

Canadian Electrical Stewardship Association Annual Report to the Director

2013

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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:

	Product Category	Examples
Products within the plan	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

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	21. Designated Very Small Items – Part 2 (categories 15-20)	Stud finder, glue gun, bike/fitness computer without GPS capability
Program	www.electrorecycle.ca (consumer-facing);	
Website	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"> - Strategies for public education included paid advertising, traditional media pitches, point-of-sale promotional brochures, consumer communications, event and experiential marketing, sponsorships, promoted collection drives, summer ambassador program and collaborations with other stewardship agencies. - Media mentions in over 28 B.C. communities, including publications with wide distribution, such as The Province and Victoria Times Columnist. - Launched a successful Movember™ donation campaign to raise funds for prostate cancer research through the recycling of specific program products, namely electric razors, trimmers, and shavers - Summer Ambassadors met face-to-face with different representatives from 17 local governments, 92 collection facility operators and attended 38 community events.
Part 2, Section 8(2)(b)	Collection System and Facilities	<ul style="list-style-type: none"> - Primarily a drop-off system. - Two product streams are defined for collection: “very large” (treadmills, elliptical, stationary bikes, very large power tools) and “regular” (all other products included in the program). - Network includes both advertised sites and non-advertised sites (e.g. thrift stores). - At the end of 2013, the program had 162 contracted collection sites, including 145 for regular products and 51 for very large products. Of the 162, 148 were advertised. - In 2013, the collection network expanded to include 14 additional contracted collection facilities for CESA products. One site closed.

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Recycling Regulation Reference	Topic	Summary
Part 2, section 8(2)(c)	Product Environmental Impact Reduction, Reusability and Recyclability	<ul style="list-style-type: none"> - AHAM Canada soon to publish a comprehensive sustainability standard for over 80 different small appliances. - Reduction in energy a typical small appliance utilizes. - Reduction of packaging weight and volume. - General trend to use more recyclable materials.
Part 2, section 8(2)(d)	Pollution Prevention Hierarchy and Product / Component Management	<ul style="list-style-type: none"> - Recyclers are contracted directly to the program. - Recyclers must adhere to the EPSC Electronics Recycling Standard. - Recyclers must submit to conformance reviews by CESA or a third party auditor. - Over 90% of material commodities collected are recycled/ recovered.
Part 2, section 8(2)(e)	Product Sold and Collected and Recovery Rate	<ul style="list-style-type: none"> - 7,168,757 units products sold in 2013, based on reporting by members. - Approximately 3,204,497 kg of CESA products collected in 2013.
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.

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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)	2013 Performance	Strategies for Improvement
Number of Collection Sites: 75 by the end of 2013; 100 by the end of 2014	162	n/a
Absolute Collection and Recovery Rate (if applicable): targets to be set at the end of 2013 and submitted to the BC MoE by April 1, 2014	n/a	CESA conducted a public consultation on its collection rate targets in spring 2014, and will be moving forward with a 5% annual increase
Accessibility: 95% of BC population with access by 2013, where access is defined as the presence of an ElectroRecycle collection facility within a 30-minute drive for BC residents living in urban areas and within a 45-minute drive for those living in rural areas	98.2%	n/a

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 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. The Board of Directors is structured with the intent of ensuring equal representation between manufacturers and retailers, by allowing representation from as many product categories as possible. Additionally, CESA works with manufacturer and retailer associations, who are observers to the CESA Board of Directors, including the Canadian Hardware and Housewares Manufacturers Association

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(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. Fees applying to certain types of small household appliances under the program were then lowered on June 1, 2013. While the recycling fees on a number of other categories remained unchanged, no recycling fees were increased.

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 162 contracted collection facilities around the province at the end of 2013. 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. The consumer-facing website for the ElectroRecycle program is www.electrorecycle.ca.

3. PUBLIC EDUCATION MATERIALS & STRATEGIES

In 2013, CESA engaged in extensive communications efforts to inform British Columbians about the ElectroRecycle Program, building on successful initiatives used in 2011 and 2012. The following is a summary of the public education strategies used during 2013 that include face-to-face outreach, paid media and advertising, and social media initiatives.

3.1 Program Fee Change

On June 1, 2013, fees for the ElectroRecycle program were adjusted. While the recycling fees on a number of categories remained unchanged, the fees applied to certain types of small household appliances under the program were lowered – no recycling fees were increased. To communicate the change in fees, a special question and answer document was created and distributed to all ElectroRecycle collection locations as well as retailers that are participating members in the program.

3.2 Media Coverage

Through targeted media pushes that coincided with Canadian Environment Week (June 2-8), the ElectroRecycle Summer Ambassador program (May-August) and Waste Reduction Week (Oct 21-28),

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CESA was featured in traditional media stories in 28 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 *Westerly News*, *Merritt Herald*, *Osoyoos Times* and the *Langley Advance*, as well as *The Province* and the *Victoria Times Columnist*. Additionally, ElectroRecycle was featured on local radio stations and on well-known blog sites greenkick.ca and Miss604.com.

The estimated reach of print, radio and web coverage combined was 13,608,294, suggesting more than 13.6 million people viewed stories about ElectroRecycle in 2013.

3.3 Marketing Materials

Updated ElectroRecycle point-of-sale rack cards that included the new fee rates were distributed to program stakeholders, including over 1,600 B.C. retail locations. The rack cards were also distributed to local governments, ENGOs, collection site operators, and associations in advance of the fee rate change June 1, 2013.

Other marketing materials included the ElectroRecycle logo, shelf talkers, a helpful FAQ, and program branding guide. Along with the rack cards, these materials are accessible to retailers, local government and the general public through digital files on the CESA website.

In addition, ElectroRecycle is included in the fourth edition of the B.C. Recycling Handbook, originally published and circulated for the July 2012 expansion, and still made available at community events and at collection locations.

3.4 Community-Based Social Marketing

In 2013, CESA focused its advertising efforts on community-based social marketing techniques to engage the public and raise awareness in the community. Activities included community collection drives, fundraising campaigns and a civic grant awards program in an effort to motivate the public to return their small appliances and power tools for recycling, rather than simply informing them about the program. As such, paid advertising was event-specific while still working to promote the ElectroRecycle program.

Collection Drives

To increase the collection of ElectroRecycle products in 2013, the program worked to capitalize on existing social networks in local communities throughout British Columbia. Beginning in June 2013, the program began partnering with local community groups to host community collection drives. CESA provided a base honourarium, plus a per-kg incentive, promotional support and event day supplies to the local community groups in return for hosting the drives. Areas of focus were under-performing serviced areas and non- or under-serviced communities. In 2013, collection events took place in Sicamous, Golden, Merritt and Nakusp with a plan to increase the number of collection drives in 2014.

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Fundraising Events

In an effort to incentivize participation in the ElectroRecycle program, fundraising collection events were introduced in 2013. These fundraising events worked to connect the positive impact that recycling has on the environment with positive causes. The first fundraising event took place in Surrey and helped a local community group raise funds for a neighbourhood park in need of major enhancements – the more products recycled, the more money donated to the park project. The second event leveraged the success of the charity Movember. ElectroRecycle pledged to donate \$5.00 to prostate and testicular cancer research for every electric razor, beard trimmer and shaver recycled during the month of November, with the goal of raising \$10,000 for the Movember Foundation. In 2013, approximately 1,000 electric razors and trimmers were collected by ElectroRecycle each month. With the \$10,000 goal in mind, the program was able to double the monthly collection rate of these products for November.

Civic Awards

In October 2013, CESA presented five Civic Awards to Regional Districts with the highest kg/household collection rate: Kootenay Boundary, Nanaimo, Central Okanagan, North Okanagan, Capital (Victoria). The awards were covered by the local papers in each District.

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 was changed to www.electrorecycle.ca. The original website address continues to point to www.electrorecycle.ca. Between January 1 and December 31, 2013, the ElectroRecycle website received 43,914 visits, 77.86% of which were unique visits.

At the end of December 2013, ElectroRecycle had over 605 Twitter™ followers, up from 150 at the end of 2012. The program launched a program-specific Facebook™ page and Instagram™ page in October 2013. Campaigns to increase fan acquisition on both of these social media channels are part of the 2014 communications plan.

3.6 Consumer Communications

On an ongoing basis consumers are able to ask questions or submit comments to the program through a number of channels. In 2013, these channels included an email submission box on the ElectroRecycle website, titled “Ask ElectroRecycle,” a general information email address, info@electrorecycle.ca, and a consumer inquiry toll-free phone number, 1-877-670-2372. Product Care staff also responded to consumer phone calls and email inquiries. All consumer concerns and questions were dealt with in a timely manner.

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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 2013, RCBC Hotline staff received more than 129,000 inquiries about recycling from residents across B.C. The Recyclepedia is a user-friendly online/web feature and mobile established by RCBC to help consumers find recycling information 24/7.

Between January 1 and December 31, 2013, Product Care and RCBC collectively answered almost 2,000 phone and email consumer inquiries on products included in the ElectroRecycle Program. In addition, the RCBC Recyclepedia webpage received over 4,500 web hits/searches for ElectroRecycle Program materials.¹

3.7 Summer Ambassador Program

The ElectroRecycle Summer Ambassador Program launched on April 29, 2013. Modeled after successful ambassador programs by various other stewardship programs, CESA's Ambassador Program employs six 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.

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 17 Regional District and Municipal government representatives and 92 collection facility operators (up from 75 in 2012), visited 55 retail locations and attended 38 community events (over four times as many events as attended in 2012). The 2013 Ambassador program received 21 media hits.

3.8 Depot Committee Meetings

To promote increased depot participation and to help increase collection rates, ElectroRecycle worked to engage depot operators in program conversation in 2013. A series of meetings held in Victoria, Campbell River and Castlegar brought together independent depot operators to discuss ways to increase collection rates.

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. CESA defines two streams of products included in the program in sourcing collection facilities: "regular" and "very large items." Products that are considered "very large items" include treadmills, elliptical trainers, stationary cycling machines

¹ In spring 2013, the RCBC Recycling Hotline upgraded to a new database system with enhanced features and functionality. While the new database has allowed frontline agents to better serve callers, a programming error was discovered in May 2014, specifically for the collection of Hotline query data. As such, the numbers outlined above are likely under-reported. When more accurate numbers become available, an addendum will be provided.

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(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 2013, the program had 162 contracted collection facilities for CESA products, of which 145 accepted regular CESA products and 51 accepted very large CESA products. The majority of very large items collection facilities overlap with regular product collection facilities.

Of the 162 contracted collection facilities, 148 were advertised sites, while 14 were unadvertised sites. Advertised collection facilities accept public drop-off of products included in the CESA program (regular and/or very large items). Unadvertised sites do not allow public drop-off, and are not listed as a facility on the ElectroRecycle 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 thrift stores.

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 2013, 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 2013², the collection network has expanded to include 14 additional contracted collection facilities for CESA products. All of these facilities were advertised and accept regular CESA products; two of the additional sites also accept very large CESA products. One collection facility closed during 2013.

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 “Changes in 2013” denotes additions and closures since the previous reporting date, December 31, 2012.

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

Table 1: Number of Collection Facilities per Regional District

Regional District	# per RD	Regional District	# per RD	Regional District	# per RD
Alberni Clayoquot	3	East Kootenay	2	Okanagan Similkameen	8

² The total number of collection facilities as of December 31, 2012 was originally reported as 148, this number should have been 149.

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Bulkley Nechako	3	Fraser Fort George	3	Peace River	3
Capital	21	Fraser Valley	10	Powell River	2
Cariboo	4	Kitimat Stikine	2	Skeena-Queen Charlotte	1
Central Coast	2	Kootenay Boundary	2	Squamish Lillooet	5
Central Kootenay	4	Metro Vancouver	52	Strathcona	2
Central Okanagan	6	Mt. Waddington	1	Sunshine Coast	1
Columbia Shuswap	4	Nanaimo	4	Thompson Nicola	6
Comox Valley	1	North Okanagan	4	Total	162
Cowichan Valley	5	Northern Rockies	1		

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, CESA/ElectroRecycle participated in 6 collection events in 2013. The Town of Golden and the Town of Sicamous each hosted two collection events. The City of Surrey and Village of Naksup each had one collection event.

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. In summer 2014, AHAM Canada will publish a comprehensive sustainability standard, developed in partnership with UL and CSA, for over 80 different small appliances. The standard provides meaningful environmental performance information to consumers about products, with attributes that cover a product’s entire life cycle, thus reducing the overall impact of the product on the environment.

5.2 Energy Consumption During Use

The home appliance industry has increased the energy efficiency of its products considerably over the past two decades. 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 maximize the use of pre-and/or post-consumer recycled materials without impacting the integrity of the product and its packaging, and to ensure proper protection of the product and the safety associated with handling of the entire package. Trends

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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 included the responsible use of materials in product design. The AHAM Canada sustainability standard includes criteria on pre-and post-consumer recycled content in the product, reducing materials of concern, and material resource efficiency.

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, the collected products are shipped to processors where they are broken down into their component parts and recycled/recovered. However, on 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, illustrates the percent of weight collected by material commodity (based on annual reports completed by processors in 2013), as well as a description of the downstream process for each material stream, as reported to the program by the processor.

Table 2: Percent of Weight Collected by Material Commodity

Material Commodity	% of total weight	Downstream Process
Ferrous Steel	65.6%	Baled and sold as a commodity
Plastics	11.8%	Pelletized for reuse
Glass	5.6%	Crushed for reuse
Aluminum	4.7%	Baled and sold as a commodity
Wires and Cables	3.9%	Smelting
Copper	2.6%	Baled and sold as a commodity; smelting
Refuse	2.5%	Landfill
Circuit Boards	1.3%	Smelting
Rechargeable Batteries	0.9%	Smelting
Paper Based Materials	0.4%	Recovery
Non Rechargeable Batteries	0.4%	Smelting
Heating Oil	0.1%	Recovery / Reuse

The estimated greenhouse gas (GHG) impact of the recycling of small appliances and power tools was calculated using a GHG emission inventory tool developed by a third party based on reference protocols. Based on the limited available information from downstream processors and the numerous assumptions that had to be made to determine the GHG impact, the final GHG emission numbers are accurate to only one significant digit. Using a 90% confidence interval, the actual GHG emissions for 2013 range between 3,000 and 30,000 tonnes of equivalent carbon dioxide (CO₂e). This value is based on 3 tonnes of CO₂e per tonne of material managed, which is comparable to other North American programs.

7. PRODUCT SOLD AND COLLECTED

7.1 Product Reported Sold

The number of CESA products sold, as reported by CESA members for the year 2013, in British Columbia was 7,168,757 units.

7.2 Product Collected

As CESA has done in previous annual reports, the total amount collected for 2013 is reported below, in place of a recovery rate. In 2014, CESA proposed a recovery target of 5% greater than the previous year, by tonnage, in each of the years 2014, 2015 and 2016 to the Ministry of Environment. With trends to reduced overall product weight and changes in materials composition, CESA will continue to gather data through ongoing operations, manufacturer inputs and additional research, to fully understand the trends to better report on a recovery rate that is both meaningful and realistic.

CESA defines two streams of products included in the program for collection: regular and very large (see Section 4 for definitions). Table 3 illustrates the approximate volumes collected (not including very large items) by Regional District in 2013.

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7.2.a Very Large Products

Very large products collected under the program are managed as scrap metal by each contracted collection site individually, independent of the program. 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 but not weights. In 2013, 1,911 pieces of large exercise equipment and 1,123 pieces of large power tools were collected, according to tracking sheets submitted to the program by required contracted collection facilities. Unlike regular CESA products, these very large products are not managed through the program's recycling process.

7.2.b Regular Products

The program collected approximately 3,204,497 kg (according to weights reported to the program by the contracted consolidation facilities) of regular CESA products between January 1 and December 31, 2013 from contracted collection facilities, large volume end-users and collection events.

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 continues to partner 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 2013 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.

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Table 3: Approximate Weights Collected by Regional District for Regular Products and Collection Events in 2013

Regional District	Approximate Weight Collected (kg)	Regional District	Approximate Weight Collected (kg)
Alberni Clayquoet	15,657	Kootenay Boundary	41,824
Bulkley Nechako	9,889	Metro Vancouver	1,508,972
Capital	341,571	Mount Waddington	12,868
Cariboo	14,725	Nanaimo	177,457
Central Coast	1,855	North Okanagan	86,057
Central Kootenay	31,022	Northern Rockies	1,134
Central Okanagan	273,069	Okanagan-Similkameen	78,340
Columbia Shuswap	31,685	Peace River	30,199
Comox	36,308	Powell River	9,757
Cowichan Valley	54,959	Skeena Queen Charlotte	7,743
East Kootenay	19,675	Squamish Lillooet	33,273
Fraser Fort George	59,925	Strathcona	15,850
Fraser Valley	189,702	Sunshine Coast	25,199
Kitimat Stikine	6,612	Thompson Nicola	88,800

8. SUMMARY OF REVENUES AND EXPENDITURES

Table 4, below, lists the 21 product categories included in CESA's ElectroRecycle program, with applicable environmental handling fee (EHF) rates. Fee rates for categories 15-21 were introduced on July 1, 2012. When the program launched in 2011, CESA indicated the fees would be reviewed and adjusted if necessary within two years. As a result of this review, fees applying to certain types of small household appliances under the program were reduced on June 1, 2013. While the recycling fees on a number of other categories remained unchanged, no recycling fees were increased. CESA has been working to streamline its collection, transportation and processing procedures while maintaining its high environmental standards. These efforts have resulted in lower operating costs in many areas of the program. These lower costs combined with better information on the BC sales volume of the different products collected under the program resulted in the reduction of the recycling fees for a number of product categories.

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Table 4: CESA Product Categories and Environmental Handling Fees

Product Category		Fee Rate Per Unit 2012	Fee Rate Per Unit 2013
1	Kitchen Countertop – Motorized	\$ 2.25	\$ 0.75
2	Kitchen Countertop – Heating Appliances (toasters)	\$ 2.25	\$ 1.25
3	Kitchen Countertop – Heating Appliances (coffee/tea)	\$ 2.00	\$ 1.00
4	Microwave – 1 cu. ft. and over	\$ 10.00	\$ 10.00
5	Microwave – under 1 cu. ft.	\$ 7.50	\$ 6.25
6	Time Measurement & Display Devices	\$ 0.75	\$ 0.50
7	Weight Measurement	\$ 2.75	\$ 0.50
8	Garment Care Appliances	\$ 1.00	\$ 1.00
9	Air Treatment Appliances	\$ 2.25	\$ 1.00
10	Desk and Tabletop Fans	\$ 1.25	\$ 1.25
11	Full-Size Floor Cleaning Appliances	\$ 5.25	\$ 2.50
12	Smaller Floor/Surface Cleaning Appliances	\$ 1.00	\$ 0.75
13	Personal Care Appliances	\$ 1.00	\$ 0.50
14	Designated Very Small Items – Part 1 (categories 1-13)	\$ 0.25	\$ 0.25
15	Test and Measurement Tools	\$ 0.75	\$ 0.75
16	Hand-held Power Tools	\$ 1.25	\$ 1.25
17	Bench-Top, Demolition, Free-Standing Power Tools	\$ 2.75	\$ 2.75
18	Sewing / Textile Machines	\$ 2.75	\$ 2.75
19	Exercise Machines	\$ 4.25	\$ 4.25
20	Sports, Leisure, Arts, Crafts and Hobby Devices	\$ 0.75	\$ 0.75
21	Designated Very Small Items – Part 2 (categories 15-20)	\$ 0.25	\$ 0.25

For the reporting year, 2013:

Total Revenue	\$ 8,833,374
Total Expenses	\$ 4,481,202
Total Reserve	\$ 4,760,608

See Appendix B for CESA's independently audited financial statements.

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.

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Table 5: 2013 Program Performance Targets

Performance Measure	Plan Target	2013 Result
# of Collection Sites ³	75 by the end of 2013; 100 by the end of 2014	162
Absolute Collection and Recovery Rate (if applicable)	Targets to be set at the end of 2013 and submitted to the BC Ministry of Environment by April 1, 2014	Public consultation was conducted in spring 2014, and will be moving forward with a 5% annual increase. Recovery targets were sent to the Ministry of Environment.
Report annually on the estimated greenhouse gas (GHG) impact of the program.	Baseline to be established in 2013	Using a 90% confidence interval, the actual GHG emissions for 2013 range between 1,000 and 9,000 tonnes of equivalent carbon dioxide (CO ₂ e). This value is based on 0.6 tonnes of CO ₂ e per tonne of material managed.

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: Consumer Awareness and Accessibility Targets – Part 1 & 2

Performance Measure	Original 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	n/a
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	98.2% in 2013

³ 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.

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APPENDIX A: COLLECTION FACILITY NETWORK

Table 8, shows locations of contracted CESA collection facilities.

Table 8: CESA Collection Network, Including Changes in Sites in 2013

Collection Facility	City	Regional District	Change in 2013
Ucluelet Bottle Depot	Ucluelet	Alberni Clayoquot	
Sherwood's Auto Parts	Port Alberni	Alberni Clayoquot	
The Salvation Army Alberni Valley	Port Alberni	Alberni Clayoquot	
Fraser Lake Bottle Depot	Fraser Lake	Bulkley Nechako	
Houston Recycling	Houston	Bulkley Nechako	
Bulkley Valley Bottle Depot	Smithers	Bulkley Nechako	
Brentwood Thrift Store	Brentwood Bay	Capital	
Westshore Bottle Depot	Esquimalt	Capital	
Galiano Island Recycling	Galiano Island	Capital	New addition
Alpine Disposal & Recycling	Langford	Capital	
Langford Thrift Store (non-advertised)	Langford	Capital	
Mayne Island Recycling Society (MIRS)	Mayne Island	Capital	
Mill Bay Thrift Store	Mill Bay	Capital	
Pender Island Recycling Society (PIRS)	Pender island	Capital	
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	
Cedar Hill Thrift Store (non-advertised)	Victoria	Capital	
Hartland Recycling Depot	Victoria	Capital	
Hillside Thrift Store	Victoria	Capital	
Salvation Army - Victoria Consolidation (no-advertised)	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	
Gold Trail Recycling	100 Mile House	Cariboo	New addition

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Collection Facility	City	Regional District	Change in 2013
Cariboo Metal Recycling	Quesnel	Cariboo	
Bee-Line Courier (Williams Lake)	Williams Lake	Cariboo	
Bella Coola Recycling Depot	Bella Coola	Central Coast	
Heiltsuk Environmental Bella Bella Eco-Depot	Bella Coola	Central Coast	New addition
New Life Furniture and Recycling	Creston	Central Kootenay	
Nelson Leafs Recycling Center	Nelson	Central Kootenay	
The Bargain Bin	Castlegar	Central Kootenay	New addition
Castlegar Return-It Depot	Castlegar	Central Kootenay	New addition
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	
Winfield Return-It Centre	Lake Country	Central Okanagan	New addition
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	
Sorrento Bottle Depot	Sorrento	Columbia Shuswap	New addition
Courtenay Return-It Depot	Courtenay	Comox Valley	
Bings Creek Solid Waste Mgmt Complex	Duncan	Cowichan Valley	
Cowichan Valley Bottle Depot	Duncan	Cowichan Valley	
Peerless Road Recycling Drop-off Depot	Ladysmith	Cowichan Valley	
Meade Creek Recycling Drop-off Depot	Lake Cowichan	Cowichan Valley	
Junction Bottle Depot	Ladysmith	Cowichan Valley	
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	
Hart Return-It Depot	Prince George	Fraser Fort George	New addition
Abbotsford Community Services Recycling	Abbotsford	Fraser Valley	
Abbotsford Bottle Depot	Abbotsford	Fraser Valley	New addition
R&T Bottle Depot	Abbotsford	Fraser Valley	
Regional Recycling Abbotsford	Abbotsford	Fraser Valley	
Agassiz Bottle Depot	Agassiz	Fraser Valley	

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Collection Facility	City	Regional District	Change in 2013
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	Closed in 2013
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	
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	
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 Westminister	Metro Vancouver	
Sapperton Return-It Depot	New Westminister	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	

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Collection Facility	City	Regional District	Change in 2013
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	
Urban Impact Recycling (non-advertised)	Richmond	Metro Vancouver	
Asset Investment Recovery - Surrey	Surrey	Metro Vancouver	
Fleetwood Bottle Return Depot	Surrey	Metro Vancouver	
Newton Bottle Depot	Surrey	Metro Vancouver	
Panorama Village Return-It	Surrey	Metro Vancouver	
Scott Road Bottle Depot Ltd.	Surrey	Metro Vancouver	
Semiahmoo Bottle Depot	Surrey	Metro Vancouver	
Surrey Thrift Store (non-advertised)	Surrey	Metro Vancouver	
Surrey Central Return-It Centre	Surrey	Metro Vancouver	New addition
Bridgeview Return-It	Surrey	Metro Vancouver	New addition
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	
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	
Queensborough Landing Return-it	New Westminster	Metro Vancouver	New addition
Seven Mile Landfill and Recycling Centre	Port McNeill	Mt. Waddington	
Nanaimo Bottle Depot - Fremont	Nanaimo	Nanaimo	
Nanaimo Recycling Exchange Society	Nanaimo	Nanaimo	
Regional Recycling – Nanaimo	Nanaimo	Nanaimo	
Parkville Bottle & Recycling Depot Ltd.	Parkville	Nanaimo	

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Collection Facility	City	Regional District	Change in 2013
Armstrong Spallumcheen Bottle Depot	Armstrong	North Okanagan	
Interior Freight & Bottle Depot	Vernon	North Okanagan	
Venture Training	Vernon	North Okanagan	
Chasers Bottle Depot Ltd.	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	
Osoyoos Bottle Depot	Osoyoos	Okanagan Similkameen	
Pud's Auto Wrecking and Towing	Osoyoos	Okanagan Similkameen	
Campbell Mountain Sanitary Landfill	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	
Augusta Recyclers ⁴	Powell River	Powell River	
Skeena Queen Charlotte - Regional Recycling	Prince Rupert	Skeena-Queen Charlotte	
Pemberton Recycling Centre	Pemberton	Squamish Lillooet	
Carney's Waste Systems - Squamish	Squamish	Squamish Lillooet	
Regional Recycling Whistler	Whistler	Squamish Lillooet	
The Re-Use-It Centre	Whistler	Squamish Lillooet	
Lillooet Waste & Recycling Centre	Lillooet	Squamish Lillooet	New addition
Village of Gold River	Gold River	Strathcona	
Campbell River Bottle Depot	Campbell River	Strathcona	
Gibsons Disposal Ltd.	Gibsons	Sunshine Coast	
Full Refund Bottle Depot	Kamloops	Thompson Nicola	
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	Merritt	Thompson Nicola	

⁴ Augusta Recyclers has been a CESA collection facility site since September 2012, but was not included in the 2012 Annual Report.

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Collection Facility	City	Regional District	Change in 2013
Transfer Ltd)			
North Shuswap Bottle Depot	Chase	Thompson-Nicola	New addition

APPENDIX B: 2013 FINANCIAL AUDIT

APPENDIX C: 2013 NON-FINANCIAL AUDIT