



Stewardship Ontario

# Thinking beyond the box

## Get With the Program: Myths & Facts

### Myth #1

*Taking back used automotive materials from do-it-yourselfers will disrupt my operations.*

**Fact:** Collecting used materials will involve some disruption to your business, but experience has shown that it will be minimal. Even before the province's Municipal Hazardous or Special Waste (MHSW) program or Do What You Can launched, many automotive service centres across the province voluntarily collected auto waste. Our goal is to build on the momentum already established informally and through Do What You Can. We want to make it easy for consumers – and for you the collector – to do the right thing, and keep hazardous waste out of landfills and waterways.

### Myth #2

*Becoming a collection centre will end up costing me money and creating headaches.*

**Fact:** Current collection facilities report that participation has been a positive experience, which is why more and more service centres are signing on as collectors. In fact, since the first collection centres were established in 2008, 100% have remained with the program. If you still have reservations about joining, there's virtually no risk: we make it easy to register – and easy for you to leave the program. If you decide you no longer want to participate, you can cancel your agreement at any time simply by providing us with 24 hours notice.

### **Myth #3**

***Our bay and service desk operations are too busy to accommodate walk-ins with used materials, particularly on peak weekend days.***

**Fact:** It's true: most DIYers will come to your service centre on Saturdays and other peak periods. Before you make a decision, however, weigh the minimal cost in time of running this program against the potential benefits – more business, more product sales, more customers and a reputation as a good corporate citizen. You might also consider the lost opportunity associated with not becoming a collection centre. The garages or service centres that take back automotive waste from do-it-yourselfers in your community may well benefit from the advantages that could have been yours.

### **Myth #4**

***My people aren't trained to do this, and won't be receptive to taking on this additional work.***

**Fact:** If you're operating a garage or service centre, chances are you're already sending your own automotive waste for recycling. Your staff won't have to learn anything new because they already know how to safely and properly store the materials you use. That said, it's probably a good idea to remind your staff that good customer service is as important – perhaps more so – for potential customers as existing ones. At the very least, members of your team should be friendly and courteous to recyclers, ask them whether they need assistance, and thank them for their contributions. It goes without saying, but we'll say it any way: Never act like you're too busy to help them or you're doing the consumer a favour. It's the surest way both to undermine recycling efforts and destroy opportunities for future business.

### **Myth #5**

***People will drop off their automotive waste outside our regular hours.***

**Fact:** While it might seem that you're courting night drop-offs or improper disposal by signing on as a collector, the reverse is more likely to be true. By and large, people are happy to drop off their waste at a location that's convenient for them during regular posted hours. Most DIYers who do not recycle say they would if there was a convenient location for doing so. Unfortunately there are always those who will resort to dropping off their unwanted waste wherever they see fit when they can't find a voluntary collection point – whether you're a registered collector or not. Serving as a collection point isn't only the right thing – and the nice thing – to do; it's also likely to give you more control over how and when you receive waste.

## **Myth #6**

*We won't collect enough automotive waste to make it worth our while to register as a collection centre.*

**Fact:** Every little bit counts. Our intent is not for any one centre to collect a huge amount of waste, but for each collector across the province to do their part by serving as a drop-off point. While the amount you collect may not seem like much, when you add it to the used materials dropped off at all the other collection points in the province, the total waste diverted from landfills will be enormous. It's estimated that recycling all the oil filters sold in Ontario alone would result in the recovery of 14,975 metric tonnes of steel – or almost three times the amount of steel that was used to build the CN Tower.