

EPRA Vape Program Draft

August 2026

The project plan framework for a British Columbia vape program under the EPRA Program is designed around an October 2027 launch with a distinct collection network, unique brand, retailer-led awareness and early producer canvassing.

In 2019, the market sales breakdown of vapes by value was 49% in vape shops, 30% in gas and convenience stores, and 21% online. Estimates show around 3.9 million vapes were sold in BC in 2024.

The plan involves launching a BC vape collection program in October 2027 that positions EPRA as the preferred stewardship solution for obligated vape producers.

Collections and Logistics

- Take Back at point of purchase (retail), requires the establishment of a new collection network, new contracts and training for collection sites. We have the ability to utilize some traditional collection sites where needed to fulfill accessibility requirements.
- New fire-resistant packaging designed specifically for Vapes suitable for Retail outlets. Education required to ensure proper handling and packaging for transport.
- Full Boxes/Container returned by retailer/collection site direct to processors.
- Courier transportation unique to Vape program will be used with little cross over to the transport with existing materials.
- No loose batteries, cartridges or pods will be accepted nor will leaking or broken vapes.

Producer recruitment into the Program

- Initial start up supported by a marketing budget to create fire resistant packaging, promotional and educational material, web site etc. Separate consumer-facing brand marketing to avoid confusion with traditional materials.
- Health Canada inspections have identified 300+ vape suppliers and 83 distinct brands in brick-and-mortar stores across Canada (2021)

- The industry is fragmented consisting of small local manufacturers and large tobacco companies. Some of the key brands STLTH, Allo, Flavour Beast, Envi, Vice, Z-pods JUUL and Fuse
- EPRA will need to identify, locate and convince brand owners to participate in the EPRA Program
- EPRA will work directly with Retailers to collect an EHF as well as act as collection sites for the program.
- There has been outreach in the past from major tobacco producers to EPRA regarding individual take back programs so this would be another area of opportunity.

Recycling

- Recycling Vapes currently require manual processing to separate batteries and pods from other components.
- Electronics and battery recycled in a similar fashion to current program material.
- Material for recycling will be handled with proper protective equipment and within health and safety regulations applicable to the products.