



Thinking
beyond
the box

Stewardship Ontario

**Lessons Learned: Ontario's Recent Experience
with MHSW & EPR
2011 Conference on Canadian Stewardship
Halifax, Nova Scotia
September 20, 2011**

Phase 1– Smooth sailing



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- Launched MHSW program July 2008
- Nine materials each with its own collection & recycling target
 - Paint/coatings, solvents, batteries, pressurized containers, fertilizers, pesticides, antifreeze, oil filters and oil containers



Managing success

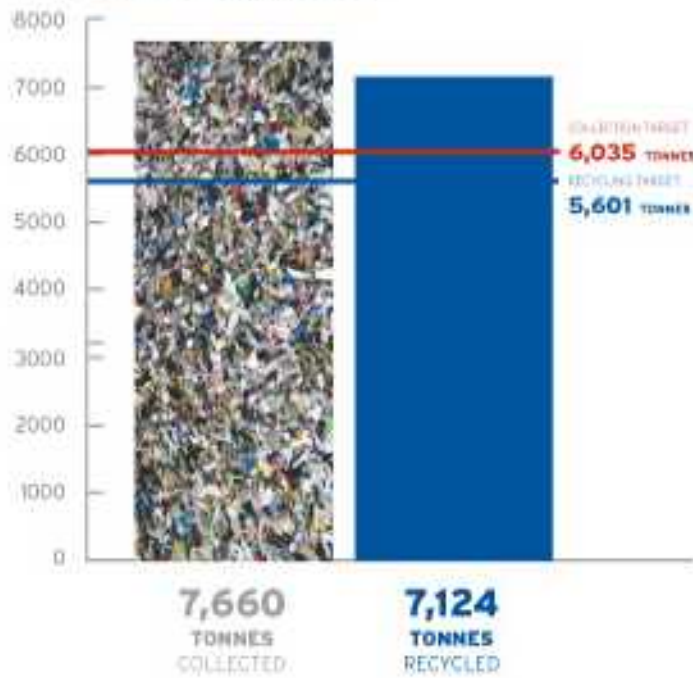


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Oil Filters

88.2% Collection Rate

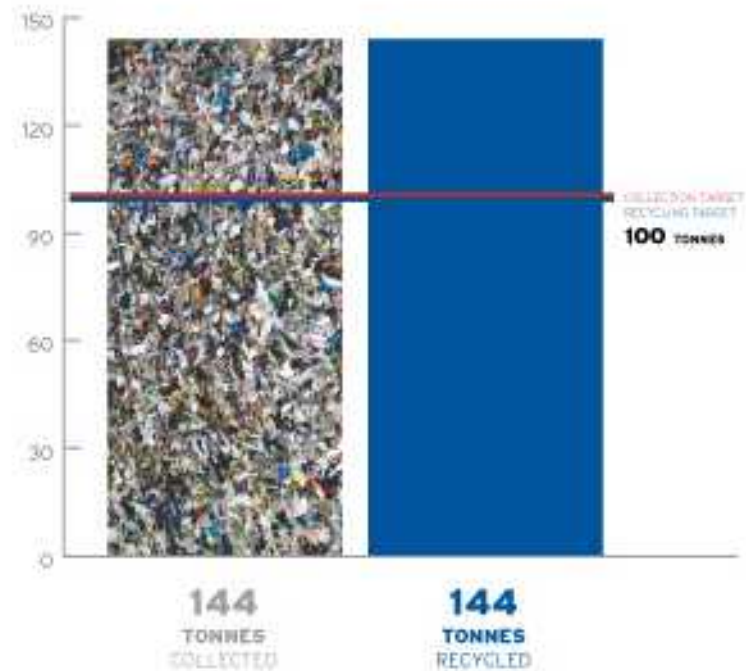
82.0% Recycling Rate



Pressurized Containers - Non Refillable

21.6% Collection Rate

21.6% Recycling Rate

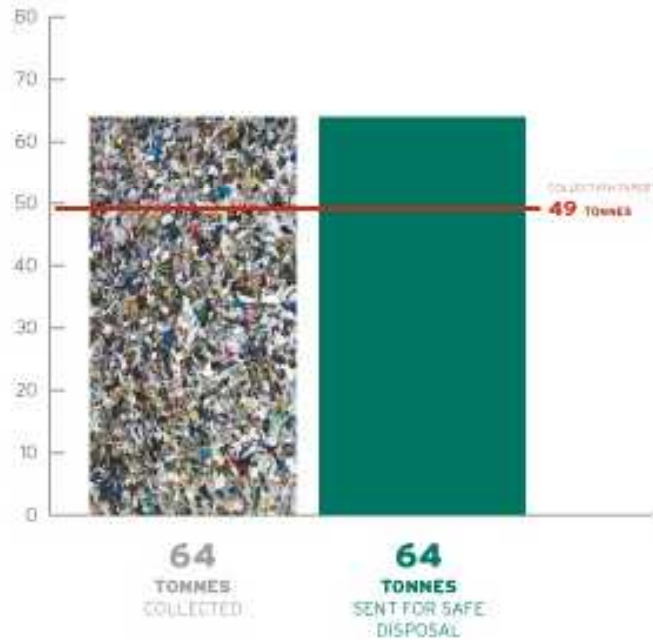


Managing success



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Pesticides 67.8% Collection Rate



Paints & Coatings 64.9% Collection Rate 48.0% Recycling Rate



A bigger “basket of goods”



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Phase 2 Materials

- Fluorescent tubes and bulbs
- Fire extinguishers
- Mercury-containing devices
- Rechargeable batteries
- Pharmaceuticals
- Sharps and syringes



Phase 3 Materials

- Flammables
- Toxics
- Corrosives
- Irritants
- Reactives
- Leachate toxics



Consumer collection network vastly expanded



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- Accessibility increased overall
- 3684 collection sites
 - 92 depots
 - 3,295 R2R
 - 265 other
- 292 events



Connecting with the Consumer



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ORANGEDROP

colour

Blue

Green

Orange

method

Box

Bin

Drop

Ontario-wide P&E campaign: \$2.5M++



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ONTARIO, IT'S TIME TO CLEAN HOUSE!

There are now 22 household hazardous and special waste materials that can be collected, recycled or safely disposed of.

To find out more and locate your neighborhood dropzone, visit makethedrop.ca



ORANGEDROP

Funded by the stewards of Ontario in partnership with Stewardship Ontario



Thinking beyond the box.

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Extensive on-line media buy



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Online Contextual ads 26.9 million impressions

Online Behavioral Ads 3.3 million impressions

Google search & content integration 31 million impressions

Followed by TV and radio buy



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Television - 4 stations - 12 million impressions

Radio - 3 stations - 9.2 million impressions
includes contesting and DJ talk time



Orange Drop in a box



3,000+ mailed to collection partners & targeted by channel

HOW CAN YOU MAKE THE DROP?

To make the most, simply collect the household products in your own home and then, when you're ready, bring them to your nearest drop site. You'll know that you've unwasted your space and best of all, unwasted our landfill and water systems.

When you bring your leftovers to a collection site, call it in, or send us an email drop card, we'll ensure that they're recycled or reprocessed into raw materials.

The materials that can't be recycled, we'll handle disposal in the most environmentally friendly way.

To find your neighborhood Drop zone and learn more about Orange Drop:

Just visit www.makethedrop.ca

You'll find tips and frequently asked questions as well as links to our social media pages for the program.

We'll be glad to help if you're making your own home decision!

Funded by the Government of Ontario
in partnership with Stewardship Ontario.



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Stewardship Ontario is a not-for-profit organization funded and governed by the Ministry of the Environment. It sets rules and makes the programs and packaging materials managed under the Blue Box and Orange Drop recycling programs.

We launch the Box of Unwanted Items every day – whether they're putting something in their Blue Box or returning unused paint or solvent remedies to a special collection partner.

We work to keep this material out of landfill and to recover its full value at the end of its usefulness. We are always looking to find ways to turn today's waste into tomorrow's sustainable products. Consumers should find and understand the right – not just the most – that's needed.

Visit us at www.stewardshipontario.ca

Join our virtual house to learn more about what you can recycle in your home and where you can return it to in your community.

Follow us on Facebook, YouTube and Twitter by simply using the "Stewardship Ontario" to learn about our community activities, collection events, education facts and fun updated videos and information about the Blue Box and Orange Drop programs.



Where in doubt, don't throw it out.
Make the drop!



In-store promotion



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ORANGEDROP
Make the drop.ca

THIS IS AN AUTHORIZED DROP ZONE

When in doubt, don't throw it out.

MAKE THE DROP

In Ontario there are now 22 household hazardous and special waste materials that can be collected, recycled or safely disposed of.

You can now return:

- All Aerial Containers, including those that contain gas, (the maximum fill is up to 10 litres and 100 lbs.)
- Auto Airline Oil Filters
- Single Use Dry Cell Batteries
- Rechargeable Batteries
- Industrial Primary and Non-Lead Acid Batteries (Automotive)
- Carbides and Metals, such as auto brakes, household blades, chainsaw, power tool, chainsaw
- Toilets including appliances and their parts
- Fertilizer (10 kg bag max)
- Compressed Gas Cylinders, gas canisters, aerosol cans, and other similar containers
- Flammable Liquids and Solids
- Flammable Liquids, Aerosols, Gases (FLG) (max fill 10 litres in total, except for gas, see our website or 1-877-977-2739)
- Lightbulbs, incandescent fluorescent and CFL
- Lightbulbs, incandescent fluorescent and CFL (max fill 10 lbs)
- Lightbulbs, incandescent fluorescent and CFL (max fill 10 lbs)

- Mercury devices, including measuring devices such as barometers
- Sturdy all metal tools, products that contain metal but not lead or brass
- Used Oil Filters
- Car Air Filters
- Car Air Filters
- Refrigerators, A/C Units, and Air Conditioners
- Pressure Containers, such as propane cylinders and tanks, but not in use or damaged
- Gasoline Fuel Tanks, which may include propane tank accessories used in auto body work
- Iron Tank Drums, which require forklifts, and other similar containers
- Pharmaceuticals for both humans and pets, including prescription medications, over-the-counter drugs and medical health products
- Chemicals, including acids, alkalis, solvents and poisons

To learn more about the Orange Drop program and to find a full materials list, visit MakeTheDrop.ca

Participating in this program in partnership with Stewardship Ontario

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Orange Drop takes to the road



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**4.7 MILLION
TOTAL ATTENDANCE
AT EVENTS**

The Orange Drop Tour

As part of our consumer outreach activities, our Orange Drop promotion and education tour attended 86 events between July 1st and September 30th in communities across Ontario.

Searching for a “Drop” Zone



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When in doubt, don't throw it out
Make the Drop

ORANGEDROP

keep environmental contaminants OUT of OUR landfills and waterways

MISSW in Your Home

With the Yellow House to find Missw products in your home.

Search by

Hazard Symbol

Search for specific items

Understanding Orange Drop

Orange Drop is the province program designed to help you dispose of hazardous products that need a special care when they're used. The kind of care would not be: [See more](#)

Download a quick take know more.

How Battery Collection Sites Gotting?

On February 1, Stewardship Ontario is introducing a new program which will include the launch of Battery Drop. This program will allow you to drop off your old batteries at a drop-off site.

Follow Orange Drop on

Find a Local Drop-off Location

For all materials

For ignitable liquids

For ignitable solids

For flammable liquids

For flammable solids

At a pharmacy only for

Enter your postal code (without spaces) here

For a list of Special Collection Points by municipality [click here](#)

ORANGEDROP | What's Hot

EDUCATIONAL TOUR

TIPS



Call to action



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SEARCH

CTV.ca Mobile Canada AM Autos Entertainment

CTV NEWS Shows Video News Schedule

OPINION PHOTOS ARCHIVES

thestar.com
July 19, 2010

THE GLOBE AND MAIL
Don Demers and Ursula Vallente
Eco-fee monopolies

CBCnews | Canada
Home World Canada World



Ontario eco fee m...
The Liberal government should have done more to ensure Ontario consumers were prepared for the fact that some retailers started charging on Monday.



The province recently said it was dropping the retail price of the program, but it is likely to be a market in everything from light bulbs to clothing to car tires and more.

Environment Minister John Gerretsen will

- News Sections
- CTV Toronto
 - Local Weather
 - Traffic
 - Connected Calendar
 - MyNews
 - Consumer Alerts
 - Lifetime
 - Contests
 - Lotto Results
 - Gas Prices
 - In Pictures

Home : Ontario government to drop controversial 'eco fee'

Ontario government to drop controversial 'eco fee'

AA | Print | Email

+1 f Share t Tweet

+ Share | Recommend | 17 people recommend this.

The Canadian Press
Date: Monday Jul. 19, 2010 9:38 PM ET

TORONTO — The Ontario government will scrap its controversial eco fee Tuesday in a bid to quell consumer confusion and frustration from major retailers.

Photos

ECO FEE \$0.03	\$	0.03
SUNLIGHT 305ML L	\$	1.29
DRANO MAX 900 M	\$	3.99

Environment Minister John Gerretsen will

with that

For the past several years, the province has been pushing for consumers to pay for the cost of recycling. But the province has now decided to drop the fee.

Consumers are used to seeing the fee on their receipts, but it has caused confusion. Some retailers have started charging for the fee, while others have not.

The province has decided to drop the fee to avoid confusion and frustration from consumers.

The province has decided to drop the fee to avoid confusion and frustration from consumers.

What went wrong?



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1. Bad timing for new **fees**
2. Lack of communication about **fees**
3. Visible eco **fees**
4. Complex **fee** structure
5. Incorrect **fees**

FEES



FEES



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Lessons Learned

Regulators and consumers see things differently



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What the government sees



What the consumer sees



What would we do differently?



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- Assistance for stewards to understand their obligation
- Create a product brand list for all designated materials



We lost the consumer



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We lost the consumer

Durables



Consumables



Communication is key



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- But the responsibility must be shared & the messages must be complementary but different
 - Producer responsibility organization
 - Provincial government
 - Municipal government



Visible fees yes, but no surprises at the cash register



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Canadian Tire
Store #600
65 Dundas ST. W
Toronto, On
416-979-9056
GST 866864499RT0001
REG #:11 07/07/2010 16:58:14 TRANS #:200
OPERATOR #: 2009 Float: 001

053-3537-0	PALM REG ORIG.1	\$	1.99
	(SAVED \$ 1.50)		
098-0778-8	ECOFEE	\$ 0.13	\$ 0.13
042-2780-0	TETRAFIN GOLDFI	\$	2.99
	SUBTOTAL	\$	5.11
	13% HST	\$	0.66
	5% HST	\$	0.00
	OLD 5% GST	\$	0.00
	OLD 8% PST	\$	0.00
	TOTAL	\$	5.77

Retail execution is critical to success



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What would we do differently?



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- Develop a comprehensive retailer communication and training program



Rethink financing



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- Is producer responsibility the right policy response for every product?





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Questions?



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Thank you!

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