

2013 Annual Report

to

Manitoba Conservation for the Province of Manitoba

Submitted by
Call2Recycle Canada, Inc.



Recharging the Planet. Recycling Your Batteries.™

call2recycle®

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1. About Call2Recycle Canada

Call2Recycle Canada Inc. is the Canadian arm of North America's first and largest battery stewardship program. Our program was established to fulfill the product stewardship obligations of battery manufacturers, manufacturers whose products contain batteries, and certain distributors and retailers of products as may be appropriate. Since 1997, Call2Recycle Canada has operated the best-in-class battery collection and recycling program in the country and today works on behalf of approximately 200 battery and product manufacturers (See [Appendix A](#)).

We collect and recycle batteries and cellphones from municipalities, businesses and consumers at no cost to them, and we promote environmental sustainability across North America. Our network of public and private collection sites, and sortation and processing partners ensure efficiency and cost-effectiveness so that **100% of the batteries we collect are diverted from landfill**. As such, Call2Recycle is the first program of its kind to receive the Responsible Recycling Practices Standard (R2) certification.

Since our inception, Call2Recycle has diverted more than 39 million kilograms of batteries and cellphones from the solid waste stream and currently has more than 30,000 collection sites throughout Canada and the U.S. Our convenient drop, seal and ship collection process makes recycling batteries as simple as possible for both consumers and program participants, so that anyone can be a partner in environmental stewardship.

In 2011, Call2Recycle[®] Canada was appointed by the Government of Manitoba to collect dry cell batteries weighing less than five kilograms from consumers in the province. Call2Recycle recovers batteries from consumers through more than 390 participating retail, manufacturing, government, environmental and business services organizations in Manitoba. Although we are not the Province's appointed program to collect cellphones in Manitoba, we do receive and accept them as part of our battery collection program.

The Call2Recycle program has been designed to achieve maximum awareness, participation, efficiency and cost-effectiveness to further the Province's environmental goals. We are committed to being a valued partner to Manitoba Conservation, the Province and its agencies to ensure continued alignment with provincial objectives.

As required by Manitoba Conservation, this 2013 annual report has been developed by Call2Recycle Canada to report on the waste management of batteries and cellphones collected between January 1, 2013 and December 31, 2013.

2. Raising Awareness

Call2Recycle Canada exists to divert batteries from the waste stream and increase battery recycling. We recognize that to achieve this goal we must build awareness of responsible battery management among consumers and also turn that awareness into action. Call2Recycle therefore employs an integrated, multi-channel approach to public awareness and action incentives.

With all of our promotions, we 1) highlight the importance and impact of battery and cellphone recycling as a key element of environmental responsibility, 2) demonstrate the convenience of the Call2Recycle battery and cellphone recycling program in Manitoba, and 3) encourage people to recycle their batteries with us.

2013 Highlight

Call2Recycle's university collection program diverted almost 19,000 kilograms of batteries from local landfills. The University of Manitoba was one of two post-secondary institutions to log the largest increase in collections -- up 85 per cent from the previous year!

Consumers benefit from Call2Recycle's extensive battery-specific education materials and promotions, which assist them in understanding how, where and why batteries should be recycled. We create fun and engaging events that demonstrate the convenience of disposing of household batteries through our program while also enabling consumers to return their batteries and increase provincial collections at the event.

We strategically select our promotional activities with a focus on both regional and national initiatives in order to achieve the most impact and value for money.

Regional Initiatives

In 2013, promotional activities for the Call2Recycle program in Manitoba included consumer-focused print and online advertising, as well as sponsorships of initiatives, events and teams.

For the third consecutive year, Call2Recycle Canada was a key sponsor of Green Manitoba's ecoCalendar, which is distributed to communities across the province and also available online. As part of this initiative, Call2Recycle provided eco-tips on responsible battery management and contributed advertising revenue to the Province's sustainability agency.

Call2Recycle was also present in the 2013 Green Guide, which was distributed in *The Globe and Mail* newspaper in April. Our full-page, colour advertisement provided a high-level overview of our program and a call-to-action to consumers, which directed them find to a drop-off location near them. We also ran a series of advertisements and advertorials in the spring and fall in various print publications, including the *Winnipeg*

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Free Press and Brandon Sun.

Call2Recycle's battery drives and promotional events have proven to be very effective vehicles for raising awareness and excitement for battery recycling. This year, we hosted a highly successful battery drive in partnership with the Winnipeg Public Libraries. During Waste Reduction Week (October 21 to 27, 2013), Winnipeg residents were invited to bring their used household batteries and cellphones to their local libraries as part of a friendly competition between neighbourhood branches.

All of the city's operating public libraries took part, and the competition was embraced thoroughly by the branches. Library staff seized the opportunity to creatively and uniquely display battery and recycling materials and to encourage library visitors to participate.

Efforts by the branches and by Call2Recycle to publicize the competition resulted in mentions by the city's Mayor, strong collection performance, and other positive indicators of public engagement. More than 3,300 kg of used batteries were collected during the week. St. Vital Public Library emerged victorious at the end of the competition, having collected a whopping 471 kg of used batteries. This success earned the library the honour of "Winnipeg's Waste Ace" by Call2Recycle. As the winner, St. Vital Public Library will receive a community bike rack worth \$1,000, to be installed and enjoyed by the public once the weather is cooperative.

Call2Recycle Canada's website statistics during October indicate that the Winnipeg Waste Ace contest and our online materials generated high interest and engagement from the public. Site activity analysis revealed these highlights:

- Our Waste Ace page was a destination for visitors, not just an accidental discovery. Of the people who visited the page, 74% landed on the page directly, indicating that our call-to-action URL in advertisements and promotional materials was effective in driving visitors to the page.
- Visitors to the Waste Ace page stayed on the page for close to two minutes—an extremely long time in web surfing terms. This implies that content on the page was interesting enough to hold surfers' attention.
- Once on the page, an extraordinarily high percentage of visitors stayed within the Call2Recycle site to investigate other pages. More than 40 per cent of the visitors

2013 Highlight

In total, 3,323kg of used batteries were collected at Winnipeg's 19 open library branches during Call2Recycle's friendly Waste Reduction Week competition. The winning branch, St. Vital Public Library, collected 471 kg of used batteries and will receive a community bike rack worth \$1,000 from Call2Recycle Canada in spring 2014.

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remained on the site to learn more about Call2Recycle and responsible battery management.

We know that no action is too small to have a positive impact on our environment and communities. Thus, Call2Recycle provided coaching and promotional items—including Frisbees, pencil cases and branded materials—to a community organizer in Birtle, MB. With this support, he hosted activities in May and September to raise awareness of battery recycling in his area, particularly among younger audiences whose recycling habits are still being formed.

Call2Recycle also makes effective use of regional partnerships as another avenue for raising awareness. In 2013, we continued our fruitful partnership with home improvement celebrity Shell Busey. Our regular advertisements and newsletter advertorials have become staples of his House Smart newsletter and podcast, giving his followers continual exposure to our sustainability messages. Shell also promotes Call2Recycle at various event appearances that he frequently makes in cities and towns across central and western Canada.

Our promotional efforts also embraced non-consumer audiences. We focused several activities on potential government partners. One such effort was advertising in the *AMM Municipal Leader*. This publication is the magazine of the Association of Manitoba Municipalities and reaches various municipal-level public sector workers.

We work with Green Manitoba in various ways to promote the battery recycling program. We make promotional items available for Green Manitoba to use at its discretion to engage more Manitobans in environmental sustainable activities.

In order to continue its success in the Province, Call2Recycle met with Green Manitoba and the other provincial Producer Responsibility Organizations (PROs) on a quarterly basis and attended the third annual forum organized in October, at which the provincial representatives and PROs discussed challenges and opportunities for stewardship plans across the province. Call2Recycle works closely with the other provincial stewards and, through these connections and collaborations, we ensure that we are aligned with the Province's goals and are well positioned to identify opportunities for partnerships that promote stewardship programs.

National Initiatives

Call2Recycle participated in several national initiatives designed to raise broad awareness of battery recycling and promote action locally.

Our relationship with Earth Day Canada, which launched in 2012, moved into its second year with the development of new tools to support children and their families to

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participate in battery recycling and to be wise battery consumers. We expanded the battery recycling content on Earth Day Canada's EcoKids website to include a new quiz and a battery recycling activity sheet for youth. These enhance the lesson plans to support teachers to educate students on batteries and responsible battery management. By making these resources available to teachers, we are able to have a greater reach, cascading information through traditional classroom and online learning avenues. The information on the website is designed to help students understand the batteries in the electronic devices they use, how they are made, how to take care of them and how to responsibly dispose of them when they are done.

As a Call2Recycle partner, Earth Day Canada actively promotes our program throughout the year as a key element of its recycling advice. In particular, leading up to and during the month of April—Earth Month—Earth Day Canada features Call2Recycle's battery education materials in its suggestions of how to “go green” and change consumer behaviour to benefit the planet.

Call2Recycle also sponsored the Team Moore women's curling team as they competed across the country in national and international tournaments. This young team is led by former Canadian and World Junior Champion Kristie Moore.

We also further promoted our program to industry insiders with a tradeshow booth at the Canadian Waste Sector Symposium and Expo in November. This event is increasingly recognized as the premier gathering for the waste management sector in Canada. It offered Call2Recycle staff three days of face-to-face exposure with decision makers and an excellent opportunity to showcase our program to leaders and government representatives from across the country.

At Call2Recycle, we believe it is important to publicly recognize organizations with exemplary battery recycling records, and to raise awareness of unique and successful activities that will inspire other corporations, municipalities and organizations to follow suit.

For the third year, our Leader in Sustainability Award honoured organizations that have demonstrated exceptional commitment to environmental sustainability through significant collection returns and promotion of recycling activities to their consumers and stakeholders. The Leaders in Sustainability—including four Manitoba-based organizations—were honoured on our website and in our newsletter. They also

2013 Highlight

Four Manitoba-based organizations were recognized by Call2Recycle Canada as Leaders in Sustainability in 2013. Manitoba Hydro, Miller Environmental, The Battery Man and Winnipeg Public Libraries received this honour, as well as award plaques and promotional materials to help them publicize this prestigious accomplishment.

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received plaques and supporting material to promote their accomplishment to their own audiences.

Call2Recycle recognizes that our collection site operators are integral to the growth of our battery recycling program and collection results. We focus considerable efforts on recruiting, educating and encouraging our operators to maximize their returned batteries. In addition to promotional materials that are regularly distributed to participating organizations, our newsletters and e-blasts provide updates on the activities of various partners across the country whose commitment to sustainability can prompt new ideas that drive further success for other partners.

In addition to all of these regional and national activities, Call2Recycle also engaged in the following initiatives throughout the year:

- Operating a Customer Service call centre that assists consumers to find drop-off locations, educates them about battery recycling and provides a variety of other battery-related information.
- Online advertising on various websites
- Distributing promotional items (e.g. bookmarks, consumer brochures)
- Maintaining a robust social media presence on Facebook and Twitter
- Producing regular email blasts
- Distributing a monthly newsletter to individuals who opt in through our website

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

3. Collections

3.1 Convenient Locations

Call2Recycle's convenient collection system includes drop-off locations throughout Manitoba, with a focus on areas of greatest population density. We combine public and private collection sites to maximize consumer convenience and program reach. In 2013, the number of Manitoba sites participating in the Call2Recycle program grew by roughly one-third, indicating increasing interest among organizations to expand their environmental activities.

Call2Recycle Collection Sites in Manitoba		
Private Collection Sites	Public Collection Sites	Total Collection Sites
262	133	395

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We strive to locate Call2Recycle collection sites where they are most likely to encourage participation. Various factors, such as population, proximity to consumers, ease of access, and the likelihood that consumers will associate batteries with the location (e.g. an electronics store) are some of our considerations when selecting a Call2Recycle collection site. Health and safety and, in some cases, a pre-existing battery and/or device return or exchange program within the location are also factors.

2013 Highlight

Four out of five Manitobans have a Call2Recycle collection box within 15 km of their home.

We employ this strategic approach because research into domestic and international battery recycling programs has shown that simply increasing or decreasing in the number of collection sites does not automatically lead to corresponding changes in the quantity of batteries collected. We therefore aim for best placement of our collection locations to maximize returns.

In 2012, Call2Recycle conducted research through Ipsos Marketing to better understand consumer recycling behaviour. Qualitative insights in the study revealed that consumers prefer to recycle close to their residence. As such, we developed a standard of 15 km of their residence to recycle materials. Based on this finding we assess the accessibility of our collection site network for the population of the Province. According to our analysis, as outlined in the chart below, four out of five Manitobans have a public Call2Recycle location within 15 kilometers of their residence*. We will continue to work on increasing the accessibility for residents of Manitoba.

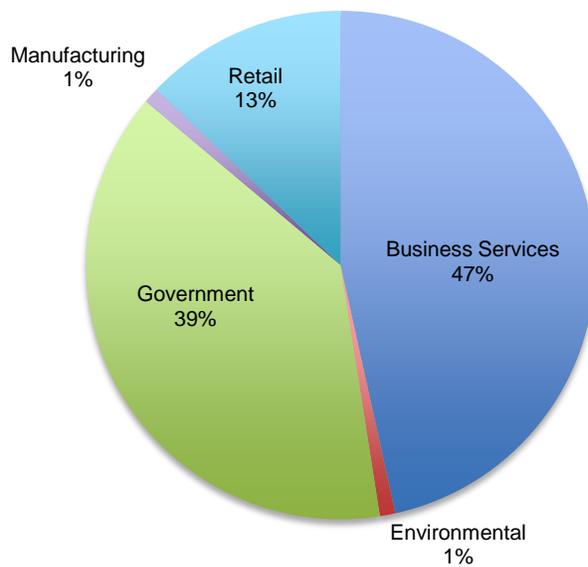
Call2Recycle Collection Site Accessibility		
Radius	Population	% of Population
>20 Kilometre Radius	207,122	17%
15-20 Kilometre Radius	38,644	3%
15 Kilometre Radius	962,502	80%
Total Population (2011)	1,208,268	100%

* The numbers were derived 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.

The following charts outline the various types of Call2Recycle collection sites and their representation as a percentage of all our collection locations.

Call2Recycle Collection Sites by Type		
Participating Sites by Channel	2013	Δ from 2012
Business Services	164	↑73
Government	138	↑29
Environmental	3	↓1
Manufacturing	4	=0
Retail	86	↑2
Other	0	↓2
TOTAL:	395	↑101

Participating Sites by Channel



3.2 Performance Results

Call2Recycle’s Manitoba All-Battery Recycling program has been in effect since April 2011. Through this program, residents can deposit any kind of household battery weighing less than 5 kg at any of our collection points.

In 2013, battery collections in Manitoba experienced solid growth, increasing by one-third over 2012 performance, however this fell short of projected targets for the province, as well as the 2013 Canada-wide growth of 90 per cent.

2013 Highlight

Call2Recycle experienced a 34% growth in battery collections in 2013.

Driven completely by single-use battery deposits, close to 15,000 more kilograms of batteries were collected in Manitoba during this 12-month period than in the previous year. In total, 59,174 kg of single-use and rechargeable batteries were collected across the province.

The table below outlines Call2Recycle’s Manitoba battery collections in 2012 and 2013:

2013 and 2012 Battery Collections by Weight			
Type	2013 Collections (kg)	2012 Collections (kg)	% Increase
Single Use (Primary)	44,670	28,986	54%
Rechargeable	13,539	14,356	-6%
Total	58,209	43,342	34%
CWTA*	965	151	
Total	59,174	43,493	36%

*Batteries collected by CWTA in Manitoba through their phone collections. Call2Recycle has also provided CWTA with the number of phones collected through our program in the province for their reporting.

As the previous chart reveals, Manitoba experienced a dip in rechargeable battery collections in 2013. This likely reflects a couple of consumer behaviours: In the absence of a battery recycling program, many consumers tend to hold on to used batteries, unsure of proper disposal processes. Our experience in other provinces where we have implemented an all-battery recycling program shows that in the first two years of the program high volumes of batteries are deposited. Then, in the third year, collections of rechargeable batteries level off as deposits begin to represent ongoing battery use. Continued improvements in battery longevity—particularly in the sphere of rechargeables, which power our most popular technological devices—also reduces the frequency that consumers need to bring their batteries to Call2Recycle boxes. There is also a trend among some large-scale used battery generators to consolidate their

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collections and take advantage of compensation programs available in neighbouring provinces.

The following chart compares the performance targets for this period set out in the All-Battery Collection and Recycling Plan against the actual collections achieved in 2013.

2013 Collection Rates vs. Plan Target		
Battery Type	2013 Collection Rates (By Weight in Kilograms)	
	Actual	Targets*
Single Use	44,670	84,000
Rechargeable	13,539	14,750
Total	58,209	98,750

**Due to the program's April 2011 launch, the target numbers above have been amended to align with the calendar year, reflecting 3 months of the 2012 targets and 9 months of the 2013 targets in the plan. This is consistent in each year's reporting since program launch.*

For the first time since program launch, Call2Recycle fell short of our collection targets for both rechargeable and single-use batteries despite the fact that overall collections continue to increase. As noted in the stewardship plan, as well as in previous annual reports and in ongoing consultations with Manitoba Conservation, performance targets were based on best estimates of batteries sold into the province and consumer recycling rates. These are problematic figures to arrive at due to a complex sales chain and limited knowledge in estimating consumer recycling behaviours. The targets set forth in the plan represented Call2Recycle Canada's best approximation at the time of plan submission, but in the years since the program launched, they have proven to be poor benchmarks. When the next plan is next up for renewal in 2015, Call2Recycle will have actual collection data to draw on to inform future targets.

As always, Call2Recycle will continue to actively promote the battery recycling program to consumers and participating locations in an effort to achieve greater results.

The Canadian Wireless Telecommunications Association (CWTA) manages the Province's official cellphone recycling program, Recycle My Cell, however Call2Recycle accepts cellphones through our battery collection boxes as well. This recycling option continues to be utilized by consumers, who deposited 3,060 cellphones this year—roughly the same as in 2012. Call2Recycle refurbishes cellphones that are in good, reusable condition and recycles the phones for which refurbishing is not a viable option.

Cellphone Collections (by count)		
2013	2012	% Change
3060	3,056	0.1%

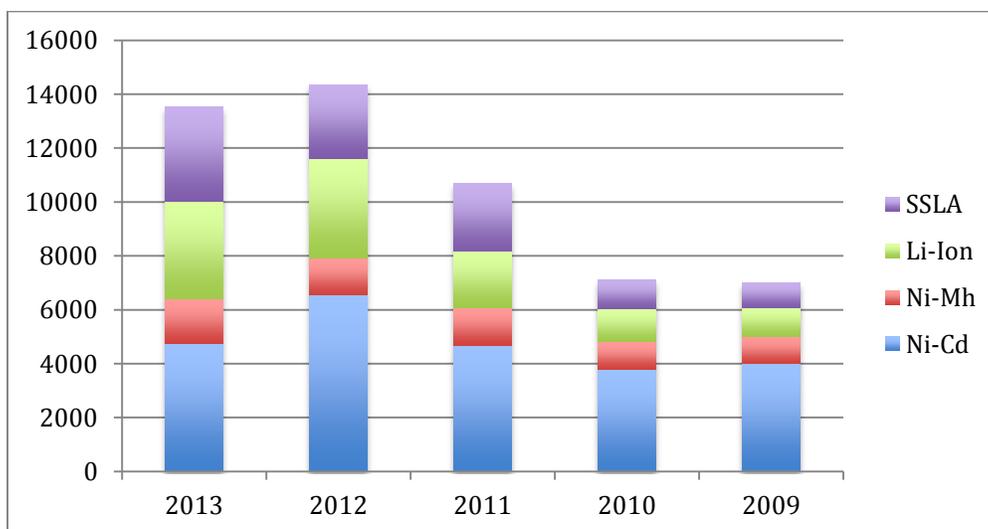
3.3 Collections by Chemistry

Among the rechargeable batteries collected this year, collections increased for Nickel-Metal Hydride batteries (commonly used in digital cameras and hand held games) and small sealed lead acid batteries (often found in computer systems and industrial/medical equipment). The two other common rechargeable battery types—Nickel-Cadmium and Lithium-Ion—both experienced a 27% and 3% decrease respectively.

Below is a summary chart and graph of Call2Recycle’s Manitoba battery collections by chemistry (in kilograms) from rechargeable batteries:

Battery Collections by Chemistry						
	2013	% Change	2012	2011	2010	2009
Ni-Cd	4,751	-27%	6,545	4,690	3,797	4,013
Ni-Mh	1,668	21%	1,377	1,398	1,021	997
Li-Ion	3,602	-3%	3,705	2,084	1,241	1,087
SSLA	3,519	29%	2,729	2,527	1,046	907
Rechargeable Chemistry Total	13,539	-6%	14,356	10,699	6,105	3,394

Battery Collections by Chemistry – Five-Year Review



Call2Recycle began collecting single-use batteries in 2011 when the All-Battery Program was launched and has experienced significant growth in single use collections since.

Below is a summary chart of the materials reclaimed from single-use batteries over the last two years.

Single Use Battery Collection by Chemistry (Kg)			
Material Name	2013	2012	% Change
Alkaline	43,822	28,312	72%
Lithium	848	673	26%
Mercury	0	0	--
Total	44,670	28,986	54%

4. Recovered Product Management and Material Processing

The traditional pollution prevention hierarchy—reduce, reuse and recycle—is less applicable to batteries than it is 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 opposes reconditioning Lithium-Ion batteries unless certain strict conditions pertaining to the reconditioning organization, safety testing and proper labeling are met. We believe that, when there is doubt on how best batteries can be made ready for reuse, that they should be recycled instead.

Recycling is the most viable means of keeping battery waste from entering landfills and the reclaimed materials that comprise batteries can be used in various products, such as batteries, cookware, appliances and hardware. The Call2Recycle program is able to efficiently and cost-effectively recycle batteries of all types. Through our efficient system, valuable minerals such as nickel, iron, cadmium, lead, and cobalt are extracted and prepared for re-use in new products. Our commitment is that no batteries collected through our program go to landfill.

When it comes to cellphones, Call2Recycle first seeks to refurbish the units, and if they are unsuitable for refurbishing, the phones are recycled. Approximately 90% of the cellphones we collect are recycled and processed for reclamation. No material managed through recycling is sent overseas, as per the requirements of the Basel Convention.

Call2Recycle Canada consistently partners with battery processors that only use the latest and proven-effective techniques for reclaiming materials. Our battery processing partners have passed a rigorous selection process to ensure that they comply with applicable environmental, health and safety, and transportation regulations. We constantly monitor the landscape to keep abreast of the activities and new capabilities within processing facilities in order to identify partnership opportunities as they emerge. We also regularly review processors to ensure that they are offering

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competitive pricing and can demonstrate an ability to adapt to increases in capacity.

The following chart shows the recovery efficiency rates for the processors currently used by the Call2Recycle program.

Battery Type	Rechargeable Battery Chemistry				Primary Chemistry	
	NI-CD	LI-ION	NI-MH	SSLA	ALKALINE	LITHIUM
Processor	Inmetco	Xstrata	Inmetco	Newalta, QC	Inmetco	Inmetco
% Material Recovered*						
To Metals	50%	27%	57%	72%	35%	50%
To co-product, aggregate	2%	0%	14%	0%	15%	37%
To Cadmium	12%	0%	0%	0%	0%	0%
To Secondary Recovery	4%	0%	5%	0%	25%	2%
Plastic Recovery or Reductant	12%	44%	10%	9%	8%	2%
Total Recovery, %	80%	71%	86%	81%	83%	91%
* Recovery rates provided by processor.						

5. Research and Development

Call2Recycle Canada is committed to continuously improving the performance of our battery recycling program.

We are always investigating advances in the recycling sector and exploring possibilities for greater automation of the consumer-to-materials-extraction process. This year, members of our team accompanied sortation partners to the United Kingdom to investigate reclamation technologies being utilized there and we have met with international processing partners in Atlanta to learn and share best practices that we can incorporate in Canada.

This year, we rolled out two significant development initiatives across North America involving bulk shipping and our Stock Keeping Unit (SKU). These have streamlined our processes and reduced waste and effort by our partners.

We launched an online Bulk Shipping Wizard, which includes online shipping templates for collection site operators. With the Wizard, these participants can enter site information online as well as details regarding their shipment, and the Wizard assists them with the required paperwork to reduce errors, maintain compliance with

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shipping regulations and ensure that all shipments are reported accurately.

Our SKU initiative brought increased automation to our fulfillment systems and has enabled participating sites to order only what they need (e.g. a shipment of battery collection bags, but no collection box) so that unnecessary materials are not supplied and discarded or left unused. The new SKU system also allows for better tracking of inventory.

6. Organizational Reports

To view Call2Recycle's 2013 Annual Report visit:

<http://www.call2recycle.ca/annual-report/>

Call2Recycle Canada's Audited Financial Statement is included as [Appendix C](#) to this document and can also be found in our 2013 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

RECHARGEABLE BATTERY STEWARDS (LICENSEES) OF THE CALL2RECYCLE PROGRAM – As of March 31, 2014

3M Company - OH&ESD
ACCO BRANDS CORPORATION
Acer America Corporation
Advanced Battery Systems, Inc.
Advanced Electronics Energy
Agilent Technologies
Alexander Technologies Europe
Allied Intl/Allied Tools
Alltrade Tools LLC
Alpha Source, Inc.
American Lawn Mower Co
American Toppower
Anton/Bauer
Apple, Inc
Applied Power Inc
Aved Electronics
Battery Specialties
BAYCO PRODUCTS
BCBGMAXAZRIA
Best Buy Canada
Bissell Homecare, Inc
Black & Decker Corporation
BlackBerry
Blount Inc.
BMR Group Inc.
BMW Canada Inc.
Bosch eBike Systems
Bose Corporation
BRAUN/P&G/GILLETTE
Brother International
Bushnell, Inc.
Canadian Tire Corporation, Ltd
Canon Canada Inc
Canon USA Inc
Casio America, Inc.
Cell-Con Inc
Century Optronic Inc.
Changzhou Globe Tools Co. Ltd.
Chervon Limited
Chrysler Canada Inc.
Cisco Systems Inc.
Clean Republic SODO, LLC
Columbia Sportswear Company
Conair Corporation
CO-OP Atlantic
Costco
DANTONA INDUSTRIES/ULTRALAST
Dell Inc
Digi-Key Corporation
Douglas Quikut
Duracell Canada (P&G)
Duracell/Div of P&G
Eastman Kodak Company
Eco-Stream Canada
Electrolux Home Care Products
Enerco Group Inc.
Energizer Canada
Energy Sales
EnerSys Delaware Inc.
Epson America, Inc.
ESI Cases & Accessories
Esselte Corporation
ETICA Battery Inc.
Eveready (Energizer)
Evergreen (C.P.) USA Inc
Excell Battery Company (W)
FDK AMERICA
Fedco Electronics, Inc.
FEIN POWER TOOLS INC
FESTOOL/TOOLTECHNIC SYSTEMS
Finish Thompson, Inc.
Flying Dragon Development Ltd.
Ford of Canada
Freight Security Net
FujiFilm Holdings America Corp
Fujitsu America
Funai Corporation Inc
Furukawa Battery Co Ltd
Garmin International, Inc
General Dynamics Itronix Corp
General Motors
Giant Tiger Stores Limited
Global Technology Systems, Inc
Gold Peak Ind Canada

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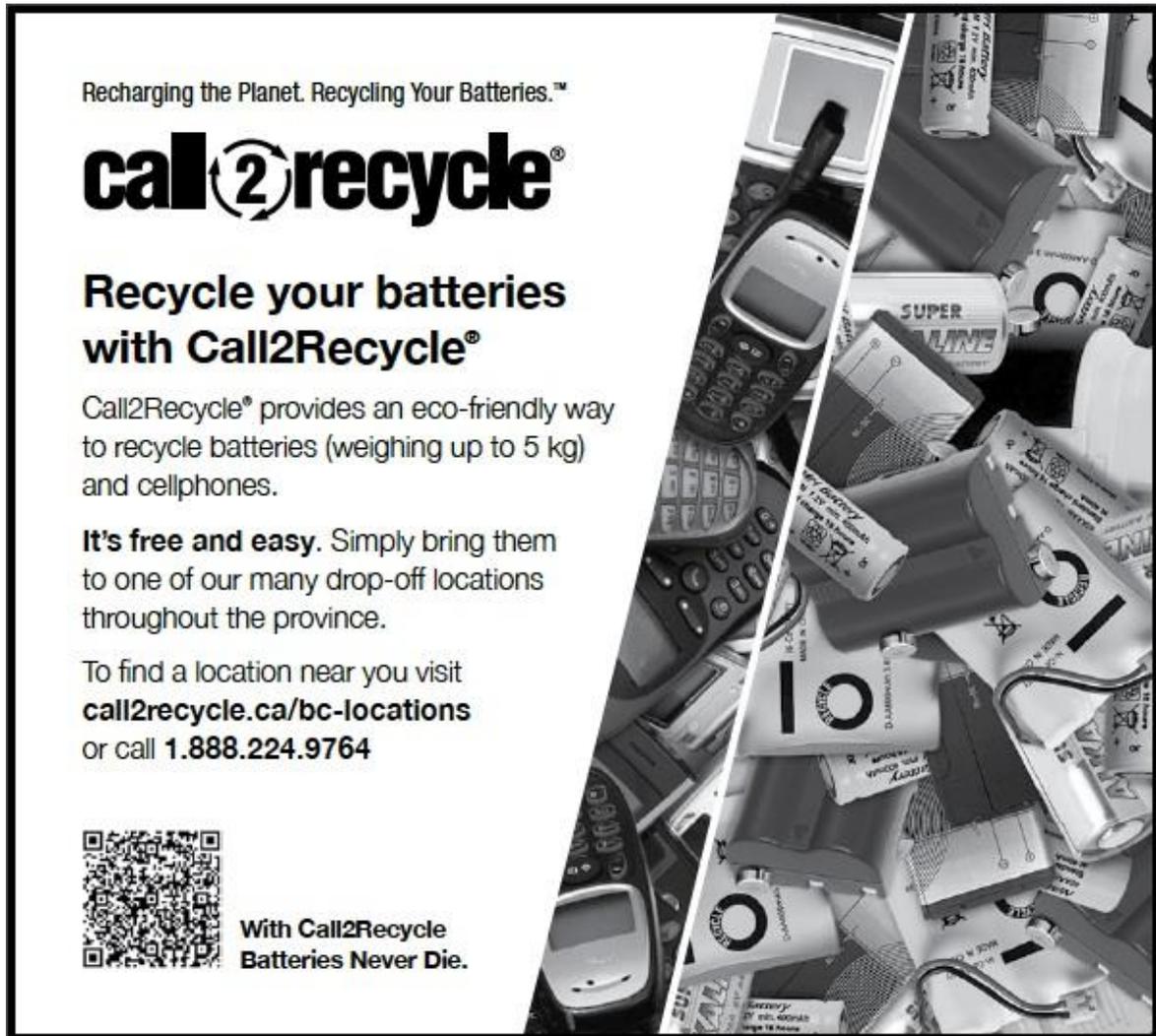
Gold Peak Industries (NA), Inc
GP Battery Marketing Inc.
Greatbatch Inc
GREEN SMOKE INC
GS Battery (USA) Inc.
Hasbro
Hewlett-Packard Company
Hilti (Canada) Corporation
Hilti, Inc.
HITACHI KOKI CANADA CO
Hitachi Koki USA Ltd
HOBBICO, Inc
Home Hardware
HoMedics
Honda Canada Inc.
Hot-Shot Div Miller Mfg Co
House of Batteries
HTC (High Tech Computer)
Hudson's Bay Co.
Hyundai Auto Canada Corp.
Icom America Inc
IDX System Technology Inc
Illinois Tool Works
Industrial Battery Service Inc
INSPIRED ENERGY LLC
Intec Industries Co. Ltd.
Intermetro Industries Corp
Invox Hardware Limited
iottie
iRobot Corp.
iTech
ITO Co., Ltd.
Jasco Products Company
JBRO BATTERIES INC
Jean Coutu Group Inc.
Jiawei Technologies (USA) Ltd.
JLG Industries Inc
Joas Electronics HK Co. Ltd.
JVC Americas Corp
Kenwood USA Corp
Kia Canada Inc.
Kodak Canada
L'Image Home Products Inc.
Lenmar Enterprises, Inc.
Lenovo
LEXEL BATTERY CO LTD
LG Electronics MobileComm USA
L'Image Home Products Inc.
Loblaw Inc.
Mag Instrument, Inc
MAKITA CANADA INC
Makita USA
Mattel
Maxell Corporation of America
McNair Technology Co., LTD
Measurement Ltd Inc
Meritool LLC
Metro
Microsoft
MILWAUKEE ELECTRIC TOOL CORP
Mitsubishi Motors of Canada
Motorola Solutions, Inc
Musco
National Power Corp
NEC CASIO Mobile Communication
Neptune Technology Group Inc.
Nexergy, Inc.
Nikon Canada Inc
Nissan Canada Inc.
Nokia Inc
Normark Innovtions Inc.
Novatel Wireless Inc
NU MARK LLC
Nylube Products Company LLC
O2COOL, LLC
Olympus Corp of the Americas
OnLive, Inc.
OOMA INC
Optex, Inc.
Palladium Energy
Panasonic Corporation
Panasonic North America Inc.
Pantech Co Ltd
PHILIPS CONSUMER ELECTRONICS
Physio-Control Corp.
Positec Tool Corporation
POWER PRODUCTS
PRIMARY BATTERY STEWARD CANADA
Professional Tool Products LLC
Progressive Technologies, Inc
Pure Energy
Quality One Wireless
Quantum Instruments, Inc.
Quickie Manufacturing Corp
Rapport, Inc. formerly Car-Go
Rayovac Canada (Spectrum Brands)

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RBRC OF CANADA
RESISTACAP
Ricoh Americas Corp.
Ridge Tool Company (RIDGID)
RKI Instrument, Inc
Robert Bosch Tool Corporation
Rocket Batteries Canada
RONA
Rozon Batteries Inc.
RRC POWER SOLUTIONS
Saft America Inc.
Samsung Electronics Co
SANYO Energy (USA) Corp.
Sato America Inc
Sears Canada
SEE CGREEN¹ GREENSMOKE
Sensidyne LP
Shenzhen Highpower Technology
Shenzhen LTT Electronic Co
Shoppers Drugmart Inc.
Sigma Corporation
Sirius XM Radio Inc
SmartPool, LLC
Snap-on Incorporated
Sobey's Canada
Sony Canada
Sony Electronics, Inc
SOUTHWICK TECHNOLOGIES INC
SPECTRUM BRANDS
SRAM, LLC
Stanley Hand Tools
STIHL INCORPORATED
STIHL LIMITED (CANADA)
Strand Europe Ltd
Streamlight, Inc.
Stryker Medical
SUNBEAM PRODUCTS
Suzuki Canada
Swissvoice S.A.
Target Canada
Technical Power Systems Inc.
Techtronic Industries Co Ltd
Techtronic Industries GmbH
TERRALUX INC
Test Rite Products Corp
Texas Instruments Inc
The Coleman Company
The Source
THE SOURCE (BELL ELECTRONICS)
The Toro Company
TNR TECHNICAL
TOCAD AMERICA
TOSHIBA AMERICA
Toyota Canada Inc.
Toys r us Canada
Traxxas L.P.
Trek Bicycle Corporation
TTEK ASSEMBLIES INC
ULTRALIFE CORPORATION
Uniden America Corporation
Unisys Corporation
UNITECH BATTERY LIMITED
Universal Power Group
VARTA Microbattery Inc.
Venom Group International
Vernier Software & Technology
Vizio Inc.
VTech Telecommunications Ltd
WACOM TECHNOLOGY CORP
Wahl Clipper Corp
Walmart Canada Corporation
Waveblade, Inc.
WINTONIC BATTERY & MAGNET CO.,
WOHLER USA
Xplore Technologies Corp.
Yiyang Corun Battery Co Ltd

Appendix B

Samples of Educational and Promotional Activities



Recharging the Planet. Recycling Your Batteries.™

call2recycle®

**Recycle your batteries
with Call2Recycle®**

Call2Recycle® provides an eco-friendly way to recycle batteries (weighing up to 5 kg) and cellphones.

It's free and easy. Simply bring them to one of our many drop-off locations throughout the province.

To find a location near you visit call2recycle.ca/bc-locations or call **1.888.224.9764**



**With Call2Recycle
Batteries Never Die.**

Call2Recycle's advertisement that appeared in various publications, including Winnipeg Free Press and Brandon Sun

Advertising on page 39 of *The Globe and Mail Green Guide* 2013

Ridding your life of toxins
By Gill Deacon
Author of *There's Lead in Your Lipstick: Toxins in Our Everyday Bodycare and Home*

every surface with, and just as we're creating long-term health challenges for ourselves and our children by feeding them "convenience" foods in packages and cans, we're also making ourselves into walking science experiments with every dab of the night cream and sweep of the blush brush.

The list of untested chemicals with known health risks is long and ob-so-letely flab, but here are a few big ones to avoid: parabens (common chemical preservatives linked to hormone disruption), phthalates (chemicals used to make scented products hold their smell longer, found in most fragranced products) and triclosan (found in most antibacterial soaps and sanitizers).

The good news is there are options. With every passing day, there are more and more companies making truly safe, natural products (as opposed to the greenwash out there trying to pass as such). But the onus is on you to read labels, educate yourself about companies with sustainable and natural business practices, and find products that work for you and your family. Read books like mine to grow your awareness of what ingredients to avoid and what natural alternatives work best.

You don't have to give up looking beautiful or smelling good just to avoid the toxic load of conventional personal care products. Natural and organic makeup and bodycare products are effective and luscious, without the chemical bath.

Monday, Canadian laws might protect consumers from exposure to untested, unsafe ingredients linked to health concerns like lead. In the meantime, we can protect ourselves and our families by reading labels, using our chemical body burden, and staying clean and beautiful — naturally!

Unleash a barely-walker card for the best natural brands to buy. For and worst chemical offenders to avoid, at www.thegreenguide.com

Earth Day CANADA
ROMA
Sustainable Living
CAA
Call2Recycle

Recharging the Planet. Recycling Your Batteries.™
call2recycle®

**Make Every Day Earth Day.®
Recycle your batteries with Call2Recycle.**

Call2Recycle® provides an eco-friendly way to recycle batteries and cellphones.

It's free and easy. Simply bring your batteries (weighing up to 5kg) and cellphones to one of our many convenient drop-off locations.

To find a location near you, visit call2recycle.ca/GG-April or call **1.888.224.9764**

Earth Day CANADA

Call2Recycle, proud partner of Earth Day Canada. Working together towards a greener planet.

With Call2Recycle Batteries Never Die.

The Green Manitoba EcoCalendar and Call2Recycle materials

2014 ECO Calendar
Green Manitoba
NOW
Manitoba

ECO TIPS
20

Recycle your batteries. The 1st step is separating the batteries through the use of a battery recycling bin. The 2nd step is to ensure the batteries are properly recycled. For more information visit www.call2recycle.ca

Recharging the planet. Recycling your batteries.™

call2recycle®

**With Call2Recycle®
Batteries Never Die**

**Help your municipality recycle
batteries with Call2Recycle®**

As a recognized leader in the environmentally safe collection and recycling of batteries and cellphones, Call2Recycle provides a simple and efficient approach to the entire process.

For more information visit
call2recycle.ca/mleader
or call **1.888.224.9764**



Advertisement in AMM Municipal Leader

Call2Recycle 2013 Annual Report to
Manitoba Conservation

Winnipeg Public Libraries took various creative approaches for their
Call2Recycle Waste Reduction Week competition displays



Call2Recycle 2013 Annual Report to
Manitoba Conservation



Curling sponsorship: Sarah Wilkes for Team Moore



Shell Busey Website promotion



Earth Day Canada Website article



Appendix C

Audited Financial Statement

CALL2RECYCLE, INC AND AFFILIATE (Formerly known as Rechargeable Battery Recycling Corporation and Affiliate)
Condensed 2013 and 2012 Combined Financial Statements

Condensed Combined Statements of Financial Position
Reported in U.S. Dollars

	2013			2012
	(\$'000)			(\$'000)
Years Ended December 31,	USA	Canada	Combined	Combined
ASSETS:				
Cash and cash equivalents	\$ 149	\$ 13	\$ 162	\$ 360
Receivables, no allowance deemed necessary	2,676	1,109	3,785	3,972
Due from (to) affiliate	308	(308)	-	-
Prepaid expense and other assets	401	125	526	424
Long-term investments	25,480	-	25,480	22,576
Net property and equipment	213	11	224	292
Total Assets	29,227	950	30,177	27,624
LIABILITIES and NET ASSETS				
Accounts payable and accrued expenses	1,032	717	1,749	1,544
Unearned revenue	7,056	-	7,056	7,079
Total liabilities	8,088	717	8,805	8,623
Net assets				
Undesignated	21,139	174	21,313	19,083
Board designated	-	233	233	-
Cumulative translation adjustment	-	(174)	(174)	(82)
Total net assets	21,139	233	21,372	19,001
Total liabilities and net assets	\$ 29,227	\$ 950	\$ 30,177	\$ 27,624

INDEPENDENT AUDITORS' REPORT

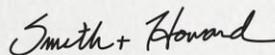
Board of Directors

Call2Recycle, Inc. (formerly the Rechargeable Battery Recycling Corporation and Rechargeable Battery Recycling Corporation of Canada)

We have audited, in accordance with auditing standards generally accepted in the United States of America, the combined statement of financial position of Call2Recycle, Inc. and Call2Recycle of Canada (non-profit organizations) as of December 31, 2013 and 2012, and the related statements of activities, changes in net assets, and cash flows for the years then ended (not presented herein); and in our report dated April 14, 2014, we expressed an unqualified opinion on those combined statements.

In our opinion, the information set forth in the accompanying condensed combined financial statements is fairly stated, in all material respects, in relation to the combined financial statements from which it has been derived.

April 14, 2014




**Call2Recycle 2013 Annual Report to
Manitoba Conservation**

CALL2RECYCLE, INC AND AFFILIATE (Formerly known as Rechargeable Battery Recycling Corporation and Affiliate)
Condensed 2013 and 2012 Combined Financial Statements

Condensed Combined Statements of Activities and Changes in Net Assets
Reported in U.S. Dollars

	2013			2012
	(\$'000)			(\$'000)
Years Ended December 31,	USA	Canada	Combined	Combined
OPERATING ACTIVITIES:				
Revenue				
License fees	\$ 9,251	\$ -	\$ 9,251	\$ 9,106
Primary battery collection program fees	-	5,567	5,567	3,728
Recovered metals proceeds, net	1,569	285	1,854	2,332
Other	340	-	340	281
Total Revenues	11,160	5,852	17,012	15,447
EXPENSES:				
Program expenses				
Collection and recycling	6,904	4,546	11,450	10,309
Public education	1,392	386	1,778	2,360
Seal administration	201	21	222	253
Total program expenses	8,497	4,953	13,450	12,922
Management and general expenses	2,130	1,382	3,512	3,139
Total Expenses	10,627	6,335	16,962	16,061
Increase (decrease) in unrestricted net assets before non-operating activities	533	(483)	50	(614)
Non-operating activities:				
Intercompany fees	(703)	703	-	-
Investment Income	2,412	-	2,412	2,028
Increase in unrestricted net assets	2,242	220	2,462	1,414
Unrestricted net assets, beginning of year	18,897	104	19,001	17,601
Translation adjustment	0	(91)	(91)	(14)
Unrestricted net assets, end of year	\$ 21,139	\$ 233	\$ 21,372	\$ 19,001