

Executive Director's Message

One of the latest GreenMyTires.ca blog posts, called [Trust, Truth and Tribalism: The New Rules of Sustainable Consumption](#), raised the question: "how does a responsible, innovative organization connect with its consumers to communicate its sustainability successes?"

For OTS, working closely with our stakeholders has helped us connect with consumers on many levels and uncover several exciting opportunities. For example, our partnership with Earth Rangers and participation at last fall's Greenbuild Expo caught the attention of the Discovery Channel and led to a recent Daily Planet segment. Collaboration with SofSURFACES and a local production company resulted in information about OTS and tire recycling being woven into 3 episodes of a new TVO show, called GIVER, which debuted April 17.

The impact of these and other consumer-led activities was highlighted in the latest OTS poll conducted by Environics Research. The survey suggests that OTS' consumer education model is working (see [Page 2](#) for details).

I am delighted that OTS and the tire recycling industry can be counted among those innovative organizations being recognized by consumers and look forward to developing new opportunities to profile the innovativeness and performance of the products being made by Ontario companies using recycled tires.

- Andrew Horsman



Rising Above Competition

It's not always the case that collaboration between competitors makes sense: pursuing sustainable business is one of those few special cases where it can.

Take, for example, an initiative called the Sustainability Consortium, which was born out of a desire to improve transparency and standardization around what represents a "sustainable product." Developing methodologies to assess product sustainability can be costly. As such, the Consortium unites a wide range of companies (including Wal-Mart, Best Buy, P&G, Coca Cola etc.) to collaboratively "design and implement credible, transparent and scalable science-based measurement and reporting systems."

Such an ambitious goal is not without its challenges, according to Etienne Boaknin, Global Strategy Advisor at Quantis – a Consortium member and leading life cycle analysis (LCA) consulting firm. LCA is a technique for assessing environmental impacts across a product's life stages – from raw material extraction to manufacturing, distribution, use and disposal. "In its early days, the Consortium focused on generating an LCA index that could help consumers quickly assess product sustainability," explains Etienne. Given the many variables that shape LCAs, Consortium members realized there are ways to deliver quicker results.

In late 2011, the Consortium launched a series of "Category Sustainability Profiles" that offer fact-based assessments of LCA challenges and opportunities for categories as diverse as Beef, Coffee or Laptops, which draw on published research and consultations with subject-matter experts in academia, business, government, and NGOs. As Etienne explains, "this approach has helped businesses across the supply chain understand and respond to areas that have the most environmental impact."

Ensuring that collaborative communities deliver value can require patience and experimentation. But as the Sustainability Consortium demonstrates, with the right structure, talent and above all – shared willingness to address issues of common concern – the payback from collaboration can be worth rising above competitive instincts to achieve.



Sustainability Consortium Workshop [View Source](#)

Headlines

[And the Survey Says...](#)

Read results from the latest consumer opinion study.

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[The Life of a Tire](#)

Experience the OTS spirit of teamwork on primetime.

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[New OTS Initiative](#)

Learn how OTS is catching the attention of Ontario's building industry.

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[Going Green with CAA](#)

OTS is teaming up with CAA to help drivers go green.

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Market Watch ▲▼

And the Survey says...

Ontario Tire Stewardship continually strives to promote new markets and innovative uses for recycled tire products. To better meet the needs of consumers and industry stakeholders, a survey was conducted to evaluate Ontario residents' level of awareness and understanding of Ontario's Used Tires Program.

During the month of March, a telephone survey of 1,000 residents assessed attitudes and perceptions towards sustainable products and green initiatives, providing useful insights for future programming and market development efforts.

The study determined that overall awareness of the Used Tires Program has increased significantly, by 22%, since the previous study in 2011, a huge accomplishment for the industry. Knowledge of drop-off sites for scrap tires has also increased by 10%. Also, 60% of households with children under 18 agreed that "Ontario's tire recycling program is successful in responsibly recycling used tires to create innovative green products, while maintaining reasonable program costs."

Most Ontario consumers, however, still cannot identify the Program by name,



suggesting that opportunities for ever-deeper consumer engagement are still present.

Respondents also showed a high interest in environmental and recycled products, though only slightly more than half of respondents think tire-derived products are safer or perform better than traditional products. This perception needs to be addressed to achieve growth in this segment.

Of note, most respondents believe that investing in green products and sustainable solutions is important. Two out of three respondents want more green alternative goods at their retailers, with products for home and garden (renovation, maintenance, landscaping etc.) being the highest in demand.

Moving forward, OTS will continue to incorporate these valuable findings into consumer engagement programs and strategies for fostering innovation in the tire recycling industry.

Zero-to-Sixty ●

May 2012

May 10, 2012: Technical Committee Meeting.

May 28 – June 2, 2012: OARA Tire Take Back Event

May 31, 2012: Closing date for Stewards to submit April 2012 TSF Remittance Reports and payment.

May 31, 2012: Closing date for Haulers to submit Claims for the March 2012 period.

May 31, 2012: Closing date for Processors to submit Claims for the March 2012 period.

May 31, 2012: Closing date for RPMs to submit Claims for the March 2012 period.

June 2012

June 30, 2012: Closing date for Collectors to submit Claims for the January - March 2012 period.

June 30, 2012: Closing date for Stewards to submit May 2012 TSF Remittance Reports and payment.

June 30, 2012: Closing date for Haulers to submit Claims for the April 2012 period.

June 30, 2012: Closing date for Processors to submit Claims for the April 2012 period.

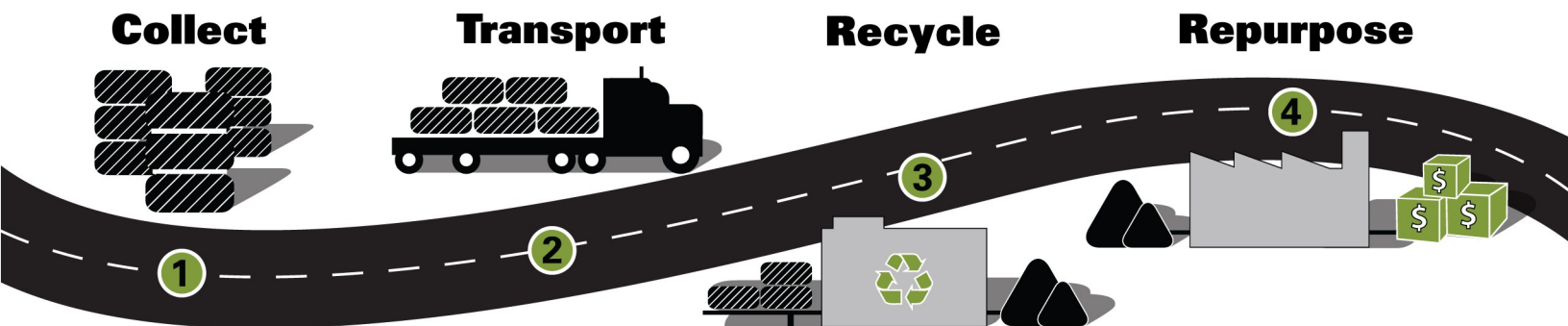
June 30, 2012: Closing date for RPMs to submit Claims for the April 2012 period.

Did You Know? ●

OTS will be presented with a **Community Relations Campaign of the Year Award** on April 26 from the Canadian Public Relations Association for the 2011 OARA/OTS Tire Take Back campaign.

Andrew Horsman's blog entitled "**The True Cost of Tires**", is a response to [Preet Banerjee's](#) April 11th Globe and Mail article. If you have a comment, you're encouraged to [post a reply online](#).





Stewardship in Action

OTS and Tire Derived Products Ready for Primetime

Ontario Tire Stewardship launched the Used Tire Program in 2009 in response to the Minister of the Environment's challenge (and requirement under the Waste Diversion Act) to the tire industry to ensure Ontario's scrap tires were properly recycled. Through the introduction of incentives to the Ontario tire recycling industry OTS has made significant progress in the collection, transportation and processing of used tires. The statistics, prominently featured on the "[Dashboard](#)" of each issue of this newsletter, attest to the progress we have made in reaching and exceeding

diversion targets. But it's the buzz we're building through mainstream media, such as OTS' recent profile on Daily Planet, which suggests our efforts are ready for primetime.

Daily Planet is a Discovery Channel Canada program that provides accessible coverage of scientific discoveries around the world. On March 21st, 2012, Daily Planet dedicated a feature on OTS and the process of managing scrap tires in Ontario.

This program began with a flashback to the highly publicized Hagersville fire, where millions of tires burned for nearly 17 days and forced a town evacuation. As Andrew Horsman explains in the episode, as a province, "we are light years away from that right now, and the future is bright."

The program helped to illustrate the progress that has been made with respect to the relationship between OTS and program stakeholders. Indeed, without the dedication, cooperation and trust of tire collectors, recyclers and manufacturers, OTS wouldn't be able to put forward local leadership stories that touch on so many parts of the scrap tire value chain.

Today, the stakeholder groups know that OTS has their best interests at heart. Such trust and loyalty has allowed the recycled tire industry as a whole to move the needle forward with respect to innovation and consumer engagement.

[Watch](#) "Life Of A Tire" and experience how our spirit of teamwork is being featured in primetime.

Inside Track

Bringing Building Professionals on Board

With Ontario's Used Tires Program driving unprecedented levels of collection, the spotlight is shining brighter on the need to expand markets for Ontario-made recycled rubber products. With this in mind, OTS is pleased to announce the launch of a new OTS initiative aimed at capturing the imaginations of a growing and sizable market segment of significant importance to our Recycle Product Manu-

facturers (RPMs): Ontario's building and construction sector.

In the coming months, OTS will be developing and delivering professional development modules designed to get architects and building professionals excited about existing and emerging applications for Tire Derived Products (TDPs). By integrating TDP education into professional development – through such channels as the Ontario Association of Architects and the Canada Green Building Council – we want to make the unique performance characteristics and environmental benefits of TDPs top-of-mind for professionals tasked with designing to-

morrow's homes, offices, schools and parks.

This project will be led by the Innovolve Group and Ecovert – two firms active in driving market transformation across Ontario's green building sector. Building on efforts that have already seen RPMs responding to opportunities related to the LEED (Leadership in Energy and Environmental Design) green building standard, this new continuing education module will help write a new chapter in our mission to make TDPs a preferred solution for the building and construction community.

Viewpoints

OTS Partners with CAA to Promote Greener Routes

The Canadian Automobile Association (CAA) is best known for offering roadside assistance and advice to millions of members across the country. For more than 100 years, CAA has been committed to providing a safe driving environment and invaluable automobile-related services to Canadian motorists.

Staying in business for so long means keeping up with the times and responding to evolving expectations of the auto industry and the consumer. Today, CAA South Central Ontario (CAA SCO) actively engages members in planet-friendly initiatives as a part of their effort to reduce the environmental impact of their business.

CAA SCO's Autogreen program is an educational and action oriented program which encourages the public to get involved in activities that will reduce emissions and minimize their environmental impact. The Autogreen program promotes eco-servicing options such as choosing CAA's Green Power Battery which includes recycled lead and plastic,

as well as using Safety Kleen's re-refined, recycled oil which is available at 13 Car Care Centres across South Central Ontario.

Ontarians are making a shift towards a greener lifestyle and members who are cyclists can also be serviced by CAA SCO. The Bike Assist program helps cyclists who are stranded on the road by being serviced on site.

In partnership with Trees Ontario, Ontario Tire Stewardship and Plug'nDrive, the Autogreen Challenge invites both members and non-members to test their auto-smarts. Questions about OTS and tire recycling are integrated into the Challenge through consumer quizzes, and recycled tire products are prominently featured in prize packages. The Autogreen Challenge also incorporates tree planting to offset carbon emissions and this year includes the promotion of infrastructure for electric vehicle development.

This relationship offers increased visibility for all organizations and, most importantly, advances a shared goal to educate motorists about simple decisions that can help take a load off the planet.

"It's partnerships with groups such as Ontario Tire Stewardship, Plug'nDrive and Trees Ontario that have al-

lowed CAA SCO to truly pursue long-term environmental goals," explains Gina Banwait, Community Relations Specialist at CAA South Central Ontario. By teaming up with organizations that engage drivers in different ways, CAA SCO is able to reach a wider audience and drive change through creative new channels. "Small changes really do make a big difference in the long run," says Banwait.

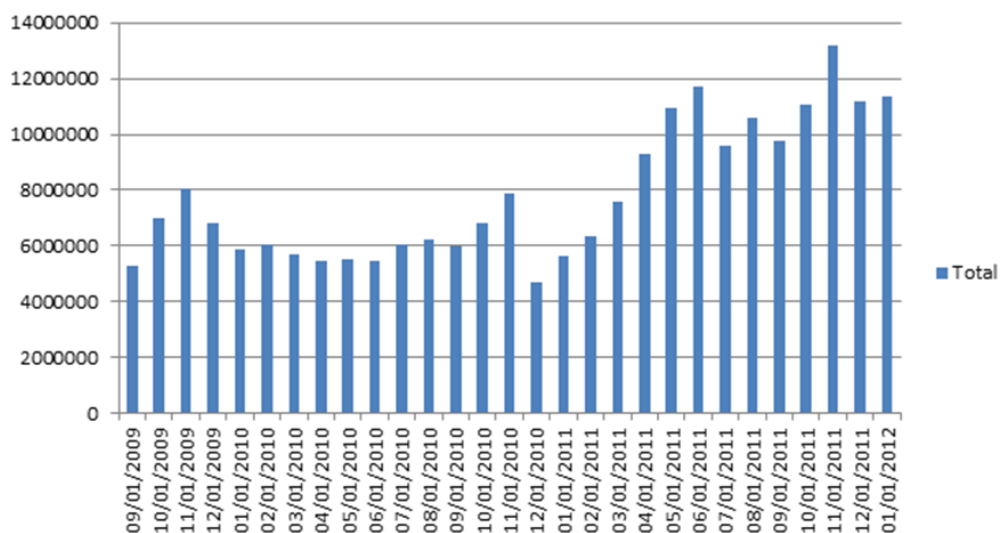
By staying engaged around greening trends in mobility, CAA SCO has chosen to be proactive rather than reactive when it comes to the environment. CAA SCO promotes eco-driving and eco-servicing to reduce motorist and operational environmental carbon footprint. These actions demonstrate their commitment to looking at the whole sustainability picture.

As motorists, we have a shared responsibility to help protect our planet – and it all starts with being environmentally conscious. To do this successfully, CAA SCO will continue to engage in innovative partnerships with groups such as OTS.

The CAA SCO AutoGreen Online Challenge continues to May 25th. [Test your skills today!](#)

◦ The OTS Report ◦

Estimated Deliveries to Ontario Processors (kg)



Registered Stewards

631

Registered Collectors

6768

Registered Haulers

136

Registered Processors

31

Registered Manufacturers

10

TSF Remitted

\$166,183,745.76