



Prince Edward Island Oil and Glycol Stewardship Program Plan 2014-2019

For submission to:

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1. Introduction

The 2014-2019 Prince Edward Island Oil and Glycol Stewardship Program Plan is submitted by SOGHUOMA PE, a division of Société de gestion des huiles usagées Atlantique / Atlantic Used Oil Management Association division of Prince Edward Island (SOGHUOMA, a private non-profit organization) to the Minister of Department of Environment Labour & Justice of Prince Edward pursuant to the requirements of the Prince Edward Island *Materials Stewardship and Recycling Regulation – Environmental Protection Act* (the “Regulation”).

This stewardship plan covers the term from 2014-2019 or such other period as specified by the Minister.

2. SOGHUOMA PE

SOGHUOMA PE is created for the purpose of satisfying the requirements of *Prince Edward Island Regulation* adopted under the *Environmental Protection Act* (R.S.P.E.I. 1988, Cap. E-9) as an organization empowered to manage an integrated recovery and reclamation program for the subject products and increase user awareness. SOGHUOMA PE’s vision is to deploy and manage a recovery and stewardship program for used oils, used antifreeze, oil or fluid and antifreeze containers of 50 liters and less (including lubricant aerosols and brake cleaners) and used filters, in an efficient and environmentally, economically and socially responsible manner. We propose to become a model of excellence from a sustainability perspective.

SOGHUOMA PE’s mission is to manage an efficient recovery and stewardship program for subject products on behalf of its Members, who are brand owners, in accordance with applicable regulations and from a sustainable development perspective.

3. Program Membership and Program Funding

The plan is submitted by SOGHUOMA PE on behalf of the oil product, oil filter and glycol product brand owners who have appointed SOGHUOMA PE as their agent under the Regulation (for current list of potential brand owners see **Appendix A**). The program is open to any brand owner to join.

Division 4 Oil and Glycol Products

59. In this part

“brand owner” means in respect of an oil, oil filter or glycol product sold, offered for sale or otherwise distributed in or into the province,

(i) a manufacturer of the oil, oil filter or glycol product,

(ii) a distributor of the oil, oil filter or glycol product in or into the province,

(iii) where the oil, oil filter or glycol product is imported into the province, the first person to sell the oil, oil filter or glycol product in or into the province;

Funding the program comes from an Environmental Handling Charge imposed on the brand owners (SOGHUOMA PE Members) in Prince Edward Island, based on their sales of products subject to the regulation. The amounts of such Environmental Handling Charges (EHC) (see Appendix B) are harmonized as much as possible with those charged in western Canada, Quebec and New Brunswick, but Members have to finance the system. Since Collection Facilities are an important element of the service offered to the public (do it yourself), SOGHUOMA PE will work on developing a suitable network of Collection Facilities in order to provide the maximum number of locations throughout the province where the subject products can be returned free of charge.

Program revenues are applied to the operation of the program, including education, collection system, administration, transport, recycling and disposal of collected residual products as well as a reserve fund. The policy of the Program is not to have the reserve fund exceed one year’s operating expenses. Environmental Handling Charge rates might be adjusted as needed with the sole purpose of maintaining the viability of the program.

4. Program Products

Product Definition

The SOGHUOMA PE Program manages post-consumer leftover “oil” and “glycol” as defined in the Regulation:

“oil” means

petroleum or synthetic derived crankcase oil, engine oil and gear oil, hydraulic fluid, transmission fluid and heat transfer fluid, and fluid used for lubricating purposes in machinery or equipment;

“oil filter” means

(i) a spin-on style or element style fluid filter that is used in hydraulic, transmission or internal combustion engine applications, and

(ii) an oil filter, a diesel fuel filter, a storage tank fuel filter and a household furnace oil filter other than a gasoline filter;

“glycol” means

ethylene or propylene glycol used or intended for use as a vehicle or commercial engine coolant, but does not include the following:

- (i) plumbing antifreeze,
- (ii) windshield washer antifreeze,
- (iii) lock de-icer and antifreeze, and
- (iv) gasoline and diesel fuel antifreeze;

Products Accepted

For further clarity, the following oil and glycol products are included as accepted program products.

This list is subject to change by SOGHUOMA PE.

EHC applicable on Oil Fluid and Container

Description	Product	Container (50 L or less)
circulating oil or turbine oil	yes	yes
compressor oil	yes	yes
gear oil	yes	yes
hydraulic fluid	yes	yes
marine engine oil for vessels operating domestically	yes	yes
mineral heat transfer fluid	yes	yes
paper machine oil	yes	yes
petroleum crankcase or engine oil	yes	yes
polyolester fluids	yes	yes
power steering fluid	yes	yes
refrigeration system oil	yes	yes
re-refined oil	yes	yes
synthetic crankcase or engine oil	yes	yes
transmission fluid	yes	yes
vegetable oil for lubrication	yes	yes

EHC applicable on Oil Container only

Description	Product	Container (50 L or less)
2-cycle engine oil	no	yes
agricultural spray oil	no	yes
anti-seize lubricant	no	yes
chain oil	no	yes
conveyor lube	no	yes
dedusting oil	no	yes
drawing, stamping and shaping oil	no	yes
dripless lube	no	yes
food grade white mineral oil	no	yes
form release oil	no	yes
gsoline/2-cycle engine oil mixes	no	yes
machine tool and slideway lubricant	no	yes
marine cylinder oil	no	yes
metal working oil	no	yes

natural gas compressor oil	no	yes
pneumatic system oil	no	yes
process oil	no	yes
guenching oil	no	yes
rock drill oil	no	yes
rustproof oil	no	yes
saw guide oil	no	yes
silicone lubricant	no	yes
textile oil	no	yes
wiring pulling lubricant (petroleum or vegetable based)	no	yes

EHC applicable on Automotive Antifreeze Fluid and Container

Description	Product	Container (50 L or less)
ethylene glycol vehicle engine coolant	yes	yes
propylene glycol vehicle engine coolant	yes	yes

EHC applicable on Aerosol Container

Description	Product	Container (50 L or less)
aerosol propelled lubricant	no	yes
aerosol brake cleaner	no	yes
aerosol grease	no	no
aerosol paint	no	no
aerosol solvent/cleaner	no	no

EHC applicable on Filters

Description	Product
spin-on or element style filter that is used in hydraulic, transmission or internal combustion engine applications including diesel fuel filter	yes
coolant filter (also known as water filter)	yes
diesel fuel filter used at retail & commercial pump islands	yes
household furnace fuel filter	yes
oil / air separator filter	yes
plastic / paper element style filter	yes
storage tank diesel fuel filter	yes
sump type automatic transmission filter	yes

Brand Owner of Products

The SOGHUOMA PE Program accepts Program Products sold in Prince Edward Island regardless of brand owner.

Type of User

The SOGHUOMA PE Program accepts oil and glycol program sold in Prince Edward Island from any consumer/user of the Program Products including household, commercial and government generators.

Non-Program Material

Non-program materials introduce unfunded costs and safety hazards into the system and are not to be accepted. In the initial stage of the SOGHUOMA PE program, information to all Collectors and outreach to the general public will be critical. Communication is a major element in the success of any post-consumer collection program and SOGHUOMA PE intends to make this a priority.

All products purchased outside Prince Edward Island become the responsibility of the importer.

EHC not applicable on either Product or Container

Description	Product	Container (50 L or less)
3-in-1 household oil	no	no
base oil, including re-refined base oil	no	no
brake fluid	no	no
cleaning/flushing fluids for motors/equipment	no	no
cooking oil	no	no
diesel fuel treatment	no	no
electrical insulating oil	no	no
emulsified oil	no	no
ethylene glycol heat transfer fluid	no	no
export oil sales	no	no
glycol-based heat transfer fluid	no	no
grease	no	no
gun oil	no	no
heating furnace oil	no	no
hydraulic jack oil	no	no
hydraulic oil dye	no	no
kerosene	no	no
marine engine oil for vessels operating internationally	no	no
oil additive	no	no
oil treatment	no	no
penetrating oil	no	no
phosphate ester hydraulic fluid	no	no
polyglycol synthetic compressor oil	no	no
propylene glycol heat transfer fluid	no	no
sewing machine oil	no	no
silicone heat transfer fluid	no	no
synthetic aromatic hydrocarbon heat transfer fluid	no	no
undercoating	no	no
urethane coating	no	no
wax	no	no
windshield washer fluid	no	no

EHC not applicable on Filters

Description	Product
air filter	no
gasoline fuel filter	no
household furnace air filter	no
sock-type filter	no

5. Management of Collected Oil product, oil filter and Glycol product

5.1 Used Oil and Glycol Management

SOGHUOMA PE's role is to recover and recycle post-consumer oils, used antifreeze, used oil or fluid and antifreeze containers of 50 liters or less (including lubricant aerosols and brake cleaners), and used oil filters. It will therefore set up a recovery and reclamation system that will be regularly reassessed and adapted. The program products must not only be recovered, but recycled in accordance with all applicable regulations. The objective is for all products to be 100% reclaimed and have a second life.

Used Oil

Oils will either be re-refined or processed and recycled as energy or any other way accepted by the Regulation. Recycling of used oil by energy reclamation is strictly controlled; the oils must be analyzed to ensure they meet the regulatory standards, including the percentage of water.

- Reprocessing as oil
- Energy Recovery

Oil Filters

Filters should be treated, crushed and/or compressed to extract the oil so that they can be recycled (foundry or any acceptable method in PEI). A second method feeds them into huge furnaces – the oil assists heating, while the residual material contributes sulfur that otherwise would have to be added, and the metal is recovered or any other way accepted by the Regulation.

- Recycled for manufacturing
- Reused for smelter

Oil & Glycol Containers

Containers should be reused or decontaminated, recycled and reintroduced into other products such as farm drains, bins, composite construction materials, etc. or any other way accepted by the Regulation.

- Recycled for manufacturing
- Reused

Used Glycol

- Reprocessing as glycol (variety of quality based on end-use)

Aerosol cans

- Recycled for metal content (with filtration and gas collection)

Contaminated Oil/Glycol and Non-program Materials

In the event that contaminated and/or non-program materials enter the program, they become the sole responsibility of the Collector.

SOGHUOMA PE is constantly assessing methods that could improve the applicability of the 3Rs in a life cycle perspective and take them into account in establishing its return incentives, where applicable.

5.2 Program Accessibility

Every region of Prince Edward Island will be visited by registered SOGHUOMA PE Collectors. The service offered to garages and industry (IC&I) represents almost 90% of the volume and is based on free enterprise. These registered Collectors will have to deliver the program products they recover to Processors registered with SOGHUOMA PE. Some of these generators will become public Collection Facilities also registered with SOGHUOMA PE. SOGHUOMA PE will work with Island Waste Management Corporation (IWMC) Waste Watch Drop-off Centers along with commercial generators where citizens from across Prince Edward Island will be able to return the program products free of charge.

Collection network

SOGHUOMA PE program incentives considers population density and geographic issues in a manner that all Prince Edward Island residents receive similar levels of service.

Generally, the system will utilize existing infrastructure such as:

- garages and service facilities
- participating IWMC Waste Watch Drop-off Centers (recyclables and hazardous waste management sites)
- participating retailers

Again, program incentives to Collectors will assure complete provincial coverage across Prince Edward Island.

List of Sites and Roll-out: SOGHUOMA PE's intent is to provide on the medium term (3-5 years) a blanket coverage for collection across Prince Edward Island. We will work closely with current private sector operators and specialized hazardous collectors firms plus all public sector authorities such as IWMC Waste Watch Drop-off Centers (PEI recyclables and hazardous waste management facilities) in order to achieve maximum coverage. Collectors will be responsible to pick up from garages, dealerships and large volume users based on incentives offered by SOGHUOMA PE.

Large volume users: Financial incentives to Collectors act as a motivator to full service collection across Prince Edward Island regardless of location or size of operation. With incentives as an integral part of the program, Collectors receive more money than they were able to charge generators prior to the establishment of the Stewardship Program. This assures that regardless of volume generated, large and small volume generators will receive collection services by registered SOGHUOMA PE service providers.

Depot training: Products are currently being managed by specialized service providers in most areas of Prince Edward Island. Collectors are fully responsible for all necessary health and safety aspects of the collection, transportation and temporary storage of all collected material. SOGHUOMA PE will assure that all service providers conform to regulated health safety standards.

Collections System: SOGHUOMA PE partnership agreement with Collectors and Processors is critical to the success of the program. Contractual agreements allow SOGHUOMA PE to maintain full control of the program at all times.

Transportation and Consolidation: SOGHUOMA PE will tract geographic areas being serviced, quantities collected per drop-off locations and monitor quality of the collected materials on a ongoing basis. Collected material will then be managed by designated Processors and reported to authorized regulatory agencies.

Program Accessibility

SOGHUOMA PE's intent is to provide complete coverage across Prince Edward Island. We will work with current private sector operators and specialized hazardous Collectors plus all public sector authorities such as IWMC Waste Watch Drop-off Centers (PEI recyclable and hazardous waste management facilities) in order to achieve maximum coverage.

The success of the program will depend on consumer awareness and program accessibility, meaning convenient access to collection sites. It will be an ongoing objective of the program to continually make it more convenient for people to dispose of their leftover oil and glycol.

Variables which contribute to accessibility include:

- number, location of collection sites relative to the distribution of population in Prince Edward Island
- hours of operation of collection sites
- ease of access to program information including collection site locations

The proposed collection site network will be developed with a view to optimizing these variables based on voluntary available information. Following program implementation it will be important to gather data by which to assess accessibility such as:

- distance and travel time for users, using geographic information systems (GIS) - map based analysis tools on service radius (time or distance), postal codes etc.
- user feedback and program awareness surveys, conducted at collection sites, through the program’s 800 number enquiry service and by telephone surveys

Based on the findings from these evaluations, accessibility can be analysed, and targets can be developed for subsequent years of the program that will provide for greater accessibility for residents throughout Prince Edward Island.

5.3 Product Sales

The quantity of oil product, oil filter or glycol product sold annually varies with market conditions, but is an important reference for the quantity of materials available for collection in the future.

Estimated sales volumes for the materials included in the SOGHUOMA PE plan

1,5M liters	Oil
1,0M liters	Containers < or = 50 L
5900 units	Filters > 8”
117000 units	Filters< or = 8”
4000 units	Filters auto-transmission
48 600 liters	Mix-antifreeze
86 500 liters	Antifreeze (concentrated)
112 000 liters	Containers antifreeze < or = 50L
7 200 units	Containers brake cleaners
14 200 units	Containers aerosol/lubricants

5.4 Oil and Glycol Collection Rates

SOGHUOMA PE utilizes a number of performance measures to track the program's performance year to year. Performance measures applicable to this program include:

- Volume reused
- Volume consumed in use or lost
- Residual Recovery Volume
- Recovery Rate

No single performance measure is considered an accurate indication of the program's performance and in some cases the performance measure is influenced by factors that are beyond the program's control such as market conditions. Since Prince Edward Island's geography and commercial activities is proportionately similar to those of the neighbouring province of Quebec and New Brunswick, several of the benchmarks will be the same. A portion of the used oils is burned during regular use in motors, and the percentage varies depending on such use. Studies have been conducted in the different provinces to determine this percentage. The filter recovery rate will be calculated with benchmarks used in Quebec.

5.4.1 Residual Recovery Volume

The goals will be set in partnership with the Ministry for the different products.

SOGHUOMA PE implementation strategy will emphasize communication and outreach efforts designed to highlight the environmental benefits of properly managing the programmed products. Incentives to Collectors and Processors are nevertheless a significant financial driver to reaching target volumes in any collection program.

5.4.2 Recovery Rate

The Recovery Rate compares the volume of oil product, oil filter or glycol product collected in a given year to the volume of oil and glycol sold and available for recovery in that same year (collected/sold). The most significant challenge in Prince Edward Island is determining the percentage of waste oil currently being reused in oil burning furnaces. SOGHUOMA PE will work closely with the DELJ to assess this matter.

6. Design for Environment

The overall program objective is to reduce the environmental impact of leftover oil and glycol through the application of the pollution prevention hierarchy of reduce/reuse/recycle. With respect to the concept of design for environment, there is limited ability of a stewardship program of this scope to influence product design. The oil and glycol industries are consolidating and most brand

owners manufacture for a market area on a multinational level. Major factors that influence design for the environment are general market conditions, competition amongst industry players and the amount of the EHC imposed on particular products (varies based on recyclability).

The Regulation requires brand owners to describe efforts to redesign oil and glycol products to improve reusability and recyclability. The oil and glycol industry is a consolidated industry and most brand owners manufacture for a market area that includes more than one province or country.

The overall program objective is to reduce the environmental impact of leftover oil and glycol through the application of the pollution prevention hierarchy of reduce/reuse/recycle. The program will continue to seek improvements in the reduction of environmental impact through a number of pathways.

Product design has evolved considerably in recent years with an emphasis on performance and pollution prevention. Nevertheless, SOGHUOMA PE charges higher EHC for non-recyclable products and/or containers with a clear intent on promoting total-recyclability. Many of the products included in the SOGHUOMA PE programs will be changed over time as a result of design for environment activities and we will continue to promote products with a high degree of recyclability.

7. Communications and Public Awareness

7.1 Program Communications

SOGHUOMA PE uses a number of methods to communicate information about the program to the public and to increase awareness of the Program and its objectives, including:

- **Program Website:** The PEI Oil and Glycol website at soghuoma.com provides information to PEI residents on:
 - Depot locations with details on hours of operation and products accepted
 - Description of products accepted by the program
 - Details on relevant EHC
 - List of Collectors
 - List of Processors
 - Annual reports and other program information
 - The Program web page links to DELJ Prince Edward Island's Oil and glycol recycling page.
- **Social Media:** To be developed as part of a communications and marketing plan.
- **SOGHUOMA PE hotline:** Bilingual hotline operated by SOGHUOMA PE provides free information on where to recycle oil product, oil filter or glycol product : 1-877-987-6448
- **Local Government Partnerships:** the Program works with IWMC Waste Watch Drop-off Centers to promote the Prince Edward Island Oil and Glycol Product Stewardship Plan. Point of Sale consumer materials are made available to all IWMC Waste Watch Drop-off Centers free of charge.

- **Other Partnerships:** The program will collaborate with other PEI product stewardship programs as they develop
- **Point of Sale (PoS) Materials:** Brochures etc. are given out at retail stores, trade shows, and IWMC Waste Watch Drop-off Centers. Orders are replenished upon request, free of charge, and materials are regularly updated
- **Direct Mailings:** Dedicated mailings to targeted groups such as automotive garages are conducted to promote the program.
- **Marketing & Media Buying:** Marketing is a key component in creating awareness of the new program and sustaining interest overtime. An initial multi media campaign is essential to the success of the program. Thereafter, a communications and marketing plan will determine future audiences and requirements.
- **Earned Media:** The Program will develop an earned media strategy as part of its communications and marketing plan.

Program Rollout and Communications Targets

The Program has the following targets for communications: Initially program is introduced to Members, Collectors and Processors. Once established, SOGHUOMA PE in cooperation with the province of Prince Edward Island will officially launch the program to the general public. Communication efforts will be integral to the stewardship plan success and evolve with specific needs. Quantitative research will be used to measure program awareness and perception at various intervals of the program’s implementation stage.

Program Launch

The communications plan for the program includes a “program launch”. Details of the launch plan are set forth in **Appendix C**.

Performance measurement

Consumed in Use Rate: Current data in other jurisdictions (BC, Alberta, Manitoba and Quebec) indicate an average in-use consumption rate of 30%. SOGHUOMA PE will use the rate which is the same as New Brunswick.

Recovery Rates: Comparing yearly collected volumes to reported sales data allows SOGHUOMA PE to measure program performance on a provincial level.

Historical comparison: Initially program (launch period 1-3 years) volumes will be on the lower scale for certain product types (containers, filters, glycol and antifreeze). As program maturity is attained, volumes are expected to increase to a stable level.

Containers recovered: Comparing collected volumes to reported sales data (required reporting - Membership Agreement) allows SOGHUOMA PE to measure program performance on a

provincial level. Nevertheless the SOGHUOMA PE Membership Agreement does stipulate that 25% of all Members will be audited annually. This enables SOGHUOMA PE to maintain valid information of its Members as it pertains to sales to volume collected data.

Collectors and Processors audits: Collectors and Processors should be audited every four to five years.

Consumer awareness: Communication efforts will be an integral part of stewardship plan success and evolve with specific needs. Quantitative research will be used to measure program awareness and perception at various intervals of the program implementation.

Collection Facilities: SOGHUOMA PE is intent on having a blanket coverage of the Prince Edward Island landscape for the Oil and Glycol Product Stewardship Program. SOGHUOMA PE will work closely with regulatory officials in Prince Edward Island in determining the optimal coverage required to attain maximum performance.

Independent assessment of plan

SOGHUOMA PE will provide for an independent assessment of the program plan following consultation with DELJ Prince Edward Island to determine the parameters of the assessment.

Appendix A

List of potential Brand Owners who have already appointed SOGHUOMA PE as their Agent for the Prince Edward Island Oil and Glycol Stewardship Program

Brand Owner Name	
ADF Diesel Montréal Ltee	Industries Granby
Affinia Canada UCL	Jacques Larochelle Inc
Agco Corporation	Jaguar land rover Canada
Altrom Canada Corp.	John Deere Canada ULC
Amsoil Inc	Kimpex Inc
April Super Flo Inc	La Coop fédérée
Arctic Cat sales inc.	Les Pieces d'auto Transit Inc
Armored Auto Group Canada ULC	Les Pieces de Transmission Unitrans Ltee
Asalco Inc	Les Service Maintech
Atlas Pro Service	Machinerie R.Gagnon inc
Auto Camping LTD	Mar industrial Inc
Auto Moto Canada Inc	Matech BTA Inc
Automont Distributions Inc	Mercedes-Benz Canada inc.
Beck arnley Worldparts Inc	Mfta Canada Inc
Blue Water Agencies Ltd	Mitsubish Motor Sales Canada Inc
Bluewave Energy Ltd	Navistar Canada Inc
BMW Canada Inc	Nissan Canada Ltd.
Bombardier Products Recreatifs	Nynas Canada Inc
Bosch Rexroth Canada	Paccar Parts of Canada
Camions Freightlined	Parker Canada Division
Canadian General Filters Ltd	Parts Canada Development Co.
Canadian Kawasaki Motors Inc	Petro-Canada Lubricants Inc
Canadian Tire Corporation	Polaris Industries Ltd
CarQuest Canada Ltd	Prevost une division de groupe Volvo Canada Inc
Case New Holland (CNH)	Produits Lubri-Delta Inc
Chalifour Canada	Radiator Specialty Company of Canada
Chevron Canada Ltd	Recochem Inc
Chicago Pneumatic Tool Company Canada Ltd	Ridge Tool Company
Chrysler Canada Inc	Robco Inc
Costco Wholesale Canada Ltd	SC CLS Holdings ULC Complete Lube Supply
Cummins Est Du Canada SEC	Shell Canada Products
Dalhousie Auto Supplies	Shoreline Lube Distribution inc
Deeley Imports	Societe Laurentide inc
Echo Power Equipment	Southwestern Petroleum Corporation
Elsol Ltee	Spectra Premium Industries
Equipement SMS inc.	State Chemical Ltd
Ford motor Company of Canada Ltd	Subaru Canada Inc
Fullbore Marketing Ltd	Suzuki Canada Inc
G.F Thompson CO. Ltd	Texas Refinery Corp of Canada Ltd
G.K Industries LTD	The Sherwin-Williams Company
Gamma Sales Inc	Total Canada inc.
General Motors Of Canada Ltd	Total Lubrifiant
Groupe BMR Inc	Uni-Select Eastern Inc
Hangsterfer's Laboratories Inc	Valvoline Canada (Ashland)
Henkel Canada Corporation	Verco International Inc
Hewitt Rental Inc	Volkswagen Group Canada Inc
Highlands Blending & Packaging G.P	Volvo Trucks Canada
Home Depot Of Canada Inc	Wainbee limited
Home Hardware Store Limited	Wakefield Canada Inc
Honda Canada Inc	WD-40 Company Canada Ltd
Hudson's Bay Company	West Nova Fuels Ltd (Superline Fuels)
Hyundai Auto Canada Corp	Yamaha Motor Canada
Imperial Oil	Yvan Brake & Clutch industrial parts Ltd
Importations Thibault Ltee	

Appendix B

Environmental Handling Charges

Amounts of Environmental Handling Charges

- a) \$0.05 per litre for lubricating oils
- b) \$0.10 per litre of capacity of oil containers of 50 litres or less
- c) \$0.17 per litre of capacity of containers of 50 litres or less non-metal or non-HDPE for antifreeze and lubricating oils
- d) \$0.25 per aerosol container (lubricant container and brake cleaner container)
- e) \$0.50 per filter of less than 8 inches or 203 mm
- f) \$1.00 per filter of 8 inches or 203 mm or more
- g) \$0.50 per sump type automatic transmission filter, regardless of size
- h) \$0.10 per litre of mixed antifreeze
- i) \$0.16 per litre of concentrated antifreeze
- j) \$0.10 per litre of capacity of antifreeze containers of 50 litres or less

Appendix C

Program Launch Plan

It is proposed that the system will be launched in two phases:

- Phase 1: January 2015 – “Pre announcement”. During this program development period, the program will commit to the launch date and advise the public on what changes they can expect to see when the new program starts.
- Phase 2: April 1, 2015 – “launch” It is proposed that Phase 2 will begin with a formal program launch over the period January - March 2015 . On the program start date of April 1, 2015 the program anticipates having in place Collection facilities in the province-wide collection system including participating IWMC Waste Watch Drop-off Centers (recyclables and hazardous waste management division), garages. April 1, 2015 will also be the effective date of the obligation of brand owners to remit fees on the sale of program products.