2018 Prince Edward Island Lamps Recycling Program Annual Report

June 14, 2019

Submitted to:

Prince Edward Island Department of Communities, Land and Environment

Submitted by:

Product Care Association of Canada



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1. 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. PCA manages paint, household hazardous waste, smoke and CO alarms and other lamp industry stewardship programs in various provinces in Canada. PCA has an approved lamp product stewardship plan with the Prince Edward Island Department of Communities, Land and Environment under the Materials Recycling Regulations (the "Regulation") of the Environmental Protection Act. The PEI Lamp Recycling Program (the "Program") began in April 2015.

PCA's members are the "brand owners" (manufacturers, distributors, first sellers and retailers) obligated by the Regulation under the lamps product. The Program is open to any brand owner to join.

PCA operates lamp product stewardship programs in three other provinces besides PEI: British Columbia (BC), Manitoba (MB) and Quebec (QC). The BC, MB and PEI programs are branded as LightRecycle while the QC program is branded as RecycFluo. PCA also operates the Paint Recycling Stewardship Program in Prince Edward Island.

1.1. Report Period

This report covers the Program from January 1, 2018 to December 31, 2018.

1.2. Program Summary

The Program offers collection sites, free of charge, throughout the province where consumers and businesses can bring burned out lamps. Most collection sites are operated by Island Waste Management Corporation (IWMC) under contract to PCA. In addition to the IWMC collection sites, a retailer, Home Hardware, in Charlottetown, is also a collection site under the Program.

Environmental Handling Fees (EHFs) applied to each regulated lamp product that is sold into the province provide funding to manage the Program (See **Error! Reference source not found.**). There were no changes to the fee rates in 2018. The Program allows residents and businesses of PEI to return burnt out whole lamps to any of the six IWMC collection sites and one retailer (Home Hardware). The retailer collection site accepts only residential lamp products.

PCA supplies collection sites with standard recyclable collection boxes and metal drums for collection of debris from broken lamps. A hauler contracted by the Program collects the filled boxes on pallets from the collection sites and delivers collection supplies to the collection sites. The full collection containers are shipped to a processor for recycling. Additional elements of the Program managed by PCA include revenue management, communications and administration.

1.3. Accepted Products

The Program is designed to collect and manage end-of-life intact (whole) lamps. The Program includes the following common categories of lamps, whether they are marketed for residential, industrial or commercial purposes. This list is subject to change by PCA.

- Fluorescent Tubes Fluorescent tubes come in different lengths (4 feet, 8 feet, etc.), diameters (T5, T8 and T12) and light output. The majority of tubes are straight but some may be curved or shaped.
- Compact Fluorescent Lamps (CFLs) Fluorescent bulbs that are typically similar in size and are intended to replace an incandescent (traditional) light bulb, including pintype sockets, covered CFLs and various output wattages.
- High Intensity Discharge Lamps (HID), non-mercury and mercury containing lamps Includes mercury vapor, metal halide, high or low pressure sodium and UV lamps.
- Incandescent and Halogen lamps Filament lamps of all shapes, sizes and wattages.
- Light Emitting Diode (LED) lamps Solid-state lamps used for specialty purposes and conventional lighting applications.

Lamp products can be sold as replacement lamps or integrated into a product intended to illuminate an area (such as a fixture, a flashlight, etc.). When sold integrated into such a product, the lamp portion of the product must be designed to be able to be removed from that product by the end user to be recycled. Lamps that are sold integrated into products that meet this requirement are included in the Program.

The Program is designed to collect and manage whole lamps and crushed lamps. A limited amount of incidental breakage of lamps is accepted by the Program, provided the broken lamps are packaged in accordance with the requirements of the Program.

The Program includes lamp products manufactured by existing producers as well as orphan products (those that are no longer in production or which the manufacturer is no longer producing) if their function was the same as products accepted in the Program.

Non Program Material

Non-program materials are products other than the lamp products listed above. Minimization of non-program material is achieved through a comprehensive program of public education, signage, collection facility staff training, as well as effective regulatory enforcement against those who abandon products at or near collection facilities. Non-program material includes, but is not limited to, the following:

- All types of fixtures
- Ballasts
- Any other lighting products (Products containing lights with a primary purpose that is not to illuminate or assist in the illumination of space (e.g., germicidal lamps).
- Lamps integrated into products that are not intended for removal/replacement by end users. Due to technological modifications, this exclusion may be subject to review.

2. Brand Owner Sales Information

Program members reported the sale of program products in PEI from January 1 to December 31, 2018, for a total of 490,798 units as shown below in Table 1.

Table 1: Total Units Sold by Category

	Fluorescent tubes	Compact Fluorescent Lights (CFL)	LED	HID and Other	Incandescent/ Halogen	Mini bulbs package	Total
Units	56,117	21,774	184,183	3,881	205,481	19,362	490,798

3. Collection

The following section provides the total amount of lamps collected in PEI, as well as the location of the collection sites.

3.1. Total amount of Lamps Collected

Error! Reference source not found.2 shows the total number of lamp units by category that were collected and processed by the Program.

Table 2: Total Units of Lamps Collected in 2018

	Fluorescent tubes	Compact Fluorescent Lights (CFL)	LED	HID and Other	Incandescent/ Halogen	Mini bulbs package	Total
Units	68,807	15,791	1,084	2,447	22,604	95	110,828

3.2. Collection Sites

As of December 31, 2018, seven collection sites participated in the Program. Six collection sites were operated and managed by IWMC and one collection site was a retail location. See Table 3 for the list of collection sites. Appendix 2 (Recycling Locator Tool Snapshot) contains a snapshot of the collection site locator tool, available at https://www.productcare.org/recycling-locator/.

Table 3: 2018 PEI Lamp Collection Sites

Collection Sites	Address	City
GreenIsle	8 Superior Crescent	Charlottetown
Brockton	2202 Dock Road Rte # 150	Brockton
New London	10142 Rte #6	New London
Murray River	378 Cape Bear Road Rte #18	Murray River
Dingwells Mills	100 Selkirk Road Rte #309	Dingwells Mills
EPWMF	29786 Rte #2	Wellington Center
Home Hardware	115 St Peters Rd.	Charlottetown



4. Processing

4.1. Lamps Processed

All lamps collected through the Program were sent to a processor in Quebec for processing. In 2018, a total of 80 skids of burnt out whole lamp products (110,828 lamps) were processed. During the reporting period, all lamp products collected were processed. The Program's processor is required to conform to the Product Care's Processor Standard.

4.2. Disposal Method Descriptions

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

Reuse

The Program is designed to manage end-of-life lamp products that no longer work and cannot be reused.

Recycling

Collected Program Products are broken down into their component parts in a controlled environment. The resulting glass, ceramic and metal components are recovered as commodities. The metal components (including electronics) are sent to smelters. Glass and ceramics were sent to a glass recycler to be used for sand blasting.

Secure Landfill

During the separation of the components, the mercury and the phosphate powder are collected in drums. The contents of the drums are sent to a waste management company in Quebec where they are encapsulated into a concrete-like material and securely landfilled. Although the mercury can be removed from the phosphate powder by retort, the market for recycled mercury has been greatly reduced in the last few years due to regulatory restrictions. These restrictions include a US ban on mercury exports, which has limited the availability of recycling options for mercury.

4.3. Design for Environment

Producers of lighting products continue working to reduce their environmental impact through innovative product design and technology. New design and technology has addressed environmental concerns by reducing material use, increasing lamp life, increasing energy efficiency and increasing recycling rates. For example, efforts in this area have resulted in the development of smaller diameter fluorescent tubes now readily available in the marketplace and prevalent in new construction and renovations. These products can provide the same or more light with fewer material resources, such as a decrease in the amount of glass used in the products. The amount of mercury contained within fluorescent lights has also been decreasing with most lamps now containing less than 5mg of mercury, representing an 80% to 90% reduction.

Life cycle management is also playing an important role in reducing the environmental impact of lighting products. For example, producers are focusing their attention on increasing product energy efficiency. This has resulted in a substantial increase in the lifespan of fluorescent lights in the last decade, with some lamps now having a life of more than 30,000 hours, reducing the cumulative environmental impact associated with these products. The use of CFLs has also been reduced with CFLs being replaced by LEDs, which contain no mercury and have an even longer life of about 15,000–20,000 hours. Most CFLs, in comparison, only have an average life of 10,000 hours.

The advancement of LED lighting technology is having a significant impact on the lighting market as a whole. Manufacturers are focusing most of their efforts in this area and are no longer spending research energy on expanding the CFL product line. Acceptance of LED technologies is increasing as prices decrease. In fact, the acceptance and adaptation to LED technology has been much more rapid and widespread than most industry experts would have forecasted some years ago. Due to the significantly longer lifespan of LED lights, there is a decrease in sales expected for other traditional lighting technologies, such as halogen, incandescent and fluorescent lights. The shift to more energy efficient and longer lasting lighting technology is clear. Most LED lamps are more than 50% more efficient than CFL lamps, reducing electricity use and reducing pollution from power generation. These changes all help to decrease the impact on the environment, with longer life lamps helping to reduce waste, reduction in mercury making lamps less hazardous and the reduction in the size of lamps helping to use less glass. New LED lamp designs have also been shrinking in size to minimize waste.

¹ Personal Communication with representative of GE.

5. Communication and Education

In 2018, Product Care Recycling implemented a number of different methods to raise consumer awareness of the light recycling program in PEI. The following sections provide details regarding the communication and public education for the program in 2018.

5.1. Website

ReGeneration.ca and LightRecycle.ca, Product Care's former consumer websites (replaced by ProductCare.org in January 2019) included the following content for the PEI lights recycling program:

- Recycling locator (a searchable map displaying locations of all PEI lights recycling locations – see Appendix 2)
- Recycling locations' hours of operations and contact information
- Accepted and non-accepted products
- Consumer videos showing the product management approach for lights
- A fillable form for ordering promotional materials like rack cards and posters
- Information about the environmental benefits of lights stewardship

An estimated 165,662 unique visitors accessed ReGeneration.ca during the 2018 calendar year. The PEI section (including sub-sections for accepted products and EHF information) received 2,080 total page views. Additionally, 72,115 unique visitors accessed LightRecycle.ca, with the PEI section receiving 715 total page views.

In addition, there were a total of 919 searches for PEI recycling locations using the ReGeneration recycling locator, and 232 searches using the LightRecycle recycling locator. ReGeneration.ca and LightRecycle.ca shared links with Island Waste Management Corporation's website.

5.2. Telephone Hotline

Product Care continued to operate a toll-free, "hotline" where consumers obtained information about the Program.

5.3. Digital Advertising

Product Care ran digital advertising campaigns through Google and Facebook – the two largest advertising platforms. The ads were designed both to drive awareness of recyclability of program product as well as to drive traffic to the Website.

1. Google Search Advertising Campaign: March to December, 2018

- a. A search advertising campaign served light ads to provincial residents based on an extensive list of keyword searches relevant to the program, based on internet searches performed in PEI. The ads collectively generated 168 impressions and 28 clicks.
- 2. **Gated Facebook Content Strategy:** PEI-specific Facebook content, available only to PEI residents, focused on light recycling and the recycling community in general. In addition, Product Care's Facebook page was connected with the IWMC page.
- 3. **Targeted blog posts:** More than 30 blog posts were targeted at relevant audience members including, but not limited to, homeowners, female heads of households, and environmentally-inclined individuals in PEI. Topics included specific information on light recycling, "do it yourself" ("DIY") content, renovation tips, and sustainability best practices. All posts included a call-to-action to find a recycling location or interact with the brand on social media. Collectively, these posts received 62,141 views.

5.4. Partnership

Product Care continued to contract with Island Waste Management Corporation (IWMC) to promote the Program to the public through the following methods on an ongoing basis:

1. Waste Watch News

Newsletters were distributed to Island residences (including seasonal dwellings and apartment units) in June and in December through Canada Post. These newsletters were available in English and French. French speaking individuals could either print newsletters off the IWMC website or call Customer Services for a physical copy to be mailed out. To supplement the unaddressed mail delivery, copies of newsletters were available at all Access PEI locations (central government service locations), and at city and town halls across the Island.

2. Interactive Sorting Guide

The IWMC website's Interactive Sorting Guide provided information on specific products; this included steps to sorting recyclables into the correct stream and links to the Program's website for more information. Paper sorting guides were available in English, French, and Mandarin. They were also produced in poster size for display at businesses, community organizations and multi-family dwellings. IWMC produces approximately 5,000 copies of the sorting guide in paper format annually. Posters were printed as required and laminated to extend their use.

3. New Residential Customers

New residential customers were provided with a set of carts, a kitchen mini bin, a Residential Participant Guide and a Sorting Guide. French Participant Guides were available upon request.

4. Business Customers

Business Guides helped the industry, commercial and institutional sectors manage waste. IWMC included Sorting Guides when distributing the Business Participant Guide. Sorting information for the business sector can also be obtained from IWMC's website.

5. Waste Watch Program for Multi-Family Dwellings

A brochure developed for the rental sector was available to property owners upon request and was also posted on the IWMC website. The Sorting Guide was placed inside this brochure when distributed to tenants.

6. Call Center

The Customer Service Centre received inbound calls, which included requests from customers requiring disposal information. IWMC receives an average 50,000 calls every year.

7. Corporate Annual Report

Information on light recycling was highlighted in the IWMC Annual Report. This report is tabled in Legislature, and the most current report is available on the IWMC website. Reports were also distributed to government officials and made available by special request at the Head Office.

8. Newspaper Columns

In 2018, three newspaper columns provided details on light recycling, and these appear in the Appendix.

9. Sorting Game

A bilingual sorting game included light bulb icons on its Special Disposal panel (see Appendix). This game was widely used by audiences of every age (day care, schools, community college, English as a Second Language sessions, and community groups). The game was used at community events, when doing presentations, and lent out to organizations wanting to enhance the waste skills of their membership. IWMC has five sets of the game and uses this tool approximately 50–60 times per year (potential reach of 1,000–1,500 people).

10. Presentations & Tours

IWMC was invited to make presentations at conferences, learning institutions, special events and to visitors at their recycling locations. In almost every case, the presentation included a sorting component. IWMC explained how its stewardship programs operate as part of Waste Watch and showed slides to capture the highlights of each program. The demand for presentations is increasing; staff presented approximately 40 times in 2018. See Appendix to see slides used in a typical presentation.

11. Posters & Pamphlets

Information about the Program was available at all IWMC disposal facilities and offices. Where room permits, posters were displayed. Posters and pamphlets were also distributed as part of IWMC community events, displays and IWMC presentations.

12. Website Linkage

A link to ReGeneration.ca was available through IWMC's website.

5.5. Point of Sale (PoS) and Point of Return (PoR) Materials

In 2018, Product Care distributed both PoS and PoR materials as requested by retailers and recycling locations. The following materials are available for reorder through the online order form:

- Brochure (English and French)
- Poster

Signage for recycling locations is also available throughout the year, free of charge, for participating recycling locations. See Appendix 2 for examples.

6. Financial Information

The following is a summary of the Program's finances for the reporting year.

(\$'000s)	2018
Total PEI Lights Revenue	84
Program Expenses	
Collection	3
Transportation	14
Processing	34
Communications	2
Regulatory	5
Administration	5
Total PEI Lights Operations Expense	63
Shared Admin Cost	4
Total Expense	67
Surplus/Deficit from Operations	17
Program Share – ON Lights Cumulative Surplus / (Deficit)	2 77

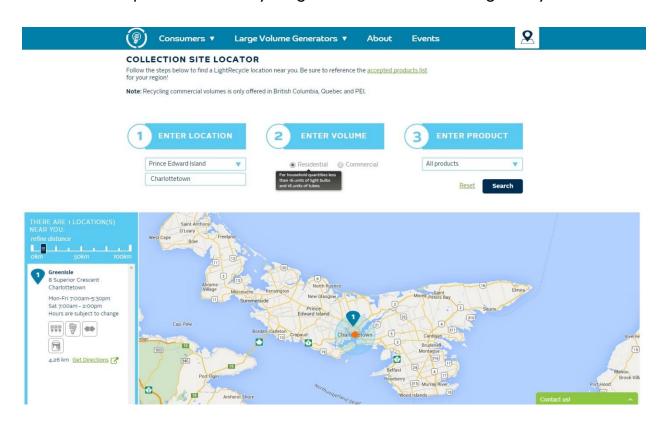
Appendix 1 – PEI's 2018 LightRecycle Environmental Handling Fee Rates (no change from 2015)

Accepted Lamp Products	2015 Rates
Fluorescent Tubes measuring ≤ 2 feet	\$0.30
Fluorescent Tubes measuring > 2 feet and ≤ 4 feet	\$0.50
Fluorescent Tubes measuring > 4 feet	\$1.00
Compact Fluorescent Lights (CFL)/Screw-in induction lamps	\$0.20
Light Emitting Diodes (LED)	\$0.15
High Intensity Discharge (HID), Special purpose and Other	\$1.10
Incandescent / Halogen	\$0.05
Miniature Bulb Package	\$0.10

Appendix 2 - Communications Materials

Recycling Locator tool

Below is a snapshot of the recycling locator tool found at lightrecycle.ca.



Program Funding

The LightRecycle program is funded by fees submitted to LightRecycle by its industry members, on the sale of new light bulbs and tubes. The fees are used to cover the program costs, including managing the collection, transportation, and recycling systems for returned products.



The Life Cycle of a Residential-Use Light Bulb



Benefits of Recycling Lights

While that one burnt out bulb may seem trivial at first, know that when you recycle it, you contribute to a growing movement that is making a significant positive impact on our environment. When in doubt about whether to recycle your lights or not, just remember: every bulb diverted from the landfill counts! In the case of CFLs and fluorescent tubes, recycling keeps mercury out of our natural environment, while all bulbs contain valuable materials such as glass and metal that can be repurposed as new products.

About LightRecycle

LightRecycle[™] is a family of recycling programs that are operated by ReGeneration (née Product Care Association), a non-profit industry association, specializing in product stewardship on behalf of the manufacturers, distributors and retailers of products that are regulated under provincial Extended Producer Responsibility (EPR) regulations.

In essence, we are a passionate group of environmentally-minded solutions providers who want to help good people, like you, change the world for the better. We do that by making sure that your spent or unwanted lights end up in the recycling stream and not in the trash

LightRecycle

LightRecycle operates in British Columbia, Manitoba, Ontario, Québec (as RecycFluo) and Prince Edward Island.

www.lightrecycle.ca | 1-888-280-8111



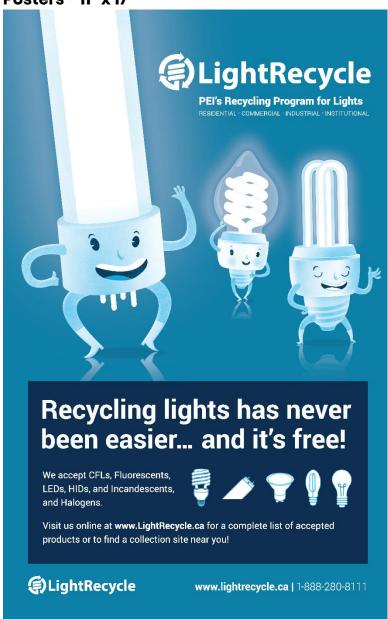


PEI's Recycling Program for Lights

RESIDENTIAL · COMMERCIAL · INDUSTRIAL · INSTITUTIONAL

www.lightrecycle.ca 1-888-280-8111

Posters - 11" x 17"



Recycling Location Sign (marked with mounting points)



Website Blog posts



March 23rd, 2018 / Blog



Spring is here, which mean it's that time of year when people are ...

READ MORE



READ MORE



Google Search Ad

Recycle Your Old Light Bulbs | Find a Recycling Location | Six Locations in PEI

Ad www.regeneration.ca/recycling

Keep light bulbs out of landfills - recycle them! Find your nearest recycling location. Our recycling locations are free to use and accept many kinds of light bulbs.

About Product Care

Donate Old Paint

Find A Recycling Location

IWMC Partnership

Sorting Game



Presentation Slides

Stewardship Programs

- ELECTRONICS Electronics Products Recycling Association
- LEAD ACID BATTERIES Canadian Battery Association
- LIGHT BULBS Light Recycle
- MEDICATIONS (Residential Only) Health Stewards Association
- NEEDLES/SYRINGES (Residential Only) Health Stewards Association
- MOTOR OIL / AUTOMOTIVE ANTIFREEZE UOMA Atlantic-Atlantique
- PAINT PRODUCTS -- Regeneration



Light Recycling Program



- Operated by Light Recycle
- Includes all lights that can safely be removed from fixtures
- Accepted bulbs include CFLs, Fluorescents, LEDs, HIDs, Incandescents and Halogens
- ◆ 5.47 tonnes recovered in 2017



IWMC Special Recycling Guide



Newspaper Articles



À l'Île-du-Prince-Édouard, TOUTES les ampoules pouvant être retirées de leur douille en toute sécurité peuvent être recyclées. Il peut s'agir d'ampoules utilisées à l'intérieur de votre résidence ou entreprise, de lumières extérieures, de lampes d'appareils électroménagers, de phares de véhicules, etc. Voici des exemples de types d'ampoules : les ampoules à incandescence, les ampoules halogènes, les ampoules DEL, les ampoules fluorescentes compactes (AFC), les ampoules fluorescentes et les ampoules à décharge à haute intensité.

La liste complète d'ampoules acceptées dans le cadre du programme de recyclage d'ampoules de l'Î.-P.-É. se trouve sur le site www.lightrecycle.ca. LightRecycle est exploité par ReGénération, une association industrielle à but non lucratif qui représente les fabricants, les distributeurs et les détaillants de produits d'éclairage.

L'an dernier, environ cinq tonnes (ou 11 000 livres) d'ampoules ont été envoyées à l'extérieur de la province aux fins de recyclage. Cela représente une hausse de 82 % par rapport à l'année précédente. Merci à tous!

COMMENT RECYCLER

- 1 Les centres de collecte Waste Watch acceptent toutes les ampoules gratuitement. Les clients qui souhaitent amener plus de 16 ampoules doivent appeler à l'avance (les numéros de téléphone se trouvent sur le site Web de la SGDÎ).
- 2 Les autres points de collecte apparaissent sur le site www.lightrecycle.ca.
- 3 Les ampoules BRISÉES peuvent être placées dans un sac en plastique ou une petite boîte, puis apportées à une installation d'élimination.

LES AMPOULES DÉPOSÉES DANS LES BACS POURRAIENT ÊTRE REJETÉES.



Pour de plus amples renseignements, veuillez communiquer avec le Service à la clientèle sans frais au 1-888-280-8111 info@iwmc.pe.ca www.iwmc.pe.ca



On PEI, ALL lights that can be safely removed from a fixture can be recycled. Lights may be from inside your home or business outdoor lights, appliance lights, vehicle lights, etc. This includes:

- Incandescents
- Fluorescent tubes
- Halogens • LEDs
- Compact Fluorescents (CFLs) • High Intensity Discharge (HIDs)







A complete list of lights accepted under PEI's Light Recycling Program can be found at www.lightrecycle.ca. LightRecycle is operated by ReGeneration, a non-profit industry association that represents manufactures, distributors

and retailers of light products WHY RECYCLE?

- Light bulbs contain valuable materials such as glass and metal that can be repurposed as new products
- Recycling helps to reduce our use of natural resources
- Every light returned for recycling saves space in



When lights are returned for recycling, mercury and other harmful products are extracted and kept out of the environment

HOW TO RECYCLE:

- Waste Watch Drop-Off Centers accept all bulbs at no charge. Customers taking in more than 16 bulbs must call ahead (phone numbers can be found on IWMC's website).
- Additional locations for drop off can be found at www.lightrecycle.ca
- BROKEN BULBS may be placed in a plastic bag or 3 small box and also returned to a disposal location

CARTS CONTAINING LIGHT BULBS MAY BE REJECTED.









1-888-280-8111 info@iwmc.pe.c





PEI's Recycling Program includes ALL lights that can safely be removed from a fixture. *Examples include*:

- Incandescents
- Compact Fluorescent (CFLs)
- Halogens
- Fluorescent Tubes
- LEDs
- High Intensity Discharge (HIDs)













A complete list of lights can be found at www.lightrecycle.ca

WHY RECYCLE?

It may seem trivial to properly dispose of a single light bulb, but the effort to ensure it is recycled properly does make a huge difference to the environment. Every single light bulb diverted from landfill counts! All



types of bulbs contain valuable materials such as glass and metal that can be repurposed as new products. Also, in the case of CFLs and other fluorescent tubes, recycling keeps mercury and other hamful products out of our natural environment.

LIGHTRECYCLE

LightRecycle is operated by ReGeneration, a non-profit industry association representing manufacturers, distributors and retailers of products regulated under PEI's Extended Producer Responsibility regulations. The program is funded by fees paid by industry members used to cover costs for the collection, transportation and proper recycling for returned products.

How To Recycle?

- Waste Watch Drop Off Centers (WWDC) accept all bulbs at NO CHARGE.
- Visit www.lightrecycle.ca for other locations and for more information.
- 3. Customers returning more than 16 bulbs must call ahead.
- 4. Carts containing light bulbs may be rejected.
- BROKEN BULBS: Carefully place in a small box (i.e. shoe box) or plastic bag and return with intact bulbs to a WWDC or other location.

For additional information: Visit our Webrite at www.lwmc.pe.ca Phone Customer Service Centre (To II Free) 1-888-280-8111 or Email our Info Line at info@iwmc.pe.ca

ISLAND WASTE MANAGEMENT CORPORATION