



Recycle My Cell

2019 Annual Report

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

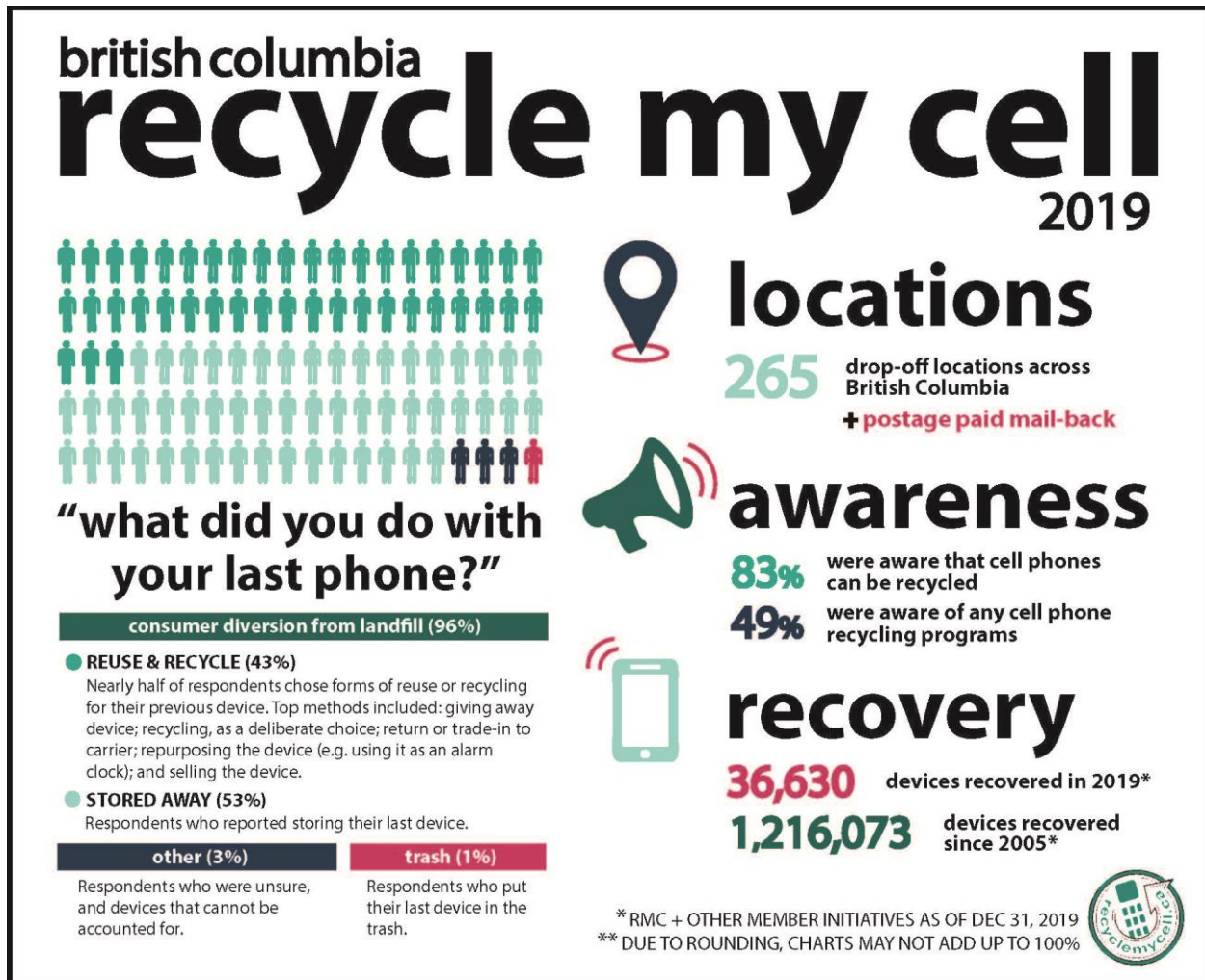
Prepared by: Canadian Wireless Telecommunications Association
80 Elgin Street, Suite 300
Ottawa ON, K1P 6R2

June 2020

Table of Contents

At a Glance	1
1. Executive Summary	2
2. Overview	2
3. Public Education Materials and Strategies	4
4. Collection System and Facilities	7
4.1 Drop-off locations.....	7
4.2 Mail-back	7
5. Product Environmental Impact Reduction, Reusability and Recyclability	7
5.1 Handset manufacturers and improving product life cycle management	7
5.2 Processor members and certifications	8
6. Pollution Prevention Hierarchy and Product / Component Management	8
7. Product Sold and Collected and Recovery Rate	12
7.1 Product sold	12
7.2 Volume of cellular devices collected	12
7.3 Recovery rate	14
8. Summary of Deposits, Refunds, Revenues and Expenditures	14
9. Plan Performance	14
9.1 Targets	14
9.2 Consumer Awareness	15
10. Conclusion	17
Appendix A	18
Appendix B	19
Appendix C	25
Appendix D	35
Appendix E	37
Appendix F	46
Appendix G	54
Appendix H	55

At a Glance



1. Executive Summary

Products within plan	Mobile devices that were primarily manufactured to connect to a cellular or paging network.
Program website	Recycle My Cell – www.recyclemycell.ca

Recycling Regulation Reference	Summary (5-bullet maximum)
Part 2, section 8(2)(a) Public Education Materials and Strategies Refer to Section 3 for details.	<ul style="list-style-type: none"> ▪ Joint BC steward initiatives (including Recyclepedia, BC Recycles website, events, and BC Recycling pamphlet). ▪ Outreach to depots and local governments. ▪ Events, including sponsorship of events (Coast Waste Management Association conference), implementation of Recycle My Cell Earth Month Challenge. ▪ Continued use of Google and Facebook ads, social media presence, press releases highlighting latest developments regarding RMC.
Part 2, section 8(2)(b) Collection System and Facilities Refer to Section 4 for details.	<ul style="list-style-type: none"> ▪ In 2019, there were 265 permanent drop-off locations (23 of 29 Regional Districts) as of December 31st. Net decrease of 15 locations. <ul style="list-style-type: none"> ○ 231 carrier return-to-retail; ○ 34 RMC branded (third-party and depots). ▪ 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. ▪ RMC offers a free mail-back option which allows any consumer with access to Canada Post services the ability to return their devices.
Part 2, section 8(2)(c) Product Environmental Impact Reduction, Reusability and Recyclability Refer to Section 5 for details.	<ul style="list-style-type: none"> ▪ The trend toward multi-functional devices which eliminate the need for multiple individual devices has continued within the wireless industry. ▪ Program members use certified third-party processors to manage their materials. ▪ Product Management – auditor review of processor standards and data to verify accuracy.
Part 2, section 8(2)(d) Pollution Prevention Hierarchy and Product / Component Management Refer to Section 6 for details.	<ul style="list-style-type: none"> ▪ Of the volume of cellular devices audited, 79% were sent for reuse and 21% were sent for recycling. ▪ While it is understood that reuse is the preferred method for dealing with recovered product, in the case of wireless devices, the amount of product that can be refurbished for reuse is dependent on many factors that are not controllable. These factors include the condition of the phone at time of recovery and the technology that is required for its use. ▪ Carriers encourage reuse of devices through initiatives such as trade-in and upgrade programs.
Part 2, section 8(2)(e) Product Sold and Collected and Recovery Rate Refer to Section 7 for details.	<ul style="list-style-type: none"> ▪ Product sold – 249,730 (estimated) ▪ Product collected (all initiatives) – 36,630(estimated).

Recycle My Cell 2019 Annual Report

Recycling Regulation Reference	Summary (5-bullet maximum)
Part 2, section 8(2)(e.1)	<ul style="list-style-type: none"> Not applicable to Recycle My Cell.
Part 2, section 8(2)(f) Summary of Deposits, Refunds, Revenues and Expenses	<ul style="list-style-type: none"> Not applicable to Recycle My Cell.

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 (2019 Results)	Strategies for Improvement
Increase awareness of cell phone recycling nationally to 80% by 2015.	Awareness of cell phone recycling: 81% nationally; 83% in BC. Awareness of cell phone recycling programs: 41% nationally; 49% in BC. Refer to Section 9 for details.	CWTA will: <ul style="list-style-type: none"> continue to use the strategies outlined in this Annual Report, including working with BC Stewards on joint initiatives. increase the number of third-party locations in the collection network. outreach to municipalities and regional districts.
100% customer satisfaction with the Recycle My Cell program (nationally).	79%* 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"> to identify multiple methods by which a consumer may recycle their device (drop-off locations and mail-back). to incorporate additional mechanisms (i.e. depot) into its collection network. to work with its members and participating organize actions to ensure that identified issues are addressed.

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).¹

Samsung Electronics Canada Inc. 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 Engagement²

- *2019 Recycle My Cell Earth Month Challenge*
The Recycle My Cell Earth Month Challenge was launched in 2017. The Challenge allows schools throughout Canada to register for an opportunity to win up to \$1,000. In 2019, British Columbia had 21 schools register, with Sun Peaks Education Society being crowned the provincial winner for British Columbia.

CWTA partnered with RCBC to ensure that successful outreach with BC schools occurred.

- *2019 Product of the Month Contest*
CWTA collaborated with Regional Recycling to host a Product of The Month Contest. The goal of the Product of the Month Contest was to educate consumers on cell phones; how they are recycled, where they can be recycled, the benefits of recycling them, and more.

The contest ran from November 1, 2019 to December 14, 2019 and was promoted using traditional media such as posters and depot interactions, as well as social media.

Participants had the chance to win one of three \$500 gift cards in a random draw. There were 457 devices entered for this contest from all 8 Regional Recycling depots in British Columbia.

¹ See Appendix A for program specifics for member initiatives.

² See Appendix B for Samples.

Recycle My Cell 2019 Annual Report

- *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 2019, RMC's Facebook Page had 16,164 "Likes" (compared to 10,475 in 2018) and Twitter Account had 603 followers (compared to 570 in 2018).

- *RMC website*

CWTA maintains a mobile friendly website (www.recyclemycell.ca and 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.

In 2019, the RMC website had 134,325 pageviews and 48,453 sessions nationally, as reported by Google Analytics.³ There were 5,229 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 Engagement⁴

- *Stakeholder relations*

CWTA continues to be an active participant within the Stewardship Agencies of BC (SABC), including serving on 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.

SABC also works with BC Product Stewardship Council on areas of common interest.

³ 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.

⁴ See Appendix C for Samples.

Recycle My Cell 2019 Annual Report

- *Targeted Mail-out*
CWTA developed targeted mail-outs, which included maps showing accessibility of locations, which were sent to Regional Districts to inform them of the program, and to encourage their participation.
- *Targeted stakeholder outreach*
CWTA sponsored the Coast Waste Management Association (CWMA) Annual Conference in Victoria, and participated in the organized stakeholder roundtable meetings.
- *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 34 RMC branded drop-off locations in BC; the majority of these are depots. This is a net increase of 6 RMC branded locations.

- *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 Engagement⁵

- *Press releases*
CWTA develops and distributes both targeted and national press releases to coincide with activities RMC participates in. For example, an announcement regarding the 10 year anniversary of the Recycle My Cell Program was made in 2019.
- *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.

⁵ See Appendix D for Samples.

Member Engagement⁶

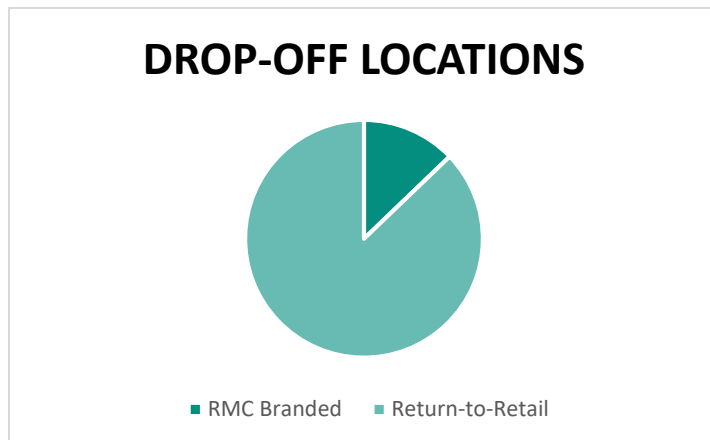
- *Promotional materials and websites*
Participating carriers continue to have marketing plans in place that support their various initiatives, including those for trade-in or upgrades.
- *Staff training*
Carriers continue to foster program awareness internally with their staff so that they are able to provide accurate information to their customers.

4. Collection System and Facilities

4.1 Drop-off locations

In 2019, there were 265 permanent drop-off locations (in 23 of 29 Regional Districts) across British Columbia.⁷ This is a net decrease of 15 location over 2019.

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

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

Handset manufacturers work to design devices that continue to meet consumer 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.

⁶ See Appendix E for Samples.

⁷ See Appendix F for list of locations.

The multi-functionality of devices 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.

Handset manufacturers are aware of the impacts the manufacturing process can have on the environment and, in the process of product development and manufacturing, have innovated to find ways to mitigate this impact and reduce waste overall. Many processes encourage circular thinking in order to optimize the use of resources. By working to ensure that resources can be reused by recovering, reusing and recycling after the product's lifespan, manufacturers are also decreasing a reliance on raw materials.

Sustainability has become an integral part of the handset manufacturing process because sustainability has shown to make good business sense.

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).

6. Pollution Prevention Hierarchy and Product / Component Management

Section 7.2 identifies the volume of cellular devices collected through the RMC programs as 36,630 devices. Of the volume of cellular devices audited, 78% were sent for reuse and 22% were sent for recycling.⁸

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: 87% of devices flowed through processors that have been verified to the RQP, and the remaining 13% 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.

⁸ This represents all devices recovered in BC.

Recycle My Cell 2019 Annual Report

Carriers do encourage the reuse of devices through initiatives such as trade-in and upgrade programs. In 2019, some carriers implemented programs that allow consumers to pay less money upfront when they sign a contract and agree to return their device at the end of their term, or pay a predetermined fee to keep the handset. This new business model ensures that devices are returned to the carrier.

In addition, many carriers also have specific plans and incentives for consumers that already have devices and “bring” them when they switch their service provider. These “Bring Your Own Device” programs encourage consumers to reuse devices they already own.

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

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

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

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

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

In 2019, 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 ⁹
Metal Dusts ¹⁰	2.16%	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)	97.84%	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	6.06%	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	93.94%	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%		

Table 1 identifies the components and the processing end-fates for the 87% (of the 21% of material destined for recycling) sent to RQP-verified primary processors.¹¹ This material has been audited. The remaining 13% (of the 21% of material destined for recycling) was sent to an R2 primary processor.

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.

⁹ The disposition description comes from RQP-approved downstream flow documents.

¹⁰ The volume of metal dusts that is attributable to cell phones cannot be separated from the full total, however regardless of where the dust originates from (i.e. material type), it is all dealt with using the same industry approved processes.

¹¹ See Appendix G for a chart identifying acceptable processes and end-fates.

Table 2: RQP-verified primary processors

Component (% of component sold/transferred for processing that is treated under each processing pathway)						
Processor A						
	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%

Component (% of component sold/transferred for processing that is treated under each processing pathway)						
Processor 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%	

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 ¹					
	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:

¹ 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.

- ² 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 members¹² 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.

In 2019, a total of 249,730 devices were reported as having been distributed into BC. This total includes devices sent directly into a province and devices sent to distribution centres:

- 232,548 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.
- 17,182 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 2019, participating RMC members collected 36,630 devices.

¹² 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.)

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.

Recycle My Cell 2019 Annual Report

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 2019 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.¹³

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

Plan Target	2019 Results	Strategies for Improvement
Increase awareness of cell phone recycling nationally to 80% by 2015	<p>Awareness of cell phone recycling: 81% nationally; 83% in BC.¹⁴</p> <p>Awareness of cell phone recycling programs: 41% nationally; 49% in BC.¹⁵</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"> continue to use the strategies outlined in this Annual Report, including working with BC Stewards on joint initiatives. increase the number of third-party locations in the collection network. outreach to municipalities and RDs.
100% customer satisfaction with the Recycle My Cell program (nationally)	<p>79%* 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"> to identify multiple methods by which a consumer may recycle their device (drop-off locations and mail-back). to incorporate additional mechanisms (i.e. depot) into its collection network. to work with its members and participating organizations to ensure that identified issues are addressed.

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

¹³ See Appendix H for estimated recovery in Regional Districts.

¹⁴ Respondents were asked if they were aware that cell phones could be recycled.

¹⁵ In keeping with previous years, respondents were asked if they were aware of any specific recycling programs.

9.2 Consumer Awareness

Annual Recycling Study 2019

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 study, at the direction of the CWTA, was transitioned in 2018 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 sample size remains large, at 3,000 respondents nationally, and 300 in British Columbia.

Recycling in General

96% 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 (26%), plastic/plastic bottles (26%), and glass (15%). Electronics (and batteries) as a whole were mentioned by 2% of respondents.¹⁶

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.

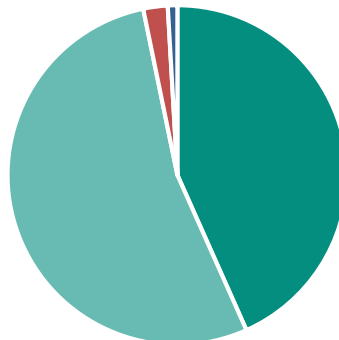
The term “recycling” is complicated and often misunderstood. Cell phones are *sold* or *traded-in*, and even when used for a new purpose by the consumer or given to someone else, are not considered to be reused.

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.

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



■ Reuse & Recycle ■ Storage ■ Unsure ■ Trash

¹⁶ National numbers. Question: [Open-ended] When you think about recycling, what products, materials, or items come to mind?

Storage:

In BC, 53% of survey respondents reported storing their last device upon receiving their current one.

When asked if they had any cell phones in storage, 75% of BC respondents reported that they did. On average, they reported storing 2 devices.

Reuse & Recycle:

Nearly half (43%) 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 (8%); recycling, as a deliberate choice (5%); returning to a retailer (5%); selling the device (5%); using it for other purposes, e.g. alarm clock (3%); and donate to charity (2%).

Overall, very few British Columbians reported throwing their previous wireless device in the garbage (1%). The Study shows 96% of British Columbians diverted their last device from landfills, while 3% could not recall what happened to their previous device.

Consumer Perception & Awareness

BC respondents report a high level of awareness that cell phones can be recycled (83%).

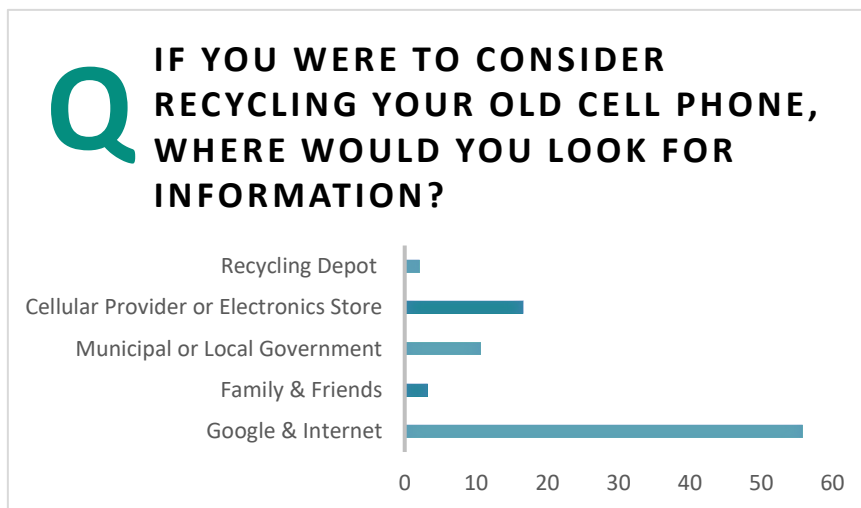
Forty-nine (49%) of respondents reported being aware of a recycling program for cell phones. When asked if they had heard of the Recycle My Cell program specifically, 11% of those aware of programs reported they had.

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, 79% of British Columbians respondents reported that they were. Of those who were aware of such programs, 83 % 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. 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.

56% of British Columbians would search the Internet (including referring to Social Media), while 16% would refer to their cellular service provider or an electronics retailer, as well as contacting municipal or local governments (11%).



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.

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 & Climate Change Strategy, 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

2019 Recycle My Cell Earth Month Challenge Facebook & Twitter Posts

RMC Twitter Page



 Recycle My Cell
@RecycleMyCell

#DYK that the Recycle My Cell program has collected nearly 7 MILLION devices over the last 10 years? That's an average of 1,914 phones each day!

Learn more about cell phones and recycling in Canada by checking out the results of our annual survey:
recyclemycell.ca/facts-and-figu...



recycle my cell 2018

locations
2,665 drop-off locations across Canada
+ postage paid mail-back

awareness
81% were aware that cell phones can be recycled

recovery
431,943 devices recovered in 2018*
6,985,325 devices recovered since 2009*

"what did you do with your last phone?"

Consumer Diversion from Landfill	Reuse & Recycle	Stored Away	Other	Trash
95%	51%	44%	4%	1%

Recycle My Cell accepts all wireless devices that connect to a cellular network, regardless of brand, model, age or condition. Head to RecycleMyCell.ca to learn more!

* BMC + OTHER MEMBER INITIATIVES AS OF DEC 31, 2018
** DUE TO ROUNDING, CHARTS MAY NOT ADD UP TO 100%

4:09 PM · Jul 11, 2019 · Twitter Web Client

 Recycle My Cell
@RecycleMyCell

Recycle My Cell has partnered with Regional Recycling to offer free give-aways and the chance to win big when you recycle your old and unused cell phone in BC. The contest is on now and runs until December 15. Visit recyclecontest.ca for more information.




YOUR MISSION: REPAIR THE PLANET

WIN \$500 GIFT CARD

Recycle My Cell - Recycling Contest
Help us repair the planet by recycling your old cell phones, PLUS earn chances TO WIN 1 OF 3 VISA GIFT CARDS WORTH \$500! Recycle My Cell Today!
recyclecontest.ca

3:25 PM · Nov 5, 2019 · Hootsuite Inc.


RMC Facebook Page

**Recycle My Cell**
Published by Hootsuite [?] · February 28, 2019 · 🌐

Did you know that the Recycle My Cell is a national non-profit industry initiative organized by the Canadian Wireless Telecommunications Association (CwTA)? We accept any mobile device – cell phones, smartphones, cell phone batteries and pagers, regardless of make or model. Just bring it to one of our drop off locations nearest you or mail it in. It's that simple.

Saviez-vous que Recycle mon cell est une initiative nationale sans but lucratif organisée par l'Association canad... [See More](#)



[See Translation](#)




419
People Reached


21
Engagements


Boost Post


  7

2 Shares

 Like

 Comment

 Share



**Recycle My Cell**
Published by Sarah Greenwood [?] · March 14, 2019 · 🌐


Is your old cellphone only good for calculating pi? Don't keep it in a junk drawer – recycle it for free at one of the many convenient drop-off locations. And once you've done that, reward yourself with some actual pie, because you deserve it! www.recyclemycell.ca/ #PiDay




232
People Reached


9
Engagements

Boost Post

 5

 Like

 Comment

 Share



Recycle My Cell 2019 Annual Report

 **Recycle My Cell**
Published by Hootsuite [?] · March 28, 2019 ·

Only a couple more days to register for the annual Earth Month Challenge! Be sure to register your school before April 5th! The challenge to recycle the most cellphones (per capita) and win up to \$1000 officially starts in April 1! Visit <https://www.recyclemycell.ca/.../earth-month-challenge-regis.../> to register today!

Plus que quelques jours pour vous inscrire au Défi annuel du Mois de la Terre! Assurez-vous d'inscrire votre école avant le 31 mars! Le défi de recycler le plus grand nombre de téléphones cellulaires (par habitant) et de gagner jusqu'à 1,000\$ commence officiellement le 1er avril! Visitez <https://www.recyclemycell.ca/.../def.../formulaire-dinscription/> pour vous inscrire dès aujourd'hui!

<https://media.giphy.com/media/6EUxr85g9rv6o/giphy.gif>

[See Translation](#)



RECYCLE MY CELL
EARTH MONTH
CHALLENGE

RECYCLEMYCELL.CA

Earth Month Challenge Registration | Recycle My Cell

Earth Month Challenge Registration Earth Month Challenge Registration...

 **Recycle My Cell**
Published by Sarah Greenwood [?] · April 1, 2019 ·

The Recycle My Cell Challenge officially begins today, but registration is still open for FIVE more days! Help your school make a difference this Earth Month 🌍 and get recycling! ♻️ #EarthMonth #EdChat #BCEd
Recycling Council of British Columbia



CBC.CA

B.C recycling council challenges residents to turn in old phones | CBC News

Recycle My Cell 2019 Annual Report

**Recycle My Cell**
Published by Hootsuite [?] · August 14, 2019 · 🌐

Are you one of the 66% of Canadians who has a cell phone in their possession that they are not using? Declutter and help the environment by recycling your unused cell phones. It's free and easy! Find a drop-off location near you: <https://www.recyclemycell.ca/drop-off-locations/>

Faites-vous partie des 66 % de Canadiens qui ont en leur possession un téléphone cellulaire qu'ils n'utilisent pas ? Recyclez vos téléphones cellulaires inutilisés. C'est gratuit et facile! Trouvez un point de dépôt près de chez vous : <https://www.recyclemycell.ca/drop-off-locations/>
<https://media.giphy.com/media/vlg5t0KHYqgE0/giphy.gif>

See Translation



MEDIA.GIPHY.COM
media.giphy.com

**Recycle My Cell**
Published by Hootsuite [?] · November 5, 2019 · 🌐

Recycle My Cell has partnered with Regional Recycling to offer free give-aways and the chance to win big when you recycle your old and unused cell phone in BC. The contest is on now and runs until December 15. Visit <http://www.recyclecontest.ca> for more information.



RECYCLECONTEST.CA
Recycle My Cell - Recycling Contest
Help us repair the planet by recycling your old cell phones. PLUS earn...

433
People Reached

27
Engagements

Boost Post

👍 10

1 Comment 3 Shares

Paid Advertising

Google Ad

About 4,440,000 results (0.60 seconds)

recyclemycell.ca - Recycle Your Cell

[Ad] 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



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.
- 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 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
Twitter: @RecycleMyCell
Facebook: RecycleMyCell

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

HOW TO PARTICIPATE

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 PDAs Pagers Wireless Aircards Chargers Rechargeable Cell Phone Batteries Headsets

BECOMING A RECYCLE MY CELL DROP-OFF SITE:

- 1 | REGISTER**
Review the Terms & Conditions, as well as 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.
- 2 | COLLECT**
Set up your collection area, and display RMC posters, tent cards & 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 to arrange transportation.

* Mobile devices primarily manufactured to connect to a cellular or paging network.

CONTACT US:
1-888-797-1740
Fax: 613-233-2032
info@RecycleMyCell.ca

Recycle My Cell CWMA

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.

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 to learn more.

This advertisement is set against a dark green background. On the left, there is a close-up of a silver flip phone. To its right is the Recycle My Cell logo, featuring a green circular arrow and a stylized keypad. The main headline is in a bold, white, sans-serif font. Below it, a paragraph of text in a smaller, italicized white font describes the program. The text concludes with a call to action to visit the website, which is underlined.

BC Recycles (Stewardship Agencies of British Columbia website)

BC recycles

BRITISH COLUMBIA'S OFFICIAL SITE ABOUT EVERYTHING RECYCLING.

BC recycles

bcrecycles.ca

We're all in this together.

COVID-19 Update

BC Product Stewards are monitoring the COVID-19 situation closely and remain committed to recycling their products safely and responsibly. Please refer to the individual program websites for updates and check with your appropriate collection site regarding changes to operating hours and acceptance of products first if you plan on making returns during the COVID-19 outbreak.

See <https://www.rcbc.ca/> for more information.

About Us

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.

call2recycle, epro, productcare RECYCLING, ElectroRecycle, TRP, Return-It Storage, MARR, TIRE Stewardship BC, OPEX, BC Used Oil Management Association, RECYCLEBC

Recycle My Cell 2019 Annual Report



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


[Who We Are](#)
[Our Action Plan](#)
[How We Are Funded](#)

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
	BATTERIES www.call2recycle.ca Consumer batteries weighing less than 5 kilograms.	Plans Annual Report
	BEER CONTAINERS www.envirobeerbc.com Refillable glass beer, cider & cooler bottles and metal beverage alcohol cans.	Plans Annual Report
	BEVERAGE CONTAINERS www.return-it.ca 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.	Plans Annual Report
	CELL PHONES www.recyclemycell.ca Cell phones and their batteries. All types of cell phones are accepted regardless of size, make, model or age.	Plans Annual Report



Recycling Hotline
LOWER MAINLAND
 604-RECYCLE
 (732-9253)
BRITISH COLUMBIA
 1-800-667-4321
hotline@rcbc.ca



BC Recycles Pamphlet
 A guide to what can be recycled under BC's Stewardship Programs.
[Printing Instructions](#)

[+](#)
[Print](#)
[Email](#)
[Twitter](#)
[Facebook](#)

BC Stewards Pamphlet

B.C.'S PRODUCT STEWARDSHIP MODEL

B.C. offers the most extensive list of mandated materials for recycling in North America. Guided by the Province of B.C.'s Recycling Regulation, our industry-led programs increase access, improve recycling rates, divert materials from landfill, and educate British Columbians to support a circular economy.

Extended producer responsibility has existed in British Columbia for **25 years**

5 PRINCIPLES OF PRODUCT STEWARDSHIP

- ACCESS**
The public has reasonable access to collection sites.
- SHARED RESPONSIBILITY**
Recovery costs are covered by consumers and producers, not transferred to local governments or taxpayers.
- COLLABORATIVE APPROACH**
Producers, local and provincial governments, collectors, and consumers work together to ensure responsible product management.
- ACCOUNTABILITY**
Performance metrics are audited and published.
- RESULTS-BASED**
Producers set targets and achieve positive results, and strive for continuous improvement.

BC recycles
bcrecycles.ca

ABOUT BC RECYCLES

The Stewardship Agencies of British Columbia (SABC) are an informal alliance of industry product stewardship organizations. SABC works with government, service providers and other stakeholders to ensure B.C.'s extended producer responsibility model is successful and cost effective.

Learn more at www.bcrecycles.ca | info@bcstewards.com | Printed on 100% recycled paper

WE'RE ALL IN THIS TOGETHER

THE IMPACT OF BC RECYCLES

Every year, product stewardship programs in B.C. recover approximately

400 MILLION

KILOGRAMS OF MATERIALS

and either recycle them or turn them into valuable new materials

Over....

1 billion beverage containers	180 million kg of packaging & paper
7.3 million light bulbs	63 million litres of used oil & antifreeze
6 million used oil filters	21 million kg of beer containers & packaging
3.3 million tires	16.8 million kg of electronics
96,000 smoke/co alarms	5 million kg of small appliances
94,000 major appliances	3 million litres of paint
52,600 cell phones	630,000 kg of consumer batteries
5,500 thermostats	86,000 kg of medicines

COLLECTED FOR RECYCLING EACH YEAR

176 communities participating in curbside and multi-family packaging and paper collection programs

Over 99% of British Columbians have convenient access to one or more recycling programs

SMALL APPLIANCES + POWER TOOLS
ElectroRecycle
SMALL APPLIANCES + POWER TOOLS RECYCLING PROGRAM

ELECTRIC OUTDOOR POWER EQUIPMENT (EOPE)
OPETC
Outdoor Power Equipment Association of Canada

USED OIL + ANTIFREEZE
BC Used Oil Management Association

THERMOSTATS
TRP

MAJOR APPLIANCES
MARR

MEDICATION
MEDICATIONS RETURN PROGRAM

BATTERIES
call2recycle

TIRES
TIRE Stewardship BC

PACKAGING + PAPER
RECYCLEBC

BEVERAGE CONTAINERS
Return-It Beverage

ELECTRONICS
EPRA

LIGHTING PRODUCTS, PAINTS, FLAMMABLES + ALARMS
productcare RECYCLING

CELL PHONES
RECYCLE

BEER CONTAINERS & PACKAGING
BRCBC

LEAD-ACID BATTERIES
RECYCLE

Learn more at www.bcrecycles.ca | info@bcstewards.com

RCBC Social Media



Recycling Council of British Columbia

April 1, 2019 · 🌐

Back in school after spring break? Don't forget to register for the @RecycleMyCell #EarthDay Challenge to win up money for your school's green initiatives--Deadline is April 5! <http://ow.ly/fK0z30o71cE> #bcd

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

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

March 1
REGISTRATION
OPENS

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

May 13
DEADLINE FOR BOXES
REACHING PROCESSOR

HOW TO PARTICIPATE

Review the **Challenge Rules** at 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 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 13th**, 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

1-888-797-1740 | info@recyclemycell.ca | [@recyclemycell](https://twitter.com/recyclemycell) | [Recycle My Cell](https://www.facebook.com/RecycleMyCell)

Recycle My Cell 2019 Annual Report



Recycling Council of British Columbia

April 4, 2019 · 🌐

Tomorrow's THE LAST DAY to register for the @RecycleMyCell #EarthDay Challenge! You can win up to \$1000 for your school's green initiatives while ensuring old cell phones are properly recycled! <http://ow.ly/fK0z30o71cE> #bced #Recycle



You Retweeted



Recycling Council of BC @RecyclingBC · Apr 1, 2019

Back in school after spring break? Don't forget to register for the @RecycleMyCell #EarthDay Challenge to win money for your school's green initiatives--Deadline is April 5! ow.ly/fK0z30o71cE #bced

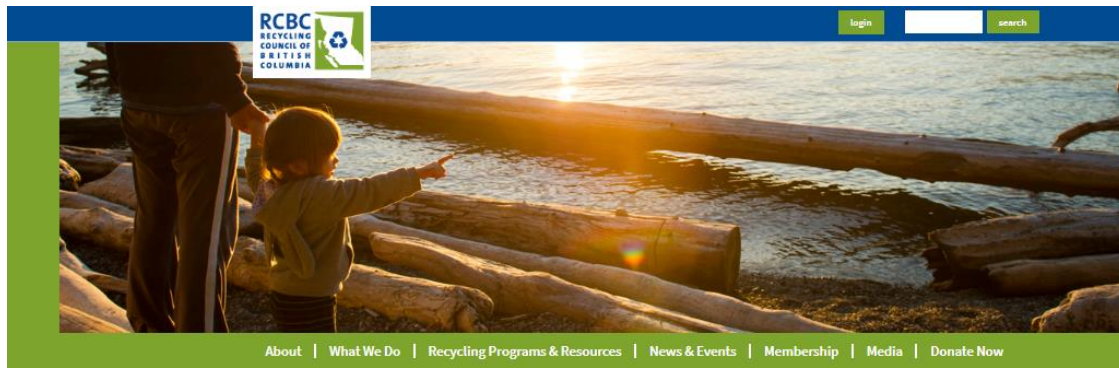
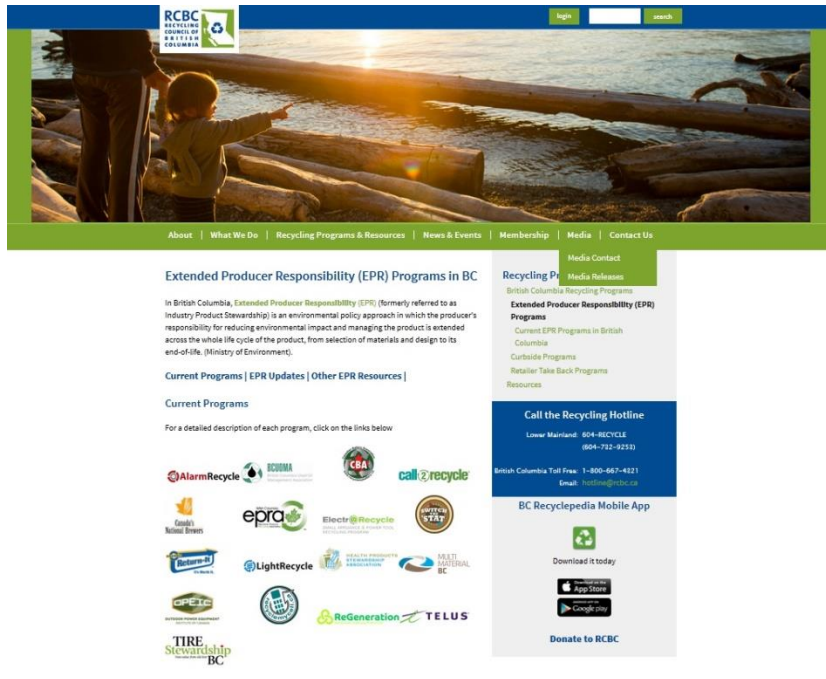
<p>THE CHALLENGE IS ON! GET COLLECTING!</p> <p>May 13</p> <p>DEADLINE FOR BOXES REACHING PROCESSOR</p>	<p>the challenge ends on April 30th.</p> <p> Mail out your box(es) from any Canada Post location for free shipping. Please be sure to mail out your boxes so that they reach our processor by May 13th, in order to be eligible for pricing.</p>
<p>GRAND PRIZE</p> <p>\$500</p> <p>In each province/territory</p>	<p>PARTICIPATION PRIZES</p> <p>\$1 PER DEVICE COLLECTED</p> <p>for all schools that collect minimum 20 phones</p>

1-888-797-1740 | info@recyclemycell.ca | [@recyclemycell](https://twitter.com/recyclemycell) | [Recycle My Cell](https://www.facebook.com/RecycleMyCell)



Recycle My Cell 2019 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 2019 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 [Encomp 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, OPEIC, BCUMA, MARR, CWTA, Cell2Recycle, Encomp 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



Renew your 2022 membership: members@rcbc.ca

[Membership](#)

BC Recyclepedia Mobile App



Download it today

[Donate to RCBC](#)

Appendix D

Media Engagement

10th Anniversary Press Release – CWTA

Recycle My Cell celebrates 10th anniversary, nears 7 million recovered devices

OTTAWA – June 26, 2019 – Recycle My Cell, a free cell phone recycling program run by the Canadian Wireless Telecommunications Association (CWTA) that has diverted millions of devices from landfills, is celebrating its 10th anniversary this week.

To mark the occasion, the CWTA released a new report today showing that increased awareness among consumers continues to bolster recycling across the nation. The CWTA says that 431,943 devices were recovered via the Recycle My Cell program in 2018, bringing the grand total of recycled or reused cell phones over the past decade to 6,985,325.

"The numbers clearly show consumers are interested in doing the right thing," said Robert Ghiz, President and CEO of the CWTA. "We're thrilled to have played such a significant part in encouraging more and more Canadians to recycle or reuse their old devices rather than throwing them in the trash or stuffing them in a drawer. Positive progress has been made over the past decade, and we're optimistic that trend will continue moving forward."

There are a few easy steps Canadians should follow when recycling an old device:

- Take the time to transfer your photos, your contacts and your calendars over from your old phone.
- Once you've done that, visit Recycle My Cell's bilingual website – www.RecycleMyCell.ca or www.Recyclemoncell.ca –to get answers on how to erase personal information from your phone.
- While you're on the site, check to see where the nearest drop-off location is.
- Head on over and recycle your old device!

"Responsibly dealing with old cell phones is a very simple process and we hope Canadians will continue doing their part to make a positive and lasting impact on the environment," added Ghiz. "With more than 2,600 drop-off locations across the country, there are plenty of options for people no matter where they live to properly dispose of their unused devices."

Other findings from the 2018 *Understanding Cell Phone Recycling Behaviours* survey include:

- An overwhelming majority of Canadians (97%) support or somewhat support cell phone recycling programs in some form. Over 80% of Canadians are aware cell phones can be recycled and would consider recycling their cell phones if they knew where to recycle them.
- 51% of Canadians chose a form of either recycling or reuse for a previous device in 2018.
- 66% of Canadians say they have cell phones in their possession that they are not using and are being stored, compared to 33% who say they don't.
- Nearly 9 in 10 (90%) Canadians personally have one cell phone that they actively use, while 9% actively use two cell phones, 1% use three cell phones and 0.4% use four cell phones or more.

Recycle My Cell 2019 Annual Report

The 2018 *Understanding Cell phone Recycling Behaviours* survey, commissioned by the Canadian Wireless Telecommunications Association, was completed by Nanos Research from December 2 to 19, 2018. The survey was conducted online among 3,000 Canadians with a personal cell phone. Participants in PEI were interviewed by telephone. The margin of error for the survey is ± 1.8 percentage points, 19 times out of 20.

Canadian Cell Phone Recycling Facts

- 431,943 wireless devices were recovered in 2018; of this, 304,027 were reused and 127,916 were recycled.
- 6,985,325 wireless devices have been recovered since 2009.
- 2,885 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/ or contact info@RecycleMyCell.ca.

About Recycle My Cell

Recycle My Cell is Canada's national recycling program for mobile phones and accessories. The bilingual website – www.RecycleMyCell.ca or 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 cell phone carriers, handset manufacturers and approved processors, who have come together to raise awareness about the importance of cell phone 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.

Appendix E

Member Engagement

Bell

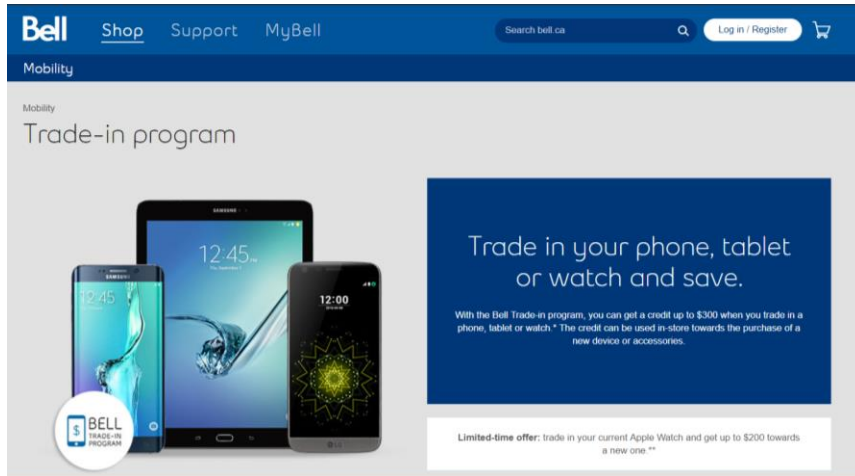
The screenshot shows the Bell Mobility website. The top navigation bar includes 'Bell', 'Shop', 'Support', 'MyBell', and a search bar. Below the navigation bar, there's a 'Search support' field. The main content area is titled 'How can I recycle my old Bell products?'. It includes a 'Back' button and a 'Contact us' button. The text explains that the protection of the environment is a challenge and that Bell supports the establishment and maintenance of provincial recovery programs for different electronics, such as tablets, headsets, computers etc. It also mentions that 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, it refers to the Bell Trade-in program and the Bell Blue Box program pages.

Bell: Bell blue box

The screenshot shows the Bell website. The top navigation bar includes 'Bell', 'Shop', 'Support', 'MyBell', and a search bar. Below the navigation bar, there's a 'Search bell.ca' field. The main content area is titled 'What can I do with my old mobile phone?'. It includes a 'Back' button and a 'Contact us' button. The text explains that you can return your old phone to Bell for recycling through the Bell Blue Box program. This program provides Canadians with an environmentally responsible way of disposing of their used mobile phones. Bell donates the net proceeds from the Bell Blue Box program to mental health initiatives across Canada. Below this, there's a section titled 'Where can I return my old phone?' with a plus sign icon.

Recycle My Cell 2019 Annual Report

Bell: Bell Trade-in



The banner features the Bell logo and navigation links (Shop, Support, MyBell) at the top. Below the logo, the text "Mobility" and "Trade-in program" are displayed. The main visual shows three devices: a smartphone, a tablet, and a smartwatch, each with a circular "BELL TRADE-IN PROGRAM" badge. To the right, a blue box contains the text "Trade in your phone, tablet or watch and save." followed by a paragraph explaining the credit offer. At the bottom right, a white box highlights a "Limited-time offer" for Apple Watch trade-ins.

Bell Shop Support MyBell Search bell.ca Log in / Register

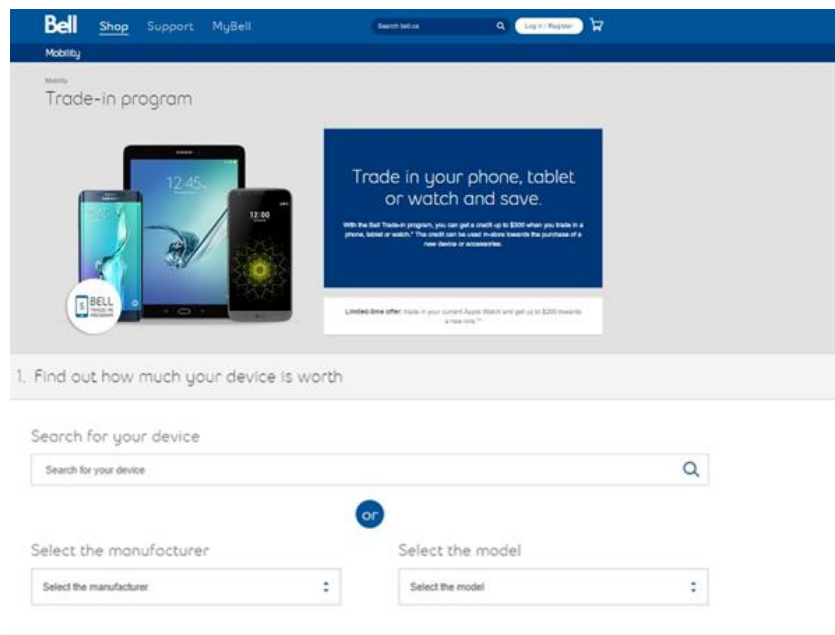
Mobility

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.**



This section shows the search interface for the trade-in program. It includes a search bar, a "or" separator, and two dropdown menus for selecting the manufacturer and model of the device.

Bell Shop Support MyBell Search bell.ca Log in / Register

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.**

1. Find out how much your device is worth

Search for your device

Search for your device

or

Select the manufacturer

Select the model

Recycle My Cell 2019 Annual Report

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

The Source: The Source Trade-up



Need a Quick Answer?

Chat Now ►



Get the latest tech for less

Trade in your current device and get a The Source Gift Card worth up to \$850




Trade in and get new tech

Bring your current device to any The Source store and we'll give you a Gift Card equal to the current trade-in value—worth up to \$850. Your Gift Card can be used in-store towards your new phone, or just about any other tech including laptops, smart home or headphones. Find the new tech you want today!

Here's how you can prepare for a quick and easy trade:

1. You must be 18 or older, and be the legal owner of the device you're trading in—you may be asked to present a valid form of photo I.D. to prove your age
2. Back up your contacts, photos, apps, files, music, info, etc., so you don't lose them
3. Perform a factory reset to ensure that none of your personal files are left on the device
4. Disable iCloud and Find My Phone features—if you don't disconnect these services, your device will be reimbursed at \$0
5. Please bring your device's battery and/or charging cable, as it may impact the trade-in value of your device
6. Once you trade your device in, it is final—you will not be able to get the device back once the trade in is complete

Virgin Mobile: Virgin Mobile Recycle




[MOBILE](#) [HOME INTERNET](#) [HOT OFFERS](#) [MEMBER BENEFITS](#)

[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.](#)


WHAT HAPPENS TO RECYCLED PHONES?



First we delete all data from donated phones. We then proceed to refurbish the phones that are still usable. The remaining phones and accessories are recycled according to Canadian regulations.

Our recycling program donates net proceeds from recycled funds to mental health initiatives across Canada.

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 ▼

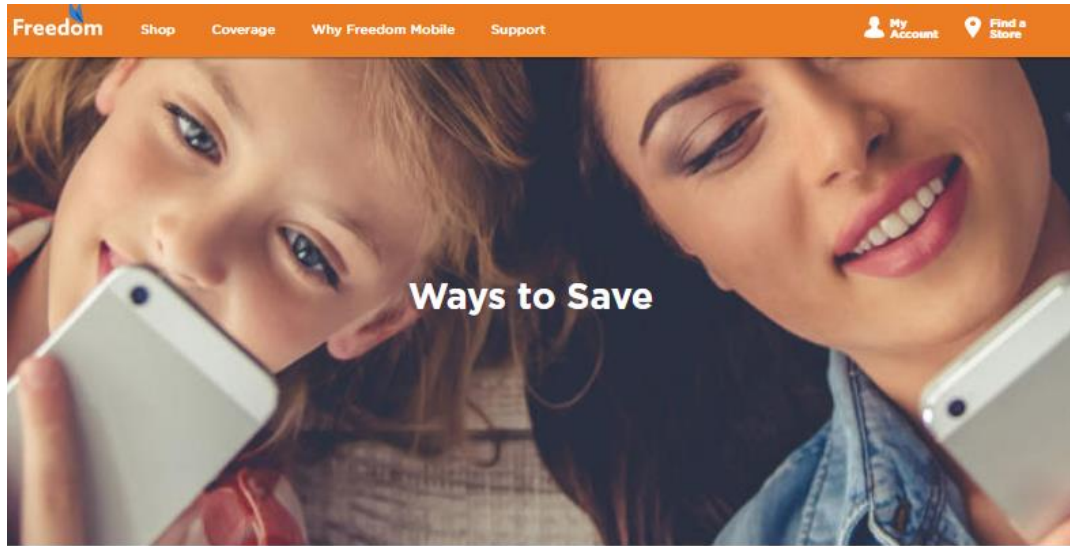
Select Model
choose one ▼

Current Carrier
choose one ▼



41

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-Up

[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 section of the Rogers website. At the top is the Rogers logo and navigation links: SHOP, HELP & SUPPORT, MY ROGERS, MORE, PROMOTIONS, BUSINESS. There are also links for Sign In, Register, ON, Français, and Find a Store, along with a search bar. Below the navigation is a large banner with the text "Give. Trade. Bring." and a sub-headline "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 word "Save" in a small orange circle. Inside the box, it says "\$10/month* off your plan" in large bold text, followed by "when you bring your own device on select Share EverythingSM plans" in smaller text.

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 section of the Rogers website. At the top is the Rogers logo and navigation links: Shop, My Rogers, Support. There are also links for Sign In, Register, ON, Français, and Find a Store, along with a search bar. Below the navigation is a large banner with the text "Hand Me Down" and a sub-headline "Give your old phone to a friend or family member and help them save." To the right of the banner is a box titled "Get a 3 GB data bonus" with the text "When you hand down your phone and add a line on to select Share EverythingSM plans". 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" in a small orange circle. Inside the box, it says "Get a 3 GB data bonus" in large bold text, followed by "When you hand down your phone and add a line on to select Share EverythingSM plans" in smaller text.


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 EverythingSM plan.
- 3 Save on the next bill
They'll save \$10 on their monthly bills.

(*) SEE FULL DETAILS

Recycle My Cell 2019 Annual Report

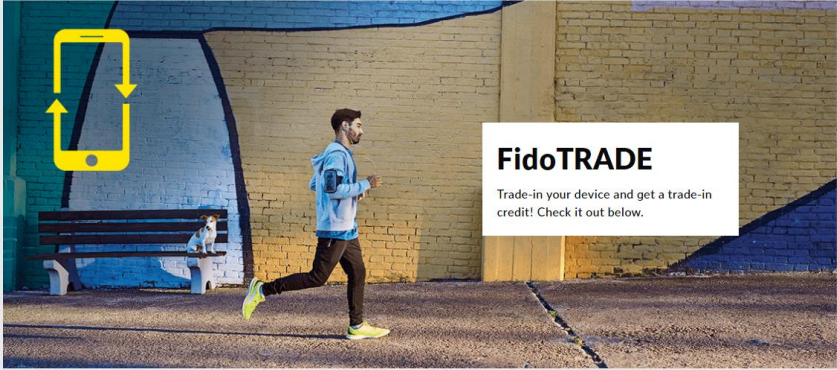
Fido: FidoTrade



[CHECK STATUS](#)


[CONTACT US](#)

[LIVE CHAT](#)



FidoTRADE

Trade-in your device and get a trade-in credit! Check it out below.



[CHECK STATUS](#)

[CONTACT US](#)

[LIVE CHAT](#)

BLACKBERRY KEY2

What's your device's Value?

Does the device power up to the home screen and is a factory reset able to be performed? ⓘ

☐ Yes ☐ No

Is the LCD/Touchscreen non-functioning, have dark spots, blemishes or is the glass broken or cracked? ⓘ

☐ Yes ☐ No

Have all accounts been removed or turned off? For Example: Find My iPhone, iPad or Mac, Google, Find My Mobile, and Firmware Passwords or Locks for Laptops. ⓘ


☐ Yes ☐ No

Select the Transaction Type of your new device:

Where did you purchase your new device?

What new device did you purchase?

BlackBerry Blackberry Key2
Canada



Device's Trade-in value:

\$40.00

Quote for this device in Good Condition.
To get a final quote, answer the questions and select **GET A QUOTE**.

fido

Appendix F

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

Program/Location Name		Community	Regional District
Bell	The Source	100 Mile House	Cariboo
Gold Trail Recycling Ltd.	Gold Trail Recycling Ltd.	100 Mile House	Cariboo
Abbotsford Mission Recycling Program	Abbotsford Mission Recycling Program	Abbotsford	Fraser Valley
Bell	Bell	Abbotsford	Fraser Valley
Bell	The Source	Abbotsford	Fraser Valley
Bell	Virgin Mobile	Abbotsford	Fraser Valley
Freedom Mobile	Freedom Mobile	Abbotsford	Fraser Valley
Freedom Mobile	Freedom Mobile	Abbotsford	Fraser Valley
Regional Recycling	Regional Recycling	Abbotsford	Fraser Valley
Rogers	Rogers	Abbotsford	Fraser Valley
Bell	Bell	Burnaby	Metro Vancouver
Bell	Bell	Burnaby	Metro Vancouver
Bell	The Source	Burnaby	Metro Vancouver
Bell	Virgin Mobile	Burnaby	Metro Vancouver
Bell	Bell	Burnaby	Metro Vancouver
Bell	Bell	Burnaby	Metro Vancouver
Bell	Virgin Mobile	Burnaby	Metro Vancouver
Bell	Bell	Burnaby	Metro Vancouver
Freedom Mobile	Freedom Mobile	Burnaby	Metro Vancouver
Freedom Mobile	Freedom Mobile	Burnaby	Metro Vancouver
Freedom Mobile	Freedom Mobile	Burnaby	Metro Vancouver
Freedom Mobile	Freedom Mobile	Burnaby	Metro Vancouver
Freedom Mobile	Freedom Mobile	Burnaby	Metro Vancouver
Freedom Mobile	Freedom Mobile	Burnaby	Metro Vancouver
Freedom Mobile	Freedom Mobile	Burnaby	Metro Vancouver
Regional Recycling	Regional Recycling	Burnaby	Metro Vancouver
Rogers	Fido	Burnaby	Metro Vancouver
Rogers	Rogers	Burnaby	Metro Vancouver
Rogers	Fido	Burnaby	Metro Vancouver
Rogers	Fido	Burnaby	Metro Vancouver
Rogers	Rogers	Burnaby	Metro Vancouver
Rogers	Rogers	Burnaby	Metro Vancouver
Rogers	Fido	Burnaby	Metro Vancouver
Rogers	Rogers	Burnaby	Metro Vancouver
Bell	The Source	Campbell River	Strathcona

Recycle My Cell 2019 Annual Report

Bell	Bell	Capilano 5	Metro Vancouver
Bell	Virgin Mobile	Capilano 5	Metro Vancouver
Bell	The Source	Castlegar	central Kootney
Bell	The Source	Chilliwack	Fraser Valley
Bell	Virgin Mobile	Chilliwack	Fraser Valley
Bell	Bell	Chilliwack	Fraser Valley
Bell	Bell	Chilliwack	Fraser Valley
City of Colwood	City of Colwood	Colwood	Capital
Bell	Bell	Coquitlam	Metro Vancouver
Bell	Virgin Mobile	Coquitlam	Metro Vancouver
Freedom Mobile	Freedom Mobile	Coquitlam	Metro Vancouver
Rogers	Fido	Coquitlam	Metro Vancouver
Rogers	Rogers	Coquitlam	Metro Vancouver
Bell	The Source	Cranbrook	East Kootenay
Bell	Bell	Cranbrook	East Kootenay
Rogers	Rogers	Cranbrook	East Kootenay
Bell	The Source	Creston	Central Kootenay
Bell	The Source	Dawson Creek	Peace river
Bell	The Source	Delta	Metro Vancouver
Bell	Bell	Delta	Metro Vancouver
Get Cell Repair	Get Cell Repair	Delta	Metro Vancouver
Bell	The Source	Duncan	Cowichan Valley
Enderby Return-It Recycling Depot	Enderby Return-It Recycling Depot	Enderby	North Okanagan
Bell	The Source	Fernie	East Kootenay
Bell	Bell	Fort St. John	Peace river
Bell	Bell	Fort St. John	Peace river
Bell	The Source	Fort St. John	Peace river
Gibsons Recycling Depot	Gibsons Recycling Depot	Gibsons	Sunshine Coast
Bell	The Source	Golden	Columbia-Shuswap
Bell	The Source	Invermere	East Kootenay
Bell	Bell	Kamloops	Thompson-Nicola
Bell	The Source	Kamloops	Thompson-Nicola
Bell	Virgin Mobile	Kamloops	Thompson-Nicola
Bell	Bell	Kamloops	Thompson-Nicola
Bell	The Source	Kamloops	Thompson-Nicola
Freedom Mobile	Freedom Mobile	Kamloops	Thompson-Nicola
Bell	Bell	Kelowna	Central Okanagan
Bell	The Source	Kelowna	Central Okanagan
Bell	Virgin Mobile	Kelowna	Central Okanagan
Bell	Bell	Kelowna	Central Okanagan
Freedom Mobile	Freedom Mobile	Kelowna	Central Okanagan

Recycle My Cell 2019 Annual Report

Freedom Mobile	Freedom Mobile	Kelowna	Central Okanagan
Freedom Mobile	Freedom Mobile	kelowna	Central Okanagan
Bell	The Source	Kitimat	Kitimat-Stikine
Bell	Bell	Langford	Capital
Bell	Virgin Mobile	Langford	Capital
Bell	Bell	Langley	Metro Vancouver
Bell	The Source	Langley	Metro Vancouver
Bell	Virgin Mobile	Langley	Metro Vancouver
Freedom Mobile	Freedom Mobile	Langley	Metro Vancouver
Rogers	Fido	Langley	Metro Vancouver
Rogers	Rogers	Langley	Metro Vancouver
Bell	Bell	Maple Ridge	Metro Vancouver
Bell	The Source	Maple Ridge	Metro Vancouver
Freedom Mobile	Freedom Mobile	Maple Ridge	Metro Vancouver
Haney Bottle Depot	Haney Bottle Depot	Maple Ridge	Metro Vancouver
Bell	The Source	Merritt	Thompson-Nicola
Abbotsford Mission Recycling Program	Abbotsford Mission Recycling Program	Mission	Fraser Valley
Bell	The Source	Mission	Fraser Valley
Bell	Bell	Nanaimo	Nanaimo
Bell	Bell	Nanaimo	Nanaimo
Bell	The Source	Nanaimo	Nanaimo
Bell	Virgin Mobile	Nanaimo	Nanaimo
Blackapple Cellular	Blackapple Cellular	Nanaimo	Nanaimo
Freedom Mobile	Freedom Mobile	Nanaimo	Nanaimo
Freedom Mobile	Freedom Mobile	Nanaimo	Nanaimo
Regional Recycling	Regional Recycling	Nanaimo	Nanaimo
Regional Recycling	Regional Recycling	Nanaimo	Nanaimo
Bell	Bell	Nelson	Central Kootenay
Bell	The Source	Nelson	Central Kootenay
Bell	The Source	New Westminster	Metro Vancouver
Bell	Virgin Mobile	New Westminster	Metro Vancouver
Bell	Bell	New Westminster	Metro Vancouver
Freedom Mobile	Freedom Mobile	New Westminster	Metro Vancouver
Freedom Mobile	Freedom Mobile	New Westminster	Metro Vancouver
Mobile Zone Communication Inc	Mobile Zone Communication	New Westminster	Metro Vancouver
Queensborough Landing Return - It Ltd.	Queensborough Landing Return-It	New Westminster	Metro Vancouver
Bell	The Source	North Vancouver	Metro Vancouver
Bell	Bell	North Vancouver	Metro Vancouver
Bell	Virgin Moblie	North Vancouver	Metro Vancouver

Recycle My Cell 2019 Annual Report

Freedom Mobile	Freedom Mobile	North Vancouver	Metro Vancouver
Freedom Mobile	Freedom Mobile	North Vancouver	Metro Vancouver
Rogers	Rogers	North Vancouver	Metro Vancouver
Bell	The Source	Oliver	Okanagan-Similkameen
T2 Market Ltd.	T2 Market Ltd.	Oliver	Okanagan-Similkameen
Bell	The Source	Osoyoos	Okanagan-Similkameen
Bell	The Source	Parksville	Nanaimo
Freedom Mobile	Freedom Mobile	Penticton	Okanagan-Similkameen
Bell	The Source	Penticton	Okanagan-Similkameen
Bell	Virgin Mobile	Penticton	Okanagan-Similkameen
Bell	Bell	Penticton	Okanagan-Similkameen
Bell	Bell	Pitt Meadows	Metro Vancouver
Bell	The Source	Powell River	qathet
Sunshine Disposal and Recycling	Sunshine Disposal and Recycling	Powell River	qathet
Bell	Bell	Prince George	Fraser-Fort George
Bell	The Source	Prince George	Fraser-Fort George
Bell	Virgin Mobile	Prince George	Fraser-Fort George
Freedom Mobile	Freedom Mobile	Prince George	Fraser-Fort George
Bell	The Source	Prince Rupert	North Coast
Freedom Mobile	Freedom Mobile	Prince Rupert	North Coast
	The Source	QUESNEL	Cariboo
Bell	The Source	Revelstoke	Columbia-Shuswap
Bell	Bell	Richmond	Metro Vancouver
Bell	Virgin Mobile	Richmond	Metro Vancouver
Bell	Bell	Richmond	Metro Vancouver
Bell	The Source	Richmond	Metro Vancouver
Bell	Virgin Mobile	Richmond	Metro Vancouver
Bell	Bell	Richmond	Metro Vancouver
Freedom Mobile	Freedom Mobile	Richmond	Metro Vancouver
Freedom Mobile	Freedom Mobile	Richmond	Metro Vancouver
Freedom Mobile	Freedom Mobile	Richmond	Metro Vancouver
Freedom Mobile	Freedom Mobile	Richmond	Metro Vancouver
Regional Recycling	Regional Recycling	Richmond	Metro Vancouver
Rogers	Rogers	Richmond	Metro Vancouver
Rogers	Fido	Richmond	Metro Vancouver
Bell	Virgin Mobile	Saanich	Capital
Bell	Bell	Saanich	Capital
Bell	Bell	Saanich	Capital
Bell	The Source	Salmon Arm	Columbia-Shuswap
Bell	The Source	Sechelt	Sunshine Coast
Village of Silverton	Village of Silverton	Silverton	central Kootney

Recycle My Cell 2019 Annual Report

Village of Slocan	The Village of Slocan	Slocan	central Kootney
Bell	The Source	Smithers	Bulkley-Nechako
Bell	The Source	Sooke	Capital
District of Sparwood	District of Sparwood	Sparwood	East Kootenay
District of Sparwood	District of Sparwood	Sparwood	East Kootenay
Bell	The Source	Summerland	Okanagan-Similkameen
Bell	Bell	Surrey	Metro Vancouver
Bell	Virgin Mobile	Surrey	Metro Vancouver
Bell	The Source	Surrey	Metro Vancouver
Bell	Bell	Surrey	Metro Vancouver
Bell	Virgin Mobile	Surrey	Metro Vancouver
Bell	Bell	Surrey	Metro Vancouver
Bell	Bell	Surrey	Metro Vancouver
Bell	Bell	Surrey	Metro Vancouver
Bell	Bell	Surrey	Metro Vancouver
Digi-Tech Computing	Digi-Tech Computing	Surrey	Metro Vancouver
Freedom Mobile	Freedom Mobile	Surrey	Metro Vancouver
Freedom Mobile	Freedom Mobile	Surrey	Metro Vancouver
Freedom Mobile	Freedom Mobile	Surrey	Metro Vancouver
Freedom Mobile	Freedom Mobile	Surrey	Metro Vancouver
Freedom Mobile	Freedom Mobile	Surrey	Metro Vancouver
Freedom Mobile	Freedom Mobile	Surrey	Metro Vancouver
Freedom Mobile	Freedom Mobile	Surrey	Metro Vancouver
Freedom Mobile	Freedom Mobile	Surrey	Metro Vancouver
Freedom Mobile	Freedom Mobile	Surrey	Metro Vancouver
Freedom Mobile	Freedom Mobile	Surrey	Metro Vancouver
Freedom Mobile	Freedom Mobile	Surrey	Metro Vancouver
Freedom Mobile	Freedom Mobile	Surrey	Metro Vancouver
Freedom Mobile	Freedom Mobile	Surrey	Metro Vancouver
Freedom Wireless Ltd.	Freedom Wireless Ltd.	Surrey	Metro Vancouver
Newton Bottle Depot	Newton Bottle Depot	Surrey	Metro Vancouver
Regional Recycling	Regional Recycling	Surrey	Metro Vancouver
Rogers	Fido	Surrey	Metro Vancouver
Rogers	Rogers	Surrey	Metro Vancouver
Semiahmoo Bottle Depot	Semiahmoo Bottle Depot	Surrey	Metro Vancouver
Bell	Bell	Surrey	Metro Vancouver
Bell	The Source	Terrace	Kitimat Stikine
Bell	The Source	Trail	Kootenay Boundary
Bell	Bell	Tsawwassen	Metro Vancouver
Freedom Mobile	Freedom Mobile	Tsawwassen	Metro Vancouver
Rogers	Rogers	Tsawwassen	Metro Vancouver
Rogers	Fido	Tsawwassen	Metro Vancouver
Bell	Virgin Mobile	Vancouver	Metro Vancouver
Bell	Bell	Vancouver	Metro Vancouver

Recycle My Cell 2019 Annual Report

Bell	Bell	Vancouver	Metro Vancouver
Bell	The Source	Vancouver	Metro Vancouver
Bell	Virgin Mobile	Vancouver	Metro Vancouver
Bell	Bell	Vancouver	Metro Vancouver
Bell	Virgin Mobile	Vancouver	Metro Vancouver
Bell	Bell	Vancouver	Metro Vancouver
Bell	Virgin Mobile	Vancouver	Metro Vancouver
Bell	Bell	Vancouver	Metro Vancouver
Bell	Bell	Vancouver	Metro Vancouver
City of Vancouver		Vancouver	Metro Vancouver
Freedom Mobile	Freedom Mobile	Vancouver	Metro Vancouver
Freedom Mobile	Freedom Mobile	Vancouver	Metro Vancouver
Freedom Mobile	Freedom Mobile	Vancouver	Metro Vancouver
Freedom Mobile	Freedom Mobile	Vancouver	Metro Vancouver
Freedom Mobile	Freedom Mobile	Vancouver	Metro Vancouver
Freedom Mobile	Freedom Mobile	Vancouver	Metro Vancouver
Freedom Mobile	Freedom Mobile	Vancouver	Metro Vancouver
Freedom Mobile	Freedom Mobile	Vancouver	Metro Vancouver
Freedom Mobile	Freedom Mobile	Vancouver	Metro Vancouver
Freedom Mobile	Freedom Mobile	Vancouver	Metro Vancouver
Freedom Mobile	Freedom Mobile	Vancouver	Metro Vancouver
Freedom Mobile	Freedom Mobile	Vancouver	Metro Vancouver
Freedom Mobile	Freedom Mobile	Vancouver	Metro Vancouver
Get Cell Repair	Get Cell Repair	Vancouver	Metro Vancouver
PC Galore Consignment Ltd.	PC Galore Consignment Ltd.	Vancouver	Metro Vancouver
Regional Recycling	Regional Recycling	Vancouver	Metro Vancouver
Rogers	Rogers	Vancouver	Metro Vancouver
Rogers	Rogers	Vancouver	Metro Vancouver
Rogers	Fido	Vancouver	Metro Vancouver
Rogers	Fido	Vancouver	Metro Vancouver
Rogers	Rogers	Vancouver	Metro Vancouver
Rogers	Fido	Vancouver	Metro Vancouver
Rogers	Rogers	Vancouver	Metro Vancouver
Rogers	Rogers	Vancouver	Metro Vancouver
Rogers	Fido	Vancouver	Metro Vancouver
Rogers	Rogers	Vancouver	Metro Vancouver
Rogers	Fido	Vancouver	Metro Vancouver
Bell	Bell	Vernon	North Okanagan
Bell	The Source	Vernon	North Okanagan
Freedom Mobile	Freedom Mobile	Vernon	North Okanagan
Alpine Recycling	Alpine Recycling	Victoria	Capital
Bell	Bell	Victoria	Capital

Recycle My Cell 2019 Annual Report

Bell	The Source	Victoria	Capital
Bell	Virgin Mobile	Victoria	Capital
Bell	The Source	Victoria	Capital
Bell	Bell	Victoria	Capital
Bell	Virgin Mobile	Victoria	Capital
Bell	Bell	Victoria	Capital
Bell	The Source	Victoria	Capital
Bell	Virgin Mobile	Victoria	Capital
Freedom Mobile	Freedom Mobile	Victoria	Capital
Freedom Mobile	Freedom Mobile	Victoria	Capital
Freedom Mobile	Freedom Mobile	Victoria	Capital
Freedom Mobile	Freedom Mobile	Victoria	Capital
Freedom Mobile	Freedom Mobile	Victoria	Capital
Freedom Mobile	Freedom Mobile	Victoria	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	Rogers	Victoria	Capital
Rogers	Fido	Victoria	Capital
Rogers	Rogers	Victoria	Capital
Rogers	Fido	Victoria	Capital
Bell	The Source	West Vancouver	Metro Vancouver
Rogers	Fido	West Vancouver	Metro Vancouver
Regional Recycling	Regional Recycling	Whistler	Squamish-Lillooet

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

Regional District	Locations in 2018	Locations in 2019	Variance
Alberni-Clayoquot	1	0	-1
Bulkley-Nechako	3	1	-2
Capital	30	33	3
Cariboo	3	3	0
Central Coast	0	0	0
Central Kootenay	5	6	1
Central Okanagan	5	7	2
Columbia-Shuswap	3	3	0
Comox Valley	0	0	0
Cowichan Valley	1	1	0
East Kootenay	7	7	0
Fraser Valley	15	14	-1
Fraser-Fort George	5	4	-1
Greater/Metro Vancouver	150	142	-8
Kitimat-Stikine	3	2	-1
Kootenay Boundary	2	1	-1
Mount Waddington	1	0	-1
Nanaimo	11	10	-1
North Okanagan	4	4	0
Northern Rockies	0	0	0
Okanagan-Similkameen	8	8	0
Peace River	5	4	-1
Powell River	2	2	0
Skeena-Queen Charlotte	2	2	0
Squamish-Lillooet	3	1	-2
Stikine Region	0	0	0
Strathcona	1	1	0
Sunshine Coast	2	2	0
Thompson-Nicola	8	7	-1
Provincial Total	280	265	-15

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

Regional District	Amount Recovered
Bulkley-Nechako	0
Capital	2,747
Cariboo	9
Central Kootenay	11
Central Okanagan	1,253
Columbia-Shuswap	34
Cowichan Valley	75
East Kootenay	153
Fraser Valley	4,654
Fraser-Fort George	316
Greater/Metro Vancouver	19,051
Kitimat-Stikine	0
Kootenay Boundary	0
Nanaimo	1,358
North Okanagan	667
Okanagan-Similkameen	350
Peace River	19
Powell River	135
Skeena-Queen Charlotte	0
Squamish-Lillooet	178
Strathcona	214
Sunshine Coast	0
Thompson-Nicola	715
UNKNOWN**	4,691
Provincial Total	36,630

“Unknown” includes devices received via mail-back (1,553) and instances where RD was not able to be traced (3,079) for which Regional District is unknown.