



## New Brunswick Battery Recycling Fact Sheet



- Call2Recycle Canada has 304 collection sites in communities across New Brunswick. In 2017, 232 of these sites were active participants in battery recycling programs.
- Batteries are collected and sorted and then recycled. The valuable metals and materials from the old recycled batteries are used in the manufacturing of new products, including batteries. Nothing ends up in landfills.
- Call2Recycle has established collection sites in New Brunswick, including retailers such as Canadian Tire, The Source, Sobeys, The Home Depot, Staples, as well as many municipalities.
- In 2017, 94,287 kg of batteries and cell phones were recycled in New Brunswick.
- Ten (10) New Brunswick schools participated in 2017, collecting 2,146 kg of used batteries—one-third of which came from Birchmount School, which won a pizza party as a result.
- Since the program launched in 2000, over 475,000 kg of batteries have been collected and recycled in New Brunswick.
- 76% of New Brunswick residents live within a 15 km radius of an available drop-off site.
- 2,990 New Brunswick residents actively engaged with our Call2Recycle.ca website in 2017. This amounted to 3.6% of the total visitors. Consumers made 5,752 searches on the Call2Recycle collection box locator to find a box near them in New Brunswick.
- Fredericton contributed 763 new users and Moncton contributed 587 new users to our website in 2017. These cities ranked 16<sup>th</sup> and 21<sup>st</sup> in Canada respectively.
- Call2Recycle recognized 2 New Brunswick-based organizations with its 2017 Leader in Sustainability Awards for each collecting more than 38,500 kg of used batteries this year. They will all be honored for their strong battery recycling performance and continuous efforts to promote recycling activity.

