

TREADS

THE WINTER ISSUE | 2015 | SASKATCHEWAN SCRAP TIRE CORPORATION



**WHAT GETS
MEASURED
GETS MANAGED**

DASHBOARD

RESULTS OF 2014 ACTIVITIES



1,375
REGISTERED
RETAILERS



1,270,509
NEW TIRES SOLD



889,017
TIRES COLLECTED



70%
RECOVERY RATE

WHAT GETS MEASURED GETS MANAGED

Peter Drucker, a late American management consultant, once coined the phrase, "What Gets Measured, Gets Managed."

During 2013 and 2014, the SSTC developed metrics for many aspects of the scrap tire business, and shared those metrics with the board, collectors, processors, and select tire retailers.

One of the metrics that the SSTC has used for many years is recovery rate. The formula used to derive the recovery rate is the number of scrap tires collected, divided by the number of new tires sold (based on TRFs remitted to the SSTC). To put this into perspective, in 2014, 1,270,509 new tires were sold and only 889,017 were collected. This means that there were 381,492 scrap tires that were not collected, and therefore, reside somewhere within the province (i.e. private residences, businesses, farms, etc.). On the surface, that number of 381,492 does not appear to be too large; however, when the cumulative effective of that number is considered, over the course of ten years, there are thousands of scrap tires throughout the province that will eventually need to be collected and transported to recycling facilities.

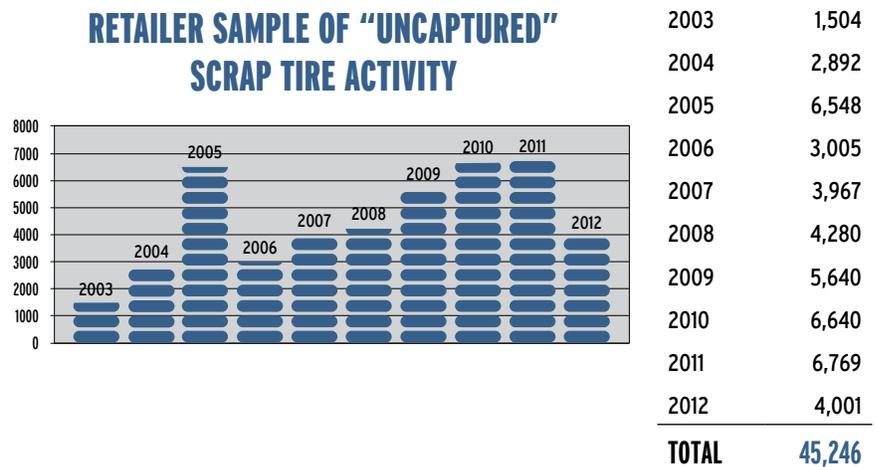
While the recovery rate improved considerably in 2014, with an increase to 70%, from its previous rate of 61% in 2013; however, when compared to other Canadian provinces, the scrap tire recovery rate in Saskatchewan is low.



This recovery rate metric will be a major focus of the SSTC for the next few years. With this focus, the headline story in the Spring 2014 issue of Treads, "Leave it at the Source," encouraged tire retailers to persuade consumers to leave their scrap tires at the tire retailers, so that those scrap tires could be collected for delivery into the recycle stream.

Retailers participating in the Return to Retailer Program were provided with activity reports that showed the numbers of "uncaptured" scrap tires at their locations over the past ten year period. The definition of "uncaptured" is, "when a new tire is sold, a scrap tire is not left behind by the consumer, at the retailer location." A sample of one retailer's "uncaptured" scrap tire activity over a ten year period is reflected in the following table and graph:

RETAILER SAMPLE OF "UNCAPTURED" SCRAP TIRE ACTIVITY



The SSTC plans to provide the top 100 retailers, based on sales, with similar activity reports in 2015. Sharing this information with retailers will help them to understand, as well as to enable them to convey to consumers the importance of leaving their scrap tires at the source, when new tires are purchased. Leaving the scrap tires at the source ensures that those tires will enter the recycle stream in a timely manner.

ANNUAL PUBLIC MEETING NOTICE

DATE: Thursday, March 19, 2015 This meeting will also take place via online webinar, www.scraptire.sk.ca

TIME: 11:00 a.m.

PLACE: Travelodge Hotel & Conference Centre - Coach Room
4177 Albert Street S., Regina

Please RSVP by March 16 by contacting Katelyn Heisler at 306-721-8473 or email: katelyn.heisler@scraptire.sk.ca

Lunch will be provided after the meeting.

Visit the SSTC Website for further information.

BLACK GOLD RUSH | NOW THAT WAS A SUCCESS!



The Black Gold Rush targeted 44 rural municipalities (RM) in the south part of the province in 2014.

The round-ups were a resounding success with 114,514 scrap tires collected for a total weight of 5,271,253 pounds - now that's an environmental clean-up! Many RMs recruited a service group to assist

with the scrap tire clean-up, and the total fundraising dollars collectively earned by service groups amounted to more than one hundred thousand dollars.

Now we would like to share one of our success stories. There were four RMs that partnered in the one-time free scrap tire clean-up program: Wise Creek No. 77, Grassy Creek No. 78, Arlington No. 79, and Bone Creek No. 108. In addition, they recruited

the Shaunavon Multiple 4-H Club to assist with the program. The 4-H youngsters, along with dedicated family members, had a very successful campaign, thus earning their 4-H club over \$20,000.

The SSTC acknowledges and appreciates the efforts of all those involved in this environmental clean-up program.

FORKLIFT TIRES

In the early stages of the SSTC program, there was minimal volume of small industrial scrap tires being generated.

In the past few years, the increasing waste being generated by industry in Saskatchewan has driven the need to formalize a program for small industrial scrap tires, which includes forklift, skid steer, and press-on-solids with rim sizes including 8" and larger.

In 2014, the SSTC developed a pilot program to capture small industrial scrap tires. The program was modeled after similar programs in other jurisdictions throughout Canada. The lessons learned during the pilot will help

to create a more efficient and effective approach to collecting the small industrial scrap tires. The Forklift Program will be rolled out to all retailers that deal in small industrial tires, in the major centers throughout the province in 2015, so that those retailers become compliant with the provincial legislation.

Thank you to those retailers that participated in the pilot - the SSTC looks forward to working together with you in the future, to ensure that all small industrial scrap tires are managed and recycled responsibly.

If your tire retailer location also deals in small industrial tires, please contact the SSTC.