2011 Annual Report

AlarmRecycle

BC Smoke and CO Alarm Recycling Program

Prepared by:

Product Care

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1. Program Outline

1.1 Product Care Association and Stewardship Plan

AlarmRecycle, the BC Smoke and CO Alarm Recycling Program, began October 1, 2011 and is operated by Product Care Association. 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.

For a list of Product Care members registered for AlarmRecycle, see Appendix A.

AlarmRecycle is operated by Product Care Association pursuant to the BC Smoke and Carbon Monoxide Alarm Stewardship Plan, approved by the BC Ministry of Environment under the Recycling Regulation on August 17, 2011.

The AlarmRecycle program launched on October 1, 2011. This annual report for the 2011 year covers the period from October to December, 2011.

1.2 Program Products

The program collects all stand-alone smoke, carbon monoxide (CO) and combination alarms powered by a battery and/or wired to a building's electrical system. Common smoke alarm types include ionization, photoelectric and combination ionization/photoelectric alarms.

The program does not accept devices that perform only the detection function and not the alarm function, e.g. a smoke and/or CO detector unit connected to a building-wide monitoring or alarm system. These types of units are typically installed in commercial buildings and are outside the scope of this program. These types of units are defined by the CAN/ULC-s529 standard.

2. Educational Materials and Strategies

The following is a summary of promotional materials and strategies used before and after program launch to raise consumer awareness of the AlarmRecycle program in the year 2011. Examples of public educational materials are included in Appendix C.

- **Program Website** – The AlarmRecycle website, www.alarmrecycle.ca, provides detailed information on the program including depot locations, accepted products and eco-fees. The website received approximately 5,297 "page views" between September and December 2011.
- **Point of Sale Materials** – Program materials were distributed to retailers, regional districts, municipalities, fire service departments, and RCBC prior to the launch of the program. Over 24,500 point of sale rack cards and 22,000 stickers were distributed to program stakeholders in 2011. Program materials were in popular demand during the first two weeks of October due to Fire Prevention Week initiatives. The materials are available for reorder by web-form or can be downloaded and printed directly from the program website.
- **Point of Return Materials** – AlarmRecycle rack cards and over 130 posters were distributed to program collection sites throughout the year.

- **Website Linkages** – Product Care coordinated with other parties, including regional districts and fire departments to provide links to the AlarmRecycle website.
- **Media Coverage**: Product Care issued a program launch press release on September 29, 2011 that resulted in over 40 media stories mentioning the AlarmRecycle program. Most of the media coverage appeared as online and print news stories, and as well, a spokesperson for AlarmRecycle was interviewed by two radio stations 1) 99.7 The River in Campbell River and 2) Fairchild Radio Vancouver 1470AM. The program was also mentioned on CFJC TV 7 News, a local Kamloops-based television channel.
- **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 181 calls regarding recycling smoke detectors/alarms.
- **RCBC Recyclepedia** – The program is featured on RCBC's Recyclepedia, an online recycling encyclopedia for British Columbians. From October 1 to December 31, there were 66 web searches for recycling smoke and carbon monoxide alarms on RCBC's website. The program's collection sites are also included in the search engine http://rcbc.bc.ca/recyclepedia.ca. In November 2011, AlarmRecycle was featured as RCBC's Tip of the Month, an informational monthly feature published online.
- **Social Media** – The AlarmRecycle program launch was promoted on Product Care's Facebook and Twitter accounts. The tweets were picked up and promoted by stakeholders like RCBC, Consumer Protection B.C., regional districts and media channels.
- **Local Government and Partnerships** – Product Care engaged several regional fire departments in B.C. and requested they include AlarmRecycle information at community events or information sessions on fire safety during Fire Prevention Week. The approach proved successful as several news stories about Fire Prevention Week included information about recycling old smoke and carbon monoxide alarms. The program collaborated with local governments by advertising in municipal garbage/recycling calendars (most of which were printed in 2012), adding website links and distributing point of sale materials.

3. Collection System

The program operates drop-off locations across BC where residents can return their smoke and CO alarms. There is no charge for consumers to drop off their products. Product Care does not directly own or manage any depots, but contracts with collection sites including retailers.

At the end of the 2011, the province-wide collection system was comprised of 76 advertised collection sites, including 13 return-to-retail locations, 10 municipal facilities and 53 private recycling depots. A complete list of collection sites as of December 31, 2011 is included in Appendix B.

The collection system is supplemented by a direct pick up service for "Large Volume End Users" which included three fire safety organizations and two municipal facilities located in Lower Mainland at the end of 2011 that collect large volumes of smoke and CO alarms.

Table 1 - 2011 Collection Site Details

Collection Site Type	# of Collection Sites	% of Sites
Retailers	13	17%
Municipal (transfer stations)	10	13%
Other (recycling centers)	53	70%
Total	**76**	100%

4. Collection Rate

4.1 Units Collected

AlarmRecycle launched on October 1, 2011. Between October and December, 2011, the Program collected 1,430 smoke and CO alarms. As the program was only operational for 3 months in 2011, many of the collection sites had not yet collected sufficient quantity for pick-up by the end of the calendar year.

Table 2 below illustrates the number of units collected in the 3 months of the Program between October and December, 2011.

Table 2 – Units Collected, October–December, 2011

Year	# Boxes	# Smoke Alarms
Oct-11	5	275
Nov-11	13	715
Dec-11	8	440
Total	**26**	**1430**

Note: Approximately 55 smoke alarm units in a box

4.2 Units Collected by Regional District

Table 3 illustrates the number of smoke and CO alarms collected from each of the province's regional districts between October and December, 2011.

Table 3 – Total smoke and CO alarms collected by Regional District, 2011

Regional District	# Boxes	# Smoke Alarms
Alberni Clayoquot		0
Bulkley Nechako		0
Capital Regional District	7	385

Cariboo		0
Central Coast		0
Central Kootenay		0
Central Okanagan	2	110
Columbia Shuswap		0
Comox Strathcona		0
Cowichan Valley	2	110
East Kootenay		0
Fraser Fort George		0
Fraser Valley	11	605
GVRD	1	55
Kitimat Stikine		0
Kootenay Boundary		0
Mt. Waddington		0
Nanaimo Regional District	2	110
North Okanagan		0
Northern Rockies		0
Okanagan Similkameen		0
Peace River		0
Powell River Regional District		0
Skeena-Queen Charlotte		0
Squamish Lillooet		0
Sunshine Coast		0
Thompson Nicola	1	55
TOTAL	**26**	**1,430**

By the end of 2012 a full year of collection data will be available. The Program will then undertake a study (using tools such as waste audits and consumer surveys) to estimate the number of units and disposal methods for program products which are "unaccounted" (ie. not received) by the Program. The results of the study will assist in the development of an estimated "available for collection" number for the Program which will form the basis for future targets.

5. Life Cycle Management

While the principal purpose of smoke and CO alarms is safety, the industry has taken into account environmental considerations. Efforts have been made by the smoke and CO alarm industry to reduce the environmental impact of their products. New ionization foil stamping technology ensures less waste and precious metals are produced in this stage of the manufacturing process. The amount of plastic and other materials in a typical smoke alarm has also decreased substantially over the past two decades while the use of recycled materials in product packaging has increased. Finally, there is a general trend in the industry from 9 volt to 3 volt alarms reducing the number of batteries required for product operation.

Manufacturers regularly review the design of these products for functionality, sustainability and impact on the environment. The program will report on initiatives of individual producers that reduce the environmental impact and improve the recyclability of their products.

5.2 Pollution Prevention Hierarchy

All smoke and CO alarms collected have their batteries removed and are sorted between radioactive and non-radioactive types at the Product Care Association facility in Surrey. The units are currently being consolidated until sufficient quantities are amassed for processing. Additional details on the recycling process will be included in the 2012 annual report.

6. Fee Information

AlarmRecycle is funded by membership fees, known as "eco-fees", remitted to Product Care by its members based on the volume of sales of smoke and CO alarms 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 the operation of the program, including education, collection system, administration, transport, recycling and disposal of collected products as well as a reserve fund. Table 9 illustrates the eco-fee rates for program products effective since October 1, 2011.

Table 9 – Eco fees, as of October 1, 2011

Unit Type	Eco Fee
Smoke Alarms*	$1.20
Carbon Monoxide (CO) Alarms	$0.60

*Includes combination smoke/CO alarms

Appendix A – Program Members

The Program has 22 members, as of December 31 2011, including manufacturers, distributors, and retailers that sell smoke and CO alarms in BC.

Program Members	
Acklands–Grainger Inc.	London Drugs Limited
Best Buy Canada	Lowe's Canada
Canadian Tire Corporation	Mircom Engineered Systems Ltd
Costco Canada	National Fire Equipment Ltd
Dicon Global Inc.	Pacific Coast Fire Equipment
Federated Co-operatives Limited	Peavey Industries Ltd
Home Depot Canada	Rona Revy Inc.
Home Hardware Canada	Royal City Fire Supplies Ltd.
Hudson's Bay Co.	Serva Lite Sales
Kidde Canada	TruServ Canada
Loblaws Co Ltd	Wal-Mart Canada Corp

Appendix B – Collection Sites

BC collection site locations by the end of 2011:

Depot Name	City	Regional District
Parksville Bottle & Recycling Depot	Parksville	Alberni-Clayquot
Alpine Disposal & Recycling	Langford	Capital Regional District
Hartland Recycling Depot	Victoria	Capital Regional District
Oak Bay Recycling Depot	Victoria	Capital Regional District
Pender Island Recycling Society	Pender Island	Capital Regional District
Salt Spring Island Recycling	Salt Spring Island	Capital Regional District
Sooke Home Hardware	Sooke	Capital Regional District
Century Hardware Ltd.	100 Mile House	Cariboo
Lone Butte Supply	100 Mile House	Cariboo
Canadian Tire Williams Lake	Williams Lake	Cariboo
Bella Coola Recycling Depot	Bella Coola	Central Coast
Kaslo Building Supplies	Kaslo	Central Kootenay
Boucherie Self Storage & Bottle Depot	Kelowna	Central Okanagan
The Battery Doctors	Kelowna	Central Okanagan
Home Hardware Revelstoke	Revelstoke	Columbia Shushwap
Canadian Tire Campbell River	Campbell River	Comox Strathcona
Village of Gold River	Gold River	Comox Strathcona
Bings Creek Solid Waste Complex	North Cowichan	Cowichan Valley
Junction Bottle Depot Ltd.	Ladysmith	Cowichan Valley
Meade Creek Recycling Drop-Off Depot	Lake Cowichan	Cowichan Valley
Peerless Road Recycling Drop-Off Depot	Ladysmith	Cowichan Valley
Capital City and Sidney Fire equipment Ltd.	Sidney	Capital Regional District
Home Hardware Cranbrook	Cranbrook	East Kootenay
Invermere Fire Department	Invermere	East Kootenay
Abbotsford Community Services Recycling	Abbotsford	Fraser Valley
Aldergrove Return-It	Aldergrove	Fraser Valley
Chilliwack Bottle Depot	Chilliwack	Fraser Valley
Sardis Bottle Depot	Chilliwack	Fraser Valley
Mission Recycling Depot	Mission	Fraser Valley
Abbotsford Bottle Depot	Abbotsford	Fraser Valley
BBK Bottle Depot	Prince George	Fraser-Fort George
Biggar Bottle Depot	Port Coquitlam	Metro Vancouver
Go Green Depot & Recycling	Vancouver	Metro Vancouver

Langley Bottle Depot	Langley	Metro Vancouver
Ridge Meadows Recycling Society	Maple Ridge	Metro Vancouver
Scott Road Bottle Depot	Surrey	Metro Vancouver
Semiahmoo Bottle Depot	Surrey	Metro Vancouver
South Van Bottle Depot	Vancouver	Metro Vancouver
Walnut Grove Bottle Depot	Langley	Metro Vancouver
Willowbrook Recycling Depot	Langley	Metro Vancouver
Ladner Bottle Depot	Delta	Metro Vancouver
Fleetwood Bottle Return Depot Ltd.	Surrey	Metro Vancouver
Joe's Bottle Depot	Vancouver	Metro Vancouver
Lougheed Return-It	Coquitlam	Metro Vancouver
North Shore Bottle Depot	North Vancouver	Metro Vancouver
Kitimat Recycling Depot	Kitimat	Kitimat Stikine
Trail Bottle Depot	Trail	Kootenay Boundary
Seven Mile Recycling Centre	Port McNeil	Mt Waddington
Nanaimo Recycling Exchange Society	Nanaimo	Nanaimo Regional District
Parksville Home Hardware	Parksville	Nanaimo Regional District
Chasers Bottle Depot	Vernon	North Okanagan
Interior Freight & Bottle Ltd.	Vernon	North Okanagan
Shepherds Home Hardware	Armstrong	North Okanagan
Venture Training Vernon	Vernon	North Okanagan
Nelson Home Bldg Centre	Nelson	Northern Rockies
Wide Sky Disposal	Fort Nelson	Northern Rockies
Campbell Mountain Landfill	Penticton	Okanagan Similkameen
J&C Bottle Depot (formerly Penticton Recycling & Bottle Depot)	Penticton	Okanagan Similkameen
Oliver Sanitary Landfill	Oliver	Okanagan Similkameen
Osoyoos Bottle Depot	Osoyoos	Okanagan Similkameen
Chetwynd Lions Recycling	Chetwynd	Peace River
D.C. Recycling & Bottle Depot	Dawson Creek	Peace River
FSJ Bottle Drop	Fort St. John	Peace River
Eco-Depot Recycling	Fort St. John	Peace River
Augusta Recyclers Ltd.	Powell River	Powell River Regional District
Regional Recycling - Prince Rupert	Prince Rupert	Skeena-Queen Charlotte Regional District
Carney's Waste Systems - Pemberton Waste & Recycling Facility	Pemberton	Squamish Lillooet
Carney's Waste Systems - Squamish	Squamish	Squamish Lillooet
Carney's Waste Systems - Whistler	Whistler	Squamish Lillooet
Whistler Fire Rescue Services	Whistler	Squamish Lillooet
Gibsons Recycling Depot	Gibsons	Sunshine Coast

Trail Bay Hardware	Sechelt	Sunshine Coast
Home Hardware Merritt	Merritt	Thompson Nicola
Quality Glass Ltd.	Ashcroft	Thompson Nicola
Super Save Bottle Depot	Clearwater	Thompson Nicola
Kamloops Fire Rescue	Kamloops	Thompson Nicola

Appendix C – Public Education Materials

Point of sale materials:

Double-sided rack card

Sticker:

Point of return/collection site poster:

Media coverage snapshot:

Old alarms can be recycled

A number of recycling depots in Langley are now accepting old smoke alarms and carbon monoxide monitors.

The addition of alarms is part of AlarmRecycle, a new program for used or expired devices that was launched Oct. 1, around the same time that fire departments launched their annual safety and awareness drives.

Firefighters in Langley City and Township are encouraging homeowners to check their smoke alarms, and that includes replacing old and worn out ones.

In the past, many electronics had to go into the trash.

Smoke alarms are now on the list of items that can be taken apart and turned back into useful goods.

There are three depots in Langley accepting alarms:

• Langley Bottle Depot at 20137 Industrial Ave. Monday to Saturday, 8:30 a.m. to 5:30 p.m., Sunday, 10 a.m. to 4 p.m. and closed all public holidays

• Walnut Grove Bottle Depot at #224 9640 201 St. Monday to Saturday, 9 .am. to 5 p.m. and Sunday, 10 a.m. to 4 p.m.

• Willowbrook Recycling Depot 19645-60th Ave. Monday to Friday, 9 a.m. to 5 p.m.

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Recycle smoke alarms

RICHMOND NEWS   OCTOBER 12, 2011

Tweet

Richmond residents finally have a place to put out their smoke detectors.

The AlarmRecycle program began this month to encourage British Columbians to recycle old smoke alarms, carbon monoxide alarms and combination alarms at facilities across the province, free of charge.

Richmond residents can returns alarms to the South Van Bottle Depot at 34 East 69th Avenue, located between Ontario Street and Main Street.

Residents can also ditch antiquated alarms at Go Green Depot & Recycling at 2286 Ontario Street, near Seventh Avenue.

The program is funded by a tax applied to new smoke and carbon monoxide alarms.

For more information on the AlarmRecycle program, including drop off hours and other locations, visit www.alarmrecycle.ca

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Friday, October 14, 2011

Old smoke alarms, carbon monoxide detectors, and combination detectors can now be recycled.

Old smoke detectors can now be recycled

Carbon monoxide alarms also being accepted

by Martin van den Hemel

Staff Reporter

A new recycling program available to Richmond residents should also keep them safer.

Old smoke alarms, carbon monoxide detectors, and combination detectors are now being accepted just across the Oak Street Bridge, at South Van Bottle Depot, 34 East 69th Ave., near Main Street in Vancouver.

The free service is also being offered at Go Green Depot and Recycling, 7-2286 Ontario St. in Vancouver. For more information about the new program, drop-off hours and locations, visit www.alarmrecycle.ca.

Deputy Fire Chief Kim Howell said these detectors need to be replaced regularly.

"We recommend people test fire alarms monthly, replace battery operated ones annually, and electricity-powered ones every 10 years," Howell said. "CO detectors can be tested a few ways, and instructions will come with the detector. Some have a test button that should be pressed once a week to confirm that the device is in operation. Those with displays can be tested with a known source of CO such as smoke from an incense stick. You can also purchase a CO detector test kit."

The program launched throughout the province earlier this month, with 40 new drop-off locations.

AlarmRecycle is a non-profit program funded entirely by a new small recycling fee applied when new smoke and carbon monoxide alarms are purchased.

For more information about home safety, visit http://tinyurl.com/richmondfireprevention.

Program provides way to recycle smoke alarms

Compiled By Daily News
Published: Tuesday, October 11, 2011

As of Oct. 1, the AlarmRecycle program will provide Nanaimo residents with an environmentally responsible recycling option for their old and expired smoke and carbon monoxide alarms.

People will be able to drop off their expired alarms at the Nanaimo Recycling Exchange on Kenworth Rd., one of more than 40 AlarmRecycle drop-off locations across B.C for the program, which is managed by Product Care Association.

A $1.20 recycling fee will apply to the sale of a new smoke alarm, and combination smoke and CO alarm.

A 60 cents recycling fee will apply to the sale of a carbon monoxide alarm.

The fee may be included in the product price or displayed as a separate charge at check-out.

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Social media:

RecyclingBC Recycling Council BC
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ConsumerProBC ConsumerProtectionBC
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4 Oct

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