2011 Annual Report
to the
Ministry of the
Environment
of British Columbia

Submitted by Call2Recycle®

Operated by the Rechargeable Battery Recycling Corporation of Canada (RBRCC)





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1. Summary

Call2Recycle® is operated by the Rechargeable Battery Recycling Corporation of Canada (RBRCC). We support the efforts of British Columbia ("Province") to protect environmental values and manage the life cycle of manufactured products, specifically with regard to batteries and cellphones. Working with local and provincial businesses, municipalities and agencies, our recycling program is a convenient and effective way to divert waste from landfills and to reclaim valuable metal compounds.

RBRCC has been appointed as the agency to meet producer obligations for battery manufacturers, manufacturers whose products contain batteries, and certain distributors and retailers of products as may be appropriate. Under the provincial appointment, RBRCC's Call2Recycle program is charged with collecting dry cell batteries weighing less than five (5) kilograms. RBRCC also supports the cellphone recycling obligations of select producers. We recover batteries and cellphones through four channels: retail, business, public agencies and communities (municipalities). Lists of these stewards can be found in <u>Appendix A</u> and <u>Appendix B</u>.

This annual report outlines Call2Recycle's waste management activities related to primary and rechargeable batteries and cellphones, as required by Ministry of the Environment of British Columbia. The report covers the period from January 1, 2011 to December 31, 2011.

During the 2011 reporting period, Call2Recycle's British Columbia battery collection program experienced tremendous growth. While the number of collection sites remained steady, battery collections in 2011 outperformed the previous year's quantities by more than 150% in the province. Details of the province's collections and performance relative to targets are contained within Section 4 of this document.

This annual report should be reviewed in conjunction with the RBRCC approved plan, "An All-Battery and Mobile Phone Collection and Recycling Plan for British Columbia" dated February 4, 2010. A copy of that document is available on our website http://www.call2recycle.ca/british-columbia

2. About Call2Recycle

CallaRecycle's mission, unchanged since 1994, is to collect and recycle as many batteries as possible. We promote environmental sustainability by providing free battery and cellphone recycling across North America. Our network of public and private collection sites and sortation and processing partners ensures efficiency and cost-effectiveness. Our convenient drop, seal and ship collection process makes recycling batteries as simple as possible for both consumers and program participants so all of BC's residents can be partners in environmental stewardship.

We are committed to being a valued partner to the Province. Developed in consultation with the public and the Ministry of the Environment of British Columbia, the Call2Recycle program has been designed to achieve maximum awareness, participation, efficiency and cost-effectiveness to further the Province's environmental goals. Call2Recycle continues to be an active partner with the Province and its agencies to ensure continued alignment with provincial objectives.

2011 Highlights

In 2011, close to 875,000 kg of batteries were recycled in Canada. BC's collections represented 41% of this total.

3. Raising Awareness

Call2Recycle recognizes that public awareness of the battery recycling program and of our numerous collection site locations are key success factors toward achieving higher battery recycling rates. We employ an integrated, multi-channel approach to promotion in order to raise awareness of the importance and convenience of battery recycling in British Columbia. Highlights of these activities are outlined below and samples of some of the promotional materials and coverage of the program are provided in <u>Appendix C</u>.

Industry Promotions

Call2Recycle was a bronze level sponsor of the Recycling Council of British Columbia's Zero Waste Conference, BC's premier event on waste reduction and recycling. As a member of the RCBC, Call2Recycle representatives are connected with government representatives and other businesses and organizations to reduce waste and promote sustainable initiatives.

In addition to a booth at this event, Call2Recycle participated in a number of meetings with stewards, representatives from the Ministry of the Environment and municipalities. Throughout the conference, we used this opportunity to promote and encourage participation in the battery recycling program, to recruit new partners to the program and to strengthen our relationships with existing partners.

Call2Recycle is also a member of the Coast Waste Management Association and sponsored its annual conference in October. We sponsored the Design for Recycling and Sustainability session and our Executive Director participated in a panel presentation. We also used these business events to display Call2Recycle materials, liaise with industry members and educate attendees about BC's battery recycling program.

Call2Recycle's efforts to raise awareness and encourage participation in our recycling program do not stop once a collection site has signed on. We continually promote the program to participants and provide educational materials for staff. We also have an outbound calling program to encourage collection sites to promote and monitor our drop boxes and to return the boxes when full.

Consumer Promotion

Call2Recycle also uses multiple channels to promote battery recycling to consumers. We had a notable presence at consumer-focused events this year. We partnered with London Drugs to host a children's colouring area at the Pacific National Exhibition. We also took part in Best Buy's "Tech it Away" electronics and battery collection drive at local schools. As part of the "Tech it Away" program, Call2Recycle staff attended events at the schools, provided collection boxes and promoted the events on our website and through social media.

2011 Highlights

Call2Recycle
sponsored the 2011
Old Timers Hockey
Challenge. With stops
in 10 cities across BC,
the events were an
effective educational and
promotional tool for the
battery recycling
program.

Call2Recycle is the national sponsor of the Old Timers Hockey League. In 2011, Old Timers' Hockey Challenge events took place in 10 cities in BC, including Powell River,

Campbell River, Victoria, Courtenay/Comox, Penticton, Fort St. John and Vancouver. Promotional T-shirts, hockey cards and tykes jersey featuring the Call2Recycle name and logo were distributed to attendees and Call2Recycle ads appeared on the back of the program books, behind the players' bench and on the JumboTron.

To promote awareness and encourage battery recycling deposits, we partnered with London Drugs to host autograph signing sessions with BC hockey legends
Bryan Trottier, Glenn Anderson, Billy Smith and Theo Fleury. Consumers were invited to bring batteries into local London Drugs locations to receive an autograph from these hockey greats. The successful events not only demonstrated first-hand how easy battery recycling can be, they also received coverage from local television, newspaper and radio media.

Call2Recycle is also an active member of the Stewardship Agencies of British Columbia, which promotes awareness of the Province's product stewardship programs to consumers. The Stewardship Agencies website provides recycling information on all participating agencies and programs, as well as a detailed recycling handbook that features a full-page description of Call2Recycle's battery and cellphone recycling program.

In addition to our event-based and partnership consumer promotions, we have a robust communications and advertising campaign. Point-of-sale signage and promotional materials are available at most of our retail and public drop-off locations. Several of our partners, such as Best Buy Canada, include information about the Call2Recycle program within their promotional flyers regularly distributed to customers. Information about the program can also be found on several of our partners' websites.

Through e-blasts, a monthly newsletter and an active social media presence on Twitter and Facebook, we regularly update consumers on recycling activities and the benefits of environmental sustainability. We also periodically run advertising in local newspapers in key markets to raise awareness of the program and direct consumers to our website. Members of the media also approach Call2Recycle and our Executive Director Joe Zenobio as a credible authority on recycling issues. Joe has been quoted in widely read publications like the *Vancouver Sun*, providing commentary on environmental sustainability, recycling, and battery recycling in particular.

The Call2Recycle website has a dedicated British Columbia section, program information, interactive games, recycling resources and links, FAQs, a feedback mechanism and a handy search tool to help consumers find the drop-off locations nearest them.

4. Collections

4.1 Convenient Locations

Call2Recycle has strategically selected and established battery collection systems across British Columbia. We combine public drop-off locations and private collection sites within organizations to maximize convenience and collections. Various factors, such as population, proximity to consumers, ease of access, and the likelihood that consumers will associate batteries with the location (e.g. an electronics store) are just some of the factors that we consider when selecting a Call2Recycle collection site. Health and safety and, in some cases, a pre-existing battery and/or device return and exchange program within the location are also factors.

Call2Recycle strives to strategically place drop-off locations where they will be most utilized by consumers. In 2010, 1,372 of Call2Recycle's 1,569 collection sites were defined as "active", indicating that they had returned batteries and/or cellphones to us within the previous 18-month period. In 2011, we redefined active status to align with

the calendar year and reflect the activities of collection sites within a 12-month period. With this adjustment, of our more than 2,000 provincial collection locations, the number of active sites remained steady at 1,377, with 1,080 sites returning batteries collected in the year. It is also important to note that the remaining sites were actively accepting

2011 Highlights

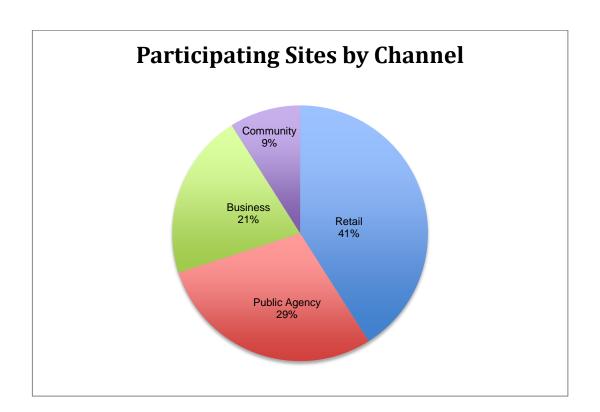
Battery collections increased by a staggering 153% in BC in 2011.

batteries toward the program but did not achieve enough of a critical mass to return within the calendar year.

It is worth noting that research into domestic and international battery recycling programs has shown that increases or decreases in the number of collection sites do not necessarily lead to proportional changes in the quantity of batteries collected. This is evidenced in BC's 2011 collection results, in which contributions to the program increased significantly while the number of active collection sites remained steady.

The following charts outline the various types of Call2Recycle collection sites and their representation as a percentage of all our collection locations.

Participating Sites by Channel	cipating Sites by Channel 2011 2010		# Increase/	% Increase/
raiticipating sites by Chainlei			Decrease	Decrease
Retailer	562	891	-329	-37%
Public Agency	404	354	50	14%
Business	285	199	86	43%
Community	126	125	1	0%
Grand Total	1,377	1,569	-192	-12%



The following chart shows the number of active collection sites in each region.

Region	# of Active Collection Sites	Region	# of Active Collection Sites
Alberni-Clayoquot	15	Kootenay Boundary	22
Bulkley-Nechako	13	Mount Waddington	3
Capital	169	Nanaimo	36
Cariboo	21	North Okanagan	20
Central Coast	4	Northern Rockies	1
Central Kootenay	36	Okanagan-Similkameen	29
Central Okanagan	32	Peace River	13
Columbia Shuswap	28	Powell River	9
		Skeena-Queen	
Comox Valley	23	Charlotte	6
Cowichan Valley	23	Squamish-Lillooet	20
East Kootenay	25	Stikine	1
Fraser Valley	67	Strathcona	19
Fraser-Fort George	26	Sunshine Coast	10
Greater Vancouver	620	Thompson-Nicola	68
Kitimat-Stikine	18	Total BC	1,377

4.2 Performance Results

Across Canada, CallaRecycle experienced a 17 percent growth over the preceding year in the collection of rechargeable batteries, and even greater growth in primary battery collection. As the table below illustrates, British Columbia contributed significantly to that success with an astounding growth in battery collections in the province.

Call2Recycle is one of the Province's two official product stewards for cellphones and personal contact devices. A number of producers/vendors of these devices—specifically Best Buy Canada, HP Canada, Ingram Micro Canada, Sony of Canada Ltd., and London Drugs Canada—have appointed Call2Recycle as their agent to discharge these obligations. As such, Call2Recycle receives and accepts cellphones in our collection boxes. In 2011 we recycled close to 30,000 phones.

By Battery/Product Type	2011 Weight in Kg	2010** Weight in Kg
Primary	285,119	95,000
Rechargeable	63,918	26,000
Toxco Collections from BC*	9,732	NA
Total	358,769	121,000

# of Cellphones Collected	29,877	8,800
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^{*} Permission to include these collections in our overall battery collection reporting was granted by the Ministry of the Environment of British Columbia.

The weight of batteries recycled in the province increased at a staggering rate this year, with collections more than doubling. The Call2Recycle battery collection program achieved 94% of its collection target weight in 2011 (see chart below). We continue to actively promote the battery recycling program to consumers and participating locations in an effort to achieve greater results in the future.

Our original targets were based on estimates of the number of batteries sold in the province. It is important to note that calculating the number of batteries collected as a percentage of battery sales is highly problematic due to the complex sales chain batteries follow. In addition, depending on the chemistry of the battery, as many as 95% of batteries are sold in or with a product, further complicating tracking, disposal and recycling. As we can only estimate battery sales (by weight) into British Columbia, the collection targets we set forth in our original plan represented our approximation.

^{**2010} numbers are for 6 months duration as the program launched on July 1, 2010

Below are the targets and actuals for 2011:

Batteries Sold/ Collected (by	2011	2011	2010
weight in Kg)	Targets**	Actual	
Sold into British Columbia*	2,565	2,514,000	
	(estir	(estimate)	
Primary Batteries	305,350	293,727	95,000
Rechargeable Batteries	76,340	65,042	26,000
Total	381,690	358,769	121,000

^{*} Represents estimates developed by battery industry representatives and is based on total Canadian battery sales allocated by provincial population.

The all-battery collection program has been in place in British Columbia for less than two years. In the 2010 Battery Collection and Recycling Plan, we recognized that the targets might have to be revised after the program was fully established in the province. Once the program has been operational in BC for a full two years, we will be able to revise our targets to present more realistic and accurate projections.

4.3 Collections by Region

As per the Ministry of the Environment's request, Call2Recycle tracks battery recycling participation by region and provides collection data on each of the 29 communities in the Province. On a per capita basis, Kootenay Boundary and Central Okanagan were the best regional performers in 2011. The regions with the most significant growth in participation were Cowichan Valley, Strathcona and Peace River. The following chart outlines collection activity for each region.

	2011 Total	Kg Per
	Collections*	1,000
Region	(Kg)	People
Alberni-Clayoquot	765	24.5

^{**} Since the program launched July 1, 2010 and last year reporting was done on a 6 month basis, the 2011 targets are based on 6 months of 2010 targets plus 6 months of 2011 targets.

Bulkley-Nechako	1,132	29.2
Capital	36,136	97.3
Cariboo	1,338	20.9
Central Coast	195	61.3
Central Kootenay	2,659	44.2
Central Okanagan	23,937	130.3
Columbia Shuswap	1,601	30.9
Comox Valley	2,714	42.5
Cowichan Valley	7,914	63.2
East Kootenay	1,904	32.2
Fraser Valley	11,741	41.2
Fraser-Fort George	2,771	29.4
Greater Vancouver	206,449	86.6
Kitimat-Stikine	1,046	27.8
Kootenay Boundary	4,810	151.8
Mount Waddington	61	5.3
Nanaimo	14,404	97.1
North Okanagan	6,202	75.9
Northern Rockies	0	0.0
Okanagan-Similkameen	2,601	32.2
Peace River	1,728	27.2
Powell River	985	48.3
Skeena-Queen		
Charlotte	1,591	83.3
Squamish-Lillooet	2,478	61.0
Stikine	21	37.5
Strathcona	1,968	44.6
Sunshine Coast	2,845	94.1
Thompson-Nicola	7,040	53.8
Total BC	349,036	76.5

^{*}Does not include Toxco numbers as we do not have a breakdown by region.

4.4 Collections by Chemistry

Call2Recycle measures its performance by the amount of batteries we collect as well as by the amount of material we are able to reclaim from each battery for use in

secondary products. Below is a summary of the Province's battery collections by chemistry (in kilograms):

By Chemistry	2011
NiCd	26,131
Li-lon	14,256
NiMh	8,390
SSLA	16,264
Primary	293,727

5. Recovered Product Management and Material Processing

The Province abides by the pollution prevention hierarchy – reduce, reuse and recycle. This hierarchy is less applicable to batteries than it is to other materials and products. Of the thousands of batteries Call2Recycle sent to recycle, none were sufficiently fit for reuse, and RBRCC does not promote a reduction in the use of batteries. Thus, recycling is the most practical and viable means of keeping metals from entering solid waste facilities and giving reclaimed materials a second life. No batteries that are collected through our program are sent to landfill. The Call2Recycle program is able to efficiently and cost-effectively send batteries of all sorts for recycling.

2011 Highlights

Call2Recycle
donated \$10,878
to Let's Talk
Science—the
proceeds from
Call2Recycle's 2011
collections and
sales of refurbished
cellphones.

For cellphones, the Call2Recycle program first seeks to refurbish the units. If unable to be refurbished, the phones are recycled. Approximately 90% are recycled or processed for reclamation. No material managed through recycling is sent overseas as per the requirements of the Basel Convention.

Batteries collected through the Call2Recycle program are consolidated and sorted by Toxco-Canada, a Canadian business located in Trail, BC, and by Newalta, a secondary facility located in Ft. Erie, ON. Batteries are processed to recover valuable

metals such as nickel, iron, cadmium, lead, and cobalt, which are sold back to the metals market. The reclaimed materials are used in the production of a variety of new products, such as batteries, cookware, appliances and hardware.

Our battery processing partners have passed a rigorous selection process to ensure

that they comply with applicable environmental, health and safety, and transportation regulations. We continually monitor each processor to ensure competitive pricing and an ability to adapt to increases in capacity.

The following chart is an overview of the materials recovered:

Overview o	f Proce	essing	Faciliti	es		
Battery Type	NICD	LION	NIMH	LEAD	ALKALINE	
Processor	Inmetco	Xstrata	Inmetco	New alta, QC	Inmetco	
% Material Recovered						
To Metals:						
Fe, Ni, Mn, Cu, Co	50%		57%			Recovered into metal ingots (pigs) sold into the market
Co, Ni, Cu		27%				Recovered into a metal ingots, shipped to Norway for final refining and to marketable metals
Pb				72%		Sold as metal into the lead market-new batteries
Fe, Ni, Mn, Cu					35%	Recovered into metal ingots (pigs) sold into the market
Fe, Cu						Recovered into metal ingots (pigs) sold into the market
Hg, Zn, Mn						Recovered into metal ingots (pigs) sold into the market
To Co-product, aggregate	2%	0%	14%	0%	15%	Permitted by DEP and sold as a road aggregate, Mn, Al, Fe, Li recovered
To Cadmium	12%	0%	0%	0%	0%	Recovered 99.95% pure metallic product sold on Cd market (does come back into batteries)
To Secondary Recovery	4%	0%	5%	0%	25%	Dust and other solids from the refining process, sent to Horseheads for further recovery of Zn and Ft
Plastic Recovery or Reductant	12%	44%	10%	9%	8%	Granulated and used as a reduction agent used in their refining process (feed material)
Total Recovery, %	80%	71%	86%	81%	83%	
lo battery material is land filled and non-recy	cled materia	ls are use	d in the therr	nal or neutraliza	ation process	

The following chart shows the recovery rates achieved from various types of batteries

Recycling Rates/Recovery Rates	Plan	Actual
Primary - Alkaline	50%	83%
Small Sealed Lead Acid (SSLA)	65%	81%
Nickel Cadmium	75%	80%
Lithium Ion	50%	71%
Nickel Metal Hydride	50%	86%

6. Research and Development

Call2Recycle is committed to continuously improving the performance of our battery recycling program through research and process improvement.

Call2Recycle contracted with Polaris in 2009 to conduct a three-phase study into recycling attitudes, habits and awareness of the Call2Recycle brand. The final wave of this research was completed in October/November 2011. Findings showed that familiarity with Call2Recycle remained steady between 2010 and 2011. The study also found that recognition of the Call2Recycle logo was at 96% among our identified opinion leaders (e.g. members of organizations involved in environmental policy, journalists, bloggers and social media influencers, etc.) Unchanged since 2010, television, newspapers, the government, and associations/organizations were cited by Canadians as their primary sources of recycling information. Call2Recycle utilizes each of these channels to promote the battery recycling program in BC.

To encourage participants to ship full drop-boxes and reduce greenhouse gas emissions from transport of partially full boxes, we conducted ProjectMax, a study into the design of our boxes. The study resulted in modifications to encourage full shipments and maximize the impact of our Call2Recycle drop box program.

We persist in exploring possibilities for fully automating the sortation of collected batteries. At present, no providers domestically or internationally have the capability to sort collected batteries in a fully automated manner. As part of our research and development initiatives, however, we continue to meet with international recyclers and associations, such as RECHARGE in Europe and PRBA in the U.S., and to visit overseas sortation plants to share best practices and identify and incorporate any advances into our own processes.

Industry-wide investments are further supplemented by individual R&D initiatives spearheaded by our battery stewards, all of whom also support the Call2Recycle British Columbia plan and collection/recycling network.

7. Organizational Reports

To view Call2Recycle's 2011 Corporate Annual Report visit: http://www.call2recycle.ca/annual-report/

The Audited Financial Statement is included as <u>Appendix D</u> to this document and can also be found in the 2011 Corporate Annual Report.

Please see Appendix E for the Auditor's Report relating specifically to this report.

If additional information is required please contact our Chief Financial Officer at gbroe@call2recycle.org

Appendix A

RECHARGEABLE BATTERY STEWARDS (LICENSEES) OF THE RBRCC PROGRAM

3M COMPANY - OH&ES DIVISION

A&M ELECTRICAL

ACCESS BATTERY & POWER SYSTEMS

ACER SERVICES CORP

ADVANCE BATTERY SYSTEMS, INC.

AIPHONE CORPORATION

ALEXANDER TECHNOLOGIES EUROPE, LTD

ALLIED INTL TOOL ALLSTAR MARKETING ALLTRADE TOOLS

AMERICAN LAWN MOWER COMPANY

AMPTECH

ANDIS COMPANY ANTON/BAUER INC.

AONENG ELECTRICAL APPLIANCES

APPLE APPLICA

APPLIED POWER INC. ARROW FASTENER

ATICO INTERNATIONAL USA INC AVEX ELECTRONICS CORPORATION

(DUPLICATE) AVT INC.

BATTERIES PLUS LIMITED BATTERY SPECIALTIES

BISSELL

BLACK & DECKER CORPORATION

BRAUN INC.

BYD BATTERY (USA) CO. CANADIAN TIRE CORP CANON U.S.A. INC. CAR-GO-BATTERY CO.

CASIO HITACHI MOBILE COMM

CASIO INC.

CENTURION INTERNATIONAL INC

CHERVON N.A. CONAIR CORP.

DC BATTERY PRODUCTS

DFLL

DIGI-KEY CORPORATION

DORCY INTL INC DOUGLAS QUICK CUT DU-BRO PRODUCTS INC. DURACELL (P & G)

ENERGY SALES

ENGINEERED ASSEMBLIES EPSON AMERICA INC.

EUREKA CO.

EVEREADY BATTERY CO. EVERGREEN (C.P.) USA, INC.

EXCEL BATTERY

FCI USA, INC./FRAMATONE FEDCO ELECTRONICS INC. FREIGHT SECURITY NET FRESHBATTERY.COM FUJI PHOTO FILM USA INC.

FUJIMIC INC

FUJITSU COMPUTER SYSTEMS GARRITY INDUSTRIES INC

GATEWAY INC

GEMINI INDUSTRIES, INC.
GENERAL DYNAMICS ITRONIX

GLJ LLC / 02 COOL

GP BATTERIES (HONG KONG)

GP BATTERIES (USA) GREAT BATCH LTD GREAT POWER

HEWLETT-PACKARD COMPANY

HIGH TECH COMPUTER HITACHI-KOKI USA LTD.

HOBBICO

HOT-SHOT PRODUCTS CO., INC.

HOUSE OF BATTERIES

HUNAN CORUN HI-TECH CO LTD (RADIO

SHACK/VTECH)
ICOM AMERICA INC.
IDX TECHNOLOGY

INTEC INDUSTRIES CO, LTD
INTERACTIVE SAFETY PRODUCTS
IOTA ENGINEERING COMPANY

ITECH

ITW PASLODE

IWATSU AMERICA INC. JB ENERGY (HK) LTD.

JIANGSU HIGHSTAR CHEMICAL

JVC CORPORATION (U.S.)
KENDALL COMPANY LP

KENSINGTON COMPUTER PRODUCTS KENWOOD AMERICAS CORPORATION

LEICA CAMERA LENMAR

LENOVA/IBM LG ELECTRONICS LUMEDYNE INC.

MAG INSTRUMENT INC. MAKITA U.S.A. INC.

MATSUSHITA ELECT. CORP. MAX COMPANY LTD

MEGATECH INTERNATIONAL

MERITOOL

MICROSUN TECHNOLOGIES

MILWAUKEE ELECTRIC TOOL CORP. MITSUBISHI DIGITAL ELECTRONICS

MOTOROLA INC. MOXIA ENERGY MPC COMPANY

MULTIPLIER INDUSTRIES CORP. -(PURCHASED BY UNIROSS) MUSCO SPORTS LIGHTING, LLC

NABC

NATIONAL POWER NIKKO AMERICA INC.

NORELCO CONSUMER PRODUCTS CO.

NORMARK INNOVATIONS NOVATEL WIRELESS, INC OLYMPUS AMERICA INC.

OOMA, INC

P&G (TAC FACILITATED)
PENTAX TECHNOLOGIES CORP
PHYSIO-CONTROL CORPORATION

PORTER-CABLE CORP. POWER PRODUCTS

POWERGENIX SYSTEMS, INC

PRO TEAM, INC

PROFESSIONAL DENTAL TECHNOLOGY PROFESSIONAL TOOL PRODUCTS PROGRESSIVE TECHNOLOGIES INC. PROMARK ELECTRONICS DIVISION

QUALITECH

QUANTUM INSTRUMENTS INC

RAYOVAC/REMINGTON - SPECTRUM BRANDS

RESEARCH IN MOTION RESISTACAP INC.

RIDGE TOOL COMPANY

RONWAY BATTERY CO LTD (MCNAIR) -

VTECH

ROYAL APPLIANCE MFG. CO. RYOBI NORTH AMERICA INC

SAFT AMERICA INC

SAMSUNG

SANYO ENERGY (U.S.A.) CORP S-B POWER TOOL COMPANY

SEARS

SHENZHEN ELITE ELECTRONIC CO., LTD

SIGMA

SNAP-ON INCORPORATED SOLARIS SCIENTIFIC, LLC SONY ELECTRONICS INC

SOUTHWEST ELECTRONICS ENERGY SPM/MICRO POWER ELECTRONICS

STANLEY TOOL (BYD) STARLIGHT VIDEO STREAMLIGHT INC.

STRYKER

TANDY CORPORATION

TECHTRONIC APPLIANCES HK LTD TECHTRONIC INDUSTRIES CO LTD

TELEDYNE WATER PIK

TERRALUX INC TERRATEK INC

THE HOOVER COMPANY (PURCHASED BY TTI

NA)

THE STANLEY WORKS

THOMSON CONSUMER ELECTRONICS

TNR TECHNICAL INC.
TOCAD AMERICA INC.
TOSHIBA AMERICA INC
TRINITY PRODUCTS INC.
TRUMPF POWER TOOLS

UNIDEN AMERICA CORPORATION

UNIROSS

UNIVERSAL POWER GROUP

UT STARCOM

VARTA BATTERIES INC VENONOM RACING VERNIER SOFTWARE VICTORY CINEVIDEO

VTECH COMMUNICATIONS LTD

W & W ASSOCIATES WAHL CLIPPER CORP.

XUZHOU ENERGY ELECTRONICS CO

Appendix B

PRIMARY BATTERY STEWARDS OF THE RBRCC PROGRAM

CANADIAN TIRE CORPORATION
DURACELL CANADA (PROCTER & GAMBLE)
ENERGIZER CANADA
KODAK CANADA
PANASONIC NORTH AMERICA, INC.
RAYOVAC CANADA (SPECTRUM BRANDS)
SONY CANADA
THE SOURCE

Appendix C

Samples of Educational and Promotional Activities

Advertisements



Local community calendar

Grand Forks Gazette local newspaper section on recycling



Poster



Ad in Media Planet, an independent pullout section of the Vancouver Sun – August

Media Planet Article – August 2011 Executive Director, Joe Zenobio was quoted in the article

Waste, meet your maker: Explaining product stewardship

ment called product steward-ship aims to put the onus for waste disposal of products in the hands of the producer is gaining momentum.

"Generally speaking, product stewardship is a new program," says Mark Kur-schner, president of Product Care Association. "It's a polluter pays concept."

Product Care manages programs to special waste for companies.

Products such as batteries, electronics, light bulbs, fertilizer, paints and solvents all require specific handling methods to ensure their toxic ingredients aren't absorbed into soil and watersheds at landfills.

In B.C. there are many agencies opera-

depots for consumers to dispose their

Some of the latest products of concern

A brighter future

The lighting industry's stewardship programs focus on ensuring that Compact Fluorescent Lamps (CFL)—which require small amounts of mercury to ignite—are

disposed of properly.

"We don't want that mercury to end up dispose of household hazardous and in landfills so we work with Product Care to manage the (post-consumer waste)," says Sheryl Keller, senior manager of strategic marketing for Philips Lighting.

Mercury is a potent neurotoxin that can affect the brain, liver and kidneys, and cause developmental disorders in children.

When the toxin makes its way into ting stewardship programs for a variety of hazardous waste—most of which run into the water table or release toxic emissions.

A small fee is included in the cost of the light bulbs to help fund proper disposal.

Batteries and cellphones

As technology improves, the list of chemicals used to manufacture batteries and cellphones grows.

Some of the more damaging ones include chlorine, zinc, lead, brominated flameretardants and arsenic.

Joe Zenobio, executive director of Call-2Recycle Canada, a product stewardship program that recharges or disposes batteries for the electronics industry, says they yield plenty of recycling promise. En "With rechargeables the metals can year.

sometimes be extracted," says Zenobio. "There's opportunity to reuse those materiale"

Last year, Call2Recycle collected 1.2 milon kilos of batteries. "We pick those batteries up across Ca-

Despite efforts by the beverage industry to manufacture beverage containers that can be pelletized and reused, the containers still work their way into landfills where they take thousands of years to decay.

Neil Hastie, president and CEO of Encorp Pacific, which provides stewardship for the beverage container industry, says most bottles include a deposit in the price.

"You get your money back when you take it back to the depot," says Hastie Encorp collects about a billion bottles a

"We bring them back to processing plants where they are bailed or comp sed and shipped to a recycling facility."

MARK CHAPPELL



Email blast sent November 2011



Best Buy & Call2Recycle Battery Drive

Promotions

Pacific National Exhibition (PNE)



Children's colouring area co-sponsored with London Drugs





Sample artwork from the children

NHL Legends Hockey Tour 2011

 $Call 2 Recycle/London\ Drugs/NHL\ Legends\ signing\ session\ \&\ battery/cell phone\ collection\ drive$

Victoria - March 23, 2011



Glen Anderson, Theo Fleury, Bryan Trottier and Billy Smith signing session with fans.

Child at signing brings in batteries to meet former NHL legends.

Victoria Oldtimers Hockey Challenge game at the Save-On Foods Arena, March 23, 2011.

Vancouver, March 24, 2011



Glenn Anderson, Bryan Trottier, Billy Smith & Theo Fleury signing session at London Drugs.

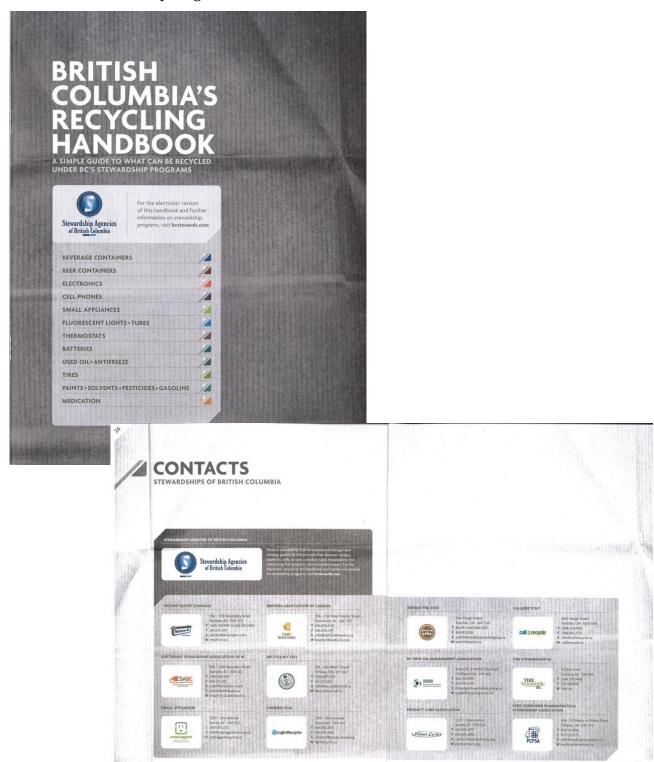


Oldtimers Hockey Challenge game at the PNE Stadium.

Batteries brought in by the public during London Drugs/Call2Recycle's event signing.



British Columbia's Recycling Handbook





3

BATTERIES

CALL2RECYCLE®

CALL2RECYCLE® IS THE ONLY FREE BATTERY AND CELL PHONE

collection Program in North America. Since 1994, Call2Recycle® has diverted more than 23 million kilograms of batteries from local landfills and established a network of 30,000 recycling drop-off sites at retail, municipal, public agency and business locations.

Call2Recycle® is operated by the non-profit Rechargeable Battery Recycling Corporation of Canada (RBRCC).

HOW IT'S RECYCLED

Call2Recycle® boxes are filled with collected batteries and cell phones and are shipped for free to a consolidation facility where the batteries and cell phones are separated by type and then forwarded for recycling. The recycling facility processes the reusable metals from the batteries and prepares them for use in new products such as batteries and stainless steel.

Cell phones are refurbished and resold when possible. None of the reclaimed materials from the battery and cell phone recycling process are sent to landfills (domestic or abroad).

WHERE CAN I BRING MY ACCEPTABLE PRODUCTS?

To find a nearby battery and cell phone drop-off location, please call 1.877.2.RECYCLE or enter your postal code at

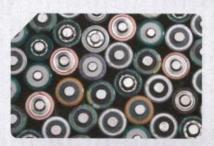
call2recycle.ca



CONTACT US

4576 Yonge Street Toronto, ON M2N 6N4

- T 1.888.224.9764
- F 1.866.902.7272
- E info@call2recycle.ca
- W call2recycle.ca



WHAT'S INCLUDED

All consumer batteries weighing less than 5 kg can be recycled through the Call2Recycle® program. The most commonly recycled batteries are those used to power cordless tools, mobile and cordless phones, laptop computers, digital cameras, two-way radios, camcorders, gaming devices, remote control toys and other portable electronics.

All cell phones and their batteries are accepted in the Call2Recycle^a program, regardless of size, make, model or age.

Bag it, seal it, drop it! Simply bring your used batteries and cell phones to a drop-off location, place them in the provided bag and drop them into the recycling container.

PROGRAM FUNDING

Call2Recycle® is funded by product stewards across the globe committed to environmentally sound recycling of batteries and cell phones. These manufacturers place the RBRC recycling seal on their products and batteries, letting users know that the batteries need to be recycled rather than thrown in the trash.



Shell Busey's HouseSmart Referral Network is a leading source of trust, credibility and referral for consumers and companies within the home improvement industry. Based in South Surrey, BC, Shell has national recognition, with more than 50 years of home improvement industry experience. We partnered with Shell's HouseSmart Referral Network to leverage its reputation and its reach to a vast network of contractors, manufacturers and distributors, as well as individual consumers. Shell and his team provided Call2Recycle with the following services and support:

- Frequent mentions of Call2Recycle's battery recycling and collection program on Shell's syndicated radio program throughout every major market in Western Canada;
- The use of Shell's persona in advertising and promotional efforts. Shell has recorded voice messages and radio PSAs for Call2Recycle;
- The HouseSmart Referral Network e-newsletter featured articles about Call2Recycle;
- Mentions of Call2Recycle on Shell's Facebook and Twitter Pages;
- Promotion of Call2Recycle's program as well as links to call2recycle.ca on the HouseSmart Referral Network website. Through this listing, 18,512 visitors to Shell's site viewed the Call2Recycle website listing and description, with 10% of those clicking through to view the Call2Recycle website.

Appendix D

Audited Financial Statement

RECHARGEABLE BATTERY RECYCLING CORPORATION AND AFFILIATE

Condensed 2011 and 2010 Combined Financial Statements

Condensed Combined Statements of Financial Position

Reported in U.S. Dollars

	2011 (\$'000)							2010
								(\$'000)
Years Ended December 31,	2	USA	Ca	nada	Coi	mbined	С	Combined
ASSETS:							1	
Cash and Cash Equivalents	\$	360	\$	20	\$	380	\$	476
Receivables, No Allowance Deemed Necessary		2,564		326		2,890		3,710
Due From (To) Affiliate		49		(49)		-		(+)
Prepaid expense and other assets		410		79		489		293
Long-term investments		21,640		959		21,640		20,540
Net property and equipment		349		1		350		402
Total Assets	_	25,372		377		25,749	\perp	25,421
LIABILITIES and NET ASSETS								
Accounts Payable and Accrued Expenses		785		278		1,063		1,404
Unearned revenue		7,085		0		7,085	1	7,258
Total liabilities	W	7,870		278		8,148		8,662
Net assets	· ·							
Unrestricted net assets		17,502		165		17,667		16,777
Cumulative Translation Adjustment	20	(*)		(66)		(66)		(18)
Total net assets	(17,502		99		17,601	1	16,759
Total liabilities and net assets	\$	25,372	\$	377	\$	25,749	\$	25,421

INDEPENDENT AUDITORS' REPORT

Board of Directors

Rechargeable Battery Recycling Corporation and Rechargeable Battery Recycling Corporation of Canada

We have audited, in accordance with auditing standards generally accepted in the United States of America, the combined statement of financial position of the Rechargeable Battery Recycling Corporation and Rechargeable Battery Recycling Corporation of Canada (non-profit organizations collectively referred to as "RBRC") as of December 31, 2011 and 2010, and the related statements of activities, changes in net assets, and cash flows for the years then ended (not presented herein); and in our report dated March 26, 2012, we expressed an unqualified opinion on those combined statements.

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

Smith + Howard



March 26, 2012

RECHARGEABLE BATTERY RECYCLING CORPORATION AND AFFILIATE

Condensed 2011 and 2010 Combined Financial Statements

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

		2011		2010
	85	(\$'000)		(\$'000)
Years Ended December 31,	USA	Canada	Combined	Combined
OPERATING ACTIVITIES:				1
Revenue				
License fees	\$ 9,675	\$ 11	\$ 9,686	\$ 10,033
All Battery Collection Program Fees	-	1,625	1,625	892
Recovered Metals Proceeds, net	3,070	343	3,413	2,835
Other	147	-	147	214
Total Revenues	12,892	1,979	14,871	13,974
Expenses:				
Program expenses				
Collection and recycling	6,307	2,273	8,580	7,363
Public education	1,934	602	2,536	2,561
Seal administration	282		282	306
Total program expenses	8,523	2,875	11,398	10,230
Management and general expenses	1,738	648	2,386	2,051
Total Expenses	10,261	3,523	13,784	12,281
Increase (decrease) in unrestricted				
net assets before non-operating activities	2,631	(1,544)	1,087	1,693
NON-OPERATING ACTIVITIES:				
Intercompany fees	(1,592)	1,592	-	
Investment Income	(197)	-	(197)	2,169
Increase (decrease) in unrestricted net assets	842	48	890	3,862
Unrestricted net assets, beginning of year	16,660	99	16,759	12,909
Translation adjustment	0	(48)	(48)	(12)
Unrestricted net assets, end of year	\$ 17,502	\$ 99	\$ 17,601	\$ 16,759

Appendix E

Accountant's Report on Non-Financial Information

Rechargeable Battery Recycling Corporation of Canada

Applying Specified Auditing Procedures BC Ministry of Environment Non-Financial Information Requirement: B.C. Reg. 449/2004

	Contents
Accountant's Report	2
Appendix - Specified Auditing Procedures and Results	3-11





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

Accountant's Report

Applying Specified Auditing Procedures to

Rechargeable Battery Recycling Corporation of Canada

To the Board of Directors of the Rechargeable Battery Recycling Corporation of Canada

As specifically agreed, we have performed the procedures described in the Appendix with regards to the BC Ministry of Environment's non-financial information requirements contained in B.C. Reg. 449/2004 for the eligibility periods ended December 31, 2011 related to:

- 1. BC Reg 449/2004, Section 8 (2) (b) the location of its collection facilities, and any changes in the number and location of collection facilities from the previous report;
- 2. BC Reg 449/2004, Section 8 (2) (d) a description of how the recovered product was managed in accordance with the pollution prevention hierarchy; and,
- 3. BC Reg 449/2004, Section 8 (2) (e) the total amount of the producer's product sold and collected and, if applicable, the producer's recovery rate.

This engagement to apply agreed-upon auditing procedures was performed in accordance with standards established by the Canadian Institute of Chartered Accountants. The sufficiency of these procedures is solely the responsibility of management and the BC Ministry of Environment. Consequently, we make no representation regarding the sufficiency of the procedures either for the purpose for which this report has been requested or for any other purpose.

As a result of applying the specified procedures, we report the results as documented in the Appendix as listed in the column titled "Results". However, these procedures do not constitute an audit and, therefore, we express no opinion on the non-financial information.

This report is for use solely in connection with the reporting requirements of Rechargeable Battery Recycling Corporation of Canada and the BC Ministry of Environment and is not intended to be and should not be used by anyone else or for any other purpose.

Chartered Accountants

Cranbrook, British Columbia June 28, 2012

BDO Comorda LLP

For the following procedures, test samples were selected from the December 31, 2011 fiscal year, unless otherwise noted.

Non-Financial Information Requirement: BC Reg449/2004, Section 8 (2) (b) - the location of its collection facilities, and any changes in the number and location of collection facilities from the previous report;

Testing Procedure #	Objective and Purpose	Testing Procedures	Results
1.1	To obtain comfort over the existence and accuracy of the collection facilities reported in the Agency's annual report.	 For the period under review, obtain a listing of all Collection Facilities from the Agency broken out by type (if applicable). Compare total count of collection facilities from the listing with the annual report; investigate any discrepancies with the Agency as applicable. 	We obtained a listing of all Collection Facilities from the Agency broken out by type. We agreed the total count of collection facilities from the listing with the annual report, noting a total of 1377 active sites, which agrees to the annual report.
		 3. Randomly select a sample of Collection Facilities and obtain the business file for each. Review each file to determine that a registration form meets the following criteria: a. A registration form exists for the Collection Facility. b. The registration form lists contact information and location, which agrees with the detailed listing. c. The registration form is signed by the Collection Facility. 	The Agency does not utilize a specific registration form. Facilities sign up to become a site through e-mail, by phone, through corporate roll out, or online. We randomly selected a sample of 25 collection facilities to view documentation, which included contact information and location. Results were as follows: 14 sites – viewed documentation, noting contact information and location. 11 sites – no

Testing Procedure #	Objective and Purpose	Testing Procedures	Results
		4. Using contact information on the Facility listing provided in #1 above, phone each randomly selected Collection Facility to verify their existence and that they have an adequate understanding of the program.	documentation viewed; 3 site signed up via phone, and 8 sites were part of larger corporate roll outs, for which no documentation is retained on file. The agency does not utilize a specific registration form and therefore no documentation was signed. We randomly phoned each collection facility from the sample of 25 noted above. The results were as follows: 16 sites – verified existence and have an adequate understanding of the program. 3 sites – respondents indicated they do not use the program and would not provide further information. 6 sites – unable to contact.
1.2	To obtain comfort over the completeness, consistency, and validity of	1. Obtain the historical data for the total number of collection facilities for the past 3 years as reported by the Agency in their annual reports.	The program began in BC in July 2010; therefore, no historical data is available for the past 3 years. At 12/31/10, there were

Testing Procedure #	Objective and Purpose	Testing Procedures	Results
	the number of Collection Facilities.	2. Investigate any fluctuations greater than 5% to understand the reason for the fluctuation in the number of collection facilities.	1569 active sites. At 12/31/11, there were 1377 active sites. The Agency experienced a 12% decrease in number of active sites from 2010 to 2011. This was due to redefining active status as noted in Section 4.1 of the Annual Report

Non-Financial Information Requirement: BC Reg449/2004, Section 8 (2)(d) - A description of how the recovered product was managed in accordance with the pollution prevention hierarchy

Testing Procedure #	Objective and Purpose	Testing Procedures	Results			
managemen completed.	[Where Processors/Manufacturers etc. are subject to audit around their product management practices, only Step 2.1 as well as sub-steps 1 – 3 in test 2.2 should be completed. Where Processors/Manufacturers etc. are not subject to audit, Test 2.1 is not relevant, but Test 2.2 should be completed in its entirety.]					
2.1	To obtain comfort over the effective weight ¹ of enduse product collected and the accuracy of the manufacturer's receipt of weight of	 Where available, obtain the 3rd party auditors opinion over registered processors/manufacturers compliance with waste management or program specific guidelines for managing product appropriately. Ensure the auditor's opinion is 	No audit opinions available.			

The term "weight" includes "volume" or "quantity," respective to the type of product managed by the Agency.

Testing Procedure #	Objective and Purpose	Testing Procedures	Results
	product.	unqualified.	
2.2	To obtain comfort over the accuracy, completeness and existence of end-use of the product collected and the accuracy of the manufacturer's or processor's receipt of weight of product, test on a sample basis the deliveries of product recovered to their end-use (or next along the custody chain).	 Obtain a schedule/listing of products shipped to processors/manufacturer for the period under review. The listing should provide: a. The processor/manufacturer name/address. b. The total weight of the product weighed at the collection site or consolidation site (where applicable). c. The total weight of the product weighed at the processor/manufacturer. d. The date of delivery to the processor/manufacturer. Obtain a listing of all registered processors/manufacturers. Scan listing to ensure that all receivers of product were approved processors/manufacturers. If there is not a listing of approved manufacturers/processors, ensure that the manufacturer is not a related party to the processor by researching the related parties of each organization and ensuring that the transaction was made at arm's length. 	We obtained detailed collection reports for January 1, 2011 – December 2011, which contained relevant information as noted in testing procedures 1.a. – 1.d. We obtained a listing of registered processors, comprising 2 entities. No related parties. We randomly selected a sample of 25 shipments, to obtain supporting documentation of shipping weight, and compared it to weight received by

Testing Procedure #	Objective and Purpose	Testing Procedures	Results
		 4. Randomly select shipments and obtain a copy of the invoice or other supporting documentation. 5. Verify that each Invoice or other supporting document has evidence of the weight of the product shipped by the Processor and received by the customer. 6. Compare the total weight listed on the Invoice or other supporting documentation with the weight listed on the detailed listing received in #1 and note any discrepancies. 	the processors. Management described to us differences may exist due to weight of boxes and packaging materials v. recyclable materials. Results were as follows: 16 samples with battery weights between 10 and 50 lbs – variance in weight reported on shipper invoice between 1lb – 6 lbs. 9 samples— invoices included weights of multiple shipments which cannot be identified separately, as the lbs. or kgs. on the waybill are filled in by site. Management indicates these usually are estimated lbs. or kgs. only and those weights or waybill numbers can be ties into the RBRC receipt application. We have no further information.

Testing Procedure #	Objective and Purpose	Testing Procedures	Results

Non-Financial Information Requirement: BC Reg449/2004, Section 8 (2)(e) - The total amount of the producer's product sold and collected and, if applicable, the producer's recovery rate.

Testing Procedure #	Objective and Purpose	Testing Procedures	Results
		cy's schedule of product collected (rece erformed, complete steps 3.2 through 3	
3.1	To ensure that there were no qualifications within the auditor's opinion over the schedule of product recovered.	 Obtain the Auditor's Opinion over the Schedule of Product Recovered for the most recent fiscal year. Review the opinion to ensure that there are no qualifications. Check the mathematical accuracy of the calculated recovery rate (where applicable), as reported in the audited financial statements. Compare calculated recovery rate to the recovery rate reported by the agency in their annual audited report. Note any discrepancies. 	No such audit is performed.
3.2	To ensure the accuracy and completeness of total product sold.	Note that the financial statements, in the case of most agencies, include revenues from eco-fees which are tied to the total product sales. 1. Obtain the Financial Statement Auditor's Opinion for the most recent fiscal year. 2. Review the opinion to ensure	We obtained a copy of the financial statements for 12/31/11. The report is unqualified.

Testing Procedure #	Objective and Purpose	Testing Procedures	Results
		that there are no qualifications. 3. Obtain a schedule of eco-fees by product type from the agency (in total and by unit). 4. Compare the total eco-fees collected from the above schedule to the total reported in the Agency's financial statements (as opined by the financial statement auditor). 5. Recalculate the product sold by unit by dividing the total fees by product type by the per unit fee to arrive at total product sold for each unit. 6. Compare calculated total product sold to the amounts.	The Agency does not charge eco-fees. The Agency does not charge eco-fees. Not applicable. Not applicable.
		product sold to the amounts reported by the Agency in their annual report. Note any discrepancies.	
3.3	To obtain comfort over the completeness, accuracy, cut-off and validity of the total product recovered, test on a sample basis, the collection of product recovered.	 Obtain a listing of product shipments (for each product the Agency manages) from collection facilities for the period under review with the following details: The Collection Facility name/address. The date of collection from the facility. The consolidation site or processor to which the product was delivered. 	We obtained detailed collection reports for January 1, 2011 – December 31, 2011, which contained relevant information as noted in testing procedures 1.a. – 1.e.
		d. The date of delivery to the consolidation site or processor.e. The amount of product	Total weight of product collected from the detailed listing agreed to the

Testing Procedure #	Objective and Purpose	Testing Procedures	Results
		collected (in units and in weight, where applicable). 2. Compare the total weight of product collected from the detailed listing to the report total of product recovered from the Agency's annual report.	report total of product recovered from the Agency's annual report. We scanned the detailed listing and noted there were no collections that were outside of the
		3. Scan the detailed listing to ensure that there were no collections that were outside of the organization's fiscal year.	organization's fiscal period. We randomly selected a sample of 25 shipments, to
		4. Randomly select shipments and obtain the supporting document (Bill of Lading or other support) to verify the amount of product shipped.	obtain supporting documentation of shipping weight, and compared it to weight received by the processors.
		5. Verify that each of the supporting documents received has appropriate evidence of the total product shipped and weight of product received by the consolidation site supported by a scale ticket or like support, and signatures by the collection facility, consolidation site and hauler/transporter.	Observations were previously discussed in Section 2.2, above.
		6. Confirm that the total product (in units/weight etc.) listed on the supporting document matches the total listed on the detailed listing.	
3.4	To obtain comfort over the calculated	Check the mathematical accuracy of the calculated recovery rate (where applicable)	Recovery rate is not calculated by the Agency. Data on

Testing Procedure #	Objective and Purpose	Testing Procedures	Results
	recovery rate, by product type (where applicable).	 by dividing product recovered by product sold, as reported in the audited financial statements. 2. Compare calculated recovery rate to the recovery rate reported by the Agency in their annual report. Note any discrepancies. 	recovery rates is provided by the processing facilities to the Agency. We compared these rates to rates presented in the Annual report. No discrepancies noted.