



**CATRA**  
Canadian Association of Tire Recycling Agencies

# ANNUAL REPORT 2016

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# INTRODUCTION

In 2016, the Canadian Association of Tire Recycling Agencies (CATRA) continued to enhance the effectiveness of each of its Member's programs through the sharing of information, expertise and resources.

A great deal of progress has been made in developing the circular economy, thanks to the tireless work of CATRA's Members. Our committees represent the leading minds in tire recycling in this country, all with an aim to help foster a sustainable industry and create positive value for end-of-life tires in Canada.

This is our first annual report and provides highlights of our work and accomplishments, as well as a snapshot of the tire recycling industry in Canada.



# MESSAGE FROM THE CHAIR

**Glenn Maidment,  
chair, 2015-16**

As CATRA Members, Canada's 10 provinces and the Territory of Yukon have programs to ensure proper management of end-of-life tires. Through 2015 and 2016, as CATRA's chair, I focused on increasing the effectiveness of each Member's program by maximizing CATRA's information-sharing channels.

2016 was a year of much change and progress for CATRA. The latest data shows that CATRA Members collectively diverted over 90% of scrap tires from landfill disposal. These are first-class results that are envied throughout the world. Moreover, the markets for recycled rubber products also continued to expand, with almost 60% of the total volume going to crumb rubber and molded rubberized products, and 7% to uses like Tire Derived Fuel.

**Continued...**

# MESSAGE FROM THE CHAIR

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Inspired by these successes, Members continue to strive for even greater efficiencies by developing innovative markets to achieve CATRA's Vision, a strong partnership that is committed to a clean environment by enhancing value for its Members and creating a sustainable, positive value for end-of-life tires in Canada.

Much credit for these successful results goes to Canada's tire stewardship organizations, with management and staff continuing to deliver excellence in their day-to-day operations.

I take no small amount of pride in the achievements of CATRA's Members over the past two years. I look forward to contributing to even greater heights in 2017 and beyond.



# MESSAGE FROM THE INCOMING CHAIR

**Jeff MacCallum,  
chair, 2017-18**

As the incoming CATRA chair for 2017 and 2018, I will continue the direction and momentum of Canada's tire recycling industry to carry out our Mission to enhance the effectiveness of each Member's program through the sharing of information, expertise, and resources.

There is no shortage of challenges facing our 11 Member jurisdictions. With the growing urgency to address climate change, governments are increasingly asking for ways to measure carbon emissions and develop reduction plans. A key metric in the Canada-wide Action Plan for waste reduction as directed by the Canadian Council of Ministers of the Environment (CCME) is to track GHG emissions and this will be a prime focus for CATRA moving forward.

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# MESSAGE FROM THE INCOMING CHAIR

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Approximately one billion scrap tires are generated worldwide annually - about 37 million in Canada. CATRA believes that tire recycling in partnership with tire manufacturing is important in the “life cycle” or circular economy in order for tires to ultimately reduce waste to zero. We need to sharpen our focus on how that partnership can contribute to positive reductions in GHG emissions.

CATRA Members are supportive of assisting remote and northern communities in collecting and transporting scrap tires as part of their waste management programs. Progress has started and efforts will continue in this area for many of our CATRAMembers.

As a firm believer in the need for responsible environmental stewardship, and the reality that the environment and economy can thrive together, I look forward to working with our Members to further our important mission.

# CREATING A CIRCULAR ECONOMY

From diversion to recycling, to the creation of new products, our Members play an integral role in ensuring that tires are part of the circular economy.





# DIVERSION OF TIRES ACROSS CANADA

The first element of being part of a circular economy is making sure that products are collected. CATRA Members are committed to helping divert tires from taking up space in landfills across the nation. Tires that are left in landfills can become breeding grounds for mosquitos, take up valuable land, pose an environmental risk and ultimately aren't being utilized to their maximum potential.

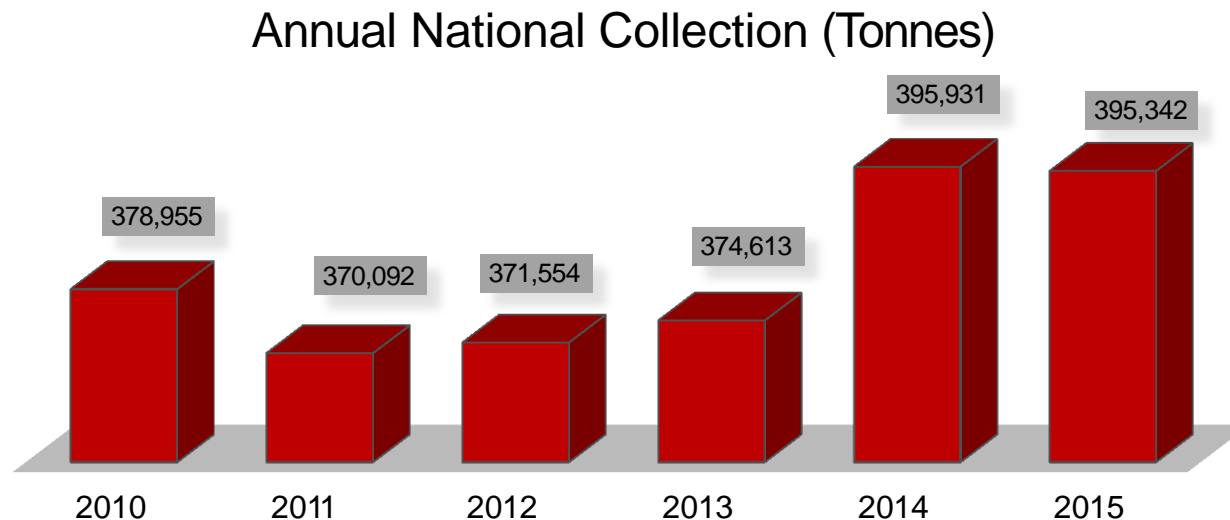
Thankfully in Canada there has been a concerted effort by Members to increase diversion rates. In 2015, over 111 per cent\* of tires in Canada were diverted from landfill!

**Continued...**

*To note: The diversion rate is the volume of tires recycled or used as Tire Derived Fuel divided by the volume of tires collected. This number varies because of the timing of collection vs. sale, which is the reason the diversion rate is above 100%.*

# TIRE COLLECTION IS STEADY EACH YEAR

For five years, the Canadian tire collection numbers have shown a steady increase. This reflects Members' commitments to educating the public on the benefits of recycling tires, helping to clean up tire piles and creating demand for used tires as a new commodity.



This table presents the total tonnes of scrap tires collected (PLT, MT, OTR) in Canada by all stewardship programs from 2010 to 2015. 1 tonne = 2205 lbs.

# RUBBER RECYCLING INDUSTRY ACROSS CANADA

Manufacturing and processing facilities are thriving because of the successful tire collection programs across the country.





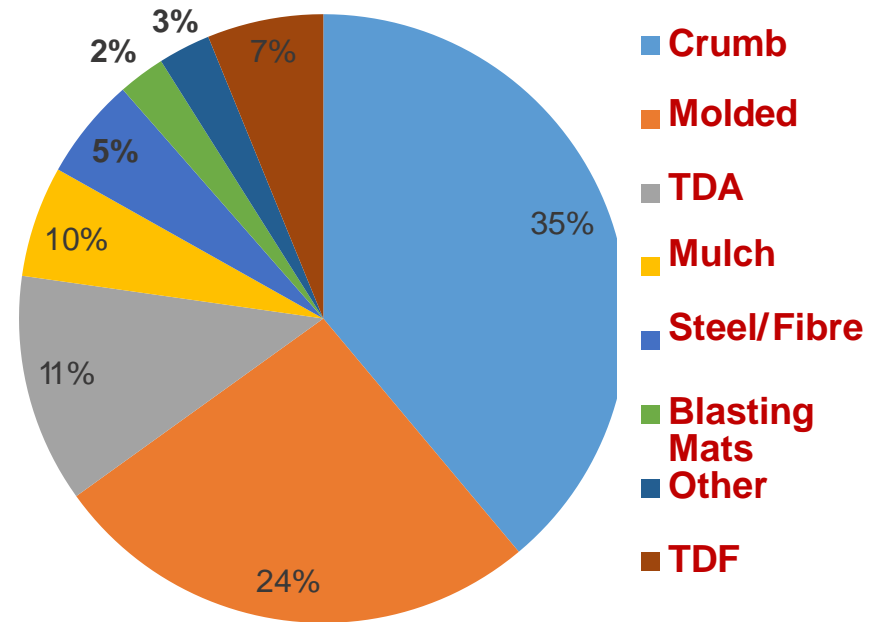
# A VARIETY OF USES FOR RECYCLED TIRES

Currently the majority of tires are recycled into high value products, with a small percentage being allocated to tire-derived fuels (TDF).

CATRA Members continue to demonstrate an impressive variety of high-value uses in the products created from end-of-life tires in Canada.

Of note is the fact that over half of recycled tires are converted into crumb rubber or molded products. This leads to production of end-use products that can be used in a variety of ways.

## 2015 National Recycling & TDF Uses (%)



Tonote:

TDA=Tire DerivedAggregate

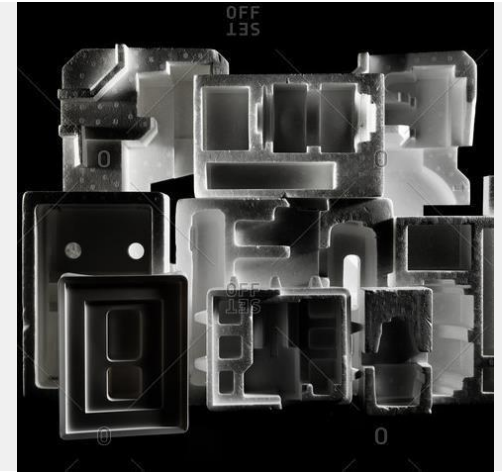
TDF=Tire Derived Fuel

# WHAT MANUFACTURERS CREATE

Athletic/  
recreational  
surfaces



Molded and  
extruded  
products



Automotive  
products



Rubber-modified  
asphalt and  
sealants



# SUPPORTING THE CIRCULAR ECONOMY

Through consumer education, investment in research & development, and offering research grants to inspire students to take action and find innovative ways to use recycled rubber, CATRA's Members continue to offer full-cycle support to the growth of the circular economy.



# EDUCATION PROGRAMS

All CATRA Members dedicate significant resources to public education. Province-wide programs are designed to educate a variety of audiences on topics such as tire maintenance, the recycling process and recycled tire products. To encourage engagement, the activations are customized to the needs and mandates of provincial and municipal legislation.

## Consumer Education

Brand ambassadors travel across several provinces providing information on tire maintenance, new recycled tire products and local programs.

## Research Grants

Several provinces provide grants to students and organizations to enhance knowledge around responsible residual materials management.

## Competitions

Inspiring consumers and the public with the possibilities of recycled tire products takes many forms, including competitions to design re-imagined public spaces, with several of these being brought to life across Canada.



# R&D / INNOVATION PROGRAMS

Our Members are also supporting the development of new and better ways to recycle and use scrap tires. From helping streamline processes and tracking, to helping spark new production and manufacturing, our Members play an important role in supporting the circular economy in their respective regions.

## New Ways to Gather Information

In Ontario, Treadmarks Mobile was created as a user-friendly app to give program participants access to remittances, transactions and claims online. This was a significant step forward to help increase efficiencies in the program.

## New Technology Grants

Several provinces provide grants to support the development of new technologies. For example, in Nova Scotia, the Value-Added Manufacturing Fund provides funding for the commercialization of new technologies, products and services. In Newfoundland & Labrador, the applied research fund supports new solutions in waste management.

## New Market Development

Working collaboratively with other partners, many of our Members are helping to build new options for recycling tires.

# GIVING BACK TO OUR COMMUNITIES

Whether it's offering grants to communities across the country to upgrade their community spaces with products made from recycled rubber, or supporting charities through their tire collection programs, CATRA's Members are always looking to give back and help out.



# COMMUNITY GRANT PROGRAMS

Most of our Members have created community grant programs that are designed to showcase new products in communities from coast to coast. These programs are designed to support the expansion of in-province markets for recycled rubber products.

Critical to this is educating consumers on the value of recycled rubber as an alternative building material, and being able to address any questions they have about products. A key way to do this is letting consumers see these products in real-life applications. These grant programs have helped rebuild playgrounds and hockey arenas, and re-landscape parks and community spaces.

Grant programs are in:

- British Columbia
- Alberta
- Saskatchewan
- Manitoba
- Ontario



Bear Creek Park,  
Surrey, BC



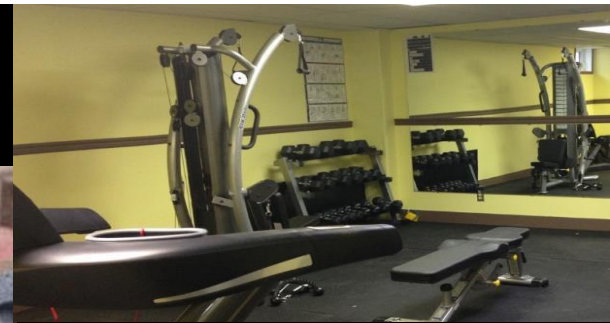
Pathways Health Centre for  
Children,  
Sarnia, ON

# SOME PROJECTS FUNDED BY MEMBER PROGRAMS...



Kinette Park  
Burns Lake, BC

Kortright Centre for Conservation  
Woodbridge, ON



Community Gym  
Town of Bredenburg, SK



Parish of St. MaryMagdalene  
Winnipeg, MB



Playground/Pool Project  
Town of Stony Plain, AB

# TIRE COLLECTION PROGRAMS

Before tires were responsibly recycled, they were landfilled, stockpiled and often strewn across the countryside. Now Members often host special collection events in communities across Canada to help collect those old tires that may be in a farmer's field or buried in a garage. Often these are done in partnership with local community groups.

## Ontario Tire Stewardship

One of the most successful programs is the **OARA Tire Take Back** with Ontario Tire Stewardship. For the past 7 years, this great initiative has collected almost 500,000 tires and raised more than \$1 million for The Sunshine Foundation of Canada to support children living with severe disabilities.



# TIRE COLLECTION PROGRAMS...

## **Tire Stewardship BC (TSBC)**

TSBC participated in and provided funding for 15 collection events in 2016. In an effort to reduce the significant costs associated with these events, TSBC once again partnered with the **Artist Response Team (ART)** to hold Round-Ups in conjunction with concerts held at the schools through the ART education program. In total, over 10,000 tires were collected at the 15 Round-Ups held around the province.

## **Alberta's Tire Recycling Program**

Since 2002, **Alberta's 4-H Foundation** has partnered with Alberta's Tire Recycling Program to collect tires 'from the back forty'. Through hard work and commitment to community, over 60 clubs have helped clean up the province's landscape, hauling out and loading up 950,000 tires to-date for recycling, and at the same time raising \$1.2 million for club projects.



# COMMITTEE UPDATES

In total, there are six committees operating within CATRA, all with different goals and objectives, but all are equally committed to making sure there is a sustainable, positive value for end-of-life tires in Canada.



# DATA & REPORTING COMMITTEE

## Objective

To ensure CATRA's technology meets Member / industry needs (services, information).

## 2016 at-a-glance

The committee's main focus was to implement technology that would help streamline data collection to make assessment and analysis simpler.

## What's ahead

The organization will look to become the technology and relationship "hub" for the tire recycling industry in Canada, while continuing to advance the numerous knowledge-sharing initiatives currently in the works.



# TIRE & PRODUCT MOVEMENT / MARKET DEVELOPMENT COMMITTEE

## Objective

To gather intelligence / conduct trend analyses on the movement of new / used tires and Tire Derived Product (TDP) into and out of jurisdictions.

## 2016 at-a-glance

The committee continued to focus on 'grey market' tires\* entering the Canadian system to ensure proper reporting across the nation.

## What's ahead

The committee will now focus on the tracking of interprovincial TDP movement.

To note: The grey market with respect to tires involves the selling of tires or other products in geographic markets other than those intended by the manufacturer.

# STANDARDIZATION, BEST PRACTICES & METHODOLOGIES COMMITTEE

## Objective

To support standardization and Harmonization efforts by Members, including processes, procedures, policies (e.g., standard tire weights) and terminology (tire categories, fees, product categories, etc.). This committee is also responsible for overseeing the joint compliance reviews of stewards/remitters.

## 2016 at-a-glance

The committee worked closely with the CCME to identify four areas of concern:

- The definition of a steward
- Tire categories and definitions
- Program monitoring and metrics
- Auditing protocols

## What's ahead

The committee will continue to work with the CCME on interprovincial standardization, and will also continue to work on the successful Harmonized Compliance Review Program

# OTR TIRE COMMITTEE

## Objective

To identify and develop best practices in Off-The-Road (OTR) tire recycling.

## What's ahead

The OTR Committee will continue to collect and share OTR best practices with Members in order to understand supply and potential end-uses of products.

# COMMUNICATIONS COMMITTEE

## Objective

To ensure consistent communications to Members, Government, industry and the public.

## 2016 at-a-glance

A very active 2016 created a number of foundational communications approaches and channels to help support the objective of reaching multiple stakeholders. This included:

- Development of a three-year communications plan, communications protocols and principles
- Creation of a new website
- Development of a Members-only portal for confidential sharing of information
- Development of internal e-news bulletin
- Participation in industry related conferences & meetings

## What's ahead

Continue to increase exposure for CATRA through the development of key communications collateral including newsletters, backgrounders and infographics.

# GOVERNANCE & ADMINISTRATION / EXECUTIVE COMMITTEE (The Management Committee)

## Objective

To ensure CATRA's vision, mission and organizational structure reflect Member needs and provide oversight for CATRA's day-to-day operations.

## 2016 at a glance

A successful 2016 Annual General Meeting (AGM) was held in Niagara Falls that brought together all Members of CATRA for annual sharing of best practices. The AGM confirmed the strategic direction and approved key enabling projects and budget to help realize the future of CATRA.

## What's ahead

CATRA will move forward with the change of chair to Nova Scotia, and will complete a Joint Venture Agreement to strengthen the relationship among CATRA Members to better focus on common goals, including: 100% diversion of scrap tires to higher value end-use markets.

# CLOSING REMARKS

Bob Ferguson, CATRA  
Program Manager



As program manager I'm pleased to support our member organizations in helping CATRA achieve our objectives. As we prepare for another successful year as an organization, it is prudent that we look at some of the incredible milestones that our members achieved this past year:

- **Alberta Tire Recycling:** Celebrated the collection of 100 million tires
- **Ontario Tire Stewardship:** Launched TreadMarks 10.0, a state-of-the-art, enterprise-grade Stewardship Resource Planning web and database application
- **Divert Nova Scotia:** Celebrated the collection of 20 million tires over the course of its 20-year history
- **Multi-Materials Stewardship Board:** (Newfoundland/Labrador): Shipped the last of 2 million used tires from a self-managed stockpile stored over a 10 year period
- **Recycle New Brunswick:** Have now been in operation for 20 years

These milestones are further evidence that our Members are committed to helping drive the recycled tire industry and the circular economy forward. That is why I'm excited to support CATRA in the year ahead as we look to continue to streamline operations with each of our member programs, and formalize our organization's purpose. We are committed to being steadfast in our pursuit of new ways to enhance each program, which will help us further CATRA's mission and vision.

# APPENDIX



# CATRA COMMITTEE MEMBERS

Data & Reporting Committee	OTR Tire Committee	TDP Market Development Committee	Tire & Derived Product Movement Committee
Rosemary Sutton, BC - chair	Andrew Horsman, ON - chair	Andrew Horsman, ON - chair	Brad Schultz, AB - chair
Lee Heidecker, AB	Brad Schultz, AB	Brad Schultz, AB	Theresa McQuoid, SK
Jackie Kuntz, SK	Stephen Gluchowski, ON	Jamie Seamans, NB	Andrew Horsman, ON
Louis Gagne, QC	Brett Eckstein, MB	Rosemary Sutton, BC	Jackie Kuntz, SK
Doug Wright, AB	Rosemary Sutton, BC	Louis Gagne, QC	Joji Ishikawa, BC
Jeff MacCallum, NS	Gilles Doucette, NS		
James Coulter, ON	Louis Gagne, QC		
Chris Leary, Advisor			

Continued...



## CONTINUED...

Standardization and Best Practices & Methodologies Committee	Governance & Administration / Executive Committee	Communications Committee
Mike Solkoski, MB – co-chair Lanny McInnes, SK - co-chair	Glenn Maidment, OTS - chair	Theresa McQuoid, SK - chair
Louis Gagne, QC	Bob Barss, AB	Jamie Seamans, NB
Jamie Seamans, NB	Andrew Horsman, ON	Claudia Hawkins, ON
Glenda Melvin, NL	Bob Ferguson, CATRA	Michal Majernik, TRAC
Gilles Doucette, NS	Jeff MacCallum, NS	Elizabeth, Gray, AB
Theresa McQuoid, SK	Lanny McInnes, SK	
Don Blythe, BC		
Brad Schultz, AB		
Andrew Horsman, ON		