

Prince Edward Island 2016 Annual Report

Prepared:

May 30, 2017

Submitted by:

Call2Recycle Canada, Inc.

Submitted to:

Government of Prince Edward Island

call2recycle[®]

Leading the charge for recycling.™

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1. Executive Summary

Call2Recycle collected 19,296 kg of used household batteries in Prince Edward Island in 2016, falling shy of the previous year's 20,971 kg. The 2016 results bring the province's total battery collections for recycling to more than 95,000 kg since the Call2Recycle program began in PEI.

In 2016, Call2Recycle employed a strategic and coordinated national marketing campaign intended to reach consumers who do not recycle their batteries when disposing of them or who hold onto large quantities of used batteries. Using an integrated marketing approach that employed seasonal awareness campaigns, radio and online advertising, social media, retailer engagement, contests, local battery drives and key partnerships with organizations like Earth Rangers and Earth Day Canada, we encouraged battery consumers of all ages to act responsibly by recycling their used batteries.

Active Call2Recycle collection locations in the province dropped to 21 in 2016 from 31 the previous year. This change in part reflects Call2Recycle's efforts to eliminate non-performing sites, in order to improve the program's efficiency. Among Call2Recycle's top-performing sites was Island Waste Management of PEI, which once again earned a Call2Recycle Leader in Sustainability Award for its stellar collection numbers and commitment to battery recycling and environmental sustainability.

PEI's Island Waste Management was a 2016 recipient of Call2Recycle's Leader in Sustainability Award.

Call2Recycle remains dedicated to providing the Province and PEI's residents with a high-profile, easy-to-use, highly effective service for recycling used batteries. We strive to operate the best-in-class battery recycling program in the country and to divert as many batteries from landfills as possible. With an overall 12% growth in collections across Canada in 2016, we are proud of the successes we've garnered this year and expect to achieve even greater impact in the years ahead.

This document details the waste management activities for batteries collected in PEI through the Call2Recycle program between January 1, 2016 and December 31, 2016.

2. About Call2Recycle Canada

Call2Recycle Canada, Inc. is the Canadian arm of North America's first and largest consumer battery stewardship organization. We were established in 1997 to fulfill the product stewardship obligations of battery manufacturers, battery-powered product manufacturers, and certain distributors and retailers of products as may be appropriate. In 2016, Call2Recycle worked on behalf of close to 300 battery and product manufacturers (See [Appendix A](#)).

Our mission is to responsibly manage end-of-life batteries to keep them out of landfills and minimize their environmental impact. Over the past 20 years, we have learned that the best way to encourage participation and achieve this goal is by offering a robust, convenient program through which consumers can easily recycle their batteries.

In pursuit of our goal to divert as many batteries as possible from landfills, we have developed a network of public and private collection facilities across PEI where consumers, municipalities, and businesses can recycle their batteries and cellphones. Call2Recycle offers an easy drop, seal and ship process that makes recycling batteries as simple as possible for anyone to do.

Call2Recycle represents close to 300 manufacturers, distributors and retailers of batteries and battery-powered products.

Since our program began in Canada, Call2Recycle has diverted more than 13.5 million kilograms of used batteries from landfills. We are committed to building maximum awareness, participation, efficiency and cost-effectiveness, and to being a valuable partner to the Province.

3. Raising Awareness

Call2Recycle strives to raise consumer awareness of the importance of responsible battery disposal, and to create opportunities and incentives that will increase battery recycling activity across the province. We devote significant time and resources to develop innovative multi-channel approaches that *educate* consumers, *draw attention* to the Call2Recycle program and our collection locations, and *inspire* consumers to take action to recycle their batteries with us.

In 2016, following research in select Canadian markets into consumers' awareness and behaviors regarding battery recycling, Call2Recycle developed a marketing strategy that prioritized driving awareness and battery recycling activity among non-recyclers (those who dispose of their batteries without recycling them) and among households that hold onto large quantities of used batteries. To accomplish this, Call2Recycle led several national initiatives this year that were designed to target these groups, as well as the general population.

Examples of Call2Recycle's promotional activities are provided in [Appendix B](#).

National Battery Day was a great success, with a 12% increase in collections and 65% more website traffic during the campaign.

3.1 National Initiatives

Seasonal Campaigns – Our seasonal marketing campaigns were tied to events and dates that have a natural association with battery disposal. Leveraging these dates, we were able to raise awareness of battery recycling and incentivize consumers to bring their batteries to Call2Recycle drop-off locations. These seasonal campaigns included the following:

Call2Recycle's first ever **Lead the Charge campaign** ran in the weeks leading up to **National Battery Day** on February 18. The campaign engaged 18 partners including municipalities, retailers, recycling associations and waste management organizations in raising consumer awareness of battery recycling options available to them. The multi-channel campaign included radio, newspaper, social media, a #NBD2016Recycle2Win sweepstakes and other activities. This resulted in both a 65% bump in website traffic—with 91% being first-time visitors to call2recycle.ca—and a 12% increase in battery collections over the same period in the previous year.

Call2Recycle's **Spring Cleaning campaign** with retail partners Canadian Tire, Staples, Home Depot, London Drugs, and BestBuy ran from March to May 2016. It offered consumers across Canada a chance to win one of eight \$100 gift cards from Call2Recycle for sharing their recycling stories while doing their annual spring cleaning. More than 400 stories were submitted and website traffic to Call2Recycle increased by 30% over the previous year.

More than 400 stories were submitted to our Spring Cleaning Campaign and related web traffic jumped 30%.

Our two **Daylight Savings campaigns** leveraged consumers' pre-existing behavior of changing batteries in smoke and carbon monoxide detectors during the spring and fall switches to and from daylight savings time. Using a variety of marketing channels, our campaign sought to educate and motivate consumers to recycle rather than throw out their used smoke and carbon monoxide detector batteries. The fall campaign garnered more than 2 million media impressions and 5,800 page views on our website.

Partnerships – Call2Recycle renewed their partnership with Earth Day Canada for another three years to promote battery recycling to school children and teachers. This year, we ran the **EcoKids Battery Busters Waste Reduction Contest**. The contest was executed in the spring as part of Earth Day and again in the fall as part of Waste Reduction Week. Through a website, newsletter, social media, and traditional media, we drove awareness that resulted in strong collections. The spring drive generated 30,500 kg of used batteries, and the fall drive generated 13,294 kg.

Thought Leadership and Excellence – As a proud partner of the Retail Council of Canada's **STORE 2016 conference**, Joe Zenobio, Executive Director of Call2Recycle Canada, participated in a panel discussion on how leading retailers are spearheading the charge towards a sustainable future. The panel, which included the CEO of Staples Canada and President of IKEA Canada, discussed the impact of sustainability on organizations and how it influences customers.

Call2Recycle recognized one PEI-based organization with our 2016 Leader in Sustainability Award. The recipient, Island Waste Management Corporation (IWMC), collected more than 16,000 kg of used batteries this year. It is the second consecutive year that IWMC has been honoured for its strong battery recycling performance and continuous efforts to promote recycling activity.

Government Newsletter - Call2Recycle produced and distributed a newsletter specifically for our government partners, to provide ongoing updates on the activities of the program and our program partners. The newsletter was sent to approximately 200 municipalities and municipal partners, as well as Provincial staff and officials engaged in stewardship or environmental portfolios.

Website - In 2016, we redesigned the Call2Recycle website—call2recycle.ca (English) and appellarecyclerc.ca (French)—to improve navigation and make our more popular pages more visible and easy to access. The website continues to be a source of valuable content for consumers and participants. This year, PEI residents made 3, 037 searches for collection site locations on the Call2Recycle site. This represents a 20% increase from search activity in 2015. Similarly, 509 visitors from PEI explored the site, up 67% from 2015's total of 302.

In 2016, 3,037 searches for a PEI Call2Recycle collection site were conducted on the Call2Recycle website.

3.2 Regional Initiatives

SWANA Atlantic Conference - Call2Recycle was a prominent sponsor of the Canadian Waste Resource Symposium in Nova Scotia at the end of April. The event—presented by the Solid Waste Association of North America's Atlantic Canada chapter and the Waste Resource Association of Nova Scotia—attracts solid waste management professionals from across the country. Two Call2Recycle representatives attended the conference and we had a booth at the symposium. PEI had a great participation at the symposium which created great interactions with local businesses.

Stakeholder Management Meeting - Call2Recycle held a meeting in collaboration with CBA (Canadian Battery Association) with stakeholders in Moncton on June 22nd and in Charlottetown on June 23rd to inform them about our battery management activities, share best practices and gather feedback on their needs so that we can improve efficiency to optimize our battery recycling performance.

3.3 Other Call2Recycle Activities

In addition to the national and provincial activities highlighted in this section, Call2Recycle does the following to raise awareness and increase battery recycling behavior in PEI:

- Operates a Customer Service call center that assists consumers to find drop-off locations, educates them about battery recycling, and provides a variety of other battery-related information.
- Distributes promotional items (e.g. bookmarks, consumer brochures, knapsacks, pencil cases, magnets) to and through partners
- Maintains a robust social media presence on Facebook and Twitter
- Updates the PEI section of the website with relevant information
- Produces regular email blasts conveying new programs and highlights

Samples of promotional materials and coverage of the Call2Recycle program are provided in [Appendix B](#).

4. Collections

4.1 Collection Sites & Accessibility

The Call2Recycle program partners with local governments, businesses, and retailers to offer an accessible network of collection locations to consumers. Factors such as population, proximity to consumers, ease of access, access for remote communities, and the likelihood that consumers will associate batteries with the location (e.g. an electronics store) are some of our considerations when choosing collection sites. Health and safety and, in some cases, a pre-existing battery and/or device return or exchange program within the location are also factors.

Public and Private Collection Sites in PEI			
	2016	2015	Change
Public	7	8	↓12.5%
Private	14	23	↓39%
Total	21	31	↓32%

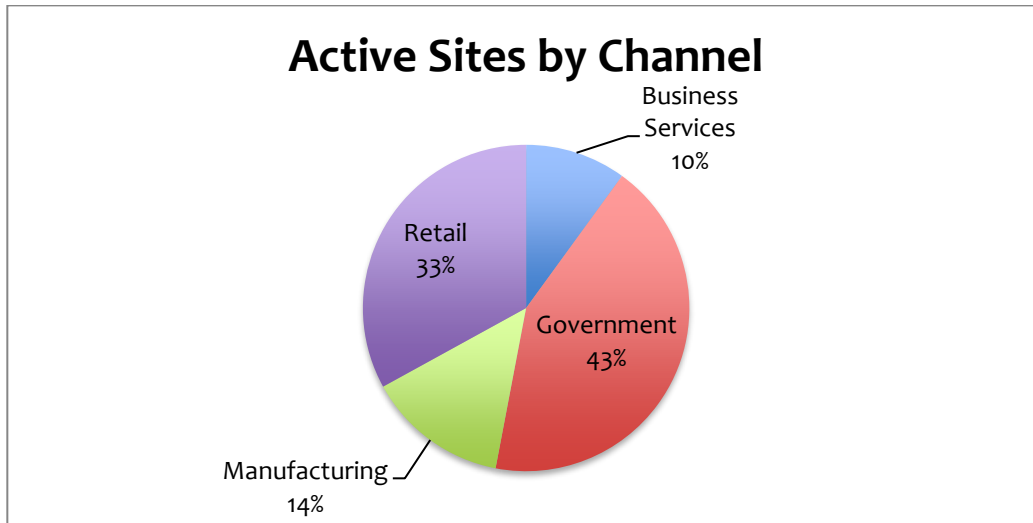
In 2016, PEI had 21 active collection sites, a reduction of 10 from the previous year. Research into domestic and international battery recycling programs shows no direct correlation between changes in the number of collection sites and collection quantities, however this reduction in part reflects our efforts to eliminate non-participating sites. We continually search for new locations and monitor existing activity to optimize program results.

The following chart breaks out Call2Recycle's collection sites in PEI by sector.

Active Collection Sites by Sector				
	2016	2015	# Increase/ Decrease	% Increase/ Decrease
Sectors				
Business Services	2	13	↓11	↓85%
Government	9	8	↑1	↑12.5%
Manufacturing	3	1	↑2	↑200%
Retail	7	9	↓2	↓22%
Total	21	31	↓10	↓32%

*In 2016, Call2Recycle changed its collection site segmentation categories. Organizations previously categorized as Environmental Services have been reclassified within the Business Services category.

As illustrated on the following chart, government/municipalities represent the largest share of Call2Recycle collection sites in PEI followed by retail sites.



Accessibility - Convenience is key to encouraging consumers to recycle their batteries with us. Call2Recycle defines a collection site as being accessible to an individual if it is located within 15 km of the person's home. This distance was validated by a third-party marketing research firm as a reasonable length that consumers would travel to recycle. According to our analysis, 92%¹ of PEI residents are within access to a Call2Recycle collection location. Call2Recycle will continue to take proactive measures to strategically increase the number of collection sites across the province to ensure that residents in urban, rural, and remote areas are served with a variety of battery recycling options.

¹ Accessibility was determined by overlaying our collection site network against population information such as postal code or census data. We then used mapping software to determine the population that resides within a given radius of a collection site. The population total derived from this radius is aggregated and then divided by the population totals of larger geographic sets (market, province, country) to determine coverage levels.

4.2 Performance Results

PEI's Call2Recycle battery collection totals experienced a dip of 8% in 2016 driven by a 10% decrease in primary (single-use) battery collections. Close to 19,300 kg of batteries were deposited at Call2Recycle boxes in the province in 2016, bringing the total amount of batteries collected through our program since it began in PEI to more than 95,000 kg. The rise in rechargeable is in keeping with our expectations given trends in battery usage. More

rechargeable unit sales are projected to occur, however lighter batteries are expected to replace heavier, older units, so impact on collections weights will be more modest.

Call2Recycle Collections by Weight (Kg*)			
Type	2016 Collections	2015 Collections	% Change
Primary (Single Use)	16,266	18,068	↓10%
Rechargeable	3,030	2,903	↑4%
Total	19,296	20,971	↓8%

*Call2Recycle records collections in pounds. Any variances in column sums reflects conversion from lbs. to kg (conversion rate 0.453592).

Collection for Primary & Rechargeable Batteries (kg)		
	2016 Collections	2016 Collections per Capita
Primary	16, 266	0,11
Rechargeable	3, 030	0,02
Total	19, 296	0,13

*Based on Statistics Canada the population in Prince Edward Island for 2016 was 142, 907 residents

4.3 Collections by Chemistry

In addition to tracking the quantity of batteries collected through our program (by weight), Call2Recycle also tracks the battery components that are extracted and recycled for other purposes. Four metals/metal compounds are extracted from rechargeable batteries.

Among these compounds, this year saw increases in Nickel-Metal-Hydride and Lithium-ion batteries, which are popular in laptops and phones. Among single-use batteries, collections of Lithium batteries grew by more than one-third while Alkaline batteries dropped by 10%. The following charts summarize the province's battery collections by chemistry (in kilograms) this year:

Rechargeable Battery Collection by Chemistry (Kg*)			
Material Name	2016	2015	Change
Ni-Cd	1,384	1,508	↓8%
Ni-Mh	310	126	↑146%
Li-Ion	556	419	↑33%
SSLA	781	850	↓8%
Total	3,030*	2,903*	↑4%

*Call2Recycle records collections in pounds. Each chemistry and the total are converted from lbs. to kg (conversion rate 0.453592) and rounded up or down to the nearest kilogram. Thus addition variances may occur in the total indicated. Accurate within a margin of +/- 2%.

Primary (Single Use) Battery Collection by Chemistry (Kg*)			
Material Name	2016	2015	% Change
Alkaline	16,123	17,964	↓10%
Lithium	143	104	↑36%
Total	16,266	18,068	↓10%

* Accurate within a margin of +/- 3%. Based on a conversion rate from pounds to kilograms of 0.453592.

4.4. Collection Process

Collection - The Call2Recycle program process starts by providing consumers with easy access to collection sites to enable maximum participation in the program. Through collection partners across the province and in a range of sectors, we offer consumers convenience and a simple drop-off process. Our collection partners use one of two collection methods: the box program or the bulk program. Box program sites receive Call2Recycle's bag-and-drop, seal-and-ship collection boxes free of charge. Each box holds up to 20 kilograms of batteries. Our bulk program caters to facilities that generate large quantities of batteries for recycling (250 kg minimum per shipment). Call2Recycle covers the cost of shipping for both the bulk and box programs.

Shipping and Sorting - Batteries and cellphones collected through Call2Recycle in Prince Edward Island are sorted and consolidated by Terrapure in Hamilton, Ontario. At the facility, the contents are weighed and sorted according to battery chemistry,

and readied for shipping to appropriate recycling processors based on their chemical composition.

Call2Recycle operates in accordance with intra- and inter-provincial shipping and transportation standards established by Transport Canada, Environment Canada, the PEI Department of Communities, Land and Environment, and all other provincial environment and transportation ministry approvals. All shipments transported internationally are manifested according to Environment Canada, Transport Canada, the US Environmental Protection Agency and the US Department of Transportation.

**Following a 2015 proposal process,
Call2Recycle added new processing
partners to address greater demand and
take advantage of automation efficiencies.**

Processing - Call2Recycle Canada is committed to meeting the highest global standards for safe and effective battery processing and to reclaiming as many of the batteries we collect as possible to divert them from the waste stream.

Different battery chemistries require different reclamation methods, and Call2Recycle has partnerships with various processors to ensure optimal performance. We seek local processing partners wherever possible to reduce our transportation footprint. All of our processing facilities use the latest and proven-effective thermal, mechanical and chemical processes to recover materials such as nickel, iron, lead, cadmium, and cobalt. These are either returned to rechargeable battery manufacturers or used to make other products.

In 2015, we engaged a third party to conduct a rigorous Request for Proposal process to ensure our sortation and processing partners continue to meet the highest environmental, health and safety, transportation, and financial operations standards. As a result of the RFP process, Call2Recycle added two new processors. This expansion allows us to better meet the growing demand for battery recycling services, and leverage emerging technologies in automated battery sorting.

The following charts show the recovery rates of processors used by the Call2Recycle program and how the various materials are managed.

Recycling Efficiency Rates

	Rechargeable Battery Chemistry			Primary Chemistry	
Battery Type	NI-CD	LI-ION	NI-MH	ALKALINE	LITHIUM
Processor	Inmetco	Glencore	Inmetco	Inmetco	Inmetco
% Material Recovered*					
To Metals	50%	27%	57%	21%	0 to 50%
To co-product, aggregate	2%	0%	14%	1%	37%
To Cadmium	12%	0%	0%	0%	0%
To Secondary Recovery**	4%	0%	5%	57%	2%
Plastic Recovery or Reductant	12%	44%	10%	5%	2%
Total Material Recovery %	80%	71%	86%	84%	91%
Not Recovered for use in Secondary Market During Recycling Process: Water, Oxygen, Plastics, Organics (carbon, electrolytes).	20%	29%	14%	16%	9%
Total	100%	100%	100%	100%	100%

* Recovery rates provided by processor.

** This includes metals that are recovered at secondary processors.

5. Recovered Product Management and Material Processing

The Province abides by the pollution prevention hierarchy—reduce, reuse, and recycle—however this hierarchy can be more difficult to apply to batteries than to other materials and products. Call2Recycle is not in a position to promote a reduction in the use of batteries, and reconditioning batteries for reuse can pose an unacceptable safety risk to consumers. Call2Recycle thereby does not support reconditioning Lithium Ion (Li-Ion) rechargeable batteries unless certain strict conditions pertaining to the reconditioning organization, safety testing, and proper labeling are met.

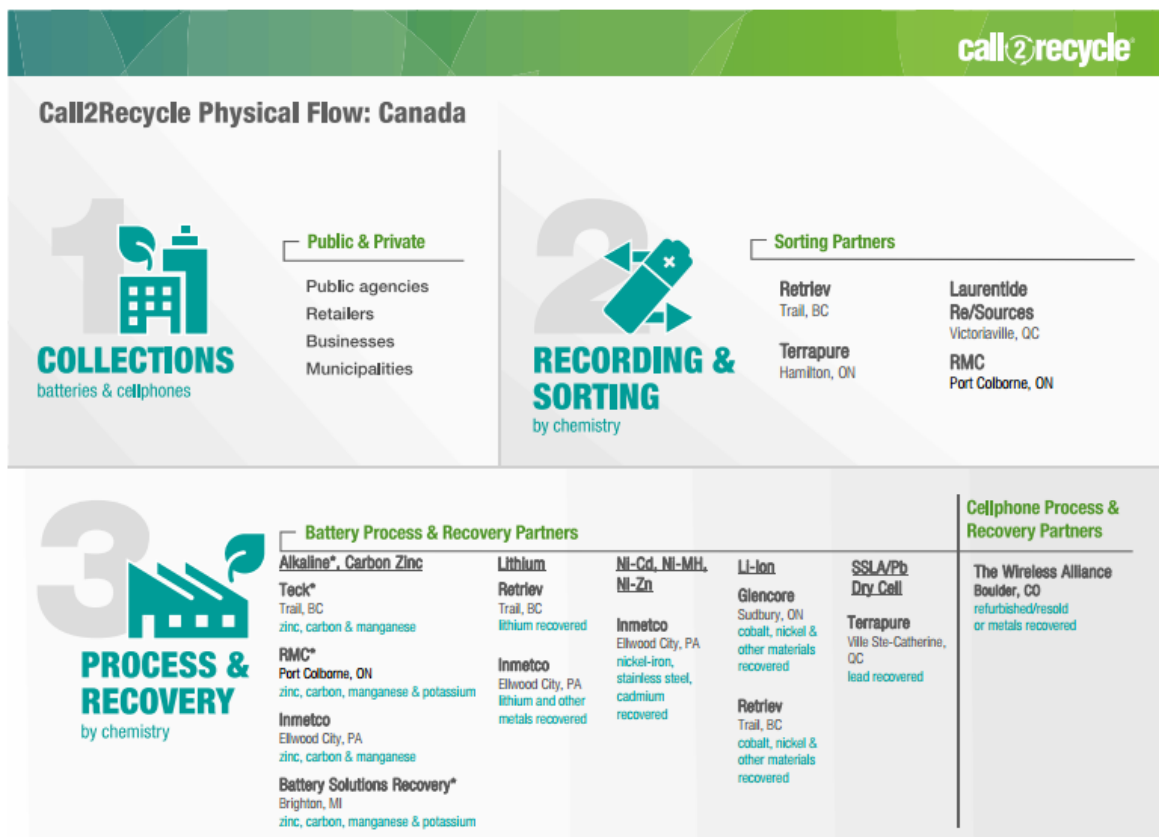
We believe that when there is doubt about how best batteries can be reused, they should be recycled instead. Recycling is the most viable means of keeping battery waste from entering landfills. The Call2Recycle program is able to efficiently and cost-effectively recycle household batteries of all types. Through our carefully selected processing partners, valuable metals such as nickel, iron, cadmium, lead, and cobalt can be reclaimed. These are sold back to the metals market for use in various products, such as new batteries, cookware, appliances, and hardware.

Product End Fate for Data Year Ending December 31, 2016					
Component Chemistry	Reuse*	Recycle	Energy Recovery	Landfill	Other
Ni-Cd	N/A	Yes	No	No	No
Ni-MH	N/A	Yes	No	No	No
Li-Ion	N/A	Yes	No	No	No
SSLA/Pb	N/A	Yes	No	No	No
Alkaline	N/A	Yes	No	No	No
Lead Carbonate	N/A	Yes	No	No	No
Lithium	N/A	Yes	No	No	No
Mercury	N/A	Yes	No	No	No
Nickel Iron	N/A	Yes	No	No	No
Silver Oxide	N/A	Yes	No	No	No
Zinc Carbon (mercury)	N/A	Yes	No	No	No
Zinc Carbon (no mercury)	N/A	Yes	No	No	No
Cardboard Boxes	No	Yes	No	No	No
Bags	No	Yes	No	No	No
Drums**	Yes	Yes	No	No	No
Non-Conforming***	No	Yes	No	Yes	No

*Reuse: Please see page 13 for Call2Recycle's position on battery reuse.

** Drums are re-used by the sorter to send materials to the appropriate processor. If not suitable for reuse, then the metal is recycled

***Non-conforming materials: Products found in shipments at time of shipment that are stewarded materials are forwarded to the appropriate stewardship program for responsible disposal. Any materials that are not stewarded materials (i.e. no recycling option available) are managed according to waste requirements and some may be HW managed, or may be discarded – this represents a small quantity of materials.



6. Organizational Reports

To view Call2Recycle's 2016 Annual Report visit: <http://www.call2recycle.ca/annual-report/>
Call2Recycle Canada's Audited Financial Statement is included as [Appendix D](#) to this document and can also be found in our 2016 Annual Report: <http://www.call2recycle.ca/annual-report/>

If additional information is required please contact our Chief Financial Officer at gbroe@call2recycle.org.

Appendix A – Battery Stewards

RECHARGEABLE BATTERY STEWARDS (LICENSEES) OF THE CALL2RECYCLE PROGRAM

As of March 31, 2016

3M Personal Safety Division	Canac-Marquis Grenier Ltee.
Accell North America	Canadian Tire
Acco Brands Corporation	Canon USA Inc
Ace Hardware Corporation	Casio America, Inc.
Acer America Corporation	Cell-Con Inc
Advanced Battery Systems, Inc.	Chenzhou Grand-Pro Tech Co.,Ltd.
Agilent Technologies	Chervon Limited
Allied Intl/Allied Tools	Chrysler Canada Inc. (Canadian single-use steward)
Alltrade Tools LLC	Cisco Systems Inc.
Alpha Source, Inc.	Clean Republic Sodo, LLC
Amax Products	Cleva North America/LawnMaster
Amazon	CO-OP Atlantic (Canadian single-use steward)
Amazon.com, Inc.	Coleman Company
American Lawn Mower Co	Corporate Express
American Toppower	Costco
Anton/Bauer	Couche Tard
APC - Schneider Electric	CTE Energy Co., Ltd.
Asus Computer International	Dantona Industries/Ultrast
Avex Electronics Corporation	Deere & Company (John Deere)
Baccus Global	Delhaize America (Hannaford Supermarkets)
barnesandnoble.com, LLC	Dell Canada Inc
Batteries du Quebec Inc.	Dell Inc
Battery Specialties	Deltran USA LLC
Bayco Products	Digi-Key Corporation
BCBGMAXAZRIA (Canadian single-use steward)	DLG Power Battery (Shanghai) Co.,LTD
Belkin International, Inc.	Do It Best
Best Buy Canada Ltd.	Dollar General
Best Buy Co., Inc.	Dollarama
BionX International	Dongguan Golden Cel Battery Co
Bissell Homecare, Inc	Dorcy International, Inc
Black & Decker Corporation	Duracell Canada (P&G) (Canadian single-use steward)
BlackBerry	Duracell/Div of P&G
BMR Group Inc. (Canadian single-use steward)	Duracell/Gillette Company/Proctor & Gamble
BMW Canada Inc. (Canadian single-use steward)	Eaton Corporation
Bose Corporation	Eco-Stream Canada (Canadian single-use steward)
Braun/P&G/Gillette	Enerco Group Inc.
Brother International	Energizer Battery Manufacturing, Inc
Bushnell, Inc.	

Energizer Canada (Canadian single-use steward)
 Energy Sales
 EnerSys Delaware Inc.
 Epson America, Inc.
 Esselte Corporation
 Eveready (Energizer)
 Evergreen (C.P.) USA Inc
 Excell Battery Company (W)
 EZsmart Gutter Cleaner, LLC
 Familiprix
 Family Dollar
 FDK America
 Fedco Electronics, Inc.
 Ferno - Washington, Inc.
 Finish Thompson, Inc.
 Ford of Canada (Canadian single-use steward)
 FujiFilm Holdings America Corp
 Garmin International, Inc
 GE Healthcare Canada, Inc.
 General Motors (Canadian single-use steward)
 General Wireless Operations (Old R/S)
 Getac Inc.
 Giant Tiger Stores Limited (Canadian single-use steward)
 Gibson Innovations
 GiiNii Tech Corporation
 Global Technology Systems, Inc
 Gold Peak Industries (NA), Inc
 GP Batteries International Limited
 GP Battery Marketing Inc. (Canadian single-use steward)
 GRACO, Inc.
 Greatbatch Inc
 Green Smoke Inc
 Groupe BMR Inc.
 GS Battery (USA) Inc.
 Harris Corporation
 Hasbro (Canadian single-use steward)
 Hewlett Packard Enterprise
 Hewlett-Packard Company
 Hilti, Inc.
 Hitachi Koki Canada Co
 Hitachi Koki USA Ltd
 Hobbico, Inc
 Home Depot
 Home Hardware (Canadian single-use steward)
 HoMedics
 Honeywell International Inc.
 House of Batteries

HTC (High Tech Computer)
 Husqvarna AB
 Hyundai Auto Canada Corp. (Canadian single-use steward)
 IDX System Technology Inc
 Illinois Tool Works
 Indigo Books Inc.
 Industrial Battery Service Inc
 Ingersoll Rand
 Inspired Energy Llc
 Intec Industries Co. Ltd.
 Intermetro Industries Corp
 Interstate Batteries Recycling, LLC
 Invacare Corporation
 Invox Hardware Limited
 iRobot Corp.
 iTech
 ITO Co., Ltd.
 Jean Coutu Group Inc. (Canadian single-use steward)
 Jiawei Technologies (USA) Ltd.
 JLG Industries Inc
 Jvckenwood Usa Corp
 KAN Battery Co., Ltd
 Karcher North America
 Keysight Technologies
 Kia Canada Inc. (Canadian single-use steward)
 Kodak Canada (Canadian single-use steward)
 Kwonnie Electrical Products, LTD
 L'Image (license holder for Sunbeam)
 L'Image Home Products Inc. (IHP)
 La Source Division Gestion Quemar Inc.
 Le Groupe Jean Coutu
 Lego Group
 Lego Systems Inc.
 Lenmar Enterprises, Inc.
 Lenovo
 Lenovo Canada Inc.
 Lexel Battery Co Ltd
 LG Electronics MobileComm USA
 Loblaws Inc. (Canadian single-use steward)
 Logitech Inc.
 Mag Instrument, Inc
 Makita Canada, Inc.
 Makita USA
 Mattel, Inc.
 Maxell Corporation of America
 McKesson Canada Corporation
 McMahon Distributeur Inc.
 Meritool LLC
 Metabo Corporation

Metro (Canadian single-use steward)
 Metro Richelieu Inc.
 Michaels Stores Inc.
 Microsoft
 Midland Radio Corporation
 Miller Mfg Co
 Milwaukee Electric Tool Corp
 Mitsubishi Motors of Canada (Canadian single-use steward)
 Motorola Mobility LLC
 MTD Products Inc
 Musco (Canadian single-use steward)
 myCharge
 National Battery
 National Power Corp
 Neptune Technology Group Inc.
 Netgear, Inc.
 Nikon Canada Inc
 Nippon Primex Inc.
 Nissan Canada Inc. (Canadian single-use steward)
 Nobil Instrument Inc.
 Normark Innovations Inc.
 Novatel Wireless Inc
 NYCL Company, Inc
 Nylube Products Company LLC
 O2cool, LLC
 Olympus America Inc
 Olympus Corp of the Americas
 Ooma INC
 Oracle America, Inc.
 Original Power Inc.
 Palladium Energy
 Panasonic Canada Inc
 Panasonic Corporation
 Panasonic North America Inc. (Canadian single-use steward)
 Pantech Co Ltd
 Pelican Products, Inc.
 Philips Consumer Lifestyle
 Plantronics, Inc.
 PLR IP Holdings, LLC (Polaroid)
 Polycom, Inc.
 Positec Tool Corporation
 PowerMax Battery USA
 ProTeam, Inc.
 Pure Energy (Canadian single-use steward)
 Quality One Wireless
 Rapport, Inc. formerly Car-Go
 Rayovac Canada (Spectrum Brands) (Canadian single-use steward)
 Richpower Industries, Inc.
 Ridge Tool Company (RIDGID)

RiteAid
 RKI Instrument, Inc
 Robert Bosch Tool Corporation
 Rocket Batteries Canada (Canadian single-use steward)
 Rona Inc.
 Ronda Group Co., Ltd
 Royal Consumer Information Products, Inc.
 Rozon Batteries Inc. (Canadian single-use steward)
 RRC Power Solutions
 Sail Plein Air Inc.
 Samsung Electronics Co
 SANYO Energy USA Corp.
 Scosche Industries
 Scotts Canada Ltd.
 Sears Canada (Canadian single-use steward)
 See Cgreen1 Greensmoke
 Senco Products, Inc
 Sensidyne LP
 Sharp Electronics Of Canada Ltd (Canadian single-use steward)
 Shenzhen Jingkehui Electronic Co, Ltd.
 Shoppers Drugmart Inc. (Canadian single-use steward)
 Sigma Corporation
 Snap-on Inc
 Sobey's Quebec Inc.
 Sony Canada (Canadian single-use steward)
 Sony Electronics, Inc.
 Southern Telecom, Inc.
 Southwick Technologies Inc
 Southwire Company
 Spectrum Brands
 SRAM, LLC
 Stanley Black & Decker Corporation
 Staples Canada, Inc.
 Star Micronics Co., Ltd.
 Stihl Incorporated
 Stihl Limited
 StorTronics
 Streamlight, Inc.
 Summer Infant, Inc.
 Surefire, LLC
 Suzuki Canada
 Tacony Corporation
 Technical Power Systems Inc.
 Techtronic Industries Co Ltd
 Techtronic Industries GmbH
 Test Rite Products Corp
 Texas Instruments Inc
 The Source
 TNR Technical

Toro Company
Toshiba America
Toyota Canada Inc.
Toys R Us Canada Ltd.
Tractor Supply
Transcosmos America Inc.
Traxxas L.P.
Trek Bicycle Corporation
True Value
TTEK Assemblies Inc
UAP Inc.
Ultralife Corporation
Uniden America Corporation
UNIPRIX
Universal Power Group
Varta Microbattery Inc
VARTA Microbattery Inc.
Venom Group International
Vernier Software & Technology
Vibratex, Inc.
Vizio Inc.
VTech Telecommunications Ltd
Wacom Technology Corp
Walmart
Walmart Canada Corporation
Water Pik, Inc.
Wohler USA
Zebra Technologies
Zippo Manufacturing Company

Appendix B – Samples of Education & Promotional Activities

Seasonal Campaigns



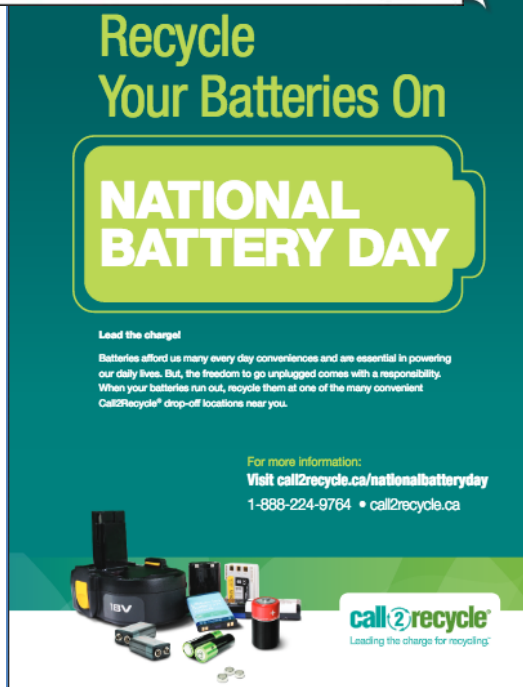
**Recycle Your Batteries On
NATIONAL BATTERY DAY**

Lead the charge and recycle your old batteries at a drop-off location near you.

[Click for details.](#)

call2recycle

Lead the Charge National Battery Day online and print promotions and Daylight Savings Campaign promotion



**Recycle
Your Batteries On
NATIONAL BATTERY DAY**

Lead the charge!

Batteries afford us many every day conveniences and are essential in powering our daily lives. But, the freedom to go unplugged comes with a responsibility. When your batteries run out, recycle them at one of the many convenient Call2Recycle® drop-off locations near you.

For more information:
Visit call2recycle.ca/nationalbatteryday
1-888-224-9764 • call2recycle.ca

call2recycle
Leading the charge for recycling.™



call2recycle

**Recycle Your Batteries On
NATIONAL BATTERY DAY**

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[Click for details.](#)

call2recycle
Leading the charge for recycling.™

BATTERIES



**Turn back your clocks.
Turn in your batteries.**

It's almost that time of the year! This Fall, Call2Recycle will again encourage Canadians to take some extra steps to keep their near and dear ones safe, while making a positive impact on the environment. As Canadians turn back their clocks on **November 6**, we invite our collection partners to help spread the word about the basic safety measures that can be taken to protect households.

Here are a few easy things to do in less than an hour to ensure security:

1. Testing and changing the batteries in all smoke alarms and carbon monoxide detectors is crucial to household safety. All too often, this important task doesn't make it onto 'to-do' lists as people stay too wrapped up in their busy, daily routines.
2. Checking expiry dates for both smoke alarms and carbon monoxide detectors does not take very long, but could be the difference between life and death. It is dangerous to underestimate how important it is to have smoke alarms and detectors that work properly.

Spring cleaning campaign
From March 20 until May 31, 2017

SPRING INTO BATTERY RECYCLING

Win prizes for Spring Cleaning between March 20th and May 31st

[Click for details!](#)

Recharging the planet. Recycling your batteries.™



**SPRING INTO
BATTERY RECYCLING**

Win prizes for your
Spring Cleaning.

Recycle old batteries between
March 20th & May 31st and win!

[Click for details!](#)



**SPRING
INTO
BATTERY
RECYCLING**

Win prizes for
Spring Cleaning.

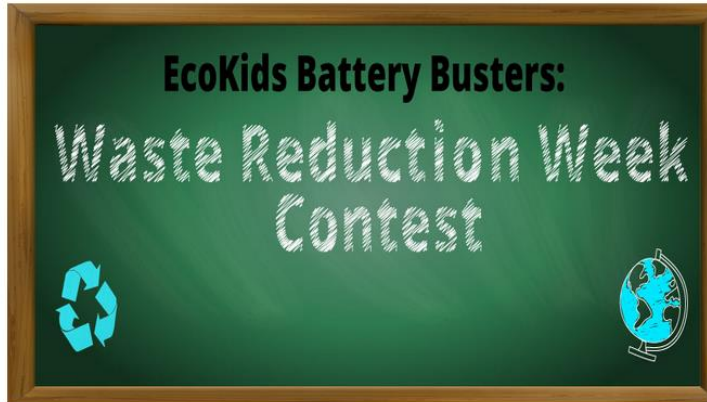
Recycle old batteries
between March 20th
& May 31st and win!

[Click for details!](#)



Partnerships

EcoKids Battery Busters: Waste Reduction Week Contest!



Take Action This Waste Reduction Week and Run a Battery Recycling Campaign in Your School!

Call2Recycle partnered with EcoKids to invite schools to participate in the Battery Busters: Waste Reduction Week Contest! Get your whole school community involved to collect as many used batteries as possible for your chance to win prizes that will help support future environmental initiatives at your school.

Four prizes will be awarded. \$1,500 for the school that collects the most used batteries; \$1,500 for the school that collects the most used batteries in relation to their school population; \$1,500 for the school with the most creative and original battery collection display; and \$1,000 will be awarded to one school

EcoKids contest promotion, in conjunction with Earth Day Canada, and online promotion of Earth Rangers Battery Blitz Mission results.

Industry Engagement



Left:
Call2Recycle's
booth and staff at
the SWANA
symposium.



Appendix C – Collection sites per Cities, Town and Municipalities

Collecting Sites per Cities, Towns and Municipalities		
Cities	Charlottetown	18
	Summerside	9
	TOTAL	27
Towns	Montague	2
	Alberton	1
	Cornwall	1
	Kensington	1
	O'Leary	1
	Souris	1
	Stratford	1
	TOTAL	8
Municipalities	Morell	1
	Bloomfield Station	1
	Dingwell Mills	1
	Elmsdale	1
	Murray River	1
	Fortune Bridge	1
	Wellington	1
	Slemon Park	2
	Tignish	1
	Wellington Station	1
	TOTAL	11
GRAND TOTAL : 46		
21 " Active"		
25 " Locator Only"		