

# Canadian Electrical Stewardship Association (CESA) Annual Report to the Director

## 2012 Calendar Year

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**SECTION 1: EXECUTIVE SUMMARY**

The CESA program plan includes portable electrical appliances, powered by 120V 60 Hz input power or batteries, designed for use in the following categories:

	<b>Product Category</b>	<b>Examples</b>
<b>Products within the plan</b>	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. Countertop Microwaves - 1 cu. ft. and over	
	5. 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 care 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 – Part 1 (categories 1-13)	Air fresheners, personal fans, razors (primary cell)
	15. Test and Measurement Tools	Laser level, emission analyzer, laser range metre
	16. Handheld Power Tools	Hand drill, sander, band saw
	17. Bench-top, Demolition and Free-Standing Power Tools	Table saw, drum sander, lathe
	18. Exercise Equipment	Treadmills, elliptical machines, cycling machines
	19. Sewing and Textile Machines	Sewing machines, embroidery machine, serger
	20. Sports, Leisure, Arts, Crafts & Hobby Devices	Mosquito traps, bubble machine, abdominal toning belt, cricut machine, air brusher, rock polisher
	21. Designated Very Small Items – Part 2 (categories 15-20)	Stud finder, glue gun, bike/fitness computer without GPS capability
<b>Program Website</b>	www.electrorecycle.ca (consumer-facing); www.cesarecycling.ca (member-facing)	

Recycling Regulation Reference	Topic	Summary
Part 2, Section 8(2)(a)	Public Education and Strategies	<ul style="list-style-type: none"> <li>- Strategies for public education include paid advertising, traditional media pitches, point-of-sale promotional brochures, consumer communications, summer ambassador program and collaborations with other stewardship agencies.</li> <li>- Collaborative marketing approach with 3 other stewardship agencies around July 1, 2012 launches and expansions (power tools, sewing machines, exercise equipment).</li> <li>- Media mentions in over 25 B.C. communities, including publications with wide distribution, such as the Globe and Mail and Vancouver Sun.</li> <li>- Over 500 advertising placements through print and radio, and over 45,000 website hits at electrorecycle.ca.</li> <li>- Summer Ambassadors met face-to-face with 26 local government representatives, 75 collection facility operators and 70 retailers.</li> <li>- A consumer awareness survey conducted in 2012 found a baseline awareness level of 60%.</li> </ul>
Part 2, Section 8(2)(b)	Collection System and Facilities	<ul style="list-style-type: none"> <li>- Primarily a drop-off system.</li> <li>- 2 product streams are defined for collection: “very large” (treadmills, ellipticals, stationary bikes, very large power tools) and “regular” (all other products included in the program).</li> <li>- Network includes both advertised sites and non-advertised sites (e.g. thrift stores).</li> <li>- At the end of 2012, the program had 148 contracted collection sites, including 146 for regular products and 40 for very large products. Of the 148, 134 are advertised.</li> <li>- An accessibility study conducted in 2011 found 96% accessibility rate. Since then, 1 collection facility has closed, and 23 collection facilities have been added.</li> </ul>
Part 2, section 8(2)(c)	Product Environmental Impact Reduction, Reusability and Recyclability	<ul style="list-style-type: none"> <li>- Developing a comprehensive Sustainability Standard for over 80 different small appliances.</li> <li>- Upward industry trend to manufacture energy efficient products.</li> <li>- Reduction of packaging weight and volume.</li> <li>- General trend to use more recyclable materials.</li> <li>- Formed a Task Force to consider alternative methods of evaluating safety of post-consumer recycled plastic materials.</li> </ul>

Recycling Regulation Reference	Topic	Summary
Part 2, section 8(2)(d)	Pollution Prevention Hierarchy and Product / Component Management	<ul style="list-style-type: none"> <li>- Recyclers are contracted directly to the program.</li> <li>- Recyclers must adhere to the EPSC Electronics Recycling Standard.</li> <li>- Recyclers must submit to conformance reviews by CESA or a third party auditor.</li> <li>- Over 99% of material commodities collected are recycled/recovered.</li> </ul>
Part 2, section 8(2)(e)	Product Sold and Collected and Recovery Rate	<ul style="list-style-type: none"> <li>- 6,683,285 products sold in 2012, based on reporting by members.</li> <li>- Approximately 2,431,472 kg of CESA products collected in 2012.</li> </ul>
Part 2, section 8(2)(e.1)		See Section 7 for breakdown per regional district.
Part 2, section 8(2)(f)	Summary of Deposits, Refunds, Revenues and Expenses	Please see Appendix B for independently audited financial statements.

Comparison of Key Performance Targets		
Part 2 section 8(2)(g); See full list of targets in Plan Performance		
Priority Stewardship Plan Targets (as agreed with ministry file lead)	2012 Performance	Strategies for Improvement
<b>Number of Collection Sites:</b> 60 by the end of 2012; 75 by the end of 2013; 100 by the end of 2014	148	n/a
<b>Consumer Awareness:</b> The program will conduct a consumer market research survey before the end of year 1 to determine the baseline level of awareness	60%	n/a

## **SECTION 2: PROGRAM OUTLINE**

The Canadian Electrical Stewardship Association (CESA) is a not-for-profit Product Stewardship Agency of manufacturers, brand owners and retailers of electrical small appliances, power tools, sewing machines, exercise, sports and leisure equipment, and arts, crafts and hobby devices. CESA's purpose is to assist manufacturers, brand owners and other legally obligated parties (e.g. retailers, importers or distributors) in discharging their obligation to establish end-of-life product collection and recycling programs in all Canadian provinces and territories.

CESA assists obligated companies by providing them the opportunity to become a member in an industry governed and operated recycling program that will fulfill their legal obligations under the Regulation.

CESA is incorporated under the Canada Not-for-Profit Corporation Act and is governed by a Board of Directors representing manufacturers/brand owners and retailers of electrical small appliances, power tools, sewing machines, exercise, sports and leisure equipment, and arts, crafts and hobby devices. CESA works with manufacturer and retailer associations, who are observers to the CESA Board of Directors, including the Canadian Hardware and Housewares Manufacturers Association (CHHMA), the Association of Home Appliance Manufacturers Canada (AHAM) and the Retail Council of Canada (RCC).

In December 2009, the B.C. Ministry of Environment amended the Electronics and Electrical Product Category (Schedule 3) of the British Columbia Recycling Regulation (Reg. 449/2004, O.C. 995/2004), requiring an approved stewardship program for small appliances, as part of Phase 3, operational by October 2011. On October 1, 2011, CESA launched its "Part 1" program for small appliances under the Unplugged brand. As part of the amendment to the Regulation, electrical and electronic tools, leisure and sports equipment were added as Phase 5, with a required operational date of July 2012. On July 1, 2012, the program expanded ("Part 2") to include power tools, sewing machines, sports, leisure and exercise machines, and arts, crafts and hobby devices and was rebranded as ElectroRecycle.

CESA has engaged Product Care Association (PCA) to act as program manager, overseeing the administration and day to day operations of the ElectroRecycle Program.

The CESA program primarily uses a depot system, incorporating 148 contracted collection facilities around the province at the end of 2012. Occasionally, collection events have been used in rural areas where a collection facility does not exist.

More information about CESA and its members can be found at [www.cesarecycling.ca](http://www.cesarecycling.ca). The consumer facing website for the ElectroRecycle program is [www.electrorecycle.ca](http://www.electrorecycle.ca).

### **SECTION 3: PUBLIC EDUCATION MATERIALS & STRATEGIES**

In 2012, CESA engaged in extensive communications efforts to inform British Columbians about the ElectroRecycle Program, building on successful initiatives used in 2011. The following is a summary of the public education strategies used during 2012, including face-to-face outreach, traditional media and advertising, and social media.

#### 3.1 Program Expansion & Phase 5 SABC Collaborations

On July 1, 2012, in addition to ElectroRecycle, several product stewardship programs in British Columbia launched or were expanded, in response to Phase 5 of the Regulation.

CESA partnered with three other stewardship agencies (Product Care Association, Electronic Products Recycling Association, and Outdoor Power Equipment Institute of Canada) to produce collaborative educational materials (rack cards, retailer FAQs, advertorials, and audio news releases) to communicate the expansion of Phase 5 covered products. Collaborative press releases were also issued to traditional media outlets. Consumer Protection B.C. also produced educational materials surrounding the launches and expansions.

#### 3.2 Media Coverage

Through both focused ElectroRecycle and Phase 5 collaborative media pushes, CESA was featured in traditional media stories in 26 communities around British Columbia, focused primarily in the Lower Mainland, Northern B.C. and the Interior, Vancouver Island and the Sunshine Coast.

The program was also featured in several local community papers, including the Vernon Morning Star, Abbotsford News, and the Campbell River Mirror, as well as the Globe and Mail, the Vancouver Sun, the Victoria Times Colonist. Additionally, ElectroRecycle was featured on local television, including CTV's Steele on your Side.

#### 3.3 Marketing Materials

Updated ElectroRecycle point of sale rack cards were distributed to program stakeholders, including over 1600 B.C. retail locations. The rack cards were also distributed to local governments, ENGOS, collection site operators, and associations in advance of the July 1, 2012 program expansion. Over 2500 copies of a "Fast Facts" Q&A card, specifically designed for retailers, were published and distributed to assist front-line staff in explaining the program and the fees to their consumers. Digital files of the rack cards and "Fast Facts" cards were made available online to retailers, local governments, and the general public.

Marketing materials designed and published in advance of the original program launch in October 2011 were updated to reflect the program expansion and the re-branding to ElectroRecycle. These materials include the ElectroRecycle logo, shelf talkers, a helpful FAQ, and program branding guide. These materials are accessible to retailers, local government and the general public through digital files on the website.

ElectroRecycle was included in the third edition of the B.C. Recycling Handbook, published in December 2011 and circulated throughout early 2012, as well as the fourth edition of the B.C. Recycling Handbook, published and circulated for the July 2012 expansion.

### 3.4 Advertising

In 2012, CESA focused advertising efforts around the expansion of the ElectroRecycle program. Between June 28 and July 22, 2012, 519 advertisement placements occurred: 182 print ads in over 25 community papers (including Kelowna Capital News, Richmond Review and Ladysmith Chronicle) and 338 radio ads, including CKNW in Vancouver. The estimated reach frequency of the print advertisements was 13,262,966, while the estimated radio advertising reach was 2,065,400.

CESA also placed advertisements in municipal waste calendars in 11 regions across B.C., including Central Okanagan, Thompson-Nicola, Kootenay Boundary and the Okanagan-Similkameen. Ads were placed in all municipal calendars available through Municipal Media in regions with an ElectroRecycle collection facility present.

### 3.5 Website and Social Media

On July 1, 2012, the website address [www.unpluggedrecycling.ca](http://www.unpluggedrecycling.ca) was changed to [www.electrorecycle.ca](http://www.electrorecycle.ca). The original website address continues to point to [www.electrorecycle.ca](http://www.electrorecycle.ca). Between January 1 and December 31, 2012, the website received 46,134 visits.

The Twitter handle for the program was also changed from @UnpluggedBC to @ElectroRecycle ([www.twitter.com/ElectroRecycle](http://www.twitter.com/ElectroRecycle)). At the end of December 2012, ElectroRecycle had over 450 Twitter followers, up from 200 at the end of 2011.

### 3.6 Consumer Communications

Consumers are able to ask questions or submit comments to the program through a number of channels. The ElectroRecycle website includes an email submission box, titled "Ask ElectroRecycle." There is also a general information email address, [info@electrorecycle.ca](mailto:info@electrorecycle.ca) and a consumer inquiry toll-free phone number, 1-877-670-2372. Product Care staff respond to consumer phone calls and email inquiries. All consumer concerns and questions were dealt with in a timely manner.

CESA has an agreement with the Recycling Council of B.C. (RCBC) to provide Hotline and Recyclepedia services. RCBC is a trusted public information resource used by consumers to learn about the recycling options available in their community. In 2012, RCBC Hotline staff received more than 145,000 inquiries about recycling from residents across B.C. The Recyclepedia is a user-friendly online/web feature established by RCBC to help consumers find recycling information 24/7. RCBC also launched a Recyclepedia App in 2012, to increase convenience and ease of access for British Columbians.

Between January 1 and December 31, 2012, Product Care and RCBC collectively answered over 3,700 phone and email consumer inquiries on products included in the ElectroRecycle Program. In addition, the RCBC Recyclepedia webpage received over 4,800 web hits/searches for ElectroRecycle Program materials.



### 3.7 Summer Ambassador Program

2012 marked the launch of the ElectroRecycle Summer Ambassador Program. Modeled after successful ambassador programs by various other stewardship programs, CESA's Ambassador Program employed two university students to travel around the province raising public awareness of the program. The Ambassadors met with collection facility operators, local government representatives and retailers, and also attended community events.

Coinciding with the July 2012 expansion, the Ambassador Program was an effective way to ensure all stakeholders were aware of program changes.

ElectroRecycle Ambassadors travelled throughout six regions of B.C.: the Kootenays, Central B.C. and the Okanagan, Vancouver Island, the Sunshine Coast, Northern B.C. and Metro Vancouver. They met with 26 Regional District and Municipal government representatives and 75 collection facility operators, and visited 70 retail locations and 9 community events. They also participated in six interviews with media.

### 3.8 Consumer Awareness Survey

In July 2012, CESA contracted an independent polling agency to conduct a consumer awareness survey in British Columbia, to determine a baseline level on which to set targets for future improvement. According to this survey, CESA's program achieved a consumer awareness level of 60% in July 2012 after nine months of program operation.

## **SECTION 4: COLLECTION SYSTEM AND FACILITIES**

CESA's collection network for the ElectroRecycle Program is primarily based on a drop-off system for the collection of program products. The system is, on occasion, augmented by the use of one day collection events. In both cases, there is no charge to drop-off program products.

All collection sites are under contract to the program and must meet and adhere to CESA's collection site standard. CESA defines two streams of products included in the program in sourcing collection facilities: "regular" and "very large." Products included that are considered "very large" include treadmills, elliptical trainers, stationary cycling machines (Category 19) and large, free-standing power tools with built in stands (select products in Category 17). All other products are considered "regular."

At the end of 2012, the program had 148 contracted collection facilities for CESA products, of which 146 accepted regular CESA products and 40 accepted very large CESA products. The majority of very large product collection facilities overlap with regular product collection facilities.

Of the 148 contracted collection facilities, 134 were advertised sites, while 14 were unadvertised sites. Advertised collection facilities accept public drop-off of products included in the CESA program. Unadvertised sites do not allow public drop-off, and are not listed as a facility on our website or through

RCBC; these include businesses that service the commercial or institutional sector through their regular business and offer direct pick-up of CESA products as a part of that service, and second-hand stores.

With 148 contracted collection facilities at the end of 2012, CESA has significantly out-performed its target of establishing 60 collection sites by the end of 2012, as outlined in the approved program plan.

These facilities are located across the province, providing convenient access to British Columbians. Facilities are independently contracted by the program and include private drop-off centres, local government sites and service organizations.

According to a preliminary GIS analysis conducted for the program at the end of 2011, 96% of British Columbians had convenient access to a collection site for regular products included in the ElectroRecycle program, 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. Throughout 2012, the collection network has expanded to include 22 additional contracted collection facilities for CESA products. 21 of these facilities were advertised; one was unadvertised. 8 of the additional sites accept very large CESA products; 20 accept regular CESA products. One collection facility closed during 2012, and a handful of sites moved location within their cities or towns. 3 collection facilities switched from “unadvertised” to “advertised” status during 2012.

CESA’s 2011 Annual Report listed 113 advertised sites contracted to the program. However, at that time, CESA had an additional 16 unadvertised sites contracted to collect program products.

Please see Table 8 in Appendix A for a complete list of collection facilities by Regional District, contracted to participate in the ElectroRecycle program. The column titled “Added in 2012” denotes additions since the previous reporting date, December 31, 2011.

Table 1., below, lists the number of contracted collection facilities in each Regional District, including those that accept regular products, very large products, advertised facilities and unadvertised facilities.

Regional District	# per RD	Regional District	# per RD	Regional District	# per RD
Alberni Clayoquot	3	Cowichan Valley	4	North Okanagan	3
Bulkley Nechako	3	East Kootenay	2	Northern Rockies	1
Capital	20	Fraser Fort George	2	Okanagan Similkameen	8
Cariboo	3	Fraser Valley	9	Peace River	3
Central Coast	1	Kitimat Stikine	2	Powell River	1
Central Kootenay	2	Kootenay Boundary	2	Skeena-Queen Charlotte	1
Central Okanagan	5	Metro Vancouver	50	Squamish Lillooet	4
Columbia Shuswap	3	Mt. Waddington	1	Sunshine Coast	1
Comox Strathcona	3	Nanaimo	5	Thompson Nicola	6

Both the ElectroRecycle and RCBC websites include map based “depot finders” where consumers can search by city or postal code for their nearest collection facility for regular CESA products, and hours of operation.

In addition to the program’s drop-off collection facility system, in 2012, ElectroRecycle participated in 11 collection events in 2012. These events were held in partnership with local governments in the Thompson-Nicola Regional District (TNRD), the Central Kootenay Regional District (RDCK), and the Columbia Shuswap Regional District (CSRD). Please see Table 9 in Appendix A for a complete list of 2012 events.

## **SECTION 5: PRODUCT ENVIRONMENTAL IMPACT REDUCTION, REUSABILITY AND RECYCLABILITY**

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.

### 5.1 Sustainability Standard

Members of the Association of Home Appliance Manufacturers Canada (AHAM Canada) continue to engage with the retail sector on the sustainability of home appliances. Under discussion in AHAM Canada is a comprehensive Sustainability Standard for over 80 different small appliances. AHAM is working with CSA and UL Environment. The goal is to provide meaningful environmental performance information to consumers about 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.

### 5.2 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.

### 5.3 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 increased use of post-consumer recycled content and more recyclable materials, as well as a move towards using fewer chemicals and using more environmentally friendly pigments.

### 5.4 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. However, current CSA safety standards do not allow the use of post-consumer recycled content where the plastics are used for

electrical insulation or electrical part enclosures. A Task Force has been formed to consider alternative methods of evaluating safety of post-consumer recycled plastic materials.

## SECTION 6. POLLUTION PREVENTION HIERARCHY AND PRODUCT / COMPONENT MANAGEMENT

CESA strives to manage collected materials as high on the pollution prevention hierarchy as possible. As the program is designed for end of life electrical appliances that no longer work and cannot be reused, the collected products are shipped to processors where they are broken down into their component parts and recycled/recovered. However, on [electrorecycle.ca](http://electrorecycle.ca) and in the program's FAQs, CESA encourages residents to find second homes for electrical products in good working order.

CESA contracts directly with all processors and recyclers who handle CESA's collected material. In the contracts between CESA and the processor, CESA requires that the processor conforms to the Electronics Product Stewardship Canada (EPSC) Electronic Recycling Standard. The EPSC Electronic Recycling Standard defines the minimum requirements for handling end-of-life electronics, and contains many requirements to which the processor must comply, such as environmental, occupational health and safety, and material handling requirements.

CESA also contractually requires that all processors submit to conformance reviews by CESA or a third party auditor.

Table 2., below, illustrates the percent of weight collected by material commodity (based on sampling done in 2011 by the program's major processor), as well as a description of the downstream process for each material stream, as reported to the program by the processor.

Material Commodity	% of total weight	Downstream Process
Ferrous Steel	67.5%	Baled and sold as a commodity
Plastics	15.0%	Pelletized for reuse
Aluminum	5.0%	Baled and sold as a commodity
Wires and Cables	4.0%	Smelting
Copper	3.0%	Baled and sold as a commodity; smelting
Glass	2.0%	Crushed for reuse
Circuit Boards	1.0%	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

## **SECTION 7: PRODUCT SOLD AND COLLECTED**

### 7.1 Product Sold

The number of CESA products sold in British Columbia during 2012, as reported by CESA members for the year 2012, was 6,683,285 units.

### 7.2 Product Collected

CESA defines two streams of products included in the program for collection: regular and very large (see Section 4 for definitions).

#### 7.2.a Very Large Products

Very large products collected under the program are managed as scrap metal by each contracted collection site individually. As part of the contract, the majority of these sites are required to submit monthly unit-based tracking forms to the program tracking the number of very large products collected. The program does not transport or process these materials directly, unlike regular CESA products.

#### 7.2.b Regular Products

The program collected approximately 2,431,472 kg (according to weights reported to the program by the contracted consolidation facilities) of regular CESA products between January 1 and December 31, 2012 from contracted collection facilities, large volume end-users and collection events. 1,643 units of very large CESA products were collected in 2012, according to tracking sheets submitted to the program by required contracted collection facilities. In subsequent years, the program intends to develop a methodology for tracking weight of very large products

In an effort to reduce consumer confusion between stewardship programs, to provide “one-stop-shops” for residents, to create efficiencies at the collection facility level and to find synergies between stewardship programs, CESA has partnered with Product Care Association’s LightRecycle program, allowing co-mingling of residential light fixtures with ElectroRecycle products in CESA’s collection bags at regular collection facilities. The reported collection tonnage is net of the fixture tonnage. The weight of LightRecycle material is netted out of the tonnage using the following sampling method:

For the 2012 reporting year, CESA used two recyclers for the processing of products; each was obligated by contract to submit monthly sampling reports. The sampling data received from each recycler, for each month, was extrapolated to determine the proportion of CESA products collected versus the proportion of LightRecycle products collected in each particular month. This percentage is applied to the weight of every pick-up from contracted collection facilities during that month.

These collected weights, now adjusted for LightRecycle tonnage, are then summed to provide the total weight of CESA products collected, as reported by the program’s consolidation facilities, by Regional District, or for the province as a whole.

Table 3., below, illustrates the approximate weight collected by Regional District.

Regional District	Approximate Weight Collected (kg)	Regional District	Approximate Weight Collected (kg)
Alberni Clayquoet	13,796	Kitimat Stikine	7,913
Bulkley Nechako	3,574	Kootenay Boundary	33,061
Capital	277,496	Metro Vancouver	1,133,532
Cariboo	9,765	Mount Waddington	5,361
Central Coast	505	Nanaimo	172,137
Central Kootenay	21,265	North Okanagan	62,103
Central Okanagan	168,258	Okanagan-Similkameen	54,336
Columbia Shuswap	26,249	Peace River	23,262
Comox Strathcona	48,543	Powell River	8,639
Cowichan Valley	43,260	Skeena Queen Charlotte	5,709
East Kootenay	15,234	Squamish Lillooet	20,895
Fraser Fort George	31,548	Sunshine Coast	19,212
Fraser Valley	151,890	Thompson Nicola	70,823
		Undefined	3,107

## SECTION 8. SUMMARY OF FEE RATES, REVENUES AND EXPENDITURES

Table 4., below, lists the 21 product categories included in CESA's ElectroRecycle program, with applicable fee rates. Please note, fee rates for categories 15-21 were introduced on July 1, 2012.

Product Category	Fee Rate per Unit
1 Kitchen Countertop – Motorized	\$ 2.25
2 Kitchen Countertop – Heating Appliances	\$ 2.25
3 Kitchen Countertop – Heating Appliances (coffee/tea)	\$ 2.00
4 Microwave – 1 cu. ft and over	\$ 10.00
5 Microwave – under 1 cu. ft	\$ 7.50
6 Time Measurement & Display Devices	\$ 0.75
7 Weight Measurement	\$ 2.75
8 Garment Care Appliances	\$ 1.00
9 Air Treatment Appliances	\$ 2.25
10 Desk and Tabletop Fans	\$ 1.25
11 Full-Size Floor Cleaning Appliances	\$ 5.25
12 Smaller Floor/Surface Cleaning Appliances	\$ 1.00
13 Personal Care Appliances	\$ 1.00
14 Designated Very Small Items – Part 1 (categories 1-13)	\$ 0.25
15 Test and Measurement Tools	\$ 0.75
16 Hand-held Power Tools	\$ 1.25
17 Bench-Top, Demolition, Free-Standing Power Tools	\$ 2.75
18 Sewing / Textile Machines	\$ 2.75
19 Exercise Machines	\$ 4.25
20 Sports, Leisure, Arts, Crafts and Hobby Devices	\$ 0.75
21 Designated Very Small Items – Part 2 (categories 15-20)	\$ 0.25

For the reporting year, 2012:

Total Revenue	\$ 11,284,559
Total Expenses	\$ 3,358,145
Total Reserve	\$ 4,729,237

See appendix B for CESA’s independently audited financial statements.

**SECTION 9: PLAN PERFORMANCE**

CESA continues to assess the performance of the ElectroRecycle Program with quantitative measures, in response to the commitments in its stewardship plans. In the second calendar year of program operation, CESA has not yet established targets for all performance measures, given the timelines outlined in the stewardship plans.

Note that targets regarding collection site accessibility do not apply to “Very Large” CESA products that may require special handling due to their size (see Section 4 for definitions). These products represent a very small percentage of the total number of products in the ElectroRecycle program.

Table 5., below, lists plan targets applicable for 2012, and ElectroRecycle’s performance.

Performance Measure	Plan Target	2012 Result
# of Collection Sites	60 by the end of 2012; 75 by the end of 2013; 100 by the end of 2014	148

Consumer awareness and accessibility targets differ for Part 1 products (small appliances) and Part 2 products (power tools etc.), as outlined in the Part 1 and Part 2 stewardship plans. Consumer awareness levels were determined through the use of a third-party, independent consumer awareness survey. Accessibility data was determined through use of a Geographic Information System (GIS) analysis, where “access” is defined as within a 30 minute drive of an ElectroRecycle collection site for those living in urban areas, and within a 45 minute drive for those living in rural areas.

Table 6., below, lists performance targets regarding consumer awareness and accessibility. CESA has submitted these targets, but they do not apply to 2012.

Performance Measure	Plan Target	Baseline Data
Part 1: Consumer Awareness	62.5% by 2014; 65% by 2016	60% in 2012
Part 2: Consumer Awareness	30% by 2014; 40% by 2016	Not available
Part 1: % of population with access to a collection site	95%	96% in 2011
Part 2: % of population with access to a collection site	90% by end of 2014	Not available

Table 7., below, lists performance measures for which CESA has not yet submitted targets, and includes the required date of submission outlined in the stewardship plans. CESA will conduct a public consultation event through the use of webinars in advance of submitting these targets. They will then be submitted to the B.C. Ministry of Environment in letter form, as a supplement to the filed stewardship plans.

Performance Measure	Date of Submission
Collection Rate	April 1, 2014
% of materials recycled	April 1, 2014



**APPENDIX A: COLLECTION FACILITY NETWORK**

Table 8., below, shows locations of contracted CESA collection facilities.

Collection Facility	City	Regional District	Added in 2012
Sherwood's Auto Parts	Port Alberni	Alberni Clayoquot	New addition
The Salvation Army Alberni Valley	Port Alberni	Alberni Clayoquot	
Ucluelet Bottle Depot	Ucluelet	Alberni Clayoquot	
Fraser Lake Bottle Depot	Fraser Lake	Bulkley Nechako	
Houston Recycling	Houston	Bulkley Nechako	New addition
Bulkley Valley Bottle Depot	Smithers	Bulkley Nechako	
Brentwood Thrift Store	Brentwood Bay	Capital	
Westshore Bottle Depot	Esquimalt	Capital	
Alpine Disposal & Recycling	Langford	Capital	New addition
Langford Thrift Store (non-advertised)	Langford	Capital	
Mayne Island Recycling Society (MIRS)	Mayne Island	Capital	New addition
Mill Bay Thrift Store	Mill Bay	Capital	
Pender Island Recycling Society (PIRS)	Pender island	Capital	New addition
Bottle Depot (Saanich)	Saanich	Capital	
Saanich Thrift Store (non-advertised)	Saanich	Capital	
Salt Spring and Southern Gulf Islands Comm. Services Society	Salt Spring Island	Capital	
Sidney Bottle Depot	Sidney	Capital	
Asset Investment Recovery - Glanford	Victoria	Capital	
Bottle Depot (Queens)	Victoria	Capital	New addition
Cedar Hill Thrift Store (non-advertised)	Victoria	Capital	
Hartland Recycling Depot	Victoria	Capital	
Hillside Thrift Store	Victoria	Capital	
Salvation Army - Victoria Consolidation	Victoria	Capital	
Sooke Thrift Store	Victoria	Capital	
Victoria Thrift Store (non-advertised)	Victoria	Capital	
View Royal Thrift Store	View Royal	Capital	
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	
Columbia Bottle Depot - Dease	Kelowna	Central Okanagan	
Columbia Bottle Depot - St. Paul	Kelowna	Central Okanagan	
Planet Earth Recycling Ltd.	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	

Collection Facility	City	Regional District	Added in 2012
Bills Bottle Depot	Salmon Arm	Columbia Shuswap	
Scotch Creek Bottle Depot	Scotch Creek	Columbia Shuswap	
Campbell River Bottle Depot	Campbell River	Comox Strathcona	
Courtenay Return-It Depot	Courtenay	Comox Strathcona	
Village of Gold River	Gold River	Comox Strathcona	
Bings Creek Solid Waste Mgmt Complex	Duncan	Cowichan Valley	New addition
Cowichan Valley Bottle Depot	Duncan	Cowichan Valley	
Peerless Road Recycling Drop-off Depot	Ladysmith	Cowichan Valley	New addition
Meade Creek Recycling Drop-off Depot	Lake Cowichan	Cowichan Valley	New addition
Cranbrook Bottle Depot	Cranbrook	East Kootenay	
Fernie Bottle Depot	Fernie	East Kootenay	
PG Recycling & Return-It Centre	Prince George	Fraser Fort George	
Salvation Army - Prince George	Prince George	Fraser Fort George	New addition
Abbotsford Community Services Recycling	Abbotsford	Fraser Valley	
R&T Bottle Depot	Abbotsford	Fraser Valley	New addition
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 Env. Soc. (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	
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 (non-advertised)	Burnaby	Metro Vancouver	
Regional Recycling Burnaby	Burnaby	Metro Vancouver	
Coquitlam Return-It Depot	Coquitlam	Metro Vancouver	
Lougheed Return-It Depot Inc.	Coquitlam	Metro Vancouver	
D&G Recycling (Tsawassen Bottle Depot)	Delta	Metro Vancouver	New addition
Ladner Bottle Depot Co. Ltd.	Delta	Metro Vancouver	
Fraser Valley Return-It Depot	Langley	Metro Vancouver	
Langley Bottle Depot	Langley	Metro Vancouver	
Langley Thrift Store	Langley	Metro Vancouver	
Salvation Army - Lower Mainland Divisional	Langley	Metro Vancouver	

Collection Facility	City	Regional District	Added in 2012
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 (non-advertised)	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 & Return-it Depot Ltd.	Pitt Meadows	Metro Vancouver	
Port Coquitlam Thrift Store	Port Coquitlam	Metro Vancouver	
Ironwood Bottle Depot	Richmond	Metro Vancouver	
OK Bottle Depot	Richmond	Metro Vancouver	
Regional Recycling Richmond	Richmond	Metro Vancouver	
Richmond Recycling Depot	Richmond	Metro Vancouver	
Steveston Return-it Depot	Richmond	Metro Vancouver	New addition
Urban Impact Recycling (non-advertised)	Richmond	Metro Vancouver	New addition
Asset Investment Recovery - Surrey	Surrey	Metro Vancouver	
Fleetwood Bottle Return Depot	Surrey	Metro Vancouver	
Newton Bottle Depot	Surrey	Metro Vancouver	New addition
Panorama Village Return-It	Surrey	Metro Vancouver	New addition
Scott Road Bottle Depot Ltd.	Surrey	Metro Vancouver	
Semiahmoo Bottle Depot	Surrey	Metro Vancouver	
Surrey Thrift Store (non-advertised)	Surrey	Metro Vancouver	
East 12th Avenue Thrift Store	Vancouver	Metro Vancouver	
Go Green Depot & Recycling	Vancouver	Metro Vancouver	
Granville Thrift Store (non-advertised)	Vancouver	Metro Vancouver	
Kerrisdale Thrift Store (non-advertised)	Vancouver	Metro Vancouver	
Powell Street Bottle Depot	Vancouver	Metro Vancouver	New addition
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 (non-advertised)	Vancouver	Metro Vancouver	
West Broadway Thrift Store (non-advertised)	Vancouver	Metro Vancouver	
West Van Thrift Store (non-advertised)	West Vancouver	Metro Vancouver	
White Rock Thrift Store (non-advertised)	White Rock	Metro Vancouver	
Seven Mile Landfill and Recycling Centre	Port McNeill	Mt. Waddington	
Junction Bottle Depot	Ladysmith	Nanaimo	
Nanaimo Bottle Depot - Fremont	Nanaimo	Nanaimo	
Nanaimo Recycling Exchange Society	Nanaimo	Nanaimo	

Collection Facility	City	Regional District	Added in 2012
Regional Recycling – Nanaimo	Nanaimo	Nanaimo	
Parksville Bottle & Recycling Depot Ltd.	Parkville	Nanaimo	
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	
Keremeos Sanitary Landfill	Keremeos	Okanagan Similkameen	
Okanagan Falls Sanitary Landfill	Okanagan Falls	Okanagan Similkameen	
Oliver Sanitary Landfill	Oliver	Okanagan Similkameen	
T2 Market	Oliver	Okanagan Similkameen	New addition
Osoyoos Bottle Depot	Osoyoos	Okanagan Similkameen	
Pud's Auto Wrecking and Towing	Osoyoos	Okanagan Similkameen	New addition
Campbell Mountain Sanitary Landfill	Penticton	Okanagan Similkameen	
J&C Bottle Depot	Penticton	Okanagan Similkameen	New addition
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	
Pemberton Recycling Centre	Pemberton	Squamish Lillooet	New addition
Carney's Waste Systems - Squamish	Squamish	Squamish Lillooet	
Regional Recycling Whistler	Whistler	Squamish Lillooet	
The Re-Use-It Centre	Whistler	Squamish Lillooet	
Gibsons Disposal Ltd.	Gibsons	Sunshine Coast	
Full Refund Bottle Depot	Kamloops	Thompson Nicola	New addition
General Grant's North Shore Bottle Depot	Kamloops	Thompson Nicola	
Lorne Street Bottle Depot	Kamloops	Thompson Nicola	
Mission Flats Landfill	Kamloops	Thompson Nicola	
Merritt Return-It Depot (FKA George Hale Transfer Ltd)	Merritt	Thompson Nicola	
Chasers Bottle Depot Ltd.	Vernon	Thompson Nicola	

Table 9., below, lists locations of CESA collection events in 2012.

Date of Event	Municipality	Regional District
April 14, 2012	Merritt	Thompson-Nicola
April 15, 2012	Lytton	Thompson-Nicola
April 28, 2012	Sicamous	Columbia-Shuswap
April 29, 2012	Pritchard	Thompson-Nicola
May 5, 2012	Ashcroft	Thompson-Nicola
May 5, 2012	Golden	Columbia-Shuswap
May 12, 2012	Clearwater	Thompson-Nicola
May 13, 2012	Blue River	Thompson-Nicola
May 26, 2012	Logan Lake	Thompson-Nicola
October 20, 2012	Nakusp	Central Kootenay
October 20, 2012	Castlegar	Central Kootenay