

RECHARGING THE PLANET.
RECYCLING YOUR BATTERIES.™

call 2 recycle®

Industry Stewardship Plan for Primary Batteries

Public Consultation



March 10, 2011



Agenda

1. Welcome and Introductions
2. Purpose of Today's Session
3. About Call2Recycle
4. Major Components of the Plan
5. Key Issues
6. Discussion
7. Appendices



1. Welcome and Introductions

- a. Welcome/Introductions
- b. Call2Recycle®, operated by Rechargeable Battery Recycling Corporation (“Call2Recycle”)
- c. Attendees:
 - Carl Smith, President & CEO, csmith@call2recycle.org
 - Jenny Floras, Marketing Director, Canada, jfloras@call2recycle.ca
 - Joe Zenobio, Executive Director, Canada, jzenobio@call2recycle.ca



2. Purpose of Today's Session

- a. Call2Recycle submitted an Industry Stewardship Plan “ISP” to Waste Diversion Ontario “WDO” on February 17, 2011 to manage battery collection/recycling (available for download at www.call2recycle.ca and today in person)
- b. Acquire valuable feedback on ISP to allow Call2Recycle to continue working directly with obligated stewards to better serve Ontarians



3. About Call2Recycle

- a. Voluntary Program founded in 1997 to deal with potential provincial regulation
- b. Not-for-Profit Service Organization; 100% Funded by approximately 200 Battery & Product Manufacturers, representing approximately 90%+ of the market
- c. Collects Rechargeable Batteries and Cell Phones in all jurisdictions in North America
- d. Free to the Public/Retailers/Collection Locations
- e. Collected 1.1 million kg's of Batteries in Canada over the last three years



4. Major Components of the Plan

a. **Call2Recycle to Leverage and Expand Based on:**

- Collection of all Consumer Batteries, including alkaline and other primary batteries under 5kg (see Appendix); combining rechargeable & primary batteries increases collections (BC up by almost 70%)
- Existing network of 2,000+ Ontario collection sites spread amongst retail, municipal government, businesses and stewards
- Using Ontario processors/transporters in an open and transparent manner (see Appendix)

b. **Industry Support:**

- Represents 90%+ of rechargeable and primary producers (see Appendix)
- Allows producers to manage complexities by supporting one program

c. **Proven Track Record of Success:**

- Existing Program with History of Results and Growth (see Appendix)
- Successful all Battery Program in British Columbia



5. Key Issues

- a. How will municipalities be supported?
- b. Will eco-fees be charged to the consumer?
- c. How will obligated stewards be supported?
- d. Will Stewardship Ontario and Call2Recycle run parallel programs?
- e. How will the batteries be managed?
- f. How does this fit into a National program?



6. Discussion

- a. What are we missing?
- b. What needs further explanation or development?
- c. Where have we been too ambitious or not ambitious enough?
- d. What would you challenge?
- e. What would you want to measure that we haven't proposed?
- f. Did anything surprise you?
- g. Does anything concern you?

If there are any comments post this session or you wish to submit comments via email please do so by email Joe Zenobio at jzenobio@call2recycle.ca. We will accept comments up until March 17, 2011.

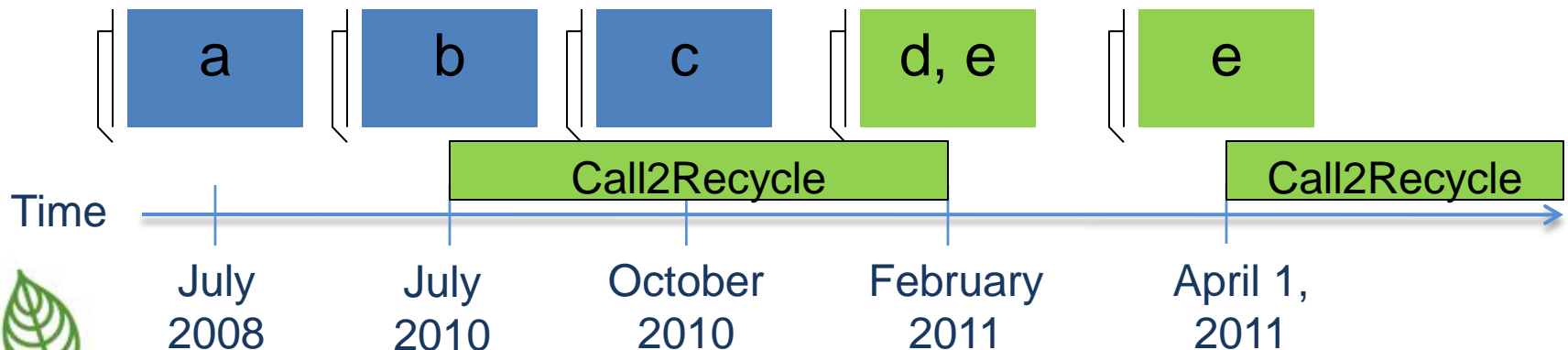


7. Appendices



7A. Appendix - Ontario Status

- a. **July 2008:** single-use batteries included as part of Phase 1 Materials. Phase 1 is currently managed by Stewardship Ontario (SO), funded by stewards.
- b. **July 2010:** Phase 2 launched to include rechargeable batteries; managed by SO
- c. **October 2010:** Phase 2 suspended and becomes responsibility of the Province and Municipalities
- d. **February 2011:** Call2Recycle files ISP with WDO - effective date of April 2011
- e. **Call2Recycle** provided services to SO for both Phase 1 (primary) and Phase 2 (rechargeable) from July 1, 2010 until February 1, 2011 and October 2010, respectively



7B. Appendix - What Are “Consumer Batteries?”

Rechargeable Batteries



Ni-Cd/Power Tool Batteries



Batteries in Electronics

Primary Batteries



Examples of various sized button cell batteries.

“Buttons”



9 Volt, “C” & “D”

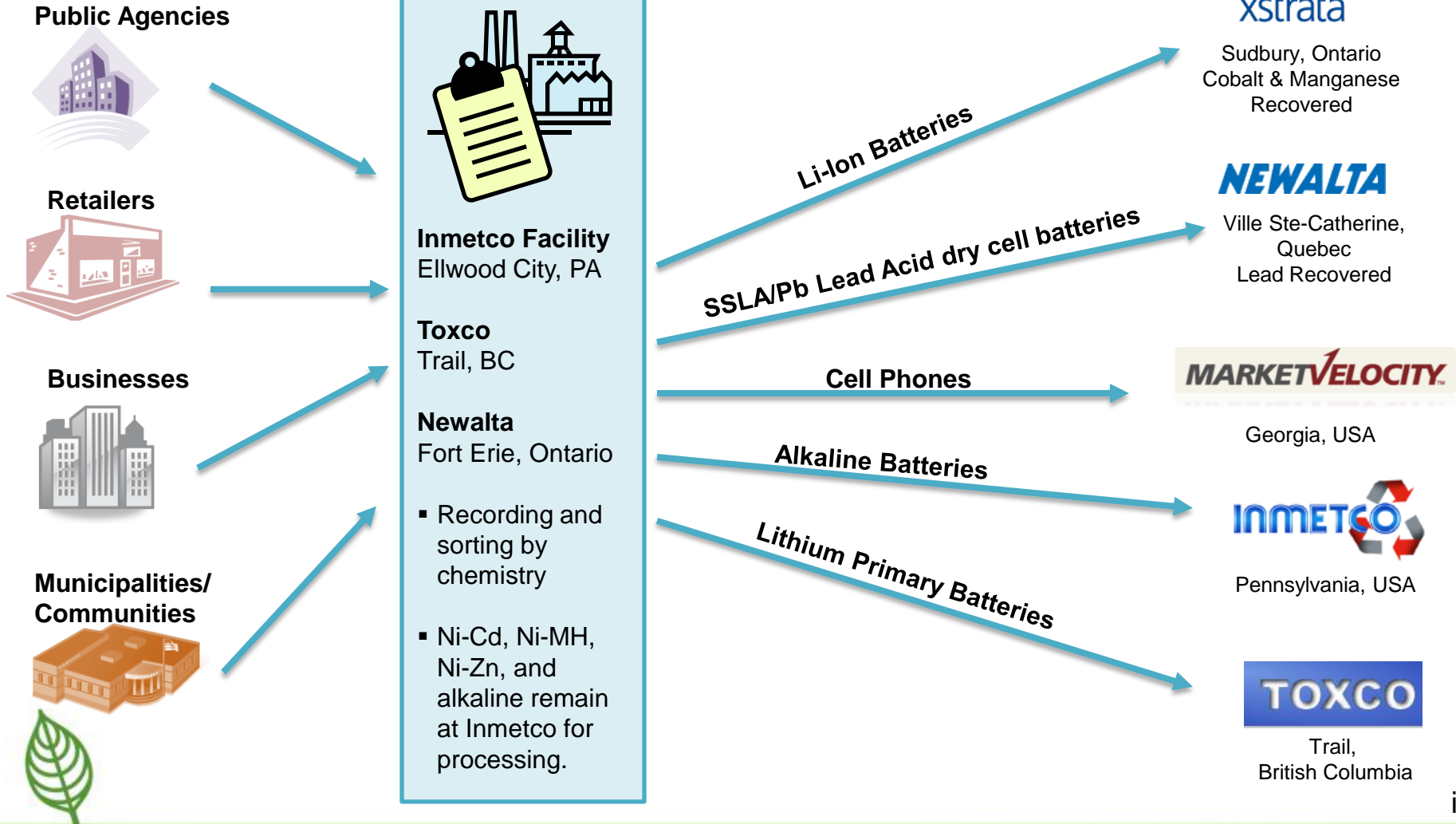


AA's, AAA's



7C. Appendix - Current Physical Flow

Collection Sites Sorting Sites Processor by Chemistry Type and Recovery



7D. Appendix - Industry Support (partial listing)

- Sanyo
- Panasonic
- Sony
- Energizer
- Duracell
- Rayovac
- Eastman Kodak
- Stanley Black & Decker/DeWalt
- RIM
- Hewlett Packard
- Dell
- Apple
- Canadian Tire
- The Source
- Samsung
- Canon
- Fujitsu
- Makita
- Hitachi
- Lenovo
- LG Electronics
- Philips Consumer Electronics
- Ryobi Power Tools
- Toshiba Electronics
- VTECH Communications

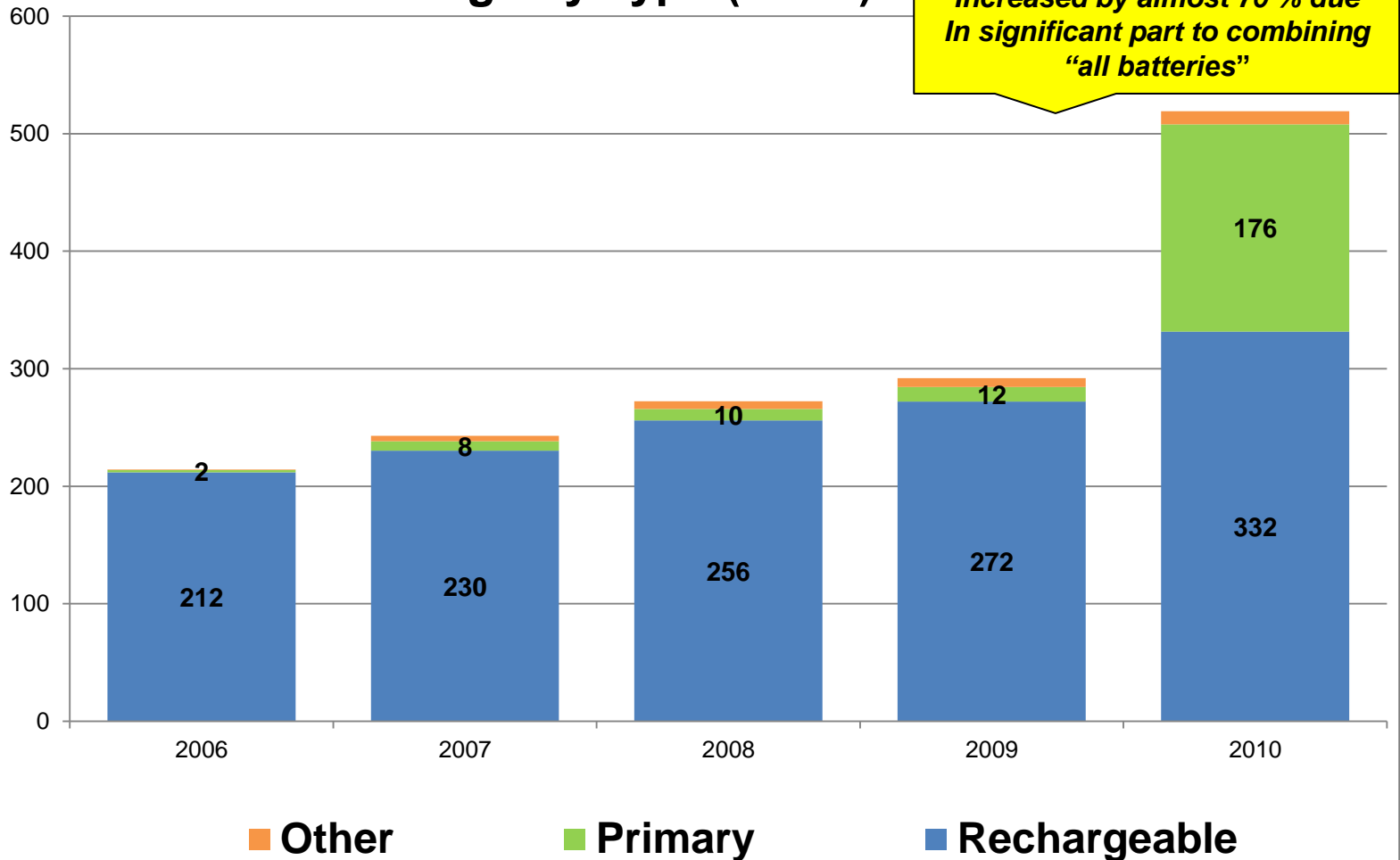
*Full list of Industry Stewards
available at www.call2recycle.ca*



7E. Appendix - Proven Track Record of Success

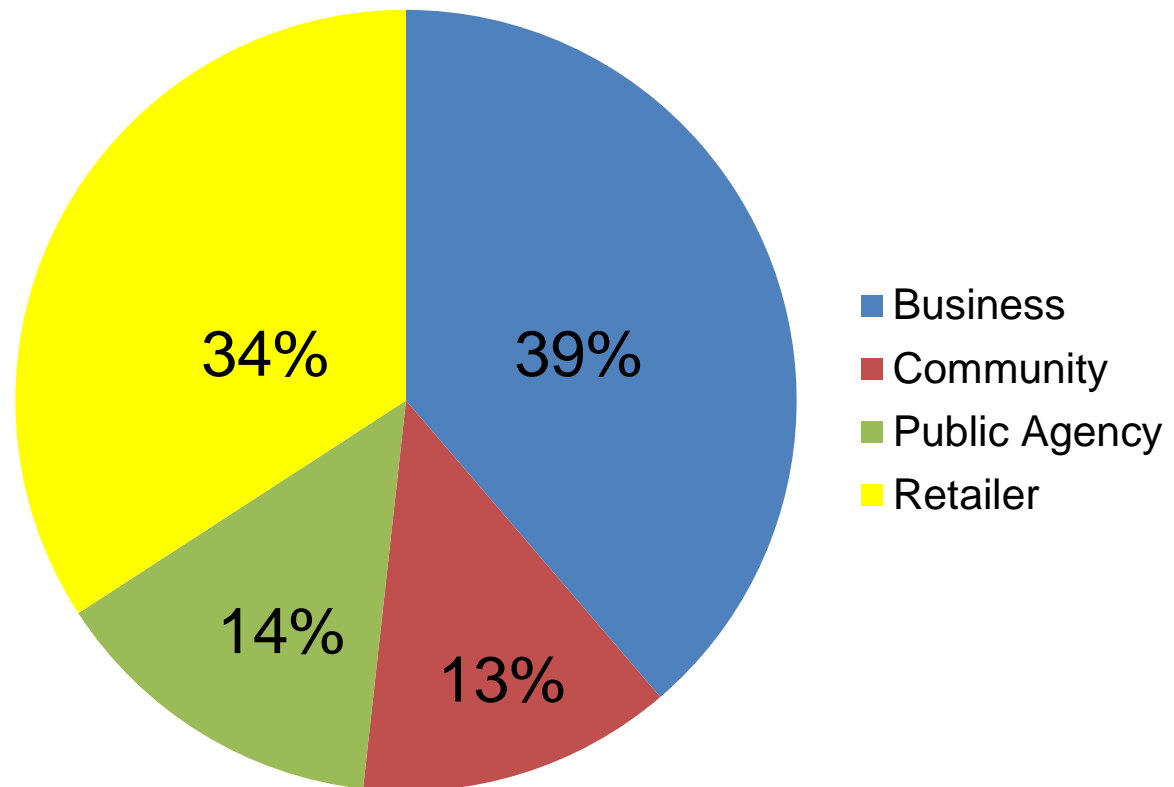
Canada Collections in Kgs by Type (000's)

BC Rechargeable Collections Increased by almost 70 % due In significant part to combining "all batteries"



7F. Appendix – Ontario Collections Sites

2010 Ontario Collection Channels: 2,000 and Growing
Total 216 Kgs (000's)



7G. Appendix – Consumer Awareness

1-2-3 Campaign; Events; Advertising; Promotions



It's as easy as
1 - 2 - 3

1. Change your clock
2. Change your battery
3. Recycle your battery

www.call2recycle.ca/hamilton

Missed collections

Missed collections are upsetting, but there is usually a reason why material was not collected as expected.

To ensure your materials are collected, please ensure they are:

- In accessible locations (backstage or in the lobby)
- Clear of the curb by 7 a.m.
- Within the weight limit of 25 kg (55 lbs)
- Not obstructed by vehicles, snow, ice or other obstacles
- Your organization's name is a "household or residential" member only

Other reasons for missed collections are:

- Materials not open 19 liter (5 gal) in clear plastic bags and tied shut
- Materials not scheduled for collection that particular week

If you have not contacted us to report other than those mentioned above, please consult the back cover of this calendar.

Please do not leave uncollected material(s) at the curb while you are receiving the provision.

November 2011 Have a question? Consult the back cover!

Day	Location	Material	Time
1
2
3
4
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6
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13
14
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17
18
19
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21
22
23
24
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26
27
28
29
30
31

VOUS AVEZ ENCORE LE TEMPS DE :

- † nettoyer les décorations de Noël;
- † dénicher ce cadeau de dernière minute;
- † recharger la planète en retournant vos piles domestiques usées!

Joyeuses Fêtes!
De : appel@recycler

November 7th
is the date to set back your clocks and remember to recycle!

It's as easy as 1 - 2 - 3

1. Change your clock
2. Change your battery
3. Recycle your battery

And the challenge is on!

Help Hamilton collect 3,000 kilograms of batteries by November 7th. Take all used batteries to your nearby Fire Station or other participating Call2Recycle locations throughout the city. Not only will you have the chance to win autographed hockey memorabilia but you will help win a special community visit to Hamilton by hockey legend, Guy Lafleur, along with some of his friends on March 6th.

Visit call2recycle.ca/hamilton for more details.



7H. Appendix - Collection Targets

	2011	2012	2013	2014	2015	2016
Primary Metric Tonnes	830	1,403	1,746	2,099	2,472	2,898
Rechargeable Metric Tonnes	432	550	688	833	991	1,116
Primary Recycling Rate	13%	16%	19%	23%	26%	30%
Rechargeable Recycling Rate	24%	28%	32%	35%	37%	37%

