



# **Recycle My Cell**

## **2018 Annual Report**

**Submitted to:** British Columbia Ministry of Environment & Climate Change Strategy  
Director, Extended Producer Responsibility Programs

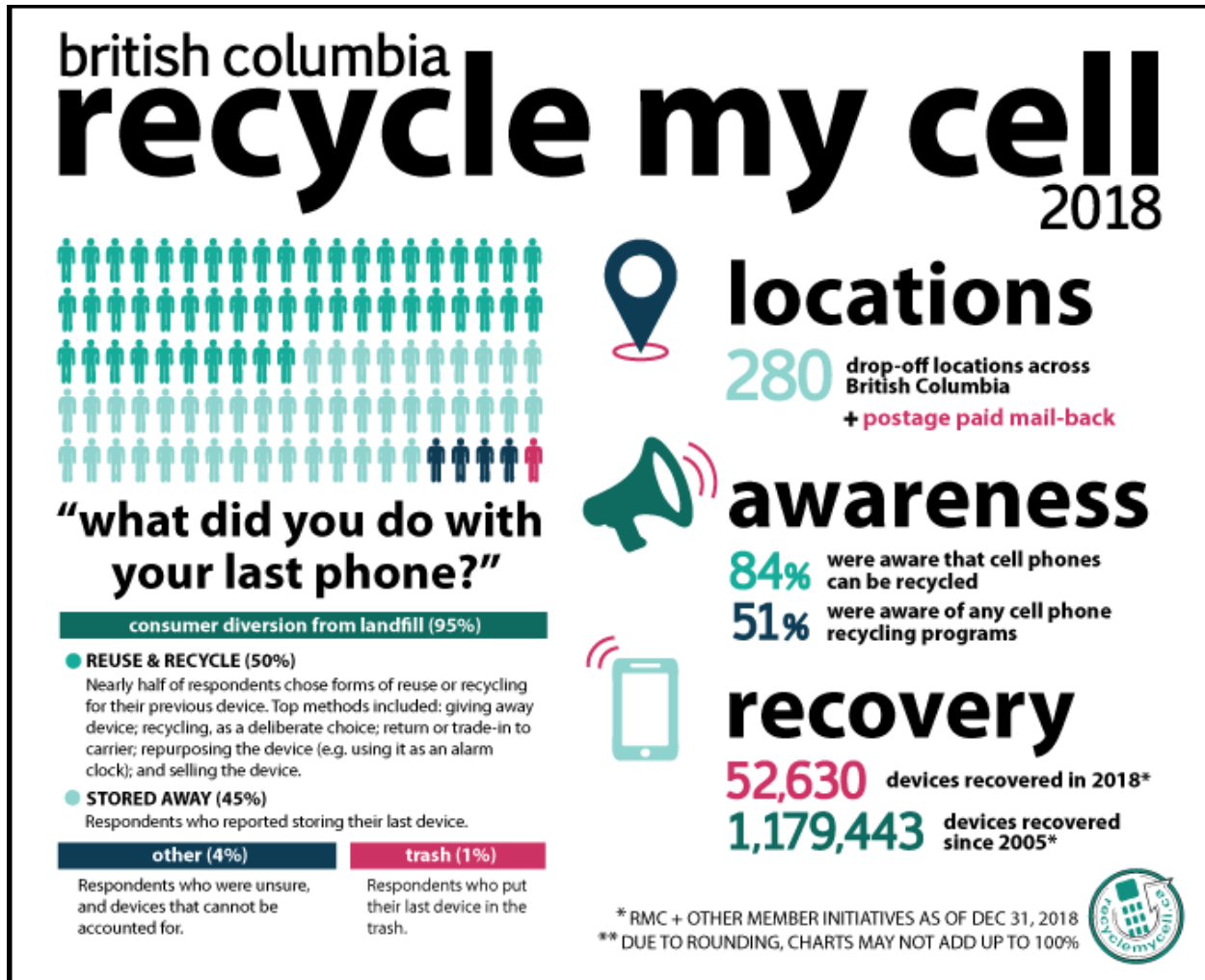
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At a Glance



## 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>

Recycling Regulation Reference	Summary (5-bullet maximum)
<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>▪ Joint BC steward initiatives (including Recyclepedia, BC Recycles website, events, and BC Recycling Handbook).</li> <li>▪ Outreach to depots and local governments.</li> <li>▪ Events, including sponsorship of events (Coast Waste Management Association conference), implementation of Recycle My Cell Earth Month Challenge.</li> <li>▪ Continued use of Google and Facebook ads, social media presence, 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 2018, there were 280 permanent drop-off locations (25 of 29 Regional Districts) as of December 31st. Net increase of 14 locations.               <ul style="list-style-type: none"> <li>○ 252 carrier return-to-retail;</li> <li>○ 23 RMC branded (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>▪ The trend toward multi-functional devices which eliminate the need for multiple individual devices has continued within the wireless industry.</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>
<b>Part 2, section 8(2)(d)</b>  Pollution Prevention Hierarchy and Product / Component Management  Refer to Section 6 for details.	<ul style="list-style-type: none"> <li>▪ Of the volume of cellular devices audited, 78% were sent for reuse and 22% were sent for recycling.</li> <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.</li> <li>▪ Carriers encourage reuse of devices through initiatives such as trade-in and upgrade programs.</li> </ul>
<b>Part 2, section 8(2)(e)</b>  Product Sold and Collected and Recovery Rate  Refer to Section 7 for details.	<ul style="list-style-type: none"> <li>▪ Product sold – 145,916 (estimated)</li> <li>▪ Product collected (all initiatives) – 52,630(estimated).</li> </ul>

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Recycling Regulation Reference	Summary (5-bullet maximum)
<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		
Priority Stewardship Plan Targets (as agreed with ministry file lead)	Performance (2018 Results)	Strategies for Improvement
Increase awareness of cell phone recycling nationally to 80% by 2015.	Awareness of cell phone recycling: 81% nationally; 84% in BC.  Awareness of cell phone recycling programs: 38% nationally; 51% in BC.  Refer to Section 9 for details.	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 regional districts.</li> </ul>
100% customer satisfaction with the Recycle My Cell program (nationally).	82%* of those who recycled their device reported being satisfied with the experience.  *awarding a score of 5 (as the minimum) out of 7. National data.	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 organize</li> <li>▪ actions 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 CWTA and is submitted on behalf of the following stewards:

- Bell (including The Source and Virgin Mobile);
- Freedom Mobile; and
- Rogers Communications (including FIDO and Rogers Wireless).<sup>1</sup>

BlackBerry, Samsung Electronics Canada Inc., and Sony of Canada participated voluntarily in Recycle My Cell.

## 3. Public Education Materials and Strategies

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

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

- *2018 Recycle My Cell Earth Month Challenge*  
The Recycle My Cell Earth Month Challenge was launched in 2018. The Challenge allows schools throughout Canada to register for an opportunity to win up to \$1,000.
- *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 provide timely information, promote cell phone recycling in general, as well as support various events in which RMC is a participant. CWTA also engages consumers via its @recyclemycell Twitter account.

In 2018, RMC's Facebook Page had 10,475 "Likes" (compared to 7,557 in 2017) and Twitter Account had 570 followers (compared to 565 in 2017).

- *RMC website*  
CWTA maintains a mobile friendly website ([www.recyclemycell.ca](http://www.recyclemycell.ca) and [www.recyclemoncell.ca](http://www.recyclemoncell.ca)) that serves as a central hub for the program. The website is routinely updated to ensure accuracy. The site continues to provide information including drop-off locations, steps to remove personal information from devices prior to recycling them, as well as a link to mail-back options.

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

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

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In 2018, the RMC website had 105,193 pageviews and 39.456 sessions nationally, as reported by Google Analytics.<sup>3</sup> There were 3,544 database searches for recycling locations in BC (based on defined criteria entered at time of search).

- *Designated email address and toll-free number*

Consumers with additional questions about the program are encouraged to contact RMC representatives: via email (info@recyclemycell.ca / info@recyclemoncell.ca) or via a toll-free number (1-888-797-1740).

- *Paid advertising*

The majority of CWTA's advertising efforts continue to focus on alternate advertising methods, such as Google and Facebook ads. These options offer a more targeted approach to providing information to those searching for it on-line.

Google (internet searches) are identified as one of the most popular ways that consumers will seek out additional information concerning cell phone recycling.

### ***Stakeholder Engagement<sup>4</sup>***

- *Stakeholder relations*

CWTA continues to be an active participant within the Stewardship Agencies of BC, including serving on the Executive Committee and various work groups.

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 Pamphlet.

- *Targeted stakeholder outreach*

CWTA sponsored the Coast Waste Management Association (CWMA) Annual Conference in Victoria, and participated in the organized stakeholder roundtable meetings.

Information concerning the program and how stakeholders – both depot/large volume collectors and RD/local governments – could become involved was included in the CWMA meeting packages.

- *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 28 RMC branded drop-off locations in BC; the majority of these are depots. This is a net decrease of 2 RMC branded locations.

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<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 website. A single session can contain multiple screen or page views.

<sup>4</sup> See Appendix C for Samples.

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- *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.
- *Stakeholder promotion and third-party websites*  
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 websites 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.
- *Paid advertising*  
CWTA used Municipal Information Network as a mechanism to inform municipalities of the program.

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

- *Press releases*  
CWTA develops and distributes both targeted and national press releases to coincide with activities RMC participates in. As an example, announcements regarding the number of phones that have been recovered are issued to coincide with Earth Day.
- *Editorial content and subject matter expertise*  
CWTA responds to all requests for interviews or supplemental information as it relates to cell phone recycling or reuse.

### **Member Engagement<sup>6</sup>**

- *Promotional materials and websites*  
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 websites when possible.

- *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 websites and blogs.

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

<sup>6</sup> See Appendix E for Samples.



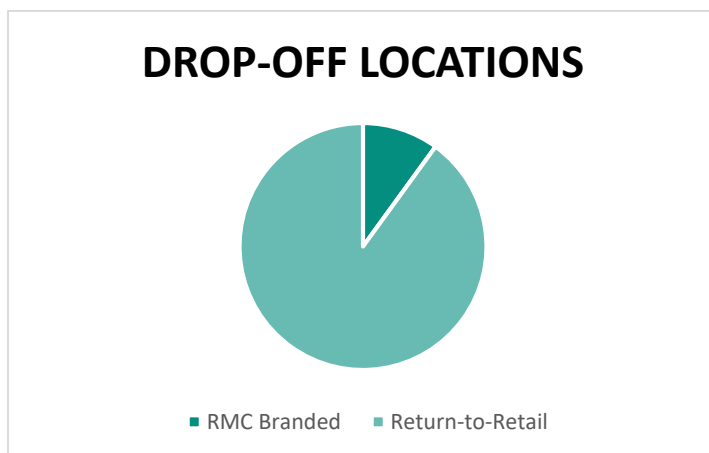
## 4. Collection System and Facilities

### 4.1 Drop-off locations

In 2018, there were 280 permanent drop-off locations (in 25 of 29 Regional Districts) across British Columbia.<sup>7</sup> This is a net increase of 14 location over 2018.

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

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

<sup>7</sup> See Appendix F for list of locations.

In addition to providing multi-function devices, RMC handset manufacturers carry on their efforts to eliminate or to reduce the environmental impacts of a product throughout its life cycle. Given that handset manufacturers provide devices into global markets, changes made to products are experienced broadly.

## 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).

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).

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

Section 7.2 identifies the volume of cellular devices collected through the RMC programs as 52,630 devices (this does not include those devices collected via internal initiatives). Of the volume of cellular devices audited, 78% were sent for reuse and 22% were sent for recycling.<sup>8</sup>

Devices that have been identified for reuse are not audited; components that have a market or value are not likely to end up in landfill. In scope for the audit are devices that have been identified for "recycle".

Recycled devices that were audited flowed through processors that hold valid certifications: 81%<sup>9</sup> of devices flowed through processors that have been verified to the RQP, and the remaining 19% flowed through processors that have been certified to the R2 standard.

**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.

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<sup>8</sup> This represents all devices recovered in BC.

<sup>9</sup> \*CWTA cannot confirm 22% of the 81% of devices that flowed through RQP processors as the required information to support and augment this data was not provided in time for the auditors to assess it.

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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.

In 2018, processors used to recycle RMC materials were either directly contracted RQP-verified primary processors, or R2 certified processors contracted by third-party vendors.

**Table 1: RQP-verified primary processors**

Material / Component	% of Material Stream	Recycling Process Description - Processor A	Disposition <sup>10</sup>
Metal Dusts	0.12%	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.	Refining
Other (Mixed Metals)	99.88%	Phones destined for recycling are shredded and sent downstream for precious metal recovery.	Refining
	100.00%		

Material / Component	% of Material Stream	Recycling Process Description - Processor B	Disposition
Copper Bearing Material	5.60%	Material from cell phones and accessories is aggregated, shredded or sent downstream for copper recovery. The specific process will depend on which downstream processor is used. (Not exclusive to cell phones, may include some accessories.)	Processing
HG Circuit Boards	94.40%	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.	Refining
	100%		

<sup>10</sup> The disposition description comes from RQP-approved downstream flow documents.

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Table 1 identifies the components and the processing end-fates for the 81%<sup>11</sup> (of the 22% of material destined for recycling) sent to RQP-verified primary processors.<sup>12</sup> This material has been audited. The remaining 19% (of the 22% of material destined for recycling) was sent to an R2 primary processor. This material has not been audited.<sup>13</sup>

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 suggest that the commingled RMC material is dealt with in the manner that is identified.

**Table 2: RQP-verified primary processors**

<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
Dust					100%	
Other						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%	

<sup>11</sup> CWTA cannot confirm 22% of the 81% of devices that flowed through RQP processors as the required information to support and augment this data was not provided in time for the auditors to assess it.

<sup>12</sup> See Appendix G for a chart identifying acceptable processes and end-fates.

<sup>13</sup> While process flows and R2 certificates have been provided for verification purposes, the required information to support and augment this data was not provided in time for the auditors to assess it. CWTA has no reason to believe that the material was not properly managed given its understanding of the various processes employed, and its knowledge of the program and service provider.

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

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

**Table 3: RQP-verified primary processors**

Estimated Conformance Levels – Processor A and B <sup>1</sup>					
	Reuse	Recycle	Recycle: Metal Recovery	Landfill	Other Waste Disposal
Metal Dusts			100%		
Copper Bearing Material		100%			
HG Circuit Boards			100%		
Mixed Metals			100%		

Table 3 identifies the estimated conformance levels for the primary processors.

Note:

<sup>1</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.

<sup>2</sup> Some of the material (aluminum, plastic, and steel) captured in ‘other’ may be recycled before metal recovery occurs.

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.

## 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 CWTA manufacturer members<sup>14</sup> that are ***distributed*** into BC by identified stewards. 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.

<sup>14</sup> Data provided in this report is exclusive to product distributed by manufacturers that are members of CWTA, and as such is a subset of the total devices that are distributed in to the province. Data concerning devices made by OEMs that are not members of CWTA are not included in this report. (It is expected that this data may be reported by other proponents.)

Data may not be complete as a result of changes in vendor relationships that occurred with one carrier in 2018. This data does not identify the portion of devices that resulted in an end sale to a consumer.

This data is reported to by a third-party that has been secured for the purpose of aggregating information provided to it by carriers; this is done in order to maintain confidentiality.

In 2018, a total of 145,916 devices were reported as having been distributed into BC. This total includes devices sent directly into a province and devices sent to distribution centres:

- 145,286 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.
- 630 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 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 2018, participating RMC members collected 52,630 devices.

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.
  - 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 reused 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 2018 were:

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

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

An estimated allocation has been made for each Regional District; where data is provided as a breakdown it is included.<sup>15</sup>

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

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. Data from these initiatives is not available.

### **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**

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<sup>15</sup> See Appendix H for estimated recovery in Regional Districts.

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Plan Target	2018 Results	Strategies for Improvement
Increase awareness of cell phone recycling nationally to 80% by 2015	<p>Awareness of cell phone recycling: 81% nationally; 84% in BC.<sup>16</sup></p> <p>Awareness of cell phone recycling programs: 38% nationally; 51% in BC.<sup>17</sup></p> <p>BC continues to trend higher than national in terms of cell phone recycling awareness.</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> <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>82%* 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. National data.</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>

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

### 9.2 Consumer Awareness

#### *Annual Recycling Study 2018*

CWTA has commissioned an Annual National Cell Phone Recycling Study (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.

The methodology of the 2018 study, at the direction of the CWTA, was transitioned to a full online survey (with telephone only in PEI), while previous waves were mixed mode, half online and half by RDD dual frame (land- and cell lines) telephone sample. The difference in methodology could lead to a potential mode impact. Of note, the tracking indicators remain consistent with previous waves with the transition to a full online survey.<sup>18</sup> The sample size remains large, at 3,000 respondents nationally, and 300 in British Columbia.

#### *Recycling in General*

97% of BC respondents support or somewhat support cell phone recycling.

This year, the survey asked all respondents what products, materials, or other items come to mind when they think about recycling. The top responses included traditional, everyday recyclables such as paper/newspapers (29%), plastic/plastic bottles (26%), and glass (10%). Electronics (and batteries) as a whole were mentioned by 2% of respondents.<sup>19</sup>

<sup>16</sup> Respondents were asked if they were aware that cell phones could be recycled.

<sup>17</sup> In keeping with previous years, respondents were asked if they were aware of any specific recycling programs.

<sup>18</sup> The methodological difference does have a potential mode effect, which has not been noted where applicable throughout the Nanos report.

<sup>19</sup> National numbers. Question: [Open-ended] When you think about recycling, what products, materials, or items come to mind?



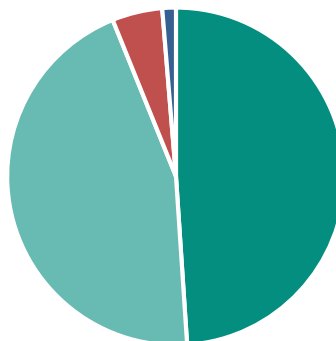
***Consumer Diversion from Landfill as a Model for Consumer Behaviour***

Many consumers participate in reuse and recycling activities without being consciously aware of this behaviour.

The term “recycling” is complicated and often misunderstood. Cell phones 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.



**AFTER RECEIVING YOUR CURRENT PHONE WHAT DID YOU DO WITH YOUR OLD ONE?**



■ Reuse & Recycle ■ Storage ■ Unsure ■ Trash

There is a consumer perception gap as to what behaviour 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.

Using Consumer Diversion from Landfill (CDL) to explain consumer behaviours related to end-of-life management of cell phones helps identify the various ways that unwanted devices are dealt with. In this instance, end-of-life simply refers to a consumer no longer actively using the device in question for its intended use.

CDL can be separated into two main categories: Storage, and Reuse & Recycle.

**Storage:**

In BC, 45% of survey respondents reported storing their last device upon receiving their current one.

When asked if they had any cell phones in storage, 65% of BC respondents reported that they did. On average, they reported storing 3 devices.

**Reuse & Recycle:**

Half (50%) of respondents chose forms of reuse or recycling for their previous device. Top methods included: giving away device (13%); return or trade-in to carrier (12%); recycling, as a deliberate choice (9%); returning to a retailer (3%); selling the device (6%); using it for other purposes, e.g. alarm clock (4%); and donate to charity (2%).

Overall, very few British Columbians reported throwing their previous wireless device in the garbage (1%). The Study shows 95% of British Columbians diverted their last device from landfills, while 4% could not recall what happened to their previous device.

***Consumer Perception & Awareness***

Awareness doesn't equal preferred behaviour (i.e. recycling in a traditional sense), much as lack of awareness does not equal negative behaviour (e.g. throwing into garbage).

BC respondents report a high level of awareness that cell phones can be recycled (84%).

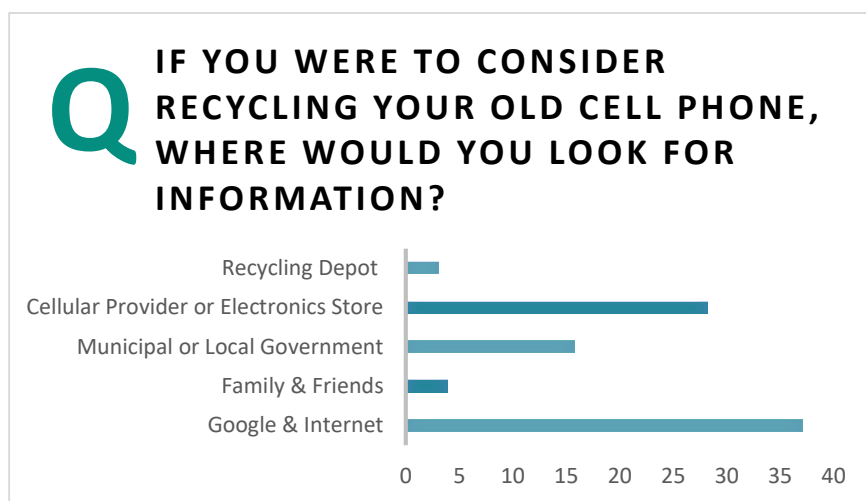
Fifty-one (51%) of respondents reported being aware of a recycling program for cell phones. When asked if they had heard of the Recycle My Cell program specifically, 9% of those aware of programs reported they had.

Interestingly, when asked if they were aware that most cell phone carriers have trade-in or programs that allow them to upgrade their cell phone, 82% of British Columbians respondents reported that they were. Of those who were aware of such programs, 70% reported being aware that cell phones received through trade-in and upgrade programs were recycled or reused.

### Information Search

Cell phone "recycling" is not an everyday occurrence, as are other types of recycling, so it does not form a habit in the day-to-day life of a consumer. An important factor in facilitating behaviour 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.

37% of British Columbians would search the Internet (including referring to Social Media), while 28% would refer to their cellular service provider or an electronics retailer. Other choices included contacting municipal or local governments (16%), recycling depot (3%) and asking a family member or friend (4%).



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.

## 10. Conclusion

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

## **Recycle My Cell 2018 Annual Report**

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.

## Appendix A

### Program Specifics for Member Initiatives

Steward	Program	Location	Devices Accepted	Consumer Incentive
Bell	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 website.	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 initiatives.
	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.
	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.
	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 initiatives.
	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.
Freedom Mobile	Freedom Mobile Trade-in	Accepted at all participating locations.	All mobile devices as defined by this program from any manufacturer or carrier.	Trade-in value to customer.
Rogers	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.
	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.

## Appendix B

### Consumer Engagement

#### 2018 Recycle My Cell Earth Month Challenge Facebook & Twitter Posts

##### RMC Twitter Page



**Recycle My Cell** @RecycleMyCell · 2 Apr 2018

And they're off!

33 schools across the country have registered for the 2018 #RMCEarthMonthChallenge, and now it's time to get collecting. If you have an old device hidden away in a junk drawer, take it in to a participating school near you to help them win up to \$1000!



1 3 4

Show this thread

You Retweeted



**CRTCfra** @CRTCfra · 22 Apr 2018

Célébrez le #JourTerre2018 en vous débarrassant de vos vieux téléphones cellulaires aux endroits indiqués. 🌱  
Trouver le point de collecte le plus près de chez vous: [ow.ly/I3cQ30jAW00](https://ow.ly/I3cQ30jAW00)  
@RecycleMyCell

Translate Tweet



3 1

## Recycle My Cell 2018 Annual Report



**Recycle My Cell** @RecycleMyCell · 31 Oct 2018

No fear, iPhone users - we've got you (& your data) covered, too! Watch this video from @MobileMuster1 for a demo on how to wipe your device prior to recycling, reuse, or donation: [ow.ly/FFx230mrQvd](https://ow.ly/FFx230mrQvd)  
For more info on device recycling in Canada, visit [recyclemycell.ca](https://recyclemycell.ca)



### How to manage the data on your phone (iOS)

Find out how to back up, log out and reset your mobile phone so it is ready to be recycled or reused. For more tips and information visit [mobilemuster.com.au](https://mobilemuster.com.au)  
[vimeo.com](https://vimeo.com)



1



**Recycle My Cell** @RecycleMyCell · 31 Oct 2018

Concerned about protecting your data before parting with an old Android phone? Check out these tips from our Australian friends @MobileMuster1 to ensure the handover is hassle-free: [ow.ly/cKSK30mrL8F](https://ow.ly/cKSK30mrL8F)  
For more info on device recycling in Canada, visit [recyclemycell.ca](https://recyclemycell.ca)



### How to manage the data on your phone (Android)

Find out how to back up, log out and reset your mobile phone so it is ready to be recycled or reused. For more tips and information visit [www.mobilemuster.com.au](https://www.mobilemuster.com.au)  
[vimeo.com](https://vimeo.com)



1



**Recycle My Cell** @RecycleMyCell · 15 Oct 2018

Happy #WasteReductionWeek, Canada!

In the spirit of today's theme of #CircularEconomy, take a look at some of the ways you can give that old smartphone a second life - all it takes is some creativity (and maybe an app or two!)



1



5







**Recycle My Cell**

Published by Hootsuite [?] · 22 April 2018 ·

Did you know that more than 60% of Canadians have multiple old cellphones that they aren't using? Make the green choice, don't let your old device be stored away instead of being reused or recycled.

For Earth Day 2018, SHARE and LIKE this post to help us reach as many Canadians as we can to get them to recycle their old cellphone at one of our 2,780 locations across Canada: [www.recyclemycell.ca/drop-off-locations](http://www.recyclemycell.ca/drop-off-locations)



**Recycle My Cell**

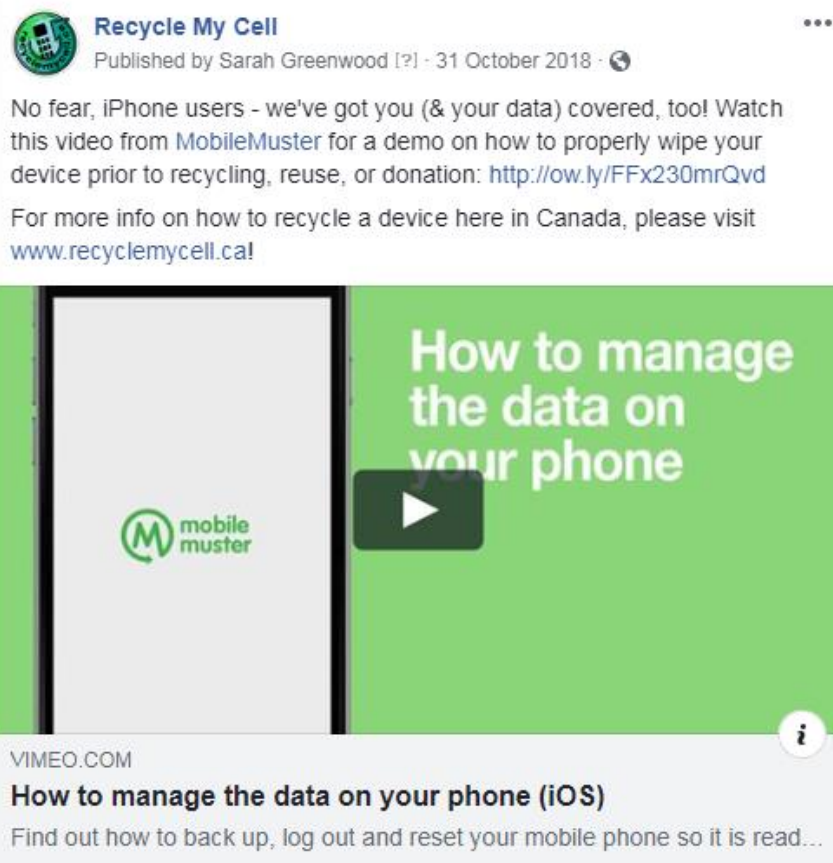
Published by Hootsuite [?] · 26 December 2018 ·

Upgrading your cell phone this Boxing Day? Make sure your old device doesn't end up in a landfill or a junk drawer. Visit Recycle My Cell to see how you can recycle your old phone – regardless of condition – for free! <https://www.recyclemycell.ca>

Vous mettez votre téléphone cellulaire à niveau le lendemain de Noël? Assurez-vous que votre vieil appareil ne se retrouve pas dans un site d'enfouissement ou dans un tiroir à ordures. Visitez Recycle Mon Cell pour voir comment vous pouvez recycler votre vieux téléphone - peu importe son condition - gratuitement! <https://www.recyclemycell.ca/fr/accueil/>

See Translation







Paid Advertising

Google Ad

About 4,440,000 results (0.60 seconds)

**recyclemycell.ca - Recycle Your Cell**

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

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

Any condition accepted · Any brand accepted

Types: Pagers, Smartphones, Chargers, Mobile accessories

[Drop-off Locations](#)

[Delete Your Information](#)

[Contact Us](#)

[FAQs](#)

Facebook Ads

Suggested Page



**Recycle My Cell**

Sponsored

Canada's free recycling program for mobile devices and accessories.



**Recycle My Cell**

Recycling Center

12,272 people like this

 Like Page

## Appendix C

### Stakeholder Engagement

Outreach – Regional Districts and Local Government (via CWMA Conference)



With Recycle My Cell,  
**tidying your town**  
has never been easier.

Recycle My Cell (RMC) is the Official Cell Phone Recycling Program for British Columbia

### Host a Location

- **1. Register Online**  
Review the *Terms & Conditions* and *New Requirements – Cell Phone Shipping* to understand your responsibilities as a drop-off location, as well as our responsibilities to you. Complete & submit the online Registration Form at [RecycleMyCell.ca](http://RecycleMyCell.ca).
- **2. Collect Phones**  
Set up your collection area, and display Recycle My Cell posters, table cards and brochures. Tell people about RMC on your Web site, or via Social Media!
- **3. Package**  
If shipping your collections in a regular box (max. 66lbs), properly seal the box and attach all applicable labels. Larger volumes (skids, barrels, etc.) are also accepted but require special transportation arrangements.
- **4. Mail Out**  
Drop off your box at any Canada Post location for free shipping. For larger volumes, please contact [info@recyclemycell.ca](mailto:info@recyclemycell.ca) to arrange transportation.

Recycle My Cell accepts all used, unwanted or discarded mobile devices and their accessories, regardless of brand, model, condition or age.



- Cell phones
- Smartphones
- Wireless Aircards
- Rechargeable cell phone batteries
- Pagers
- Headsets
- Wireless PDAs
- Chargers

### Promote Your Location

We will provide you with:

- Brochures
- Posters
- Table Cards
- News Bulletin
- Official Participant Logo
- Website Blurb

Join our growing collection network!

1-888-797-1740  
[info@RecycleMyCell.ca](mailto:info@RecycleMyCell.ca)  
Twitter: @RecycleMyCell  
Facebook.com/RecycleMyCell



Outreach – Depots & Large Volume Collectors (via CWMA Conference)



**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).

Paid Advertising – Municipal Information Network



Paid Advertising – Municipal Leader

**Canada's recycling program for mobile devices and accessories**

*Recycle My Cell is a free, convenient and easy-to-use way to recycle old and unwanted cell phones and accessories. By hosting a Recycle My Cell drop-off location, you'll provide a valuable service to your community. Registration is quick and easy and we'll provide you with all the materials you'll need, free of charge. Visit [RecycleMyCell.ca](http://RecycleMyCell.ca) to learn more.*

The advertisement has a dark green background. On the left, there is a close-up of a silver flip phone. In the center is the Recycle My Cell logo. The text is arranged to the right of the logo, with the title in bold white font and the descriptive paragraph in a smaller white font.



BC Recycles (Stewardship Agencies of British Columbia website)

FIND LOCATIONS

Select a material...

Select a specific item...

Select an area...

Search

Member Login

HOME ABOUT STEWARDSHIP RESOURCES CONTACT US

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](#)




FIND LOCATIONS



Select a material...


Select a specific item...

Select an area...


Search




**Recyclepedia Mobile App**  
  




**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.








[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>

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## BC Stewards Pamphlet

### STEWARDSHIP AGENCIES OF BC (SABC) CONTACTS:

**BC BREWERS RECYCLED CONTAINER COLLECTION COUNCIL (BRCCC)**  
1711 Kingsway Avenue,  
Port Coquitlam, BC V3C 0B6  
t. 604.459.1729  
f. 604.659.2747  
e. stewardship@bdl.ca  
w. envirobeerbc.com

**BC USED OIL MANAGEMENT ASSOCIATION**  
Suite 107, 1834C Oak Bay Ave.  
Victoria, BC V8R 0A4  
t. 1-866-256-0555  
e. reception@usedoilrecycling.ca  
w. bousedoil.com

**CALL2RECYCLE\***  
201 - 2590 Granville Street,  
Vancouver, BC V6H 3H1  
t. 1.888.224.9764  
e. info@call2recycle.ca  
w. call2recycle.ca

**CANADIAN BATTERY ASSOCIATION**  
1415 Broad Street,  
Victoria, BC V8W 2B2  
t. 250.216.3664  
e. info@canadianbatteryassociation.ca  
w. recyclemybattery.ca

**ELECTRONIC PRODUCTS RECYCLING ASSOCIATION BC**  
100 - 4259 Canada Way,  
Burnaby, BC V5G 1H1  
t. 1.800.330.9767  
f. 604.473.2411  
e. eoleinfo@returnit.ca  
w. returnit.ca/electronics

**ELECTRORECYCLE (CANADIAN ELECTRICAL STEWARDSHIP ASSOCIATION)**  
95 Mural Street, 6th Floor,  
Richmond Hill, ON L4B 3B2  
t. 1-877-592-2972, ext 232  
e. info@electrorecycle.ca  
w. electrorecycle.ca

**HEALTH PRODUCTS STEWARDSHIP ASSOCIATION**  
330 - 2255 St. Laurent Blvd.  
Ottawa, ON K1G 4K3  
t. 613.723.7282  
f. 613.722.1626  
e. info@healthsteward.ca  
w. healthsteward.ca

**HRAI - THERMOSTAT RECOVERY PROGRAM**  
101 - 2350 Matheson Blvd. E.  
Mississauga, ON L4W 5G9  
t. 1.800.267.2231  
f. 905.602.1197  
e. hrai@mail@hrai.ca  
w. hrai.ca/trp

**MARR - MAJOR APPLIANCE RECYCLING ROUNDTABLE**  
105 West 3rd Ave.  
Vancouver, BC V5Y 1E6  
t. 1-888-262-4621  
e. info@marrbc.ca  
w. marrbc.ca

**OUTDOOR POWER EQUIPMENT INSTITUTE OF CANADA**  
105 West 3rd Ave.  
Vancouver, BC V5Y 1E6  
t. 1.877.592.2972  
f. 604.592.2982  
e. info@opeic.ca  
w. opeic.ca

**RECYCLE BC**  
230 - 171 Esplanade West,  
North Vancouver, BC V7M 3J9  
t. 778.588.9504  
e. info@recyclebc.ca  
w. recyclebc.ca

**RECYCLE MY CELL**  
300 - 80 Elgin Street,  
Ottawa, ON K1P 6R2  
t. 1.888.797.1740  
f. 613.233.2032  
e. info@recyclemycell.ca  
w. recyclemycell.ca

**RETURN-IT (ENCORP PACIFIC CANADA)**  
100 - 4259 Canada Way,  
Burnaby, BC V5G 4Y2  
t. 1.800.330.9767 or 604.473.2400  
f. 604.473.2411  
e. returnit@returnit.ca  
w. returnit.ca

**PRODUCT CARE "PAINT, FLAMMABLES, LIGHTS AND ALARMS"**  
105 West 3rd Ave.  
Vancouver, BC V5Y 1E6  
t. 1.877.592.2972  
f. 604.592.2982  
e. info@productcare.org  
w. productcare.org

**TIRE STEWARDSHIP BC**  
PO Box 5366,  
Victoria, BC V8N 6S4  
t. 1.844.759.0688  
f. 1.877.598.9119  
w. tsbc.ca

Visit the site or download the app at [www.bcrecycles.ca](http://www.bcrecycles.ca)  
Call toll free: 1-800-467-4321 or 604-732-9253 | [info@bcstewards.com](mailto:info@bcstewards.com)



Download the app at [www.bcrecycles.ca](http://www.bcrecycles.ca) | [info@bcrecycles.ca](mailto:info@bcrecycles.ca)

## STEWARDSHIP AGENCIES OF BRITISH COLUMBIA

The stewardship agencies of British Columbia (SABC) are an informal alliance of industry product stewardship organizations. The group works with government, service providers and other stakeholders to ensure BC's extended producer responsibility model is successful and cost effective. SABC currently has 15 members representing more than 20 stewardship programs in the province.

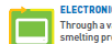
Stewards and stewardship agencies in BC recognize that they have a responsibility to work together. SABC provides the bridge across varying interests. Better known to the public as BC RECYCLES they provide common messages through informational brochures, videos, ambassador tours and other communication tools. They have a website, toll free hotline, and recycling location finder to find information about how and where to recycle all the products as well as contact information for each of the recycling programs.

### WHAT ARE PRODUCTS RECYCLED INTO?



#### BATTERIES

The collected batteries are sent to recycling facilities where they are processed into reusable metals and materials. These are used to produce new batteries, stainless steel products and cement additives. None of the materials make their way into landfills.  
[call2recycle.ca](http://call2recycle.ca)



#### ELECTRONICS

Through a variety of refining and smelting processes, materials reclaimed from unwanted electronics, such as metal, plastic, and glass are used as raw materials in the manufacturing of new products.  
[return-it.ca/electronics](http://return-it.ca/electronics)  
[recyclemyelectronics.ca](http://recyclemyelectronics.ca)



#### MEDICATION

All expired or unused prescription drugs, over-the-counter drugs and natural health products can be returned to participating pharmacies for responsible disposal. Each product collected through this program is destroyed through incineration.  
[healthsteward.ca](http://healthsteward.ca)



#### SMALL APPLIANCES + POWER TOOLS

Electrical products are taken apart and separated into material types. Some materials such as copper and other metals are sent for smelting to recover the metals. Other materials such as plastics and glass are recycled/processed into commodities or reused.  
[electrorecycle.ca](http://electrorecycle.ca)



#### BEER CONTAINERS & PACKAGING

Refillable glass beer and cider bottles are sterilized and refilled an average of 15 times! Once they reach their end of life, they are then recycled into new glass bottles and other glass products. Alcohol aluminum cans are recycled back into aluminum cans as well as 6 weeks!  
[envirobeerbc.com](http://envirobeerbc.com)



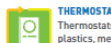
#### LEAD-ACID BATTERIES

All consumer lead-acid batteries can be recycled. They are found in items such as vehicles, trucks, motorcycles, boats, and RVs. All commercial lead-acid battery applications, including fork lifts, golf carts, solar and UPS systems are also collected and recycled.  
[recyclemybattery.ca](http://recyclemybattery.ca)



#### OUTDOOR POWER EQUIPMENT

Electric outdoor power equipment is recycled for its various components, that are segregated, processed, and shipped to a smelter. The smelter produces a metal material that manufacturing companies buy to produce a variety of products that are made of or contain metal.  
[opeic.ca](http://opeic.ca)



#### THERMOSTATS

Thermostats are made up of plastics, metals, electronics, glass and mercury, which are all 100% recyclable. Your used thermostat goes on to become a number of different products, including fiberglass, refined mercury and lower grade plastic and metal devices.  
[hrai.ca/trp](http://hrai.ca/trp)



#### BEVERAGE CONTAINERS

Aluminum cans are recycled into new cans within 6 weeks. Drink boxes and cartons are used in paper products and cardboard boxes. Glass is recycled into new bottles or turned into insulation, and plastic is used for new bottles, jugs, buckets and more.  
[return-it.ca](http://return-it.ca)



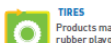
#### LIGHTING PRODUCTS

Metal is recycled through the metal recycling industry. Mercury/phosphor powder is sent for mercury retort/recovery or stabilized for secure landfill. Glass is recovered and reused. Commercial fixtures and non-PCB lighting ballasts are recycled through the metal recycling industry.  
[productcare.org](http://productcare.org)



#### PACKAGING + PAPER

Corrugated cardboard is recycled into cardboard, printed paper and paper packaging is recycled into boxes and other packaging; plastic packaging is used in household goods, packaging, and building material; metal packaging becomes construction material; foam is recycled into picture frames.  
[recyclebc.ca](http://recyclebc.ca)



#### TIRES

Products made locally range from rubber playground surfacing and arena flooring tiles, to cow and horse stall mattresses. Products available for purchase by the consumer are coloured landscaping mulch and garden tiles.  
[tsbc.ca](http://tsbc.ca)



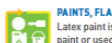
#### CELL PHONES

Cell phones are sent to certified processing facilities and are separated based on usability. Cell phones that meet specific functionality criteria are sold, while older and damaged ones are recycled. Whether reused or recycled, your old cell phone stays out of the landfill.  
[recyclemycell.ca](http://recyclemycell.ca)



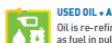
#### MAJOR APPLIANCES

Major appliances are primarily metal with small amounts of other materials like glass, rubber, and foam. Appliances containing refrigerant are decommissioned to remove refrigerant prior to shredding, allowing the materials to be sorted into ferrous and non-ferrous metals which are recovered and recycled back into the market.  
[marrbc.ca](http://marrbc.ca)



#### PAINTS, FLAMMABLES + ALARMS

Latex paint is recycled into new paint or used as raw material. Oil-based paints, flammable liquids and gasoline are used as alternative fuels. Plastics and metals from smoke and CO alarms are recovered and radioactive components are disposed of at licensed facilities.  
[productcare.org](http://productcare.org)



#### USED OIL + ANTIFREEZE

Oil is re-refined into new oil or used as fuel in pulp mills and asphalt plants. Antifreeze is processed into new antifreeze. Filters are crushed and melted into new steel products while oil and antifreeze containers are processed into new oil containers or other plastic products.  
[usedoilrecycling.com/bc](http://usedoilrecycling.com/bc)

Download the app at [www.bcrecycles.ca](http://www.bcrecycles.ca) | [info@bcstewards.com](mailto:info@bcstewards.com)



RCBC Social Media

**Recycling Council of British Columbia**  
March 20, 2018 · 🌐

Recycle My Cell is making April Earth Month by getting schools across Canada to participate in a used cell phone recycling challenge!

Grand Prize is \$500 to any registered Canadian private and public schools, so register today! <https://www.recyclemycell.ca/earthmonthchallenge/>  
#recycle #schoolchallenge #everydayisearthday

---

**APRIL 1-30 // RECYCLE MY CELL EARTH MONTH CHALLENGE**

**OPEN TO ALL REGISTERED CANADIAN PUBLIC & PRIVATE SCHOOLS**

**March 12**  
REGISTRATION IS NOW OPEN!

**April 1-30**  
THE CHALLENGE IS ON! GET COLLECTING!

**May 12**  
DEADLINE FOR BOXES REACHING PROCESSOR

**HOW TO PARTICIPATE**

Review the **Challenge Rules** at [RecycleMyCell.ca/EarthMonthChallenge](https://www.recyclemycell.ca/EarthMonthChallenge). **Complete & submit** the online Earth Month Challenge Registration Form.

**Set up your collection area** using a box you would have otherwise recycled. Let the kids get creative! **Tell people** about your school's participation on your school website, newsletter, or via social media.

At the end of April, pack up your collections in a regular box (max. 66lbs), **properly seal the box and attach all applicable labels**. If you require more labels, please let us know at [info@recyclemycell.ca](mailto:info@recyclemycell.ca) before the challenge ends on **April 30th**.

Mail out your box(es) from any **Canada Post location** for free shipping. Please be sure to mail out your boxes so that they reach our processor by **May 12th**, in order to be eligible for prizing.

**GRAND PRIZE \$500**  
in each province/territory

**PARTICIPATION PRIZES \$1 PER DEVICE COLLECTED**  
for all schools that collect minimum 20 phones



**Recycling Council BC** @RecyclingBC · 3 Apr 2018

Get your school involved in the @RecycleMyCell challenge this month! #bced #oldcellphones



**Recycle My Cell** @RecycleMyCell

And they're off!

33 schools across the country have registered for the 2018 #RMCEarthMonthChallenge, and now it's time to get...

Show this thread



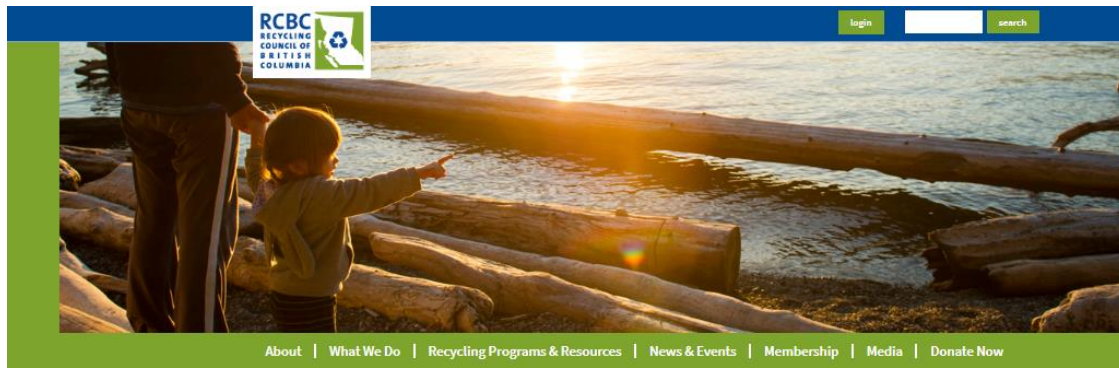
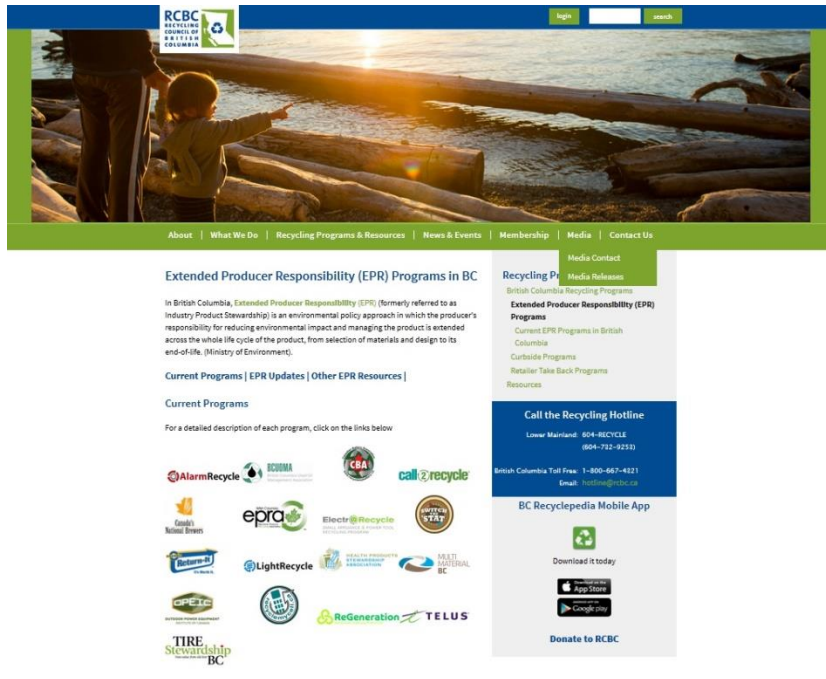
**Recycling Council BC** @RecyclingBC · 21 Mar 2018

Attention teachers and students! Participate in #cellphone round-up this #April with the @RecycleMyCell Earth Month Challenge! Could win up to \$1000! All the details: [ow.ly/150830j42tq](https://ow.ly/150830j42tq) #outoflandfills #drawerpurge



## Recycle My Cell 2018 Annual Report

### RCBC Recyclepedia



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

The CWTA'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](#)  
[Resources](#)

### Call the Recycling Hotline

Lower Mainland: 604-RECYCLE  
(604-732-9233)

British Columbia Toll Free: 1-800-667-4321

Email: [hotline\(at\)rcbc.ca](mailto:hotline(at)rcbc.ca)

Renew your 2019 Membership: [members\(at\)rcbc.ca](mailto:members(at)rcbc.ca)

### BC Recyclepedia Mobile App




Download it today




[Join the Recycling Minute Email List](#)



## Recycle My Cell 2018 Annual Report





[About](#) | [What We Do](#) | [Recycling Programs & Resources](#) | [News & Events](#) | [Membership](#) | [Media](#) | [Contact Us](#)

### Recyclepedia - Results

Did you know that more than 85% 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 recycling through [Encompass Pacific's province-wide electronics recycling program](#).

There are also a number of non-profit organizations and electronic retailers in BC accepting cell phones for reuse.

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.

**25 results found**

Showing results for: **Cell Phones in Victoria**

#### Alpine Disposal & Recycling (Victoria)


See what other materials this depot also accepts

Phone: (250) 474-2145  
 Address: 1045 Dunford Avenue, Langford - [Map](#)  
 Website: <http://www.alpinegroup.ca>  
 Hours: Mon-Fri 9:00am - 4:00pm  
 Notes: Depot for ReGeneration paint plus, OPIC, BCUMA, MARR, CWTA, Cell2Recycle, Encompass beverage container and Alarm Recycle programs. Fee for fresh removal for fridges/freezers. Call for details/fees.  
[Location Feedback](#)

#### Bell (Hillside Centre)


See what other materials this depot also accepts



Phone: 1-855-797-4740  
 Address: 1844 Hillside Avenue, Hillside Centre, Victoria - [Map](#)  
 Website: [RecycleMyCell.ca](#)  
 Hours: Regular business hours.  
 Notes: This organization participates in the CWTA Recycle My Cell program.  
[Location Feedback](#)

#### Bell (Mayfair Shopping Centre)

See what other materials this depot also accepts



Phone: 1-855-797-4740  
 Address: 5147 Douglas Street, Mayfair Shopping Centre, Victoria - [Map](#)  
 Website: [RecycleMyCell.ca](#)  
 Hours: Regular business hours.  
 Notes: This organization participates in the CWTA Recycle My Cell program.  
[Location Feedback](#)

#### What We Do

- [Recycling Hotline](#)
- [Recyclepedia](#)
- [Recyclepedia Smart Phone App](#)
- [Road to Zero Waste School Program](#)

#### Call the Recycling Hotline

Lower Mainland: 804-RECYCLE (804-732-9252)

British Columbia Toll: 1-800-667-4421


Free:

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



Renew your 2022 membership: [members@rcbc.ca](mailto:members@rcbc.ca)

[Membership](#)

#### BC Recyclepedia Mobile App



Download it today

Donate to RCBC

## Appendix D

### Media Engagement

#### Earth Day Press Release – CWTA

### Clean Out the Old Phones In The Drawer: Canadians Challenged to Mark Earth Day 2018 by Recycling Old Cellphones

OTTAWA – April 20, 2018 – With people purchasing new cellphones every year, old devices end up being stored away instead of reused or recycled. Canadians of all ages are being encouraged to celebrate Earth Day 2018 by digging their old devices out of storage and taking them to be recycled.

Recycle My Cell, Canada's free cellphone recycling program, is challenging consumers to drop off their previously used cellphones and accessories on Sunday, April 22 at any of their nearly 2,800 drop-off locations in communities from coast to coast.

Statistics show that more than 60 percent of Canadians have multiple cellphones in their possession that they aren't currently using.

"Cellphone recycling isn't hard," said Robert Ghiz, President and CEO of the Canadian Wireless Telecommunications Association (CWTA). "When you get a new cellphone, follow a few easy steps and you can recycle your old phone instead of keeping it in a drawer at home or the office. First, you want to take the time to transfer your photos, your contacts and your calendars over from your old phone. Once you've done that, deleting your personal information is straightforward. The only thing left to do is to recycle it. It is a small step, but together we can have a positive and lasting impact on the planet."

Consumers can visit Recycle My Cell's bilingual website – [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca) or [www.Recyclemoncell.ca](http://www.Recyclemoncell.ca) – to get answers on how to erase their personal information from their old cellphones, as well as information about how to then recycle those devices.

"It's really as simple as finding the drop-off location closest to you, and heading over to turn in the old device," added Ghiz.

Other findings from the 2017 *Understanding Cellphone Recycling Behaviours* survey include:

- An overwhelming majority of Canadians (87%) support cellphone recycling programs. Over 80 per cent of Canadians are aware cellphones can be recycled and 84 per cent of Canadians would consider recycling their cellphones if they knew where to recycle them.
- Sixty-two per cent of Canadians say they have cellphones in their possession that they are not using and are being stored, compared to 37 per cent who say they don't. This is consistent with the 2016 wave which received the same percentages. Canadians report storing an average of 2.4 phones.
- Nearly nine in ten (89%) Canadians personally have one cellphone that they actively use. Nine per cent of Canadians actively use two cellphones, while one per cent use three cellphones and two per cent use four cellphones or more.
- Consistent with 2016, 46 per cent of Canadians have personally owned four cellphones or more prior to their actual phone (46% in 2016; 43% in 2015). Two in five have respectively owned two (19%) or three (18%) phones prior to their current one, while 16 per cent have owned one.

"The desire to protect the planet for future generations is deeply embedded in Canadians, and we're proud to be working with Recycle My Cell to help people accomplish that goal," added Ghiz.

### Canadian Cellphone Recycling Facts

- 483,338 wireless devices were recovered in 2017.
- 7,506,802 wireless devices have been recovered since 2005.
- 2,780 drop-off locations across Canada.

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

Municipalities, recycling depots, businesses and community organizations across the country can 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).

The 2017 *Understanding Cellphone Recycling Behaviours* survey, commissioned by the Canadian Wireless Telecommunications Association, was completed by Nanos Research from December 4 to 17, 2017.

### About Recycle My Cell

Recycle My Cell is Canada's national recycling program for mobile phones and accessories. The bilingual website – [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca) and [www.Recyclemoncell.ca](http://www.Recyclemoncell.ca) – allows consumers to simply enter their location to find the 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](http://www.cwta.ca) (CWTA), in conjunction with cellphone carriers, handset manufacturers and approved processors, who have come together to raise awareness about the importance of cellphone recycling.

### About CWTA

The Canadian Wireless Telecommunications Association (CWTA) is the authority on wireless issues, developments and trends in Canada. It represents companies that provide services and products across the wireless sector. Representing the industry before all levels of government and various regulatory agencies, CWTA actively promotes the industry with the goal of ensuring continued growth of the wireless sector in Canada. CWTA administers a number of initiatives on behalf of its members, including corporate social responsibility programs and the national common short codes program.

### Media Contact:

Greg Burch

204-250-9244

[spaluck@cwta.ca](mailto:spaluck@cwta.ca)

– 30 –

## Appendix E

### Member Engagement

#### Bell

The screenshot shows the Bell Mobility website with a navigation bar at the top containing 'Bell', 'Shop', 'Support', 'MyBell', and a search bar. Below the navigation bar is a 'Search support' field. The main content area is titled 'How can I recycle my old Bell products?' and includes a 'Back' button and a 'Contact us' button. The text on the page explains the importance of recycling and provides information about the Bell Trade-in program and the Bell Blue Box program. It mentions that users can obtain a certificate equivalent to their phone's value for use in-store towards the purchase of a new phone or accessories. It also states that phones that are old and/or in bad condition will be deemed as having no value. The page further details the Bell Blue Box program, which allows users to recycle their 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, users are directed to visit the Bell Trade-in program and the Bell Blue Box program pages.

#### Bell: Bell blue box

The screenshot shows the Bell Mobility website with a navigation bar at the top containing 'Bell', 'Shop', 'Support', 'MyBell', and a search bar. Below the navigation bar is a 'Search support' field. The main content area is titled 'What can I do with my old mobile phone?' and includes a 'Back' button and a 'Contact us' button. The page features a section titled 'Can I recycle my old mobile phone through Bell?' which explains that users can return their 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. Below this section are two expandable sections: 'Where can I return my old phone?' and 'Can I ship my old phone to Bell?'. The Canadian Mental Health Association logo is also visible on the page.

## Recycle My Cell 2018 Annual Report

[Shop >](#)

[Support >](#)

[MyBell >](#)

[IN EN](#)

[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. 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 Trade-in

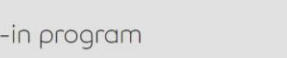

[Shop](#)
[Support](#)
[MyBell](#)

[Log in / Register](#)

[Mobility](#)

Mobility

# Trade-in program



## Trade in your phone, tablet or watch and save.

With the Bell Trade-in program, you can get a credit up to \$300 when you trade in a phone, tablet or watch.\* The credit can be used in-store towards the purchase of a new device or accessories.

**Limited-time offer:** trade in your current Apple Watch and get up to \$200 towards a new one.\*\*




Bell

ShopSupportMyBell

Mobility

Trade-in program



Trade in your phone, tablet or watch and save.

With the Bell Trade-In program, you can get a credit up to \$200 when you trade in a phone, tablet or watch.\* The credit can be used online towards the purchase of a new device or accessories.

Limited time offer: trade in your current Apple Watch and get up to \$200 towards a new one.\*\*

1. Find out how much your device is worth

Search for your device

Search for your device

or

Select the manufacturerSelect 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.

Eligibility

FAQs

3. Find a store

Just bring your current phone or tablet to a participating Bell store, where we'll assess it and give you its trade-in value towards your next device or accessory.

Find a store

## Recycle My Cell 2018 Annual Report

### The Source: The Source Trade-up

[Login/Register](#) [Track Order](#) [Ontario](#) [Store Locator](#) [Help Centre](#) [Français](#)

[SELECT MY STORE](#) [SHOP FLYER](#) [TRENDING TECH](#) [MY ACCOUNT](#) [\\$0.00](#)

[ALL DEPARTMENTS](#)  [SEARCH](#)

[Home > Trade Up and Save](#)

#### PROGRAMS & SERVICES

- Overview
- Advantage Care Plan
- Best Price Guarantee
- Battery Rebuild Program
- Repair Services
- Trade Up & Save**
- Contests
- Dealer Opportunities
- Source for Business
- Affiliate Program

#### TRADE UP & SAVE PROGRAM

It's easy to upgrade to the latest mobile phone on the market. Bring your current device to any The Source store and we'll give you a Gift Card equal to your phone's current trade-in value—worth up to \$300. Your Gift Card can be used in-store toward your new phone or just about any other tech including laptops, headphones, tablets—or from any of the categories listed below. Find the new tech you want today!

#### THE LATEST DEVICES

Samsung Galaxy S9 - ...

iPhone® X 64GB - Spac...  
★★★★★

Google Pixel 2 64GB - Just...  
★★★★★

[See more smartphones](#)


#### WHAT YOU NEED TO DO BEFORE TRADING IN

Before you bring your mobile phone in, you should be aware that you must be 18 or older and the legal owner of the phone. Some other things to keep in mind:

- Make sure to backup all of your contacts, photos, apps and information
- Perform a factory reset after your files are safe so that none of your personal info is left on the phone
- Disable any cloud or Find My Phone functions, or your phone will be appraised at \$0

### Virgin Mobile: Virgin Mobile Recycle

Find a StoreFrançaisProvinceON(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




MOBILEINTERNETMEMBER BENEFITSSUPPORT

FRON🛒 (0)📍🔍

LOG IN

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

# TRADE-IN YOUR OLD DEVICE AND GET UP TO \$300 OFF A HOT NEW ONE.



## HOW IT WORKS:

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

## WHAT YOU NEED TO DO BEFORE TRADING IN:

- Back up your personal info and reset your device . ⓘ
- 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 ▼

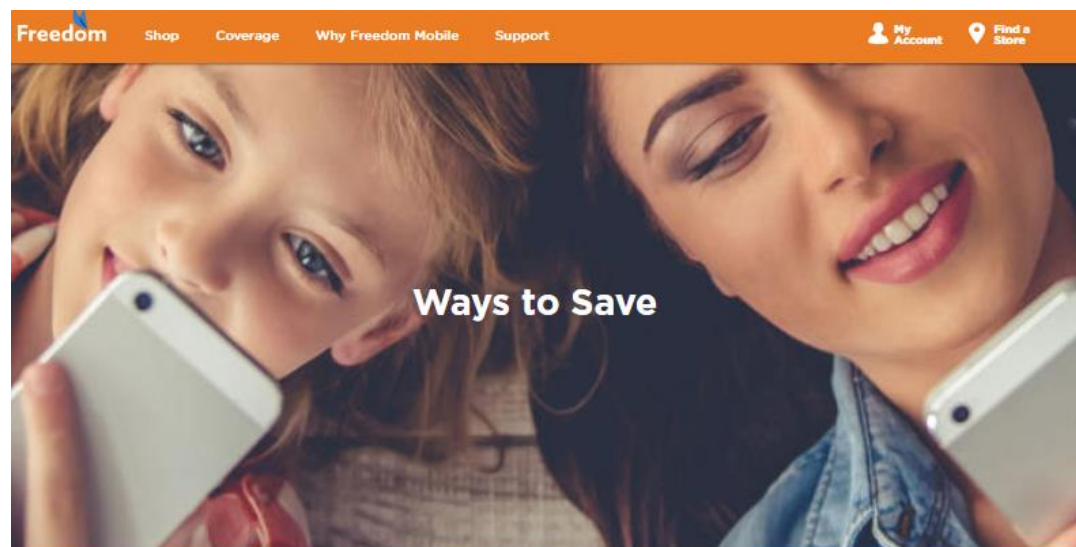
Select Model  
choose one ▼

Current Carrier  
choose one ▼



42

Freedom Mobile: Freedom Mobile Trade-in



Digital Discount

MyTab

Trade-in & Save

Better Together Savings

Save up to \$300 on the price of a new device by trading in your old phone.

The benefits of trading in

- Save up to \$300 on your next smartphone purchase
- Simple on the spot in-store transaction
- Avoid the hassle of selling through classifieds
- Available for new and existing customers
- Help the environment by recycling your phone

How does it work?



Digital Discount

MyTab

Trade-in & Save

Better Together Savings

Save up to \$300 on the price of a new device by trading in your old phone.

The benefits of trading in

How does it work?

**Visit a store to see what your device is worth** Bring in a device that's in good working condition—which means that it powers on with no screen damage – and we'll let you know how much your phone is worth. Not all phones will be accepted due to condition and market value. If your phone isn't eligible for a credit we can recycle it for you.

**Remove your data and trade in your device** Before you trade in your phone, remove your SIM, memory card, any applicable accessories, and delete all of your personal data or transfer it to your new one.

**Use your Trade-In credit** Use the full trade-in credit toward the purchase of a new smartphone and accessories. See Trade-In [Terms & Conditions](#)



## Rogers: Rogers Recycling Program

[Sign in](#)
[Register >](#)
[ON](#)
[Français](#)
[Find a Store >](#)

[SHOP](#)
[HELP & SUPPORT](#)
[MyROGERS](#)
[MORE](#)
[PROMOTIONS](#)
[BUSINESS](#)

[Help & Support > Wireless](#)

## Rogers: Rogers Trade-In

[Sign in](#)
[Register >](#)
[ON](#)
[Français](#)
[Find a Store >](#)

[SHOP](#)
[HELP & SUPPORT](#)
[MyROGERS](#)
[MORE](#)
[PROMOTIONS](#)
[BUSINESS](#)

### Give. Trade. Bring.

Already have a device? Great! Here are three programs we offer that can help you and your close ones save.

Get a \$100 credit

Simply trade in your eligible old phone, and we'll give you a credit towards a new one.

[Learn More](#)

[Bring Your Own Device](#)
[Trade-Up](#)
[Hand Me Down](#)

**Credit**

Get a **\$100 credit** when you trade in select devices.\*

\*Amount depends on the original price, age, and condition of your device. Trade-Up program Terms and Conditions

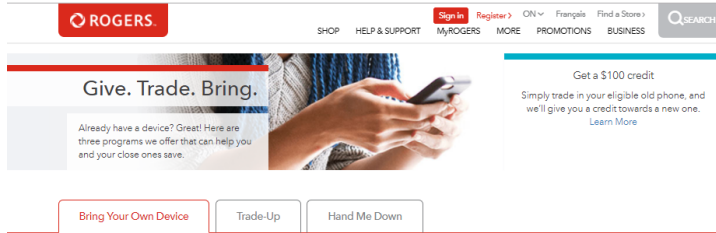
**Preparing your old phone for a trade-up**

**Back up your stuff**  
Save your photos, apps and contacts. Start by selecting your device type:  
[Apple >](#) [Android >](#) [BlackBerry >](#)

**Reset your phone**  
Personal data should be removed by doing a [factory reset](#).

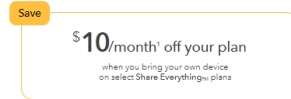
**Save your memory card!**  
Remove any memory cards from your old phone.

## Rogers: Rogers Bring Your Own Device and Rogers Hand Me Down



The image shows the top portion of the Rogers website. At the top is the Rogers logo and navigation links: SHOP, HELP & SUPPORT, MyROGERS, MORE, PROMOTIONS, BUSINESS, and a search bar. Below this is a banner with the text "Give. Trade. Bring." and a sub-header "Already have a device? Great! Here are three programs we offer that can help you and your close ones save." To the right of the banner is a box titled "Get a \$100 credit" with the text "Simply trade in your eligible old phone, and we'll give you a credit towards a new one. Learn More". Below the banner are three buttons: "Bring Your Own Device", "Trade-Up", and "Hand Me Down".

Bring your unlocked phone to save. No commitment or term contract needed.



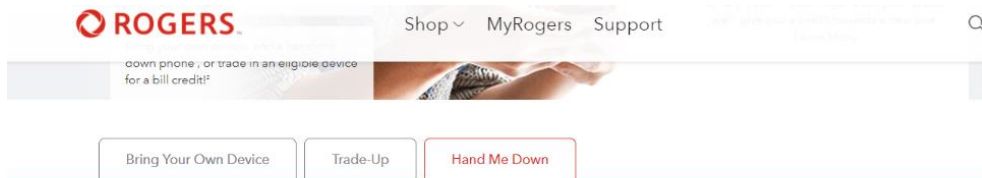
A yellow box with the text "Save \$10/month\* off your plan" and a smaller line of text below it: "when you bring your own device on select Share Everything™ plans".

How it works:

- 1 Need a plan?  
Choose the talk, text and data you need.  
[View plans >](#) [Find a store >](#)  
[Call >](#)
- 2 Start using your smartphone  
Plug in your SIM card and begin enjoying your device.

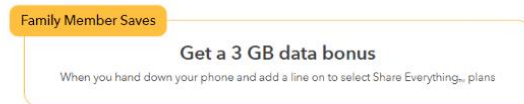
How can I tell if my phone is unlocked?

1. Power off your phone and locate the SIM card slot.
2. Insert a Rogers SIM card and power back on.
3. If the phone works normally, it's unlocked.



The image shows the top portion of the Rogers website. At the top is the Rogers logo and navigation links: Shop, MyROGERS, Support, and a search bar. Below this is a banner with the text "Hand down phone, or trade in an eligible device for a bill credit!" and a sub-header "Already have a device? Great! Here are three programs we offer that can help you and your close ones save." To the right of the banner is a box titled "Get a \$100 credit" with the text "Simply trade in your eligible old phone, and we'll give you a credit towards a new one. Learn More". Below the banner are three buttons: "Bring Your Own Device", "Trade-Up", and "Hand Me Down".

Give your old phone to a friend or family member and help them save.



A yellow box with the text "Family Member Saves" and a sub-header "Get a 3 GB data bonus". Below the sub-header is the text "When you hand down your phone and add a line on to select Share Everything™ plans".

How it works:

- 1 Hand down device  
Give your old device to a family member, to use with Rogers.
- 2 They activate it  
Using the device, they activate a new Rogers account, or they can be added to a Share Everything plan.
- 3 Save on the next bill  
They'll save \$10 on their monthly bills.

(\*) SEE FULL DETAILS



## Recycle My Cell 2018 Annual Report

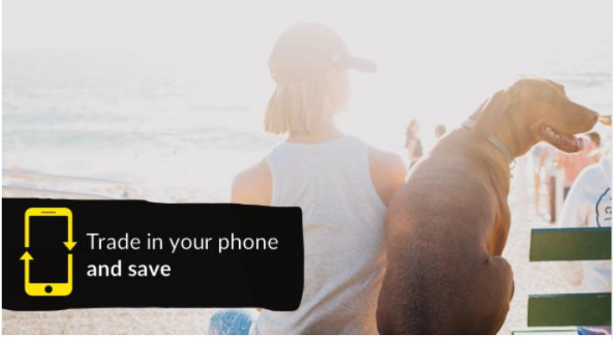
### Fido: FidoTrade

ON FR

SEARCH LOGIN | REGISTER

MOBILE HOME INTERNET PROMOS **fido** SUPPORT MY ACCOUNT

LiveANSWERS Refer a friend **FidoTRADE**



FidoTRADE accepts any used phone with a battery. If applicable, you'll get credit equivalent to your used phone's value. Making the trade is easy—just follow these steps:

- 1 Get a quote:** Find out how much you can get for your used phone by going to [fido.ca/fidotradequote](https://fido.ca/fidotradequote) or visiting a Fido store. Your quote is valid for 30 days.
- 2 Bring us your phone:** Come see us at a Fido store to trade in your used phone and redeem your credit.
- 3 Purchase and activate a new plan:** One of our sales reps can help you through the steps.<sup>1</sup>
- 4 Use your credit:** Apply your credit to the purchase price of your new phone and accessories. Credit must be used in-store.

**Already a Fido customer?** You can still take advantage of FidoTRADE if you buy a new device and renew your agreement.<sup>1</sup> Instead of an in-store credit, you'll get a one-time bill credit two or three bill cycles after you trade in your old phone.

See full details

## Appendix F

### List of Drop-off Locations in British Columbia (as of December 31)

Program/Location Name		Community	Regional District
Bell	The Source	Port Alberni	Alberni-Clayoquot
Bell	The Source	Houston	Bulkley-Nechako
Bell	The Source	Smithers	Bulkley-Nechako
Bell	The Source	Vanderhoof	Bulkley-Nechako
Bell	The Source	Vanderhoof	Bulkley-Nechako
Bell	Bell	Langford	Capital
Bell	Virgin Mobile	Langford	Capital
Bell	Virgin Mobile	Saanich	Capital
Bell	Bell	Saanich	Capital
Bell	Bell	Saanich	Capital
Bell	Bell	Victoria	Capital
Bell	Virgin Mobile	Victoria	Capital
Bell	Bell	Victoria	Capital
Bell	Virgin Mobile	Victoria	Capital
Bell	Bell	Victoria	Capital
Bell	Virgin Mobile	Victoria	Capital
Bell	The Source	SIDNEY	Capital
Bell	The Source	Sooke	Capital
Rogers	Rogers	Victoria	Capital
Rogers	Rogers	Victoria	Capital
Rogers	Fido	Victoria	Capital
Rogers	Fido	Victoria	Capital
Rogers	Rogers	Victoria	Capital
Rogers	Rogers	Victoria	Capital
Rogers	Rogers	Victoria	Capital
Rogers	Fido	Victoria	Capital
Rogers	Rogers	Victoria	Capital
Rogers	Fido	Victoria	Capital
Recycle My Cell	Alpine Recycling	Victoria	Capital
Bell	The Source	Victoria	Capital
Bell	The Source	VICTORIA	Capital
Bell	The Source	Victoria	Capital
Bell	The Source	Victoria	Capital
Bell	The Source	SALT SPRING ISLAND	Capital
Bell	The Source	SALT SPRING ISLAND	Capital
Bell	The Source	100 Mile House	Cariboo
Recycle My Cell	Gold Trail Recycling Ltd.	100 Mile House	Cariboo

### Recycle My Cell 2018 Annual Report

Bell	The Source	Quesnel	Cariboo
Bell	Bell	Nelson	Central Kootenay
Bell	The Source	Castlegar	Central Kootenay
Bell	The Source	Creston	Central Kootenay
Bell	The Source	Nelson	Central Kootenay
Recycle My Cell	Village of Silverton	Silverton	Central Kootenay
Bell	Bell	Kelowna	Central Okanagan
Bell	Virgin Mobile	Kelowna	Central Okanagan
Bell	Bell	Kelowna	Central Okanagan
Bell	The Source	Kelowna	Central Okanagan
Bell	The Source	Kelowna	Central Okanagan
Bell	The Source	Golden	Columbia-Shuswap
Bell	The Source	Revelstoke	Columbia-Shuswap
Bell	The Source	Salmon Arm	Columbia-Shuswap
Bell	The Source	Duncan	Cowichan Valley
Bell	Bell	Cranbrook	East Kootenay
Rogers	Rogers	Cranbrook	East Kootenay
Bell	The Source	Cranbrook	East Kootenay
Bell	The Source	Fernie	East Kootenay
Bell	The Source	Invermere	East Kootenay
Recycle My Cell	District of Sparwood	Sparwood	East Kootenay
Recycle My Cell	District of Sparwood	Sparwood	East Kootenay
Recycle My Cell	Abbotsford Mission Recycling Program	Abbotsford	Fraser Valley
Bell	The Source	Abbotsford	Fraser Valley
Freedom Mobile	Freedom Mobile	Abbotsford	Fraser Valley
Freedom Mobile	Freedom Mobile	Abbotsford	Fraser Valley
Rogers	Rogers	Abbotsford	Fraser Valley
Recycle My Cell	Regional Recycling	Abbotsford	Fraser Valley
Bell	The Source	Chilliwack	Fraser Valley
Bell	Virgin Mobile	Abbotsford	Fraser Valley
Bell	Bell	Abbotsford	Fraser Valley
Bell	Virgin Mobile	Abbotsford	Fraser Valley
Bell	Virgin Mobile	Chilliwack	Fraser Valley
Bell	Bell	Chilliwack	Fraser Valley
Bell	Bell	Chilliwack	Fraser Valley
Recycle My Cell	Abbotsford Mission Recycling Program	Mission	Fraser Valley
Bell	The Source	Mission	Fraser Valley
Bell	Bell	Prince George	Fraser-Fort George
Bell	Virgin Mobile	Prince George	Fraser-Fort George
Bell	The Source	Mackenzie	Fraser-Fort George
Bell	The Source	McBride	Fraser-Fort George
Bell	The Source	Prince George	Fraser-Fort George

### Recycle My Cell 2018 Annual Report

Bell	The Source	Burnaby	Greater Vancouver
Freedom Mobile	Freedom Mobile	Burnaby	Greater Vancouver
Freedom Mobile	Freedom Mobile	Burnaby	Greater Vancouver
Freedom Mobile	Freedom Mobile	Burnaby	Greater Vancouver
Freedom Mobile	Freedom Mobile	Burnaby	Greater Vancouver
Freedom Mobile	Freedom Mobile	Burnaby	Greater Vancouver
Freedom Mobile	Freedom Mobile	Burnaby	Greater Vancouver
Rogers	Fido	Burnaby	Greater Vancouver
Rogers	Rogers	Burnaby	Greater Vancouver
Rogers	Fido	Burnaby	Greater Vancouver
Rogers	Fido	Burnaby	Greater Vancouver
Rogers	Rogers	Burnaby	Greater Vancouver
Rogers	Rogers	Burnaby	Greater Vancouver
Rogers	Fido	Burnaby	Greater Vancouver
Rogers	Rogers	Burnaby	Greater Vancouver
Recycle My Cell	Regional Recycling	Burnaby	Greater Vancouver
Bell	The Source	Burnaby	Greater Vancouver
Freedom Mobile	Freedom Mobile	Coquitlam	Greater Vancouver
Rogers	Fido	Coquitlam	Greater Vancouver
Rogers	Rogers	Coquitlam	Greater Vancouver
Bell	The Source	Delta	Greater Vancouver
Bell	Bell	Burnaby	Greater Vancouver
Bell	Bell	Burnaby	Greater Vancouver
Bell	Virgin Mobile	Burnaby	Greater Vancouver
Bell	Bell	Burnaby	Greater Vancouver
Bell	Bell	Burnaby	Greater Vancouver
Bell	Virgin Mobile	Burnaby	Greater Vancouver
Bell	Bell	Burnaby	Greater Vancouver
Bell	Bell	Burnaby	Greater Vancouver
Bell	Bell	Capilano 5	Greater Vancouver
Freedom Mobile	Freedom Mobile	Langley	Greater Vancouver
Rogers	Fido	Langley	Greater Vancouver
Rogers	Rogers	Langley	Greater Vancouver
Bell	Virgin Mobile	Capilano 5	Greater Vancouver
Bell	The Source	Langley	Greater Vancouver
Bell	Bell	Coquitlam	Greater Vancouver
Freedom Mobile	Freedom Mobile	Maple Ridge	Greater Vancouver
Recycle My Cell	Haney Bottle Depot	Maple Ridge	Greater Vancouver
Bell	Virgin Mobile	Coquitlam	Greater Vancouver
Bell	The Source	Maple Ridge	Greater Vancouver
Bell	Bell	Delta	Greater Vancouver
Bell	Virgin Mobile	Delta	Greater Vancouver

### Recycle My Cell 2018 Annual Report

Bell	Bell	Delta	Greater Vancouver
Bell	Bell	Langley	Greater Vancouver
Freedom Mobile	Freedom Mobile	New Westminster	Greater Vancouver
Recycle My Cell	Mobile Zone Communication	New Westminster	Greater Vancouver
Recycle My Cell	Queensborough Landing Return-It	New Westminster	Greater Vancouver
Bell	Virgin Mobile	Langley	Greater Vancouver
Bell	Bell	Maple Ridge	Greater Vancouver
Freedom Mobile	Freedom Mobile	North Vancouver	Greater Vancouver
Freedom Mobile	Freedom Mobile	North Vancouver	Greater Vancouver
Rogers	Rogers	North Vancouver	Greater Vancouver
Bell	The Source	New Westminster	Greater Vancouver
Bell	Virgin Mobile	Maple Ridge	Greater Vancouver
Bell	Virgin Mobile	New Westminster	Greater Vancouver
Bell	The Source	North Vancouver	Greater Vancouver
Bell	Bell	New Westminster	Greater Vancouver
Bell	Bell	North Vancouver	Greater Vancouver
Bell	Virgin Mobile	North Vancouver	Greater Vancouver
Bell	Bell	Pitt Meadows	Greater Vancouver
Bell	Bell	Richmond	Greater Vancouver
Bell	Virgin Mobile	Richmond	Greater Vancouver
Bell	Virgin Mobile	Richmond	Greater Vancouver
Bell	Bell	Richmond	Greater Vancouver
Freedom Mobile	Freedom Mobile	Richmond	Greater Vancouver
Freedom Mobile	Freedom Mobile	Richmond	Greater Vancouver
Freedom Mobile	Freedom Mobile	Richmond	Greater Vancouver
Rogers	Rogers	Richmond	Greater Vancouver
Rogers	Fido	Richmond	Greater Vancouver
Recycle My Cell	Regional Recycling	Richmond	Greater Vancouver
Bell	Bell	Richmond	Greater Vancouver
Bell	Bell	Surrey	Greater Vancouver
Bell	The Source	Richmond	Greater Vancouver
Bell	Virgin Mobile	Surrey	Greater Vancouver
Bell	Bell	Surrey	Greater Vancouver
Bell	Virgin Mobile	Surrey	Greater Vancouver
Recycle My Cell	Digi-Tech Computing	Surrey	Greater Vancouver
Recycle My Cell	Freedom Wireless Ltd.	Surrey	Greater Vancouver
Bell	Bell	Surrey	Greater Vancouver
Bell	Bell	Surrey	Greater Vancouver
Bell	Bell	Surrey	Greater Vancouver
Bell	Virgin Mobile	Surrey	Greater Vancouver
Bell	Bell	Surrey	Greater Vancouver
Bell	Bell	Surrey	Greater Vancouver

## Recycle My Cell 2018 Annual Report

Recycle My Cell	Newton Bottle Depot	Surrey	Greater Vancouver
Freedom Mobile	Freedom Mobile	Surrey	Greater Vancouver
Freedom Mobile	Freedom Mobile	Surrey	Greater Vancouver
Freedom Mobile	Freedom Mobile	Surrey	Greater Vancouver
Freedom Mobile	Freedom Mobile	Surrey	Greater Vancouver
Freedom Mobile	Freedom Mobile	Surrey	Greater Vancouver
Freedom Mobile	Freedom Mobile	Surrey	Greater Vancouver
Freedom Mobile	Freedom Mobile	Surrey	Greater Vancouver
Freedom Mobile	Freedom Mobile	Surrey	Greater Vancouver
Rogers	Fido	Surrey	Greater Vancouver
Rogers	Rogers	Surrey	Greater Vancouver
Recycle My Cell	Regional Recycling	Surrey	Greater Vancouver
Recycle My Cell	Semiahmoo Bottle Depot	Surrey	Greater Vancouver
Bell	Virgin Mobile	Surrey	Greater Vancouver
Bell	Virgin Mobile	Surrey	Greater Vancouver
Bell	Bell	Surrey	Greater Vancouver
Bell	Bell	Tsawwassen	Greater Vancouver
Bell	Virgin Mobile	Vancouver	Greater Vancouver
Bell	Bell	Vancouver	Greater Vancouver
Bell	Bell	Vancouver	Greater Vancouver
Bell	The Source	Surrey	Greater Vancouver
Freedom Mobile	Freedom Mobile	Tsawwassen	Greater Vancouver
Rogers	Rogers	Tsawwassen	Greater Vancouver
Rogers	Fido	Tsawwassen	Greater Vancouver
Bell	The Source	Surrey	Greater Vancouver
Recycle My Cell	PC Galore Consignment Ltd.	Vancouver	Greater Vancouver
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	The Source	Vancouver	Greater Vancouver
Bell	Virgin Mobile	Vancouver	Greater Vancouver
Bell	Bell	Vancouver	Greater Vancouver
Bell	Bell	Vancouver	Greater Vancouver
Freedom Mobile	Freedom Mobile	Vancouver	Greater Vancouver
Freedom Mobile	Freedom Mobile	Vancouver	Greater Vancouver
Freedom Mobile	Freedom Mobile	Vancouver	Greater Vancouver
Freedom Mobile	Freedom Mobile	Vancouver	Greater Vancouver
Freedom Mobile	Freedom Mobile	Vancouver	Greater Vancouver
Freedom Mobile	Freedom Mobile	Vancouver	Greater Vancouver

### Recycle My Cell 2018 Annual Report

Freedom Mobile	Freedom Mobile	Vancouver	Greater Vancouver
Freedom Mobile	Freedom Mobile	Vancouver	Greater Vancouver
Freedom Mobile	Freedom Mobile	Vancouver	Greater Vancouver
Freedom Mobile	Freedom Mobile	Vancouver	Greater Vancouver
Freedom Mobile	Freedom Mobile	Vancouver	Greater Vancouver
Freedom Mobile	Freedom Mobile	Vancouver	Greater Vancouver
Freedom Mobile	Freedom Mobile	Vancouver	Greater Vancouver
Freedom Mobile	Freedom Mobile	Vancouver	Greater Vancouver
Recycle My Cell	Regional Recycling	Vancouver	Greater Vancouver
Rogers	Rogers	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	Fido	Vancouver	Greater Vancouver
Rogers	Rogers	Vancouver	Greater Vancouver
Rogers	Fido	Vancouver	Greater Vancouver
Bell	The Source	Vancouver	Greater Vancouver
Bell	The Source	West Vancouver	Greater Vancouver
Rogers	Fido	West Vancouver	Greater Vancouver
Bell	The Source	Dease Lake	Kitimat-Stikine
Bell	The Source	Kitimat	Kitimat-Stikine
Bell	The Source	Terrace	Kitimat-Stikine
Bell	The Source	Grand Forks	Kootenay-Boundary
Bell	The Source	Trail	Kootenay-Boundary
Bell	The Source	Port Hardy	Mount Waddington
Bell	The Source	Gabriola Island	Nanaimo
Recycle My Cell	Blackapple Cellular	Nanaimo	Nanaimo
Recycle My Cell	Regional Recycling	Nanaimo	Nanaimo
Recycle My Cell	Regional Recycling	Nanaimo	Nanaimo
Bell	The Source	Nanaimo	Nanaimo
Bell	The Source	Nanaimo	Nanaimo
Bell	The Source	Parksville	Nanaimo
Bell	The Source	Qualicum	Nanaimo
Bell	Bell	Nanaimo	Nanaimo
Bell	Bell	Nanaimo	Nanaimo
Bell	Virgin Mobile	Nanaimo	Nanaimo
Bell	the source	Armstrong	North Okanagan
Recycle My Cell	Enderby Return-It Recycling Depot	Enderby	North Okanagan



### Recycle My Cell 2018 Annual Report

Bell	Bell	Vernon	North Okanagan
Bell	The Source	Vernon	North Okanagan
Recycle My Cell	T2 Market Ltd.	Oliver	Okanagan-Similkameen
Bell	The Source	Oliver	Okanagan-Similkameen
Bell	The Source	Osoyoos	Okanagan-Similkameen
Bell	The Source	Penticton	Okanagan-Similkameen
Bell	The Source	Princeton	Okanagan-Similkameen
Bell	The Source	Summerland	Okanagan-Similkameen
Bell	Virgin Mobile	Penticton	Okanagan-Similkameen
Bell	Bell	Penticton	Okanagan-Similkameen
Bell	The Source	Dawson Creek	Peace River
Bell	The Source	Fort St. John	Peace River
Bell	The Source	Tumbler Ridge	Peace River
Bell	Bell	Fort St. John	Peace River
Bell	Bell	Fort St. John	Peace River
Recycle My Cell	Sunshine Disposal and Recycling	Powell River	Powell River
Bell	The Source	Powell River	Powell River
Bell	The Source	Masset	Skeena-Queen Charlotte
Bell	The Source	Prince Rupert	Skeena-Queen Charlotte
Bell	The Source	Lillooet	Squamish-Lillooet
Bell	The Source	Pemberton	Squamish-Lillooet
Recycle My Cell	Regional Recycling	Whistler	Squamish-Lillooet
Bell	The Source	Campbell River	Strathcona
Recycle My Cell	Gibsons Recycling Depot	Gibsons	Sunshine Coast
Bell	The Source	Sechelt	Sunshine Coast
Bell	The Source	Ashcroft	Thompson-Nicola
Bell	The source	Chase	Thompson-Nicola
Bell	The Source	Kamloops	Thompson-Nicola
Bell	The Source	Kamloops	Thompson-Nicola
Bell	The Source	Merritt	Thompson-Nicola
Bell	Bell	Kamloops	Thompson-Nicola
Bell	Virgin Mobile	Kamloops	Thompson-Nicola
Bell	Bell	Kamloops	Thompson-Nicola

**Number of Locations in Regional Districts (as of December 31)**

Regional District	Locations in 2017	Locations in 2018	Variance
Alberni-Clayoquot	1	1	0
Bulkley-Nechako	1	3	2
Capital	26	30	4
Cariboo	3	3	0
Central Coast	0	0	0
Central Kootenay	5	5	0
Central Okanagan	5	5	0
Columbia-Shuswap	3	3	0
Comox Valley	0	0	0
Cowichan Valley	1	1	0
East Kootenay	7	7	0
Fraser Valley	16	15	-1
Fraser-Fort George	3	5	2
Greater/Metro Vancouver	156	150	-6
Kitimat-Stikine	2	3	1
Kootenay Boundary	1	2	1
Mount Waddington	0	1	1
Nanaimo	10	11	1
North Okanagan	3	4	1
Northern Rockies	0	0	0
Okanagan-Similkameen	7	8	1
Peace River	4	5	1
Powell River	1	2	1
Skeena-Queen Charlotte	1	2	1
Squamish-Lillooet	1	3	2
Stikine Region	0	0	0
Strathcona	1	1	0
Sunshine Coast	2	2	0
Thompson-Nicola	6	8	2
<b>Provincial Total</b>	<b>266</b>	<b>280</b>	<b>14</b>

## Appendix G

### 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-lead 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 H

### Known Product Recovered in Each Regional District

Collections by Regional District	TOTAL
Alberni-Clayoquot	0
Bulkley-Nechako	0
Capital	4,203
Cariboo	65
Central Kootenay	25
Central Okanagan	2,362
Columbia-Shuswap	139
Cowichan Valley	122
East Kootenay	319
Fraser Valley	4,742
Fraser-Fort George	678
Greater/Metro Vancouver	31,390
Kitimat-Stikine	0
Kootenay Boundary	0
Mount Waddington	0
Nanaimo	1,530
North Okanagan	827
Okanagan-Similkameen	444
Peace River	75
Powell River	0
Skeena-Queen Charlotte	0
Squamish-Lillooet	140
Strathcona	148
Sunshine Coast	0
Thompson-Nicola	859
<b>Unknown</b>	<b>4,562</b>
<b>TOTAL (ADDED)</b>	<b>52,630</b>

“Unknown” includes devices received via mail-back (1,961) and instances where RD was not able to be traced (2,601) for which Regional District is unknown.