



**Recycle My Cell  
2011 Annual Report**

**Submitted to the British Columbia  
Ministry of Environment**

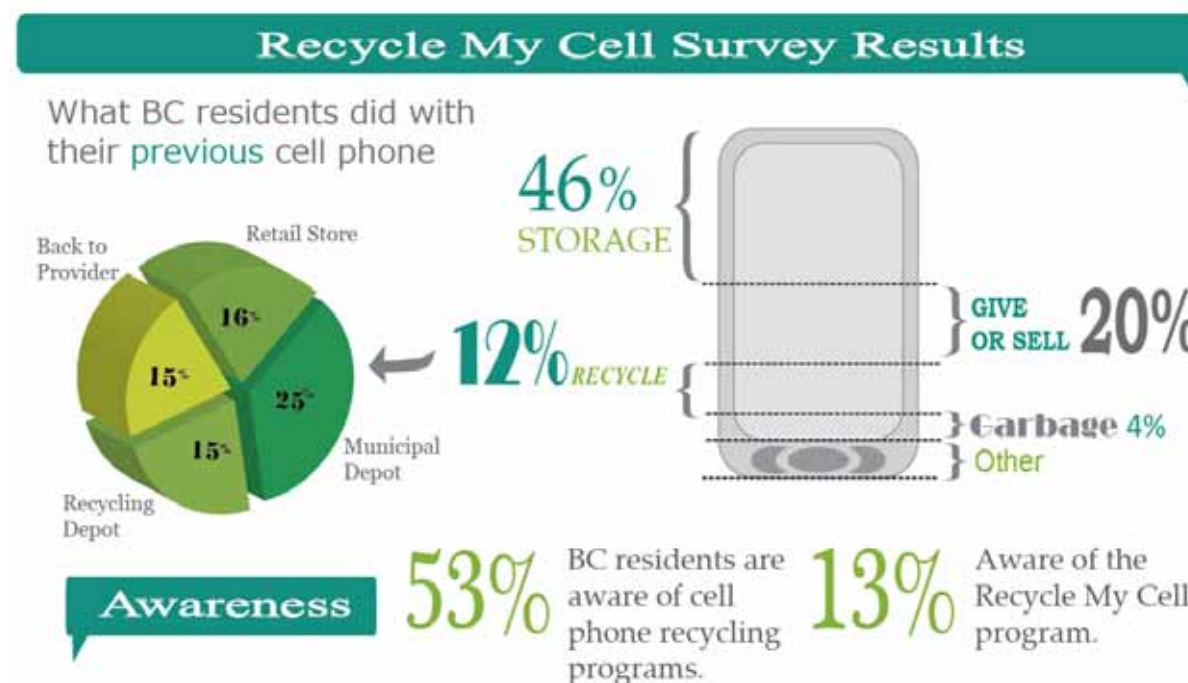
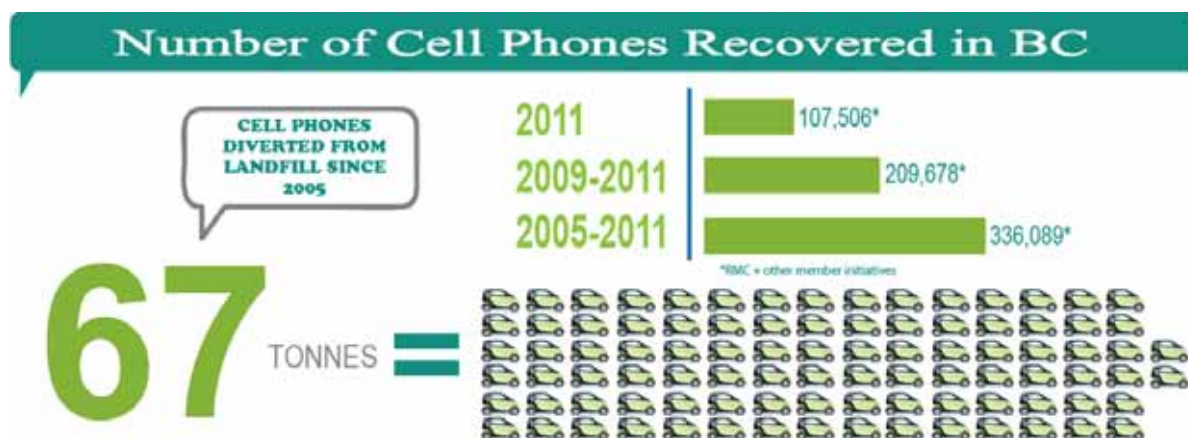
**June 2012**



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## Recycle My Cell – 2011 at a Glance



## 1. Introduction

The Canadian wireless telecommunications industry, under the auspices of the Canadian Wireless Telecommunications Association's (CWTA) Recycling Committee, operates Recycle My Cell (RMC), a free, national cellular phone recycling program. The members of CWTA include, among others, wireless service providers, wireless handset manufacturers and processors.

Recycle My Cell received regulatory approval as a cell phone recycling stewardship program in BC on November 10, 2009. CWTA is pleased to provide this annual report on the program's status in BC for the 2011 calendar year.

This report has been prepared by the CWTA and is submitted on behalf of the following producers: Bell, Mobilicity, Motorola Mobility, Nokia, Research In Motion, Rogers Communications, Samsung Electronics Canada Inc., Sony Mobile Communications, TELUS and WIND Mobile.<sup>1</sup>

CWTA has provided information concerning:

- An evaluation of approved performance indicators: *Awareness and Quality of Service*;
- The amount of cellular devices distributed into the province; and
- The volumes of cellular devices collected through RMC and via other means.

The CWTA has also provided additional information including:

- Participation and Accessibility data;
- Current certifications held by processors associated with RMC;
- Post-Collection fate of materials
- RMC program awareness activities; and
- Amount of funds donated to charities.

## 2. Performance Indicators

An evaluation of two performance indicators – *Awareness and Quality of Service* – is included below. Both indicators were included and approved as part of the original RMC plan.

CWTA notes that it has submitted a proposal to the BC Ministry of Environment (MoE) for the use of *Product Collection, Participation and Accessibility* and *Post-collection Management* as additional performance indicators for the program. This proposal is under review by the MoE.

CWTA continues to believe that use of these combined metrics will provide a more relevant measure of the program's success than the use of a recovery rate.

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<sup>1</sup> In 2011, Hewlett-Packard (Canada) Co. was no longer a producer.

## 2.1. Awareness

The Awareness target included in the plan noted an intention to increase awareness of cell phone recycling among cell phone owners/intenders nationally to 80% by 2015.

CWTA evaluates awareness using 2 indicators: the percentage of the population aware of the program as determined by an annual survey and Web site traffic and call volume to the toll-free RMC number.

### 2.1.1. Annual survey figures on consumer awareness and propensity to participate in a mobile device recycling program

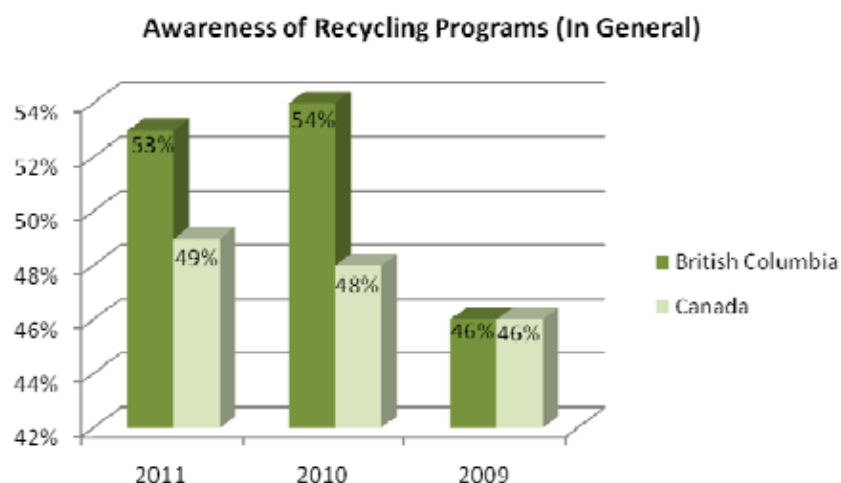
Annual surveys undertaken since the launch of this program have been an effective way in which to gauge public awareness, monitor implementation and identify trends.

Quorus Consulting Group was commissioned to conduct a national survey, similar in scope to those in 2009 and 2010, to:

- Follow-up on how Canadians deal with unused cell phones;
- Evaluate Canadians' likelihood of using a cell phone recycling program;
- Gauge Canadians' awareness of cell phone recycling programs; and
- Evaluate Canadians' awareness of specific cell recycling programs.

Over 4,000 Canadians, 18 years and older, with a minimum of 400 respondents in each province, were contacted to participate in this telephone survey.

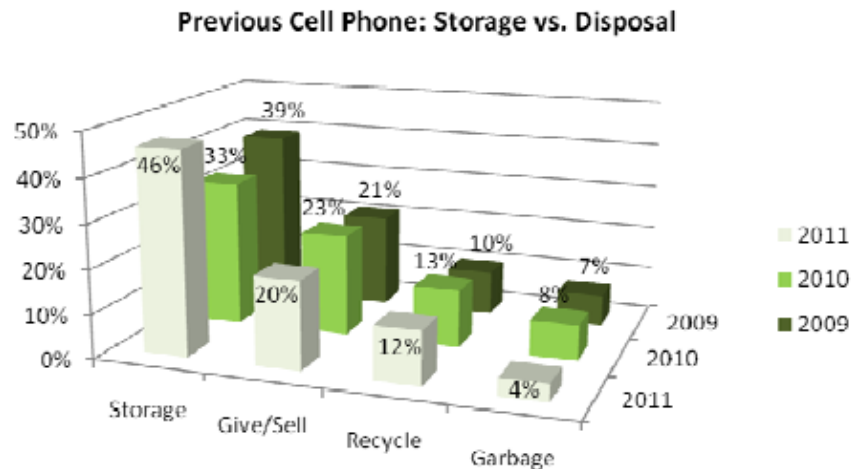
Survey results show:



The 2011 National Cell Phone Recycling Study indicated that public awareness of the RMC program is growing. Almost half of all Canadians (49%) are aware of cell phone recycling programs in general. The results in BC (at 53%) are above the national average and up 7 percentage points over 2009 provincial results.

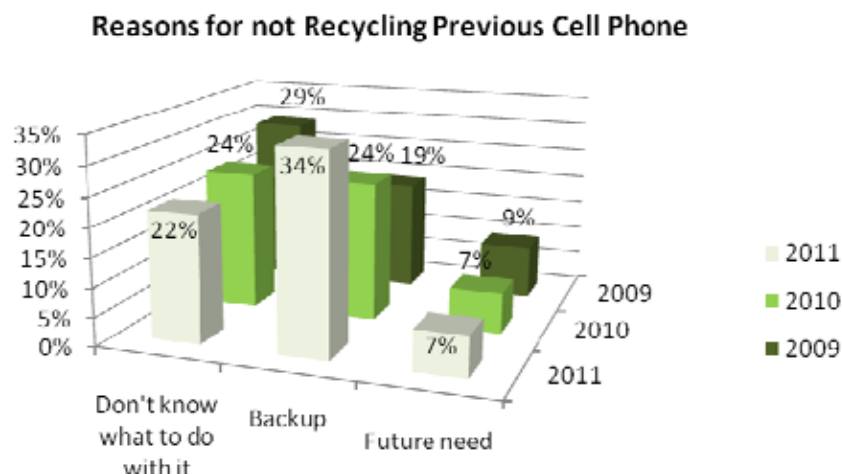
Encouragingly, from a national perspective 15% of survey respondents knew of the RMC program. This is a welcome upward trend over the past two years (10% in 2009 and 12% in 2010). From a BC perspective, 13% of BC respondents were aware of RMC specifically (up 1 percentage point from last year).

Data was not collected to gauge the awareness level of other recycling programs at the provincial level.



The data indicates that 12% of BC respondents recycled their last phone (a decrease of 1 percentage point), 20% gave it away or sold it and 4% threw it out, a decrease of 4 percentage points over last year. In BC 46 % of residents simply store their old cellular phone which is a significant increase of 13 percentage points over the previous year.

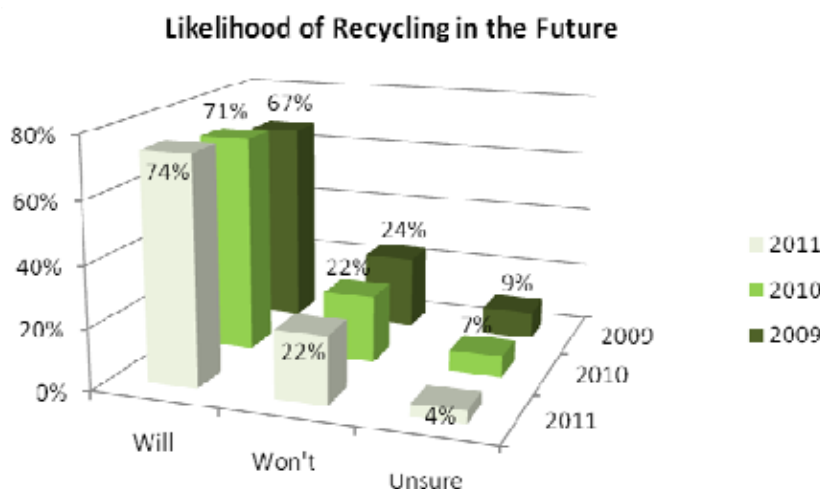
The positive news remains that the majority of unwanted cell phones within BC are being kept from entering the landfill in some manner.



The data indicates that 22% of BC residents with a cell phone in storage reported not knowing what else to do with their phone (down 2 percentage points over 2010, and 7 percentage points over 2009), 34% were keeping it as a backup (an increase of 10 percentage points over 2010) and 7% were keeping it for a future need.

While it seems as though respondents increasingly understand what to do with their old phone, there is an increasing reluctance to get rid of their device.

CWTA will continue to work with organizations responsible for waste management and recycling within the province to promote recycling options that exist within the province.



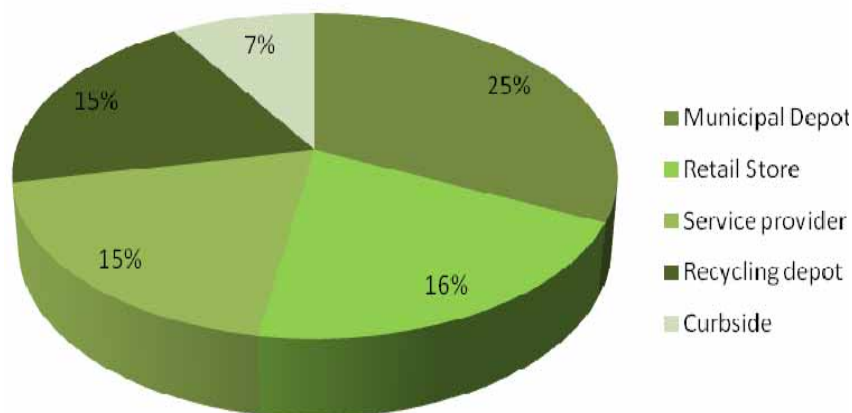
The data indicates that 74% of BC respondents who are currently storing an old cell phone would be willing to recycle it or return it to a cell provider, an increase of 3 percentage points over last year (and up 7 percentage points since 2009). 22% said they would not recycle or return it, and 4% were unsure as to whether

they would recycle it in the future, a decrease of 3 percentage points since 2010. Encouragingly, the willingness to recycle old cell phones continues to trend upwards.

Consumers continue to show a willingness to deal responsibly with their devices.

It is important to note though that in an environment where multiple programs exist the willingness to recycle on the consumer's part may not correlate with an increased collection on the steward's part.

Top 5 Ways British Columbia Residents Recycled Their Cell Phones



The data indicated that 15% of BC respondents returned their devices to cell phone providers (a decrease of 8 percentage points), with another 16% recycling theirs through a retail store program (up 4 percentage points from last year). 25% of BC respondents reported recycling their old cell phones through a municipal depot, with another 15% of BC respondents disposing of their cell phones through a recycling depot.

CWTA continues to make the RMC-branded collection program available to interested municipal and recycling depots in order to ensure that cell phones are dealt with in a responsible manner, and at no cost to the depot.

#### **2.1.2. Web site traffic and call volume to toll-free number**

CWTA maintains a Web site ([www.recyclemycell.ca/www.recyclemoncell.ca](http://www.recyclemycell.ca/www.recyclemoncell.ca)) that serves as the central hub for the program. Information about recycling, member programs, and collection sites is readily available to consumers via this site. Consumers can also call a toll-free number (1-888-797-1740) for information.

##### Web site traffic and call volume (January to December 2011)

- RMC Web site logged 30,651 unique visits.



- 3,113 database searches for recycling locations in B.C. (based on the postal code entered at time of search).
- 42 calls to the RMC toll-free number originated from B.C.

### 2.1.3. Activities to increase the level of awareness

The CWTA will continue to work with its members to raise the level of awareness concerning cell phone recycling both nationally and within the province. Specific examples of initiatives that CWTA plans to undertake are included in Section 7.

In addition, CWTA will also work with other stewards and organizations within the province to further increase the beneficial work that is occurring within the province with respect to recycling.

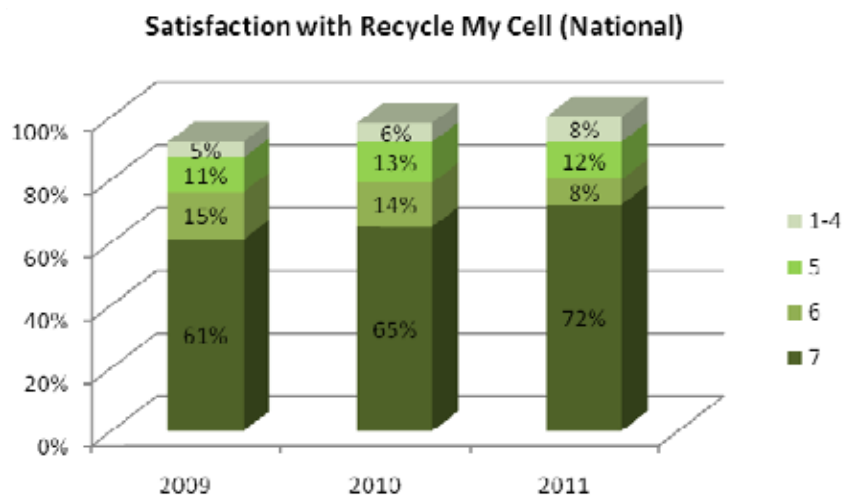
## 2.2. Quality of Service

The Quality of Service target included in the original plan noted an intention to reach 100% customer satisfaction with the Recycle My Cell program.

Quality of Service can be evaluated using 2 indicators: the target community and program partner's satisfaction as determined by survey results; and the number and nature of complaints made.

### 2.2.1. Target community and partner satisfaction

Ensuring that consumers find the recycling experience satisfactory is just as important as ensuring they know how and where to recycle their phones. Consumers are more likely to repeat a behavior that they perceived as positive.



The vast majority (92%) of those who recycled their phone through RMC reported being satisfied with the experience. Those responding *extremely*

*satisfied* (rating of 7) went up to 72% in 2011, a 7 percentage point increase over last year.

RMC partners work with their respective collection locations to ensure they are aware of their recycling program, as well as the program's affiliation with RMC. The goal of educational efforts aimed at front line staff is to facilitate and simplify the recycling process. When issues are identified, RMC partners are notified so that they can ensure they are rectified immediately.

CWTA does not plan to survey retailer participants since the communication between the CWTA and its brand owner and community partners is on-going. Any issues that are identified by either group are dealt with appropriately and in a timely manner.

#### ***2.2.2. Number and nature of complaints***

In 2011 CWTA did not receive any complaints from BC residents. This is an improvement over the previous year when 3 email complaints were received.

#### ***2.2.3. Activities to improve customer satisfaction***

The CWTA will continue to work with its members to ensure that cell phone recycling remains an easy and convenient method for recycling at the retail level. Specific examples of initiatives that have been undertaken are included in Section 7.

### **3. Product Distributed into the Province and Product Collected**

The Regulations note a requirement to report on the product "sold" and collected within the province. It is understood that this data is traditionally used to determine the recovery rate for a stewardship program; CWTA does not currently report on this measure nor does it believe that recovery rate provides a relevant measure of the program's performance.

#### ***3.1. Product Distributed***

The reporting of product "sold" data is still new to producers that operate under the RMC banner. In terms of this report, the amount of producers' product "sold" means all devices that are brought into the province, regardless of whether they result in a sale to an end-customer.

CWTA has been working closely with its members to improve on the methodology that was developed in 2010. Data provided in this report relates to

product distributed by manufacturers that participate in the RMC program<sup>2</sup> as reported by the manufacturer. While CWTA has begun to collect data on non-RMC participating manufacturers – as reported in an aggregated format by carriers – it will not report on this data since that responsibility falls to the agents of those manufacturers.

CWTA continues to believe that use of the manufacturer as the reporting agent is preferable. Premised on the notion that the data provided to them by carriers can be added to any product that they distributed directly, this should provide a more complete picture (i.e. including Mobile Virtual Network Operators or third-parties not covered by RMC). Reporting by the manufacturer also lessens the potential of a double count by ensuring that only one member of a chain holds the responsibility for provision of data; this is especially important in cases where the carrier has assigned CWTA as the agent while manufacturers that supply them with product have assigned another organization to fulfill the same role on their part. In addition, this approach allays the fears of carriers concerning the release of highly confidential data and provides the manufacturer with information that is valuable to their operations.

In 2011, a total of 946,869 devices were reported as having been distributed into BC. This total includes devices sent directly into a province and devices sent to distribution centres:

- 888,333 are estimated to have been directly distributed to locations within the province that were affiliated with Bell, Rogers, TELUS and Wind Mobile.<sup>3</sup> This includes the carrier's corporate stores, sales directly to a customer (Web and phone), as well as third-party retailers.
- 58,536 are estimated to have been shipped into BC from distribution centres for various third-party retailers. It is difficult to determine an actual quantity for this category since the third-party does not provide that information to the carrier.

It is important to note that this quantity represents the total amount of product that was reported as distributed into the province and does not reflect the actual quantity that was sold to an end user, or that might become available for collection in the future. In fact, a portion of this product may not remain in the province since it can be re-distributed to other provinces, or dealt with as described in Section 3.2.2. Accounting for these scenarios continues to pose challenges.

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<sup>2</sup> These manufacturers include Motorola Mobility, Nokia, Research In Motion, Samsung Electronics Canada Inc., and Sony Mobile Communications. In addition, although CWTA has not been appointed agent, data for both LG Electronics Canada, Inc. and Dell Canada Inc., is included here as well.

<sup>3</sup> While Mobilicity is also present in the province, and a participant of RMC, it did not supply data.

### 3.2. Product Collected

The use of Product Collection as a performance measure is currently being discussed. For the purposes of this annual report, CWTA is providing a reporting of the volume of devices that were recovered as required by the Regulations.

In total, through all means identified below, 137,383 devices were recovered. The chart below provides a breakdown and additional details follow.

<i>Cell phone recovery in British Columbia – 2011</i>			<i>2010</i>
<i>Program</i>	<i>Method</i>	<i>Quantity (units)</i>	<i>Quantity (units)</i>
Recycle My Cell	Drop-off locations	23,195	26,721
	Mail-back	7,576	8,773
RMC member internal initiatives	Various	76,735	24,159
Call2Recycle	Drop-off locations	29,877 <sup>4</sup>	8,800 <sup>5</sup> (since program launch)
Total		137,383	68,453

#### 3.2.1. Volume of devices collected through RMC

In 2011, members recovered 107,506 devices: 30,771 were recovered through member's RMC initiatives (23,195 via drop-off locations<sup>6</sup>, another 7,576 (estimated) using the mail-back option offered by several RMC partners) and 76,735 through various internal initiatives.

RMC data represents the results of consumer facing recovery initiatives that collect devices that are considered to be at the end of their useful life. Traditionally, the definition of 'end of life' implied a device that could no longer be used for its original purpose; more and more it is becoming clear that the consumer desire for new, more powerful devices, has changed the definition of 'end of life' – especially for wireless devices – simply to mean a device that is no longer desirable to that consumer. This shift has led to new recovery initiatives instituted by our members in an effort to capture this material.

In 2011, several members began to offer various Trade-in incentives<sup>7</sup> to consumers. These programs all promoted the return of newer devices, often via a monetary incentive. Recovery data, for those programs that were able to provide, has been included with the total volume of devices recovered.

#### 3.2.2. Volume of devices collected through other member initiatives

As previously noted in the 2010 Annual Report, devices are often returned to a member for a variety of reasons including buyer's remorse or damage. This data

<sup>4</sup> Data for Call2Recycle supplied by the Rechargeable Battery Recycling Corporation of Canada.

<sup>5</sup> Data for Call2Recycle supplied by the Rechargeable Battery Recycling Corporation of Canada.

<sup>6</sup> A list of current drop-off locations is located in Appendix A.

<sup>7</sup> See Appendix B for samples of Trade-in programs available to consumers in 2011.

must be factored into the discussion about cell phone recovery because these devices represent material that has been effectively removed from the “available for collection” pool but without any formal mechanism to account for it.

CWTA, with its members, continues to collect data regarding diversion methods employed internally for devices that are returned to members by other means. The ultimate goal of this exercise is to report this data as part of RMC - without differentiating it from the rest of the data - as this is an additional collection mechanism for devices. Based on data available for 2011, it is estimated<sup>8</sup> that an additional 76,735 devices were diverted from entering the recycling stream within the province as a result of refurbishment and reuse efforts within participating members' organizations.

In addition to what is collected by carrier and manufacturer members, processors involved in RMC may also have their own programs for cell phone recovery. In some cases these programs provide charities with payment for phones that they collect, while other programs represent contractual arrangements with organizations dealing with asset management requirements. Nationally 70,788<sup>9</sup> devices have been recovered by processors.

CWTA will continue to work with all of its members to more accurately identify the means in which these devices are recovered and to define the quantities that this represents on a provincial basis. This work will serve as an important step in ascertaining the amount of product that is actually available for potential collection and will help to quantify the amounts being diverted from landfill. Having said this, CWTA will note that there is no mechanism in place that compels a non-member to provide this information and as such, even with the efforts made by members, there may well continue to be a sizable gap in data.

### **3.2.3. Volume of devices collected by other programs**

While RMC has been formally recognized as a cell phone steward within the province it is important to note that it is not the only program that actively solicits consumers for their cell phones. RMC currently participates in a data sharing arrangement with Call2Recycle. The Call2Recycle collection system employs a combination return-to-retail /depot model and works in conjunction with their battery recovery program. In 2011, Call2Recycle reported collecting 29,877 devices.

As third-party organizations increasingly see value in used mobile devices there is an increase in the number of programs and groups collecting phones<sup>10</sup>. There are many not for profit organizations across the country that actively encourage

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<sup>8</sup> Estimates must be used for this data because it is not tracked on a provincial basis. The majority of devices are sent to a central facility for triage. To determine the allocation for BC, CWTA looked at the national figures and assigned the same percentage that accounted for the number of devices recycled at physical locations within the province.

<sup>9</sup> This represents data that was provided by 2 processors and is limited to 'donation' programs.

<sup>10</sup> See Appendix C for a partial list of recovery programs accessible by Canadians.

Canadians to donate unwanted mobile devices in order to generate funds from recycling and reusing the devices. In addition, there are also 'for profit' ventures that collect phones by providing some sort of incentive – either directly to consumers or to their collectors – to do so. Data for these ventures is not currently being reported.

#### **4. Participation and Accessibility**

The use of Participation and Accessibility as a performance measure is currently being discussed. In general terms, program accessibility can be evaluated by determining the number of drop-off locations and the population within a certain proximity to them.

In 2011 there were 554 drop-off locations within BC; there were 586 locations in 2010. The number of drop-off locations correlates to the number of corporate retail locations in the province.

Currently, the vast majority of British Columbians, more than 80%, live within 15km of a RMC collection point. In addition, where no retailer exists, consumers have access to 4 different pre-paid mail back options accessible through [recyclemycell.ca](http://recyclemycell.ca).

#### **5. Current Certifications**

Program members use certified third-party processors to manage their materials. The business relationship is directly between the member and the processor; each member carefully chooses their third-party to ensure that they meet all the necessary environmental standards.

All of the processors involved with the RMC program are ISO certified and/or verified under Electronic Products Recycling Association's (EPRA) Recycling Vendor Qualification Program, (RVQP) meaning they have an environmental management system in place which ensures accountability and knowledge of the associated environmental impacts.

Material recovered through member programs in BC is responsibly recycled by GEEP Inc., GREENTEC and Sims Recycling Solutions<sup>11</sup>.

#### **6. Post-collection Management**

##### ***6.1. Fate of wireless devices recovered through RMC***

The use of Post-collection Management of materials as a performance measure is currently being discussed. At the most basic level, all phones that are

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<sup>11</sup> See Appendix F for copies of certificates.

collected by the RMC program are diverted from landfill whether through reuse, recycling or energy recovery.

Products that are recovered through the RMC member programs are diverted from landfill as a result of reuse, recycling or recovery.

Of the devices recovered in 2011 in BC, it is estimated that 93% were sent for recycling while 7% were sent for refurbishment and reuse.

Reuse – Using established industry approved recycling and reuse practices, cell phone carriers and manufacturers refurbish damaged products that meet specific functionality requirements for resale. Since a phone destined for reuse is re-supplied into the market it is 100% diverted from landfill.

Recycling - Handsets not suitable for reuse are sent to approved downstream processors where they are either disassembled for harvesting spare parts or ground down for the recovery of precious metals. Of those phones entering the recycling process, 96% of the original input by weight is material that is diverted from landfill and destined for recycling, reclamation and recovery.

Recovery - The 4% of the product that is not recyclable is mainly made up of plastics that are found in most cell phones; this material is recovered as fuel/energy in the precious metal refining process. Device manufacturers continue to take steps to improve the recyclability of their devices and processors continually refining their processes to reduce the amount of non-recoverable material associated with the recycling of cell phones and accessories. Products that are recovered through the RMC member programs are diverted from landfill as a result of reuse, recycling or recovery.

## ***6.2. Handset Members and Improving Product Life Cycle Management***

RMC handset manufacturers continue their efforts to eliminate or to reduce the environmental impacts of a product throughout its life cycle.

Handset manufacturers have worked as part of the GSM Association to implement a cross-industry standard for a universal charger for new mobile phones. The adoption of Micro-USB as the common universal charging interface will allow the industry to potentially eliminate up to 51,000 metric tons of duplicate chargers world-wide. 2012 has been set as the year by which the majority of new phones available globally will support the universal charger connector. The universal charger will also have a higher efficiency rating. In addition to reducing waste and saving energy, a common charger will also provide improved consumer convenience since they will be able to use the same charger for future handsets.

In addition, the wireless industry has continued the trend toward multi-functional devices which eliminate the need for multiple devices. This allows consumers to purchase only one item which provides multiple services – for instance the ability to access the internet, play music and take photos with a smartphone – that relieves the need to manufacture individual devices. These devices also tend to be smaller and more efficient than their individual counterparts.

Some examples of individual initiatives that have been taken include:

- Every new mobile phone and accessory that Motorola Mobility Inc. designs is assessed for compliance with materials regulations, energy performance and packaging minimization. Its entire mobile device product range is now free from Brominated Flame Retardants (BFR) and contains no PVC or phthalates.

One of Motorola Mobility's focus areas has been cutting the environmental impact of chargers. This involved significant reductions to the standby power consumption, when the charger is plugged in to the mains but not connected to a mobile phone. The second major challenge was to achieve a 'universal charger' for the industry. Motorola Mobility collaborated with 16 other leading mobile operators and manufacturers and the GSM Association to agree a specification for a 'universal charger' that is compatible with products from any manufacturer. Potentially 50 percent less chargers could be manufactured and transported each year cutting an estimated 13.6 to 21.8 million tonnes of CO<sub>2</sub> equivalent emissions from the industry's carbon footprint.

In 2011 Motorola Mobility launched a 'dual port universal charger' the 4W Iconic. This has a low 0.1W standby power and enables two devices to be charged simultaneously. 4W Iconic has 38% less materials than the two chargers it can replace. Also in 2011 Motorola Mobility launched the universal power pack (P893) with as many green attributes as possible. Like all Motorola Mobility chargers it is free from BFR and contains no PVC or phthalates. In addition, 25 percent of the plastic casing is made from recycled water bottle plastic and the product life cycle is certified CarbonFree®.

Since the launch of Motorola Mobility's first CarbonFree® certified feature phone in 2008, it has launched a number of CarbonFree® certified chargers and smartphones. These select products are certified as CarbonFree® through Motorola Mobility's alliance with Carbonfund.org™. Each CarbonFree® product undergoes a rigorous life cycle assessment to determine the product carbon footprint. Motorola Mobility then purchases sufficient carbon offsets to match the amount of greenhouse gas emissions estimated to be emitted during manufacturing, distribution and use of the product during its life cycle.



- Nokia has been driving environmental improvements systematically across their mobile product portfolio for years, and aim to continuously improve the environmental attributes of all their mobile products. During the last decade, Nokia has been able to reduce the environmental impact of their products – measured by the greenhouse gas emissions through the entire product lifecycle – by up to 50%, while also introducing new features and capabilities that allow the mobile device to be used in many other ways than just for calling. In 2011, they introduced five new Eco Hero devices, including the Nokia 700<sup>12</sup>, their greenest smartphone, which uses renewable and recycled materials such as bio-paints, bio-plastics, recycled plastics and recycled metals, as well as the Nokia Asha 200 and 201, their lowest-priced Eco Hero devices.

In addition, each and every Nokia device and accessory has Eco Profile<sup>13</sup> allowing consumers to find more details about their devices product sustainability features.

- Samsung Electronics Canada Inc. has continued its focus on environmentally conscious products, including the popular Reclaim™ mobile phone which gives consumers an option for a green yet feature packed device. Reclaim™ is made from 100% biodegradable, corn-based bioplastic, a renewable source and the packaging is entirely recyclable. The handset contains no PVCs, flame retardants, phthalates, mercury, lead, or cadmium. In addition, all Samsung Canada's mobile devices have power supplies that are ENERGY STAR Canada compliant.
- Sony Mobile Communications has worked to broaden the use of GreenHeart™ across its portfolio since the launch of the Sony Ericsson C901 GreenHeart™ in 2009. This commitment includes incorporating GreenHeart™ credentials into its phones and accessories by using post-consumer recycled plastics, waterborne paint<sup>14</sup>, chargers with a no-load power consumption of  $\leq 30$  mW and minimized packaging. Recycled plastics help to reduce the use of oil based virgin plastics and waterborne paints lower emissions of Volatile Organic Compounds (VOC) compared to solvent-borne paints. Xperia™ P and Xperia™ U are both examples of phones that contain recycled plastics and waterborne paint.

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<sup>12</sup> Nokia 700 is Nokia's greenest smartphone to date: Energy efficiency: Power Save mode, ambient light sensor, unplug charger reminder, OLED display, Nokia Fast Charger AC-15; Materials: free of PVC, BFR and RFR, contains recycled metals, bio plastics, bio paints and recycled plastics; Eco content and services: available at Nokia Store Green Channel; Recycling: all materials of this device can be recovered as materials and energy; Packaging: 100% recyclable; and User manual: in-device e-guide, quick guide in the sales box.

<sup>13</sup> These can be found on the Nokia Web site: <http://www.nokia.com/global/about-nokia/people-and-planet/sustainable-devices/sustainable-devices/www.nokia.com/sustainable-devices> and <http://www.nokia.com/global/about-nokia/people-and-planet/impact/products/products/>

<sup>14</sup> The Sony Ericsson Xperia™ mini received the EISA Green Smart Phone 2011 – 2012 award – testament to their GreenHeart™ work and commitment.

Sony Mobile Communications has also identified two broader goal that it intends to reach by 2015: (1) reduce the total greenhouse gas emissions from the full life cycle of Sony Mobile Communications' products by 15% (based on 2008 levels); and (2) reduce the total greenhouse gas emissions from Sony Mobile Communications' internal activities by 20% (based on 2008 levels).

## **7. Recycle My Cell program awareness activities**

Since RMC is an umbrella program, the promotion of cell phone recycling occurs in two ways: through activities of participating members in relation to their corporate programs and through CWTA.

### **7.1. Corporate program initiatives**

Corporate recycling programs have included consumer awareness campaigns in the past and the extent of corporate marketing for cellular phone recycling has not diminished with the implementation of CWTA's program and awareness initiatives.

*Promotional materials:* Over the course of 2011 wireless carriers have continued to build program awareness by placing RMC branding on corporate marketing materials like in-store posters and tent cards. Each participating carrier continues to have its own marketing plans in place. For example, The Source incorporated the RMC logo into its ads as well as in-store materials.<sup>15</sup>

*Web sites:* In addition, carriers continue to increase the visibility of recycling programs by ensuring that the information is readily accessible to customers upgrading their phones via corporate Web sites. Participating manufacturers also include RMC branding on their corporate Web sites. This identifies their corporate programs as a participant in the national industry-wide initiative.

*Social media:* Carrier members have included information about their programs on Facebook pages<sup>16</sup>.

*Other promotional initiatives:* Carrier members have promoted their programs via press releases<sup>17</sup>.

Carriers have also worked in partnership with media divisions of their companies to support their recycling initiatives. The Bell Blue Box program was featured as part of the July 5<sup>th</sup> episode of BellMedia's APP Central. The segment was also repeated the same week on both CTV News Channel and C24.

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<sup>15</sup> See Appendix G for examples of promotional materials.

<sup>16</sup> See Appendix H for samples.

<sup>17</sup> See Appendix I for press release samples.

*Staff training:* Carriers continue to foster program awareness internally with their staff so that they are able to provide accurate information to their customers. This is done with regular reminders via internal Web sites and blogs. Bell, for example, has produced an on-line training module<sup>18</sup> that is a required element to new store associate's training.

## **7.2. CWTA initiatives**

CWTA reviews the results of its annual survey to ascertain trends in consumer awareness and behavior concerning cell phone recycling. Based on those results CWTA works to devise program promotion initiatives with the goal of increasing the level of awareness concerning cell phone recycling. CWTA also continues to promote the program with methods that have shown positive results.

### *Sponsorship of events:*

Recycle My Cell continues to be actively engaged in BC in a variety of ways through sponsorship of events that engage stakeholders. In 2011, Recycle My Cell sponsored the RCBC Zero Waste Conference as well as Coast Waste Management Conference.

At the national level, Recycle My Cell was the sole sponsor for Waste Reduction Week in Canada lending support to the "Recycle My Cell Student Challenge".

The "Recycle My Cell Student Challenge", piloted in 2010 to promising results, challenged schools to collect the most phones in their province for an opportunity to win prizes. 2011 was marked with a substantial increase in the number of schools registered nationally. Schools were informed of the Challenge through a national press release<sup>19</sup>, contest details on the Waste Reduction Week in Canada Web site and through each of the participating provincial councils; how this information was conveyed by the councils would differ based on the approach preferred by each region. Recycle My Cell received valuable support from the Recycling Council of BC in this endeavor.

The Recycle My Cell Challenge was also promoted via press releases, the Waste Reduction Week in Canada Web site, the Recycle My Cell Web site and on Facebook and Twitter.

The winning school in each participating province or territory won a cash donation. In addition, Recycle My Cell partners teamed up to provide a wireless device to the winning school to be awarded by the school to a student deemed the most deserving based on their environmental commitment and initiative. In 2010, the Student Challenge had 6 participants within the province; in 2011, 8 schools participated with **Bench Elementary School** coming out on top.

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<sup>18</sup> See Appendix J for the introductory page to Bell's online training module.

<sup>19</sup> See Appendix K for press releases and promotional materials supporting Waste Reduction Week in Canada.

Nationally, 6,214 cell phones were recovered through the challenge in 2011, compared to 3,854 last year<sup>20</sup>.

CWTA is optimistic that the next Student Challenge will see a further increase in participation within the province.

*Collection events:* In 2011, Recycle My Cell participated in two collection events in areas that are considered to be remote or under-served. The two events<sup>21</sup> did not garner enough material to justify further participation in joint collection events. CWTA continues to make the RMC branded program available to interested municipalities and Regional Districts.

*Recycle My Cell branded program:* The Recycle My Cell program is open to third-party locations interested in hosting a drop-off location to support cell phone recovery efforts.

Third party locations, such as municipal waste depots, not for profit organizations and other parties not affiliated with current RMC members, can serve as drop-off locations simply by registering with CWTA.

Once the registration is approved, locations receive all the elements that they require for phone recovery (postage paid boxes, posters and pamphlets) as well as information concerning the most frequently asked questions about our program and cell phone recycling.

The Recycle My Cell branded program currently has 482 locations, 85<sup>22</sup> of which are located in BC. Cell phones collected through the program are accounted for in the collection totals in Section 3.2.

*Social Media:* CWTA developed a Facebook page for RMC that was used to promote the various events that RMC was part of. In addition, CWTA has been promoting cell phone recycling via its @recyclemoncell Twitter account<sup>23</sup>.

*YouTube video:* CWTA developed a public service announcement<sup>24</sup> in both French and English to promote Recycle My Cell. This PSA has been posted to YouTube and also provided to relevant waste management contacts within each province for their information and use.

*RMC Web site:* The CWTA maintains a Web site ([www.recyclemycell.ca](http://www.recyclemycell.ca) and [www.recyclemoncell.ca](http://www.recyclemoncell.ca)) that serves as the central hub for the program. Information about the RMC recovery program, recycling, member programs, current collection sites and steps to clear personal information is readily available

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<sup>20</sup> See Appendix L for list of winning schools and totals. (This data is included in the overall recovery total.)

<sup>21</sup> See Appendix M for promotional material samples for collection events.

<sup>22</sup> This number includes carrier and third-party locations that use the Recycle My Cell branded program.

<sup>23</sup> See Appendix K for Facebook and Twitter feeds.

<sup>24</sup> See <http://www.youtube.com/user/canadianwireless#p/u/0/gNacWvxVP4E> to view PSA.

to consumers via this site. This site also includes links to the mail-back options that are in place through member programs. Consumers with additional questions about the program are encouraged to contact RMC representatives via an email address that has been established for this purpose (info@recyclemycell.ca / info@recyclemoncell.ca).

*Third-party Web sites and promotional materials*<sup>25</sup>: Recycle My Cell continues to receive positive support from environmentally related organizations, such as Pitch-in Canada and Environment Canada. Municipal Web sites also provide information concerning the program to their residents.

Within BC, Recycle My Cell participates in various initiatives with the Recycling Council of BC and other BC stewards. The intent of these joint initiatives is to lessen consumer confusion while increasing program awareness in the province.

- Recycle My Cell sponsors RCBC's Recyclepedia Web site; the site provides a listing of all RMC locations within a defined geographical area.
- Continuing its collaborative approach, Recycle My Cell supports the awareness efforts of the BC stewards as part of BCStewards.com. This joint initiative of the BC Stewards Group<sup>26</sup> provides information to BC residents concerning all approved programs within the province. It identifies the steward, the designated materials and most critically, where consumers can take their products to ensure that they are recycle responsibly.

Recycle My Cell is also included in the BC Recycling Handbook<sup>27</sup>. The publication includes information on all 13 stewardship programs and is provided to: BC Ministry of Environment, all members of the Legislative Assembly, BC Chambers of Commerce, all BC Regional District offices, all Return-It Depots and Collection sites.

*Toll-free number*: Consumers without Internet access can call a toll-free number (1-888-797-1740) operated by CWTA staff to access information about RMC. Inquiries related to other material categories are forwarded to appropriate organizations where they exist.

*Promotional materials*: Promotional materials (recovery boxes, brochures, tent cards and posters<sup>28</sup>) have been developed for use at municipal and community sites that support the Recycle My Cell recovery program, at dealer sites that do not run their own program and wherever else such materials may be required. The bilingual brochure provides details about the RMC program, including the Web site address and toll-free number for those requiring further information. The 5"x7" bilingual tent card or 11"x17" poster (available in either English or French), identifies the municipal site or dealer site as a RMC drop-off location and

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<sup>25</sup> See Appendix N for examples.

<sup>26</sup> See Appendix K for BCStewards.com samples.

<sup>27</sup> See Appendix O for Handbook.

<sup>28</sup> See Appendix P for samples of the RMC brochure, tent card and posters.

includes the Web site address. This material is updated regularly to reflect changes made to the program.

*News Canada stories:* CWTA continues to use News Canada as a valuable tool for program promotion. News Canada is a paid service that provides articles, free of charge, for use by publications and Web sites. This has shown to be an effective way of including the Recycle My Cell story in community newspapers and on Web sites that often look for content from external sources. These story pick-ups are then monitored and tracked by News Canada and that information is provided to the CWTA.

*Press releases:* CWTA develops and distributes both targeted and national press releases to coincide with activities that RMC participates in. As an example, support of Waste Reduction Week was announced in a national release. In addition, announcements regarding the number of phones that have been recovered are issued to coincide with Earth Day<sup>29</sup>.

*Paid advertising:* CWTA developed and ran RMC ads in select markets, including Vancouver<sup>30</sup>, to coincide with Earth Day.

## **8. Donation to charity**

A donation to participating charities is made for each device returned through the various member recycling programs. Some of the charities benefiting from proceeds include: Tree Canada, Food Banks Canada, Jour de la Terre Québec, WWF, Green Action Center and the Provincial Association of Transition Houses of Saskatchewan, as well as many other local charities across the country. In 2011, the participating recycling programs that are part of Recycle My Cell raised over \$428,000 for local and national charitable organizations.

## **9. Conclusion**

The CWTA and its members remain committed to the RMC program and providing residents of British Columbia with a free, convenient and accessible method to dispose of their unwanted wireless devices and accessories.

RMC members continue to make efforts in developing strategies for greener products and in minimizing the impact of their product at the end-of-life.

Working together – with the Ministry of Environment, British Columbia residents and other stakeholders – will ensure many successful years to come.

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<sup>29</sup> See Appendix Q for Earth Day Press Release.

<sup>30</sup> See Appendix R for examples of paid ads.

## Appendix A

Drop-off Locations in British Columbia				
TELUS	KSM Communications Ltd.	100 MILE HOUSE	BC	V0K 2E0
TELUS	Western Mobile Communications Inc.	ABBOTSFORD	BC	V2S 2C7
Rogers	Rogers Plus	ABBOTSFORD	BC	V2S 2C7
Fido	Generation Wireless Inc.	ABBOTSFORD	BC	V2S 5A1
Rogers	Cellcom Wireless	ABBOTSFORD	BC	V2S 5A1
Bell	Bell (Seven Oaks Shopping Centre)	ABBOTSFORD	BC	V2S 5A1
Bell	Virgin Mobile	ABBOTSFORD	BC	V2S 5A1
Rogers	Fido	ABBOTSFORD	BC	V2T 1V6
Rogers	Fido	ABBOTSFORD	BC	V2T 1X1
TELUS	Tom Harris Cellular Ltd.	ABBOTSFORD	BC	V2T 1X4
TELUS	Clearwest Solutions Inc.	ABBOTSFORD	BC	V2T 2X2
Bell	Smart Wireless (Abbotsford)	ABBOTSFORD	BC	V2T 3S5
Rogers	Rogers Wireless	ABBOTSFORD	BC	V2T 4M5
Rogers	Rogers Wireless	ABBOTSFORD	BC	V2T 5N7
Bell	A1 Wireless (Abbotsford)	ABBOTSFORD	BC	V2T 5T4
Bell	Smart Wireless (Mt. Leeman)	ABBOTSFORD	BC	V4X 2M9
TELUS	Freeway Communications Inc.	ABBOTSFORD	BC	V4X 2N3
TELUS	Tom Harris Cellular Ltd.	ALDERGROVE	BC	V4W 2Z7
Bell	ALDERGROVE ELECTRONICS	ALDERGROVE	BC	V4W 3N5
Bell	ARMSTRONG COMPUTER SERV	ARMSTRONG	BC	V0E 1B1
Bell	M&G ANDERSON BUILDERS LTD	ASHCROFT	BC	V0K 1A0
Chatr	Chatr	BURNABY	BC	H3B 4G
Rogers	Rogers Plus	BURNABY	BC	V3J 0A9
Rogers	Cellcom Wireless	BURNABY	BC	V3J 1N4
Bell	Bell Kiosk (Lougheed Mall)	BURNABY	BC	V3J 1N4
Fido	Fido	BURNABY	BC	V3J 1N4
Bell	Virgin Mobile	BURNABY	BC	V3J 1N4
Bell	Bell (Lougheed Mall)	BURNABY	BC	V3J1N4
TELUS	Easylink Communications Ltd.	BURNABY	BC	V3N 4R7
Mobilicity	Apronan Tech	BURNABY	BC	V3N 4R7
Bell	Times Telecom (SFU)	BURNABY	BC	V5A 4Y6
Rogers	Rogers	BURNABY	BC	V5B 1F2
Fido	Fido	BURNABY	BC	V5C 2Z6
Rogers	Rogers	BURNABY	BC	V5C 2Z6
Bell	Virgin Mobile	BURNABY	BC	V5C 2Z6
Bell	Bell (Brentwood Mall)	BURNABY	BC	V5C 3Z6
Bell	Bell Kiosk (Brentwood)	BURNABY	BC	V5C 3Z6
TELUS	Pacific Coastcom Communications Inc.	BURNABY	BC	V5C 6N3
Mobilicity	Power Wireless Inc./Mobo Electronics	BURNABY	BC	V5C 6R5
Rogers	Rogers Wireless	BURNABY	BC	V5E 2V1

Mobilicity	SKMobile/Phonemore	BURNABY	BC	V5H 2A9
Mobilicity	Citytalk Mobility Group Ltd	BURNABY	BC	V5H 2A9
Rogers	Fido	BURNABY	BC	V5H 2H9
Rogers	Digital Communications	BURNABY	BC	V5H 4J2
Bell	Bell Metrotown Centre)	BURNABY	BC	V5H 4J2
Bell	Virgin Mobile	BURNABY	BC	V5H 4J2
Mobilicity	Forward Communications	BURNABY	BC	V5H 4L7
Fido	Cellular Baby	BURNABY	BC	V5H 4M1
Fido	Cellular Baby	BURNABY	BC	V5H 4M1
Rogers	Digital Communications	BURNABY	BC	V5H 4M1
Bell	Bell (Metropolis)	BURNABY	BC	V5H 4M1
Fido	Fido	BURNABY	BC	V5H 4M1
Bell	Virgin Mobile	BURNABY	BC	V5H 4M1
Rogers	Digital Communications	BURNABY	BC	V5H 4M2
Bell	Times Telecom (Metropolis)	BURNABY	BC	V5H 4P1
Bell	Times Telecom (Crystal Mall I)	BURNABY	BC	V5H2A9
Bell	Bell (Marine Way Market)	BURNABY	BC	V5J 0A2
TELUS	Norquip Services Ltd.	BURNABY	BC	V5J 1P1
TELUS	Quinsam Radio Communications Ltd.	CAMPBELL RIVER	BC	V9W 2E4
TELUS	North Island Communications Inc.	CAMPBELL RIVER	BC	V9W 2E5
TELUS	Quinsam Radio Communications Ltd.	CAMPBELL RIVER	BC	V9W 8C9
Rogers	Rogers Wireless	CAMPBELL RIVER	BC	V9W 8C9
Bell	Connects Wireless (Castlegar)	CASTLEGAR	BC	V1N 1G9
TELUS	Andre's T.V. Sales & Service Ltd.	CASTLEGAR	BC	V1N 2W8
Bell	POZITIVE ENTERPRISES INC	CASTLEGAR	BC	V1N 2W8
Rogers	Rogers Wireless	CASTLEGAR	BC	V1N 3K3
TELUS	Cardinal Telecom (2000) Inc.	CHETWYND	BC	V0C 1J0
TELUS	Can Talk Wireless Solutions Inc.	CHILLIWACK	BC	V2R 0P9
Fido	Sky-Net Computers Ltd	CHILLIWACK	BC	V2R 1A1
Bell	Bell (Cottonwood Centre)	CHILLIWACK	BC	V2R 1A1
Rogers	Rogers Wireless	CHILLIWACK	BC	V2R 1A1
Bell	Virgin Mobile	CHILLIWACK	BC	V2R 1A1
TELUS	Clearwest Solutions Inc.	CHILLIWACK	BC	V2R 4E7
Bell	Bell (Clover Square Village)	CLOVERDALE	BC	V3S 1C7
TELUS	Cartunes Sound & Cellular	COQUITLAM	BC	V3B 1B8
Rogers	Rogers Plus	COQUITLAM	BC	V3B 1C2
TELUS	Tom Harris Cellular Ltd.	COQUITLAM	BC	V3B 1C5
TELUS	Easylink Communications Ltd.	COQUITLAM	BC	V3B 2P5
Mobilicity	Fone Eleven	COQUITLAM	BC	V3B 5R5
Rogers	Cellcom Wireless	COQUITLAM	BC	V3B 5R5
Bell	Bell (Coquitlam Centre)	COQUITLAM	BC	V3B 5R5
Bell	Virgin Mobile	COQUITLAM	BC	V3B 5R5
Bell	Times Telecom (Henderson Mall)	COQUITLAM	BC	V3B 8A9
Rogers	Rogers Plus	COQUITLAM	BC	V3J 3R3



TELUS	Open Connection	COQUITLAM	BC	V3K 3P2
Mobilicity	Smile Telecommunications	COQUITLAM	BC	V3K 3P3
Mobilicity	Perfect Wireless Solutions (PWS)	COQUITLAM	BC	V3K 3P4
Bell	Celltown (Coquitlam)	COQUITLAM	BC	V3K 3V8
Rogers	Rogers Wireless	COQUITLAM	BC	V3K 3V8
Bell	Pure Wireless (Courtenay)	COURTENAY	BC	V9N 1N3
TELUS	Tom Harris Cellular Ltd.	COURTENAY	BC	V9N 2K6
Rogers	Rogers Plus	COURTENAY	BC	V9N 2K6
Rogers	Rogers Wireless	COURTENAY	BC	V9N 2L8
TELUS	Open Connection	COURTENAY	BC	V9N 3R6
TELUS	Mitech Communications Inc.	CRANBROOK	BC	V1C 3S8
Bell	Connects Wireless (Cranbrook)	CRANBROOK	BC	V1C 3S8
Rogers	Rogers Wireless	CRANBROOK	BC	V1C 3S8
TELUS	Andre's T.V. Sales & Service Ltd.	CRANBROOK	BC	V1C 3T5
TELUS	Kootenay Communications Ltd.	CRANBROOK	BC	V1C 4C9
Rogers	Rogers Plus	CRANBROOK	BC	V1C 6S3
Bell	Bell (Cranbrook Smartcentres)	CRANBROOK	BC	V1C 7H2
Bell	ELECTRIC AVE ELECTRONICS	CRESTON	BC	V0B 1G0
TELUS	DC Digital Audio Connections Ltd.	DAWSON CREEK	BC	V1G 2B9
TELUS	Petron Communications Ltd.	DAWSON CREEK	BC	V1G 2H6
Bell	Bell (Dawson Creek)	DAWSON CREEK	BC	V1G 2Y6
TELUS	Gearjammer Electronics Ltd.	DAWSON CREEK	BC	V1G 4E9
Bell	Epscan (Dawson Creek)	DAWSON CREEK	BC	V1G 4K6
TELUS	Luminus Solutions Inc.	DELTA	BC	V4C 6P5
Rogers	Fraser Valley Wireless	DELTA	BC	V4C 6P7
Mobilicity	A.N. Wireless Ltd	DELTA	BC	V4C 6R4
Fido	Sky-Net Computers Ltd	DELTA	BC	V4C 6R9
Bell	Bell (Sunshine Village)	DELTA	BC	V4E 2A6
Fido	Wireless World Solutions	DELTA	BC	V4E 2A9
Bell	Bell (Scottsdale Centre)	DELTA	BC	V4E 2A9
Rogers	Rogers Wireless	DELTA	BC	V4K 1W3
TELUS	Open Connection	DELTA	BC	V4K 2T9
Rogers	Cellwork Communications	DELTA	BC	V4L 2A2
TELUS	Open Connection	DELTA	BC	V4L 2A9
Rogers	Rogers Wireless	DELTA	BC	V4P 6P7
TELUS	Cowichan Sound & Cellular Ltd.	DUNCAN	BC	V9L 0B9
TELUS	Cowichan Sound & Cellular Ltd.	DUNCAN	BC	V9L 1V2
Rogers	Rogers Wireless	DUNCAN	BC	V9L 6X2
TELUS	Petron Communications Ltd.	FORT NELSON	BC	V0C 1R0
Bell	Mobility (FT Nelson)	FORT NELSON	BC	V0C1R0
Bell	E&A ELECTRONICS	FORT ST. JAMES	BC	V0J 1P0
Bell	Bell (Fort St. John)	FORT ST. JOHN	BC	V1J 4M6
Bell	Bell Kiosk (Totem Mall)	FORT ST. JOHN	BC	V1J 5Z2
TELUS	Custom Communications (1990) Corp.	FORT ST. JOHN	BC	V1J 5Z2

TELUS	Audio Video Limited	FORT ST. JOHN	BC	V1J 6L8
TELUS	Petron Communications Ltd.	FORT ST. JOHN	BC	V1J 6N2
TELUS	Par 3 Sports-In-Motion Ltd.	FRASER LAKE	BC	V0J 1S0
TELUS	Suncoast Cellular Ltd.	GIBSONS	BC	V0N 1V7
Bell	GOLDEN COUNTRYWIDE HOME	GOLDEN	BC	V0A 1H0
Bell	J J C HOLDINGS LTD	GRAND FORKS	BC	V0H 1H0
Bell	COUNTRY WIDE PRNTNG & STA	HOUSTON	BC	V0J 1Z0
TELUS	Mike's Audio Video Ltd.	HOUSTON	BC	V0J 1Z1
Bell	SELKIRK TV & APPL LTD	INVERMERE	BC	V0A 1K0
TELUS	Selkirk TV & Appliance Ltd.	INVERMERE	BC	V0A 1K0
TELUS	Andre's T.V. Sales & Service Ltd.	KAMLOOPS	BC	V1S 1J2
Bell	Bell Kiosk (Aberdeen Mall)	KAMLOOPS	BC	V1S 1J2
Rogers	Rogers Wireless	KAMLOOPS	BC	V1S 1J2
Bell	Virgin Mobile	KAMLOOPS	BC	V1S 1J2
TELUS	BWireless Communications Inc.	KAMLOOPS	BC	V1S 1T7
TELUS	Tom Harris Cellular Ltd.	KAMLOOPS	BC	V2B 3H9
TELUS	George's Cellular - Sound Security	KAMLOOPS	BC	V2C 1A6
Bell	Connects Wireless (Kamloops)	KAMLOOPS	BC	V2C 1L2
TELUS	Andre's T.V. Sales & Service Ltd.	KAMLOOPS	BC	V2C 1Y3
Bell	Bell (Lansdowne Village)	KAMLOOPS	BC	V2C 1Y3
TELUS	Andre's T.V. Sales & Service Ltd.	KAMLOOPS	BC	V2C 5N8
Rogers	Rogers Plus	KAMLOOPS	BC	V2C 6L2
Rogers	Rogers Wireless	KAMLOOPS	BC	V2C 6M1
TELUS	Tom Harris Cellular Ltd.	KAMLOOPS	BC	V2C 6R6
TELUS	Walco Radio & Electronics Ltd.	KAMLOOPS	BC	V2H 1E6
Rogers	Rogers Plus	KELOWNA	BC	V1W 3S9
TELUS	Tom Harris Cellular Ltd.	KELOWNA	BC	V1W 3S9
Rogers	Rogers Wireless	KELOWNA	BC	V1X 3G5
Rogers	Rogers Plus	KELOWNA	BC	V1X 4H9
Bell	Bell (Dilworth Shopping Centre)	KELOWNA	BC	V1X 4H9
TELUS	Tom Harris Cellular Ltd.	KELOWNA	BC	V1X 4J2
TELUS	Pacific Coastcom Communications Inc.	KELOWNA	BC	V1Y 5V6
Rogers	Rogers Wireless	KELOWNA	BC	V1Y 6C7
Rogers	Rogers Plus	KELOWNA	BC	V1Y 6E9
Bell	Connects Wireless (Kelowna)	KELOWNA	BC	V1Y 6G6
TELUS	Andre's T.V. Sales & Service Ltd.	KELOWNA	BC	V1Y 6H2
TELUS	Andre's T.V. Sales & Service Ltd.	KELOWNA	BC	V1Y 6H2
Fido	Generation Wireless Inc.	KELOWNA	BC	V1Y 6H2
Bell	Bell (Orchard Park Mall)	KELOWNA	BC	V1Y 6H2
Rogers	Rogers Wireless	KELOWNA	BC	V1Y 6H2
Bell	Virgin Mobile	KELOWNA	BC	V1Y 6H2
TELUS	Andre's T.V. Sales & Service Ltd.	KELOWNA	BC	V1Y 7X1
TELUS	Pacific Coastcom Communications Inc.	KELOWNA	BC	V1Y 8J8
TELUS	Sight & Sound Music Inc.	KITIMAT	BC	V8C 1T6

Rogers	Rogers Wireless	KITIMAT	BC	V8C 1T6
Bell	BOOKMASTERS / TOYS 4 U	KITIMAT	BC	V8C 1T6
TELUS	Clearwest Solutions Inc.	LANGLEY	BC	V1M 0A4
Rogers	Rogers Wireless	LANGLEY	BC	V1M 0A4
Bell	Smart Wireless (Walnut Grove)	LANGLEY	BC	V1M 2Y4
TELUS	Clearwest Solutions Inc.	LANGLEY	BC	V1M 3C6
Rogers	Rogers Plus	LANGLEY	BC	V2Y 1A2
Bell	Pacific Cellular (Willowbrook Corner)	LANGLEY	BC	V2Y 1M9
TELUS	Clearwest Solutions Inc.	LANGLEY	BC	V2Y 1P3
Mobilicity	H.S. Mobile World & Electronic Services	LANGLEY	BC	V3A 4G3
Rogers	Fraser Valley Wireless	LANGLEY	BC	V3A 4G7
Mobilicity	Cartel Classics	LANGLEY	BC	V3A 5E6
TELUS	Can Talk Wireless Solutions Inc.	LANGLEY	BC	V3A 7B1
WIND Mobile	WIND (Willowbrook)	LANGLEY	BC	V3A 7E9
Rogers	Cellcom Wireless	LANGLEY	BC	V3A 7E9
Bell	Bell (Willowbrook Shopping Centre)	LANGLEY	BC	V3A 7E9
TELUS	VirtualHelp Electronics	LILLOOET	BC	V0K 1V0
Bell	SHERLOCK LOADING&MILLWORK	MACKENZIE	BC	V0J 2C0
Rogers	Rogers Wireless	MAPLE RIDGE	BC	V2X 2P9
TELUS	Countrywide Communications Inc.	MAPLE RIDGE	BC	V2X 2V4
Rogers	Rogers Wireless	MAPLE RIDGE	BC	V2X 2V5
Rogers	Rogers Plus	MAPLE RIDGE	BC	V2X 3E3
Rogers	Rogers Plus	MAPLE RIDGE	BC	V2X 3J5
TELUS	Countrywide Communications Inc.	MAPLE RIDGE	BC	V2X 8R9
Bell	Bell Kiosk (Haney Place)	MAPLE RIDGE	BC	V2X 8R9
Rogers	Fido	MAPLE RIDGE	BC	V2X 8R9
Bell	NORTH COAST SUPPLY CO LTD	MASSET	BC	V0T 1M0
Recycle My Cell	Northern Savings Credit Union	MASSET	BC	V0T 1M0
Rogers	Rogers	MATSQUI	BC	V2T 4W1
Recycle My Cell	McBride Bottle Depot	McBRIDE	BC	V0J 2E0
TELUS	Cowichan Sound & Cellular Ltd.	MILL BAY	BC	V0R 1L0
Rogers	Rogers Wireless	MISSION	BC	V2V 1A5
TELUS	Can Talk Wireless Solutions Inc.	MISSION	BC	V2V 1A7
Rogers	Rogers Plus	MISSION	BC	V2V 1A7
Bell	Smart Wireless (Mission)	MISSION	BC	V2V 6K4
TELUS	Tom Harris Cellular Ltd.	MISSION	BC	V2V 6M7
TELUS	Tom Harris Cellular Ltd.	NANAIMO	BC	V9R 5E2
TELUS	Open Connection	NANAIMO	BC	V9T 1W1
Rogers	Rogers Plus	NANAIMO	BC	V9T 1W1
TELUS	Open Connection	NANAIMO	BC	V9T 4K6
Rogers	Rogers Wireless	NANAIMO	BC	V9T 4K6
Fido	Cellular Baby	NANAIMO	BC	V9T 4T7
Rogers	Cellcom Wireless	NANAIMO	BC	V9T 4T7
Bell	Bell (Woodgrove Centre)	NANAIMO	BC	V9T 4T7

Bell	Virgin Mobile	NANAIMO	BC	V9T 4T7
Rogers	Cellcom Wireless	NANAIMO	BC	V9T 4T8
TELUS	Tom Harris Cellular Ltd.	NANAIMO	BC	V9T 5V4
TELUS	J. B. Office Systems Ltd.	NELSON	BC	V1L 4C8
TELUS	Andre's T.V. Sales & Service Ltd.	NELSON	BC	V1L 5Z3
Bell	Connects Wireless (Nelson)	NELSON	BC	V1L5Z3
Mobilicity	All Price Computers	NEW WESTMINSTER	BC	V3L 3A5
Rogers	Rogers Wireless	NEW WESTMINSTER	BC	V3L 3C2
Rogers	Fido	NEW WESTMINSTER	BC	V3L 3C2
Mobilicity	Ace Computers	NEW WESTMINSTER	BC	V3L 3N9
Mobilicity	Sphere Wireless Ltd	NEW WESTMINSTER	BC	V3L 5H1
Bell	Smart Wireless (New Westminister)	NEW WESTMINSTER	BC	V3L 5H1
Rogers	Rogers Plus	NEW WESTMINSTER	BC	V3M 1C4
Mobilicity	MVP Electronics	NEW WESTMINSTER	BC	V3M 1E8
WIND Mobile	WIND (Queensborough)	NEW WESTMINSTER	BC	V3M 5X2
Bell	Mobile Korner (Queensborough Landing)	NEW WESTMINSTER	BC	V3M 5X2
TELUS	Innovative Telecom (i-Tel)	NORTH VANCOUVER	BC	V7J 1C6
Rogers	Rogers Wireless	NORTH VANCOUVER	BC	V7J 3H2
Rogers	Rogers Wireless	NORTH VANCOUVER	BC	V7J 3S8
Bell	Times Telecom (North Vancouver)	NORTH VANCOUVER	BC	V7M 1A3
Rogers	Rogers Wireless	NORTH VANCOUVER	BC	V7M 2J1
TELUS	Open Connection	NORTH VANCOUVER	BC	V7M 2J8
Mobilicity	Mobilicity (99494 BC Ltd.)	NORTH VANCOUVER	BC	V7M 3K2
Mobilicity	Wireless Accessories	NORTH VANCOUVER	BC	V7P 1S3
WIND Mobile	WIND (Capilano)	NORTH VANCOUVER	BC	V7P 1S3
Fido	Cellular Baby	NORTH VANCOUVER	BC	V7P 1S3
Rogers	Rogers	NORTH VANCOUVER	BC	V7P 1S3
Bell	Bell (Capilano Mall)	NORTH VANCOUVER	BC	V7P 1S3
TELUS	Tom Harris Cellular Ltd.	NORTH VANCOUVER	BC	V7P 1T3
Rogers	Rogers Wireless	NORTH VANCOUVER	BC	V7P 3E5
TELUS	Tom Harris Cellular Ltd.	OSOYOOS	BC	V0H 1V0
Bell	ASTLEY HOLDINGS LTD	OSOYOOS	BC	V0H 1V0
TELUS	Tom Harris Cellular Ltd.	PARKSVILLE	BC	V9P 2G4
Bell	PARKS WEST BUSINESS, PRODUCTS INC	PARKSVILLE	BC	V9P 2H5
TELUS	Tom Harris Cellular Ltd.	PENTICTON	BC	V2A 5E9
Rogers	Rogers Plus	PENTICTON	BC	V2A 5H3

TELUS	Pacific Coastcom Communications Inc.	PENTICTON	BC	V2A 5H4
TELUS	Andre's T.V. Sales & Service Ltd.	PENTICTON	BC	V2A 6E8
TELUS	Andre's T.V. Sales & Service Ltd.	PENTICTON	BC	V2A 6W6
Rogers	Rogers Wireless	PENTICTON	BC	V2A 6W6
Bell	Bell (Peachtree)	PENTICTON	BC	V2A9B8
TELUS	Tom Harris Cellular Ltd.	PITT MEADOWS	BC	V3Y 2W1
Bell	Bell (Meadowtown Centre)	PITT MEADOWS	BC	V3Y 2W1
Bell	Bell Connections (Meadowvale)	PITT MEADOWS	BC	V4V 2H6
TELUS	Tom Harris Cellular Ltd.	PORT ALBERNI	BC	V9Y 5N3
Rogers	Rogers Plus	PORT COQUITLAM	BC	V3B 1J6
Rogers	Rogers Plus	PORT COQUITLAM	BC	V3B 5M8
Fido	Fido	PORT COQUITLAM	BC	V3B 5RS
Rogers	Fido	PORT COQUITLAM	BC	V3B 6P2
Mobilicity	DC Computer Hospital	PORT COQUITLAM	BC	V3W 6S9
Bell	HARDY SOUND LTD	PORT HARDY	BC	V0N 2P0
TELUS	Hardy Sound Ltd.	PORT HARDY	BC	V0N 2P0
Mobilicity	iBay Communications Inc.	PORT MOODY	BC	V3H 2C2
TELUS	Tom Harris Cellular Ltd.	POWELL RIVER	BC	V8A 5K9
Rogers	Rogers Plus	PRINCE GEORGE	BC	V2K 3A6
TELUS	BK Two Way Radio Ltd.	PRINCE GEORGE	BC	V2L 3X3
Rogers	Rogers	PRINCE GEORGE	BC	V2M 3B8
Rogers	Rogers Wireless	PRINCE GEORGE	BC	V2N 0B1
TELUS	BK Two Way Radio Ltd.	PRINCE GEORGE	BC	V2N 1A5
TELUS	Central Interior Communications Ltd.	PRINCE GEORGE	BC	V2N 1B9
TELUS	Andre's T.V. Sales & Service Ltd.	PRINCE GEORGE	BC	V2N 1N4
TELUS	A.B.C. Allen Business Communications Ltd.	PRINCE GEORGE	BC	V2N 2S9
Rogers	Rogers Wireless	PRINCE GEORGE	BC	V2N 2S9
Rogers	Rogers Plus	PRINCE GEORGE	BC	V2N 5E1
TELUS	BK Two Way Radio Ltd.	PRINCE GEORGE	BC	V2N 6Z4
Bell	Bell Connections (College Heights)	PRINCE GEORGE	BC	V2N 7A2
Bell	Bell (Pine Centre)	PRINCE GEORGE	BC	V2N2S9
Recycle My Cell	Northern Savings Credit Union	PRINCE RUPERT	BC	V8J 1K8
Rogers	Rogers Wireless	PRINCE RUPERT	BC	V8J 1L2
Rogers	Rogers Wireless	PRINCE RUPERT	BC	V8J 3Y1
Bell	QUALICUM SOUND CENTRE LTD	QUALICUM BEACH	BC	V9K 1S7
Recycle My Cell	Northern Savings Credit Union	QUEEN CHARLOTTE	BC	V0T 1S0
Bell	Connects Wireless (Quesnel)	QUESNEL	BC	V2J 2M1
TELUS	A.B.C. Allen Business Communications Ltd.	QUESNEL	BC	V2J 2M2
Rogers	Rogers Wireless	QUESNEL	BC	V2J 2M5
TELUS	BK Two Way Radio Ltd.	QUESNEL	BC	V2J 5B7
TELUS	Revelstoke Mobility	REVELSTOKE	BC	V0E 2S0
Chatr	Chatr	RICHMOND	BC	H4R 1Y5
TELUS	Tom Harris Cellular Ltd.	RICHMOND	BC	V6V 1J4

Rogers	Fido	RICHMOND	BC	V6X 2C1
Fido	Sky-Net Computers Ltd	RICHMOND	BC	V6X 2T9
Mobilicity	Mobilicity (887636 BC Ltd/ Mark Chou)	RICHMOND	BC	V6X 2X9
Rogers	Rogers Wireless	RICHMOND	BC	V6X 3R2
Mobilicity	Fine Tune Communications Ltd	RICHMOND	BC	V6X 3R8
TELUS	CellCity Communications Inc.	RICHMOND	BC	V6X 3V7
Mobilicity	Cleverfone Telecom Inc./iTalkbb	RICHMOND	BC	V6X 3X2
Mobilicity	Future Wireless Ltd	RICHMOND	BC	V6X 3X9
Bell	Mobile Korner (Richmond Public Market)	RICHMOND	BC	V6X 3Y2
Rogers	Rogers Wireless	RICHMOND	BC	V6X 3Z9
Mobilicity	Jabez Communication	RICHMOND	BC	V6X 4A5
TELUS	Oasis Telecom (Richmond) Inc.	RICHMOND	BC	V6X 4A5
Fido	Pepper Wireless	RICHMOND	BC	V6X 4J7
Fido	Pepper Wireless	RICHMOND	BC	V6X 4J7
Rogers	AM Call Wireless	RICHMOND	BC	V6X 4J7
Bell	Bell (Aberdeen Centre)	RICHMOND	BC	V6X 4J7
Bell	Times Telecom (Aberdeen Centre)	RICHMOND	BC	V6X 4J7
Bell	Times Telecom (Parker Place)	RICHMOND	BC	V6X2C2
Bell	Mobile Korner (Blundell)	RICHMOND	BC	V6Y 1K3
Bell	Bell Store (Worldlynx - Richmond Centre)	RICHMOND	BC	V6Y 2B6
Rogers	Fido	RICHMOND	BC	V6Y 2B6
Bell	Virgin Mobile	RICHMOND	BC	V6Y 2B6
Rogers	Fido	RICHMOND	BC	V6Y 2N6
Rogers	Rogers Wireless	RICHMOND	BC	V6Y 2V7
Rogers	Rogers Plus	RICHMOND	BC	V7C 5K1
Recycle My Cell	Steveston Bottle Depot Ltd.	RICHMOND	BC	V7E 3R7
Rogers	Digital Communications	SAANICH	BC	V8X 1J8
TELUS	Pacific Coastcom Communications Inc.	SALMON ARM	BC	V1E 1T3
Bell	Connects Wireless (Salmon Arm)	SALMON ARM	BC	V1E 1T3
TELUS	Tom Harris Cellular Ltd.	SALMON ARM	BC	V1E 4N7
Bell	ORCA ELECTRONICS INC	SALTSPRING ISL	BC	V8K 2T8
TELUS	Suncoast Cellular Ltd.	SECHELT	BC	V0N 3A0
Bell	TRAIL BAY MALL - KRAKE HOME ELECTRONICS	SECHELT	BC	V0N 3A0
Bell	SIDNEY ELECTRONICS	SIDNEY	BC	V8L 1X3
TELUS	Tom Harris Cellular Ltd.	SIDNEY	BC	V8L 4W6
Rogers	Rogers Wireless	SMITHERRS	BC	V0J 2N1
TELUS	Totem Audio Video Ltd.	SMITHERS	BC	V0J 2N0
TELUS	Sparwood Communications	SPARWOOD	BC	V0B 2G0
Bell	Connects Wireless (Squamish)	SQUAMISH	BC	V0M 1T0
Rogers	Rogers Wireless	SQUAMISH	BC	V0N 1T0
TELUS	Tom Harris Cellular Ltd.	SQUAMISH	BC	V8B 0B4
TELUS	Cartunes Sound & Cellular	SQUAMISH	BC	V8B 0B7
TELUS	Tom Harris Cellular Ltd.	SQUAMISH	BC	V8B 0G2

Bell	SUMMERLAND ELECTRONICS IN	SUMMERLAND	BC	V0H 1Z0
Mobilicity	Atlantis Management Ltd	SURREY	BC	V3R 3N9
Rogers	Rogers Plus	SURREY	BC	V3R 4E4
Mobilicity	Smile Telecommunications	SURREY	BC	V3R 4G8
TELUS	Luminus Solutions Inc.	SURREY	BC	V3R 4G8
Mobilicity	Forward Communications	SURREY	BC	V3R 7C1
Mobilicity	Fone Eleven	SURREY	BC	V3R 7C1
Rogers	Cellcom Wireless	SURREY	BC	V3R 7C1
Fido	Fido	SURREY	BC	V3R 7C1
Bell	Bell (Guildford Town Centre)	SURREY	BC	V3R 7C1
Bell	Virgin Mobile	SURREY	BC	V3R 7C1
Mobilicity	City Zone Mobile	SURREY	BC	V3R 8X2
Rogers	Rogers Plus	SURREY	BC	V3S 1C7
TELUS	Tom Harris Cellular Ltd.	SURREY	BC	V3S 1Z2
Bell	A1 Wireless (64th Ave)	SURREY	BC	V3S 1Z2
Mobilicity	B4U Video & Computers Ltd.	SURREY	BC	V3S 2C1
Rogers	Rogers Wireless	SURREY	BC	V3S 4G3
Rogers	Rogers Wireless	SURREY	BC	V3S 7Y4
Bell	One Touch Wireless (Panorama Village)	SURREY	BC	V3S 9A5
TELUS	Tom Harris Cellular Ltd.	SURREY	BC	V3S 9H7
TELUS	Apex Communications Inc.	SURREY	BC	V3T 1W5
Mobilicity	Mobilicity (887636 BC Ltd/ Mark Chou)	SURREY	BC	V3T 2W1
Fido	Pepper Wireless	SURREY	BC	V3T 2W1
Bell	Times Telecom (Central City)	SURREY	BC	V3T 2W1
Bell	Bell (Central City Shopping Centre)	SURREY	BC	V3T 2W1
Rogers	Rogers Wireless	SURREY	BC	V3T 2W1
Chatr	Chatr	SURREY	BC	V3T 2W1
Mobilicity	H&G Mobile Hut Inc.	SURREY	BC	V3T 2W6
Mobilicity	Xcellent Wireless	SURREY	BC	V3V 4B7
Mobilicity	Surrey Wireless	SURREY	BC	V3V 4C1
Rogers	Fido	SURREY	BC	V3V 6V9
Fido	Wireless World Solutions	SURREY	BC	V3W 0H9
Rogers	Digital Communications	SURREY	BC	V3W 1P6
Bell	Bell (Nordel Crossing)	SURREY	BC	V3W 1P6
TELUS	Luminus Solutions Inc.	SURREY	BC	V3W 1P8
Mobilicity	H&G Mobile Hut Inc.	SURREY	BC	V3W 1R1
Mobilicity	Cell Pointe/Sameer Enterprises Ltd	SURREY	BC	V3W 2P2
Bell	Connections (72 Ave)	SURREY	BC	V3W 2P3
Mobilicity	Organza/Smartix Enterprises Ltd	SURREY	BC	V3W 3A8
Bell	One Touch Wireless (Bear Creek Plaza)	SURREY	BC	V3W 3K8
Recycle My Cell	Freedom Wireless Ltd.	SURREY	BC	V3W 3M8
Fido	Sky-Net Computers Ltd	SURREY	BC	V3W 3N1
Rogers	Rogers Plus	SURREY	BC	V3W 3N3
Bell	A1 Wireless (128 St)	SURREY	BC	V3W 4E6

Bell	Bell (Westminister Hwy)	SURREY	BC	V3W 4G1
Rogers	Fido	SURREY	BC	V3W 4G2
Rogers	Rogers Wireless	SURREY	BC	V3W 4G3
Mobilicity	Wise Electronics	SURREY	BC	V3W 4N2
Mobilicity	Vantex Voice n View Solutions Inc.	SURREY	BC	V3W 5A1
TELUS	Open Connection	SURREY	BC	V3W 5A5
Rogers	Rogers Wireless	SURREY	BC	V3W 5A5
Rogers	Rogers Plus	SURREY	BC	V3W 7T9
Mobilicity	O2 Computers Ltd	SURREY	BC	V3W 9Y9
Rogers	Rogers	SURREY	BC	V4A 2H9
Bell	Bell Kiosk (Semiahmoo Shopping Centre)	SURREY	BC	V4A 4N3
Bell	Celluland (Surrey)	SURREY	BC	V4N 0X8
TELUS	Tom Harris Cellular Ltd.	SURREY	BC	V4N 0Y3
Bell	One Touch Wireless (High St)	SURREY	BC	V4P 0E4
Rogers	Loudring Wireless	TERRACE	BC	V8G 1R6
Recycle My Cell	Northern Savings Credit Union	TERRACE	BC	V8G 1S6
TELUS	Sight & Sound Music Inc.	TERRACE	BC	V8G 4K1
TELUS	Sight & Sound Music Inc.	TERRACE	BC	V8G 4R9
TELUS	BV Communications Ltd.	TRAIL	BC	V1R 4A5
TELUS	Rock Island Tape Centre Ltd.	TRAIL	BC	V1R 4A9
Rogers	Rogers	TSAWWASSEN	BC	V4L 2A2
Bell	THE SOURCE (0889807 BC)	TSAWWASSEN	BC	V4M 4C2
Bell	JADE TRUE VALUE HARDWARE	TUMBLER RIDGE	BC	V0C 2W0
TELUS	TELUS - Willowbrook Mall	VANCOUVER	BC	V3A 7E9
TELUS	TELUS - Royal City	VANCOUVER	BC	V3L 3C2
Fido	Sky-Net Computers Ltd	VANCOUVER	BC	V3S 9A5
TELUS	TELUS - Central City Mall	VANCOUVER	BC	V3T 2W1
TELUS	TELUS - Brentwood Town Centre	VANCOUVER	BC	V5C 3Z6
Rogers	Rogers Plus	VANCOUVER	BC	V5K 1Z6
Mobilicity	KungKwan Holdings	VANCOUVER	BC	V5L 3Y3
Mobilicity	Freshslice Pizza/Emaan Enterprises Ltd	VANCOUVER	BC	V5M 2E1
TELUS	Tom Harris Cellular Ltd.	VANCOUVER	BC	V5M 3T7
Mobilicity	MobiWav Communications	VANCOUVER	BC	V5M 4N8
Rogers	Fido	VANCOUVER	BC	V5M 4N8
Mobilicity	Quickink Printer Supplies Inc.	VANCOUVER	BC	V5N 1W4
Mobilicity	Kingsway Mobile	VANCOUVER	BC	V5N 2R6
Mobilicity	Kingsway Mobile	VANCOUVER	BC	V5N 4B9
Rogers	Fido	VANCOUVER	BC	V5P 3X9
Mobilicity	Vancell Repairs Ltd	VANCOUVER	BC	V5R 1W6
Mobilicity	Leading Age Computer & Electronics	VANCOUVER	BC	V5R 5K6
Fido	Yappy Mobile	VANCOUVER	BC	V5S 4W2
TELUS	Ralph's Radio Ltd.	VANCOUVER	BC	V5T 1A5
TELUS	Tom Harris Cellular Ltd.	VANCOUVER	BC	V5T 3E9
Mobilicity	Soar Enterprises Inc.	VANCOUVER	BC	V5T 3G6



Rogers	Fido	VANCOUVER	BC	V5T 3G8
Fido	Yappy Mobile	VANCOUVER	BC	V5T 4G5
Rogers	Rogers Wireless	VANCOUVER	BC	V5T 4G5
TELUS	Innovative Telecom (i-Tel)	VANCOUVER	BC	V5V 3C6
Bell	A1 Wireless (Fraser)	VANCOUVER	BC	V5W 2Z6
Mobilicity	YNOT Mobile City Communications	VANCOUVER	BC	V5W 3A4
Rogers	Fido	VANCOUVER	BC	V5W 3A4
Rogers	Cellcom Wireless	VANCOUVER	BC	V5X 2M9
Rogers	Rogers Wireless	VANCOUVER	BC	V5X 3T5
Rogers	Fido	VANCOUVER	BC	V5Z 1E6
Mobilicity	Mobilicity Corporate Store	VANCOUVER	BC	V5Z 1E9
Bell	Bell (West Broadway II)	VANCOUVER	BC	V5Z 1G1
TELUS	CellCity Communications Inc.	VANCOUVER	BC	V5Z 1K7
Fido	Fido	VANCOUVER	BC	V5Z 2M9
Bell	Bell (Oakridge Centre)	VANCOUVER	BC	V5Z 2M9
Bell	Virgin Mobile	VANCOUVER	BC	V5Z 2M9
TELUS	Clearwest Solutions Inc.	VANCOUVER	BC	V5Z 2T8
Fido	Cellular Baby	VANCOUVER	BC	V5Z 3X7
Rogers	Digital Communications	VANCOUVER	BC	V5Z 3X7
Rogers	Rogers Wireless	VANCOUVER	BC	V6A 1X3
TELUS	Boss Communications	VANCOUVER	BC	V6A 1X6
Bell	Bell (Chinatown Plaza)	VANCOUVER	BC	V6A 4E9
Bell	Metro Pacific Cellular (Robson)	VANCOUVER	BC	V6B 0H3
TELUS	BWireless Communications Inc.	VANCOUVER	BC	V6B 1A6
Rogers	Fido	VANCOUVER	BC	V6B 1H3
Mobilicity	Safa Enterprises Inc.	VANCOUVER	BC	V6B 1L2
Mobilicity	Forward Communications	VANCOUVER	BC	V6B 1Y1
Mobilicity	Yaletown Wireless	VANCOUVER	BC	V6B 2G2
Rogers	Rogers Wireless	VANCOUVER	BC	V6B 2T4
Mobilicity	Mobilicity (887636 BC Ltd/ Mark Chou)	VANCOUVER	BC	V6B 4N4
Bell	Mobile Korner (West Hastings)	VANCOUVER	BC	V6B 4N4
Chatr	Chatr	VANCOUVER	BC	V6B 4P7
Rogers	Rogers Wireless	VANCOUVER	BC	V6B 5J3
Rogers	Fido	VANCOUVER	BC	V6B 6L9
Mobilicity	887636 BC Ltd/ Mark Chou	VANCOUVER	BC	V6B 6N9
Bell	Times Telecom (Tinseltown)	VANCOUVER	BC	V6B6N9
Mobilicity	899494 BC Ltd	VANCOUVER	BC	V6C 0A4
TELUS	BWireless Communications Inc.	VANCOUVER	BC	V6C 2T6
TELUS	BWireless Communications Inc.	VANCOUVER	BC	V6C 2V6
Rogers	Rogers Wireless	VANCOUVER	BC	V6E 1A9
Bell	Bell (Robson)	VANCOUVER	BC	V6E 1B2
WIND Mobile	WIND (Thurlow)	VANCOUVER	BC	V6E 1B5
Rogers	Fido	VANCOUVER	BC	V6E 1B5
Fido	Cellular Baby	VANCOUVER	BC	V6E 1N1

Rogers	Rogers Plus	VANCOUVER	BC	V6E 1N4
Bell	Bell (West Georgia)	VANCOUVER	BC	V6E 2Y2
Fido	Pepper Wireless	VANCOUVER	BC	V6E 3N9
Bell	Virgin Mobile	VANCOUVER	BC	V6E 4A9
Mobilicity	Apronan Tech	VANCOUVER	BC	V6G 1B9
TELUS	Open Connection	VANCOUVER	BC	V6G 1C9
Rogers	Rogers Wireless	VANCOUVER	BC	V6G 1C9
Mobilicity	CNS Mobile Solutions Inc.	VANCOUVER	BC	V6H 1E5
Rogers	Rogers Plus	VANCOUVER	BC	V6H 1R7
Rogers	Rogers Wireless	VANCOUVER	BC	V6J 1V6
Mobilicity	Deltatech Technology Co	VANCOUVER	BC	V6J 1W6
Rogers	Rogers Plus	VANCOUVER	BC	V6J 1Z6
TELUS	Tom Harris Cellular Ltd.	VANCOUVER	BC	V6J 3G9
Rogers	Rogers Wireless	VANCOUVER	BC	V6J 3G9
Rogers	Rogers Wireless	VANCOUVER	BC	V6J 3H1
Rogers	Fido	VANCOUVER	BC	V6J 4R1
Bell	Bell (West Broadway I)	VANCOUVER	BC	V6J 5K9
Bell	Bell (Kitsilano)	VANCOUVER	BC	V6K 1N6
WIND Mobile	WIND (WEST 4TH)	VANCOUVER	BC	V6K 1N9
Recycle My Cell	PC Galore Consignment Ltd.	VANCOUVER	BC	V6K 1R1
Rogers	Rogers Wireless	VANCOUVER	BC	V6K 2G2
Fido	Yappy Mobile	VANCOUVER	BC	V6K 2G9
TELUS	Luminus Solutions Inc.	VANCOUVER	BC	V6K 2H2
Mobilicity	Kingdom Photo	VANCOUVER	BC	V6K 2H5
Rogers	Cellmart Communications	VANCOUVER	BC	V6M 3W8
Rogers	Fido	VANCOUVER	BC	V6P 4Z6
Bell	Times Telecom (UBC)	VANCOUVER	BC	V6T 1K6
Rogers	Rogers Wireless	VANCOUVER	BC	V6Z 1B8
WIND Mobile	WIND (Davie)	VANCOUVER	BC	V6Z 2Y1
Bell	Bell Kiosk (Lynn Valley Centre)	VANCOUVER	BC	V7J 3H2
Rogers	Rogers	VANCOUVER	BC	V7X 1C4
Bell	Bell Kiosk (Pacific Centre)	VANCOUVER	BC	V7Y 1A1
Rogers	Fido	VANCOUVER	BC	V7Y 1A2
Rogers	Rogers	VANCOUVER	BC	V7Y 1E7
TELUS	Bird on a Wire Media & More	VANDERHOOF	BC	V0J 3A0
Bell	Connects Wireless (Vernon)	VERNON	BC	V1C 3S8
TELUS	Pacific Coastcom Communications Inc.	VERNON	BC	V1T 4Y4
TELUS	Tom Harris Cellular Ltd.	VERNON	BC	V1T 5N4
TELUS	Andre's T.V. Sales & Service Ltd.	VERNON	BC	V1T 7G7
Bell	Bell (Village Green Mall)	VERNON	BC	V1T 7G7
Rogers	Rogers Wireless	VERNON	BC	V1T 7G7
Rogers	Rogers Plus	VERNON	BC	V1T 9H2
TELUS	Tom Harris Cellular Ltd.	VICTORIA	BC	V8N 0A3
Rogers	Rogers Plus	VICTORIA	BC	V8P 2L5

Rogers	Rogers	VICTORIA	BC	V8T 2C5
Bell	Bell (Hillside)	VICTORIA	BC	V8T 2C5
Fido	Generation Wireless Inc.	VICTORIA	BC	V8T 2C7
Rogers	Rogers Plus	VICTORIA	BC	V8T 4E3
TELUS	Sound Advice	VICTORIA	BC	V8T 4J3
TELUS	Tom Harris Cellular Ltd.	VICTORIA	BC	V8W 1H2
TELUS	Ralph's Radio Ltd.	VICTORIA	BC	V8W 1K1
Rogers	Fido	VICTORIA	BC	V8W 1L6
Rogers	Rogers Wireless	VICTORIA	BC	V8W 2E8
Bell	Bell (Victoria Bay Centre)	VICTORIA	BC	V8W 3M9
Rogers	Rogers Plus	VICTORIA	BC	V8W 3M9
Rogers	Digital Communications	VICTORIA	BC	V8Z 0B9
TELUS	Victoria Mobile Radio Ltd.	VICTORIA	BC	V8Z 3P3
Rogers	Rogers	VICTORIA	BC	V8Z 6E3
Bell	Bell (Mayfair Shopping Centre)	VICTORIA	BC	V8Z 6E3
Bell	Virgin Mobile	VICTORIA	BC	V8Z 6E3
Rogers	Rogers Plus	VICTORIA	BC	V9A 2A6
Rogers	Rogers Wireless	VICTORIA	BC	V9A 7C5
Bell	Virgin Mobile - Tillicum Centre	VICTORIA	BC	V9A 7C5
TELUS	Sound Advice	VICTORIA	BC	V9B 1H8
TELUS	Tom Harris Cellular Ltd.	VICTORIA	BC	V9B 3R5
Rogers	Rogers Wireless	VICTORIA	BC	V9B 3R5
Bell	Bell (Westshore Mall)	VICTORIA	BC	V9B 5E3
Rogers	Rogers Wireless	VICTORIA	BC	V9B 5E3
Rogers	Rogers Plus	VICTORIA	BC	V9B 5T6
TELUS	Tom Harris Cellular Ltd.	WEST KELOWNA	BC	V4T 2E9
Rogers	Rogers Wireless	WEST VANCOUVER	BC	V7T 1A1
Bell	Just Dial (Marine Drive)	WEST VANCOUVER	BC	V7T 1B5
Rogers	Rogers	WEST VANCOUVER	BC	V7T 1H9
Bell	Virgin Mobile	WEST VANCOUVER	BC	V7T 1H9
Fido	Cellular Baby	WEST VANCOUVER	BC	V7T 2W4
Bell	Bell (Park Royal Shopping Centre)	WEST VANCOUVER	BC	V7T 2W4
TELUS	Andre's T.V. Sales & Service Ltd.	WESTBANK	BC	V4T 2G8
Bell	Connects Wireless (Westbank)	WESTBANK	BC	V4T 3C1
Rogers	Rogers Wireless	WESTBANK	BC	V4T 3E2
Bell	Bell (WSC Communications)	WHISTLER	BC	V0N 1B4
TELUS	Can Talk Wireless Solutions Inc.	WHITE ROCK	BC	V4P 1B8
TELUS	Williams Lake Sight & Sound Ltd.	WILLIAMS LAKE	BC	V2G 1M2
TELUS	CP Electronics	WILLIAMS LAKE	BC	V2G 1Z8
Bell	Connects Wireless (Williams Lake)	WILLIAMS LAKE	BC	V2G 3W1

## Appendix B

### FidoTRADE Program

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# Reasons you'll love your Fido

Overview **FidoTRADE** FidoANSWERS FidoDOLLARS Refer a friend


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Limited time offer.  
One phone per trade-in.



### Simple steps to trading in your phone

- 1 Visit a Fido Store
- 2 Trade in your phone in working condition, from any service provider
- 3 Activate a new Fido phone
- 4 Get a discount, if applicable

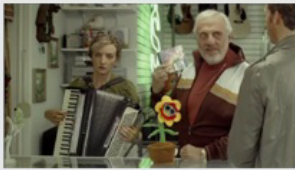
[FIND A STORE NEAR YOU](#)

### Take advantage of the FidoTRADE™ program to get a credit towards your new Fido phone without having to pay more from your pocket.

Fido now takes back any used phone with the battery. You'll get a credit equivalent to your used phone's value, if applicable, when you buy and activate a new Fido phone – even on a Prepaid plan.

With FidoTRADE™, Fido customers can get rid of their old phone. The program takes back all types of devices from any carrier in Canada, the U.S. or any other country in the world.

Your phone is worth more than this.  
Take a look on [Facebook](#)



#### Fido partners with Flipswap

Flipswap is a leading provider of an incentivized device trade-in and recycling program, that determines the value for devices based on four evaluation questions:

- Does the phone power on?
- Is anything broken, cracked or missing?
- Is the phone water damaged?
- Does the LCD work and display correctly?

Device trade-in credits are applied against the new Fido phone that customers are purchasing when:

- They activate their Fido monthly or prepaid service, or
- As actual Fido customers, they renew their Fido service.

Mobilicity trade-in credit

**Mobilicity gives Canadians 101 new "green" reasons to switch onto affordable, unlimited network**

Canada Newswire  
Tue Nov 1 2011, 9:00am ET  
Dateline: TORONTO, Nov. 1, 2011

**Carrier heads into pre-holiday season with \$100 trade-in credit plus environmentally friendly handset recycling program**

TORONTO, Nov. 1, 2011 /CNW/ - Mobilicity today marked the launch of its handset recycling program with a lucrative new way for customers of other carriers to upgrade their mobile phones and switch onto Mobilicity's affordable, unlimited talk, text and data network.

Wireless consumers will receive a \$100 trade-in credit when they switch to Mobilicity and recycle their previously used handsets through Mobilicity's recycling program.

"We're giving the 78% of Canadians who don't recycle their mobile devices 101 green reasons to switch to Mobilicity," said Chief Customer Officer Anthony Booth. "Not only will we recycle your old handset in an environmentally responsible manner but we'll give you a \$100 credit for bringing your number and old device to Mobilicity. It's a win-win."

Mobilicity is a participant in Recycle My Cell, the national recycling program for mobile devices designed to raise awareness of recycling and keep handsets from entering Canada's landfills. The program is run by the Canadian Wireless Telecommunications Association (CWTA), of which Mobilicity is a member.


**Trade-in credit details**






Mobilicity's trade-in credit is available at Mobilicity stores across Canada to new customers who transfer their number to Mobilicity from another mobile provider for a limited time. To receive the \$100 trade-in credit, customers must switch their number to Mobilicity and bring in their used handset (must power-on). New customers who switch their numbers over to Mobilicity without recycling handsets will receive a \$50 credit.

**About Mobilicity (DAVE Wireless)**

Mobilicity, Canada's smart mobile carrier, was created to bring down the cost of wireless with unlimited talk, text and data plans, affordable North American coverage, plus popular handsets and smartphones - without locking customers into contracts or charging extra or hidden fees. Everything Mobilicity does adds up to a better wireless experience, not an expensive one. NOW THAT'S SMART. Formerly known as Data & Audio-Visual Enterprises Wireless Inc. (DAVE Wireless), the company is led by Obelysk, a diversified Canadian holding company, and Quadrangle Capital Partners, a global investor in the telecommunications and media sectors. Mobilicity was named one of Canada's Top 25 Up and Coming Information & Communication Technology start-ups in 2010 by the Branham Group Inc. Further information about Mobilicity can be found at [www.mobilicity.ca](http://www.mobilicity.ca).



## The Source TRADE-UP Program




 VIEW CART
  ENEWS SIGNUP
  STORE LOCATOR
  CLEARANCE OUTLET
  THE PARTS DESK





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 Get credit for your old phone when you trade-up for a new one!  
**Plus, BONUS: SAVE UP TO \$75 on ANY smartphone.**




### Your local store

BOX OFFICE ENTERTAINMENT - 2600 HWY 43-PO BOX 1150 UNIT #32 CWL-APPT KEMPTVILLE, ON K0G 1J0 613-258-6263

Options: [Store hours](#) | [More stores near you](#) | [Change location](#)

[Home](#) [FAQ's](#) [Contact Us](#)




### TRADE-UP what you have for what you want and get a Gift Card from The Source.

**Step 1** - Select a category below to determine the value of your product.


**Step 2** - Enter in your product details to calculate the value.

**Step 3** - Enter your details to receive your estimate to take to your local store.


#### Step 1 - Select your product




Satellite/Cable TV Receivers  
**Special Offer**



Cell phones  
**Special Offer**



Laptops & Netbooks



Tablets

## Appendix C

Sample of recovery programs in Canada that are not part of RMC. (Please note that this is only a partial list and does not include mail back programs that originate from the U.S.)

Operator   Program Name	About
Ontario Electronics Stewardship   Recycle Your Electronics	Accepted items include: pagers, personal digital assistants, cordless telephones, telephones, cell phones, personal handheld computers/tablets. Engages a number of retailers as collection locations, including: Staples, Home Hardware, Future Shop and Best Buy. RYE is funded by the fees that the provincial government charges electronic producers.
Green Manitoba	Currently hold eWaste round-up days.
Call2Recycle	Has partnered with recycling locations throughout Canada, including Future Shop, RONA, Home Depot, Canadian Tire, the Apple Store, Zellers, Sears, Fido, Bell World. In fact, over 60,000 U.S. and Canadian retailers take part.
Electronic Recycling Association	Takes unwanted electronics and determines whether they can be re-used by a not-for-profit organization. If not, they are recycled. Offers depots in Calgary, Edmonton, Vancouver, Barrie, Toronto, Victoria, Ottawa, Montreal and Dartmouth. Provides specialty programs for offices, schools and organizations for cell phones and toners. Boxes for their programs can be ordered online and are then shipped to the requesting organization.
Toronto Zoo   Phone Apes	Phones can be dropped off at various locations around the Toronto Zoo, at the Bowmanville Zoo or they can be mailed to the Zoo. Recycled by FCM Recycling. Funds raised are donated to the Goulougo Triangle Ape Project. Since 2006, the zoo has recycled over 13,000 cell phones, raising \$10,000 for the conservation of gorilla habitats.
Calgary Zoo	For every cell phone returned, Eco-Cell will make a donation to the Calgary Zoo's Conservation Outreach fund, which supports ape conservation initiatives, including projects for gorillas. Drop them off at the South Security entrance or at the North or West Gates, at the Calgary Zoo.
Various municipal programs City of Toronto City of Ottawa's Take It Back!	Various municipalities across Canada offer residents green bags to recycle electronic waste (including cellphones). Residents can leave unwanted electronics out for collection as per the municipality's garbage collection schedule.
City of Burlington	Accepts cell phones and batteries at specific locations.
Pizza Pizza Cells for Slices	Pizza Pizza holds an annually cellphone recycling program, called Cells for Slices, that allow consumers to drop off their previously used cell phones and receive a free slice of pepperoni or cheese pizza. This is typically done in April to coincide with Earth Month and is done in partnership with Food Banks Canada and Phones for Food.
CellCycle	Provide payment to customers (including business and non-profit groups) for their unwanted cell phones, netbook computers and tablet devices.
ThinkRecycle	Offer rebates for phones collected by participating organizations, including groups like the Diabetes Association and David Suzuki Foundation.
Green Calgary	Working phones or those that can be refurbished are:  <ol style="list-style-type: none"> <li>1) Given to people in shelters to call 911</li> <li>2) Given to organ transplant patients</li> <li>3) Sent to areas of the world where there are no land lines (in accordance with the Basel Convention)</li> <li>4) Reused in domestic markets for low cost prepaid services and in warranty replacement and 'loaner' and trial programs</li> </ol> Phones that cannot be fixed are recycled in North America according to electronic waste guidelines.

Operator   Program Name	About
Charitable Recycling Program (operated by The Wireless Source)	Donated cell phones will be refurbished and put to further use. Refurbished phones are sent to emerging countries and areas in the Canada where there is an economic necessity for cell phones for both safety & communication.
Project ReDial (Canadian Diabetes Assoc.)	Project Redial® accepts each and every cell phone handset (handheld, portable, wireless phone) regardless of brand, age, condition, technology or operating system. Every cell phone donated generates a financial contribution to the Canadian Diabetes Association.
Cell Phones for Soldiers Canada	Donated cell phones are sold to a company that recycles them. The money we receive from recycling cell phones is used to purchase supplies that we send to troops in need.
Sell Your Electronics	Provide cash to customers that mail in their devices.
Best Buy	In-store collection boxes for batteries, ink cartridges, CDs, gift cards and a number of portable electronics such as cell phones and MP3 players.
Children's Community Equipment Inventory Cell Phone Recycling Program (Canadian Red Cross)	Canadian Red Cross receives proceeds from collected materials.
Ready Set Recycle	Collection network established in Eastern Canada (NB, NS and PEI)
Recycle My Cell Phone	Provide cash to customers that mail in their devices.
FlipSwap	Provide cash to customers that mail in their devices.



## Appendix D

### Earth Day stories



## Appendix E

RMC mention in Private Member's Bill story



**Hundreds of used cellphones and chargers sit waiting to be recycled at a San Diego start-up company, in April of 2010.**

REUTERS

### Cellphone makers beat NDP to punch on standardized chargers

Ottawa— The Canadian Press

Published Friday, Dec. 02, 2011 2:28PM EST

Last updated Saturday, Dec. 03, 2011 5:50AM EST

Folks buried under a pile of old electronics are bound to get a charge out of this.

A New Democrat MP has proposed legislation that would require cellphone-makers to create a standardized universal cellphone charger for all new mobile phones sold in Canada.

Trouble is, the industry's already agreed on a universal standard, effective next month.

Glenn Thibeault, the NDP's consumer protection critic, says it's costly, wasteful and environmentally unsound that most people end up storing or discarding perfectly good chargers every time they buy a new cellphone.

"With the holiday season in full swing, I know many people will be buying new cellphones for their family and friends and the benefits of this change would be obvious," he told the House of Commons on Friday.

Seems the industry couldn't agree more.

"We had previously met with Mr. Thibeault and explained to him that the global cellphone industry agreed to a standardized cellphone charger in 2009," said Marc Choma, spokesman for the Canadian Wireless Telecommunications Association.

"2012 was set as the goal by when the majority of all new mobile phone models available globally will support a universal charging connector."

There are 14 are global signatories to the agreement, including Apple, Research in Motion, Motorola, Samsung and Nokia.

Mr. Thibeault calls the idea a "simple and cost-effective change that will have positive consequences for the environment, reduce e-waste, and help save consumers money."

"Canada's cellphone industry obviously shares Mr. Thibeault's environmental concerns," Mr. Choma said in an email.

"In addition to supporting the global effort on a standardized cellphone charger that is already underway, we have had a national cellphone and mobile accessories recycling program in place since 2009."

The program is free – and it accepts old cellphone chargers, regardless of brand or condition.

The agreement was also news to analyst Duncan Stewart who, like Mr. Thibeault, was aware only of a European Union initiative.

"If there's already a global agreement, then there's obviously not much point to a private member's bill," Mr. Stewart said.

"This is the long-term future of the industry. We're going to see more and more of this," he added. "It doesn't make a lot of sense to have multiple charger standards. It's not environmentally responsible and, of course, consumers prefer it when there's a single standard, or at least an adapter that allows you to use a standard."

Redundant or not, Mr. Thibeault's proposal may get short-circuited, anyway – private member's bills, particularly those tabled by opposition MPs, rarely make it into law.

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### **Standardize cellphone chargers, NDP MP urges**

By Laura Payton, CBC News  
Posted: Dec 2, 2011 10:30 AM ET  
Last Updated: Dec 2, 2011 2:10 PM ET

<http://www.cbc.ca/news/politics/story/2011/12/02/pol-cell-phone-chargers-e-waste.html>

Standardizing cellphone chargers would cut back on electronic waste, an NDP MP says, as he pitches a private member's bill to Canadians.

Glenn Thibeault, the NDP's consumer protection critic, says a standard charger for every new cellphone would save on the amount of e-waste Canadians throw out, and save shoppers money. Thibeault will present a private member's bill that would make that the law in Canada.

The European Union is already working on standardization, he said, with 14 companies including RIM and Apple having signed on to an agreement to look at using the same style of charger.

"So if they are able to do it in the EU, then you are able to do it here," Thibeault said.

Thibeault says he hasn't met with the manufacturers yet, but has spoken to the service providers, who told him that they're starting to see standardization beginning to take place.

Changing chargers frustrating: Thibeault

Thibeault believes if the bill passes, and with manufacturers already moving to standardize, Canada could achieve it within a year.

Conservative MPs he has spoken to are supportive, said Thibeault, who recently had to replace his BlackBerry Torch with a Bold after dropping the Torch down the stairs in the House of Commons. Cellphone technology is about 0.3 per cent of e-waste, with the average consumer switching mobile devices every 18 to 36 months.

Should cellphone chargers be standardized? Take our survey.

"We all have a charger in our car. We all have a charger at home, in our office," and it's "frustrating" for consumers to change them every time they get a new phone, he says.

In the past, Thibeault has tabled private member's bills to create a registry to log concussions and increase education about head injuries in sports, as well as bills to ensure autism treatment is covered by provincial health plans and to limit credit card interest rates.

Bill 'redundant,' wireless industry says

A spokesman for the Canadian Wireless Telecommunications Association says the cell phone industry agreed in 2009 to standardize their chargers in 2012.

"Cell phones are manufactured for the global marketplace – [they're] not country specific," said Marc Choma.

"As far as I know, the global cell manufacturers are on track for 2012. With respect to Mr. Thibeault's bill, while well-intentioned, it is unfortunately redundant in that this issue has already been addressed by the global industry."

Choma and Thibeault both urged consumers to recycle their electronics.

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### **MP proposes standardized cellphone chargers; industry already onboard**

The Canadian Press Dec 02, 2011 13:59:00 PM

OTTAWA - Folks buried under a pile of old electronics are bound to get a charge out of this.

A New Democrat MP has proposed legislation that would require cellphone-makers to create a standardized universal cellphone charger for all new mobile phones sold in Canada.

Trouble is, the industry's already agreed on a universal standard, effective next month.

Glenn Thibeault, the NDP's consumer protection critic, says it's costly, wasteful and environmentally unsound that most people end up storing or discarding perfectly good chargers every time they buy a new cellphone.

"With the holiday season in full swing, I know many people will be buying new cellphones for their family and friends and the benefits of this change would be obvious," he told the House of Commons on Friday.

Seems the industry couldn't agree more.

"We had previously met with Mr. Thibeault and explained to him that the global cellphone industry agreed to a standardized cellphone charger in 2009," said Marc Choma, spokesman for the Canadian Wireless Telecommunications Association.

"2012 was set as the goal by when the majority of all new mobile phone models available globally will support a universal charging connector."

There are 14 global signatories to the agreement, including Apple, Research in Motion, Motorola, Samsung and Nokia.

Thibeault calls the idea a "simple and cost-effective change that will have positive consequences for the environment, reduce e-waste, and help save consumers money."

"Canada's cellphone industry obviously shares Mr. Thibeault's environmental concerns," Choma said in an email.

"In addition to supporting the global effort on a standardized cellphone charger that is already underway, we have had a national cell phone and mobile accessories recycling program in place since 2009."

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"If there's already a global agreement, then there's obviously not much point to a private member's bill," said Stewart.

"This is the long-term future of the industry. We're going to see more and more of this," he said.

"It doesn't make a lot of sense to have multiple charger standards. It's not environmentally responsible and, of course, consumers prefer it when there's a single standard, or at least an adapter that allows you to use a standard."

Redundant or not, Thibeault's proposal may get short-circuited, anyway — private member's bills, particularly those tabled by opposition MPs, rarely make it into law.

## Appendix F

Global Electric Electronics Processing Inc. (GEEP)



# Certificate of Registration

**QUALITY MANAGEMENT SYSTEM - ISO 9001:2008**

*This is to certify that:*

**Global Electric Electronics  
Processing Inc.  
220 John Street  
Barrie  
Ontario  
L4N 2L2  
Canada**

Holds Certificate No: FM 63264

and operates a Quality Management System which complies with the requirements of ISO 9001:2008 for the following scope:

Providing a solution for the processing of electric / electronic and telecommunication equipment, which may include both reuse and / or end of life recycling. Reuse includes providing a complete asset management service from repair / refurbishment to resale. End of Life recycling, converts e-waste to commodities streams destined for use in manufacturing of new product streams.

*For and on behalf of BSI:*

President, BSI America, Inc.

Originally Registered: 11/24/2000

Latest Issue: 11/10/2009

Expiry Date: 11/13/2012



Page: 1 of 2

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To be read in conjunction with the scope above or the attached appendix.  
Americas Headquarters: 12110 Sunset Hills Road, Suite 200, Reston, VA 20190, USA.





# Certificate of Registration

## ENVIRONMENTAL MANAGEMENT SYSTEM - ISO 14001:2004

This is to certify that:

**Global Electric Electronics  
Processing Inc.**  
220 John Street  
Barrie  
Ontario  
L4N 2L2  
Canada

Holds Certificate No: **EMS 64705**

and operates an Environmental Management System which complies with the requirements of ISO 14001:2004 for the following scope:

The environmental management system processes designed to manage the environmental risks occurring from providing a solution for the processing of electric/electronic and telecommunication equipment, which may include both reuse and/or end of life recycling. Reuse includes providing a complete asset management service from repair/refurbishment to resale. End of Life recycling, converts e-waste to commodity streams destined for use in manufacturing of new product streams.

For and on behalf of BSI:

VP Regulatory Affairs, BSI Group America Inc.

Originally Registered: 12/13/2001

Latest Issue: 12/03/2010

Expiry Date: 01/01/2014



Page: 1 of 3

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GREENTEC





Sims Recycling Solutions

Certification  
Awarded To  
**SIMS GROUP RECYCLING SOLUTIONS**  
275 STEELWELL ROAD  
BRAMPTON, ONTARIO, CANADA

Bureau Veritas Certification North America, Inc. certifies that the management system of the above organization has been audited and found to be in accordance with the requirements of the management system standards and scope of supply detailed below

STANDARDS

**ISO 14001:2004**

SCOPE OF SUPPLY

**PROVIDES END OF LIFE ELECTRONICS RECYCLING SERVICES**

Original Approval Date: 04 February 2009

Subject to the continued satisfactory operation of the Organization's Management System, this certificate will remain valid until: 03 February 2012

Further clarifications regarding the scope of this certificate and the applicability of the management system requirements may be obtained by consulting the organization.

Certificate No: US 09000103

Issue Date: 04 February 2009

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For Bureau Veritas Certification North America, Inc.  
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**BUREAU VERITAS**  
Certification



## Certification

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STANDARDS

**OHSAS 18001:2007**

SCOPE OF SUPPLY

**PROVIDES END OF LIFE ELECTRONICS RECYCLING SERVICES.**

Original Approval Date: **23 February 2010**

Subject to the continued satisfactory operation of the Organization's Management System, this certificate will remain valid until: **03 February 2012**

Further clarifications regarding the scope of this certificate and the applicability of the management system requirements may be obtained by consulting the organization.

Certificate No: **US003011-1**

Issue Date: **23 February 2010**

For Bureau Veritas Certification North America, Inc.  
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## Appendix G

Corporate promotional materials (Web sites, in-store material, ads)

The screenshot shows the Food Banks Canada website with a navigation bar at the top. The main content area features the 'phones for food' logo and a section titled 'About Phones for Food'. The text describes the program as the first national wireless device recycling program in Canada, launched in 2008. It states that the program has diverted more than 400,000 cell phones from landfill and is donating more than 500,000 to food banks. The program is administered by Food Banks Canada with support from Rogers Communications Inc. and Purolator and recycling provided by Recellular Inc.

**E-waste in Canada**

More than 140,000 tons of computer equipment, phones, televisions, stereos and small home appliances accumulate in Canadian landfills each year. Worldwide, 20 to 50 million metric tons of e-waste are disposed of annually. 95% of the materials in an average mobile device are recyclable and many phones that end up in landfills are reusable if refurbished.

**Recycle My Cell** is a national e-waste initiative led by the Canadian Wireless Telecommunications Association (CwTA) along with its members (wireless manufacturers and service providers) to raise awareness about mobile device recycling. Phones for Food, through its partnership with Rogers Communications Inc., is a participating program of Recycle My Cell.

**How Phone Recycling Works**

Once received at the Phones for Food collection depot, phones are tested and delivered to Recellular, the national wireless device remanufacturing company in North America, with exceptional environmental standards and practices.

Phones are refurbished and resold. Any phone that cannot be refurbished is recycled according to the highest environmental standards. Recellular's environmental statement is available at [recellular.com/environnement](http://recellular.com/environnement).

**Who Does the Program Help?**

Food Banks Canada is the national organization representing a network of over 400 regional and community food banks across Canada. Funds generated through the resale of refurbished phones are directed back to the food bank community to assist the more than 750,000 households who access food banks each month. One wireless device, depending on its age and condition, can generate an average of \$2-\$5 for a local food bank.


**How You Can Participate**

Donate your phone to be made at all Rogers Plus, Fido and Rogers Wireless Authorized Dealers in Canada or send by Canada Post to the Phones for Food collection depot using the [phonesforfood.ca](http://phonesforfood.ca) label. Not only will your donation help the effort to clean electronic waste from landfill, you can make a personal contribution towards reducing hunger in Canada.

At the bottom of the page, there are logos for Rogers, Fido, and Purolator, along with a small graphic of a phone and a recycling symbol.

The poster is red with a white recycling symbol at the top. Below the symbol, the text reads: 'HELP FEED SOMEONE IN NEED', 'Recycle your used wireless device', and 'DONATE HERE'. A graphic of a mobile phone with a recycling symbol on its screen is shown on the right. Below the phone, a text box states: 'Devices collected will be recycled to benefit the environment and the Phones for Food program administered by Food Banks Canada and sponsored by Rogers. Plus you're helping to maintain a safe and healthy environment.'

At the bottom of the poster, there are logos for 'recyclemycell.ca', 'phones for food', 'Food Banks Canada', 'Purolator', and 'ROGERS'.



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## About Us

- Media and News
- News Releases
- About Us
- Management Team
- Logos and Images
- Media Contacts
- Our commitment to you
- Safe Driving
- Phones-for-Food Program
- Regulatory CLEC Tariff
- Help the victims in Haiti
- Help the victims in Japan
- Help Canadian families

## Recycle your phone

### Reduce hunger

Fido and Rogers Wireless are the national wireless sponsors for the Phones for Food program. In partnership with Food Banks Canada, the program diverts waste from landfills and helps alleviate hunger by raising funds for local food banks.

Since the program's inception in 2003, we have recycled over 400,000 used wireless devices and raised over \$600,000 in funds supporting local food banks. Recovered phones are either reused or recycled according to environmental standards by an approved electronic recycler. Fido is proud to have been involved with the program since 2007.

Here are 3 ways to donate your used phone and make a difference:





- Simply drop it off at any Fido or Rogers store.
- Place your used phone in the postage-paid recycling envelope included in most new Fido phone boxes. Then just drop it in any mailbox. That's all there is to it!
- [Download](#) and print the postage-paid mailing label which you can affix to your own envelope or box and drop it into any mailbox.


**Important:** Be sure to delete all personal content such as contacts, messages, pictures, etc. before returning your phone.





For more information about the Phones for Food program, visit [Phones For Food](#).

[Activate your Fido](#)
[About us](#)
[Store Locator](#)
[Careers](#)
[Terms & Conditions](#)
[Privacy Policy](#)
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[Home](#) > [Support](#) > [Mobility](#) > [Smartphones, phones and Mobile Internet](#)

## What can I do with my old mobile phone?

[Contact us](#)

### Instructions

1. Can I recycle my old mobile phone through Bell?
2. Where can I return my old phone?
3. Can I ship my old phone to Bell?
4. What should I do before I return my old phone?
5. What will Bell do with the returned phones?
6. How does returning my phone help the environment?

### Can I recycle my old mobile phone through Bell?

You can return your old phone to Bell for recycling through the Bell Blue Box program (formerly known as Mobile Take-Back). This program provides Canadians with an environmentally responsible way of disposing of their used mobile phones. Bell will donate net proceeds from the program to World Wildlife Fund Canada (WWF-Canada) for climate change and conservation work. The Bell Blue Box program is part of the Canadian Wireless Telecommunications Association's Recycle My Cell program, which aims to minimize the amount of e-waste entering Canada's landfills.

Last Update: 23/11/2010

[Where can I return my old phone?](#)

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**A good call for our planet.**

Put your used mobile phones and accessories in the Bell Blue Box, and help our environment in 2 ways:

• Phones are recycled so that our resources don't run out. It's good for the environment and good for you.

• The net proceeds from the program will be donated to WWF-Canada to support their environmental conservation work.





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## Bring your old mobile phone into any The Source store & do a world of good

Reduce the amount of e-waste entering your local landfill. Net proceeds from recycling your old phone support WWF-Canada's conservation work.

## Overview

The Source is proud to join the Recycle My Cell programs, making it easier for you to dispose of your used wireless device responsibly.

You can now drop-off your old mobile phones at any The Source store across Canada — regardless of brand or condition. And if you can't come to one of our locations, we'll gladly accept your device through the mail, free of charge.\*

Why recycle? Keeping your cell phone out of the local landfill helps the environment and supports some great causes. A small effort on your part makes a big difference.

### Did you know?

- 71% of Canadians either own a cell phone or plan to buy one in the near future
- The average consumer keeps their device for approximately 2 years
- Only 12% of used mobile devices in Canada are currently being recycled; the rest are stored, sold, gifted or thrown out
- There are thousands of cell phone recycling drop-off sites across Canada
- About 96% of the materials in an average mobile device are recyclable
- Every year, 20 to 50 million metric tons of E-waste are disposed of worldwide



## What you should know before recycling your device

Before you mail or bring your mobile devices to a drop-off location, please ensure that:

1. The account for the device has been fully paid and service has been deactivated.
2. Any headsets and chargers for the device are included with your donation (These accessories also contain recyclable and salvageable materials).
3. The SIM card is removed if there is one.
4. If mailing your used device, be sure that the device and its accessories are packaged in a box or envelope using protective materials and securely attach a label to the box or envelope with its barcode visible.
5. Any personal information is erased from your device, including text messages, contacts and personal files. You can use the **Cell Phone Data Eraser** by ReCellular, Inc. (available for free), to help ensure your data has been cleared. Phones cannot be reclaimed at a later date.

Click [here](#) to print a pre-paid shipping label offered by several Recycle My Cell partners.

## Drop-off locations

You can drop-off your old mobile phones at any The Source store across Canada.

Use our [store locator](#) to find The Source store nearest you.

For more information please visit [recyclemycell.ca](http://recyclemycell.ca)



## Bring your old mobile phone into any The Source store & do a world of good

Reduce the amount of e-waste entering your local landfill. Net proceeds from recycling your old phone support WWF-Canada's conservation work.

**Text, touch or video—we've got the phone for you**



**Nokia C6-01 smartphone**

- ✓ Symbian 3 OS
- ✓ Integrated social networks
- ✓ HD video capture
- ✓ View multiple status updates

**\$0**

with a new \$50 value and data plan on a 3-yr. term. (2009 no longer) 1760803



Powered by Android™

**\$50 in-store credit**

**49<sup>95</sup>**

**HTC Incredible 5" 4G smartphone. 1716059/5970**

with a new \$50 value and data plan on a 3-yr. term. (2009 no longer)



Powered by Android™

**\$50 in-store credit**

**99<sup>95</sup>**

**MOTOROLA ATRIX™ 4G 1716087**

with a new \$50 value and data plan on a 3-yr. term. (2009 no longer)

**Bring your old mobile phone into any The Source store & do a world of good**

Reduce the amount of e-waste entering your local landfill. Net proceeds from recycling your old phone support WWF-Canada's conservation work.

**Fast forward to spectacular HD with Bell TV**



**FREE HD receiver rental for up to 3 years!**  
\$360 value when you subscribe to more Bell services\*

**Bell TV Model 6131 HD receiver-rental.** Up to 10x better picture resolution than basic cable. 1528222



**FREE SD receiver rental for up to 3 years!**  
\$360 value when you subscribe to more Bell services\*

**Bell TV Model 4100 SD receiver-rental.** Enjoy crystal-clear pictures thanks to 100% digital service. 1528220



**FREE Fibe TV Whole Home PVR + HD receiver rental for up to 3 years!**  
\$500 value when you subscribe to more Bell services\*

**Fibe TV Whole Home PVR + HD receiver-rental.** Record up to 4 shows at once. 1531210

(1/4/3) See page 2 for details. Offer ends June 8, 2011. Available to customers in Ontario and Quebec, where access and line of sight permit. A fee in an amount not to exceed 1.5% of your monthly Bell TV charges applies to fund Bell's contribution to the CRTC's Local Programming Improvement Fund. See Bell.ca/LPIF. Subject to change without notice not combinable with other offers. Taxes extra. Other conditions apply. (\*\$0 rental of HD PVR for 1, 2 or 3 years depending on new activation of (and continued subscription to) 1, 2 or 3 eligible Bell services. Rental price (now \$40/mo. for the HD PVR, subject to change) applies thereafter. (\*\*\$0 rental of Whole Home PVR for 1, 2 or 3 years depending on new activation of (and continued subscription to) 1, 2 or 3 eligible Bell services. Rental price (now \$40/mo. for the Whole Home PVR, subject to change) credited on the account for the first 1, 2 or 3 years, applies thereafter.

3

SNC11/1/16

Fransais


Find a Store

Top Up

Activate Prepaid

CART: EMPTY

My Account



SHOP

SUPPORT

MEMBERS LOUNGE

SUPPORT

# RECYCLING PHONES

## RECYCLING PHONES AND BATTERIES

Recycle your old mobile phone and help make the world more green!

When it comes to protecting the planet, Virgin Mobile is passionate about making sure we can give Mother Earth a hand every chance we get.

The little things add up. If everyone recycled their old mobile phones, just imagine how much landfill waste we'd reduce.

Head to any [Virgin Mobile store](#) and put your old phone (any brand from any company) into one of our drop boxes. Phones will be recycled in an environmentally safe way and we'll be one step closer to a cleaner world.

### HERE'S WHAT TO DO:

1. Go to a [Virgin Mobile store](#)
2. Hand any old mobile phone to a Virgin Mobile sales rep
3. Feel Good.

To find out more about the CWTA (that's the Canadian Wireless Telecom Association) [Recycle My Cell program](#).

### related answers

- [How to Top Up](#)
- [Payment Options](#)



TELUS® Business Solutions Why TELUS Find a store Register Log in Cart: empty

Home Phones & devices Plans Add-ons Coverage Support Your account

Phones & devices Billing Services Coverage & traveling Being mobile Getting started Learning centre

Test your balance and TELUS will donate \$1 to purchase insulin pumps for kids with type 1 diabetes. [Learn more](#)

## Recycling phones & batteries

[Provide site feedback](#)

Repairs Upgrading Lost or stolen **Recycling phones & batteries**

### Recycling phones & batteries




**What can you do?**  
Bring any mobile phone, battery or accessory, irrespective of carrier, in to your local [TELUS store](#) for recycling, and we'll plant a tree for FREE.

**Protect**  
Recycling your phones and accessories help protect the environment. Hazardous materials are treated to prevent contamination of soil and groundwater, while excess materials are recycled to reduce landfill waste.

**Give**  
As a proud partner and supporter of [Tree Canada](#), a tree will be planted for every mobile phone recycled with TELUS.

**We give where we live**  
Not only do we protect the environment, we give back to the environment by planting trees, and you can help. Last year, our Return & Recycle program collected over 100,000 phones, equating to 100,000 new trees across the nation. Let's make those numbers grow.

TELUS is a proud partner of [Canadian Wireless Telecommunications Association](#) [Recycle My Cell](#) program.



You are here - [Nokia Canada](#) > [About Nokia](#) > [Environment](#) > [we:recycle](#)

**NOKIA**  
Connecting People

English | Français  [View cart](#)  [Go](#)

[Home](#) [Find products](#) [Get support and software](#) [Explore services](#) [Find a store](#) [About Nokia](#) [Music](#)

[Media centre](#) [Community involvement](#) [Environment](#) [Nokia in Canada](#)

- [we:recycle](#)
  - [Why recycle?](#)
  - [Where and how to recycle](#)
  - [Recycling through life cycle](#)
  - [3 Steps](#)
  - [Recycle](#)
- [we:create](#)
- [we:energise](#)
- [we:support](#)
- [we:evolve](#)
- [Our responsibility](#)

### we:recycle



#### Why recycle?



Find out how, by recycling together we could save nearly 80,000 tonnes of raw materials.

[Read more](#)

#### Where and how to recycle



Learn how easy it is to recycle.

[www.recyclemycell.ca](http://www.recyclemycell.ca)

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[Nokia Worldwide](#) [Locations](#) [Site index](#) [Site terms](#) [Privacy policy](#) [Nokia Accessibility](#)

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[CONSUMERS](#)
[VIDEO SOLUTIONS](#)
[SIGN UP FOR EMAIL UPDATES](#)

[MOBILE PHONES](#)
[ACCESSORIES](#)
[ALL PRODUCTS](#)
[SOFTWARE & APPS](#)
[SHOP](#)

## CORPORATE RESPONSIBILITY

[ABOUT MOTOROLA](#)
[CAREERS](#)
[CORPORATE RESPONSIBILITY](#)

OUR APPROACH

CONSUMERS

ENVIRONMENT

- Value and Management
- Climate change
- Operations and the environment
- Products and the environment
- Energy efficiency
- Material content
- Packaging
- Recycling
- Greener by design

EMPLOYEES

SOCIETY

SUPPLIERS

RESOURCES

ENVIRONMENT

HISTORY

INVESTOR RELATIONS

MEDIA CENTER

MOTOROLA VENTURES

TECHNOLOGY

### ENVIRONMENT

#### How to Recycle Motorola Products

##### MOBILE DEVICES AND ACCESSORIES

Our take-back programs accept any mobile device or accessory (not only Motorola products). Some devices are refurbished for reuse and then sent to developing countries where they are sold at a low price, helping to level access to communications.

The success of our mobile device reuse and recycling program directly hinges on consumer participation. For this reason, we work to increase the number of people who recycle their mobile devices and accessories by:

- Enclosing millions of prepaid return envelopes with new products
- Providing prepaid postage labels on our website
- Encouraging recycling through charity take-back programs
- Hosting electronics collection events at our facilities for employees and local communities
- Offering periodic incentives such as product discounts
- Participating with governments and other companies in take-back events and promotions
- Placing collection containers in our service centers
- Partnering with industry and communities in programs such as [Mobile Muster](#) in Australia, [Green Box](#) in China, [Plug in to eCycling](#) in the U.S. and [Recycle My Cell](#) in Canada

We feature a crossed out wheeled bin symbol on our products and documentation. This symbol informs users that a product must be disposed of in accordance with the European Union WEEE Directive.

Select a location from the list below for more information on initiatives for mobile devices or other products around the world.

Select a Region

#### RECYCLING

How to Recycle Motorola Products

- How the Handle Equipment Returns
- Battery Recycling
- Information for Recyclers

**BUILD YOUR OWN REPORT**

CREATE

## Appendix H

### Social Media

The screenshot shows the Facebook interface for the Fido page. The main content area features a post from Fido about a phone donation program. The post text reads: "Did you know that more than 33,000 phones were donated to the Phones for Food program in the last 4 months? Thank you! Your donations are helping to raise money for local food banks http://bit.ly/Lu20C". Below this, there is a video player for "FIDO CASTING CALL - MONTREAL". The left sidebar includes the Fido logo, a "Wall" section with hidden posts, and a "Like this" button showing 88,265 likes and 3,297 comments. The right sidebar contains an "Admins" list, a "Sponsored Story" for L'Oréal Paris Canada, and a "Sponsored" section for Kinastase Canada.

**facebook** Search Virginia Guénette Home

**fido**

**Fido**  
Product/Service · [Edit Info](#)

**Wall** Fido · Everyone (Most Recent)

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

Write something...

**Fido**  
Did you know that more than 33,000 phones were donated to the Phones for Food program in the last 4 months? Thank you! Your donations are helping to raise money for local food banks <http://bit.ly/Lu20C>

Savez-vous qu'un don de plus de 33 000 sans-fil a été fait dans le cadre du programme Échange Cellu-Bouffe les quatre derniers mois? Merci! Vos dons permettent d'amasser des fonds pour les banques alimentaires locales <http://bit.ly/Lu20C>

[See Translation](#)

Post Insights are not yet available. Please check back later.

Like · Comment · Retweet · 14 hours ago · 49

14 people like this.

**Reumann Lian YEN** I donated 4 phones to that count.  
14 hours ago · Unlike · 432

**Theresa McGregor** Do they have to be Fido phones?  
6 hours ago · Like

[Write a comment...](#)

**Fido**  
While you're waiting for the Fido Casting Call winner to be announced, check out this video from The Pet Network from when the Fido Casting Call crew visited Montreal (Video in English only) <http://www.youtube.com/watch?v=02RQ9X2zKqg>

En attendant l'annonce du gagnant de notre concours Casting Fido, regardez la vidéo tournée (en anglais seulement) par Pet Network lors de la récente visite à Montréal de l'équipe de Casting Fido : <http://www.youtube.com/watch?v=02RQ9X2zKqg>

[See Translation](#)

**FIDO CASTING CALL - MONTREAL**  
[www.youtube.com](http://www.youtube.com)

The Fido Casting Call crew visited Montreal recently, searching for the chain of the hour. Check out The Pet Network's video diary of the day's events. The #...

**Admins (20)** [See All](#)

[Use Facebook as Fido](#)

[Notifications](#) [48](#)

[Promote with an Ad](#)

[View old Insights](#)

[Invite Friends](#)

**You and Fido**

[13 friends like this.](#)

**Sponsored Story** [See All](#)

**Alexandra Huettl**, **Lee Andre** and **Lyne Albert** like **L'Oréal Paris Canada**

**Sponsored** [Create an Ad](#)

**Up To 70% Off Tattoos**  
[groups.ca](#)

If you're a unique individual or just an Angelina Papi, Get Huge Savings on Tattoos & More. Click Here to Discover Deals

**Kinastase Canada**  
Discover our new treatment for damaged hair.

[Like](#) · **Lorena Camarero** likes this.

**Your Marketing BFF**  
"Like" Us - Get tons of free on biz marketing tips, ideas and inspiration! you can rely on a hunk

## Appendix I

### Corporate Press Releases

#### **Mobilicity gives Canadians 101 new "green" reasons to switch onto affordable, unlimited network**

Canada Newswire

Tue Nov 1 2011, 9:00am ET

Dateline: TORONTO, Nov. 1, 2011

Carrier heads into pre-holiday season with \$100 trade-in credit plus environmentally friendly handset recycling program

TORONTO, Nov. 1, 2011 /CNW/ - Mobility today marked the launch of its handset recycling program with a lucrative new way for customers of other carriers to upgrade their mobile phones and switch onto Mobility's affordable, unlimited talk, text and data network.

Wireless consumers will receive a \$100 trade-in credit when they switch to Mobility and recycle their previously used handsets through Mobility's recycling program.

"We're giving the 78% of Canadians who don't recycle their mobile devices 101 green reasons to switch to Mobility," said Chief Customer Officer Anthony Booth. "Not only will we recycle your old handset in an environmentally responsible manner but we'll give you a \$100 credit for bringing your number and old device to Mobility. It's a win-win."

Mobility is a participant in Recycle My Cell, the national recycling program for mobile devices designed to raise awareness of recycling and keep handsets from entering Canada's landfills. The program is run by the Canadian Wireless Telecommunications Association (CWTA), of which Mobility is a member.

#### Trade-in credit details

Mobility's trade-in credit is available at Mobility stores across Canada to new customers who transfer their number to Mobility from another mobile provider for a limited time. To receive the \$100 trade-in credit, customers must switch their number to Mobility and bring in their used handset (must power-on). New customers who switch their numbers over to Mobility without recycling handsets will receive a \$50 credit.

#### About Mobility (DAVE Wireless)

Mobility, Canada's smart mobile carrier, was created to bring down the cost of wireless with unlimited talk, text and data plans, affordable North American coverage, plus popular handsets and smartphones - without locking customers into contracts or charging extra or hidden fees. Everything Mobility does adds up to a better wireless experience, not an expensive one. NOW THAT'S SMART.

Formerly known as Data & Audio-Visual Enterprises Wireless Inc. (DAVE Wireless), the company is led by Obelysk, a diversified Canadian holding company, and Quadrangle Capital Partners, a global investor in the telecommunications and media sectors. Mobility was named one of Canada's Top 25 Up and Coming Information & Communication Technology start-ups in 2010 by the Branham Group Inc. Further information about Mobility can be found at [www.mobility.ca](http://www.mobility.ca).

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## **Fido and Evergreen create the “Share Your Care” campaign, gives \$100,000 to the environment**

By Kate O'Brien on July 5, 2011 at 8:53am

<http://mobilesyrup.com/2011/07/05/fido-and-evergreen-create-the-share-your-care-campaign-gives-100000-to-the-environment/>

Fido has become Canada's green wireless carrier. They offer a few devices that are made of recycled products and have several programs that give back to the environment (planting trees, recycling old cellphones etc). Now Fido has extended their relationship with Evergreen and has come up with the “Share Your Care” campaign. In total there are 20 green Canadian projects and each of them will receive a base of \$2,500 (totals \$50,000), but it gets better as another 50k will be distributed to 3 of the top projects that receive the most votes. Some of the 20 projects include “Promote wildlife education”, “Million Tree Challenge” and “Educate on water resources”.

This program starts today and is on until August 14th... more here at [shareyourcare.ca](http://shareyourcare.ca) .

-----

## **Make a Difference for Canadians in Need and the Environment this Earth Day**

### **Support food banks by donating used cellular devices to Food Banks Canada's Phones for Food program**

TORONTO, April 19 /CNW/ - Helping Canadians in need while also helping the environment is as simple as donating your no longer used cell phone or mobile device. Food Banks Canada's Phones for Food program is an easy way for individuals and businesses to support food banks while also doing something good by recycling — on Earth Day and every day!

Phones for Food is an award winning recycling program that provides funds to the food bank community across the country while redirecting consumer waste that would otherwise be directed to a landfill. Since its launch in 2003, the Phones for Food program has generated over \$750,000 for Food Banks Canada and the food bank community and diverted approximately 500,000 wireless devices from landfills. In 2010, Food Banks Canada was the recipient of Canadian Wireless Technology "Connected to Community" award for the Phones for Food program.

"This program is unique in that it provides much needed funds to support Food Banks Canada and the food bank community while also collectively reducing our environmental impact, making it a win-win situation," says Katharine Schmidt, Executive Director, Food Banks Canada. "We are grateful for the support of Canadians who have made the effort to recycle their mobile devices and made this program a continual success."

The Phones for Food program is supported by Rogers Communications and Purolator Inc., who have been sponsors since the program launched.

Global Electric Electronic Processing Inc. (GEEP) has recently been designated the phone recycling supplier for the Phones for Food program. GEEP, a Canadian Company, is a leader in the Electronic Recycling Industry and works to divert electric and electronic waste from landfills. Participating in the program is as simple as one, two, three:

1. Individuals or businesses can drop off their used cellular devices at any Rogers or Fido branded store across Canada or mail their old cell phone in to the program via the envelope provided with the purchase of a new cell phone.
2. Phones are processed by GEEP, a phone recycling supplier.
3. Funds generated as a result of phone collections are donated to Food Banks Canada and the food bank community.

Make Earth Day your environmental call to action and donate all used mobile phones and handheld devices to the program.

**About Phones for Food**

Phones for Food is an award winning handheld collection and recycling program sponsored by Rogers Communications and Purolator Inc. which provides new resources for the alleviation of hunger. Since its launch in 2003, the Phones for Food program has generated over \$750,000 for Food Banks Canada and the food bank community and diverted approximately 500,000 wireless devices from landfills. For more information on Phones for Food, visit [www.phonesforfood.com](http://www.phonesforfood.com).

**About Food Banks Canada**

Food Banks Canada is the national charitable organization representing the food bank community across Canada. Our members and their respective agencies serve approximately 85 per cent of people accessing emergency food programs nationwide. Our mission is to meet the short term need for food and find long-term solutions to reduce hunger. Visit [www.foodbanksCanada.ca](http://www.foodbanksCanada.ca) for more information.

## Appendix J

### Bell On-line Module





## Appendix K

### Promotional Support for Waste Reduction Week





## National Web site



The screenshot shows the homepage of the Waste Reduction Week 2011 website. The header features a Canadian flag and the title "WASTE REDUCTION WEEK" in large, bold letters. Below the header is a navigation bar with links: home, about wrw, get involved, events, ease my load, recycle my cell, resources, news, and contact. A search bar is also present.

The main content area is divided into several sections:

- Welcome to WASTE REDUCTION WEEK:** A large banner image of a green field with a tree under a blue sky.
- October 17-23, 2011:** A section detailing the dates and purpose of the event.
- Waste Reduction Week in Canada:** A section with a globe icon and the text "Too Good To Waste" and "Réduire c'est agir".
- Recycle My Cell Challenge:** A section with a recycling bin icon and the text "Students, get involved!".
- Join our national campaign:** A section with a globe icon and the text "WHAT'S UP, CANADA?".
- Register Your Event:** A section with a globe icon and the text "Waste Reduction Week in Canada October 17-23, 2011".
- Download the 2011 Waste Reduction Week Poster:** A section with a globe icon and the text "Waste Reduction Week Resources".

On the left side, there is a grid of logos for various Canadian recycling and waste management organizations, including RCBC, Recycling Council of Alberta, Saskatchewan Waste Reduction Council, MARR, RCO, Action BC-hits, Recycle NB, ACAP, IWMCC, mmsb, RAVEN RECYCLING, YELLOWKNIFE Recycles!, and Nunavut.

**Get involved!**

"We buy a wastebasket and take it home in a plastic bag. Then we take the wastebasket out of the bag, and put the bag in the wastebasket." -- Lily Tomlin, comedian

"A house is just a pile of stuff with a cover on it." -- George Carlin, comedian

Although comedians make fun of our wasteful consumption habits, it's sad that it's so true. We need to take action now if we want to sustain the planet for future generations. Waste Reduction Week in Canada provides the opportunity for Canadians to showcase their waste reduction activities in a number of ways. Check out our campaigns and challenges and get involved. Canada is Too Good To Waste!

- [Submit an Event](#)
- [Submit Photos for the Ease My Load Campaign](#)
- [Sign up for Recycle My Cell Challenge for Students](#)
- [Tell the world that you've proclaimed Waste Reduction Week](#)

"If you think your actions are too small to make a difference, you've never been in bed with a mosquito." -- Anonymous



The screenshot shows the homepage of the Waste Reduction Week in Canada website. At the top, there's a banner with the Canadian flag and the text "WASTE REDUCTION WEEK". Below this is a navigation bar with links like "home", "about wrr", "get involved", "events", "save my head", "recycle my cell", "resources", "news", and "contact". A search bar is also present.

The main content area features a large image of green grass under a blue sky. To the right, there's a sidebar with the "Waste Reduction Week in Canada" logo, the dates "October 17-23, 2011", and a "Recycle My Cell Challenge" section. This section includes a "Recycle My Cell" logo, a "Students, get involved!" call to action, and a "Join our national campaign" button.

The main text area below the grass image reads:

Waste Reduction Week in Canada and the Canadian Wireless Telecommunications Association want to challenge your school to:

### Recycle My Cell

Did you know that old cell phones are valuable and using Recycle My Cell helps keep them out of landfill?

**Recycle My Cell:** Canada's national cell phone recycling program, wants to support Waste Reduction Week in Canada (WRRW), helping to save paper, food, by making sure that all old and out-of-use cell phones, smartphones, wireless PDAs, pagers, as well as their batteries and accessories, are properly recycled.

As part of its support and celebration for Waste Reduction Week in Canada 2011, Recycle My Cell is issuing a challenge to Canadian schools. If your school or post-secondary institution is looking for an opportunity to make a difference environmentally, while having a chance to win some great prizes, then this is for you! Sign up for the challenge, and everything you need to participate will be provided to you!

Canadian students from kindergarten to post-secondary are challenged to recycle as many old wireless devices and accessories as possible between October 17 and November 17, 2011. In addition to doing a good thing for the environment, students could also win some great prizes: \$500 for their school to use for green initiatives, plus a new electronic device that can be awarded by the school to a student who has shown outstanding leadership in environmental protection.

**Join the Recycle My Cell Student Challenge - Get Your School Signed Up Today!**

The Recycle My Cell Challenge is open to all schools and post-secondary institutions across Canada. Everything you need to set up a Recycle My Cell collection site will be provided to you. All you need to do is collect the phones and send them to us for responsible handling! Even the shipping is free!

**To Participate in the Recycle My Cell Student Challenge:**

1. **Register your school here:** Registration opens on September 20<sup>th</sup> and is quick and easy. All we need is your contact and shipping information so we know where to send the Recycle My Cell recovery box!
2. On October 17<sup>th</sup>, simply set up the box in a convenient and easily accessible location at your school. You are now ready to start collecting - so get the word out! Let your school community, friends and family know when and where they can bring their old cell phones, PDAs, pagers, chargers and batteries. The more phones you collect, the better your chances at winning the prizes!
3. At the end of the challenge on November 17<sup>th</sup>, seal up your box for shipping. Call the courier number on the mailing label to have the box picked up or drop it off at any Canada Post location. Remember that shipping to us is free! All boxes must arrive at the designated processor by December 6<sup>th</sup> to be eligible for the prizes, so it's important that you send in your box right away!
4. The winning school in each province and territory will be announced in January.

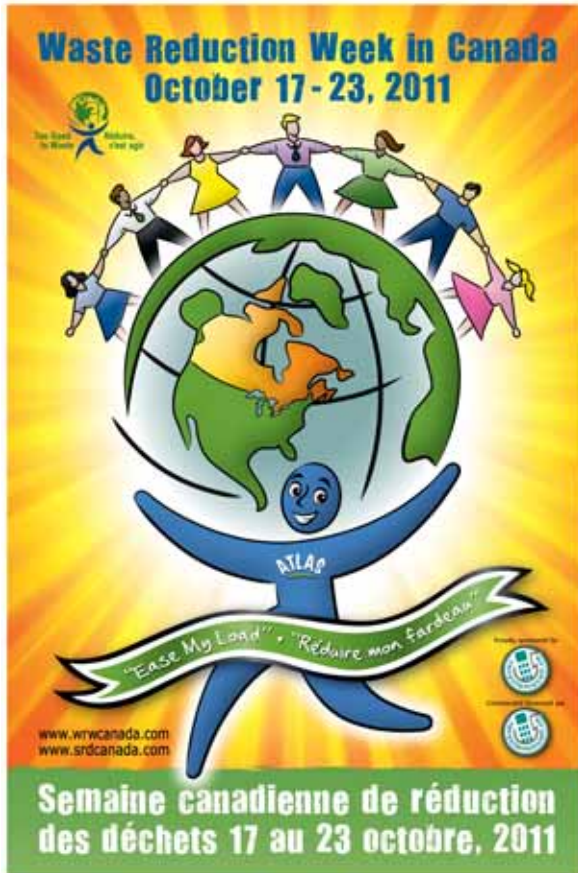
**Some Important Things to Remember:**

- All schools are eligible to participate, but must register through the WRRW website. Please provide a contact name and the address where we are to send the collection box.
- It's not a Challenge unless there's more than one school participating in the province! If you have friends that go to different schools, get them involved in by participating in the Recycle My Cell Student Challenge as well.
- Boxes **MUST** be sealed and returned by the deadline in order to be included in the Challenge.
- All cell phones, smartphones, wireless PDAs, pagers, batteries, accessories are included - it doesn't matter how old they are!


National banner ad

The banner ad is split into two horizontal sections. The top section has a yellow background and features the "Waste Reduction Week in Canada" logo on the left, which shows a stylized figure holding a globe. The text "Waste Reduction Week in Canada" and "October 17-23, 2011" is in bold blue letters. The bottom section has a green background and features the text "Semaine canadienne de réduction des déchets 17 au 23 octobre, 2011" in white. On the right side of the green section, there are two circular logos: "Recycle My Cell" and "Waste Reduction Week in Canada".

National poster




## Recycle My Cell Web site





[What's New](#) :: [Contact Us](#) :: [Français](#)

## Overview

<b>Overview</b>	<b>Drop-off Locations</b>	<b>Recycling Your Device?</b>	<b>Facts and Figures</b>	<b>Participating Programs</b>	<b>FAQs</b>	<b>Host a Drop-off Location</b>
-----------------	---------------------------	-------------------------------	--------------------------	-------------------------------	-------------	---------------------------------







### Join the Recycle My Cell Student Challenge – Get Your School Signed Up Today for a Chance to WIN \$500!

Canadian students from kindergarten to post secondary are challenged to recycle as many old wireless devices and accessories as possible between October 17 and November 17, 2011. In addition to doing a good thing for the environment, students could also win some great prizes: \$500 for their school to use for green initiatives, plus a new electronic device that can be awarded by the school to a student who has shown outstanding leadership in environmental protection. Help support Waste Reduction in Canada by enrolling your school in the Recycle My Cell Student Challenge. Everything you need to set up a Recycle My Cell collection site will be provided to you. All you need to do is collect the phones and send them to us for responsible handling. Even the shipping is free! Register today: [http://www.wrwc.ca/recycle\\_my\\_cell](http://www.wrwc.ca/recycle_my_cell)

Welcome to **Recycle My Cell** — Canada's national recycling program for mobile devices.

Recycle My Cell links participating cell phone recycling programs together, making it easier for you to determine how and where you can dispose of your used wireless device.

By using Recycle My Cell, you'll be able to find a drop-off location in your area that will accept your device — cell phones, smartphones, wireless PDAs, batteries and pagers — regardless of brand or condition. And if you can't come to one of our locations, we'll gladly accept your device through the mail, free of charge.

Why recycle? Keeping your cell phone out of the local landfill helps the environment and supports some great causes. A small effort on your part makes a big difference.

### About this Site

Recycle My Cell is a national industry initiative led by the Canadian Wireless Telecommunications Association (CWTA) along with its members (wireless manufacturers and service providers) to raise awareness about mobile device recycling.

Recycle My Cell increases consumer awareness of the recycling initiatives currently provided by service providers and manufacturers. The goal of this program is to minimize the number of handsets entering Canada's landfills.

Recycle My Cell is made possible with participation from: Bell, Dell Canada Inc., GEEP Inc., GREENTEC, Hewlett-Packard (Canada) Co., Lynx Mobility, Motorola Mobility, MTS, Nokia, Research In Motion, Rogers Communications, Samsung, SaskTel, Sims Recycling Solutions, Sony Ericsson, TBayTel, TELUS, Videotron, Virgin Mobile Canada, and WIND MOBILE

### About Us

Recycle My Cell was created and is maintained by the Canadian Wireless Telecommunications Association. CWTA is the authority on wireless issues, developments and trends in Canada. It represents cellular, PCS, messaging, mobile radio, fixed wireless and mobile satellite service providers as well as companies that develop and produce products for the industry.

For more information, visit [CWTA.ca](http://CWTA.ca)

Click [here](#) to download a copy of our RecycleMyCell.ca brochure.

[Privacy Policy](#) - [Terms of Use and Disclaimer](#)



## Recycle My Cell Facebook page and Twitter feed

facebook

Search

Recycle My Cell / Recycle mon cell

FAVOURITES

- News Feed
- Insights
- Events

APPS

- Photos
- Notes
- Questions
- Links

Share: Status Photo Link Video Question

What's on your mind?

Public Share

TOP STORIES SINCE YOUR LAST VISIT (2) 6 MORE RECENT STORIES

**Our Greener Future**

The Recycle My Cell School Challenge is Back! Last year, schools from across our province recycled more than 3,300 cell phones - 90% of the national total! You can recycle your cell to - just check out the Recycle My Cell / Recycle mon cell to find your nearest drop-off location!

[recyclemycell.ca](http://recyclemycell.ca) - [recyclemoncell.ca](http://recyclemoncell.ca)  
[www.recyclemycell.ca](http://www.recyclemycell.ca)

Canadian students from kindergarten to post secondary are challenged to recycle as many old wireless devices and accessories as possible between October 17 and November 17, 2011. In addition to doing a good thing for the environment, students could also win some great prizes: \$500 for their school t...

2 · Unlike · Comment · Share · Remove tag · 2 hours ago ·

**Our Greener Future**

Reducing waste with Jumping Bean Coffee! Just one local business that is helping people join the Big Green Up! — at Jumping Bean Coffee Company

**BIG GREEN UP**

Recycle My Cell

RecycleMonCell

Canada's national recycling program for mobile devices.  
 Canada <http://www.recyclemycell.ca>

Edit your profile

73 Tweets

33 Followers

38 Following

**Tweets**

Following

Followers

Favorites

Lists

Similar to you:

- dan gilkinson @dangilkinson Follow
- Derek Shelby @DerekShelby Follow
- Strathcona GreenZone @SGRA\_Gre Follow

**Tweets**

**Recycle My Cell** @RecycleMonCell 19 Mar  
 Earth Day is next month! Show our planet some love by recycling your old cell. Visit [recyclemycell.ca](http://recyclemycell.ca) for a drop-off location near you

**Recycle My Cell** @RecycleMonCell 18 Mar  
 Recycle My Cell has over 3500 locations across Canada! Keep your old cell out a landfill by visiting [recyclemycell.ca](http://recyclemycell.ca) for more info

**Standard Freeholder** @StandFreeholder 13 Mar  
 Everything old is new again at FCM's city operation. CORNWALL — When you think about recycling, computer monitor... [bit.ly/xpb2g](http://bit.ly/xpb2g)  
 13 Retweeted by Recycle My Cell

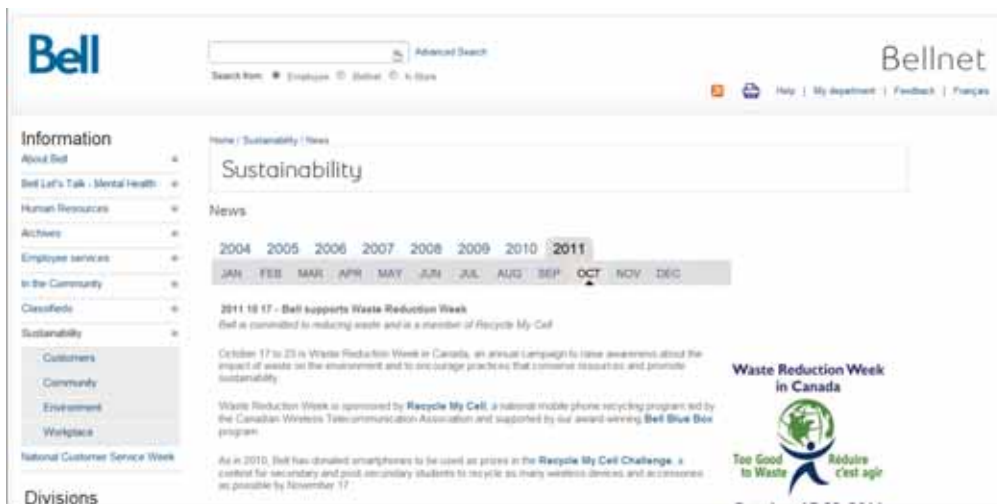
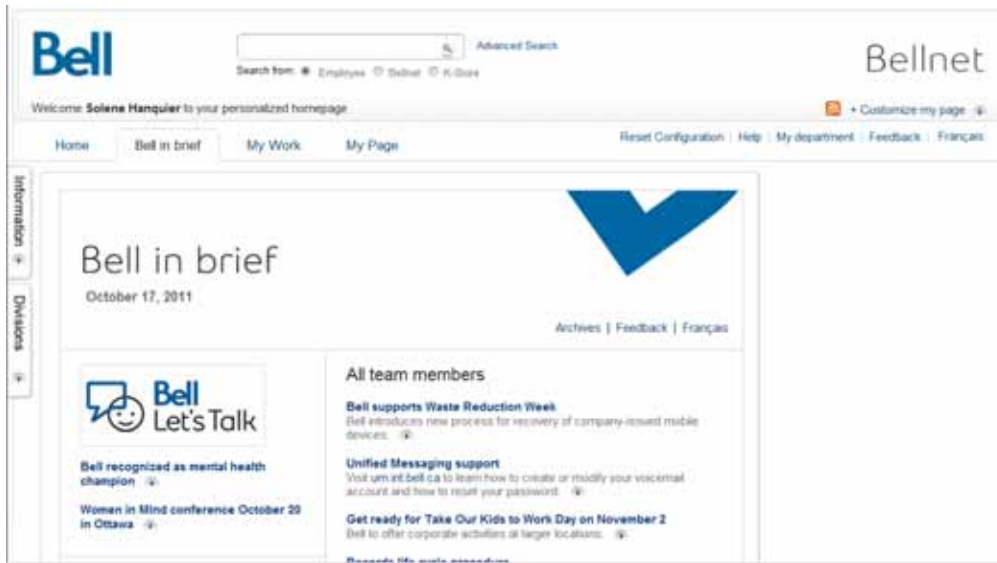
**Recycle My Cell** @RecycleMonCell 12 Mar  
 Come check out [recyclemycell.ca/overview.php](http://recyclemycell.ca/overview.php) and find out how easy it is to recycle your old cell phone!

**Recycle My Cell** @RecycleMonCell 7 Mar  
 Want to keep your old cell phone out of Canada's landfills? Visit [recyclemycell.ca](http://recyclemycell.ca) for drop off locations & info on cell phone recycling

**Recycle My Cell** @RecycleMonCell 29 Feb  
 Have you started Spring cleaning yet? Visit [recyclemycell.ca/overview.php](http://recyclemycell.ca/overview.php) for drop off locations to recycle old cell phones!

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## Member Initiatives



	<b>Bell_News</b> Bell Media Relations In support of <a href="http://wwwcanada.com">wwwcanada.com</a> Recycle My Cell Student Challenge registration is now open! <a href="http://bit.ly/2cHqb9">bit.ly/2cHqb9</a> 27 Sep
	<b>Bell_News</b> Bell Media Relations Bell calls on students to support <a href="http://wwwcanada.com">wwwcanada.com</a> by signing up for the Recycle My Cell Student Challenge <a href="http://bit.ly/2cHqb9">bit.ly/2cHqb9</a> 3 Oct
	<b>Bell_News</b> Bell Media Relations The Recycle My Cell Student Challenge starts today. Good luck to all who signed up! <a href="http://bit.ly/2cHqb9">bit.ly/2cHqb9</a> <a href="http://wwwcanada.com">wwwcanada.com</a> 17 Oct





**nokiacanada** Nokia Canada  
 It's Waste Reduction Week, and we're supporting Recycle My Cell  
 - get involved! [nokia.ly/pp3PDm](http://nokia.ly/pp3PDm)  
 17 Oct

## Stakeholder support



The screenshot shows the website for Stewardship Agencies of British Columbia. The left sidebar lists various categories under 'WHAT INDUSTRY STEWARDS RECYCLE': ANTIWEEDS, BATTERIES, BEER CONTAINERS, BEVERAGE CONTAINERS, CELL PHONES, ELECTRONICS, HOUSEHOLD HAZARDOUS WASTE, LIGHT BULBS, MEDICATION, OIL, PAINT, THERMOSTAT, TIRES, and a MEMBERS AREA. The main content area features an 'EVENTS' section with details for 'Switch the Stat' (October 8-15) and 'Recycle My Cell Student Challenge' (October 17-November 17). Below the events is a 'PRODUCT SEARCH' section with a form to find recycling locations based on material, item, and area. At the bottom, there is a row of logos for various recycling partners including BC Recycle, call2recycle, LightRecycle, BCOR, Product Care, and others.





# WASTE REDUCTION WEEK

[English](#) [Français](#)  
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[home](#) [about wrw](#) [get involved](#) [events](#) [ease my load](#) [recycle my cell](#) [resources](#) [news](#) [contact](#)



## Canadian Students Recognized for Environmental Leadership Recycle My Cell Student Challenge Winners Announced

OTTAWA – February 15, 2012 – [Recycle My Cell](#), Canada's national recycling program for mobile phones and accessories, today announced the winners of the 2011 Recycle My Cell Student Challenge. Held in partnership with Waste Reduction Week in Canada, the Challenge saw Canadian students from kindergarten to post-secondary collecting as many old wireless devices as possible, including cell phones, smartphones, wireless PDAs, pagers, accessories and cell phone batteries.

From October 17 to November 17, 2011, students from 134 schools across Canada participated in the second annual Challenge and collected more than 6,000 wireless devices and close to 600 kilograms of wireless accessories and batteries. Almost twice as many schools stepped up to the Challenge in 2011, bringing in more than 2,000 more devices than were recovered during the first Challenge in 2010.

"The level of enthusiasm and participation by students in the 2011 Challenge was truly amazing," said Bernard Lord, President & CEO of the [Canadian Wireless Telecommunications Association \(CWTA\)](#). "These young Canadians have a great understanding of how important programs like Recycle My Cell are to our environment. On behalf of the wireless industry, I want to thank each and every one of them for their leadership."

The school in each participating province or territory that collected the most cell phones, based on student population, will receive a \$500 donation to support the school's green initiatives, as well as a new smartphone that the Principal will award to a student who has shown outstanding leadership in environmental protection.

The winning schools are:

- McKenzie Lake School, Calgary, Alberta
- Bench Elementary School, Cowichan Bay, British Columbia
- École Lagimodière, Lorette, Manitoba
- Saint Mary's Academy, Edmundston, New Brunswick
- Immaculate Heart of Mary School, Corner Brook, Newfoundland and Labrador
- Whitney Pier Memorial Junior High School, Sydney, Nova Scotia
- Inuksuk High School, Iqaluit, Nunavut
- Dante Alighieri Academy (Beatrice Campus), Toronto, Ontario
- Colonel Gray Senior High School, Charlottetown, Prince Edward Island
- CPE Le Jardin des Rêves, Saint-Laurent, Québec
- Pangman School, Pangman, Saskatchewan

The Recycle My Cell Student Challenge was made possible by the generous support of the Recycle My Cell Partners: Bell, Dell Canada Inc., GEEP Inc., GREENTEC, LG, Lynx Mobility, Mobility, Motorola Mobility, MTS, Nokia, Reeearch In Motion, Rogers Communications, Samsung, SaskTel, Sims Recycling Solutions, Sony Ericsson, TBayTel, TELUS, Videotron, Virgin Mobile Canada and WIND Mobile.

Recycle My Cell congratulates all participants in the 2011 Challenge for a job well done. If your school is interested in participating in the next Challenge, please contact [info@recyclemycell.ca](mailto:info@recyclemycell.ca). If you would like to host a year-round Recycle My Cell collection site, please visit [http://recyclemycell.ca/host\\_dropoff.php](http://recyclemycell.ca/host_dropoff.php). There is no cost to participate, and you will be providing a valuable service to your community by ensuring that e-waste is recycled responsibly.

**About Recycle My Cell**  
Recycle My Cell is Canada's national recycling program for mobile phones and accessories. The bilingual Web site – [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca) and [www.recyclemoncell.ca](http://www.recyclemoncell.ca) – allows consumers to simply enter their postal code to locate the 10 drop-off locations closest to them where their devices will be accepted, regardless of brand or condition. The free program is run by the Canadian Wireless Telecommunications Association (CWTA), in conjunction with cell phone carriers and handset manufacturers, who have come together to raise awareness about the importance of cell phone recycling.

Follow us on Twitter: [Like us on Facebook](#)

**Media Information and interview opportunities:**  
Marc Choma, CWTA  
613-233-1558 ext. 207

### Waste Reduction Week in Canada



Too Good to Waste Réduire c'est agir

**October 15-21, 2012**



**Recycle My Cell Challenge**

**Students, get involved!**



**Join our national campaign**



**Register Your Event**



**Waste Reduction Week in Canada October 17-23, 2011**





Feb. 15, 2012

### Canadian Students Recognized for Environmental Leadership *Recycle My Cell Student Challenge Winners Announced*

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- Dante Alighieri Academy (Beatrice Campus), Toronto, Ontario
- Colonel Gray Senior High School, Charlottetown, Prince Edward Island
- CPE Le Jardin des Rêves, Saint-Laurent, Québec
- Pangman School, Pangman, Saskatchewan

The Recycle My Cell Student Challenge was made possible by the generous support of the Recycle My Cell Partners: Bell, Dell Canada Inc., GEEP Inc., GREENTEC, LG, Lynx Mobility, Mobilicity, Motorola Mobility, MTS, Nokia, Research In Motion, Rogers Communications, Samsung, SaskTel, Sims Recycling Solutions, Sony Ericsson, TBayTel, TELUS, Videotron, Virgin Mobile Canada and WIND Mobile.

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### **About Recycle My Cell**

Recycle My Cell is Canada's national recycling program for mobile phones and accessories. The bilingual Web site – [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca) and [www.recyclemoncell.ca](http://www.recyclemoncell.ca) – allows consumers to simply enter their postal code to locate the 10 drop-off locations closest to them where their devices will be accepted, regardless of brand or condition. The free program is run by the Canadian Wireless Telecommunications Association (CWTA), in conjunction with cell phone carriers and handset manufacturers, who have come together to raise awareness about the importance of cell phone recycling.

The screenshot shows the homepage of the Stewardship Agencies of British Columbia. The header includes a logo and navigation tabs for HOME, ABOUT US, RESOURCES, and EVENTS. A sidebar on the left lists various categories for recycling, such as ANTIFREEZE, BATTERIES, BEER CONTAINERS, BEVERAGE CONTAINERS, CELL PHONES, ELECTRONICS, HOUSEHOLD HAZARDOUS WASTE, FLUORESCENT LIGHTS, MEDICATION, OIL, PAINT, SMALL APPLIANCES, THERMOSTAT, TIRES, and a MEMBERS AREA. The main content area features a 'WHAT'S HAPPENING' section with dates for February 14, February 15, and March 16-17, each with a link to an event. Below this is a video player for 'EVOLUTION OF INDUSTRY-LED PRODUCT STEWARDSHIP MODEL IN BRITISH COLUMBIA' and a link to the 'BRITISH COLUMBIA'S RECYCLING HANDBOOK'. A 'PRODUCT SEARCH' section follows, with a form to find recycling locations based on material type, item search, and location. The footer displays logos for various participating organizations like ESABC, call2recycle, LightRecycle, and others.

This screenshot shows the 'EVENTS' page of the Stewardship Agencies of British Columbia website. The layout is similar to the homepage, with the same sidebar and navigation tabs. The 'EVENTS' section provides detailed descriptions for the events listed in the homepage: a workshop on February 14, a student challenge on February 15, and a global conference on March 16-17. The 'PRODUCT SEARCH' section and the footer with organization logos are also present.



Return-It  
It's Worth It.

**Encorp Pacific (Canada)** Like

Local business · Burnaby, British Columbia



**Wall** Encorp Pacific (Canada) · Everyone (Most recent)

Share: Post Photo Video

Write something...

**Encorp Pacific (Canada)**

Congratulations to Bench Elementary School in Coquitlam Bay, for being the BC winner of the Recycle My Cell Student Challenge!

Recycle My Cell is a free national, industry led recycling program for mobile devices & accessories. CITA and Encorp Pacific are amongst the twelve Stewardship Agencies of BC.

[recyclemycell.ca](http://recyclemycell.ca) - [recyclemycell.ca](http://recyclemycell.ca)

OTTAWA – February 15, 2012 – Recycle My Cell, Canada's national recycling program for mobile phones and accessories, today announced the winners of the 2011 Recycle My Cell Student Challenge. Held in partnership with Waste Reduction Week in Canada, the Challenge saw Canadian students from kindergarten...

Like Comment Share · 30 minutes ago · dh

**Burnaby Board of Trade**

We are excited for the Environmental Sustainability Forum for Business coming up next month! Thanks for sponsoring the event, Encorp!



Like Comment · 3 February at 11:29 · dh

**You and Encorp Pacific (Canada)**

Like Recycling Council of British Columbia

**Recommendations (5)** See all

**Rob Ironside** So easy to just "trash" ten that old electronic "gadgets" (AKA) and definitely... See more

**Andrew Symington** Kian great company Like 2

Write a recommendation...

**Sponsored** Create an advert

**Todd's Ten York Condo**  
[toddscity.com](http://toddscity.com)

Rise above it all at York & Harbour with Toronto's most anticipated high-rise condo for 2012. Sales start this spring. Register now.

**Advertise on Facebook**

Promote your business to 750M+ active and engaged users on Facebook. Develop your brand online by connecting with your audience.

**2012 Shoes (90% OFF)**  
[designerdiscounts.ca](http://designerdiscounts.ca)

Boots, Heels and Flats all at up to 90% discount. Hurry, these will go fast!

**New Game on Facebook**

Bubble Witch Saga - The new Bubble shooter! Take your skills to a new level now. Warning - Highly Addictive!

Galena Hlipniewski played Bubble Witch Saga.

**Type 2 Diabetes Treatment**  
[bestdiabetes.ca](http://bestdiabetes.ca)

Create a Page

Info

Friend activity

Photos

Twitter

YouTube

Website

About

Return-It, It's Worth It.

98 like this

0 were here

**Like** See all

**BC Parks**

**Global Product...**

**Recycling Coun...**

**Return-It Plan**

**Caplano Univer...**

Create a Page

Add to my page's favourites

Get updates via RSS

Report Page

Share

## Appendix L

### Recycle My Cell Student Challenge

	Winning Schools	Participated	Cell (units) recovered in province	Battery (kg) recovered in province	Accessory (kg) recovered in province
Alberta	McKenzie Lake School	15	858	12.7	63.9
British Columbia	Bench Elementary School	8	258	5.4	10.9
Manitoba	Ecole Lagimodiere	2	22	0.5	2.3
New Brunswick	Saint Mary s Academy	10	120	2.7	5.9
Newfoundland	Immaculate Heart of Mary School	63	3894	55.3	42.2
Nova Scotia	Whitney Pier Memorial Jr. High School	2	40	0.9	0.9
Nunavut	Inuksuk High School	2	7	0	0
Ontario	Dante Alighieri Academy - Beatrice Campus	18	323	5.9	8.2
Prince Edward Island	Colonel Gray Senior High School	3	225	3.6	16.3
Québec	CPE Le Jardin des Reves	4	49	1.4	2.7
Saskatchewan	Pangman School	7	418	5	13.6
<b>Total</b>		<b>134</b>	<b>6214</b>	<b>93.4</b>	<b>166.9</b>



## Appendix M

### Collection events

**DROP OFF YOUR PRODUCTS FOR RESPONSIBLE RECYCLING.**  
COME TO THE BC STEWARDSHIP DROP-OFF EVENT.

DATE: Saturday, June 25, 2011  
TIME: 10:00am - 3:00pm  
PLACE: Invermere Community Hall (Debbie Steel Centre)  
709 - 10th Street

**HERE'S WHAT YOU CAN BRING IN TO BE RECYCLED:**

**ELECTRONICS**  
ESABC  
Acceptable Products:  
• Display devices  
• Desktop & portable computers  
• Computer peripherals  
• Scanners, printers & fax machines  
• Non-cellular phones & answering machines  
• Vehicle audio & video systems (aftermarket)  
• Home audio & video products  
• Personal or portable audio & video systems  
For a list of acceptable products:  
return-it.ca/electronics  
1.866.238.3147

**TIRES**  
TIRE Stewardship BC  
Acceptable Products:  
• Car tires (on & off rim)  
• Bike tires & tubes  
For a list of acceptable products:  
tsbc.ca  
1.866.759.8488

**CELL PHONES**  
Recycle My Cell  
Acceptable Products:  
• Cell phones  
• Smartphones  
• Wireless PDAs  
• Pagers  
• Cell phone batteries & accessories  
For a list of acceptable products:  
recyclemycell.ca  
1.888.797.1746

LEARN MORE ABOUT BC'S STEWARDSHIP PROGRAMS AT [BCSTEWARDS.COM](http://BCSTEWARDS.COM)

### For immediate release

### **One Stop Drop-Off for Recycling Coming to Invermere**

Vancouver, BC, June 13, 2011 - The BC Product Stewards are ramping up recycling access to communities across BC this spring and summer with recycling drop-off events.

Mark your calendar for this opportunity to reduce the amount of unwanted stuff that may be tucked away in your garage, home office, or under the kitchen sink that could be recycled responsibly at our drop off event.

BC's product stewards have committed to recycling their products safely and responsibly. Please bring the appropriate items for recycling to:

Location: Invermere Community Hall (Debbie Steel Ctr.), 709 – 10<sup>th</sup> Street  
Date: Saturday, June 25, 2011  
Time: 10:00 AM – 3:00 PM  
Products Accepted: Electronics, car tires (on and off rim), bike tires, cell phones, cell phone accessories & batteries, smartphones, pagers and wireless PDAs

### **For a complete list of acceptable products please visit:**

Electronics [www.return-it.ca/electronics](http://www.return-it.ca/electronics)  
Tires [www.tsbc.ca](http://www.tsbc.ca)  
Cell phones [www.recyclemycell.ca](http://www.recyclemycell.ca)

By diverting recyclable materials from landfills:

- The need to develop new landfill sites can be reduced.
- The diverted materials are reused and save energy needed to produce new products from raw materials.
- It can often be the least expensive waste management method for cities and towns.

Product stewardship is an environmental management strategy guided by the principle that whoever designs, produces, sells, or uses a product takes responsibility for minimizing that product's environmental impact. For more information about recycling, safe disposal of products and a list of BC Stewardship members go to: [bcstewards.com](http://bcstewards.com)

-30-

For more media information, please contact:

	<b>Electronics</b>	<b>Tires</b>	<b>Cell phones</b>
<b>Contact:</b>	Joyce Thayer	Mike Hennessy	Ursula Grant
<b>Phone:</b>	604.696.6077	1.866.759.0488	1.888.797.1740
<b>Email:</b>	<a href="mailto:jthayer@esabc.ca">jthayer@esabc.ca</a>	<a href="mailto:mhennessy@tirestewardshipbc.ca">mhennessy@tirestewardshipbc.ca</a>	<a href="mailto:ugrant@cwta.ca">ugrant@cwta.ca</a>

## Appendix N

### Pitch-In Canada's Web site

**The National Cell Phone Collection Program**

PITCH-IN CANADA supports the re-use and recycling of waste and believes that every effort must be made to ensure old cell phones (and other items entering the waste stream) are re-used wherever possible, and recycled where not possible. We are pleased to support the national Recycle My Cell program - see the information below.

**PITCH-IN CANADA's own National Cell Phone Recycling Program was discontinued in September, 2010.** The program was a joint venture between PITCH-IN CANADA and local community groups, schools and other civic-minded organizations. The industry Partner, as per the guidelines set for the former program and agreed to by collectors, is responsible for payment for cell phones collected by individual collectors who participated in the former program. Any questions can be sent to PITCH-IN CANADA at [info@pitchin.ca](mailto:info@pitchin.ca).

**We are pleased to support the following program:**

**Recycle My Cell** is Canada's national recycling program for mobile phones and accessories. The bilingual Web site - [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca) and [www.recyclemoncel.ca](http://www.recyclemoncel.ca) - allows consumers to simply enter their postal code to locate the 10 drop-off locations closest to them where their devices will be accepted, regardless of brand or condition. The free program is run by the Canadian Wireless Telecommunications Association (CWTA), in conjunction with cell phone carriers and handset manufacturers, who have come together to raise awareness about the importance of cell phone recycling.

**Recycle your phone** - By using Recycle My Cell, you'll be able to find a drop-off location in your area that will accept your device - cell phones, smartphones, wireless PDAs, batteries and pagers - regardless of brand or condition. And if you can't come to one of our locations, we'll gladly accept your device through the mail, free of charge.

**Host a drop-off location** - By hosting a Recycle My Cell drop-off location, you'll provide a valuable service to your community. Registration is quick and easy and we'll provide you with all the materials you'll need, free of charge.

Recycle mon cell est un programme national canadien de recyclage pour les téléphones cellulaires et leurs accessoires. Les sites - [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca) et [www.recyclemoncel.ca](http://www.recyclemoncel.ca) - permettent aux consommateurs de rentrer leurs codes postaux pour trouver les 10 centres de récupération les plus proches, ou leurs appareils, sous certaines conditions, pourront être récupérés. Le programme gratuit est lancé par l'Association canadienne des télécommunications sans fil (ACTS), en collaboration avec les opérateurs de téléphonie cellulaire et des fabricants de téléphones, qui se sont alliés pour sensibiliser sur le recyclage des téléphones cellulaires.

**Recyclez votre appareil** - En utilisant Recycle mon cell, vous pourrez trouver un point de collecte près de chez vous qui acceptera votre appareil (téléphones cellulaires, téléphones intelligents, APP avec connectivité sans fil, batteries et téléviseurs), peu importe sa marque ou son état. Si il vous est impossible de vous rendre à l'un de nos emplacements, vous pouvez nous envoyer votre appareil par la poste, sans frais.

**Soyez l'hôte d'un point de collecte** - En étant l'hôte d'un point de collecte de Recycle mon cell, vous rendrez un fier service à votre communauté. L'enregistrement est simple et rapide, et nous vous fournirons gratuitement tout le matériel dont vous aurez besoin.

### Environment Canada's Web site

**Environment Canada**  
www.ec.gc.ca

Français | Home | Contact Us | Help | Search | canada.gc.ca

Home > Pollution and Waste > Managing and Reducing Waste > Extended Producer Responsibility > Inventory of Programs

**Pollution and Waste**

**Inventory of Programs**

**Glossary**

**Completed Access to Information Requests**

**Proactive Disclosure**

**Mobile Device Recycling Program**

**Region:**  
National

**Type of Initiative:**  
Extended producer responsibility - mandatory (British Columbia, Manitoba, Nova Scotia and Prince Edward Island) / voluntary (all other provinces)

**Products Targeted:**  
The program covers all mobile/wireless devices that connect to a cellular or paging network, including all cell phones, smartphones, wireless personal digital assistants (PDAs), external aircards and pagers. In addition, headsets, chargers and other accessories are also accepted.

[Summary of Initiative](#)  
[Supporting Framework](#)  
[Program Details](#)  
[Program Contacts](#)

**Summary of Initiative**

Recycle My Cell is a free national industry-led recycling program for mobile devices. The program is run by the Canadian Wireless Telecommunications Association (CWTA) in conjunction with cell phone carriers, handset manufacturers and certified processors.

Consumers and the general public can return mobile devices and accessories to any of the drop-off collection sites, which include retail stores, or they can mail them using a pre-paid mailing label.

[Top of page](#)

**Supporting Framework**

## RCBC Recyclepedia Web site

The screenshot shows the RCBC Recyclepedia website. The header includes the RCBC logo, the text "RECYCLING COUNCIL OF BRITISH COLUMBIA", and contact information: "Contact our HOTLINE: 604-RECYCLE (732-9253) in Lower Mainland or 1-800-667-4321 (rest of BC) or e-mail at [hotline@rcbc.bc.ca](mailto:hotline@rcbc.bc.ca)". There are links for "Calendar", "Become a Member", and "Member Login". A search bar is present with a "Search" button.

The main navigation bar includes links for Home, About, Services, Education, Media, Events, Membership, and Contact.

On the left sidebar, there is a "Wondering where to recycle a certain material? Search our Recyclepedia!" section with a "Learn More" button, and social media icons for Facebook and Twitter. Below these is a "Donate Now through CanadaHelps.org" button.

The main content area is titled "RCBC Recyclepedia". It contains a green box with text: "Did you know that more than 95% of the materials in an average mobile device are recyclable? In BC, cell phones are included in a province-wide recycling program. Also accepted are headsets, chargers, batteries and other accessories. For a list of retailers participating in the program, please visit [Recycle My Cell](#). Cell phones are also accepted for reuse and recycling through the [Cell2Recycle](#) program, as well as through a number of non-profit organizations and electronic retailers in BC. For a list of local options, please see below."

Below this box, the search results are displayed for "Cell Phones in Victoria area". The results show "Search Results: 41 results found". The first result is "Bell (Hillside)". Below the name is a link to "See what other materials this depot also accepts". The Bell logo is shown, followed by contact information: "Phone: 1-888-797-1740", "Address: 1644 Hillside Ave., Hillside Centre, Victoria - [See Map](#)", "Website: [www.recyclemycell.ca](http://www.recyclemycell.ca)", and "Hours: Hours vary. Call for details." There is also a "Location Feedback" link.

The second result is "Bell (Mayfair)". Similar to the first, it includes a link to "See what other materials this depot also accepts", the Bell logo, and contact information: "Phone: 1-888-797-1740", "Address: 3147 Douglas St., Mayfair Shopping Centre, Victoria - [See Map](#)", "Website: [www.recyclemycell.ca](http://www.recyclemycell.ca)", and "Hours: Hours vary. Call for details." There is also a "Location Feedback" link.

The third result is "Bell (The Bay Centre)".

## Municipal Web sites

Google Translate | Translation Explorer | Quick Links | Contact Surrey

**CITY OF SURREY**  
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Services | Media Room | Maps & GISMOSS

SEARCH

**CITY SERVICES** | **FOR BUSINESS** | **CULTURE & RECREATION** | **BYLAWS, POLICIES, LICENSES** | **CITY GOVERNMENT** | **PLANS & STRATEGIES**

Home > City Services > Waste Collection Services > Contact Information

### Contact Information

#### Waste & Recycling Directory

Organics Pilot Program (general comments and questions)	604-590-7289 or <a href="mailto:OrgOperations@surrey.ca">OrgOperations@surrey.ca</a>
Report a Problem or Service Request (including Organics Pilot Households)	<a href="#">Click here to report a problem or service request</a>
Garbage & Recycling Hotline	604-590-7289
Enterra Environmental	604-595-8151
Large Item Pickup Program	604-635-5478
RCBC (including Hazardous Waste)	604-732-1053
Compost Hotline	604-736-2258
Backyard Composter Sale (City Hall)	604-591-4340
Oyproc Disposal - New Westminster Oypsum	604-520-6647
Surrey Transfer Station	604-513-2409
Cell Phone Recycling	<a href="http://www.recyclemycell.ca/">http://www.recyclemycell.ca/</a>

#### Kraft Paper Bag, Extra Garbage Stickers and Yard Waste Sticker Locations

#### Yard Waste Decals - Free/Kraft Paper Bags - \$2.75 for 5

#### Extra Garbage Stickers - \$2.50 each

Engineering Front Counter, City Hall (decals & stickers only) 14245 - 58th Avenue	604-591-4340
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#### City Services Menu

- BUILDING & CONSTRUCTION
- CAREERS
- CEMETERY SERVICES
- DRAINAGE & ENVIRONMENT
- DRAINING WATER
- FIRE, POLICE AND EMERGENCY SERVICES
- ENGINEERING CUSTOMER SERVICES
- FILMING & FILM LOCATIONS
- GIFTS & DONATIONS - COMMUNITY WISHING WELL
- GRANTS & RESOURCES
- LAND DEVELOPMENT PROCESS
- MAKING THE CITY BEAUTIFUL
- ONLINE SERVICES
- PROPERTY TAXES & UTILITIES
- SANITARY SEWER
- SERVICES DIRECTORY
- SURREY LIBRARIES
- TRANSPORTATION
- UTILITY RATES
- VOLUNTEER SERVICES
- WASTE COLLECTION SERVICES
- GARBAGE
- SINGLE FAMILY RECYCLING

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SEARCH

**CITY SERVICES** | **FOR BUSINESS** | **CULTURE & RECREATION** | **BYLAWS, POLICIES, LICENSES** | **CITY GOVERNMENT** | **PLANS & STRATEGIES**

Home > City Services > Waste Collection Services > Waste Disposal Sites > Free Waste Drop-Off Sites

### Other Waste Drop-Off Sites

**metro Vancouver RECYCLES**  
reuse • donate • recycle

Before you start to search in Recycle Beyond the Blue Box:

We're all good at putting mixed paper, food scraps, glass and plastic containers in the blue box. But what do we do with things like computers, appliances and toys?

And what hazardous items like compact fluorescent light bulbs, batteries, medicines, paint and motor oil belong in those gar?

Find out quickly and easily with [www.metrovancouver.ca/recycling](http://www.metrovancouver.ca/recycling) - an online tool that will help you find places to recycle just about anything!

What about tires?

There are also included images of both shops and charitable agencies that will accept donations of clothing and gently used items. It's also a great way to find places to buy used goods. Reduce waste whenever you're buying clothing, recycling is just getting going. By using [www.metrovancouver.ca/recycling](http://www.metrovancouver.ca/recycling) you can help reduce waste in the region.

Reuse, recycle and safely dispose:

- Computers & Parts
- Furniture & Appliances
- Cell Phones (also go to [www.recyclemycell.ca/](http://www.recyclemycell.ca/) for hot drop-off locations)
- Clothing
- Building Materials
- Household Items
- Batteries
- Paint, Oil, Hazardous Materials
- Medication & Vitamins - And More!

#### City Services Menu

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- GARBAGE
- SINGLE FAMILY RECYCLING



## Campbell River Recycles

COMMUNITY RECYCLING DIRECTORY

[PRODUCTS](#)
[FACILITIES](#)
[RESOURCES](#)

### Cell Phones

**Did you know?**  
The average cell phone is replaced or upgraded every 18 to 24 months, that's a lot of batteries that can be kept out of the landfill.

#### Places Where You Can Recycle Cell Phones

- London Drugs - Green Deal Recycling Program**  
2400 Douglas Street
- North Island Communications**  
2400 Island Highway
- Sturgeon Radio Communications**  
2475 12th Avenue
- Staples**  
2400 Island Highway
- The Source**  
2324 Island Highway
- Yellers**  
2324 Island Highway
- Finger's Wireless**  
2420 Island Hwy
- Pure Wireless**  
2320 Island Hwy
- Recycle My Cell Website**  
This website offers a great resource for those that are unable to bring in their old cell phones to a location in town. You can use this website <http://recyclemycell.ca/label.php> to download a prepaid postage label and mail it in.

## Campbell River Recycles

COMMUNITY RECYCLING DIRECTORY

[PRODUCTS](#)
[FACILITIES](#)
[RESOURCES](#)

### Recycle My Cell Website

Campbell River British Columbia  
Canada  
Canadian Wireless Telecommunications Association

<http://recyclemycell.ca>

**Products accepted here:**  
Cell Phones

This website offers a great resource for those that are unable to bring in their old cell phones to a location in town. You can use this website <http://recyclemycell.ca/label.php> to download a prepaid postage label and mail it in.

## Appendix O

### BC Stewards handbook



## CELL PHONES

### RECYCLE MY CELL

RECYCLE MY CELL (RMC) IS A FREE, NATIONAL, INDUSTRY-LED, RECYCLING PROGRAM FOR WIRELESS DEVICES AND ACCESSORIES. The program is run by the Canadian Wireless Telecommunications Association (CWTA) in conjunction with cell phone carriers, handset manufacturers and certified processors. The goal of this program is to minimize the number of handsets entering Canada's landfills.

CWTA is the authority on wireless issues, developments and trends in Canada. It represents cellular, PCS, messaging, mobile radio, fixed wireless and mobile satellite service providers as well as companies that develop and produce products and services for the industry.

**WHY RECYCLE YOUR CELL PHONE?**

By mailing in or dropping off your mobile device for recycling, you divert waste from your local landfill and help the environment. You also decrease the need for raw materials to manufacture new products. And, your donation generates revenue which is distributed to various charitable organizations across Canada. A small effort on your part can make a big difference.

**WHAT CAN YOU DO?**

Recycle your phone. Enter your postal code at [RecycleMyCell.ca](http://RecycleMyCell.ca) to find the 10 nearest drop-off locations. You'll also find pre-paid mailing labels, information about the participating programs and instructions for deleting personal information from your device. Then, simply drop off your phone at your nearest drop-off location. Or print off a pre-paid mailing label and mail your device to RMC, free of charge.

Host a Recycle My Cell drop-off location. You'll be providing a valuable service to your community. Registration is quick and easy, plus RMC will provide you with all the materials you'll need, free of charge.

**HOW IT'S RECYCLED**

Phones and accessories are sent to certified processing facilities located in Canada, where they are separated based on whether or not they can be refurbished or reused.

Phones that meet specific functionality criteria are refurbished and sold. Phones that do not meet these criteria are broken down into their component parts – circuit boards, plastics and batteries – and sent to approved processors where they are recycled responsibly. Whether reused or recycled, your old phone stays out of the landfill.

**WHO BENEFITS FROM CELL PHONE RECYCLING?**

A donation to participating charities is made for devices returned through the various recycling programs that participate in RMC. Some of the charities in BC include the World Wildlife Fund, Tree Canada and Food Banks Canada.

In the past two years alone, RMC has raised close to \$1 million for a variety of national and local charitable organizations.

**WHAT'S INCLUDED**

- Mobile/wireless devices that connect to a cellular or paging network, including all cell phones, smartphones, wireless personal digital assistants (PDAs), external modems and pagers – regardless of make, model or condition.
- Cell phone batteries and accessories, including headsets and chargers.

**WHERE CAN I BRING MY ACCEPTABLE PRODUCTS?**

You can return your old or unwanted devices – regardless of make, brand or condition – to one of more than 100 participating drop-off locations in BC. To find the 10 nearest locations to you, call 1-888-238-3140 or visit: [RecycleMyCell.ca](http://RecycleMyCell.ca)


**CONTACT US**

Toll-free: 1-888-238-3140  
 Ottawa, ON K1P 6G4  
 T: (888) 238-3140  
 F: (416) 333-3333  
 E: [info@RecycleMyCell.ca](mailto:info@RecycleMyCell.ca)  
 W: [RecycleMyCell.ca](http://RecycleMyCell.ca)

## Appendix P

### Sample of RMC Promotional Materials

#### Brochure



**WHY RECYCLE?**

Keeping your cell phone out of the land landfill helps the environment and supports some great causes – and it's free. A small effort at your part can make a big difference.

**Recycle My Cell** is a national program which links all participating recycling programs, making it easier for all consumers to know where and how to dispose of their used wireless devices.

By entering your postal code at [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca), you'll find the 10 nearest locations where you can drop off your device – cell phones, smartphones, batteries, pagers and accessories – regardless of brand or condition.

**What Can I Do?**

**Recycle your device.** Simply drop off your phone at the nearest drop-off location provided to you via [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca). Don't stress it out! Print off a pre-paid mailing label and stick your device to it, free of charge. Be sure that all personal information is wiped from your device before you recycle it. The Cell Phone Data Eraser (available free of charge at [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca)) will explain what you have to do for your specific phone model.

**Recycle your old books.** By having a Recycle My Cell drop-off location, you'll provide a valuable service to your community. Registration is quick and easy and we'll provide you with all the materials you'll need, free of charge.

**What happens to the Cell Phone?**

Phones and accessories are sent to certified processing facilities located in Canada where they are dismantled based on whether or not they can be repaired or reused. Phones that meet specific functionality criteria are refurbished and then can be resold. Phones that do not meet these criteria are broken down into their component parts – circuit boards, plastic and batteries – and sent to approved processors where they are recycled responsibly. Whatever method of recycled, your old phone stays out of the landfill.

**Recycle My Cell** is a national industry initiative organized by the Canadian Wireless Telecommunications Association (CMTA).

CMTA is the authority on wireless issues, developments and trends in Canada. It represents cellular, PCS, two-way, mobile radio, fixed wireless and satellite cellular service providers as well as companies that develop and produce products and services for the industry.

**Recycle My Cell partners include:**

Bell	Samsung
EEPC Inc.	SaskTel
GRATAC	Stem Recycling Solutions
Mutualis	Sony Ericsson
MTS	T-Mobile
Nexia	TELUS
ReCellular Inc.	Vodafone
Research In Motion	Verge Mobile Canada
Rogers	Winn Mobile
Schneider's Inc.	

Contact one of our program representatives today:  
[info@RecycleMyCell.ca](mailto:info@RecycleMyCell.ca) or 1-888-791-1181.

**cwta** | **acts**

Printed on 100% post-consumer recycled paper.

#### Tent Card



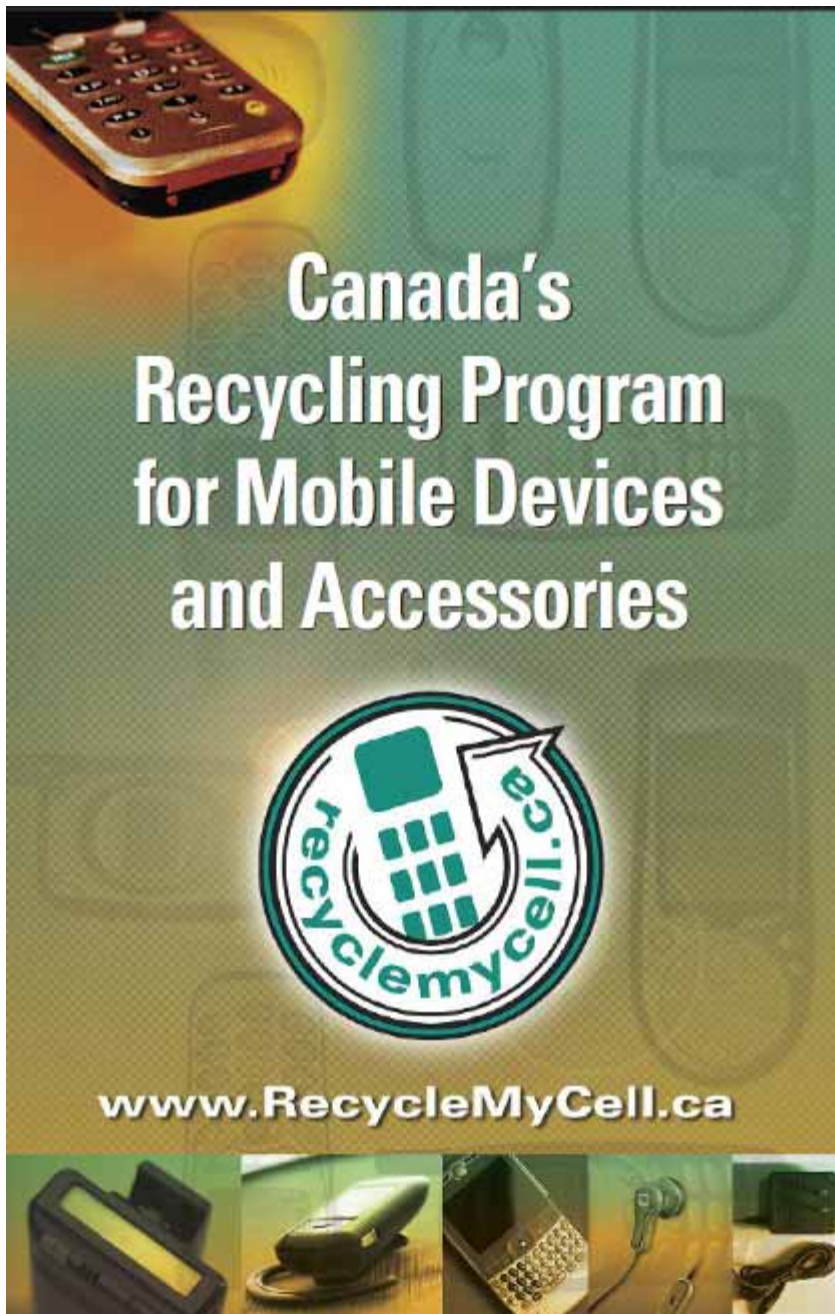
**recyclemycell.ca**

[www.RecycleMyCell.ca](http://www.RecycleMyCell.ca)

Printed on 100% post-consumer recycled paper.



Poster



## Appendix Q

CWTA Press Release for Earth Day

### **Recycling Old Cell Phones Couldn't be Easier *Canadians urged to make a difference during Earth Week 2011***

OTTAWA, April 18 /CNW/ - Recycle My Cell - Canada's free cell phone recycling program - is calling on Canadians from coast to coast to round up their old cell phones and accessories during Earth Week 2011 and do their part in protecting our environment.

Recycling cell phones couldn't be easier, and better still, it's free! The bilingual Web site - [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca) and [www.recyclemoncell.ca](http://www.recyclemoncell.ca) - allows consumers to simply enter their postal code to locate the 10 drop-off locations closest to them where their devices will be accepted, regardless of brand or condition. If someone can't visit one of the more than 3,500 drop-off sites across the country, the Web site also provides printable postage-paid labels to use for mailing their wireless devices, making recycling a wireless device hassle-free and at no cost to the consumer.

And just as important, the proceeds from the recycled devices contribute to some great charities at the same time. In the past two years alone, Recycle My Cell has raised close to \$1 million for a variety of national and local charitable organizations.

Recycle My Cell is run by the Canadian Wireless Telecommunications Association (CWTA), in conjunction with cell phone carriers and handset manufacturers, who have come together to raise awareness about the importance of cell phone recycling.

"There is no reason whatsoever that a cell phone should ever end up in one of Canada's landfills," said CWTA President & CEO Bernard Lord. "The wireless industry and its customers have proven that a no-cost-to-the-consumer formula for the responsible management of e-waste not only exists, but is thriving."

Visitors to the Web site will also find information about how to clear their device of all personal data before they drop it off at a recycling site. Site visitors with any additional questions can contact a representative at [info@recyclemycell.ca](mailto:info@recyclemycell.ca), or call the toll-free support number at 1-888-797-1740.

All of the processors involved in the Recycle My Cell program have environmental management systems in place that guarantee accountability and knowledge of the environmental impacts associated with recycling. Processors associated with the program must be ISO certified or certified under Electronic Product Stewardship Canada's Recycling Vendor Qualification Program.

Recycle My Cell is made possible with participation from: Bell, GEEP, GREENTEC, LG Electronics, Lynx Mobility, Motorola Mobility, MTS, Nokia, ReCellular, Research In Motion, Rogers, Samsung, SaskTel, Sims Recycling Solutions, Sony Ericsson, TBayTel, TELUS, Videotron, Virgin Mobile Canada and WIND Mobile.

#### **Canadian Wireless Telecommunications Association (CWTA)**

CWTA is the authority on wireless issues, developments and trends in Canada. It represents cellular, PCS, messaging, mobile radio, fixed wireless and mobile satellite carriers as well as companies that develop and produce products and services for the industry. ([www.cwta.ca](http://www.cwta.ca))

For further information:

## Appendix R

Paid advertisement

Earth Day

**Giving something back  
has never been easier.  
Better still, it's free.**



**Canada's Recycling Program for  
Mobile Devices and Accessories**

Thinking green doesn't have to be complicated. And the rewards are having a major impact on protecting the environment and enriching our communities.

Return an old cell phone today. Proceeds support numerous local and national charitable organizations.

**[www.RecycleMyCell.ca](http://www.RecycleMyCell.ca)**

