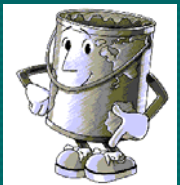


éco-peinture

**An Extended Producer Responsibility
Program That Works**

Georges Portelance
Executive Director



éco-peinture

Accomplishments

60 M

Litres of paint sold in Quebec per year

15 M

Number of paint cans sold per year

10 000

Tons of waste avoided

2 938

Tons of revalorised paint and cans

1997

Year it all started

785

Recycling locations

390

Participating cities

85

% of transformed waste

43

Manufacturers and retailers reporting data

7%

Estimated proportion of disposed paints

0,75

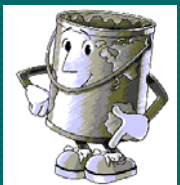
Litres per Quebec household recycled

0.25 \$

Industry self-imposed eco-fee per can



« A teacher helps shape human beings ».
Normand Maurice



Liability

Producer is responsible for environmental damage caused by the product

Economic responsibility

Producer covers all or part of costs for collection, recycling or final disposal of products he manufactures, and may charge a special fee

Physical responsibility

Manufacturer is involved in physical management of the products or of the effect of the products. This can range from merely **developing the necessary technology, to managing the total "take back" system for collecting or disposing of products** he has manufactured for which he may charge a fee

Ownership

Producers assumes both physical and economic responsibility

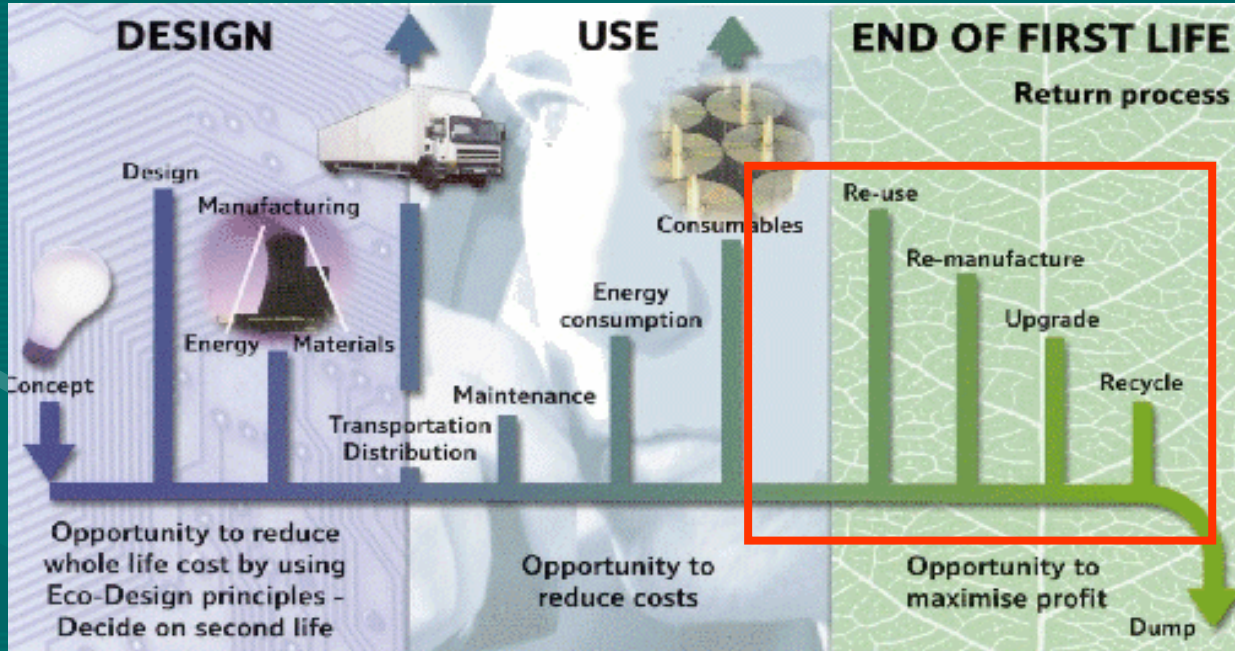
Informative responsibility

Producer is responsible for providing information on the product or its effects at various stages of its life cycle



A broader view of the supply chain

From cradle to cradle : An environment-based Kaizen approach!



Paint is ...

A mundane product

Very visible

Used often by households

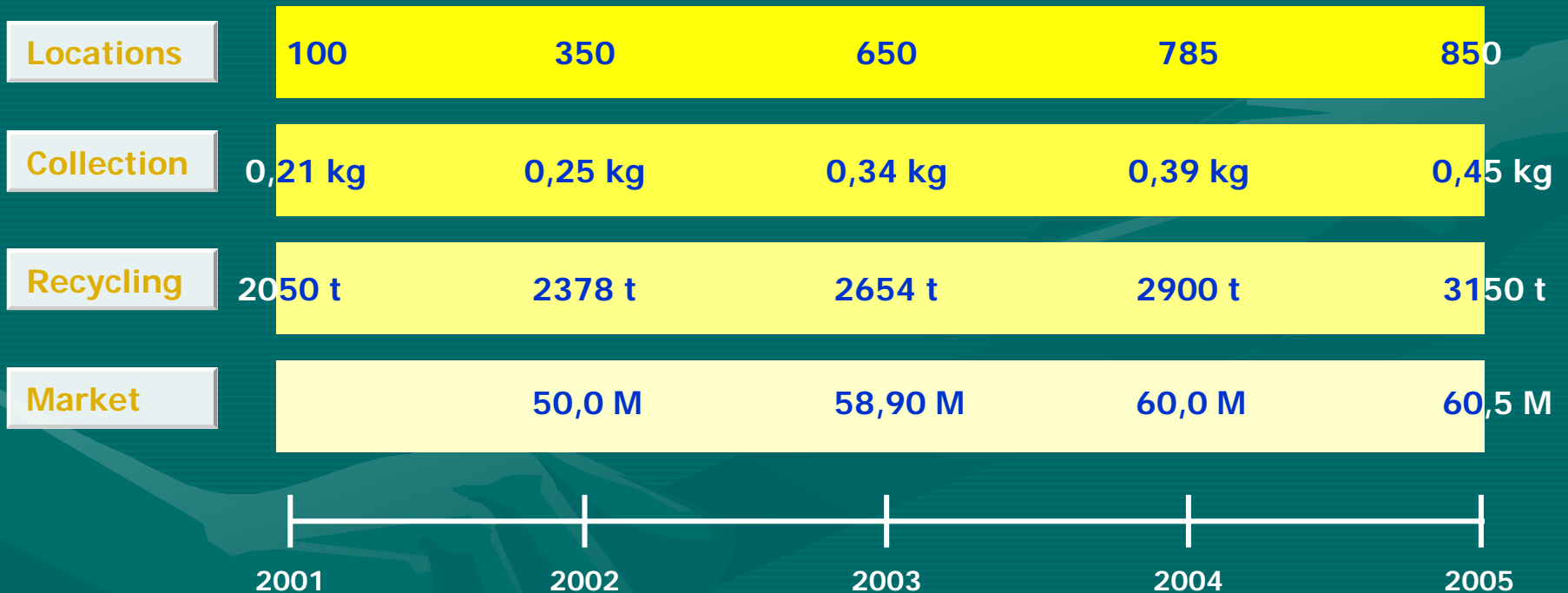
In large quantities

Everywhere in Quebec and

Dumped in the garbage



“In the network economy, success is self-reinforcing, it obeys the law of increasing returns”. (Economist Brian Arthur)



Customer buys paint

0.25 \$ eco fee is included in the price of the product

Eco Peinture finances Municipal recycling bins

Retail store, municipalities, planned collected



0.25 \$ eco fee

Peintures Récupérées recycles materials

Sorting out, classifying, extracting, revalorising, recycling, reselling

Revalorised paint

Recycling paint re-enters market and gets exported

Cuba, Antilles, Mexico

Recycled materials

Plastic, metal, aluminium, others



Role : Foster, encourage

Government

Recovery and reclamation of discarded paint containers and paints, Regulation respecting the, R.Q. c. Q-2, r.20.01

Retailer

Role : Participate, support

3 retail chains; 300 drop off points

Manufacturer

Role : Finance, enact

Voluntary eco fee
43 members

Éco Peinture

Municipality

Role : Endorse, engage

400 Municipalities and counting!

Peintures Récupérées

Role : Collect, Transform

The active player involved in making it happen

Consumer

Role : Engage, act

Recycled paint: From 0,47 kg to 1,0 kg / household
Use paint for "new projects"



1. Building a regional network

Locations

Private network: 3 retail chains

Rona
Coopérative fédérée de Québec
Matériaux à bas prix

300

Public network: Municipalities

Permanent sites
Mobile collect

480

Victoriaville

Population de 39 828 personnes

Utilise 4 bacs PRQ

DÉPÔTS		BRUT (kg)	NA (kg)	NET (kg)	% NA
RONA	Entreprises A. Pratte Inc.	1 774.20	100.50	1 673.70	5.66 %
COOP	SCA des Bois-Francis - Victoriaville	5 102.00	391.25	4 710.75	7.67 %
DÉPÔTS MUNICIPAUX		BRUT (kg)	NA (kg)	NET (kg)	% NA
Dépôt Peintures Récupérées du Qc Inc		24 632.00	890.40	23 741.60	3.61 %
Dépôt Victoriaville (EAUX)		3 158.00	105.90	3 052.10	3.35 %



2. Dealing with waste



Sorting out
Categorizing

Primer and paint (latex, alkyd, enamel or others)
Metal or rust paint
Aluminium paint
Stains
Varnishes
Lacquers
Wood or masonry finishing products (preservatives)
including acrylic driveway sealer
Road-marking paint (available in retail stores)



Opening/emptying cans
M&R

Robotics

Specialty equipment




3. Data is knowledge

Establishing a database

How many, from where
Bar codes

Creating a reporting structure

What kind of product
What kind of format
What quantity
Where does it come from
Results / population



PEINTURES récupérées
du Québec inc.
345 rue Bulstrode Victoriaville (Québec) G8T 1P7
Tél. (819) 758-5497 Téléc. (819) 758-2313
info@peinture.qc.ca www.peinture.qc.ca

RATIOS DE RÉCUPÉRATION

Du 01 janv. 2004 au 31 déc. 2004

MRC ou Municipalité	Population	Poids net (kg)	Ratio (kg/pers.)
MRC Acton	15 819	15 708.32	0.99
MRC Matawinie	43 207	29 680.42	0.69
MRC L'Assomption	103 917	62 801.32	0.60
MRC Le Val-Saint-François	27 928	16 811.14	0.60

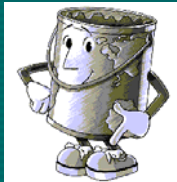
ARRIVAGES POUR MRC ARTHABASKA

Du 01 janv. 2004 au 31 déc. 2004

MRC Arthabaska

Kingsey Falls
Population de 2 088 personnes Utilise 2 bacs PRO

DÉPÔTS	BRUT (kg)	NA (kg)	NET (kg)	% NA
Cascades Kingsey Falls (Privé)	278.00	60.10	217.90	21.62 %
DÉPÔTS MUNICIPAUX	BRUT (kg)	NA (kg)	NET (kg)	% NA
Dépôt Kingsey Falls	456.00	65.95	390.05	14.46 %



A. Environmental impact

Reduction of waste burial: **9 000 t over 4 years**

Revalorisation of paint: **62 % or 5 500 t**

Revalorisation of metal cans: **25% or 2 250 t**

B. Economic impact

Paint recycling program: **40 jobs**

New technology: **robotics**

Cost to society: **0 \$**

C. Social impact

New business models: **Extended Producer Responsibility and Product Stewardship**

Consumer **alternative** to paint elimination

