



# **Recycle My Cell**

## **2015 Annual Report**

**Submitted to:** British Columbia Ministry of Environment  
Director, Extended Producer Responsibility Programs

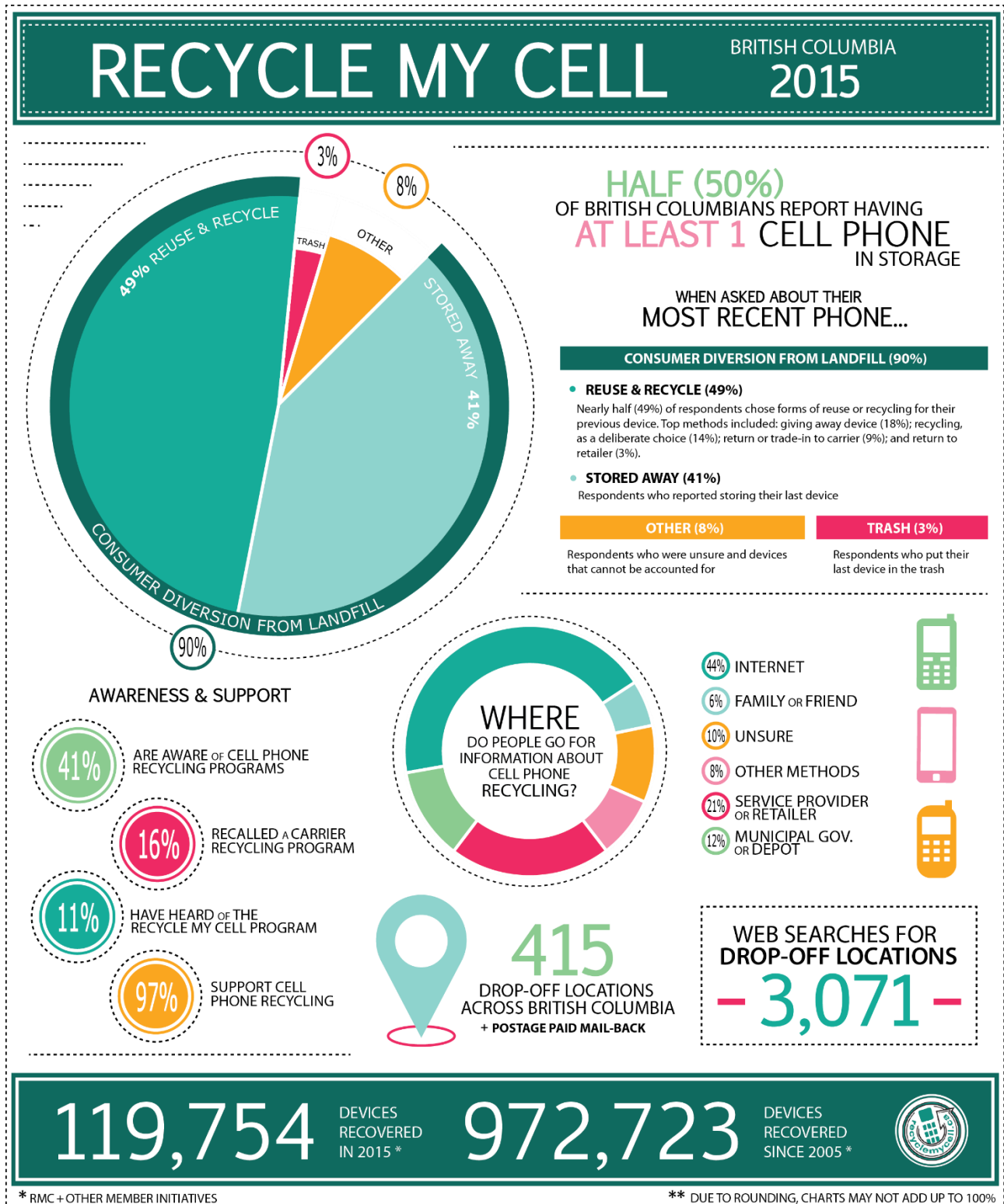
**Prepared by:** Canadian Wireless Telecommunications Association  
80 Elgin Street, Suite 300  
Ottawa, ON, K1P 6R2

**July 2016**

## Table of Contents

At a Glance.....	3
1. Executive Summary .....	4
2. Overview.....	7
3. Public Education Materials and Strategies .....	7
4. Collection System and Facilities.....	10
4.1 Drop-off locations .....	10
4.2 Mail-back.....	10
5. Product Environmental Impact Reduction, Reusability and Recyclability .....	10
5.1 Handset manufacturers and improving product life cycle management .....	10
5.2 Processor members and certifications.....	11
6. Pollution Prevention Hierarchy and Product / Component Management .....	12
7. Product Sold and Collected and Recovery Rate.....	16
7.1 Product sold .....	16
7.2 Volume of cellular devices collected.....	16
7.3 Recovery rate .....	18
8. Summary of Deposits, Refunds, Revenues and Expenditures .....	18
9. Plan Performance .....	18
9.1 Targets.....	18
9.2 Consumer Awareness.....	19
10. Conclusion .....	22
Appendix A.....	23
Appendix B.....	25
Appendix C.....	28
Appendix D .....	44
Appendix E.....	49
Appendix F.....	63
Appendix G .....	75
Appendix H .....	76
Appendix I.....	77
Appendix J.....	78

## At a Glance



## 1. Executive Summary

<b>Products within plan</b>	Mobile devices that were primarily manufactured to connect to a cellular or paging network.	
<b>Program website</b>	Recycle My Cell – <a href="http://www.recyclemycell.ca">www.recyclemycell.ca</a>	
<b>Recycling Regulation Reference</b>	<b>Topic</b>	<b>Summary (5-bullet maximum)</b>
<b>Part 2, section 8(2)(a)</b>	Public Education Materials and Strategies  Refer to Section 3 for details.	<ul style="list-style-type: none"> <li>▪ Sponsorship of events (Waste Reduction Week in Canada, Coast Waste Management Association conference).</li> <li>▪ Joint BC steward initiatives (including Recyclepedia, BC Recycles Web site and BC Recycling Handbook).</li> <li>▪ Outreach to depots, including development of Depot pilot.</li> <li>▪ Press releases highlighting latest developments regarding RMC.</li> </ul>
<b>Part 2, section 8(2)(b)</b>	Collection System and Facilities  Refer to Section 4 for details.	<ul style="list-style-type: none"> <li>▪ In 2015, there were 415 permanent drop-off locations (27 of 29 Regional Districts). <ul style="list-style-type: none"> <li>○ 389 carrier return-to-retail;</li> <li>○ 26 RMC branded (including voluntary third-party and depots).</li> </ul> </li> <li>▪ Participating locations included in the RMC database collect all devices regardless of make, model or condition in order to provide consumers with the convenience that they seek.</li> <li>▪ RMC offers a free mail-back option which allows any consumer with access to Canada Post services the ability to return their devices.</li> </ul>
<b>Part 2, section 8(2)(c)</b>	Product Environmental Impact Reduction, Reusability and Recyclability  Refer to Section 5 for details.	<ul style="list-style-type: none"> <li>▪ On-going consumer demand for increased functionality that gives them the ability to substitute one device for many.</li> <li>▪ Program members use certified third-party processors to manage their materials.</li> <li>▪ Product Management – auditor review of processor standards and data to verify accuracy.</li> </ul>

## Recycle My Cell 2015 Annual Report

<b>Products within plan</b>	Mobile devices that were primarily manufactured to connect to a cellular or paging network.	
<b>Program website</b>	Recycle My Cell – <a href="http://www.recyclemycell.ca">www.recyclemycell.ca</a>	
<b>Recycling Regulation Reference</b>	<b>Topic</b>	<b>Summary (5-bullet maximum)</b>
<b>Part 2, section 8(2)(d)</b>	<p>Pollution Prevention Hierarchy and Product / Component Management</p> <p>Refer to Section 6 for details.</p>	<ul style="list-style-type: none"> <li>While it is understood that reuse is the preferred method for dealing with recovered product, in the case of wireless devices, the amount of product that can be refurbished for reuse is dependent on many factors that are not controllable. These factors include the condition of the phone at time of recovery and the technology that is required for its use. Carriers encourage reuse of devices through initiatives such as trade-in and upgrade programs.</li> <li>Reused – Devices that are deemed reusable have their data wiped and are sold via auction to third-parties. These phones may be commingled with devices collected via non-program participants</li> <li>Recycled – Devices destined for recycling are handled based on the general practices of the primary processor. In all instances the batteries are removed from the device and the remaining material is either further dismantled, or shredded in entirety (minus the backing), before being sent to approved downstream processors.</li> </ul>
<b>Part 2, section 8(2)(e)</b>	<p>Product Sold and Collected and Recovery Rate</p> <p>Refer to Section 7 for details.</p>	<ul style="list-style-type: none"> <li>Product sold – 511,743 (estimated)</li> <li>Product collected (all initiatives) – 119,754 (estimated).                             <ul style="list-style-type: none"> <li>63,990 were recovered through member's RMC initiatives and 55,764 through various internal initiatives.</li> </ul> </li> </ul>
<b>Part 2, section 8(2)(e.1)</b>		<ul style="list-style-type: none"> <li>Not applicable to Recycle My Cell.</li> </ul>
<b>Part 2, section 8(2)(f)</b>	Summary of Deposits, Refunds, Revenues and Expenses	<ul style="list-style-type: none"> <li>Not applicable to Recycle My Cell.</li> </ul>

Comparison of Key Performance Targets		
Part 2 section 8(2)(g); See full list of targets in Plan Performance		
<b>Priority Stewardship Plan Targets (as agreed with ministry file lead)</b>	<b>Performance (2015 Results)</b>	<b>Strategies for Improvement</b>
Increase awareness of cell phone recycling nationally to 80% by 2015.	<p>36% nationally; 41% in BC.</p> <p>Refer to Section 9 for details.</p>	<p>CWTA will:</p> <ul style="list-style-type: none"> <li>continue to use the strategies outlined in this Annual Report, including working with BC Stewards on joint initiatives.</li> </ul>

## Recycle My Cell 2015 Annual Report

Comparison of Key Performance Targets		
Part 2 section 8(2)(g); See full list of targets in Plan Performance		
Priority Stewardship Plan Targets (as agreed with ministry file lead)	Performance (2015 Results)	Strategies for Improvement
		<ul style="list-style-type: none"> <li>▪ increase the number of third-party locations in the collection network.</li> <li>▪ outreach to municipalities and RDs.</li> </ul>
100% customer satisfaction with the Recycle My Cell program (nationally).	<p>95%* of those who recycled their device reported being satisfied with the experience.</p> <p>*awarding a score of 5 (as the minimum) out of 7.</p>	<p>CWTA will continue:</p> <ul style="list-style-type: none"> <li>▪ to identify multiple methods by which a consumer may recycle their device (drop-off locations and mail-back).</li> <li>▪ to incorporate additional mechanisms (i.e. depot) into its collection network.</li> <li>▪ to work with its members and participating organizations to ensure that identified issues are addressed.</li> </ul>

## 2. Overview

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 has served as the cell phone recycling stewardship program in British Columbia since its formal regulatory approval in the province on November 10, 2009.

This report has been prepared by the CWTA and is submitted on behalf of: Bell, BlackBerry, FIDO, LG Electronics Canada, Inc., Microsoft, Rogers Communications, Samsung Electronics Canada Inc., Sony of Canada, TELUS, and Virgin Mobile Canada.<sup>1</sup>

## 3. Public Education Materials and Strategies

RMC continues to work within the province to increase program awareness and usage.

### ***Consumer Engagement<sup>2</sup>***

- ***Waste Reduction Week***

CWTA continues its support of Waste Reduction Week in Canada. In 2015, Recycle My Cell was the sole national sponsor lending backing to the "Recycle My Cell Student Challenge."

Schools were informed of the Challenge through a national press release, contest details on the Waste Reduction Week in Canada Web site and through each of the participating provincial councils. The Challenge was also promoted via Canadian Teacher Magazine, press releases, as well as the Recycle My Cell Web site, Facebook page, and Twitter account.

The Challenge was promoted to elementary and secondary schools in BC by Waste Reduction Week in Canada.

Sk'elep School of Excellence, Tk'emlúps te Secwepemc won the 2015 Challenge and was awarded a \$500 cash donation from CWTA to further their environmental initiatives.

- ***Social media***

CWTA maintains a Facebook page and a Twitter account for the promotion of the Recycle My Cell program. RMC's Facebook page is used to promote cell phone recycling in general, as well as various events in which RMC is a participant. CWTA also engages consumers via its @recyclemycell Twitter account.

---

<sup>1</sup> See Appendix A for program specifics for member initiatives.

<sup>2</sup> See Appendix B for Samples.

- *RMC Web site*

CWTA maintains a mobile friendly 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. The Web site was updated in 2015 to more clearly provide information about various member initiatives, as well as highlight those carriers and manufacturers that were participating in the program. Information about current collection sites was also upgraded to include a mapping feature where consumers can search for the drop-off location nearest them. The site continues to provide all other information including steps to clear personal information from devices prior to recycling them, as well as links to mail-back options.

In 2015, the RMC Web site had 101,531 pageviews and 39,501 sessions nationally, as reported by Google Analytics.<sup>3,4</sup> The Web site saw an estimated 3,071 searches for drop-off locations in British Columbia.

- *Designated email address and toll-free number*

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](mailto:info@recyclemycell.ca) / [info@recyclemoncell.ca](mailto:info@recyclemoncell.ca)) or via a toll-free number (1-888-797-1740) operated by CWTA staff.

- *Paid advertising*

The majority of CWTA's advertising efforts continue to focus on alternate advertising methods, such as Google and Facebook ads. Both of these options offer a more targeted approach to providing information to those searching for it on-line and have been identified as the means used by consumers most often.

### ***Stakeholder Engagement<sup>5</sup>***

- *Stakeholder relations*

CWTA continues to be an active participant within the Stewardship Agencies of BC. This joint initiative of the BC Stewards provides information to BC residents concerning all approved programs within the province through vehicles like BCrecycles.ca, the RCBC Recyclepedia and app, as well as British Columbia's Recycling Handbook.

- *Targeted stakeholder outreach*

CWTA provided information to depots within the province concerning the program and their potential participation in a BC-specific Depot pilot. This information was provided at the RCBC conference and at the CWMA conference.

In addition, CWTA sponsored the Coast Waste Management Association Annual Conference in Victoria.

---

<sup>3</sup> Pageviews is the total number of pages viewed. A Session (aka visits) is the period of time a user is actively engaged with the Web site. A single session can contain multiple screen or page views.

<sup>4</sup> Part of the data for March and April were estimated.

<sup>5</sup> See Appendix C for Samples.



## Recycle My Cell 2015 Annual Report

- *Recycle My Cell branded program*

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

There are currently 26 RMC branded drop-off locations in BC; the majority of these are depots.

- *Promotional materials*

CWTA continues to provide RMC promotional materials (brochures, table cards, and posters) to third-party locations (municipal and community sites that wish to support the Recycle My Cell recovery program, at dealer sites, and non-affiliated retailers that do not run their own program) wherever such materials may be requested.

For example, CWTA provided jotters, posters, and brochures to the Recycling and Environmental Action Planning Society (REAPS), as well as information to the REAPS Waste Reduction Directory/BC Recycling Stewardship Contact List.<sup>6</sup>

- *Stakeholder promotion and third-party Web sites*

Recycle My Cell continues to receive positive support within the province from relevant waste management stakeholders (including RCBC and various third-party locations). RMC information is included on their Web sites where feasible. In addition, third party locations are also offered a digital copy of the RMC logo and poster, as well as a short news bulletin about their involvement in the program.

### ***Media Engagement<sup>7</sup>***

- *Press releases*

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

- *Editorial content and subject matter expertise*

CWTA uses 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.

CWTA responds to all requests for interviews or supplemental information as it relates to cell phone recycling or reuse.

---

<sup>6</sup> Information supplied: the RMC Web site link, email address, a list of drop-off locations in Prince George and the Regional District of Fraser-Fort George, and information on the RMC mail back program.

<sup>7</sup> See Appendix D for Samples.

## ***Member Engagement***<sup>8</sup>

- *Promotional materials and Web sites*  
Participating carriers continue to have marketing plans in place that support their various initiatives, including those for trade-in or upgrades.

Participating manufacturers also include RMC branding on their corporate Web sites.

- *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.

## **4. Collection System and Facilities**

### **4.1 Drop-off locations**

In 2015, there were 415 permanent drop-off locations (27 of 29 Regional Districts) across British Columbia.<sup>9</sup>

This is a net increase of 36 locations over 2014.

Participating locations that are included in the RMC database collect all devices regardless of make, model, or condition in order to provide consumers with the convenience that they seek.

Return-to-retail continues to be the primary model for collection drop-off sites. It is felt that the most effective method for cell phone recovery is simply dropping off an existing device(s) when a new one is purchased. However, there was also positive growth in the number of depots interested in supporting the program.

### **4.2 Mail-back**

In instances where a drop-off location is not available, RMC offers a mail-back option which allows any consumer in the province – with access to Canada Post service – the ability to conveniently and easily return their devices and accessories at no cost to themselves.

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

### **5.1 Handset manufacturers 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.

Devices that do more, at a faster speed, and from anywhere, have become the norm. Handset manufacturers work to design devices to meet these expectations. Consumers, through their shopping

---

<sup>8</sup> See Appendix E for Samples.

<sup>9</sup> See Appendix F for list of locations.

habits, have made it clear that they are interested in increased functionality that gives them the ability to substitute one device for many.

As an example, BlackBerry has undertaken the following:

- *Life Cycle Analysis*: BlackBerry examines sustainability comprehensively and looks at where their environmental footprint can be reduced at each stage of a product's life cycle. Life Cycle Assessments (LCA) are used to provide detailed information from the materials used in the product, to production and distribution, throughout its use and at the end of its useful life. Results from the LCA studies help BlackBerry identify their strengths as well as opportunities to lessen their environmental impacts.
- *Avoidance of Hazardous Substances in Products*: BlackBerry recognizes the importance of carefully tracking and evaluating the materials they put into their products, considering the durability and performance of materials as well as toxicity and impact on the environment. With this in mind, BlackBerry takes a precautionary approach to the management of chemicals, in recognition that certain substances can have adverse effects on human health or the environment. BlackBerry ships its products in small, lightweight, fully recyclable packaging that allows more boxes to be shipped at a time and can reduce the emissions generated during transport. BlackBerry continues to incorporate the use of recycled fiber content in its packaging and avoids the use of petroleum based inks and adhesives.
- *Energy Efficiency*: Energy efficiency has always been a core focus of the BlackBerry design process, resulting in highly optimized software and an energy efficient charging system. To help maximize battery life and minimize the use of energy, the BlackBerry 10 operating system includes several power management settings. Battery Saver mode, for example, works by limiting features like vibration, locations services and data services.
- *Lifespan*: BlackBerry devices are designed and built to last. A 2014 study by Kantar Worldpanel reported that BlackBerry users hold on to their phones for 26.3 months, versus the average 20 months.<sup>10</sup> This can be attributed to over-the-air software updates that help to extend the product's useful life, and hardware that is designed to be easily repaired. BlackBerry devices contain many parts that can be quickly and easily swapped. BlackBerry also has a global network of repair centers to conduct basic and advanced repairs that augment the repair options provided by BlackBerry's carrier partners globally.

## 5.2 Processor members and certifications

All of the processors involved with the RMC program in BC hold multiple certifications, including ISO, R2 and/or verification under Electronic Products Recycling Association's (EPRA) Recycling Vendor Qualification Program (RVQP).<sup>11</sup>

For the purposes of the audit, Ministry Guidance has allowed for the use of either the R2 certification or verification to the Recycler Qualification Program, or RQP, and the Electronic Recycling Standard (ERS).

---

<sup>10</sup> Kantar Worldpanel, 2014: <http://us.kantar.com/tech/mobile/2014/q3-2014-smartphone-sales/>

<sup>11</sup> See Appendix G for a list of certifications held by processors.

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

Section 7.2 identifies the volume of cellular devices collected through the RMC programs.

Of that material, 92% flows through processors that have been verified to the RQP, and the remaining 8% flows through processors that have been certified to the R2 standard.

The devices are triaged and either sent for reuse (25%) or recycling (75%).<sup>12</sup> For the purposes of the audit, focus will be placed on the devices that are recycled by RQP-verified primary processors since that constitutes the largest proportion of materials. Devices that have been identified for reuse will not be audited; components that have a market or value are not likely to end up in landfill.

**Reuse:** While it is understood that reuse is the preferred method for dealing with recovered product, in the case of wireless devices the amount of product that can be reused is dependent on many factors that are not controllable. These factors include the condition of the phone at time of recovery and the technology that is required for its use. As such, to reintroduce phones into the market that do not meet those criteria or that are not supported on technology in a given market do more harm than good. For this reason, phones that do not meet reuse criteria will continue to be sent for responsible recycling.

Devices that are deemed reusable have their data wiped and are sold via auction to third-parties. These phones may be commingled with devices collected via non-program participants.

Carriers do encourage the reuse of devices through initiatives such as trade-in and upgrade programs.

**Recycle:** Devices destined for recycling are handled based on the general practices of the primary processor. In all instances the batteries are removed from the device and the remaining material is either further dismantled, or shredded in entirety (minus the backing), before being sent to approved downstream processors.

Once the material reaches its downstream processor it can either be separated further into its various components and consolidated with other like materials and sent further downstream, or sent in its original shredded state to be smelted.

The material from RMC participating programs may be commingled with other non-program materials. Commingling of materials occurs often in order to gain efficiencies for shipping purposes, and to ensure viable and competitive pricing for materials. This is a standard business practice employed by processors.

In order to validate data concerning end-fate of materials, the RQP and ERS must be used in conjunction with processor “mass balancing” to bring reliance. The mass balance exercise identifies the amount of material received by the processors and the resulting materials and their subsequent downstream processors. Information for the mass balance reporting is provided directly by the processors.

As noted, devices have value whether they are sent for reuse and sold as working devices, or shredded and sold for precious metal recovery. Each stream has legitimate and robust markets for the materials and processors have a monetary incentive to ensure that the material ends up where it is intended to.

---

<sup>12</sup> This represents all devices recovered in BC, not only those collected via RQP-verified processors.

## Recycle My Cell 2015 Annual Report

In 2015, program participants worked with two RQP-verified primary processors to recycle RMC materials. For both of these processors it was possible to obtain sufficient evidence to support how the recovered product was managed in accordance with the pollution prevention hierarchy.

**Table 1:**

Material / Component	% of Material Stream	Recycling Process Description - Processor A	Disposition
Aluminum	0.01%	Cell phone backs are removed from the device and consolidated with similar materials. The material is then sent to downstream for melting. The amount that is represented here is an estimate specific to material received from HYL A as the material received directly from carrier programs is not tracked specifically.	Smelting <sup>13</sup>
Metal Dusts	0.13%	Dust from the plant is gathered by dust machines. Dust pucks made from dust created within plant is sent downstream for precious metal recovery. This process is not exclusive to dust from cell phones.	Smelting
Plastic	0.58%	Cell phone backs are removed from the device and consolidated with similar materials. The material is then sent to downstream for sorting and shredding. The amount that is represented here is an estimate specific to material received from HYL A as the material received directly from carrier programs is not tracked specifically.	Smelting
Steel	0.02%	Cell phone backs are removed from the device and consolidated with similar materials. The material is then sent to downstream for sorting and shredding. The amount that is represented here is an estimate specific to material received from HYL A as the material received directly from carrier programs is not tracked specifically.	Smelting
Other	99.25%	Phones destined for recycling are shredded and sent downstream for precious metal recovery.	Smelting

Material / Component	% of Material Stream	Recycling Process Description - Processor B	Disposition
Copper Bearing Material	16.05%	Material from cell phones and accessories is aggregated, shredded or sent down stream for copper recovery. The specific process will depend on which downstream processor is used. (Not exclusive to cell phones, may include some accessories.)	Consolidation, Shredding, or Melting
HG Circuit Boards	0.23%	Circuit boards are manually separated from cell phones and shipped for further processing (shredding or smelting). The specific process will depend on which downstream processor is used.	Shredding or Smelting
Aluminum	7.13%	Cell phone backs are removed from the device and consolidated with similar materials. The material is then shredded and sent to downstream for melting. The specific process will depend on which downstream processor is used.	Consolidation or Melting
Mixed Metals	25.36%	Material from cell phones is shredded, consolidated and sent downstream for further melting. The specific process will depend on which downstream processor is used.	Consolidation or Melting
Plastics	51.23%	Cell phone backs are separated from device and either shredded, or sent further for sorting/baling, or shredding, extrusion or pelletizing. (Not exclusive to cell phone backs, may include cases.) The specific process will depend on which downstream processor is used.	Sorting / Baling, or Shredding / Extrusion / Pelletizing

Table 1 identifies the components and the processing end-fates for the RQP-verified primary processors.<sup>14</sup>

<sup>13</sup> Smelting is the process of heat treating metal containing materials to reclaim metal. Non-metal materials, such as plastics, may be consumed during the smelting process.

The percent of material stream presented above is based on Mass Balance reports for RMC material handled at a national level. For the purposes of clarity, the third-party audit cannot confirm that material specifically recovered via RMC was sent to the various processing end-fates. Once the material is separated and/or shredded it can no longer be tracked as belonging specifically to RMC. While it is possible to confirm the volumes that were received, and to trace the volumes of material that were sent to their respective downstream processors as an aggregate, it is not possible to attribute specific volumes to a respective program.

Based on data provided by the primary processor all elements of the RQP audit process suggest that the commingled RMC material is dealt with in the manner that is identified.

**Table 2:**

<b>Component</b> (% of component sold/transferred for processing that is treated under each processing pathway)						
<b>Processor A</b>						
	Transfer to direct processor in BC	Transfer to direct processor elsewhere in North America	Transfer to direct processor outside North America	Multi-step processing in BC	Multi-step processing elsewhere in North America	Multi-step processing outside North America
Plastics						100%
Dust						100%
Other						100%
Aluminium					100%	
Steel					100%	

<b>Component</b> (% of component sold/transferred for processing that is treated under each processing pathway)						
<b>Processor B</b>						
	Transfer to direct processor in BC	Transfer to direct processor elsewhere in North America	Transfer to direct processor outside North America	Multi-step processing in BC	Multi-step processing elsewhere in North America	Multi-step processing outside North America
Copper Bearing Material					100%	
HG Circuit Boards					100%	
Aluminium					100%	
Mixed Metals					100%	
Plastics						100%

Table 2 identifies the components and the verified processing pathway for the RQO-verified primary processors.

<sup>14</sup> See Appendix H for a chart identifying acceptable processes and end-fates.

## Recycle My Cell 2015 Annual Report

While the volumes of cell phone backs (plastic, aluminum, steel) are not tracked once they are removed from the device, they are consolidated with similar materials and sent to identified downstream processors.

Based on data provided by the primary processors, all elements of the RQP audit process suggest that the commingled RMC material is dealt with in the manner that is identified.

**Table 3:**

Estimated Conformance Levels <sup>4</sup>					
	Reuse	Recycle	Recycle: Metal Recovery	Landfill	Other Waste Disposal <sup>2</sup>
Aluminum <sup>1</sup> (Processor A)					100%
Aluminum (Processor B)			100%		
Metal Dusts			100%		
Plastic <sup>1</sup> (Processor A)					100%
Plastic (Processor B)		100%			
Steel <sup>1</sup>					100%
Other <sup>3</sup>			100%		
Copper Bearing Material			100%		
HG Circuit Boards			100%		
Mixed Metals			100%		

Table 3 identifies the estimated conformance levels for the RQO-verified primary processors.

Note:

- <sup>1</sup> These materials are cell phone backs (aluminum, plastic, and steel).
- <sup>2</sup> Cell phone backs fall outside of the RQP audit processes as they are sold as a commodity.
- <sup>3</sup> Some of the material (aluminum, plastic, and steel) captured in 'other' may be recycled before metal recovery occurs.
- <sup>4</sup> All material collected via RMC is commingled with other similar material types before being sent to secondary processing streams. It is impossible to verify the exact contents of material streams at this point, therefore the conformance levels are estimations. However, based on data provided by the primary processors, all elements of the RQP audit process suggest that the commingled RMC material is dealt with in the manner that is identified.

Since RMC material is commingled at the primary processors, and not tracked independently, the estimated conformance level is based on CWTA's understanding of the various processes employed by each primary processor and their downstream processors.

Estimated conformance levels for the phone backs cannot be determined since the volume of material is commingled and not tracked specifically for RMC product.

## 7. Product Sold and Collected and Recovery Rate

### 7.1 Product sold

For the purpose of annual reports, “Product Sold” is the estimated number of all mobile devices attributed to manufacturer members,<sup>15</sup> whether resulting in an end sale to a consumer or not, that are ***distributed*** into BC (to carrier-affiliated retail stores, third-party retailers, corporate retailers and distribution centres) by participating members.

Data collected for CWTA does not track inter-store (nation-wide) transfers, or what happens to unsold products, etc. Estimates are included where actual data is not available.

In 2015, a total of 511,743 devices were reported as having been distributed into BC. This total includes devices sent directly into a province and devices sent to distribution centres:

- 465,393 are estimated to have been directly distributed to locations within the province that were affiliated participating carrier locations. This includes the carrier’s corporate stores, sales directly to a customer (Web and phone), as well as third-party retailers.
- 46,350 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.

### 7.2 Volume of cellular devices collected

#### ***Devices collected by members***

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, as well as devices collected through trade-in or upgrade programs. These devices are collected via return-to-retail and participating third-party locations.

RMC members’ also recover devices that are returned to them for a variety of reasons including buyer’s remorse or damage; this data is captured under the category of “Other Member Initiatives”.

In 2015, participating RMC members collected 119,754 devices:

- 63,990 devices (via RMC) and this data is audited.
- 55,764 devices (via internal initiatives) and this data is not audited.

The volume of cellular devices “collected” is the estimated sum total of all Program Products collected by a permanent collection facility.

Quantification of Product Collected is based on:

- Reports generated by the Processors/Consolidation Centres and potentially Reverse Logistics Centres/Warehouses Collection Facilities during the Reporting Period and include delineation of products by province of origin to the carriers or CWTA directly for some parts of the program.

---

<sup>15</sup> Data provided in this report relates to product distributed by manufacturers that participate in the RMC program as reported by the manufacturer. Data for non-participating manufacturers is not included.



## Recycle My Cell 2015 Annual Report

- These reports are generated from their individual inventory programs for the Reporting Period.
- Consolidated values for each product category are reported by quantity and end fate (whether re-used or recycled) per product type.
- Internal carrier collection programs (e.g., trade-ins, warranty repairs, etc.).

Products Collected from unknown origin are accounted for using either an estimate based on products returned that are of known origin, or attributed to the province in which the Carrier is headquartered. In the instance where amount is estimated the following process is used:

- The amount of material collected from known origins is determined for each province. An aggregate total is also determined for Canada. Based on this information, the percentage of product recovered specifically from BC is determined. For example, if 12 devices were recovered from BC and a total of 100 devices were collected nationally, the percentage coming from BC would equal 12%.
- The amount of material collected from unknown origin (where boxes are received at Processors/Consolidation Centres without a unique identifying number, or those collected via mail-back) are aggregated into a total quantity received. The known percentage (in this case 12%) would then be attributed to the aggregate of unknown origin to determine the estimate of what may have originated from BC.

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, as well as devices collected through Trade-in or Upgrade programs. These devices are collected via return-to-retail and participating third-party locations.

Programs included in this category in 2015 were:

- Bell (includes Virgin Mobile):
  - Bell Blue Box
  - Bell Trade-in Program
- Fido:
  - FidoTRADE
- Rogers:
  - Rogers Recycling Program (Formerly Phones for Food)
  - Rogers Trade Up Program
- TELUS:
  - TELUS Trade-in Program
  - TELUS Return & Recycle Program
- The Source:
  - The Source Trade-up Program

In addition, phones collected through WRW and RMC third-party locations are also accounted for here.

An estimated allocation has been made for each Regional District as data is only collected on a provincial basis.<sup>16</sup>

---

<sup>16</sup> See Appendix I for estimated recovery in Regional Districts.

### ***Devices collected by other programs***

RMC currently participates in a data sharing arrangement with Call2Recycle. In 2015, Call2Recycle collected 31,212 devices.

In addition to Call2Recycle, there are numerous other ventures for which data is not available. There are many not for profit organizations across the country that actively encourage 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 incentive – either directly to consumers or to their collectors – to do so.

### **7.3 Recovery rate**

Reporting on a recovery rate is not applicable per the currently approved product stewardship plan.

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

This section is not applicable to Recycle My Cell.

## **9. Plan Performance**

### **9.1 Targets**

Plan Target	2015 Results	Strategies for Improvement
Increase awareness of cell phone recycling nationally to 80% by 2015	36% nationally; 41% in BC.  BC continues to trend higher than national in terms of cell phone recycling awareness.	CWTA will: <ul style="list-style-type: none"> <li>▪ continue to use the strategies outlined in this Annual Report, including working with BC Stewards on joint initiatives.</li> <li>▪ increase the number of third-party locations in the collection network.</li> <li>▪ outreach to municipalities and RDs.</li> </ul>
100% customer satisfaction with the Recycle My Cell program (nationally)	95%* of those who recycled their device reported being satisfied with the experience.  *awarding a score of 5 (as the minimum) out of 7.	CWTA will continue: <ul style="list-style-type: none"> <li>▪ to identify multiple methods by which a consumer may recycle their device (drop-off locations and mail-back).</li> <li>▪ to incorporate additional mechanisms (i.e. depot) into its collection network.</li> <li>▪ to work with its members and participating organizations to ensure that identified issues are addressed.</li> </ul>

The performance indicators and targets noted above are not included in the audit.

## 9.2 Consumer Awareness

### ***Annual Recycling Study 2015: Understanding Cell Phone Recycling Behaviours***

CWTA has been commissioning an Annual National Cell Phone Recycling Study since 2009. The purpose of this market research survey is to gauge behaviours, attitudes, and public awareness related to cell phone recycling and old mobile devices.

This year, CWTA has revised the Study's methodology to better reflect social and technological changes in the Canadian research environment. Whereas previous versions of the survey were administered solely via live telephone interviews, the 2015 Recycling Study was administered by means of a dual mode (telephone and online) format by Nanos Research. One half of the interviews were conducted by a live interviewer via telephone (both landline and cell phone sample), while the other half was conducted via an online probability-based online panel, for which respondents were recruited by landline and cell phone sample. It is important to note that CWTA's Recycling Study continues to use a probability-based sample. As well, the sample size remains large, at 3,000 respondents nationally, and 300 in BC.<sup>17</sup>

CWTA has also taken a new approach to analysis and reporting of the survey data. Because cell phones are different than other forms of recyclables and e-waste, the analysis will focus on current consumer behaviours specific to cell phone diversion.

### ***Consumer Diversion from Landfill***

According to the Cell Phone Recycling Study, very few BC consumers reported throwing their previous wireless device in the garbage (3%). The Study shows that 90% of consumers diverted their last device from landfills.

The concept of Consumer Diversion from Landfill (CDL) explains consumer behaviours related to end-of-life management of cell phones. In this instance, end-of-life simply refers to a consumer no longer actively using the device in question for its intended use. CDL encompasses many different self-reported consumer behaviours, including "recycling" as consumers traditionally define it.

Cell phones are a "high-involvement" purchase, as they are usually not purchased on impulse. Consumers are very engaged in their purchasing decision, and consider features, cost, and their personal needs, in addition to consumer trends. Cell phones are as much a personal statement about a consumer's life as they are a usable product, which makes them considerably different than most consumer products, and vastly different than a consumable.

Moreover, unlike routine recyclables, cell phones have an extensive post-purchase life. Cell phones are a multi-purpose electronic device. They are used for: calls, text messaging, photography, gaming, social media, Internet browsing, and so on. They become a valued and necessary part of a consumer's everyday life.

It should come as no surprise that after a consumer purchases a new device, they are once again faced with a "high-involvement" decision: what should they do with their old device?

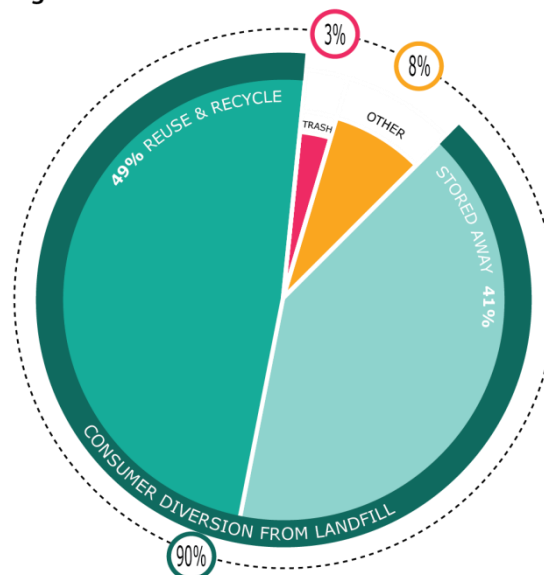
---

<sup>17</sup> See Appendix J for additional details concerning the 2015 Study methodology.

As illustrated in Figure 1,<sup>18</sup> Consumer Diversion from Landfill can be separated into two main categories, detailed below:

- Storage:**  
 In BC, 41% of survey respondents reported storing their last device. Cell phones are a high value (monetary and/or sentimental) and high utility item. For many consumers, an old device can be difficult to part with, despite no longer being used. In fact, the very thing that helps keep cell phones out of landfills also makes them more difficult to collect for recycling, and they often end up in junk drawers. Storing phones is a common behaviour. Looking beyond their most recent device, many still hold on to cell phones that were deactivated several years ago. When asked if they had any cell phones in storage, 50% of BC respondents reported that they did. On average, they reported storing 2 devices.

Figure 1: Consumer Diversion from Landfill



- Reuse and Recycle:**  
 Nearly half (49%) of respondents chose forms of reuse or recycling for their previous device. Top methods included: giving away the device (18%); recycling, as a deliberate choice (14%); return or trade-in to carrier (9%); and return to retailer (3%).

The term “recycling” is complicated and often misunderstood. General perception surrounding recycling is that it is limited to consumables, and limited to reuse activities undertaken by a third-party. For example, beverage containers and packaging are collected via blue boxes and recycled into other materials, and computers can be dropped off at a charity for reuse. Cell phones, however, are not considered to be recycled; they are sold or traded-in, and even when used for a new purpose by the consumer or given to someone else, are not considered to be reused. Many consumers participate in reuse and recycling activities without being consciously aware of this behaviour.

### Consumer Perception

Awareness doesn’t equal preferred behaviour, much as lack of awareness does not equal negative behaviour. To understand what a consumer does with an unused device, it is important to consider the full picture:

- Support:**  
 97% of BC respondents support or somewhat support cell phone recycling (87%, and 10%, respectively).

<sup>18</sup> Chart may not add up to 100 due to rounding.

- *Awareness and behaviour:*

When asked if they were aware of recycling programs for unused cell phones, 41% of respondents reported being aware, while 6% reported being unsure. When asked if they could recall a recycling program in their area: 32% reported a recycling depot, 16% named a cell phone company; 14% identified retail stores; and 9% recalled a municipal government program.<sup>19</sup> Many (25%) who are aware that programs exist had difficulty recalling a program by name.<sup>20</sup> When asked if they had heard of the Recycle My Cell program specifically, 11% reported they had.

As illustrated above, measuring awareness is a tricky task, as not all respondents have the same understanding of what constitutes “recycling”.

Cell phone “recycling” is not an everyday occurrence, as other recycling is, so it does not form a habit in the day-to-day life of a consumer. For this reason, focusing on the level of awareness is not necessarily relevant, as having this knowledge today does not predict behaviour that may occur weeks, months, or years later.

Further analysis of the study shows that there is often a level of awareness of “recycling” programs amongst Canadians who diverted their phone from landfill using other methods:<sup>21</sup>

Percent Aware: Recycling programs	Consumer Behaviour: Last device
24%	Gave away
51%	Sold device
26%	Stored away
53%	Gave to charity
31%	Returned/traded in to carrier
28%	Returned to store or retailer

This tells us that while many consumers are aware of “recycling” programs, they are choosing other CDL activities. This is also the case for those that reported throwing away their device; 16% were aware of recycling programs.

Just as a person can be aware of recycling but choose not to participate, a person can also recycle, without being aware that they are doing so.

For example, two-thirds (66%) of Canadians who returned or traded in their phone to their carrier reported that they were unaware of a cell phone recycling program in their area. However, unknowingly, they were actually participating in a recycling program by returning their device to their carrier.

Evidently, there is a consumer perception gap as to what constitutes recycling. Consumers don’t necessarily recognize certain behaviours as recycling, especially when they aren’t specifically identified as such. Because consumers don’t necessarily see how these activities fit their definition of recycling, they don’t see cell phones as part of the traditional recycling equation.

<sup>19</sup> Respondents could name more than one option.

<sup>20</sup> Includes those who were “aware” and those who were “unsure”.

<sup>21</sup> National numbers. Not available at the provincial level.

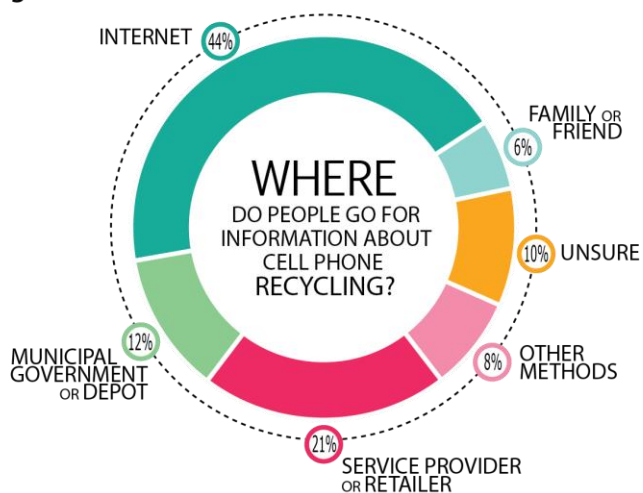
### Information Search

The important factor in gauging awareness is understanding where to find the information when it is necessary. In order to better understand consumer behaviour, respondents were also asked where they would look for information if they were to consider recycling their cell phone.

As illustrated in Figure 2,<sup>22</sup> 44% of BC respondents would search the Internet, while 21% would refer to their cellular service provider or an electronics retailer. Other top choices included municipal government or depot (12%) and asking a family member or friend (6%).

As noted in Section 3, RMC utilizes both Google and Facebook ads, as well as stakeholder relationships and outreach, to facilitate the information gathering processes that a consumer will undergo when they are ready to recycle their device.

**Figure 2: Information Search**



## 10. Conclusion

CWTA and its members remain committed to the RMC program and its growth within the province.

RMC members continue to make enhancements to their programs in order to increase usage amongst consumers and to minimize the impact of their product at the end-of-life.

CWTA believes that working together – with BC Ministry of Environment, BC residents and other stakeholders – will ensure continued success.

<sup>22</sup> Chart may not add up to 100 due to rounding.

## Appendix A

### Program Specifics for Member Initiatives

Program	Locations	Devices Accepted	Consumer Incentive
Bell: Blue Box	Accepted at any Bell Aliant or Bell store, The Source locations, Virgin Mobile stores and participating dealer locations.  Mail-back label available on Web site.	All mobile devices as defined by this program from any manufacturer or carrier.  Generally \$0-value devices.	Net proceeds from the program to support Canadian Mental Health Association.
Bell: Bell Trade-in Program	Accepted at any Bell Aliant or Bell store, Virgin Mobile stores and participating dealer locations.	All mobile devices as defined by this program from any manufacturer or carrier.	Trade-in value to customer.
Fido: FidoTRADE	Accepted at all participating locations.	All mobile devices as defined by this program from any manufacturer or carrier.	Trade-in value to customer.
Koodo: Trade-In Program	Accepted at all participating locations.	All mobile devices as defined by this program from any manufacturer or carrier.	Trade-in value to customer.
Rogers Recycling Program	Accepted at all participating locations.	All mobile devices as defined by this program from any manufacturer or carrier.  Generally \$0-value devices.	
Rogers: Trade Up Program	Accepted at all participating locations.	All mobile devices as defined by this program from any manufacturer or carrier.	Trade-in value to customer.
TELUS: Return and Recycle Program	Accepted at any TELUS Mobility store or participating dealer location.	All mobile devices as defined by this program from any manufacturer or carrier.  Generally \$0-value devices.	A tree is planted for each device that is recovered.
TELUS: Trade-in Program	Accepted at any TELUS Mobility store or participating dealer location.	All mobile devices as defined by this program from any manufacturer or carrier.	Trade-in value to customer.  For \$0-value models, through Tree Canada, a tree is planted for every device collected.
The Source: The Source Trade-up Program	Accepted at all participating locations.	All mobile devices as defined by this program from any manufacturer or carrier.	Trade-in value to customer.

## Recycle My Cell 2015 Annual Report


Program	Locations	Devices Accepted	Consumer Incentive
Virgin Mobile: Recycle Me	Accepted at all participating locations, or via mail-in.	All mobile devices as defined by this program from any manufacturer or carrier.  Generally \$0-value devices.	Net proceeds from the program to support Canadian Mental Health Association.
Virgin Mobile: Trade-in Program	Accepted at all participating locations.	All mobile devices as defined by this program from any manufacturer or carrier.	Trade-in value to customer.




## Appendix B

### Consumer Engagement

#### Waste Reduction Week

**Recycle My Cell** via **Waste Reduction Week in Canada**  
13 October 2015 · 🌐

Are you ready for the Challenge? Sign up today - all the info you need is at [WRWCanada.com](http://WRWCanada.com)!



**environmental projects!**

We're taking part in the Recycle My Cell Student Challenge.

To help us win, just drop off your old cell phones, smartphones and accessories. It doesn't matter how old they are, or what condition they are in - just bring them to us!

Recycle My Cell is a proud supporter of Waste Reduction Week in Canada. Challenge details and registration, lesson plans, fun activities and other school-friendly Waste Reduction Week in Canada initiatives are available at [www.canada.com](http://www.canada.com).


**Recycle My Cell | Waste Reduction Week-La Semaine De Réduction Des Déchets**


Recycle My Cell, Canada's national cell phone recycling program, supports Waste Reduction Week in Canada by making sure that all old and out-of-use cell...

[WRWCANADA.COM](http://WRWCANADA.COM)

199 people reached [Boost post](#)


👍 Like    💬 Comment    ➦ Share    ⚙️

**Caitlin O'Neill**



Press Enter to post.

---

**Recycle My Cell**  
1 October 2015 · 🌐

The Recycle My Cell Student Challenge is Back for the Sixth Year! Register now for your school's chance to win \$500 in the annual Waste Reduction Week in Canada contest [#wastereductionweek](#)

<http://www.newswire.ca/.../the-recycle-my-cell-student-challe...>

**The Recycle My Cell Student Challenge is Back for the Sixth Year! -- OTTAWA, Oct. 1, 2015**

OTTAWA, Oct. 1, 2015- The Recycle My Cell Student Challenge is Back for the Sixth Year!

[NEWswire.ca](http://NEWswire.ca)

99 people reached [Boost post](#)

👍 Like    💬 Comment    ➦ Share    ⚙️

## Recycle My Cell 2015 Annual Report

### RMC Social Media – Sample Tweets and Facebook Posts



Get Smart and #recycle your old cell phone! Visit [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca) to find the location nearest to you!



Like Comment

MMSB, Manitou Beach, Saskatchewan, SARCAN Recycling and 6 others like this.

2 shares



The 1st commercial cell phone went on sale in Canada in 1985. Weight: About 2.5 lbs. Cost: Close to \$4000. #ThrowbackThursday #TechHistory

RETWEETS 2 LIKE 1

8:31 am - 18 Jun 2015

Like Retweet Heart



In preparation for the new #StarWars movie, here are some wise words from Yoda



LIKE 1

5:48 am - 15 Dec 2015

Like Retweet Heart



Cell Phone Recycling is an Easy Call for Earth Day  
<http://cnw.ca/vqYuy>

Like Comment



Are you making any New Year's resolutions? Here's an easy one: take a few minutes to clean out your junk drawers and drop off old cell phones for recycling the responsible way. Visit <http://www.recyclemycell.ca/drop-off-locations/> to find a drop-off location near you.



Drop-off Locations | Recycle My Cell

Drop-off Locations Enter an address or postal code and click the find locations button. Address / Postal Code City Within Can't get to one of our drop-off...

[RECYCLEMYCELL.CA](http://RECYCLEMYCELL.CA)

Like Comment Share



Need a last minute #Halloween #costume idea? Recycle My Cell's got you covered.  
[recyclemycell.ca](http://recyclemycell.ca)



RETWEET 1 LIKE 1

5:00 am - 29 Oct 2015

## Paid Advertising

### Facebook Ad

Sponsored 

[Create an Ad](#)

#### Recycle My Cell / Recycle mon cell



Recycle My Cell is  
Canada's national  
recycling program for  
mobile devices and  
accessories  
[www.recyclemycell.ca](http://www.recyclemycell.ca)

You like Recycle My Cell / Recycle mon cell.

### Google Ad

About 297,000 results (0.72 seconds)

#### Recycle Your Cell - [recyclemycell.ca](http://recyclemycell.ca)

**Ad** [www.recyclemycell.ca/](http://www.recyclemycell.ca/) ▼ +1 888-797-1740

Recycle My Cell - Canada's National free mobile phone recycling program

Any brand accepted · Any condition accepted

[Drop-off Locations](#)

[Delete Your Information](#)

[Contact Us](#)

[FAQs](#)

## Appendix C

### Stakeholder Engagement

**Outreach - Promotional Materials** (Digital Poster and template of news bulletin offered to RMC Branded locations)



[INSERT Town/Organization name] now part of the Recycle My Cell program

Most of us have owned on average three or four cell phones prior to our current one. That means that a lot of us likely have a slew of old devices that are either getting hidden away in junk drawers or disposed of incorrectly.



The [INSERT Town/Community/Org name] has joined Recycle My Cell, Canada's free cell phone recycling program, making it easy to dispose of your old devices responsibly. A drop off box is located at [INSERT location], where old wireless devices and their accessories will be accepted, regardless of brand or condition. After your device is received, it is sent to a processor where it can be refurbished or broken down and recycled.

"Thinking green doesn't need to be complicated, and keeping old cell phones out of our landfills couldn't be easier," says Bernard Lord, president & CEO of the Canadian Wireless Telecommunications Association. "I encourage all Canadians to take a few moments to reflect on some of the simple things they can do to help protect the environment for future generations."

Help [INSERT Town/City/Community] go green by dropping off your old cell phones! Accepted items include: cell phones, smartphones, wireless PDAs and pagers (as well as their batteries and accessories). For more information on the program, visit [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca).

## Recycle My Cell 2015 Annual Report

### Local Government – Third-party Web sites

#### City of Richmond

The screenshot shows the City of Richmond website. The header includes the Richmond logo and a search bar. A navigation menu lists various city services. The main content area features a section for 'Cellular/Mobile Phones' with the following text:

All cellular/mobile phone stores accepts used cellular/mobile phones for refurbishing or recycling.

To erase information from your device, including text messages, contacts and personal files, use Cell Phone Data Erasers available for free online.

Visit [RecycleMyCell](#) or call 1-888-797-1740 for a list of collection sites. Pre-paid mail-back label to return cellular phone through Canada Post is available through [RecycleMyCell website](#).

Mobile phones are also accepted by all [Call2Recycle](#) locations (see Batteries & Mobile Phones above).

Below this text is a table for 'Computers' with the following information:

Computers <sup>SP DB</sup>	Best Buy	5300 No. 3 Road Unit	604-273-7335

#### City of North Vancouver

The screenshot shows the City of North Vancouver website. The header includes a 'What Goes Where' section and a 'Need help?' link. The main content area features a section for 'Cell Phones' with the following text:

There is no curbside collection for this item.

**Call2Recycle**

Drop off this item for recycling.

This material is accepted as part of the Rechargeable Battery Recycling Corporation program. Visit [www.rbcc.ca](http://www.rbcc.ca) for more information, including drop-off locations. Call before you drive!

**Recycle My Cell**

Drop off this item for recycling.

This material is accepted as part of the Recycle My Cell program. Visit [www.recyclemycell.ca](http://www.recyclemycell.ca) for more information, including drop-off locations. Call before you drive!

**BC Recycling Hotline**

If you want information regarding about recycling or disposal options, please contact the BC Recycling Hotline at 604.732.9253 or visit [rbcc.bc.ca](http://rbcc.bc.ca).

**Special Instructions**

## Recycle My Cell 2015 Annual Report

### City of Chilliwack

DISCOVER CHILLIWACK


PARKS, RECREATION & CULTURE

SERVICES

PUBLIC SAFETY

CITY HALL

BUSINESS RESOURCES



[Home](#) [Contact Us](#) [f](#) [t](#) [in](#) [v](#)

RECYCLING OR DISPOSAL  
OPTIONS: A TO M

Waste Disposal and Recycling  
Options

Recycling or disposal options: A  
to M »

Recycling or disposal options: N  
to Z

## Recycling or disposal options: A to M

Materials (A to M)	Contact	Charge*
Cell Phones	<p><b>TELUS</b> Bring any mobile phone in to your local TELUS store for recycling, and TELUS will plant a tree in partnership with <a href="#">Tree Canada</a>.</p> <p><b>CanTalk Wireless Solutions</b> #11 - 45905 Yale Road, Chilliwack (604) 703-0200</p> <p><b>Future Shop</b> #101-45585 Luckakuck Way</p> <p><b>London Drugs #41</b> Cottonwood Mall #21 - 45585 Luckakuck Way, Chilliwack (604) 858-9347</p> <p><b>Sardis Bottle Depot</b> 45635B Lark Rd., Chilliwack (604) 858-9477</p> <p><b>Recycle My Cell Website</b> Search here to find a nearby location that takes cells: <a href="http://www.recyclemycell.ca">www.recyclemycell.ca</a></p> <p><b>Phones For Food - drop off location:</b> <b>Rogers Wireless</b> Cottonwood Mall 444885 Luckakuck Way, Chilliwack</p>	FREE



City of Campbell River

## Campbell River Recycles

COMMUNITY RECYCLING DIRECTORY



PRODUCTS   FACILITIES   RESOURCES

### Cell Phones

**Did You Know?**

Recycle My Cell ([recyclemycell.ca](http://recyclemycell.ca)) is a national industry initiative led by the Canadian Wireless Telecommunications Association (CWTA) along with its members to raise awareness about mobile device recycling.

Fact: 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

- A** London Drugs - Green Deal Recycling Program  
1400 Dogwood Street
- B** North Island Communications  
1690 Island Highway
- C** Quinsam Radio Communications  
1437B 16th Avenue
- D** Staples  
1440 Island Highway
- E** The Source  
1334 Island Highway
- F** Zellers  
1324 Island Highway



## Recycle My Cell 2015 Annual Report

### City of Nanaimo

Share
April 14
9 ° C
BLOG
WHAT'S NEW
DIRECTORY
SITEMAP

RESIDENTS
BUSINESS
VISITORS
CITY HALL
DEPARTMENTS
I WANT TO...

Nanaimo - Quality city services through innovation

Google Custom Search
Search

Departments

- Building Inspection
- Business Licencing
- Bylaw Services
- Central Island 9-1-1 Partnership
- Chief Administrative Officer
- Community Planning
- Culture and Heritage
- Economic Development
- Engineering/Public Works
  - Coal Mine Information
  - Colliery Dams Information
  - Contact Us
  - Current Construction Projects
  - Design and Survey
  - Engineering Projects
  - Fleet Operations
  - Garbage and Recycling
    - Automatic Curbside Pickup
    - Collection Services
    - Garbage Calendars
    - Green Bin Program
    - Keep Nanaimo Clean
    - Links
    - News
    - Publications and Forms
    - Recycling Drop-Off Services
    - Recycling/Disposal Alternatives

Home
>
Departments
>
Engineering/Public Works
>
Garbage and Recycling
>
Recycling/Disposal Alternatives

## Recycling/Disposal Alternatives

### Reuse Rendezvous

Over one weekend each spring, the City promotes an event known as "Reuse Rendezvous". This annual event promotes reuse through a weekend long curbside swap meet (your Reuse Rendezvous Days are shown on your Add-A-Day Garbage Collection and Recycling Schedule) for residents to put out items that may be useful to others and that they no longer want or can use.

### Programs Covering Product Stewardship Materials

BC Product Stewardship Programs now include more small appliances, electrical products and electronic toys (see materials highlighted in *italic* type). Product Stewardship materials are not accepted in the City of Nanaimo Curbside Collection Service. The Nanaimo Recycling Exchange accepts most Product Stewardship materials. Check the Recycling Directory at <http://www.rdn.bc.ca/> to find other locations supported by each stewardship program. For more information on these important programs, visit <http://www.bcstewards.com/>.

Stewardship Program Name	Products Covered
• AlarmRecycle	Used or expired smoke alarms, carbon monoxide (CO) alarms and combination smoke & CO alarms.
• BC Used Oil	Antifreeze, lubricating oil, oil filters and oil containers.
• Product Care	• Motor maintenance equipment: maintenance products and gasoline.
• Recycle My Cell	Cell phones, smart phones, wireless PDAs, batteries and pagers.

Font size:
A
A
A

Screen version | Mobile

Related Links


Photo Album

Send us your picture



## Recycle My Cell 2015 Annual Report

### City of Surrey



CareersMedia RoomMapsOpen Data

searchsearch

CITY SERVICESBUSINESS & ECONOMIC DEVELOPMENTCULTURE & RECREATIONCITY GOVERNMENTCOMMUNITY

HOME > CITY SERVICES > WASTE COLLECTION SERVICES > ALTERNATIVE DISPOSAL & RECYCLING

## Alternative Disposal & Recycling

Surrey's Waste Wizard | Put Waste In Its Place!

A quick toolbar search is all it takes to discover where your waste belongs. Help us divert items from the landfill by putting waste in its place!

Waste WizardNeed help?

/ Cell phones

### RCBC


This item must be dropped off for recycling or safe disposal. Please visit [RCBC](#) for local disposal locations.

Back

List of MaterialsRCBCollect


Powered by

Share:EmailFacebookTwitterGoogle+Google playApp Store



[Collection Calendars and Waste Diversion Guides](#)

Use your Surrey address to find your waste collection schedule.



[Report a Problem or Submit a Request](#)

Report streetlight outages, waste collection issues, make a noise complaint or request road maintenance.

#### City Services Menu

- ANIMAL SERVICES
- BUILDING & CONSTRUCTION
- BY-LAW & LICENSING FORMS
- CEMETERY SERVICES
- ENGINEERING CUSTOMER SERVICES
- ENGINEERING INFRASTRUCTURE
- FIRE, POLICE & EMERGENCY SERVICES
- LAND DEVELOPMENT
- ONLINE SERVICES
- PARKING
- PROPERTY & PAYMENT SERVICES
- SURREY LIBRARIES
- TRANSPORTATION
- UTILITIES
- WASTE COLLECTION SERVICES
- THE CARTS
- COLLECTION CALENDARS AND WASTE DIVERSION GUIDES
- RECYCLING
- ORGANICS
- GARBAGE
- ALTERNATIVE DISPOSAL & RECYCLING
  - TAKE-BACK PROGRAMS
  - HOUSEHOLD HAZARDOUS WASTE
  - SURREY TRANSFER STATION

#### Extended Producer Responsibility (EPR) Programs

Provincial EPR programs divert many environmentally-hazardous products from landfills. For more information, refer to the [Recycling Council of BC's website](#) or call the hotline at 604-732-9253.

Refer to our [Take-Back Programs](#) webpage for a list of EPR Accepted Items.

#### Cell phone and accessories

Recycle your old cell and its accessories at one of [Recycle My Cell's drop-off locations](#), instead of throwing it in a drawer or into the trash.

Recycled cell phones and accessories become new mobile devices and a variety of other items.

Cowichan Valley Regional District



HOME | MEDIA | CONTACT US

ABOUT | START HERE | TALK IT UP | ZERO TV | TIPS AND TOOLS



**Cowichan Recyclopedia**  
The A to Z of Zero Waste

**ZEROWASTE CHALLENGE**  
NOTHING IS BETTER.

What would you like to recycle?

Home » Tips and tools

**Cell Phones**




Over 70% of Canadians either own a cell phone or plan to buy one in the future. With an average life span of only two years and a current recycling of only 12%, far too many cell phones are ending up in landfills.

[Reduce](#) | [Reuse](#) | [Recycle](#)

**How do I go green?**

**Reduce:**

Resist the urge to upgrade to the latest model and make do with what you have for at least another season. When selecting a new phone, do some research and choose a robust model that will withstand a few years of use. Better yet, choose a green model! Charge your phone only when the battery is low and turn it off when not in use.

**Reuse:**

Give your old phone to a friend or family member, offer it online through Craigslist or Freecycle, or donate it to a charitable organization.

**Recycle:**

The Canadian Wireless Telecommunications Association (CWTA) coordinates a nationwide mobile phone recycling and refurbishment program. Most cell phone retailers will accept your old phone and charger back for recycling. If you do not want to take it into a store, a prepaid shipping label is available through [www.recyclemycell.ca](http://www.recyclemycell.ca) so that you can parcel up your unwanted phone and drop it in the mail. It doesn't get any easier than that!

Call2Recycle is a Product Stewardship Program for cell phones and batteries. Go to [www.call2recycle.org](http://www.call2recycle.org) for a complete list of free drop-off locations.

**The Environmental Story:**

Obsolete and unwanted cell phones contribute to the 20-50 million tonnes of e-waste that is disposed of annually worldwide. E-waste puts heavy metals and chemicals such as lead, mercury and arsenic into landfills, which can contaminate soil and groundwater. Ninety-six percent of cell phones are recyclable, and many manufacturers, in addition to existing recycling and refurbishment programs, are developing green models which are made of sustainable substances and use less energy.

**Facilities**

[Bell Canada's Recycle, Reuse, and Redial Program](#)

[Cowichan Sound and Cellular \(Cowichan Commons\)](#)  
112-2951 Green Road  
Duncan, BC V9L 6C7  
(250) 715-1599

[Cowichan Sound and Cellular \(Duncan\)](#)  
A-951 Canada Avenue  
Duncan, BC V9L 1V2  
(250) 748-4847

[CVRD Bings Creek Recycling Centre](#)  
Bings Creek Recycling Centre  
3900 Drinkwater Road, (at Highway #18)  
Duncan, BC V9L 8P2

## Recycle My Cell 2015 Annual Report

### Squamish-Lillooet Regional District

The screenshot shows the Squamish-Lillooet Regional District website. The header includes the logo, navigation links (CONTACT, TRANSLATE), a search bar, and a menu with links to About Us, Inside the SLRD, Services, Planning & Building, and Recreation & Culture. The left sidebar lists various services, with 'BC Product Stewardship' highlighted under the 'Recycling' section. The main content area is titled 'BC Product Stewardship' and includes a description of the Recycling Council of British Columbia (RCBC), a list of steps to use the RCBC Recyclepedia, and a list of Product Stewardship Programs. The footer shows the breadcrumb trail: Services > Recycling, Composting & Waste to Landfill > Recycling > BC Product Stewardship.

**Squamish-Lillooet Regional District**

CONTACT | TRANSLATE | I Want To... | Search

About Us | Inside the SLRD | Services | Planning & Building | Recreation & Culture

**Services**

- Bylaw Enforcement
- Economic Development
- Emergency Management
- Financial Services
- Public Safety & Health
- Public Transit
- Recycling, Composting & Waste to Landfill**
- Facilities & Programs
- Recycling**
- BC Product Stewardship**
- Composting
- Illegal Dumping & Burning
- Solid Waste Management Plan
- Love Food, Hate Waste
- Special Events
- Water & Sewer Systems
- Other Services

## BC Product Stewardship

The Recycling Council of British Columbia (RCBC) provides a helpful, easy resource for finding recycling and composting facilities that are close to you. All you need to do is:

- > Visit the RCBC Recyclepedia
- > Choose the item in menu that you wish to recycle (e.g. batteries);
- > Specify what type of item you would like to recycle in the second menu (e.g. automotive batteries);
- > Select where you live or the closest population centre to you in the third menu (e.g. Gold Bridge)

### Product Stewardship Programs

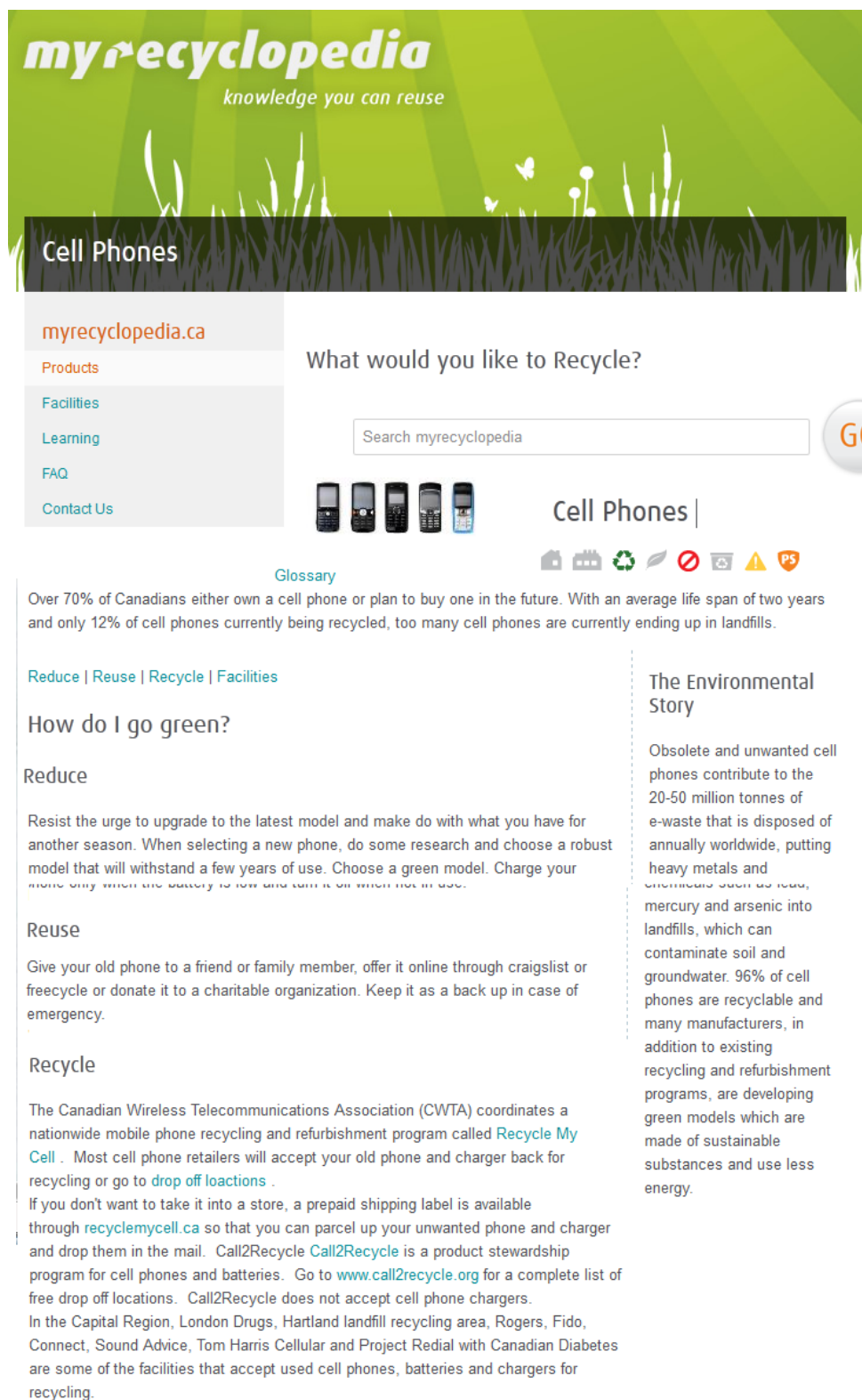
Also known as Extended Producer Responsibility (EPR), product stewardship in British Columbia is the principle that producers are responsible for the entire life cycle of their product, from the extraction of the materials needed to manufacture the product, all the way through to the product's collection and recycling. EPR also means that not only producers, but those that design, sell, or use a product are also an important part of reducing its environmental impact.

There are a number of stewardship organizations working in British Columbia that are appointed by the provincial government to manage recycling programs across the province, and the number continues to increase each year.

- > Encorp Canada Return-It Centres: beverage containers, milk containers, electronics
- > Product Care: lighting products, paint, pesticides & flammable liquids, smoke & CO alarms, major appliances, small appliances, power tools, outdoor power equipment
- > Tire Stewardship BC: tires
- > Alarm Recycle: smoke & CO alarms
- > BC Used Oil Management Association: antifreeze, lubricating oil, oil filters and oil containers
- > Brewers Association of Canada
- > Canadian Battery Association: consumer and industrial lead-acid batteries
- > Call 2 Recycle: batteries and cell phones
- > Electronic Products Recycling Association: electronic waste
- > ElectroRecycle: small appliances
- > LightRecycle: lighting products
- > Post-Consumer Pharmaceutical Stewardship Association: leftover medicines
- > Outdoor Power Equipment Institute of Canada: electrical outdoor power equipment
- > Recycle My Cell: cellular phones
- > Switch the 'Stat: thermostats
- > The TELUS Return and Recycle Program: mobile handsets and accessories

Services > Recycling, Composting & Waste to Landfill > Recycling > BC Product Stewardship

## Capital Regional District “My Recyclopedia” Web site



**myrecyclopedia**  
knowledge you can reuse

**Cell Phones**

[myrecyclopedia.ca](http://myrecyclopedia.ca)

Products  
Facilities  
Learning  
FAQ  
Contact Us

What would you like to Recycle?

Search myrecyclopedia

Cell Phones |

Glossary

Over 70% of Canadians either own a cell phone or plan to buy one in the future. With an average life span of two years and only 12% of cell phones currently being recycled, too many cell phones are currently ending up in landfills.

[Reduce](#) | [Reuse](#) | [Recycle](#) | [Facilities](#)

### How do I go green?

#### Reduce

Resist the urge to upgrade to the latest model and make do with what you have for another season. When selecting a new phone, do some research and choose a robust model that will withstand a few years of use. Choose a green model. Charge your phone only when the battery is low and turn it off when not in use.

#### Reuse

Give your old phone to a friend or family member, offer it online through craigslist or freecycle or donate it to a charitable organization. Keep it as a back up in case of emergency.

#### Recycle

The Canadian Wireless Telecommunications Association (CWTA) coordinates a nationwide mobile phone recycling and refurbishment program called [Recycle My Cell](#). Most cell phone retailers will accept your old phone and charger back for recycling or go to [drop off locations](#).

If you don't want to take it into a store, a prepaid shipping label is available through [recyclemycell.ca](http://recyclemycell.ca) so that you can parcel up your unwanted phone and charger and drop them in the mail. Call2Recycle [Call2Recycle](#) is a product stewardship program for cell phones and batteries. Go to [www.call2recycle.org](http://www.call2recycle.org) for a complete list of free drop off locations. Call2Recycle does not accept cell phone chargers.


In the Capital Region, London Drugs, Hartland landfill recycling area, Rogers, Fido, Connect, Sound Advice, Tom Harris Cellular and Project Redial with Canadian Diabetes are some of the facilities that accept used cell phones, batteries and chargers for recycling.

### The Environmental Story

Obsolete and unwanted cell phones contribute to the 20-50 million tonnes of e-waste that is disposed of annually worldwide, putting heavy metals and chemicals such as lead, mercury and arsenic into landfills, which can contaminate soil and groundwater. 96% of cell phones are recyclable and many manufacturers, in addition to existing recycling and refurbishment programs, are developing green models which are made of sustainable substances and use less energy.




## BC Recycles (Stewardship Agencies of British Columbia Web site)




[Member Login](#)

[HOME](#)
[ABOUT STEWARDSHIP](#)
[RESOURCES](#)
[CONTACT US](#)

**TAKE CHARGE !**



Recycle all your batteries and electronic devices.



### We're all in this together.

BC Recycles is made up of a whole bunch of product stewardship organizations. Among us, we represent all the bits and bobs that most people aren't quite sure what to do with or how to recycle. Our job, and the job of this site, is to make recycling easier for everyone. We hope you find all the info you need, and feel positive about doing your part to take care of this lovely little planet we call home.

**Recyclepedia Mobile App**

Available on the App Store

GET IT ON Google play


**Recycling Hotline**


LOWER MAINLAND  
604-RECYCLE  
(732-9253)

BRITISH COLUMBIA  
1-800-667-4321  
hotline@bcrecycles.ca

**British Columbia's Recycling Handbook**

A guide to what can be recycled under BC's Stewardship Programs.






#### ABOUT THE STEWARDS

Stewardship agencies are non-profit organizations formed by BC's producers and brandowners as part of their compliance under the BC Recycling Regulation. These agencies collect and divert end-of-life consumer products and packaging from disposal.

Copyright © 2015 BC Recycles  
[Privacy Policy](#) | [Site Map](#)








[HOME](#)
[ABOUT STEWARDSHIP](#)
[RESOURCES](#)
[CONTACT US](#)


## Who We Are

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.


By diverting recyclable materials from the landfill, we can reduce the need to develop new landfill sites. The diverted materials can be reused and we can save the energy needed to produce new products from raw materials.

BC product stewards have committed to recycling their products safely and responsibly. By returning your products to the appropriate collection sites, you can guarantee a safe and responsible recycling process.


STEWARD	WHAT THEY RECYCLE	MORE INFO
	<b>ALARMS</b> <a href="http://www.regeneration.ca">www.regeneration.ca</a> Smoke alarms, Carbon monoxide (CO) alarms, Combination smoke & CO alarms.	<a href="#">▶ Annual Report</a>
	<b>BATTERIES</b> <a href="http://www.call2recycle.ca">www.call2recycle.ca</a> Consumer batteries weighing less than 5 kilograms.	<a href="#">▶ Plans</a> <a href="#">▶ Annual Report</a> <a href="#">▶ AR to the Director</a>
	<b>BEER CONTAINERS</b> <a href="http://www.envirobeerbc.com">www.envirobeerbc.com</a> Refillable glass beer, cider & cooler bottles and metal beverage alcohol cans.	<a href="#">▶ Plans</a> <a href="#">▶ Annual Report</a>
	<b>BEVERAGE CONTAINERS</b> <a href="http://www.return-it.ca">www.return-it.ca</a> Used beverage containers such as aluminum cans, plastic & glass bottles, other metal cans, drink boxes and cartons. Alcohol containers such as wines, spirits, liqueurs and non-refillable beer, cider and cooler bottles.	<a href="#">▶ Plans</a> <a href="#">▶ Annual Report</a>
	<b>CELL PHONES</b> <a href="http://www.recyclemycell.ca">www.recyclemycell.ca</a> Cell phones and their batteries. All types of cell phones are accepted regardless of size, make, model or age.	<a href="#">▶ Plans</a> <a href="#">▶ Annual Report</a>




**Recyclepedia Mobile App**  
Available on the App Store  
GET IT ON Google play



**Recycling Hotline**  
 LOWER MAINLAND  
 604-RECYCLE (732-9253)  
 BRITISH COLUMBIA  
 1-800-667-4321  
[hotline@bcrecycles.ca](mailto:hotline@bcrecycles.ca)



**British Columbia's Recycling Handbook**  
 A guide to what can be recycled under BC's Stewardship Programs.



## BC Stewards Handbook

What can I recycle?		Where can I return it?			URL
PAGE		TAKE BACK TO DEPOT	RETURN TO RETAILER	COLLECTION EVENTS, CURBSIDE/RDO*	
6	Beverage containers	✓	✓	✓	<a href="http://return-it.ca">return-it.ca</a>
7	Beer containers	✓	✓	✓	<a href="http://envirobeerbc.com">envirobeerbc.com</a>
8	Electronics	✓	✓	✓	<a href="http://return-it.ca/electronics">return-it.ca/electronics</a>
9	Cell phones		✓		<a href="http://recyclemycell.ca">recyclemycell.ca</a>
10	Small appliances + power tools	✓		✓	<a href="http://electrorecycle.ca">electrorecycle.ca</a>
11	Outdoor power equipment	✓	✓		<a href="http://opeic.ca">opeic.ca</a>
12	Lighting products	✓	✓		<a href="http://lightrecycle.ca">lightrecycle.ca</a>
13	Household batteries	✓	✓	✓	<a href="http://call2recycle.ca">call2recycle.ca</a>
14	Lead-acid batteries		✓		<a href="http://recyclemybattery.ca">recyclemybattery.ca</a>
15	Paints, flammables + alarms	✓	✓		<a href="http://regeneration.ca">regeneration.ca</a>
16	Used oil + antifreeze	✓	✓	✓	<a href="http://usedoilrecycling.com">usedoilrecycling.com</a>
17	Tires		✓	✓	<a href="http://tsbc.ca">tsbc.ca</a>
18	Thermostats	✓		✓	<a href="http://switchthestat.ca/eng">switchthestat.ca/eng</a>
19	Medication		✓		<a href="http://healthsteward.ca">healthsteward.ca</a>
20	Packaging + printed paper	✓		✓	<a href="http://recyclinginbc.ca">recyclinginbc.ca</a>

FOR MORE INFORMATION, LOCATIONS AND ACCEPTABLE PRODUCTS, VISIT [BCRECYCLES.CA](http://BCRECYCLES.CA)

\*RDO = Regional Drop Off  
\*Deposit forfeited

### Recycle My Cell

#### Cell Phones



**Recycle My Cell**  
t. 1.888.797.1740  
f. 613.233.2032  
e. [info@recyclemycell.ca](mailto:info@recyclemycell.ca)  
w. [recyclemycell.ca](http://recyclemycell.ca)

#### THE PROGRAM

Recycle My Cell is a free national industry-led recycling program for mobile 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 devices entering landfills.

#### 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 where you can drop off your device. Can't come to us? Print off a pre-paid mailing label and mail your device to us, free of charge. Be sure that all personal information is erased from your device before you recycle it. Check out the instructions specific to your device on our website.

Host a Recycle My Cell drop-off location. Registration is quick and easy, plus we'll provide you with all the materials you'll need, free of charge.

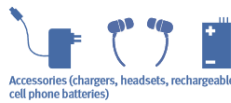
#### WHERE CAN I BRING MY ACCEPTABLE PRODUCTS?

There are over 530 participating drop-off locations in BC where you can return your old or unwanted devices. To find the one closest to you, call 1.888.797.1740 or visit: [RecycleMyCell.ca](http://RecycleMyCell.ca)

#### WHAT'S INCLUDED

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

All phones are sent to certified processors where they are dealt with responsibly. Whether reused or recycled, your old phone stays out of the landfill.



## Recycle My Cell 2015 Annual Report

### RCBC Recyclepedia

**Extended Producer Responsibility (EPR) Programs in BC**

In British Columbia, **Extended Producer Responsibility (EPR)** (formerly referred to as **Industry Product Stewardship**) is an environmental policy approach in which the producer's responsibility for reducing environmental impact and managing the product is extended across the whole life cycle of the product, from selection of materials and design to its end-of-life. (Ministry of Environment)

**Current Programs | EPR Updates | Other EPR Resources |**

**Current Programs**

For a detailed description of each program, click on the links below:

- AlarmRecycle
- BCORMA
- BCA
- call2recycle
- Canada's National Breweries
- epa
- ElectroRecycle
- WasteWise
- Restoro-It
- LightRecycle
- BC TEL
- TELUS
- TIRE Stewardship BC

**Recycling Programs**

- Media Releases
- British Columbia Recycling Programs
- Extended Producer Responsibility (EPR) Programs**
- Current EPR Programs in British Columbia
- Curbside Programs
- Retailer Take Back Programs
- Resources

**Call the Recycling Hotline**

Lower Mainland: 604-RECYCLE (604-732-9253)

British Columbia Toll Free: 1-800-667-4321  
Email: [hotline@rcbc.ca](mailto:hotline@rcbc.ca)

**BC Recyclepedia Mobile App**

Download it today

Available on the **App Store** and **Google play**

**Donate to RCBC**

**What can I do with my old cell phone?**

The CWT's Recycle My Cell program is a province-wide, end-of-life recycling program for cell phones and accessories, available to all consumers and businesses in British Columbia. As of November 2009, you can drop off any of the regulated products at designated collection sites and be assured they will be recycled responsibly. Drop-off locations will accept cell phones, smartphones, wireless PDAs, batteries and pagers, as well as cords and accessories - regardless of brand or condition.

Visit the **Recycle My Cell** website or the **RCBC Recyclepedia** to find the nearest drop-off location for your old cell phone.

[Back to Main FAQ's page](#)

**Recycling Programs & Resources**

- British Columbia Recycling Programs
- Holiday Recycling Info 2015
- Resources

**Call the Recycling Hotline**

Lower Mainland: 604-RECYCLE (604-732-9253)

British Columbia Toll Free: 1-800-667-4321  
Email: [hotline@rcbc.ca](mailto:hotline@rcbc.ca)

**BC Recyclepedia Mobile App**

Download it today

Available on the **App Store** and **Google play**

**Donate to RCBC**



Finding your closest recycling location is now at the tips of your fingers with the new BC Recyclepedia Mobile App - [Learn More](#)



## Recycle My Cell 2015 Annual Report



### Recyclepedia - Results

Did you know that more than 99% 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 [Call2Recycle](#) program, as well as through a number of non-profit organizations and electronic retailers in BC.

If there are no convenient drop-off locations in your area, print a pre-paid shipping label offered by Recycle My Cell. Any mobile device – regardless of brand, model, age – can be recycled through this [pre-paid mail-back option](#).

For a list of local recycling and reuse options, please see below.

17 results found

Showing results for: Cell Phones in Abbotsford

#### Abbotsford Mission Recycling Depot

[See what other materials this depot also accepts](#)



Phone: (604) 850-3551

Address: 33670 Valley Road, Abbotsford - [Map](#)

Website: <http://www.amsrecycling.ca>

Hours: M-Su 8:00am - 5:00pm; Open 7 days a week including Stat Holidays with the exception of Good Friday, Christmas Day, Boxing Day and New Years Day.

Notes: This depot participates in the ReGeneration Paint Plus/Exchange, Call2Recycle, CWTA, AlarmRecycle, LightRecycle, Encorp electronics, OPEIC, and ElectroRecycle programs. Public drop-off of household recyclables, appliances and scrap metal.

[Location Feedback](#)

#### Apex Communications Inc. (Abbotsford)

[See what other materials this depot also accepts](#)



Phone: 1-800-797-1740

Address: 32845 South Fraser Way, Abbotsford - [Map](#)

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

Hours: Hours vary. Call for details.

Notes: This organization participates in the CWTA Recycle My Cell program.

[Location Feedback](#)

### What We Do

[Recycling Hotline](#)

[Recyclepedia](#)

[Recyclepedia Smart Phone App](#)

[Materials Exchange](#)

[Road to Zero Waste School Program](#)

### Call the Recycling Hotline

Lower Mainland: 604-RECYCLE  
(604-782-9254)

British Columbia Toll Free: 1-800-667-4421

Email: [hotline@rbc.ca](mailto:hotline@rbc.ca)

### BC Recyclepedia Mobile App




Download it today



[Donate to RCBC](#)

## Other

### David Suzuki



**David Suzuki Foundation**  
SOLUTIONS ARE IN OUR NATURE

[Contact](#) | [Newsletter](#) | [Français](#)

[ABOUT US](#) | [ISSUES ▾](#) | [WHAT YOU CAN DO](#) | [BLOGS](#) | [DAVID](#) | [DONATE](#)

#### What you can do

- [Queen of Green](#)
- [Recipes](#)
- [Videos](#)
- [FAQs](#)
- [Blog](#)
- [Take action](#)
- [Eat for healthy oceans](#)
- [Recycle your electronics](#)
- [Green your workplace](#)
- [Reduce your carbon footprint](#)
- [Food and our planet](#)
- [Connecting youth with nature](#)
- [Be a citizen scientist](#)
- [Canada's 30x30 Nature Challenge](#)
- [Punjabi by Nature](#)
- [Protecting Pollinators](#)

#### How to recycle a cell phone

 Like
  Share
 74 people like this. Be the first of your friends.

Here's an easy website to remember, [www.recyclemycell.ca](http://www.recyclemycell.ca). You can find a drop-off location in your area.

Worldwide, there are about eight million cell phone users. The truth is that about 96 per cent of the [materials](#) in mobile devices are recyclable. But the reality is that only 12 per cent of used mobile devices are being recycled in Canada.

Where are the rest? Probably sitting in a drawer at home — you know the one — or maybe thrown out. Recycle My Cell accepts cellphones, smartphones, wireless PDAs and pagers. The brand or condition of the device doesn't matter, and the service is free. They also accept rechargeable batteries, chargers and other accessories.

London Drugs has also committed to [Bring Back the Pack](#) program. Their in-store recycling program accepts packaging but also cellphones, batteries, disposable cameras and small appliances (purchased at London Drugs). Recycling fees might apply to items not purchased from the store. Find out more about the [Green Deal](#).

And before you purchase a new mobile device, check out Greenpeace's [Guide to Greener Electronics](#). It ranks the top 18 manufacturers of mobile phones, computers, TVs and games consoles according to their policies on toxic chemicals, recycling and climate change. To date, Nokia and Sony Ericsson



Only 12 per cent of used mobile devices are being recycled in Canada. (Credit: David Paul Ohmer via Flickr)

**Sign up for Queen of Green tips by email**



#### Queen of Green

About the Queen of Green

David Suzuki's Queen of Green answers your green living questions and offers tips and [recipes](#) to make your life easier on the environment. It's all about green living made easy.

**facebook**



David Suzu...  
 Like Page

**Pinterest**




**twitter**



#### Popular blog posts

- Facial tissue blows
- Green home cleaning chemistry
- Wool dryer balls shrink drying time
- Sprout a green, healthy future...on your countertop

## Canadian Consumer Handbook


**Canadian Consumer Handbook**

[Français](#)
[Home](#)
[Contact Us](#)
[Help](#)
[About](#)

**My Handbook**
  
[How to create my Handbook](#)

**CATEGORIES**
  
[A-Z](#) **ENTIRE COLLECTION**
  
[FINANCIAL](#)
  
[PRODUCTS AND SERVICES](#)
  
[HOUSING](#)
  
[CONSUMER PROTECTION](#)
  
**[ENVIRONMENT](#)**
  

- Consumers and the Environment
- E-waste
- Energy and Utilities
- Responsible Product Disposal
- Tips for Green Living

  
**KEY CONTACTS**
  

- Federal, Provincial and Territorial Consumer Affairs Offices
- Consumer Groups
- Better Business Bureaus

  
**ABOUT THE HANDBOOK**

[Canadian Consumer Handbook » Entire Collection » Environment » E-waste](#)
  

## E-waste

  
[Add to My Handbook](#)
  
[Print](#)
  
[Download As PDF](#)
  
[Consumer Information](#)
[Contacts For This Topic](#)
  

Electronics are changing at a quick pace — you no sooner buy a new gadget and a better, faster and sleeker one is developed. Some consumers find it is less expensive for them to get rid of their old electronics and buy new ones than try to repair what they already have. So how do you dispose of your old electronics? We now know enough to recycle cans, plastic, paper and kitchen waste — but what about e-waste?

E-waste is electronic waste that includes unwanted electrical equipment and used batteries. E-waste should not be treated as garbage because the items may pose environmental hazards. Electronic equipment contains toxic substances such as mercury, lead, cadmium and arsenic and, if not managed properly, can be harmful to human health and the environment. We also want to keep e-waste out of our already growing landfills.

It is worth noting that parts that make up your electronics — steel, glass, copper, aluminum, plastics and precious metals — can be recovered and made into new products. You might consider donating or selling your electronic item if it is still in working order. Some people may consider buying your device for parts.

**Here's a list of what can be considered e-waste:**

- Amplifiers
- Audio and video players and recorders (e.g. DVD and VCR players)
- Cameras
- Cell phones
- Computers and related equipment (e.g. keyboard, mice)
- Copiers
- Fax machines

### Throwing out your cell phone


When you have finished with your old cell phone or battery, do not throw either of them out. In most cases, vendors of wireless devices can take care of recycling your old appliance when you purchase a new one. If the vendor or retailer is unable to dispose of your old cellphone, your community may have a recycling program to help you dispose of them in a sustainable and responsible manner.

Check with your municipality or visit the website of [Recycle My Cell](#), a national program led by the Canadian Wireless Telecommunications Association. It allows you to find a drop-off location in your area that will accept your device — cell phones, smartphones, wireless devices, batteries and pagers — regardless of brand or condition.

If you can't make it to the drop-off locations, Recycle My Cell will accept your device through the mail, free of charge.

[SHARE THIS](#)
  
[f](#)
[t](#)
[+](#)

**Did you find this site useful?**
  
☐ Yes
   
☐ No

[Send feedback](#)
  


[Important Notices](#)

## Appendix D

### Media Engagement

#### Canadian Living



## NewsCanada Content

### ***Back to school season a time to organize the entire family home, and recycle phones***

For many Canadian families back-to-school season is the time to organize our thoughts and lives. Clarity and preparation start at home as a clean and organized home sets the tone for everything we do. One common item many families will come across when fall cleaning their home is old cell phones. While used cell phones are extremely common and are gathering dust in drawers across Canada, many of us do not know how to properly dispose of them.

Recycle My Cell is Canada's free cell phone recycling program. The program accepts many different items for recycling, including smartphones, pagers, cell phone batteries and accessories.

After your device is received, it is sent to a processor where it can be refurbished or broken down. All items recovered are recycled or refurbished in accordance with Canadian e-waste laws. Canadians can visit [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca) and enter their postal code to locate the drop-off locations closest to them where their old wireless devices will be accepted, regardless of brand or condition. If you can't get to one of the drop-off locations in your neighborhood, the web site offers a printable postage-paid label that can be used to mail the device back to Recycle My Cell at absolutely no cost. [newsCanada.com](http://newsCanada.com)

-----

### ***How Canadians can do their part to help the environment***

(NC) Old cell phones are an item almost all Canadians have come across when cleaning their home. The challenge of knowing how and where to dispose of old cell phones often results in individuals simply discarding them or putting them back in a drawer to be dealt with at a later time. Recycle My Cell, Canada's free cell phone recycling program, makes it easy to dispose of your old wireless devices responsibly.

- The program recovered 865,418 wireless devices in 2014.
- 5,748,009 wireless devices have been recovered since 2005.
- Recycle My Cell offers more than 3,600 drop-off locations across Canada.
- Canadians have owned on average three or four cell phones prior to their current one.

Visit [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca) and enter your postal code to locate the drop-off locations closest to you where your old wireless devices will be accepted, regardless of brand or condition. If you can't get to one of the drop-off locations in your neighborhood, the Web site offers a printable postage-paid label that can be used to mail the device back to Recycle My Cell at absolutely no cost. Site visitors also have access to a comprehensive list of instructions for clearing their devices of personal information prior to recycling. The site also provides information about how organizations can host a Recycle My Cell drop-off location as a valuable service to their community.



### ***Cell Phone Recycling is an Easy Call***

(NC) Most of us have owned on average three or four cell phones prior to our current one. That means that a lot of us likely have a slew of old devices that are either getting hidden away in junk drawers or disposed of incorrectly

Recycle My Cell, Canada's free cell phone recycling program, makes it easy to dispose of your old devices responsibly. Visit [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca) and enter your postal code to locate the drop-off locations closest to you where your old wireless devices will be accepted, regardless of brand or condition. If you can't get to one of the drop-off locations in your neighborhood, the Web site offers a printable postage-paid label that can be used to mail the device back to Recycle My Cell at absolutely no cost. After your device is received, it is sent to a processor where it can be refurbished or broken down.

"Thinking green doesn't need to be complicated, and keeping old cell phones out of our landfills couldn't be easier," says Bernard Lord, president & CEO of the Canadian Wireless Telecommunications Association. "I encourage all Canadians to take a few moments to reflect on some of the simple things they can do to help protect the environment for future generations."

Businesses and community organizations across the country can also help communities go green by hosting a Recycle My Cell drop-off location. Registration is quick and easy, and pre-paid shipping and promotional materials are provided at no cost. For more information, contact [info@RecycleMyCell.ca](mailto:info@RecycleMyCell.ca).

-----

### ***How to recycle your old mobile devices***

(NC) If you've purchased a new cell phone recently, then you know saying goodbye to your old one is often hard to do. After all, it has given you years of service, so why not do right by it and make sure it doesn't end up in a landfill.

Recycle My Cell – Canada's free cell phone recycling program – makes it easy for all of us to find out how and where to safely and responsibly dispose of used cell phones, smartphones, pagers, batteries, chargers, headsets and other accessories.

There are now more than 3,600 drop-off locations across the country. And since 2005, almost six million wireless devices have been recovered by Recycle My Cell and its partners. The program was created and is maintained 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.

You can visit [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca) and enter your postal code to locate the closest drop-off locations where old wireless devices will be accepted, regardless of brand or condition. If you can't get to one of the drop-off locations in your neighbourhood, the Web site offers a printable postage-paid label that can be used to mail the device at absolutely no cost. The site also provides information about how organizations can host a Recycle My Cell drop-off location as a valuable service to their community.

"The continued success of the Recycle My Cell program shows that Canadians take their environmental responsibility seriously," says CWTA President & CEO Bernard Lord."

Declutter your space and help the environment by finding a cell phone recycling drop off location near you.

### Earth Day Press Release – CWTA

#### *Cell Phone Recycling is an Easy Call for Earth Day*

OTTAWA, April 21, 2015 /CNW/ - [Recycle My Cell](#), Canada's free cell phone recycling program, is calling on Canadians to join in the [Earth Day](#) celebrations on Wednesday, April 22 by making sure that all those old cell phones in our junk drawers are recycled responsibly.

#### **Doing Your Part Couldn't Be Easier**

Canadians can visit the bilingual Web site – [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca) and [www.Recyclemoncell.ca](http://www.Recyclemoncell.ca) – and enter their postal code to locate the 10 drop-off locations closest to them where their old wireless devices will be accepted, regardless of brand or condition. If a consumer cannot get to one of the drop-off locations in their neighborhood, the Web site offers printable postage-paid labels that can be used to mail the device back to Recycle My Cell at absolutely no cost to the consumer.

#### **Canadian Cell Phone Recycling Facts**

- 875,366 wireless devices were recovered in 2014.
- 5,757,957 wireless devices have been recovered since 2005.
- Recycle My Cell offers more than 3,600 drop-off locations across Canada.
- RecycleMyCell.ca experienced more than 15,000 searches for drop-locations in 2014.

Findings from the [2014 National Cell Phone Recycling Study](#) include:

- On average, Canadians had used their current phone for nearly two years (21 months).
- Canadians had owned on average three or four cell phones prior to their current one.
- Two in five Canadians (40%) stored their old handset when a new cell phone is obtained; 22% gave it away or sold it; 10% recycled it; 9% returned it to a store or their cell phone company; and 5% threw it away in the garbage.
- Half of Canadians (50%) were aware of recycling programs for cell phones.
- Satisfaction with the Recycle My Cell program was very high. Over four in five users (84%) assigned a positive rating to their cell phone recycling experience.

"Thinking green doesn't need to be complicated, and keeping old cell phones out of our landfills couldn't be easier," said Bernard Lord, President & CEO of the [Canadian Wireless Telecommunications Association](#) (CWTA). "I encourage all Canadians to celebrate Earth Day by taking a few moments to reflect on some of the simple things they can do to help protect the environment for future generations."

### **What's in Your Drawers?**

Earth Day also marks the launches of Recycle My Cell's "What in Your Drawers?" community challenges in Alberta and Newfoundland and Labrador. Non-profit and community organizations in those provinces are challenged to collect as many old cell phones as possible between April 22 and May 22, 2015. The group in each province that collects the most wireless devices will receive a \$500 prize. For registration and complete challenge rules, please visit [www.RecycleMyCell.ca/Whats-in-Your-Drawers-Challenge](http://www.RecycleMyCell.ca/Whats-in-Your-Drawers-Challenge).

### **Host a Recycle My Cell Drop-off Location Year-Round**

Businesses and community organizations across the country can also support the Recycle My Cell program by hosting a drop-off location year-round. Registration is quick and easy, and pre-paid shipping and promotional materials are provided at no cost. For more information, please visit [www.RecycleMyCell.ca/host-a-drop-off-location](http://www.RecycleMyCell.ca/host-a-drop-off-location) or contact [info@RecycleMyCell.ca](mailto:info@RecycleMyCell.ca).

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

### **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, handset manufacturers and approved processors, who have come together to raise awareness about the importance of cell phone recycling. The program's partners include: Bell, BlackBerry, Eastlink, GEEP Inc., Google, GREENTEC, LG Electronics Canada, Inc., Lynx Mobility, Microsoft, MTS, ProMobility, Rogers Communications, Samsung Electronics Canada Inc., SaskTel, Sony of Canada, Tbaytel, TELUS, Videotron, and Virgin Mobile Canada.

SOURCE Canadian Wireless Telecommunications Association


For further information: Marc Choma, 613-233-4888 ext. 207, [mchoma@cwta.ca](mailto:mchoma@cwta.ca)



## Appendix E

### Member Engagement


#### TELUS: Return and Recycle


Français
Site Feedback
Search multimedia & presentations:

Home
About us
Community & corporate responsibility
Investor relations
Careers
News centre

Company overview
Technology & innovation
For our customers

## Our Return and Recycle Program


Print
Share

For mobile devices and accessories
For wireline devices and accessories

TELUS is committed to being a leading corporate citizen and reducing the overall environmental impact of our domestic and international operations, in line with our values. This commitment is demonstrated by our leadership in corporate social responsibility performance and reporting.

TELUS introduced the Return & Recycle Program in June 2005 which grew into the TELUS Trade-In Program in 2012 to collect mobile handsets and accessories for recycling. The goal of the program is to divert as many phones and accessories as possible from Canadian landfills. This ensures that the hazardous components of mobile phones are disposed in a responsible manner.

In 2012, clients helped us prevent 545,872 mobile devices from going into landfills by participating in our wireless handset recovery program. Through our ongoing relationship with Tree Canada, we sponsor the planting of trees as part of this program.

**How the program works:**

Bring any mobile phone, battery, or accessory, irrespective of carrier, to your nearest participating [Trade-In location](#) for recycling, and we'll plant a tree.

Before phones can be accepted for recycling, they must be deactivated. Remove all personal information. Remove the SIM card if it has one.

Phones can't be reclaimed once returned.

The items are then sent to a third-party recycling vendor, who will recycle the phones responsibly.

TELUS is a partner and supporter of [Tree Canada](#) and [Recycle My Cell](#)

**Eligibility**

The program is free to everyone, not just TELUS clients. We accept all kinds of mobile devices, including phones, PDAs, air cards, batteries and accessories, irrespective of age, condition, where they were purchased or the network on which they were operating.

[Would you like to ask a question or file a report?](#)

**In this section:**

- Phone service information ▶
- Customer safety ▶

**Regulations & policies**

- Ethics ▶
- Environmental policy ▶
  - [Return & recycle program](#) ▶
  - E-waste stewardship in B.C. ▶
- Tariffs ▶
- Building access agreements ▶
  - Western Canada ▶
  - Eastern Canada ▶
- Quality of service ▶


**Disclosures**



- Customer feedback ▶
- Building Industry Consulting Services ▶
- Connecting BC Program ▶
- WISE Info ▶

**Related info**


- Environment at TELUS ▶
- Corporate Social Responsibility at TELUS ▶
- Our green teams ▶

TELUS: TELUS Trade-in

[Shop](#)[My Account](#)[Get Help](#)[Business](#)

  EN/MB

TELUS Trade-In Program



### Save a lot with a little trade.


Find out what your phone's worth and get up to \$250 in-store credit towards a new smartphone, tablet or accessories.


[Look up value](#)


How it works


#### Eligibility

Devices eligible for trade-in also include all non-TELUS devices:

 Phones/smartphones

 Tablets

 Mobile Internet keys

 Mobile Wi-Fi

#### Trade-in must be:


- one device per transaction
- combined with a new postpaid activation or renewal
- returned with battery and cover
- in good working condition


[Look up value](#)

Visit a participating [TELUS Trade-In Program location](#) for a full inspection and appraisal. You can redeem your trade-in credit towards a new phone.

Before you trade in

#### Look up estimated trade-in value





#### Prepare your smartphone

Before you trade in your device, be sure to

## Recycle My Cell 2015 Annual Report

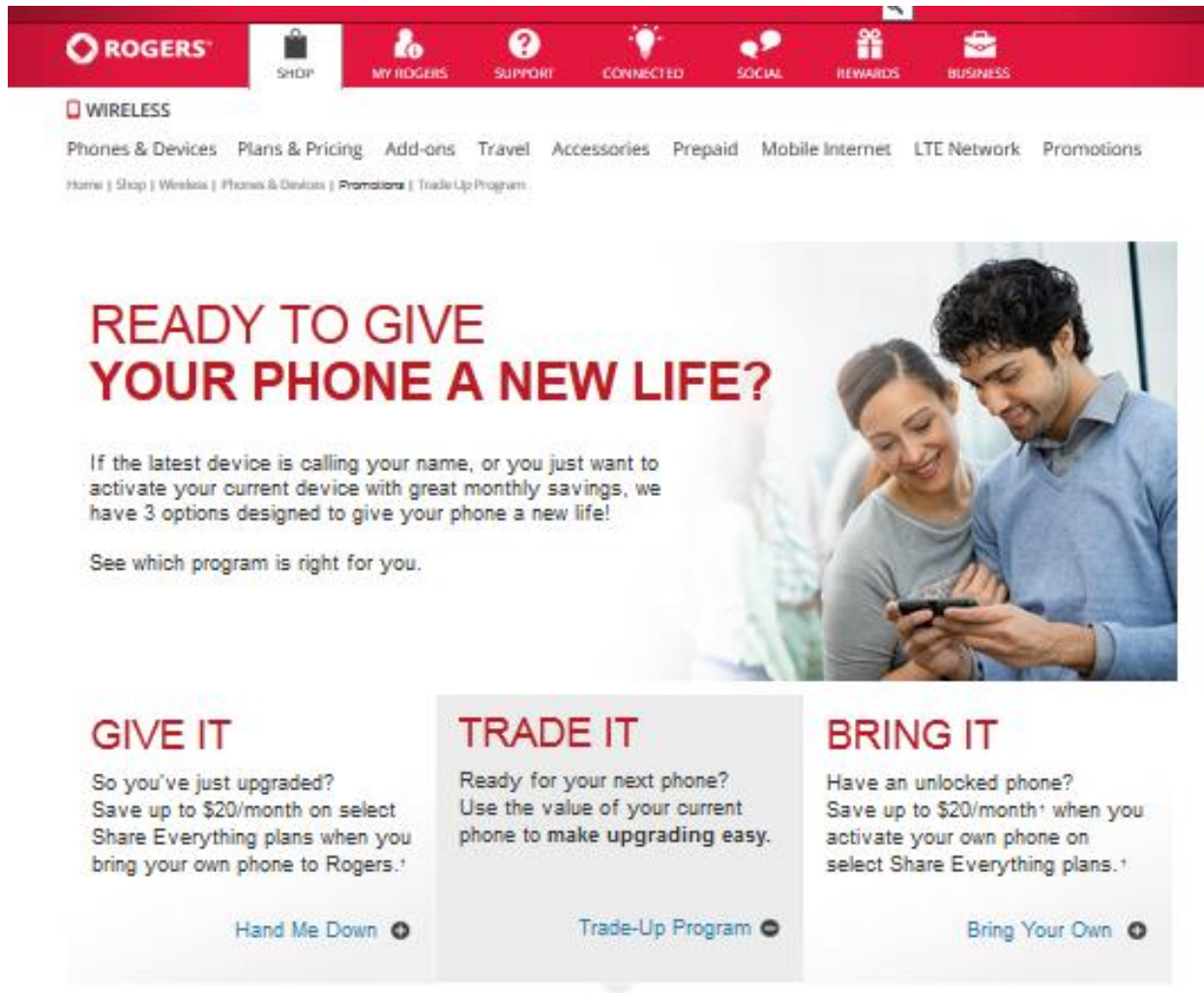
### Rogers WRW



### Rogers: Rogers Recycling Program

A screenshot of the Rogers website's Support page. The top navigation bar includes the Rogers logo, links for SHOP, SUPPORT (highlighted), MyROGERS, REWARDS, MORE, PROMOTIONS, and BUSINESS. There are also links for Sign In / Register, ON, and Français, along with a search bar. The main heading is "Support" in a large, stylized font, followed by the question "How can we help you?" and a search input field. Below this is a section titled "Rogers Recycling Program" with a subheading "Rogers Makes It Easy to Recycle". The text explains that if you have any wireless devices or accessories that you no longer use, you can return them to Rogers for refurbishment, reuse, or recycling. A subheading "Wireless Recycling" follows, detailing the process for disposing of old wireless devices. It mentions that old devices will be either refurbished and resold or safely recycled. A location pin icon is used to indicate that staff at any Rogers retail location are happy to take devices off your hands. A link "Find a Store" is provided. A smartphone icon is used to introduce the "Rogers Trade-Up program", which allows users to trade in their old phone for a credit towards a new one. A link "Learn about Rogers Trade-Up" is provided. The page concludes with a link to the "Corporate Social Responsibility Report" for more information.

Rogers: Rogers Trade-In



The image is a promotional banner for the Rogers Trade-In program. At the top is a red navigation bar with the Rogers logo and icons for Shop, My Rogers, Support, Connected, Social, Rewards, and Business. Below this is a 'WIRELESS' section with links to Phones & Devices, Plans & Pricing, Add-ons, Travel, Accessories, Prepaid, Mobile Internet, LTE Network, and Promotions. A breadcrumb trail shows the path: Home > Shop > Wireless > Phones & Devices > Promotions > Trade Up Program. The main headline reads 'READY TO GIVE YOUR PHONE A NEW LIFE?' in large red letters. Below this, a paragraph explains that users can save up to \$20/month by upgrading or activating their current device. A photo of a smiling couple looking at a phone is on the right. Three options are presented in boxes: 'GIVE IT' (Hand Me Down), 'TRADE IT' (Trade-Up Program), and 'BRING IT' (Bring Your Own). Each option includes a brief description and a link with a right-pointing arrow.

**ROGERS™**

SHOP MY ROGERS SUPPORT CONNECTED SOCIAL REWARDS BUSINESS

WIRELESS


Phones & Devices Plans & Pricing Add-ons Travel Accessories Prepaid Mobile Internet LTE Network Promotions

Home > Shop > Wireless > Phones & Devices > Promotions > Trade Up Program

## READY TO GIVE YOUR PHONE A NEW LIFE?

If the latest device is calling your name, or you just want to activate your current device with great monthly savings, we have 3 options designed to give your phone a new life!

See which program is right for you.



### GIVE IT

So you've just upgraded?  
Save up to \$20/month on select Share Everything plans when you bring your own phone to Rogers.\*

[Hand Me Down ➔](#)

### TRADE IT

Ready for your next phone?  
Use the value of your current phone to make upgrading easy.

[Trade-Up Program ➔](#)

### BRING IT

Have an unlocked phone?  
Save up to \$20/month\* when you activate your own phone on select Share Everything plans.\*

[Bring Your Own ➔](#)

Fido: FidoTrade

Province MB

Already a customer, log in

fido

What's New

The Fido ADVANTAGE

Français

Cart 0 item

e.g. "FidoDOLLARS"

Shop

Get Support

My Account

f

t

g+1

+

# The Fido ADVANTAGE

Overview

Fido Check-In

LiveANSWERS

FidoDOLLARS


Refer a friend

FidoTRADE

## Trade in your phone and save

You can save an average of \$64 on a new phone when you trade in your smartphone with

**FidoTRADE™**  
Another Fido ADVANTAGE



### Simple steps to trade 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

Fido now takes back any used phone with the battery. You'll get a credit equivalent to your used phone's value, if applicable, for use in-store on the cost of your new phone or accessories. The FidoTRADE™ program is available when you buy and activate a new Fido phone - even on a Prepaid plan.

Bell

[Shop](#)

[Support](#)

[MyBell](#)

[EN](#)
[MB](#)

[Log In / Register](#)

Bell Mobility

[Overview](#)
[Phones, tablets and Mobile Internet](#)
[Rate plans, features and entertainment](#)
[Network, coverage and travel](#)
[Repairs & warranties](#)
[Self-serve options](#)

[< Back](#)
[Contact us](#)

## How can I recycle my old Bell products?

Part of the solution is in your hands.

The protection of the environment is a challenge that concerns us all. The actions you take now can make a big difference; such as recycling your old Bell products. Since 2003, Canadians can recycle their mobile phone through the Bell Blue Box program and residents in Quebec can now recycle their TV receivers through a similar program. For other designated electronic products, Bell supports the establishment and the maintenance of provincial recovery programs for different electronics, such as tablets, headsets, computers etc.

To learn how to dispose of your old Bell products in an eco-friendly way, please refer to the following programs sorted by type of devices:

### Mobile phones

By returning your mobile phone to Bell via the [Bell Trade-in program](#), you will obtain a certificate equivalent to your phone's value for use in-store towards the purchase of a new phone or accessories. Phones that are old and/or in bad condition will be deemed as having no value. If your phone has no value, you can choose to recycle it through the [Bell Blue Box program](#).

With the [Bell Blue Box program](#), you can recycle your used mobile phone by returning it to any Bell store or by shipping it by Canada Post free of charge. This program is part of the Canadian Wireless Telecommunications Association's Recycle My Cell program and provides Canadians with an environmentally responsible way of disposing of their used mobile phones. Bell will donate net proceeds from the program to the [Canadian Mental Health Association](#) as part of the national Bell Let's Talk mental health initiative.

For details, please visit the [Bell Trade-in program](#) and the [Bell Blue Box program](#) pages.

Bell: Bell blue box

[Shop](#)
[Support](#)
[MyBell](#)

[Log in / Register](#)

Bell Mobility

[Overview](#)
[Phones, tablets and Mobile internet](#)
[Rate plans, add-ons and entertainment](#)
[Network, coverage and travel](#)
[Repairs & warranties](#)
[Self-serve options](#)

[< Back](#)

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

### 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. 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 the [Canadian Mental Health Association](#) as part of the national Bell Let's Talk mental health initiative. 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.

Canadian Mental Health Association

Mental health for all

Last Updated: 23/08/2013

Where can I return my old phone?

+

Can I ship my old phone to Bell?

+

What should I do before I return my old phone?

+

What will Bell do with the returned phones?

+

How does returning my phone help the environment?

+

Was this article useful?

Completely

Partially

Not at All



## Recycle My Cell 2015 Annual Report

Bell: Bell Trade-in

[Shop](#)
[Support](#)
[MyBell](#)

[Log In / Register](#)

[Mobility](#)
[Why Bell](#)
[Devices](#)
[Rate plans](#)
[Our network](#)
[Mobile TV](#)
[Mobile Payments](#)
[Travel](#)
[Accessories](#)
[Promotions](#)

## Trade in your phone or tablet and save.

With the Bell Trade-In program, you get a certificate equal to the value of your device that can be used in-store towards the purchase of a new device or accessories.

Get up to \$300 when you trade in a tablet or a phone.

[View terms and conditions](#)

### 1. Find out how much your device is worth

**Search for your device**

or

**Select the manufacturer**

**Select the model**

### 2. Prepare your phone for trade-in

- Back up:**  
 Back up any personal data that you want to keep, such as contacts, emails, documents, pictures, videos and music. The phone cannot be returned to you after trade-in.
- Deactivate account:**  
 If applicable, remove the SIM card. If the phone doesn't have a SIM card, be sure to contact your service provider to deactivate its mobile service.
- Remove memory cards:**  
 If applicable, remove any memory cards.
- Reset phone:**  
 Delete all personal data by resetting the phone to the factory default settings. If you're not sure how to do this, a Bell representative can help you reset your phone in-store.
- Charge battery:**  
 Ensure the battery is charged so that we can evaluate the phone's trade-in value.



### Virgin Mobile: Virgin Mobile Recycle

Find a Store


Français

Province

ON

(0)

My Account



PHONESPLANSMEMBER BENEFITSSUPPORT


Search

SUPPORT > PHONE SUPPORT, WARRANTY AND REPAIRS > RECYCLE ME

## IT'S EASY BEING 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. Recycle your old phone at any [Virgin Mobile store](#) and do something good for the planet.



### WHAT SHOULD I DO BEFORE RECYCLING MY OLD PHONE?

Before you send your phone off for recycling, here's a few things you'll need to do:


- Cancel your mobile service and pay your final bill in full or transfer your mobile service to your new phone. You can use the [free Cell Phone Data Eraser by Recycle My Cell](#) to help clear your data.
- Erase any personal information from your device, including text messages, contacts and personal files.
- Remove your SIM Card (if there's one).

### WHERE CAN I RETURN MY OLD PHONE?


You have 2 options to recycle your old phone in an environmentally safe way and get one step closer to a cleaner world:

- 1. Visit a Virgin Mobile Store**  
No matter what brand or company your phone is from, you can head to any [Virgin Mobile store](#) and drop it off with a Virgin Mobile sales rep. You can also return accessories like headsets, chargers and old batteries.
- 2. Mail it in (It's free!)**  
You can send your old mobile phone, batteries and accessories by Canada Post free of charge. Here's how to do it:
  - Wrap your phone, accessories and/or batteries in protective material, like newspaper.
  - Place them in a box and seal it firmly with packing tape.
  - [Get the free Canada Post return label](#) using the [Canada Post Return ID Number PR146848](#), print it, cut it out and affix it to your package with clear tape. Make sure that the barcode does not wrap around edges or corners. Do not cover up any information on the label.
  - Drop the box off at any Canada Post mailbox or postal outlet.

### WHAT HAPPENS TO RECYCLED PHONES?







Before we do anything to the donated phones we make sure they're cleared of any data. Next, we select phones that can be refurbished and given a new home. The remaining phones are recycled in Canada in compliance with Canadian regulations and all net proceeds will be donated to the Canadian Mental Health Association (CMHA).



related answers:


Recycling / Environmental Fees • Activating your shiny new phone

Virgin Mobile: Virgin Mobile Trade-in

PHONESPLANSMEMBER BENEFITSSUPPORTFRMB(0)

SUPPORT > PHONE SUPPORT, WARRANTY AND REPAIRS > TRADE-IN PROGRAM




# TRADE-IN YOUR OLD PHONE AND GET UP TO \$250 OFF A HOT NEW ONE.



## HOW IT WORKS:

- Use our tool below to get a rough estimate for how much your phone is worth.
- Choose from one of our [awesome phones](#).
- Head to any [Virgin Mobile store](#) for a quick check where we'll let you know the exact value of your phone.

## WHAT YOU NEED TO DO BEFORE TRADING IN:

- Back up your personal info and reset your phone. 
- Remove your SIM card and memory card. 
- Charge the battery. 

If you're already a Member, check if you're eligible then head to your nearest [Virgin Mobile store](#).

### HOW MUCH COULD YOUR PHONE BE WORTH?

Quick Search:

OR

Select Manufacturer


choose one

Select Model

choose one

Current Carrier

choose one



## The Source: The Source Recycle

SHIPPING | CONTACT US | STORE LOCATOR

LOG IN | MY ACCOUNT



CREDIT  
CARD



SHOP  
FLYER



EMAIL  
SIGNUP



CLEARANCE  
OUTLET



VIEW  
CART

Shop by  
Department

Search for Products



Français



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 the Canadian Mental Health Association



## 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?

- 72% 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 and 7 months
- 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



Recycle My Cell National Infograph

## 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 Recycle My Cell (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.

The Source: The Source Trade-up

SHIPPING | CONTACT US | STORE LOCATOR

LOG IN | MY ACCOUNT

CREDIT  
CARDSHOP  
FLYEREMAIL  
SIGNUPCLEARANCE  
OUTLETVIEW  
CARTShop by  
Department

Search for Products



Francais

## TRADE-UP & SAVE PROGRAM



It's easy to upgrade to the hot new phone you really want with Trade-Up and Save at The Source! Just bring your current device to any The Source location to get a quote, and you'll get a Gift Card equal to your phone's current trade-in value. Then it's as easy as putting your Gift Card towards a brand new smartphone or virtually any other tech in the store!

[Find The Source store nearest you](#)

### Who can trade in phones at The Source?

You! As long as you're 18 or older and are the legal owner of the phone you're trading in, of course.

### How are trade-in values estimated?

The value of your phone depends on its make and model, and we'll also take a look to make sure that it's in good working order (no liquid damage, screen's in one piece... that sort of thing).

### What should I do before I bring my phone in?


There are a couple of things you should take care of before bringing us your current device:

- Make sure to back up all of your contacts, photos, apps and information so you can transfer it to your new phone
- Perform a factory reset after your files are safe so that none of your personal info is left on the phone before you trade it in
- Be sure to disable any iCloud or Find My Phone functions, or your phone will be appraised at \$0 — and no one wants that!

Conditions apply. Trade-in values may vary depending on condition of phone, including disconnection from iCloud and "Find My Phone" services at time of trade-in. Actual trade-in value of phone is dependent on the phone's make, model and physical condition, and disconnection from iCloud and "Find my Phone" services. Trade-in value will be verified in-store at time of trade-in. IMPORTANT: Customers must disable the iCloud and "Find My iPhone" features on their devices before completing a trade. If the device is not disconnected from iCloud, it will be reimbursed at zero dollars. Appraised value will be given as a Gift Card from The Source at time of trade-in, which may be applied instantly to your purchase. Cannot be combined with any other discount, promotion, bonus or rebate offer. Other conditions and limitations may apply. All trade-ins final. See in-store for full conditions and details. Final value is determined in-store at the time of trade in. All other values/quotes are null and void.





Microsoft: Microsoft Recycle



Mobile Devices


Phones Accessories Apps Support



## Recycling


### 3 simple steps to recycle your old phone

Always return your used electronic products, batteries, and packaging materials to dedicated collection points. This way you help prevent uncontrolled waste disposal and promote the recycling of materials.




#### Get over your old phone

Saying goodbye to your old phone might be hard but it's worth it. If every mobile phone user recycled just one phone, together we would save nearly 240,000 tonnes of raw materials.



#### Back up your memories

We recommend saving your contacts, texts, photos, music and videos to your computer before saying goodbye. (Find instructions [here](#).)



#### Set your old phone free – recycle it!

You can recycle your old mobile device via the [Recycle My Cell program](#).

### BlackBerry



#### Learn more about BlackBerry recycling

The BlackBerry Recycling Program enables customers in the U.S. to responsibly recycle BlackBerry smartphones, tablets and associated accessories.

The BlackBerry® Trade Up Program is another sustainable alternative for those looking to upgrade their smartphone, offering customers an environmentally friendly solution for their e-waste. Customers are encouraged to mail back their used devices, and in doing so, will receive credit on the purchase of a new BlackBerry smartphone. Devices returned in good condition are refurbished, which will further extend the life of the product through resale and reuse. All devices not suitable for resale are responsibly and safely recycled. This program is currently available in the U.S., Canada, the U.K., Germany, Austria, Belgium, Luxembourg, Netherlands, and Australia, with ongoing efforts to include more countries. We recommend that our customers in other locations check with their local governments about how to properly dispose of e-waste.

Over 380,000 BlackBerry smartphones were collected through these programs in the U.S. and Canada from consumer and enterprise customers in calendar year 2012.

BlackBerry is a voluntary participant in the Call2Recycle® program. Participation in this program facilitates responsible governance throughout the entire product life cycle.

- [Learn about Call2Recycle US](#)
- [Learn about Call2Recycle Canada](#)

BlackBerry participates in Recycle My Cell, a Canadian industry initiative. This program works to minimize the amount of e-waste entering Canada's landfills by raising awareness of where customers can drop off mobile devices to be recycled.

- [Find out more about Recycle My Cell](#)

## Appendix F

### List of Current Drop-off Locations in British Columbia

Program / Location Name		Community	Regional District
Bell	The Source	Port Alberni	Alberni-Clayoquot
TELUS	Tom Harris Cellular Ltd.	Port Alberni	Alberni-Clayoquot
TELUS	Par 3 Sports-In-Motion Ltd.	Fraser Lake	Bulkley-Nechako
TELUS	Mike's Audio Video Ltd	Houston	Bulkley-Nechako
Bell	The Source	Smithers	Bulkley-Nechako
TELUS	Totem Audio Video Ltd.	Smithers	Bulkley-Nechako
TELUS	Bird on a Wire Ltd.	Vanderhoof	Bulkley-Nechako
Bell	Bell	Langford	Capital
Bell	Virgin Mobile	Langford	Capital
Bell	The Source	Langford	Capital
Recycle My Cell	Alpine Recycling	Langford	Capital
Rogers	Rogers	Langford	Capital
Rogers	Rogers	Langford	Capital
TELUS	Tom Harris Cellular Ltd.	Langford	Capital
TELUS	TELUS	Langford	Capital
Bell	Bell	Saanich	Capital
Bell	Virgin Mobile	Saanich	Capital
Bell	Bell	Saanich	Capital
Rogers	Rogers	Saanich	Capital
Rogers	Rogers	Saanich	Capital
TELUS	Tom Harris Cellular Ltd.	Saanich	Capital
TELUS	Tom Harris Cellular Ltd.	Sidney	Capital
Bell	The Source	Sooke	Capital
Bell	The Source	Victoria	Capital
Bell	Bell	Victoria	Capital
Bell	Virgin Mobile	Victoria	Capital
Bell	Bell	Victoria	Capital
Bell	The Source	Victoria	Capital
Bell	Virgin Mobile	Victoria	Capital
Bell	Bell	Victoria	Capital
Bell	The Source	Victoria	Capital
Bell	Virgin Mobile	Victoria	Capital
Bell	The Source	Victoria	Capital
Rogers	Rogers	Victoria	Capital
Rogers	Fido	Victoria	Capital



## Recycle My Cell 2015 Annual Report

Rogers	Rogers	Victoria	Capital
Rogers	Rogers	Victoria	Capital
TELUS	TELUS	Victoria	Capital
TELUS	Koodo	Victoria	Capital
TELUS	Tom Harris Cellular Ltd.	Victoria	Capital
TELUS	Ralph's Radio Ltd.	Victoria	Capital
TELUS	TELUS	Victoria	Capital
TELUS	Koodo	Victoria	Capital
TELUS	TELUS	Victoria	Capital
TELUS	Victoria Mobile Radio Ltd.	Victoria	Capital
TELUS	TELUS	Victoria	Capital
TELUS	Koodo	Victoria	Capital
TELUS	TELUS	Victoria	Capital
Bell	The Source	100 Mile House	Cariboo
Recycle My Cell	Gold Trail Recycling Ltd.	100 Mile House	Cariboo
TELUS	Andre's Electronic Experts	100 Mile House	Cariboo
Bell	The Source	Quesnel	Cariboo
TELUS	Andre's Electronic Experts	Quesnel	Cariboo
TELUS	A.B.C. Allen Business Communications Ltd.	Quesnel	Cariboo
Bell	The Source	Williams Lake	Cariboo
TELUS	Andre's Electronic Experts	Williams Lake	Cariboo
TELUS	CP Electronics	Williams Lake	Cariboo
Bell	The Source	Castlegar	Central Kootenay
TELUS	Andre's Electronic Experts	Castlegar	Central Kootenay
Bell	The Source	Creston	Central Kootenay
TELUS	Lectric Avenue Electronics	Creston	Central Kootenay
Bell	The Source	Nelson	Central Kootenay
TELUS	South Kootenay Electronics	Nelson	Central Kootenay
TELUS	Andre's Electronic Experts	Nelson	Central Kootenay
Bell	The Source	Kelowna	Central Okanagan
Bell	Bell	Kelowna	Central Okanagan
Bell	Bell	Kelowna	Central Okanagan
Bell	The Source	Kelowna	Central Okanagan
Bell	Virgin Mobile	Kelowna	Central Okanagan
TELUS	Tom Harris Cellular Ltd.	Kelowna	Central Okanagan
TELUS	Tom Harris Cellular Ltd.	Kelowna	Central Okanagan
TELUS	Pacific Coastcom Communications	Kelowna	Central Okanagan
TELUS	TELUS	Kelowna	Central Okanagan
TELUS	Koodo	Kelowna	Central Okanagan
TELUS	Andre's Electronic Experts	Kelowna	Central Okanagan

## Recycle My Cell 2015 Annual Report

TELUS	Andre's Electronic Experts	Kelowna	Central Okanagan
TELUS	Pacific Coastcom Communications Inc.	Kelowna	Central Okanagan
Bell	The Source	West Kelowna	Central Okanagan
TELUS	Tom Harris Cellular Ltd.	West Kelowna	Central Okanagan
TELUS	Andre's Electronic Experts	West Kelowna	Central Okanagan
Bell	The Source	Golden	Columbia-Shuswap
Bell	The Source	Revelstoke	Columbia-Shuswap
TELUS	Revelstoke Mobility	Revelstoke	Columbia-Shuswap
Bell	The Source	Salmon Arm	Columbia-Shuswap
TELUS	Pacific Coastcom Communications	Salmon Arm	Columbia-Shuswap
TELUS	Tom Harris Cellular Ltd.	Salmon Arm	Columbia-Shuswap
Bell	The Source	Courtenay	Comox
Rogers	Rogers	Courtenay	Comox
TELUS	Tom Harris Cellular Ltd.	Courtenay	Comox
TELUS	Open Connection	Courtenay	Comox
Bell	The Source	Duncan	Cowichan Valley
TELUS	Cowichan Sound & Cellular Ltd.	Duncan	Cowichan Valley
Rogers	Rogers	North Cowichan	Cowichan Valley
TELUS	Cowichan Sound & Cellular Ltd.	North Cowichan	Cowichan Valley
Bell	The Source	Ladysmith	Cowichan Valley
Bell	The Source	Cranbrook	East Kootenay
Bell	Bell	Cranbrook	East Kootenay
Rogers	Rogers	Cranbrook	East Kootenay
TELUS	Mitech Communications Inc.	Cranbrook	East Kootenay
TELUS	Andre's Electronic Experts	Cranbrook	East Kootenay
TELUS	Kootenay Communications	Cranbrook	East Kootenay
Bell	The Source	Fernie	East Kootenay
Bell	The Source	Invermere	East Kootenay
TELUS	Selkirk Cellulars & Office Supplies	Invermere	East Kootenay
Recycle My Cell	District of Sparwood	Sparwood	East Kootenay
Recycle My Cell	District of Sparwood	Sparwood	East Kootenay
TELUS	Sparwood Communications	Sparwood	East Kootenay
Bell	Bell	Abbotsford	Fraser Valley
Bell	The Source	Abbotsford	Fraser Valley
Bell	Virgin Mobile	Abbotsford	Fraser Valley
Bell	Virgin Mobile	Abbotsford	Fraser Valley
Recycle My Cell	Abbotsford Mission Recycling Program	Abbotsford	Fraser Valley
Recycle My Cell	Regional Recycling	Abbotsford	Fraser Valley
Recycle My Cell	Ryan's PC Repair Shop	Abbotsford	Fraser Valley

## Recycle My Cell 2015 Annual Report

Rogers	Rogers	Abbotsford	Fraser Valley
TELUS	Apex Communications Inc.	Abbotsford	Fraser Valley
TELUS	Clearwest Solutions Inc.	Abbotsford	Fraser Valley
TELUS	TELUS	Abbotsford	Fraser Valley
TELUS	Koodo	Abbotsford	Fraser Valley
TELUS	Clearwest Solutions Inc.	Abbotsford	Fraser Valley
Bell	The Source	Chilliwack	Fraser Valley
Bell	Bell	Chilliwack	Fraser Valley
Bell	The Source	Chilliwack	Fraser Valley
Bell	Virgin Mobile	Chilliwack	Fraser Valley
Bell	Bell	Chilliwack	Fraser Valley
TELUS	Tom Harris Cellular Ltd.	Chilliwack	Fraser Valley
TELUS	TELUS	Chilliwack	Fraser Valley
TELUS	Koodo	Chilliwack	Fraser Valley
TELUS	Clearwest Solutions Inc.	Chilliwack	Fraser Valley
Bell	The Source	Mission	Fraser Valley
Recycle My Cell	Abbotsford Mission Recycling Program	Mission	Fraser Valley
TELUS	Tom Harris Cellular Ltd.	Mission	Fraser Valley
TELUS	Tom Harris Cellular Ltd.	Mission	Fraser Valley
Recycle My Cell	McBride Bottle Depot	McBride	Fraser-Fort George
Bell	Bell	Prince George	Fraser-Fort George
Bell	The Source	Prince George	Fraser-Fort George
Bell	Virgin Mobile	Prince George	Fraser-Fort George
TELUS	BK Two Way Radio Ltd.	Prince George	Fraser-Fort George
TELUS	BK Two Way Radio Ltd.	Prince George	Fraser-Fort George
TELUS	Andre's Electronic Experts	Prince George	Fraser-Fort George
TELUS	TELUS	Prince George	Fraser-Fort George
TELUS	BK Two Way Radio Ltd.	Prince George	Fraser-Fort George
Bell	Virgin Mobile	Burnaby	Greater Vancouver
Bell	Bell	Burnaby	Greater Vancouver
Bell	Bell	Burnaby	Greater Vancouver
Bell	The Source	Burnaby	Greater Vancouver
Bell	Virgin Mobile	Burnaby	Greater Vancouver
Bell	Bell	Burnaby	Greater Vancouver
Bell	Virgin Mobile	Burnaby	Greater Vancouver
Bell	The Source	Burnaby	Greater Vancouver
Bell	Virgin Mobile	Burnaby	Greater Vancouver
Bell	Bell	Burnaby	Greater Vancouver
Bell	Bell	Burnaby	Greater Vancouver
Recycle My Cell	Regional Recycling	Burnaby	Greater Vancouver

## Recycle My Cell 2015 Annual Report

Recycle My Cell	Telecommunications Workers Union	Burnaby	Greater Vancouver
Rogers	Fido	Burnaby	Greater Vancouver
Rogers	Rogers	Burnaby	Greater Vancouver
Rogers	Fido	Burnaby	Greater Vancouver
Rogers	Rogers	Burnaby	Greater Vancouver
Rogers	Rogers	Burnaby	Greater Vancouver
Rogers	Fido	Burnaby	Greater Vancouver
Rogers	Fido	Burnaby	Greater Vancouver
Rogers	Rogers	Burnaby	Greater Vancouver
TELUS	TELUS	Burnaby	Greater Vancouver
TELUS	Koodo	Burnaby	Greater Vancouver
TELUS	Easylink Communications Ltd.	Burnaby	Greater Vancouver
TELUS	TELUS	Burnaby	Greater Vancouver
TELUS	Koodo	Burnaby	Greater Vancouver
TELUS	Pacific Coastcom Communications	Burnaby	Greater Vancouver
TELUS	TELUS	Burnaby	Greater Vancouver
TELUS	Koodo	Burnaby	Greater Vancouver
TELUS	TELUS	Burnaby	Greater Vancouver
Bell	Bell	Coquitlam	Greater Vancouver
Bell	Virgin Mobile	Coquitlam	Greater Vancouver
Rogers	Fido	Coquitlam	Greater Vancouver
Rogers	Rogers	Coquitlam	Greater Vancouver
TELUS	Tom Harris Cellular Ltd.	Coquitlam	Greater Vancouver
TELUS	TELUS	Coquitlam	Greater Vancouver
TELUS	Koodo	Coquitlam	Greater Vancouver
TELUS	Open Connection	Coquitlam	Greater Vancouver
Bell	Bell	Delta	Greater Vancouver
Bell	The Source	Delta	Greater Vancouver
Bell	Bell	Delta	Greater Vancouver
TELUS	TELUS	Delta	Greater Vancouver
TELUS	Koodo	Delta	Greater Vancouver
TELUS	Open Connection	Delta	Greater Vancouver
TELUS	Open Connection	Delta	Greater Vancouver
TELUS	Apex Communications Inc.	Langley - City	Greater Vancouver
Bell	Bell	Langley - DM	Greater Vancouver
TELUS	Tom Harris Cellular Ltd.	Langley - DM	Greater Vancouver
TELUS	Clearwest Solutions Inc.	Langley - DM	Greater Vancouver
TELUS	Clearwest Solutions Inc.	Langley - DM	Greater Vancouver
Bell	Bell	Langley -DM	Greater Vancouver
Bell	The Source	Langley -DM	Greater Vancouver

### Recycle My Cell 2015 Annual Report

Bell	Virgin Mobile	Langley -DM	Greater Vancouver
Rogers	Fido	Langley -DM	Greater Vancouver
Rogers	Rogers	Langley -DM	Greater Vancouver
TELUS	Clearwest Solutions Inc.	Langley -DM	Greater Vancouver
TELUS	Koodo	Langley -DM	Greater Vancouver
TELUS	TELUS	Langley -DM	Greater Vancouver
Bell	Bell	Maple Ridge	Greater Vancouver
Bell	The Source	Maple Ridge	Greater Vancouver
Bell	Virgin Mobile	Maple Ridge	Greater Vancouver
Recycle My Cell	Haney Bottle Depot	Maple Ridge	Greater Vancouver
TELUS	Countrywide Communications	Maple Ridge	Greater Vancouver
TELUS	Countrywide Communications Inc.	Maple Ridge	Greater Vancouver
Bell	The Source	New Westminster	Greater Vancouver
Bell	Virgin Mobile	New Westminster	Greater Vancouver
Bell	Bell	New Westminster	Greater Vancouver
Recycle My Cell	Queensborough Landing Return-It	New Westminster	Greater Vancouver
TELUS	TELUS	New Westminster	Greater Vancouver
Bell	The Source	North Vancouver - City	Greater Vancouver
Bell	Bell	North Vancouver - City	Greater Vancouver
Bell	Virgin Mobile	North Vancouver - City	Greater Vancouver
Rogers	Rogers	North Vancouver - City	Greater Vancouver
TELUS	Petron Communications Ltd.	North Vancouver - City	Greater Vancouver
TELUS	Open Connection	North Vancouver - City	Greater Vancouver
TELUS	TELUS	North Vancouver - City	Greater Vancouver
Bell	Bell	North Vancouver - DM	Greater Vancouver
Recycle My Cell	Capilano Suspension Bridge	North Vancouver - DM	Greater Vancouver
TELUS	TELUS	North Vancouver - DM	Greater Vancouver
TELUS	Tom Harris Cellular Ltd.	North Vancouver - DM	Greater Vancouver
Bell	Bell	Pitt Meadows	Greater Vancouver
TELUS	Tom Harris Cellular Ltd.	Pitt Meadows	Greater Vancouver
Rogers	Rogers	Port Coquitlam	Greater Vancouver
TELUS	Tom Harris Cellular Ltd.	Port Coquitlam	Greater Vancouver
TELUS	Apex Communications Inc.	Port Coquitlam	Greater Vancouver
Bell	Bell	Richmond	Greater Vancouver
Bell	Virgin Mobile	Richmond	Greater Vancouver
Bell	The Source	Richmond	Greater Vancouver
Bell	Virgin Mobile	Richmond	Greater Vancouver
Bell	Bell	Richmond	Greater Vancouver
Bell	Bell	Richmond	Greater Vancouver
Recycle My Cell	Regional Recycling	Richmond	Greater Vancouver
Recycle My Cell	Steveston Bottle Depot Ltd.	Richmond	Greater Vancouver

## Recycle My Cell 2015 Annual Report

Rogers	Fido	Richmond	Greater Vancouver
Rogers	Rogers	Richmond	Greater Vancouver
TELUS	Tom Harris Cellular Ltd.	Richmond	Greater Vancouver
TELUS	Easylink Communications Ltd.	Richmond	Greater Vancouver
TELUS	TELUS	Richmond	Greater Vancouver
TELUS	Koodo	Richmond	Greater Vancouver
TELUS	Apex Communications Inc.	Richmond	Greater Vancouver
Bell	The Source	Surrey	Greater Vancouver
Bell	Bell	Surrey	Greater Vancouver
Bell	Virgin Mobile	Surrey	Greater Vancouver
Bell	Bell	Surrey	Greater Vancouver
Bell	Virgin Mobile	Surrey	Greater Vancouver
Bell	Bell	Surrey	Greater Vancouver
Bell	Bell	Surrey	Greater Vancouver
Bell	Virgin Mobile	Surrey	Greater Vancouver
Bell	Virgin Mobile	Surrey	Greater Vancouver
Bell	Bell	Surrey	Greater Vancouver
Bell	Bell	Surrey	Greater Vancouver
Bell	Bell	Surrey	Greater Vancouver
Bell	The Source	Surrey	Greater Vancouver
Bell	Virgin Mobile	Surrey	Greater Vancouver
Bell	Virgin Mobile	Surrey	Greater Vancouver
Recycle My Cell	Freedom Wireless Ltd.	Surrey	Greater Vancouver
Recycle My Cell	Newton Bottle Depot	Surrey	Greater Vancouver
Recycle My Cell	Regional Recycling	Surrey	Greater Vancouver
Rogers	Rogers	Surrey	Greater Vancouver
Rogers	Fido	Surrey	Greater Vancouver
Rogers	Rogers	Surrey	Greater Vancouver
TELUS	TELUS	Surrey	Greater Vancouver
TELUS	Koodo	Surrey	Greater Vancouver
TELUS	Tom Harris Cellular Ltd.	Surrey	Greater Vancouver
TELUS	Apex Communications Inc.	Surrey	Greater Vancouver
TELUS	Koodo	Surrey	Greater Vancouver
TELUS	TELUS	Surrey	Greater Vancouver
TELUS	Open Connection	Surrey	Greater Vancouver
TELUS	Tom Harris Cellular Ltd.	Surrey	Greater Vancouver
TELUS	TELUS	Surrey	Greater Vancouver
TELUS	Tom Harris Cellular Ltd.	Surrey	Greater Vancouver
Bell	The Source	Vancouver	Greater Vancouver
Bell	Virgin Mobile	Vancouver	Greater Vancouver
Bell	Bell	Vancouver	Greater Vancouver

## Recycle My Cell 2015 Annual Report

Bell	Bell	Vancouver	Greater Vancouver
Bell	The Source	Vancouver	Greater Vancouver
Bell	Virgin Mobile	Vancouver	Greater Vancouver
Bell	Bell	Vancouver	Greater Vancouver
Bell	Virgin Mobile	Vancouver	Greater Vancouver
Bell	Bell	Vancouver	Greater Vancouver
Bell	Virgin Mobile	Vancouver	Greater Vancouver
Bell	Bell	Vancouver	Greater Vancouver
Bell	Bell	Vancouver	Greater Vancouver
Bell	Bell	Vancouver	Greater Vancouver
Bell	Virgin Mobile	Vancouver	Greater Vancouver
Bell	Bell	Vancouver	Greater Vancouver
Recycle My Cell	PC Galore Consignment Ltd.	Vancouver	Greater Vancouver
Recycle My Cell	Regional Recycling	Vancouver	Greater Vancouver
Rogers	Rogers	Vancouver	Greater Vancouver
Rogers	Fido	Vancouver	Greater Vancouver
Rogers	Fido	Vancouver	Greater Vancouver
Rogers	Rogers	Vancouver	Greater Vancouver
Rogers	Fido	Vancouver	Greater Vancouver
Rogers	Rogers	Vancouver	Greater Vancouver
Rogers	Rogers	Vancouver	Greater Vancouver
Rogers	Rogers	Vancouver	Greater Vancouver
Rogers	Rogers	Vancouver	Greater Vancouver
Rogers	Rogers	Vancouver	Greater Vancouver
Rogers	Fido	Vancouver	Greater Vancouver
Rogers	Rogers	Vancouver	Greater Vancouver
TELUS	Tom Harris Cellular Ltd.	Vancouver	Greater Vancouver
TELUS	Ralph's Radio Ltd.	Vancouver	Greater Vancouver
TELUS	TELUS	Vancouver	Greater Vancouver
TELUS	Koodo	Vancouver	Greater Vancouver
TELUS	Clearwest Solutions Inc.	Vancouver	Greater Vancouver
TELUS	TELUS	Vancouver	Greater Vancouver
TELUS	TELUS	Vancouver	Greater Vancouver
TELUS	Apex Communications Inc.	Vancouver	Greater Vancouver
TELUS	TELUS	Vancouver	Greater Vancouver
TELUS	Tom Harris Cellular Ltd.	Vancouver	Greater Vancouver
TELUS	Koodo	Vancouver	Greater Vancouver
TELUS	TELUS	Vancouver	Greater Vancouver
TELUS	Countrywide Communications	Vancouver	Greater Vancouver
TELUS	BWireless Communications Inc.	Vancouver	Greater Vancouver
TELUS	TELUS	Vancouver	Greater Vancouver
TELUS	Koodo	Vancouver	Greater Vancouver



## Recycle My Cell 2015 Annual Report

Bell	The Source	West Vancouver	Greater Vancouver
Bell	Bell	West Vancouver	Greater Vancouver
Bell	Virgin Mobile	West Vancouver	Greater Vancouver
Rogers	Fido	West Vancouver	Greater Vancouver
TELUS	TELUS	West Vancouver	Greater Vancouver
TELUS	Koodo	West Vancouver	Greater Vancouver
Bell	The Source	Kitimat	Kitimat-Stikine
TELUS	Skeena Sight & Sound Ltd.	Kitimat	Kitimat-Stikine
Bell	The Source	Terrace	Kitimat-Stikine
TELUS	EF Holdings Ltd.	Terrace	Kitimat-Stikine
TELUS	Skeena Sight & Sound Ltd.	Terrace	Kitimat-Stikine
TELUS	Skeena Sight & Sound Ltd.	Terrace	Kitimat-Stikine
Bell	The Source	Trail	Kootenay-Boundary
TELUS	B V Communications Ltd.	Trail	Kootenay-Boundary
TELUS	Rock Island Tape Centre Ltd.	Trail	Kootenay-Boundary
TELUS	Hardy Sound Ltd.	Port Hardy	Mount Waddington
Bell	Bell	Nanaimo	Nanaimo
Bell	The Source	Nanaimo	Nanaimo
Bell	Virgin Mobile	Nanaimo	Nanaimo
Bell	Bell	Nanaimo	Nanaimo
Bell	The Source	Nanaimo	Nanaimo
Bell	Virgin Mobile	Nanaimo	Nanaimo
Recycle My Cell	Regional Recycling	Nanaimo	Nanaimo
Recycle My Cell	Regional Recycling	Nanaimo	Nanaimo
Rogers	Rogers	Nanaimo	Nanaimo
Rogers	Rogers	Nanaimo	Nanaimo
Rogers	Rogers	Nanaimo	Nanaimo
TELUS	Tom Harris Cellular Ltd.	Nanaimo	Nanaimo
TELUS	Open Connection	Nanaimo	Nanaimo
TELUS	Open Connection	Nanaimo	Nanaimo
TELUS	TELUS	Nanaimo	Nanaimo
TELUS	Koodo	Nanaimo	Nanaimo
TELUS	Tom Harris Cellular Ltd.	Nanaimo	Nanaimo
Bell	The Source	Parksville	Nanaimo
TELUS	Tom Harris Cellular Ltd.	Parksville	Nanaimo
Recycle My Cell	Enderby Return-It Recycling Depot	Enderby	North Okanagan
Bell	Bell	Vernon	North Okanagan
Bell	The Source	Vernon	North Okanagan
TELUS	Andre's Electronic Experts	Vernon	North Okanagan
TELUS	Tom Harris Cellular Ltd.	Vernon	North Okanagan
TELUS	Andre's Electronic Experts	Vernon	North Okanagan

## Recycle My Cell 2015 Annual Report

TELUS	Pacific Coastcom Communications	Vernon	North Okanagan
TELUS	Petron Communications Ltd.	Fort Nelson	Northern Rockies
Bell	The Source	Oliver	Okanagan-Similkameen
Recycle My Cell	T2 Market Ltd.	Oliver	Okanagan-Similkameen
TELUS	Tom Harris Cellular Ltd.	Oliver	Okanagan-Similkameen
Bell	The Source	Osoyoos	Okanagan-Similkameen
Bell	The Source	Penticton	Okanagan-Similkameen
Bell	Virgin Mobile	Penticton	Okanagan-Similkameen
Bell	Bell	Penticton	Okanagan-Similkameen
TELUS	Tom Harris Cellular Ltd.	Penticton	Okanagan-Similkameen
TELUS	Pacific Coastcom Communications	Penticton	Okanagan-Similkameen
TELUS	Andre's Electronic Experts	Penticton	Okanagan-Similkameen
TELUS	Andre's Electronic Experts	Penticton	Okanagan-Similkameen
Bell	The Source	Summerland	Okanagan-Similkameen
TELUS	Cardinal Telecom (2000) Inc.	Chetwynd	Peace River
Bell	The Source	Dawson Creek	Peace River
Bell	Bell	Dawson Creek	Peace River
TELUS	DC Digital Audio Connections Ltd.	Dawson Creek	Peace River
TELUS	Petron Communications Ltd.	Dawson Creek	Peace River
TELUS	Gearjammer Electronics Ltd.	Dawson Creek	Peace River
Bell	Bell	Fort St. John	Peace River
Bell	Bell	Fort St. John	Peace River
Bell	The Source	Fort St. John	Peace River
TELUS	Custom Communications Corp.	Fort St. John	Peace River
TELUS	Petron Communications Ltd.	Fort St. John	Peace River
Bell	The Source	Powell River	Powell River
TELUS	Tom Harris Cellular Ltd.	Powell River	Powell River
Bell	The Source	Prince Rupert	Skeena-Queen Charlotte
TELUS	Andre's Electronic Experts	Prince Rupert	Skeena-Queen Charlotte
TELUS	VirtualHelp Electronics	Lillooet	Squamish-Lillooet
Bell	The Source	Squamish	Squamish-Lillooet
TELUS	Tom Harris Cellular Ltd.	Squamish	Squamish-Lillooet
Recycle My Cell	Regional Recycling	Whistler	Squamish-Lillooet
TELUS	TELUS	Whistler	Squamish-Lillooet
Bell	The Source	Campbell River	Strathcona
TELUS	Quinsam Radio Communications	Campbell River	Strathcona
TELUS	North Island Communications Inc.	Campbell River	Strathcona
TELUS	Quinsam Radio Communications	Campbell River	Strathcona
Rogers	Rogers	Campbell River	Strathcona
TELUS	Suncoast Cellular	Gibsons	Sunshine Coast
TELUS	Suncoast Cellular	Sechelt District	Sunshine Coast

## Recycle My Cell 2015 Annual Report

		Municipality	
Bell	The Source	Sechelt Ind Gov Dist (Part-Sunshine Coast)	Sunshine Coast
Bell	Bell	Kamloops	Thompson-Nicola
Bell	The Source	Kamloops	Thompson-Nicola
Bell	Virgin Mobile	Kamloops	Thompson-Nicola
Bell	The Source	Kamloops	Thompson-Nicola
Bell	Bell	Kamloops	Thompson-Nicola
Bell	The Source	Kamloops	Thompson-Nicola
TELUS	Andre's Electronic Experts	Kamloops	Thompson-Nicola
TELUS	Koodo	Kamloops	Thompson-Nicola
TELUS	Tom Harris Cellular Ltd.	Kamloops	Thompson-Nicola
TELUS	Andre's Electronic Experts	Kamloops	Thompson-Nicola
TELUS	Andre's Electronic Experts	Kamloops	Thompson-Nicola
TELUS	Andre's Electronic Experts	Kamloops	Thompson-Nicola
TELUS	Tom Harris Cellular Ltd.	Kamloops	Thompson-Nicola
TELUS	Walco Radio & Electronics	Kamloops	Thompson-Nicola
Bell	The Source	Merritt	Thompson-Nicola

### Number of Locations in Regional Districts

Regional District	Locations in 2014	Locations in 2015	Variance
Alberni-Clayoquot	2	2	0
Bulkley-Nechako	5	5	0
Capital	34	41	7
Cariboo	8	9	1
Central Coast	0	0	0
Central Kootenay	7	7	0
Central Okanagan	14	16	2
Columbia-Shuswap	6	6	0
Comox Valley	4	4	0
Cowichan Valley	5	5	0
East Kootenay	10	12	2
Fraser Valley	22	26	4
Fraser-Fort George	11	9	-2
Greater/Metro Vancouver	165	181	16
Kitimat-Stikine	6	6	0
Kootenay Boundary	3	3	0
Mount Waddington	1	1	0
Nanaimo	15	19	4

# Recycle My Cell 2015 Annual Report

North Okanagan	7	7	0
Northern Rockies	1	1	0
Okanagan-Similkameen	12	12	0
Peace River	12	11	-1
Powell River	2	2	0
Skeena-Queen Charlotte	2	2	0
Squamish-Lillooet	4	5	1
Stikine Region	0	0	0
Strathcona	5	5	0
Sunshine Coast	3	3	0
Thompson-Nicola	13	15	2
<b>Provincial Total</b>	<b>379</b>	<b>415</b>	<b>36</b>

## Appendix G

### Processor Certifications

Processor	Certifications	Link
GEEP	ISO 14001:2004 OHSAS 18001:2007 ISO 9001:2008 R2:2013 RQP Verified	<a href="http://www.geepglobal.com/about-global-electric-electronic-processing/certifications-and-awards/">http://www.geepglobal.com/about-global-electric-electronic-processing/certifications-and-awards/</a>
Greentec	ISO 14001:2004 RQP Verified	<a href="http://www.greentec.com/en/certifications-qualifications">http://www.greentec.com/en/certifications-qualifications</a>
Abington Reldan Metals Ltd.	ISO 14001:2004 OHSAS 18001:2007 R2 Certified	<a href="http://armetals.com/about.php#aboutus">http://armetals.com/about.php#aboutus</a>

## Appendix H

### Material Disposition Hierarchy, and Acceptable Processes and Points of Final Disposition

		Disposition Hierarchy			Acceptable Processes & Points of Final Disposition							
		Material Recovery Required	Energy recovery Permitted	Other disposition Permitted	Manual dismantling and material separation	Mechanical material separation	Extraction / purification / refinement	Smelting to reclaim metal	EFW Incineration (use of material as an energy substitute)	Landfill	Hazardous Waste Landfill	Export to a non-OECD/EU country for processing
Electronic Scrap	EOLE	★			✓	✓	✗	✗	✗	✗	✗	✗
	Components (hard drives, chips, etc.)	★			✓	✓	✓	✓	✗	✗	✗	✗
	Wires / Cables	★			✓	✓	✓	✓	✗	✗	✗	✗
	Circuit Boards	★			✓	✓	✓	✓	✗	✗	✗	✗
	Metal / plastic laminates	★			✓	✓	✓	✓	✗	✗	✗	✗
Non Hazardous	Metal	★							✗	✗	✗	✗
	Mixed Metals	★							✗	✗	✗	✗
	Metal dusts (bag house)	★							✗	✗	✗	✗
	Non-leaded Glass	★						✗	✗	✗	✗	✗
	Plastic		★	★				✗			✗	✓
	Mixed Plastics		★	★				✗			✗	✓
<p>In accordance with the Disposition Hierarchy material recovery is always preferential over other disposition methods for all materials but only required where indicated with an '★'.</p> <p>Where the use of the material for energy recovery, or other disposition methods is permitted, they are indicated with an '★'.</p>					Process/application not permitted under the ERS							✗
					Process/application is permitted under the ERS & subject to on-site audit							✓
					Process/application is permitted under the ERS & subject to document review and verification							

## Appendix I

### Estimated Product Recovered in Each Regional District<sup>23</sup>

Regional District	RD Population 2015	Percent of population <sup>24</sup>	Estimated Product Recovered		
			RMC Only <sup>25</sup>	Other	TOTAL (RMC + Other)
Alberni-Clayoquot	30,106	0.64%	232	359	591
Bulkley-Nechako	39,997	0.85%	309	477	785
Capital	377,809	8.07%	2,964*	4,502	7,467
Cariboo	62,263	1.33%	481	742	1,223
Central Kootenay	60,100	1.28%	464	716	1,180
Central Okanagan	195,523	4.18%	1,509	2,330	3,839
Columbia-Shuswap	51,451	1.10%	397	613	1,010
Comox Valley	64,634	1.38%	499	770	1,269
Cowichan Valley	82,787	1.77%	639	987	1,626
East Kootenay	57,642	1.23%	445	687	1,132
Fraser Valley	296,414	6.33%	2,288	3,532	5,821
Fraser-Fort George	91,277	1.95%	3,793*	1,088	4,880
Greater/Metro Vancouver	2,513,869	53.72%	44,046*	29,958	74,005
Kitimat-Stikine	38,621	0.83%	298	460	758
Kootenay Boundary	29,349	0.63%	227	350	576
Mount Waddington	11,387	0.24%	88	136	224
Nanaimo	154,572	3.30%	1,223*	1,842	3,065
North Okanagan	84,587	1.81%	653	1,008	1,661
Northern Rockies	5,957	0.13%	46	71	117
Okanagan-Similkameen	81,841	1.75%	632	975	1,607
Peace River	63,918	1.37%	493	762	1,255
Powell River	19,456	0.42%	150	232	382
Skeena-Queen Charlotte	17,533	0.37%	135	209	344
Squamish-Lillooet	40,378	0.86%	328*	481	809
Strathcona	45,448	0.97%	351	542	892
Sunshine Coast	29,177	0.62%	225	348	573
Thompson-Nicola	133,191	2.85%	1,074*	1,587	2,661
Provincial Total	<b>4,679,287</b>	<b>100%</b>	<b>63,990</b>	<b>55,764</b>	<b>119,754</b>

<sup>23</sup> Excludes the population of Stikine Region (pop. 655) and Central Coast (pop. 3,197) as RMC does not have a physical location.

<sup>24</sup> Percent of population was determined by calculating the Regional District's portion of the BC population. This percentage was then applied to the total amount of devices recovered in order to estimate the potential recovery in each Regional District.

<sup>25</sup> Asterisked (\*) data includes actual collections from RMC branded drop-off locations (for which Regional Districts can be confirmed) plus estimated collection data (described in footnote 24).



## Appendix J

### Changes to Annual Recycling Study 2015

Some highlights of the new methodology include:

- Blind Study: CWTA was not identified as the sponsor of the survey. This eliminates the potential for selection bias among individuals who may have a positive or negative impression of the telecommunications industry.
- Respondent Profile: Since the goal of this study is to understand behaviours and attitudes towards cell phone recycling, only cell phone owners who have owned at least one cell phone previously were included. These individuals will have previously been involved in deciding what to do with an old cell phone.
- Sample Source: The addition of cell phone numbers to the sampling frame provides access to the “cell phone only” population. A landline and cell phone sample better ensures the likelihood that all Canadians have a chance to participate in the study.
- Fieldwork: The survey was administered by means of a dual mode (telephone and online). By incorporating an online probability format to the sample, CWTA has capitalized on the opportunity to capture changes in technology and respondents’ preferences.
- New Questions: New questions were added to get a bigger picture of consumer behaviour and attitudes.