

# GO GREEN



## Back to school with new technology and new attitudes

**THIS** back-to-school season, millions of students are heading to the classroom carrying new mobile devices containing batteries—all of which can be recycled. It is the perfect time of year to educate young people about proper recycling to protect the environment.

According to The 2015 Canadian Smartphone Market Catalyst study, 68 per cent of Canadians own a smartphone. And a survey of more than 5,400 Canadian kids in grades 4 through 11 by MediaSmarts shows that nearly 90 per cent of the oldest students said they had their own cellphone, while a quarter of nine- and 10-year-old students had their own device.

As technology advances and new equipment is released, our youth will replace their old gadgets with new ones causing exponential growth in the number of devices in the marketplace. If kids in the fourth grade have personal mobile devices now, think about how many they will have used and disposed of by the time they are old enough to drive. How about the number they will use during the course of their lifetime?

### What will happen to all those old devices?

It's more important than ever to educate younger generations about how to properly recycle rechargeable batteries found in mobile devices. These products should not end up in landfills, where reusable materials are wasted and could potentially harm the environment.

Through Call2Recycle Canada, Inc., a battery product stewardship organization, retailers are able to offer a convenient, no-cost option for recycling rechargeable batteries and cellphones. Students can also drop off their single-use batteries from products such as alarm clocks, calculators, games and remote controls.

Staples Canada has launched its own Battery Recycling Program with Call2Recycle to help divert waste and toxins from landfill. Read more about the program at [www.call2recycle.ca/staples](http://www.call2recycle.ca/staples). Since partnering with Call2Recycle® in 2007 to collect and recycle batteries (rechargeable and alkaline), Staples has grown its battery and cellphone recycling program to more than 300 stores. Collecting 129,887 kg, the retailer has surpassed its goal of collecting 100,000 kg of batteries in 2014.

"We've made a lot of progress and achieved many of our sustainability goals," said Pete Gibel, senior vice president of merchandising at Staples Canada and Chair of the Staples Canada Environmental Committee. "We continue to challenge our customers and ourselves to have a positive impact on the environment. We are very pleased to have been awarded the Leader in Sustainability Award from Call2Recycle in 2014."



*Delphine Lagourgue, Regional Director, Call2Recycle, presents the Sustainability Award to Leigh Pearson, Director of Facilities, Environment and Procurement, Staples Canada.*

Once deposited in the collection box, these batteries and cellphones are transported to an approved processing facility where the battery components are broken down into raw material, from which they are reborn into useful new products such as new batteries and stainless steel products like golf clubs and silverware.

"Over the years, we've seen significant increases in the number of cellphones, tablets and other mobile devices in the hands of our youth," said Joe Zenobio, Executive Director of Call2Recycle Canada, Inc. "Teaching them how to safely and properly recycle their old rechargeable batteries is great for the environment. We are thankful to our partners such as Staples for working with us to achieve sustainability objectives."

*To find out more about Call2Recycle and the programs that it can help retailers develop, visit [www.call2recycle.ca](http://www.call2recycle.ca) or call 1-888-224-9764 to find a battery recycling location near you.*

