

Tires were the first in Ontario: Implementing EPR/IPR

2022 RCA Circular Economy Conference
October 19-21, 2022



What is this “eTracks” I hear so much about?

Producer Responsibility Organization – Compliance Services

- There are 450 Tire Producers in Ontario – eTracks has 50 customers (50% Automakers, 35% Tire Manufacturers, and 15% Importers)
- Currently providing compliance services only in Ontario and under the Tires Regulation
- Exceeded resource recovery mandates for all customers since IPR went live in 2019
- Established a buy/sell market for compliance credits in Ontario
- Implemented compliance technology platform in January 2022 to over 7,000 participants based on audit-ready transactions

If these are the rules, embrace them.

“Soft Issues” are the biggest challenges

- The same players, different rules: who is responsible for change management?
- Competing, self-serving messages from industry participants: effective and ineffective marketplace messaging.
- What fills the vacuum? Disinformation, misinformation, self-interest, etc.
- What is the Role of Industry Associations?
- What is the Ministry’s or Regulator’s role?

Thank-you

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