Product Care Ontario Paint Industry Stewardship Program

Municipal Update Webinar

April 15 & 16, 2015
Ontario Paint ISP Municipal Webinar

PCA and SO staff on webinar:

Product Care Association
Mark Kurschner – President
Patrick Chauvet – Ontario Program Director
Cherith Sinasac - Program Coordinator
Holly Lafontaine – Program Coordinator
Chris Dagenais – Director of Communications
Sarah Willie – Manager, Technical Services

Stewardship Ontario
Cullen Hollister – Operations Mgr.
Alastair Harris-Cartwright – Director
Communication
Nicole Griffith – Project Manager
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Agenda

• WDO Approval & Supply Chain Transition
• Product Care Association vs. ReGeneration
• Municipal Agreement & Next Steps
• Municipal Supply Chain and Reporting
• Expanded Paint Definition
• Key messages to Service Providers
• Paint Exchange Program
• Promotion and Education
• Depot Finder
• Service Partner Reporting Portal (Mock Up)
• Key Activities / Timelines
• Resources and Contacts
WDO Approval

• On December 10, 2014, Waste Diversion Ontario (WDO) approved the Product Care Association (PCA) Industry Stewardship Plan (ISP) for the management of end-of-life paints and coatings.

• On March 25, 2015 WDO announced the effective date (start date) of the PCA Paint ISP as June 30, 2015.
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Supply Chain Transition

• The PCA Paint ISP has the support of a large majority of the paint stewards by market share

• SO and PCA have agreed that as of June 30, 2015, PCA will assume SO’s entire “paint supply chain”

• PCA, SO and municipal transition committee are working together to ensure smooth transition of the supply chain from SO to PCA.
Corporate Name vs. Consumer-Facing Brand Platform

• Product Care Association initiated a brand refresh project on our 20th anniversary

• The goal was to develop a communications platform that spoke to consumers in a more intuitive, accessible way, inviting engagement and conversation

• ReGeneration was born as an umbrella brand under which all of our programs would be represented (PaintRecycle, LightRecycle, AlarmRecycle, etc.)
Corporate Name versus Consumer-Facing Brand Platform

• The principal tool of the ReGeneration communications platform is the website, ReGeneration.ca. It hosts consumer, member and program partner website pages, providing relevant information to each group.

• Product Care Association remains our legal name and the name that appears on contracts and agreements.
PCA-Municipal Agreement

• The PCA-Muni paint ISP service agreement was developed in consultation with Municipal Transition Committee - representatives of AMO/MWA/RWPCO and their legal counsel.

• The PCA-Muni paint ISP agreement is adapted from the current SO-muni MHSW services agreement

• The Agreement has now been finalized.
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Municipal Compensation

• PCA adopted the agreed to SO/Municipal rates as they apply to paint
  • depot hourly rates – paint portion
  • total reimbursable depot hours
  • event $/tonne rates
  • commingled lab pack rates (paint aerosols)
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Collection Events

• PCA will upload all 2015 events, confirmed by SO March 31, to the PCA consumer-facing website by the effective date

• Additional events will be reviewed, approved and uploaded to the website after submission to PCA
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Commingled Paint Aerosols and Lab Pack Studies

- No change to commingled aerosols packing standards
- PCA will compensate municipalities for paint share of aerosol lab packs
- PCA and SO will work out mechanics of paying SO’s share for other MHSW aerosol products (2015 - 5.43%)
- 2015 lab pack studies to continue per approved lab pack methodology
- 2016 lab pack study process to be reviewed with input from SO and Municipalities
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Next steps for PCA-Muni Paint Service Agreement

- Individual PCA Paint ISP agreements will be sent to each municipality the week of April 20

- If possible, the signed agreement should be returned to PCA on or before June 30, 2015

- If returned after June 30:
  - depot service will continue uninterrupted
  - municipality will be retroactively compensated to June 30 for depot hours, paint aerosols and event claims
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Municipal Claims Reporting

• Depot service hour payments – PCA will make monthly direct payments via electronic funds transfer (EFT) or cheque (as currently done)
• Collection event and paint aerosol claims though the PCA Service Partner portal
• Municipal claim portal training, and downloadable documentation will be made available
• SO will require “final paint claims” to be submitted no later than 90 days after the paint ISP effective date
Municipal-service provider relationship unchanged

- No change to municipal/service provider relationships or contractual arrangements as a result of the Ontario paint ISP transition
- PCA adopting all MDT&PIP transportation and processing incentive rates and standards for depot collected paint
- All service providers currently registered under SO MDT&PIP for paint transportation or processing will be automatically registered with PCA
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Supply Chain Service to Municipalities

• Same collection site standards, policies and guidelines as in SO’s MHSW program

• No change in how paint is collected at events

• No change in how commingled paint aerosol lab packs are collected and packed

• PCA is committed to ensure that service to municipal depots, events and return to retail collection sites continues uninterrupted
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Expanded Paint Definition and Paint Exchange

• Definition of paint under the ISP includes
  • all aerosol paints, not limited to architectural
  • non-pesticide marine coatings

• Paint exchange program for interested municipalities being developed
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Key messages to Service Providers

• **No Interruption to Service**

• Paint definition expansion:
  • all aerosol paints, not limited to architectural
  • non-pesticide marine coatings now included

• Transition: Claims with a service date prior to the ISP effective date reported to SO, and those after the effective date will be reported to PCA
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Municipal – Paint Exchange Program

• PCA committed in the ISP plan to increasing paint exchange

• Some municipalities currently have a paint exchange program, and many are interested

• Following discussions with the Municipal Transition Committee, PCA will further consult to design and implement this after the ISP effective date
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Municipal - Promotion and Education

• SO and PCA are working together with the municipal transition team to coordinate communications

• SO and PCA will continue to support municipalities with P&E material

• More information will be provided as soon as possible
Ontario Paint ISP – ReGeneration

- Branded program promotional materials (POS) will be made available for download or direct order on ReGeneration.ca
Ontario Paint ISP – Consumers

Product Care Depot Finder

PCA Depot Finder launch date June 30 for:
• Municipal depots
• Municipal website links
• Return to Retail locations
Ontario Paint ISP – Consumers

➢ Product Care Depot Finder

Consumer enters material type + postal code or city

Depot Finder returns nearest locations + links to Muni websites
Ontario Paint ISP – Consumers

PCA Depot Finder & Orange Drop Website Reciprocation

www.makethedrop.ca  www.regeneration.ca
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Municipal Service Partner Portal Portal Preview

Service Partner Portal Screens (mock-up)

• Log In
• Account - Contact Information
• Claim Submission
• Claim History
• Advance Search
• PCA Contacts
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Welcome to the claims reporting portal for municipalities, transporters, and processors participating in Ontario’s paint recycling program.

- Please login below to submit a claim, review your reporting history, or to confirm your account information.
- If you have any questions please contact us at sps.support@productcare.org or by phone at 1-877-592-2978.
- For detailed reporting instructions you can download our user manual here.

Log in with email address and password

Product Care Association
Ontario Service Partner Portal

Your Email
Password
Log In
I forgot my password
Apply to join our team of Service Partners.
Join Our Team

An email has been sent with instructions on how to reset your password.
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Registered Municipal Depots and Event locations

Registered PCA Portal users, Names and Roles
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Unsaved Submissions Info

Template and Spreadsheet Management

Input Claim(s) information
### Ontario Paint ISP Municipal Webinar

#### Submission Details

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#### Shipping Documents
- 773:5.2.png
- 773:5.3.png
- 773:5.4.png

#### Recap Claim Info

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<th>Container Type</th>
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<th>Weight (kg)</th>
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## Implementation Activities for June 30 Launch

<table>
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<th>Activity</th>
<th>Timing</th>
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<tr>
<td>Initial communication from SO to municipalities</td>
<td>March 25-27</td>
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<tr>
<td>Joint PCA- SO communication to municipalities</td>
<td>March 30-April 5</td>
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<tr>
<td>Follow up calls with municipalities by PCA to discuss ISP and PCA-muni Service Agreement (individual or conf. calls)</td>
<td>March - April</td>
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<tr>
<td>New paint ISP service agreement distributed by PCA to municipalities</td>
<td>Week of April 20</td>
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<tr>
<td>Municipal Webinars</td>
<td>April 15 &amp; 16</td>
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<td>ISP FAQs update email and posted on PCA and SO Websites</td>
<td>April 23</td>
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<td>Contact and EFT information due back from Muni to PCA</td>
<td>May 8</td>
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<td>MWA conference – PCA sponsor/booth</td>
<td>May 12-14</td>
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<tr>
<td>PCA Claims Portal training webinar and manual distribution</td>
<td>June 15-28</td>
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<tr>
<td>Paint ISP launch date reminder notice</td>
<td>June 22</td>
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<tr>
<td>Municipalities return signed ISP Service Agreements to PCA on or before</td>
<td>June 30</td>
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<tr>
<td>Paint ISP Launch Date</td>
<td>June 30</td>
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Pesticides, Solvents and Fertilizers (PSF) ISP - Update

• With support from industry, Product Care is re-activating the PSF Industry Stewardship Plan
• PCA update the PSF ISP plan and re-submit to WDO
• WDO is expected to post the PSF ISP plan on EBR and consult with stakeholders before referring to WDO board
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Interim Lamps Program - Update

• PCA volunteered to provide an interim lamp program after MOECC cancelled MHSW Phase 2 funding.
• Funding of $1 million or 12 months (whichever comes first) including retail collection sites.
• PCA will pay actual post collection costs plus 10% to cover municipal administrative/collection etc.
• Next step is to develop PCA-muni lamps agreement based on paint agreement
• PCA will work with municipal ISP transition committee
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PCA Ontario ISP Resources and Contacts

• Resources, Frequently Asked Questions (FAQ) and News go to
  ➢  www.regeneration.ca/service-partner-support/ontario/

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Thank you!

The Product Care Team