

# ANNUAL REPORT

2018



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The Canadian Association of Tire Recycling Agencies (CATRA) is comprised of tire recycling agencies from 10 provinces across Canada and the Territory of Yukon. These Members share a wealth of experience and knowledge to create a sustainable, positive value for end-of-life tires in Canada.

In 2018, collaboration and celebrating successes was at the forefront amongst Members. This involved sharing expertise and information, to enhance individual programs and the overall impact of tire recycling in Canada.

From collection events to R&D grants, the efforts and investment from each Member agency resulted in another year of diversion and positive impact on local economies.

This annual report highlights the results of the past year, revealing the power in numbers as CATRA Members strive to maintain 100 per cent diversion in Canada. Through diversified recycling solutions and a strong partnership committed to a clean environment, CATRA continues to support market development and demonstrate leadership in tire recycling across Canada.

# MESSAGE FROM THE CHAIR

**Brett Eckstein**  
**Chair, 2019-20**



As I take on the important role of CATRA Chair for 2019 and 2020, I would like to congratulate and thank Jeff MacCallum, CEO, Divert NS, who did an exceptional job of leading CATRA as Chair for 2017 and 2018.

I am pleased to present CATRA's 2018 Annual Report, our 19th year providing an enduring commitment to support and strengthen provincially based tire recycling programs across Canada.

Through the efforts of CATRA's Member recycling programs, there were over 450,000 tonnes of end-of-life tires recycled for a diversion rate exceeding 100 per cent, or over 13 kilograms per Canadian. Member programs provided an investment of over \$160 million through their combined programs, a substantial figure that creates economic development and jobs for Canadians, diverting material from landfills or stockpiles that no longer poses a significant environmental nor human health threat.

Looking ahead, CATRA continues to support Canada's tire recycling programs combining our knowledge and expertise toward achieving world-class results by investing in and strengthening the marketplace for recycled tire products.

# **POWER IN NUMBERS: SUPPORTING TIRE RECYCLING IN CANADA**

CATRA Members continue to pave the way for tire recycling in Canada by working together to inspire and innovate responsible management of tires to better our environment, strengthen the economy and support local communities.



# BETTERING THE ENVIRONMENT

CATRA Members continue to drive awareness, educate the public and promote responsible management of scrap tires.

# DEMONSTRATING STRENGTH IN NUMBERS

The scrap tire programs of each province and the Territory of Yukon that make up CATRA contribute to Canada's high diversion rate. These programs effectively manage end-of-life tires, ensuring safe and responsible disposal and diversion from landfills.

CATRA works to promote the successes that the provincial tire stewardship organizations bring to the tire recycling industry. Their programs benefit both local communities and the country as a whole.

In 2018, our Members continued to collectively achieve milestone diversion rates that help make Canada a leader in tire recycling.

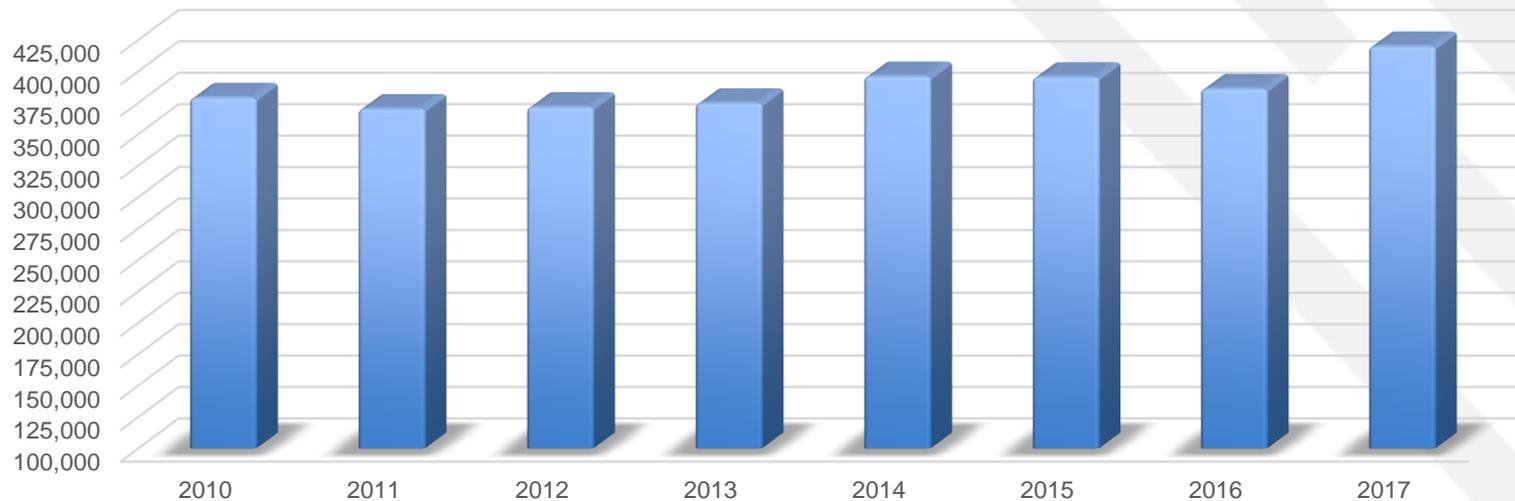


# TIRE COLLECTION IS ON THE RISE

Canadian tire collection numbers continue to remain high and show a substantial increase in the last year. The success of the individual Members' programs combined create a measurable impact on tire clean up and diversion.

National collection in 2017: **418,062 tonnes\***

Annual National Collection (Tonnes)



This data presents the total tonnes of scrap tires collected by all stewardship programs in Canada from 2010 to 2017, including: PLT (Passenger/Light Truck), MT (Medium Truck) and OTR (Off-the-Road) tires.

\*The overall increase from 2010 results from factors that include population growth, increases in winter tire purchases, and clean-up of end-of-life tires previously unavailable for collection.

1 tonne = 2205 lbs.

# TIRE RECYCLING ACROSS CANADA



Canada's average diversion rate over the past 7 years is 98%; this rate is calculated based on the tonnes of Tire Derived Products created + Tire Derived Fuel consumed, divided by the scrap tires Collected.

**National diversion in 2017: 452,961 tonnes\***

Processing and manufacturing facilities are thriving because of successful end-of-life tire programs across the country.

\*The map shows the total tonnes of tires recycled in Canada in 2017, by jurisdiction.

SK: Estimate only - extrapolated based on actual volume for 4 months of operation under SK's new program managers.

YK: Estimate only.

## **STRENGTHENING THE ECONOMY**

Our Members provide consumer education, investment in R&D programs, and research grants to help inspire innovation and new ways to recycle scrap tires into high-quality products.

# WORKING TOGETHER TO CREATE A NEW RESOURCE

CATRA and its Members are committed to enhancing their existing presence in the tire recycling industry in Canada, while setting an example on the global stage. Sharing common goals, our strong partnership is focused on creating a sustainable and positive value for end-of-life tires in Canada.

Our organization helps Members build power in numbers by strengthening province-wide programs through the sharing of information, expertise, resources and learning best practices.

We're committed to managing the growing number of tires available for collection, and to ongoing collaboration with our Members to respond to the rapid growth of Canada's tire recycling industry. With the efforts of all Members, we will continue towards Canada's goal of creating a circular economy.

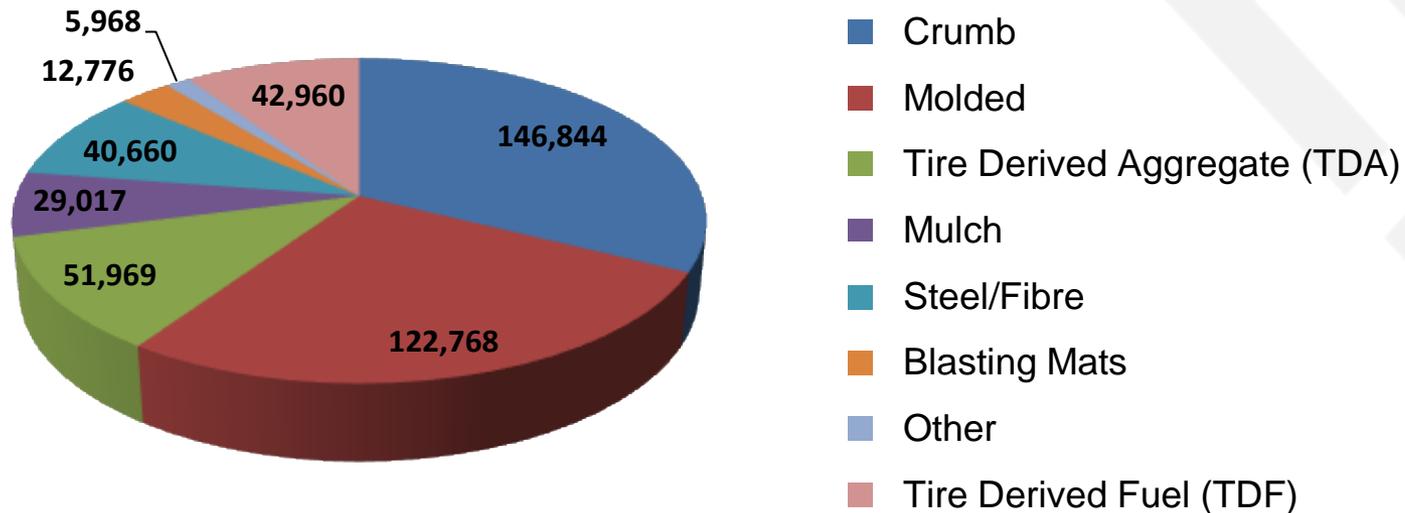
# USES FOR RECYCLED TIRES

CATRA Members continue to show the multitude of uses that scrap tires have once they have reached their end-of-life.

More than 50 per cent of tires are recycled into high-value products, such as crumb or molded products. A variety of applications are leveraged thanks to continuous innovation and designs each year.

Tire Derived Aggregate (TDA) is an engineered material adopted by many programs province-wide, with some R&D projects reviewing additional end uses.

**2017 National Recycling & TDF Uses (Tonnes)**



# SPARKING INNOVATION WITH SCRAP TIRES

Rubber-modified  
asphalt and sealants



Tire Derived  
Aggregate (TDA)



Molded and  
extruded products



Athletic / recreational  
surfaces



# R&D & INNOVATION

Our Members play an integral part in supporting the ways that scrap tires can be developed and invested into the economy and community.

Through successful tire management programs and processes in place, our Members support the growth of the circular economy.



## New Technology Grants

A number of provinces support the development of new technologies through grants and innovation.

**The Alberta Recycling Management Authority (Alberta Recycling)** continued to evaluate tire-derived aggregate (TDA) as a material used in landfill leachate collection systems. The use of TDA in Alberta landfills has provided cost and resource savings by municipalities by replacing approximately 630,000 tonnes of conventional aggregate since 1996.

**Tire Stewardship Manitoba (TSM)** teamed up with other stakeholders of the province to explore using TDA in home basement floor slabs and walls. The project helped demonstrate the economically viable end-uses and market applications for scrap tires. TSM also released a municipal road repair brochure this year, promoting the benefits of using TDA to strengthen and stabilize rural roads in the province.

# R&D & INNOVATION CONT'D

**Divert NS** continued to invest into scrap tire innovation by contributing \$35,000 to a research team at Dalhousie University for a two-year project studying the dynamic properties of TDA and its benefits in reducing ground-borne vibrations in construction.

In collaboration with Laval University, **RECYC-QUÉBEC** is supporting research on the feasibility of combining rubber powder with plastics to produce a value added thermoplastic elastomer (TPE) that will be used to manufacture rolling bin wheels. This partnership will come to an end by December 31, 2019.

2018 also saw innovation in the ways in which CATRA Members collaborate. **Yukon** engaged **Alberta Recycling** to begin managing its scrap tire revenue administration, collecting tire recycling fees, and conducting compliance reviews. Given its lower scrap tire generation, this partnership enabled Yukon to deliver its revenue administration in a cost-effective manner.





## **EDUCATING & ENGAGING THE PUBLIC**

We are committed to educating and inspiring the public as we work together to create a sustainable, positive value for end-of-life tires in Canada.

Province-wide programs and grants are designed to reach different audiences and to educate the public about tire safety, maintenance, recycling initiatives and how to properly dispose of residual materials.

# EDUCATING & ENGAGING THE PUBLIC CONT'D

**Tire Stewardship BC (TSBC)** won a 2018 EcoStar Award when recognized as a champion of green innovation for turning waste into resources. The program also established a \$2,000 scholarship in honour of the program's late Chair, Don Blythe. TSBC once again partnered with the Artist Response Team (ART), that provided environmental education through song to elementary school students.

**Tire Stewardship Manitoba (TSM)** conducted its year-round Be Tire Smart community education and awareness program on how proper tire maintenance positively impacts tire life, vehicle safety and the environment. Through this initiative, TSM attended 14 community events, reaching over 169,000 people in 2018 alone.

**Alberta Recycling** continued to raise program awareness with the public and stakeholders through presentations, grant project openings, trade shows and promotional materials.



THANKS TO OUR SUPPORTERS





## EDUCATING & ENGAGING THE PUBLIC CONT'D

In June 2018, **Divert NS** launched a new Bicycle Tire Recycling Program during Bike Week and Environment Week to raise awareness on the initiative and the importance of diverting waste. Since the program launched, there are currently 18 bicycle retail and repair shops participating in the program with over 1,350 bicycle tires and tubes collected for recycling to date.

For 25 years, **RECYC-QUÉBEC** has worked with program participants to divert and recycle more than 1.9 million tonnes of car and truck tires that have been transformed into a variety of rubber surfaces for a wide range of sectors such as ergonomic mats for cows and horses, blasting mats and retread tires.

Even though they are not part of the program, **RECYC-QUÉBEC** also manages scrap bicycle tires and used tires from 18 Nunavik villages. In 2018, **RECYC-QUÉBEC** launched its new portal allowing real-time online reporting and transactions.

Demonstrating sustained success in engaging multiple stakeholder groups, **Recycle NB** reached an important milestone. The end of 2018 marked its first decade managing recycling of tires and other designated materials in New Brunswick. The tire recycling program has operated in the province for 22 years, diverting the equivalent of one million tires per year from provincial landfills for value added products such as garden mulch, playground cover and livestock mats.

# INVESTING IN THE ECONOMY

Through direct financial incentives to recycling participants and initiatives, including education, research and grants, CATRA Members invest over \$160 million annually.

This investment contributes to innovation, community development and growth of a thriving industry.



# COMMITTED TO COMMUNITY

CATRA Members are committed to leading programs that support waste diversion, creating marketable products and showcasing the value of scrap tires. Grant programs, special collection events and charitable donations are reasons why communities across Canada are enriched thanks to recycled tires.

# COMMUNITY GRANT PROGRAMS

In 2018, the majority of CATRA Members offered grant programs to reward communities with funding to re-imagine new and need-to-be-renewed public spaces. Playgrounds, fitness tracks, hockey arenas and other spaces across of the country have received a green-lift using recycled tire products.

Considering the environment when planning community projects allows Canadians to see the benefits of incorporating recycled materials into everyday spaces. From innovative design, infrastructure and style, grant programs have transformed spaces to become eco-friendly and sustainable.



Community Project, BC



Community Project, AB

# COMMUNITY GRANT PROGRAMS CONT'D

Tire recycling programs of CATRA Members have helped transform communities across Canada.

In 2018, \$1M in funding was awarded to municipalities for community projects by **Alberta Recycling**. Since 2002, over \$2.6 million in funding has been provided for the development of 145 tire marshalling sites and \$12 million in funding has been provided for 680 community projects.

**Tire Stewardship BC (TSBC)** awarded 23 community projects throughout the province, one of which included an installation of 465 square meters of recycled flooring in the Elksentre Arena - made out of 4.5 tonnes of rubber from 670 recycled passenger vehicle tires. TSBC also began planning the installation of a playground dedicated to Don Blythe, to honour the tire industry giant in his home town of Surrey, BC.

The **Tire Stewardship Manitoba (TSM)** Community Demonstration and Innovations Grant Program provides up to \$20,000 in matching grant funding for communities and not-for-profit organizations to use and benefit from recycled tire products. In 2018, 10 community projects received funding totaling over \$71K.

This year alone, **RECYC-QUÉBEC** awarded more than \$1.8 million in grants to 5 processors for modernizing their recycling equipment and allowing them to process 25,000 more tonnes of scrap tires a year.



Community Project, AB



Community Project, AB



## TIRE COLLECTION EVENTS & PROGRAMS

Community collection events take place to further build on the momentum of ongoing scrap tire collection each year.

With support from industry partners, community members and charitable organizations, province-wide programs continue to encourage participation in tire recycling by showcasing the positive impacts of waste diversion.

# TIRE COLLECTION EVENTS & PROGRAMS CONT'D

**Alberta Recycling** continued to partner with the 4-H Foundation of Alberta to collect scrap tires from rural areas. In 2018, the 4-H clubs collected approximately 60,000 tires, bringing their total to 1.08 million tires processed since the program began in 2002.

**Tire Stewardship BC (TSBC)** supported a number of collection events in 2018 in partnership with Kal Tire and other partners. In total this year, TSBC collected 8,000 tires at various events.

In late 2018, **Tire Stewardship of Saskatchewan (TSS)** announced that together with the Ministry of Environment they are moving forward with a plan to address a long-standing issue of abandoned scrap tires in Assiniboia. Working collaboratively with the Ministry will help TSS to remediate the site, which has been a top priority for the new operators of Saskatchewan's tire recycling program.



# **CHANGES IN TIRE RECYCLING IN ONTARIO**

# ONTARIO BEGINS EXTENSIVE CHANGES

2018 saw the start of major changes in the end-of-life tire industry, with new legislation being implemented in Ontario under the [Resource Recovery and Circular Economy Act, 2016](#) (RRCEA) and related regulations.

Ontario Tire Stewardship (OTS) successfully managed Ontario's Used Tire Program since 2009, but ceased operations on **December 31, 2018** (watch the [OTS legacy video](#)). During that time, OTS diverted from landfill more than 123 million tires while encouraging market development in the tire recycling industry through Community Renewal Fund Grant and R&D programs.

New organizations are emerging to replace OTS and to date there are six new Producer Responsibility Organizations (PROs) registered with the Resource Productivity Recovery Authority (RPRA).

CATRA looks forward to working with the new PROs to continue its Canada-wide representation of the end-of-life tire industry.



# **IN CLOSING**

*Program Manager's Remarks*

# PROGRAM MANAGER'S REMARKS

Since 1999, CATRA has helped Members by facilitating information exchange, collaborating on projects to improve program efficiency, reporting on key tire recycling metrics and organizing networking events.

The Canadian tire recycling landscape is changing, perhaps more so now than at any time in its almost 30-year history.

- In 2018 a new organization, Tire Stewardship of Saskatchewan (TSS), was welcomed as a new Member. TSS made good use of CATRA resources including drawing on the experience and expertise of other Members and referencing Forum, the internal website with a vast library of best practices and scrap tire studies and information.
- In Ontario, changes to waste legislation are being implemented in January 2019, with several new Producer Responsibility Organizations (PROs) taking on the challenge of carrying on the good work formerly delivered by Ontario Tire Stewardship. CATRA's challenge now is to reach out to these new programs so they can benefit from CATRA's role and national presence. The largest of the new PROs may become the CATRA Member for Ontario, while other PROs may apply to become Affiliate Members to enjoy many of the benefits of CATRA membership.



Bob Ferguson,  
*CATRA Program Manager*

Continued...

## PROGRAM MANAGER'S REMARKS CONT'D

- CATRA is responding to global climate change concerns by initiating a 2019 Life Cycle Assessment project that will enable Members to assess the GHG emission levels based on the types of products created, including crumb rubber, tire derived aggregate, and tire derived fuel.
- There are also ongoing efforts to identify and support development of alternative, higher value uses of end-of-life tires such as rubberized asphalt. CATRA plans to continue its focus on providing information to Members about this potentially positive end use.

In 2019, as in past years, Members will benefit from the success of the Harmonized Compliance Reviews in which a tire retailer with a presence in more than one province may be reviewed by multiple Members as part of one effort. This results in fewer reviews for tire retailers, and more efficient reviews for Members.

CATRA will also continue to conduct quarterly and annual surveys of Members to gather tire recycling data. Annual results are published on the CATRA website ([catraonline.ca](http://catraonline.ca)) and show the key diversion statistics for each Member as well as the national picture. As with all scrap tire management organizations, the goal is to divert 100% of used tires from landfills and instead convert them to higher value, long-term uses. Nationally, CATRA Members continue to divert close to 100% annually.

2019 is set to be another year of change and growth for CATRA – and we welcome the challenge.

# COMMITTEE UPDATES

There are three committees operating within CATRA, all with different goals and objectives, but all are equally committed to ensuring there is a sustainable, positive value for end-of-life tires in Canada.

# COMMITTEE HIGHLIGHTS

CATRA committees had a productive year. This included a consolidation of some 2017 committees to recognize their complementary priorities and activities.

These are just some of the key activities and achievements of CATRA's active committees in 2018.

## ***Communications***

- Issued CATRA's second Annual Report
- Posted 2016 Member data on the CATRA website
- Updated the website appearance including the news article format
- Continued issuing informative monthly E-News for Members
- Continued growing Forum (Member intranet) content with reports, studies, industry news, more
- Continued publishing website news articles to promote Member accomplishments, milestones, industry events
- Continued expanding CATRA's brand awareness through participation in industry events
- Monitored and reported on significant changes in Ontario's programming

## ***Data and Reporting***

- Conducted annual and quarterly surveys to gather Member data
- Completed design / development and user training on the new "CATRAreporting" system to enhance Member data collection and analysis
- Supported data needs for the 2017 CATRA Annual Report
- As requested, provided data to Members and third parties through CATRA administration

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# COMMITTEE HIGHLIGHTS CONT'D

## Management

- Held a special Member meeting to define two new CATRA membership categories
- Developed components of a refreshed Strategic Plan (2019-21) including identifying 2019 initiatives from the strategic themes
- Rationalized / reduced committees and identified a new approach to project delivery
- Developed and executed an amended Joint Venture Agreement with Members
- Drafted a preliminary CATRA Risk Register



# CATRA 2018 COMMITTEE MEMBERS

## MANAGEMENT COMMITTEE

Jeff MacCallum, NS – Chair (outgoing)  
Glenn Maidment, MB  
Sonia Gagné, QC  
Pat McCarthy, NB

## DATA & REPORTING COMMITTEE

Rosemary Sutton, BC – Chair  
Lee Heidecker, AB  
Louis Gagné, QC  
Mike Solkoski, MB  
Brad Colin, SK

## COMMUNICATIONS COMMITTEE

Brett Eckstein, MB – Chair  
Jamie Seamans, NB  
Elizabeth Gray, AB