

ANNUAL REPORT 2022



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MESSAGE FROM THE CHAIR



Steve Meldrum
CEO

eTracks Tire
Management Systems

It has been an honour for me to act as CATRA's Chair over the past year, and I look forward to continuing that role in the coming year; thank-you to CATRA's Management Committee and its Member Representatives for entrusting this to me once again.

For the better part of 2022, our focus was on the core needs across the country of the CATRA members. As an organization, CATRA continued to deliver programs that strengthened our industry – through education and the sharing of industry information. Of particular note, is the Life Cycle Assessment (LCA) initiative, created by CATRA, that has helped define the significant environmental benefits of tire recycling – something I am very pleased to see continue into the foreseeable future as a benchmark for the reduced emissions associated with our individual and collective activities.

Another significant effort made in 2022, was the overall calibration of each province, as it relates to evolving recycling and regulatory frameworks, and how CATRA can continue to meet these needs now, and in the future.

With this in mind, in early 2022 I spoke at length with each member to understand what each province finds most, or least useful, and identify areas where growth or efficiency could be adopted. The goal of this activity was to establish a baseline for the true value of CATRA to its members, and I believe we are headed in the right direction.

In examining this, and with fulsome feedback, we reviewed and reallocated budgets, re-evaluated annual activities and priorities; and in many ways took a “back to basics” approach in clarifying how CATRA can best serve its membership.

One of CATRA's strategic priorities is to position Canada as a world leader in tire recycling, through good management, innovation and accountability. To accomplish this requires occasionally examining ourselves from the inside and pivoting as needed. I greatly appreciated the candid and solutions-oriented feedback I received about the role of CATRA and look forward to the many ways in which CATRA will continue to maintain and innovate to deliver value that aligns with our diverse and changing industry. Our strength and the core strength of CATRA, continues to be sharing and learning from each other.

About CATRA

The Canadian Association of Tire Recycling Agencies (CATRA) consists of tire recycling agencies from 10 provinces as well as the Territory of Yukon. By sharing expertise, information, and resources, CATRA members are developing an industry-leading program that creates sustainable, positive value for end-of-life tires.

SCRAP TIRE DIVERSION ACROSS CANADA

How we transform end-of-life tires into environmentally-responsible products

CATRA members are integral to Canada's circular economy by demonstrating how previously wasted resources can be repurposed into valuable products. Their dedication to this mission is evidenced by the consistent achievement of an impressively high diversion rate. Again, the results of our Canada-wide members' programs collectively tipped the scales at close to 100% diversion.

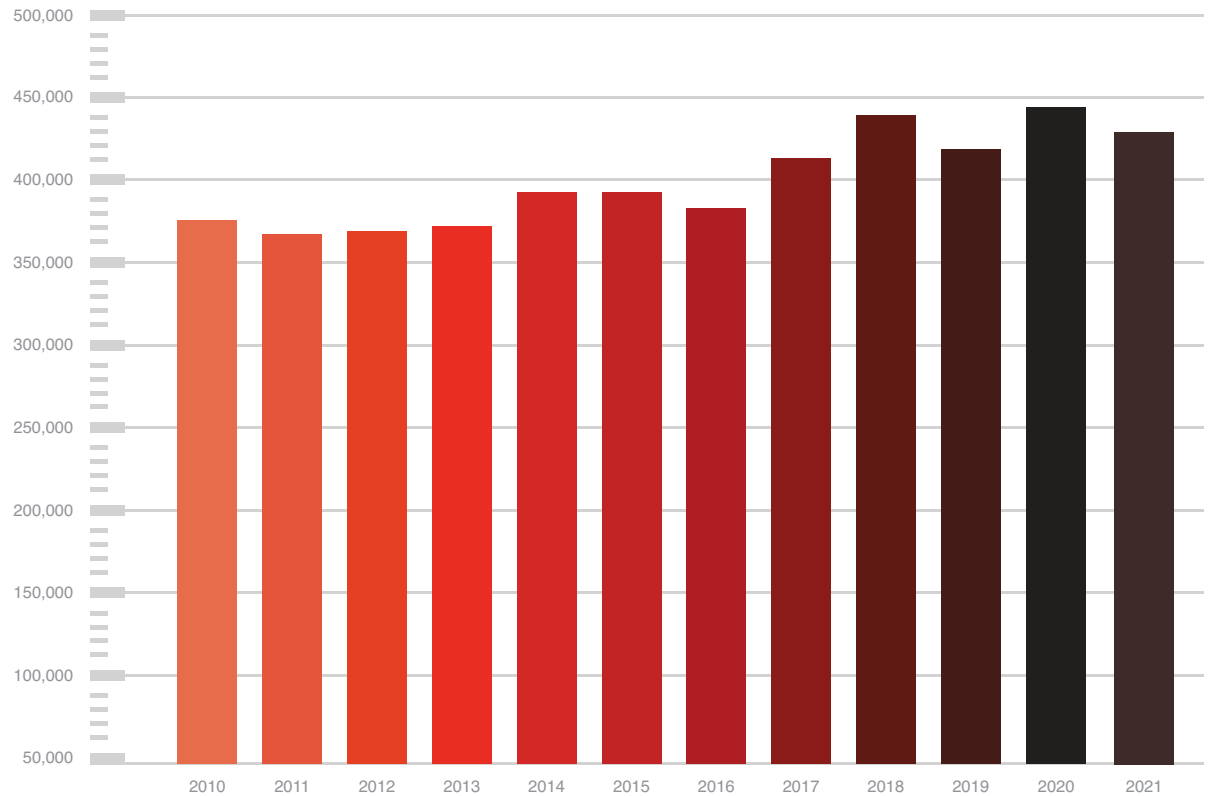
Our programs collectively work to manage end-of-life tires that include PLT (passenger and light truck), MT (medium truck), and OTR (Off-the-Road) tires, ensuring they are safely and responsibly diverted from landfills and stockpiles. Canada's tire recycling programs continue to form a solid basis for growing industries that process scrap tires and make them into marketable products. This is most notable in the areas of crumb rubber, molded products, tire-derived aggregate, and tire derived fuel.

Note that the data presented in the following three pages is from the year before last (2021). This is the usual practice for CATRA Annual reports in order to capture a full year's results regardless of when each member's year-end takes place.

Canada's successful provincial and territorial end-of-life tire programs always stay up to date with national changes, including annual population growth, increases in winter tire purchases, and used tire cleanups.

COLLECTION CONTINUES TO KEEP PACE WITH AVAILABLE TIRES

ANNUAL NATIONAL COLLECTION (TONNES)



437,000 tonnes of end-of-life tires were collected by Members in 2021, CATRA's latest data year.

TIRE RECYCLING ACROSS CANADA

What is Canada's diversion rate?

This rate is calculated by dividing the annual tonnes of tires recycled by the tonnes of tires collected. For 2021, CATRA's latest data year, the diversion rate was 95% which compares to the 2020 rate of 97%. As a mature program, over time, Canada's diversion rate balances out at close to 100%: the average rate over the past 10 years stands at 102%.



*The map shows the total tonnes of tires recycled in Canada in 2021, by jurisdiction. YK and ON are estimates only.

NATIONAL DIVERSION IN 2021: 414,116 TONNES*

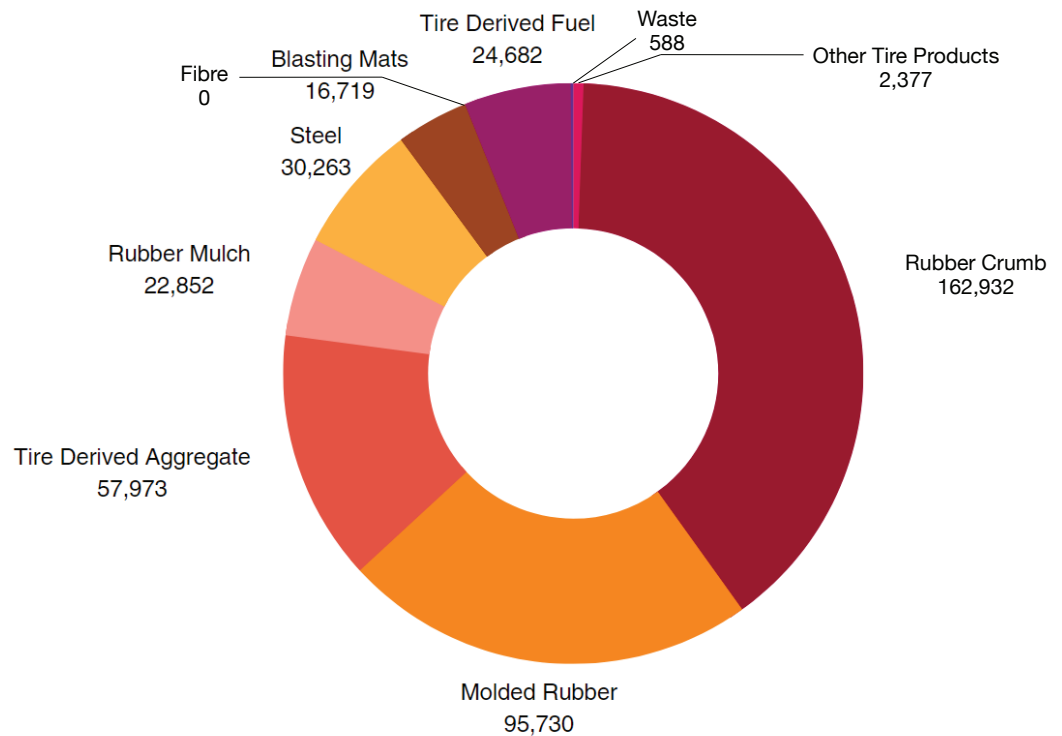
YK	410	QC	100,943
BC	55,853	NB	15,130
AB	66,461	PE	2,400
SK	19,220	NS	14,715
MB	17,542	NL	6,110
ON	115,332		

LEARN MORE
about [Measuring Canada's
Performance on the CATRA
website.](#)

USES FOR RECYCLED TIRES

2021 NATIONAL RECYCLING & TDF* USES (TONNES)

In 2021, CATRA's latest data year, **414,116 tonnes** of tires were diverted from the waste stream and recycled into products offering distinct value to end-users.



2022 MEMBERS AND ACTIVITIES

Year in and year out, CATRA members fulfill their respective mandates with a wide range of activities. Visit their websites to learn more about current activities and initiatives.

Alberta

The Alberta Recycling Management Authority (Alberta Recycling) is a not-for-profit association responsible for managing Alberta's tire, electronics, paint, and used oil recycling programs, and is the administration and oversight authority of Alberta's Extended Producer Responsibility (EPR) Regulation. The organization reports to the Minister of Environment and Protected Areas, and is guided by their Board of Directors.

British Columbia

Tire Stewardship BC is a not-for-profit society formed to manage BC's tire recycling program. The program collects an Advance Disposal Fee, commonly referred to as an eco-fee, on the sale of every new tire. The fees are used to pay for transporting and recycling BC generated scrap tires, ensuring that the tires are disposed of in environmentally responsible ways instead of ending up in our landfills.

Manitoba

Tire Stewardship Manitoba (TSM) is a not-for-profit organization formed to manage the scrap tire recycling program on behalf of tire retailers in Manitoba. TSM has had its tire stewardship program approved by Manitoba Conservation in accordance with The Tire Stewardship Regulation, 2006.

New Brunswick

Recycle NB was originally established in 1996 as the New Brunswick's Tire Stewardship Board (NBTSB). In May of 2008, it was transformed into a multi-materials agency responsible for the province's growing list of designated materials. Its Board is comprised of up to 12 directors representing a broad non-industry cross-section of regions throughout the province.

2022 MEMBERS AND ACTIVITIES

Newfoundland & Labrador

The Multi Materials Stewardship Board (MMSB) is a Crown Corporation of the Government of Newfoundland and Labrador, reporting to the Minister of Environment and Climate Change. Established in 1996, MMSB develops and manages waste diversion and recycling programs on a province-wide basis for specific waste streams designated by the government. MMSB initially managed the used beverage container program but has grown to include programs for tires, electronics, used oil & glycol and waste paint. MMSB is governed by a Board of Directors appointed by the Minister of Environment and Climate Change that is responsible and accountable for the overall business affairs of MMSB

Nova Scotia

The Resource Recovery Fund Board Inc., operating as Divert NS (“Resource Recovery Fund”), is a not-for-profit organization established by the Nova Scotia government to develop and administer industry stewardship programs that increase waste diversion; enable the establishment of new industries based on the processing of materials diverted from the waste stream; and work in partnership with Nova Scotians to

improve the province’s environment, economy and quality of life by reducing, reusing, recycling and recovering resources. Recognized globally as an innovator in waste diversion solutions, Divert NS manages a network of 77 independently owned ENVIRO-DEPOT locations throughout the province.

Ontario

eTracks Tire Management Systems is the only Not-For-Profit Producer Responsibility Organization (PRO) servicing tire producers in Ontario. eTracks manages the compliance obligations of tire producers regulated to recycle and re-purpose 85% (of the weight) of the tires they sell in Ontario, as per the Resource Recovery and Circular Economy Act (RRCEA). Between 2019 and 2021, eTracks collected 383,523 tonnes of end-of-life tires on behalf of its customers (tire producers); 328,603 of those tonnes were made into new products and diverted from landfill. In 2022, eTracks launched eSRP, a regulatory technology platform for tracking and tracing tire recycling activities, from source to end point, in one auditable and scale-able system.



VISIT MEMBER WEBSITES
CATRAONLINE.CA/MEMBERS

2022 MEMBERS AND ACTIVITIES

Prince Edward Island

The Department of Transportation and Infrastructure of the Government of Prince Edward Island takes pride in designing and establishing safe and efficient roads and highways on Prince Edward Island. One mandate of the department is to deliver a program for the collection and final disposal of tires to serve the people and businesses of PEI.

Québec

Created in 1990, the Société québécoise de récupération et de recyclage (RECYC-QUÉBEC) is a Québec government corporation whose mission is to promote, develop and encourage the reduction, reuse, recovery and recycling of containers, packaging, materials and products and their valorization with a view to conserving resources. RECYC-QUÉBEC comes under the authority of the Ministre du Développement durable, de l'Environnement et de

la Lutte contre les changements climatiques (Québec ministry of Sustainable Development, Environment and the Fight against Climate Change).

Saskatchewan

Tire Stewardship of Saskatchewan Inc. (TSS) is the approved program operator for scrap tire management and recycling activities in Saskatchewan. TSS is a non-profit corporation that was established in June 2017 by the Retail Council of Canada (RCC) and the Western Canada Tire Dealers (WCTD).

Yukon

Since 2003, tire disposal is managed under the Designated Materials Regulation in the Yukon. The regulation establishes a surcharge paid by consumers at the time of purchase of new tires and it requires tire retailer registration. In 2018, the program was expanded to include a larger range of tires. The program is administered by the Yukon government.

COMMITTEE HIGHLIGHTS

Below are just a portion of the activities and achievements of CATRA's standing committees in 2022.

MANAGEMENT

- Steve Meldrum, CEO of eTracks Tire Management Systems, assumed role as CATRA Chair and CATRA Management Committee Chair
- Initiated a detailed survey of all CATRA Members to uncover areas of potential changes to CATRA structure and processes to increase the value of CATRA to its Members
- Refreshed CATRA's Strategic Plan that transitioned to a Value Plan to focus on value for Members
- Monitored 2022 budget and delivered a surplus that reflects prudent spending
- Developed Governance recommendation to streamline/simplify decision-making
- Monitored and assessed ongoing Covid impacts, specifically as it related to planning of the 2022 AGM
- Joined NWT Waste Reduction and Recovery Advisory Committee

DATA AND REPORTING

- Members from ON and SK joined the Committee
- Maintained CATRA Reporting tool to collect and publish key 2021 Member data
- Added value to CATRA Reporting tool through adding information about Incentive rates and Tire Recycling Fees and the capability to perform Benchmarking studies with similar tire recycling organizations
- Provided data analysis to Members and third parties as appropriate

COMMITTEE HIGHLIGHTS

Committee Highlights (cont)

COMMUNICATIONS

- Issued 2021 CATRA Annual Report
- Posted 2020 member data on CATRA website (tire collection / diversion / products)
- Completed website Search Engine Optimization (SEO) audit and made recommended technical adjustments
- Proceeded with website Content Audit – goal is to expand reach to targeted external audiences
- Developed a Life Cycle Assessment Communications Plan
- Issued informative monthly E-News
- Delivered media monitoring training for members
- Implemented Zoom technology for all CATRA Member information exchanges
- Published monthly internal E-News to all Members
- Increased internal website (Forum) value through industry news, reports, and studies
- Published web news articles and features to promote Member accomplishments and industry events
- Monitored and responded to external inquiries sent to info@catraonline.ca

CATRA 2022

COMMITTEE MEMBERS

MANAGEMENT COMMITTEE

Steve Meldrum, ON – Chair
Jeff MacCallum, NS
Brett Eckstein, MB
Stéphane Devernal, QC

DATA & REPORTING COMMITTEE

Michael Solkoski, MB - Chair
Adam Bourke, ON
Louis Gagné, QC
Karen Miller, AB

COMMUNICATIONS COMMITTEE

Jayme Galloway, MB – Chair
Jamie Seamans, NB
Scott Channon, AB
Brett Eckstein, MB
Melissa Carlaw, ON