



2015

Newfoundland and Labrador

Paint Stewardship Program

Annual Report

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

Submitted by: **Product Care Association**

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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 Recuperées 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

[Get directions](#)
- 2 Nain Inuit Community Government** 123.18 km

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

Collection Site Locator

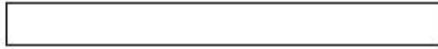
Our collection sites are here to help you recycle your unwanted, leftover and broken products. Make sure to select the category and collection option that best suits your needs.

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