

Executive Director's Message

In this issue of the OTS Newsletter we are celebrating an impressive milestone: the recycling of the 25 millionth tire. We owe this success to the tire recycling industry in the province, our recycler partners outside Ontario, and the hard work of the OTS Board and staff.

This achievement also invites us to hit pause and look further down the road to where we want to be when the 50 millionth tire gets recycled. With new on-line processing capacity on its way, our R&D and Grant initiatives promoting innovation, and growing demand for crumb rubber, there is ample reason to be bullish about the future of the tire recycling industry.

This combined activity to bring new products to market gives me great confidence that our work with municipalities, builders, architects, schools – among others – is putting OTS resources to good use.

- Andrew Horsman



★ OTS to Launch Student Design Challenge this Fall

Ontario Tire Stewardship (OTS), in partnership with the Ontario Association of Landscape Architects (OALA), is proud to host the "OTS Student Design Challenge" for preserving and restoring urban environments through creative uses of recycled tire products and ecological design.

This competition is a unique opportunity for future design leaders to develop and implement a winning design at Toronto's Evergreen Brick Works – an award-winning community environmental centre that serves as an international showcase for urban sustainability and green design. Arguably one of Toronto's most exceptional heritage landmarks, Brick Works offers a remarkable setting for this competition, which aims to:

- ❑ Inspire design leaders to create a greener Ontario with Tire Derived Products (TDP's).
- ❑ Provide practical experience interpreting and meeting concrete client and site needs.
- ❑ Enable students to realize and showcase winning designs at Evergreen Brick Works.

By bringing together landscaping professionals, student design talent, recycled product manufacturers and a high profile urban green space, the competition will help stimulate ongoing innovation around the use of sustainable materials to meet the needs of our growing cities. It will also provide the opportunity for dialogue amongst

leading industry and academic partners and raise awareness of the dynamic tire recycling industry in Ontario, including how products made from recycled tires can contribute to the development of a greener, more sustainable province.

The competition is open to students of landscape architecture and related disciplines currently attending a post-secondary institution in Ontario. Landscape architecture is a multi-disciplinary field, which includes architectural design, site planning, environmental restoration, urban planning and design, parks and recreation planning, regional planning, and historic preservation.

A micro-site providing competition information, design guides, a list of judges and more will be launched soon.

Registration begins September 12 and the deadline for submission is November 14, 2011.



◦ This Month's Headlines ◦

[OTS Introduces New Online System](#)

Learn how OTS can make your Stewardship experience easier!

Pg 2

[Ganaraska Forest Cleanup](#)

Read how OTS is saving Ontario forests.

Pg 3

[From Black to Green](#)

Bringing recycled tires to green building.

Pg 3

[OTS Newsletter Readership Survey](#)

Make your voice heard, participate in our survey today!

Pg 4

Inside Track



OTS Online Systems

OTS staff provide an important touch point for our stakeholders. As we continue to develop new online systems, however, these systems will become an increasingly important source for accessing information and confirming transactions.

The Steward and Processor online filing programs were both launched earlier this year through a series of webinars. Not only do they provide the flexibility of 24/7 information access, but they are also a great time-saver.

Here is some of the feedback we have received from participating stakeholders on the benefits of these applications :

Stewards:

- ☐ "Great tool, makes remittance calculations more accurate"
- ☐ "The form is auto populated and printed....very convenient"

- ☐ "This is a good start and could be further improved if coupled with Electronic Fund Transfer"

Processors:

- ☐ "The look and feel is very similar to the excel version, making it an easy transition to online"
- ☐ "I like the 'export to excel' functions"
- ☐ "I like the 'remember' buttons as it saves time during data entry" (Note: The 'remember' buttons are check boxes that allow data entered to be automatically moved to the next entry so you do not need to re-enter data)

OTS also received very positive suggestions for further improvements, which will be considered for future upgrades.

Despite these advances in technology, we still believe that true business excellence is about people. Therefore, our trained team members – who helped shape and test the new systems – are still available during business hours to discuss your needs or help you navigate the system for maximum productivity.

Tips for Stewards and Collectors to file online can be found respectively [here](#) and [here](#).

Did You Know?

OTS is celebrating the recycling of it's 25 millionth tire!

Thank-you to all our stakeholders who have played an important role in helping us reach this milestone. The Used Tires Program is keeping tires out of the landfill and turning them into a recycled resource for new green products, made right here in Ontario! [Click here](#) to view our new tire life animated video, created to help celebrate and share this news.



Zero-to-Sixty

August 24, 2011: Technical Committee Meeting.

August 31, 2011: Closing date for Stewards to submit July 2011 TSF Remittance Reports and payment.

August 31, 2011: Closing date for Haulers to submit Claims for the May 2011 period.

August 31, 2011: Closing date for Processors to submit Claims for the May 2011 period.

August 31, 2011: Closing date for RPMs to submit Claims for the May 2011.

September 8, 2011: Last day for Haulers to submit claims using the upload system (hardcopies and electronic copies due).

September 13, 2011: First day for Haulers to start using the online claims filing system.

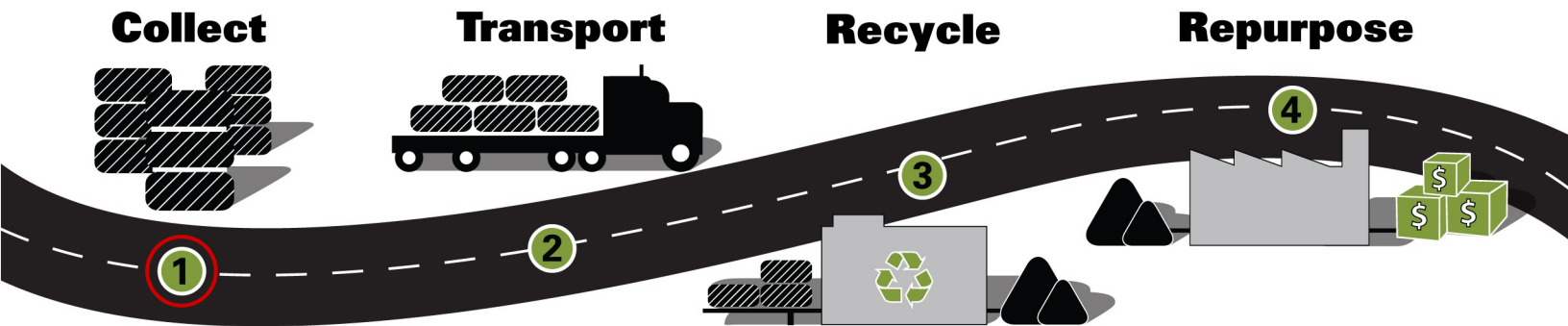
September 30, 2011: Closing date for Stewards to submit August 2011 TSF Remittance Reports and payment.

September 30, 2011: Closing date for Collectors to submit Claims for the April – June 2011 period.

September 30, 2011: Closing date for Haulers to submit Claims for the June 2011 period.

September 30, 2011: Closing date for Processors to submit Claims for the June 2011 period .

September 30, 2011: Closing date for RPMs to submit Claims for the June 2011 period.



Stewardship in Action

Ganaraska Forest Cleanup

Located within an hour's drive of Toronto, the Ganaraska Forest is Southern Ontario's largest forest and a popular destination for outdoor recreation.

Within this idyllic setting sits the Ganaraska Forest Centre – a self-sufficient multi-use facility and a new model in environmental design that is surrounded by a pine plantation and regenerating hardwood forest. The Centre is a unique 'build' project featuring renewable-energy opportunities and resources adhering to the LEED (Leadership in Energy and Environmental Design) design system.

One of the most fascinating aspects of the Centre is that sections of the 11,000 acre property used to be a tire

dump site where huge tires were not only strewn about the woodland, but also buried in the ground. A local family offered to donate 200 acres of land to add to the 11,000 acre forest, but the conservation authority could only accept the first 100 acres, as the cost of clean-up for the additional land was prohibitive.

Enter Ontario Tire Stewardship (OTS) and Liberty Tire Recycling. Through a special collection event, the equivalent of 28,258 passenger tires were removed, paving the way for the land donation to be accepted. In addition to praising the generosity of the Vanhaverbeke family, which donated the land, George Elgear, General Superintendent of Ganaraska Conservation, noted, "the remediation would not have been possible without the assistance of OTS and

Liberty". Elgear also gives special thanks to the efforts of local contractor, Keith Hadley, "who had to drive into the heart of the forest to haul the tires out in order to be collected."

The Centre makes use of 'green' concepts throughout the building, including environmentally-friendly wood species, green roof areas, **recycled rubber/plastic roof tiles, recycled rubber membrane roofing and fabric made from recycled rubber**, wood and ceramic – closing the loop fittingly on this tale of responsible recycling.



Market Watch

OTS Tires for LEED Building Projects

Green building – including landscaping, exterior and interior building products – is one of the major markets for recycled tire products. This fall (Oct 4-7), the U.S. Green Building Council's (USGBC) annual Greenbuild conference will be coming to Toronto, presenting a great opportunity for Ontario manufacturers. This conference will be the biggest green building event ever held in Canada and the first time the U.S. Green Building Council is hosting Greenbuild outside the United States.

In preparation for Greenbuild, OTS wanted to know more about how tire derived products fit into the green building discussion and particularly how they can work with LEED, the USGBC's flagship green building certification program. LEED is one of the most popular and comprehensive green building rating systems in the world, covering everything from energy, water, waste, site, materials, and indoor environmental quality. Builders get credits for meeting different criteria, and the more credits they obtain, the higher their rating.

Recycled tire products primarily contribute toward two credit types. The first is Recycled Content, which looks at the percentage of total project materials made from recycled content and post consumer products. Second is Regional Content, which looks at the percentage of product

manufactured within 500 miles (if shipped by rail), meaning that Ontario-made products are eligible for use from New York to Chicago, depending on the location of the factory. Other products may also help gain credits such as the use of light coloured rubber shingles for higher roof reflectivity, or permeable pavers that help manage storm water.

In June, OTS hosted a LEED seminar for Product Manufacturers to present this information, and is now working with manufacturers to put together LEED product documentation which will make it easier for builders to choose recycled tire products for their LEED building projects. All of this information will be on display at the OTS booth at Greenbuild this fall.

Viewpoints

Ontario Tire Stewardship

Newsletter Readership Survey

Please Reply!

This month OTS will be conducting a readership survey. Please help us serve you better by taking a few minutes to add your voice to the conversation by clicking the link below.

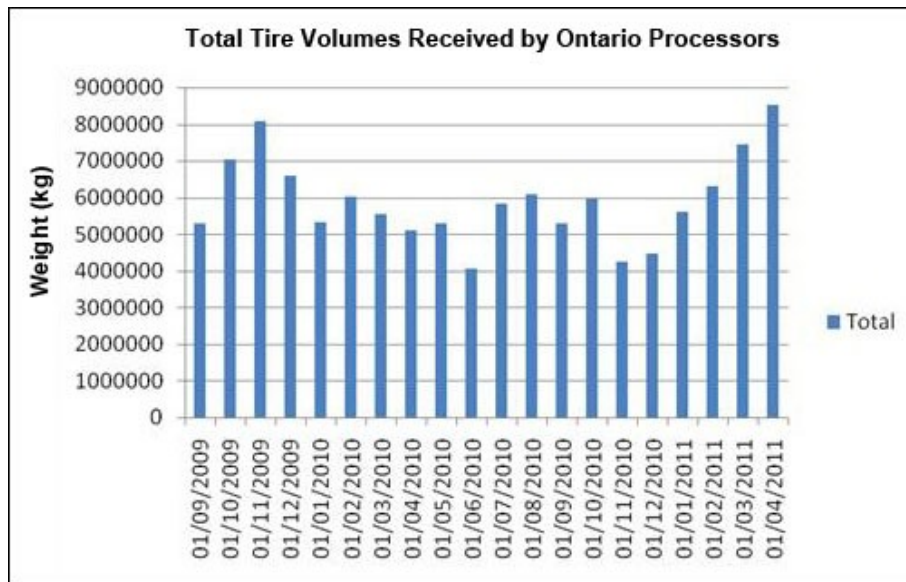
Follow this link to the survey: OTS : [Click Here](#)

Thanks for your participation,

— Ontario Tire Stewardship



• The OTS Report •



Tires Diverted (Tonnes)

On Road: **173,257**

Off the Road: **35,918**

Tires Supplied into Market (Tonnes)

On Road: **213,195**

Off the Road: **26,265**

Registered Stewards

646

Registered Collectors

6,570

Registered Haulers

173

Registered Processors

29

Recycled Product Manufacturers

9

TSF Remitted

\$108,534,767.68

Source : Treadmarks TSF Claims Report,
the period of Sept 2009 - April 2011