



# British Columbia 2015 Annual Report

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## 1. Executive Summary

Products within plan	Dry cell batteries weighing less than five kilograms (rechargeable and single-use)
Program website	<a href="http://www.call2recycle.ca">www.call2recycle.ca</a> <a href="http://www.call2recycle.ca/british-columbia">http://www.call2recycle.ca/british-columbia</a>

Recycling Regulation Reference	Topic	Summary (5-bullet maximum)
Part 2, section 8(2)(a)	<a href="#">Public Education Materials and Strategies</a>	<ul style="list-style-type: none"> <li>Partnered with Regional Recycling, Earth Day Canada, Earth Rangers and Science World on recycling awareness and battery collection initiatives.</li> <li>Raised awareness through the BC Recycles Ambassador Tour program, various retailer point-of-sale promotions, online and print advertising, public displays, promotional events and partnerships, tradeshow, sponsorships, annual report, website, social media and toll-free phone number.</li> <li>Conducted research into consumer recycling behaviour to direct future promotions and create more effective, targeted campaigns.</li> </ul>
Part 2, section 8(2)(b)	<a href="#">Collection System and Facilities</a>	<ul style="list-style-type: none"> <li>Call2Recycle offers battery recycling options to five sectors: Retail, Business Services, Government, Environmental, and Manufacturing. A collection facility may either be accessible to the public (public collection site) or to a private business. An actively participating collection site (active site) is defined as one that has shipped at least one receipt within the past 12 months, or any site that has enrolled in the program during the past 365 days regardless of receipt.</li> <li>According to our assessment, 96% of BC residents live within 15 km of a public Call2Recycle Canada collection facilities</li> <li>Call2Recycle currently offers 1,721 active collections facilities in BC.</li> </ul>



Recycling Regulation Reference	Topic	Summary (5-bullet maximum)
Part 2, section 8(2)(c)	<a href="#">Product Environmental Impact Reduction, Reusability and Recyclability</a>	<ul style="list-style-type: none"> <li>627,723 kg* of batteries were collected and recycled through the Call2Recycle program in British Columbia in 2015, a 36% increase over 2014.</li> </ul>
Part 2, section 8(2)(d)	<a href="#">Pollution Prevention Hierarchy and Product / Component Management</a>	<ul style="list-style-type: none"> <li>Batteries collected through the Call2Recycle program are consolidated and sorted by Retrieval Technologies in Trail, BC, with less than 2% going to a secondary facility, Terrapure Environmental, located in Ft. Erie, ON.</li> </ul>
Part 2, section 8(2)(e)	<a href="#">Product Sold and Collected and Recovery Rate</a>	Based on our best sales estimates*, 3,271,930 kg of batteries were sold in BC in 2015, and 627,723 kg** were collected in BC through the Call2Recycle program, representing a 19% diversion rate.
Part 2, section 8(2)(e.1)		<ul style="list-style-type: none"> <li>See Section 7 for breakdown per regional district</li> </ul>
Part 2, section 8(2)(f)	<a href="#">Summary of Deposits, Refunds, Revenues and Expenses</a>	<ul style="list-style-type: none"> <li>\$7.1 M in revenue (Canada)</li> <li>\$7.2 M in expenses (Canada)</li> </ul>

Comparison of Key Performance Targets		
Part 2 section 8(2)(g); See full list of targets in <a href="#">Plan Performance</a>		
Priority Stewardship Plan Targets (as agreed with Ministry file lead)	Performance	Strategies for Improvement
1. Total batteries collected – No target	627,723 kg	<ul style="list-style-type: none"> <li>Develop more targeted public awareness programs based on data gathered through our consumer behaviour research</li> <li>Consumer Accessibility – Maintain accessibility rating at 95% or higher</li> <li>Collection drives and incentive-based collections</li> <li>Advertising – website, social media, print advertising</li> </ul>
2. Battery collection rate – No Target	19% *	



Comparison of Key Performance Targets		
Part 2 section 8(2)(g); See full list of targets in <a href="#">Plan Performance</a>		
Priority Stewardship Plan Targets (as agreed with Ministry file lead)	Performance	Strategies for Improvement
3. Number of Collection Facilities – 2000 by 2014	1721	<ul style="list-style-type: none"> <li>While Call2Recycle did not achieve 2000 collection facilities by 2014, achieving a 96% accessibility rate demonstrates excellent coverage throughout the province.</li> <li>Focus in 2016 will be on expanding the number of collection facilities in area of the province that are currently underserved by the program.</li> </ul>

\* Call2Recycle methodology for determining sales into the market has been revised. While estimates for primary/single-use battery sales continue to be based on Nielsen point of sale data, the rechargeable battery sales information is derived from a study by The Fredonia Group Inc. and extensive research.

\*\* Call2Recycle records battery collections in pounds. Weights provided in kilograms in this document are based on a conversion rate of 0.453592. 627,723 kg represents Call2Recycle's battery collection numbers only, and does not include the batteries collected by the Canadian Wireless Telecommunication Association (CWTA). We do disclose the CWTA's battery collections as reported to Call2Recycle and include their number in the Product Sold vs. Collected data. The collection figures provided by the CWTA are not calculated in Call2Recycle's plan performance, however, as the auditable information is not available.

All information contained in this annual report has been subject to a third-party audit of non-financial information. Information contained in the annual report has been reviewed by an independent auditor and has been verified as fairly stated in accordance with the audit criteria. Please see Appendix E for the complete auditor's report.

## 2. Program Outline

Call2Recycle Canada, Inc. is the Canadian arm of North America's first and largest battery stewardship program. Our program was established in 1997 to fulfill the product stewardship obligations of battery manufacturers, manufacturers whose products contain batteries, and certain distributors and retailers of products as may be appropriate and today works on behalf of more than 300 battery and product manufacturers (See [Appendix A](#)).



Call2Recycle Canada collects and recycles batteries and cellphones from municipalities, businesses and consumers at no cost to them, and promotes environmental sustainability. Our commitment is that 100% of batteries collected through our program are recycled responsibly.

Through a network of public and private collection facilities across British Columbia, Call2Recycle offers an easy drop, seal and ship process that makes recycling batteries as simple as possible for consumers and program participants. Call2Recycle is the first program of its kind to have received Responsible Recycling Practices Standard (R2) certification for adherence to stringent environmental, public, and worker health and safety standards.

Call2Recycle's BC program was developed in consultation with the public and the Ministry of the Environment. Since being introduced in 2010, the BC program has collected more than 2.3 million kilograms of batteries and diverted them from the waste stream. We continue to be committed to maximum awareness, participation, efficiency and cost-effectiveness, and being a valuable partner to the Province.

### 3. Public Education Materials and Strategies

Call2Recycle dedicates significant time and resources to a) *educate* consumers about the importance of responsible battery management; b) *raise awareness* of the Call2Recycle program; and c) *move* consumers to act. In 2015, Call2Recycle's promotional activities included a range of regional and national consumer-focused campaigns, print and online advertising, sponsorships, and partnerships. Here are some examples of these initiatives.

#### Regional Initiatives

**Campaigns** – During National Waste Reduction week (October 19-25, 2015), Call2Recycle and Science World BC ran a battery collection competition, inviting BC residents to show their neighbourhood's environmental spirit and reduce battery waste going to landfills by bringing used batteries to Science World BC. The campaign included coordinated media, web, newsletter and social media promotions from both partners.

**Sponsorships** – Call2Recycle again collaborated with Science World BC as a sponsor of the [BC Green Games](#), an annual contest that [encourages students and teachers to develop environmental stewardship projects](#). This year's Green Games garnered participation from 57 schools. Call2Recycle sponsored four Viewers' Choice Awards, worth \$500 each that recognized favourite projects as chosen by visitors to the Green Games website.

#### 2015 Highlight

The [Waste Reduction Week campaign](#) resulted in an increase of more than 120% in battery collections at Science World BC compared to the same period the previous year.



Call2Recycle also sponsored the 2015 Zero Waste Conference & Trade Show, hosted by the Recycling Council of British Columbia and attended by more than 300 industry professionals. We were also a sponsor of the 2015 Canadian Waste Management Association conference.

**Partnerships & Collaborations** – Call2Recycle took part in the Take Charge campaign initiated by Metro Vancouver by placing a prominent banner on the Call2Recycle website, which linked visitors to provincial recycling information from the Recycling Council of British Columbia. Call2Recycle and Regional Recycling depots operating in the Metro Vancouver Area engaged in two initiatives in 2015 to raise awareness of battery recycling in the communities in which they operate. First, we produced the animated *Closing the Loop* [video](#) that was posted on both websites to explain how and why batteries are recycled. This was followed by a Gift of Warmth holiday contest that encouraged people to visit the various Regional Recycling depots to recycle during December.

This summer, Call2Recycle participated in the BC Recycles Ambassador Tour. Two branded vehicles made appearances at more than 20 events, where our ambassadors spoke directly with event attendees and distributed literature to promote recycling throughout BC. We are also an active member of the Stewardship Agencies of British Columbia, a group of stewardship programs who work together on common issues and challenges.

**Advertising** – Call2Recycle ran advertisements and advertorials in various BC newspapers, magazines and digital channels, as well as select trade publications such as *Municipal Information Network*, *Municipal World* and *Canadian Retailer* to elevate and maintain our profile among current and potential participants. We also placed promotions in themed inserts and environmental calendars that offered strategic opportunities to deliver our battery recycling message to a receptive audience.

#### **Other Activities**

In 2015, we also commissioned Ipsos Reid to conduct research into the recycling patterns of British Columbians. More than 1,001 BC residents were polled, and their responses revealed valuable insights that will be incorporated into Call2Recycle's promotional strategy so that we can achieve more targeted and effective campaigns.

### **National Initiatives**

**Campaigns** – This fall, Call2Recycle launched a campaign with Rona linking battery recycling to changing batteries at the end of Daylight Savings Time. The campaign included ads in the *Vancouver Sun*, community newspapers, and radio spots inviting people to bring their used batteries to Call2Recycle boxes near them.

**Partnerships** – Call2Recycle is also a valued partner with Earth Rangers, an organization dedicated to educating and empowering children to protect biodiversity and "Bring Back the Wild". In





January, we collaborated on Earth Rangers' first Battery Blitz School Mission. The 12-week initiative taught students about the environmental impact of batteries that end up in landfills and encouraged them to take action by collecting and recycling their batteries at school. The Battery Blitz Mission reached 75 schools across Canada—including in 15 schools and 6,500 students in Vancouver, Surrey, Burnaby and Abbotsford.

For the second consecutive year, Call2Recycle partnered with Canada's largest diversified mining company, Teck, to promote battery recycling at We Day events in Vancouver and across Canada.

#### Website

Call2Recycle's website, [call2recycle.ca](http://call2recycle.ca), continues to be a valuable resource for consumers and participants looking for information about battery recycling in BC. Traffic on the site from people in BC increased by 21% in 2015. The BC section of the site saw a 32% increase from 2014. People looking to find a Call2Recycle drop-box also grew dramatically, from 34,833 in 2014 to 192,432 in 2015—a 552% increase.

Examples of Call2Recycle's promotional activities are provided in [Appendix B](#).

## 4. Collection System and Facilities

Call2Recycle Canada primarily collects consumer batteries and cellphones from drop-off boxes that are strategically located across the province. Various factors, such as population, proximity to consumers, ease of access, and connection to batteries or recycling, are considered when selecting a Call2Recycle collection site. We continually seek to add new sites, while monitoring existing activity to eliminate non-participating sites for efficiency.

The number of active collection facilities in BC grew 4% in 2015 to 1,721. These sites either shipped at least one box or enrolled in the program in the last year.

2015 Active Collection Facilities by Sector				
Sector	2015	2014	Change (#)	Change (%)
Business Services	593	524	69	13%
Environmental	123	91	32	35%
Government	420	423	-3	-0.7%
Manufacturing	51	36	15	42%
Retail	533	573	-40	-7%
Other	1	2	-1	-50%
<b>Total</b>	<b>1,721</b>	<b>1,649</b>	<b>72</b>	<b>4%</b>





Call2Recycle aims to give at least 95% of BC households access to a collection box. We define “access” as having a box within 15 km of the residence—a distance established through Ipsos Marketing research into consumer recycling behaviour commissioned by Call2Recycle. In 2015, we again met this accessibility standard with 96% of BC households falling within range.

## 5. Product Environmental Impact Reduction, Reusability and Recyclability

In BC, batteries and cellphones collected by Call2Recycle are sorted at Retrieval Technologies in Trail, BC. All of Call2Recycle’s sorters and processors use the latest and most effective techniques for reclaiming materials. 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. The process will see the renewal and/or addition of state-of-the-art sorters and processors to fulfill Call2Recycle’s service promises and to provide value for our stakeholders.

Please see [Appendix D](#) for a flow chart detailing our sorters and processors.

## 6. Pollution Prevention Hierarchy and Product/Component Management

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 products. Call2Recycle does not promote a reduction in the use of batteries, and reconditioning batteries for reuse can pose an unacceptable safety risk to consumers. We therefore do not support reconditioning Lithium-Ion 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, as it 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. Valuable metals such as nickel, iron, cadmium, lead, and cobalt are reclaimed and reused in various products, such as new batteries, cookware, appliances and hardware.

As of 2014, Call2Recycle attained the newest certification of the Responsible Recycling Practices Standard (R2): the R2:2013 and passed the annual surveillance audit in 2015 with zero non-conformities. This is the highest achievable standard for recycling organizations and indicates that



the certificate holder has met stringent requirements in areas of environmental, public and worker health and safety.

When it comes to cellphones, Call2Recycle first seeks to refurbish the units, and if they are unsuitable for refurbishment, the phones are recycled. Approximately 90% of the cellphones we collect are recycled and processed for reclamation. No material managed through recycling is sent overseas, as per the requirements of the Basel Convention.

While the 2010 program plan did not provide for acceptable end-fates resulting from the battery recycling process, the following charts show the recovery rates of processors used by the Call2Recycle program and how the various materials are managed. No intact battery received by Call2Recycle is landfilled.

Product End Fate for Data Year Ending December 31, 2015					
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	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
Cellphones	Yes**	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 9 for Call2Recycle's position on battery reuse.

\*\* Cellphones: Refurbished for 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, may be discarded – this represents a small quantity of materials.



Call2Recycle's 2010 program plan called for recycling efficiency for specific battery chemistries. The following outlines the plan commitments for recycling efficiency rates compared to the recycling rates for batteries as reported in 2015.

Recycling Efficiency Rate Commitments and Current Performance			
Battery Chemistry	2010 Plan Commitment	2015 Efficiency Rate	Target Met or Exceeded
Alkaline	50%	84%	Yes
Small Sealed Lead Acid (SSLA)	65%	81%	Yes
Nickel Cadmium (Ni-Cd)	75%	80%	Yes
Other Rechargeable (Li-Ion & Ni-Mh)	50%	78.4%-86%	Yes

The following chart further breaks down the recycling efficiency rates and the materials that are recovered through the recycling process as reported by Call2Recycle's approved processors.

Recycling Efficiency Rates						
Rechargeable Battery Chemistry					Primary Chemistry	
Battery Type	NI-CD	LI-ION	NI-MH	SSLA	ALKALINE	LITHIUM
Processor	Inmetco PA, USA	Retriev, BC	Inmetco PA, USA	Terrapure*, QC	Inmetco PA, USA	Retriev, BC
% Material recovered – Recycled to: **						
Metal(s)	50%	18.3%	57%	72%	21%	35.3%
Co-product aggregate	2%	0%	14%	0%	1%	0%
Cadmium	12%	0%	0%	0%	0%	0%
Secondary Recovery***	4%	60.1%	5%	0%	57%	21.1%
Plastic Recovery or Reductant	12%	0%	10%	9%	5%	0%
<b>Total Material Recovery %</b>	<b>80%</b>	<b>78.4%****</b>	<b>86%</b>	<b>81%</b>	<b>84%</b>	<b>56.4%****</b>
Not Recovered for use in Secondary Market During Recycling Process: Water, Oxygen, Plastics, Organics (carbon, electrolytes).	20%	21.6%	14%	19%	16%	43.6%
<b>Total:</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\* Terrapure formerly known as Newalta. Facility has not changed since last report

\*\* Recovery rates provided by processor.

\*\*\* This includes metals that are recovered at secondary processors.



\*\*\*\* The recycling efficiency (RER) rate for lithium primary batteries has changed since the 2014 annual report based on updated information from the processor. Changes in the nature/composition of the batteries the processor currently receives compared to what they have received and tested in the past has resulted in a change to the RER. The previously reported RER evaluated the recycling efficiency of a battery cell whereas the revised RER includes the entire primary lithium battery stream including the cases.

## 7. Product Sold and Collected and Recovery Rate

Once again, BC outpaced the rest of Western Canada in battery recycling. Collections in the province grew 36% over the previous year, with BC responsible for one out of every four batteries collected across the country.

Call2Recycle Collections by Weight			
Type	2015 Collections (kg)	2014 Collections (kg)	% Increase/Decrease
Batteries sold in province	3,271,000*	2,721,400**	n/a
Single Use (Primary)	495,397	362,818	37%
Rechargeable	132,326	98,270	35%
<b>Total</b>	<b>627,723***</b>	<b>461,089</b>	<b>36%</b>
CWTA****	3,276	9,512	-66%
<b>Total Collections in BC</b>	<b>630,999</b>	<b>470,601</b>	<b>34%</b>

\*Call2Recycle methodology for determining sales into the market has been revised. While estimates for primary/single-use battery sales continue to be based on Nielsen point of sale data, the rechargeable battery sales information is derived from a study by The Fredonia Group Inc. and extensive research.

\*\*Target represents estimates developed by industry stewards in 2009 based on total Canadian battery sales allocated by provincial population.

\*\*\*Variance of 1 kg between the 2 data sets and the total provided is due to conversion from lb. to kg (at 0.453592). Accurate within a margin of +/- 2%.

\*\*\*\*Batteries collected by Canadian Wireless Telecommunication Association (CWTA) in BC through their phone collections program Recycle My Cell. Call2Recycle has also provided CWTA with the number of phones collected through our program in the province for its reporting. Call2Recycle cannot verify the data from the CWTA and therefore all reporting on downstream, collection rates, and targets excludes the numbers provided by the CWTA.

This year, a number of BC Regional Districts more than doubled their battery collections from the previous year, including Columbia Shuswap, Fraser Valley, Fraser St. George, Kootenay Boundary and Sunshine Coast. Fraser Valley and Kootenay Boundary had the highest per capita deposits, with 422 kg and 442 kg collected per 1,000 residents respectively. A breakdown of the collections by weight across BC's regions is provided on the following pages.



### Call2Recycle Collections by Region

Regional District	Active Collection Sites	Total Collections (kg)			Average Collections Per Site (Mean)	Collections Per 1,000 people**
		2015	2014	% Change		
Alberni-Clayoquot	20	2,368	1,697	40%	118.4	78.66
Bulkley-Nechako	30	3,211	1,793	79%	107.0	80.28
Capital	205	62,534	56,125	11%	305.0	165.52
Cariboo	22	3,777	2,714	39%	171.7	60.66
Central Coast	1	45	122	-63%	45.0	14.08
Central Kootenay	50	7,238	5,447	33%	144.8	120.43
Central Okanagan	41	26,096	24,224	8%	636.5	133.47
Columbia Shuswap	42	5,851	2,802	109%	139.3	113.72
Comox Valley	22	7,186	4,815	49%	326.6	111.18
Cowichan Valley	26	8,620	6,546	32%	331.5	104.12
East Kootenay	41	5,352	4,458	20%	130.5	92.85
Fraser Valley	75	124,939	31,095	302%	1665.9	421.50
Fraser-Fort George	45	5,608	2,609	115%	124.6	61.44
Metro / Greater Vancouver	782	289,117	249,521	16%	369.7	115.01
Kitimat-Stikine	24	2,725	1,573	73%	113.5	70.56
Kootenay Boundary	26	12,971	5,956	118%	498.9	441.96
Mount Waddington	3	562	415	35%	187.3	49.35
Nanaimo	40	21,702	26,005	-17%	542.6	140.40
North Okanagan	24	10,376	7,863	32%	432.3	122.67
Northern Rockies	1	7	90	-92%	7.0	1.18



Call2Recycle Collections by Region						
Regional District	Active Collection Sites	Total Collections (kg)			Average Collections Per Site (Mean)	Collections Per 1,000 people**
		2015	2014	% Change		
Okanagan-Similkameen	43	7,836	4,643	69%	182.2	95.75
Peace River	11	268	1,459	-82%	24.4	4.19
Powell River	11	2,501	1,644	52%	227.4	128.55
Skeena-Queen Charlotte	5	625	1,375	-55%	125.0	35.65
Squamish-Lillooet	27	2,251	3,626	-38%	83.4	55.75
Strathcona	23	2,023	1,738	16%	88.0	44.51
Sunshine Coast	15	4,059	1,899	114%	270.6	139.12
Thompson-Nicola	66	7,876	8,833	-11%	119.3	59.13
<b>Total BC</b>	<b>1721</b>	<b>627,723</b>	<b>461,089</b>	<b>36%</b>	<b>364.7</b>	<b>134.04</b>

\* Accurate within a margin of +/- 3% based on a conversion rate from pounds to kilograms of 0.453592.

\*\* Population numbers based on Demographic Analysis Section, BC Stats, Ministry of Technology, Innovation and Citizens' Services, Government of British Columbia



Four metals/metal compounds are extracted from rechargeable batteries. Driving this year's 35% growth in materials extracted were increases in deposits of Nickel-Cadmium batteries (up 60%) and lead batteries (up 37%). Alkaline and Zinc Carbonate continue to drive growth in primary battery chemistry results. The following charts summarize the province's battery collections by chemistry (in kilograms) in 2015:

Rechargeable Battery Collection by Chemistry (kg)				
	2015	% Change	2014	2013
Ni-Cd	50,959	60%	31,767	33,177
Ni-Mh	14,537	11%	13,081	12,974
Li-Ion	26,533	11%	23,940	20,348
SSLA	40,297	37%	29,482	27,730
<b>Rechargeable Chemistry Total</b>	<b>132,326</b>	<b>35%</b>	<b>98,270</b>	<b>94,229</b>

Primary (Single Use) Battery Collection by Chemistry (kg)			
Material Name	2015	2014	% Change
Alkaline and Zinc Carbon	485,381	354,567	37%
Lithium	9,985	8,223	21%
Mercury	32	9	355%
Silver Oxide	0	0	0%
Lead Carbonate	0	1	-100%
Nickel Iron	0	16	-100%
<b>Total</b>	<b>495,397*</b>	<b>362,818*</b>	<b>37%</b>

\* Accurate within a margin of +/- 3%. Based on a conversion rate from pounds to kilograms of 0.453592.

Cellphone Collections (by count)		
2015	2014	% Change
31,212	29,594	5.5%

## 8. Summary of Deposits, Refunds, Revenues and Expenditures

This section is not currently applicable to the services of Call2Recycle since deposits and eco-fees are not collected at point of sale for battery purchases. Major product and battery manufacturers across the globe—industry stewards—fund Call2Recycle's recycling program to ensure that the batteries and cellphones that they introduce into the marketplace are being responsibly recycled when they reach their end of life. These industry stewards are committed to keeping batteries out of the solid waste stream and recycling them to create new products.





## 9. Plan Performance

Performance Measures	2015 Results	Strategies for Improvement
Batteries sold in BC* - No Target for 2015	3,271,000	<p>We will use our commissioned research into consumer recycling behaviour to segment and focus our marketing promotions, with an aim to increase awareness and participation among low-engagement groups and leverage engaged adopters to achieve greater impact in the year ahead.</p> <p>Call2Recycle has established a relationship with the Retail Council of Canada, and through this relationship will initiate more retailer-focused collection-boosting activities.</p> <p>Call2Recycle, as always, will continue to actively promote the battery recycling program to consumers and participating locations in an effort to achieve greater results in the future.</p>
Primary batteries collected – No Target for 2015	495,397 kg	
Rechargeable batteries collected – No Target for 2015	132,326 kg	
Total batteries collected – No Target for 2015	627,723 kg	
Collection Rate	19%	
Number of Collection Facilities	1721	



## Appendix A – Battery Stewards

### RECHARGEABLE BATTERY STEWARDS (LICENSEES) OF THE CALL2RECYCLE PROGRAM As of March 31, 2015

3M Personal Safety Division	Canon USA Inc
Accell North America	Casio America, Inc.
ACCO BRANDS CORPORATION	Cell-Con Inc
Ace Hardware Corporation	Chenzhou Grand-Pro Tech Co.,Ltd.
Acer America 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.	Costco (Canadian single-use steward)
American Lawn Mower Co	Couche Tard
American Toppower	CTE Energy Co., Ltd.
Anton/Bauer	DANTONA INDUSTRIES/ULTRALAST
APC - Schneider Electric	Deere & Company (John Deere)
Apple, Inc	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 (Canadian single-use steward)	Dorcy International, Inc
BEST BUY CANADA LTD.	Duracell Canada (P&G) (Canadian single-use steward)
Best Buy Co., Inc.	Duracell/Div of P&G
BionX International	Duracell/Gillette Company/Proctor & Gamble
Bissell Homecare, Inc	Eaton Corporation
Black & Decker Corporation	Eco-Stream Canada (Canadian single-use steward)
BlackBerry	Enerco Group Inc.
BMR Group Inc. (Canadian single-use steward)	Energizer Battery Manufacturing, Inc
BMW Canada Inc. (Canadian single-use steward)	Energizer Canada (Canadian single-use steward)
Bose Corporation	Energy Sales
BRAUN/P&G/GILLETTE	EnerSys Delaware Inc.
Brother International	Epson America, Inc.
Bushnell, Inc.	
CANAC-MARQUIS GRENIER LTEE.	
Canadian Tire	



Esselte Corporation  
 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  
 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  
 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)  
 Kwonne Electrical Products, LTD  
 L'Image (license holder for Sunbeam)  
 L'Image Home Products  
 L'IMAGE HOME PRODUCTS INC.  
 L'Image Home Products Inc. (IHP)  
 LASOURCE 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  
 Loblaw Inc. (Canadian single-use steward)  
 Loblaws Inc.  
 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 Corporation  
 Panasonic North America Inc. (Canadian single-use steward)  
 Pantech Co Ltd  
 Pelican Products, Inc.  
 Philips Consumer Lifestyle  
 Philips Consumer Lifestyle  
 Plantronics, Inc.  
 PLR IP Holdings, LLC (Polaroid)  
 Polycom, Inc.  
 Positec Tool Corporation  
 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)  
 Rayovac/Spectrum Brands  
 Richpower Industries, Inc.  
 Ridge Tool Company (RIDGID)  
 RiteAid  
 RKI Instrument, Inc  
 Robert Bosch Tool Corporation  
 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  
 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 Drug Mart  
 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  
 Sony Electronics, Inc.  
 Southern Telecom, Inc.  
 SOUTHWICK TECHNOLOGIES INC  
 Southwire Company  
 Spectrum Brands  
 SPECTRUM BRANDS



SRAM, LLC  
 Stanley Black & Decker Corporation  
 Staples Canada, Inc.  
 Star Micronics Co., Ltd.  
 STIHL INCORPORATED  
 Stihl Limited  
 Stihl Limited  
 StorTronics  
 Streamlight, Inc.  
 Summer Infant, Inc.  
 Surefire  
 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  
 The Source  
 TNR TECHNICAL  
 Toro Company  
 TOSHIBA AMERICA  
 Toyota Canada Inc.  
 Toys R Us  
 Toys r us Canada

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

### Call2Recycle Website Promotions

We regularly feature articles on our participants to share best practices and inspire increased battery collections.





## Partnerships



Left: Student Earth Rangers with their battery collections

Below: EcoKids Battery Hero contest promotion with Earth Day Canada



Summer Ambassador partnership with BC Recycles.



The SFU student ambassadors from left to right: Sarah Pratt, Kathleen Belton, Ali Russell, Courtenay Miller



## Campaigns



Above & left: Online and print promotions for Waste Reduction Week campaign with Science World BC.



Daylight Savings campaign promotions.

## Trade Advertising



The freedom to go unplugged  
comes with responsibility.

Accept the responsibility to pass that freedom on  
by offering free battery recycling in your community.  
Visit [call2recycle.ca](http://call2recycle.ca) to learn more and answer the  
call to recycle.

**Good for you.  
Good for the environment.**

**call2recycle** [call2recycle.ca](http://call2recycle.ca)

### We are your rechargeable Battery Recycling Solution

Since the recent modification to provincial funding for rechargeable battery recycling, Call2Recycle supports Ontario municipalities by offering:

- A turnkey rechargeable battery recycling program
- Fair compensation for your costs
- Safe and responsible processing

Since 1994, Call2Recycle Canada, Inc. has diverted over 45 million kilograms of batteries from the waste stream and has been providing a turnkey, easy recycling solution to municipalities, businesses and retailers in Ontario and Canada.

Contact us today!  
Call 888.224.9764 or email [customerservice@call2recycle.ca](mailto:customerservice@call2recycle.ca)

Recharging the planet. Recycling your batteries.™ **call2recycle**

Contact us today to join  
the 34,000+ collection  
locations that have  
helped Call2Recycle  
divert more than 45  
million kilograms of  
batteries from landfills.

MUNICIPAL  
**LEADER**

**Municipal World**  
CANADA'S MUNICIPAL MAGAZINE

## Appendix C – Audited Financial Statement

### CALL2RECYCLE, INC., SUBSIDIARY AND AFFILIATE

Condensed 2015 and 2014 Consolidated and Combined Financial Statements

Condensed, Consolidated and Combined Statements of Financial Position  
Reported in U.S. Dollars

	2015			2014
	(\$'000)			(\$'000)
December 31,	Call2Recycle, Inc. & Subsidiary	Call2Recycle Canada, Inc.	Combined	Combined
<b>ASSETS:</b>				
Cash and cash equivalents	\$ 704	\$ 127	\$ 831	\$ 912
Receivables, no allowance deemed necessary	3,080	2,139	5,219	4,108
Due from (to) affiliate	882	(982)	-	-
Prepaid expense and other assets	440	4	444	556
Long-term investments	22,065	-	22,065	23,612
Net property and equipment	210	-	210	227
<b>Total assets</b>	<b>\$ 28,181</b>	<b>1,388</b>	<b>29,569</b>	<b>\$ 29,415</b>
<b>LIABILITIES and NET ASSETS</b>				
Accounts payable and accrued expenses	1,387	1,185	2,572	1,752
Unearned revenue	5,052	-	5,052	6,367
<b>Total liabilities</b>	<b>7,239</b>	<b>1,185</b>	<b>8,424</b>	<b>8,119</b>
Unrestricted net assets				
Undesignated	20,942	350	21,292	21,313
Board designated	-	180	180	215
Cumulative translation adjustment	-	(327)	(327)	(232)
<b>Total net assets</b>	<b>20,942</b>	<b>203</b>	<b>21,145</b>	<b>21,296</b>
<b>Total liabilities and net assets</b>	<b>\$ 28,181</b>	<b>1,388</b>	<b>29,569</b>	<b>29,415</b>

### INDEPENDENT AUDITORS' REPORT

Board of Directors

Call2Recycle, Inc., Subsidiary and Affiliate

We have audited, in accordance with auditing standards generally accepted in the United States of America, the consolidated and combined statement of financial position of the Call2Recycle, Inc., Subsidiary and Affiliate (non-profit organizations) as of December 31, 2015 and 2014, and the related consolidated and combined statements of activities, changes in net assets, and cash flows for the years then ended (not presented herein); and in our report dated May 13, 2016, we expressed an unqualified opinion on those consolidated and combined statements.

In our opinion, the information set forth in the accompanying condensed consolidated and combined financial statements is fairly stated, in all material respects, in relation to the consolidated and combined financial statements from which it has been derived.

**SMITH & HOWARD**  
Certified Public Accountants and Auditors

May 13, 2016

*Smith & Howard*

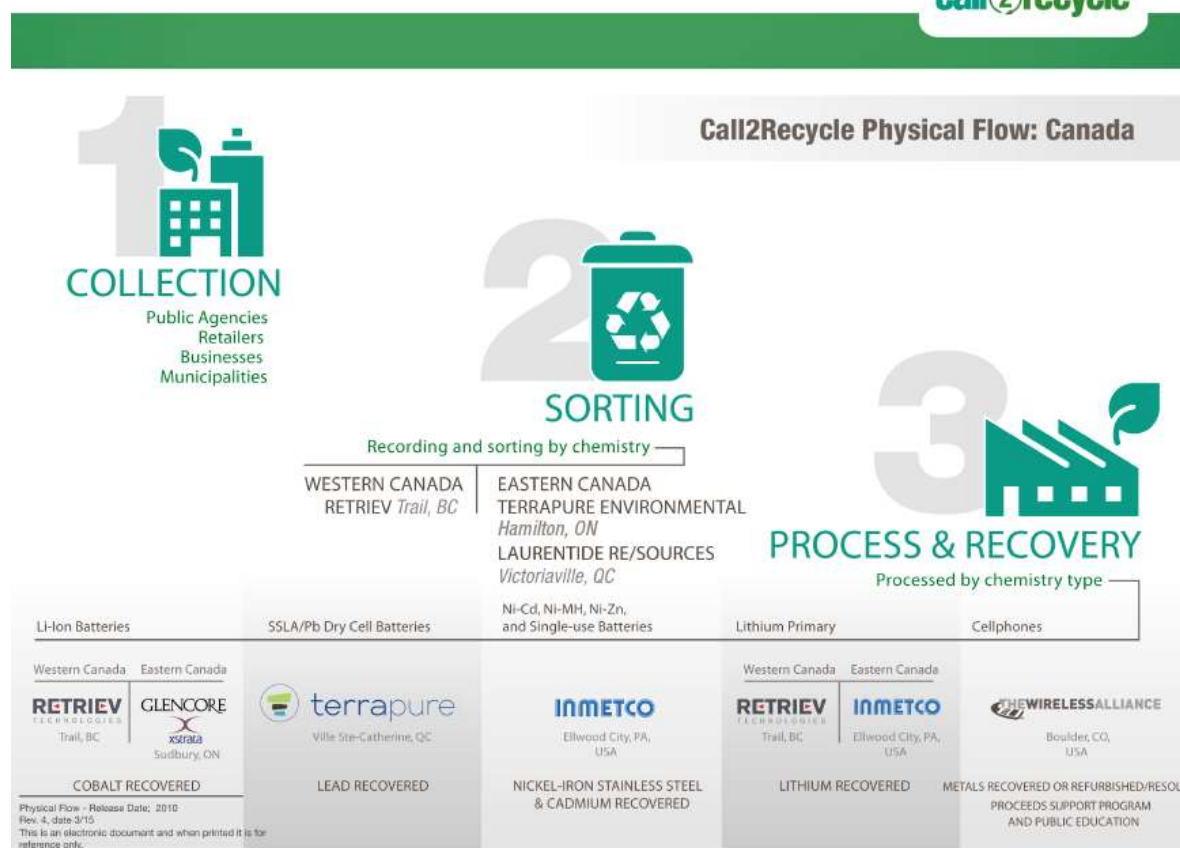
# **CALL2RECYCLE, INC., SUBSIDIARY AND AFFILIATE**

Condensed 2015 and 2014 Consolidated and Combined Financial Statements

Condensed Consolidated and Combined Statements of Activities and Changes in Net Assets  
Reported in U.S. Dollars

	2015			2014
	(\$'000)			(\$'000)
Years ended December 31,	Call2Recycle, Inc. & Subsidiary	Call2Recycle Canada, Inc.	Combined	Combined
<b>OPERATING ACTIVITIES:</b>				
Revenue				
Rechargeable battery steward fees	\$ 7,756	\$ 34	\$ 7,790	\$ 7,810
Primary battery steward fees	201	6,905	7,106	6,551
Recovered metals proceeds, net	741	206	947	1,831
Cell phone revenue	3,996	-	3,996	982
<b>Total revenues</b>	<b>\$ 12,694</b>	<b>7,145</b>	<b>19,839</b>	<b>17,174</b>
<b>Expenses:</b>				
Program expenses				
Collection and recycling operations	7,231	4,720	11,951	11,826
Public education	2,264	764	3,028	1,991
Self administration	279	-	279	242
Total program expenses	9,774	5,484	15,258	14,059
Management and general expenses	2,619	1,728	4,347	3,841
<b>Total expenses</b>	<b>\$ 12,393</b>	<b>7,212</b>	<b>19,605</b>	<b>17,900</b>
<b>Increase (decrease) in unrestricted net assets before non-operating activities</b>	<b>301</b>	<b>(67)</b>	<b>234</b>	<b>(726)</b>
<b>Non-operating activities:</b>				
Intercompany fees	(183)	183	-	-
Investment income	(254)	-	(254)	726
<b>Increase (decrease) in unrestricted net assets</b>	<b>(136)</b>	<b>116</b>	<b>(20)</b>	<b>-</b>
Unrestricted net assets, beginning of year	21,078	217	21,295	21,372
Translation adjustment	-	(130)	(130)	(76)
<b>Unrestricted net assets, end of year</b>	<b>\$ 20,942</b>	<b>203</b>	<b>21,145</b>	<b>\$21,296</b>

## Appendix D – Recycling Process Flow





## Appendix E - Auditor's Report on Non-Financial Information



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Fax: 250 426 8886  
www.bdo.ca

BDO Canada LLP  
35 10th Avenue South  
Cranbrook BC V1C 2M9 Canada

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### INDEPENDENT ASSURANCE REPORT TO CALL2RECYCLE CANADA, INC. STEWARDSHIP AGENCY

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We have engaged by the management of Call2Recycle Canada, Inc. ("C2R" or "Stewardship Agency") to undertake a reasonable assurance engagement of the following disclosures within the Stewardship Agency's Annual Report for the year ended December 31, 2015 (together the "Subject Matter"):

- Section 4 Collection system and Facilities - the location of collection facilities, and any changes in the number and location of collection facilities from the previous report in accordance with Section 8(2)(b) of BC Regulation 449/2004 (the Recycling Regulation);
- Section 6 Pollution Prevention Hierarchy and Product/Component Management - the Company's description of how recovered product was managed in accordance with the pollution prevention hierarchy under Section 8(2)(d) of the Recycling Regulation;
- Section 7 Product Sold and Collected and Recovery Rate - the Company's description of total amounts of product sold and collected and recovery rate in accordance with Section 8(2)(e) of the Recycling Regulation and;
- Section 9 Plan Performance - the Company's description of performance for the year in relation to approved targets under Section 8(2)(b),(d) and (e) in accordance with Section 8(2)(g) of the Recycling Regulation.

The objective of this report is to disclose how the Stewardship Agency's management has discharged its responsibility to report on the Subject Matter in accordance with Sections 8(2)(b),(d),(e) and (g) of the Recycling Regulation

#### RESPONSIBILITIES

The Subject Matter is the responsibility of the Stewardship Agency's management who have prepared the Subject Matter in accordance with the evaluation criteria which are an integral part of the Subject Matter. Our responsibility in relation to the Subject Matter is to perform a reasonable assurance engagement and to express a conclusion based on the work performed. Our opinion does not constitute a legal determination on C2R's compliance with the Recycling Regulations.

#### EVALUATION CRITERIA

The suitability of the evaluation criteria is the responsibility of management. The evaluation criteria presented in Attachment 1 are an integral part of the Subject Matter and address the relevance, completeness, reliability, neutrality and understandability of the Subject Matter.

#### SCOPE OF THE AUDIT

We carried out our reasonable assurance engagement in accordance with the International Standard on Assurance Engagements 3000 (ISAE 3000) published by the International Federation of Accountants. This Standard requires, amongst others, that the assurance team possesses the specific knowledge, skills and professional competencies needed to understand the information included within the Subject Matter, and that they comply with the independence and other ethical requirements of the IFAC Code of Ethics for Professional Accountants.



Independent Assurance Report to  
Call2Recycle Canada, Inc.  
Stewardship Agency (continued)

A reasonable assurance engagement includes examining, on a test basis, evidence supporting the amounts and disclosures within the Subject Matter. A reasonable assurance engagement also includes assessing the evaluation criteria used and significant estimates made by management, as well as evaluating the overall presentation of the Subject Matter. The main elements of our work were:

- Understanding and evaluating the design of the key processes and controls for managing and reporting the selected data used in preparing the annual report as it pertains to the Subject Matter;
- Assessing the risk that the subject matter information may be materially misstated;
- Responding to assessed risk through testing, on a selective basis, the preparation and collation of selected data prepared by management and reported in the Annual Report by management;
- Performing further procedures such as inquiring, inspecting, observing, vouching to independent sources, recalculating and re-performing procedures to obtain corroborating information to address identified risks linked to the subject matter; and
- Evaluating the sufficiency and appropriateness of evidence.

**OPINION**

In our opinion, the Subject Matter within the Stewardship Agency's Annual Report for the year ended December 31, 2015 presents fairly in accordance with the evaluation criteria presented in Attachment 1, in all material respects:

- the location of collection facilities, and any changes in the number and location of collection facilities from the previous report in accordance with Section 8(2)(b) of the Recycling Regulation;
- the description of how the recovered product was managed in accordance with the pollution prevention hierarchy under Section 8(2)(d) of the Recycling Regulation;
- the total amounts of the producer's product collected and, if applicable, the producer's recovery rate in accordance with Section 8(2)(e); and,
- the performance for the year in relation to approved targets under Section 8(2)(b),(d) and (e) in accordance with Section 8(2)(g) of the Recycling Regulation.

Our report has been prepared solely for the purposes of management's stewardship under the Recycling Regulation and is not intended to be and should not be used for any other purpose. Our duties in relation to this report are owed solely to C2R, and accordingly, we do not accept any responsibility for loss occasioned to any other party acting or refraining from acting based on this report.

*BDO Canada LLP*

Chartered Professional Accountants  
Cranbrook, BC  
June 22, 2016





## Attachment 1 to the Auditor's Report

### Evaluation Criteria

Assessment of the location of collection facilities, and any changes in the number and location of collection facilities from the previous report in accordance with Section 8(2)(b) of the Recycling Regulation

Specific Disclosures in the annual stewardship report for which evaluation criteria were developed	
Disclosure per annual report	Reference (Page #/Table #)
2015 Active Collection Sites by Sector - 1,721 sites	Collection system and Facilities on Page 8.
Increase in the number of sites in 2015 - total of 72 sites or 4% more than prior year.	Collection System and Facilities on Page 8
Call2Recycle Collection Sites by Region Table	Page 13 - 14

### Evaluation Criteria

The following evaluation criteria were applied to the assessment of the location of collection facilities and any changes in the number and location of collection facilities from the previous report in accordance with Section 8(2)(b) of the Recycling Regulation

- In B.C. Reg. 449/2004, collection facility" means (c) in respect of a product within the empty oil container product category, electronic and electrical product category, tire product category or packaging and printed paper product category, a collection facility established by the producer.

The definition of collection facilities is based on:

- Active Public Collection Sites - defined as a site that has shipped at least one receipt within the past 12 months, or any site that has enrolled in the program during the past 365 days regardless of receipt that any resident of BC can access and drop off used batteries during standard business hours.
- Active Private Collection Sites - defined as a site that has shipped at least one receipt within the past 12 months, or any site that has enrolled in the program during the past 365 days regardless of receipt that limited residents or businesses of BC can access during standard business hours.
- Collection sites are categorized by sector: Retail, Business Services, Government, Environmental, and Manufacturing.



- The location of the collection sites is based on:
  - a. Maximizing consumer convenience (frequency of trips) and accordingly Call2Recycle collection is from the following sectors Business Services; Environmental Services; Government (Provincial, Federal, and Municipal); Manufacturing; and Retail. The intent of public collection sites is maximizing consumer convenience where the greatest number of sites are retail sites.
  - b. Change in the number of active collection facilities is based the number of active sites as defined above and as compared to prior year.
  - c. Registration of collection sites: Call2Recycle does not require sites to complete a registration form. By contacting Call2Recycle to register for the program, the steward then explains the terms and conditions of the sites registration.
  - d. Location of physical sites based on physical location within the BC Regional District Municipal boundaries as sorted by postal codes.
- Reporting Period: January 1, 2015 to December 31, 2015



Assessment of the description of how the recovered product was managed in accordance with the pollution prevention hierarchy under Section 8(2)(d) of the Recycling Regulation

Specific Disclosures in the annual stewardship report for which evaluation criteria were developed	
Disclosure per annual report	Reference (Page #/Table #)
Acknowledgements of the Pollution Prevention Hierarchy	Page 9
Product management process employed	Page 9
Processor Efficiency Rates by Battery Type and Processor	Page 11 - Recycle Efficiency Rates table

#### Evaluation Criteria

The following evaluation criteria were applied to the assessment of the description of how the recovered product was managed in accordance with the pollution prevention hierarchy under Section 8(2)(d) of the Recycling Regulation

Products included under Call2Recycle's stewardship plan are dry-cell single-use batteries rechargeable batteries weighing less than 5 kilograms each and cellphones. Products not included in the stewardship plan include wet-cell batteries and any battery weighing more than 5 kilograms. Corded and cordless household and business phones are also not included in the stewardship plan.

- Acknowledgment of the hierarchy is compared to the hierarchy itself.
- Compared the process employed by Call2Recycle as stated in the annual report to the original collection and recycling plan and the actual activities conducted during the reporting period.
- Call2Recycle received a R2 certification from Perry Jonson Registrars, Inc. certifying the organization's management of the collections, and the distribution to downstream processors, for the recycling of batteries and cellphones, having an expiration date of December 21, 2017.
- Reporting Period: January 1, 2015 to December 31, 2015.



Assessment of the description of total amounts of the producers product sold and collected and, if applicable, the producer's recovery rate in accordance with Section 8(2)(e) of the Recycling Regulation

Specific Disclosures in the annual stewardship report for which evaluation criteria were developed	
Disclosure per annual report	Reference (Page #/Table #)
Processor Efficiency Rates by Battery Type and Processor	Page 11 - Recycle Efficiency Rates table
Batteries Sold and Product Recovered in 2015. Batteries sold in BC - 3,271,930kg, Primary batteries collect 495,397kg, Rechargeable batteries collected - 132,326kg, Total batteries collected 627,723kg. Batteries collected stratified by Region	Page 12 through 14

#### Evaluation Criteria

The following evaluation criteria were applied to the assessment of the description of total amounts of the producer's product sold and collected and, if applicable, the producer's recovery in accordance with Section 8(2)(e);

- To estimate the amount of sales into the market Call2Recycle partnered with Kelleher Environmental to perform an in-depth study of product sales into the market. The study utilized externally published reports (Consumer Electronics Sales & Forecast, Fredonia Industry Study, and the BCI National Recycling Rate Study) as well as internal research to analyze battery sales into BC by chemistry type. The comments in the annual report where compared to the calculation in this report.
- The recycling recovery rates quoted in the annual report were compared to the data provided directly by the mentioned parties.
- The product end fate data is provided directly to Call2Recycle by the processors who handle the materials and these rates are confirmed.
- Batteries Collected: Weights reported in the annual report are based on received and recorded sorted battery chemistries by weight at consolidation/sorting facilities and do not include packaging (boxes, pallets, drums, non-conforming items). Cellphones are counted by unit and weight. Sorting facilities provide daily reports and battery weights are entered into Call2Recycle's internal database. Collection totals are stated in the annual report are supported by documentation such as shipping documentation and receipt reports.



- Call2Recycle's internal database maintains a list of product shipments from collection facilities, stratified by regional district, for the reporting year under review and includes the following information:
  - a. The Collection Facility name/address.
  - b. The date of collection from the facility.
  - c. The consolidation site or processor to which the product was delivered.
  - d. The date of delivery to the consolidation site or processor.
  - e. The amount of product collected (in units and in weight, where applicable).
- Reporting Period: January 1, 2015 to December 31, 2015.





Assessment of the description of performance for the year in relation to targets in the approved Stewardship Plan under Section 8(2)(b),(d) and (e) of the Recycling Regulation

Specific Disclosures in the annual stewardship report for which evaluation criteria were developed			
Performance Measure	Plan Target	2015 Result	Reference
Batteries sold in BC	N/A	3,271,930 kg	Page 16 - Plan Performance Table
Primary batteries collected	N/A	495,397 kg	
Rechargeable batteries collected	N/A	132,326 kg	
Total batteries collected	N/A	627,723 kg	
Recovery Rates: Primary Alkaline Small Sealed lead Acid (SSLA) Nickel Cadmium Other rechargeables	50% 65% 75% 50%	84% 81% 80% Range from 78.4% to 86%	Page 10 -Recycling Efficiency Rate Commitments and Current Performance
Active collection sites	N/A	1,721	Page 8 - Collection system and Facilities

#### Evaluation Criteria

The following evaluation criteria were applied to the assessment of the description of performance for the year in relation to targets in the approved stewardship plan under Section 8(2)(b),(d) and (e) of the Recycling Regulation in the approved stewardship plan.

- For the year ending December 31, 2015, Call2Recycle did not establish specific performance criteria in their stewardship plan in relation to Sections 8(2)(b) and (d) of the Recycling Regulation.
- The recovery rate targets in relation to Section 8(2)(e) of the Recycling Regulation that have been identified and reported on by management in the annual are a representation of what was published in the approved stewardship plan titled "An All-Battery and Mobile Phone Collection and Recycling Plan for British Columbia" dated February 4, 2010. We have reviewed the February 4, 2010 report to confirm the statements being made in the annual report are consistent with that report. In 2015, Call2Recycle did not have plan targets for batteries sold in BC, primary batteries collected, and rechargeable batteries collected as the stewardship plan only contained targets through 2014.
- Recovery rates are representations from the third party processors that were corroborated directly with those processors.
- Reporting Period: January 1, 2015 to December 31, 2015.