



Recycle My Cell

2014 Annual Report

Submitted to: British Columbia Ministry of Environment
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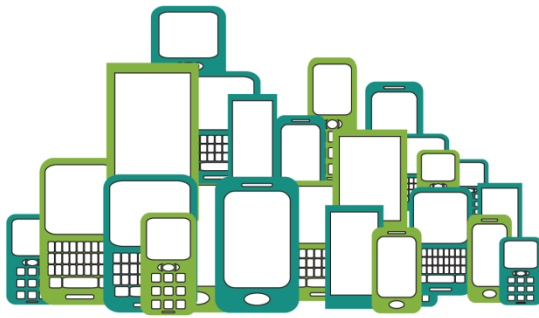
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At a Glance

2014 RECYCLE MY CELL HIGHLIGHTS

134,173*

DEVICES
RECOVERED IN
BRITISH COLUMBIA
IN 2014

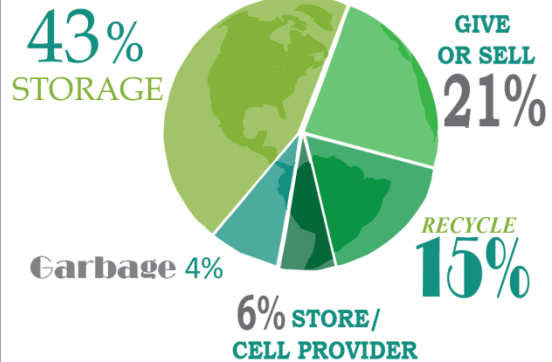


852,969*

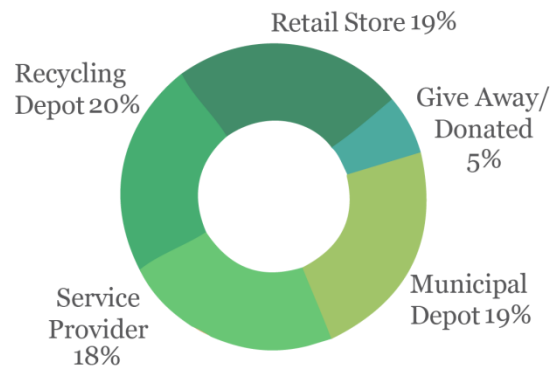
DEVICES
RECOVERED SINCE 2005

*RMC + other member initiatives

What BC residents did with
their **previous** cell phone



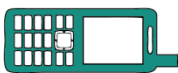
Top ways they **RECYCLED** it



AWARENESS



11% Are aware of the
Recycle My
Cell program



56% Are aware of cell
phone recycling
programs in general



17% Of those are aware
of the cell phone
recycling programs
with the Cellular
Providers

379 drop-off locations
across British Columbia



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	Topic	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"> ▪ Sponsorship of events (Waste Reduction Week in Canada). ▪ Joint BC stewards initiatives (including Recyclepedia, new BC Recycles Web site and BC Recycling Handbook). ▪ RMC material on stakeholder Web sites. ▪ RMC branded program and promotional materials for municipal and other third-party sites. ▪ 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"> ▪ RMC utilizes a return-to-retail recovery model. ▪ In 2014, there were 379 permanent drop-off locations in 77 municipalities and unincorporated areas (27 regional districts). ▪ 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"> ▪ On-going consumer demand for increased functionality that gives them the ability to substitute one device for many. ▪ Program members use certified third-party processors to manage their materials. ▪ Product Management – auditor review of processor standards and data to verify accuracy.

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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	Topic	Summary (5-bullet maximum)
Part 2, section 8(2)(d)	<p>Pollution Prevention Hierarchy and Product / Component Management</p> <p>Refer to Section 6 for details.</p>	<ul style="list-style-type: none"> 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, including the condition of the phone at time of recovery and the technology that is required for its use. Reused – Devices that are deemed reusable have their data wiped and are sold via auction to third-parties. These phones may be commingled with devices collected via non-program participants Recycled – Devices destined for recycling are handled based on the general practices of the primary processor. In all instances the batteries are removed from the device and the remaining material is either further dismantled, or shredded in entirety (minus the backing), before being sent to approved downstream processors.
Part 2, section 8(2)(e)	<p>Product Sold and Collected and Recovery Rate</p> <p>Refer to Section 7 for details.</p>	<ul style="list-style-type: none"> Product sold – 537,327 (estimated) Product collected (all initiatives) – 134,173 (estimated). <ul style="list-style-type: none"> 72,842 were recovered through member's RMC initiatives and 61,331 through various internal initiatives.
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 (2014 Results)	Strategies for Improvement
Increase awareness of cell phone recycling nationally to 80% by 2015.	<p>50% nationally; 56% in BC.</p> <p>Refer to Section 9 for details.</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. investigate the inclusion of depots into the collection

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 (2014 Results)	Strategies for Improvement
		network.
100% customer satisfaction with the Recycle My Cell program (nationally).	Nationally, 84% of those who recycled their device reported being satisfied with the experience. Refer to Section 9 for details.	CWTA will continue: <ul style="list-style-type: none"> to offer multiple methods by which a consumer may recycle their device (drop-off locations and mail-back). to work with its members and participating organizations to ensure that issues are addressed.

2. Program 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.

RMC recovers all used, unwanted or discarded mobile devices which connect to a cellular or paging network, including cell phones, smartphones, wireless PDAs, external aircards and pagers.

Under RMC, brand owners continue to operate their own corporate programs to collect, reuse and recycle mobile devices.

RMC is not funded through eco-fees. The cost to operate the RMC program is borne directly by member brand owners running their individual corporate programs and by CWTA through fees paid by its members and associates (i.e., RMC is funded through CWTA's general budget, using CWTA staff and resources).

RMC uses a return-to-retail collection model. Consumers can readily return mobile devices at all participating retail stores operated by brand owners within the province during normal business hours. In addition, consumers will be able to mail back unwanted devices using postage-paid labels when it is not convenient for them to return the devices to a drop-off location.

Devices that have been collected by participating locations are sent to certified processors for proper handling.

This report has been prepared by the CWTA and is submitted on behalf of: Bell, BlackBerry, Eastlink, GEEP Inc., Google, GREENTEC, LG Electronics Canada, Inc., Lynx Mobility, Microsoft, MTS, ProMobility, Rogers Communications, Samsung Electronics Canada Inc., SaskTel, Sony of Canada, Tbaytel, TELUS, Videotron, and Virgin Mobile Canada.¹

3. Public Education Materials and Strategies

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

CWTA, and its participating members, have undertaken various promotional activities to raise awareness about cell phone recycling and the RMC program.

Cell phone recycling awareness may not correlate directly to an increase in the number of devices that are collected in the province by the RMC program. Although RMC is the approved stewardship program operating within the province it is not the only program recovering phones. Having said that, RMC will not inhibit the ability of another program to recover used devices nor will it monitor the behavior of these programs.

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

3.1 CWTA initiatives

3.1.1 Sponsorship of events

In 2014, Recycle My Cell was the sole national sponsor for Waste Reduction Week (WRW) in Canada lending support to the “Recycle My Cell Student Challenge.”

The “Recycle My Cell Student Challenge” challenged schools to collect the most phones in their province for an opportunity to win prizes. Schools were informed of the Challenge through a national press release, contest details on the Waste Reduction Week in Canada Web site and through each of the participating provincial councils; how this information was conveyed by the councils would differ based on the approach preferred by each region.²

In British Columbia, Recycle My Cell received valuable support from the Recycling Council of British Columbia (RCBC). RCBC sent an initial email to all schools in BC, encouraging participation in all aspects of Waste Reduction Week 2014. The initial email included information on event registration and the Recycle My Cell (RMC) Student Challenge, and encouraged teachers to engage their students in WRW by registering their events and signing up for the Challenge.³ In total, 1,951 schools were contacted representing 62,250 students. In addition, RCBC sent a media release announcing the Challenge launch to all media (radio, TV and print) and published a dedicated RMC page on their website, linking program description and contest entry instructions. RCBC also promoted the Challenge on their Facebook page and Twitter page and every participating school was contacted upon registration, thanking them and providing more details. At the end of the Challenge, schools were reminded via email to seal up and send in their boxes.

¹ See Appendix A for program specifics for member initiatives.

² See Appendix B for promotional support for Waste Reduction Week in Canada.

³ Teachers in the province of BC were on strike for the first 3-weeks of September which stalled the initial contact with schools.

The Recycle My Cell Challenge was also promoted via Canadian Teacher Magazine, press releases, as well as the Recycle My Cell Web site, Facebook page, and Twitter account.^{4, 5}

This year, the Challenge was cross-promoted by Earth Day Canada. As a result, Earth Day Canada provided information via email to 10,000 contacts who are typically teachers and educators with an interest in the environment and educational programming for schools.

Sacred Heart Elementary won the 2014 Challenge in British Columbia and was awarded a \$500 cash donation from CWTA to further their environmental initiatives. Schools that collected 20 phones or more were granted \$1 per phone as a participation prize. Nationally, 5,832 cell phones were recovered through the Challenge in 2014; of these, 385 were recovered by schools in BC.

3.1.2 Recycle My Cell branded program

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

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

3.1.3 Promotional materials

CWTA continues to provide RMC promotional materials (brochures, tent 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) whenever such materials may be requested.⁶

3.1.4 Social Media

CWTA has developed both a Facebook page and a Twitter account for the promotion of the Recycle My Cell program. RMC's Facebook page is used to promote the various events in which RMC is a participant. CWTA continues to promote cell phone recycling via its @recyclemoncell Twitter account.⁷

3.1.5 RMC Web site

CWTA maintains a mobile friendly Web site (www.recyclemycell.ca and www.recyclemoncell.ca) that serves as the central hub for the program. Information about the RMC recovery program, recycling, member programs, current collection sites and steps to clear personal information is readily available to consumers via this site. This site also includes links to the mail-back options that are in place through member programs.

Consumers with additional questions about the program are encouraged to contact RMC representatives via an email address that has been established for this purpose (info@recyclemycell.ca / info@recyclemoncell.ca).

Web site traffic (January to December 2014)

- RMC Web site logged 73,324 unique visits nationally.⁸

⁴ Canadian Teachers Magazine is sent to 12,000 schools to an audience of 60,000 teachers.

⁵ The Press Release was issued via Canada NewsWire to 2,000 radio, TV and print outlets in Canada.

⁶ See Appendix C for samples of the RMC promotional material (brochure, tent card and posters).

⁷ Appendix D for Facebook and Twitter feeds.

⁸ Due to a tracking issue with the RMC Web site, the data for March, April, May, June, and July had to be estimated.

- 3,343 database searches for recycling locations in British Columbia (based on the postal code entered at time of search).⁹

3.1.6 Toll-free number

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

Call volume (January to December 2014)

- 23 calls to the RMC toll-free number originated from BC.

3.1.7 Stakeholder relations

CWTA is an active participant within the Stewardship Agencies of BC. This joint initiative of the BC Stewards provides information to BC residents concerning all approved programs within the province through vehicles like the RCBC Recyclepedia.¹⁰ It identifies the steward, the designated materials and most critically, where consumers can take their products to ensure that they are recycled responsibly.

Recycle My Cell is also included in the BC Recycling Handbook. The publication includes information on all ministry approved stewardship programs operating within the province, and is provided to: BC Ministry of Environment, all members of the Legislative Assembly, BC Chambers of Commerce, all BC regional district offices, and all Return-It Depots and Collection sites.

3.1.8 Third-party Web sites

Recycle My Cell continues to receive positive support from organizations such as RCBC, The Government of British Columbia, Capital Regional District, and the City of Campbell River, among others.¹¹

CWTA believes that the most effective way to ensure residents of British Columbia are aware of the program is to have information included in areas where a resident is likely to look.

3.1.9 Press releases

CWTA develops and distributes both targeted and national press releases to coincide with activities that RMC participates in. As an example, support of Waste Reduction Week was announced in a national release. In addition, announcements regarding the number of phones that have been recovered are issued to coincide with Earth Day.¹²

3.1.10 Paid advertising

CWTA utilizes alternate advertising methods, such as Google and Facebook ads, to build program awareness. The use of on-line advertising in forums commonly used by consumers offer a more targeted approach to providing information to those searching for it.¹³

⁹ Due to a tracking issue with the RMC Web site, the data for January February, and March is an estimate.

¹⁰ See Appendix E for joint steward initiatives.

¹¹ See Appendix F for examples of third-party support.

¹² See Appendix G for Earth Day Press Release.

¹³ See Appendix H for samples of paid advertising.

3.2 Corporate program initiatives

3.2.1 Promotional materials and Web sites

Participating carriers continue to have marketing plans in place that support their various initiatives, including those for trade-in or upgrades.¹⁴

In addition to promotional materials, carriers continue to increase the visibility of recycling programs by ensuring that the information is readily accessible to customers upgrading their phones via corporate Web sites.

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

3.2.2 Staff training

Carriers continue to foster program awareness internally with their staff so that they are able to provide accurate information to their customers. This is done with regular reminders via internal Web sites and blogs. Bell, for example, maintains an on-line training module that is a required element to new store associate's training and also mandatory on an annual basis.¹⁵

4. Collection System and Facilities

4.1 Drop-off locations

In 2014, there were 379 permanent drop-off locations in 77 municipalities and unincorporated areas (27 Regional Districts) across British Columbia.

While there was a decrease of 143 locations over 2013, there was no change in the number of municipalities with access to a physical drop-off location.^{16, 17} The bulk of this decrease is directly attributable to changes made in recovery models and a tightening of the criteria carriers use concerning program participation.

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.

Participating locations that are included in the RMC database collect all devices regardless of make, model or condition in order to provide consumers with the convenience that they seek. Only locations that are officially affiliated with partner programs are included in the database; while some locations may participate on a voluntary basis and accept devices when brought in, those locations are not included.

¹⁴ See Appendix I for examples of promotional materials.

¹⁵ See Appendix J for the introductory page to Bell's online training module and information provided to employees.

¹⁶ Facilities that are carrier identified retail locations and franchisees, or other approved third party operators (e.g. non-affiliated retail stores, libraries, municipal centres, etc.) that host Recycle My Cell collection boxes year round. These locations are accessible by consumers and included in the Recycle My Cell searchable database.

¹⁷ See Appendix K for a list of drop-off locations in British Columbia.

In addition, there were:

- 0 Temporary drop-off locations,¹⁸
- 3 Processors/Consolidation Centres,¹⁹ and
- 5 Reverse Logistics Centres/Warehouse Collection Facilities²⁰

4.2 Mail-back

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

5. Product Environmental Impact Reduction, Reusability and Recyclability

5.1 Handset manufacturers and improving product life cycle management

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

Devices that do more things, at a faster speed, and from anywhere, have become the norm. Handset manufacturers work to design devices to meet these expectations. Consumers, through their shopping habits, have made it clear that they are interested in increased functionality that gives them the ability to substitute one device for many.

An example of an individual initiative that has been taken includes:

BlackBerry

- *Life Cycle Analysis:* BlackBerry pays close attention to how its products are designed, distributed and disposed of to reduce their environmental impact. BlackBerry uses Life Cycle Analysis (LCA) to provide an in-depth view of each product's environmental impacts at every stage in its lifecycle, from the materials used in the product, to production and distribution, throughout its use, and at the end of its useful life. To conduct the LCA studies on its products, BlackBerry works with PE International, an experienced sustainability management consulting firm. Results from the LCA studies help BlackBerry identify what it is doing well as well as identifying opportunities to lessen environmental impacts.

Avoidance of Hazardous Substances in Products: An increasing awareness of the health and environmental impacts of hazardous materials has made reducing the use of these materials a particular focus for BlackBerry in recent years. A number of government and regulatory agencies also share this focus. Working collaboratively, BlackBerry has worked with industry groups and regulatory agencies to help develop test methods for regulations such as the European Union's Restriction of Hazardous Substances (RoHS) and the Registration, Evaluation, Authorisation and Restriction of Chemicals ("REACH") and the Government of Canada's Chemicals Management Plan.

¹⁸ Carrier identified locations, or other third party operators (e.g. schools, offices, etc.) that host collection boxes for a limited period of time, seasonal drives and challenge-based drives or other limited temporary collection activities. These locations are not included in the Recycle My Cell searchable database.

¹⁹ Facilities that receive devices via recovery mechanisms (product that is recovered via Mail-backs or delivered by couriers). These locations are not accessible by consumers.

²⁰ Facilities where devices under warranty are returned. These locations are not accessible by consumers.

Energy Efficiency: Energy efficiency has always been a core focus of the BlackBerry design process, resulting in highly optimized software and an energy efficient charging system. To minimize energy consumption, BlackBerry has worked to consistently reduce the footprint of its chargers and improve their energy efficiency. All chargers currently in market achieve Level V, the highest rating for the International Energy Efficiency Mark. In addition, all BlackBerry devices, batteries and chargers comply with the strict Battery Charging System efficiency requirements of the California Energy Commission.

End-of-life: The end-of-life phase can present opportunities if a device is reused, refurbished or recycled. BlackBerry devices are designed to last with software that can be upgraded over-the-air and hardware that facilitates repair. BlackBerry devices are designed to be easily repaired, containing many parts that professional repair facilities can quickly and simply swap. BlackBerry encourages the passing of products from one user to the next, being repaired and refurbished where necessary, and all BlackBerry products include a built-in secure data wipe feature to ensure that no data from the previous user remains on the device.

5.2 Processor members and certifications

Program members use certified primary processors to manage their materials. All of the processors involved with the RMC program hold multiple certifications, including those that are nationally and internally recognized.

Recycler Qualification Program Verification: For the purposes of the audit, CWTA has opted to leverage the Recycler Qualification Program, or RQP, and the Electronic Recycling Standard (ERS). Primary processors verified to the RQP include: Greentec, GEEP and ProMobility.

The RQP is managed by the Recycler Qualification Office (RQO) which was established by end-of-life electronics stewardship programs operating in Canada. The RQP has, to a degree, become the default standard in Canada in the absence of a recognized global standard as identified by the MoE.

The intent of the RQP audit is to identify the materials processed and generated; observe the processing methods used; assess conformance of the recycler's operations in accordance with the requirements of the ERS; and determine the downstream flow of materials. The RQP prohibits the use of prison labour, and also prohibits the shipment of end-of-life scrap material to developing and non-OECD countries.²¹

The ERS includes environmental, occupational health and safety, and material handling requirements; this is the auditable criteria that processor assessments and approvals are based upon. It is the processors responsibility to maintain objective evidence of conformance to all requirements of the ERS.

A chart identifying the acceptable processes and end-fates for RQP-verified processors can be located in Appendix L.

Other certifications: Processors that have not been verified to the RQP may still be properly certified to handle material. As noted earlier, most processors hold a multitude of different certifications in order to be marketable and viable in a competitive market place. Standards like e-Stewards and R2 are globally recognized standards, whereas the RQP verification is applicable specifically to Canada.

²¹ Full RQP requirements are outlined in: http://rqp.ca/wp-content/uploads/2014/01/Recycler_Qualification_Program_FINAL_10.10.271.docx

In most instances, the material collected by the primary processors is sent to down streams that are identical to those used by RQP-verified processors.

6. Pollution Prevention Hierarchy and Product / Component Management

Section 7.2 identifies the volume of cellular devices collected through the RMC programs. Of that material, 86% flows through processors that have been verified to the RQP.²²

The devices are triaged and either sent for reuse (35%) or recycling (65%).

For the purposes of the audit, focus will be placed on the devices that are recycled by RQP-verified processors since that constitutes the largest proportion of materials. Devices that have been identified for reuse will not be audited; components that have a market or value are not likely to end up in landfill.

Reuse: While it is understood that reuse is the preferred method for dealing with recovered product, in the case of wireless devices the amount of product that can be reused is dependent on many factors that are not controllable, including 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.

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.

²² The remaining 14% of material is handled by processors that have not been verified to the RQP but meet other recognized certifications. These devices are also triaged and either reused (83%) or recycled (17%). A consultant was engaged in 2014 to help develop process flows in order to allow carriers and CWTA to better understand what occurs with the material once it is received by the processors. CWTA continues to work with its members to identify the ways in which the product that is sent to these processors is managed.

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 2014, program participants worked with three RQP-verified primary processors to recycle RMC materials. Two of these processors handle the majority of product collected in BC. For one of these processors it was possible to obtain sufficient evidence to support how the recovered product was managed in accordance with the pollution prevention hierarchy. This process reflects 23% of RMC product recycled in BC. The information presented below is representative of this process. CWTA will continue to work with the remaining processors of RMC material to obtain additional evidence to support their processes and how RMC material is handled in accordance with the pollution prevention hierarchy.

Table 1:

Material / Component	% of Material Stream	Recycling Process Description	Disposition
Metal Dusts	0.14%	Dust from the plant is gathered by dust machines. Dust pucks made from dust created within plant is sent downstream for precious metal recovery. (Not exclusive to dust from cell phones.) The amount of metal dust recovered is an estimate based on the amount of dust that the shredding process is expected to generate for the volume of cell phones put through it. The estimate is required because the dust comes from all waste sources processed via the shredder.	Smelting ²³
Other	99.86%	Phones destined for recycling are shredded, and sent downstream for precious metal recovery.	Smelting
Phone back - plastic	unknown	Cell phone backs are removed from the device and consolidated with similar materials. It is then sent downstream to be sorted and shredded. The amount that this constitutes is not tracked.	Shredding
Phone back – aluminum	unknown	Cell phone backs are removed from the device and consolidated with similar materials. It is then sent to downstream for melting. The amount that this constitutes is not tracked.	Melting
Phone back - steel	unknown	Cell phone backs are removed from the device and consolidated with similar materials. Material is sent to a downstream processor for further sorting and shredding. It is then sent downstream for smelting. The amount that this constitutes is not tracked.	Smelting

²³ Smelting is the process of heat treating metal containing materials to reclaim metal. Non-metal materials, such as plastics, may be consumed during the smelting process.

Table 1 identifies the components and the verified processing end-fates for one of the primary processors.

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

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

Table 2:

Component (% of component sold/transferred for processing that is treated under each processing pathway)						
	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
Metal Dust						100%
Other						100%
Phone back - plastic						100%
Phone back – aluminum					100%	
Phone back - steel					100%	

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

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

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

Table 3:

Estimated Conformance Levels*					
	Reuse	Recycle	Metal Recovery	Landfill	Unknown
Metal Dust			100%		
Other			100%		
Phone back - plastic					100%
Phone back – aluminum					100%
Phone back - steel					100%

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

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

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

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

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 mobile devices distributed into BC by participating manufacturer members, whether they result in an end sale to a consumer or not, to carrier-affiliated locations (including retail stores, third party retailers, corporate retailers and distribution centres).²⁴

Quantification of “Product Sold” is based on data about Mobile Devices distributed into BC which is provided to CWTA by a third-party consolidator. The following process is followed:

²⁴ CWTA has been working closely with its members to improve on the methodology that was developed in 2010. Data provided in this report relates to product distributed by manufacturers that participate in the RMC program as reported by the manufacturer. Data for non-participating manufacturers is not included.

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

Recycle My Cell 2014 Annual Report to the British Columbia Ministry of Environment

- CWTA provides carrier specific excel template spreadsheets to ensure that data for all relevant manufacturers is appropriately captured in a consistent manner each year.
- Carriers provide their provincial data to manufacturers that are part of the RMC program.
- CWTA provides manufacturer specific excel template spreadsheets to ensure that data for each province is appropriately captured and aggregated in a consistent manner each year.
- Manufacturers aggregate the data received from carriers with their own for each province. This data is then sent to the third-party for consolidation.
- CWTA provides the third-party with an excel template spreadsheet to ensure that data for each province is appropriately aggregated in a consistent manner each year.
- The third party receives this information from the various program participants, consolidates it and provides that number to CWTA.

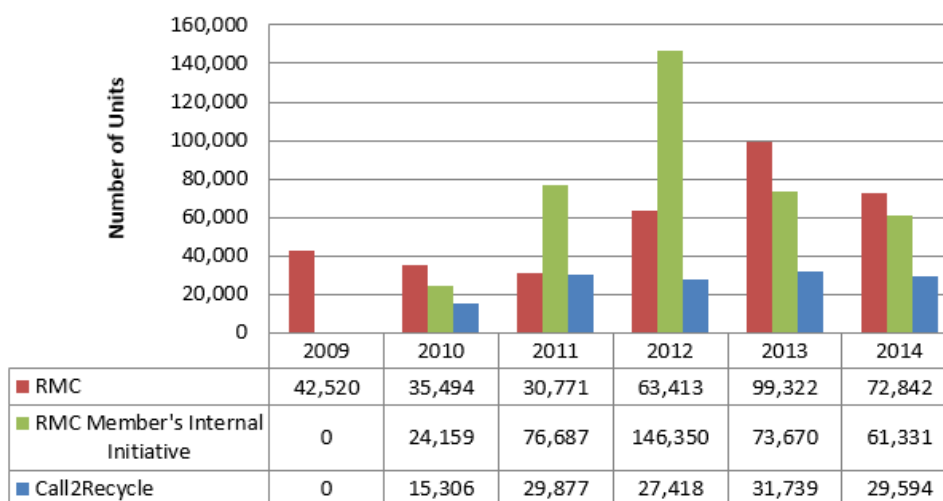
“Product Sold” does not track inter-store (nation-wide) transfers, and what happens to unsold products, etc. and contains estimates where actual data is not available.

In 2014, a total of 537,327 devices were reported as having been distributed into BC. This total includes devices sent directly into a province and devices sent to distribution centres:

- 430,701 are estimated to have been directly distributed to locations within the province that were affiliated with program participants. This includes the carrier’s corporate stores, sales directly to a customer (Web and phone), as well as third-party retailers.
- 106,626 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.

7.2 Volume of cellular devices collected

Actual Collections (Annual) in BC



*In 2013, drop-off locations (Trade-in) volumes had not been assured.

In 2014, 72,842 devices were recovered through RMC.

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 re-used or recycled) per product type.
- Internal carrier collection programs (e.g., trade-ins, warranty repairs, etc.).

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

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

7.2.1 Volume of devices collected through RMC

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 2014 were:

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

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

7.2.2 Volume of devices collected through RMC member's internal initiatives

Data included in other member internal initiatives include devices are returned to a member for a variety of reasons including buyer's remorse or damage, or are discontinued/overstock. These devices represent material that has been responsibly managed by carriers outside of their respective recycling programs.

It is important to factor this data into the discussion about cell phone recovery because these devices were distributed into the province and then effectively removed from the "available for collection" pool. Devices are diverted from entering the recycling stream within the province as a result of refurbishment and reuse efforts within participating members' organizations.

7.2.3 Volume of devices collected by Call2Recycle and other programs

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

It should be noted that as third-party organizations increasingly see value in used mobile devices, there is an increase in the number of programs and groups collecting phones.²⁵ There are many not-for-profit organizations across the country actively encouraging 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 incentives – either directly to consumers or to their collectors – to do so. Data for all other ventures is not currently being reported.

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	2014 Results	Strategies for Improvement
Increase awareness of cell phone recycling nationally to 80% by 2015	50% nationally; 56% in BC. See below.	CWTA will continue to use the strategies outlined in this Annual Report, including working with BC Stewards on joint initiatives.

²⁵ Refer to Appendix M for a sample.

Plan Target	2014 Results	Strategies for Improvement
100% customer satisfaction with the Recycle My Cell program	84% of those who recycled their device reported being satisfied with the experience. See below.	CWTA will continue: <ul style="list-style-type: none"> ▪ to offer multiple methods by which a consumer may recycle their device (drop-off locations and mail-back). ▪ to work with its members and participating organizations to ensure that issues are addressed.

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

9.2 Annual survey

Quorus Consulting Group was commissioned to conduct CWTA's National Cell Phone Recycling Study.

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

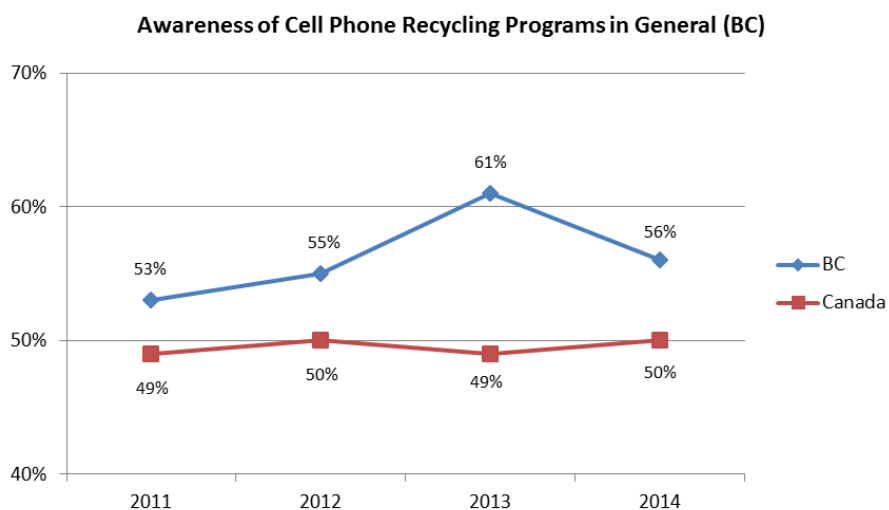
Survey results for 2014

Annual surveys undertaken since the launch of this program have been an effective way in which to gauge public awareness and monitor implementation of RMC, as well as to identify and follow trends. CWTA is able to continue these research and monitoring efforts with the addition of the most current survey results.²⁶ CWTA is also able to provide a more detailed analysis of the survey results in BC.

The 2014 National Cell Phone Recycling Study indicated that public awareness of the RMC program is remaining steady. Fifty percent of all respondents are aware of cell phone recycling programs in general. Of those, 23% are aware of RMC program partners. Nationally, 16% of survey respondents indicated that they are aware of the Recycle My Cell program.

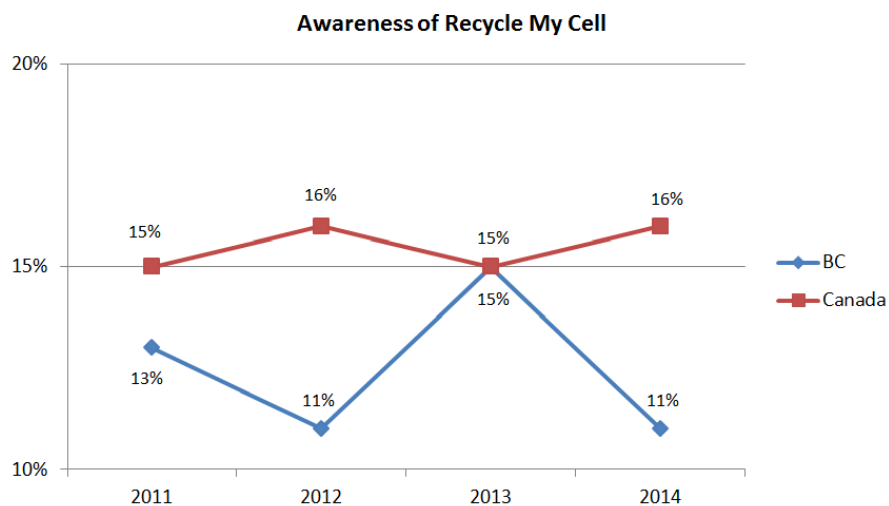
²⁶ Note that only key data trends are reflected in the graphs. Therefore percentages indicated will not equal 100%.

Graph 1:



Fifty-six percent of British Columbia respondents are aware of recycling programs for cell phones in general, which is a decrease of 5 percentage points from the previous year. Similar levels of awareness were reported in 2012 and 2011. Levels of awareness in BC remain above the national average of 50%.

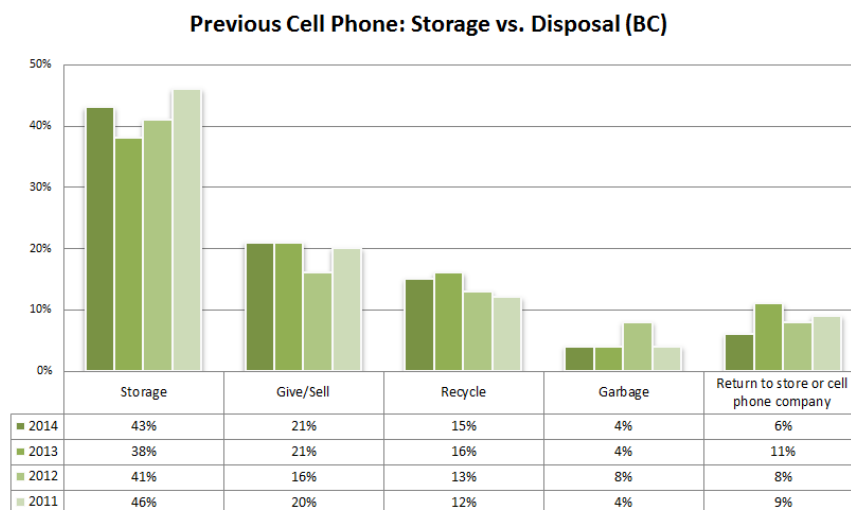
Graph 2:



Eleven percent of British Columbia respondents were aware of the Recycle My Cell program specifically, a decrease of four percentage points since 2013, and falling below the current national awareness levels (16%).

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

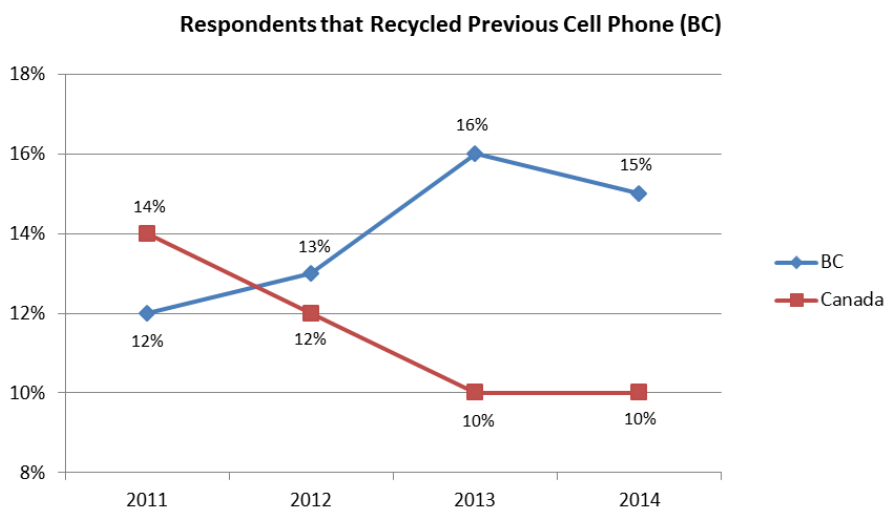
Graph 3:



The data indicates that 15% of British Columbia respondents recycled their last phone (down only one (1) percentage point since 2013). In fact, BC was the province with the highest level of self-reported cell phone recycling. Twenty-one percent gave away or sold their previous cell phone, and 4% reported that they threw their old cell phone in the garbage (both numbers consistent with those reported in 2013). Additionally, 6% returned their devices to a store or cell phone company, down from 11% reported in 2012.

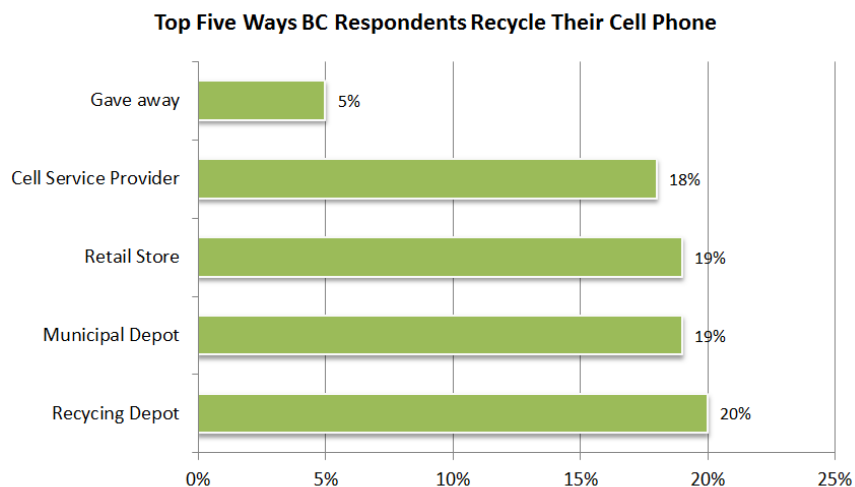
As was the case in 2013, the majority of British Columbia respondents continue to store their phones. Forty-three percent of respondents reported storing their old cellular phone, an increase of five percentage points since 2013.

Graph 4:



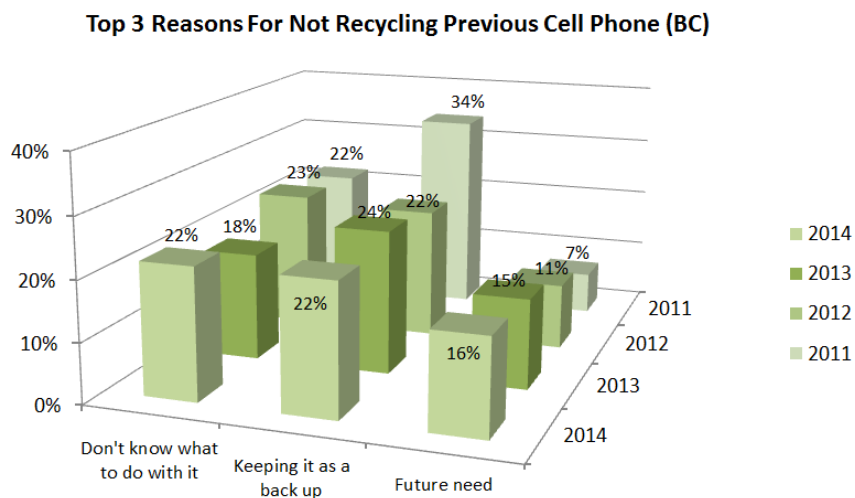
As stated in Graph 4, fifteen percent of British Columbia respondents currently report that they recycled their previous cell phone, a small decrease of one (1) percentage points over the previous year, but remaining well above the national average.

Graph 5:



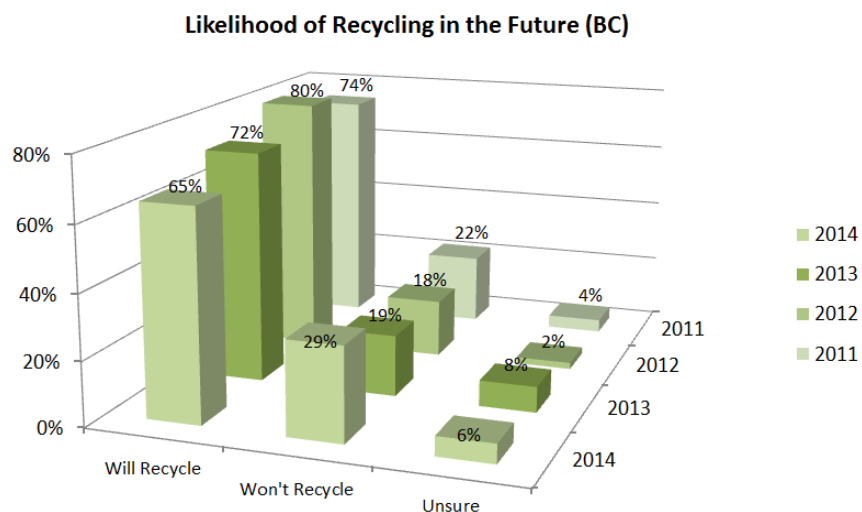
As illustrated in Graph 5, BC respondents are using a variety of cell phone recycling methods, a shift from 2013, which saw a large preference for recycling via cellular service providers (40%). In 2014, reported recycling methods are fairly evenly dispersed between cellular service providers (18%), retail stores (19%), municipal depots (19%), and recycling depots (20%). Five percent of respondents gave away their phone. In 2013, only 6% of respondents reported using a retail store, 10% a municipal depot, and 10% a recycling depot.

Graph 6:



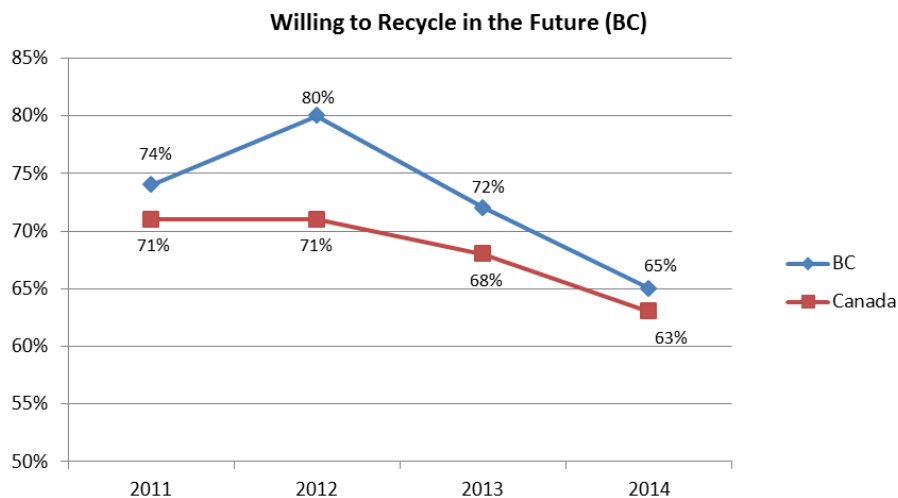
Of the BC respondents who indicated storing their previous cell phone, 22% reported doing so because they did not know what to do with it, an increase of four percentage points from the previous year. Twenty-two percent of respondents stated that they were keeping their phone as a backup, while 16% reported keeping their old cell phone for future need. These results are similar to those reported last year (24% and 15% respectively).

Graph 7:



As illustrated in Graph 7, 65% of respondents with a cell phone in storage would be willing to recycle or return their old cell phone (a decrease of 7 percentage points since 2013). Meanwhile, 29% said they would not recycle or return it (an increase of 10 percentage points), and 6% did not know if they would recycle or return their previous phone (as compared to 8% last year).

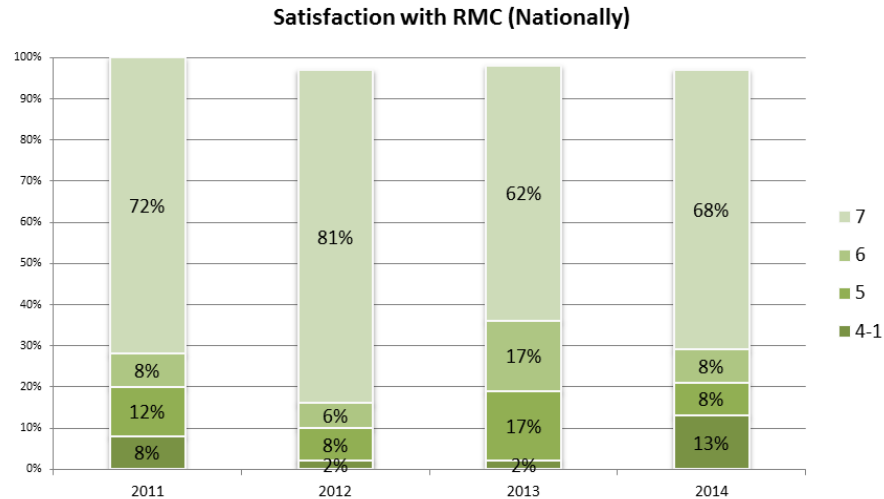
Graph 8:



Reported willingness to recycle cell phones continues to decrease both nationally and provincially in BC. Willingness among BC residents remains above the national average.

9.3 Satisfaction with RMC (National)

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



The vast majority (84%) of Canadians who recycled their phone through RMC reported being satisfied with the experience, with 68% reporting being “extremely satisfied.”

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

10. Conclusion

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

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

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

Appendix A

Program specifics for member initiatives

Program	Locations	Devices Accepted	
Bell: Blue Box	Accepted at any Bell Aliant or Bell store, The Source locations, Virgin Mobile stores and participating dealer locations. Mail-back label available on Web site.	All mobile devices as defined by this program from any manufacturer or carrier.	Bell will donate net proceeds from the program to support Canadian Mental Health Association.
Bell: Bell Trade-in Program	Accepted at any Bell Aliant or Bell store, Virgin Mobile stores and participating dealer locations.	All mobile devices as defined by this program from any manufacturer or carrier.	Trade-in value to customer.
BlackBerry: Trade Up	Mail-back instructions available on Web site.	Limited to BlackBerry devices being used as part of the Trade Up.	Trade-in value to customer.
Eastlink: Recycle My Cell	Accepted at all participating locations.	All mobile devices as defined by this program from any manufacturer or carrier.	Proceeds from returned devices are used to provide prize for initiatives like the Recycle My Cell Student Challenge.
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.
Lynx Mobility: Recycle My Cell	Accepted at all participating locations.	All mobile devices as defined by this program from any manufacturer or carrier.	Proceeds from returned devices are used to provide prize for initiatives like the Recycle My Cell Student Challenge.
MTS: Wireless Devices Recycling Program	Accepted at all participating locations.	All mobile devices as defined by this program from any manufacturer or carrier.	Proceeds from the program will be channeled towards the MTS Future First program focused on bettering the lives of youth in Manitoba.
MTS: My Trade-in Program	Accepted at all participating locations.	All mobile devices as defined by this program from any manufacturer or carrier.	Trade-in value to customer.
Rogers: Phones for Food	Accepted at participating Phones for Food locations and through postage paid mail-back bag included with purchase of Rogers' devices.	All mobile devices as defined by this program from any manufacturer or carrier.	Funds raised are donated to local food banks.
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.

Recycle My Cell 2014 Annual Report to the British Columbia Ministry of Environment

SaskTel: Phones for a Fresh Start	Accepted at any SaskTel stores or participating dealer location.	All mobile devices as defined by this program from any manufacturer or carrier.	Any proceeds from the recycling process are used to support SaskTel community partnerships with the Provincial Association of Transition Houses and Services of Saskatchewan (PATHS), aiding victims of domestic abuse.
SaskTel: Trade-in	Accepted at any SaskTel stores or participating dealer location.	All mobile devices as defined by this program from any manufacturer or carrier.	Trade-in value to customer.
TELUS: Trade-in Program	Accepted at any TELUS Mobility store or participating dealer location.	All mobile devices as defined by this program from any manufacturer or carrier.	Trade-in value to customer. Through Tree Canada, a tree is planted for every device collected.
The Source: The Source Trade-up Program	Accepted at all participating locations.	All mobile devices as defined by this program from any manufacturer or carrier.	Trade-in value to customer.

Appendix B

Promotional support for Waste Reduction Week

RCBC Web site

RCBC
RECYCLING
COUNCIL OF
BRITISH
COLUMBIA

WASTE REDUCTION WEEK IN CANADA
OCTOBER 20-26, 2014

Too Good to Waste
Réduire c'est agir

Recycling My Cell

About | What We Do | Recycling Programs & Resources | News & Events | Membership | Media | Contact Us

Waste Reduction Week for Schools

2014 WRW Program for Schools

Waste Reduction Week in Canada
October 20-26, 2014
Semaine canadienne de réduction des déchets
20 au 26 octobre, 2014

School is the perfect place to practice waste reduction. Students who learn about waste in their classrooms or run their own composting or recycling programs will be able to teach their families about how to minimize waste.

The Waste Reduction Week in Canada [School Kit](#) and [Poster](#) are a great starting point for any educator who wants their school to reduce the amount of waste they are producing as well as providing students with valuable curriculum based lessons that can become habits of a lifetime.

Why not [register your school](#) for WRW? Your school's waste reduction activities will be listed on the national website with others from across the country to show that you are making an effort to minimize Canada's waste.

Get your [classes](#) involved in the [Ease My Load](#) campaign! It's [easy](#) - download a cut-out of Atlas and include him in your 3Rs activities. Make a short video or a digital picture, and upload them to our website. We will share your videos and pictures with other schools from across Canada and the world. [Click here for all the details](#).

Or get your school involved in RCBC's [Waste Free Lunch Challenge](#); a resource kit designed to promote the active practice of waste reduction principles.

Canadian students from kindergarten to post secondary can get involved in the [Recycle My Cell Challenge](#) by making sure that all our old and out-of-use cellphones, smartphones, PDAs, pagers and their batteries are properly recycled. We will give you everything you need to easily set up your own Recycle My Cell collection site. At the end of the year, we will announce the Recycle My Cell Challenge winners. Your school will not only be showcased on our website, our social media pages and in our press, you will be helping some great causes, and you could win some cool prizes. You will also have everything you need to continue your Recycle My Cell activities all year long.

Visit our [main WRW page](#) or email us at wrw@rcbc.ca for more details.

We'd like to hear about your ideas and initiatives! If you have any special events planned in your community, let us know! RCBC would be happy to publicize these events to our members.

For further information on WRW and a complete list of past events and activities, please visit www.wrcanada.com.

News & Events

- [Announcements](#)
- [Events](#)
- [Waste Reduction Week](#)
- [Waste Reduction Week for Schools](#)
- [Waste Reduction Week for Businesses](#)
- [Waste Reduction Week for Municipalities](#)
- [Trailer Trashed](#)
- [RCBC Conference 2015](#)
- [RCBC Annual Awards 2015](#)

Call the Recycling Hotline

Lower Mainland: 604-RECYCLE
(604-732-9294)

British Columbia Toll Free: 1-800-867-4421
Email: hotline@rcbc.ca

BC Recyclepedia Mobile App

Download it today

Download on the App Store

GET IT ON Google play

[Donate to RCBC](#)



Recycle My Cell Challenge

The RECYCLE MY CELL national cell phone recycling program wants to help Atlas ease his load by making sure that all old and out-of-use cell phones, smartphones, wireless PDAs, pagers as well as their batteries and accessories are properly recycled.



Canadian students from kindergarten to post secondary are challenged to recycle as many old wireless devices and accessories as possible between October 20 to November 21, 2014. In addition to doing a good thing for the environment, students could also win some great prizes: \$500 for their school to use for green initiatives, and as a participation prize, eligible schools will receive \$1 for every phone they collect and recycle through Recycle My Cell!

Check [here](#) for more information or to register for this challenge.

Download the [Recycle My Cell Challenge poster](#).

Recycle My Cell Challenge - get your school signed up!

The **Recycle My Cell Challenge** is open to all Canadian students. We will give you everything you need to easily set up your own Recycle My Cell collection site.

To participate in the Recycle My Cell Challenge:

1. Register your school on the [national WRW website](#) and share your school's waste reduction activities.
2. We will get you set up with a collection bin and all the challenge details. You will receive a RMC box, as well as postage-paid mailing labels via Canada Post.
3. Simply set up your RMC recovery box in a convenient location at your site, put up some posters and you're ready to have people place their mobile phones and accessories in the recovery box!
4. Get the word out! Let your school, friends and family know when and where they can bring their old cellphones, PDAs, pagers, chargers and batteries.
5. At the end of the challenge on November 21, 2014, mail in your recovered mobile devices and accessories.

In February we will announce the **Recycle My Cell Challenge** winners in each province and territory. You will not only be showcased on our website, our social media pages and in our press, you will be helping some great causes, and you could win some cool prizes. You will also have everything you need to continue your Recycle My Cell activities all year long.

If you have any questions please email us at www@rcbc.ca

News & Events

- [Announcements](#)
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- [Waste Reduction Week](#)
- [Trailer Trashed](#)
- [RCBC Conference 2015](#)
- [RCBC Annual Awards 2015](#)

Call the Recycling Hotline

Lower Mainland: 604-RECYCLE
(604-792-9259)

British Columbia Toll Free: 1-800-867-4421

Email: hotline@rcbc.ca

BC Recyclepedia Mobile App



Download it today



[Donate to RCBC](#)

Recycle My Cell 2014 Annual Report to the British Columbia Ministry of Environment

RCBC Facebook Page

Recycling Council of British Columbia
3 December 2014 · 🌐

Did your school participate in the Recycle My Cell / Recycle mon cell Challenge this year? Mobile phones & accessories must be sealed, sent and received by Dec. 5!

Best of luck to all who have participated! One lucky school in B.C. will win \$500 for their school's green initiatives.

http://www.wrwcanada.com/recycle_my_cell



environmental projects!

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

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

Recycle My Cell is a proud supporter of Waste Reduction Week in Canada. Challenge details and registration, lesson plans, fun activities and other school-friendly Waste Reduction Week in Canada initiatives are available at www.wrwcanada.com.

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

Recycle My Cell, Canada's national cell phone recycling program, wants to support Waste Reduction Week in Canada (WRW), helping to ease Atlas' load,...

WRWCANADA.COM

Like · Comment · Share

👍 The Main Street Vinyl Record Fair, Oliver Nerger and Stephen Morgan like this.

Write a comment...

Press Enter to post.

Recycling Council of British Columbia
1 October 2014 · 🌐

Waste Reduction Week in Canada is Oct. 20 - 26, 2014!

Join us in re-thinking, reducing, reusing, and recycling the way to a world without waste. Whether you are an individual or part of a business, school, non-profit or government, there is a role for you!

Find out how you can get involved:
www.wrwcanada.com



WASTE REDUCTION WEEK IN CANADA
SEMAINE CANADIENNE DE RÉDUCTION DES DÉCHETS

October 20 - 26, 2014
20 ou 26 octobre 2014

Like · Comment · Share

👍 Toby Jaxon, Caroline Deschenes, North Shore Recycling Program and 7 others like this.

🔄 3 shares

Write a comment...

Press Enter to post.

RCBC Twitter



Recycling Council BC @RecyclingBC · Nov 21
The @RecycleMonCell Challenge ends today! Seal & send those boxes - must be received by Dec 5 to qualify. Thank you to all who participated!

1 1



Recycling Council BC @RecyclingBC · Nov 14
1 week left to collect phones & mobile accessories for the @RecycleMonCell challenge! Good luck to all schools participating. #WRW2014

1 1



Recycling Council BC retweeted
WRW Canada @WRWCanada · Oct 27
Waste Reduction Week may be over, but @RecycleMonCell has only just started. Phones can continue to be collected until Nov. 21 #WRW2014

3 1



Recycling Council BC @RecyclingBC · Oct 22
Hey #BCSchools, how's the @RecycleMonCell Challenge going so far? Best of luck to all of those participating! bit.ly/ZHhPr7

1 1 [View summary](#)



Recycling Council BC retweeted
WRW Canada @WRWCanada · Sep 10
Calling students and teachers—registration for the Recycle My Cell Student Challenge is now open bit.ly/1weXQy5 #WRW2014

3 1



Recycling Council BC retweeted
WRW Canada @WRWCanada · Aug 22
Making plans for #WRW2014 and #RecycleMyCell! Who is excited? @RecycleMonCell @CWTWireless @3RsAB @RecyclingBC @WRSask @RCOntario

3 1

National banner ad



National button ad



National Poster



National Web site



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[Français](#)

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[Site Map](#)

[about wrw](#)
[get involved](#)
[register](#)
[ease my load](#)
[recycle my cell](#)
[general resources](#)
[news](#)
[contact](#)



Canada's free recycling program for mobile devices and accessories

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

Recycle My Cell!

[Recycle My Cell](#), Canada's national cell phone recycling program, wants to support Waste Reduction Week in Canada (WRW), helping to ease Atlas' load, by making sure that all old and out-of-use cell phones, smartphones, wireless PDAs, pagers, as well as their batteries and accessories, are properly recycled.

As part of its support and celebration for Waste Reduction Week in Canada 2013, Recycle My Cell is issuing a challenge to Canadian schools. If your school or post secondary institution is looking for an opportunity to make a difference environmentally, while having a chance to win some great prizes, then this is for you! Sign up for the challenge, and everything you need to participate will be provided to you!

Canadian students from kindergarten to post secondary are challenged to recycle as many old wireless devices and accessories as possible between Oct. 21 and Nov. 22, 2013. In addition to doing a good thing for the environment, students could also win \$500 for their school to use for green initiatives!

Join the 4th Annual Recycle My Cell Student Challenge

Get your school signed up on or after Sept 18! The Recycle My Cell Challenge is open to all schools and post secondary institutions across Canada. Everything you need to set up a Recycle My Cell collection site will be provided to you. All you need to do is collect the phones and send them to us for responsible handling! Even the shipping is free!

To Participate

Registration opens on Sept. 18 and is quick and easy. All we need is your contact and shipping information so we know where to send the Recycle My Cell recovery box! **The Challenge takes place from Oct. 21 - Nov. 22.** Ship your collected phones to Recycle My Cell by Dec. 6, and the winning school in each province and territory will be announced in late February.

- All schools are eligible to participate, but must register through the Waste Reduction Week website. Please provide a contact name and the address where we are to send the collection box.
- It's not a Challenge unless there's more than one school participating in the province! If you have friends that go to different schools, get them involved in by participating in the Recycle My Cell Student Challenge as well.
- Register only once! If you have not received your box within a week of registering, contact info@recyclemycell.ca and we'll make sure to get you one!
- Boxes **MUST** be sealed and returned by the deadline in order to be included in the Challenge.
- All cell phones, smartphones, wireless PDAs, pagers, batteries, accessories are included – it doesn't matter how old they are or whether they are damaged.
- The winning school will be determined on the basis of number of phones collected per student (based on the school population).

Waste Reduction Week in Canada



October 20-26, 2014



Recycle My Cell Challenge

Students, get involved!



Join the Ease My Load Campaign

Canadian Teacher Magazine Ad


Take part in **Waste Reduction Week** in Canada by registering for the **Recycle My Cell Student Challenge!**

Challenge details and registration, lesson plans, fun activities and other school-friendly Waste Reduction Week in Canada initiatives are available at www.wrwcanada.com.

Too Good to Waste Réduire c'est agir

Waste Reduction Week in Canada
Semaine canadienne de réduction des déchets
October 20 – 24 2014
www.wrwcanada.com

The Recycle My Cell Student Challenge is open to all students from kindergarten to post-secondary. Register today for your chance to **EARN \$** for your environmental projects!



Printable Poster (available as a colouring page as well)

Bring in old cell phones and help us **EARN \$** for our environmental projects!

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

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

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



Drop-off location	Additional information
Dates and times	Contact

Facebook Page and Twitter Feed

Canada's Free Recycling Program for Mobile Devices

Recycle My Cell / Recycle mon cell
Non-Profit Organization

Timeline About Photos Likes More ▾

PEOPLE >

2,066 likes

Caitlin O'Neill, Katherine Winchester and 7 others like this.

Promote Your Page
Connect with more of the people who matter to you
Promote Page

ABOUT >

Have you been wondering what to do with your old cell phone? Is it tucked away in a cupboard or storage? Recycle My Cell helps you clean out your cupboards

<http://www.recyclemycell.ca/> Promote

Status Photo / Video 31 Event, Milestone +

What have you been up to?

Recycle My Cell / Recycle mon cell shared a link.
Posted by Tania Bailie (?) · 3 minutes ago

Waste Reduction Week is coming soon!

Don't forget to register your school for the Recycle My cell Student Challenge!

Waste Reduction Week 2014
October 20-26 is Waste Reduction Week in Canada. The annual week-long celebration gives individuals, schools, municipalities and business a chance to lead by...

Like · Comment · Share

Boost Post

Recycle My Cell 2014 Annual Report to the British Columbia Ministry of Environment



Recycle My Cell
@RecycleMonCell

Follow

The 5th Annual Recycle My Cell Student Challenge is back! Register your school now [@WRWCanada wrwcanada.com /recycle_my_cell](http://www.wrwcanada.com/recycle_my_cell)



Students, get involved!

RETWEETS
6

FAVORITE
1



Recycle My Cell
@RecycleMonCell

Follow

107 schools have already registered for the Recycle My Cell Student Challenge. Register now! [wrwcanada.com /recycle_my_cell](http://www.wrwcanada.com/recycle_my_cell) #WRW2014 @WRWCanada

RETWEETS
3

FAVORITES
3



10:36 AM - 9 Oct 2014



Recycle My Cell
@RecycleMonCell

Follow

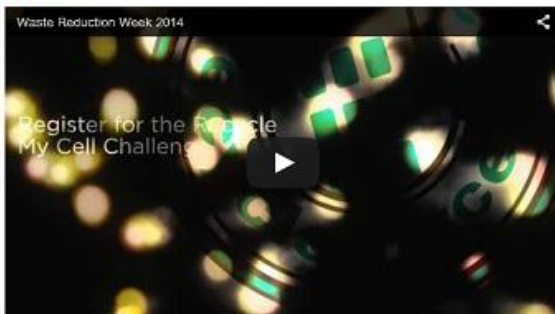
Recycle NB gears up for Waste Reduction Week with new YouTube video! [youtu.be /z3ZagEv5bN4](http://youtu.be/z3ZagEv5bN4) #WRW2014

RETWEETS
3

FAVORITES
3



YouTube



Waste Reduction Week 2014

October 20-26 is Waste Reduction Week in Canada. The annual week-long celebration gives individuals, schools, municipalities and business a chance to lead by...

[View on web](#)

RETWEET
1


FAVORITE



5:34 AM - 25 Sep 2014

Bell

A good call for tomorrow this October

Recycle your used mobile phones and accessories during October
and support the Canadian Mental Health Association

More information 


Canadian Mental
Health Association
Mental health for all

Corporate overview

- Our strategy
- Executive team
- Corporate responsibility
- Corporate governance practices
- Quarterly documents archive

Latest news

- October 03, 2014 BCE announces successful completion of Bell Allant common share tender offer transaction on track to close on or about October 31
- September 30, 2014 Bell Allant to redeem \$350 million of 6.25 per cent medium term notes
- September 24, 2014 Bell announces offering of MTN Debentures

See all news 

Investors

- Bell Allant privatization
- Annual Report
- Financial reports
- Q2 2014 Investor Fact Sheet
- Events and presentations

October 3, 2014, 4:34 PM ET

TSX	CAD	48.27	0.88
NYSE	USD	42.86	-0.28

Source: Bloomberg LP, Reuters

Appendix C

Recycle My Cell promotional material

Brochure



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

In addition to freeing yourself of old devices, you will help the environment and support some great causes. A small effort on your part can make a big difference.

Recycle My Cell partners include:

Bell	Rogers
BlackBerry	Communications
Eastlink	Samsung Electronics
GEEPC Inc.	Canada Inc.
GREENTEC	SaskTel
LG Electronics	Sims Recycling
Canada, Inc.	Solutions
Lynx Mobility	Sony of Canada
Motorola Mobility	TBaytel
MTS	TELUS
Nokia	Videotron
ProMobility	Virgin Mobile Canada

Contact one of our program representatives today:
info@RecycleMyCell.ca or 1-888-797-1740.

What Can I Do?

Recycle your phone – Simply drop off your phone at the nearest drop-off location provided to you via www.RecycleMyCell.ca. Can't come to us? Print off a pre-paid mailing label and mail your device to us, free of charge. Be sure that all personal information is erased from your device before you recycle it. Don't know how? Check out the instructions specific to your device on our Web site.

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

What Happens to the Cell Phone?

Phones and accessories are sent to certified processing facilities located in Canada.

Phones that meet specific functionality criteria are refurbished and then can be resold. Phones that do not meet these criteria are broken down into their component parts – circuit boards, plastics and batteries – and are managed responsibly by approved processors in Canada.

Recycle My Cell is a national industry initiative organized by the Canadian Wireless Telecommunications Association (Cwta). Cwta is the authority on wireless issues, developments and trends in Canada. It represents cellular, PCS, messaging, mobile radio, fixed wireless and mobile satellite service providers as well as companies that develop and produce products and services for the industry.

cwta

Printed on 100% post-consumer recycled paper.

Tent Card



Poster



Appendix D

Recycle My Cell Facebook page and Twitter feed

Canada's Free Recycling Program for Mobile Devices

Recycle My Cell / Recycle mon cell
1,681 likes · 6 talking about this

Update Page Info ² ✓ Liked ✓ Following Message

Non-Profit Organization
Have you been wondering what to do with your old cell phone? Is it tucked away in a cupboard or storage? Recycle My Cell helps you clean out your cupboards

About Photos Likes Events Videos

Highlights

Post **Photo / Video**
Post something on this Page...

Recycle My Cell / Recycle mon cell shared a link.
Posted by Ursula Grom Grant [?] · March 3

Big shout out to the students and staff at Birchwood Intermediate in PEI!

<http://www.theguardian.pe.ca/News/Local/2014-03-03/article-2621215/Birchwood-students-recycle-their-way-to-winning/1>

11 Friends
Like Recycle My Cell / Recycle mon cell

Invite Your Friends to Like This Page See All


Type a friend's name...

Sophie Raphaëlle Invite

Eric Bisailon Invite

Recycle My Cell 2014 Annual Report to the British Columbia Ministry of Environment

	Recycle My Cell @RecycleMonCell · Aug 15 Achetez-vous un nouveau cellulaire pour le retour à l'école? Le recyclage de votre ancien cellulaire est facile : recyclemycell.ca/fr/	  2  1 
	Recycle My Cell @RecycleMonCell · Aug 15 Picking up a new smartphone for back-to-school? Recycling your old one couldn't be easier: recyclemycell.ca	  1  
	Recycle My Cell @RecycleMonCell · Jul 25 Make sure to erase ALL personal info from your mobile device before recycling. Not sure how? Find out here: recyclemycell.ca/recycling-your...	   
	Recycle My Cell @RecycleMonCell · Jul 16 More than 1 million devices recovered in 2013! Find more cell phone recycling Facts & Figures here recyclemycell.ca/facts-and-figu...	   
	Recycle My Cell @RecycleMonCell · Jun 23 Host a drop-off location for RMC in your neighborhood, It is a great service for your community! Details at recyclemycell.ca/host-a-drop-of...	  1  
	Recycle My Cell @RecycleMonCell · Jun 10 Do you have questions about Recycle My Cell? Visit recyclemycell.ca/faqs/ for our FAQs. Need more info? Contact us at info@RecycleMyCell.ca	  1  
	Recycle My Cell @RecycleMonCell · May 30 How many old cell phones were #recycled through RMC last year? Find out at recyclemycell.ca/facts-and-figu...	  1  
	Recycle My Cell @RecycleMonCell · May 26 Keeping old cell phones out of Canada's #landfills has never been easier! Find a drop-off location near you at recyclemycell.ca/drop-off-locat...	  2  



[Member Login](#)

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

YOU SEARCHED FOR:

Material: Electronics
Material Item: Cell Phones
Location: Victoria
 Retrieving results...

FIND LOCATIONS

Select a material... ▼

Select a specific item... ▼

▼

Search

ABOUT THE STEWARDS

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

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[Privacy Policy](#) | [Site Map](#)

BC Stewards Handbook

WHAT CAN I RECYCLE AND WHERE CAN I RETURN IT?





	DETAILS	TAKE BACK TO DEPOT	RETURN TO RETAILER	COLLECTION EVENTS, CURBSIDE / RDD*
BEVERAGE CONTAINERS	returnvit.ca/locations <small>Deposit paid at purchase + returned from retailer</small>	✓	✓	✓ Deposit for refund
BEER CONTAINERS	ehisubc.bc.ca/deposit_fundship <small>Deposit paid at purchase + returned from retailer</small>	✓	✓	✓ Deposit for refund
MILK+MILK SUBSTITUTE CONTAINERS	returnvit.ca/locations <small>By request paid at purchase + returned from retailer</small>	✓		✓
ELECTRONICS	returnvit.ca/electronics/locations	✓	✓	✓
CELL PHONES	recyclemycell.ca/drop-off/locations		✓	
ELECTRONIC TOYS	cbnc.ca/toy-recycling-depots	✓		✓
SMALL APPLIANCES+POWER TOOLS	electroniccycle.ca	✓		✓
OUTDOOR POWER EQUIPMENT	oprec.ca/consumers.html	✓	✓	
LIGHTING PRODUCTS	lightrecycle.ca/consumers/find-a-depot	✓	✓	
HOUSEHOLD BATTERIES	call2recycle.ca/locator	✓	✓	
LEAD-ACID BATTERIES	recyclemybattery.ca		✓	
PAINT+SOLVENTS+PESTICIDES+GASOLINE	productcare.org/bc-depots	✓		
SMOKE+CARBON MONOXIDE ALARMS	productcare.org/smoke-and-co-alarms-depots	✓	✓	
OIL+ANTIFREEZE	usadollrecycling.com/bc	✓	✓	
TIRES	tirestewardship.ca/pickupdropoff.php		✓	✓
THERMOSTATS	switchinforca.ca/eng/dropoff.php	✓		✓
MEDICATION	medicationreturn.ca/return/british-columbia		✓	

* RDD - Regional Drop Off

Not all collection sites or retailers take back all products. To find locations, directions to designated depots, retailers and approved collection sites, as well as the full acceptable product listings, please visit:

BCSTEWARDS.COM or RCBC.BC.CA

 Download the easy to use mobile app

CELL PHONES

RECYCLE MY CELL



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

WHAT CAN YOU DO?

Recycle your phone. Enter your postal code at RecycleMyCell.ca to find the 10 nearest drop-off locations where you can drop off your device. Can't come to us? Print off a pre-paid mailing label and mail your device to us, free of charge. Be sure that all personal information is erased from your device before you recycle it. Check out the instructions specific to your device on our website.

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

WHAT'S INCLUDED?

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

Phones that meet specific functionality criteria are refurbished and resold; other devices are sent to approved processors where they are recycled responsibly. Whether reused or recycled, your old phone stays out of the landfill.

WHERE CAN I BRING MY ACCEPTABLE PRODUCTS?

There are over 540 participating drop-off locations in BC where you can return your old or unwanted devices. To find the one closest to you, call 1.888.797.1740 or visit:

RecycleMyCell.ca



CONTACT US

T 1.888.797.1740
F 613.233.2032
E info@recyclemycell.ca
W recyclemycell.ca

Appendix F

Third-party support

RCBC Recyclepedia

The screenshot displays the RCBC Recyclepedia website. The header features the RCBC logo, a search bar, and navigation links: About, What We Do, Recycling Programs & Resources, News & Events, Membership, Media, and Contact Us. The main content area is titled "Extended Producer Responsibility (EPR) Programs in BC" and includes a paragraph explaining EPR, a link to "Current Programs | EPR Updates | Other EPR Resources", and a section for "Current Programs" with a link to a detailed description. A grid of logos for various recycling programs is shown, including AlarmRecycle, BCUMA, CBA, call2recycle, Canada's National Brewers, epra, ElectoRecycle, SWITCH, Return-It, LightRecycle, HEALTH PRODUCTS STEWARDSHIP ASSOCIATION, MULTI MATERIAL BC, OPEIC, RECYCLING BC, ReGeneration, TELUS, and TIRE Stewardship BC. A sidebar on the right contains links for Media Contact, Media Releases, British Columbia Recycling Programs, Extended Producer Responsibility (EPR) Programs, Current EPR Programs in British Columbia, Curbside Programs, Retailer Take Back Programs, and Resources. It also features a "Call the Recycling Hotline" section with contact information and a "BC Recyclepedia Mobile App" section with download links for the App Store and Google Play, and a "Donate to RCBC" link.

RCBC
RECYCLING COUNCIL OF
BRITISH COLUMBIA

login search

About | What We Do | Recycling Programs & Resources | News & Events | Membership | Media | Contact Us

Extended Producer Responsibility (EPR) Programs in BC

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

[Current Programs | EPR Updates | Other EPR Resources |](#)

Current Programs

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

[AlarmRecycle](#) [BCUMA](#) [CBA](#) [call2recycle](#)

[Canada's National Brewers](#) [epra](#) [ElectoRecycle](#) [SWITCH](#)

[Return-It](#) [LightRecycle](#) [HEALTH PRODUCTS STEWARDSHIP ASSOCIATION](#) [MULTI MATERIAL BC](#)

[OPEIC](#) [RECYCLING BC](#) [ReGeneration](#) [TELUS](#)

[TIRE Stewardship BC](#)

Media Contact
Media Releases

British Columbia Recycling Programs

Extended Producer Responsibility (EPR) Programs

[Current EPR Programs in British Columbia](#)
[Curbside Programs](#)
[Retailer Take Back Programs](#)
[Resources](#)

Call the Recycling Hotline

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

British Columbia Toll Free: 1-800-667-4221
Email: hotline@rcbc.ca

BC Recyclepedia Mobile App

Download it today

Download on the App Store
GET IT ON Google play

[Donate to RCBC](#)



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

Recyclepedia - Results

Did you know that more than 95% of the materials in an average mobile device are recyclable?

In BC, cell phones are included in a province-wide recycling program. Also accepted are headsets, chargers, batteries and other accessories. For a list of retailers participating in the program, please visit [Recycle My Cell](#).

Cell phones are also accepted for reuse and recycling through the [Call2Recycle](#) program, as well as through a number of non-profit organizations and electronic retailers in BC.

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

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

What We Do

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

Call the Recycling Hotline


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

British Columbia Toll Free: 1-800-667-4321
Email: hotline@rcbc.ca

BC Recyclepedia Mobile App

Recycle My Cell 2014 Annual Report to the British Columbia Ministry of Environment

Government of British Columbia



Environment

 Search

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B.C. Home > Environment > Waste Management > Recycling > Product Stewardship > Electronics

- Organics
- Product Stewardship
 - Beverage Containers
 - Electronics
 - Batteries
 - Cell Phones**
 - Annual Reports
 - Stewardship Plans
 - Electronic Equipment and Devices
 - Information, Technology and Telecommunications
 - Lamp and Lighting Equipment
 - Large Appliances
 - Outdoor Power Equipment
 - Small Appliances, Tools, Sports and Hobby Equipment
 - Smoke and Carbon Monoxide (CO) Alarms
 - Thermostats
 - Lead-Acid Batteries
 - Packaging and Printed Paper
 - Paints, Solvents, Pesticides & Gasoline
 - Pharmaceuticals
 - Tires

Cell Phones

Recycle My Cell

What can I recycle?

- Mobile/wireless devices that connect to a cellular or paging networks

Why should I recycle?

By recycling your mobile device, you divert waste from your local landfills and help the environment. You also reduce the need for raw materials to manufacture new products. And your donation generates revenue, which is distributed to various charitable organizations across Canada.

Where can I recycle?

You can return your old or unwanted devices –regardless of make, brand or condition – to a participating [drop-off location](#). To find a location near you call 1-888-797-1740 or visit: [RecycleMyCell.ca](#)

What happens to it?

Batteries and cell phones are separated by type and then forwarded for recycling. The recycling facility processes the reusable metals from the batteries and prepares them for use in new products such a

Stewardship Program

[RecycleMyCell.ca](#)

Find a Drop off Location

To find a location near you visit [Recycle My Cell](#) or call 1-888-797-1740.

Product Stewardship

Visit the [Recycling Council of British Columbia \(RCBC\)](#) for stewardship programs and updates.

Check the [BC Recycling Handbook](#) for a guide on what can be recycled under BC's Product Stewardship Programs.

Useful Contacts

Recycling Council of BC
BC Toll Free: 1-800-667-4321
Lower Mainland: 1-604-732-9253
Visit [RCBC.ca](#)
[Email](#)

Capital Regional District “My Recyclopedia” Web site

myrecyclopedia
knowledge you can reuse

Cell Phones

myrecyclopedia.ca

Products

Facilities

Learning

FAQ

Contact Us

What would you like to Recycle?

Search myrecyclopedia

Cell Phones |

Glossary

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

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

How do I go green?

Reduce

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

Reuse

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

Recycle

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

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

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

The Environmental Story

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

City of Campbell River

Campbell River Recycles

COMMUNITY RECYCLING DIRECTORY



PRODUCTS FACILITIES RESOURCES

Cell Phones

Did You Know?

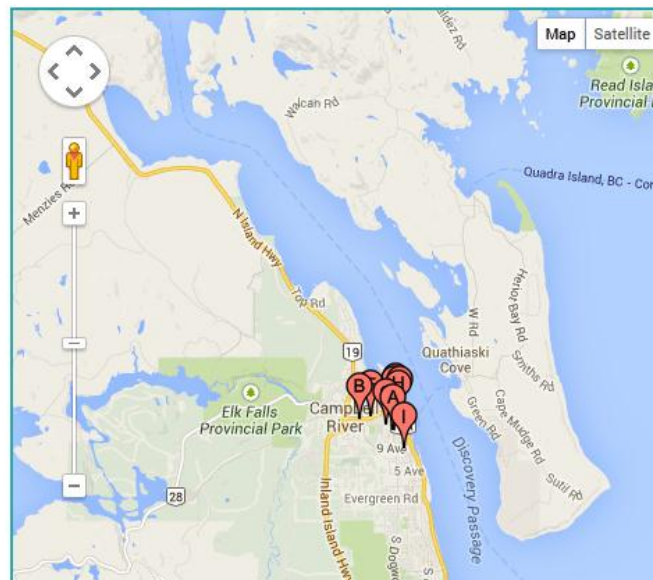
Recycle My Cell (recyclemycell.ca) is a national industry initiative led by the Canadian Wireless Telecommunications Association (CWTA) along with its members to raise awareness about mobile device recycling.

Fact: the average cell phone is replaced (or upgraded) every 18 to 24 months? that's a lot of batteries that can be kept out of the landfill!



Places Where You Can Recycle Cell Phones

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



Appendix G

Earth Day Press Release - CWTA

One Old Cell Phone in a Landfill is One Too Many

Recycle My Cell makes it easy for Canadians to do their part for Earth Day 2014

OTTAWA – April 16, 2014 – Recycle My Cell, Canada’s free cell phone recycling program, is calling on Canadians from coast to coast to recycle their old cell phones and accessories in support of Earth Day on Tuesday, April 22. Almost 582,000 devices were recovered through the Recycle My Cell program in 2013. Results from the 2013 National Cell Phone Recycling Study released today show that while Canadians replace their wireless device approximately every 30 months, only 10% of survey respondents recycled their old device when they purchased a new one, with 42% putting the old device in storage.

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

The Web site also provides information about the program, facts and figures on e-waste, FAQs and links to provincial e-waste management sites. There is also a downloadable brochure and information about how consumers can clear their device of all personal data before dropping it off for recycling.

Other notable findings from the 2013 National Cell Phone Recycling Study include:

- Nearly half of survey respondents (49% nationally) report knowing about cell phone recycling programs.
- Satisfaction of those who utilize the Recycle My Cell continues to be high, with 96% of respondents citing a positive experience.

“Canadians are world leaders in the way they embrace new technology, particularly when it comes to wireless devices,” said Bernard Lord, President & CEO of the Canadian Wireless Telecommunications Association (CWTA). “It is also our responsibility to be world leaders in protecting our environment for generations to come. There is simply no reason that an old cell phone should ever end up in a landfill.”

All of the processors involved in the Recycle My Cell program are ISO certified or verified to be operating in conformance with the requirements of the Electronics Recycling Standard (ERS), so

they all have environmental management systems in place that guarantee accountability and knowledge of the environmental impacts associated with recycling.

The Recycle My Cell program also supports numerous local and national charities through the proceeds from the recycled devices.

“In recognition of Earth Day, we join in encouraging Canadians to recycle their used mobile devices which will not only help reduce the growing e-waste in Canada’s landfills, but also generate much needed funds for mental health initiatives across the country,” said Peter Coleridge, National CEO, Canadian Mental Health Association.

Businesses and community organizations can also support the Recycle My Cell program by hosting a drop-off location. Registration is quick and easy and all set-up materials are provided at no cost. For more information, please visit <http://www.recyclemycell.ca/host-a-drop-off-location/> or contact info@recyclemycell.ca.

Recycle My Cell was created and is maintained by the Canadian Wireless Telecommunications Association (CWTA) in conjunction with cell phone carriers and handset manufacturers who have come together to raise awareness about the importance of cell phone recycling. The program’s partners include: Bell, BlackBerry, Eastlink, GEEP Inc., GREENTEC, LG Electronics Canada, Inc., Lynx Mobility, MTS, Nokia, ProMobility, Rogers Communications, Samsung Electronics Canada Inc., SaskTel, Sims Recycling Solutions, Sony of Canada, Tbaytel, TELUS, Videotron, and Virgin Mobile Canada.

Canadians can contact a Recycle My Cell representative by e-mail at info@recyclemycell.ca, or call toll-free at 1-888-797-1740.

About Recycle My Cell

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

Follow us on Twitter. Like us on Facebook.

Appendix H

Paid advertising

Facebook Ad

Sponsored 

[Create an Ad](#)


Recycle My Cell / Recycle mon cell



Recycle My Cell is
Canada's national
recycling program for
mobile devices and
accessories
www.recyclemycell.ca

You like Recycle My Cell / Recycle mon cell.

Google Ad

Ads related to **cell phone recycling in canada** 

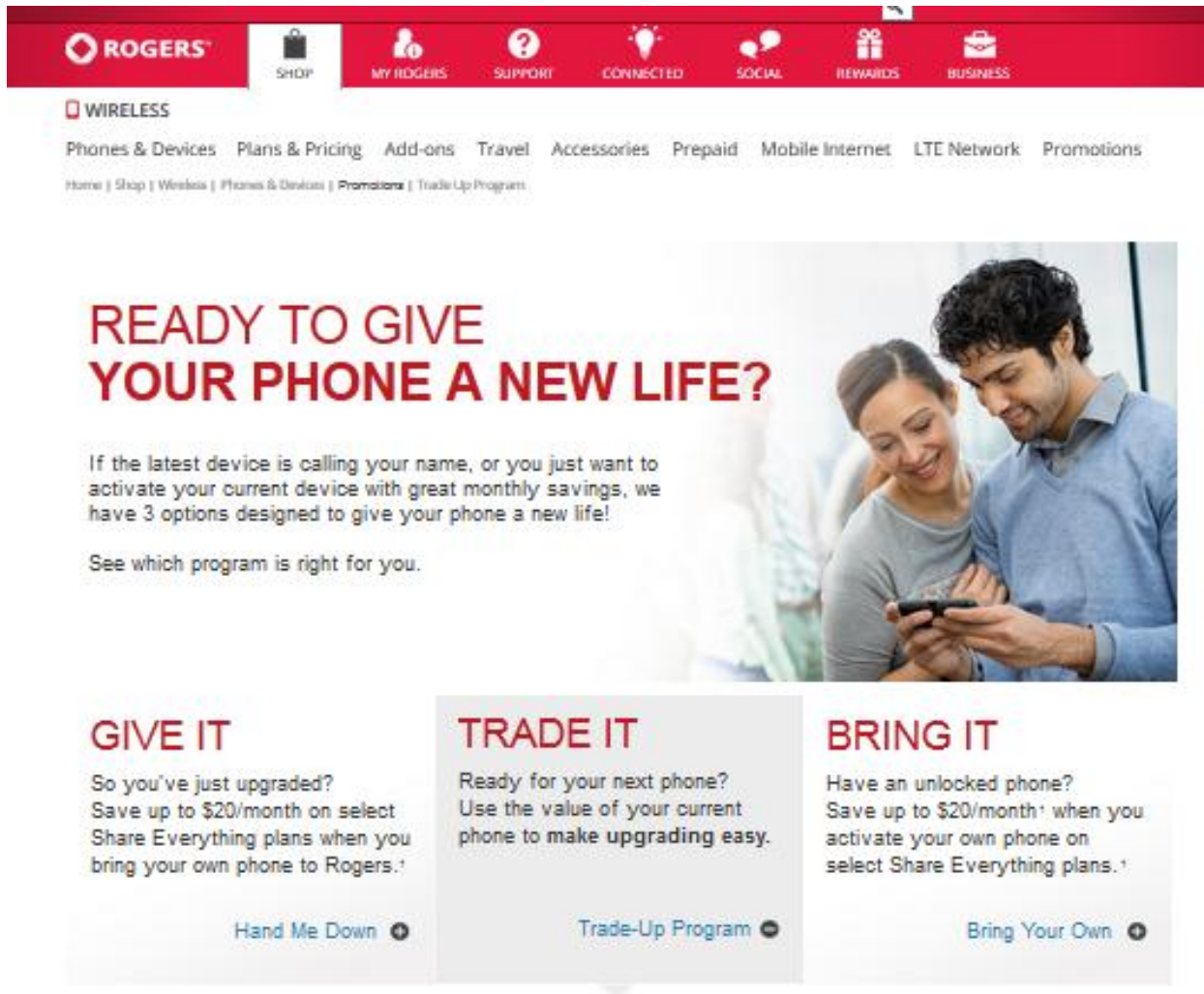
[Recycle Your Cell - recyclemycell.ca](#)

www.recyclemycell.ca/

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

[Drop-off Locations](#) - [Delete Your Personal Information](#) - [FAQs](#) - [Contact Us](#)

Rogers: Rogers Trade-In

The image is a screenshot of the Rogers website's 'Trade-In' promotion. At the top is a red navigation bar with the Rogers logo and icons for Shop, My Rogers, Support, Connected, Social, Rewards, and Business. Below this is a 'WIRELESS' section with links to Phones & Devices, Plans & Pricing, Add-ons, Travel, Accessories, Prepaid, Mobile Internet, LTE Network, and Promotions. A breadcrumb trail shows the path: Home > Shop > Wireless > Phones & Devices > Promotions > Trade-Up Program. The main content area features a large headline 'READY TO GIVE YOUR PHONE A NEW LIFE?' in red, followed by a paragraph explaining the offer: 'If the latest device is calling your name, or you just want to activate your current device with great monthly savings, we have 3 options designed to give your phone a new life!'. Below this is a link to 'See which program is right for you.' and a photograph of a smiling couple looking at a smartphone. At the bottom, three program options are presented in separate boxes: 'GIVE IT' (Hand Me Down), 'TRADE IT' (Trade-Up Program), and 'BRING IT' (Bring Your Own). Each box includes a brief description of the program and a link to learn more.

ROGERS

SHOP MY ROGERS SUPPORT CONNECTED SOCIAL REWARDS BUSINESS

WIRELESS

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

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

READY TO GIVE YOUR PHONE A NEW LIFE?

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

See which program is right for you.

GIVE IT

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

[Hand Me Down](#)

TRADE IT

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

[Trade-Up Program](#)

BRING IT


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


[Bring Your Own](#)

Fido: FidoTrade

Province MB

Already a customer, log in





fido 

[What's New](#) [The Fido ADVANTAGE](#) [Français](#) [Cart 0 item](#) 

Shop

Get Support

My Account


The Fido ADVANTAGE

[Overview](#) [Fido Check-In](#) [LiveANSWERS](#) [FidoDOLLARS](#) [Refer a friend](#) **[FidoTRADE](#)**

Trade in your phone and save

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

FidoTRADE™
Another Fido ADVANTAGE



Simple steps to trade in your phone

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

FIND A STORE NEAR YOU

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

Bell

[Shop](#)

[Support](#)

[MyBell](#)

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

[Log in / Register](#)

Bell Mobility

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

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

How can I recycle my old Bell products?

Part of the solution is in your hands.

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

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


Mobile phones


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

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

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


Bell: Bell Trade-in



EN 

Back to Mobility

Bell Trade-in Program



Trade in your phone or tablet and get up to \$250 towards a new one.

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


[View terms and conditions](#)

1. Find out how much your device is worth


Search for your device

or

Select the manufacturer

Select the manufacturer 

Select the model






Select the model 

Bell: Bell blue box

The screenshot shows the Bell Mobility website's support page for mobile phones. The navigation bar includes 'Bell', 'Shop', 'Support', 'MyBell', and a search bar. The main content area is titled 'Bell Mobility' and features a search bar and a navigation menu with options like 'Overview', 'Phones, tablets and Mobile Internet', 'Rate plans, features and entertainment', 'Network, coverage and travel', 'Repairs & warranties', and 'Self-serve options'. The main heading is 'What can I do with my old mobile phone?'. Below this, a section titled 'Can I recycle my old mobile phone through Bell?' provides details about the Bell blue box program, stating that it provides an environmentally responsible way of disposing of used mobile phones, with net proceeds donated to the Canadian Mental Health Association. A logo for the Canadian Mental Health Association is shown, along with the text 'Last Updated: 23/08/2013'. A link 'Where can I return my old phone?' is also visible.


The poster features a large blue 'B' logo in the top left corner. The main text reads 'Recycle your old mobile phone here.' followed by the website 'bell.ca/bellbluebox'. At the bottom left, it says 'Ask us for details.' and '12M109_446_98_E'. At the bottom right is a circular logo for the 'Recycle My Cell' program.

Virgin Mobile: Virgin Mobile Trade-in

PHONESPLANSMEMBER BENEFITSSUPPORTFRMB (0)

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

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



HOW IT WORKS:

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

WHAT YOU NEED TO DO BEFORE TRADING IN:

- [Back up your personal info and reset your phone.](#)
- [Remove your SIM card and memory card.](#)
- [Charge the battery.](#)

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

HOW MUCH COULD YOUR PHONE BE WORTH?


Quick Search:

OR

Select Manufacturer

Select Model

Current Carrier



Virgin Mobile: Virgin Mobile Recycle

Find a Store


Français

Province

ON

(0)

My Account



PHONESPLANSMEMBER BENEFITS

SUPPORT


Search

SUPPORT > PHONE SUPPORT, WARRANTY AND REPAIRS > RECYCLE ME

IT'S EASY BEING GREEN.

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

The little things add up. If everyone recycled their old mobile phones, just imagine how much landfill waste we'd reduce. Recycle your old phone at any [Virgin Mobile store](#) and do something good for the planet.



WHAT SHOULD I DO BEFORE RECYCLING MY OLD PHONE?

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


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

WHERE CAN I RETURN MY OLD PHONE?


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

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

WHAT HAPPENS TO RECYCLED PHONES?



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



related answers:

Recycling / Environmental Fees • Activating your shiny new phone

The Source: The Source Trade-up



 CREDIT CARD

 SHOP FLYER

 EMAIL SIGNUP

 CLEARANCE OUTLET

 VIEW CART

Shop by Department 

Search for Products 

Français

TRADE-UP & SAVE PROGRAM



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

Find The Source store nearest you

Who can trade in phones at The Source?

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

How are trade-in values estimated?

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

What should I do before I bring my phone in?

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

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

The Source: The Source Recycle



Overview

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

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

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

Did you know?

- 72% of Canadians either own a cell phone or plan to buy one in the near future
- The average consumer keeps their device for approximately 2 years and 7 months
- Only 12% of used mobile devices in Canada are currently being recycled; the rest are stored, sold, gifted or thrown out
- There are thousands of cell phone recycling drop-off sites across Canada
- About 98% of the materials in an average mobile device are recyclable
- Every year, 20 to 30 million metric tons of e-waste are disposed of worldwide



[Recycle My Cell National Infograph](#)




What you should know before recycling your device

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


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

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

TELUS: TELUS Trade-in

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

TELUS Trade-In Program



Save a lot with a little trade.


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


[Look up value](#)


How it works


Eligibility

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

 Phones/smartphones

 Tablets

 Mobile Internet keys

 Mobile Wi-Fi

Trade-in must be:


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


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

[Look up value](#)

Before you trade in

Look up estimated trade-in value





Prepare your smartphone

Before you trade in your device, be sure to

BlackBerry: BlackBerry Recycle

BlackBerry recycling

BlackBerry offers a variety of options for customers to responsibly dispose of BlackBerry devices that have reached the end of their useful life.

[Learn more about BlackBerry recycling](#)

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

[Learn about the BlackBerry Recycling Program](#)

The BlackBerry® Trade Up Program is another sustainable alternative for those looking to upgrade their smartphone, offering customers an environmentally friendly solution for their e-waste. Customers are encouraged to mail back their used devices, and in doing so, will receive credit on the purchase of a new BlackBerry smartphone. Devices returned in good condition are refurbished, which will further extend the life of the product through resale and reuse. All devices not suitable for resale are responsibly and safely recycled. This program is currently available in the U.S., Canada, Mexico, the U.K., Germany, Australia, the Philippines, Indonesia and the Cayman Islands, with ongoing efforts to include more countries.

[Learn more about the BlackBerry Trade Up Program](#)

We recommend that our customers in other locations check with their local governments about how to properly dispose of e-waste.

BlackBerry is a voluntary participant in the Rechargeable Battery Recycling Corporation's (RBRC) Call2Recycle® program. Participation in this program facilitates responsible governance throughout the entire product life cycle.

[Learn about Call2Recycle US](#)


[Learn about Call2Recycle Canada](#)

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

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





Microsoft: Microsoft Recycle



Mobile Devices


Phones Accessories Apps Support



Recycling


3 simple steps to recycle your old phone

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




Get over your old phone

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



Back up your memories

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

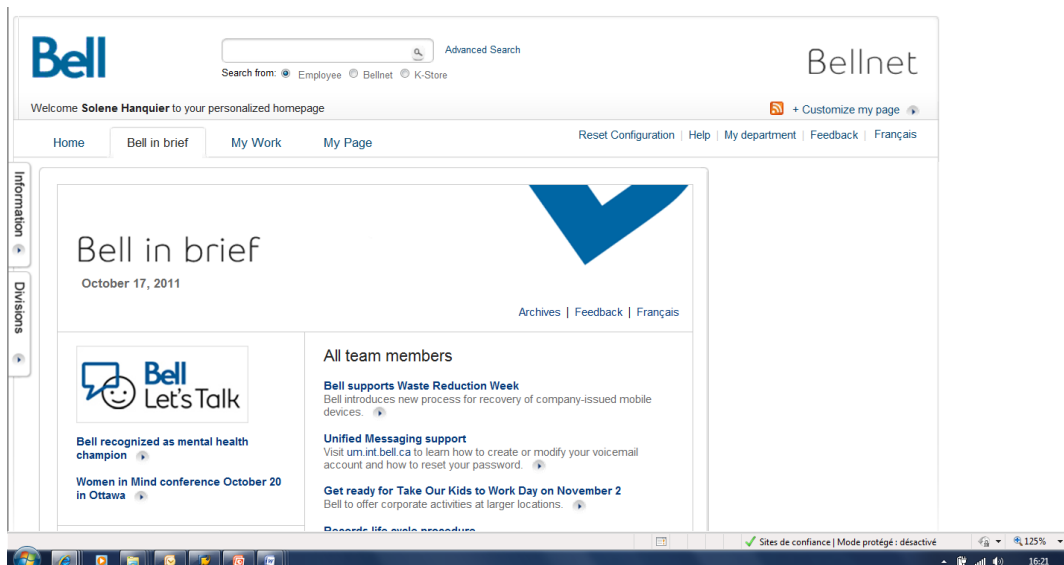
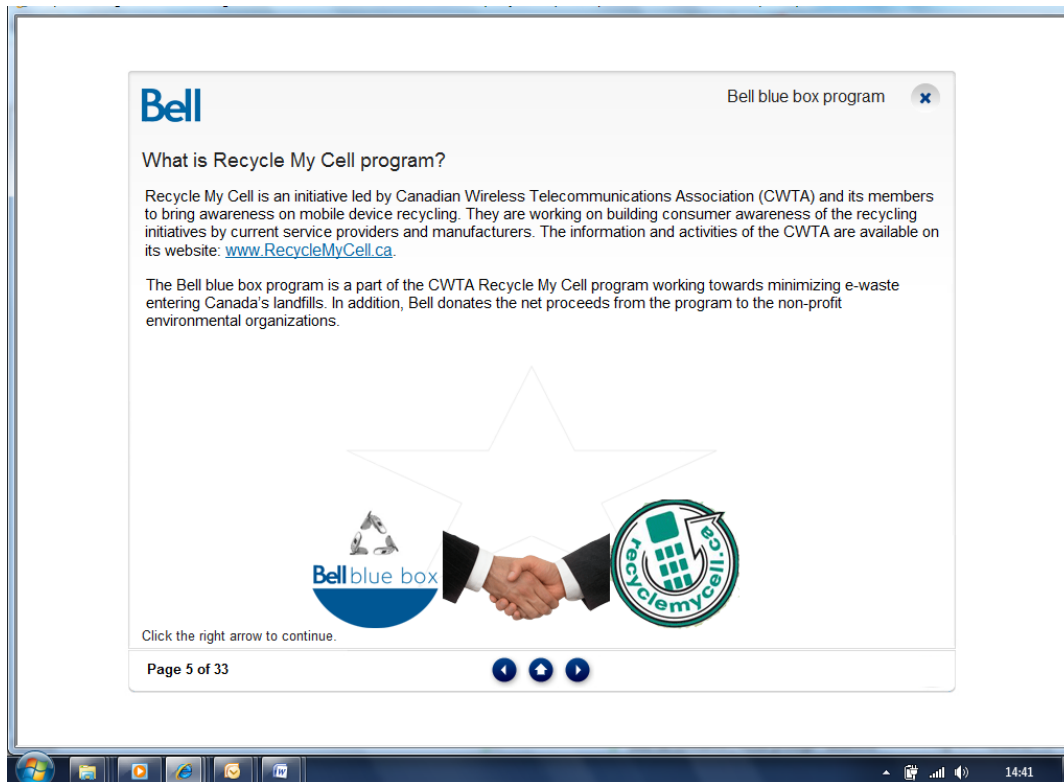


Set your old phone free – recycle it!

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

Appendix J

Bell on-line module



Appendix K

List of current drop-off locations in British Columbia

Number	Program/Organization	Store/Location Name	Municipality/ Unincorporated Area	Regional District
1	Bell	The Source	Port Alberni	Alberni-Clayoquot
2	TELUS	Tom Harris Cellular Ltd.	Port Alberni	Alberni-Clayoquot
3	TELUS	Par 3 Sports-In-Motion Ltd.	Fraser Lake	Bulkley-Nechako
4	TELUS	Mike's Audio Video Ltd.	Houston	Bulkley-Nechako
5	Bell	The Source	Smithers	Bulkley-Nechako
6	TELUS	Totem Audio Video Ltd.	Smithers	Bulkley-Nechako
7	TELUS	Bird on a Wire Media & More	Vanderhoof	Bulkley-Nechako
8	Bell	Virgin Mobile	Langford	Capital
9	Bell	Bell	Langford	Capital
10	Bell	Virgin Mobile	Saanich	Capital
11	Bell	Feel Like Talking Connections Ltd.	Saanich	Capital
12	Bell	Feel Like Talking Connections Ltd.	Saanich	Capital
13	TELUS	Tom Harris Cellular Ltd.	Sidney	Capital
14	Bell	The Source	Sooke	Capital
15	Bell	Bell	Victoria	Capital
16	Bell	The Source	Victoria	Capital
17	Bell	Virgin Mobile	Victoria	Capital
18	Bell	Bell	Victoria	Capital
19	Bell	The Source	Victoria	Capital
20	Bell	Virgin Mobile	Victoria	Capital
21	Bell	The Source	Victoria	Capital
22	Bell	Bell	Victoria	Capital
23	Bell	The Source	Victoria	Capital
24	Bell	Virgin Mobile	Victoria	Capital
25	Bell	The Source	Victoria	Capital
26	Rogers	Rogers	Victoria	Capital
27	Rogers	Rogers	Victoria	Capital
28	Rogers	Rogers	Victoria	Capital
29	Rogers	Rogers	Victoria	Capital
30	Rogers	Fido	Victoria	Capital
31	TELUS	TELUS	Victoria	Capital
32	TELUS	Tom Harris Cellular Ltd.	Victoria	Capital
33	TELUS	TELUS	Victoria	Capital
34	TELUS	McKays TV and Audio	Victoria	Capital
35	TELUS	Tom Harris Cellular Ltd.	Victoria	Capital

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36	TELUS	TELUS	Victoria	Capital
37	TELUS	TELUS	Victoria	Capital
38	TELUS	TELUS	Victoria	Capital
39	TELUS	Victoria Mobile Radio Ltd.	Victoria	Capital
40	TELUS	TELUS	Victoria	Capital
41	TELUS	Ralph's Radio Ltd.	Victoria	Capital
42	Bell	The Source	100 Mile House	Cariboo
43	Recycle My Cell	Gold Trail Recycling Ltd	100 Mile House	Cariboo
44	TELUS	Andre's T.V. Sales & Service Ltd.	100 Mile House	Cariboo
45	Bell	The Source	Quesnel	Cariboo
46	TELUS	A.B.C. Allen Business Communications Ltd.	Quesnel	Cariboo
47	Bell	The Source	Williams Lake	Cariboo
48	TELUS	Andre's T.V. Sales & Service Ltd.	Williams Lake	Cariboo
49	TELUS	Thomas Communications Ltd.	Williams Lake	Cariboo
50	Bell	The Source	Castlegar	Central Kootenay
51	TELUS	Andre's T.V. Sales & Service Ltd.	Castlegar	Central Kootenay
52	Bell	The Source	Creston	Central Kootenay
53	TELUS	Lectric Avenue Electronics	Creston	Central Kootenay
54	Bell	The Source	Nelson	Central Kootenay
55	TELUS	Andre's T.V. Sales & Service Ltd.	Nelson	Central Kootenay
56	TELUS	SK Electronics	Nelson	Central Kootenay
57	Bell	The Source	Kelowna	Central Okanagan
58	Bell	Bell	Kelowna	Central Okanagan
59	Bell	The Source	Kelowna	Central Okanagan
60	Bell	Virgin Mobile	Kelowna	Central Okanagan
61	Bell	Bell	Kelowna	Central Okanagan
62	TELUS	Pacific Coastcom Communications Inc.	Kelowna	Central Okanagan
63	TELUS	Andre's T.V. Sales & Service Ltd.	Kelowna	Central Okanagan
64	TELUS	TELUS	Kelowna	Central Okanagan
65	TELUS	Tom Harris Cellular Ltd.	Kelowna	Central Okanagan
66	TELUS	Andre's Electronic Experts	Kelowna	Central Okanagan
67	TELUS	Tom Harris Cellular Ltd.	Kelowna	Central Okanagan
68	TELUS	Tom Harris Cellular Ltd.	West Kelowna	Central Okanagan
69	Bell	The Source	Westbank (West Kelowna)	Central Okanagan
70	TELUS	Andre's T.V. Sales & Service Ltd.	Westbank (West Kelowna)	Central Okanagan
71	Bell	The Source	Golden	Columbia-Shuswap
72	Bell	The Source	Revelstoke	Columbia-Shuswap
73	TELUS	Revelstoke Mobility	Revelstoke	Columbia-Shuswap
74	Bell	The Source	Salmon Arm	Columbia-Shuswap

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75	TELUS	Pacific Coastcom Communications Inc.	Salmon Arm	Columbia-Shuswap
76	TELUS	Tom Harris Cellular Ltd.	Salmon Arm	Columbia-Shuswap
77	Bell	The Source	Courtenay	Comox
78	TELUS	Tom Harris Cellular Ltd.	Courtenay	Comox
79	TELUS	McKays TV and Audio	Courtenay	Comox
80	TELUS	Open Connection Ltd.	Courtenay	Comox
81	Bell	The Source	Duncan	Cowichan Valley
82	Rogers	Rogers	Duncan	Cowichan Valley
83	TELUS	Cowichan Sound & Cellular Ltd.	Duncan	Cowichan Valley
84	TELUS	Cowichan Sound & Cellular Ltd.	Duncan	Cowichan Valley
85	Bell	The Source	Ladysmith	Cowichan Valley
86	Bell	The Source	Cranbrook	East Kootenay
87	Bell	Bell	Cranbrook	East Kootenay
88	Rogers	Rogers	Cranbrook	East Kootenay
89	TELUS	Andre's T.V. Sales & Service Ltd.	Cranbrook	East Kootenay
90	TELUS	Mitech Communications Inc.	Cranbrook	East Kootenay
91	TELUS	Kootenay Communications Ltd.	Cranbrook	East Kootenay
92	Bell	The Source	Fernie	East Kootenay
93	Bell	The Source	Invermere	East Kootenay
94	TELUS	Selkirk Cellulars	Invermere	East Kootenay
95	TELUS	Sparwood Communications	Sparwood	East Kootenay
96	Bell	The Source	Abbotsford	Fraser Valley
97	Bell	Virgin Mobile	Abbotsford	Fraser Valley
98	Bell	Bell	Abbotsford	Fraser Valley
99	Bell	The Source	Abbotsford	Fraser Valley
100	Bell	Virgin Mobile	Abbotsford	Fraser Valley
101	Rogers	Rogers	Abbotsford	Fraser Valley
102	Recycle My Cell	Ryan's PC Repair Shop	Abbotsford	Fraser Valley
103	TELUS	Western Mobile Communications Inc.	Abbotsford	Fraser Valley
104	TELUS	Clearwest Solutions Inc.	Abbotsford	Fraser Valley
105	TELUS	TELUS	Abbotsford	Fraser Valley
106	TELUS	Apex Communications Inc.	Abbotsford	Fraser Valley
107	Bell	Virgin Mobile	Chilliwack	Fraser Valley
108	Bell	The Source	Chilliwack	Fraser Valley
109	Bell	Bell	Chilliwack	Fraser Valley
110	Bell	The Source	Chilliwack	Fraser Valley
111	TELUS	TELUS	Chilliwack	Fraser Valley
112	TELUS	Clearwest Solutions Inc.	Chilliwack	Fraser Valley
113	TELUS	Tom Harris Cellular Ltd.	Chilliwack	Fraser Valley
114	Bell	The Source	Mission	Fraser Valley

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115	TELUS	Tom Harris Cellular Ltd.	Mission	Fraser Valley
116	TELUS	Tom Harris Cellular Ltd.	Mission	Fraser Valley
117	Bell	Feel Like Talking Connections Ltd.	Squiala (Chilliwack)	Fraser Valley
118		Par-Ten Products Ltd.	Mackenzie	Fraser-Fort George
119	Recycle My Cell	McBride Bottle Depot	McBride	Fraser-Fort George
120	Bell	Bell	Prince George	Fraser-Fort George
121	Bell	The Source	Prince George	Fraser-Fort George
122	Bell	Virgin Mobile	Prince George	Fraser-Fort George
123	Rogers	Rogers	Prince George	Fraser-Fort George
124	TELUS	BK Two Way Radio Ltd.	Prince George	Fraser-Fort George
125	TELUS	Andre's T.V. Sales & Service Ltd.	Prince George	Fraser-Fort George
126	TELUS	TELUS	Prince George	Fraser-Fort George
127	TELUS	BK Two Way Radio Ltd.	Prince George	Fraser-Fort George
128	TELUS	BK Two Way Radio Ltd.	Prince George	Fraser-Fort George
129	TELUS	Tom Harris Cellular Ltd.	Aldergrove (unincorporated area)	Greater Vancouver
130	Bell	Bell	Burnaby	Greater Vancouver
131	Bell	The Source	Burnaby	Greater Vancouver
132	Bell	Virgin Mobile	Burnaby	Greater Vancouver
133	Bell	Bell	Burnaby	Greater Vancouver
134	Bell	Bell	Burnaby	Greater Vancouver
135	Bell	The Source	Burnaby	Greater Vancouver
136	Bell	Virgin Mobile	Burnaby	Greater Vancouver
137	Bell	Virgin Mobile	Burnaby	Greater Vancouver
138	Bell	Bell	Burnaby	Greater Vancouver
139	Bell	Bell	Burnaby	Greater Vancouver
140	Bell	Virgin Mobile	Burnaby	Greater Vancouver
141	Bell	Bell	Burnaby	Greater Vancouver
142	Bell	The Source	Burnaby	Greater Vancouver
143	Rogers	Fido	Burnaby	Greater Vancouver
144	Rogers	Rogers	Burnaby	Greater Vancouver
145	Rogers	Fido	Burnaby	Greater Vancouver
146	Rogers	Fido	Burnaby	Greater Vancouver
147	Rogers	Fido	Burnaby	Greater Vancouver
148	Rogers	Rogers	Burnaby	Greater Vancouver
149	Recycle My Cell	Telecommunications Workers Union	Burnaby	Greater Vancouver
150	TELUS	Pacific Coastcom Communications Inc.	Burnaby	Greater Vancouver
151	TELUS	Apex Communications Inc.	Burnaby	Greater Vancouver
152	TELUS	TELUS	Burnaby	Greater Vancouver
153	TELUS	Easylink Communications Ltd.	Burnaby	Greater Vancouver

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154	TELUS	TELUS	Burnaby	Greater Vancouver
155	TELUS	TELUS	Burnaby	Greater Vancouver
156	TELUS	TELUS	Burnaby	Greater Vancouver
157	Bell	Bell	Coquitlam	Greater Vancouver
158	Bell	The Source	Coquitlam	Greater Vancouver
159	Bell	Virgin Mobile	Coquitlam	Greater Vancouver
160	Rogers	Fido	Coquitlam	Greater Vancouver
161	Rogers	Rogers	Coquitlam	Greater Vancouver
162	TELUS	Open Connection Ltd.	Coquitlam	Greater Vancouver
163	TELUS	TELUS	Coquitlam	Greater Vancouver
164	TELUS	Tom Harris Cellular Ltd.	Coquitlam	Greater Vancouver
165	Bell	The Source	Delta	Greater Vancouver
166	Bell	Bell	Delta	Greater Vancouver
167	Bell	Bell	Delta	Greater Vancouver
168	Bell	The Source	Delta	Greater Vancouver
169	Bell	Virgin Mobile/Wireless Strategies	Delta	Greater Vancouver
170	TELUS	Open Connection Ltd.	Delta	Greater Vancouver
171	TELUS	Open Connection Ltd.	Delta	Greater Vancouver
172	TELUS	TELUS	Delta	Greater Vancouver
173	Bell	Bell	Langley	Greater Vancouver
174	Bell	Virgin Mobile	Langley	Greater Vancouver
175	Bell	Bell	Langley	Greater Vancouver
176	Bell	The Source	Langley	Greater Vancouver
177	Rogers	Fido	Langley	Greater Vancouver
178	Rogers	Rogers	Langley	Greater Vancouver
179	TELUS	Apex Communications Inc.	Langley	Greater Vancouver
180	TELUS	TELUS	Langley	Greater Vancouver
181	TELUS	Clearwest Solutions Inc.	Langley	Greater Vancouver
182	TELUS	Clearwest Solutions Inc.	Langley	Greater Vancouver
183	TELUS	Clearwest Solutions Inc.	Langley	Greater Vancouver
184	Bell	Bell	Maple Ridge	Greater Vancouver
185	Bell	The Source	Maple Ridge	Greater Vancouver
186	Bell	Virgin Mobile	Maple Ridge	Greater Vancouver
187	TELUS	Countrywide Communications Inc.	Maple Ridge	Greater Vancouver
188	TELUS	Countrywide Communications Inc.	Maple Ridge	Greater Vancouver
189	Bell	The Source	New Westminster	Greater Vancouver
190	Bell	Virgin Mobile	New Westminster	Greater Vancouver
191	Bell	Bell	New Westminster	Greater Vancouver
192	TELUS	TELUS	New Westminster	Greater Vancouver
193	Bell	Bell	North Vancouver	Greater Vancouver

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194	Bell	The Source	North Vancouver	Greater Vancouver
195	Bell	Bell	North Vancouver	Greater Vancouver
196	Bell	Virgin Mobile	North Vancouver	Greater Vancouver
197	Recycle My Cell	Capilano Suspension Bridge	North Vancouver	Greater Vancouver
198	Rogers	Rogers	North Vancouver	Greater Vancouver
199	Rogers	Rogers	North Vancouver	Greater Vancouver
200	TELUS	TELUS	North Vancouver	Greater Vancouver
201	TELUS	Tom Harris Cellular Ltd.	North Vancouver	Greater Vancouver
202	TELUS	Open Connection Ltd.	North Vancouver	Greater Vancouver
203	TELUS	TELUS	North Vancouver	Greater Vancouver
204	Bell	Bell	Pitt Meadows	Greater Vancouver
205	TELUS	Tom Harris Cellular Ltd.	Pitt Meadows	Greater Vancouver
206	Rogers	Rogers	Port Coquitlam	Greater Vancouver
207	TELUS	Apex Communications Inc.	Port Coquitlam	Greater Vancouver
208	TELUS	Tom Harris Cellular Ltd.	Port Coquitlam	Greater Vancouver
209	Bell	Virgin Mobile	Richmond	Greater Vancouver
210	Bell	Bell	Richmond	Greater Vancouver
211	Bell	Virgin Mobile	Richmond	Greater Vancouver
212	Bell	Bell	Richmond	Greater Vancouver
213	Bell	The Source	Richmond	Greater Vancouver
214	Bell	Bell	Richmond	Greater Vancouver
215	Rogers	Rogers	Richmond	Greater Vancouver
216	Rogers	Fido	Richmond	Greater Vancouver
217	Recycle My Cell	Steveston Bottle Depot Ltd.	Richmond	Greater Vancouver
218	TELUS	Apex Communications Inc.	Richmond	Greater Vancouver
219	TELUS	Tom Harris Cellular Ltd.	Richmond	Greater Vancouver
220	TELUS	TELUS	Richmond	Greater Vancouver
221	Bell	Feel Like Talking Connections Ltd.	Surrey	Greater Vancouver
222	Bell	Virgin Mobile	Surrey	Greater Vancouver
223	Bell	Bell	Surrey	Greater Vancouver
224	Bell	Virgin Mobile	Surrey	Greater Vancouver
225	Bell	The Source	Surrey	Greater Vancouver
226	Bell	Virgin Mobile	Surrey	Greater Vancouver
227	Bell	Bell	Surrey	Greater Vancouver
228	Bell	Bell	Surrey	Greater Vancouver
229	Bell	Virgin Mobile/One Touch Wireless	Surrey	Greater Vancouver
230	Bell	Bell	Surrey	Greater Vancouver
231	Bell	The Source	Surrey	Greater Vancouver
232	Bell	The Source	Surrey	Greater Vancouver
233	Bell	Bell	Surrey	Greater Vancouver

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234	Bell	Virgin Mobile	Surrey	Greater Vancouver
235	Bell	Virgin Mobile	Surrey	Greater Vancouver
236	Bell	Bell	Surrey	Greater Vancouver
237	Recycle My Cell	Freedom Wireless Ltd.	Surrey	Greater Vancouver
238	Rogers	Rogers	Surrey	Greater Vancouver
239	Rogers	Fido	Surrey	Greater Vancouver
240	TELUS	TELUS	Surrey	Greater Vancouver
241	TELUS	Apex Communications Inc.	Surrey	Greater Vancouver
242	TELUS	Tom Harris Cellular Ltd.	Surrey	Greater Vancouver
243	TELUS	TELUS	Surrey	Greater Vancouver
244	TELUS	Tom Harris Cellular Ltd.	Surrey	Greater Vancouver
245	TELUS	TELUS	Surrey	Greater Vancouver
246	TELUS	Tom Harris Cellular Ltd.	Surrey	Greater Vancouver
247	TELUS	Open Connection Ltd.	Surrey	Greater Vancouver
248	Bell	Bell	Vancouver	Greater Vancouver
249	Bell	Virgin Mobile	Vancouver	Greater Vancouver
250	Bell	Bell	Vancouver	Greater Vancouver
251	Bell	Virgin Mobile	Vancouver	Greater Vancouver
252	Bell	Bell	Vancouver	Greater Vancouver
253	Bell	Bell	Vancouver	Greater Vancouver
254	Bell	Bell	Vancouver	Greater Vancouver
255	Bell	The Source	Vancouver	Greater Vancouver
256	Bell	The Source	Vancouver	Greater Vancouver
257	Bell	Virgin Mobile	Vancouver	Greater Vancouver
258	Bell	The Source	Vancouver	Greater Vancouver
259	Bell	Bell	Vancouver	Greater Vancouver
260	Bell	Virgin Mobile	Vancouver	Greater Vancouver
261	Bell	Bell	Vancouver	Greater Vancouver
262	Bell	Virgin Mobile	Vancouver	Greater Vancouver
263	Bell	Bell	Vancouver	Greater Vancouver
264	Recycle My Cell	PC Galore Consignment Ltd.	Vancouver	Greater Vancouver
265	Rogers	Rogers	Vancouver	Greater Vancouver
266	Rogers	Rogers	Vancouver	Greater Vancouver
267	Rogers	Rogers	Vancouver	Greater Vancouver
268	Rogers	Fido	Vancouver	Greater Vancouver
269	Rogers	Rogers	Vancouver	Greater Vancouver
270	Rogers	Fido	Vancouver	Greater Vancouver
271	Rogers	Fido	Vancouver	Greater Vancouver
272	Rogers	Rogers	Vancouver	Greater Vancouver
273	Rogers	Fido	Vancouver	Greater Vancouver
274	Rogers	Rogers	Vancouver	Greater Vancouver

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275	TELUS	Apex Communications Inc.	Vancouver	Greater Vancouver
276	TELUS	TELUS	Vancouver	Greater Vancouver
277	TELUS	Tom Harris Cellular Ltd.	Vancouver	Greater Vancouver
278	TELUS	Ralph's Radio Ltd.	Vancouver	Greater Vancouver
279	TELUS	Clearwest Solutions Inc.	Vancouver	Greater Vancouver
280	TELUS	TELUS	Vancouver	Greater Vancouver
281	TELUS	Caya powered by TELUS	Vancouver	Greater Vancouver
282	TELUS	Tom Harris Cellular Ltd.	Vancouver	Greater Vancouver
283	TELUS	Countrywide Communications Inc.	Vancouver	Greater Vancouver
284	TELUS	TELUS	Vancouver	Greater Vancouver
285	TELUS	TELUS	Vancouver	Greater Vancouver
286	TELUS	TELUS	Vancouver	Greater Vancouver
287	TELUS	Caya powered by TELUS	Vancouver	Greater Vancouver
288	TELUS	Caya powered by TELUS	Vancouver	Greater Vancouver
289	Bell	The Source	West Vancouver	Greater Vancouver
290	Bell	Bell	West Vancouver	Greater Vancouver
291	Bell	Virgin Mobile	West Vancouver	Greater Vancouver
292	Rogers	Fido	West Vancouver	Greater Vancouver
293	TELUS	TELUS	West Vancouver	Greater Vancouver
294	Bell	The Source	Kitimat	Kitimat-Stikine
295	TELUS	Skeena Sight & Sound LTD	Kitimat	Kitimat-Stikine
296	Bell	The Source	Terrace	Kitimat-Stikine
297	TELUS	EF Holdings Ltd.	Terrace	Kitimat-Stikine
298	TELUS	Skeena Sight & Sound LTD	Terrace	Kitimat-Stikine
299	TELUS	Skeena Sight & Sound LTD	Terrace	Kitimat-Stikine
300	Bell	The Source	Trail	Kootenay-Boundary
301	TELUS	BV Communications Ltd.	Trail	Kootenay-Boundary
302	TELUS	Rock Island Tape Centre Ltd.	Trail	Kootenay-Boundary
303	TELUS	Hardy Sound Ltd.	Port Hardy	Mount Waddington
304	Bell	The Source	Nanaimo	Nanaimo
305	Bell	Bell	Nanaimo	Nanaimo
306	Bell	Virgin Mobile	Nanaimo	Nanaimo
307	Bell	Bell	Nanaimo	Nanaimo
308	Bell	The Source	Nanaimo	Nanaimo
309	Bell	Virgin Mobile	Nanaimo	Nanaimo
310	Rogers	Rogers	Nanaimo	Nanaimo
311	TELUS	Tom Harris Cellular Ltd.	Nanaimo	Nanaimo
312	TELUS	Open Connection Ltd.	Nanaimo	Nanaimo
313	TELUS	McKays TV and Audio	Nanaimo	Nanaimo
314	TELUS	Open Connection Ltd.	Nanaimo	Nanaimo

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315	TELUS	Tom Harris Cellular Ltd.	Nanaimo	Nanaimo
316	TELUS	TELUS	Nanaimo	Nanaimo
317	Bell	The Source	Parksville	Nanaimo
318	TELUS	Tom Harris Cellular Ltd.	Parksville	Nanaimo
319	TELUS	Andre's Electronic Experts	Armstrong	North Okanagan
320	Bell	Bell	Vernon	North Okanagan
321	Bell	The Source	Vernon	North Okanagan
322	TELUS	Andre's T.V. Sales & Service Ltd.	Vernon	North Okanagan
323	TELUS	Tom Harris Cellular Ltd.	Vernon	North Okanagan
324	TELUS	Pacific Coastcom Communications Inc.	Vernon	North Okanagan
325	TELUS	Andre's T.V. Sales & Service Ltd.	Vernon	North Okanagan
326	TELUS	Petron Communications Ltd.	Fort Nelson (Northern Rockies Regional Municipality)	Northern Rockies
327	Bell	The Source	Oliver	Okanagan-Similkameen
328	Recycle My Cell	T2 Market Ltd.	Oliver	Okanagan-Similkameen
329	TELUS	Tom Harris Cellular Ltd.	Oliver	Okanagan-Similkameen
330	Bell	The Source	Osoyoos	Okanagan-Similkameen
331	Bell	The Source	Penticton	Okanagan-Similkameen
332	Bell	Virgin Mobile	Penticton	Okanagan-Similkameen
333	Bell	Bell	Penticton	Okanagan-Similkameen
334	TELUS	Tom Harris Cellular Ltd.	Penticton	Okanagan-Similkameen
335	TELUS	Pacific Coastcom Communications Inc.	Penticton	Okanagan-Similkameen
336	TELUS	Andre's T.V. Sales & Service Ltd.	Penticton	Okanagan-Similkameen
337	TELUS	Andre's T.V. Sales & Service Ltd.	Penticton	Okanagan-Similkameen
338	Bell	The Source	Summerland	Okanagan-Similkameen
339	TELUS	Cardinal Telecom Inc.	Chetwynd	Peace River
340	Bell	The Source	Dawson Creek	Peace River
341	Bell	Bell	Dawson Creek	Peace River
342	Bell	Bell	Dawson Creek	Peace River
343	TELUS	DC Digital Audio Connections Ltd.	Dawson Creek	Peace River
344	TELUS	Gearjammer Electronics Ltd.	Dawson Creek	Peace River
345	TELUS	Petron Communications Ltd.	Dawson Creek	Peace River
346	Bell	The Source	Fort St. John	Peace River
347	Bell	T&T COMMUNICATIONS	Fort St. John	Peace River
348	Bell	T&T COMMUNICATIONS	Fort St. John	Peace River

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349	TELUS	Petron Communications Ltd.	Fort St. John	Peace River
350	TELUS	Custom Communications Corp.	Fort St. John	Peace River
351	Bell	The Source	Powell River	Powell River
352	TELUS	Tom Harris Cellular Ltd.	Powell River	Powell River
353	Bell	The Source	Prince Rupert	Skeena-Queen Charlotte
354	TELUS	Andre's Electronic Experts	Prince Rupert	Skeena-Queen Charlotte
355	TELUS	VirtualHelp Electronics	Lillooet	Squamish-Lillooet
356	Bell	The Source	Squamish	Squamish-Lillooet
357	TELUS	Tom Harris Cellular Ltd.	Squamish	Squamish-Lillooet
358	TELUS	TELUS	Whistler	Squamish-Lillooet
359	Bell	The Source	Campbell River	Strathcona
360	TELUS	McKays TV and Audio	Campbell River	Strathcona
361	TELUS	Quinsam Radio Communications Ltd.	Campbell River	Strathcona
362	TELUS	Quinsam Radio Communications Ltd.	Campbell River	Strathcona
363	TELUS	North Island Communications Inc.	Campbell River	Strathcona
364	TELUS	Suncoast Cellular Ltd.	Gibsons	Sunshine Coast
365	Bell	The Source	Sechelt (Ind Gov Dist (Part-Sunshine Coast))	Sunshine Coast
366	TELUS	Suncoast Cellular Ltd.	Sechelt (District Municipality)	Sunshine Coast
367	Bell	The Source	Kamloops	Thompson-Nicola
368	Bell	The Source	Kamloops	Thompson-Nicola
369	Bell	Virgin Mobile	Kamloops	Thompson-Nicola
370	Bell	Bell	Kamloops	Thompson-Nicola
371	Bell	Bell	Kamloops	Thompson-Nicola
372	Bell	The Source	Kamloops	Thompson-Nicola
373	TELUS	Tom Harris Cellular Ltd.	Kamloops	Thompson-Nicola
374	TELUS	Andre's T.V. Sales & Service Ltd.	Kamloops	Thompson-Nicola
375	TELUS	Andre's T.V. Sales & Service Ltd.	Kamloops	Thompson-Nicola
376	TELUS	Tom Harris Cellular Ltd.	Kamloops	Thompson-Nicola
377	TELUS	Walco Radio & Electronics Ltd.	Kamloops	Thompson-Nicola
378	TELUS	Andre's T.V. Sales & Service Ltd.	Kamloops	Thompson-Nicola
379	Bell	The Source	Merritt	Thompson-Nicola

Appendix L

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 M

Sample of recovery programs in Canada that are not part of RMC

Operator Program Name	About
Apple	Accepts old handsets at their retail stores, and consumers can receive a gift card up to \$275 (depending on the condition of the device) towards a new iPhone.
Ontario Electronics Stewardship Recycle Your Electronics	<p>Accepted items include: pagers, personal digital assistants, cordless telephones, telephones, cell phones, personal handheld computers/tablets.</p> <p>Engages a number of retailers as collection locations, including: Staples, Home Hardware, Future Shop and Best Buy.</p> <p>RYE is funded by the fees that the provincial government charges electronic producers.</p>
Call2Recycle	Has partnered with recycling locations throughout Canada, including Future Shop, RONA, Home Depot, Canadian Tire, the Apple Store, Zellers, Sears, Fido, Bell World. In fact, over 60,000 U.S. and Canadian retailers take part.
Electronic Recycling Association	<p>Takes unwanted electronics and determines whether they can be re-used by a not-for-profit organization. If not, they are recycled.</p> <p>Provides specialty programs for offices, schools and organizations for cell phones and toners. Boxes for their programs can be ordered online and are then shipped to the requesting organization.</p>
Toronto Zoo Phone Apes	<p>Phones can be dropped off at various locations around the Toronto Zoo, at the Bowmanville Zoo or they can be mailed to the Zoo.</p> <p>Funds raised are donated to the Goualougo Triangle Ape Project. Since 2006, the zoo has recycled over 13,000 cell phones, raising \$10,000 for the conservation of gorilla habitats.</p>
Calgary Zoo	For every cell phone returned, Eco-Cell will make a donation to the Calgary Zoo's Conservation Outreach fund, which supports ape conservation initiatives, including projects for gorillas. Drop them off at the South Security entrance or at the North or West Gates, at the Calgary Zoo.
Various municipal programs	Various municipalities across Canada offer residents green bags to recycle electronic waste (including cellphones). Residents can leave unwanted electronics out for collection as per the municipality's garbage collection schedule.
City of Burlington	Accepts cell phones and batteries at specific locations.
Pizza Pizza Cells for Slices	Pizza Pizza holds an annually cellphone recycling program, called Cells for Slices, that allow consumers to drop off their previously used cell phones and receive a free slice of pepperoni or cheese pizza. This is typically done in April to coincide with Earth Month and is

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Operator Program Name	About
	done in partnership with Food Banks Canada and Phones for Food.
CellCycle	Provide payment to customers (including business and non-profit groups) for their unwanted cell phones, netbook computers and tablet devices.
ThinkRecycle	Offer rebates for phones collected by participating organizations, including groups like the Diabetes Association and David Suzuki Foundation.
Green Calgary	Working phones or those that can be refurbished are: 1) Given to people in shelters to call 911 2) Given to organ transplant patients 3) Sent to areas of the world where there are no land lines (in accordance with the Basel Convention) 4) Reused in domestic markets for low cost prepaid services and in warranty replacement and 'loaner' and trial programs Phones that cannot be fixed are recycled in North America according to electronic waste guidelines.
Charitable Recycling Program (operated by The Wireless Source)	Donated cell phones will be refurbished and put to further use. Refurbished phones are sent to emerging countries and areas in the Canada where there is an economic necessity for cell phones for both safety & communication.
Project ReDial (Canadian Diabetes Assoc.)	Project ReDial® accepts each and every cell phone handset (handheld, portable, wireless phone) regardless of brand, age, condition, technology or operating system. Every cell phone donated generates a financial contribution to the Canadian Diabetes Association.
Cell Phones for Soldiers Canada	Donated cell phones are sold to a company that recycles them. The money we receive from recycling cell phones is used to purchase supplies that we send to troops in need.
Sell Your Electronics	Provide cash to customers that mail in their devices.
Best Buy	In-store collection boxes for batteries, ink cartridges, CDs, gift cards and a number of portable electronics such as cell phones and MP3 players.
Children's Community Equipment Inventory Cell Phone Recycling Program (Canadian Red Cross)	Canadian Red Cross receives proceeds from collected materials.
Ready Set Recycle	Collection network established in Eastern Canada (NB, NS and PEI)
Recycle My Cell Phone	Provide cash to customers that mail in their devices.
FlipSwap	Provide cash to customers that mail in their devices.