



Tire and Rubber
Association
of Canada

L'Association
canadienne du pneu
et du caoutchouc

TRAC Update to Tire Stewardship BC Board of Directors

By

**Carol Hochu,
TRAC President & CEO
December 13, 2022**



MISSION: *On behalf of our engaged members and in the best interest of consumers who buy tires, TRAC helps shape public policy that supports tire & rubber industry innovation, performance, safety, & sustainability including end-of-life tire management.*

VISION: *A globally competitive tire and rubber industry for a sustainable Canada*

Mission, Vision, Values, Strategic Priorities



VALUES:

- *Accountability*
- *Collaboration*
- *Integrity*
- *Leadership*
- *Passion*
- *Sustainability*
- *Teamwork*

COMPETITIVE ADVANTAGE:

- *The national voice for the tire and rubber industry in Canada*
- *Purveyor of valuable monthly Canadian tire shipment data*
- *Over a century of success, evolving with the times, responding to stakeholder needs*
- *Small but mighty staff team who are nimble, flexible, proactive, collaborative*

Mission, Vision, Values, Strategic Priorities



STRATEGIC PRIORITIES:

Member Engagement

- *Retain existing members & recruit new members by offering valuable programs & services including monthly statistical reporting and events*

Sustainability

- *Focus efforts internally and externally on all dimensions of tire & rubber sustainability (economic, environmental, social)*

Communications

- *Ensure that essential information is relayed to the right stakeholders through internal and external communications*

Collaboration

- *Work with legislators & regulators to create supportive policies, and/or reform existing policies in furtherance of a more sustainable Canada*
- *Engage with counterparts (e.g., USTMA, ETRMA, JATMA) in the achievement of global tire industry objectives.*

TRAC Board of Directors



| | |
|------------------------------|---------------------------------|
| Paul Downey (Chair) | Pliteq Inc. |
| Pam Scarrow (1st Vice-Chair) | Bridgestone Canada |
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TRAC Staff



TRAC Members



AirBoss of America



2022 Achievements



- Proposed amendments to the Ontario Tires Regulation under the *Resource Recovery and Circular Economy Act (RRCEA), 2016* were last week approved by Cabinet and signed by the LG. Call with political staff this week to discuss the communications plan.
- Development of a cloud-based solution for TRAC's highly valued monthly statistical reporting is nearly complete and ready for launch with members in January.
- Launched inaugural industry leadership awards program, congratulations to all the winners!



2022 Achievements



- Quarterly meetings with Environment & Climate Change Canada and twice-yearly meetings with Transport Canada/Natural Resources Canada/ ECCC to discuss issues of mutual interest.
- Regular Global Dialogue Meetings with association colleagues and tire producer representatives from around the world to discuss TRWP, 6PPD and other chemicals/materials, science updates, coordinate efforts on research and advocacy, and communications strategies
- Successful spring & winter tire education campaigns. Spring campaign generated 888 media stories, an increase of 875% YOY, led us to CSAE Award of Distinction.





ABOUT BE TIRE SMART

Launched in 2001, Be Tire Smart is the Association's initiative that educates Canadians on how to choose and care for tires, keep roads safe, increase fuel economy and help protect the environment. The initiative plays a leading role in raising awareness on tire safety messaging amongst Canadians in an effort to promote road safety.



2022 Achievements



TRAC developed and executed regular seasonal public outreach campaigns since the inception of the Be Tire Smart initiative in 2001. TRAC strives to create meaningful campaigns that resonate with Canadian media and public, and running two Be Tire Smart nationwide campaigns every year:

- 1) Spring: Educate motorists on proper tire maintenance practices: “Be Tire Smart – Play Your P.A.R.T.” (Pressure—Alignment—Rotation—Tread), and
- 2) Winter: Increasing awareness about the safety, performance advantages, and penetration of winter tires,

TRAC has also developed and deployed several social media advertising programs promoting proper tire maintenance and winter tires, mainly with 3rd party funding.



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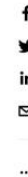
REGISTER



Eight-in-ten Canadian drivers believe investing in winter tires is important despite rising living costs: Survey

November 14, 2022 08:00 ET | Source: Tire and Rubber Association

English ▾



76 per cent of motorists say driving a vehicle equipped with winter tires has saved them from a road accident or injury

CAMBRIDGE, Ontario, Nov. 14, 2022 (GLOBE NEWSWIRE) -- Eighty-two per cent of Canada's motorists believe investing in winter tires is important despite steep increases in the cost of living, according to a new Leger survey commissioned by the Tire and Rubber Association of Canada (TRAC) www.tracanada.ca.

Nov 14

Les conducteurs québécois sont massivement en accord avec l'importance d'investir dans des pneus d'hiver malgré la hausse du coût de la vie : sondage

Posted in: [Achat de pneus](#) [Be Tire Smart](#) [Statistiques sur l'industrie du pneu](#)



Conduite en hiver Pneus d'hiver Sécurité routière Symbole 3PMS

Ce sont 81 % des automobilistes québécois qui affirment que leurs pneus d'hiver leur ont évité un accident de la route ou une collision avec une personne

Montréal, le 14 novembre 2022 – Selon un nouveau sondage Léger commandé par l'Association canadienne du pneu et du caoutchouc (ACPC), qui représente les fabricants de pneus au Canada, 93 % des conducteurs québécois estiment qu'il est important d'investir dans des pneus d'hiver malgré les fortes augmentations du coût de la vie cette année.

« Les Québécois ont toujours eu une meilleure connaissance des avantages essentiels en lien avec la sécurité que procurent les pneus d'hiver », déclare Carol Hochu, présidente et chef de la direction de l'ACPC. « Au fil des ans, les conducteurs québécois ont ouvert la voie et motivé des millions de personnes au Canada anglais à investir dans des pneus d'hiver. Le fait que les Québécois, en majorité écrasante, accordent une telle importance à leurs pneus d'hiver en dit long sur leur compréhension de la tenue de route et de la puissance de freinage exceptionnelles des pneus d'hiver. »



ABOUT BE TIRE SMART

Over the years, TRAC developed evergreen collateral to educate Canadians about the tires, tire maintenance, and winter tires, including:

- 1) Consumer information and resources such as consumer surveys, brochures, and reports that can be found on <https://tracanada.ca/>
- 2) Educational videos found on Be Tire Smart YouTube channel: <https://www.youtube.com/@BeTireSmartRAC>



2022 Achievements



- Authored 6 thought leadership articles for www.autosphere.ca
- With USTMA and others, funding a State of Knowledge for Tire Derived Aggregate
- Responded to RPRA's consultation on program fees for 2023, with tire fees slated to increase 25% to \$0.176 per tire
- TRAC accepted as an Associate Member of the GDSO (Global Data Service Organization for Tyres and Automotive Components)
- Actively engaged in proposed reforms to Canadian Environmental Protection Act via Bill S-5 (Strengthening Environmental Protection for a Healthier Canada Act)
- Welcome Royal Mat as a new TRAC Associate Member
- TRAC's ELT Committee met 3 times in 2022 including Ecolomondo facility tour



A Look Ahead to 2023...



- Expect the second/final tranche of OTS surplus funds to be returned to formerly obligated tire producers
- Year two of TRAC's Industry Leadership Awards Program
- Return to the Rubber Recycling Symposium, tentatively Wednesday, Oct. 25 and Thursday, Oct. 26 in Halifax (exact location TBD)



A Look Ahead to 2023...



EU Regulatory updates affecting chemicals...

- Proposal to ban crumb rubber used as infill material potentially resulting in disruptions in the processing of end-of-life tires due to lack of market and risk of ELT piling
- Proposal still to be approved by EU Member states (originally, vote was expected before end of 2022)
- Ban if approved has 6-year phase in period
- ETRMA requesting the obligatory use of risk management measures on infill material used in synthetic turf infill - but not a ban





6PPD Activities

Research

- Advance research to fill relevant data gaps
- Update conceptual model as new research is published
- Sponsored research at Univ of Missouri to assess release of GTR and tire materials from RMA; sponsored research by Univ of Buffalo to assess release of tire materials from GTR, rubber mulch, TDA

Advocacy

- Support an Alternatives Analysis on 6PPD in tires under the CA Safer Consumer Products Regulation
 - Align Alternatives Analysis in California with Alternatives Analysis in Washington State
- Collaborate with Canadian regulators - Canada to reopen risk evaluation for 6PPD
- Advance use of mitigation strategies

A Look Ahead to 2023...



Tire & Road Wear Particles (TRWP)...

- Led by the Tire Industry Project (TIP), under the World Business Council on Sustainable Development, to help answer questions that TIP members were asking about the fate and potential human health and environmental impacts of the particles generated as tires move over road surfaces.
- No existing data to help answer these questions, so a TRWP working group was established to study the potential human health and environmental impacts of tire particles.
- Ongoing research includes:
 - Sampling of TRWP in soil, air, rivers, and oceans
 - Modelling of TRWP fate and transport in soil, air, rivers, and oceans
 - Studying the degradation of TWRP in the environment
 - Investigating any potential impacts of long-term exposure of organisms to TRWP
- More information at <https://tireparticles.info/>