

Ontario Consumer Battery Industry Stewardship Plan (ISP) Frequently Asked Questions

Q: Who is Call2Recycle?

A: Call2Recycle® Canada, a not-for-profit organization, is a leading stewardship program collecting consumer batteries (single-use and rechargeable batteries) in Canada, including Ontario, since 1997. Since inception, Call2Recycle has collected in excess of 4.2 million kilograms of batteries across Canada, including 1.6 million kilograms in Ontario. Call2Recycle, in conjunction with Staples Advantage, collects batteries from all Ontario Ministries and Queen’s Park. Call2Recycle Canada is the government-recognized stewardship program in British Columbia, Manitoba and Quebec.

Q: How is Call2Recycle supported?

A: For almost 20 years, over 200 industry stewards have trusted Call2Recycle to serve as their solution to ensure that the batteries (or products containing batteries) they are introducing into the marketplace, are being responsibly, effectively, and efficiently managed when they reach their end of life. Call2Recycle Canada is fully funded by these industry stewards and it does not pass on “eco-fees to consumers.

Q: What is included in Call2Recycle’s ISP?

A: Call2Recycle’s ISP provides a comprehensive approach on how the organization will successfully divert and handle used batteries – single-use and rechargeable – in Ontario, leveraging its almost 20 years of experience in collecting batteries. The ISP includes specific details on its program design (from materials management to promotion and education), collection targets, performance monitoring and reporting, program costs and how the program will be financed. The ISP also contains a transition plan that ensures key stakeholders experience a seamless conversion from its existing service provider to Call2Recycle. The ISP can be read in its entirety at www.call2recycle.ca/ontario.

Q: Why should Call2Recycle Canada be formally approved to manage the consumer battery diversion program in Ontario?

A: 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 well-earned reputation by approving the program.

Call2Recycle Canada is committed to meeting the targets. Call2Recycle Canada will execute a best in class operational plan to meet targets which includes substantial investment to ensure a smooth transition to the new program. It commits to doing so in a fair and equitable manner.

Call2Recycle Canada will optimize collections. Call2Recycle Canada will manage an effective all-battery program and has a funding stream for both single-use and rechargeable batteries. No other organization has this financial backing.

Q: How will Call2Recycle Canada engage stakeholders to ensure a seamless transition?

A: Call2Recycle Canada commits to managing a smooth and fair transition from the current program operator and ensures that key stakeholders, such as municipalities, would be well served and reimbursed for costs, as appropriate, similar to practices performed in other provinces.

Q: How will approving Call2Recycle Canada as the consumer battery program provider in Ontario affect the marketplace?

A: Call2Recycle Canada is committed to a transparent and objective process to select battery sorters and processors based on a combination of factors, including experience, environmental performance, recycling efficiency, and costs. Upon approval of this ISP, Call2Recycle Canada would issue an RFP to determine the interest of primary battery processors. To mitigate concerns of transparency, Call2Recycle Canada would form an advisory group to oversee the award of this RFP and potentially other key vendor selections.

Q: How will Call2Recycle Canada educate Ontarians and drive collections?

A: Consumer Convenience and Streamlined Messaging: Currently single-use and rechargeable battery diversion programs are separate. Bundling single-use and rechargeable batteries would inevitably improve diversion based on convenience and message clarity to consumers.

The collection footprint is unmatched: Call2Recycle Canada currently operates approximately 1,500 collection sites in Ontario, including many large national retailers within a few kilometers of the vast majority of the Ontario population. The Call2Recycle Canada program and its collection site partners are uniquely positioned to educate consumers and drive collections. The program strives for an accessibility standard of 95% of the population residing within 15 kilometers of a public collection site.

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 effectively deliver its battery diversion messages to the public.

Q: What other benefits can Ontario expect if Call2Recycle Canada becomes the recognized consumer battery program?

A: Economic Development: Call2Recycle Canada is a Toronto-based Canadian program, with a Canadian board, relying heavily on Ontario employees. The volume of batteries collected generates even greater efficiencies than a provincially-based program could ever achieve. Call2Recycle Canada would continue to support and expand Ontario-based companies and would also expand its Toronto office.

Improved Performance (Less Batteries in Landfills): Ontario’s battery diversion targets are not currently being met. Call2Recycle’s experience, consumer accessibility, collection site convenience, bundling of consumer batteries, and public education efforts would increase diversion rates beyond current levels.

Industry Responsibility for Rechargeable Batteries: Currently no obligated program exists for the collection of rechargeable batteries in Ontario. The approval of Call2Recycle’s ISP would provide the opportunity to formalize the collection of consumer rechargeable batteries and increase diversion without obligation from any levels of government. Over 200 rechargeable battery industry stewards, through Call2Recycle, would voluntarily assume responsibility for the rechargeable batteries.