2023 Electronic Products Recycling Association of Québec HIGHLIGHTS



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.*

MESSAGE FROM THE EXECUTIVE DIRECTOR

For the Electronic Products Recycling Association of Québec (EPRA-Québec), 2023 was a year marked by the implementation of amendments to the *Regulation respecting the recovery and reclamation of products by enterprises*. These changes aimed to tighten the rules surrounding the recovery and reclamation of obligated products in Québec, affecting both businesses working in the field and organizations responsible for official programs. Achieving compliance has thus been at the heart of our annual planning, even as we pursued our primary mission: to ensure the safe, secure, and environmentally sound management of electronics entrusted to us by the Québec population.

We therefore reconsidered our methods to ensure compliance with the modified Regulation. New control mechanisms and management tools were developed. First, we launched a web platform so that businesses carrying out recovery and reclamation activities outside our program's framework can sign up to an "electronics registry". We also made considerable efforts in preparing and sending multiple communications and exhaustive documentation to explain the process. A requirements application guide containing several templates for collecting data has also been written for businesses that registered.

In terms of performance, EPRA-Québec closed 2023 with excellent results. More than 19,000 tonnes of old electronics were collected, which means that more than 200,000 tonnes of electronics have been diverted from landfills since our program started in 2012. While access to our vast network of authorized drop-off points has been maintained, our education efforts have been successful with the **Recycle My Electronics™** program reaching a record awareness level of 80%.

At the same time, given the recovery rates achieved in 2023, and the mandatory investments imposed to improve the situation in some cases, we will submit to RECYC-QUÉBEC in 2024 a remediation plan, another regulatory requirement with which we must now comply. Needless to say, compliance with the new Regulation is far from being a simple matter. On the contrary, it necessitates significant efforts, both human and financial!

Of course, EPRA-Québec will continue to fulfill its mandate by providing its stewards (electronics manufacturers, distributors, and retailers) with an approved environmental program to help them comply with the provincial regulation. We will also continue to offer the Québec population and businesses a simple and efficient solution to recover their old electronics so they can be redirected for reuse purposes or responsibly recycled through certified organizations compliant with Canadian standards.

Together, we are making a real difference protecting the environment!

Dominique Levesque
Executive Director

MORE THAN

150

TYPES OF ACCEPTED PRODUCTS

MORE THAN

1,800

STEWARDS

MORE THAN

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
- 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
- Cellular devices and pagers

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 than 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

160

EVENTS

|

375

COLLECTION DAYS

Other Collection Services

In addition to our authorized drop-off points, EPRA-Québec provides on-site collection services to industrial, commercial, and institutional businesses. Special collection events are also organized in collaboration with municipalities and certain partners.

Among our notable events, it was in the spring when the population of the East End of Montréal was invited to the Galeries d'Anjou parking lot. Organized in partnership with the new property manager, JLL, this special collection event addressed an ever-growing need since no such activity had taken place in this area since 2019, mainly because of the pandemic.



In the fall, we worked with our longtime partner, Cadillac Fairview, to continue the tradition of holding our big collection event of old electronics in the parking lots of CF Carrefour Laval, CF Fairview Pointe Claire and CF Promenades St-Bruno shopping centres. Despite unfavourable weather, the event attracted close to 2,400 visitors from the Greater Montreal area.





INFORMATION, AWARENESS AND EDUCATION ACTIVITIES

In 2023, EPRA-Québec, in accordance with its mandate, continued its efforts to inform, raise awareness of, and educate its various clienteles about recovering and reclaiming end-of-life electronic products. Below is an overview of our main communications activities.

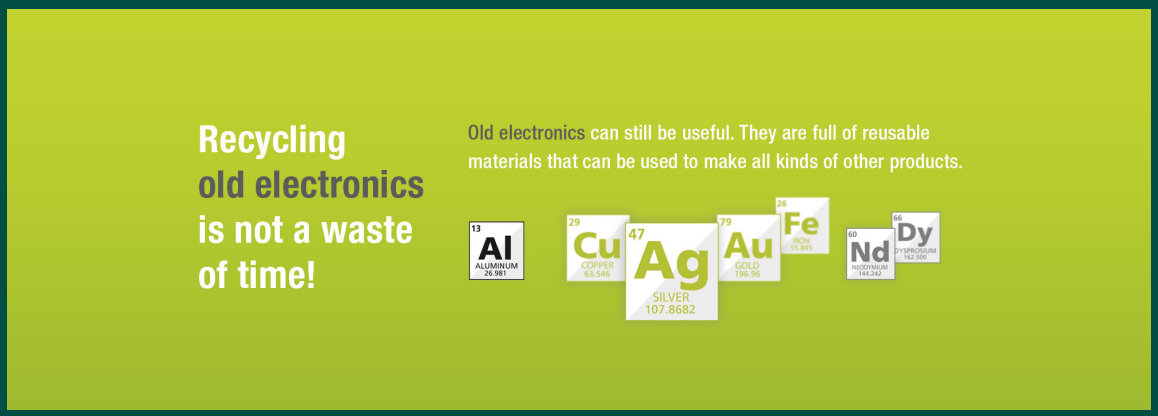
Advertising Campaign

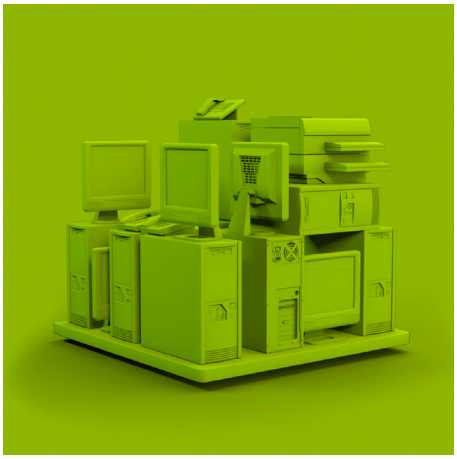
Launched in April, in both English and French, the 2023 advertising campaign revolved around the memorable catch phrase: “Recycling old electronics is not a waste of time!” Relying on clever wordplay, this signature slogan correlates well with our program’s key message.

By using images of everyday life as a backdrop, we told the “story” of an electronic device through the years until it reached the end of its life. We touched on the themes of reuse and recycling to emphasize the importance of giving our devices a second life and bringing them to authorized drop-off points when they no longer work.

This campaign, which was broadcast on TV, radio, Facebook, Instagram and Tik Tok, as well as on the Web, provided us the opportunity to engage multiple generations. It has proved to be effective and was well received by the public.







Campaign Targeting Industrial, Commercial and Institutional (ICI) Businesses

The ICI campaign ran mainly in the fall of 2023, 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

The year 2023 provided us with great exposure in Québec media! Our initiatives focussed on reminding the public that electronics recycling is one among many concrete actions we can take to protect our planet.

First, to mark Earth Day, our spokesperson for the last seven years, scientist Martin Carli, signed an open letter bearing the program's key message, which was published in various media outlets, notably in the Journal de Montréal and the Journal de Québec.

Then, in May, we promoted a special collection event taking place at Galeries d'Anjou, in Montréal. For this occasion, Martin Carli granted several interviews to help attract the public to this activity as well as to explain the importance of the program and how it works.

It was during Québec Waste Reduction Week, which ran between October 20 and 29, that our efforts hit a peak. In addition to interviews and mentions in traditional media, we collaborated with the LCN network to produce an excellent news story that aired on the series *À vos affaires.* We also partnered with Florence-Léa Siry, a content creator renowned for her environmentally friendly values, and launched our very first influencer campaign on Facebook and Instagram to reach a younger audience.

All these activities generated an overall media reach of more than 18 million impressions!





Record level:

80%

OF QUEBECERS are **AWARE OF THE PROGRAM.**

97%

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

Program Awareness and Impact on the Population

We surveyed the population to better understand citizens' knowledge and behaviour regarding electronic products recycling.

The results were excellent and very encouraging.

In terms of awareness, the program reached a record level: 80% of Quebecers know about its existence. As for participation, we introduced in 2023 a new metric: 74% of Québec households had old electronics to recycle, of which 45% took one to an EPRA-Québec authorized drop-off point during the year.

In addition, 97% of Quebecers agree that disposal of old electronics through an officially recognized recycling program is important. However, 50% still have electronic products that are broken, obsolete, outdated or no longer being used. Of that number, 33% want to get rid of these devices, of which 28% plan to recycle them.

In light of these results, it is important to continue our education efforts as tonnes of material can still be recovered and reused to make all kinds of new products instead of depleting natural resources.

2023 RESULTS

Quantity of Recovered Products and Recovery Rates

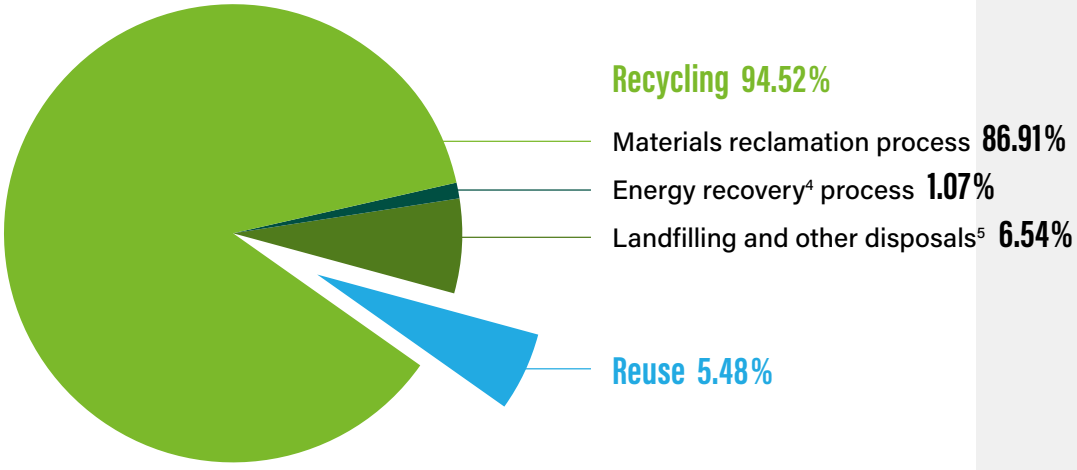
Product Category	Quantity Recovered (recycling and reuse) (units)	Achieved Recovery Rate (%)	Prescribed Recovery Rate[1] (%)
Desktop computers, portable computers, tablets and e-book readers[2]	486,791	30.5	40
Display devices	730,969	70.4	40
Desktop printers, scanners, fax machines, copiers and multifunction devices	251,305	63.7	40
Cellular devices, non-cellular phones, pagers and answering machines[2]	232,928	11.5	25
Non-portable audio/video systems	725,790	66.5	40
Personal/portable audio/video systems[3]	243,074	5.3	25
Computer and video game peripherals	879,270	n/a	n/a

1. With the coming into force of the new Regulation, prescribed recovery rates have been brought back to 2014 levels.
2. Achieving the recovery rates prescribed for categories containing products with a residual value, and for which exists a very strong parallel network, is difficult, even impossible.
3. It is 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. Moreover, some individuals prefer to keep them for eventual use.

Product Processing

All products collected by EPRA-Québec in 2023 were recycled or directed for reuse, and almost all materials contained in these devices were reclaimed.

These results are based on the volumes collected during the year within the program's framework.



4. Energy recovery consists of recovering and reclaiming energy produced by the processing of materials and/or components into usable heat or electricity.
5. 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.). Considering the minute quantities of these materials, it is difficult to distinguish between those that are indeed recycled and those that are directed to landfills.

Material Disposal

This table presents the proportion of materials and/or components recovered and processed by the program in 2023. 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.

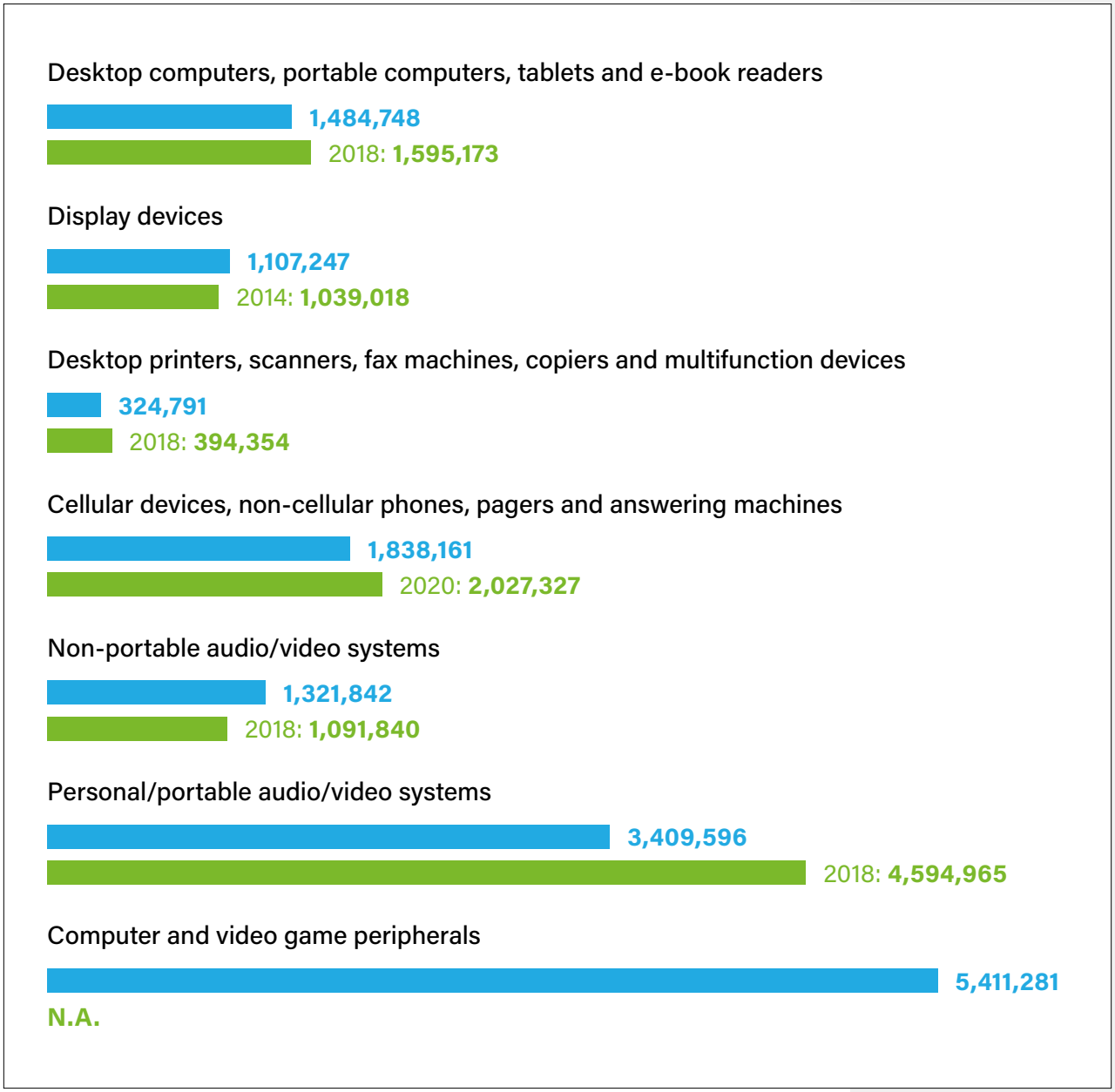
Material/ Component Proportion (%)	Process	Final Destination[6]
Leaded Glass 7.96	Tubes are manually and mechanically separated and either cleaned and processed into cullet for use in glass production, or smelted for reclaim of lead from the glass.	Canada USA
Plastics 18.43	Plastics are manually and/or 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 32.38	Metals are manually and/or mechanically separated and smelted for reclaim.	Canada USA
Mixed Metals 14.77	Metals are manually and/or mechanically separated and smelted for reclaim.	Canada USA
Circuit Boards 4.11	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

6. To ensure the safe, secure and eco-friendly processing of all products collected 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 Canadian electronic recycling standards, including 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, it is prohibited for all processors participating in the EPRA-Québec program to export electronic products or substances of concern to non-OECD (Organization for Economic Co-operation and Development) members.

Quantity of Marketed Products

Units in 2023 / Per reference year

The reference year, which is set by the Regulation, is used to calculate recovery rates.



Financial Statement

as of December 31, 2023

In 2023, EPRA-Québec ran a planned deficit and drew on the contingency reserve to cover its expenses. Moreover, an amount was estimated to plan for the mandatory investments (penalties) resulting from a major regulatory change. This amount will significantly impact the costs of the Québec program.

Revenue		
Recovery fees	$	16,992,320
Other revenue		2,875
Interest		1,342,165
		18,337,360
Expenses		
Direct operations		
Processing		7,821,964
Collection		2,208,018
Transportation, warehousing and storage		4,732,331
Quality assurance and audit		349,445
		15,111,758
Other		
Awareness and communications		2,701,302
Administration		3,729,138
Financial compensation paid to government		6,008
Costs associated with the application of the new Regulation		268,827
Mandatory investments imposed by the Regulation (penalties)		4,210,000[7]
		10,915,275
		26,027,033
Excess of revenue over expenses	**$**	**(7,689,673)**
Contingency Reserve[8]		
Balance, beginning of year		35,471,104
Excess of revenue over expenses		(7,689,673)
Balance, end of year	**$**	**27,781,431**

7. Amount estimated as of December 31, 2023. The real mandatory investment will be calculated and submitted to RECYC-QUÉBEC for approval in 2024.
8. In accordance with the Agreement with RECYC-QUÉBEC in effect in 2023, 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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