

CASE STUDY

CANADIAN ELECTRICAL STEWARDSHIP ASSOCIATION

FAST-FACTS

RECOVERY STREAM

- Small electrical appliances
- Power tools
- Exercise equipment

STATISTICS

- Over 430 members
- 250+ collection sites
- Over 40 million kg of collected products
- 89% consumer awareness
- Recycles over 400 types of products

"CESA has over 250 collection points across the province and has collected over 40 million kilograms of recyclable product within the first ten years of operation."

40 = **265**
Million Kg Blue Whales



BACKGROUND

The Canadian Electrical Stewardship Association (CESA) manages a recycling program for small electrical appliances, called ElectroRecycle, across the province of British Columbia. The Association operates under an Extended Producer Responsibility (EPR) framework to ensure the recycling of items such as small household electrical appliances, power tools, and exercise equipment, in keeping with regulations established by the British Columbia Ministry of Environment.

CESA works with a host of service providers to meet the regulation requirements on behalf of small home appliance and power tool producers. Meeting these requirements includes setting up a collection network, transporting collected material, managing recycling processes, and educating the public. Established in 2010, CESA has over 250 collection points across the province and has collected over 40 million kilograms of recyclable product within the first ten years of operation.

CESA manages the recycling program using a model where compensation is set and paid to service providers for the ongoing collection and recycling of materials. To increase collections and improve overall performance, CESA is encouraging service providers through the addition of incentives in 2022. To generate the incentive payout, proof of material pick-ups and drop-offs is required. Incentives vary depending on specific locations, and the calculations of these rates can get complicated.

Service providers in CESA's program are tasked with collecting material from BC consumers, and they report to CESA on their progress throughout the year. Prior to transitioning to Diversys, participants recorded the details of their work (such as quantities pick up or dropped off, and where) using paper forms. These forms were then collated by CESA, who used the information to calculate payments, track progress towards recovery targets, and manually analyze the performance of their program.

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"Our expectation in moving our database requirements to the Diversys platform is improved reporting and data accuracy to inform real time decision making. Being able to track our operational performance with the ability to act sooner, will give CESA the opportunity to develop stronger business plans. We believe partnering with Diversys will add value to our operations and in turn provide great results to our collection sites and recycling partners."

*Mike Elliott, Operations Lead,
Canadian Electrical Stewardship Association (CESA)*

CHALLENGES & SOLUTION

CESA selected Diversys as its recycling management solution to overcome several challenges inherent to their existing, paper-based processes. Diversys helps by:

- digitizing and streamlining the management of their flow of electrical goods to eliminate cumbersome paper processes and reduce all of their related costs, redundancies, errors, and related issues
- automating the operational, day-to-day activities and functions, from in-the-field collection activities right to the program management portal, to increase visibility on each step of the process across the entire organization
- ending the cycle of relying on incomplete and hard-to-access data and moving to a solution that captures, vets, stores, and safeguards data at the highest level of integrity
- utilizing a modernized way to easily access the recycling data they need and trust —anytime, anywhere—to justify business decisions in ways not previously possible
- automating the calculations required for incentive pay-outs, using different rates for different geographies, zones, or groups of haulers or collectors
- mitigating their risk of adopting a new solution by choosing a cloud-based, Software-as-a-Solution (SaaS) that provides a low total cost-of-ownership
- identifying all details pertinent in the flow of materials —geo-tagging locations of collectors and processors, and accurately measuring material volumes recovered
- relying on automated and audit-ready data to validate accuracy of transactions and claims while speeding up process time as a result of mobile support
- generating reports to support organizational needs and to accurately reflect progress towards recovery targets, compliance obligations, and other performance metrics

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