

Nova Scotia Paint Program Annual Report

May 30, 2021

Submitted by:

Product Care Association of Canada



productcare.org

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1.0 About Product Care Association of Canada

The Nova Scotia Paint Stewardship Program (“Program”) is administered and operated by Product Care Association of Canada (“Product Care”). Product Care, on behalf of its members, oversees the administration, collection, transportation, recycling and management of regulated post-consumer paints and paint aerosols in Nova Scotia.

Product Care 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 has developed and managed paint, lighting products, smoke and CO alarms, household hazardous waste and special waste stewardship programs since 1994.

Product Care’s members are the “brand owners” (manufacturers, distributors and retailers) of “consumer paint products” as defined pursuant to the *Nova Scotia Solid Waste-Resource Management Regulations N.S. Reg. 25/96* as amended (“Regulation”) pursuant to section 102 of the *Environment Act*. A current list of Product Care members can be found on Product Care’s [website](#).

1.1 Reporting Period

This report covers the 2020 calendar year (January 1 to December 31, 2020). All content has been prepared in accordance with section 18F (1) of the Regulation.

1.2 Program Summary

Product Care has operated an approved paint stewardship program plan with Nova Scotia Environment (“NSE”) under the Regulation since 2012. A new program plan received NSE approval on March 9, 2018 (“Program Plan”). This annual report reports out against the requirements set out in this program plan.

The Program includes all water-based, oil and solvent-based paints and stains, but does not cover specifically formulated industrial and automotive coatings. The Program also includes all paint aerosols (industrial, commercial, automotive, etc.) and marine paint except those registered as a pesticide). For the purposes of this annual report, these are collectively referred to as “Program Products”. As of July 2018, Product Care began to accept empty paint containers at all Product Care collection sites in Nova Scotia, as per Program Plan commitments. A detailed list of products accepted and non-accepted is available on Product Care’s [website](#).

The Program offers collection sites throughout the Province where consumers can bring leftover household paint and paint containers for free. Collection services are offered through Enviro-depots™ (redemption centres), select retail stores and local government recycling/waste facilities. Product Care supplies collection sites with standard reusable collection containers (“tubskids” and drums). The Program contracts with Divert NS to deliver empty collection containers, pick up full ones from collection sites, and consolidate the full collection containers into loads, which are shipped to a

processor for recycling. Additional Program elements managed by Product Care include revenue management, communications, and administration.

The Program is funded by environmental handling fees (EHFs), which are remitted to Product Care by its paint industry members on sales of Program Products in or into Nova Scotia. The fees are used to operate the Program, including collection, transportation, recycling and management of leftover paint, as well as program administration and consumer education.

2.0 Brand Owner Sales Information

Program members reported the sale of approximately 6,483,503 litres¹ of Program Products in Nova Scotia from January 1 to December 31, 2020.

3.0 Collection

The following section provides the total amount of post-consumer paint collected in Nova Scotia, as well as the location of the Program's collection sites.

3.1 Total Amount of Post-Consumer Paint Collected

Table 1 below shows the total amount of post-consumer paint collected by the Program during the reporting period.

Table 1: Total Amount of Post-Consumer Paint Collected in 2020

Item	Number of Tubskids ^{2, 3}	Residual Paint Volume (L) ⁴	Residual Aerosol Paint Volume (L) ⁵	PaintShare Volume (L)	Total Residual Paint Volume (L)
Volume Collected	3,406	479,224	3,406	805	483,435

¹ Sales data is reported to Product Care in units. For the purpose of this report, sales units are converted to litres using coefficients based on the volume of the most common container size in each product category.

² Tubskid dimensions (42" x 42" x 48") with a nominal capacity of 108 one-gallon containers. The actual number of paint containers per bin varies depending on the mix of paint container sizes, ranging from 250ml – 18.9L capacity.

³ From July 5, 2019, aerosols were no longer separated from other paint products. All paint products were collected and transported in the same tubskid.

⁴ For the purposes of estimating volume, a rounded conversion rate of 140.7 L per tubskid collected was used as the conversion factor. The conversion factor was derived from the total volume of residual paint generated divided by the total number of tubskids processed.

⁵ For the purposes of estimating volume, a rounded conversion rate of 1.0 L per collected tubskid was used as the conversion factor. The conversion factor was derived from the number of tubskids processed and the average number of aerosol cans per tubskid, multiplied by a historic residual volume per can from sampling.

Table 2 provides the Program's recovery rate in 2020 based on the volume of paint collected as a function of volume of paint sold in Nova Scotia in 2020.

Table 2: 2020 Paint Sales, Residual Recovery Volume and Recovery Rate

	Total
Sales (litres)	6,483,503
Residual Recovery Volume (litres)	483,435
Recovery Rate	7.5 %

3.2 Collection Sites

The Program commits to maintaining a minimum of 68 collection sites to provide reasonable access to Nova Scotians. As of December 31, 2020, 94 collection sites⁶ were participating in the Program five less collection site than in 2019. [Appendix 1](#) provides the locations of the collection sites.

The Program utilizes the accessibility levels developed by Divert NS⁷ in determining what constitutes reasonable access to Nova Scotians. The collection network's high accessibility level is illustrated when compared to the Electronic Products Recycling Association's (EPRA) collection network. As noted, Product Care had a total of 94 collection sites as of December 31, 2020. EPRA reported in 2019 their 74 collection sites in NS placed "98% of the population within 30 km (rural) or 30 mins (urban) of an EPRA NS Drop-off Centre."⁸ Product Care offered collection services at 41 EPRA sites in 2020. Of the remaining 33 EPRA sites, Product Care had a collection site in the same community or a nearby community. With the overlap of EPRA's collection sites plus the additional 20 collection sites beyond EPRA's, the Program is confident that it provides reasonable access to Nova Scotians.

3.3 Process of Internal Accountability

The Program provides collection site guidelines to all collection sites setting out the operational procedures and requirements for the proper collection and handling of Program Products. In addition, the Program provides emergency spill kits and emergency procedure instructions to collection sites.

⁶ Some Municipal sites and Green Depots closed temporarily for various periods of time from April to September due to the COVID-19 pandemic.

⁷ Accessibility levels developed by Divert NS:

- Rural sites shall be located to ensure that at least 90% of the Province's rural population is within a 30 kilometre radius of the nearest collection site;
- Urban sites in Halifax Regional Municipality and Cape Breton Regional Municipality shall be located to ensure that at least 50% of their respective urban populations are within a 10 kilometre radius of the nearest collection site;
- Urban and rural sites in HRM and CBRM shall be sited so as to ensure that at least 90% of their respective combined (urban and rural) populations are within a 30 kilometre radius of the nearest collection site;

⁸ [EPRA 2019 Annual Report](#)

To ensure the environmental effectiveness of the Program, Product Care carries out collection site inspections every two years as required by the Program Plan. In 2020, Product Care carried out collection site inspections at 73 collection sites (43 in 2019) to ensure they fulfilled their role as a service provider and adhered to all applicable Program guidelines and requirements.

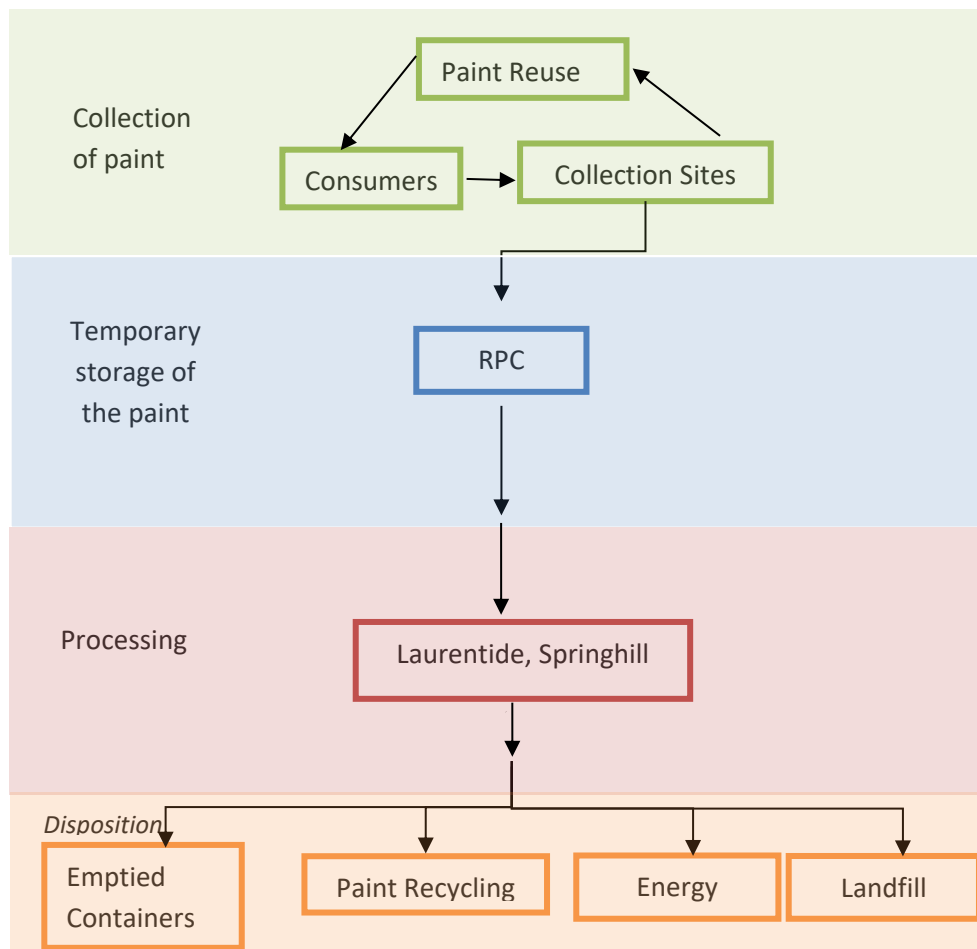
4.0 Processing

This section of the report sets out:

- a) The total amount of post-consumer paint processed or in storage;
- b) The percentage of post-consumer 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 post-consumer 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 post-consumer paint.

All paint collected through the Program was transported by Divert NS from collection sites to the Regional Processing Centre (RPC) in Kemptown. Accumulated full truck loads were then transported from Kemptown to Laurentide Re-source's processing facility in Springhill. All products were then, removed from the tubskids, inspected, sorted, and processed as outlined in Figure 1.

Figure 1: Material flow



4.1 Locations of Containment and Processing Facilities

The table below shows the locations of any long-term containment or final treatment and processing facilities for post-consumer paint products.

Divert NS Regional Processing Centre (RPC) 119 Mingo Road Kempton, NS B6L 2K4	Temporary Storage Facility
Laurentide Re-sources Atlantic Inc. 9322 Rue Main Richibucto, NB E4W 4C7	Containment Facility
Laurentide Re-sources Atlantic Inc. 100 Main Street Springhill, NS B0M 1X0	Processing Facility
Société Laurentide Inc. 345 Bulstrode Street Victoriaville, QC G6T 1P7	Processing Facility

4.2 Post-Consumer Paint Processed

All paint collected through the Program was sent to the Laurentide Re-sources Atlantic Inc. facility in Springhill, Nova Scotia for processing. In 2020, a total of 3,246 tubskids of leftover paint and were delivered to the Laurentide Springhill facility for processing, which included tubskids collected in 2019 and held at the Kemptown consolidation facility.

During the reporting period, Laurentide processed (i.e., opened, sorted and bulked into shipping containers) 3,261 tubskids of paint/aerosol. These volumes processed included some tubskids that were in their inventory from 2019.

Table 3 shows the volume of post-consumer paint shipped to processors and the volume processed by collection container (tubskids and drums) and by residual volume (litres). Volumes collected but not shipped, or shipped but not processed, were managed in the following reporting year.

Table 3: Volume of Post-Consumer Paint Received and Processed in 2020

Item	Number of Tubskids ⁹	Residual Paint Volume (L) ¹⁰	Residual Aerosol Paint Volume (L) ¹¹	Total Residual Paint Volume (L)
Volume Shipped to Processor	3,246	456,712	3,246	459,958
Volume Processed	3,261	458,862	3,254	462,116

The number of paint containers processed in 2020 at Laurentide Re-sources and the number of containers of non-program materials collected is set out in Table 4.

⁹ Tubskid dimensions (42" x 42" x 48") with a nominal capacity of 108 one-gallon containers. The actual number of paint containers per bin varies depending on the mix of paint container sizes, ranging from 250ml – 18.9L capacity.

¹⁰ For the purposes of estimating volume, a rounded conversion rate of 140.7 L per tubskid collected was used as the conversion factor. The conversion factor was derived from the total volume of residual paint generated divided by the total number of tubskids processed.

¹¹ For the purposes of estimating volume, a rounded conversion rate of 1.0 L per collected tubskid was used as the conversion factor. The conversion factor was derived from the number of tubskids processed and the average number of aerosol cans per tubskid, multiplied by a historic residual volume per can from sampling.

Table 4: Number of Paint Containers Processed in 2020 at Laurentide Re-Sources Atlantic Facility

	# of Containers
Paint containers	413,251
Non-program containers	13,772
Total containers	427,023
% of non-program containers	3.2%

The weight of metal and plastic containers recycled in 2020, their respective processors and management options are provided in Table 5.

Table 5: Weight of Metal and Plastic Containers Collected and Recycled in 2020

Container Type	Collected and Recycled (MT)	Processors	Management Process
Metal	77.5	DR Metal Recycling, NB Nova 4 Metals, NS Aim Metal, NB Copal Metal, QC	Mixed with other scrap metal and sold as a commodity that was eventually sent for smelting
Plastic pails (HDPE 2)	7.9	Laurentide Re-sources Atlantic/ Société Laurentide Inc.	Combined and baled with other plastics and managed as a commodity for plastics recycling or sent for reuse
Plastic paint cans (polypropylene)	30.5	Laurentide Re-sources Atlantic/ Société Laurentide Inc.	Processed and sold as a commodity for plastics recycling

4.3 Product Management

The following sections describe the methods employed by the Program to manage post-consumer paint.

Reuse (PaintShare Program)

The PaintShare Program makes better quality paint returned to collection sites available to the public to take and use at no cost. 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 805 litres of paint were given away to consumers in 2020 at no charge through the PaintShare Program. Most participating collection sites paused the PaintShare program in 2020 in order to minimize traffic, contact and touch points with the public during the pandemic, accounting for the significant drop in PaintShare volumes. The reuse volume was estimated by assuming that each container was 75% full on average.

Recycling

At the Laurentide Re-sources Springhill facility, paint containers were removed from the collection bins, inspected, opened, sorted by type, colour and quality, and poured into shipping containers according to management options. Bulk paint of recyclable quality was then transferred to Laurentide Re-sources Richibucto storage facility, where it was distributed to an affiliated processor, Peintures Recupérées du Québec (PRQ) in Victoriaville, QC or shipped to off-shore customers. Table 6 provides the quantities of water-based paint and solvent-based paint that were recycled and reprocessed as paint. The diminishing market for solvent-based paint has made it increasingly difficult to recycle. Consequently, while limited amounts of solvent-based paints continue to be recycled, a large portion of the volume was sent for energy recovery in 2020.

Table 6: Type and Quantity of Paint Recycled in 2020

Type	Litres	Percentage of Total Paint Recycled
Water-based paint	304,225	88%
Solvent-based paint	41,874	12%
Total	346,099	100%

Aerosol Paint Management

The residual volumes of paint recovered from paint aerosols were very small (0.7%) of all paint processed in 2020 and represent a variety of product formulations that limit the options for recycling. Paint aerosol containers were punctured, the propellant filtered through activated carbon and the contents drained. The residual paint was used for energy recovery.

Energy Recovery

Not all solvent-based paint collected is of suitable quality for recycling. In some cases, the paint may be in the form of skins or sludge, of an undesirable color, contaminated or of the wrong chemistry for paint recycling. 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. Finally, 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 solvent-based paints, these products are suitable for energy recovery. Solvent-based paint collected by the Program that was not suitable for paint recycling was used as an alternative energy source in applications such as permitted incinerators. During the reporting period, 35,452 litres of solvent-based paint and paint from paint aerosols processing were blended with other fuels and utilized for energy value at licensed facilities.

Incineration

During the reporting period, no material went for incineration.

Landfill

The sorting and bulking of the water-based paint by Laurentide Re-sources generated 80,565 litres of non-recyclable water-based sludge/solid, which was solidified and disposed of at an engineered landfill.

4.4 Percentage of Post-Consumer Paint by Management Method

In 2020, the Program achieved a reuse and recycling rate of 75 per cent, exceeding the 70 percent target in the Program Plan. Table 7 below shows the breakdown of post-consumer paint managed by the different product management methods.

Table 7: Post-Consumer Paint by Management Method

Method	Volume (litres)	Percentage
Reuse – PaintShare Program	805	0.2%
Reuse – Paint Recycling	346,099	74.8%
Energy Recovery	35,452	7.7%
Landfill	80,565	17.4%
Incineration	0	0%
Total	462,921	100% ¹²

4.5 Design for Environment

The paint and coatings industry continues to be at the forefront of product formulation and design for reduced environmental impact. Originally the major sustainability initiative relating to paint was the reduction of the amount of volatile organic compounds (VOCs) emitted by coatings products. That is still an active area, with new federal regulations on VOC limits for 54 architectural product categories planned for 2021.

The industry has now expanded its focus beyond VOC emissions reduction to include resource conservation, waste minimization, enhanced efficiency in manufacturing processes, use of renewable and less harmful materials, and more. Companies are looking to improve “design for environment” not only in product formulation, but directly and indirectly throughout the entire value chain such as equity, diversity, and inclusive practices in hiring and maintaining the workforce. The paint and coatings industry realizes the economic and competitive advantages that can result from progressive in-house programs emphasizing sustainability and circularity in advance of increasingly strict government regulations. Some of these programs relate to removing Substances of Very High Concern (SVHC) in products to reduce the impacts on human health and the environment.

¹² Total is greater than 100% due to rounding.

Sustainability in the Industry

Many CPCA members are increasingly challenging themselves to achieve multiple sustainability objectives and align with the targets outlined in the [United Nations Sustainable Development Goals \(SDGs\)](#). All UN member states adopted the SDGs to guide global action on the urgent environmental, political, and economic challenges facing our planet. They set ambitious targets to build a more sustainable, safe, and prosperous world for all humanity by 2030. Some key performance indicators (KPIs) are being used by multiple CPCA members to align with the UN SDGs:

- Tracking of Nitrogen oxides (NOx), Sulfur oxides (SOx), and Volatile organics (VOC) and other significant air emissions from architectural and industrial coatings
- Materials used by weight or volume related to packaging
- Water consumption from manufacturing activities
- Direct greenhouse gas emissions (GHGs)
- Waste generated in raw tonnage and proportion diverted from disposal by circular economy approaches

Opportunities for R&D for Improved Circularity

Historically, raw materials used in coatings were fully sourced from bio-based feedstocks. Advances in manufacturing processes over the last few decades have led to the current environment where the majority of coating materials are derived from fossil fuels and petrochemicals. Recently, the industry has again begun to incorporate materials sourced from renewables such as starch, corn oil, and bio-based polyols into a wide range of products. However, the choice of renewable coating materials is still quite limited and for some applications, such as polyacrylates or phenolic resins, no bio-based alternatives exist.

5.0 Communication and Education

In 2020, Product Care implemented a number of different strategies and tactics to raise consumer awareness of the Program, in accordance with regulatory requirements. The following section provides details regarding communications and public education commitments for the Program in 2020, as outlined in the Program Plan.

Communications and education activities were impacted by the pandemic—most advertising was paused between March and June 2020 due to lock down restrictions and/or closed collection sites.

5.1 Consumer Awareness

In order to assess the recycling awareness levels of Nova Scotian consumers of paint, the Program commits to conducting consumer awareness surveys every two years and aims to maintain a consumer awareness level in the range between of 60%-70%. An online awareness survey was conducted in 2019 by an independent survey company. The survey revealed that 80% of residents who purchased paint

were aware that they could recycle it, exceeding the target. The next consumer awareness survey will be conducted in 2021.

In addition, the Program committed to meeting with Regional Solid Waste Coordinators at least once a year to discuss opportunities for collaboration on educating consumers about the Program. The Program met with Regional Solid Waste Coordinators in November 2020.

5.2 Website

The Product Care website includes the following Program content:

- “Find a recycling location” tool (a searchable map displaying the collection sites) (see [Appendix 2](#))
- Collection site hours and operations
- Accepted and not accepted products
- The environmental and economic benefits of the Program
- Program member support section with news and updates
- Other information (e.g., a list of environmental handling fees (EHFs), news, annual reports, information about buying and storing paint, etc.)

An estimated 233,065 unique visitors accessed ProductCare.org during the 2020 calendar year. The Nova Scotia section (including sub-sections for accepted products and fee information) received 11,240 total page views. In addition, there were a total of 7,859 unique visits to the “find a recycling location” tool from consumers in Nova Scotia.

In March, to address the impacts of the pandemic, a web banner was put up on the Product Care website, advising consumers to contact collection sites directly to confirm hours of operation and safety protocols. The banner remained up through the rest of 2020.

5.3 Program Hotline

Product Care continued to operate a toll-free, “hotline” (1-877-592-2972) for consumers to obtain information about the Program.

5.4 Television

Television commercials aired on Global TV in Halifax and Sydney from July to September 2020, resulting in approximately 3,879,300 impressions.

5.5 Print Advertising

An inside cover print ad was featured in CPCA Insight Trade Publication. The full-page advertisement focused on paint and coatings member recruitment for Product Care paint programs, with seven thousand copies distributed to industry members.

5.6 Digital Advertising

All digital campaigns (excluding tactic targeted blog posts and organic social media posts via Product Care Recycling Facebook, Instagram, and Twitter feeds) reached the entire province. While digital advertising continued throughout the year, between March and June messaging was tailored to reflect the current status of the COVID-19 in the province.

1. **Google Search Advertising Campaign: January to December 2020**

A Google Search campaign served paint ads to Nova Scotia residents based on an extensive list of keyword searches relevant to the Program. Nova Scotia's ads collectively generated 1,718 impressions and 452 clicks.

2. **Google Display Advertising Campaign: January to December 2020**

A Nova Scotia-specific display advertising campaign served paint-related ads to residents. The ads received 1,975,226 impressions and 4,608 click throughs to the website. Ads were specifically targeted to internet users who performed online searches related to purchasing paint, usage, and disposal. Secondary targeting focused on individuals searching for home improvement, moving, and DIY-related terms, to reach a wider, but still relevant, population.

3. **Gmail Advertising Campaign: August to December 2020**

Ads targeted users of the Gmail platform who showed an interest in topics related to paint and recycling. Only Nova Scotia residents were targeted. These ads received a total of 114,047 impressions, 14,634 clicks to open, and 1,157 clicks to the website.

4. **YouTube Video Advertising Campaign: March, and July to December 2020**

Paint explainer videos were run as pre-roll and skippable in-stream ads on YouTube. In Nova Scotia, these ads received a total of 427,540 impressions and 83,177 views.

5. **Facebook and Instagram Content Strategy: January to December 2020**

Content on Facebook and Instagram focused on paint recycling, special waste and the recycling community in general. Content was shared specifically with Nova Scotia residents when appropriate.

6. **Targeted Blog Posts: January to December 2020**

Blog posts were targeted at relevant audience members including, but not limited to, homeowners, heads of households, and environmentally-conscience individuals in Nova Scotia. Topics included specific information on paint recycling, "do it yourself" ("DIY") content, renovation tips, and sustainability best practices. All posts included a call-to-action to find a collection site or interact with the brand on social media. Collectively, these posts received 31,898 views.

7. The Weather Network Display Campaign: July to September 2020

Display ads ran on the Weather Network app, collectively generating 152,871 impressions and 152 clicks.

See [Appendix 5](#) for examples of digital advertising activities.

5.7 Point of Sale (PoS) and Point of Return (PoR) Materials

In 2020, Product Care distributed both PoS and PoR materials as requested by retailers and collection sites. The following materials were available through the online order form:

- General paint program awareness posters
- Return to Retail (R2R) and Return to Product Care posters
- Bifold paint brochures

See [Appendix 6](#) for examples of PoS and PoR materials.

6.0 Financial Information

Product Care's audited financial statements are attached in [Appendix 7](#).

Appendix 1 – Collection Sites

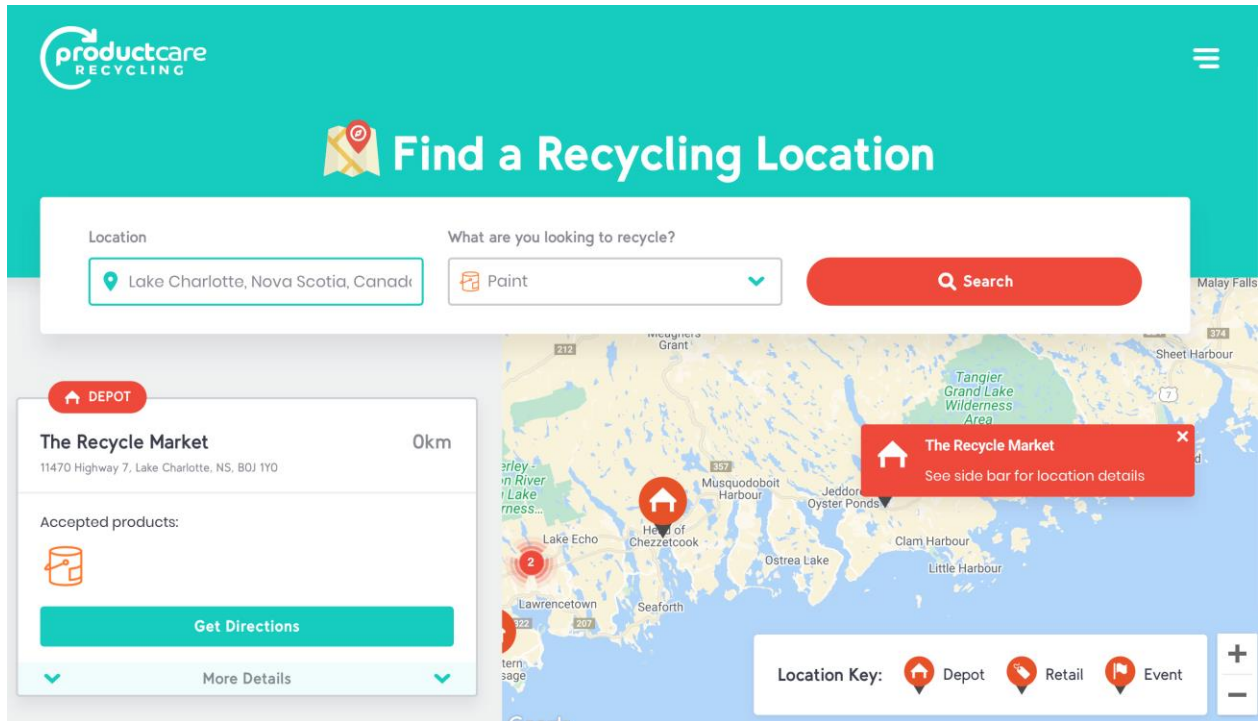
Region	Collection site	City
Cape Breton	Admiral Recycling Ltd.	Port Hood
	Burke's Recycling Depot Ltd	Louisbourg
	Camdon Recycling Limited	Edwardsville
	Cheticamp Recycling	Cheticamp
	Glace Bay Recycling Ltd.	Glace Bay
	Inverness Recycling	Strathlorne
	Isle Madame Bottle Exchange	Arichat
	Keltic Recycling Inc	Sydney River
	Municipality of C. of Victoria-Baddeck Landfill	Baddeck
	Dingwall Transfer Station	Dingwall
	New Waterford Recyclers	River Ryan, New Waterford
	North Sydney Recycling	North Sydney
	Rona - Donovan Building Centre	Ingonish
	St. Peter's Bottle Exchange	St. Peter's
	Strait Bottle Exchange	Port Hawkesbury
	Total Recycling Ltd.	Sydney
	Triple B Recycling Depot	Sydney
Eastern	Beech Hill Waste Management Site (County of Antigonish)	Antigonish
	Decoste Recovery Depot	Tracadie
	MacMillian's Service Center Ltd	Lower South River
	Mason's Recycling Centre	Canso
	Mount William Waste Management Site (Pictou County SWM)	Mount William
	Municipality of the District of Guysborough	Guysborough
	St. Mary's Transfer Station	Sherbrooke
Halifax	3K Enviro Depot (3006877 NS Ltd)	Sheet Harbour
	Beaver Redemption & Recycling	Halifax
	Bluenose Bottle Exchange	Dartmouth
	Bluewater Recycling Corp. (Bedford)	Bedford
	Bluewater Recycling Corp. (Goodwood)	Goodwood
	Burnside Recycling	Dartmouth
	Canadian Recycling Limited	Dartmouth
	Clifton Recycling Centre	Halifax
	E.T. Bottle Exchange	Dartmouth
	Faders Bottle Exchange Ltd.	Lower Sackville
	Friends Depot (Lady Beth Enterprises Ltd)	Ingramport
	Green Tree Recycling Depot	Lower Sackville

Region	Collection site	City
	Greenleaf Recycling Limited	Porter's Lake
	Halifax Regional Municipality	Lakeside
	Karen's Recycling Ltd.	Dartmouth
	Matt's Bottle Exchange	Eastern Passage
	Preston Recycling	East Preston
	Rona - Pierceys Almon	Halifax
	Rona - Pierceys Elmsdale	Elmsdale
	Rona - Pierceys Tantallon	Upper Tantallon
	Sackville Bottle Exchange	Lower Sackville
	Tanner's Transfer	Halifax
	The Recycle Market	Lake Charlotte
	Timberlea Bottle Exchange	Timberlea
	Youth L.I.V.E. Recycling	Halifax
Northern	A & J Superette	Joggins
	Cumberland Joint Services Management	Little Forks
	Durant's Enviro Depot	Parrsboro
	East Hants Waste Management Centre	Georgefield
	Elmsdale Recycling Ltd	Elmsdale
	John Ross & Sons Ltd. (Truro)	Truro
	Keep Garbage Beneficial Inc	Pugwash
	M&R Recycling	Springhill
	Moore Nickels & Dimes for You Recycling	Oxford
	Municipality of Colchester	Debert
	New Germany Enviro Center	New Germany
	Nova 4 Enviro Ltd.	Amherst
	Rawdon Recycling	Upper Rawdon
	Subway Bottle Exchange	Truro
	T'N'T Recycling	Shubenacadie East
	Tatamagouche Recycling Depot	Tatamagouche
	Two Capes Recycling (Advocate Country Store Inc.)	Advocate Harbour
South Shore/ West Hants	Adam's Bottle Exchange Limited	Gold River
	Cogmagun Landfill Site	Cogmagun
	Corkum Recycling Limited	Lunenburg
	Harlow Construction Limited	Shelburne
	Municipality of Barrington	Barrington
	Municipality of Shelburne	Shelburne
	Municipality of the District of Chester - Kaizer Meadow Landfill	Sherwood
	Municipality of the District of Lunenburg	Whynotts Settlement

Region	Collection site	City
	Municipality of the Region of Queens	Milton
	O'Leary's Bottle Depot	Windsor
	Oak Park Bottle Exchange	Barrington
	Queen's Enviro Centre	Brooklyn
	Victor & Douglas Oickle's Bottle Exchange	Bridgewater
	Windsor Recycling Depot	Windsor
Valley	Beehive Adult Service Center	Alyesford
	C.N. Orde & Sons (aka Lequille Enviro Depot)	Annapolis Royal
	Greenwood Recycling Centre	Greenwood
	L.W. Layton Salvage Ltd.	Canning
	New Minas Recycling	New Minas
	Valley Recycling	Greenwich
	Valley Waste - Eastern Waste Management Centre	Kentville
	Valley Waste - Western Waste Management Centre	Lawrencetown
Western	Comeau's Bottle Exchange	Meteghan Centre
	Digby Salvage & Disposal	Digby
	Municipality of Clare	Meteghan
	Paperchase Bottle Exchange Ltd.	Yarmouth
	Town of Yarmouth	Ohio
	Webber's Bottle Exchange	Digby

Appendix 2 – “Find a Recycling Location” Tool

The image below provides a snapshot of the Program’s collection site locator tool available at productcare.org.



Appendix 3 – CPCA Insight Print Advertisement



Product Care Recycling
helps the paint industry meet
its regulatory obligations while
protecting the environment

For more information about paint recycling programs
in your province, visit productcare.org

Phone: 604-592-2972
Toll Free: 1-877-592-2972
Email: contact@productcare.org

 **productcare**
RECYCLING



Recycling paint since 1994

For 26 years, Product Care Recycling has worked with paint and coatings manufacturers to fulfill their EPR obligations—**diverting over 10.3 million litres of paint** from Canadian landfills in 2019.

Website: productcare.org/cpcr
Toll Free: 1-877-592-2972
Email: contact@productcare.org

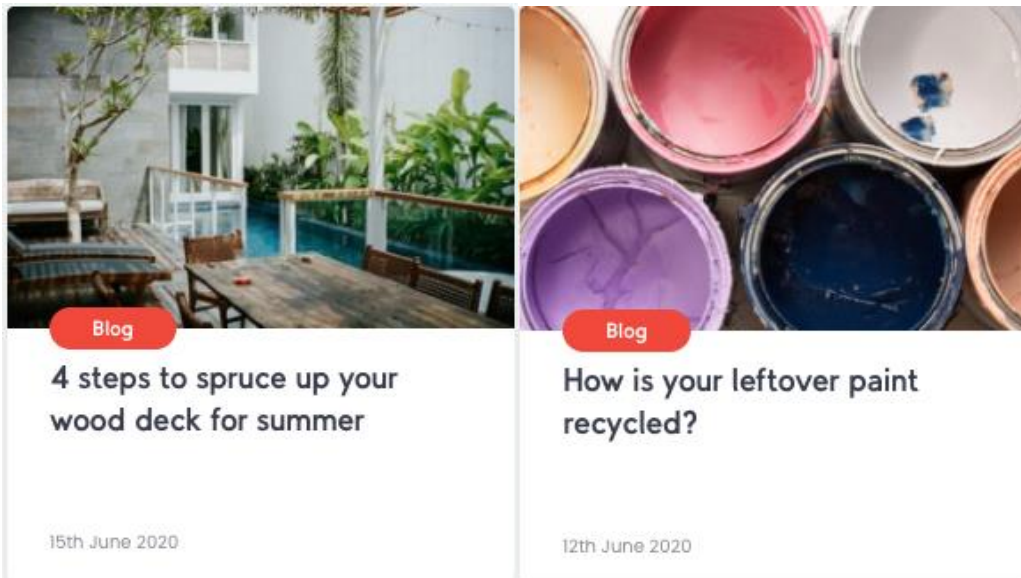


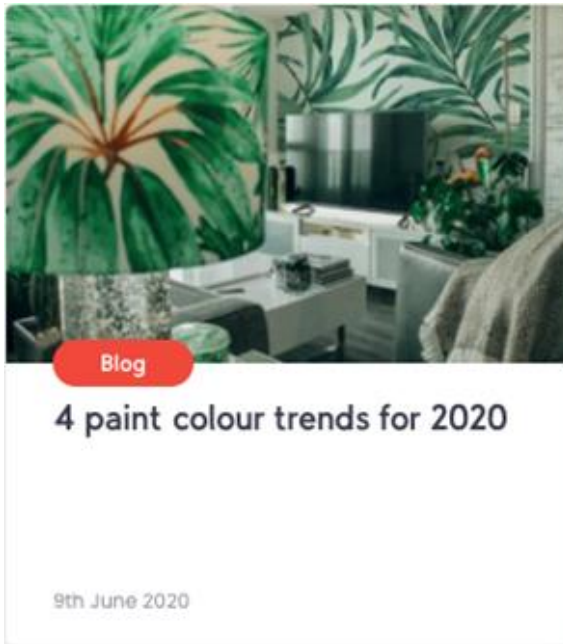
Appendix 4 – Collection Site TV Advertisement



Appendix 5 – Digital Advertising Activities

Website Blog Posts





Google Search Ad

Recycle Your Leftover Paint | Locations Across Nova Scotia



Ad www.productcare.org/

Keep paint out of landfills - recycle it! Find your nearest recycling location here. Nova Scotia's paint recycling program is managed by Product Care Recycling.

Google and TWN Display Ads



Recycle Later ad (March – June)

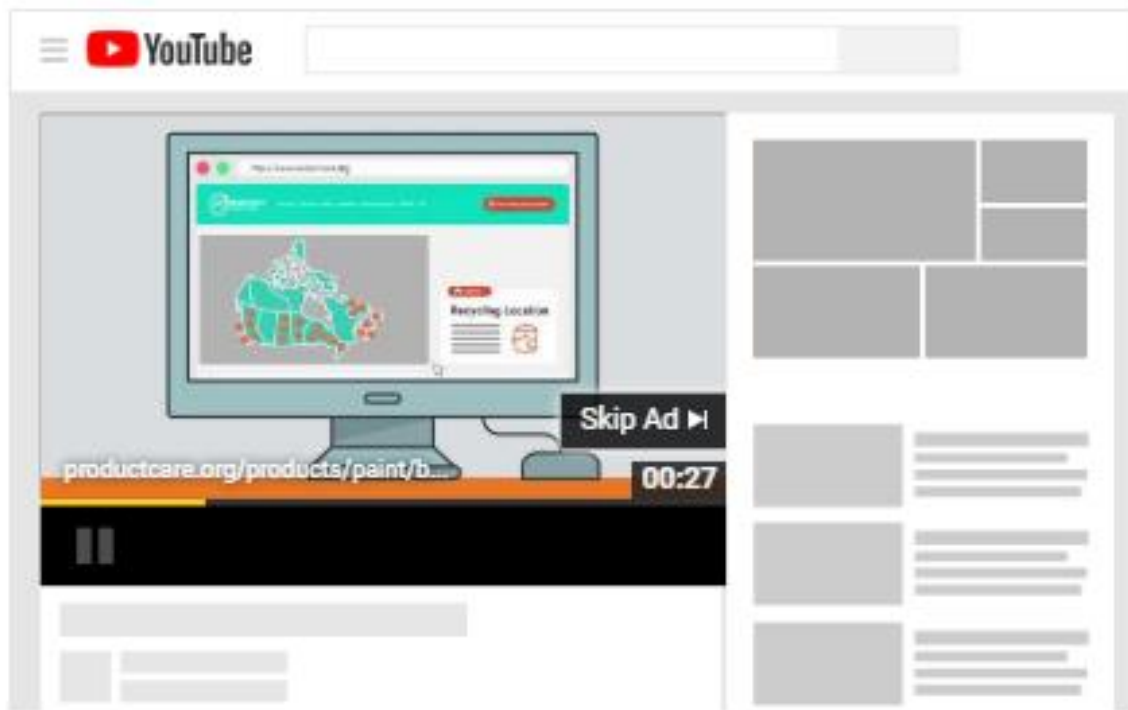
Leftover paint?

Store it now, recycle it later.

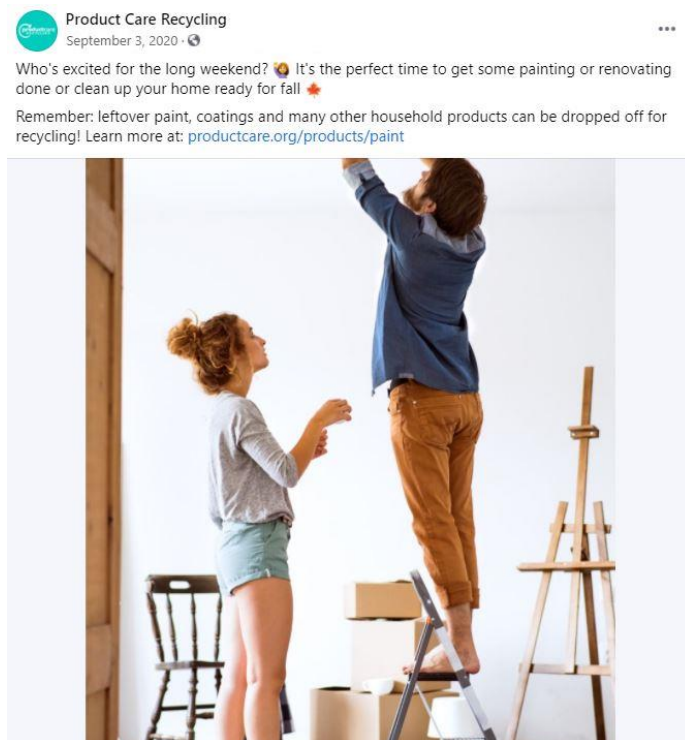
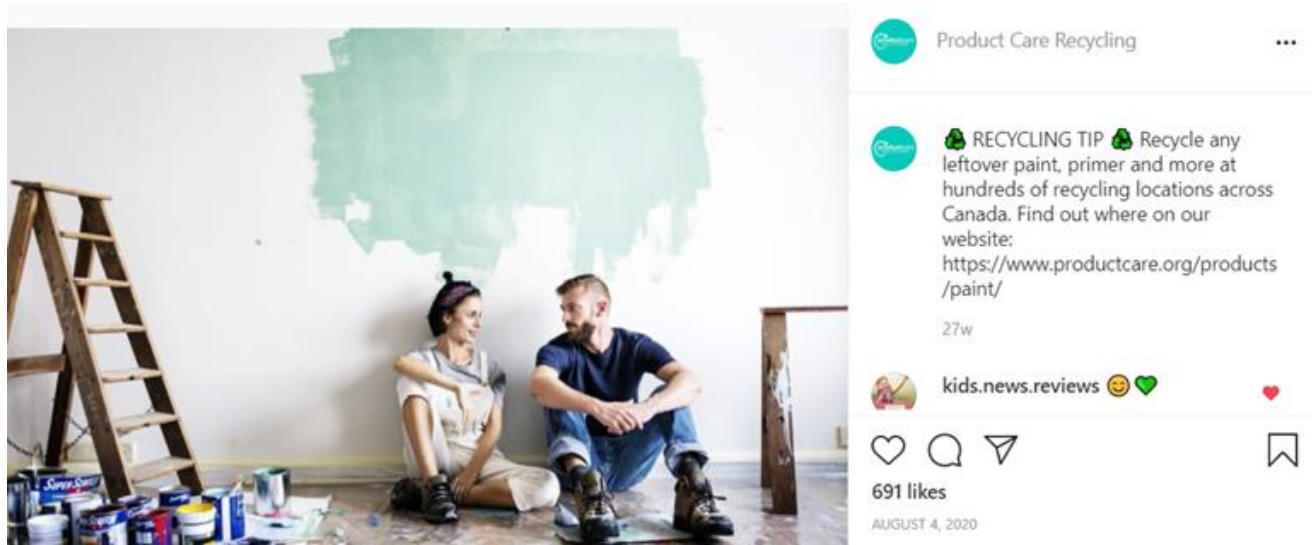
LEARN MORE >



YouTube Video Ad



Sample Facebook and Instagram Ads



COVID-19 website banner

COVID-19 update: Given the current situation, some recycling locations may be temporarily closed or have reduced hours. If you're planning to visit a depot, we encourage you to contact them directly to confirm hours of operation and safety protocols. Please do not throw your recyclables in the trash.

FRANCAIS

productcare RECYCLING Products Province About Members Service Partners Contact

Find a Recycling Location

Find a Recycling Location

Location: Halifax, NS, Canada

What are you looking to recycle? Search products

Search

DEPOT

Youth L.I.V.E. Recycling 1.6km

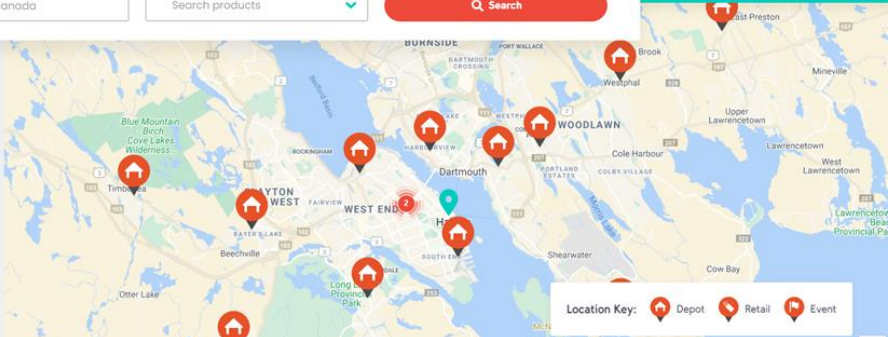
947 Mitchell Street, Halifax, NS, B3J 3A5

Accepted products:

Get Directions

More Details

Location Key: Depot Retail Event



Appendix 6 – PoR and PoS Materials

PoR/PoS Posters



Leftover paint?

Keep the environment in mind and
return it to us for safe disposal.

productcare.org

*In partnership
with:*



A close-up photograph of a hand holding a paintbrush, applying bright orange paint to a light-colored, textured wall. The brush has a multi-colored handle. The image is used as a background for the main text overlay.

Leftover paint?

Recycle it for free! Visit productcare.org to find a recycling location near you.

productcare.org

The logo for Productcare Recycling, featuring a teal circular arrow icon to the left of the text "productcare" in a bold, sans-serif font, with "RECYCLING" in a smaller, all-caps font below it.

Appendix 7 – Audited Financial Statements

**PRODUCT CARE ASSOCIATION OF CANADA
NOVA SCOTIA PAINT RECYCLING PROGRAM**

STATEMENT OF REVENUES AND EXPENSES

31 DECEMBER 2020

**PRODUCT CARE ASSOCIATION OF CANADA
NOVA SCOTIA PAINT RECYCLING PROGRAM**

Statement of Revenues and Expenses

For the year ended 31 December 2020

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INDEPENDENT AUDITORS' REPORT

To: Nova Scotia Environment

Report on the Audit of the Statement of Revenues and Expenses

Opinion

As required by the Nova Scotia Solid Waste-Resource Management Regulation - Environment Act Section 102 (18(F(I))), we have audited the Statement of Revenues and Expenses of the Nova Scotia Paint Recycling Program (the "Statement") as reported by Product Care Association of Canada (the "Association") for the year ended 31 December 2020 and a summary of significant accounting policies and other explanatory information.

In our opinion, the Statement presents fairly, in all material respects, the revenue and expenses of the Nova Scotia Paint Recycling Program for the year ended 31 December 2020 in accordance with Canadian accounting standards for not-for-profit organizations.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditors' Responsibilities section of our report. We are independent of the Association in accordance with the ethical requirements that are relevant to our audit of the Statement in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other Matter - Restriction on Distribution and Use

This report is prepared on the direction of Product Care Association of Canada's management and Nova Scotia Environment. As a result, the report may not be suitable for another purpose. Our report is intended solely for Product Care Association of Canada's management and Nova Scotia Environment, and should not be distributed to other parties.

Responsibilities of Management and Those Charged with Governance for the Statement

Management is responsible for the preparation and fair presentation of the Statement in accordance with Canadian accounting standards for not-for-profit organizations and for such internal control as management determines is necessary to enable the preparation of the Statement that is free from material misstatement, whether due to fraud or error.

INDEPENDENT AUDITORS' REPORT - Continued

In preparing the Statement, management is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Association's financial reporting process.

Auditors' Responsibilities

Our objectives are to obtain reasonable assurance about whether the Statement as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this Statement.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the Statement, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditors' report to the related disclosures in the Statement or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' report. However, future events or conditions may cause the Association to cease to continue as a going concern.

INDEPENDENT AUDITORS' REPORT - Continued

- Evaluate the overall presentation, structure and content of the Statement, including the disclosures, and whether the Statement represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.



CHARTERED PROFESSIONAL ACCOUNTANTS

Vancouver, Canada
24 March 2021

PRODUCT CARE ASSOCIATION OF CANADA
NOVA SCOTIA PAINT RECYCLING PROGRAM
Statement of Revenues and Expenses
For the year ended 31 December 2020

	2020	2019
Revenues	\$ 1,593,454	\$ 1,331,350
Program expenses		
Processing	799,323	813,701
Administration (Note 2(b) & (d))	170,074	170,730
Collection	164,955	172,259
Transportation	116,038	106,618
Communications	25,207	30,780
	<u>1,275,597</u>	<u>1,294,088</u>
Excess of revenues over expenses for the year	\$ 317,857	\$ 37,262
Commitment (Note 3)		

The accompanying notes are an integral part of this statement of revenues and expenses.

**PRODUCT CARE ASSOCIATION OF CANADA
NOVA SCOTIA PAINT RECYCLING PROGRAM
Notes to the Statement of Revenues and Expenses
For the year ended 31 December 2020**

1. Basis of Presentation

The Statement of Revenues and Expenses (the “Statement”) only includes the revenues and expenses related to the Nova Scotia Paint Recycling Program (the “Program”), a segment of the operations of Product Care Association of Canada (the “Association”).

2. Summary of Significant Accounting Policies

The Statement is prepared in accordance with Canadian accounting standards for not-for-profit organizations. The significant policies are detailed as follows:

(a) Revenue Recognition

Environmental Handling Fees are received from members of the Association making sales of designated program materials within the province of Nova Scotia. The Association recognizes these fees as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Environmental Handling Fees revenues are recognized as individual members report and remit them as required by the Association’s membership agreement which is at the end of the month following the reporting period that the designated program materials were sold by the member.

Members are obligated to remit Environmental Handling Fees for all products sold from the earlier of the Programs’ start date or the date when member started selling obligated products. If, for any reason, a member omits reporting and remitting Environmental Handling Fees associated with sold program products, the Association will recognize those Environmental Handling Fees as revenue when the amounts are determinable by the Association.

(b) Tangible Capital Assets

Tangible capital assets are recorded at cost. The Association provides for amortization using the straight-line method at rates designed to amortize the cost of the tangible capital assets over their estimated useful lives. The annual amortization rate is as follows:

Depot equipment	3 years
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Included in administration expense is \$24,590 (2019 - \$17,186) of amortization expense related to tangible capital assets.

**PRODUCT CARE ASSOCIATION OF CANADA
NOVA SCOTIA PAINT RECYCLING PROGRAM
Notes to the Statement of Revenues and Expenses
For the year ended 31 December 2020**

2. Summary of Significant Accounting Policies - continued

(c) Use of Estimates

The preparation of financial statements in accordance with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of revenues and expenses and disclosure of contingencies included in the Statement. Accounts subject to estimates include revenue accruals, expense accruals, amortization, overhead allocation and processing commitments. Actual results could differ from those estimates.

(d) General and Administrative Expenses - Overhead Allocation

A portion of the total general and administrative expenses of the Association, net of expense recoveries, has been allocated to the Program. The allocation of general and administrative expenses to the Program is determined using the percentage of program specific operating expenses as compared to total operating expenses for all the Association's programs. Included in administration expense is \$71,773 (2019 - \$77,350) of overhead expense which has been allocated to the Program.

3. Processing Commitment

At year end, the Association had unprocessed program materials on hand related to the Program with an estimated cost to process, transport and recycle of \$173,990 (2019 - \$100,417) which will be incurred in 2021.