

AlarmRecycle 2017-2021 Stewardship Plan Consultation

Webinar

November 5, 2015

10:00am PST / 1:00pm EST



www.regeneration.ca





INTRODUCTION

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PURPOSE OF CONSULTATIONS

To attain stakeholder feedback on the proposed 2017-2021 AlarmRecycle Stewardship Plan in accordance with the Ministry's Recycling Regulation Guidelines.



CONSULTATION TIMELINE

October 21, 2015

In-person
consultation
(CWMA
Conference)

December 10, 2015

Deadline for written
submissions

November 5, 2015

Webinar
consultation

CONSULTATION NOTICE

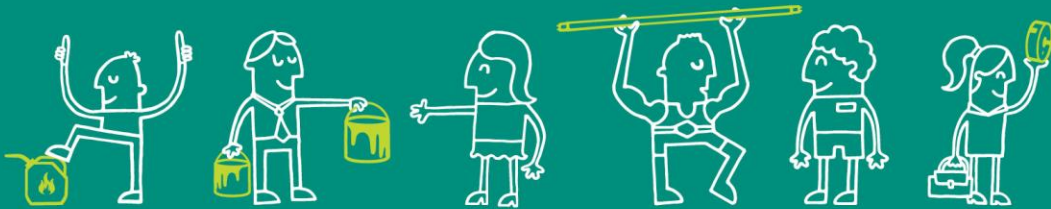
- Posted on ReGeneration.ca and ecofeereporting.com
- Sent to CWMA, SABC and RCBC for distribution
- Distributed to all AlarmRecycle members (producers, retailers, distributors), collection sites and Large Volume End Users



AGENDA

- Program Overview
- Program Products
- Accessibility & Collections
- Product Management
- Communications & Outreach





PROGRAM OVERVIEW



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- Obligated “producers” must operate or enroll in a Ministry-approved stewardship plan for smoke and carbon monoxide (CO) alarms sold in BC. (BC Recycling Regulation, Schedule 3, 2.2(b))
- BC AlarmRecycle program plan received Ministerial approval on August 17, 2011.
- Current stewardship plan (2011-2016) came into effect on October 1, 2011.



PRODUCT CARE ASSOCIATION

- Product Care Association (PCA) operates AlarmRecycle in BC.
- ReGeneration is the consumer-facing brand of PCA
- PCA operates Extended Producer Responsibility (EPR) programs on behalf of its members across Canada and the US in response to regulations.
- Members include obligated “producers” under the BC Recycling Regulation.



PROGRAM FUNDING

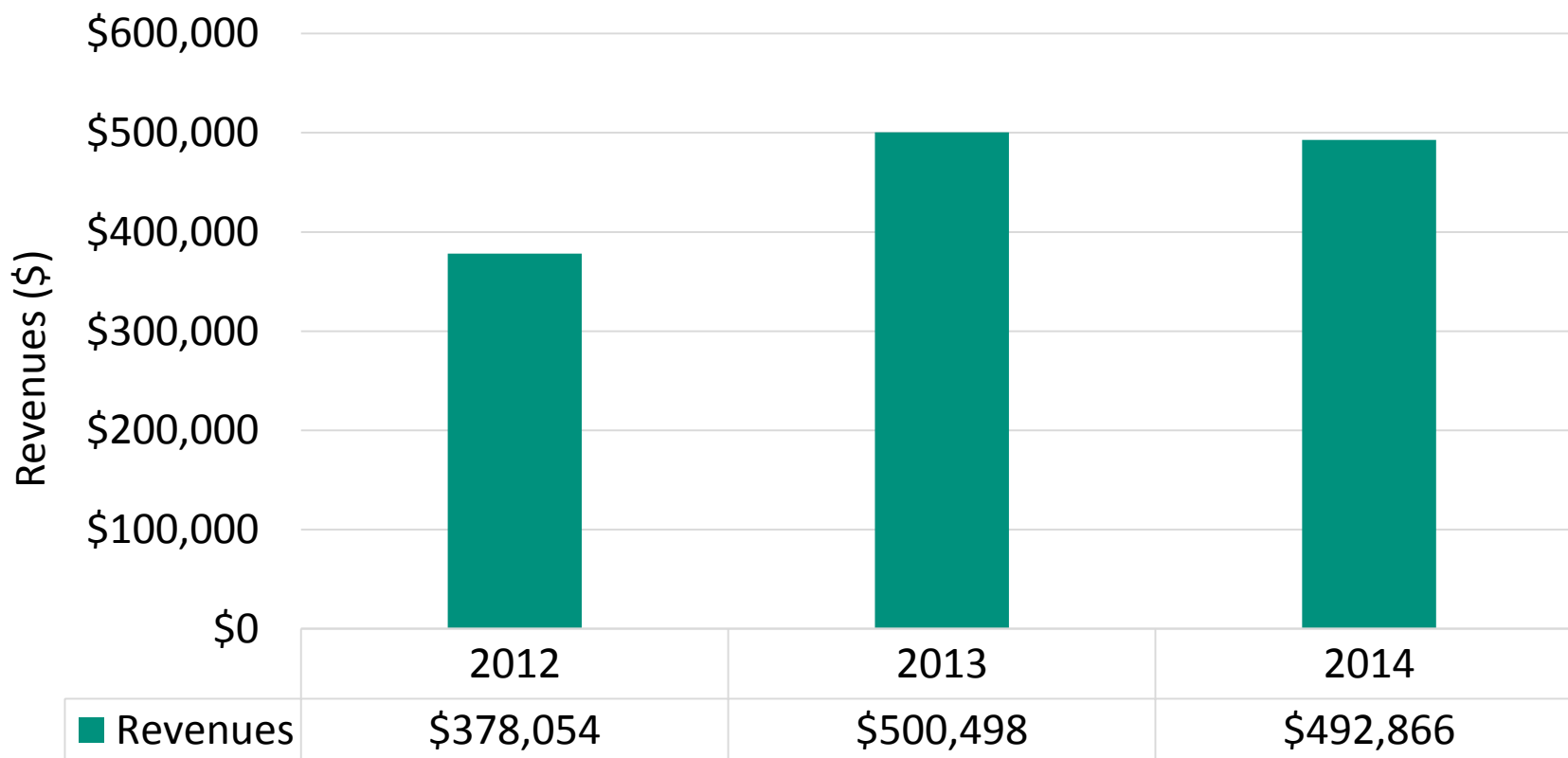
- AlarmRecycle is funded by Environmental Handling Fees (EHF) on program products.
- EHF's fund program operation
- EHF's set by PCA's board of directors, which includes industry representatives

Current EHF's (since October 1, 2011)

Unit Type	EHF
Smoke alarms and combination smoke/CO alarms	\$1.20
CO alarms	\$0.60



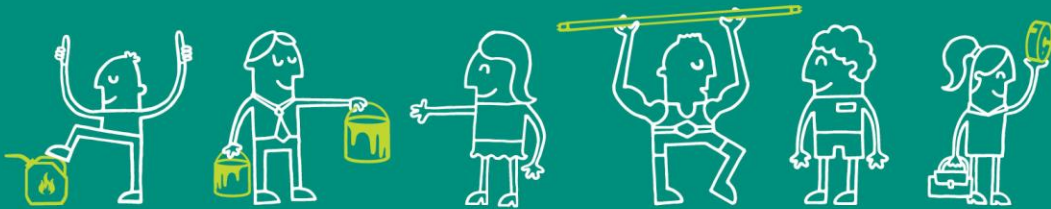
PROGRAM REVENUES





BC MARKET

- Market primarily served by three brand-owners
- Alarm sales have been relatively stable
- BC Fire Code amended in 2010 requiring smoke alarms in all dwelling units → Possible moderate sales increase
- 2010 National Building Code adopted in BC in 2013 requiring hardwired smoke alarms with battery backup in all bedrooms and on every floor, and CO alarms outside all sleeping areas → Combination smoke alarms represent fastest growing product category



PROGRAM PRODUCTS



PROGRAM PRODUCTS

Smoke alarms and combination smoke and CO alarms:

- Residential-use
- CAN/ULC-S531 standard (smoke)
- CAN/CSA 6.19 standard (CO)
- Detect smoke and issue a visible or audible signal





PROGRAM PRODUCTS

Carbon monoxide only alarms:

- Residential-use
- CAN/CSA 6.19 standard
- Detect dangerous levels of CO and issue visible or audible signal



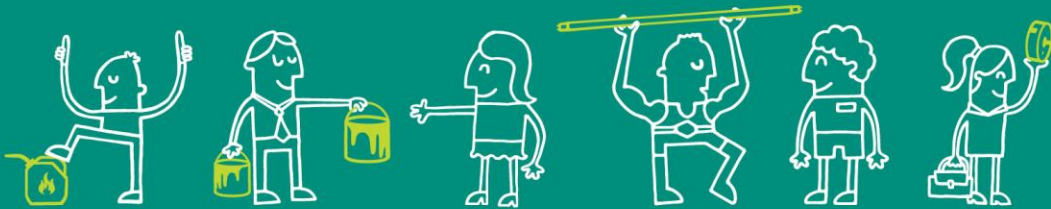


NON-PROGRAM PRODUCTS

Products excluded from the program:

- Units that perform only a smoke and/or CO detection function with no signaling function
- CAN/ULC-S529 standard
- Typically in commercial buildings as part of an integrated monitoring and alarm system



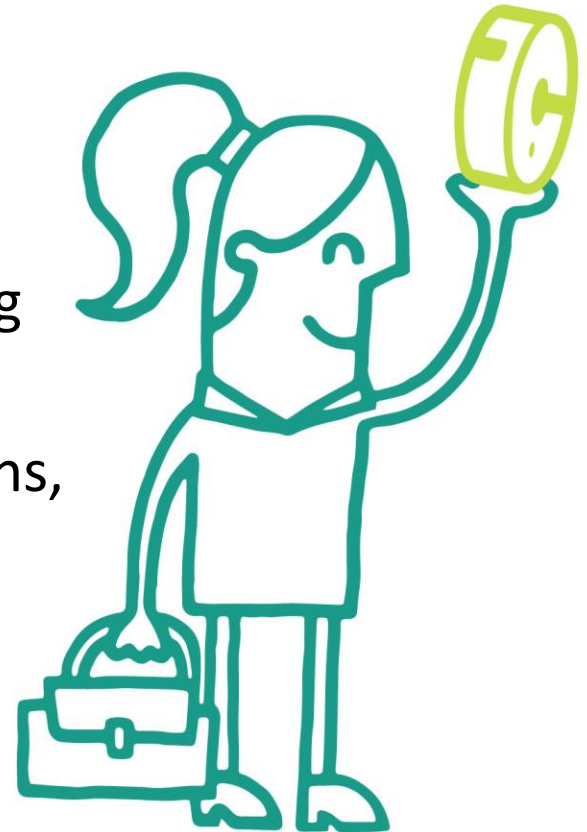


ACCESSIBILITY & COLLECTIONS

COLLECTION SYSTEM

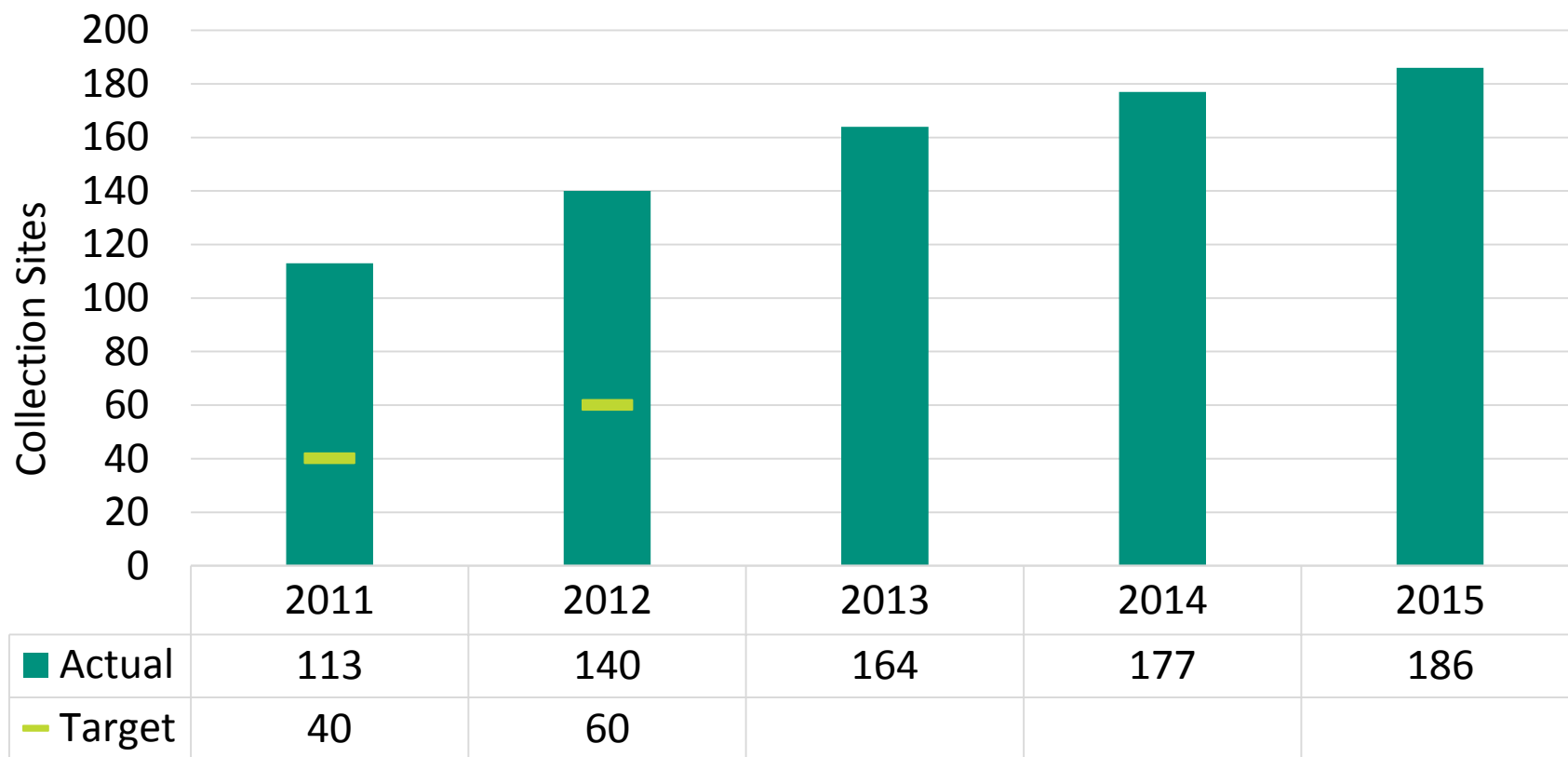
Collection site types:

- Recycling depots and private recycling centres
- Government: landfills, transfer stations, eco-depots
- Return-to-Retailer
- Large Volume End Users (LVEU)

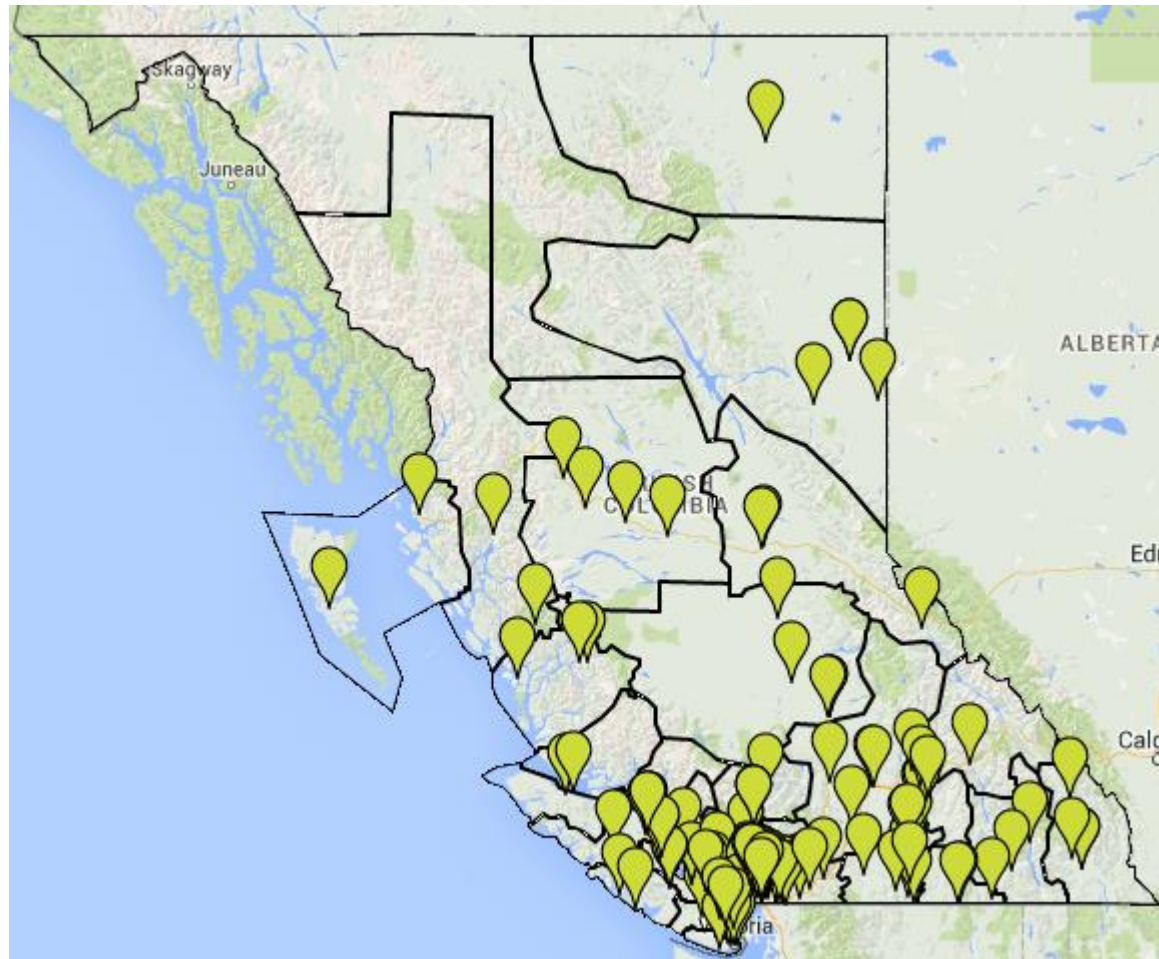




COLLECTION SYSTEM



COLLECTION SYSTEM



ACCESSIBILITY TARGETS

Current accessibility target:

- 90% by the end of 2013
- Achieved 95.8% by end of 2013

SABC accessibility standard: “Access” is defined as a 30 minute or less drive to a collection site in urban areas (urban communities with a population of 4,000 or more) and a 45 minute or less drive to a collection site in rural areas (rural communities with a population of 4,000 or more).



TARGET SETTING ASSUMPTIONS

- Program already has a robust collection network, equal to or better than many other stewardship programs
- Large volume collectors (LVEUs) are a main contributor to alarm collections



ACCESSIBILITY TARGETS

Proposed accessibility targets:

- 95% by the end of 2021
- Accessibility studies will be completed in the first and last years of the plan
- Program will continue to use the SABC accessibility standard



COLLECTION RATE

Typical Performance Indicators

- Capture rate
- Recovery rate

AlarmRecycle Performance Indicator:

- Program uses total number of products collected
- Collection rates summarized in program annual reports



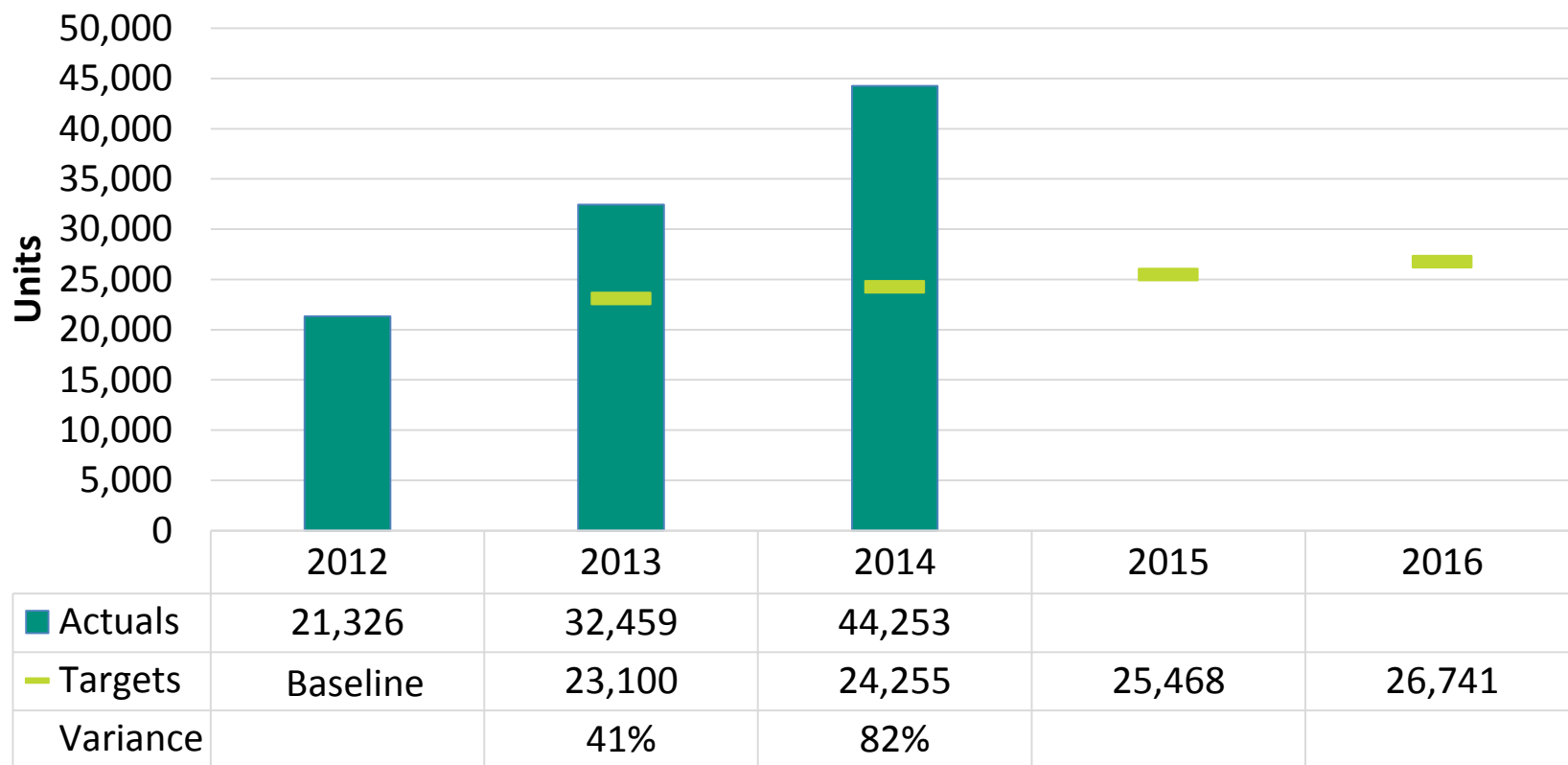


COLLECTION TARGETS

Current collection targets:

- 21,326 units collected in 2012 (baseline)
- 5% annual increase in units collected from the 2012 baseline

HISTORICAL COLLECTIONS & TARGETS





TARGET SETTING ASSUMPTIONS

- Average lifespan of a smoke alarm is 10 years and CO alarm is 5-7 years
- Housing starts expected to grow
- Expect more LVEUs to join the program
- Consumer awareness expected to increase with communication and outreach efforts



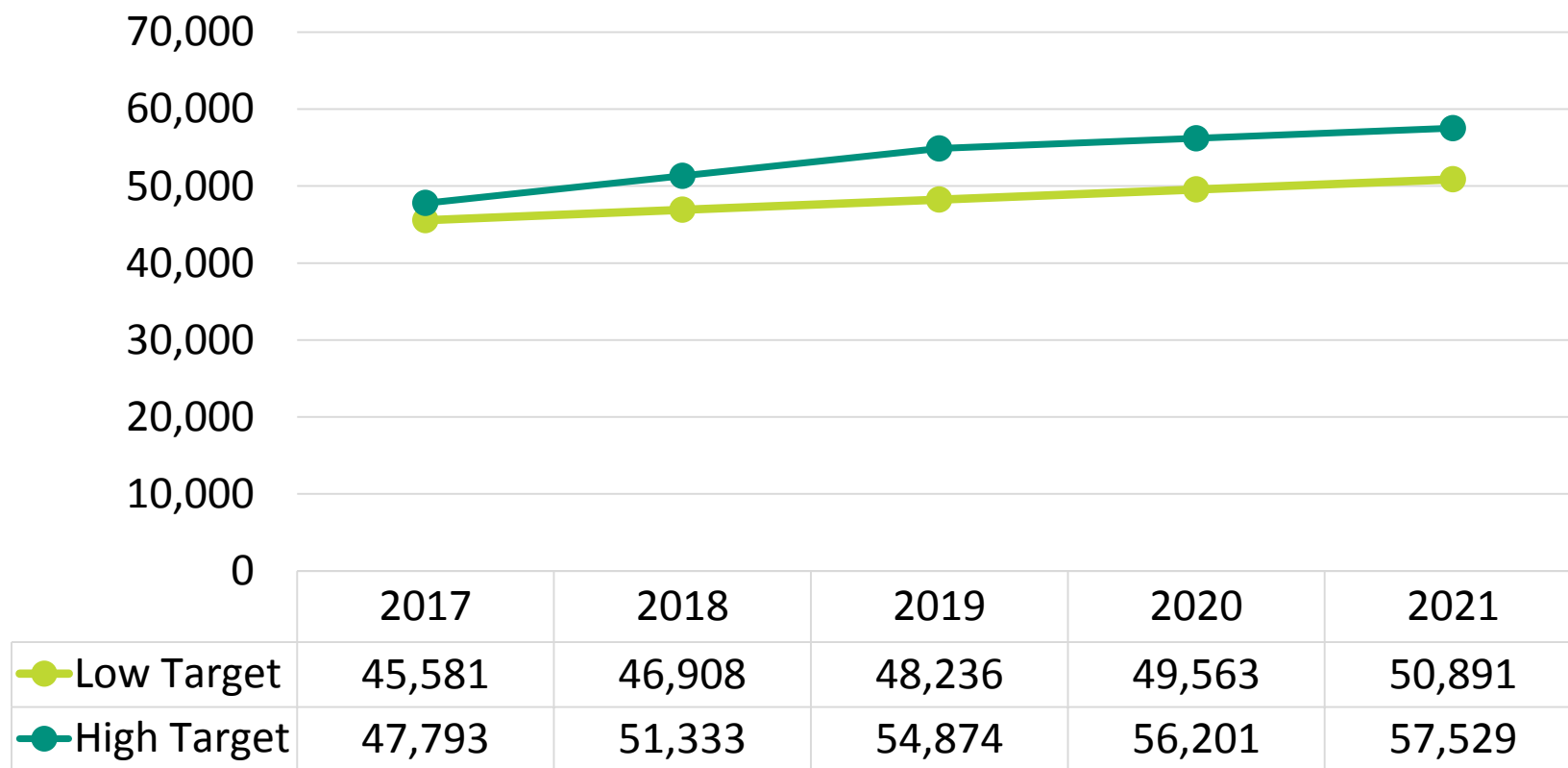
COLLECTION TARGETS

Proposed collection targets:

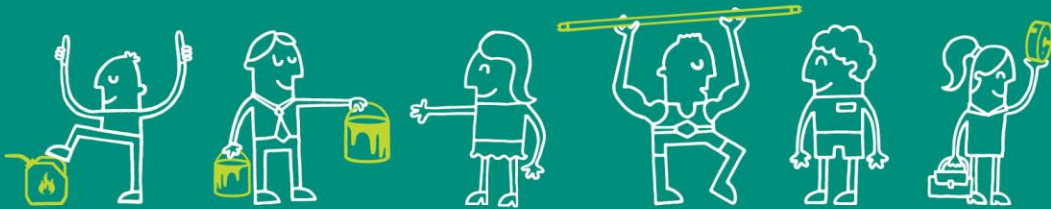
- 2017-2019: Annual 5%-8% increase over 2014 baseline
- 2020-2021: Annual 3%-5% increase over 2014 baseline



PROPOSED COLLECTION TARGETS



2014 Baseline: 44,253 units



PRODUCT MANAGEMENT



PROGRAM MANAGEMENT

Program plan addresses product life cycle (upstream and downstream)

Reduce and redesign:

- Hexagonal ionization foil stamping technology reduces waste
- Shift from through-hole boards to surface mount construction
- Trend towards 3 volt alarms to reduce battery usage
- Reduction in size of some models



PRODUCT MANAGEMENT

Reduce & Redesign



Reuse & Repair



Recycle, Recover & Dispose

PRODUCT MANAGEMENT

- AlarmRecycle utilizes licensed recyclers
- AlarmRecycle employs a collection and processing tracking system
- Information on final material use provided in program's annual reports

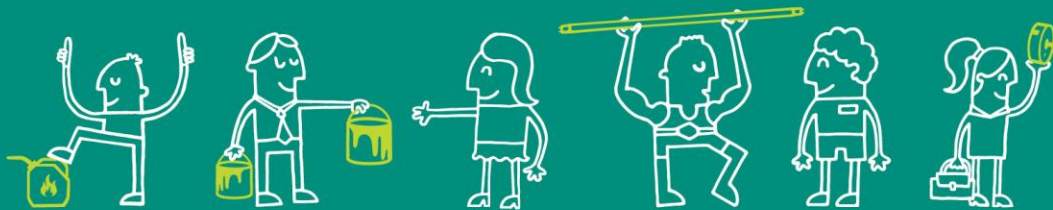




2014 PRODUCT MANAGEMENT

Type of Alarm	Sub-component	Recycled	Licensed Storage Facility
Photoelectric (non-radioactive)	Plastic	100%	
	Metal	100%	
Radioactive Alarms	Plastic	100%	
	Metal	100%	
	Radioactive Cells		100%

Reuse and repair is not considered viable for safety reasons.



COMMUNICATIONS & EDUCATION

COMMUNICATIONS & EDUCATION

- Advertising (TV, Radio)
- Direct mail initiative (branded collection boxes)
- Yellow Pages digital advertising & search engine marketing
- Information resources
 - Point of sale and point of return materials
 - Program website
 - Toll-free number
- Partnerships
 - Firehalls and city departments
 - Stewardship industry groups (RCBC, SABC)
- Community events
- Social media



COMMUNICATIONS & EDUCATION

Additional Initiatives in 2017-2021

- More Partnerships
 - Schools districts, principals and regional superintendents
 - BC Home Owners Association
 - Condo Owners Association
- Augmenting existing outreach initiatives (e.g., advertising in trade publications)



INFORMATION RESOURCES




Yes, you can recycle
your old smoke
& carbon monoxide
alarms



and with over
180 collection sites
across the province,
there's no excuse
not to.

ReGeneration.ca  AlarmRecycle



Where shall I place this sticker, you ask?

Good question. You see, smoke and CO alarms last for a long time. They're not always top of mind. So how do we ensure when the time comes, you'll remember to recycle your old, expired, unwanted alarms? Easy, place this handy sticker on the back of your smoke or CO alarm! When the time comes to dispose of it, you'll know exactly what to do. Pretty smart, hey?


Accepted products:


- Smoke alarms
- Carbon Monoxide (CO) alarms
- Combination Smoke/CO alarms

Not accepted products:

- Thermostats
- Alarm keypads
- Physically damaged smoke alarms
- Smoke/CO detector units designed for use in a building-wide system

Visit ReGeneration.ca to find a collection site near you or call 1-800-667-4321.

 AlarmRecycle

 ReGeneration
Special waste recycling by Product Care

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CONSUMER AWARENESS TARGETS

Current consumer awareness targets and results:

- 2012: 25%
- 2014: 35%
- 2016: 45%

2015 consumer awareness survey found 49% of British Columbians were aware of a program to recycle smoke and CO alarms exceeding target.



TARGET SETTING ASSUMPTIONS

- Long life-span of program products
 - 10 years for smoke alarms
 - 5-7 years for CO alarms
- Low priority for consumers
- Regeneration brand providing lift
- Coordinated suite of branded marketing assets as of 2015



CONSUMER AWARENESS TARGETS

Proposed consumer awareness targets:

- 4% increase above 2015 levels by 2021 (53%).
- Conduct consumer awareness surveys in 2017 and 2021





YOUR INPUT & QUESTIONS

Deadline for written comments: December 10, 2015.

Copy of the draft program plan is available at ReGeneration.ca,
under “News”

Direct written comments to Christina Jaworski, AlarmRecycle
Program Coordinator at christina@productcare.org

Thank you!

Gil Yaron, Director of Programs

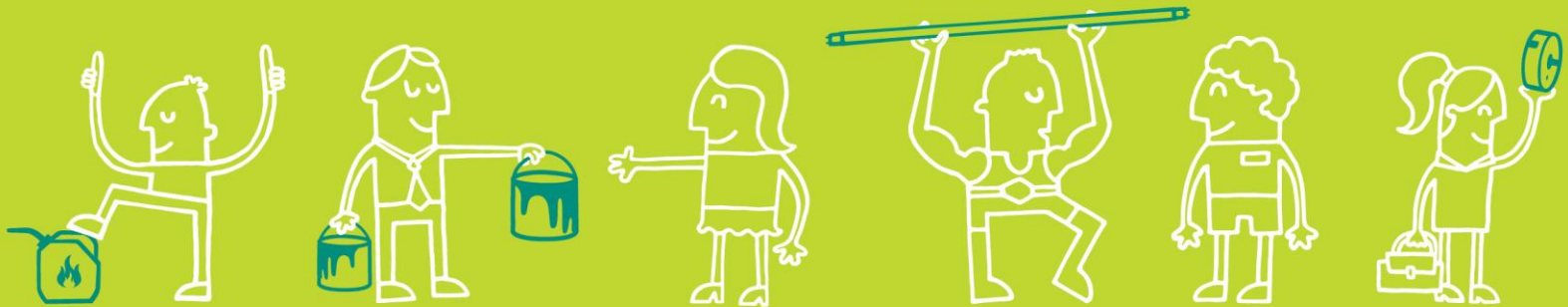
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We are all part of the ReGeneration.

