



Electronics Stewardship Association of BC

Presentation to the Coast Waste
Management Association Conference

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Background

- ESABC Membership includes major producers & retailers of electronics in British Columbia
- Return-It Electronics program launched August 1, 2007
- Industry through ESABC is diverting electronic waste from landfills in an environmentally responsible manner
- ESABC is laying the foundation to expand its program and engage in increased electronic stewardship activities
- ESABC is working hard to establish and maintain standards and an efficient system

Background

- 1377 members as of September 30, 2008
 - Remitters = 932
 - Pay on Purchase = 445
- 92 Collection Sites (up from 70 at launch)
- 13 drop-off events operated in remote communities
- 5 consolidation centres – Nanaimo, Castlegar, Coquitlam, Prince George, Kelowna

Program Accomplishments

In cooperation with Electronic Product Stewardship Canada (EPSC) ESABC has developed the Recycler Vendor Qualification Program (RVQP) and Electronic Recycling Standard (ERS):

- ERS is becoming a national audit standard and ESABC is working with Saskatchewan and Nova Scotia to harmonize the RVQP program
- Over 25 primary and downstream audits have been conducted to date for materials recycled through the ESABC program

Program Accomplishments

What ESABC is trying to prevent



Migrant child from Hunan province sits atop one of countless piles of unrecyclable computer waste imported from around the world. Guiyu, China. December 2001.

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ESABC Audit Standards & Process

- ERS goes beyond the provisions of ISO 14001 addressing specific concerns related to electronics recycling including:
 - Enhanced health and safety requirements
 - Audit of all downstream recyclers until product is commoditized
 - Prohibition on the shipment of program material to non OECD countries

ESABC Audit Standards & Process

Audit Process:

- Requires a rigorous audit of recyclers who apply to participate in the ESABC program
- Managed by a third –party who handles audits for Saskatchewan, British Columbia, Nova Scotia and Ontario
- Takes an average of six to eight months to complete an audit

ESABC Audit Standards & Process

To be approved as an ESABC recycler requires:

- Sound upstream practices – Recycler must handle the material they receive in an environmentally responsible manner
- Good downstream practices which include not shipping non commoditized material offshore to non OECD countries

ESABC Audit Process



Processor/ Vendor Mapping



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Program Accomplishments

- ESABC implemented a recycler application process for new recycler applications in May 2008
- ESABC has audited and approved 3 primary electronics recyclers and expects more to join the program in the coming months
- Material is allocated to the primary recyclers according to a material allocation strategy which benefits higher recovery, local capacity, reduced distance to transport, etc.

Program Accomplishments

- ESABC has diverted 11,000 metric tonnes of electronics from landfills as of September 30, 2008
 - Display devices – 6225 metric tonnes
 - CPU's – 1269 metric tonnes
 - Peripherals – 1431 metric tonnes
- Averaging 900 – 1000+ metric tonnes of diversion per month
- Based on per capita weight – ESABC is the second largest e-waste recycler in NA in just over one year!
- Actively working to effectively communicate the nature and value of the program to all stakeholders

Public Awareness Campaigns

- Collection site ads in community newspapers for contracted locations show hours of operation, a map, and acceptable products
- Program informational advertorials published in provincial and community newspapers
- Drop off event advertising
- Targeted advertising within the IT sector
- Online search optimization
- Mascot appearances providing recycling information to the public
- University campus print advertising
- Website – www.electronicsrecyclingbc.ca

Samples

When your electronics have reached the end of their life, recycle them.

Here's where they can be safely recycled free of charge in Burnaby:



SALVATION ARMY - BURNABY
3443 Kingsway, Burnaby
Tel: 604-433-6300



LEE'S BOTTLE & DEPOT
7303 Bellco Avenue, Burnaby
Tel: 604-433-3432



REGIONAL RECYCLING BURNABY
124 - 2190 Dale Avenue, Burnaby
Tel: 604-291-3121

Q: What are the regulated electronic items included in the program?

- A: DESKTOP COMPUTERS**
Includes Central Processing Units (CPUs), mouse, keyboards, cables and other components within the computer. This includes desktop computers, desktop computers acting as servers, and all associated keyboards and cabling.
- COMPUTER MONITORS**
A display device used for displaying images from computers or other sources that does not meet the definition of a television. This includes traditional Cathode Ray Tube (CRT) and flat panel display technologies.
- NOTEBOOK COMPUTERS**
Includes portable computers such as notebook, laptop and tablet PCs.

- DESKTOP PRINTERS AND FAX MACHINES**
This includes printing devices that are designed to reside on a work surface, and includes various printing technologies, including Laser & LED (electrophotographic), ink jet, dot matrix, thermal, dye sublimation, etc. and "multi-function" or "all in one" devices that perform different tasks such as copy, scan, fax, print, etc.
- TELEVISIONS**
A video display device with an imbedded television tuner. This includes various display technologies, such as traditional Cathode Ray Tube (CRT), flat panel or rear projection.

Q: What electronic items are NOT included in the program?

A: As this time series, CD players, DVD players and cell phones are not included in the program. Also, due to hazardous material regulations, computer monitors or televisions with shattered glass screens cannot be accepted.

Q: Why should I recycle my used electronics?

A: Electronic waste is piling up in our landfills. This waste contains valuable resources such as metals that should be processed and recycled in a safe and environmentally sound manner. It also can contain hazardous materials that could pose environmental problems in our landfills. As well, this program ensures that obsolete electronic components and electronic scrap are not exported to developing nations.

Q: Isn't it important to re-use before recycling?

A: We recommend re-use as the first option. This program is not designed for items that you would like to be re-used. If you choose to donate to a charity, be sure to research how the charity uses the equipment and how they will dispose of it when it is no longer useful.

Q: What is the Return-It Electronics program?

A: A province-wide end-of-life electronics recycling program available to BC consumers and businesses. You can drop off regulated products at designated collection sites without charge, and be assured they will be recycled responsibly.



Recycling is the answer.



For more information visit electronicsrecyclingbc.ca

Q: What electronics can I return here?

A:



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Don't waste 'em, Recycle 'em.

electronicsrecyclingbc.ca



Public Awareness is Growing

- An Ipsos Reid study in February 2008 shows an almost 3-fold increase in awareness of the electronics recycling program in BC.
- RCBC Hotline: Calls concerning electronics can vary from 6% to 13% of call volume on a given month.
- 7 in 10 people knew what products were included in the program.

Public Awareness is Growing

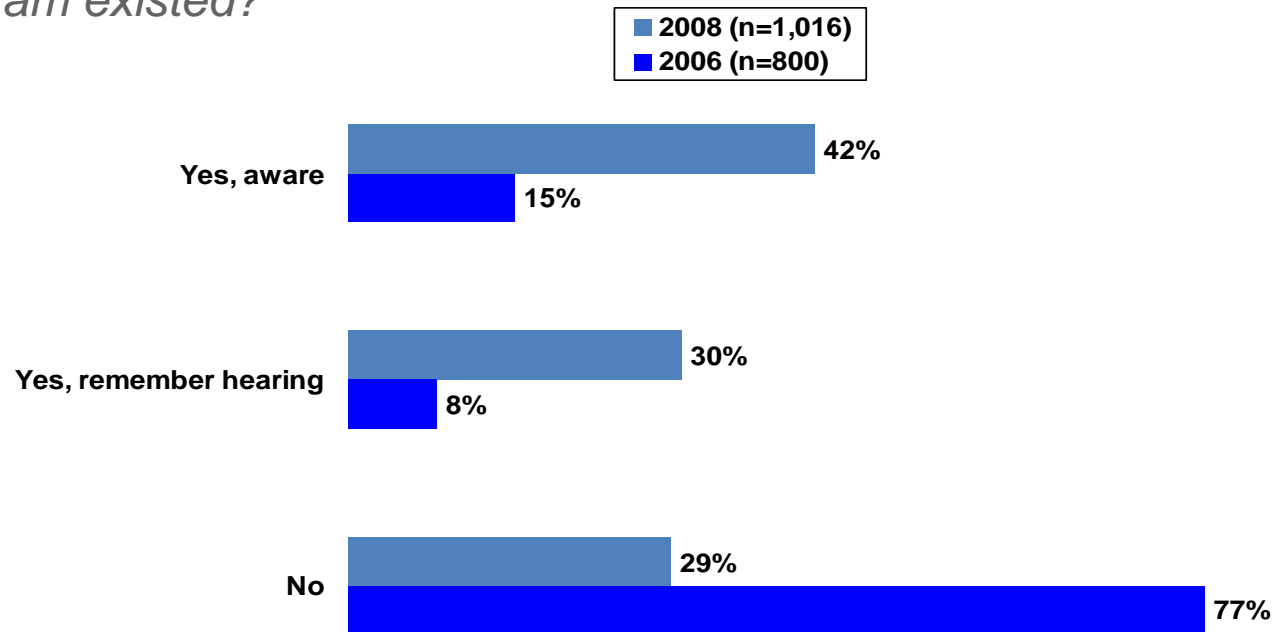
- More than half of British Columbians polled would send their electronics products for recycling, while only 25% would donate them to a charity organization.
- More than 70% are aware that televisions, computer monitors, printers, desktop/laptop computers, and computer monitors are accepted in the Program.
- Most Metro Vancouver residents (64%) know there is a landfill ban prohibiting the disposal of electronics. Awareness of the ban is highly correlated with awareness of the Return-It program.

Public Awareness is Growing

- Among British Columbians who have obsolete or broken electronic products in their home, a half (51%) say they know of places in their local area where they can be taken for recycling.
- Approximately 40% have taken broken or obsolete electronics to a Return-It facility in the past 6 months.
- Prior to learning about the Return-It program, 10% would throw their electronics in the garbage. After hearing about the program, only 2% would throw their electronics in the garbage.

Public Awareness is Growing

As you may or may not know, on August 1 of last year (2007), a province-wide Return-It electronics recycling program for consumers and business was launched. This service enables consumers to drop off any of their regulated products at identified collection locations without charge, and be assured they would be recycled responsibly. Prior to today, were you aware that this program existed?



Environmental Handling Fee

- Most British Columbians (60%) know they pay an environmental handling fee when they purchase new electronics products.
- 76% of those aware of the Return-It program are aware of the fee.

More Work to be Done

- Approximately a third of British Columbians don't know where to take their electronics products for recycling.
- 65% think DVD players and VCRs are presently included in the program, and 53% think cell phones are presently included.
- 25% believe home appliances are accepted in the program.

Key Partnerships

- EPSC
- Retail Council of Canada
- Encorp Pacific
- RCBC
- ESABC Advisory Committee

Next Steps

- Harmonized PHASE I and II Environmental Handling Fee (EHF) review underway. ESABC EHF will be adjusted where necessary in 2009.
- Phase two consultation and program description letter has been submitted to BC Environment Ministry officials.
- ESABC conducted two consultations with interested reuse organizations and has gained feedback on the development of a reuse operations qualification program similar to our recycler qualification program in 2009.

Next Steps

- ESABC is participating in a review of the EPSC 2006 *Designing for the Environment* report to provide an update on industry initiatives to produce longer lasting, more energy efficient and less polluting equipment.
- Expansion of the program to increase collection of ICI materials.
- Continued expansion of collection network to underserved areas.
- Expansion of collection network to include retail to retail where feasible.