

New Brunswick 2016 Annual Report

Prepared:

May 30, 2017

Submitted by:

Call2Recycle Canada, Inc.

Submitted to:

Department of Environment and Local Government

call  recycle[®]

Leading the charge for recycling.™

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1. Executive Summary

The Call2Recycle battery collection program produced a very strong year in New Brunswick in 2016. Thanks to a concerted effort to improve access to Call2Recycle collection sites for New Brunswick residents, as well as a strategic and coordinated marketing campaign to raise awareness and drive action, collections of used batteries topped the 100,000 kg mark for the first time ever in the province. This total represents a 23% increase over the previous year, and almost doubles Canada's national growth average of 12% for battery collections this year.

The number of active collection locations in the province also grew notably this year, from 160 in 2015 to 201 in 2016. With this increase, 76% of New Brunswick residents now have access to a Call2Recycle collection location within 15 kilometers of their home. In addition, four New Brunswick-based organizations were recognized by Call2Recycle as leaders in sustainability for their strong collections and active promotion of battery recycling.

For the first time ever, Call2Recycle's annual battery collection topped 100,000 kg in New Brunswick.

This year's results represent the third consecutive year of double-digit growth for the Call2Recycle battery collection program in New Brunswick. This year's success was fueled by our efforts to reach consumers who do not recycle their batteries when disposing of them and to households that hold onto large quantities of used batteries. Thanks to 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.

Call2Recycle remains dedicated to providing the Province and its 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. We are proud of the successes we've garnered this year and expect to achieve even greater impact in the years ahead.

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 more than 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 landfill, we have developed a network of public and private collection facilities across New Brunswick at which consumers, municipalities, 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 more than 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 landfill. Collections in New Brunswick have grown from the modest 21 kg of batteries gathered in 1998 to more than 379,000 kg accumulated in the ensuing years. We are committed to building maximum awareness, participation, efficiency and cost-effectiveness, and to being a valuable partner to the Province.

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

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 into consumers awareness and behaviors regarding battery recycling in major Canadian markets, 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 and regional 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 across the country in which 2 New Brunswick schools registered and collected over 650 kg. The fall drive generated 13,294 kg from which 4 NB schools registered and collected 772 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 four New Brunswick-based organizations with our 2016 Leader in Sustainability Award. Atlantic Industrial Services, Blizzard Technologies Inc., Go Deep International and Southeast Regional Service Commission received this award for their 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 appellarecyclers.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, 3,794 visitors from New Brunswick went to our English site and another 329 visited the French site. The New Brunswick section of the sites garnered 494 visits, 258 of these being unique visitors. The website also continues to be a popular resource for people looking to find a drop-off location close to them. In 2016, 15,439 drop box searches were conducted on the site in New Brunswick.

More than 15,000 New Brunswick drop box searches were conducted on the Call2Recycle website in 2016.

3.2 Provincial 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. New Brunswick had a great participation at the symposium which created great interactions with businesses and municipalities.

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 New Brunswick:

- Operates a bilingual 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.
- 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 New Brunswick 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](#).

We added 41 more Call2Recycle collection sites in New Brunswick in 2016, from 160 to 201.

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 New Brunswick | | | |
|--|------------|------------|-------------|
| | 2016 | 2015 | Change |
| Public | 65 | 54 | ↑18% |
| Private | 136 | 106 | ↑28% |
| Total | 201 | 160 | ↑25% |

In 2016, the number of active Call2Recycle drop-off locations increased across the province, from 160 in 2015 to 201 this year. Active collection sites are defined as those that have shipped at least one receipt (a full box of batteries) within the past 12 months, or any site that has enrolled in the program during the past 365 days regardless of receipt. The increase in sites reflects Call2Recycle's efforts to make recycling batteries as convenient as possible for New Brunswick residents across the province.

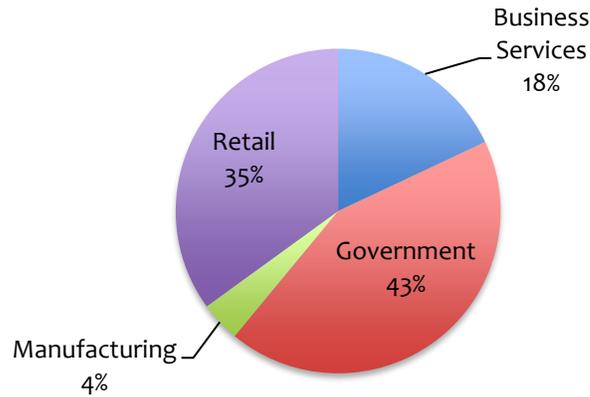
The following chart breaks out Call2Recycle's collection sites in New Brunswick by sector.

| Active Collection Sites by Sector | | | | |
|-----------------------------------|------------|------------|----------------------|----------------------|
| Sector | 2016 | 2015 | # Increase/ Decrease | % Increase/ Decrease |
| Business Services | 36 | 61 | ↓25 | ↓41% |
| Government / municipalities | 86 | 37 | ↑48 | ↑130% |
| Manufacturing | 8 | 8 | - | - |
| Retail | 71 | 53 | ↑17 | ↑32% |
| Unknown | 0 | 1 | ↓1 | ↓100% |
| Total | 201 | 160 | ↑39 | ↑25% |

*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 followed by retail sites.

Active Sites by Channel



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, 76%¹ of New Brunswick 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

For the first time since Call2Recycle began collecting used batteries in New Brunswick, collections exceeded 100,000 kg for the year. This quantity represents a 23% increase over collections in 2015. While rechargeable battery deposits outpaced primary (single use) batteries in collection growth, primary batteries were deposited at more than five times the number of rechargeable batteries. The table below compares the collection performance for 2016 and 2015 in New Brunswick.

| Call2Recycle Collections by Weight (kg*) | | | |
|--|------------------|------------------|-------------|
| Type | 2016 Collections | 2015 Collections | % Change |
| Primary (Single Use) | 85,236 | 69,569 | ↑20% |
| Rechargeable | 15,638 | 12,403 | ↑26% |
| Total | 100,874* | 81,973* | ↑23% |

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

| Collections Primary & Rechargeable Batteries (kg) | | |
|---|------------------|-----------------------------|
| | 2016 Collections | 2016 Collections per Capita |
| Primary | 85,236 | 0.11 |
| Rechargeable | 15,638 | 0.02 |
| Total | 100,874 | 0.13 |

* Based on Statistics Canada the population in New Brunswick for 2016 was 756, 800 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. Among rechargeable batteries, all battery compositions—except for Nickel-Cadmium—grew considerably. Among primary collections, alkaline batteries drove the overall increase, while Lithium batteries deposits dropped by more than one-quarter.

| Rechargeable Battery Collection by Chemistry (kg*) | | | |
|--|----------------|----------------|-------------|
| Material Name | 2016 | 2015 | Change |
| Ni-Cd | 7,909 | 7,782 | ↑2% |
| Ni-Mh | 1,992 | 1,333 | ↑50% |
| Li-Ion | 3,534 | 2,089 | ↑69% |
| SSLA | 2,202 | 1,200 | ↑84% |
| Rechargeable Chemistry Total | 15,638* | 12,403* | ↑26% |

* 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 Battery Collection by Chemistry (kg*) | | | |
|---|---------------|----------------|-------------|
| Material Name | 2016 | 2015 | % Change |
| Alkaline | 83,399 | 67,051 | ↑24% |
| Lithium | 1,837 | 2,519 | ↓27% |
| Total | 85,236 | 69,569* | ↑23% |

* 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 25 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 New Brunswick 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, New Brunswick's Ministry of Environment and Local Government, 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.

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.

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

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

| Battery Type | Rechargeable Battery Chemistry | | | Primary Chemistry | |
|---|--------------------------------|-------------|-------------|-------------------|-------------|
| | 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,

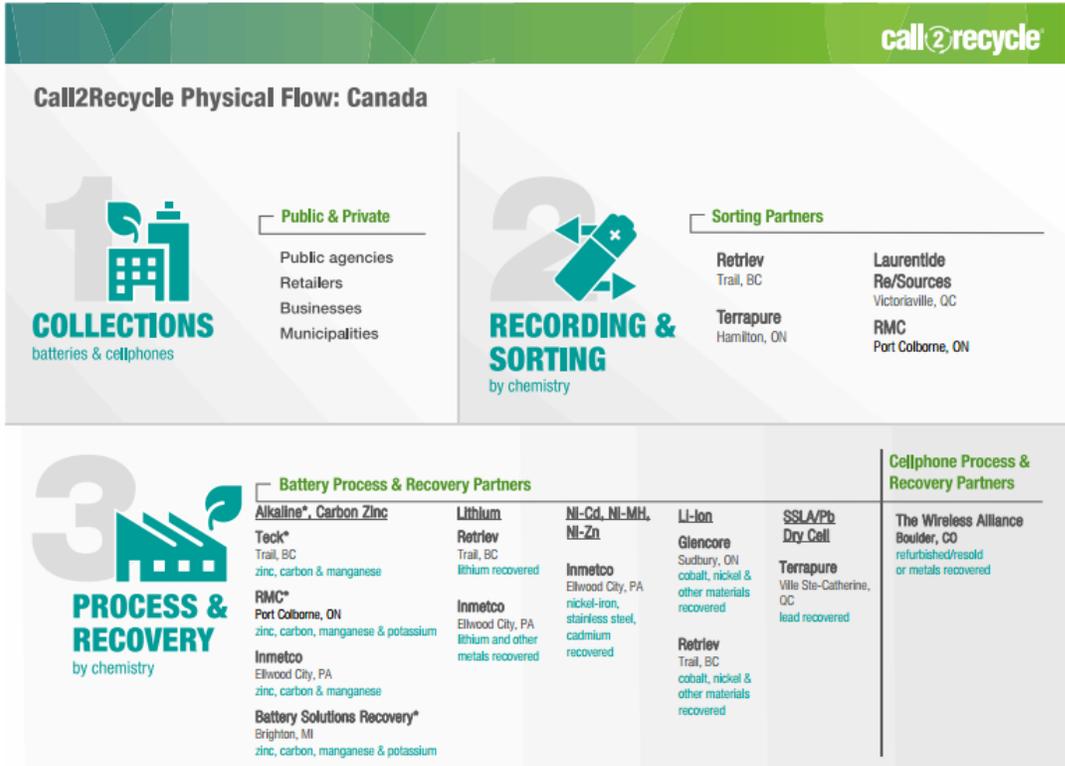
valuable metals such as nickel, iron, cadmium, lead, and cobalt can be reclaimed. These are sold back to the metals market for use in various products, such as new batteries, cookware, appliances, and hardware.

| 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 14 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 to this document. In addition you will find in [Appendix D](#) a Statement of Revenue and Expense for New Brunswick.

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

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 Group 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 Innovtions 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.](#)



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

[Click for details.](#)



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




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 by Regional Service Commissions

| Collecting sites by Regional Service Commissions | | | | | |
|--|-----------------------------|-----------------------|--------------------|---------------------|----------|
| 1- Northwest | Clair | 1 | 8 | Hampton | 1 |
| | Grand-Sault/Grand Falls | 1 | | Havelock | 1 |
| | Edmundston | 1 | | Sussex | 4 |
| | Rivière-Verte | 1 | | TOTAL | 6 |
| TOTAL | 4 | | | | |
| 2- Restigouche | Atholville | 1 | 9- Fundy | Rothesay | 2 |
| | Balmoral | 1 | | Saint-John | 37 |
| | Dalhousie | 3 | TOTAL | 39 | |
| | Upsalquitch | 1 | 10- Southwest NB | Blacks Harbour | 1 |
| TOTAL | 6 | Maces Bay | | 1 | |
| 3- Chaleur | Bathurst | 9 | | McAdam | 1 |
| | Belledune | 1 | | St. Andrews | 3 |
| | Belleville | 1 | | St. George | 1 |
| | South Tetagouche | 2 | St. Stephen | 4 | |
| TOTAL | 13 | TOTAL | 11 | | |
| 4- Acadian Peninsula | Caraquet | 4 | 11 | Bayside | 1 |
| | Grande-Anse | 1 | | Cambridge-Narrows | 1 |
| | Lemeque | 1 | | Chipman | 1 |
| | Paquetville | 1 | | Fredericton | 35 |
| | Shippagan | 2 | | Hanwell | 1 |
| | Tracadie-Sheila | 4 | | Lincoln | 1 |
| | TOTAL | 13 | | Minto | 2 |
| 5- Greater Miramichi | Baie Ste-Anne | 1 | | Nackawic | 1 |
| | Doaktown | 1 | | Oromocto | 4 |
| | Miramichi | 8 | | Village of Gagetown | 1 |
| TOTAL | 10 | TOTAL | | 48 | |
| 6- Kent | Kouchibouguac National Park | 1 | 12 | Bath | 1 |
| | Rogersville | 1 | | Debec | 1 |
| TOTAL | 2 | Florenceville-Bristol | | 3 | |
| 7- Southeast | Berry Mills | 1 | | Hartland | 1 |
| | Dieppe | 2 | | Perth-Andover | 1 |
| | Memramcook | 1 | | Woodstock | 6 |
| | Moncton | 26 | TOTAL | 13 | |
| | Port Elgin | 1 | GRAND TOTAL | 201 | |
| | Riverview | 1 | | | |
| | Sackville | 1 | | | |
| Shediac | 3 | | | | |
| TOTAL | 36 | | | | |