



Environment,
Labour and Justice

Environnement,
Travail et Justice



Minister and Attorney General
PO Box 2000, Charlottetown
Prince Edward Island
Canada C1A 7N8

Ministre et procureure générale
C.P. 2000, Charlottetown
Île-du-Prince-Édouard
Canada C1A 7N8

November 18, 2014

Mr. Mark Kurschner, President
Product Care Association
105 West 3rd Avenue
Vancouver, BC V5Y 1E6

Via Email : Mark@productcare.org

Dear Mr. Kurschner:

It is a pleasure to acknowledge receipt of the ***Prince Edward Island Lamp Product Stewardship Program Plan*** (September 2014), submitted on behalf of lamp/bulb brand owners represented by Product Care Association, in response to the *Environmental Protection Act* Materials Stewardship and Recycling Regulations.

It is also my understanding that Product Care operates similar programs in other provincial jurisdictions and has extensive experience representing obligated brand owners. To encourage best practices in design for the environment, environmental handling fees will be internalized in the retail price. To share and support retailers desire for transparency and consumer awareness, the amount of the environmental handling fee included in the retail price may be displayed on the store shelves or on the consumers' receipt.

In addition to the collection sites operated by IWMC, we encourage Product Care to consider alternative collection methods to improve consumer access, including return-to-retail, return-to-depot, in-school programs and special collection events. Our staff would be happy to discuss how we might collaborate in these areas.

In consideration of the above and pursuant to subsection 50(5) of the *Environmental Protection Act* Material Stewardship and Recycling Regulations, I hereby approve the Prince Edward Island Lamp Product Stewardship Program Plan submitted by Product Care Association.

The lamp industry brand owners and the staff of Product Care Association are to be commended for their commitment to improve the environmental management of end-of-life lighting fixtures. I wish you much success with your recycling efforts on Prince Edward Island.

Sincerely,

Janice Sherry
Minister and Attorney General

cc: Todd Dupuis, Assistant Deputy Minister of Environment
John Hughes, Director – Special Projects