

2021⁺

Annual Report

Evolving our mission
for an evolving world.



Call2Recycle Canada, Inc.

Changing habits. Inspiring action.™

Call2Recycle Canada, Inc. Board Directors & Management Team (at close of 2021)

Independent Board Directors

Norman Clubb, Chair
Chair, Board of Directors
Chair, Executive Committee

Annalise Czerny
Independent Director

James McPhedran
Independent Director

Alan Moyer
Chair, Finance Committee
Executive Committee

Tim Reuss
Canadian Automobile Dealers
Association

Harriet Velazquez
Velazquez Consulting Inc.
Chair, Governance Committee
Executive Committee

Member Directors

Marc K. Boolish
Energizer Holdings, Inc.

Joe Borsellino
Chateau Manis Electronics Inc.

Peter Daley
Dollarama Inc.
Finance Committee

Julie Dickson Olmstead
Save-On-Foods LP

David Houston
Panasonic Canada Inc.

Raman Johal
London Drugs Ltd.

Martin Tammik
Live to Play Sports

David Ward
Metro Ontario Inc.

Board Secretary

Brian Temins
Minden Gross LLP

Management Team

Joe Zenobio
President

Greg Broe
Vice President, Finance &
Administration

Jon McQuaid
Vice President, Marketing &
Account Management

Sean Weeks
Director, National Account
Management

Line Bérubé
Director, Eastern Canada

Kristen Romilly
Director, Western Canada

Rolando Velasquez
Director, Operations

Viviane Wans
Director, Business
Management

Letter from the Chair

As we ease out of the global pandemic and its challenges, consumers are embracing greater convenience and freedom of movement. Reliance on battery-powered devices—from laptops to household appliances, eBikes, and Electric Vehicles (EVs)—is growing, and with it, Call2Recycle Canada's role in diverting used batteries from landfills to reclaim their materials through recycling.

In 2021, Call2Recycle Canada relentlessly pursued the mission of providing safe, responsible end-of-life battery management. The Call2Recycle® program collected and recycled 7.1 million kilograms of used consumer batteries in 2021. This accomplishment is particularly notable as it was achieved amid great uncertainty. The pandemic's effect on consumer and recycling habits; high fuel costs and environmental events that hampered operations; and even regulatory evolutions that fundamentally affected how we manage day-to-day operations all presented challenges that we were able to overcome with our strategic focus and forward-looking approach to risk management.

Strong relationships with diligent program members and collection partners fueled our success. Partners continued collecting and returning batteries throughout the pandemic, providing consistent opportunities for consumers to responsibly dispose of their used batteries. Call2Recycle's new methodology of proactively servicing collection sites also streamlined the process to drive efficiencies.

Our newly regulated collection program in Saskatchewan had a strong performance in 2021, and a new Canada-wide eMobility program has further aligned Call2Recycle with market needs. The eMobility program expands our organization's scope to include managing the collection and recycling of batteries used to power such devices as eBikes, eScooters, and Hoverboards. Call2Recycle Canada is working with manufacturers and retailers across the country to help ensure the high-powered lithium-ion batteries used in these vehicles are responsibly managed at their end-of-life. We are also working with Call2Recycle in the U.S. to implement procedures and infrastructure for further eMobility and EV battery management. On the governance side, we have strengthened our expertise ahead of a significant period of growth with our newest board members, Martin Tammik, James McPhedran and David Ward. The members of the Quebec Conseil Délibératif, which is the decision-making and monitoring

body for the overall performance of Call2Recycle in Quebec, held three meetings in 2021.

2021 also marked notable operational shifts. With a focus on growth, Laurentide Re/sources has invested in the development of alkaline battery recovery capacity at its Shawinigan facility, thereby creating efficiencies in operational flexibility, favorable processing costs, and reductions in our transportation spending and environmental footprint. Call2Recycle signed a Memorandum of Understanding with Lithion Recycling—the innovators behind a cost-efficient and sustainable lithium-ion battery recycling technology—to explore opportunities for integration of services to collect, transport, and recycle batteries from the EV industry across North America.

With 25 years of expertise, infrastructure, assets, and a mindset for growth, Call2Recycle is well-positioned to continue playing a valuable role in the circular economy by driving consumer awareness and action on responsible battery management. Under the longstanding and committed leadership of President Joe Zenobio, the staff and management team are driven by this mandate. Call2Recycle is widely recognized as an unparalleled battery recycling program, thanks to their hard work. In the face of numerous obstacles, the Call2Recycle team has led the organization through this challenging year to achieve unprecedented growth, and we continue to look forward. As cordless devices assume greater importance in our everyday lives, the next decade will surely bring about innovative products not yet imagined. Those devices will necessarily rely on battery power, and those batteries at end-of-life will need to be managed safely and responsibly. As we continue to divert millions of batteries from landfills each year, Call2Recycle's contribution to this process and the sustainability of our environment is both meaningful and imperative. We remain committed to fulfilling this obligation to safeguard the environment and are confident that the organization is well-positioned for continued success.

Sincerely,



Norman Clubb
Board Chairman, Call2Recycle Canada, Inc.

Message from the President

Despite the lingering effects of the COVID-19 pandemic, Call2Recycle's strength as Canada's most extensive battery stewardship organization was in full force in 2021 as we expanded our reach, continued innovating, and pushed our mandate forward to position the organization for continued growth.

2021 marked the first full calendar year of regulated Call2Recycle® operations in Ontario and Saskatchewan. In Ontario, we actively participated in feedback about proposed amendments to the regulation to keep the producer responsibility framework fair and efficient under the province's Individual Producer Responsibility model. Call2Recycle also initiated a formal audit on qualifying batteries to validate their origin. As Call2Recycle navigated the province's unique battery regulation environment, it maintained its commitment to transparency and continuous member communication on issues to maximize qualifying battery collection. In Saskatchewan, our public and private collection sites grew to 271 in 2021, and feedback from our Advisory Committee—comprised of Saskatchewan-based members and sector experts—informed program improvements to help ensure the interests of the province and its constituents were addressed.

We continued to innovate as part of Call2Recycle's ongoing efforts to enhance our value to members through best-in-class program management. We initiated a redesign of the collections process to increase convenience and quality and develop an enhanced communications strategy. We are constantly working with our collection partners to increase collections, drive traffic to their sites, and support partner sustainability efforts. We do this with complete transparency, a value evidenced by our ongoing newsletters, media releases, and publicly available provincial annual reports.

With 25 years of operational experience in Canada, Call2Recycle exemplifies best practices to fulfill members' regulatory obligations for end-of-life battery management. We have increased the number of collection sites to ensure as many Canadians as possible have accessible recycling options. Where feasible, we have employed local transporters, sorters, and processors to help support the provincial economies and reduce our organization's environmental footprint. We conducted a full transportation review and are implementing its findings, including introducing rail to replace long-haul shipments from sorters to processors. Call2Recycle also regularly

reviews forecasted collection volumes to determine our Environmental Handling Fee schedule and ensure that fees accurately reflect the program's cost in regulated provinces.

Call2Recycle owes much of 2021's success to our strong relationships with partners who continued collecting batteries throughout pandemic store closures, retail capacity limits, and other challenges. In 2021, we again conferred our *Leader in Sustainability Awards* to recognize outstanding partners who have collected more than 5,000 kilograms of batteries for recycling. Our transport, sortation, and processing partners helped maintain regular operations across Canada, even with unprecedented weather events and staffing shortages due to the pandemic. Despite the challenges faced in 2021, the year closed with incredible outcomes made possible by our staff, board of directors, members and partners.

As we look to 2022 and beyond, we are excited to see movement toward regulations for new provinces—Alberta, Nova Scotia, and Yukon—with climate change and battery technology continuing to soar. Call2Recycle is positioned to achieve greater efficiencies, increase awareness, and support harmonization across provinces. We are committed to a continued focus on the thoughtful redesign of the collection process in pursuit of a more efficient program, an annual review of the Environmental Handling Fees to reflect continued operational efficiency and equitable program costs by province, and working with partners to increase collections, drive traffic to collection sites and enhance the customer experience. We look forward to continued innovation and partnerships and even greater success in our essential work contributing to Canada's circular economy.

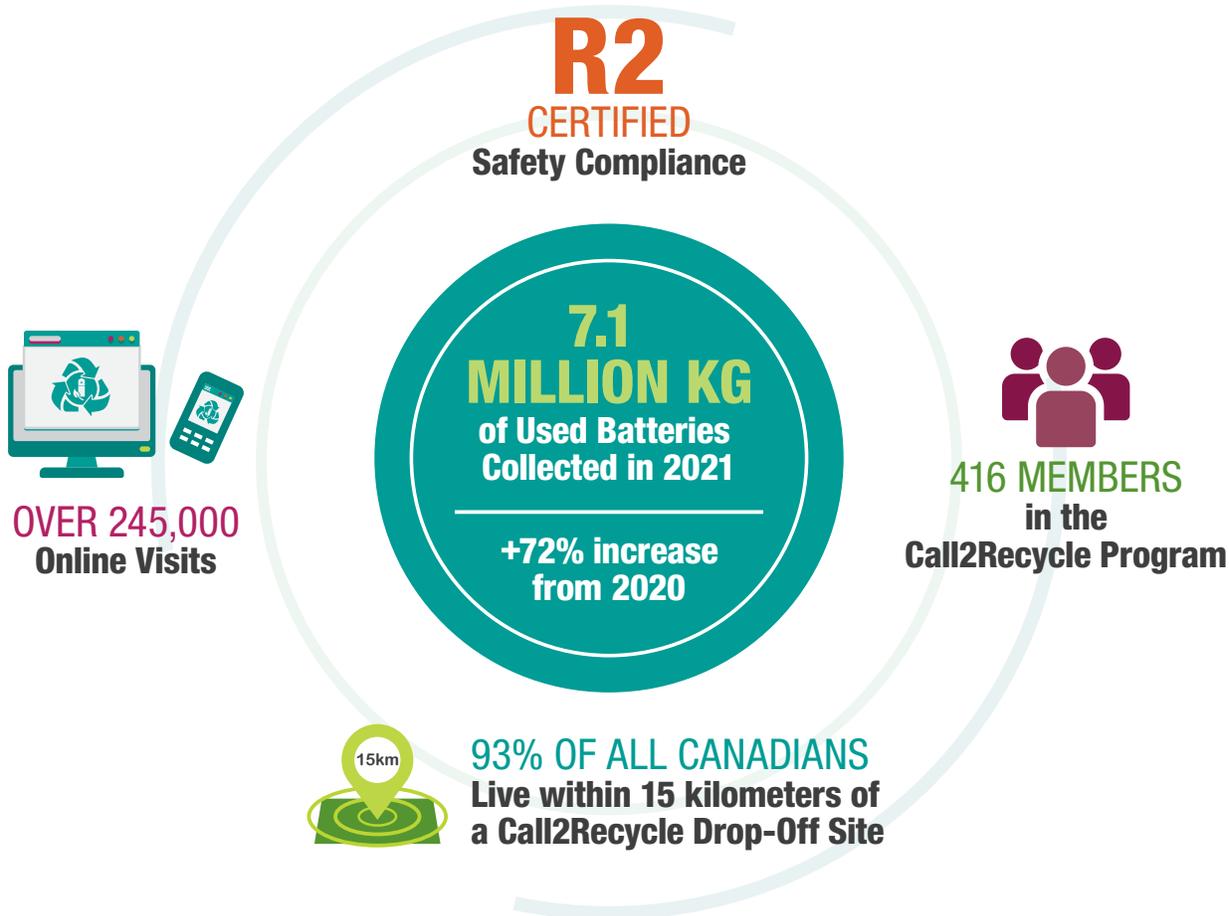
Sincerely,



Joe Zenobio
President, Call2Recycle Canada, Inc.

2021[🍃]

By the Numbers



Provincial Highlights

BRITISH COLUMBIA
Highest Collections Year



844,596 Kg
Collected

QUÉBEC
Continued High Performer



1,524,479 Kg
Collected

SASKATCHEWAN
First Full Program Year



103,199 Kg
Collected

Program Overview

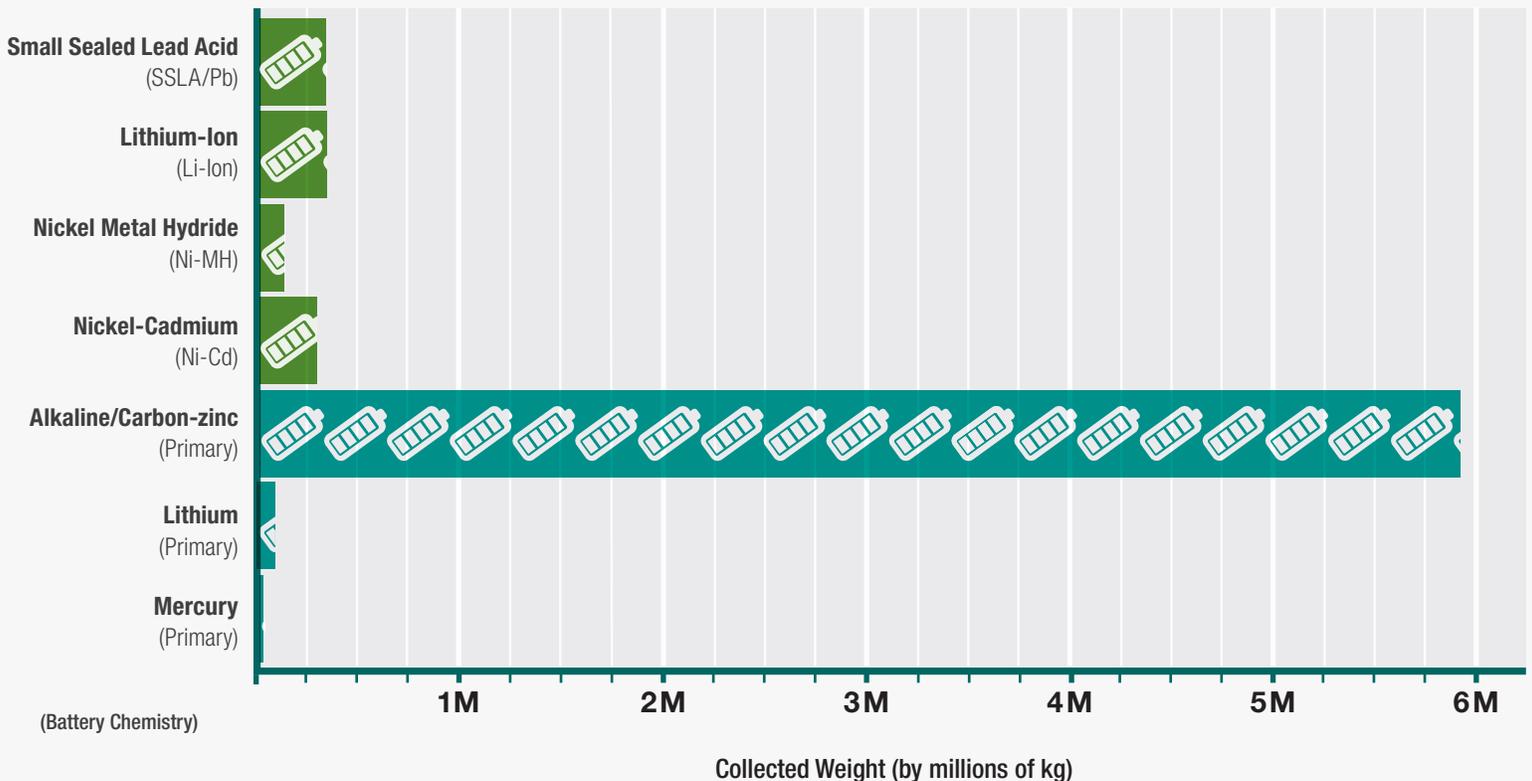
Call2Recycle Canada is the country's first and largest consumer battery Extended Producer Responsibility (EPR) organization. Since 1997, Call2Recycle Canada has successfully operated Call2Recycle®, a highly efficient national consumer battery collection and recycling program.



Reporting to a Canadian Board of Directors, the non-profit organization fulfills the product stewardship obligations for 416 members, including obligated producers of primary and rechargeable batteries in the regulated provinces of British Columbia, Manitoba, Ontario, Québec, Saskatchewan, and Prince Edward Island. Call2Recycle leverages an extensive network of public and private battery collection facilities that includes retailers, businesses, municipalities, environmental organizations, and other facilities to fulfill its mission to responsibly recycle end-of-life consumer batteries to keep them out of landfills.

Call2Recycle satisfies provincial recycling regulations for end-of-life battery management in each of the regulated provinces. This includes maintaining exceptional accessibility rates, supporting local collection events (as applicable), and increasing the volume of used consumer batteries diverted from landfills. Members recognize the Call2Recycle battery collection and recycling program as cost-effective, transparent, and easy to manage. Call2Recycle's focus on safety is unparalleled, and the program is the first of its kind to receive Responsible Recycling (R2) certification. This reputation for excellence has enabled Call2Recycle to build longstanding partnerships with program members and collection partners.

2021 Battery Collections by Chemistry



Consumer Education & Awareness

As the impact of the COVID-19 pandemic persisted into 2021, consumers continued to spend more time in the home using more battery-powered entertainment and productivity devices. Call2Recycle’s marketing and public education efforts played a pivotal role in driving strong collections by reaching consumers where they were and reminding them to responsibly recycle their batteries at a Call2Recycle location or safely store them until they felt comfortable doing so.

Across several provinces, we engaged in a mix of traditional marketing—including radio, TV, print, billboards, bus kings, and transit shelters—and digital marketing.

Leading up to National Battery Day on February 18, Call2Recycle ran ads on Facebook and Twitter linking to Call2Recycle’s website and encouraging users to recycle their batteries on National Battery Day. Another campaign followed in April, aligned with Earth Day, to promote responsible battery disposal and educate on the harms of sending batteries to landfills. For Earth Day, Call2Recycle also engaged Instagram influencers Codi Lynn (30,000+ followers) and Stacey Kasdorf (36,000+ followers) to share battery recycling information and tips.

Call2Recycle continued to maintain an active digital media presence in the latter half of the year to keep battery recycling front of mind for consumers. This included more videos, display remarketing, Facebook boosted posts, Instagram, YouTube, Snapchat, Call2Recycle location pins in the Waze app in selected provinces, and search activity. Call2Recycle also established a presence on Reddit, which offered opportunities to reach a younger demographic of 18-to 34-year-olds who recycle at lower rates than older demographics. These online efforts expanded Call2Recycle’s messaging reach and drove quality traffic to the program website.

From September 27th to October 4th, Call2Recycle ran its first television campaign with the game show Family Feud. The eight-episode campaign included 10-second sponsorship billboards, 15-second brand sells and an ad break survey in each episode, garnering more than 1.7 million consumer impressions. During the week of this campaign, activity on Call2Recycle’s website increased 78% over the same period the year prior (3,128 users in 2021 vs. 1,757 users in 2020).

Call2Recycle continued its longstanding relationship with Earth Rangers to engage school-aged children and youth in battery recycling. The annual “Battery Blitz” collection contests in various provinces offered prizes and recognition to the schools that collected the most batteries. Similarly, for the sixth consecutive year, Call2Recycle collaborated with Environnement Jeunesse (ENJEU) on an annual battery collection contest in Québec, drawing participants from colleges, high schools, and elementary schools.

Call2Recycle has also forged partnerships with organizations locally across the country to drive collections, raise awareness and support remote and Indigenous communities to recycle their used batteries. As the pandemic abates and consumers pursue more out-of-home activities, these partnerships and Call2Recycle’s “always-on” awareness and educational presence will drive higher collections and new opportunities for in-person collection events.



Operations and Safety

Call2Recycle adheres to the highest recognized standards for safe and efficient operations. Call2Recycle is R2:2013 certified with the Responsible Recycling Practices Standard and is also ISO 14001:2015 and ISO 45001:2018 certified. Call2Recycle is the only program of its kind in Canada to meet these safety and operations certifications, affirming our commitment to proper downstream management of battery collections.

In 2021, we implemented a new methodology to streamline the collection process by proactively servicing sites. We also engaged one of our existing processing partners, Laurentide Re/sources, as our recycler for alkaline batteries in Québec. This shift will reduce transportation costs and its impact, provide operational flexibility, and enable Call2Recycle to leverage economies of scale to reduce processing costs.

eMobility

In 2019, Call2Recycle began strategically positioning its activities to take advantage of the foreseen growth in the emerging eMobility sector. As such, in 2021, we aligned with the market's needs and expanded our service offerings to include managing the collection and recycling of batteries used to power eBikes, eScooters, Hoverboards, and eSkateboards. As collections ramp up, we remain committed to working with manufacturers and retailers across Canada to help ensure eMobility batteries are responsibly managed at end-of-life. With eMobility batteries landing in our collection stream in more significant volumes, the benefits of the good and responsible practice can be seen firsthand.

Call2Recycle Canada signed a Memorandum of Understanding (MoU) with Lithion Recycling, innovators of a cost-efficient and sustainable lithium-ion battery recycling technology. Under this MoU, we will explore opportunities to integrate our services to collect, transport and recycle batteries from the EV industry across North America. Call2Recycle Canada is engaging manufacturers and retailers across Canada to help ensure the high-powered lithium-ion batteries used in these vehicles are responsibly managed at end-of-life. We are also working collaboratively with our US counterpart to implement procedures and infrastructure that will support this growing sector in handling these batteries efficiently. As more lithium-ion batteries enter the collection stream, the importance of responsible management and effective practice is increasingly evident, making Call2Recycle's role ever more critical.



British Columbia

More than 180 producer organizations turn to Call2Recycle Canada to fulfill their battery recycling obligations under the British Columbia Recycling Regulation. British Columbians are regularly among the most engaged battery recyclers across the country, and 2021 was no exception.

The province enjoyed its fourth consecutive year of battery collection growth, with 844,596 kg of household batteries deposited with Call2Recycle, the highest quantity ever collected in one year in B.C. As the province's residents eased out of lockdown measures, active collection facilities rose by 11% in 2021 to 1,546 from 1,394 in 2020—an approximate return to pre-pandemic levels. Call2Recycle's vast B.C. collection network includes 648 public collection facilities and 898 private facilities, providing 96% of B.C. residents with convenient access to a battery recycling location within 15 km of their home. B.C.'s Okanagan region outperformed all other regions in the province by several measures, including average returns per facility (2,151 kg), the total quantity of batteries collected (111,826 kg), and year-over-year increase in collections (181%).

These results were fueled by Call2Recycle's robust education and awareness efforts. In September, Call2Recycle ran an outdoor print campaign in Vancouver, New Westminster, Annacis Island and Surrey along with our national online promotional campaigns. During Waste Reduction Week (October 18 - 24), Call2Recycle built on the success of a 2020 campaign by targeting ethnic media outlets with print ads in the Cantonese publication Sing Tao and the Punjabi publication The Punjab Guardian. These campaigns corresponded with increases in website traffic from the regions in which they ran.

In addition to awareness campaigns, Call2Recycle held battery drives to encourage action. Student participants in the 2021 Battery Blitz contest with Earth Rangers collected 565 kg of batteries, and the Recycling Round-Up in McBride, B.C., generated two boxes of batteries from this sparsely populated region. As part of the First Nations Recycling Initiative (FNRI), which serves explicitly First Nations with recycling programs in their communities, Call2Recycle also had a battery collection presence in 12 First Nations communities.

Our annual survey of B.C. consumers revealed that awareness of battery recycling remained high and stable at 86% in 2021, down one per cent from the previous year. Nine in ten residents agree that recycling batteries has environmental benefits. However, the number of residents who recycled all their batteries declined from 47% in 2020 to 41% in 2021. The average amount of batteries stored for a future recycling trip increased by a corresponding margin, from 18% to 24% in 2021, suggesting more B.C. residents still intended to recycle their used batteries in the future. The younger demographic (18-34) was significantly more likely to store or throw away batteries than other age groups, citing convenience as the reason for throwing away their batteries.

These survey results, paired with Call2Recycle's overall performance in B.C. suggests the program's focus on a younger demographic is well placed, and future messaging should emphasize the convenience and simplicity of the battery recycling program.

2021 By the Numbers

Total 2021 Collections	844,596 kg
Primary Collections	630,604 kg
Rechargeable Collections	213,992 kg
Active Collection Sites	1,546 locations
Drop-off Site Locator Tool	103,483 visits
Access	96% of residents live within 15 km of a drop-off site
New Registered Members	16
Provincial Revenues	\$5,908,406
Provincial Expenses	\$4,563,854
Marketing Spend	\$644,288

Manitoba

In 2021, Call2Recycle’s collection network in Manitoba comprised of 609 active facilities, including 294 public facilities accessible to any resident and 315 private facilities serving select groups, such as employees at an organization. Call2Recycle’s collectors included local governments, depots, and leading retailers like The Home Depot. 88% of Manitoba residents are provided with convenient access to a battery recycling location within 15 km of their home.

Manitobans took advantage of this convenience by recycling 148,059 kg of household batteries in 2021, the highest annual collection amount in the province. Both rechargeable and primary (single-use) battery collections increased significantly year-over-year (61% and 48%, respectively) for an overall increase of 51%.

The COVID-19 pandemic demanded that Call2Recycle shift its awareness and education activities away from collection events and event sponsorships and toward online promotions and reminders to safely store batteries for future recycling trips. These promotional activities and messages continued in 2021 with Call2Recycle’s “always-on” approach blanketing various social

media and online platforms with messages intended to keep battery recycling top of mind when consumers began resuming their regular routines. Call2Recycle’s Earth Day campaign earned an article in the Winnipeg Free Press entitled *New Life for Old Batteries*. The article was showcased on the paper’s front page, building on the messaging impact.

The 2021 Manitoba survey of consumer awareness and battery recycling habits revealed that 52% of respondents recycled some or all of their used batteries in 2021, up from 47% in 2020. Of the batteries used in the province, 40% were recycled, 28% were stored, and 23% were thrown away. This represents an increase in stored batteries (up from 23%) and a decrease in recycled batteries (from 47%) from the previous year. While most respondents over 55 said they stored their batteries with the intention of recycling later when it is convenient, the primary reason the 18-34 demographic stored their batteries was not knowing what to do with them. This presents an opportunity for greater education directed at this group to increase battery recycling activity.

Call2Recycle continues to divert thousands of batteries from landfills in Manitoba through solid partnerships, an unwavering focus on increasing public awareness about battery recycling, and ongoing efforts to meet and exceed the targets established with the Province.

2021 By the Numbers

Total 2021 Collections	148,059 kg
Primary Collections	119,443 kg
Rechargeable Collections	28,616 kg
Active Collection Sites	609 locations
Drop-off Site Locator Tool	44,214 visits
Access	88% of residents live within 15 km of a drop-off site
New Registered Members	18
Provincial Revenues	\$1,513,410
Provincial Expenses	\$1,274,268
Marketing Spend	\$282,978

April 22nd is **EARTH DAY**

Take charge & recycle your used batteries.

Help protect the environment!

Find a drop-off location near you at call2recycle.ca



call2recycle

Ontario

In July 2020, Ontario's new provincial battery recycling regulation took effect, obligating battery producers, importers, and brand owners to manage their products through the end-of-life. Unlike Canada's other regulated provinces, which have an approved stewardship provider model, Ontario adopted an Individual Producer Responsibility (IPR) regulatory model in which obligated producers could fulfill these requirements through their organization or contract the services of a producer responsibility organization (PRO) like Call2Recycle.

Call2Recycle's extensive expertise in battery recycling, reputation for transparency and safety, and our Canada-wide infrastructure made Call2Recycle the obvious choice for many obligated producers to fulfill their requirements in Ontario.

Call2Recycle made concerted efforts to ensure accessibility to collection facilities for as many Ontarians as possible, including those living in remote communities. In 2021, there were 3,991 Call2Recycle collection points for depositing used batteries. Their distribution across the province provided 98% of Ontarians access to a Call2Recycle drop-off location within 15 km of their home.

As soon as Ontario announced its plan to enact a new battery recycling regulation, Call2Recycle engaged with the province to provide input and feedback on the draft regulation. In the months since the regulation took effect, Call2Recycle has continued to participate in feedback about proposed amendments and advocated on behalf of our members to keep the framework fair and efficient. Call2Recycle also initiated a formal audit regarding qualifying batteries in the province and maintained regular communications with members and the province.

Call2Recycle navigated some complexities of Ontario's unique regulatory approach; however, our experience and agility enabled us to address them and reinforce our commitment to operating with the utmost integrity and transparency for our member community.



**RECYCLE
HOUSEHOLD
BATTERIES
HERE**

call2recycle
Leading the charge for recycling

2021 By the Numbers

Total 2021 Collections	4,079,055 kg
Primary Collections	3,610,248 kg
Rechargeable Collections	468,803 kg
Active Collection Sites	3,991 locations
Drop-off Site Locator Tool	150,282 visits
Access	98% of residents live within 15 km of a drop-off site
New Registered Members	73
Provincial Revenues	\$11,733,748
Provincial Expenses	\$14,074,743
Marketing Spend	\$196,325

Québec

Québec residents have long been among the most committed battery recyclers in the country, and despite the challenges and constraints of COVID-19, they persevered in diverting their used batteries from landfills in 2021 and achieved exceptional results.

Thanks to these consumers and Call2Recycle's partners and members, over 1.5 million kilograms of batteries were collected in Québec this year. This number includes 71,960 kg of small sealed lead acid batteries (SSLA). Residents across the province have easy access to Call2Recycle collection points, with 98% living within 15 km of a drop-off location. The number of active private and public drop-off locations increased in 2021 by 24% to 4,512, of which roughly half (1,978) were public sites. Call2Recycle's communication strategy and marketing plan also contributed to 2021's collection success.

We significantly increased our digital presence while our outdoor advertising was highly visible on bus shelters and billboards. Call2Recycle continued its partnership with Québec's ENvironnement JEUnesse (ENJEU) to inspire youth to recycle their used batteries.

In 2021, 217 colleges, high schools, and elementary schools participated in the Call2Recycle ENJEU battery collection contest, collecting more than 23,500 kg of used batteries. School St-Patrick in Thetford Mines was the contest winner, collecting 2,906 kg of batteries for recycling!

Continuous improvement remains a cornerstone of our battery recycling program, and Call2Recycle launched several initiatives with this goal in 2021. We began pilot tests of different reusable containers, and a proactive mode of collection for large urban centers and these projects will continue into 2022.

Our goal is to promote the recovery of batteries locally and support the development of Québec's circular economy.

Call2Recycle expanded our support for research and development of technologies with Lithion Recycling to process lithium-ion batteries and with Laurentide Re/sources for the sorting and processing of alkaline batteries.

The Québec Conseil Délibératif guides decision-making and monitors the overall performance of Call2Recycle in Quebec; its members held three virtual meetings in 2021.

Another highlight was October's publication of the draft regulation on businesses' recovery and reclamation of products. Several proposed changes will significantly impact the management of the Call2Recycle program, such as recovery targets, penalties, the inclusion of small sealed lead acid batteries, and online sales.

Call2Recycle participated in the consultation and submitted a brief to the Ministry of the Environment and Fight Against Climate Change. We are awaiting official publication and will continue to share all developments with our members and partners.

Innovation and collaboration with industry partners, governments and Recyc-Québec will continue to drive us forward, ensuring that excellence, quality, and safety remain hallmarks of the Call2Recycle program.

2021 By the Numbers

Total 2021 Collections	1,524,479 kg
Primary Collections	1,217,802 kg
Rechargeable Collections	306,677 kg
Active Collection Sites	4,512 locations
Drop-off Site Locator Tool	195,716 visits
Access	98% of residents live within 15 km of a drop-off site
New Registered Members	14
Provincial Revenues	\$8,385,071
Provincial Expenses	\$7,078,552
Marketing Spend	\$1,039,852

Prince Edward Island

After Prince Edward Island (P.E.I.) experienced a significant drop in battery collections in 2020 due to the pandemic, activity rebounded in 2021 resuming the trajectory that the province had enjoyed for the four years prior.

Active collection sites across the province increased by 12% to reach 110 facilities. Of these, 58 were publicly accessible and 52 were private. The majority of collection facilities (54%) were operated by one of the three levels of government, with retail outlets being the next largest category (37%). Call2Recycle's network provides 98% of the island's residents with access to a site within 15 km of their home.

P.E.I. residents made good use of these sites, as battery collections during this reporting year more than doubled the previous year's results (up 112%), surpassing pre-pandemic levels. Islanders recycled 42,120 kg of used batteries in 2021, up from 19,824 kg in 2020, with both single-use and rechargeable batteries experiencing significant increases.

Call2Recycle's "always-on" approach combining traditional and digital promotion kept battery recycling top of mind as consumers began returning to some pre-pandemic routines.

P.E.I. residents used Call2Recycle's site locator 5,275 times to find a nearby drop-off location, representing a 52% increase over the prior year search numbers.

Call2Recycle seeks to engage children and youth, who later become program ambassadors and advocates for responsible battery management. Through a longstanding partnership with children's Conservation organization Earth Rangers, Call2Recycle once again supported contests that invited students to collect used batteries to win a cash prize for their school. For the spring contest, Eliot River Elementary School was the grand prize winner, collecting 2,203 kg. For the fall contest, Eliot River defended their title with an additional 927 kg. For each impressive win, the school received \$3,000 from Call2Recycle. Across the 2 contests, P.E.I. schools collected a total of 8,606 kg of batteries.

Thanks to a strong partnership with the Island Waste Management Corporation (IWMC), Call2Recycle's collections of used batteries increased significantly over the previous year in P.E.I. Call2Recycle Canada will continue to work closely with IWMC to highlight battery recycling best practices and information to consumers across the island.

Call2Recycle's annual survey of P.E.I. residents revealed a complex picture despite strong collections. Overall awareness of battery recycling among residents remained high and stable, with 9 in 10 Islanders (88%) being certain batteries could be recycled. However, only 51% of respondents indicated they recycle some or all of their batteries in P.E.I (down seven points from the previous year), while 18% said they store them (down 7 points). Call2Recycle will continue to execute more targeted communications to residents –particularly those in the younger demographics– about battery recycling and the simplicity and importance of responsibly managing one's batteries through the program.

2021 By the Numbers

Total 2021 Collections	42,120 kg
Primary Collections	34,239 kg
Rechargeable Collections	7,881 kg
Active Collection Sites	110 locations
Drop-off Site Locator Tool	5,275 visits
Access	98% of residents live within 15 km of a drop-off site
New Registered Members	19
Provincial Revenues	\$209,848
Provincial Expenses	\$195,309
Marketing Spend	\$25,066

Saskatchewan

Saskatchewan launched its provincial battery recycling program on January 1, 2021, with Call2Recycle appointed to operate the program. Call2Recycle immediately established a Saskatchewan Advisory Committee that meets two times per year (or as needed) to ensure the effectiveness and efficiency of the program and provide guidance on directional changes. The committee includes Saskatchewan-based members from the Association of Regional Waste Management Authorities of Saskatchewan (ARWMAS), Retail Council of Canada (RCC), Saskatchewan Association of Rural Municipalities (SARM), Saskatchewan Waste Reduction Council (SWRC), Saskatchewan Urban Municipalities Association (SUMA) and the Ministry of the Environment.

In the program’s first year as a regulated program, residents deposited 103,199 kg of used batteries through the Call2Recycle program. This number includes 5,003 kg of small sealed lead acid batteries (SSLA) while the majority of these (82,000 kg) were single-use batteries.

Call2Recycle’s network of active collection facilities totalled 271 locations across the

province, including 75 SARCAN locations. To provide greater access to battery recycling, Call2Recycle partnered with SARCAN, the recycling arm of the Saskatchewan Association of Rehabilitation Centres (SARC), a province-wide association that provides services to community-based organizations that serve people experiencing disabilities. Through the partnership, residents can drop off their used batteries at any SARCAN location throughout the province to be recycled with Call2Recycle. This affiliation is a strong fit, as Saskatchewan residents have been recycling their beverage containers with SARCAN since 1988, and all materials are recycled responsibly within North America. Nothing is ever shipped overseas or sent to landfills.

The distribution of Call2Recycle’s collection facilities across the province gave 71% of residents access to a collection facility within 15 km of their home. Call2Recycle commits to increasing the proportion of residents who reside within this range of accessibility to reach 80% over the next four years.

Call2Recycle ran 15-second TV ad segments in Saskatchewan for two weeks on Sportsnet West during Blue Jays games and the MLB playoffs to promote the battery collection program. These ads reached an audience of more than 212,000 viewers. Our “always-on” digital awareness efforts throughout the year prompted 15,672 visits to the Call2Recycle website from within Saskatchewan and 124,801 inquiries on Call2Recycle’s site locator.

Our battery recycling awareness and habits survey revealed three-quarters of Saskatchewan residents knew that consumer household batteries can be recycled. However, only 50% of respondents had recycled some or all of their batteries in 2021. Fourteen per cent said they were storing their batteries and one in five said they threw away all of their used batteries. The most common reason given for both storing and throwing away batteries was convenience, which may correlate to COVID-19 limitations and/or lack of knowledge. Only half of Saskatchewanians believe that household battery recycling is convenient, which offers an opportunity for Call2Recycle to educate the public on the accessibility and simplicity of our battery recycling program.

2021 By the Numbers

Total 2021 Collections	103,199 kg
Primary Collections	82,000 kg
Rechargeable Collections	21,199 kg
Active Collection Sites	271 locations
Drop-off Site Locator Tool	124,801 visits
Access	71% of residents live within 15 km of a drop-off site
New Registered Members	131
Provincial Revenues	\$1,239,111
Provincial Expenses	\$842,490
Marketing Spend	\$190,007

2021 Call2Recycle Members

3M Canada	BISSELL Canada Corporation	Couche-Tard Inc.
625705 B.C. Ltd.	Bolt Mobile	CTG Brands Inc.
Accès Audition Inc.	Bonner Audio Inc.	Cycles Devinci
Access Hearing Care	Bose Corporation	Cycles Lambert
Acer America Corporation	Buropro Citation Inc.	Daphné Godin Blouin Audioprothésistes
Acklands Grainger Canada Inc.	Buy-Low Foods LP	Dell Canada Inc.
ACS Distributing	Cabela's	Descair Inc.
Addison-Electronique - 9117-4227 Québec Inc.	Canac-Marquis Grenier Ltée	Deschenes & Fils Ltée - Division Montréal
Add-Tronique Inc.	Canada Computers Inc. / Ordinateurs Canada	Deschenes & Fils Ltée - Division Québec
Aida Calderon Audioprothésiste	Canadian Energy and Power Corporation	Désilets Galarneau Audioprothésistes Inc.
Aimlite Lighting Products	Canadian Tire Corporation, Ltd.	Diane Monette Audioprothésiste
Aircraft Modelers Research Inc.	Canadian Tire Petroleum	Dickner Inc.
All Battery Ltd.	Canon Canada Inc.	Distribution aux Modélistes Inc.
Alyn Simard Audioprothésiste Inc.	Cantin et Fils Limitée	Distribution Industrielle GC Inc.
Amazon Canada / Amazon.com.ca, Inc.	Cardinal Health Canada Inc.	Distribution Voltimage Inc.
Amplifon	Carl Zolov Enterprises Ltd.	Distributions Franco
Anne E. Legault Audioprothésiste	Cell Mechanics Inc.	Distributions Johnson Inc.
Apple Canada Inc.	Centre Auditif Lotbinière Inc.	Dollar Tree Stores Canada Inc.
Archimède Véhicules Électriques	Centre Reid	Dollarama L.P.
Arris Canada Inc.	Centres auditifs Amer-Ouali Inc.	Dominique Landry Audioprothésiste Inc.
Audioprothèse Morency Inc.	Centres Maslah Inc.	Dubo Électrique Ltée
Audioprothésistes Milot & Tremblay Inc.	Century Optronic Inc.	Dupont & Gignac Audioprothésistes
Auditio Clinique Auditive	Chantal Rivest Audioprothésiste Inc.	Duracell Canada Inc.
Aures Solution Auditive Inc.	Château Manis Electronics Inc.	Dynabook Canada Inc
Bass Pro Shops Canada ULC	Chrysler Canada Inc.	E.B. Horsman & Son Ltd
Batteries du Québec Inc.	Claude Forest Audioprothésiste	East Penn Canada (Power Battery Sales Ltd.)
Batteries Illimitees Inc.	Clinique Annie Dumontier Audioprothésiste	ECHO Power Equipment (Canada)
Batteries Included	Clinique Auditive Baribeau-Lafrance	Edma Marketing Ltd.
Batteries St-Eustache Inc.	Clinique Auditive Bouchard, Tremblay & Associés Inc.	Edmonds Batteries Ltd.
Battery Canada	Clinique Auditive Bougie, Audioprothésistes	Edouard Beauchesne (1985) Inc.
Battery World Corporation	Clinique Auditive Dumais & Laporte Audioprothésistes	EECOL Electric ULC
Bay6 Computer Services	Clinique Auditive Généreux Gaudreault et Rhéaume Inc.	Electrimat Ltée
BC Fasteners & Tools (2000) Ltd.	Clinique Auditive Gougeon - 9332-2030 Québec Inc	Electro-5 Inc.
BDI, a division of Bell Mobility Inc.	Clinique Auditive Ioannoni Inc.	Electronique Raybel Inc.
Beau Photo Supplies Inc.	Clinique Auditive Laniel Inc.	Elgered Tv Sales & Services Ltd.
Beaudry Roy Audioprothésistes Inc.	Clinique Bergeron Audioprothésistes Inc.	Elite Tools Inc.
Bed Bath & Beyond Canada L.P.	Clinique Danie Jean Audioprothésistes	Energizer Canada Inc.
Beghelli Canada Inc.	Clinique de l'audition Décarie	Enns Brothers Ltd.
BellMTS, a division of Bell Canada	Clinique Entendre	Epic Cycles Inc.
Benoit Industriel Inc. - CASTLE QC	Connect Hearing Canada	Équipement industriel Polar Inc.
Bergeron Audioprothésistes Inc.	Core-Mark International Inc.	Équipement Polar Saguenay S.E.N.C.
Bérubé Brassard Beauce Inc.	Costco Wholesale Canada Ltd	Équipements Confortek Inc.
Best Buy Canada Ltd.		Équipements Industriels Joliette Inc.
Bike Co LLC		EUCAN Distribution Inc.
BikTriX Enterprises		Eve-Marie Gaudreault & Linda Rhéaume Audioprothésistes Inc.

Familiprix Inc.
 Fastenal Canada, Ltd.
 Federated Co-Operatives Limited
 Fédération Québécoise des coopératives
 en milieu scolaire
 Ferronnerie Sept Iles Inc.
 FERMETCO INC.
 FGL Sports Ltd.
 Fourniture de Bureau Denis Inc.
 Francois Sasseville Audioprothésiste Inc.
 Franklin Empire Inc.
 Frederick Deslauriers Inc.
 FuturPlus (Division of Cathelle Inc.)
 G & S Distributors
 Gaétan Noël Audioprothésiste Inc.
 Gagné-Bélanger Audioprothésistes
 Garrett Industriel Inc.
 Gentec International
 Gescan (Sonepar Canada)
 Gestion Bérubé Brassard Inc.
 Gestion Big Audio Inc.
 Giant Bicycle Canada Inc
 Giant Tiger Stores Limited
 Gilles & Marie-Josée Tremblay
 Audioprothésistes
 Glaswegian Enterprises Inc.
 GMS Lobe Inc.
 Google Canada Corporation
 Grand & Toy Ltd.
 Graybar Canada Limited
 Gregg Distributors Limited Partnership
 Grin Technologies
 Groupe Access Electronique Inc.
 Groupe Archambault Inc.
 Groupe BBH Inc.
 Groupe Blais Inc.
 Groupe BMR Inc.
 Groupe JSV Inc.
 Groupe MEB Inc.
 Guillaume Richard Audioprothésiste
 Guillevin International Cie
 HAWTHORNE CANADA LIMITED
 HD Santé Auditive
 HearingLife Canada Ltd.
 Henry's Enterprises Inc.
 Hilti Canada Corporation
 Hinse & Harnois Audioprothésistes Inc.
 Hitfar Concepts Ltd.
 Home Hardware Stores Limited
 Honda Canada
 HRS Global
 Hudson's Bay Company
 Husqvarna AB
 Hyundai Auto Canada Corp
 IKEA Supply AG
 ILINK Industries Ltd
 Importation Sobel Imports Inc.
 Indigo Books and Music Inc.
 Inter Trade Canada Ltd.
 Inter Trade Canada Ltd.
 Interstate All Battery Centre of Kelowna
 Interstate Batteries Inc.
 Interstate Batteries Saskatoon
 Ivan Hupalo -2448131 Manitoba Ltd.
 J.P. Hearing Care Centre
 Jacques Boucher Audioprothésiste Inc.
 Jacques Laferté Ltée
 John Deere Canada ULC
 Johnston Drug Wholesale Ltd.
 J-P Denis Audioprothésiste, solutions
 auditives Inc.
 Julie Kovacs Audioprothésiste
 Julie Rodier Audioprothésiste Inc.
 Julie Sabourin Audioprothésiste
 Karmin Industries
 Kay's Wholesale
 Kerrisdale Cameras
 KMS Tools and Equipment Ltd.
 Kranked Bikes
 L. Villeneuve et Cie (1973) Ltée
 L.L.Lozeau Ltée
 La Source - Robervale QC
 Laflamme & Associés, Audioprothésistes
 Inc.
 Laliberté d'Entendre Inc.
 Landco Import International Inc.
 Le Groupe Jean Coutu (PJC) Inc.
 Lee Valley Tools Ltd
 Lefebvre et Benoit SEC
 Lego Brand Retail, Inc.
 Lem-Rich Foods Ltd.
 Lenovo Canada Inc.
 Les Équipements Rapco Inc.
 Les Magasins Korvette
 Les Pieces d'auto Transit Inc.
 Les Variétés P. Prud'homme Inc.
 Librairie Renaud-Bray Inc.
 Liliium-Tech Corporation Ltd.
 L'Image Home Products Inc.
 Linda Cloutier AP 2011 Inc.
 Linda Rhéaume Audioprothésiste Inc.
 Loblaws Inc.
 London Drugs Limited
 Longtest Inc.
 Lordco Parts Ltd.
 Louis Garneau Sports Inc.
 Lowe's Canada ULC
 Lumen
 LTP Sports Group Inc.
 M&M Nord Ouest Inc.
 M. Lemieux Inc.
 M.F. Schurman Company, Limited
 Mac's Convenience Stores Inc.
 Maddison Electronique Inc.
 Madeleine Trudel Inc.
 Magasins Hart Inc.
 Magnacharge Battery Corporation
 Makita Canada Inc.
 Marcel Baril Limitée
 Marie-Eve Trudel Audioprothésiste Inc.
 Marie-Josée Paul Audioprothésistes
 Marcel Baril Limitée
 Marie-Eve Trudel Audioprothésiste Inc.
 Marie-Josée Paul Audioprothésistes
 Marie-Josée Paul Clinique Auditive
 Mark & Lachance Inc.
 Mark's / L'Équipeur
 Martine Brassard Audioprothésiste
 Mastermind LP
 Matériaux Bonhomme Inc.
 Matériaux Jolette Lorrainville Inc. -
 CASTLE QC
 Matériaux Manic - CASTLE QC / 9159-
 4192 Québec Inc.
 Matériaux Robert Boyer Inc. - CASTLE QC
 MB Battery Distributors Inc.
 McKesson Canada
 McMahan Distribution Pharmaceutique
 McMunn and Yates
 Metalic Safety Supply Ltd.
 Metro Ontario Inc.
 Metro Richelieu Inc.
 Mica Sport Canada Inc.
 Michael Rossy Ltée
 Michaels Stores Inc.
 Michèle Dufour Audioprothésiste
 Microsoft Corporation

Mills Office Productivity
Mitchell & Bonhomme Audioprothésistes
Mitsubishi Motor Sales of Canada, Inc.
Monk Office Supply Ltd.
Morgan's Battery Store
Morrisey Informatique
Motorola Solutions Canada
Mountain Equipment Company Ltd.
MSA Safety Sales, LLC
Murlin Electronics
Myriam Brunel Audioprothésiste
Nadia Pozzoli
Nedco Québec (Rexel Canada)
Nedco West Division
NexGen Hearing Group
NICA Power Battery Corp
Nikol Poulin Inc.
NII Northern International Inc.
NIS Northern Industrial Sales
Noble Gift Packaging Inc.
Northern Building Supply
Northern Specialities Ltd.
Novexco Inc.
O'Leary Building Centre (Castle)
Onlybatteries.com
On the Edge Canada Inc.
Orgill Inc.
Orka Division Rexel Canada Electrical Inc.
Outibo Inc.
Outillage Placide Mathieu
Outil-Pac Inc.
Outils Mag Inc.
Outils Pierre Berger Inc.
P.E.I. Photo Lab
Panasonic Canada Inc.
Part Source
Patrick Morin Inc.
Paulette Girard Audioprothésiste Inc.
PBSC Urban Solutions Inc.
Peavey Industries Limited
Performance/Laliberté Électronique Inc.
Photo Central Inc.
Prairie Battery Ltd.
Premier Montréal Inc.
Premier Québec Inc.
Prévost Audioprothésistes Inc.
Prime Deals International Ltd.
Princess Auto Ltd.
Proflash Technologies Inc.

Rad Power Bikes LLC
René Leclair Audioprothésiste
Réseau Vos Oreilles Parent-Sasseville ap.
Rexel Atlantique
Riese & Muller
Robert Bosch Inc. (Canada)
Rocky Mountain, Div. of Industries RAD Inc.
RONA Inc.
S.P.Richards Co. Canada, Inc.
SAIL plein-air Inc.
Saskbattery Dist. Inc.
Save on Foods Limited Partnership
Scotts Canada Ltd.
Sébastien Lauzon Audioprothésiste Inc.
SEKA - 10405795 Canada Inc.
Services Informatiques YJS Inc.
SGB Enterprises Ltd. dba Dollar Smart
SharkNinja Operating LLC
Sherwood Timbermart
Shimano Canada LTD
Sherwood Timbermart
Shimano Canada LTD
Shopper+Inc.
Shoppers Drug Mart Inc.
Simply Computing Inc
Slegg Construction Materials
SLHCA Inc. (Groupe Forget)
Snap-On Tools of Canada Ltd
Sobeys Capital Inc.
Sobeys Québec Inc.
Solution Oreille Inc.
Sonia Guertin Audioprothésiste
Sonos Inc.
Sophie Gagnon Audioprothésiste Inc.
Sophie Gamache Audioprothésiste
Specialized Bicycle Components Canada
SPI Santé Sécurité Inc.
Spring Valley Building Castle
Standard Products Inc.
Stanley Black & Decker Canada
Staples Canada Inc.
Staples Professional, Inc.
Steelcase Canada Ltd
Stihl Limited
Summit Tools
Newell Brands Canada (Prev. Sunbeam before Oct 1st, 2020)
Super Thrifty Drug Stores

Supreme Basics
Surplus Général Tardif
Sylvain Daoust Audioprothésiste
Synnex Canada Ltd.
T-Zone Health
TCED INTL Inc.
Techtronic Industries Canada, Inc.
Telus Communications Company
Tenaquip Limited
Test-O-Son
The \$1. Store Plus
The Battery Man
The Bicycle Group (TBG) Kona Canada
The Home Depot of Canada, Inc.
The North West Company
The Source (Bell) Electronics Inc.
The Stevens Medical Company Limited
Tip Top Electronics Supply Ltd.
ToolTown Inc.
Total Battery
Toys R Us Canada, Ltd.
Tradelco Inc.
Trek Bicycle Canada ULC
Turcotte Habel, audioprothésiste CH Inc.
Turcotte Habel, audioprothésiste SL Inc.
UAP Inc.
UBC Bookstore
Uline Canada Corporation
Ultralife Corporation
uniPHARM Wholesale Drugs Ltd.
Uniprix Inc.
Variétés B. Desmarais 1992 Inc.
Veritas Technologies LLC
Veritiv Canada Inc.
Velec Inc.
Voltage Bikes Ltd. (Trading as Pedego Canada)
Wallace and Carey Inc.
Walmart Canada Corp.
Wesco Distribution Canada
Wesco Distribution Québec
Westburne Division Québec
Westburne Electric
Westburne Midwest Division
Western Institute for the Deaf and Hard of Hearing
Wisdom Electronics Inc.
Wurth Canada Ltd.

CALL2RECYCLE CANADA, INC.

Statement of Financial Position

December 31, 2021 and 2020

	2021	2020
	(\$'000)	
ASSETS		
Cash	\$ 1,100	\$ 3,009
Accounts Receivable	6,717	7,233
Marketable Securities	27,214	24,792
Other Assets	420	415
Total Assets	\$ 35,451	\$ 35,449
LIABILITIES & NET ASSETS:		
Accounts Payable and Accrued Expenses	\$ 3,749	\$ 5,264
Net Assets		
Undesignated	10,469	9,912
Board Designated	21,233	20,273
Total Net Assets	31,702	30,185
Total Liabilities & Net Assets	\$ 35,451	\$ 35,449

INDEPENDENT AUDITORS' REPORT

Board of Directors, Call2Recycle Canada, Inc.

Opinion

The accompanying summary financial statements, which comprise the summary statement of financial position as of December 31, 2021 and the summary statement of operations and changes in net assets for the year ended, are derived from the audited financial statements of Call2Recycle Canada, Inc. for the year ended December 31, 2021. We expressed an unmodified audit opinion on those financial statements in our report dated June 13, 2022.

In our opinion, the accompanying summary financial statements are a fair summary of the organization's audited financial statements, on the basis described in the Note to Summary Financial Statements.

Summary Financial Statements

The summary statements do not contain all the statements and disclosures required by Canada accounting standards for not-for-profit organizations. Reading the summary financials statements, therefore, is not a substitute for reading the audited financial statements of Call2Recycle Canada, Inc.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of the summary of audited financials statements on a basis as described in the Note to Summary Financial Statements.

Auditor's Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Audit Standards (CAS 810, 'Engagements to Report on Summary Financial Statements').

Chartered Professional Accountants

Brandon, Manitoba

June 13, 2022

CALL2RECYCLE CANADA, INC.

Statement of Operations and Changes in Net Assets

For the Year Ended December 31, 2021

	2021	2020
	(\$'000)	
Revenues		
Steward Fees	\$ 30,297	\$ 24,925
Investment Income	910	1,349
Other	26	51
Total Revenues	\$ 31,233	\$ 26,325
Expenses		
Material Management and Processing	\$ 22,334	\$ 16,085
Public Education & Awareness	2,378	2,090
Other (Salary, Professional, Admin)	5,004	4,362
Total Expenses	29,716	22,537
Excess Revenues Over Expenses	\$ 1,517	\$ 3,788
Net Assets, Beginning of Year	30,185	26,397
NET ASSETS, END OF YEAR	\$ 31,702	\$ 30,185

NOTE TO SUMMARY FINANCIAL STATEMENTS

Management is responsible for the preparation of summary financial statements. The summary presentation included is only the summary statement of financial position and the summary statement of operations and changes in net assets. It does not include any other schedules, the significant accounting policies and notes to the statements. The summary statements of financial position and operations and changes in net assets are presented in the same detail as the audited financial statements, except the note referencing has been removed and the statements of operations and changes in net assets have been combined into one schedule.

Copies of the audited December 31, 2021 financial statements are available at the organization's office at 100 Sheppard Avenue East, Suite 800, Toronto, Canada M2N 6N5.

Headquarters

100 Sheppard Avenue East
Suite 800
Toronto, ON M2N 6N5

Western Canada Regional Office

2590 Granville Street
Suite 201
Vancouver, BC V6H 3H1

Québec Regional Office

7200 boulevard Grande-Allée
Suite 203
Saint-Hubert, Québec J3Y 0N8



Call2Recycle Canada, Inc.

Changing habits. Inspiring action.™