

1. Background:

Call2Recycle® Canada submitted an Industry Stewardship Plan (ISP) to Waste Diversion Ontario (WDO) on June 26, 2013 to manage the consumer battery diversion program in Ontario on behalf of over 200 companies. It is expected that WDO will make a decision on this Plan by the end of September 2013.

2. Why the Call2Recycle ISP Should be Approved by WDO:

- **Call2Recycle® Canada has the overwhelming support of stewards.** Call2Recycle® Canada has earned the respect and unwavering support of industry for its effective and efficient program which is how product stewardship programs are traditionally selected.
- **Call2Recycle® Canada is the most experienced and successful battery stewardship program on the continent.** Founded 19 years ago, the program is viewed, both domestically and internationally, as a model for successfully fulfilling product stewardship obligations. From processing standards to collections, from data reporting to environmental compliance, the program enjoys a well-earned reputation for its quality and effectiveness. British Columbia, Quebec and Manitoba have acknowledged this in approving the program in its Provinces.
- **This ISP is the only available mechanism to optimize collections.** Call2Recycle® Canada will manage an all battery program and has a funding stream for both single-use and rechargeable batteries. No other organization has this financial backing. As data in British Columbia, Quebec and Manitoba clearly indicate, collecting all batteries and not just primary batteries is the only way to minimize consumer confusion and optimize collections.
- **Call2Recycle® Canada is a Canadian program.** It is Toronto-based, with a Canadian Board, heavily relying on Ontario jobs. Since it operates nationally, the program's reach minimizes confusion amongst retailers and consumers by providing a uniform national message. Plus, the volume of batteries collected generates even greater efficiencies than a provincially based program can ever achieve, lowering costs that are ultimately borne by the consumer.
- **The (retail) collection footprint is unmatched.** With over 1000 retail collection locations in the Province, the Call2Recycle® Canada program and its retail partners are uniquely positioned to educate consumers and drive collections. We strive for a standard of 95% of the population residing within 15 kilometers of a public collection site. This footprint includes collection locations in all 23 Ministries plus Queen's Park.
- **Call2Recycle® is financially strong and well managed.** With \$20 million in reserves and no debt, the program has financial resources to ensure a well-run and effective program. Financial strength combined with its talented Canadian Board ensure that there is no risk to vendors, no issue on late payments and no need to ever seek financial support from the Ministry.
- **The Call2Recycle® brand is established and visible.** Through many years of investment in promotion and education, along with constant measurement of brand awareness, the program can demonstrate a more meaningful and effective message in the marketplace.
- **Call2Recycle® Canada is committed over time to meeting the targets.** Call2Recycle® Canada will execute a best in class operational plan including substantial investment in professional and proper transitions in a fair and equitable manner in order to meet collection targets.
- **Finally, Call2Recycle® Canada has been, and will continue to be, the most cost-effective option in the marketplace.** The data proves this and battery stewards recognize it - which is why the program has their unequivocal support.



Recharging the planet. Recycling your batteries.™

3. Affecting the Marketplace:

Call2Recycle® Canada is committed to a transparent and objective process to select battery processors based on a combination of their experience, environmental performance, recycling efficiency and costs. Upon approval of this ISP, Call2Recycle® Canada will again issue an RFP to determine the interest and competitive of primary battery processors. To mitigate concerns of transparency, Call2Recycle® Canada will consider the formation of an advisory group to oversee the award of this and potentially other key vendor selections.

Call2Recycle® Canada is committed to a fair, effective and efficient transition with the current Service Provider.