

the first three months...

over
600,000kg
collected



96% consumer
accessibility



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CESA background

1.1 CESA Governance

The Canadian Electrical Stewardship Association is a not-for-profit Product Stewardship Agency supported by the manufacturers/brand owners and retailers of small appliances. CESA's purpose is to assist manufacturers, brand owners, retailers and other legally obligated parties (producers) in honouring their obligation to establish end-of-life product collection and recycling programs under applicable provincial extended producer responsibility (EPR) legislation.

CESA membership provides producers the opportunity to become a member in an industry governed and operated recycling program that will fulfill their legal obligations under provincial EPR laws.

CESA believes that the cost of operating EPR recycling programs should be financed through visible Environment Handling Fees. All fees collected support the operational costs and financial requirements for such programs as prescribed by provincial regulations. CESA's core focus is to excel at providing value for both consumers and producers in support of such programs.



1.2 CESA 2011-2012 Board of Directors

Chair	Andrew Robinson	Dyson Canada Ltd.
Vice Chair	Ramesh Ghodasara	Kaz Canada Inc.
Secretary/Treasurer	Michael Ricci	Jarden Consumer Solutions
Director	David Bois	Home Hardware Stores Limited
Director	Rob Felix	London Drugs Limited
Director	Adrienne Chung	Samsung Electronics Canada Inc.
Director	Peter Skubna	Hudson's Bay Company

CESA background

1.3 Message from CESA Chair

It has been a pleasure to chair CESA since its inception in 2010. The 2011 annual report is the first annual report of the CESA Unplugged Small Appliance Recycling Program. The key highlight for CESA in 2011 was the launch of the program on October 1, 2011.

The successful launch of this program was made possible through the participation of the residents of British Columbia, municipal districts and concerned organizations who participated in the extensive consultation process leading up to the launch date. I thank everyone for their invaluable efforts and input. CESA would also like to thank officials at the British Columbia Ministry of Environment—Environmental Standards Branch, specifically David Ranson, Executive Director, David Lawes and Meegan Armstrong, for their guidance during the planning phase of the program.

Our goal is to continue to support current and potential members as they meet EPR regulatory requirements in small appliance and related product industries across Canada. We will continue to work with the British Columbia Ministry of Environment to ensure the Unplugged program meets the high standards of accountability and environmental performance set by the Ministry. We remain committed to the principles of maximum value and consumer transparency as we support small appliance and related product manufacturers and retailers across Canada.

I would also like to thank the staff of CESA for their tireless efforts to make CESA and the Unplugged program a reality in 2011. I especially thank Larry Moore, CESA's founding President and Vice-President of the Canadian Appliance Manufacturers Association for his vision and leadership.

I would like to acknowledge and thank our trusted partner and program manager, Product Care Association, for their professionalism and diligence in the development of the Unplugged program.

On behalf of CESA, I would like to thank our Association partners, the Canadian Appliance Manufacturers Association, Canadian Hardware & Housewares Manufacturers Association, the Retail Council of Canada, and the Association of Household Appliance Manufacturers of the US, for their support in the incorporation of CESA and the development of the original Unplugged program.

In closing I would like to thank my fellow Board members for their outstanding contributions: Ramesh Ghodasara, Vice-Chair; Mike Ricci, Secretary-Treasurer; David Bois, Communications Committee Chair; Rob Felix, Producer Management Committee Chair, Adrienne Chung, Compliance Officer, and Peter Skubna. On behalf of CESA, I would like to acknowledge John Archer of Mabe Canada and Jim Hilliard of Emerson Canada for their efforts as founding members of the CESA Board of Directors. I would also like to thank former Directors Gordon Clissold and Mike Selby for their contribution.

Thank you for your interest in the Canadian Electrical Stewardship Association. I hope you find this report useful and informative and I look forward to hearing any comments you may have.

Andrew P. Robinson
Chair, CESA



CESA background

1.4 Message from CESA President

I have had the privilege of being part of the CESA journey since June 2011. During this time the vision of our founding associations and members has become a reality as CESA's Unplugged Small Appliance Recycling Program was launched in October 2011. Since its launch the program has continued to grow, in keeping with CESA's core principle of supporting manufacturers and retailers operate EPR recycling programs in small appliance and related product categories. On July 1, 2012 CESA will launch Part 2 of its program in support of the British Columbia Phase V product categories including portable power tools, fitness equipment and sewing machines.

The launch of the Unplugged program would not have been possible without the dedication and hard work of Product Care Association and staff, our recycling depot partners, Ecycle and GEEP, and transporters. I especially thank Mark Kurschner, President of Product Care and his team of Mannie Cheung, Vnit Nath, Jordan Best and Sue Maxwell. I would also like to thank our communications partners Edelman Canada and Corporate Policy Group for their leadership of communication efforts over the last year.

CESA originated as a result of the vision of many individuals, however I would like to take this time to recognize the effort of four people in particular: Larry Moore, CESA's founding President and Vice-President of the Canadian Appliance Manufacturers Association, Vaughn Crofford, President of the Canadian Hardware & Housewares Manufacturers Association, Wayne Morris of the Association of Household Appliance Manufacturers and Allen Langdon of the Retail Council of Canada.

On behalf of the CESA team I would also like to thank Brock Macdonald, CEO of the Recycling Council of British Columbia (RCBC), for his advice and support during launch of the CESA Unplugged Small Appliance Recycling Program.

I look forward to working with RCBC, municipal district representatives, officials of the Ministry of Environment, fellow stewardship agencies and other partners in British Columbia as the CESA journey continues into 2012.

Darrell Clarke

President

Canadian Electrical Stewardship Association



program outline

2.1 Program Overview

The Canadian Electrical Stewardship Agency's (CESA) Unplugged Small Appliance Recycling Program launched in the province of British Columbia on October 1, 2011. Unplugged is the first small appliance recycling program of its kind in Canada and the only program approved under the BC Recycling Regulation for these products.

The Unplugged program provides a province-wide network of over 100 collection sites where consumers can conveniently return their old and broken small appliances. The collected products are responsibly recycled by contracted processors.

"The Unplugged Small Appliance Recycling Program is a great addition to B.C.'s product stewardship system and a welcome alternative to disposal. It's just what people were looking for."

Brock Macdonald

CEO at the Recycling Council of BC



program outline

2.2 Key Performance Indicators - 2011

The following is a summary of the program's key performance indicators for the first three months of the program (October to December, 2011).

Collection Sites number of collection sites by end of 2011	113
Consumer Accessibility British Columbians with access to a collection site*	96%
Total Weight collected October to December 2011 Weight Collected	605,262 kg

*refer to Section 5 for definition



program overview

2.3 Program Products

The Unplugged program accepts more than 120 different kinds of small appliances, ranging in size from toasters and electric toothbrushes to countertop microwaves and vacuum cleaners. Table 1 illustrates the 14 major product categories, as well as examples from each category.



2.4 Program Expansion

The CESA program expands on July 1, 2012 to cover some of the additional product categories listed in “phase 5” of the electric products schedule of the BC Recycling Regulation, including:

- Power tools
- Sewing machines
- Sports, leisure and exercise equipment
- Arts, crafts and hobby devices

For more information on the CESA program expansion, please visit www.cesarecycling.ca.

The CESA program will also be rebranded as of July 1, 2012 from the “**Unplugged Small Appliance Recycling Program**” to the “**ElectroRecycle Small Appliance and Power Tool Recycling Program.**”

Product Categories	Product Examples
1. Kitchen Countertop - Motorized	Blender, Coffee Grinder, Food Processor, Hand Mixer
2. Kitchen Countertop - Heating	Fondue Pots, Hot Air Corn Poppers, Panini Press, Toaster Ovens, Toasters
3. Kitchen Countertop - Heating (coffee/tea)	Drip Coffee Makers, Espresso/Cappuccino Makers, Kettles, Pod Coffee Makers
4. Microwave—1 cu.ft and over	Countertop Microwaves 1 cu.ft and over
5. Microwave - less than 1 cu.ft	Countertop Microwaves less than 1 cu.ft
6. Time Measurement & Display Devices	Clocks, Timers
7. Weight Measurement	Bathroom Scales, Countertop Food Scales, Household Body Scales
8. Garment Care	Garment Steamers, Household Irons, Clothes Shavers
9. Air Treatment	Aromatherapy Machines, Portable Fans, Portable Heaters
10. Desk and Tabletop Fans	Desktop Fans, Tabletop Fans
11. Full-size Floor Cleaning	Upright Vacuum Cleaners, Floor Scrubber/Polishers, Robotic Vacuums
12. Smaller Floor/Surface Cleaning	Handheld Vacuum Cleaners, Steam Mops, Stick Vacuum Cleaners
13. Personal Care	Beard Trimmers, Curling Irons, Hair Dryers, Hot Roller/Curler Set, Toothbrushes, Vanity Mirrors with Lighting
14. Designated Very Small Items	Air Fresheners, Personal Fans, Razors (primary cell)

Table 1. Unplugged program product categories and examples

public education strategies

The following is a summary of the public education strategies used during 2011 to raise consumer awareness of the CESA Unplugged program.

4.1 Program Launch Preparation

The Unplugged brand was introduced to program stakeholders several weeks in advance of the program's October 1 launch date. Program promotional materials such as the logo, rack cards, shelf talkers, and FAQs were made available to manufacturers, retailers and other stakeholders in downloadable digital format. High resolution photographs, pre written "matte" stories and pre-recorded "B – roll" file clips were created and distributed to provincial news media to facilitate coverage. A contracted communications firm distributed a news release through the CNW newswire service, conducted extensive media outreach and handled all media relations – responding to reporters, coordinating interviews, providing media training for spokespeople, issues management and media monitoring.

4.2 Media Coverage

The program launch was covered in more than 150 stories in media outlets province-wide, including Global TV and CBC News, and stories were published in the Vancouver Sun, the Victoria Times-Colonist and many community newspapers. This resulted in an estimated total of over 23,000,000 media impressions. Figure 1 illustrates the percent of these stories that were considered "positive," "neutral" or "negative."

4.3 Marketing Materials

Over 115,000 Unplugged rack cards were distributed to program stakeholders before October 1, 2011. Another 57,000 rack cards were distributed after the program launch to fill replacement orders. Digital files of the logo, rack card, shelf talkers, a helpful FAQ, and program branding guide were made available online to retailers and local governments. An infographic was developed to explain to consumers the lifecycle of a small appliance and to help consumers understand the need for recycling fees. The product lifecycle infographic, a recycling fact sheet, and a downloadable list of acceptable products were made available online for consumers to access.

The Unplugged program was included in the third edition of the BC Recycling Handbook published in December 2011.

Examples of these materials can be found in Appendix B.

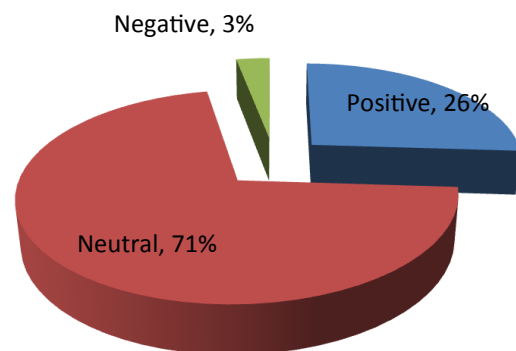


Figure 1. Tone of media stories

public education strategies

4.4 Advertising

The program was advertised online through Facebook ads in 2011. The various ads achieved 16,776,969 impressions and brought in 6,502 “clickthroughs” to the Unplugged website. Facebook ads accounted for 28.5% of all website traffic during this time period, second only to direct URL traffic.

A full-page colour ad was placed in municipal waste and recycling calendars in communities across BC such as Mission, Central Okanagan, Thompson-Nicola, Northern Rockies, Kootenay Boundary, and Peace River. Yellow Pages print ads will be published in over 20 print directories in 2012, as well as online ads on yellowpages.com in 38 regions across BC.

Examples of these materials can be found in Appendix B.

4.5 Website and Social Media

The website www.unpluggedrecycling.ca received more than 23,000 visits in 2011 since launching on September 15, 2011. Top cities visiting the website during this period included Vancouver, Victoria, Surrey and Richmond. The Unplugged Twitter account had over 200 followers by the end of December, 2011 (www.twitter.com/unpluggedBC).

4.6 Consumer Communications

An email submission box was set up on the Unplugged website to enable consumers to submit questions online and a special CESA consumer enquiry 800 number was provided. Product Care staff responded to consumer phone calls and email enquiries. Special reply email addresses (info@cesarecycling.ca and info@unpluggedrecycling.ca) were employed. All consumer concerns and questions were dealt with in a timely manner.

Prior to the program launch, CESA became a sponsoring participant for the Recycling Council of BC (RCBC) Hotline and Recyclepedia, trusted public information resources used by consumers to learn about the recycling options available near them. Each year, RCBC's Hotline staff answer more than 120,000 enquiries from callers across BC. The Recyclepedia is a user-friendly online/web feature established by RCBC to help consumers find recycling information 24/7.

Between October 1 and December 31, 2011 Product Care and RCBC collectively answered over 700 consumer enquiries on the Unplugged program. The RCBC Recyclepedia webpage received over 1,100 web hits/searches for small appliance recycling.



collection system

5.0 Collection System

The Unplugged program launched with over 100 collection sites on October 1, 2011. By the end of 2011, the Unplugged program had increased to 113 advertised collection sites providing convenient access to British Columbians. These sites are located across the province at private recycling drop-off centres, local government sites, and service organizations. By the end of 2011, 96% of British Columbians had convenient access to a collection site, defined as a 30 minute drive or less

for those within urban areas and a 45 minute drive or less for those in rural areas of the province, according to a preliminary GIS analysis conducted for the program.

Both the Unplugged and RCBC websites include map based “depot finders” where consumers can search by city or postal code for their nearest collection site and hours of operation. Figure 2 below illustrates the distribution of collection sites across the province.

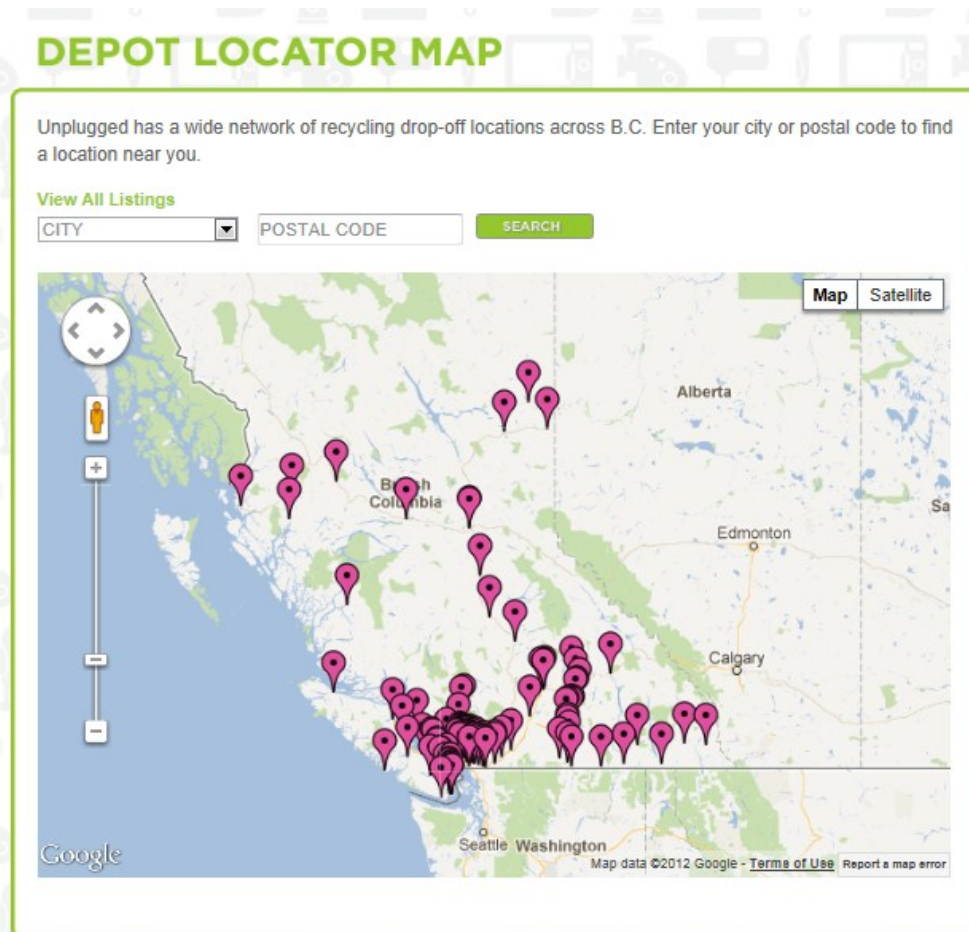


Figure 2. Unplugged Recycling Online Depot Locator

A complete list of collection sites active by December 31, 2011 is included in Appendix A.

6.0 Collection Rate

The Unplugged program collected 605,262 kg of small appliances between October and December, 2011. Table 2 below illustrates the weight collected by Regional District.

Regional District	Weight Collected (kgs)	Regional District	Weight Collected (kgs)
Alberni Clayoquot	5,944	Metro Vancouver	278,718
Capital Regional District	80,506	Nanaimo Regional District	30,226
Central Kootenay	6,575	North Okanagan	28,152
Central Okanagan	32,357	Okanagan Similkameen	31,225
Columbia Shuswap	5,188	Peace River	1,857
Comox Valley	6,255	Powell River Regional District	4,168
Cowichan Valley	4,353	Squamish Lillooet	2,768
East Kootenay	1,728	Strathcona	3,065
Fraser Fort George	5,791	Sunshine Coast	4,551
Fraser Valley	36,229	Thompson Nicola	17,137
Kootenay Boundary	12,099		

Table 2. Program weight collected by Regional District



program funding and product sales

7.0 Program Funding and Product Sales

The program is funded by a recycling fee applied to the sale of new small appliances brought into B.C. by program members. The recycling fee covers the costs of collecting, transporting and recycling old or broken appliances previously destined for the landfill. Members may choose to build the fee into the product price or display the fee as a separate charge at check-out.

CESA members reported sales of 2,145,024 units between October and December, 2011.

Table 3 illustrates the 14 fee categories and the fee associated with each product that falls into that category.

Product Categories	Fee Rate
1. Kitchen Countertop - Motorized	\$2.25
2. Kitchen Countertop - Heating	\$2.25
3. Kitchen Countertop - Heating (coffee/tea)	\$2.00
4. Microwave—1 cu.ft and over	\$10.00
5. Microwave - less than 1 cu.ft	\$7.50
6. Time Measurement & Display Devices	\$0.75
7. Weight Measurement	\$2.75
8. Garment Care	\$1.00
9. Air Treatment	\$2.25
10. Desk and Tabletop Fans	\$1.25
11. Full-size Floor Cleaning	\$5.25
12. Smaller Floor/Surface Cleaning	\$1.00
13. Personal Care	\$1.00
14. Designated Very Small Items	\$0.25

Table 3. Fee Categories and Fee Rates



life cycle management

8.1 Design for Environment

The following is a summary of the efforts undertaken by producers to reduce the environmental impact associated with the production and use of small appliances.

Sustainability Standard

Over the last two years, members of the Association of Home Appliance Manufacturers (AHAM) have been writing a comprehensive Sustainability Standard for over 80 different small appliances. The AHAM-CSA-UL Sustainability Standard for Portable and Floor Care Appliances is due to be released by the end of 2012. Manufacturers will be able to use this standard to make decisions on the design of products, to ascertain where to put their greatest emphasis in Design for Environment (DFE), and thus to reduce the overall impact of the product on the environment.

Energy Efficiency

A major trend in the industry is towards greater product energy efficiency. The reduction in standby energy usage has been a major focus as well as the development of timer features, new electronic display technologies and EnergyStar features. These developments have contributed to a reduction in the amount of energy a typical small appliance utilizes during use.

Packaging Design and Reduction

Small appliance producers have been actively working to reduce the environmental impact associated with packaging waste. Trends include the reduction in packaging weight and volume, more efficient use of packaging materials, the use of post-consumer recycled content and more recyclable materials, as well as a move towards fewer chemicals and more environmentally friendly pigments.



Material Use

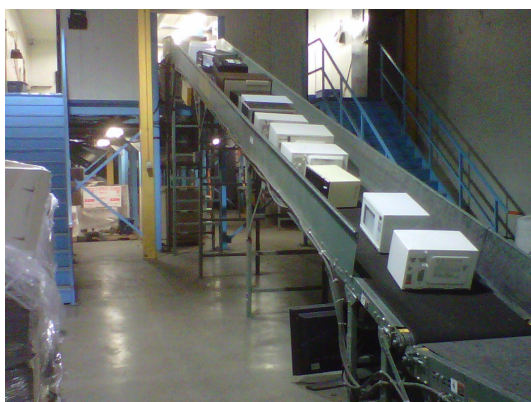
Manufacturers have been conducting analyses on the use of plastics and other materials in the design and manufacture of small appliances. In some cases this has led to a shift towards the use of recyclable metals. In other cases, this has led to the use of generic plastics or a reduction in the overall weight of products to reduce the environmental impact associated with these materials.

life cycle management

8.2 Management of Collected Products

The program endeavours to manage collected materials as high on the pollution prevention hierarchy as possible. As the program is designed for small appliances that no longer work and cannot be reused, the collected products are shipped to processor where they are broken down into their component parts and recycled/recovered.

Table 4, below, illustrates the percent of weight collected by material commodity (based on sampling by one program processor), as well as a description of the downstream process for each material stream.



Material Commodity	% of total weight	Downstream Process
Ferrous Steel	67.5 %	Baled and sold as a commodity
Plastics	15 %	Pelletized for reuse
Aluminum	5 %	Baled and sold as a commodity
Wires and Cables	4 %	Smelting
Copper	3 %	Baled and sold as a commodity
Glass	2 %	Crushed for reuse
Circuit Boards	1 %	Smelting
Refuse	0.9 %	Landfill
Rechargeable Batteries	0.5 %	Smelting
Non Rechargeable Batteries	0.5 %	Smelting
Paper Based Materials	0.5 %	Recovery
Heating Oil	0.1 %	Recovery/Reuse

Table 4. Material Commodities and Downstream Process



appendix a

Collection Sites

Collection Sites

Depot Name	Community	Regional District
The Salvation Army Alberni Valley	Port Alberni	Alberni Clayoquot
Ucluelet Bottle Depot	Ucluelet	Alberni Clayoquot
Fraser Lake Bottle Depot	Fraser Lake	Bulkley Nechako
Bulkley Valley Bottle Depot	Smithers	Bulkley Nechako
Brentwood Thrift Store	Brentwood Bay	Capital Regional District
Westshore Bottle Depot	Esquimalt / Victoria	Capital Regional District
Langford Thrift Store (NA)	Langford	Capital Regional District
Mill Bay Thrift Store	Mill Bay	Capital Regional District
Bottle Depot (Saanich)	Saanich	Capital Regional District
Saanich Thrift Store (NA)	Saanich	Capital Regional District
Saltspring and Southern Gulf Islands Community Services Society	Saltspring island	Capital Regional District
Sidney Bottle Depot	Sidney	Capital Regional District
Asset Investment Recovery - Glanford	Victoria	Capital Regional District
Bottle Depot (Queens)	Victoria	Capital Regional District
Cedar Hill Thrift Store (NA)	Victoria	Capital Regional District
Hartland Recycling Depot	Victoria	Capital Regional District
Hillside Thrift Store	Victoria	Capital Regional District
Salvation Army - Victoria Consolidation Centre (NA)	Victoria	Capital Regional District
Sooke Thrift Store	Victoria	Capital Regional District
Victoria Thrift Store (NA)	Victoria	Capital Regional District
View Royal Thrift Store	View Royal	Capital Regional District
Bee-Line Courier (100 Mile House)	100 Mile House	Cariboo
Cariboo Metal Recycling	Quesnel	Cariboo
Bee-Line Courier (Williams Lake)	Williams Lake	Cariboo
Bella Coola Recycling Depot	Bella Coola	Central Coast
New Life Furniture and Recycling	Creston	Central Kootenay
Nelson Leafs Recycling Center	Nelson	Central Kootenay

appendix a

Collection Sites

Collection Sites

Depot Name	Community	Regional District
Columbia Bottle Depot - Dease	Kelowna	Central Okanagan
Columbia Bottle Depot - St. Paul	Kelowna	Central Okanagan
The Battery Doctors	Kelowna	Central Okanagan
Boucherie Bottle Depot & Self Storage	West Kelowna	Central Okanagan
B&D Bottlers Ltd. / Revelstoke Bottle Depot	Revelstoke	Columbia Shuswap
Bills Bottle Depot	Salmon Arm	Columbia Shuswap
Scotch Creek Bottle Depot	Scotch Creek	Columbia Shuswap
Courtenay Return-It Depot	Courtenay	Comox Valley
Village of Gold River	Gold River	Comox Valley
Cowichan Valley Bottle Depot	Duncan	Cowichan Valley
Cranbrook Bottle Depot	Cranbrook	East Kootenay
Fernie Bottle Depot	Fernie	East Kootenay
BBK Bottle Depot	Prince George	Fraser Fort George
Abbotsford Community Services Recycling	Abbotsford	Fraser Valley
Regional Recycling Abbotsford	Abbotsford	Fraser Valley
Agassiz Bottle Depot	Agassiz	Fraser Valley
Chilliwack Bottle Depot Ltd	Chilliwack	Fraser Valley
Sardis Bottle Depot Ltd.	Chilliwack	Fraser Valley
Hope Bottle Depot Ltd	Hope	Fraser Valley
Mission Recycle Center Ltd.	Mission	Fraser Valley
Mission Recycling Depot	Mission	Fraser Valley
Kitimat Understanding the Environment Society (KUTE)	Kitimat	Kitimat Stikine
Terrace Bottle & Return-It Depot	Terrace	Kitimat Stikine
Grand Forks Bottle Depot	Grand Forks	Kootenay Boundary
Trail Bottle Depot	Trail	Kootenay Boundary

appendix a

Collection Sites

Collection Sites

Depot Name	Community	Regional District
Aldergrove Bottle Depot	Aldergrove	Metro Vancouver
Kingsway - Metrotown Thrift Store	Burnaby	Metro Vancouver
Kitchener Bottle Depot Ltd.	Burnaby	Metro Vancouver
Lee's Bottle Depot	Burnaby	Metro Vancouver
North Burnaby (Hastings) Thrift Store (NA)	Burnaby	Metro Vancouver
Regional Recycling Burnaby	Burnaby	Metro Vancouver
Coquitlam Return-It Depot	Coquitlam	Metro Vancouver
Lougheed Return-It Depot Inc.	Coquitlam	Metro Vancouver
Ladner Bottle Depot Co. Ltd.	Delta	Metro Vancouver
Fraservalley Return-It Depot	Langley	Metro Vancouver
Langley Bottle Depot	Langley	Metro Vancouver
Langley Thrift Store	Langley	Metro Vancouver
Salvation Army - Lower Mainland Divisional Headquarters	Langley	Metro Vancouver
Walnut Grove Bottle Depot Ltd.	Langley	Metro Vancouver
Willowbrook Recycling Inc.	Langley	Metro Vancouver
Maple Ridge Recycling Depot	Maple Ridge	Metro Vancouver
New Westminster Thrift Store	New Westminster	Metro Vancouver
Sapperton Return-It Depot	New Westminster	Metro Vancouver
Fell Avenue Thrift Store (NA)	North Vancouver	Metro Vancouver
North Shore Bottle Depot	North Vancouver	Metro Vancouver
North Van Recycling Ltd	North Vancouver	Metro Vancouver
North Vancouver Thrift Store	North Vancouver	Metro Vancouver
Pitt Meadows Bottle and Return-it Depot Ltd	Pitt Meadows	Metro Vancouver
Port Coquitlam Thrift Store	Port Coquitlam	Metro Vancouver
OK Bottle Depot	Richmond	Metro Vancouver
Regional Recycling Richmond	Richmond	Metro Vancouver
Richmond Recycling Depot	Richmond	Metro Vancouver
Ironwood Bottle Depot	Richwood	Metro Vancouver

appendix a

Collection Sites

Collection Sites

Depot Name	Community	Regional District
Asset Investment Recovery - Surrey	Surrey	Metro Vancouver
Fleetwood Bottle Return Depot	Surrey	Metro Vancouver
Guildford Thrift Store	Surrey	Metro Vancouver
Scott Road Bottle Depot Ltd.	Surrey	Metro Vancouver
Semiahmoo Bottle Depot	Surrey	Metro Vancouver
Surrey Thrift Store (NA)	Surrey	Metro Vancouver
East 12th Avenue Thrift Store	Vancouver	Metro Vancouver
Go Green Depot & Recycling	Vancouver	Metro Vancouver
Granville Thrift Store (NA)	Vancouver	Metro Vancouver
Kerrisdale Thrift Store (NA)	Vancouver	Metro Vancouver
Regional Recycling Vancouver	Vancouver	Metro Vancouver
South Van.Bottle Depot (Zims) Ltd.	Vancouver	Metro Vancouver
Vancouver Central Return-It Depot	Vancouver	Metro Vancouver
West 4th Avenue Thrift Store (NA)	Vancouver	Metro Vancouver
West Broadway Thrift Store (NA)	Vancouver	Metro Vancouver
West Van Thrift Store (NA)	West Vancouver	Metro Vancouver
White Rock Thrift Store (NA)	White Rock	Metro Vancouver
Seven Mile Landfill and Recycling Centre	Port McNeill	Mt. Waddington
Junction Bottle Depot	Ladysmith	Nanaimo Regional District
Nanaimo Bottle Depot - Fremont	Nanaimo	Nanaimo Regional District
Nanaimo Recycling Exchange Society	Nanaimo	Nanaimo Regional District
Regional Recycling - Nanaimo (FKA Nanaimo Bottle Depot - Mostar)	Nanaimo	Nanaimo Regional District
Parksville Bottle & Recycling Depot Ltd.	Parkville	Nanaimo Regional District
Armstrong Spallumcheen Bottle Depot	Armstrong	North Okanagan
Interior Freight & Bottle Depot	Vernon	North Okanagan
Venture Training	Vernon	North Okanagan
Wide Sky Disposal Ltd.	Fort Nelson	Northern Rockies

appendix a

Collection Sites


Collection Sites

Depot Name	Community	Regional District
Planet Earth Recycling Ltd.	Kelowna	Okanagan Similkameen
Keremeos Sanitary Landfill	Keremeos	Okanagan Similkameen
Okanagan Falls Sanitary Landfill	Okanagan Falls	Okanagan Similkameen
Oliver Sanitary Landfill	Oliver	Okanagan Similkameen
Osoyoos Bottle Depot	Osoyoos	Okanagan Similkameen
Campbell Mountain Sanitary Landfill (CMSL)	Penticton	Okanagan Similkameen
J&C Bottle Depot	Penticton	Okanagan Similkameen
Chetwynd Lions Recycling	Chetwynd	Peace River
D.C. Campbell Recycling Ltd.	Dawson Creek	Peace River
FSJ Eco-Depot Recycling Centre	Ft. St. John	Peace River
Sunset Coast Bottle Depot	Powell River	Powell River
Skeena Queen Charlotte - Regional Recycling	Prince Rupert	Skeena-Queen Charlotte
Carney's Waste Systems - Squamish	Squamish	Squamish Lillooet
Regional Recycling Whistler	Whistler	Squamish Lillooet
The Re-Use-It Centre	Whistler	Squamish Lillooet
Campbell River Bottle Depot	Campbell River	Strathcona
Gibsons Disposal Ltd.	Gibsons	Sunshine Coast
General Grant's North Shore Bottle Depot	Kamloops	Thompson Nicola
Lorne Street Bottle Depot	Kamloops	Thompson Nicola
Mission Flats Landfill	Kamloops	Thompson Nicola
George Hale Transfer Ltd	Merritt	Thompson Nicola
Chasers Bottle Depot Ltd.	Vernon	Thompson Nicola

appendix b

Public Education Materials

Recycle Your Small Electrical Appliances




unplugged

SMALL APPLIANCE RECYCLING PROGRAM

Unplugged, the Small Appliance Recycling Program, gives British Columbians a new recycling option for the more than two million small appliances currently being landfilled each year.

As of October 1st 2011, recycle your old and broken small appliances at one of over 100 Unplugged drop-off locations across the province and help reduce pollution, save energy, and protect our environment.



unpluggedrecycling.ca

Convenient
Unplugged accepts over 120 small electrical appliances, ranging in size from electric toothbrushes to countertop microwave ovens. Appliances should be returned in a clean state, with no food, liquids, vacuum bags or removable batteries. **For a full list of accepted products, visit unpluggedrecycling.ca.**

Easy
The province-wide program makes it easy to recycle your small appliances. **Simply go to unpluggedrecycling.ca to find an Unplugged drop-off location near you.** Scheduled collection events will also be held in areas not yet served by depots.

Clean and Green
Before Unplugged, most small electrical appliances in B.C. ended up in landfills. Unplugged now provides British Columbians with a new environmentally responsible recycling program for these products.

Funding the Program
Unplugged is a non-profit program funded by a recycling fee applied to new products brought into B.C. by small appliance manufacturers and retailers. The fee will be introduced October 1st 2011 to cover all program costs, including collection, transportation and recycling, and may be included in a product's price or displayed as a separate charge at check-out.

Fee Schedule

Product Category	Recycling Fee
Kitchen Countertop - Motorized (e.g. Blender)	\$ 2.25
Kitchen Countertop - Heating (e.g. Toaster)	\$ 2.25
Kitchen Countertop - Coffee/Tea (e.g. Coffee Maker)	\$ 2.00
Large Countertop Microwave (1 cubic foot or larger)	\$10.00
Small Countertop Microwave (Less than 1 cubic foot)	\$ 7.50
Time Measurement (e.g. Clock)	\$ 0.75
Weight Measurement (e.g. Bathroom Scale)	\$ 2.75
Garment Care (e.g. Iron)	\$ 1.00
Air Treatment (e.g. Air Purifier)	\$ 2.25
Desk and Tabletop Fans	\$ 1.25
Personal Care (e.g. Hair Dryer)	\$ 1.00
Large Floor Cleaning (e.g. Carpet Cleaner)	\$ 5.25
Small Floor Cleaning (e.g. Handheld Vacuum)	\$ 1.00
Designated Very Small Items (e.g. Air Freshener)	\$ 0.25

For more information or to find a drop-off location near you, visit unpluggedrecycling.ca or call the Recycling Council of B.C.'s Hotline at 1-800-667-4321.

Unplugged Rack Cards

British Columbia has a new recycling program for the two million small appliances currently being landfilled each year.



unplugged

SMALL APPLIANCE RECYCLING PROGRAM

Starting **October 1st, 2011** recycle your old and broken small appliances at more than 100 Unplugged drop-off locations, and help reduce pollution, save energy and protect our environment.

Go to unpluggedrecycling.ca for more information.

Unplugged is a non-profit program funded by a recycling fee on new products starting October 1st, 2011. It may be included in a product's price or displayed as a separate charge at check-out.

Fee Schedule

Product Category	Recycling Fee
Kitchen Countertop - Motorized (e.g. Blender)	\$ 2.25
Kitchen Countertop - Heating (e.g. Toaster)	\$ 2.25
Kitchen Countertop - Coffee/Tea (e.g. Coffee Maker)	\$ 2.00
Large Countertop Microwave (1 cubic foot or larger)	\$10.00
Small Countertop Microwave (Less than 1 cubic foot)	\$ 7.50
Time Measurement (e.g. Clock)	\$ 0.75
Weight Measurement (e.g. Bathroom Scale)	\$ 2.75
Garment Care (e.g. Iron)	\$ 1.00
Air Treatment (e.g. Air Purifier)	\$ 2.25
Desk and Tabletop Fans	\$ 1.25
Personal Care (e.g. Hair Dryer)	\$ 1.00
Large Floor Cleaning (e.g. Carpet Cleaner)	\$ 5.25
Small Floor Cleaning (e.g. Handheld Vacuum)	\$ 1.00
Designated Very Small Items (e.g. Air Freshener)	\$ 0.25

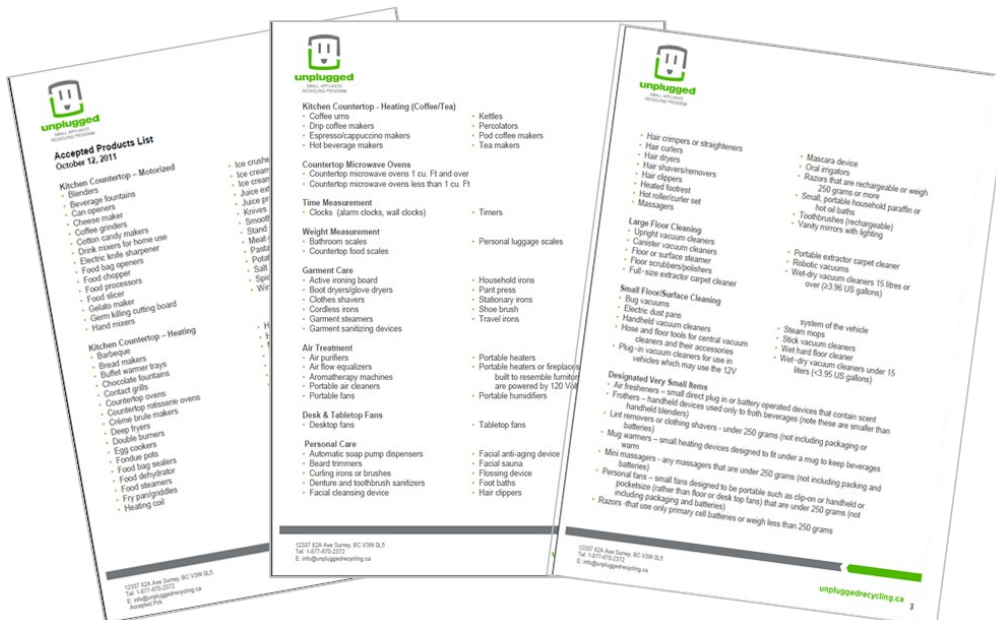
Downloadable Shelf Talker

appendix b

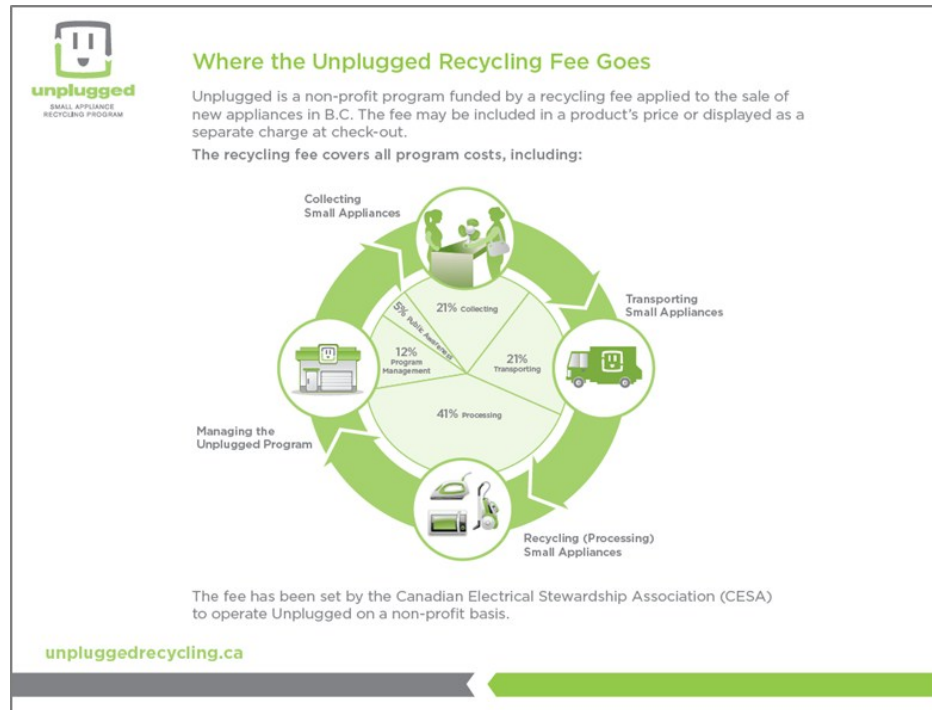
Public Education Materials



7 Page FAQ Document

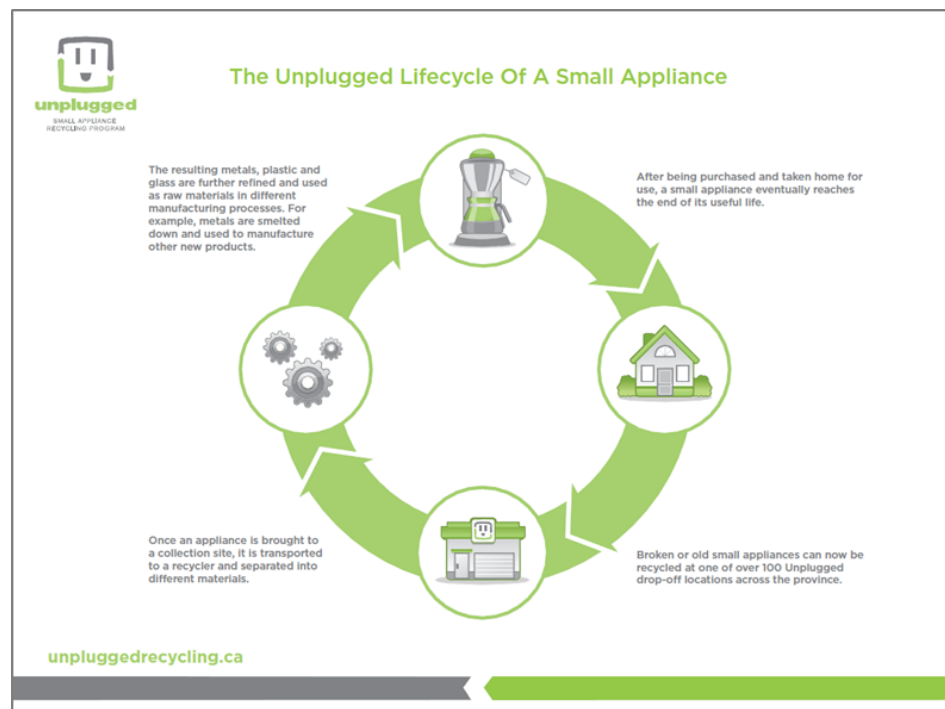


Accepted Product List



Recycling Fee Infographic

Product Lifecycle Infographic



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Public Education Materials

Hi-res photos and videos (B-roll)

available on www.unpluggedrecycling.ca > MEDIA

PHOTOS



High Res



High Res



High Res



High Res



High Res



High Res



High Res



High Res



High Res

VIDEOS



High Res



High Res



High Res



High Res



High Res



High Res

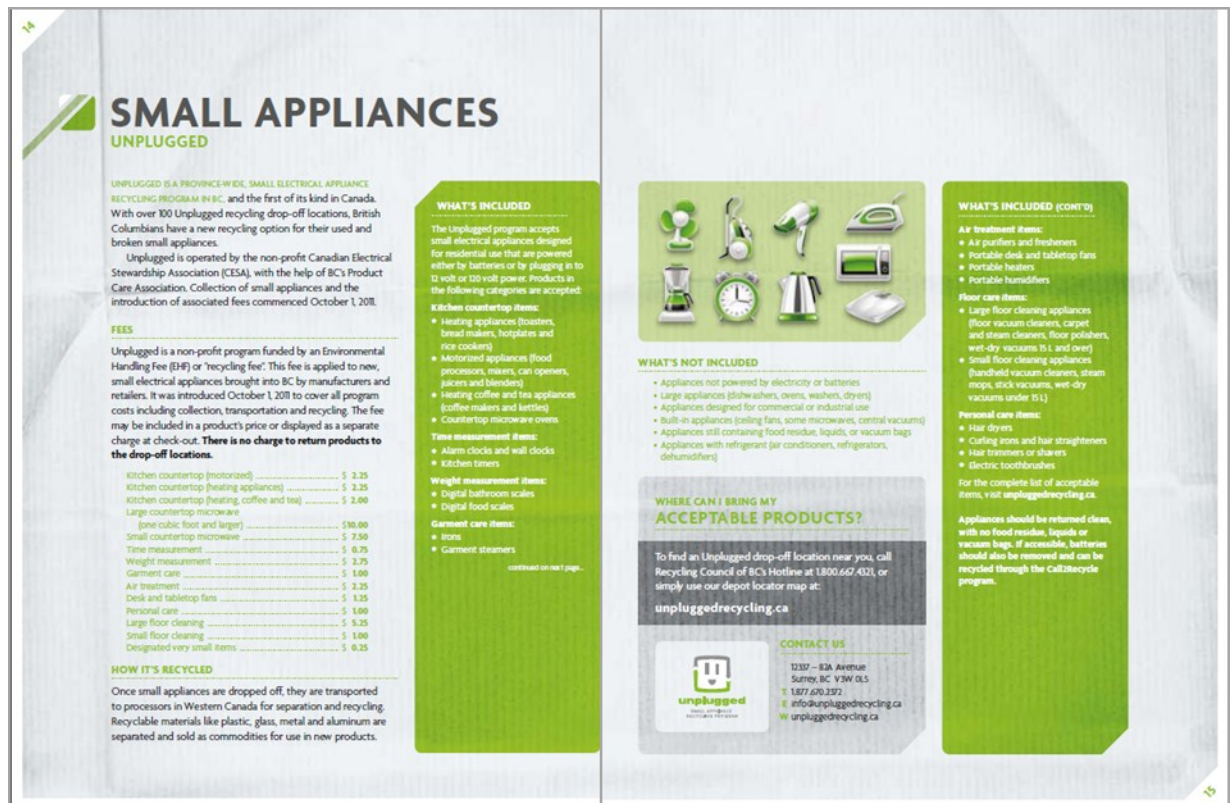


High Res

BC Recycling Handbook



Cover



Inside Pages (2)

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Public Education Materials



Print Public Services
Announcement (PSA)



Print Public Services
Announcement (PSA)

Municipal Calendar
Advertisement

Recycle Your Small Electrical Appliances



Unplugged, the Small Appliance Recycling Program, gives British Columbians a new recycling option for the more than two million small appliances currently being landfilled each year.

As of October 1st 2011, recycle your old and broken small appliances at one of over 100 Unplugged drop-off locations across the province and help reduce pollution, save energy, and protect our environment.

Convenient

Unplugged accepts over 120 small electrical appliances, ranging in size from electric toothbrushes to countertop microwave ovens. Appliances should be returned in a clean state, with no food, liquids, vacuum bags or removable batteries. For a full list of accepted products, visit unpluggedrecycling.ca.

Easy

The province-wide program makes it easy to recycle your small appliances. Simply go to unpluggedrecycling.ca to find an Unplugged drop-off location near you. Scheduled collection events will also be held in areas not yet served by depots.



For more information or to find a drop-off location near you, visit unpluggedrecycling.ca or call the Recycling Council of B.C.'s Hotline at 1-800-667-4321.

November 2012

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
November Events: Christmas Craft Fair Fort Nelson Rotary Auction Midnight Madness HEAT-Excess Clothing Exchange						
4 Daylight Saving ends	5	6	7	8	9	10
11 Remembrance Day	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30 Five Possible Day Rollover at Cops & Lvs Rally	

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Financial Statements and Auditor's Reports