

**TAKE BACK THE LIGHT**

[www.takebackthelight.ca](http://www.takebackthelight.ca)

**Binational Toxics Strategy  
Mercury Working Group  
Tuesday June 3, 2008**



# Program Rationale



- Currently, approx. 35 million fluorescent lamps sold into Ontario (majority to the IC&I sector)
- All fluorescents contain mercury , a neurotoxin
- >90% of these lamps are currently disposed of into the Ontario's environment
- Government energy efficiency policies encouraging expanded use of mercury containing lamps



# RCO's work on diverting Fluorescent Lamps



## Grand Erie District School Board (May 2005)

- Funded by the Mercury Recovery Board (Switch Out)
- Objective; examine the opportunities and mechanisms to divert lamps to recycling from IC&I sector buildings
- **RCO** – managed the project
- Partner – **Grand Erie District School Division**  
Managed logistics of storing, tracking the tubes and ensuring delivery to recycler
- **FLR** – recycled the tubes, tracked quantities, recover and recycle by-products, reported to partners
- Diversion Results in 3 months – 5958 lamps successfully recovered and recycled



# RCO's Work on diverting Fluorescent Lamps



## TDSB Pilot Project (Jan. 2007)

### Objective:

1. Promote the collection and proper disposal of fluorescent lamps from TDSB buildings
2. Test the design of the proposed stewardship model for fluorescent lamps
3. Examine the opportunities to compel seller/manufacturer support through commercial competition (tendering process)
4. Explore the effectiveness and transferability to other lamp waste generators in the IC&I sector
5. Evaluate the feasibility of expanding the program province-wide
6. Contemplate the transferability into the residential sector



# TDSB Pilot Project Diversion Results



Spent Lamp Recovered/ Recycled	Lamps (no.)	Mercury (kg)	Glass (kg)	Metals (kg)	Phosphor Powder (kg)
<b>7 month random replacement</b>	<b>12,943</b>	<b>.392</b>	<b>3761.9</b>	<b>47.15</b>	<b>58.95</b>



# RCO Stewardship Program

## Key Characteristics

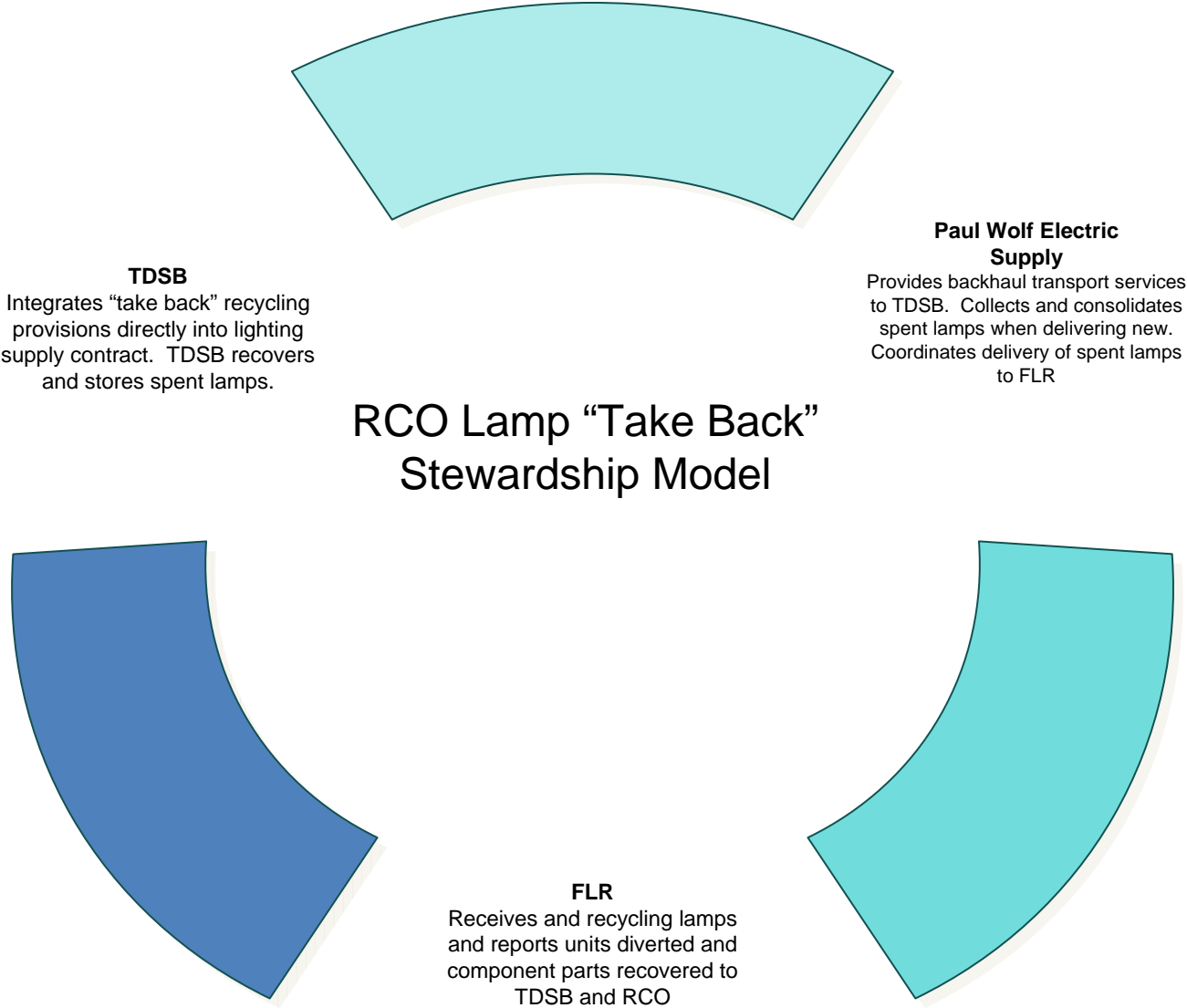


- Based on the principals of **Extended Producer Responsibility (EPR)**
- **Based on implementing Green Procurement Practices** - facilitated through the supply tender/contract
- Shared responsibility (between all players commercially connected to the lamp)

### Stakeholder Roles

- Transport/storage – Supplier Responsibility
- Costs of recycling – User/Supplier/Manufacturer Responsibility
- Tracking – all stakeholders

# RCO Stewardship Program Model





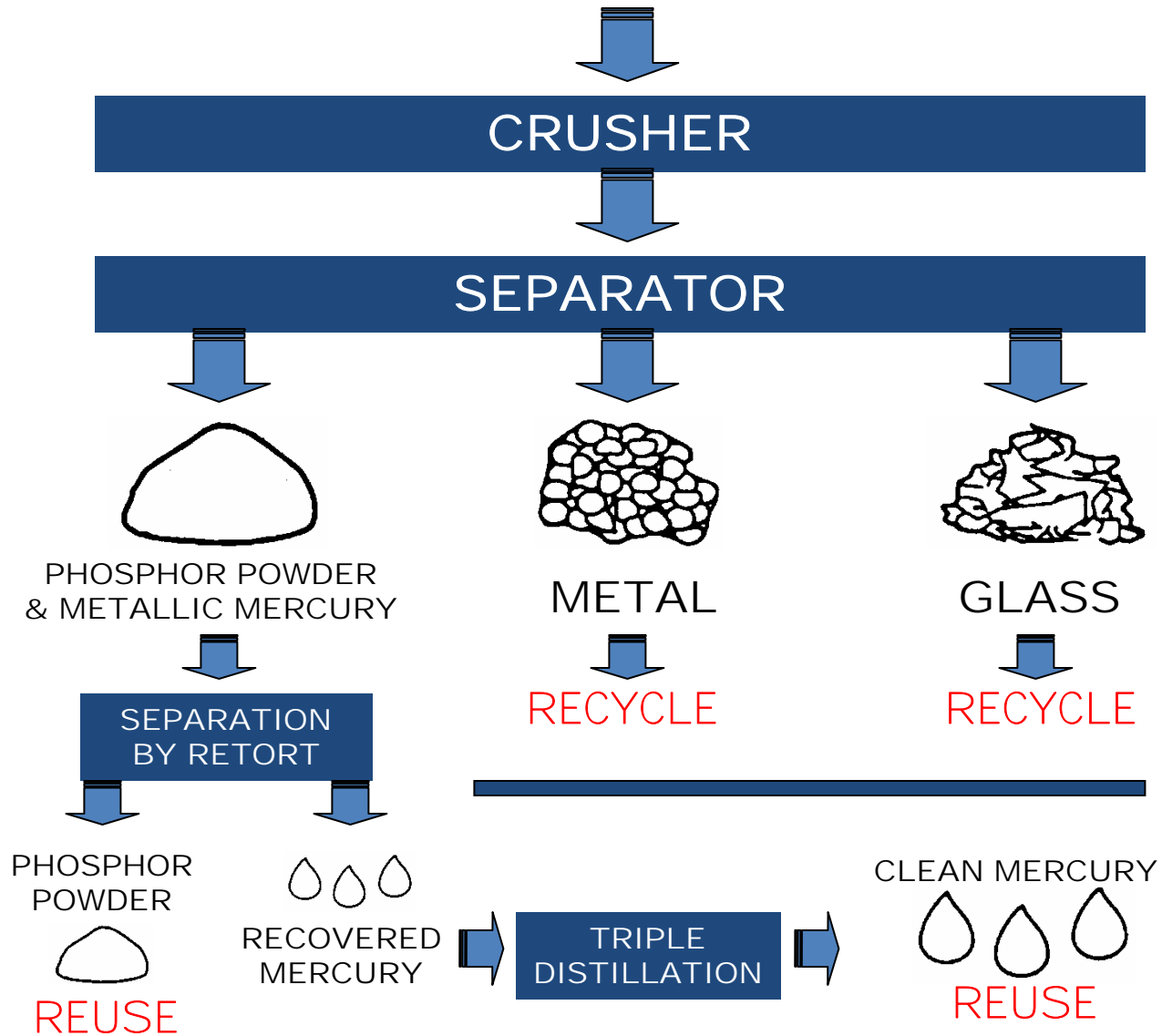
# Recycling Process



- Aevitas (formally FLR) - Ayr, Ontario
- 98% of the lamp materials are recovered, virtually all of the mercury
- Currently running at approximately 30% capacity
- On Line tracking and reporting system, that reports by client (TBTL participant)
- RCO and Aevitas have established a commercial agreement to guarantee Program participants a preferred recycling rates



# USED FLUORESCENT LAMPS





TAKE BACK THE LIGHT

# TAKE BACK THE LIGHT



- Scope: Provincial Wide
- Target lamps and lighting products in the (Industrial, Commercial & Institution) IC&I Sector
- Partners
  - Recycling Council of Ontario
  - Ontario Ministry of the Environment
  - Aevitas (formally FLR)
- Targeted participants
  - 1) Lamp Sellers (Distributors/Suppliers)
  - 2) Buyers/Users of Lamps (using purchasing tenders)



# TBL First Participants



## Toronto District School Board

- Recycled 20,000 lamps to date
- Including take back provision in their tender

## Government of Ontario

- Phased roll out
- Phase 1 Priority - 425 buildings owned and operated first
- 3200 remaining building (7 other ministries) to come into the program over the next several months



TAKE BACK THE LIGHT

# TBL Roll Out



- **Launch Day – June 16<sup>th</sup> Registrations Begins!!!!**
- All registrations will be taken through on-line application by RCO
- Each participant will be visited and provided a participant “Handbook”
- RCO will register each participant based on their ‘category’ (seller/buyer)
- RCO will send registrations to Aevitas for transport/handling/billing arrangements
- The Program is based on;
  1. Seller take back (voluntary value added service) or
  2. Buyer Demand (requirement of the purchasing tender/contract)
- Each participant will have its own reporting/tracking file, RCO will receive monthly reports from Aevitas
- Each participant (buyers & sellers) will be listed on the website with a running total of the lamps they have diverted through the program
- Opening Page will display program diversion totals



# JOIN THE MOVEMENT AND TAKE BACK THE LIGHT



This is a program of The Recycling Council of Ontario

HOME

ABOUT

WHY

HOW

LEARN MORE

Tue April 15, 2008

## 30 MILLION MERCURY-CONTAINING LAMPS GO TO ONTARIO LANDFILLS EVERY YEAR.

is pleased to announce the launch an exciting new pilot project focusing on the lighting retrofit market. The Retrofit Pilot is the 1st full-service cradle to grave lighting retrofit/recycling program for fluorescent tubes offered in Canada.

[▶ MORE NEWS](#)



## 3 GREAT REASONS TO TAKE BACK THE LIGHT

- 1. IT'S GOOD FOR THE ENVIRONMENT**  
Recycling keeps toxic mercury out of the landfill.
- 2. IT'S AFFORDABLE**  
Great recycling rates for registrants
- 3. IT'S SIMPLE**  
Join the program today!  
Registration is simple. Contact us to learn more.

[EMAIL US NOW](#)

1 2

## LAMP RECYCLING COUNTER

0 0 0 0 0 0 7 4 9 8

LAMPS RECYCLED TO DATE

### DISTRIBUTORS/SUPPLIERS

LOGO HERE

This is a short description of a company currently in the Take Back the Light program.

[READ MORE](#)

### BUYERS/USER OF LAMPS

LOGO HERE

This is a short description of a company currently in the Take Back the Light program.

[READ MORE](#)

### LEARN MORE

Now there's a solution for businesses and institutions to keep these lamps out of our landfills

[FIND OUT](#)



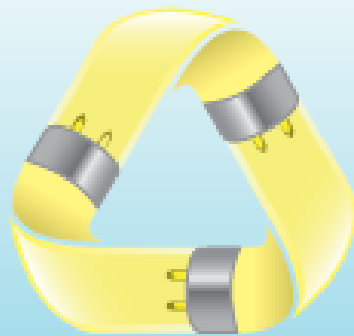
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[Home](#) | [About tbl](#) | [Why](#) | [How](#) | [Learn More](#) | [Registration](#)

# Promotional Postcard

35 million mercury-containing lamps go to Ontario landfills every year.

Now there's a solution for businesses and institutions to keep these lamps out of our landfills.



**TAKE BACK THE LIGHT**

Join the Movement to Take Back the Light  
[www.takebackthelight.ca](http://www.takebackthelight.ca)

Take Back the Light is the first full-service fluorescent lamp recycling program in Ontario.\*

## 3 Great Reasons to Take Back the Light

**1 Its good for the environment**  
Recycling keeps toxic mercury out of the landfill.

**2 Its affordable.**  
Great recycling rates.

**3 Its simple.**  
Sign-up at [www.takebackthelight.ca](http://www.takebackthelight.ca)



[www.takebackthelight.ca](http://www.takebackthelight.ca)

\*HQL, Metal Halide and High Pressure Sodium Lamps are not eligible for the program.



TAKE BACK THE LIGHT

# Participant Management



- On Line registrations will be managed by RCO
- Each registrant will receive a call back from RCO and a registration kit with relevant program information.
- RCO will visit each registrant individually.
- Registrants are provided with the opportunity to brand themselves as “official” TAKE BACK THE LIGHT participants
- Website will include safety and regulatory information



# Program Roll Out

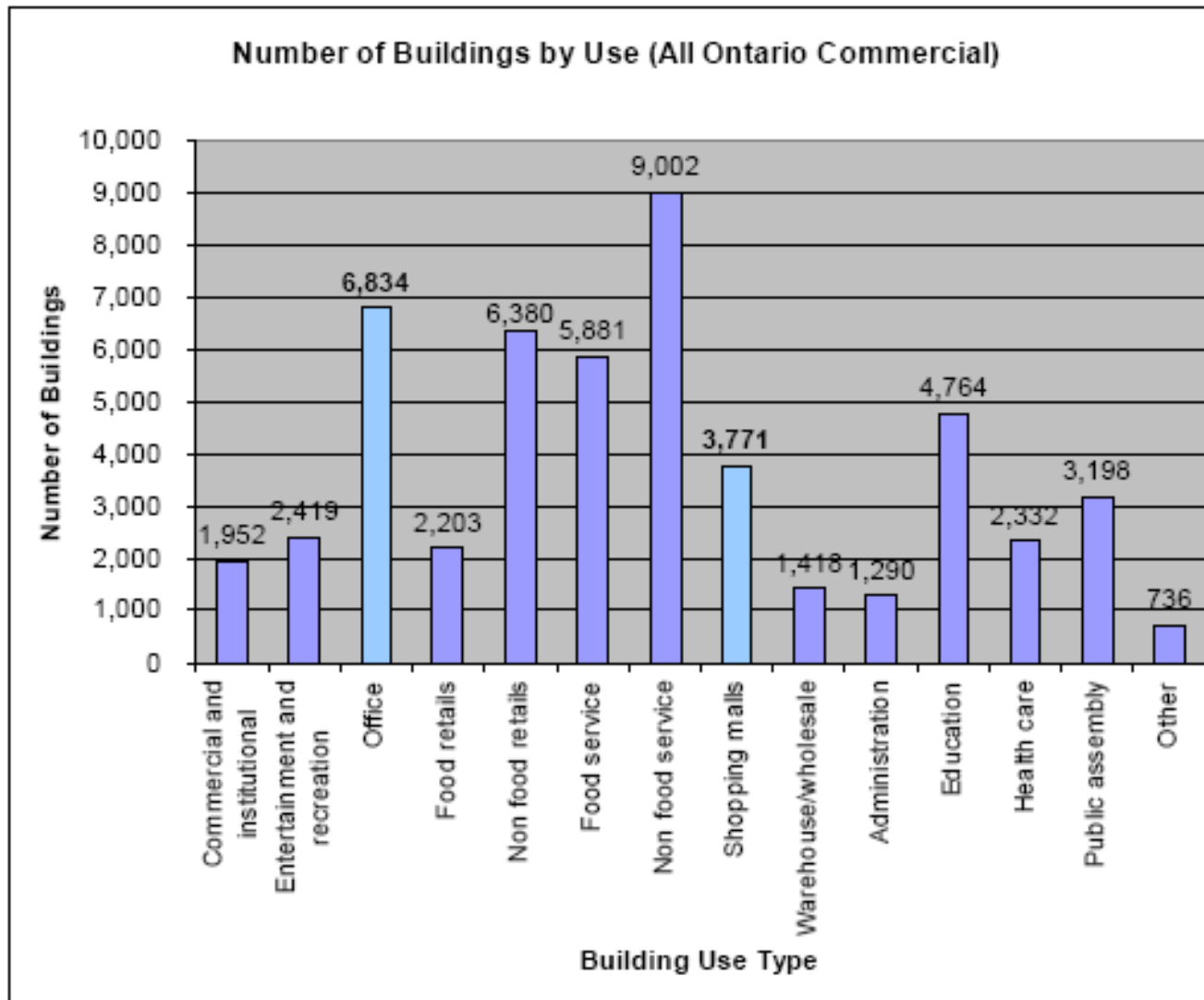


- Expanding Participation
  - Field calls for first 60 days – assess numbers
  - “Go Out” to Market
    - Distributors/Suppliers that have not registered
    - Facility Management Companies
    - Sector by Sector (hospitals, office towers, banks, municipalities, retail outlets, large shopping facilities)





# ICI Sector Targets





# Some Target Partner Organization



- **Government of Ontario – FIRST PARTICIPANT!**
- BOMA
- Ontario Hospital Association
- AMO
- Canadian Food and Restaurant Association
- Retail Council of Canada
- Facility Management Companies
- Ontario School Divisions

# **TAKE BACK THE LIGHT PROGRAM TARGETS**

**10 million lamps recycled by 2012  
(30% Diversion Rate)**



**TAKE BACK THE LIGHT**

**15 million lamps recycled by 2015  
(50% Diversion Rate)**



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