



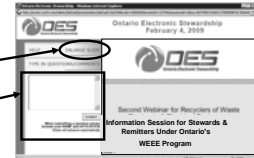
Retail Information Session Ontario Waste Electrical & Electronic Equipment (WEEE) Program

March 13 & 24, 2009

Slide 1

Welcome!

- Webcast-only audience ~200
 - slides advance automatically
 - enlarge slide
 - email box for questions & comments on left-hand side of webcast console
 - use any time
 - please include name & affiliation
 - send confidential questions directly to OES (do not use Q&A feature)
- Archived webcast available for 6 months
- Similar content to March 13 webcast



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Who Is Online?

- Broad range of OES stakeholders contacted
- Directed to retailers in heading
- Fact so many others on line (municipalities, collectors, processors) suggests more need basic information
- Will be as expansive as possible but understand some points will be specific to retail sector

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Today's Agenda

- Introduce: Ontario Electronic Stewardship (OES)
- Overview of Waste Electrical & Electronic Equipment (WEEE) program
- Who are the players in program
 - role of stewards, OES, public, collectors, transporters, processors
 - role of electronics retailers; communicating with customers & answering questions about program
 - participating as voluntary collector
- Program promotion & education (P&E)
- Questions & answers

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OES Introduction

- Ontario *Waste Diversion Act* (2002)
 - provincial government directed OES to develop & run WEEE Program
- OES: non-profit "Industry Funding Organization" (IFO) established by electronics manufacturers & retailers
- OES Board of Directors (manufacturers & retailers)
- Executive Director, Carol Hochu (online)

www.ontarioelectronicstewardship.ca

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WEEE Program Overview


- Purpose of WEEE plan
 - channel "end-of-life" (EOL) electronic equipment into waste diversion programs
- 100% of funds used to pay for program costs
 - collection, transportation, reuse, recycling, processing
 - research & development (for new end uses)
 - consumer education
- Program to be phased in
 - Phase 1 launches on April 1, 2009

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Phase 1 Designated EEE Materials (1)


- Desktop computers
 - CPUs, computer terminals, thin clients, desktops acting as servers, micro & minicomputers
- Portable computers
 - laptop, notebook, notepad
- Computer peripherals—supplied as stand alone products or upgrades
 - keyboards, mouse, external drives, disk drives




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Phase 1 Designated EEE Materials (2)

- **Printing Devices**—reside on work surface
 - desktop printers, portable photo-printer or camera dock printers, desktop fax machines, desktop multi-function
- **Televisions**
 - CRT, LCD, plasma, rear projection
- **Monitors**
 - CRT, LCD, plasma




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Phase 2 Plan Development


- Phase 2 WEEE plan development in progress
 - due July 10, 2009
- Designated Phase 2 EEE includes
 - photocopiers, scanners
 - PDA, handheld computers
 - telephones, cell phones, modems
 - audio playback & recording system (tape, disk & digital)
 - video playback & recording system (tape, disk & digital)
 - camera (tape, disk & digital)

www.ontarioelectronicstewardship.ca/consultation/consultation.html

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WEEE Program—the “Players”

- Stewards—pay fees
- OES—develops & operates program
- Public—encouraged to dispose of WEEE responsibly
- Collectors—municipal, commercial, retail, charitable/not-for-profit
- Transporters/Consolidators—by standards
- Processors —standards & tracking

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Stewards


- Industry ‘Stewards’ of EEE include:
 - brand owners
 - first importers
 - franchisors
 - assemblers
- Report monthly & pay fees to OES based on amount/ type of equipment supplied for use in ON

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Steward Fees (1)

- Industry Stewards remit fees to OES:

– desktop computers:	\$13.44/unit
– portable computers:	\$2.14/unit
– computer peripherals:	\$0.32/unit
– monitors:	\$12.03/unit
– televisions:	\$10.07/unit
– printing devices:	\$5.05/unit

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Steward Fees (2)

- *Waste Diversion Act* (the Act) permits fees to be levied only on Stewards
- How fees are managed is outside scope & authority of the Act & OES
 - fee management to be resolved between Stewards & retailers
- OES lacks authority to talk about how fees may be managed
 - only individual stewards can talk about that

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Goods & Services Tax (GST)

- Will OES charge GST & PST on fees?
 - OES awaiting ruling from Canada Revenue Agency (CRA) for Goods & Services Tax (GST) applicability
 - GST ruling before April 1st launch not possible so OES will collect GST on stewardship fees
 - interim measure until a ruling
 - **OES will not charge PST on fees**
- Frequently asked questions (FAQs) available at OES website

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Steward Registration

- Stewards register with OES
 - Can make changes to registration by contacting
- Declare obligation for Phase 1 WEEE
- Report on type & quantity of EEE each steward supplies into ON marketplace
- Pay fees, if applicable

Register at
<https://mtsreg.oesdatasystem.ca/login.aspx> or
www.ontarioelectronicstewardship.ca

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OES' Role

- Develops fees annually based on cost of collecting & processing WEEE
- Establishes certification for OES collectors
- Ensures collectors, transporters, processors meet expectations and standards
- Pays incentives
- Monitors progress against objectives
- Contact:
 - customerservice@ontarioelectronicstewardship.ca
 - 1-888-646-1820

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Public Role

- Consumers & industrial, commercial & institutional (IC&I)
- Proper management of "historic" WEEE
- Encouraged through P&E to manage unwanted materials responsibly
 - will describe P&E
- Encouraged to choose OES certified collector
- Reuse options
- Recycling options
- Targets year 1 & year 5

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Collectors/Transporters/Processors

- OES approves WEEE province-wide collection sites
- Network includes
 - municipalities
 - private & not-for-profit organizations
 - retailers, second hand establishments, waste management, charities & recycling companies
- Contracted transporters move collected WEEE to regional consolidation centres
- Approved processors for EOL material

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Retailers' Role

- Retailers are public interface with consumers
- Retailers are Stewards for brands they own
 - private labels
- Retailers can be first importers of EEE brands for which they are first to take title, delivery or possession in ON
- WEEE Stewards (brand owners/first importers/assemblers) are suppliers to retailers

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Retailers Can be "Remitters"

- Remitters: companies who report & remit fees on behalf of obligated Stewards
 - may or may not be Stewards
 - have executed Remitter's Agreement with Steward & OES respecting EEE
- Remitter's Agreement requires Remitters to report & remit fees on Steward's EEE, that Remitter supplies for use in ON
- Retailer may remit fees on behalf of brand owner who is resident in ON

Steward is obligated for all EEE supplied for use in ON until Remitter reports & Remit fees on it

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Key Points for Stewards & Remitters

- Review Rules for Stewards/Remitters
- Register with OES
 - <https://mtsreg.oesdatasystem.ca/login.aspx> or
 - www.ontarioelectronicstewardship.ca
- Track Phase 1 EEE supplied for use in ON starting April 1, 2009
- Steward/Remitters file first EEE reports & pay fees no later than May 31, 2009

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Retailers as Voluntary WEEE Collectors

- 3 ways for retailers to participate as collectors:
 - be voluntary collection site for some or all WEEE materials
 - host special collection events
 - provide information about where to take WEEE

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Participating as a WEEE Collector

- Can be municipality, retailer, WEEE consolidator
- Basic requirements to be collector
 - space, logistics, security, insurance, health & safety
- Approved collectors eligible to receive collection incentive of \$165/tonne
- OES covers cost of transportation from collection site to EOL processor & provides packaging/shipping materials at no cost
- View application/registration
 - www.ontarioelectronicstewardship.ca
- Information session for potential collectors
 - date TBC

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Public Promotion & Education

Barb McConnell
Communications

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What Is In Place When Program Starts On April 1?


- What will Ontarians see?
- What will they be able to do?
- What should you expect?
- Will talk about:
 - branding
 - consumer brochure available
 - launch news conference
 - promotion/awareness campaign
 - collection locations
 - how to find locations




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Branding

- *Do What You Can* branding—“we can all do more, not preaching”
- Synergy with Municipal Hazardous & Special Waste (MHSW) program
 - both designed to divert more waste from landfill
- Single web portal for consumers
 - makes it easier to promote & recall
- Family resemblance, with differences






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Consumer Brochure


- *Do What You Can* brochure
 - primary information piece
- Distribution through retail, municipalities, collection locations
 - developing list now
- Packages: 90 brochures in self-standing holder
 - will be shipped during week of March 23
- Also available: collector kit: poster, window cling (certified OES collector)


To obtain brochures, contact bmccconnell@csr.org by mid next week



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Brochure (1)






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Brochure (2)






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Launch News Conference

- Takes place Tuesday, March 31
- Will involve proactive “earned media” activities
- Potential to spark interest among Ontarians
- Could get inquiries at your collection locations
- To be prepared—inform staff & employees with public outreach
- Provide brochure & go to www.dowhatyoucan.ca



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Promotion Campaign

- Paid advertising to build awareness & interest
- Based on ideas tested with public
- “Call to action” to take WEEE to collection location
- Newspapers, transit shelters, on-line ads
- Drives people to dowhatyoucan.ca—choose “electronics”
- Visitors will be able to search for collection locations by
 - Municipality
 - material type
 - postal code

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www.dowhatyoucan.ca



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Where Do I Take This Stuff



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What Should Retailers Expect?

- Need to determine how to manage this new program internally & with suppliers
- Review program with all point-of-sale associates (including Home Electronics Associates) before April 1
- Determine & place order for consumer information brochure packages
 - package is brochure holder + 90 brochures
 - bmccconnell@csr.org

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Questions?

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Thank you!

For more information:

www.ontarioelectronicstewardship.ca

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