

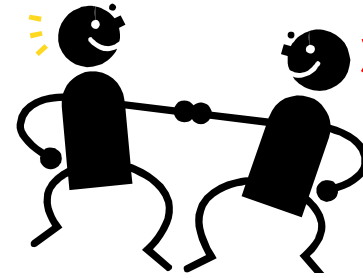


# Joint Consultations

Time	Program	Presenter
9:15 am	Welcome	
9:30 am	Tire Stewardship BC	Mike Hennessy
10:30 am	Electronics Stewardship Association	Joyce Thayer
Noon	Lunch Break	
1:30 pm	Medications	Ginette Vanasse
2:30 pm	Paint Plus Program	Jordan Best

# Rules of Engagement...

➤ Introductions



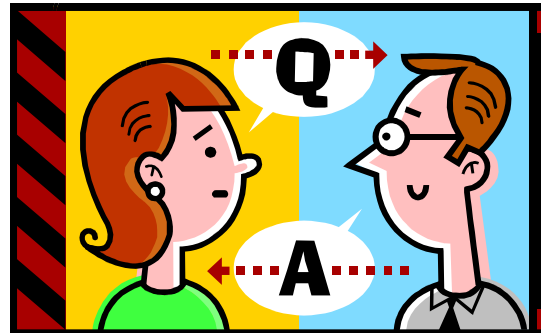
➤ Cell phones



➤



➤ Q&A at any time



**Bike to Work week**  
 May 30 - June 5, 2011

Get on your bike!

**Mike Hennessy**  
 Executive Director  
 Tire Stewardship BC

**Maria Emerson**  
 Policy Advisor  
 BC Ministry of Environment

**Tanner, Corbin and Damian (Hennessy)**  
 (the triplets)

**TIRE Stewardship BC**  
 www.tsbc.ca

**Bike to Work Victoria**  
 Register at [www.biketowork.ca/victoria](http://www.biketowork.ca/victoria)



## Stewardship Plan Renewal Public Consultation

New Westminster  
 May 31, 2011

# Stewardship Plan Outline

- A. Regulatory Basis for this Plan
- B. Overview of Existing Program
  - 1. Program Structure
  - 2. Consumer Access to Collection Facilities
  - 3. Consumer Awareness
  - 4. Management of Program Costs
  - 5. Management of Environmental Impacts
  - 6. Tire Management per Pollution Prevention Hierarchy
  - 7. Product Life Cycle Management
  - 8. Dispute Resolution
  - 9. Stakeholder Consultation
  - 10. Performance Measures and Targets**

# A. Regulatory Basis

- **Regulated** tires
  - Passenger and Light Truck (PLT)
  - Medium Truck (MT)
  - Agricultural (AG)
  - Logger Skidder (LS)
- **Unregulated** tires
  - Off the Road (OTR)

# B. Overview of Existing Program

## ✓ Accomplishments – *regulated* tires

- ✓ Smooth transition from MoE
  - ✓ Revenue collection system added
  - ✓ Incentives structure preserved
- ✓ Eliminated tipping fees
- ✓ Return to Retailer (R2R) program
- ✓ Compliance & Education – all retailers pay their fair share
- ✓ Manufacturing Incentive
- ✓ Community Grants
- ✓ GHG study
- ✓ OTR research
- ✓ Bike tires and tubes recycling @ June 1, 2011



**New value  
from old tires**

## B. *Unregulated* Tire Research

- OTR research is a work in progress
  - ✓ What are the OTR related problems /opportunities?
  - ✓ How big are the OTR problems / opportunities?
  - ✓ Can OTRs be recycled and at what cost?
- Report to be delivered to MoE in 2012

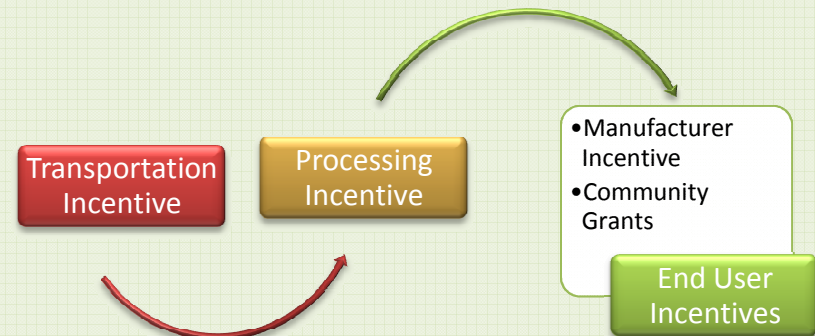


# 1. Program Structure

- Financial Incentives
  - Transportation
  - Processing
  - Manufacturing
- Community Grants
- Compliance program

## 2012 to 2016

- Maintain the existing operational structure



## 2. Consumer Access

- ~400 R2R
- Piloted 12 round ups
  - Including tires on rims
- Recovery rate 87%: factors
  - Culls exported for reuse
  - Tires in use
  - Tires available for use
- 100% of tires available for collection are collected

### 2012 to 2016

- Monitor distribution of R2R retailers and recruit new where needed
  - Target - 400 R2Rs
- Conduct tire round ups according to need
  - Target - 15 per year
- Report and explain the recovery rate
  - Target - 87%

# Rounding up tires...



# 3. Consumer Awareness

- Website
- Brochures
- RCBC hotline
- Earned media
- BuyBlackGoGreen
- Be Tire Smart

## 2012 to 2016

- Joint initiatives to improve overall public awareness and interest in recycling
- Promote the economic, environmental, and social benefits of recycling tires.



## 4. Program Costs

- Financial statement audits
- Non-financial data audits



### 2012 to 2016

- Continue to manage program costs to the economic, social and environmental benefits of BC's citizens.
- Assist the industry in building sustainable markets for recycled rubber products.
- Support community projects that use BC recycled rubber.
- Continue to provide public education on the benefits of maintenance and inflation of tires to extend their life.
- Maintain TSBC's financial stability while fostering and supporting innovation and research relative to higher valued solutions within the industry.
  - **Target – reserves of at least 6 months operational costs**

## 5. Environmental Impacts

- 27,196 tonnes CO<sub>2</sub>e
- ISRI study showed that for every tonne of CO<sub>2</sub>e emitted by tire recycling operations, 5 tonnes are avoided in the resource extraction process

### 2012 to 2016

- Refine the analysis of GHGs avoided
- Monitor for potentially significant improvements
- Update the GHG baseline
  - Target - one GHG update over 5 year plan

CO<sub>2</sub>

# 6. Pollution Prevention Hierarchy

- Recycle (3R) - 69%
  - \* 2R and 5R numbers are currently buried in this number
- Energy Recovery (4R) - 31%

## 2012 to 2016

- Find a recycling solution for AG & LS tires that do not meet the specifications (off-spec tires) for cost-efficient processing into TDP or TDF
- Estimate the volume of tires collected, culled, and sent to reuse markets (2R) outside BC
- Report the actual volume of processing waste and off-spec tires being landfilled (5R)
  - 5R target - under 7%

# 7. Product Life Cycle

- Manufacturers continuously lengthening their life so that fewer tires are used



## 2012 to 2016

- Support the "Be Tire Smart – Play Your PART" to encourage Canadian motorists to adopt good tire maintenance practices

## 8. Dispute Resolution

- No disputes
- Success achieved by taking a partnership approach with our service providers



### 2012 to 2016

- Continue to manage relationships with service providers.

# 9. Stakeholder Consultation

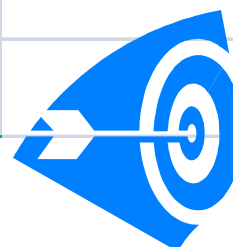


## 2012 to 2016

- Advisory Committee - Done
- Public - In progress

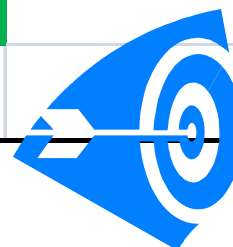
# 10. Performance Targets

Performance Measures		Targets
<b>Operational</b>		
1	Total tonnes collected for BC broken down by Regional District	For information only
2	Rolling Average 4 year Recovery rate (Actual # units collected / # units sold)	~87%
3	Collection rate (tonnes collected/tonnes available for collection)	~100%
4	Percentage of tonnes diverted to: Reuse (2R); Tire Derived Product (3R); Tire Derived Fuel (4R); Waste to Landfill (5R)	2R, 3R, 4R for information only; 5R target of under 7%
<b>Accessibility</b>		
5	Number of collection sites (# registered retailers)	For information only
6	Percentage of retailers that take back one scrap tire for every new replacement tire sold	~100%
7	Total number of retailers that take back orphan tires (R2R)	400
8	Number of collection events per year (the process to select sites is TBD)	15



# 10. Performance Targets

Performance Measures		Targets
<b>Stakeholder Engagement &amp; Satisfaction</b>		
9	Number of legitimate collection complaints per year from retailers, generators	Less than 12
10	Number of program complaints per year from consumers	Less than 12
<b>Financial</b>		
11	Program cost per Passenger Tire Equivalent - \$/PTE	Under \$5/PTE
12	Percentage of total revenue used to collect, transport and process scrap tires	77%
13	Stabilization Reserves on hand to ensure program stability	No less than 6 months operational costs
<b>Environmental</b>		
14	GHG Emissions Baseline Report update	One update over the 5 year PLan
<b>Product Life-Cycle Management</b>		
15	Recyclability rate (# units recyclable / # units sold)	~ 100%



# Volume by Region

(Generated - Scrap weight in TONNES)				
BC Region	SML OTRs	Giant OTRs	Total	% Distribution
North	330	2,860	<b>3,190</b>	30%
Interior / Okanagan	384	1,813	<b>2,197</b>	21%
Kootenays	119	4,438	<b>4,557</b>	43%
LM / VI	730		<b>730</b>	7%
	<b>1,563</b>	<b>9,111</b>	<b>10,674</b>	100%
	15%	85%	100%	
<i>Approximate # units</i>	4,400	3,300	<b>7,700</b>	