2024 HIGHLIGHTS

Electronic Products Recycling Association of Québec



EPRA QUÉBEC

RECYCLE MY ELECTRONICS™



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This document is presented in compliance with Section 5, subparagraph 8.1 of the *Regulation respecting the recovery and reclamation of products by enterprises*.

Financial data presented here were audited by BDO Canada LLP, while the data pertaining to the quantity of recovered products and recovery rates are pulled from the audit report produced by Raymond Chabot Grant Thornton LLP.

MESSAGE FROM THE EXECUTIVE DIRECTOR

The 2024 year was one replete with challenges and marked by notable accomplishments. It was EPRA-Québec's first full year of operations since the new Regulation came into force. As the official program, ensuring our compliance and that of the 1,800 or so stewards that we represent has become, more than ever, an important responsibility.

Therefore, as per our obligations, we have tracked businesses who engage in recovery and reclamation activities outside our program's framework and who have registered with the "electronics registry". The exercise of validating, consolidating, and compiling data we receive to produce our reports and to ensure the reliability of results is both complex and rigorous.

We have also begun putting in place the actions outlined in the remediation plan we submitted to RECYC-QUÉBEC in July 2024 to improve certain recovery rates. Among these are the optimization of our sampling program, the acquisition of Electrobac's company assets, which specialized in the collection of small electronic devices, and the launch of an advertisement campaign aimed specifically at these products, notably cell phones.

Regarding performance, more than 19,400 metric tonnes of old electronics were recovered in 2024 and directed to reuse or recycling. Recovery rates are on the rise in all product categories, and we are achieving prescribed targets except for personal/portable audio/video systems, such as portable audio players, MP3 players, digital cameras, camcorders, handheld video game systems and smart watches. We have noticed in recent years that certain types of products are more difficult to recover, either because they are smaller and therefore take up less space, or because they have a residual value and attract a strong parallel network.

Hence the importance of reminding the Québec population of the benefits of adopting sustainable behaviours and to take part in the Program. While it's true that sound management of residual materials starts with reduction at source and reuse, it is also true that recovering non-renewable resources contained in end-of-life products contributes to the circular economy.

Drawing on our experience, we are ready to take on the challenges that will no doubt arise in 2025. We did it before and we will do it again. The *Québec Program for the Recovery and Reclamation of Electronic Products* serves as an example that stands out and of which we can be proud.

Dominique Levesque
Executive Director

MORE THAN

150

TYPES OF ACCEPTED PRODUCTS

MORE THAN

1,800

STEWARDS

+/-

1,000

DROP-OFF POINTS

PROGRAM OVERVIEW

Types of Obligated Electronic Products

More than 150 types of electronic products are obligated by Québec regulations and accepted by the Program:

- Display devices
- Non-cellular phones and answering machines
- Cellular devices and pagers
- Desktop computers
- Portable computers
- Computer and video game peripherals
- Desktop printers, scanners, fax machines, copiers and multifunction devices
- Personal/portable audio/video systems
- Non-portable audio/video systems
- Home theatre in a box
- Vehicle audio/video and navigation systems

The detailed list of accepted products is available **here**.

Stewards

EPRA-Québec has more than 1,800 stewards, i.e., manufacturers, distributors, and retailers of obligated electronic products marketed in Québec. The complete list of stewards is available **here**.

Authorized Drop-Off Points

In Québec, there are more or less 1,000 authorized drop-off points where old electronics can be brought. To access our locator tool, click **here**.

Our network includes many municipal ecocentres and garages, several electronics retailers, and various organizations and private businesses.



PARTICIPATION IN MORE THAN

90

EVENTS

|

248

COLLECTION DAYS





Other Collection Services

In addition to its authorized drop-off points, EPRA-Québec offers on-site pick-up services to industrial, commercial and institutional businesses. It also participates in special collection events organized for the general population by municipalities and certain partners. Though we have seen a decrease in the number of this type of event in 2024, it is interesting to note that the average tonnage recovered per collection day (803 kg) has risen significantly by 36% year over year.

Furthermore, we organized again this year our big collection event of old electronics, in collaboration with our longtime partner, Cadillac Fairview. This took place in the parking lots of CF Carrefour Laval, CF Fairview Pointe Claire and CF Promenades St-Bruno shopping centres. The event attracted close to 2,200 visitors, while more than 50 tonnes of old electronics were recovered.

Northern Quebec Territory

EPRA-Québec also continued its efforts to improve the recovery of obligated electronics in the northern villages of Nunavik, and the results are very satisfactory. Five pick-ups (one more than in 2023) were organized, which brought in more than 7.6 tonnes of products, almost double over the previous year.

The program's outreach in this region is a big challenge, but thanks to the efforts of all those involved, recovery services are now a reality. Important projects done in 2024 have certainly had a positive impact. The construction of two new ecocentres has been completed and a third one is in progress. Remember that the goal is that each village eventually has its own ecocentre.

It is also with great interest and pride that, in August 2024, EPRA-Québec participated in the *Symposium on Waste Management and Contamination* organized by the First Nations of Quebec and Labrador Sustainable Development Institute. It was an excellent opportunity to promote end-of-life electronics recycling and to establish solid relations with this harder-to-reach population.

INFORMATION, AWARENESS AND EDUCATION ACTIVITIES

In 2024, EPRA-Québec, in accordance with its mandate, continued its efforts to inform, raise awareness of, and educate its various clienteles about recovering and reclaiming electronic products. Below is an overview of our main communications activities.

Advertising Campaign

For our 2024 advertising campaign, we focussed on nostalgia because while technology evolves constantly, memories remain. We therefore chose to create an ode to those electronic devices that let us to listen to music and have filled our lives for the past 50 years.

The entire creative concept – the sets, the colours, the music – was conceived to generate an emotion or a memory in our target audience of adults aged 35 years and older. With an upbeat soundtrack reminiscent of a hit Québec song, a series of electronic devices cascade as proud ambassadors of their respective era – from the turntable to the tablet, from the portable audio player to the cassette or CD player.

While this technological evolution can only continue, it's even more necessary to remember the importance of recycling these devices when they can no longer be used because recycling old electronics is not a waste of time!

Launched in April 2024, this campaign was broadcast in French on multiple platforms including TV, radio and various digital media. Specific concepts were developed to reach the 18-34 population as well as English speakers. English radio advertisements were also produced.













Campaign Targeting Industrial, Commercial and Institutional (ICI) Businesses







The ICI campaign ran mainly in the fall of 2024, in both languages, and aimed to inform businesses of the services offered by our program.

By maximizing digital advertisements on Google, La Presse's platforms, and LinkedIn's news feed, this campaign targeted businesses from the tertiary sector with 5 to 250 employees, located in the Montréal and Québec metropolitan areas, and more specifically SMEs.

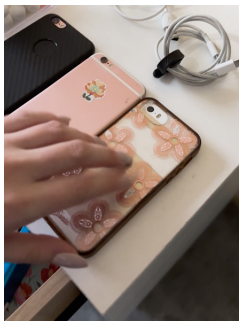
Public Relations

On the public relations front, our faithful spokesperson, Martin Carli, continued to spread our message to the Québec population. Numerous interviews, an open letter published for Earth Day and a press release for Québec Waste Reduction Week helped us draw the media's attention and gain good visibility.

While inviting Quebecers to recycle their old electronics, we highlighted the importance of recovering cell phones and other small electronic devices that can no longer be used, since these are the products most often forgotten at the bottom of a drawer.

Other Initiatives







Special Advertising Campaign — As our surveys indicate, adults aged 18 to 34 are the individuals who own the smallest electronic devices. We have therefore made a conscientious effort to raise awareness among this age range with the goal of increasing the recovery rates of these products. We launched a special advertisement campaign aiming to encourage the target audience to recycle this type of device when they can no longer be used, and to dispose of them in electrobacs, bins specially designed for them.

Several video clips have been broadcast on YouTube, Netflix, Spotify, Facebook, Instagram, Snapchat and TikTok, as well as on Radio-Canada's digital platforms and on digital displays at university campuses.

Content Marketing — We published a sponsored article in the Hublo section of the *Journal de Montréal* with the goal of encouraging the recovery of cell phones and other small electronic devices among the general population.

98%

OF QUEBECERS agree that disposal of old electronics through **AN OFFICIALLY RECOGNIZED RECYCLING PROGRAM IS IMPORTANT.**

82%

OF QUEBECERS KNOW WHAT TO DO TO DISPOSE of their old electronic products in an **ENVIRONMENTALLY FRIENDLY WAY.**

Program Awareness and Impact on the Population

Again this year, EPRA-Québec surveyed the Québec population to better understand its knowledge and behaviour regarding electronic products recycling.

In terms of awareness, the Program reached an awareness level of 75% in 2024. Nevertheless, we see that many Quebecers continue to hold on to their old electronics in their homes:



of Quebecers have at least one electronic product that is broken, obsolete, outdated or no longer being used at home.



of Quebecers want to get rid of at least one of these old electronic products.



of Quebecers plan to recycle at least one of these old electronics in the next months.

Among the other indicators that we follow year after year, the results are once again encouraging:

- Like the previous year, almost all Quebecers (98%) agree that disposal of old electronics through an officially recognized recycling program is important.
- There is still a large majority of Quebecers (82%) who state they know what to do to dispose of their old electronic products in an environmentally friendly way:
  - By taking them to a location that accepts electronics for recycling (81%).
  - By taking them to a retail store that sells electronics and accepts them for recycling (43%).

2024 RESULTS

Data pulled from the audit report produced by Raymond Chabot Grant Thornton LLP.

Reminder: In accordance with the Regulation, the prescribed recovery rates are "recovery" targets and not "recycling" targets. As such, a recovery rate represents the ratio between the quantity recovered in a given year and the quantity marketed in a previous reference year determined by the Regulation. Therefore, achieved recovery rates reflect the participation of the population and of businesses in the Program.

EPRA-Québec plays an important role in achieving recovery rates, notably by its information, awareness and educational efforts, as well as by the deployment of a vast network of authorized drop-off points that are easily accessible, free of charge, across the province.

Quantity of Recovered Products and Recovery Rates

Product Category			Quantity Recovered in 2024 (units)	Achieved Recovery Rate in 2024 (%)	Prescribed Recovery Rate in 2024 (%)
1- Desktop computers, portable computers and tablets			**609,677**	**40.1**	**40**
Quantity marketed in 2024 (units)		1,583,178			
Quantity marketed in the reference year (units)	**2019**	**1,522,198**			
2- Display devices			**755,638**	**73.0**	**40**
Quantity marketed in 2024 (units)		1,120,130			
Quantity marketed in the reference year (units)	**2014**	**1,034,547**			
3- Desktop printers, scanners, fax machines, copiers and multifunction devices			**272,792**	**77.4**	**40**
Quantity marketed in 2024 (units)		325,064			
Quantity marketed in the reference year (units)	**2019**	**352,307**			
4- Cellular devices, non-cellular phones, pagers and answering machines			**674,733**	**31.9**	**25**
Quantity marketed in 2024 (units)		1,836,420			
Quantity marketed in the reference year (units)	**2021**	**2,114,643**			
5- Personal/portable audio/video systems			**662,482**	**13.8**	**25**
Quantity marketed in 2024 (units)		3,275,587			
Quantity marketed in the reference year (units)	**2019**	**4,790,904**			
6- Non-portable audio/video systems			**1,920,936**	**194.0**	**40**
Quantity marketed in 2024 (units)		1,212,187			
Quantity marketed in the reference year (units)	**2019**	**990,053**			
7- Computer and video game peripherals			**1,633,198**	**n/a**	**n/a**
Quantity marketed in 2024 (units)		5,535,799			
Quantity marketed in the reference year (units)	**n/a**	**n/a**			

The 2024 recovery rates have all increased compared with the previous year, and all prescribed regulatory targets were achieved, except for category 5. It is indeed more difficult to recover small devices because people are less inclined to dispose of them quickly as they do not take up a lot of space in the home. Some individuals also prefer to keep them for eventual use.

Furthermore, though the prescribed recovery rates were achieved in categories 1 and 4, the recovery of products with a residual value, and for which exists a very strong parallel network, such as computers and cell phones, remains difficult.

These excellent results can be explained notably by the following.



THE RECOVERY RATES HAVE ALL INCREASED

Awareness efforts and actions taken by EPRA-Québec

Whether as part of its regular activities or its remediation plan, several initiatives put forward in 2024 and described in this report have contributed to increasing the recovery rates of all types of electronic products obligated by the Regulation.

Population behaviour and the unforeseeable

- **Type of products**: Recovery rates are closely tied to the type of products brought to authorized drop-off points by the population. More and more, as new technologies emerge, consumers seek to replace non-portable electronics with devices that are smaller and multifunctional.
- **Quantity of products**: The flooding that occurred in several regions of Québec following record rainfall in the summer of 2024 forced the population to dispose of a greater number of electronics, especially large devices kept in basements.

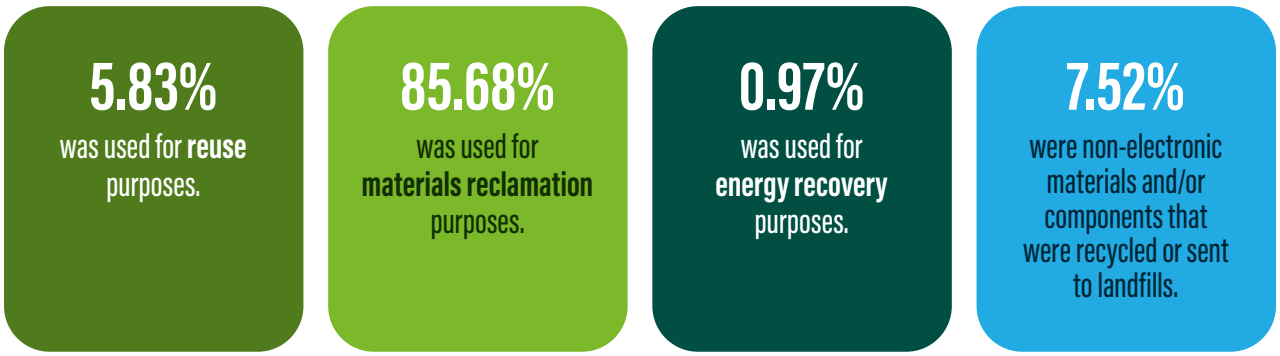
Regulatory requirements

- **Quantity of marketed products:** In accordance with the Regulation, recovery rates are calculated based on the quantity of products marketed in a given reference year, which can vary from one category to the next and from one year to the next.
- **Monitoring businesses carrying out recovery and reclamation activities outside our program's framework**: In accordance with the Regulation, we closely monitored businesses carrying out recovery and reclamation of electronics activities outside our program's framework and have compiled the data received from eligible external sources. This exercise provided a clearer picture of the quantities recovered through their activities in 2024.

Product Processing

Results based on the volumes recovered in 2024 by the Program, and which are audited by Raymond Chabot Grant Thornton LLP.

The totality (100%) of products recovered in 2024 by EPRA-Québec were processed in accordance with management methods recognized by the Regulation. On the volume recovered:



See below for more details regarding these management methods.

It is important to note that no electronic product recovered by EPRA-Québec's program is landfilled. We are resolutely committed to prevent any ultimate residual waste from being sent to landfills, but we are nevertheless dependent on the type of products brought to our drop-off points. If the population brings in more non-obligated or non-recyclable products, it will be more difficult to reduce the proportion of what is sent to landfills. It is therefore important to educate the population about properly sorting products and directing them to the appropriate recycling channel.

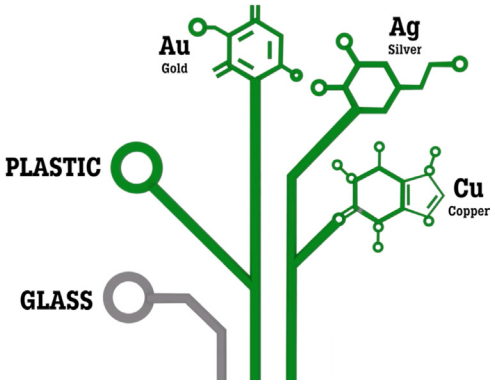
Reuse

This percentage includes electronics processed by recyclers approved by the program; by reuse organizations partnering with EPRA-Québec (i.e., Insertech) and by drop-off points authorized to reuse certain products without data storage (i.e., Renaissance).

Considering all the products recovered, all categories combined, this represents more than half a million devices. That is no insignificant amount! We are working with our partners to maximize the performance of this activity, but it must be recognized that products, depending on their type, do not all have the same reuse potential. Some devices, though still functional, are unlikely to find any takers.

Furthermore, it is important to highlight that the act of giving a device that we no longer use to family members, friends, or a charitable organization is a form of reuse that EPRA-Québec encourages, but which, unfortunately, cannot be accounted for in our results.

Materials reclamation



Materials reclamation consists of recovering and processing the materials contained within electronic products into reusable materials. While it's true that sound management of residual materials starts with reduction at source and reuse, it is also true that recovering non-renewable resources contained in end-of-life products contributes to the circular economy.

Throughout this process, different technologies are used to sort and separate raw materials like glass, plastic and metals, such as gold, silver, and copper, which can be reused over and over without losing their properties. Materials reclamation allows for the recovery of precious non-renewable resources instead of having to extract them from the ground.

Once these materials are reinserted into the manufacturing supply chain, they will be reused to make all kinds of new products. The possibilities are bound only by our imagination, since we can find these materials in a multitude of other items. For example, crushed glass can be used in cement or ceramic. Whereas gold, an excellent electrical conductor resistant to corrosion, can end up in electronic circuits of certain security devices, like vehicle airbags.

Energy recovery

Energy recovery consists of recovering and reclaiming energy produced while processing materials and/or components into usable heat or electricity.

Other disposals and landfilling

Other disposals are management methods for non-electronic materials and/or components (i.e., printer paper, magnetic tapes, wood containing glue, plastic wrapping paper, leather cases, etc.). Some of these materials are recyclable, others are not.

Depending on the case, we use the most appropriate management method for disposal. However, it is difficult to distinguish between materials that are indeed reclaimed (i.e., paper) from those that, due to a lack of an official recycling channel, are unfortunately directed to landfills (i.e., wood containing glue, which is used in the manufacturing of many enclosed speakers), hence "Other disposals and landfilling" group.

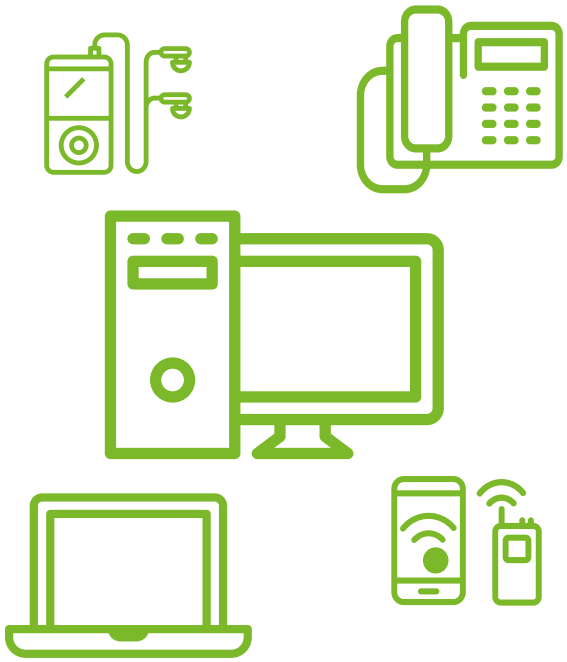
Materials Disposal

This table presents the proportion of materials and/or components recovered and processed by the program in 2024. It describes the process each material and/or component underwent and indicates its final destination. The proportion varies according to the types of products brought to our authorized drop-off points and their composition, which evolves over the years.

Material/ Component Proportion (%)	Process	Final Destination[1]
Leaded Glass 7.93	Tubes are manually and mechanically separated and either cleaned and processed into cullet for use in glass production, or smelted for reclaim of lead from the glass.	Canada USA
Plastics 20.52	Plastics are manually and/or mechanically separated. Identifiable plastics are cleaned, sorted and pelletized for reuse; any unidentifiable plastics are used as a fuel substitute in the process of metal smelting, used in the production of alternative fuels, or landfilled.	Canada USA China Malaysia
Ferrous Metals 32.48	Metals are manually and/or mechanically separated and smelted for reclaim.	Canada USA
Mixed Metals 13.60	Metals are manually and/or mechanically separated and smelted for reclaim.	Canada USA
Circuit Boards 4.49	Boards are manually and/or mechanically separated and smelted for reclaim of precious metals, while the plastics are used as a fuel substitute in the smelting process.	Canada USA Japan
Other Materials/ Components 3.97	Other materials/components are manually and/or mechanically separated and directed to appropriate recycling channels, managed through an energy-from-waste recovery process, or landfilled.	Canada USA
Non-Leaded Glass, Wood, Non-Ferrous Metals, Precious Metals, Dusts, Batteries, Ink/ Toner Cartridges, Mercury Lamps, Wires/Cables, Ethylene Glycol, Waste Materials The proportion of each of these materials or components is less than 3%.	Non-leaded glass is manually separated for recovery and further use or introduced into the smelting process as a silica flux substitute. Wood is manually separated and managed through an energy-from-waste recovery process or landfilled. Metals and dusts are manually and/or mechanically separated and smelted for reclaim. Batteries are mechanically separated for recovery of metals. Cartridges are cleaned and reconditioned for reuse or processed through an energy-from-waste recovery process. Mercury lamps are mechanically processed and separated into glass, metal and phosphor powder material streams. Phosphor powder is further distilled for mercury recovery. Metal and glass are also reclaimed for further use. Wires/Cables are manually and/or mechanically separated and smelted for metal recovery, while the plastics are either used as a fuel substitute in the smelting process, or mechanically separated and landfilled. The glycol is manually drained from the light tubes and refined for further use. Waste materials are manually separated and landfilled.	Canada USA

1. To ensure the safe and secure processing of all products recovered by its program, EPRA-Québec only works with organizations verified by the Recycler Qualification Office (RQO). As such, the entire process, from reception of materials to their final processing (i.e., from the primary recycler through to all downstream processors), is compliant with current electronic recycling standards in Canada, specifically the ERS 2025 and the international R2 Standard. All primary recyclers are located in Québec. However, to ensure proper processing of all materials and/or components from electronic products, they also work with downstream processors who are also verified by the RQO. Furthermore, and in accordance with current standards, it is prohibited for all recyclers participating in the EPRA-Québec program to export electronic products or substances of concern to non-OECD (Organization for Economic Co-operation and Development) nations.

Remediation Plan



As a result of the 2023 recovery rates, and in accordance with the Regulation, EPRA-Québec prepared and submitted a remediation plan in 2024 for the three product categories that did not achieve the prescribed targets, namely category 1 “Desktop computers, portable computers and tablets”, category 4 “Cellular devices, non-cellular phones, pagers and answering machines”, and category 5 “Personal/portable audio/video systems”. This three-year plan presents the intended strategies to improve the recovery of these types of devices, with mandatory investments totaling $3,274,167.

Remediation plan - year 1 (2024)

Key actions

- **Acquisition of Electrobac’s company assets**: This acquisition has helped to better integrate some 200 smartbins into our network of authorized drop-off points. Installed in places frequented daily — grocery stores, schools, office buildings, metro stations, etc. — these “electrobacs” make our program easier to access. Now that we own this infrastructure, we are in a better position to promote them and thus encourage the recovery of cell phones and other small electronics. With this integration, we have been able to include the devices recovered from electrobacs in our sampling program and improve accounting for small devices.
- **Launch of a special advertising campaign:** We launched a digital advertising campaign specifically to promote electrobacs and the recovery of small electronics, notably cell phones (see page 7 for more details.)
- **Optimization of the sampling program:** Given the many changes in technology, including the miniaturization of devices, the process has been reviewed to optimize execution and monitoring. An independent firm has been mandated to proceed with sampling activities. The results of which help us calculate the recovered quantities and the recovery rates.

Results and required mandatory investments calculation

All 2024 recovery rates have achieved the prescribed targets, except for category 5. As such, this is the only category that would have required additional mandatory investments. However, in accordance with the Regulation, no additional mandatory investment is necessary, since the 2024 recovery rate is an improvement over the 2023 rate, rising from 5.1% to 13.8%.

Summary table

The following table presents, by product category, the 2024 mandatory investments and actual expenses distributed over three years.

	Initial Mandatory Investments[2]	Actual Expenses 2024	Achievement of Prescribed Rates 2024	Planned Investments 2025	Planned Investments 2026
Product Category	**$3,274,167**	**$1,256,514**		**$1,238,773**	**$778,880**
1- Desktop computers, portable computers and tablets	$46,980	$837	Yes No additional mandatory investments required		
4- Cellular devices, non-cellular phones, pagers and answering machines	$410,856	$159,861	Yes No additional mandatory investments required		
5- Personal/portable audio/video systems	$2,816,331	$1,095,816	No No additional mandatory investments required[3]		

2. Calculated based on rates achieved in 2023.

3. In accordance with the Regulation, even if a prescribed target is not achieved, no additional mandatory investment is required if the achieved rate is higher than the rate achieved the previous year.

Conclusion

We feel pride in the work we accomplished in 2024 and of the impact our efforts had on the recovery rates. Despite the many challenges we faced, the actions taken through the remediation plan have borne fruit. We will continue this momentum in 2025.

Financial Statement

as of December 31, 2024 – audited by BDO Canada LLP

In 2024, EPRA-Québec ran a planned deficit and drew on the contingency reserve to cover its expenses.

Revenue		
Recovery fees	$	17,138,329
Other revenue		46,603
Interest		1,064,666
		18,249,598
Expenses		
Direct operating costs		
Processing		8,886,650
Collection		1,704,032
Transportation, warehousing and storage		5,303,714
		15,894,396
Other expenses		
Awareness and communications		2,815,033
Administration		3,777,858
Financial compensation paid to government		14,011
Mandatory investments imposed by the Regulation (penalties)		(214,597)[4]
		6,392,305
		22,286,701
Excess of revenue over expenses	**$**	**(4,037,103)**
Contingency Reserve[5]		
Balance, beginning of year		27,781,431
Excess of revenue over expenses		(4,037,103)
Balance, end of year	**$**	**23,744,328**

4. Amount resulting from the adjustment made to the estimated mandatory investments for 2023 based on the actual amount and the estimate as of December 31, 2024, of a potential mandatory investment for 2024. If applicable, the actual amount of this additional mandatory investment will be calculated according to the recovery rates achieved in 2024, which are known and audited in spring 2025, and then submitted to RECYC-QUÉBEC for approval.
5. In accordance with the Agreement with RECYC-QUÉBEC in effect in 2024, EPRA-Québec must constitute a financial reserve sufficient to maintain the program and to cover mandatory investments imposed by the Regulation.

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