



New Brunswick Oil and Glycol Product Stewardship Plan 2014-2017

For submission to:

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1. Introduction

The 2014-2017 New Brunswick Oil and Glycol Stewardship Program Plan is submitted by Société de gestion des huiles usagées Atlantique / Atlantic Used Oil Management Association (SOGHUOMA) to Recycle New Brunswick (RNB), pursuant to the requirements of the New Brunswick *Designated Materials Regulation – Clean Environment Act* (the “Regulation”).

This stewardship plan covers the term from 2014-2017 or such other period as specified by RNB.

2. SOGHUOMA

Société de gestion des huiles usagées / Used Oil Management Association (SOGHUOMA) is a private non-profit organization created for the purpose of satisfying the requirements of *New Brunswick Regulation 2008-54* adopted under the *Clean Environment Act (D.C. 2008-180)* as an organization empowered to manage an integrated recovery and reclamation program for the subject products and increase user awareness. SOGHUOMA’s vision is to deploy and manage a recovery and stewardship program for used oils, used antifreeze, oil or fluid and antifreeze containers (including lubricant aerosols and brake cleaners) and used filters, in an efficient and environmentally, economically and socially responsible manner. We propose to become a model of excellence from a sustainability perspective.

SOGHUOMA’s mission is to manage an efficient recovery and stewardship program for subject products on behalf of its members, who are brand owners or first importers, in accordance with applicable regulations and from a sustainable development perspective.

3. Program Membership and Program Funding

The plan is submitted by SOGHUOMA on behalf of the oil and glycol brand owners who have appointed SOGHUOMA as their agent under the Regulation (for current list of brand owners see **Appendix A**). The program is open to any brand owner to join.

“brand owner” means:

(b) in Part 5.1, a person who

(i) manufactures oil, oil filters or glycol in the Province and sells, offers for sale or distributes the oil, oil filters or glycol in the Province,

(ii) is the owner or licensee in the Province of a registered or unregistered trademark under which oil, oil filters or glycol is sold, offered for sale or distributed in the Province,

(iii) brings oil, oil filters or glycol into the Province for sale or distribution, or

(iv) brings oil, oil filters or glycol into the Province for use in a commercial enterprise;

Funding the program comes from an Environmental Handling Charge imposed on the brand owners or first importers (SOGHUOMA Members) in New Brunswick, based on their sales of products subject to the regulation. The amounts of such Environmental Handling Charges (EHC) are harmonized as much as possible with those charged in western Canada and Quebec, but members have to finance the system. Since collection facilities are an important element of the service offered to the public (do it yourself), SOGHUOMA will work on developing a suitable network of Collection Facilities in order to provide the maximum number of locations throughout the province where the subject products can be returned free of charge.

Program revenues are applied to the operation of the program, including education, collection system, administration, transport, recycling and disposal of collected residual products as well as a reserve fund. The policy of the Program is not to have the reserve fund exceed one year's operating expenses. Environmental Handling Charge rates might be adjusted as needed with the sole purpose of maintaining the viability of the program.

4. Program Products

Product Definition

The SOGHUOMA Program manages post-consumer leftover "oil" and "glycol" as defined in the Regulation:

"oil" means

(a)petroleum or synthetic derived crankcase oil, engine oil and gear oil, and hydraulic fluid, transmission fluid and heat transfer fluid, and

(b)fluid used for lubricating purposes in machinery or equipment.

"oil filter" means

(a)a spin-on style or element style fluid filter that is used in hydraulic, transmission or internal combustion engine applications, and

(b)an oil filter, a diesel fuel filter, a storage tank fuel filter and a household furnace oil filter other than a gasoline filter.

"glycol" means ethylene or propylene glycol used or intended for use as a vehicle or commercial engine coolant, but does not include the following:

(a)plumbing antifreeze;

(b)windshield washer antifreeze;

(c)lock de-icer and antifreeze; and

(d)gasoline and diesel fuel antifreeze. (glycol)

Products Accepted

For further clarity, the following oil and glycol products are included as accepted program products.

This list is subject to change by SOGHUOMA.

EHC applicable on Oil Fluid and Container

Description	Product	Container (50 L or less)
circulating oil or turbine oil	yes	yes
compressor oil	yes	yes
gear oil	yes	yes
hydraulic fluid	yes	yes
marine engine oil for vessels operating domestically	yes	yes
mineral heat transfer fluid	yes	yes
paper machine oil	yes	yes
petroleum crankcase or engine oil	yes	yes
polyolester fluids	yes	yes
power steering fluid	yes	yes
refrigeration system oil	yes	yes
re-refined oil	yes	yes
synthetic crankcase or engine oil	yes	yes
transmission fluid	yes	yes
vegetable oil for lubrication	yes	yes

EHC applicable on Oil Container only

Description	Product	Container (50 L or less)
2-cycle engine oil	no	yes
agricultural spray oil	no	yes
anti-seize lubricant	no	yes
chain oil	no	yes
conveyor lube	no	yes
dedusting oil	no	yes
drawing, stamping and shaping oil	no	yes
dripless lube	no	yes
food grade white mineral oil	no	yes
form release oil	no	yes
gsoline/2-cycle engine oil mixes	no	yes
machine tool and slideway lubricant	no	yes
marine cylinder oil	no	yes
metal working oil	no	yes
natural gas compressor oil	no	yes
pneumatic system oil	no	yes
process oil	no	yes
quenching oil	no	yes
rock drill oil	no	yes
rustproof oil	no	yes
saw guide oil	no	yes
silicone lubricant	no	yes
textile oil	no	yes
wiring pulling lubricant (petroleum or vegetable based)	no	yes

EHC applicable on Automotive Antifreeze Fluid and Container

Description	Product	Container (50 L or less)
ethylene glycol vehicle engine coolant	yes	yes
propylene glycol vehicle engine coolant	yes	yes

EHC applicable on Aerosol Container

Description	Product	Container (50 L or less)
aerosol propelled lubricant	no	yes
aerosol brake cleaner	no	yes
aerosol grease	no	no
aerosol paint	no	no
aerosol solvent/cleaner	no	no

EHC applicable on Filters

Description	Product
spin-on or element style filter that is used in hydraulic, transmission or internal combustion engine applications including diesel fuel filter	yes
coolant filter (also known as water filter)	yes
diesel fuel filter used at retail & commercial pump islands	yes
household furnace fuel filter	yes
oil / air separator filter	yes
plastic / paper element style filter	yes
storage tank diesel fuel filter	yes
sump type automatic transmission filter	yes

Brand Owner of Products

The SOGHUOMA Program accepts Program Products sold in New Brunswick regardless of brand owner.

Type of User

The SOGHUOMA Program accepts program oil and glycol sold in New Brunswick from any consumer/user of the Program Products including household, commercial and government generators.

Non-Program Material

Non-program materials introduce unfunded costs and safety hazards into the system and are not to be accepted. In the initial stage of the SOGHUOMA program, information to all collectors and outreach to the general public will be critical. Communication is a major element in the success of any post-consumer collection program and SOGHUOMA intends to make this a priority.

All products purchased outside New Brunswick become the responsibility of the importer. Thus the first importer becomes responsible for the cost of the imported product and has to register with Recycle New Brunswick for authorisation.

EHC not applicable on either Product or Container

Description	Product	Container (50 L or less)
3-in-1 household oil	no	no
base oil, including re-refined base oil	no	no
brake fluid	no	no
cleaning/flushing fluids for motors/equipment	no	no
cooking oil	no	no
diesel fuel treatment	no	no
emulsified oil	no	no
ethylene glycol heat transfer fluid	no	no
export oil sales	no	no
glycol-based heat transfer fluid	no	no
grease	no	no
gun oil	no	no
heating furnace oil	no	no
hydraulic jack oil	no	no
hydraulic oil dye	no	no
kerosene	no	no
marine engine oil for vessels operating internationally	no	no
oil additive	no	no
oil treatment	no	no
penetrating oil	no	no
phosphate ester hydraulic fluid	no	no
polyglycol synthetic compressor oil	no	no
propylene glycol heat transfer fluid	no	no
sewing machine oil	no	no
silicone heat transfer fluid	no	no
synthetic aromatic hydrocarbon heat transfer fluid	no	no
undercoating	no	no
urethane coating	no	no
wax	no	no
windshield washer fluid	no	no
windshield washer fluid	no	no

EHC not applicable on Filters

Description	Product
air filter	no
gasoline fuel filter	no
household furnace air filter	no
sock-type filter	no

5. Management of Collected Oil and Glycol

(a) a plan for the collection, storage and transportation of used oil, used oil filters, oil containers, used glycol and glycol containers in the Province, including the materials of other brand owners;

(f) a plan for the management of the designated material in adherence to the following order of preference:

- (i) reuse;
- (ii) recovery of energy; and
- (iii) disposal in compliance with the Act;

5.1 Used Oil and Glycol Management

SOGHUOMA's role is to recover and recycle post-consumer oils, used antifreeze, used oil or fluid and antifreeze containers, and used filters. It will therefore set up a recovery and reclamation system that will be regularly reassessed and adapted. The program products must not only be recovered, but recycled in accordance with all applicable regulations. The objective is for all products to be 100% reclaimed and have a second life.

Used Oil

Oils will either be re-refined or processed and recycled as energy or any other way accepted by the Regulation. Recycling of used oil by energy reclamation is strictly controlled; the oils must be analyzed to ensure they meet the regulatory standards, including the percentage of water.

- Reprocessing as oil
- Energy Recovery

Oil Filters

Filters should be treated, crushed and/or compressed to extract the oil so that they can be recycled (foundry or any acceptable method in NB). A second method feeds them into huge furnaces – the oil assists heating, while the residual material contributes sulfur that otherwise would have to be added, and the metal is recovered or any other way accepted by the Regulation.

- Recycled for manufacturing
- Reused for smelter

Oil & Glycol Containers

Containers should be reused or decontaminated, recycled and reintroduced into other products such as farm drains, bins, composite construction materials, etc. or any other way accepted by the Regulation.

- Recycled for manufacturing
- Reused

Used Glycol

- Reprocessing as glycol (variety of quality based on end-use)

Aerosol cans

- Recycled for metal content (with filtration and gas collection)

Contaminated Oil/Glycol and Non-program Materials

In the event that contaminated and/or non-program materials enter the program, they become the sole responsibility of the collector.

SOGHUOMA is constantly assessing methods that could improve the applicability of the 3Rs in a life cycle perspective and take them into account in establishing its return incentives, where applicable.

5.2 Program Accessibility

(d) information on the population and geographic area to be served;

(e) a plan for the provision of service to remote or rural areas, if applicable;
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Every region of New Brunswick will be visited by registered SOGHUOMA collectors. The service offered to garages and industry (IC&I) represents almost 90% of the volume and is based on free enterprise. These registered collectors will have to deliver the program products they recover to processors registered with SOGHUOMA. Some of these generators will become public collection facilities also registered with SOGHUOMA. SOGHUOMA will work with regional service commissions in New Brunswick and commercial generators where citizens from across New Brunswick will be able to return the program products free of charge.

Collection network

SOGHUOMA program incentives considers population density and geographic issues in a manner that all New Brunswick residents receive similar levels of service.

Generally, the system will utilize existing infrastructure such as:

- garages and service facilities
- participating Regional Service Commissions (solid waste management sites)
- participating retailers

- one day collection events – in cooperation with participating Regional Service Commissions

Again, program incentives to collectors will assure complete provincial coverage across New Brunswick.

List of Sites and Roll-out: Attached as Appendix B & C are a list and map of possible collection site locations which have been identified. SOGHUOMA's intent is to provide on the medium term (3-5 years) a blanket coverage for collection across New Brunswick. We will work closely with current private sector operators and specialized hazardous collectors firms plus all public sector authorities such as regional service commissions (NB solid waste management facilities) in order to achieve maximum coverage. Collectors will be responsible to pick up from garages, dealerships and large volume users based on incentives offered by SOGHUOMA.

Large volume users: Financial incentives to collectors act as a motivator to full service collection across New Brunswick regardless of location or size of operation. With incentives as an integral part of the program, collectors receive more money than they were able to charge generators prior to the establishment of the Stewardship Program. This assures that regardless of volume generated, large and small volume generators will receive collection services by registered SOGHUOMA service providers.

Environmental Regulatory requirements: SOGHUOMA has obtained confirmation from the New Brunswick Department of Environment and Local Government that an "Approval to Operate" is not required based on the Stewardship Plan developed by SOGHUOMA.

Depot training: Products are currently being managed by specialized service providers in most areas of New Brunswick. Collectors are fully responsible for all necessary health and safety aspects of the collection, transportation and temporary storage of all collected material. SOGHUOMA will assure that all service providers conform to regulated health safety standards.

Collections System: SOGHUOMA partnership agreement with collectors and processors is critical to the success of the program. Contractual agreements allow SOGHUOMA to maintain full control of the program at all times.

Transportation and Consolidation: SOGHUOMA will track geographic areas being serviced, quantities collected per drop-off locations and monitor quality of the collected materials on a ongoing basis. Collected material will then be managed by designated processors and reported to authorized regulatory agencies.

Program Accessibility

SOGHUOMA's intent is to provide complete coverage across New Brunswick. We will work with current private sector operators and specialized hazardous collectors plus all public sector

authorities such as regional service commissions (solid waste management facilities) in order to achieve maximum coverage.

The success of the program will depend on consumer awareness and program accessibility, meaning convenient access to collection sites. It will be an ongoing objective of the program to continually make it more convenient for people to dispose of their leftover oil and glycol.

Variables which contribute to accessibility include:

- number, location of collection sites relative to the distribution of population in New Brunswick
- hours of operation of collection sites
- ease of access to program information including collection site locations

The proposed collection site network will be developed with a view to optimizing these variables based on voluntary available information. Following program implementation it will be important to gather data by which to assess accessibility such as:

- distance and travel time for users, using geographic information systems (GIS) - map based analysis tools on service radius (time or distance), postal codes etc.
- user feedback and program awareness surveys, conducted at collection sites, through the program's 800 number enquiry service and by telephone surveys

Based on the findings from these evaluations, accessibility can be analysed, and targets can be developed for subsequent years of the program that will provide for greater accessibility for residents throughout New Brunswick.

5.3 Product Sales

(b) information on the number of units of oil, oil filters and glycol sold on the market, and the methods of collection, storage, transportation, consolidation and recycling facilities to be used;

The quantity of oil and glycol sold annually varies with market conditions, but is an important reference for the quantity of materials available for collection in the future.

Estimated sales volumes for the materials included in the SOGHUOMA plan

18M/L/yr.	Oil
8M/Cont./yr.	>50 L
8K	Filters > 8"
35K	Filters 8"<
18K	Filters auto-transmission
600 K/L	Mix-antifreeze
500K	Antifreeze (concentrated)
1M	Containers antifreeze >50L
85K	Containers brake cleaners
135K	Containers aerosol/lubricants

5.4 Oil and Glycol Collection Rates

(c) the estimated number of units to be collected, reused, recycled and recovered, as well as associated costs;

SOGHUOMA utilizes a number of performance measures to track the program's performance year to year. Performance measures applicable to this program include:

- Volume reused
- Volume consumed in use or lost
- Residual Recovery Volume
- Recovery Rate

No single performance measure is considered an accurate indication of the program's performance and in some cases the performance measure is influenced by factors that are beyond the program's control such as market conditions. Since New Brunswick's geography and commercial activities is proportionately similar to those of the neighbouring province of Quebec, several of the benchmarks will be the same. A portion of the used oils is burned during regular use in motors, and the percentage varies depending on such use. Studies have been conducted in the different provinces to determine this percentage. The filter recovery rate will be calculated with benchmarks used in Quebec.

5.4.1 Residual Recovery Volume

(l) Information with respect to the manner in which the oil and glycol stewardship plan will achieve the recovery rates set out in sections 50.21 and 50.22.

The regulation states that specific Recovery Rates must be achieved by the program and this is the performance target used by the Program. Under the Regulation those targets are as follows:

50.21(1) Within two years after the implementation of an oil and glycol stewardship plan, a brand owner shall achieve the following recovery rates:

- (a) for oil, a rate of at least 50%;
- (b) for oil filters, a rate of at least 25%; and
- (c) for oil containers, a rate of at least 25%.

50.21(2) Within four years after the implementation of an oil and glycol stewardship plan, a brand owner shall achieve the following recovery rates:

- (a) for oil, at least 65%;
- (b) for oil filters, at least 50%; and
- (c) for oil containers, at least 50%.

50.21(3) Within five years after the implementation of the oil and glycol stewardship plan, and in each subsequent calendar year, a brand owner shall achieve the following recovery rates:

- (a) for oil, at least 75%;
- (b) for oil filters, at least 75%; and
- (c) for oil containers, at least 75%.

50.22(1) Within four years after the implementation of an oil and glycol stewardship plan, a brand owner shall achieve the following recovery rates:

- (a) for glycol, at least 50%; and
- (b) for glycol containers, at least 50%.

50.22(2) Within six years after the implementation of an oil and glycol stewardship plan, a brand owner shall achieve the following recovery rates:

- (a) for glycol, at least 65%; and
- (b) for glycol containers, at least 65%.

50.22(3) Within seven years after the implementation of an oil and glycol stewardship plan, and in each subsequent calendar year, a brand owner shall achieve the following recovery rates:

- (a) for glycol, at least 75%; and
- (b) for glycol containers, at least 75%.

SOGHUOMA implementation strategy will emphasize communication and outreach efforts designed to highlight the environmental benefits of properly managing the programmed products. Incentives to collectors and processors are nevertheless a significant financial driver to reaching target volumes in any collection program.

5.4.2 Reuse Rate

The regulation states that an annual recovery rate must be achieved by the program and this is the performance target used by the Program. The Regulation defines “reuse” as:

“reuse” , with respect to used oil and used glycol, means to process the material in such a way that it is capable of being used by a consumer in a manner that would be compliant with the Act.

5.4.3 Recovery Rate

The Recovery Rate compares the volume of oil or glycol collected in a given year to the volume of oil and glycol sold and available for recovery in that same year (collected/sold). The most significant challenge in New Brunswick is determining the percentage of waste oil currently being reused in oil burning furnaces and the volume of oil-filters being discarded in New Brunswick sanitary landfill sites. SOGHUOMA will work closely with Recycle NB to assess this matter.

6. Design for Environment

(k) a plan for the elimination or reduction of the environmental impacts of used oil, used oil filters, oil containers, used glycol and glycol containers;

The overall program objective is to reduce the environmental impact of leftover oil and glycol through the application of the pollution prevention hierarchy of reduce/reuse/recycle. With respect to the concept of design for environment, there is limited ability of a stewardship program of this scope to influence product design. The oil and glycol industries are consolidating and most brand owners manufacture for a market area on a multinational level. Major factors that influence design for the environment are general market conditions, competition amongst industry players and the amount of the EHC imposed on particular products (varies based on recyclability).

(h) a description of the efforts being made by the brand owner to redesign oil or glycol products to improve reusability and recyclability;

The Regulation requires brand owners to describe efforts to redesign oil and glycol products to improve reusability and recyclability. The oil and glycol industry is a consolidated industry and most brand owners manufacture for a market area that includes more than one province or country.

The overall program objective is to reduce the environmental impact of leftover oil and glycol through the application of the pollution prevention hierarchy of reduce/reuse/recycle. The program will continue to seek improvements in the reduction of environmental impact through a number of pathways.

Product design has evolved considerably in recent years with an emphasis on performance and pollution prevention. Nevertheless, SOGHUOMA charges higher EHC for non-recyclable products and/or containers with a clear intent on promoting total-recyclability. Many of the products included in the SOGHUOMA programs will be changed over time as a result of design for environment activities and we will continue to promote products with a high degree of recyclability.

7. Communications and Public Awareness

(i) an education awareness plan for consumers and users of the oil, oil filter and glycol stewardship program, including information on the reasonable and free access to return facilities;

7.1 Program Communications

SOGHUOMA uses a number of methods to communicate information about the program to the public and to increase awareness of the Program and its objectives, including:

- **Program Website:** The NB Oil and Glycol website at soghuoma.com provides information to NB residents on:
 - Depot locations with details on hours of operation and products accepted
 - Description of products accepted by the program
 - Details on relevant EHC
 - Annual reports and other program information
 - The Program web page links to Recycle New Brunswick's Oil and glycol recycling page.
- **Social Media:** To be developed as part of a communications and marketing plan.
- **RNB Hotline:** Bilingual hotline operated by Recycle New Brunswick provides free information on where to recycle any type of material: 1-888-322-8473
- **SOGHUOMA hotline:** Bilingual hotline operated by SOGHUOMA provides free information on where to recycle designated material: 1-877-987-6448
- **Recycle New Brunswick's Moving Beyond Waste project:** Participation in Recycle New Brunswick's Moving Beyond Waste program as applicable, which may include depot and retailer visits and promotional material distribution
- **Local Government Partnerships:** the Program works with RSCs to promote the New Brunswick Oil and Glycol Product Stewardship Plan. Point of Sale consumer materials are made available to all RSCs free of charge.
- **Other Partnerships:** The program will collaborate with other NB product stewardship programs as they develop

- **Point of Sale (PoS) Materials:** Brochures etc. are given out at retail stores, trade shows, and Regional Service Commissions (RSCs). Orders are replenished upon request, free of charge, and materials are regularly updated
- **Direct Mailings:** Dedicated mailings to targeted groups such as automotive garages are conducted to promote the program.
- **Marketing & Media Buying:** Marketing is a key component in creating awareness of the new program and sustaining interest overtime. An initial multi media campaign is essential to the success of the program. Thereafter, a communications and marketing plan will determine future audiences and requirements.
- **Earned Media:** The Program will develop an earned media strategy as part of its communications and marketing plan.

Program Rollout and Communications Targets

The Program has the following targets for communications: Initially program is introduced to members, collectors and processors. Once established, SOGHUOMA in cooperation with Recycle NB and the province of New Brunswick will officially launch the program to the general public. Communication efforts will be integral to the stewardship plan success and evolve with specific needs. Quantitative research will be used to measure program awareness and perception at various intervals of the program's implementation stage.

Program Launch

The communications plan for the program includes a "program launch". Details of the launch plan are set forth in **Appendix D**.

Performance measurement

(g) a description of the methodology to be used by the brand owner to determine the amounts used to calculate the consumed in use rate;

Consumed in Use Rate: Current data in other jurisdictions (BC, Alberta, Manitoba and Quebec) indicate an average in-use consumption rate of 30%. SOGHUOMA will work closely with regulatory authorities to measure and monitor this activity in New Brunswick.

Recovery Rates: Comparing yearly collected volumes to reported sales data allows SOGHUOMA to measure program performance on a provincial level.

Historical comparison: Initially program (launch period 1-3 years) volumes will be on the lower scale for certain product types (containers, filters, glycol and antifreeze). As program maturity is attained, volumes are expected to increase to a stable level. Other used-oil management

programs in Canada have predictable year-over-year volumes once programs are fully implemented.

Benchmarking: Recovery rates (2012) for similar stewardship programs in Canada.

British Columbia

73%	Used oil
87%	Oil filters
87%	Oil containers
51%	Used antifreeze

Alberta

83%	Used oil
93%	Oil filters
86%	Oil containers

Saskatchewan

78%	Used oil
85%	Oil filters
76%	Oil containers

Manitoba

77%	Used oil
79%	Oil filters
53%	Oil containers

Quebec

94.4%	Used oil
82.5%	Oil filters
95.4%	Oil containers

Containers recovered: Comparing collected volumes to reported sales data (required reporting - Membership Agreement) allows SOGHUOMA to measure program performance on a provincial level. Nevertheless the SOGHUOMA Membership Agreement does stipulate that 25% of all members will be audited annually. This enables SOGHUOMA to maintain valid information of its members as it pertains to sales to volume collected data.

Waste audits: In the event that additional market information is required or in need of validation, waste audits can be a useful tool to determine performance information. SOGHUOMA will consider using waste audit techniques as a means of gathering additional market information on a per need basis.

Consumer awareness: Communication efforts will be an integral part of stewardship plan success and evolve with specific needs. Quantitative research will be used to measure program awareness and perception at various intervals of the program implementation.

Collection Sites: SOGHUOMA is intent on having a blanket coverage of the New Brunswick landscape for the Oil and Glycol Product Stewardship Program. SOGHUOMA will work closely with Recycle NB and regulatory officials in New Brunswick in determining the optimal coverage required to attain maximum performance.

Independent assessment of plan

(j) an assessment of the performance of the brand owner's plan by an independent auditor;

SUGHUOMA will provide for an independent assessment of the program plan following consultation with Recycle New Brunswick to determine the parameters of the assessment.

Appendix A

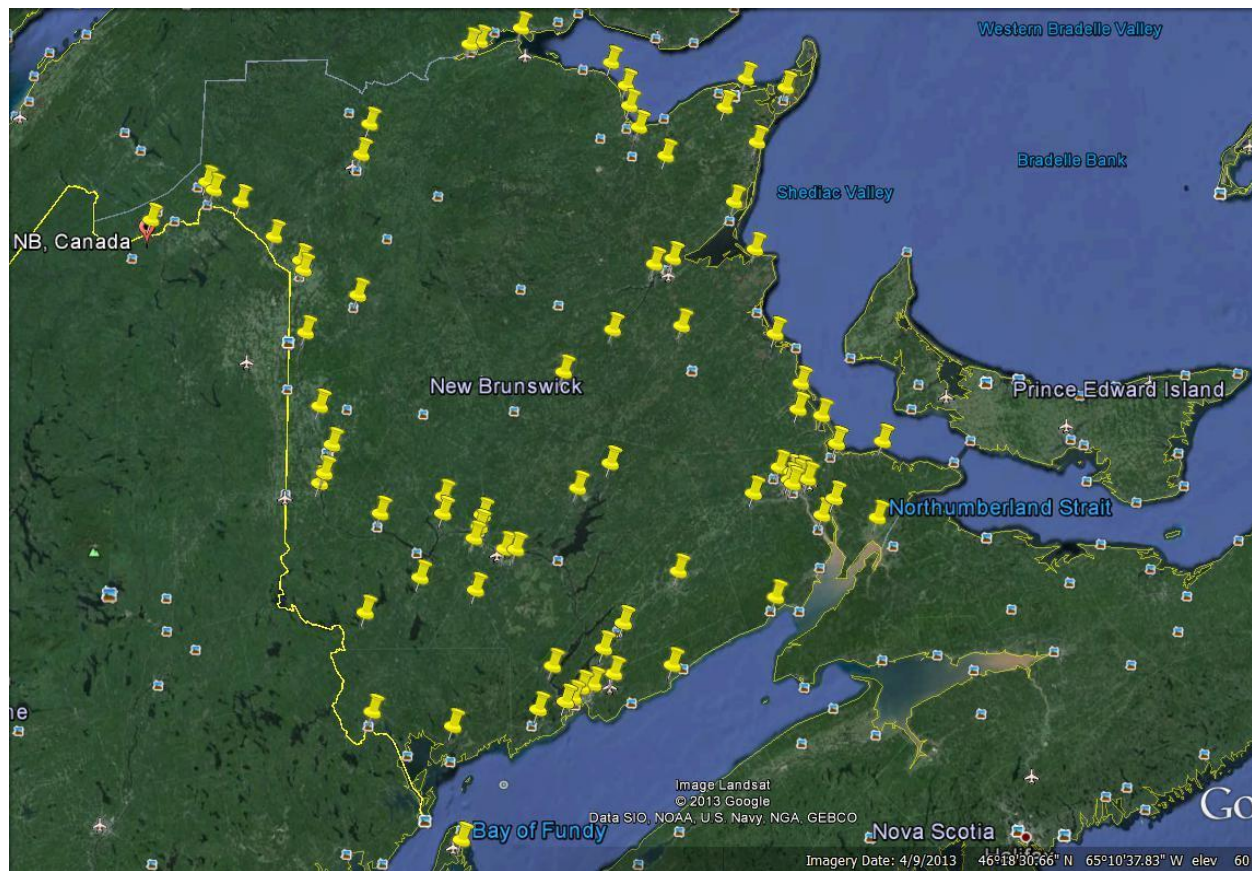
List of Brand Owners who have already appointed SOGHUOMA as their Agent for the New Brunswick Oil and Glycol Stewardship Program

Brand Owner Name	
ADF Diesel Toronto Ltee	Importations Thibault Ltee
Affinia Canada UCL	Industries Granby
Agco Corporation	Jacques Larochelle Inc
Altrom Canada Corp.	Jaguar land rover Canada
Amsoil Inc	John Deere Canada ULC
April Super Flo Inc	Kimpex Inc
Armored Auto Group Canada ULC	La Coop fediree
Asalco Inc	Les Pieces d'auto Transit Inc
Atlas Pro Service	Les Pieces de Transmission Unitrans Ltee
Auto Camping LTD	Les Service Maintech
Auto Moto Canada Inc	Machinerie R.Gagnon inc
Automont Distributions Inc	Mar industrial Inc
Blue Water Agencies Ltd	Matech BTA Inc
Bluewave Energy Ltd	Meta Canada Inc
BMW Canada Inc	Mitsubish Motor Sales Canada Inc
Bombardier Products Recreatifs	Navistar Canada Inc
Bosch Rexroth Canada	Nynas Canada Inc
Camions Freightlined	Paccar Parts of Canada
Canadian General Filters Ltd	Parker Canada Division
Canadian Kawasaki Motors Inc	Parts Canada Development Co.
Canadian Tire Corporation	Petro-Canada Lubricants Inc
CarQuest Canada Ltd	Polaris Industries Ltd
Case New Holland (CNH)	Prevost une division de groupe Volvo Canada Inc
Chalifour Canada	Produits Lubri-Delta Inc
Chevron Canada Ltd	Radiator Specialty Company of Canada
Chicago Pneumatic Tool Company Canada Ltd	Recochem Inc
Chrysler Canada Inc	Ridge Tool Company
Costco Wholesale Canada Ltd	Robco Inc
Cummins Est Du Canada SEC	SC CLS Holdings ULC Complete Lube Supply
Dalhousie Auto Supplies	Shell Canada Products
Deeley Imports	Shoreline Lube Distribution inc
Echo Power Equipment	Societe Laurentide inc
Elso Ltee	Southwestern Petroleum Corporation
Ford motor Company of Canada Ltd	Spectra Premium Industries
Fullbore Marketing Ltd	State Chemical Ltd
G.F Thompson CO. Ltd	Subaru Canada Inc
G.K Industries LTD	Suzuki Canada Inc
Gamma Sales Inc	Texas Refinery Corp of Canada Ltd
General Motors Of Canada Ltd	The Sherwin-Williams Company
Groupe BMR Inc	Ultramar Ltd
Hangsterfer's Laboratories Inc	Uni-Select Eastern Inc
Henkel Canada Corporation	Valvoline Canada (Ashland)
Hewitt Rental Inc	Verco International Inc
Highlands Blending & Packaging G.P	Volkswagen Group Canada Inc
Home Depot Of Canada Inc	Wainbee limited
Home Hardware Store Limited	WD-40 Company Canada Ltd
Honda Canada Inc	West Nova Fuels ltd (Superline Fuels)
Hudson's Bay Company	Yamaha Motor Canada
Imperial Oil	Yvan Brake & Clutch industrial parts Ltd

Appendix B List of proposed public oil/glycol collection sites

Municipality	Number of Depots	Municipality	Number of Depots
Allardville	1	Miramichi	2
Alma	1	Moncton	4
Baie Ste Anne	1	Nackawic	1
Bathurst	1	Neguac	1
Belledune	1	Oromocto	2
Beresford	1	Paquetville	1
Blackville	1	Perth-Andover	1
Bouctouche	1	Petit Rocher	1
Campbellton	2	Plaster Rock	1
Cap-pele	1	Quispamsis	1
Caraquet	1	Richibucto	1
Chipman	1	Riverview	1
Cocagne	1	Riviere-Verte	1
Dalhousie	1	Rogersville	1
Dieppe	2	Sackville	1
Doaktown	1	Saint John	6
Edmundston	2	Saint-Francois	1
Florenceville	1	Salisbury	1
Fredericton	5	Shediac	1
Grand Bay	1	Shippagan	1
Grand Falls/Grand-Sault	2	St Leonard	1
Grand Manan	1	St. Antoine	1
Hampton	1	St. Georges/ Black Harbour	1
Hartland	1	St. Martins	1
Harvey	1	St. Quentin	1
Hillsborough	1	St. Stephen	1
Kedgwick	1	Sussex	1
Mcadam	1	Tracadie	1
Memramcook	1	Tracy	1
Minto	1	Woodstock	2
Regional Service Commissions	6		
Total Number of Sites	85		

Appendix C Map of proposed public oil/glycol collection sites



Appendix D Program Launch Plan

It is proposed that the system will be launched in two phases:

- Phase 1: Fall 2013 – “Pre announcement”. During this program development period, the program will commit to the launch date and advise the public on what changes they can expect to see when the new program starts.
- Phase 2: January 1, 2014 – “launch” It is proposed that Phase 2 will begin with a formal program launch over the period January - March 2014 (described in following section). On the program start date of January 1, 2014 the program anticipates having in place the majority of collection sites in the province-wide collection system including participating RSCs (solid waste management division), garages and retail sites. January 1, 2014 will also be the effective date of the obligation of brand owners to remit fees on the sale of program products.

Launch messages

- RNB overseeing new oil and glycol stewardship program under regulation
- Recycling used oil and glycol just got easier in New Brunswick
- Brand owners that manufacture and market oil and glycol are taking stewardship responsibility for their products and now cover the cost of recovering the oil/glycol, containers and filters for recycling or proper disposal if needed.
- partnership with NB-RSC, retailers and others for collection system
- all operations are NB/Atlantic Canada (locally) based – collection, transport, processing

Program information

- NB oil and glycol program has started
- Program will provide New Brunswickers with the what, where, how and why of recycling used oil
- SOGHUOMA, industry program manager, has worked with municipalities and commercial/retail organizations to establish a convenient province-wide collection system, system will continue to improve over time
- Oil and glycol products covered by the program can be dropped off without charge at any of the collection sites
- Oil is recovered as a valuable resource while the filters and containers are recycled into new products. Materials of insufficient quality to be recycled will be managed in an environmentally responsible way.

Tactics/rollout

Communications Materials: News release with backgrounder, Q&A and Talking Points

- Announcement of commencement of the program, description of industry role, what is in place, how the program will roll out and what consumers will see in the spring, note the key objectives of increased access and environmentally proper management.
- Possible quotes from minister, RNB chair, NB-RSC, oil industry/SOGHUOMA rep, consumer or environmental association
- include list of collection sites
- Identify 800 number and website
- Distribution: province-wide news desks, reporters who have shown an interest, trade magazines, stakeholders
- Highlight the NB Oil/Glycol program website homepage for more information
- Post on NB Env and RNB websites/ media pages

Advertising: Primary methods considered will include:

- radio ads
- newspaper and alternative media ads

Other communications products

- Update FAQs and other information as necessary on website and in other materials
- Display material (branding) – pop up banner(s) for events/photo ops

Evaluation of launch

- Calls to 800 number
- RNB and stakeholder feedback
- Media coverage, tone/content/position
- Municipal and commercial/retail feedback