



Canadian Stewardship Conference: PROs Panel

Cliff Hacking, President & CEO, EPRA

Who is EPRA/Recycle My Electronics?



As an award-winning, **industry-led, not-for-profit** organization, EPRA/Recycle My Electronics has been setting the standard **for safe, secure electronics recycling** in Canada for more than a decade.

- ✓ Stewards = **8,200**
- ✓ Tonnage = **1.3M tonnes**
- ✓ Collection Sites = **Over 3,150**
- ✓ Coverage = Regulated Programs in **9** of 10 Provinces
- ✓ Public Awareness = **70%** of Canadians are aware of their local electronics recycling program.
- ✓ Annual Steward Survey results in **92.6%** Steward satisfaction for front-line practice



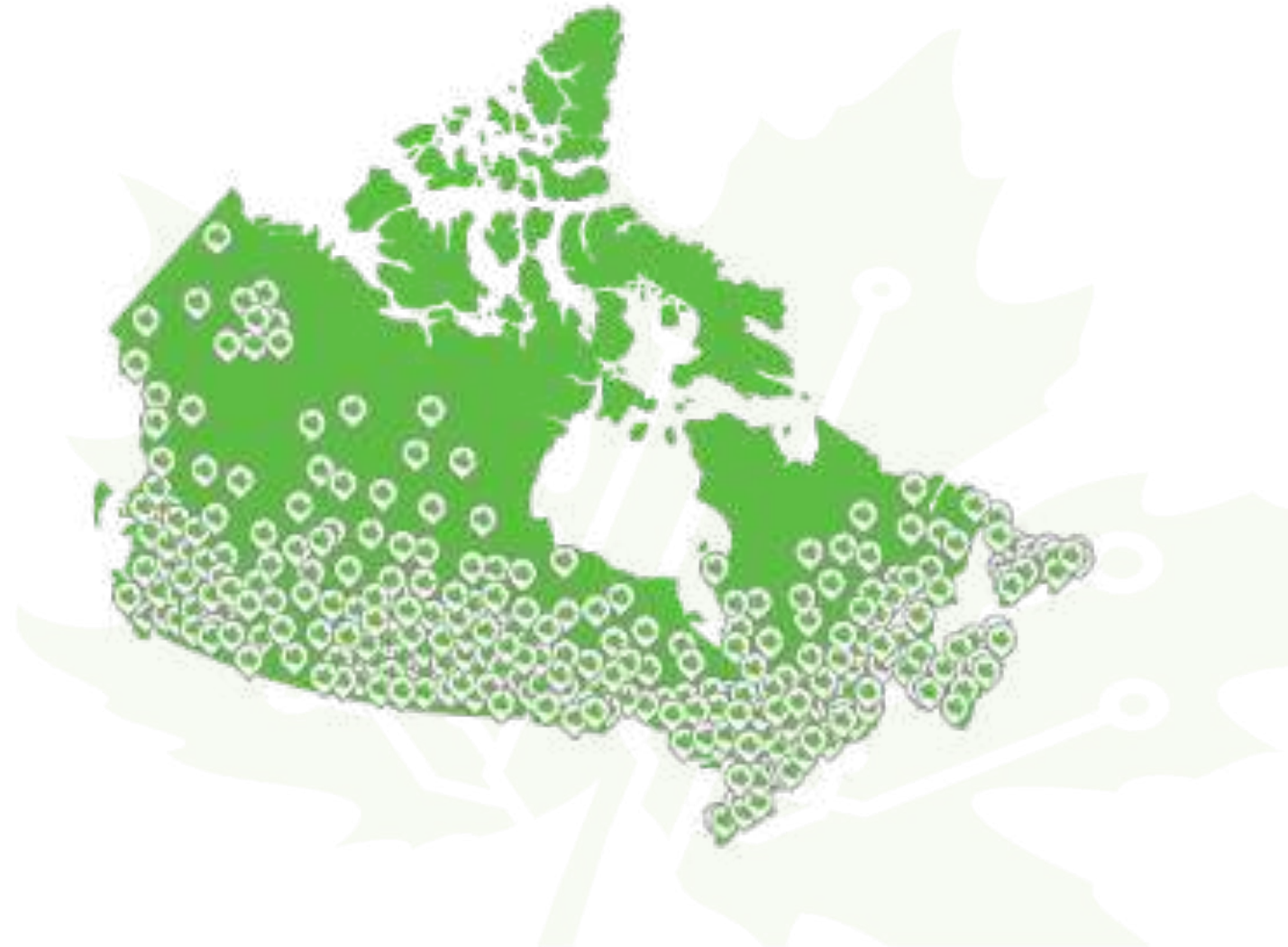
What Stewards Need



Compliance

Ease of doing Business

Responsiveness



Compliance

Meeting all Regulations

- Annual filings
- Delivering against Program Plans
- Exceeding Collection requirements
- Delivering on Awareness with all EPRA programs at-or-above 70%

Ensuring Brand Integrity

- Audits of all Processors beyond R2
- Data Security
- Seamless Implementation of new Obligations
- Follow up with Free Riders
- Leveraging Efficiencies



Ease of Doing Business

Clear Concise Communication

- Monthly newsletter
- Video conferences
- Regulatory updates
- Annual Survey of Service Providers
- Introduced Track it for our Logistics Partners



Responsiveness

Responsive to their needs

- Annual Steward Survey 92.6% satisfaction
- Upgrading our Front-End System REportALL
- Contributing to the Circular Economy





Thank You
Cliff Hacking
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