

# Nova Scotia Paint Program Annual Report

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**Submitted by:**

Product Care Association of Canada



[productcare.org](https://productcare.org)

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# 1 About Product Care

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 2021 calendar year (January 1 to December 31, 2021). 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 Department of Environment and Climate Change (“NSE”) under the Regulation since 2012. The latest 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 Product”. 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 not 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™ (i.e., redemption centres), select retail stores and local government recycling/waste facilities. Product Care supplies collection sites with standard reusable collection containers (“tubskids” and drums) to facilitate collection of Program Product. 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 Product 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 Brand Owner Information

In accordance with section 18F(1)(a) of the Regulation, Program members reported the sale of approximately 6,572,313 litres<sup>1</sup> of Program Product in Nova Scotia from January 1 to December 31, 2021.

## 3 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

In accordance with section 18F(1)(a) of the Regulation, 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 2021**

Item	Number of Tubskids <sup>2,3</sup>	Residual Paint Volume (L) <sup>4</sup>	Residual Aerosol Paint Volume (L) <sup>5</sup>	PaintShare Volume (L)	Total Residual Paint Volume (L)
Volume Collected	3,771	448,749	3,017	799	452,565

Table 2 provides the Program’s recovery rate in 2021 based on the volume of paint collected as a function of volume of paint sold in Nova Scotia in 2021.

<sup>1</sup> Sales data is reported to Product Care in container 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.

<sup>2</sup> 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.

<sup>3</sup> From July 5, 2019, aerosols were no longer separated from other paint products. All paint products were collected and transported in the same collection container.

<sup>4</sup> The total residual volume of paint collected is calculated based on the total number of tubskids collected multiplied by a conversion rate of 119.0 L per tubskid. The conversion rate is derived by dividing the total actual residual paint processed by the number of tubskids processed in the same year. Due to labour shortages at the processor in 2021, not all collected tubskids were processed, contributing to lower residual paint volumes.

<sup>5</sup> For the purposes of estimating volume, a rounded conversion rate of 0.8 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: 2021 Paint Sales, Residual Recovery Volume and Recovery Rate**

	<b>Total</b>
Sales (litres)	6,572,313
Residual Recovery Volume (litres)	452,565
Recovery Rate	6.9 %

### **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, 2021, 94 collection sites were participating in the Program. There were no changes to the number of collection sites from 2020. In accordance with section 18F(1)(f) of the Regulation, Appendix 1 provides the locations of the collection sites.

The Program utilizes the accessibility levels developed by Divert NS<sup>6</sup> 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, 2021. EPRA reported in 2020 their 78 collection sites in NS placed "99% of the population within 30 km (rural) or 30 mins (urban) of an EPRA NS Drop-off Centre."<sup>7</sup> Product Care offered collection services at 53 EPRA sites in 2021. Of the remaining 25 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 16 collection sites beyond EPRA's, the Program is confident that it provides reasonable access to Nova Scotians.

### **3.3 Process of Internal Accountability**

In accordance with section 18(F)(1)(i) of the Regulation, 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 Product. In addition, the Program provides emergency spill kits and emergency procedure instructions to collection sites.

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 2021, Product Care carried out collection site inspections at 48 collection sites (73 in 2020) to ensure they fulfilled their role as a service provider and adhered to all applicable Program guidelines and requirements.

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<sup>6</sup> 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;

<sup>7</sup> [EPRA 2020 Annual Report](#)

## 4 Processing

In accordance with sections 18(F)(1)(b,c,d,e,f) of the Regulation, this section of the report sets out:

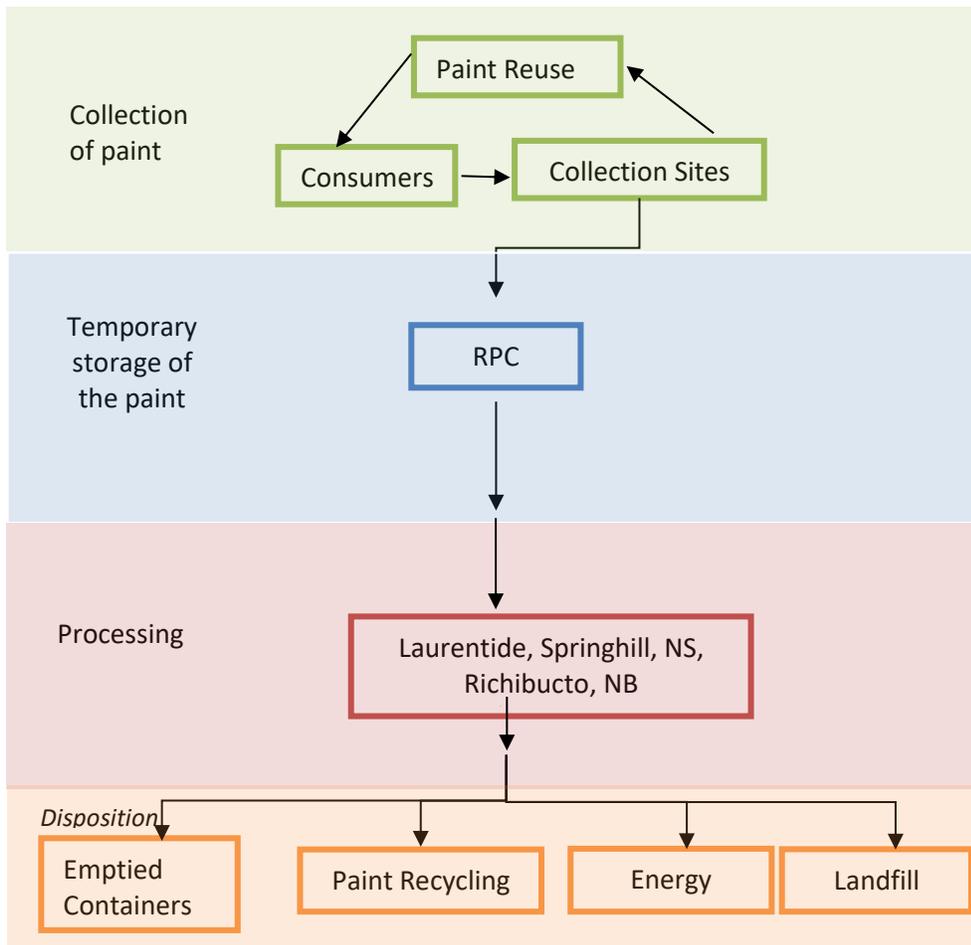
- a) The total amount of post-consumer paint processed or in storage;
- b) The percentage of post-consumer paint collected that was reused, recycled, disposed of in an engineered landfill, recovered for energy, contained, or otherwise treated or disposed of;
- c) A description of the types of processes 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, NS<sup>8</sup> and Richibucto, NB. Collected products were then, removed from the tubskids, inspected, sorted, and processed as outlined in Figure 1.

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<sup>8</sup> This facility closed in the first quarter of 2021.

**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.

<b>Divert NS Regional Processing Centre (RPC)</b> 119 Mingo Road Kemptown, NS B6L 2K4	Temporary Storage Facility
<b>Laurentide Re-sources Atlantic Inc.</b> 9322 Rue Main Richibucto, NB E4W 4C7	Processing Facility
<b>Laurentide Re-sources Atlantic Inc.<sup>9</sup></b> 100 Main Street Springhill, NS B0M 1X0	Processing Facility
<b>Société Laurentide Inc.</b> 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. facilities in Springhill, NS<sup>10</sup> and Richibucto, NB for processing. In 2021, a total of 3,818 tubskids of leftover paint were delivered to the Laurentide facilities for processing, which included tubskids collected in 2020 and held at the Kemptown consolidation facility.

During the reporting period, Laurentide processed (i.e., opened, sorted and bulked into shipping containers) 4,221 tubskids of paint/aerosol. These volumes processed included some tubskids that were in their inventory from 2020.

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.

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<sup>9</sup> See footnote 8.

<sup>10</sup> See footnote 8.

**Table 3: Volume of Post-Consumer Paint Received and Processed in 2021**

Item	Number of Tubskids <sup>11</sup>	Residual Paint Volume (L) <sup>12</sup>	Residual Aerosol Paint Volume (L) <sup>13</sup>	Total Residual Paint Volume (L)
Volume Shipped to Processor	3,818	454,342	3,054	457,396
Volume Processed	4,221	502,249	3,224	505,473

The number of paint containers processed in 2021 at Laurentide Re-sources and the number of containers of non-program materials collected is set out in Table 4.

**Table 4: Number of Paint Containers Processed in 2021 at Laurentide Re-Sources Atlantic Facility**

	# of Containers
Paint containers	503,699
Non-program containers	16,551
Total containers <sup>14</sup>	520,250
% of non-program containers	3.2%

The weight of metal and plastic containers recycled in 2021, their respective processors and management options are provided in Table 5.

<sup>11</sup> 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.

<sup>12</sup> The total residual volume of paint processed is calculated based on the total number of tubskids collected multiplied by a conversion rate of 119.0 L per tubskid. The conversion rate is derived by dividing the total actual residual paint processed by the number of tubskids processed in the same year. Due to labour shortages at the processor in 2021, not all collected tubskids were processed, resulting lower residual paint volumes.

<sup>13</sup> For the purposes of estimating volume, a rounded conversion rate of 0.8 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.

<sup>14</sup> Includes aerosol containers.

**Table 5: Weight of Metal and Plastic Containers Collected and Recycled in 2021**

Container Type	Collected and Recycled (MT)	Processors	Management Process
Metal	100.1	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)	10.3	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)	37.1	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 799 litres of paint were given away to consumers in 2021 at no charge through the PaintShare Program. Most participating collection sites paused the PaintShare program in 2020 and continued to do so in 2021 in order to minimize traffic, contact and touch points with the public during the pandemic. The reuse volume was estimated by assuming that each container was 75% full on average.

#### ***Recycling***

At the Laurentide Re-sources processing facilities, 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. Any bulked paint of recyclable quality from the Laurentide Springhill facility was then transferred to Laurentide Re-sources Richibucto processing 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 2021.

**Table 6: Type and Quantity of Paint Recycled in 2021**

Type	Litres	Percentage of Total Paint Recycled
Water-based paint	354,698	93%
Solvent-based paint	28,039	7%
<b>Total<sup>15</sup></b>	<b>382,736</b>	<b>100%</b>

### ***Aerosol Paint Management***

The residual volumes of paint recovered from paint aerosols were very small (0.6%) of all paint processed in 2021 and represent a variety of product formulations that limit 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, 23,927 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 98,810 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 2021, the Program achieved a reuse and recycling rate of 75.8 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.

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<sup>15</sup> The values shown do not add up to the total value due to rounding.

**Table 7: Post-Consumer Paint by Management Method**

Method	Volume (litres)	Percentage
Reuse – PaintShare Program	799	0.2%
Reuse – Paint Recycling	382,736	75.6%
Energy Recovery	23,927	4.7%
Landfill	98,810	19.5%
Incineration	-	-
<b>Total</b>	<b>506,273<sup>16</sup></b>	<b>100%</b>

## 4.5 Design for Environment

### Product Environmental Impact Reduction, Reusability and Recyclability

The paint and coatings industry is proud to provide products that protect, sustain, and add value to buildings, infrastructure, vehicles, and the objects we depend on every day. This is achieved with products that are safe to handle and increasingly eco-efficient. The industry evaluates the impacts of products along their entire life cycle and continuously develops offerings to reflect the latest available science. At the same time, the industry works hard to ensure sustainable production processes, which includes the health and safety of their workforce. Beyond their basic feature of protecting our built infrastructure, coatings are essential components to the production processes of many different industries. Functional coatings can provide additional properties to materials, paving the way to upgraded infrastructure, innovative products, and resource efficiency.

The move towards a circular economy is a central concern and opportunity for the paint and coatings industry. Compliance with regulations on the management of chemicals and waste is considered a basis for doing business.

According to industry members, the paint and coatings industry has been working to reduce the use of volatile organic compounds (VOC) and associated emissions in paint production. Over the past decade, the industry has seen a significant drop in VOCs used within the industry, with a 75% decrease reported in VOC emissions. Many paint products today contain either zero VOCs or a very low percentage. High-percentage solids coatings ensure that almost no gas emission is produced during the drying process and lasts for a very long time after application.

Additionally, companies are increasingly evaluating resource efficiency along the entire life cycle of their products, starting from the raw materials that serve as ingredients for the industry’s products to the management of water, energy, and waste in production processes. A waste management practice observed in the manufacturing of paint is to reuse wash water to reduce the amount of make-up water needed in the process. Wash water and wash solvent can be redirected into low-grade products and paint can also be reworked into new batches, reducing waste and the usage of raw materials in the manufacturing process.

<sup>16</sup> The values shown do not add up to the total value due to rounding.

In terms of packaging, many paint manufacturers today are continuously researching more sustainable alternatives. As a result, we are more frequently seeing packaging on the market that is made up of up to 100% post-consumer materials.

Many companies have set sustainable goals to be achieved within the next 10 years, while some manufacturers have aligned their goals with the targets set out in the UN Sustainable Development Goals. For example, one manufacturer has reported a 24% reduction in GHG emissions in paint and coatings manufacturing since 2017. Some manufacturers are setting renewable energy goals and are exploring a variety of renewable energy mechanisms, such as onsite renewable energy production and the use of renewable energy credits. Overall, continued innovation in manufacturing processes has led to energy and material efficiency in production.

## **5 Communication and Education**

In 2021, Product Care implemented a number of different strategies and tactics to raise consumer awareness of the Program. In accordance with section 18(F)(1)(h) and as outlined in the Program Plan, the following section provides details regarding the types of educational information and tactics used by the Program in 2021.

### **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 2021 by an independent survey company. The survey revealed that 84% of residents who purchased paint were aware that they could recycle it, exceeding the target.

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 on October 14, 2021.

### **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 372,774 users accessed ProductCare.org during the 2021 calendar year. The Nova Scotia section (including sub-sections for accepted products and fee information) received 20,580 total page

views. In addition, there were a total of 8,595 unique visits to the “find a recycling location” tool from consumers in Nova Scotia.

### **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 (CIHF-DT) in Halifax and Sydney from August to October 2021, resulting in approximately 3,947,700 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 8,000 copies distributed to industry members (see Appendix 3).

### **5.6 Enviro-Depot Ads**

During the months of April, June and July, screen ads were displayed on 34 recycling depots in Nova Scotia between 8AM and 5PM for six days a week encouraging users to recycle paint (see Appendix 4). These ads ran 255,150 times.

### **5.7 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.

#### **1. Google Search Advertising Campaign: January to December 2021**

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 2,725 impressions and 676 clicks.

#### **2. Google Display Advertising Campaign: January to November 2021**

A Nova Scotia-specific display advertising campaign served paint-related ads to residents. The ads were placed across the Google Display network including YouTube, Gmail and thousands of blog and news sites. It received 2,294,923 impressions and 7,527 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. Video Advertising Campaign: April to October 2021**

Paint explainer videos were run as pre-roll and skippable in-stream ads on YouTube. In Nova Scotia, these ads received a total of 321,199 impressions and 70,913 views.

#### **4. Facebook and Instagram Content Strategy: January to December 2021**

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.

**5. Facebook Ads February to December 2021**

Explanatory videos and blog posts were shown across Facebook, Instagram and the Facebook audience network 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 ads received 409,731 impressions and 7,647 clicks.

**6. The Weather Network Display Campaign: August to October 2021**

Display ads ran on the Weather Network app, collectively generating 185,082 impressions and 773 clicks.

See Appendix 5 for examples of digital advertising activities.

## **5.8 Point of Sale (PoS) and Point of Return (PoR) Materials**

In 2021, 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 Financial Information**

Product Care’s audited financial statements are attached in Appendix 7.

## APPENDIX 1 – Collection Sites

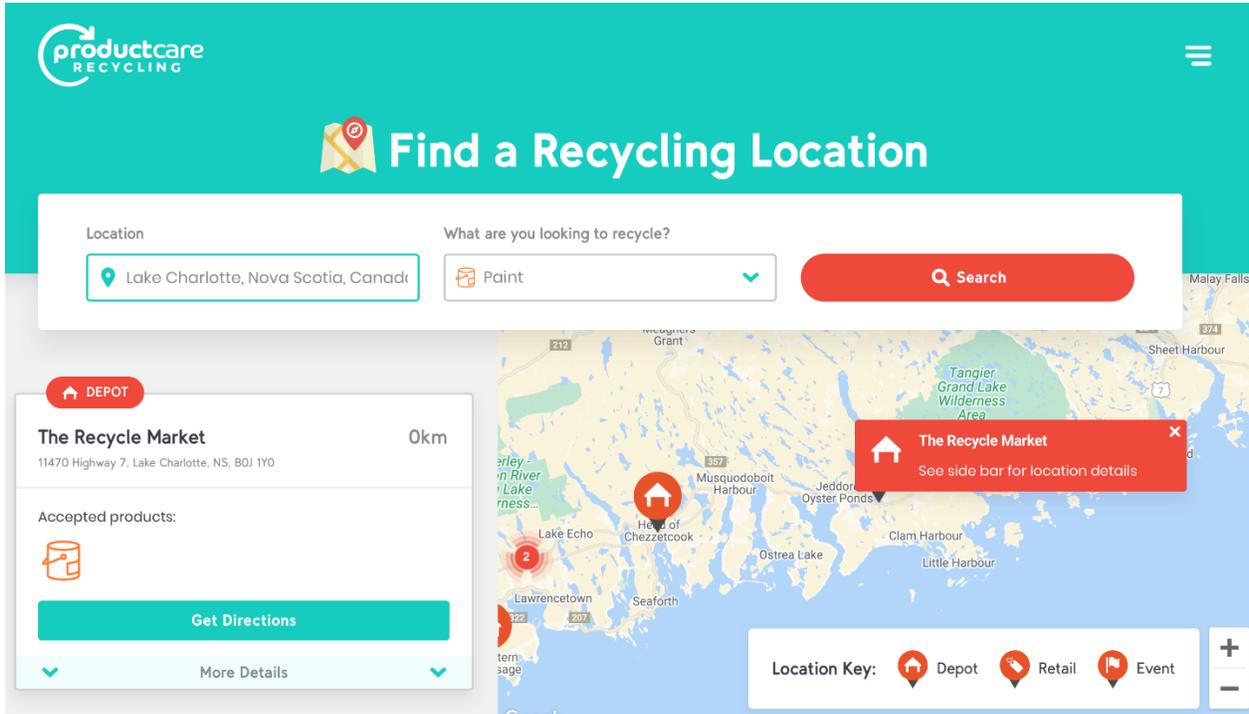
Region	Collection site	City
Cape Breton	Admiral Recycling Ltd.	Port Hood
	Burke's Recycling Depot Ltd	Louisbourg
	Camdon Recycling Limited	Edwardsville
	Cheticamp Recycling	Cheticamp
	Glace Bay Recycling Ltd.	Glace Bay
	Inverness Recycling	Strathlorne
	Isle Madame Bottle Exchange	Arichat
	Keltic Recycling 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	Sheet Harbour
	Beaver Redemption & Recycling	Halifax
	Bluenose Bottle Exchange	Dartmouth
	Bluewater Recycling Corp.	Bedford
	Bluewater Recycling Corp.	Goodwood
	Burnside Recycling	Dartmouth
	Canadian Recycling Limited	Dartmouth
	Clifton Recycling Centre	Halifax
	E.T. Bottle Exchange	Dartmouth
	Faders Bottle Exchange Ltd.	Lower Sackville

Region	Collection site	City
	Friends Depot	Ingramport
	Green Tree Recycling Depot	Lower Sackville
	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
	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	
	Adam's Bottle Exchange Limited	Gold River
	Cogmagun Landfill Site	Cogmagun
	Corkum Recycling Limited	Lunenburg
	Harlow Construction Limited	Shelburne
	Municipality of Barrington	Barrington

Region	Collection site	City
South Shore/ West Hants	Municipality of Shelburne	Shelburne
	Municipality of the District of Chester - Kaizer Meadow Landfill	Sherwood
	Municipality of the District of Lunenburg	Whynotts Settlement
	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
	Greenwood Recycling Centre	Greenwood
	Lequille Enviro Depot	Annapolis Royal
	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	South 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



**Recycling paint  
for 27 years**

Since 1994, Product Care Recycling has worked with coatings manufacturers, fulfilling their paint recycling obligations in 8 provinces.

Website: [productcare.org/cpca](https://productcare.org/cpca)  
Toll Free: 1-877-592-2972  
Email: [contact@productcare.org](mailto:contact@productcare.org)



## APPENDIX 4 – Enviro-Depot Ads



# APPENDIX 5 – Digital Advertising Activities

## Website Blog Posts



Blog

5 low waste Halloween decoration ideas

15th October 2021



Blog

5 tips to make your home cozier for fall

24th September 2021



Blog

4 Ideas for your leftover paint

20th August 2021

## Google Search Ad

Ad · www.productcare.org/

[Recycle Your Leftover Paint | Find a Recycling Location | Product Care Recycling](#)

Find a recycling location where you can drop off your leftover paint for free. We accept many types of paint, as well as empty paint containers. Find a location...



[Recycling Locations](#)

[About Product Care](#)

[PaintShare Information](#)

Ad · www.productcare.org/

[Recycle Empty Paint Cans | Find a Recycling Location | Product Care Recycling](#)

Find a recycling location where you can drop off your leftover paint for free. We accept many types of paint, as well as empty paint containers. Find a location...



[Recycling Locations](#)

[About Product Care](#)

[PaintShare Information](#)

## Google Display Ads – Dynamic Ads

Example of your image ad at 300x250



**Paint Can Be Recycled**

productcare  
RECYCLING

Every can of recycled paint makes a difference. More than 90 recycling locations in NS

[>](#)

Example of your text ad at 300x250

### Paint Can Be Recycled

Product Care Recycling

Every can of recycled paint makes a difference. More than 90 recycling locations in NS

[OPEN](#)



**Paint Can Be Recycled**

productcare  
RECYCLING

Recycle your used paint in Nova Scotia. Find more than 90...

[Open >](#)



productcare  
RECYCLING

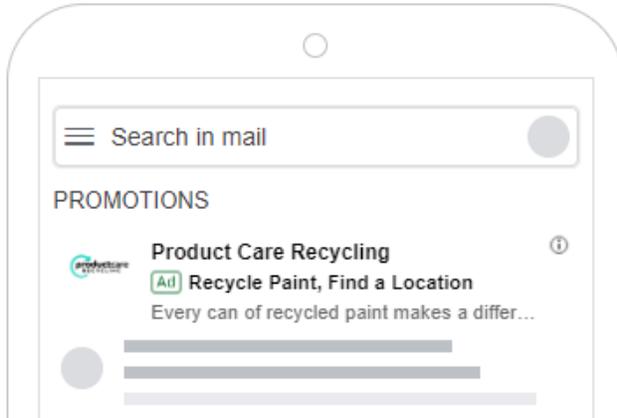
### Leftover Paint? Recycle it

Find more than 90 recycling locations where you can drop off your leftover paint for free

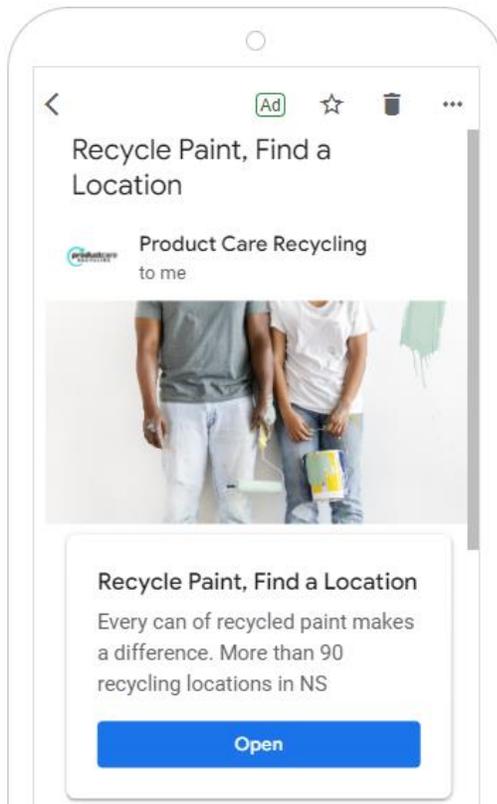
[Close](#) [Open](#)

## Google Display – Gmail Ads

### Closed



### Open



Google and TWN Display Ads

Leftover paint?  
Recycle it!

LEARN HOW 

This advertisement features a teal background. The text 'Leftover paint? Recycle it!' is in white. Below it is a dark teal button with 'LEARN HOW' and a recycling symbol. The Productcare Recycling logo is in the bottom left. A hand holding a paint can is on the right, with an orange brushstroke above it.

Empty can?  
Recycle it!

LEARN HOW 

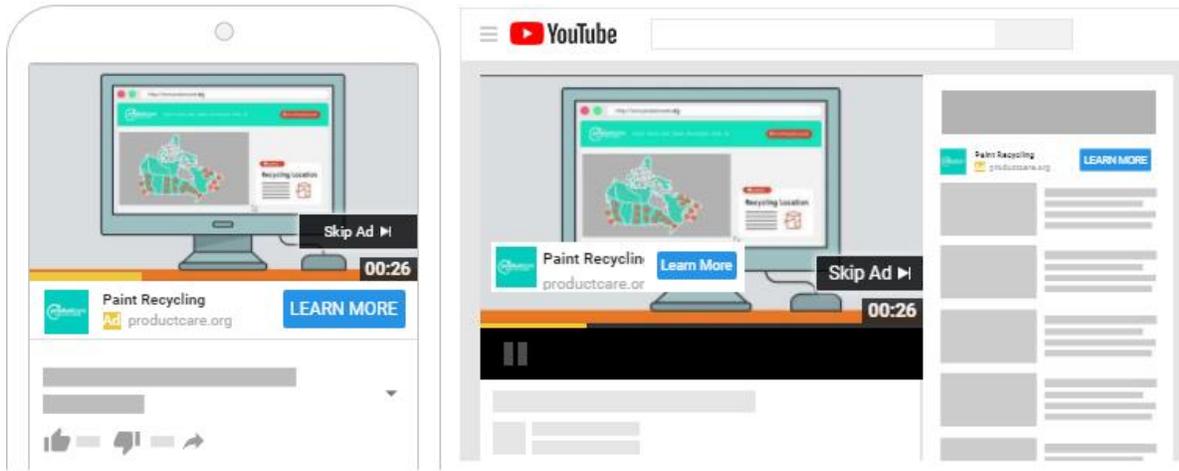
 

This advertisement features a teal background. The text 'Empty can? Recycle it!' is in white. Below it is a dark teal button with 'LEARN HOW' and a recycling symbol. The Productcare Recycling logo is in the bottom left. A paint can labeled 'PAINT' is pouring orange paint on the right.

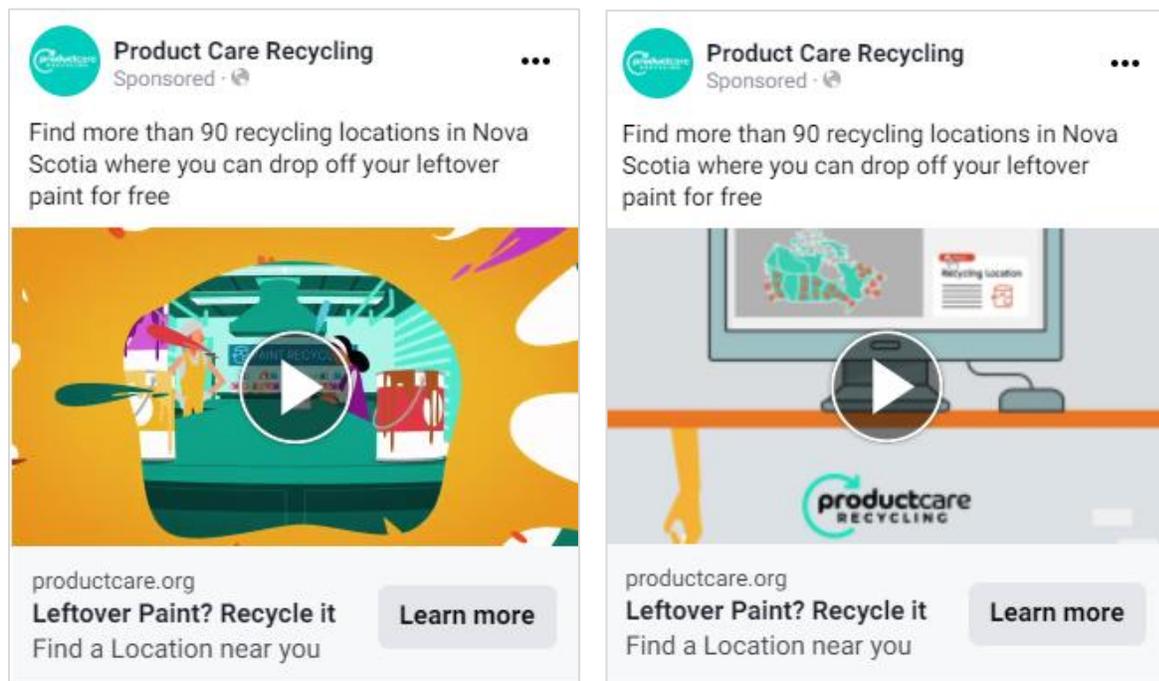
 Why recycle paint? >>

This advertisement features a teal background. It includes a small icon of a paint bucket with orange paint on the left, followed by the text 'Why recycle paint? >>' in white.

## Google Video Ad



## Facebook and Instagram Ads



**Product Care Recycling**  
Sponsored · 🌱

After you drop off your paint at a #recycling location it is sorted for processing. High quality paint is offered to the public for ...See more



How is paint recycled? 🔍

productcare.org  
**Paint Recycling: How it works - Product Care...** [Learn more](#)

**Product Care Recycling**  
Sponsored · 🌱

Paint beautifies our homes and brings color to our lives. Have leftover paint from a recent reno? Recycle it at over 1,000 ...See more



Where can I recycle my leftover paint? 🔍

**Product Care Recycling**  
Waste Management Company [LEARN MORE](#)

**Product Care Recycling**  
Sponsored · 🌱

Does the cooler weather have you spending more time inside? Need something to do? Check out these 4 DIY ideas for ...See more



4 Ideas For Your Leftover Paint

productcare.org  
**4 Ideas for your leftover paint - Product Care...** [Learn more](#)

**Product Care Recycling**  
Sponsored · 🌱

With a chill in the air, we're all spending more a bit time in our homes. Here are 5 eco-friendly tips for your home. #fall #cozy ...See more



5 Eco-Friendly Tips for Your Home

productcare.org  
**5 Eco-Friendly Tips for Your Home** [Learn more](#)

## 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](http://productcare.org)

*In partnership  
with:*





# Leftover paint?

Recycle it for free! Visit [productcare.org](https://productcare.org) to find a recycling location near you.

[productcare.org](https://productcare.org)



**APPENDIX 7 – Audited Financial Statements**

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

**STATEMENT OF REVENUES AND EXPENSES**

**31 DECEMBER 2021**

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

**Statement of Revenues and Expenses**

For the year ended 31 December 2021

**Contents**

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Independent Auditors' Report	
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Notes to the Statement of Revenues and Expenses	7 - 8

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## INDEPENDENT AUDITORS' REPORT

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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 2021 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 2021 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.

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## INDEPENDENT AUDITORS' REPORT - Continued

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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.

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## INDEPENDENT AUDITORS' REPORT - Continued

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- 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.

*Rolfe Benson LLP*

CHARTERED PROFESSIONAL ACCOUNTANTS

Vancouver, Canada  
25 March 2022

**PRODUCT CARE ASSOCIATION OF CANADA**  
**NOVA SCOTIA PAINT RECYCLING PROGRAM**  
**Statement of Revenues and Expenses**  
For the year ended 31 December 2021

	<b>2021</b>	<b>2020</b>
<b>Revenues</b>	<b>\$ 1,627,559</b>	<b>\$ 1,593,454</b>
<b>Program expenses</b>		
Processing	974,854	799,323
Collection	202,702	164,955
Administration (Note 2(b) & (d))	189,159	170,074
Transportation	142,561	116,038
Communications	32,196	25,207
	<b>1,541,472</b>	<b>1,275,597</b>
<b>Excess of revenues over expenses for the year</b>	<b>\$ 86,087</b>	<b>\$ 317,857</b>

**Commitment** (Note 3)

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

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**PRODUCT CARE ASSOCIATION OF CANADA  
NOVA SCOTIA PAINT RECYCLING PROGRAM  
Notes to the Statement of Revenues and Expenses  
For the year ended 31 December 2021**

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**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 \$21,730 (2020 - \$24,590) of amortization expense related to tangible capital assets.

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**PRODUCT CARE ASSOCIATION OF CANADA  
NOVA SCOTIA PAINT RECYCLING PROGRAM  
Notes to the Statement of Revenues and Expenses  
For the year ended 31 December 2021**

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**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 \$92,475 (2020 - \$71,773) 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 \$72,236 (2020 - \$173,990) which will be incurred in 2022.