Saskatchewan Household Hazardous Waste Product Stewardship Program

Annual Report 2022

Submitted by:
Product Care Association of Canada

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1.0 Introduction 2
2.0 Program Summary 3
3.0 Collection System 4
4.0 Program Products Collected 6
5.0 Product Management 7
6.0 Public Education and Communications 9
7.0 Financial Information 12
Appendix A: Recycling Locator 13
Appendix B: Advertising Materials 14

1.0 Introduction

The Saskatchewan Household Hazardous Waste Product Stewardship Program ("Program") is operated and managed by Product Care Association of Canada ("Product Care"). 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.

This annual report is prepared in accordance with the requirements outlined in *The Household Hazardous Waste Products Stewardship Regulations* ("Regulation") issued under *The Environmental Management and Protection Act, 2010*, and the Saskatchewan Household Hazardous Waste Product Stewardship Program Plan ("Program Plan") approved by the Saskatchewan Minister of Environment on June 23, 2020. This report provides information for the period covering January 1 – December 31, 2022.

The members of the Program are the obligated "first sellers" or "stewards" (manufacturers, distributors, and retailers) pursuant to Regulation regarding the following product categories:

- Flammables materials
- Corrosives materials
- Toxics materials
- Physically hazardous materials
- Pesticides

The Program is funded by membership fees, known as Environmental Handling Fees (EHFs), remitted to Product Care by its members based on the volume of sales of designated Program Products in or into the province. In some cases, retailers recover this expense as a separate visible EHF to consumers. The EHF rates are set by Product Care. Program revenues are applied to the operation of the Program, including administration, communication and outreach, collection, transport, and processing of collected Program Products, as well as the maintenance of a reserve fund.

Product Care operates product stewardship programs for Household Hazardous Waste (HHW) in three other Canadian provinces: British Columbia, Manitoba, and Ontario. Product Care also operates programs for paint in British Columbia, Saskatchewan, Manitoba, Ontario, New Brunswick, Prince Edward Island, Nova Scotia, and

Newfoundland & Labrador; lights in British Columbia, Manitoba, Quebec, and PEI; and alarms in British Columbia. See the Product Care website at www.productcare.org for more information.

2.0 Program Summary

Pursuant to Table 1 of the Regulations, The Program accepts the following categories of products ("Program Products"):

i. Waste Household Hazardous Materials including

   a. Flammable materials

   b. Corrosive materials

   c. Physically hazardous materials including explosives, but not including ammunition

   d. Toxic materials; or

   e. Environmentally hazardous materials including those materials that meet the criteria of being "toxic" and either "persistent" or "bioaccumulate"

ii. Pesticides

The Program offers collection services throughout the province where consumers can bring leftover Program Products. In 2022, the Program's collection services consisted of one collection site and numerous collection events throughout the province. Product Care manages the collection and shipment of collected HHW from collection sites and events to a processor for recycling and responsible disposal.

The Program has established an advisory committee in Saskatchewan, compromised of representatives from NGOs, local governments, and industry to allow various stakeholder input and feedback.

3.0 Collection System

At the launch of the Program there were no permanent facilities in the province for the collection of HHW products. The Program recognized that establishment of collection sites would require time and committed to operating collection events in the interim. Due to the hazardous nature of some of the Program Products, siting permanent collection sites presents significant challenges and takes significant time. The collection of Program Products is best suited to sites that are already involved with waste management such as transfer stations and landfills. Unlike collection systems for other products, such as paper and packaging, the collection of Program Products has more stringent requirements such as weather protection, security, and supervised collection service. Establishing collection sites typically requires zoning approvals, local authority approvals and addressing other administrative and regulatory requirements.

As of December 31, 2022, Product Care contracted with one (1) collection site and sixty-seven (67) collection events across Saskatchewan. Consumers could drop off leftover Program Products at no charge at the collection site and at events throughout the province. Product Care continues to work to establish more permanent collection sites in Saskatchewan. The location of collection sites can be found in Table 1.

Table 1: Location of collection sites established as of December 31, 2022

Collection sites
Regina

Depending on the community, some collection events only collected Program Products, while others collected other products (Non-Program Products) in addition to Program Products. There were 67 collection events in 2022, held across 51 communities. Some communities held multiple collection events during the year. Table 2 details the communities serviced by collection events in 2022.

Table 2: Location of Collection Events held in 2022.

Location of Collection Events held in 2022.					
Beardy's & Okemasis Cree Nation[1]	Borden	St. Brieux	Bruno	City of Yorkton	Colonsay
Cut Knife	Dalmeny	Delisle	Estevan	Hepburn	Hoodoo
Humboldt	Kindersley	Lake Lenore	Lanigan	Lashburn	Maidstone
Maple Creek	Martensville	Melfort	Moose Jaw	Muskeg Lake Cree Nation[1]	Muskoday First Nation[1]
Naicam	Nekaneet First Nation[1]	Nipawin	North Battleford	North Valley	Old Wives Watershed
Paddockwood	Patience Lake	Pelican Lake First Nation[1]	Allan	Vanscoy	Prince Albert
Regina	RM of Edenwold	Saskatoon	Swift Current	Town of Carlyle	Town of Carnduff
Town of Kipling	Town of Stoughton	Viscount	Warman	Waterhen Lake First Nation[1]	Watrous
Watson	Weyburn	Wynyard			

[1] These events were organized and run by Indigenous Services Canada. Product Care is responsible for the management of Program Products at these events.

4.0 Program Products Collected

4.1 Volume Collected

Residual recovery volume represents the estimated liquid volume, measured in litres, of liquid Program Products recovered by the Program. Table 3 shows the estimated residual recovery volume of flammable, toxic, corrosive and pesticide Program Products collected in 2022. The collection, packaging and transportation of hazardous waste is dictated by Transport of Dangerous Goods Regulation (TDGR) and waste management options. As a result, in some instances, some product categories are comingled such as toxics and pesticides. Environmentally hazardous materials are collected and managed under other product categories such as toxics. Table 4 shows the estimated number of units of pressurized Program Products collected in 2022.

Table 3: Estimated Residual Recovery Volume of Flammable Liquids, Toxics and Corrosive Program Products Collected in 2022 (Litres)

Product Category	Total[2](L)
Flammables[2]	5,733
Corrosives[2]	1,755
Toxics Incl. Pesticides[2]	2,164
Total	**9,652**

Table 4: Estimated number of Pressurized Program Products Collected in 2022 (Units)

Product Category	Total (units)
Other Aerosol[3]	13,825
Physically Hazardous Products	4,086
Total	**17,911**

[2] Residual volume collected is calculated by taking the weight of materials provided by the processor and removing container weights (based on standard container weights determined by Product Care). The weight of the material is multiplied by the average estimated density of the specific materials obtained from SDS specifications.

[3] "Other Aerosol" includes flammable, corrosive and toxic aerosols"

5.0 Product Management

The objective of the Program is to minimize the improper disposal of Program Products by providing an accessible collection system and ensuring that the collected materials are reused, recycled, or treated or disposed of in an environmentally responsible manner. Product Care strives to manage collected products in accordance with the pollution prevention hierarchy. Product management and the application of the pollution prevention hierarchy varies by product.

Processors are selected based on several factors, including regulatory compliance, location of operations, processing capacity, processing methods, competitiveness, downstream markets, and conformity with Product Care requirements. All processors are required to comply with federal and provincial regulatory requirements, as well as Product Care's requirements.

Product Care's end-of-life management protocol employs the following hierarchy to minimize impacts on the environment: reduction, reuse, recycle, and disposal in an environmentally responsible manner. Due to the wide range in composition and properties of HHW products, different management methods are used for different products.

Product Care encourages consumers to buy the right amount of consumable products for their needs in order to reduce waste. The "BUD" Rule is Product Care's primary message, where consumers are encouraged to:

- Buy no more than you need.
- Use all that you buy; and
- Dispose of leftovers safely.

The following section outlines the product management processes employed by the Program for each product category.

<u>Flammable Materials</u>
Given the nature and mixed composition of flammable materials, it is not economically viable or feasible to reuse or recycle flammable liquids. Instead, leftover flammable materials were blended and sent for energy recovery.

Corrosive Materials

Corrosive materials were neutralized, and chemically treated; any resulting neutralized liquid is either discharged to sanitary sewer under a permit or deep well, and benign solids securely landfilled. Corrosive aerosols were evacuated, propellants absorbed by activated carbon, and the corrosive liquids are managed as noted above.

Toxic Materials

Toxic materials were sent for incineration at high temperature in a government regulated and permitted incinerator. Toxic aerosols were evacuated, propellants absorbed by activated carbon, and the toxic liquid sent for incineration.

Pesticides

Pesticides were incinerated at licensed facilities and at temperatures high enough to avoid creating hazardous by-products. Pesticide aerosols were evacuated, propellants absorbed by activated carbon, and the residual pesticides sent for incineration.

Physically Hazardous Material (Fuel Cylinders)

Fuel from fuel cylinders was sent for energy recovery. Containers from Fuel Cylinders were sent for metal recycling.

Containers

All metal containers were recycled as scrap metal. Plastic containers containing flammable or corrosive liquids were either recycled or sent to landfill depending on the type of plastic and the condition of contamination. Plastic containers that contain toxic materials are incinerated along with their contents.

5.1 Summary of Volumes Processed by Processing Method

Table 5 summarizes the estimated amount of household hazardous waste product, by category, diverted to each of the Programs waste management processes listed in Section 5.0 Product Management

Table 5: Estimated amount of Program Product diverted to Product Management Processes

	Product Management Processes				
Product Category	Reused	Recycled	Energy Recovery	Incinerated	Treated[4]
Flammable Liquids & Gasoline (Litres)			5,733		
Toxics (including pesticides) (Litres)				2,164	
Corrosives (Litres)					1,755
Physically Hazardous Products (Units)			4,086		
Aerosols (Units)					13,825
Total (Litres)			**5,733**	**2,164**	**1,755**
Total (Units)			**4,086**		**13,825**

6.0 Public Education and Communications

The initial focus of the program is to develop and establish a collection system, followed by public outreach and public education to make consumers aware of the program and recycling services.

In 2022, the Program implemented several different strategies to raise consumer awareness, in accordance with regulatory requirements. The following section provides

[4] For more information on the treatment of these products, please refer to section 5.

details regarding communications and public education tactics implemented in 2022 to fulfill commitments outlined in the Program Plan.

6.1 Program Awareness

As per the approved program plan, the Program plans to conduct consumer awareness surveys once a reasonable permanent collection system has been established.

6.2 Website

The Product Care website includes the following content for the Saskatchewan HHW Program as outlined as a commitment in the Program Plan:

- Recycling locator (a map displaying the drop-off events and collection sites) – see Appendix A
- Events and collection site hours and operations
- Lists of accepted and not accepted products
- Program member support centre with news and updates
- Consumer videos showing the product management approach for Program Products

An estimated 477,479 users accessed productcare.org during the 2022 calendar year. The HHW Saskatchewan section (including sub-sections for accepted products, and fee information) received 23,952 total page views. In addition, there were a total of 10,024 page views to the recycling locator from consumers in Saskatchewan.

6.3 Program Hotline

Product Care continued to operate a toll-free, “hotline” for consumers to obtain information about the Program.

6.4 Advertising

An ad campaign was deployed across seven channels targeted to reach the residents of Saskatchewan. These ads generated more than 8 million impressions.

Type of Campaign	Description	Duration	Impressions	Video Views	Clicks
Google Search	Text ads shown on Google & other search engines when users actively look for information about recycling any of our accepted products	Jan-Dec	2,237	-	414
Google Display	Responsive banners displayed across the Google display network, YouTube and Gmail	Apr-Sep	6,262,767	-	20,776
Google Video	Skippable video ads displayed across YouTube and Google's video partners	Apr-Sep	879,116	249,640	882
Meta Ads	Responsive ads including a mix of images, text and video displayed through Facebook and Instagram to attract event attendees	Apr-Sep	1,075,649	140,101	8,923
Spotify	30 second audio ads with a clickable banner on Spotify targeted to Regina to promote the first permanent HHW depot opening	Dec	16,418	-	8
Radio	30 second" spot on CJME-AM (980) to promote the first permanent HHW depot in Regina	Dec	45		
Total			8,236,232	389,741	31,003

6.5 Partnerships

Product Care is a founding member and has continued to participate in Recycle Saskatchewan (RS), an informal alliance of Extended Producer Responsibility (EPR) programs in Saskatchewan connected by a shared goal to:

- Share best practices on extended producer responsibility and product stewardship with government and other stakeholders.
- Maximize the benefits and impact of joint RS initiatives.
- Increase utilization of Member programs by all Saskatchewan residents.

Product Care is an Associate Member of the Association of Regional Waste Management Authorities of Saskatchewan (ARWMAS) and participates in ARWMAS's bi-monthly meetings to share updates on the Program and provide information to Saskatchewan's regional waste authorities. Product Care provided a presentation on the HHW Program at ARWMAS's annual workshop in October.

7.0 Financial Information

A summary of the Program's financials for 2022 is provided in Table 6. The financials detail the total amount of recycling fees collected to fund the Program and the amount spent to operate the Program, including communications and administration costs.[5]

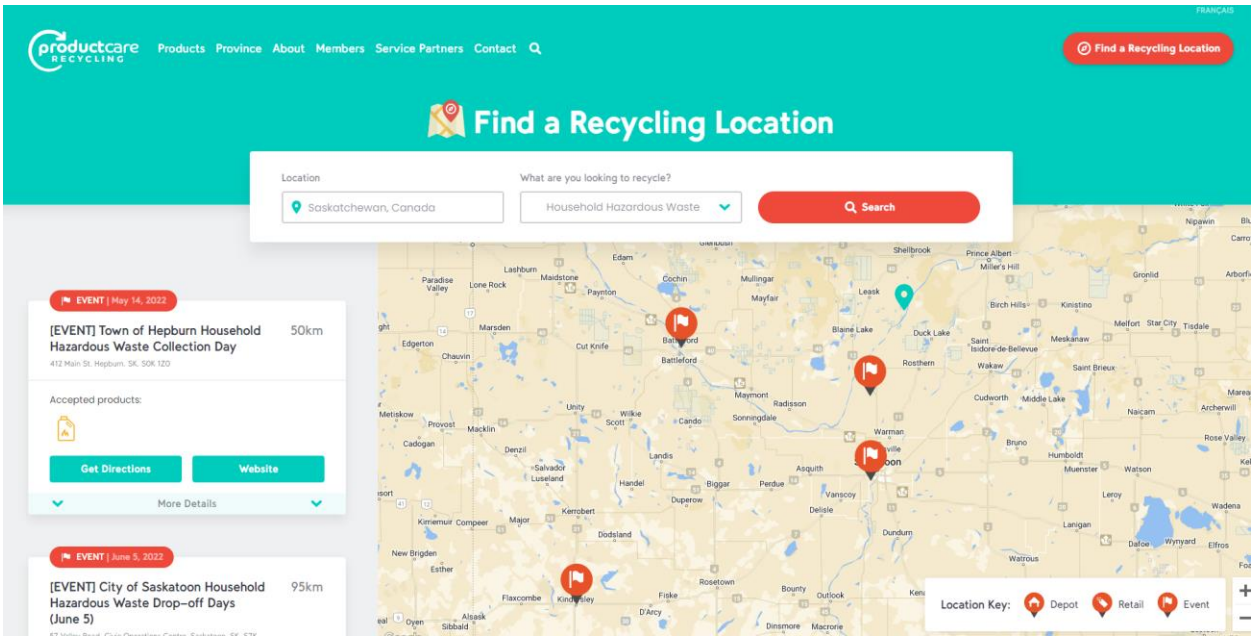
Table 6: Financial Summary 2022

2022 Revenue and Expenses	$
Total Revenue	319,736
Program Operations	196,972
Program Administration	40,305
Education, Public Awareness & Communications	20,313
Total Operating Expenses	257,591
Surplus / Deficit	62,146
Cumulative Surplus (Reserve)	94,423

[5] The Program does not utilise recycling incentives and therefore none were paid out.

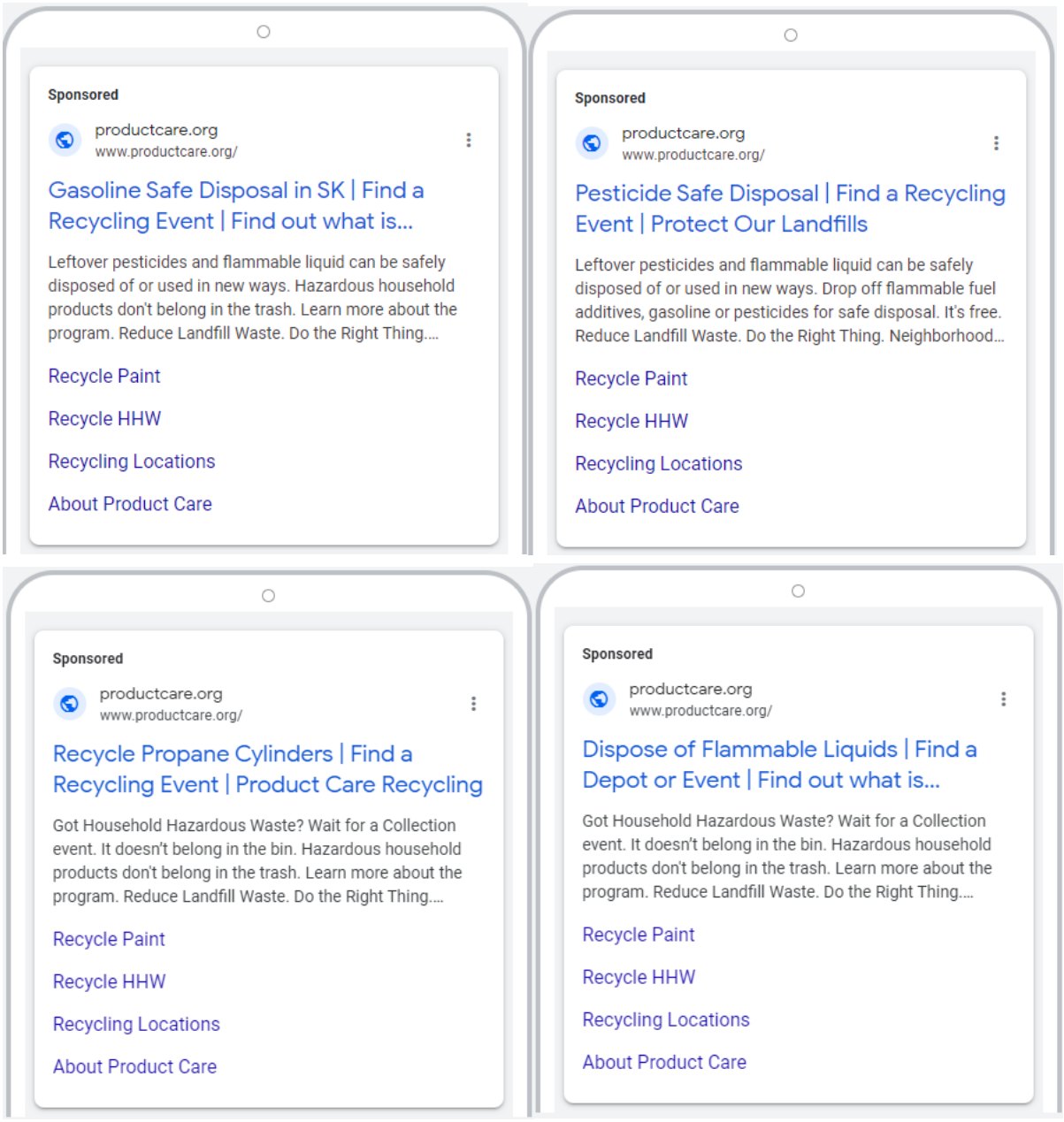
Appendix A: Recycling Locator

Below is a snapshot of the recycling locator tool found at ProductCare.org:



Appendix B: Advertising Materials

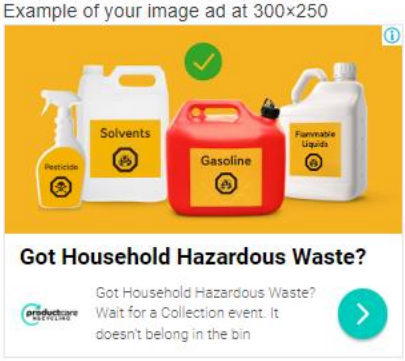
Google Display



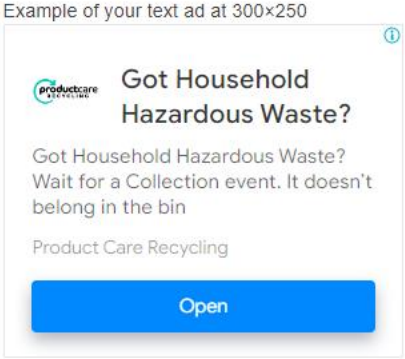
Desktop

Example of your image ad at 160×600

Example of your image ad at 300×250



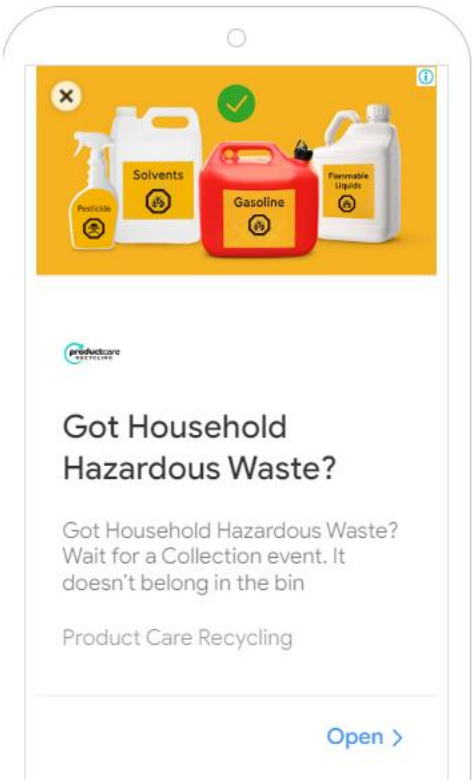
Example of your text ad at 300×250



Example of your native ad at 480×120

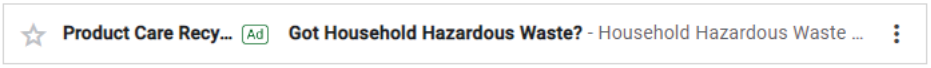
Mobile

Example of your image ad at 320x568

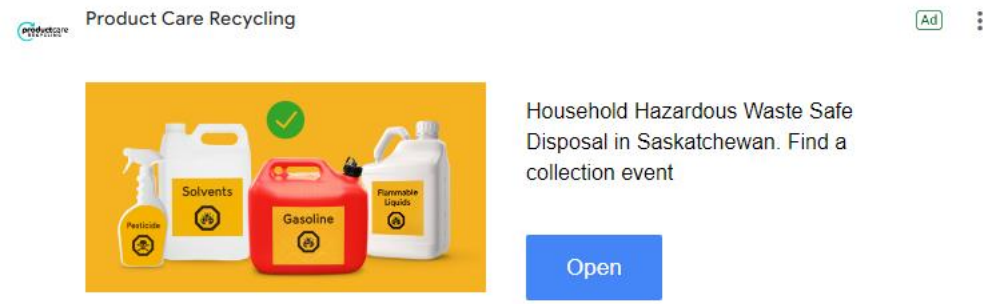


Example of your video ad at 320x568

Gmail – closed



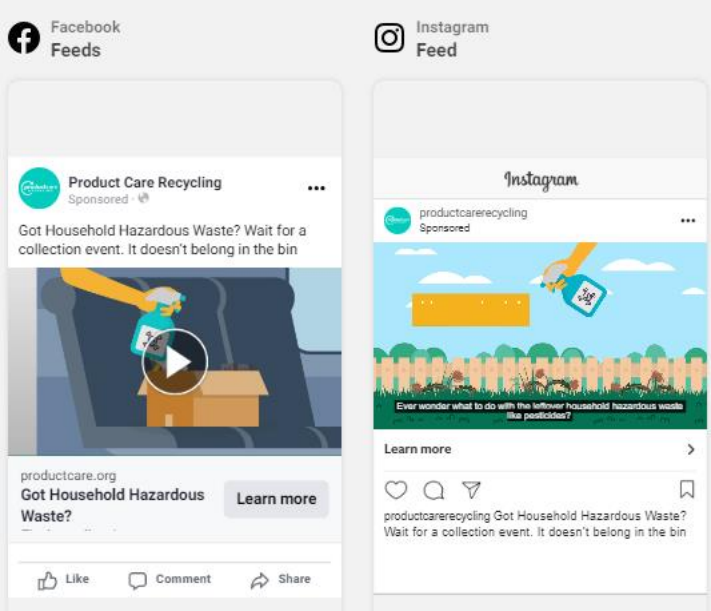
Gmail – open



Google video

Meta ads

General awareness



Facebook Event

Spotify

Home
Search
Your Library
Create Playlist
Liked Songs
Your Episodes
User
Mood Booster
PLAYLIST
Mood Booster
Get happy with today's dose of feel-good songs!
Spotify • 7,093,722 likes • 76 songs, 4 hr 3 min
Recycle
Flammable Liquids, Solvents, Pesticides, and more!
LEARN MORE
1 Name Artist 3,472,345 3:03
2 Name E Artist 2,472,382 3:23
Product Care Recycling
Learn more
0:00
-0:30