca) or call BC's Recycling Hotline at **1-800-667-4321**.

**Easy:** Visit [www.lightrecycle.ca](http://www.lightrecycle.ca) or call **1-800-667-4321** to find the LightRecycle drop-off location nearest you.



LightRecycle - The BC Fluorescent Light Recycling Program, brought to you by Product Care



Program Poster:

# Burnt Out?



Recycle your  
fluorescents



Do it right! Drop off your used fluorescent lights and tubes to a LightRecycle location for safe recycling.

Visit [www.lightrecycle.ca](http://www.lightrecycle.ca) or call **1-800-667-4321** to find the LightRecycle drop-off location nearest you.



*LightRecycle locations accept residential-use fluorescent lights only. No LED, halogen, incandescent or commercial-use lights accepted.*

LightRecycle - The BC Fluorescent Light Recycling Program, brought to you by Product Care





## Advertisement in Vancouver Sun, Media Planet report:

### Encorp Pacific is one of North America's leading product stewardship corporations

With over 180 depots and mobile collection across BC, the Return-It™ system is a British Columbia success story. Thanks to BC residents, 40% of the beverage containers sold in the province are recovered and recycled into something new. That's over one billion containers kept out of our landfills.

Encorp Pacific (Canada) runs the Return-It system. As one of BC's largest product stewardship corporations, Encorp's mandate is to design and manage consumer-friendly and cost-effective systems to recover end-of-life consumer products and packaging for recycling.

Encorp maintains and estimates greenhouse gas emissions associated with its recycling activities. This helps reduce their carbon footprint and maximize their net benefit to the planet.

#### The numbers speak louder than words

In 2010, more than one billion containers were recycled. That's approximately 365 million aluminum cans, 355 million plastic bottles, 215 million glass bottles, 82 million drink boxes and cartons, and 30 million other containers of varying types.

"The billion containers weigh around 97,000 metric tonnes. That's about the size of an aircraft carrier," said Encorp's President

and CEO, Neil Harber. "Imagine if our landfills had to accommodate that in addition to everything else that's thrown out."

#### It all started with soft drinks

First established in 1994, Encorp created a network of province-wide recycling depots to ensure soft drink containers were recycled. The system expanded in 1998 when the provincial government expanded the recycling regulations to include water, juice and alcohol containers. Today, consumers pay a deposit on all ready-to-drink beverage containers sold in BC, except for milk. Encorp's Return-It Depot system collects containers from consumers and returns them for recycling on behalf of more than 1,000 beverage brand owners.

"When Encorp first started, we were recycling about 300 million containers. Over the past 16 years, that number has just kept growing and growing," says Harber.

#### HiB and electronics too

As product stewardship has expanded over the years, so has Encorp. They also manage the recycling of milk containers on behalf of the Dairy Council of BC and electronics for the Electronic Stewardship Association of BC (ESABO). "In less than four years, over 53 million kilograms of electronics have

been diverted from landfills and recycled responsibly in BC. It's one of the highest rates of waste diversion in North America," says Tyler Gower, Encorp's Logistics Manager.

#### Transparency is a priority

The details of Encorp's financial system are available to the public, including audited financial statements.

Revenues include the sale of collected materials to recyclers, undelivered container deposits and, if required, a Container Recycling fee (CRF).

Expenses include deposit refunds, handling fees to depots, transportation and processing of collected containers, consumer awareness and administration.

#### No government funding

Encorp is 100% industry operated and receives no government funding. They combine private sector efficiencies with a high degree of public sector transparency to manage collection and recycling programs. You can view Encorp's 2010 annual report at [encorp.ca/2010](http://encorp.ca/2010).

Taking responsibility creates a world-class recycling system. BC's product stewardship model is one of



North America's best. The model shifts responsibility for managing end-of-life products and packaging from local governments and taxpayers to producers and consumers. The Recycling Regulation, under authority of the Environmental Management Act, sets out the requirements for product stewardship in BC. Returning your products through the collection systems established by any of BC's stewards guarantees they will be recycled safely and responsibly.



[return-r.ca](http://return-r.ca)

**throwing out your plastic?**

Let *Us* Pick it UP 4 **FREE!**

**WESTCOAST PLASTIC RECYCLING**

Are you constantly emptying your garbage can due to overflowing plastic? Start recycling with Westcoast Plastic Recycling and watch those pesky dumping fees fade away! We offer a free plastic pickup service in the Metro Vancouver and FVRD areas while providing you with a FREE container for storage. Keep plastic out of the local landfills, and ensure a brighter future for generations to come! Reduce your carbon footprint with Westcoast Plastic Recycling. For more information call us or visit our website.

SHRINKWRAP • BULK BAGS • PAILS • POTS & TRAYS • POLYCARB  
PLASTIC PACKAGING • PLASTIC CONTAINERS • MILK JUGS

604.247.1664  
[www.westcoastplasticrecycling.com](http://www.westcoastplasticrecycling.com)

westcoastplasticrecycling.com

**Make a positive impact. Recycle your batteries.**

Call2Recycle® is a free program that provides British Columbians with an easy, eco-friendly way to dispose of their used batteries and cell phones. It's easy, just visit [call2recycle.ca/bc](http://call2recycle.ca/bc) or call 1-888-224-9764 to find a convenient drop-off location near you.

**call2recycle**

Recharging the planet. Recycling your batteries.™

## Burnt Out?

Recycle your fluorescents

**LightRecycle** To find the LightRecycle drop-off location nearest you visit [www.lightrecycle.ca](http://www.lightrecycle.ca) or call 1-800-667-4321

## Got Leftovers?

Drop off at no charge! Find your nearest depot at [www.productcare.org](http://www.productcare.org) or call 1-800-667-4321

Paint

Flammable Liquids

Pesticides

Gasoline

Product Care's programs help protect the environment by diverting leftover products from landfills, waterways, and sewers. Visit our website for a list of accepted products.

**Product Care**

## Print advertisements:

# Burnt out?

Recycle your fluorescent lights!



### 3 Drop-off locations near you

<b>Canadian Tire</b> • 1444 Island Highway Campbell River, V9W 8C9  <b>Home Depot</b> • 1482 Island Highway Campbell River, V9W 8C9	<b>London Drugs</b> • Mariner Square 260-1400 Dogwood Street Campbell River, V9W 3A6
---	---

## Campbell River

**No cost to drop off!** Residential-use compact fluorescent lights (CFLs) and fluorescent tubes only. Maximum limit of return at one time is 16 lights.

 **LightRecycle** 1-800-667-4321  
www.lightrecycle.ca



Scan the QR code for a map of all 195 LightRecycle drop-off locations.

A16 THURSDAY, FEBRUARY 28, 2012 THE SHOFAN NEWSPAPER.COM

## COMMUNITY

### City Centre Library Readers, writers gather for annual event

New library hosts gathering amid noise from construction of Surrey's new city hall

Meet Rosanna  
Dew  
rosanna@shaw.ca

The ground-level conference room at City Centre Library was packed Saturday, Feb. 25, for the third annual Surrey Reads and Writers event. The event was the first year the new branch has hosted the event, previously held at Goldilocks Library.

Thirty-four authors and writers were in attendance, some participating in a morning panel discussion and others at lectures and workshops for local aspiring writers.

"This event allows them to connect," said April Cox, branch manager for the Cloverdale and Fleetwood locations. "I think if you are a young writer and there are 34 published writers here speaking, they'll think, 'I can, too!'"

From 11 a.m. to noon, event guests and authors alike had the chance to sit in on a panel discussion with authors, including:

Author Rosanna Lee was among 34 writers who were part of the annual Surrey Reads and Writers event Saturday, Feb. 25. (Photo: MATT ROSSON)

Gina McCarthy-Barber, Robert W. Mackay, Katherine McLean, Sylvia Taylor and Rosanna Lee.

The discussion was held in an ongoing battle with the loud banging and crashing of construction equipment and trucks, part of work on an underground parking lot beneath the library. According to Cox, the construction is part of the new city hall project, which should be completed by 2014.

The remainder of the day's activities included book "talks," sessions, during which time authors read from their books and fielded questions, as well as several workshops to help young writers with skills such as plot construction, using social media and writing exercises.

"The first of our program was to discover your inner writer, connect with Surrey's writing community and be inspired by 30 local writers — I hope the youth here will be," said Cox.

### North Delta 'Writers Reading' series at Mackie, plus other library events

"Readings, fun and prizes" is promised at the new North Delta Writers Reading series, which begins Wednesday night (Feb. 29) and continues April 4 and May 30. It's a chance for writers and poets to showcase their talents at George Mackie Library, 8440 112th St. Call 604-994-8155 for more details.

Meanwhile, the library in North Delta is hosting poetry nights in Persian and Urdu, continuing March 28. Come hear two published poets discuss their work and answer any questions from the audience.

The library is also holding "Back to Basics" adult literacy sessions on Tuesdays and Thursdays from 12:30 to 1:30 p.m., starting March 6 and continuing until May 10. Instructors with little or no experience in Canada are invited to learn basic skills to assist them in reaching a full integrated life in their new community. The program is hosted by Fraser Valley Regional Library in partnership with Progressive International Community Services Society (PICSS).

---

### Meet David Booth at Gold Key Volkswagen



David Booth, one of the newest superstar additions to our hockey team, will be signing autographs at both Gold Key Volkswagen locations.

**Two days only:**  
 March 5th, 4pm - 6pm, Gold Key Langley Volkswagen  
 March 7th, 4pm - 6pm, Gold Key White Rock Volkswagen

**No personal cameras please - we will be providing free professionally taken photographs.**

**Langley**  
 19545 Langley Bypass  
 Langley  
 March 5th  
 4:00pm - 6:00pm


**White Rock**  
 2092 152nd St  
 White Rock  
 March 7th  
 4:00pm - 6:00pm

visit us online at [www.goldkey.ca](http://www.goldkey.ca)

---

### Burnt out?

Recycle your fluorescent lights!




### 11 Drop-off locations near you

<b>Canadian Tire</b> • 7078 120th Street • 7079 King George Hwy  <b>Home Depot</b> • 12701-110th Avenue • 7230 120th Street • 2628 140th Street Southridge Building Supplies Ltd • 17446 56th Avenue	<b>London Drugs</b> • 2340 Guildford Town Centre • 15140 King George Boulevard • 17440 56th Avenue • 19800 50th Avenue • Shell Buysa's HouseSmart • 7-2222 King George Hwy
---	--

## Surrey

**No cost to drop off!** Residential-use compact fluorescent lights (CFLs) and fluorescent tubes only. Maximum limit of return at one time is 16 lights.

 **LightRecycle** www.lightrecycle.ca / 1-800-667-4321



Scan the QR code for a map of all 195 LightRecycle drop-off locations.

## Facebook Ad:

**Burnt-out fluorescents?**  
productcare.org




Drop off your burnt-out fluorescent light bulbs (CFLs) and tubes for recycling. Over 195 drop-off locations in BC!  
[www.lightrecycle.ca](http://www.lightrecycle.ca)

## BC Hydro Promotion:

**LET'S BE SMART WITH OUR POWER AND REPLACE OUR INEFFICIENT LIGHTING WITH LONG LASTING, ENERGY EFFICIENT CFLS. VISIT [POWERSMART.CA/LIGHTING](http://POWERSMART.CA/LIGHTING).**

For locations where you can safely dispose of residential use fluorescent light bulbs and tubes visit [Lightrecycle.ca](http://Lightrecycle.ca) or call **1-800-667-4321**.

# Burnt Out?



**Recycle your fluorescents**



**LightRecycle**

Do it right! Drop off your used fluorescent lights and tubes to a LightRecycle location for safe recycling.

Visit [www.lightrecycle.ca](http://www.lightrecycle.ca) or call **1-800-667-4321** to find the LightRecycle drop-off location nearest you.



*LightRecycle locations accept residential-use fluorescent lights only. No LED, halogen, incandescent or commercial-use lights accepted.*

LightRecycle - The BC Fluorescent Light Recycling Program, brought to you by Product Care.

**@PowerSmartBC**  
BC Hydro Power Smart

Over 195 drop-off locations in BC to recycle burnt-out fluorescent light bulbs & tubes. Find the one nearest to you: [ow.ly/7lUeU](http://ow.ly/7lUeU)

7 Nov via HootSuite

☆ Favorite ↻ Undo Retweet ↻ Reply

Retweeted by [ElcarConst](#) and 17 others

**NEW CFLS LOOK GREAT WHICH IS IMPORTANT BECAUSE THEY TEND TO BE AROUND FOR A WHILE.**



**BC Hydro**  
**powersmart**

Let's be smart with our power and replace our inefficient lighting with long lasting, energy efficient CFLs. Visit [powersmart.ca/lighting](http://powersmart.ca/lighting)

For locations where you can safely dispose of residential use fluorescent light bulbs and tubes visit [lightrecycle.ca](http://lightrecycle.ca)

For a limited time, receive instant discounts on select ENERGY STAR® CFLs at the following retailers:

Canadian Tire*	Ross*
Cooper's Foods	Save-On-Foods
Costco	Scoti's*
Home Hardware*	The Home Depot
Lowe's Drugs	Thrifty Foods
Over Wal-Mart Foods	Walmart
PriceSmart Foods	

\*Select locations

**BC Hydro**

It's easy to recycle fluorescent tubes & bulbs in BC – there are 195 drop off locations!

Bring yours to a [LightRecycle](http://www.productcare.org/BC-lights-depots) depot in your area:  
<http://www.productcare.org/BC-lights-depots>

**BC LightRecycle Depots | Product Care**  
[www.productcare.org](http://www.productcare.org)

Like · Comment · November 9 at 4:11pm · 🌐

Product Care Association, Loretta Charlie, International Eco Endeavors and 12 others like this.