

## Tire Stewardship BC Draft EPR Plan 2027–2031 – Key Changes at a Glance

### What is this consultation about?

Tire Stewardship BC (TSBC) is renewing its Extended Producer Responsibility (EPR) Plan for tires for the **2027–2031** period, as required under BC’s Recycling Regulation.

Most of the plan continues existing programs and practices. The only substantive changes are to some performance targets.

### What is not changing

- The regulatory framework and scope of the tire program
- The province-wide, free collection system (retailer take-back, Return-to-Retailer sites, and collection events)
- Governance, reporting, audits, and accountability
- Eco-fee funding model (no government funding; fees paid by producers)

### What is changing – Performance Targets

#### 1. Recovery Rate (minor increase)

- Current plan (2022–2026): 91%
- Draft plan (2027–2031): **≥ 92%**

This reflects TSBC’s continued strong performance and maintains a target well above the regulatory minimum.

#### 2. End-of-Life (End Fate) Targets – Recycling Improvements

- Rubber recycling target increases over the plan term:
  - 2027–28: **90%**
  - 2029–31: **92%**
- Energy recovery decreases accordingly
- Landfill remains extremely low (**<1%**)
- Fibre management improves to **100%** energy recovery & steel remains at **100%** recycling.

These changes strengthen environmental outcomes by shifting more material higher in the waste hierarchy.

### **3. Consumer Education & Awareness Targets (adjusted)**

This is the most noticeable change in the plan.

#### **Why the change?**

- Awareness targets were first introduced in 2018 using the only baseline available at the time (a provincial stewardship survey).
- It quickly became clear those targets were too aggressive and not achievable.
- TSBC asked to revise them mid-plan but was advised to address this in the next plan renewal.
- In the last plan renewal, TSBC's proposed revisions were not accepted, resulting in targets being missed every year.

#### **What the draft plan does now**

- The new targets (below) are more realistic, evidence-based, and still commit TSBC to continuous improvement. It ensures public reporting shows meaningful progress, not perpetual "missed targets"

#### **Awareness of where to take scrap tires for safe disposal**

- 2027–28: 59%
- 2029–30: 62%
- 2031: 64%

#### **Awareness of where to find information on disposal locations**

- 2027–28: 74%
- 2029–30: 76%
- 2031: 78%

These targets aim to be achievable, measurable, and transparent, rather than setting targets that cannot realistically be met.

#### **How your input is used**

Feedback from webinars and written submissions will be summarized and included as part of the final plan submission to the Ministry.

For ease of reference the table below presents the changes side by side:

### TSBC EPR Plan – Before vs After (Key Changes Only)

Area	Current EPR Plan (2022–2026)	Draft EPR Plan (2027–2031)	What This Means
<b>Recovery Rate</b>	Target: <b>91%</b>	Target: <b>≥ 92%</b>	A modest increase that reflects TSBC’s strong, mature recovery performance while remaining realistic and measurable.
<b>Rubber – Recycling (End Fate)</b>	- 2022–23: <b>88%</b> - 2024–26: <b>90%</b>	- 2027–28: <b>90%</b> - 2029–31: <b>92%</b>	More rubber is pushed higher up the waste hierarchy, strengthening environmental outcomes over the plan term.
<b>Rubber – Energy Recovery</b>	- 2022–23: <b>11%</b> - 2024–26: <b>9%</b>	- 2027–28: <b>9%</b> - 2029–31: <b>7%</b>	Gradual reduction as recycling rates increase.
<b>Rubber – Landfill</b>	≤ 1%	< 1%	Landfill remains extremely low.
<b>Fibre – End Fate</b>	<b>98% energy recovery</b> <b>2% landfill</b>	<b>100% energy recovery</b>	Eliminates landfill disposal of fibre.
<b>Steel – End Fate</b>	<b>100% recycled</b>	<b>100% recycled</b>	No change.
<b>Collection Facilities (Retailer Take-Back)</b>	Target: <b>1,850</b>	Target: <b>1,850</b>	No change; reflects a stable, retailer-based collection network.
<b>Return-to-Retailer (R2R) Access</b>	- ≥ 25% of registered retailers province-wide - ≥ 25% in each Regional District	<b>No change</b>	Maintains geographic accessibility while recognizing that tires are primarily returned at time of purchase.
<b>Awareness: Where to Take Scrap Tires</b>	- 2022–23: <b>56%</b> - 2024–25: <b>63%</b> - 2026: <b>66%</b>	- 2027–28: <b>59%</b> - 2029–30: <b>62%</b> - 2031: <b>64%</b>	Targets adjusted to be <b>achievable and evidence-based</b> , while still committing to continuous improvement.
<b>Awareness: Where to Find Disposal Information</b>	- 2022–23: <b>68%</b> - 2024–25: <b>75%</b> - 2026: <b>78%</b>	- 2027–28: <b>74%</b> - 2029–30: <b>76%</b> - 2031: <b>78%</b>	Aligns targets with revised measurement approach and real-world results.