



2015

Newfoundland and Labrador

Paint Stewardship Program

Annual Report

Submitted to: **Multi-Materials Stewardship Board**

Submitted by: **Product Care Association**

Date: **April 30, 2016**

1.0 Table of Contents

1.0	About Product Care Association	3
1.1	Report Period	3
1.2	Program Summary	3
2.0	Brand Owner Information.....	4
3.0	Collection	4
3.1	Total Amount of Waste Paint Collected.....	4
3.2	Return Collection Facility Locations.....	5
3.3	Collection Events.....	9
4.0	Processing	11
4.1	Waste Paint Processed.....	11
4.2	Management Methods	12
4.3	Percentage of Waste Paint by Disposal Method	14
4.4	Metal and Plastic Containers Collected and Recycled	14
4.5	Design for Environment	15
4.6	Research and Development.....	16
4.7	Processing and Containment Facilities	17
5.0	Communication and Education.....	17
5.1	Website	17
5.2	Purchased Media	17
5.3	Yellow Pages	18
5.4	Program Hotline.....	18
5.5	Consumer Awareness Study	19
5.6	Point-of-Sale (PoS) and Point-of-Return (PoR) Materials	19
5.7	PCA Ambassador Tour.....	19
6.0	Financial Information	20
	APPENDIX 1 – Collection Sites as of December 31, 2015	21
	APPENDIX 2 – Product Care Association’s Collection Site Locator	24
	APPENDIX 3 – PoS and PoR Materials.....	25
	APPENDIX 4 - Sample Facebook Post.....	27
	APPENDIX 5 - Audited Financial Statements for the Newfoundland and Labrador Paint Stewardship Program.....	28

1.0 About Product Care Association

Product Care Association of Canada (PCA) is a federally incorporated, not-for-profit product stewardship association formed in response to stewardship regulations and is governed by a multi-sector industry board of directors. Product Care Association has managed paint and other household hazardous and special waste industry stewardship programs since 1994.

PCA's members are the "producers" (manufacturers, distributors and retailers) obligated by the Regulation under the category of architectural paint.

PCA has an approved paint stewardship plan with Multi-Materials Stewardship Board (MMSB) under the *Newfoundland and Labrador Waste Management Regulations, 2003 as amended by Regulation 100/10 (O.C. 2010-290)* (the "Regulation") enacted pursuant to the *Environmental Protection Act (O.C. 2003-226)*. The Newfoundland Paint Recycling Program (the "Program") began in April 2012.

1.1 Report Period

This report covers the 2015 calendar year (January 1 to December 31, 2015). All content has been prepared in accordance with section 31.12 of the Regulation.

1.2 Program Summary

The Program offers collection services throughout the province where consumers can bring leftover household paint. The collection sites include retailers, Green Depots, local government waste facilities and collection events. The program supplies collection sites and events with standard reusable collection bins (tubskids) and other collection containers, such as drums. The program contracts with a hauler to deliver empty collection containers and pick up full ones to/from collection sites or events, and consolidate the full collection containers into loads which are shipped to a processor for recycling. Additional program elements managed by PCA include revenue management, communications and administration.

The program plan established at the launch of the program in 2012 expired at the end of 2015. A new program plan has been submitted to MMSB and is currently under review.

Table 1 summarizes the program's performance against regulatory requirements and commitments made in the approved stewardship plan.

Table 1: Summary of Key Performance Indicators

Commitments & Requirements	2015 Performance
Achieve at least a 70% reuse rate	Reuse rate of 73.3% was achieved.
19 permanent collection sites in the 17 target communities, by end of year 1	19 permanent collection sites were established in the 17 target communities. The depot of Port Aux Choix closed in June 2014 and was replaced by a new collection site located 20 km away in Hawke’s Bay.
Collection service in the 31 target communities, during years 1 and 2	Of the 31 targeted communities, permanent collection sites were established in or near 19 communities and the remaining communities were serviced through collection events.
The program will target an increase in recovery rate of 0.5% per year	A baseline of 3.78% was established in 2013; the first full reporting year for the program. The program achieved a recovery rate of 3.48% in 2014 and 4.40% in 2015.

2.0 Brand Owner Information

Program members reported the sale of 3,704,464 litres of program products in Newfoundland from January 1 to December 31, 2015.

3.0 Collection

This section sets out the total amount of waste paint collected in Newfoundland & Labrador and the location of all return collection facilities in the province.

3.1 Total Amount of Waste Paint Collected

Table 2 and Table 3 below show the total amount of waste paint collected by the program for the reporting period, as well as volumes collected by collection site type.

Table 2: Total Amount of Waste Paint Collected in 2015

	Number of Collection Containers ¹	Residual Paint Volume (L) ²	Number of Aerosol Drums	Residual Aerosol Paint Volume (L) ³	Total Residual Paint Volume (L)
Amount Collected	1,130	162,833	13	68	162,901

- (1) Tubskid dimensions (42" x 34" x 48") with a nominal capacity of 126 one gallon paint containers. The actual number of paint containers per bin varies depending on the mix of paint container sizes, ranging from 250ml – 18.9L capacity.
- (2) Based on a conversion rate of 144.1L per collection bin derived from the number of tubskids processed and the total residual volume of material generated. Reuse volume is not included.
- (3) Each drum holds approximately 175 aerosol containers.
- (4) Based on a conversion rate of 5.25L per drum.

Table 3: Percentage of Waste Paint Collected by Collection Site Type in 2015

Type of Collection Site	% of Collection Network
Green Depot	18.5 %
Retailer	19 %
Collection Events	6 %
Local Government Waste Facilities	56.5 %
Total	100 %

Table 4 provides the number of litres of paint sold into the province, the amount recovered and the program’s recovery rate, calculated based on the volume of paint collected as a function of volume of paint sold in the province in 2015.

Table 4: 2015 NL Paint Sales, Residual Recovery Volume and Recovery Rate	Total
Sales (litres)	3,704,464
Residual Recovery Volume (litres collected)	162,901
Recovery Rate	4.4%

3.2 Return Collection Facility Locations

As of December 31, 2015, of the program’s collection network included 59 collection sites (see Appendix 1 for a detailed list).

The program plan requires the establishment of a minimum of 19 permanent collection sites in 17 target communities. Table 5 lists the target communities where PCA has committed to establishing permanent collection sites.

Table 5: NL Permanent Sites in Target Communities

Community	Collection Site
Bay Roberts	Bay Roberts Green Depot
Carbonear	Carbonear Green Depot
Clarenville	Clarenville Home Hardware
Conception Bay South	Handyman Home Hardware
Corner Brook	Scotia Recycling Green Depot Corner Brook
Deer Lake	The Paint Shop
Gander	Scotia Recycling Green Depot Gander
Grand Falls-Windsor	Scotia Recycling Green Depot Grand Falls-Windsor
Happy Valley-Goose Bay	HVGB Green Depot
Labrador West	Hodge Brother
Lewisporte	Pritchett’s Building Supplies
Marystown	Aylwards Home Centre
Mount Pearl	Mount Pearl Green Depot
Port Aux Basques	Port Aux Basques Green Depot
Port Aux Choix	Northern Peninsula Regional Service Board Inc
St. John’s (3 required locations)	1. Paint Shop Home Decorating Center 2. Robin Hood Bay Facility 3. Rona (60 O’Leary Avenue)
Stephenville	Scotia Recycling Green Depot Stephenville

The program plan also commits PCA to offer collection services in or near an additional 31 communities identified by MMSB. Of the 31 targeted communities, permanent collection sites were established in or near 19 communities, and the remaining 12 communities were serviced through “paint-only” collection events hosted by the Program. Table 6 sets out the list of 31 communities and the type of collection service offered in each community.

Table 6: Collection Services in the Additional 31 Communities

	Collection Site	Status
Baie Verte	White Bay Home Hardware	Permanent Site Established
Black Tickle	Black Tickle/Domino Local Service	Permanent Site Established
Bonavista	Bonavista Fire Hall	Mobile Collection Event
Botwood	Botwood Recycling Green Depot	Permanent Site Established
Burgeo	Burgeo Green Depot	Permanent Site Established
Cartwright	Cartwright Building Supplies	Permanent Site Established
Charlottetown	Charlottetown Town Hall	Mobile Collection Event
Dunville	Aylwards Home Centre	Permanent Site Established in Placentia (neighbouring town)
Fogo	Fogo Island Home Hardware Building Centre	Permanent Site Established
Gambo	Pritchett's Building Supplies	Permanent Site Established
Glovertown	Glovertown Green Depot	Permanent Site Established
Hopedale	Hopedale Fire Hall	Mobile Collection Event
L'Anse Au Loup	Turnbull's Home Hardware Building Centre	Permanent Site Established in L'Anse Au Clair (neighbouring town)
La Scie	La Scie Fire Hall	Mobile Collection Event
Makkovik	Makkovik Inuit Community Government	Permanent Site Established
Mary's Harbour	Mary's Harbour Fire Hall	Mobile Collection Event
Nain	Nain Inuit Community Government	Permanent Site Established
New Wes Valley	Bungays Green Depot Inc.	Permanent Site Established
New World Island	Twillingate Green Depot	Permanent Site Established in Twillingate (neighbouring town)
Pasadena	Pasadena Fire Hall	Mobile Collection Event
Port Hope Simpson	Port Hope Simpson Fire Hall	Mobile Collection Event
Potsville	Sheppard's Skidoo/Variety Shop	Permanent Site Established
Rigolet	Rigolet Town Garage	Mobile Collection Event
Riverhead	Riverhead Green Depot	Permanent Site Established
Robert's Arm	Robert's Arm Fire Hall	Mobile Collection Event
Rocky Harbour	Rocky Harbour Fire Hall	Mobile Collection Event
Springdale	Springdale Green Depot	Permanent Site Established
St. Alban's	Milltown Fire Hall	Mobile Collection Event
St. Anthony	Landfill Subregion 1	Permanent Site Established
St. Lewis	St. Lewis Fire Hall	Mobile Collection Event

Twillingate	1.Twillingate Green Depot 2.Paint Shop Home Decorating Centre	2 Permanent Sites Established
-------------	--	-------------------------------

Promotions for these “paint only” events included social media (Facebook, Twitter and PCA’s website) and printed posters that were sent to the fire halls in advance of the events for distribution throughout the communities. Town halls were also given advance notice of the events to help promote the events.

The 12 “paint-only” collection events netted a total of 12 tubskids, up from 11 tubskids collected during the same 12 collection events held by PCA in 2014 (see Table 7). In general, the volumes collected at each event were low, with 3 communities (St. Lewis, Rigolet and Hopedale) generating no collection volume in 2014 and 2015. From the low volumes of return, it appears that there is little or no demand for paint collection services in some of these communities.

Table 7: Total Volumes Collected at the PCA Collection Events in 2014 and 2015

Collection Event Location	Tubskids Collected in 2014	Tubskids Collected in 2015
Charlottetown	2	0
Mary’s Harbour	1	1
Port Hope Simpson	0	1
St. Lewis	0	0
Robert’s Arm	0	1
La Scie	0	2
Pasadena	4	3
Rocky Harbour	2	1
St. Alban’s/Milltown	1	0
Rigolet	0	0
Hopedale	0	0
Bonavista	1	3
Total	11	12

In addition to the collection services provided in the 31 targeted communities, the Program continues to work on expanding its collection network. As of the end of 2015, 39 permanent collection sites were established across the province beyond the program plan commitment of 19 collection sites. Table 8 below presents the 19 additional permanent sites established.

Table 8: Additional Permanent Collection Sites

Community	Collection Site
Bay Roberts	Rona
Conception Bay South	Rona
Corner Brook	Western Regional Waste Management Wild Cove Transfer Station
Fortune	Rona
Gander	Aylwards Home Hardware Building Centre
Grand Falls-Windsor	Paint Shop Home Decorating Center
Happy Valley – Goose Bay	Paint Shop Home Decorating Center
Labrador City	Paint Shop Home Decorating Center
Mount Pearl (2 Additional Sites Established)	1. Rona 2. Scotia Recycling Green Depot Mount Pearl
Norris Arm	Norris Arm Regional Waste Management Facility
Placentia (2 Additional Sites Established)	1. Aylwayrds Home Centre 2. Paint Shop Home Decorating Centre
St. John’s (4 Addition Sites Established)	1. Rona 2. Templeton Paint 3. Paradise Green Depot 4. Smith Home Hardware
St. Lawrence	Aylwards Home Centre
Wabush (Labrador City)	Rona

3.3 Collection Events

The program also participated in 27 additional collection events conducted by Eastern Waste Management Board (EWMB) as part of their household hazardous waste (HHW) programs, providing transportation and processing services. Multi-Materials Stewardship Board (MMSB) did not hold any events in 2015 as this responsibility has been transferred to the Regional Authorities. Table 9 lists the communities served by these collection events.

Table 9: Additional HHW Collection Events

Hosted By	Community Serviced
EWMB	Arnold's Cove
EWMB	Bay de Grave
EWMB	Bay Roberts
EWMB	Brook – St Catherines
EWMB	Carbonear
EWMB	Chance Cove
EWMB	Colliers
EWMB	Come by Chance
EWMB	Conception Harbour
EWMB	Fermeuse
EWMB	Ferryland
EWMB	Fox Harbour
EWMB	Hant's Harbour
EWMB	Heart's Content
EWMB	Holyrood
EWMB	Little Heart Ease
EWMB	Mount Carmel – Mitchell's
EWMB	Norman's Cove – Long Cove
EWMB	North Harbour (Placentia Bay)
EWMB	North Shore Fire – Adam's Cove
EWMB	Old Perlican
EWMB	Placentia
EWMB	Spaniard's Bay
EWMB	St Mary's
EWMB	Trinity South Central (Whiteway)
EWMB	Upper Island Cove
EWMB	Winterton
Total EWMB Events	27

10 provides the amount of paint that was collected during the EWMB collection events.

Table 10: Paint Volumes Collected at EWMB 2015 Collection Events

Date	Location of the events	Paint collected (tubskids)	Aerosols collected (tubskids)
1-Jun-15	St. Johns	26	0
16-Jun-15	St. Johns	9	0
22-Sep-15	St. Johns	13	0
1-Dec-15	St. Johns	13	0
TOTAL		61	0

4.0 Processing

This section of the report sets out

- a) The total amount of waste paint processed or in storage,
- b) The percentage of waste paint collected that was reused, recycled, disposed of in an engineered landfill, recovered for energy, contained, or otherwise treated or disposed of;
- c) A description of the types of processes utilized to reuse, recycle, dispose of, recover energy from, contain, or otherwise treat or dispose of waste paint;
- d) A description of the efforts to redesign paint products to improve reusability and recyclability; and
- e) The location of processing or containment facilities for waste paint.

4.1 Waste Paint Processed

Tubskids are received from collection sites and collection events across the province and consolidated into boxes at the haulers’ warehouse in Mount Pearl. From there, the boxes are shipped to the program’s processor, Laurentide Resources Atlantic Inc., in Springhill, Nova Scotia for processing (i.e., opened, sorted and bulked). In Labrador, tubskids are received at the Hauler’s warehouse in Labrador City, and transferred into boxes. From there, the boxes are shipped to an affiliated processor, Peintures Recupérées du Quebec (PRQ), in Victoriaville, QC. In 2015, a total of 704 boxes of waste paint were delivered for processing and 757 boxes were processed, including carryover volumes from 2014 (see Table 11).

Table 11: Total Amount of Waste Paint Processed in 2015

	Number of boxes	Residual Paint Volume (L) ¹	Number of Aerosol Drums ²	Residual Aerosol Paint Volume (L)	Total Residual Paint Volume ³ (L)
Volume Processed	757	165,209	0	0	165,209

(1) Conversion rate: 226.9 L per box

(2) No aerosols were processed in 2015. Aerosols collected in 2015 will be processed in 2016

(3) Total residual paint volume does not include paint exchange volumes

4.2 Management Methods

The following sections describe each method the Program used to reuse, recycle, or otherwise treat or dispose of waste paint.

Reused (Paint Exchange Program)

The Paint Exchange Program (PEP) makes better quality returned paint available to the public free of charge at participating collection sites. The collection sites record and report the number of containers given away. This is a highly efficient way to achieve reuse as the paint does not require transportation and reprocessing.

An estimated 6,532 litres of paint was given away to consumers through the PEP in 2015. PEP was offered at 21 collection sites (16 Green Depots, 1 retailer and 4 local government sites), accounting for 36% of the province’s collection site network. Reuse volumes are estimated by assuming that each container given away is 75% full on average.

Recycling

At the Laurentide Resources facility in Springhill, NS, paint containers are removed from the boxes, inspected, opened, sorted by type, colour and quality, and bulked into shipping containers. The bulked paint of recyclable quality is then transferred to an affiliated processor, Peintures Recupérées du Québec (PRQ), in Victoriaville, QC, where the paint is further processed and recycled. Table 12 illustrates the quantity of latex and alkyd (oil-based) paint recycled.

Table 12: Quantity and Type of Paint Recycled in 2015

Type	Litres	Percentage
Latex paint	104,254	87.3%
Oil based paint	15,150	12.7%
Total	119,404	100%

The Regulation requires 70% of paint collected be “reused”, where reuse is defined as a combination of both reused (Paint Exchange) and recycled paint. In 2015, the program surpassed its target, achieving a 73.3% reuse rate.

Due to a diminishing market for alkyd paint, it has become an increasing challenge to recycle. Consequently, a limited amount of alkyd paint continues to be recycled with the majority sent for energy recovery.

Energy Recovery

Not all oil-based paint collected is of suitable quality for paint recycling. Not all oil-based paint collected is of suitable quality for recycling. In some cases the paint may be in the form of skins or sludge, the undesirable colour, contaminated or of the wrong chemistry for paint. In addition, regulations such as the Federal VOC Regulations require more stringent limits on certain chemical constituents, which tend to be found in higher concentrations in older paints, making it difficult to recycle solvent-based paint. The market for recycled solvent-based paint is significantly smaller than that for water-based products and demand continues to decline.

Due to the high solvent content of oil-based paints, these products are suitable for energy recovery. Through the process of fuel blending, some of the oil-based paint collected by the program that is not suitable for paint recycling is used as an alternative energy source in applications such as permitted incinerators. During the reporting period, 14,850 litres of oil-based paint were blended with other fuels and utilized for energy value at licensed facilities.

Landfill

The sorting and bulking of latex paint by Laurentide generated 30,955 litres of non-recyclable latex sludge/solid, which were solidified and disposed of at a landfill.

Incineration

Incineration is typically utilized when oil-based paint is contaminated with PCBs and therefore not suitable for energy recovery. During the reporting period, no material was contaminated with PCB and hence there was no material sent for incineration.

4.3 Percentage of Waste Paint by Disposal Method

Table 13 below shows the breakdown of waste paint managed by the different product management methods.

Table 13: Percentage of Waste Paint by Disposal Method in 2015

Method	Volume (litres)	Percentage
Reuse - Paint Exchange Program	6,532	3.8%
Reuse - Paint Recycling	119,404	69.5%
Landfill	30,955	18.0%
Energy Recovery	14,850	8.7%
Total	171,740	100%

4.4 Metal and Plastic Containers Collected and Recycled

Table 14 summarizes the amount of metal and plastic containers that were collected and recycled through the paint recycling program.

Table 14: Metal and Plastic Containers Collected and Recycled in 2015

Container Type	Collected and Recycled (tonnes)	Processor	Management Process
Metal	43.4	Tri Province Recycling (Moncton, NB)	Mixed with other scrap metal and sold as a commodity that is eventually sent for smelting
Plastic pails (HDPE 2)	1.5	Laurentide Re-sources Atlantic	Combined and baled with other plastics and managed as a commodity for plastics recycling or sent for reuse
Plastic paint cans (polypropylene)	4.8	Laurentide Re-sources Atlantic	Processed and sold as a commodity for plastics recycling

Tri-Province Recycling is a scrap metal recycler which takes empty metal containers that have been baled and mixes them with other metals. The bales of scrap metals are then sold as a commodity and eventually end up being recycled at a smelter.

Laurentide shreds the plastic paint cans, then sends it for recycling, and eventually sold as a commodity.

4.5 Design for Environment

The paint and coating industry is continually pursuing innovations in product formulations that strike a balance between sustainability, health & safety and performance. This is done working in concert with key agencies such as Health Canada, Environment Canada and numerous standard-setting organizations. An example of industry’s sustainability initiatives includes involvement with the federal Chemicals Management Plan, assessing chemicals in commerce for all industry sectors including paint and coatings. This comprehensive federal government initiative evaluates risks associated with substances contained in products and intended uses or applications of the product. These risk assessments are done with a view to banning the highly toxic substances that are considered dangerous to human health and the environment or managing the risks in the ones that are deemed to be less harmful.

Where toxicity in chemicals is considered potentially harmful to human health or the environment, a risk management approach is required to permit continued use of the substances contained in products like paint and coatings. This may result in regulations,

pollution prevention plans, codes of practice or compliance agreements and ultimately reformulation or re-design of products for the marketplace, which reduces or eliminates negative impacts. We have seen these measures lead to important benefits such as the reduction of emissions from Volatile Organic Compounds (VOC) in paints with most paints now having either low or no VOC content.

The manufacturing of paint continues to shift from solvent-based paints to water-based paints due to a number of factors, including:

- Consumer preference for more environmentally friendly products
- Advanced water-based coating technology providing similar product performance as solvent-based technology
- Regulatory influences such as Environment Canada's *Volatile Organic Compound (VOC) Concentration Limits for Architectural Coatings Regulations (P.C. 2009-1535)* which sets limits for VOC for a number of coatings including architectural coatings. These new regulations require coatings manufacturers to switch to low-VOC formulations.

Waterborne paints now make up more than 90 percent of paint products on the market. The Program utilizes the following tools to increase the amount of reuse of leftover water-based paint and minimize the environmental impact of residual paint where possible:

- Variable eco fees aligned with container size in some jurisdictions; and
Operation of a paint exchange program whereby leftover paint is made available for reuse to the public free of charge.

4.6 Research and Development

PCA agreed to contribute funding over a three year period (2015-2017) to MMSB's research partnership with the Leslie Harris Centre of Memorial University. The Harris Centre – MMSB Waste Management Research Fund was created to stimulate research related to Newfoundland and Labrador's solid waste management needs and opportunities, including research related to the management of post-consumer paint.

4.7 Processing and Containment Facilities

The following is a list of all the processing or containment facilities used by the program.

Hebert’s Recycling Inc. 14 Clyde Avenue, Mount Pearl, NL A1N 4S1	Containment Facility
Laurentide Resources Atlantic Inc. 100 Main Street Springhill, NS B0M 1X0	Processing Facility
Société Laurentide Inc. 345 Bulstrode Street Victoriaville, QC G6T 1P7	Processing Facility

5.0 Communication and Education

Product Care Association continued its communication and public outreach to educate consumers in accordance with regulatory requirements. The following describes 2015 communication and education tactics.

5.1 Website

Product Care Association operates a consumer-facing brand, ReGeneration, through which it engages program end-users through numerous communications platforms. The central consumer information hub for ReGeneration is the website, ReGeneration.ca, which is home to the following bilingual content for the New Brunswick PaintRecycle program:

- Depot finder (a map displaying locations of the collection sites)
- Depot hours and operations
- Information for trade painters (list of collection sites that can accept large volumes)
- Program product lists
- News and program updates
- Other information (such as a description of the paint exchange program).

An estimated 110,372 unique visitors utilized regeneration.ca during the 2015 calendar year. The program page specific to Newfoundland and Labrador received 3207 page views, while the collection site finder page received 928 page views.

5.2 Purchased Media

- A province-wide campaign with Global TV began to air on June 29, 2015 and ended on December 18, 2015. Community Public service announcements (PSAs) were done: local talent voiced 15 second “info-mercial” style spots educating viewers on paint recycling.

Also, heavy rotation of 30-second traditional commercial spots airing on prime time during high viewership programming. Campaign also made use of regional TV station, NTV

- **Tim’s TV Advertising:** Tim Hortons enjoys a vast and strong loyal following from a diverse demographic base across the country. PCA ran a four-week, 15-second, in-store digital advertising campaign in Tim Horton’s restaurant locations across Newfoundland and Labrador
- Province-wide radio advertisements ran for the duration of the PaintRecycle Ambassador tour on OZFM from May to September. Due to the success of these advertisements, additional 30 second spots were taken to promote PaintRecycle from December 14 – 31, 2015.
- In addition to radio, digital advertisements were also purchased to support mandated collections in rural communities of Newfoundland and Labrador on CBC.ca. These ran during the Ambassador’s visits to these communities in May & August.

5.3 Yellow Pages

PCA launched an Atlantic Canada targeted digital campaign via YP Group, including syndicated Facebook posts, targeted digital display ads, and smart digital display (re-serving impressions to pre-qualified audience). Digital ads were specifically generated to Internet users who performed online searches related to the purchase, use and disposal of paint products in Newfoundland and Labrador. 1047 impressions were served to residents of the province in 2015 (i.e. digital ads were displayed to Internet users who performed a relevant search) and Newfoundland’s click-through rate (the percentage of Internet users who saw the ad and clicked on it in order to learn more about the program) was 11%.

Additionally, our Facebook advertising campaign pursued a “gated” strategy, which is to say, content viewable by residents of Newfoundland was relevant to that audience specifically, and was not necessarily seen by audiences in other provinces.

5.4 Program Hotline

Product Care Association operated a “hotline” with a toll-free telephone number 1-888-772-9772 by which consumers were able to obtain information about the program.

5.5 Consumer Awareness Study

In July 2015 an online survey was conducted among 800 randomly selected adult Newfoundland and Labrador residents. The survey revealed that 45% of residents are aware of a recycling program for paint in the province.

5.6 Point-of-Sale (PoS) and Point-of-Return (PoR) Materials

In 2015, Product Care redesigned distributed both PoS and PoR materials. Collection sites throughout the province received updated program materials, free of charge, via mail-out. Retailers were supplied with materials when they requested them. The following materials are available for reorder, free of charge, through our online order form:

- Rack Cards
- Posters
- Depot signage
- Floor decals

5.7 PCA Ambassador Tour

For the months of May through September, two environmental/PR-focused university students traveled the province in a branded PaintRecycle vehicle, driving program awareness through consumer events, retail and collection site visits, and stakeholder meetings with municipal governments and regional districts. The following are key highlights of the initiative:

- 18,226 km covered through tour
- 41 collection sites visited
- 8 municipal government visits
- 25 awareness events hosted
- Significant social media uploads, including 134 Tweets
- Social media contesting, including spontaneous giveaways and recycling trivia challenges, were also employed to stimulate program awareness and engagement with the NL audience.
- Radio, community and daily print, and digital advertising was employed to support the ambassador tour as well as the PaintRecycle program generally.
- The addition of pre-promotional events resulted in increased collection volumes at mandated collection events by up to 600%.

6.0 Financial Information

PCA's audited financial statements for the Newfoundland and Labrador Paint Stewardship Program can be found in Appendix 4.

APPENDIX 1 – Collection Sites as of December 31, 2015

Depot Name	City	Type	Paint Exchange
New Wes Valley Green Depot	Badger's Quay (New Wes Valley)	Green Depot	Yes
White Bay Home Hardware	Baie Verte	Retailer	No
Bay Roberts Green Depot	Bay Roberts	Green Depot	Yes
RONA Store	Bay Roberts	Retailer	No
Black Tickle / Domino Local Service District	Black Tickle	Local Government	No
Botwood Recycling Green Depot	Botwood	Green Depot	Yes
Burgeo Green Depot	Burgeo	Green Depot	Yes
Carbonear Green Depot	Carbonear	Green Depot	Yes
Cartwright Building Supplies	Cartwright	Retailer	No
Clarenville Home Hardware	Clarenville	Retailer	No
Handyman Home Hardware	Conception Bay South	Retailer	No
RONA Store	Conception Bay South	Retailer	No
Scotia Recycling Green Depot Corner Brook	Corner Brook	Green Depot	Yes
Western regional Waste Management Wild Cove Transfer Station	Corner Brook	Green Depot	No
Paint Shop Home Decorating Center	Deer Lake	Retailer	No
Fogo Island Home Hardware Building Centre	Fogo	Retailer	No
RONA Store	Fortune	Retailer	No
Pritchett's Timbrmart	Gambo	Retailer	No
Aylwards Home Hardware	Gander	Retailer	No
RONA Store	Gander	Retailer	No
Scotia Recycling Green Depot Gander	Gander	Green Depot	Yes
Glovertown Green Depot	Glovertown	Green Depot	Yes
RONA Store	Goulds	Retailer	No
Aylwards Home Centre	Grand Bank	Retailer	No
Scotia Recycling Grand Falls-Windsor Green Depot	Grand Falls-Windsor	Green Depot	Yes
Paint Shop Home Decorating Center	Grand Falls-Windsor	Retailer	No
HVGB Green Depot	Happy Valley-Goose Bay	Green Depot	Yes

Paint Shop Home Decorating Center	Happy Valley-Goose Bay	Retailer	No
Paint Shop Home Decorating Center	Labrador City	Retailer	Yes
Labrador West Landfill	Labrador West	Waste Management Facility	No
Turnbull's Home Hardware Building Centre	L'Anse Au Clair	Retailer	No
Labrador Straits Green Depot	L'Anse Aux Loup	Green Depot	Yes
Pritchett's Tim-Br Mart	Lewisporte	Retailer	No
Makkovik Inuit Community Government	Makkovik	Local Government	Yes
Aylwards Home Hardware	Marystown	Retailer	No
RONA Store	Mount Pearl	Retailer	No
Scotia Recycling Green Depot Mount Pearl	Mount Pearl	Green Depot	Yes
The Paint Shop	Mount Pearl	Retailer	No
Nain Inuit Community Government	Nain	Local Government	Yes
Norris Arm Regional Waste Facility	Norris Arm	Waste Management Facility	Yes
Aylwards Home Centre	Placentia	Retailer	No
Paint Shop Home Decorating Center	Placentia	Retailer	No
Port Aux Basques Green Depot	Port Aux Basques	Green Depot	Yes
Sheppard's Skidoo & Variety Shop	Postville	Retailer	No
Riverhead Green Depot	Riverhead	Green Depot	No
Green Bay North Green Depot	Springdale	Green Depot	No
Landfill Subregion 1	St. Anthony	Waste Management Facility	Yes
Paradise Green Depot	St. John's	Green Depot	Yes
Paint Shop Home Decorating Center	St. John's	Retailer	No
Robin Hood Bay Facility	St. John's	Waste Management Facility	No
RONA Store	St. John's	Retailer	No
RONA Store	St. John's	Retailer	No
Smith Home Hardware	St. John's	Retailer	No
Templeton Paint	St. John's	Retailer	No
Aylwards Home Centre	St. Lawrence	Retailer	No
Scotia Recycling Green Depot Stephenville	Stephenville	Green Depot	Yes
Paint Shop Home Decorating Center	Twillingate	Retailer	No

Twillingate Green Depot	Twillingate	Green Depot	Yes
Rona Home Centre	Wabush	Retailer	No

APPENDIX 2 – Product Care Association’s Collection Site Locator

Below is a snap shot of the Program’s new collection site locator tool available at regeneration.ca.

Select product

Paint

Enter a city or postal code

Newfoundland and Labrad

Refine distance

0km 50km 100km

There are 57 paint location(s) near you

1 Cartwright Building Supplies 76.61 km

52 Back Road
Cartwright, NL, AOK 1V0
Mon - Sat 9:00am - 5:00pm
709-938-7221

2 Nain Inuit Community Government 123.18 km

6 Service Road
Nain, NL, AOK 1N0
Mon - Fri 8:30am - 4:30pm

Collection Site Locator

Our collection sites are here to help you recycle your unwanted, leftover and broken products. Make sure to select the category and collection option that best suits your needs.

APPENDIX 3 – PoS and PoR Materials

English Poster 11"x17"



French Poster 11"x17"



Shelf Talker 10"x2"



French Shelf Talker 10"x2"



English Retail Rack Card 5" x 8"

French Retail Rack Card 5" x 8"



English Depot Rack Card 5"x8"

French Depot Rack Card 5" x 8"



APPENDIX 4 - Sample Facebook Post



APPENDIX 5 - Audited Financial Statements for the Newfoundland and Labrador Paint Stewardship Program

PRODUCT CARE ASSOCIATION
NEWFOUNDLAND AND LABRADOR
PAINT RECYCLING PROGRAM

STATEMENT OF REVENUES AND EXPENSES
AND ACCUMULATED SURPLUS

31 DECEMBER 2015



**PRODUCT CARE ASSOCIATION
NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM**
Statement of Revenues and Expenses and Accumulated Surplus
For the year ended 31 December 2015

Contents

Independent Auditors' Report	
Statement of Revenues and Expenses and Accumulated Surplus	4
Notes to the Statement of Revenues and Expenses and Accumulated Surplus	5 - 6





1500 – 1090 West Georgia Street
Vancouver, B.C. V6E 3V7
Tel: 604-684-1101 Fax: 604-684-7937
E-mail: admin@rolfebenson.com

INDEPENDENT AUDITORS' REPORT

To: The Multi-Materials Stewardship Board

As required by the Newfoundland and Labrador Waste Management Regulations (100/10 (31.12(1(i)))) we have audited the Statement of Revenues and Expenses and Accumulated Surplus of the Newfoundland and Labrador Paint Recycling Program (the "Statement") as reported by Product Care Association for the year ended 31 December 2015 and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Statement

Management is responsible for the preparation of the Statement in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of the Statement that is free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on the Statement based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the Statement is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the Statement. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the Statement, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation of the Statement in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the Statement.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.



INDEPENDENT AUDITORS' REPORT - Continued

Opinion

In our opinion, the Statement presents fairly, in all material respects, the revenues and expenses and accumulated surplus of the Newfoundland and Labrador Paint Recycling Program as reported by Product Care Association for the year ended 31 December 2015 in accordance with Canadian accounting standards for not-for-profit organizations.

Restriction on Distribution

This report is prepared on the direction of Product Care Association's management and The Multi-Materials Stewardship Board. As a result, the report may not be suitable for another purpose. Our report is intended solely for Product Care Association's management and The Multi-Materials Stewardship Board, and should not be distributed to other parties.

Rolfe, Benson LLP

CHARTERED PROFESSIONAL ACCOUNTANTS

Vancouver, Canada
23 March 2016

PRODUCT CARE ASSOCIATION
NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM
 Statement of Revenues and Expenses and Accumulated Surplus
 For the year ended 31 December 2015

	2015
Revenues	\$ 700,515
Program expenses	
Processing (Note 3)	301,633
Transportation	168,963
Collection	37,839
Warehouse storage	9,900
Depreciation	31,077
	549,412
General and administrative expenses	
Communications	86,246
Administration	38,117
Overhead allocation (Note 2(d))	46,882
	171,245
Total expenses	720,657
Deficiency of revenues over expenses for the year	(20,142)
Accumulated surplus - beginning of the year	1,250,730
Accumulated surplus - end of year	\$ 1,230,588
Commitments (Note 3)	

The accompanying notes are an integral part of this statement of revenues and expenses and accumulated surplus.

PRODUCT CARE ASSOCIATION
NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM
Notes to the Statement of Revenues and Expenses and Accumulated Surplus
For the year ended 31 December 2015

1. **Basis of Presentation**

The Statement of Revenues and Expenses and Accumulated Surplus (the "Statement") only includes the revenues and expenses of the Newfoundland and Labrador Paint Program, a segment of the operations of Product Care Association (the "Association").

2. **Summary of Significant Accounting Policies**

The Statement is prepared in accordance with Canadian accounting standards for not-for-profit organizations. The significant accounting policies are detailed as follows:

(a) **Revenue Recognition**

Eco-fees are received from members of the Association who operate within the province of Newfoundland and Labrador. The Association recognizes these fees as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Eco-fee revenues are recognized as individual members report and remit them as required by applicable provincial environmental legislation.

(b) **Capital Assets**

Capital assets are recorded at cost. The Association provides for amortization using the straight-line method at rates designed to amortize the cost of the capital assets over their estimated useful lives. The annual amortization rates is as follows:

Depot equipment	3 and 5 years
-----------------	---------------

(c) **Use of Estimates**

The preparation of financial statements in accordance with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets, liabilities, revenues and expenses and disclosure of contingencies at the date of the balance sheet. Accounts subject to significant estimates include revenue accruals, expense accruals, depreciation, overhead allocation and processing commitments. Actual results could differ from those estimates.

(d) **General and Administrative Expenses - Overhead Allocation**

A portion of the total general and administrative expenses of the Association, net of expense recoveries, has been allocated to this program. The allocation of general and administrative expenses to this program is determined using the percentage of program specific operating expenses as compared to total operating expenses for all the Association's programs.

**PRODUCT CARE ASSOCIATION
NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM**
Notes to the Statement of Revenues and Expenses and Accumulated Surplus
For the year ended 31 December 2014

3. Processing Commitment

At year end, the Association had unprocessed program material on hand with an estimated cost to process, transport and recycle of \$144,997 which will be incurred in 2016.



