



A Made In Canada
Solution

**CANADIAN
CARPET
RECOVERY
EFFORT**

Activities in Carpet recycling in Canada

AGENDA

- Current Situation on Canadian Scene
- Where is the Government going
- Establishment of Canadian Carpet Recovery Effort (CCRE)
- Status of CCRE

Current Situation on Canadian Scene

- 99% of post consumer carpet is going to landfill
- 95% of commercial carpet is going to landfill – there are some effort made by producers however the product is being shipped to Georgia – costly and inefficient
- A handful of recyclers are shipping to USA
- Strong desire in Canada to recycle by consumers, corporations and government
- Generally a green country with substantial programs in tires, batteries, all fluid containers etc.
- Many landfills in Canada are either full or closed
- Toronto currently ships all their waste outside of the metropolitan area

Where is the government going

- Province of Ontario is the primary driver of policy on green initiatives in Canada. Other provinces are following
- Ontario Ministry of Environment has established The Waste Diversion Act (WDA) in 2002. Their mandate is:
 - To specify mechanisms for waste diversion programs
 - Sets out the process for these programs
 - Establishes roles for stakeholders (Waste Diversion Ontario (WDO), Industry Funding Organizations (IFOs))
 - Enables the ministry to establish how the costs of diversion programs are borne and by whom
- WDA has a polluter pays approach
- WDO has placed flooring and carpet on its list for diversion
 - Targets are being set this year but likely carpet will have a gradual diversion target for the next 7 years leading to 100%



Ontario Waste Diversion Act Key Milestones To Date

Oct 16, 2009: Minister Gerretsen released discussion paper on reforms



Proposes changes to Act

- More emphasis on industry-led programs
- Requirements for many new waste streams to be brought in over five years



Flooring to come under program two years after new Act passed

- Minister cited potential for carpet in speech



CCRE submitted response to Act on February 1st

- Allowing industry to take leadership in the process





Following
The Leader

**CANADIAN
CARPET
RECOVERY
EFFORT**

Establishment of Canadian Carpet Recovery Effort - CCRE

- ISO Initiated in response to our customer by initiating the founding of the CCRE
- Have garnered the industry stakeholders to get involved
- Had inaugural meeting this month
- WDO has encouraged the CCRE to become the IFO - Industry Funding Organization

Mission Goals & Values

The mission of CCRE is to facilitate industry led and market driven solutions for the diversion of post-consumer carpet from landfills and the advancement of secondary markets using recycled content

Goals

- Establish an entrepreneurial environment, fostering industry led and market driven solutions
- Partner with environmental academics, associations and NGO's to advance the use of recycled content in secondary markets
- Collaborate with provincial governments to provide industry perspective on waste diversion and environmental initiatives
- Strengthen leadership position of CCRE and member companies to achieve sustainable funding for carpet diversion and secondary market research

Values

- Market Driven Solutions
- Foster industry innovation
- Foster a collaborative, entrepreneurial environment
- Ensure multi-stakeholder communication and involvement
- Operate with the highest integrity and transparency

Current Status of CCRE

- Had our first meeting April 13, 2010 in Toronto
- Well attended by industry leaders
- Ontario Ministry of Environment gave presentation
- We set our goals, mandate etc
- Established fee structures
- Set first Board meeting for May 18, 2010
- Identified additional potential members and leadership targets
- Discussed intent for reciprocal working arrangements with CARE



Next Steps

- Formally constitute the Board of the CCRE
- Expand its membership and leadership
- Pursue reciprocal agreement with CARE
- Work towards a sustainable solution in partnership with the Canadian Government.
- Become the IFO for carpet recycling in Ontario and other provinces



Thank You

**CANADIAN
CARPET
RECOVERY
EFFORT**