

Recycle My Cell 2013 Annual Report

Submitted to: British Columbia Ministry of Environment

Prepared by: Canadian Wireless Telecommunications Association

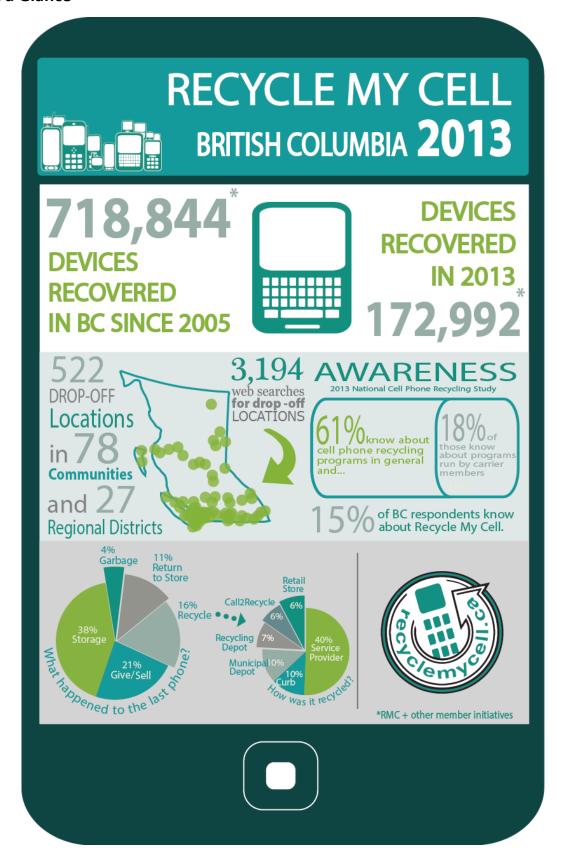
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At a Glance



1. Executive Summary

Products within plan	Mobile devices that were primarily manufactured to connect to a cellular or paging network.		
Program website	Recycle My Cell – www.recyclemycell.ca		
Recycling Regulation Reference	Topic	Summary (5-bullet maximum)	
Part 2, section 8(2)(a)	Public Education Materials and Strategies Refer to Section 3 for details.	 Sponsorship of events (Waste Reduction Week in Canada, RCBC and CWMA Annual conferences). Joint BC stewards initiatives (including Recyclepedia) and RMC material on stakeholder Web sites. RMC branded program and promotional materials for municipal and other third-party sites. Paid advertising to support specific events. Press releases and News Canada stories highlighting latest developments regarding RMC. 	
Part 2, section 8(2)(b)	Collection System and Facilities Refer to Section 4 for details.	 RMC utilizes a return-to-retail recovery model. In 2013, there were 522 permanent drop-off locations in 78 communities (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 several free mail back options which will allow 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.	 Decrease in size of devices, and the ability to substitute one device for many, reduces the resources required at the time of manufacturing and the amount of material that must be dealt with at the end-of-life. Manufacturers have strived to improve the energy efficiency of devices. Program members use certified third-party processors to manage their materials. 	

Recycling Regulation Reference	Topic	Summary (5-bullet maximum)
Part 2, section 8(2)(d)	Pollution Prevention Hierarchy and Product / Component Management Refer to Section 6 for details.	 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 – 41,255. Using established industry approved recycling and reuse practices, cell phone carriers and manufacturers refurbish damaged products that meet specific functionality requirements for resale. Recycled – 58,067. Handsets not suitable for reuse are either disassembled for harvesting spare parts or ground down for the recovery of precious metals.
Part 2, section 8(2)(e) Part 2, section 8(2)(e.1)	Product Sold and Collected and Recovery Rate Refer to Section 7 for details.	 Product sold – 755,391 (estimated) Product collected (all initiatives) – 172,992 (estimated). 99,322 were recovered through member's RMC initiatives and 73,670 through various internal initiatives. Not applicable to Recycle My Cell.
Part 2, section 8(2)(f)	Summary of Deposits, Refunds, Revenues and Expenses	Not applicable to Recycle My Cell.

Comparison of Key Performance Targets				
Part 2 s	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 (2013 Results)	Strategies for Improvement		
Increase awareness of cell phone recycling nationally to 80% by 2015.	49% nationally; 61% in BC. Refer to Section 9 for details.	CWTA will continue to use the strategies outlined in this Annual Report, including working with BC Stewards on joint initiatives.		
100% customer satisfaction with the Recycle My Cell program. (National)	Nationally, 96% of those who recycled their device reported being satisfied with the experience. Refer to Section 9 for details.	 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.

Recycle My Cell deals specifically with mobile devices that were primarily manufactured to connect to a cellular or paging network. Examples of such devices include cellular phones, wireless smartphones, wireless PDAs, removable external aircards and pagers. Accessories such as headsets, chargers and rechargeable cell phone batteries are also collected.

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

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., GREENTEC, LG Electronics Canada, Inc., Lynx Mobility, Motorola Mobility, MTS, Nokia, ProMobility, Rogers Communications, Samsung Electronics Canada Inc., SaskTel, Sims Recycling Solutions, Sony of Canada, TBayTel, TELUS, Videotron and Virgin Mobile Canada¹.

3. Public Education Materials and Strategies

RMC continues to work within the province to increase program awareness and usage. RMC is making positive strides in terms of increasing program awareness and the message for how to effectively deal with cell phones is reaching consumers in Canada.

CWTA, and its participating members, have undertaken various promotional activities to raise awareness about cell phone recycling and the RMC program. Initiatives that will continue to promote RMC include:

- Sponsorship of events like Waste Reduction Week in Canada;
- RMC material on stakeholder Web sites;
- Promotional materials (including brochures, posters, tent cards and banner/button ads) for municipal and other third-party sites;

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¹ See Appendix A for program specifics for member initiatives.

- News Canada stories for inclusion in newspapers or Web sites;
- Press releases highlighting latest developments regarding RMC; and
- Paid advertising to support specific events.

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

CWTA reviews the results of its annual survey to ascertain trends in consumer awareness and behavior concerning cell phone recycling. Based on those results CWTA works to devise program promotion initiatives with the goal of increasing the level of awareness concerning cell phone recycling. CWTA also continues to promote the program with methods that have shown positive results.

3.1.1 Sponsorship of events

In 2013, 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 Challenge2 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.

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 2013. 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. 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.³

The Recycle My Cell Challenge was also promoted via press releases, the Waste Reduction Week in Canada Web site, the Recycle My Cell Web site and on Facebook and Twitter.

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

³ See Appendix B for Recycling Council of British Columbia's website and Facebook page, as well as press releases and other promotional materials supporting Waste Reduction Week in Canada. Other examples of sponsorship activities are also included.

Kimberley Independent School won the 2013 Challenge in British Columbia and was awarded a cash donation to further their environmental initiatives. Nationally, 3,525 cell phones were recovered through the Challenge in 2013; of these, 264 were recovered by schools in BC.

Recycle My Cell continues to be actively engaged in BC in a variety of ways through sponsorship of events that engage stakeholders as well. In 2013, Recycle My Cell sponsored the Coast Waste Management Association's 2013 CWMA Annual Conference, as well as the Recycling Council of BC's Annual Conference.

3.1.2 Participation at local trade shows and fairs

CWTA dedicated efforts to reach out to municipalities by showcasing RMC at the 2013 Federation of Canadian Municipalities' (FCM) Annual Conference and Tradeshow. The intent of this participation is to encourage local governments to host a drop-off location or provide information about RMC and existing drop-off locations to residents in their communities.

3.1.3 Recycle My Cell branded program

The Recycle My Cell program is open to third-party locations interested in hosting a drop-off location 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.

The Recycle My Cell branded program currently has 13 locations in British Columbia. Cell phones collected through the program are accounted for in the collection totals in Section 7.

3.1.4 Promotional materials

CWTA continues to provide RMC promotional materials (brochures, tent cards and posters⁴) to third-party locations (municipal and community sites that wish to support the Recycle My Cell recovery program, at dealer sites and non-affiliated retailers that do not run their own program) wherever such materials may be requested.

3.1.5 Social Media

CWTA developed a Facebook page for RMC that is used to promote the various events that RMC was part of. In addition, CWTA has been promoting cell phone recycling via its @recyclemoncell Twitter account⁵.

3.1.6 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.

⁴ See Appendix C for samples of the RMC promotional material (brochure, tent card and posters).

⁵ Appendix D for Facebook and Twitter feeds.

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 2013)

- RMC Web site logged 68,555⁶ unique visits.
- 3,194⁷ database searches for recycling locations in British Columbia (based on the postal code entered at time of search).

3.1.7 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 2013)

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

3.1.8 Stakeholder relations

CWTA is an active participant within the Stewardship Agencies of BC. This joint initiative of the BC Stewards⁸ provides information to BC residents concerning all approved programs within the province through vehicles like the RCBC Recyclepedia. 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.

3.1.9 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, the City of Campbell River, the City of Coquitlam, and the City of Surrey, among others. 9

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 for it.

3.1.10 News Canada stories

CWTA continues to use News Canada as a valuable tool for program promotion. News Canada is a paid service that provides articles, free of charge, for use by publications and Web sites. This has shown to be an effective way of including the Recycle My Cell story in community newspapers and on Web sites that often look for content from external sources. These story pick-ups are then monitored and tracked by News Canada and that information is provided to the CWTA.

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⁶ Due to a tracking issue with the RMC Web site, the data for March, April, May, June, and July had to be estimated.

⁷ Due to a tracking issue with the RMC Web site, the data for January February, and March is an estimate.

⁸ See Appendix E for BCstewards.com samples.

⁹ See Appendix F for examples.

News Canada stories were picked up by 41 publications nationally, one of which originated within British Columbia.

3.1.11 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 Day¹⁰.

3.1.12 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 it¹¹.

3.2 Corporate program initiatives

Corporate recycling programs have included consumer awareness campaigns in the past and the extent of corporate marketing for cellular phone recycling has not diminished with the implementation of CWTA's program and awareness initiatives.

3.2.1 Promotional materials

Over the course of 2013 wireless carriers have continued to build program awareness by placing RMC branding on corporate marketing materials like in-store posters and tent cards. Each participating carrier continues to have its own marketing plans in place¹².

3.2.2 Web sites

In addition, 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. This identifies their corporate programs as a participant in the national industry-wide initiative.

3.2.3 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 module¹³ that is a required element to new store associate's training and also mandatory on an annual basis.

4. Collection System and Facilities

4.1 Drop-off locations

RMC is a national program that utilizes a return-to-retail model for device recovery. Participating members will recycle any wireless device or accessory that is returned to them regardless of whether the device was purchased there.

 $^{^{\}rm 10}$ See Appendix G for Earth Day Press Release.

 $^{^{\}rm 11}$ See Appendix H for samples of paid advertising.

¹² See Appendix I for examples of promotional materials.

¹³ See Appendix J for the introductory page to Bell's online training module and information provided to employees.

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.

The recyclemycell.ca and recyclemoncell.ca Web sites will provide the public with the most up-to-date list of available locations.

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.

There were 522 permanent¹⁴ drop-off locations in 78 communities (27 regional districts) within British Columbia¹⁵ in 2013; this is an increase of 92 locations over 2012.

In addition, there were:

- 0 Temporary¹⁶ drop-off locations.
- 4 Processors/Consolidation Centres^{17,} and
- 5 Reverse Logistics Centres/Warehouse¹⁸ Collection Facilities

4.2 Mail back

In instances where a drop-off location is not available, RMC offers several mail back options through its member programs which will allow 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.

As consumers have come to expect devices that do more and faster, handset manufacturers work to redesign and improve their devices to meet these expectations. The increased functionality occurs in a device that is considerably smaller and lighter than even a few years ago. This decrease in size, and ability to substitute one device for many, reduces the resources required at the time of manufacturing and the amount of material that must be dealt with at the end-of-life.

¹⁴ 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.

¹⁵ See Appendix K for a list of drop-off locations in British Columbia.

¹⁶ 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.

¹⁷ 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.

¹⁸ Facilities where devices under warranty are returned. These locations are not accessible by consumers.

Some examples of individual initiatives that have been taken include:

BlackBerry¹⁹

Avoidance of Hazardous Substances in Products: BlackBerry carefully selects the materials they put into their products, taking into consideration durability and performance as well as environmental impact. To manage use of materials, the BlackBerry Policy for Control of Substances in Products was issued in March 2013 which included an internally generated restricted substances list for all parts, components, assemblies and materials used in BlackBerry products. In December 2013, the list was updated to include antimony trioxide and antimony pentoxide. Additionally, BlackBerry eliminated all brominated flame retardants (BFRs), polyvinyl chloride (PVC) and phthalates in BlackBerry products as of the end of 2013.

Life Cycle Assessment: BlackBerry takes a holistic approach to sustainability. Throughout 2013, BlackBerry continued to assess the impact of their products through comprehensive Life Cycle Assessments ("LCA") studies. The assessments provide an in depth view of each products environmental impacts at every stage in its life cycle, from the materials used in the product, to production and distribution, throughout use and at the end of its useful life. The LCA findings are also useful for identifying areas that have the highest impact on the environment, helping them make informed decisions about where to focus their efforts for improvement.

<u>Product Life Cycle:</u> Extending Life through Software Updates: Over the air_software updates help to extend the product's useful life by providing additional features even after the device is purchased. For example, customers who purchase a BlackBerry smartphone are able to later upgrade the BlackBerry OS to receive fixes and enjoy new features.

Repair and Refurbishment: BlackBerry devices are designed to be easily repaired, containing many parts that professional repair facilities can easily swap out. If a module is damaged, BlackBerry's Part Recovery initiative aims to recover these modules by replacing the damaged part of the module and reinject the module back into the parts network. Since this initiative was introduced in 2012, it has deferred approximately 142 metric tonnes of scrap parts from landfills through the avoidance of scrapping the complete module.

Recyclability: All devices are designed to be easily disassembled with standard tools and all plastic parts are labeled with the type of resin used to ease the recycling process.

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. The BlackBerry Trade Up Program, for example, is a sustainable alternative for those looking to upgrade their smartphone. 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.

<u>Energy Efficiency:</u> Users can effectively maximize battery life by modifying settings for the smartphone screen backlight, browser, camera and network connections in the BlackBerry OS.

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¹⁹ Full details concerning BlackBerry's initiatives can be found at: http://ca.blackberry.com/company/about-us/corporate-responsibility/product-sustainability.html

<u>Packaging:</u> BlackBerry eliminated petroleum based inks from all new product packaging. In addition, all new smartphones shipped since June 2012 are shipped with 100% fiber-based packaging that can be fully and easily recycled by the customer. With the introduction of BlackBerry 10, documentation shipped with the box was further reduced and a new tray made of baggase fiber was also introduced. Baggase is environmentally safe and 100% biodegradable and recyclable.

■ Nokia²⁰

<u>Materials with Eco Innovations:</u> Nokia launched its first device to use bio-plastic in its cover, the Nokia 3110 Evolve, in 2007. Nokia continues to introduce new, more sustainable materials into their devices, like bio-plastics, bio paints, recycled metals and recycled plastics.

Through extensive research and development, testing and concepting, Nokia ensures that all their devices – regardless of the materials used – meet the same standards and have the highest quality, reliability and longevity. This ensures the maximum lifetime for every Nokia device and reduces waste.

Every Nokia device comes with an eco-profile, which tells consumers about its materials, energy efficiency, packaging, environmental impact and recycling.

<u>Life Cycle Assessment: Nokia</u> uses life cycle assessment (LCA) for calculating the environmental impact of their products and activities. The calculations include the entire mobile device life cycle, from raw material acquisition to the end of the product life. By identifying the largest sources of emissions and energy use over the lifecycle, Nokia has already been able to take action in minimizing the environmental impact of their mobile devices.

<u>Energy Efficiency:</u> Nokia continues to improve the energy-saving features throughout their product portfolio, including energy-efficient chargers, to help customers save energy.

All Nokia devices come with power saving standby settings, and Lumia smartphones have a battery-saving feature.

<u>Packaging:</u> All of Nokia's packages are 100% recyclable. More than 95% are made from renewable fiber based materials, of which 66 % is recycled. Each part is individually marked with ISO standard recycle markings in order to harmonize the experience for customers. This is done on a global level, hoping that other companies will follow suit. To enable clean recycling, Nokia does not combine plastic and paper materials into single component.

5.2 Processor members and certifications

Program members use certified third-party processors to manage their materials. The business relationship is directly between the member and the processor; each member carefully chooses their third-party to ensure that they meet all the necessary environmental standards.

All of the processors involved with the RMC program are ISO certified and/or verified under Electronic Products Recycling Association's (EPRA) Recycling Vendor Qualification Program (RVQP), meaning they

²⁰ Full details concerning Nokia's initiatives can be found at: http://www.nokia.com/global/about-us/people-and-planet/sustainable-devices/sustainable-devices/.

have an environmental management system in place which ensures accountability and knowledge of the associated environmental impacts. Material recovered through member programs in British Columbia is responsibly recycled by Global Electric Electronic Processing Inc. (GEEP), GREENTEC, ProMobility and Sims Recycling Solutions²¹.

6. Pollution Prevention Hierarchy and Product / Component Management

6.1 Management of recovered product

Products that are recovered through the RMC member programs are diverted from landfill as a result of reuse, recycling or recovery.

Of the devices received by processors, it is estimated that 58,067 were sent for recycling while 41,255 were sent for refurbishment and reuse.

Reuse – Using established industry approved recycling and reuse practices, cell phone carriers and manufacturers refurbish damaged products that meet specific functionality requirements for resale.

Recycle – Handsets not suitable for reuse are either disassembled for harvesting spare parts or ground down for the recovery of precious metals. The secure destruction and recycling process make plastics and metal recovery possible.

Recovery – Circuit boards are shredded and sent to a smelter for precious metal recovery.

Processors are continually refining their processes to reduce the amount of non-recoverable material associated with the recycling of cell phones and accessories.

Disposal – Processors aim for a zero-waste to landfill policy. However, some waste does end up in landfill (either municipal or hazardous). Examples of this may include co-mingled cardboard.

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. 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.

7. Product Sold and Collected and Recovery Rate

7.1 Product Sold (Distributed)

"Product Sold" is the estimated amount of all mobile devices distributed into BC, whether they result in an end sale to a consumer or not, by program members to carrier-affiliated retail stores, third party retailers, corporate retailers and distribution centres.

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:

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²¹ See Appendix L for copies of certificates

- 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 2013, a total of 755,391 devices were reported as having been distributed into BC. This total includes devices sent directly into a province and devices sent to distribution centres:

- 644,055 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.
- 111,336 are estimated to have been shipped into BC from distribution centres for various thirdparty retailers. It is difficult to determine an actual quantity for this category since the thirdparty does not provide that information to the carrier.

7.2 Volume of cellular devices collected

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

Products Collected from unknown origin are accounted for using an estimate based on products returned that are of known origin. 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.

In total, through all means identified below, 204,731 devices were estimated to be recovered. The chart provides a breakdown and additional details follow.

Cell phone recovery in British Columbia					
	2013				
Program	Method	Quantity (units)	Quantity (units)		
Recycle My Cell	Drop-off locations	4,309*	55,139		
Initiatives					
	Drop-off locations (Trade-	90,172**			
	in)				
	Mail-back	4,841*	8,274		
	Total	99,322	63,413		
RMC member internal	Various	73,670	146,350		
initiatives					
Call2Recyle	Drop-off locations	31,739	27,418		
Total ALL		204,731	237,181		

^{*}Drop-off locations and Mail-back volumes have been assured.

7.2.1 Volume of devices collected through RMC

In 2013, members recovered 99,322 devices through participating RMC programs.

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.

While traditional recovery programs focus on devices that tend to be at the end-of-life and of no value to consumers, the addition of Trade-in or Upgrade programs promotes the return of newer devices.

7.2.2 Volume of devices collected through other member initiatives

As noted in previous Annual Reports, devices are often returned to a member for a variety of reasons including buyer's remorse or damage. It is important to factor this data into the discussion about cell phone recovery because these devices represent material that has been effectively removed from the "available for collection" pool but without any formal mechanism to account for the recovery.

Based on data available, it is estimated that an additional **73,670** devices were diverted from entering the recycling stream within the province as a result of refurbishment and reuse efforts within participating members' organizations.

In addition to what is collected by carrier and manufacturer members, processors involved in RMC may also have their own programs for cell phone recovery. In some cases these programs provide charities with payment for phones that they collect, while other programs represent contractual arrangements

^{**} Drop-off locations (Trade-in) volumes have not been assured. Bulk of volume comes from Trade-in program implemented in 2013. Process will be put in place to assure future volumes.

with organizations dealing with asset management requirements. In 2013, this represented **30,281** devices recovered nationally.

CWTA notes that while it has made significant progress with its members in identifying the various means by which devices are recovered, there is no mechanism in place that compels a non-member to provide this information and as such, even with the efforts made by members, there may well continue to be a sizable gap in data.

7.2.3 Volume of devices collected by other programs

While RMC has been recognized as a cell phone steward within the province it is important to note that 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. In 2013, the Call2Recycle program collected 31,739 devices.

As third-party organizations increasingly see value in used mobile devices, there is an increase in the number of program and groups collecting phones²². There are many not for profit organizations across the country that actively encourage Canadians to donate unwanted mobile devices in order to generate funds from recycling and reusing the devices. In addition, there are also 'for profit' ventures that collect phones by providing some sort of incentive – either directly to consumers or to their collectors – to do so. Data for these 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.

-

²²See Appendix M for a partial list of recovery programs accessible by Canadians.

9. Plan Performance

9.1 Targets

Plan Target	2013 Results	Strategies for Improvement
Increase awareness of cell phone recycling nationally to 80% by 2015	49% nationally; 61% in BC. See below.	CWTA will continue to use the strategies outlined in this Annual Report, including working with BC Stewards on joint initiatives.
100% customer satisfaction with the Recycle My Cell program	96% of those who recycled their device reported being satisfied with the experience. See below.	 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.

9.2 Annual survey

Quorus Consulting Group was commissioned to conduct a national survey, similar in scope to those in 2009 to 2012, to:

- Follow-up on how Canadians deal with unused cell phones;
- Evaluate Canadians' likelihood of using a cell phone recycling program;
- Gauge Canadians' awareness of cell phone recycling programs; and
- Evaluate Canadians' awareness of specific cell recycling programs.

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 2013

Annual surveys undertaken since the launch of this program have been an effective way in which to gauge public awareness, monitor implementation and identify trends.

The 2013 National Cell Phone Recycling Study indicated that public awareness of the RMC program is remaining steady. 49% of all respondents are aware of cell phone recycling programs in general. Of those, 23% are aware of RMC program partners. Nationally, 15% of survey respondents indicated that they are aware of the Recycle My Cell program.

A more detailed analysis of the survey results has revealed the following trends in British Columbia:²³

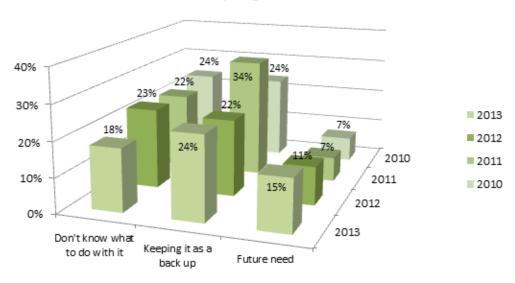
²³ Note that only key data trends are reflected in the graphs. Therefore percentages indicated will not equal 100%.

Previous Cell Phone: Storage vs. Disposal 50% 40% 20% 10% 0% Return to store or cell Give/Sell Garbage Storage Recycle phone company **=** 2013 38% 21% 16% **2012** 41% 16% 13% 8% 8% **2011** 12% 9% 2010 23% 13% 8% 9% 33%

The data indicates that 16% of British Columbia respondents recycled their last phones (an increase of 3 percentage points over 2012); 21% gave away or sold their previous cell phone (an increase of 5 percentage points); and 4% reported that they threw their old cell phone in the garbage (a decrease of 4 percentage points). Additionally, 11% returned their devices to a store or cell phone company, up from 8% in 2012.

In British Columbia 38% of respondents simply store their old cellular phone, a decrease of 3 percentage points since 2012.

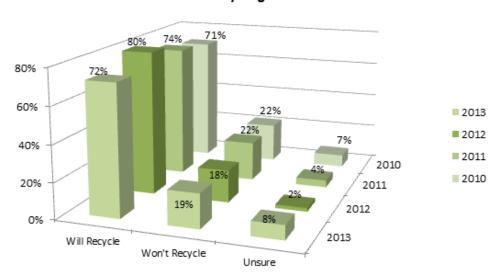




The data indicates that 18% of British Columbia respondents with a cell phone in storage did not recycle their previous cell phone because they did not know what to do with it; this is a decrease of 5 percentage points since 2012.

24% of respondents stated that they were keeping their phone as a backup (an increase of 2 percentage points since 2012) and 15% were keeping their old cell phone for future need (up 4 percentage points since 2012).

Likelihood of Recycling in the Future



The data indicates that 72% of respondents with a cell phone in storage would be willing to recycle or return their old cell phone (a decrease of 8 percentage points since 2012). 19% said they would not

recycle of return it (an increase of 1 percentage point), and 8% did not know if they would recycle or return their previous phone (as compared to 2% last year).



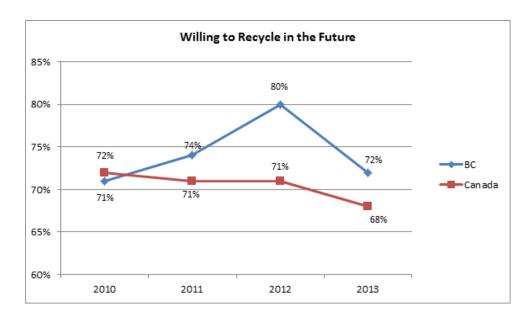
Top Ways BC Residents Recycle Their Cell Phone

The data indicates that in 2013, 40% of those who reported recycling their devices did so through a cellular service provider (an increase of 20 percentage points), with another 10% specifying the use of either a Municipal Depot (an increase of 3 percentage points) or curbside recycle (up one percentage point). 7% noted using a recycling depot (a decrease from 18%), with an additional 6% reporting the use of either Call2Recycle, or returning it to a retail store (a decrease of 7 percentage points).

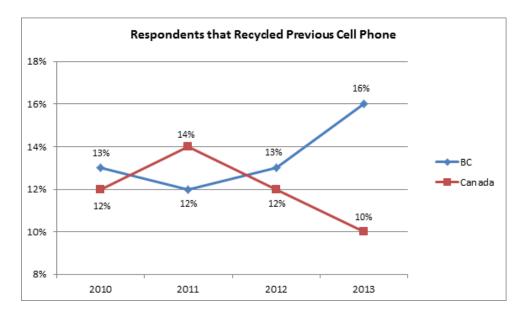
Survey results compared

In order to better understand the overall impact the following comparisons were made between British Columbia and Canada:

Recycle My Cell 2013 Annual Report to the British Columbia Ministry of Environment

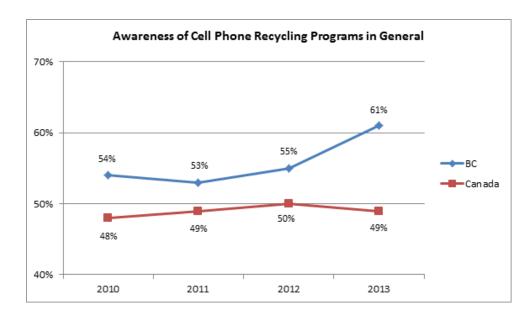


The data indicated that willingness to recycle among British Columbia respondents has decreased by 8 percentage points since 2012; encouragingly though BC is still above the national average.

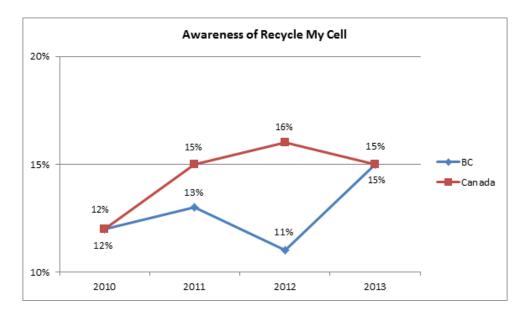


The data indicated that 16% of British Columbia respondents recycled their phone in 2013, an increase of 3 percentage points over the previous year, which is well above the national average.

Recycle My Cell 2013 Annual Report to the British Columbia Ministry of Environment



61% of British Columba respondents are aware of recycling programs for cell phones in general, which is an increase of 6 percentage points over 2012, and well above the national average of 49%.

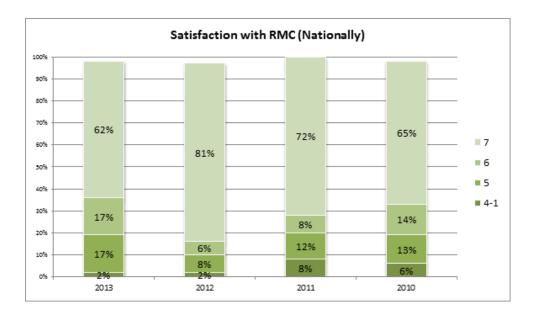


15% of British Columbia respondents were aware of RMC when asked by the surveyor, up 4 percentage points since 2012, now on par with the national average.

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

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 (96%) of Canadians who recycled their phone through RMC reported being satisfied with the experience.

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. Donation to charity

A donation to participating charities is made for each device returned through the various member recycling programs. Some of the charities benefiting from proceeds include: Tree Canada, Food Banks Canada, Jour de la Terre Québec, Green Action Center and the Provincial Association of Transition Houses of Saskatchewan, as well as many other local charities across the country. In 2013, the participating recycling programs that are part of Recycle My Cell raised over \$105,000 for local and national charitable organizations.

11. Conclusion

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

RMC members continue to make efforts in developing strategies for greener products and in minimizing the impact of their product at the end-of-life.

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

Appendix A

Program specifics for member initiatives

	Locations	Devices Accepted	Charitable Contributions
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	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.
	Web site.		
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 prizing 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 prizing for initiatives like the Recycle My Cell Student Challenge.
Motorola Mobility: Mobile Devices Takeback Program	Mail-back label available on Web site.	All mobile devices as defined by this program from any manufacturer or carrier.	N/A
MTS	Accepted at all participating locations.	All mobile devices as defined by this program from any manufacturer or carrier.	
Nokia	Mail-back label available on Web site.	All mobile devices as defined by this program from any manufacturer or carrier.	N/A
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.
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.
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:	Accepted at all participating	All mobile devices as defined	Trade-in value to customer.
The Source Trade-up	locations.	by this program from any	
Program		manufacturer or carrier.	

Appendix B

Promotional support for Waste Reduction Week and other sponsorship activities

RCBC Web site



Canadian students from kindergarten to post secondary are challenged to recycle as many old wireless devices

and accessories as possible between October 21 and November 21, 2013. 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, plus a new electronic device that can be awarded by the school to a student who has shown outstanding leadership in environmental protection.

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:

- Register your school on the national WRW website and share your school's waste reduction activities.
- 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.

RCBC Facebook Page





Rogers Twitter



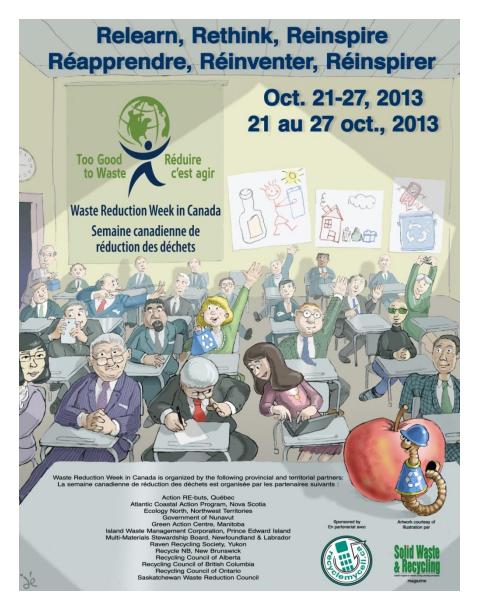
Bell Facebook page



National banner ad



National poster



National Web site



Canadian Teacher Magazine Ad



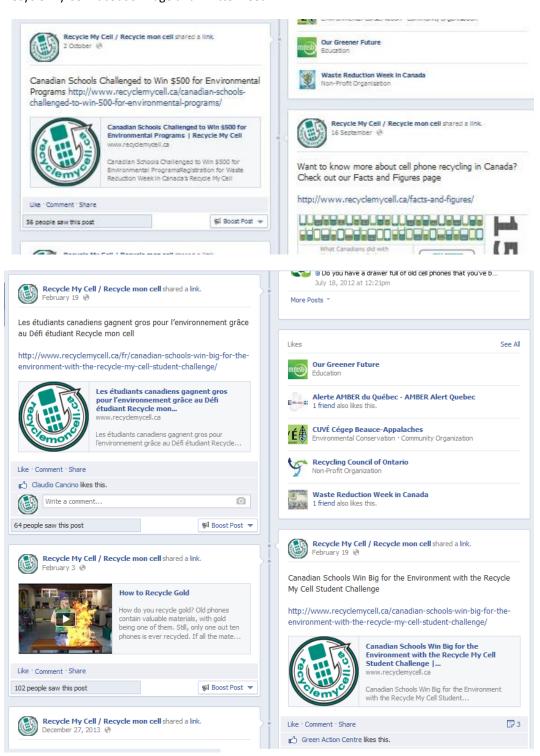
Banner Ad



Printable Poster (available as a colouring page)



Recycle My Cell Facebook Page and Twitter Feed





Recycle My Cell Web site

Canadian Schools Win Big for the Environment with the Recycle My Cell Student Challenge

Winners of the 4th Annual Recycle My Cell Student Challenge Announced

OTTAWA – February 19, 2014 – Recycle My Cell, Canada's national recycling program for mobile phones and accessories, announced today the winners of the fourth annual Recycle My Cell Student Challenge. In collaboration with the 2013 Waste Reduction Week in Canada, the Challenge invited students from kindergarten to post-secondary to collect as many old wireless devices as possible, including cell phones, smartphones, wireless PDAs, pagers, accessories and cell phone batteries.

More than 140 Canadian schools from across the country participated in the 2013 edition of the Challenge, which was held from October 21 to November 22. The schools collected more than 3,500 wireless devices along with some 200 kilograms of wireless accessories and batteries. The school that collected the most wireless devices in each participating province and territory, based on student population, will receive a \$500 donation to support the school's green initiatives.

"Every year, hundreds of Canadian students show their commitment to the environment through the Recycle My Cell Student Challenge," said Bernard Lord, President & CEO of the Canadian Wireless Telecommunications Association (CWTA). "Understanding how a little effort today goes a long way to protect the environment for future generations is an important example for all Canadians, and we should applaud the vision and leadership of these students."

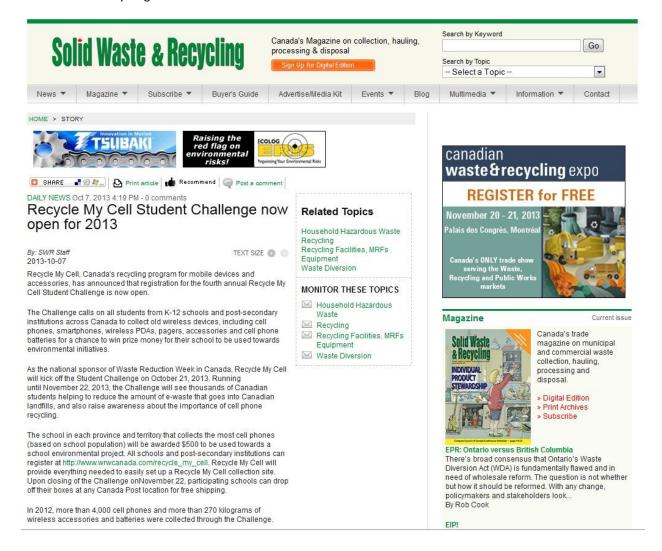
"The partnership between Waste Reduction Week in Canada and Recycle My Cell grows awareness about the importance of waste reduction and recycling. The results of the Challenge demonstrate how individual efforts, measured collectively, have a significant impact on our environment," said Jo-Anne St. Godard, Executive Director of the Recycling Council of Ontario. "More than 180,000 students participated in the 2013 Recycle My Cell Student Challenge – our best year ever! We look forward to what 2014 will bring."

The winning schools in the 2013 Recycle My Cell Student Challenge are:

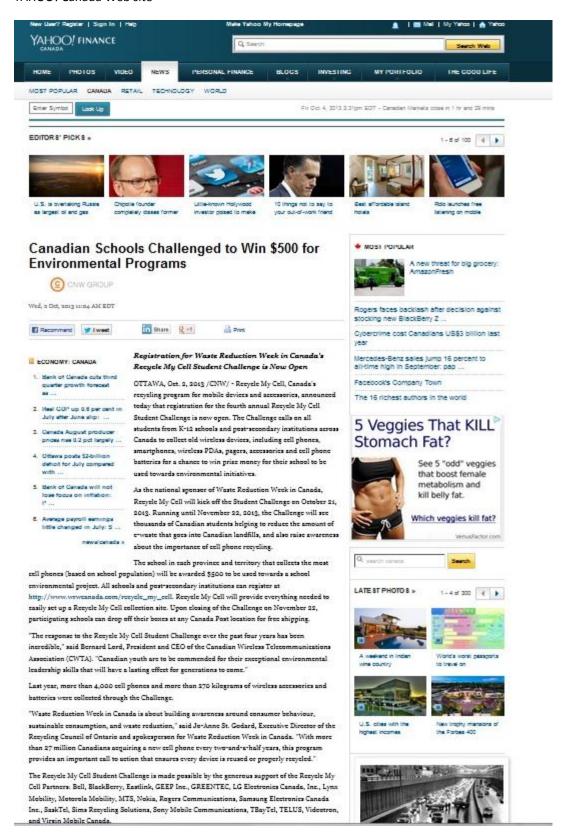
- Alice Jamieson Girls' Academy, Calgary, Alberta
- Birchwood Intermediate School, Charlottetown, Prince Edward Island
- Donald Fraser Memorial School, Plaster Rock, New Brunswick
- École Saint-Benoît, Montreal, Quebec
- · Immaculate Heart of Mary School, Corner Brook, Newfoundland and Labrador
- · Kimberley Independent School, Kimberley, British Columbia
- · Long Island Academy, Beaumont, Newfoundland and Labrador
- Marysville Public School, Wolfe Island, Ontario
- Princess Alexandra School, Hay River, Northwest Territories
- St. Alphonsus Catholic School, Yorkton, Saskatchewan
- Sun Valley School, Winnipeg, Manitoba
- Takhini Elementary School, Whitehorse, Yukon
- · West Hants Education Centre, Windsor, Nova Scotia

Recycle My Cell thanks all of the schools that participated in the 2013 Challenge. For information about future Challenges, please contact info@recyclemycell.ca. If you are interested in hosting a year-round Recycle My Cell collection site in your community, please visit http://www.recyclemycell.ca/host-a-drop-off-location.

Solid Waste & Recycling Web site



YAHOO! Canada Web site



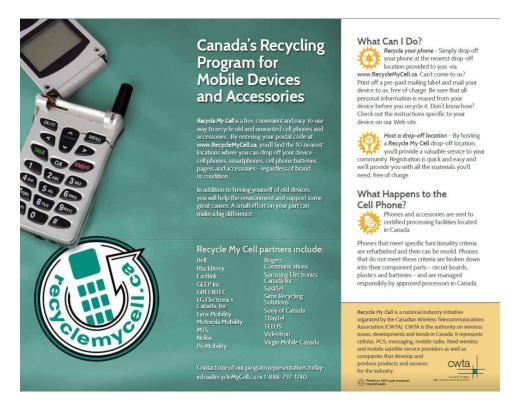
Examples of Other Sponsorship Activities



Appendix C

Recycle My Cell promotional material

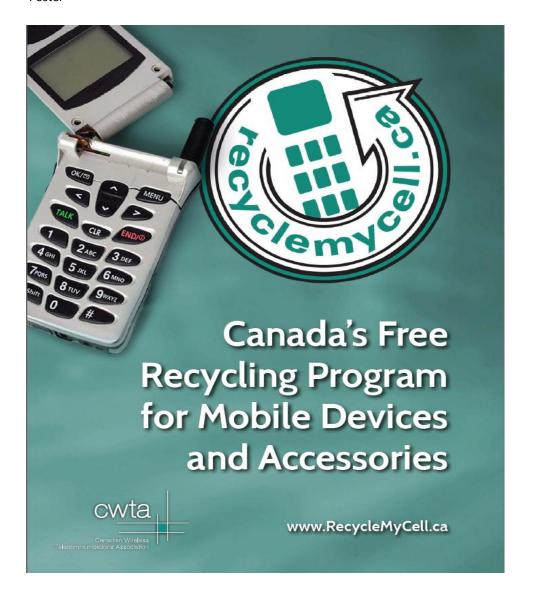
Brochure



Tent Card



Poster



Appendix D

Recycle My Cell Facebook page and Twitter feed





Recycle My Cell @RecycleMonCell · Dec 27

Did you get a new cell phone for Christmas? Make sure the old one gets recycled! Find a drop-off location near you at recyclemycell.ca/drop-off-locat...

Expand ◆ Reply

Delete

Favorite

More



Recycle My Cell @RecycleMonCell · Dec 23

Last minute cell phone shopping? Make sure the old device gets recycled! Drop-off locations at recyclemycell.ca/drop-off-locat...

Expand ◆Reply

Delete

Favorite

More



Recycle My Cell @RecycleMonCell · Dec 18

Buying a new device for a loved one this holiday season? Don't forget to #recycle the old one! Drop off locations at recyclemycell.ca/drop-off-locat...

Expand ◆ Reply

Delete ★ Favorite ••• More



Retweeted by Recycle My Cell



CWTA / ACTS @CWTAwireless · Dec 16

Clear your device of all personal data when recycling your cell phone-visit recyclemycell.ca/recycling-your... for device-specific instructions.

Expand ◆Reply ♣ Retweeted ★ Favorite ••• More



Recycle My Cell @RecycleMonCell · Dec 9

We hope you got all of your collected phones sent in to us! Let the counting begin! Thx to all who participated in the Student Challenge!

Expand ♣ Reply Delete ★ Favorite ••• More

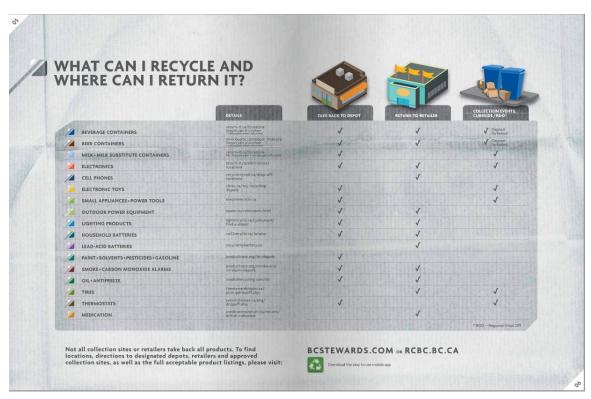
Appendix E

Stewardship Agencies of British Columbia

Web site



BC Stewards Handbook

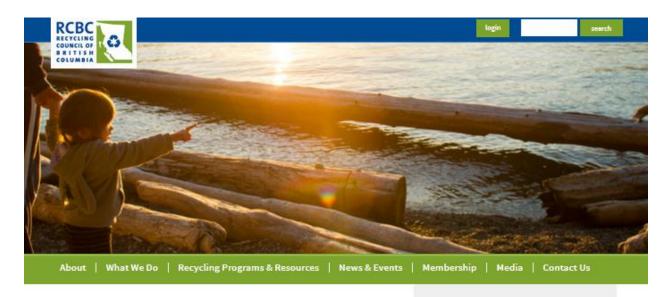




Appendix F

Third-party support

RCBC Recyclepedia



What can I do with my old cell phone?

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

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

Back to Main FAQ's page

Recycling Programs & Resources

British Columbia Recycling Programs Resources

Call the Recycling Hotline

Lower Mainland: 604-RECYCLE (732-9253) British Columbia Toll Free: 1-800-667-4221 Email: hottline@rcbc.ce

BC Recyclepedia Mobile App



For Apple IPhone & Android devices Download it today



 $Finding your closest recycling location is now at the tips of your fingers with the new BC Recyclepedia Mobile App - \underline{Learn More} \\$

Government of British Columbia



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

E11--- A11--- A-------

- ▶ 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.

Recycle My Cell (RMC) is a free, national, industry-led, recycling program for mobile devices and accessories.

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.

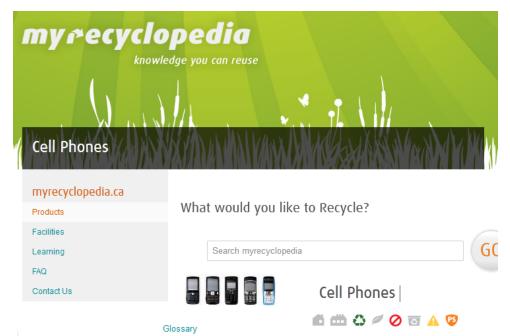
Check the BC Recycling Handbook for a guide on what can be recycled under BC's Product Stewardship Programs.

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



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 more only when the backery is low and term it on when not in add.

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 loactions .

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 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 eneray.

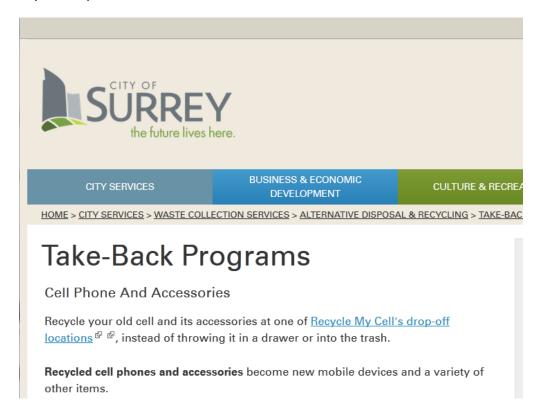
City of Campbell River



City of Coquitlam Web site



City of Surrey's Web site



Vancouver Scape Web site



VANCOUVERSCAPE



2013 BC Waste Reduction Week: Recycling Options

By Ariane Colenbrander

Posted in: Environment, Lower Mainland, Recycling, Sustainability, Vancouver



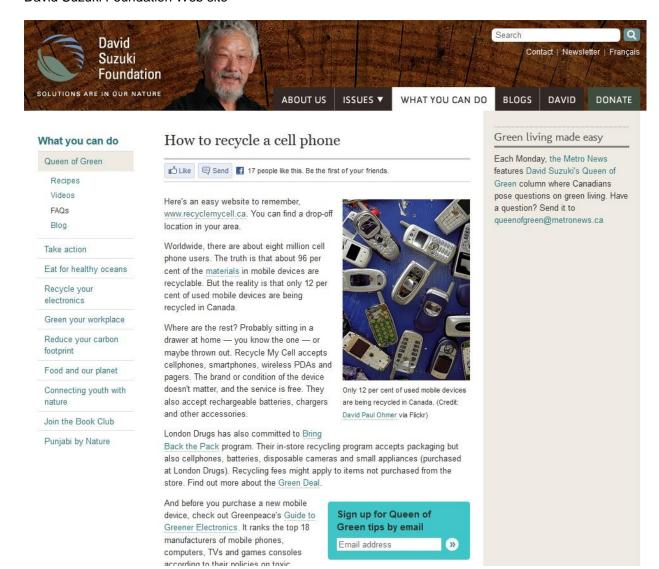
Challenge #2, October 22: Reduce E-Waste

Throwing your electronics in the garbage leads to damaging effects on the environment due to levels of lead, mercury, chromium and arsenic, toxic to both humans and wildlife. With 140,000 tonnes of e-waste dumped into our landfills annually, there's reason for concern. Cell phones can easily be recycled through the national Recycle My Cell program, or via any London Drugs location. For other electronics such as computers and monitors, BC-wide Encorp locations will accept and recycle them for you. Small appliances can also be recycled; check with your nearest Electro Recycle location to see what they'll accept.



[Flickr photo credit: RayVanEng, on Flickr]

David Suzuki Foundation Web site



Environment Canada's Web site



Home > Pollution and Waste > Managing and Reducing Waste > Extended Producer Responsibility

> Inventory of Programs

Pollution and Waste Inventory of Programs Glossary

Completed Access to Information Requests

Proactive Disclosure

Mobile Device Recycling Program

Region:

National

Type of Initiative:

Extended producer responsibility – mandatory (British Columbia, Manitoba, Nova Scotia and Prince Edward Island) / voluntary (all other provinces)

Products Targeted:

The program covers all 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. In addition, headsets, chargers and other accessories are also accepted.

Summary of Initiative Supporting Framework Program Details Program Contacts

Summary of Initiative

Recycle My Cell is a free national industry-led recycling program for mobile devices. The program is run by the Canadian Wireless Telecommunications Association (CWTA) in conjunction with cell phone carriers, handset manufacturers and certified processors.

Consumers and the general public can return mobile devices and accessories to any of the drop-off collection sites, which include retail stores, or they can mail them using a pre-paid mailing label.

Top of page

Supporting Framework

Policies:

Recycle My Cell has received regulatory approval from the province of Nova Scotia (October 2008) and British Columbia (November 2009). Recycle My Cell has also been formally recognized as the official cellular phone stewardship program within the provinces of Prince Edward Island and New Brunswick (March 2009), Manitoba (April 2009), Newfoundland and Labrador (July 2009), Saskatchewan (November 2009) and Alberta

Appendix G

Earth Day Press Release

What's in Your Drawers?

Canadians urged to clean out their junk drawers and recycle their old cell phones

OTTAWA – April 18, 2013 – Recycle My Cell – Canada's free cell phone recycling program – is encouraging all Canadians to participate in Earth Day on Monday April 22 by recycling their old mobile devices. Results from the 2012 National Cell Phone Recycling Study, released today, show that 41% of old cell phones are stashed away in junk drawers as opposed to being recycled.

Recycle My Cell makes cell phone recycling a free and easy way to participate in Earth Day. Consumers who visit the bilingual Web site – www.RecycleMyCell.ca and www.Recyclemoncell.ca – can 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. If a consumer is unable to get to a drop-off location, the Web site provides printable postage-paid labels to use for mailing their wireless devices. The program accepts all cell phones, smartphones, wireless PDAs, pagers, accessories and rechargeable cell phone batteries.

Other key findings from the 2012 National Cell Phone Recycling Study include:

93% of cell phone owners will purchase a new cell phone as opposed to a used or refurbished device. The average cell phone user keeps their new device for 22 months.

71% of respondents indicated they were likely to recycle their cell phone in the future.

Those who have used the Recycle My Cell program rated a high level of satisfaction with using the program (95%).

"Canadians from coast to coast love their mobile devices, but it is imperative that these devices are recycled responsibly at the end their life cycle," said Bernard Lord, President & CEO of the Canadian Wireless Telecommunications Association (CWTA). "We want to ensure that all wireless devices stay out of Canada's landfills, making a cleaner and better Canada for all of us."

Not only does Recycle My Cell keep old cell phones out of Canada's landfills, the proceeds from the recycled devices contribute to numerous local charities, such as Food Banks Canada.

"Food Banks Canada has operated the Phones for Food program for close to a decade and it has been instrumental in diverting over 500,000 wireless devices from landfills while generating over \$750,000 in charitable funds. These funds support Food Banks Canada's work to assist Canadians in need and to find long term solutions to hunger," said Katharine Schmidt, Executive Director, Food Banks Canada. "In recognition of Earth Day, we are encouraging Canadians to unearth and donate their unused devices which can have a dual benefit of helping the environment and generating much needed funds for charities."

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

Visitors to the Web site will also find some e-waste facts and figures, including links to provincial e-waste management sites. There is also a downloadable brochure and a series of frequently asked

questions, as well as information about how consumers can clear their device of all personal data before dropping it off for recycling.

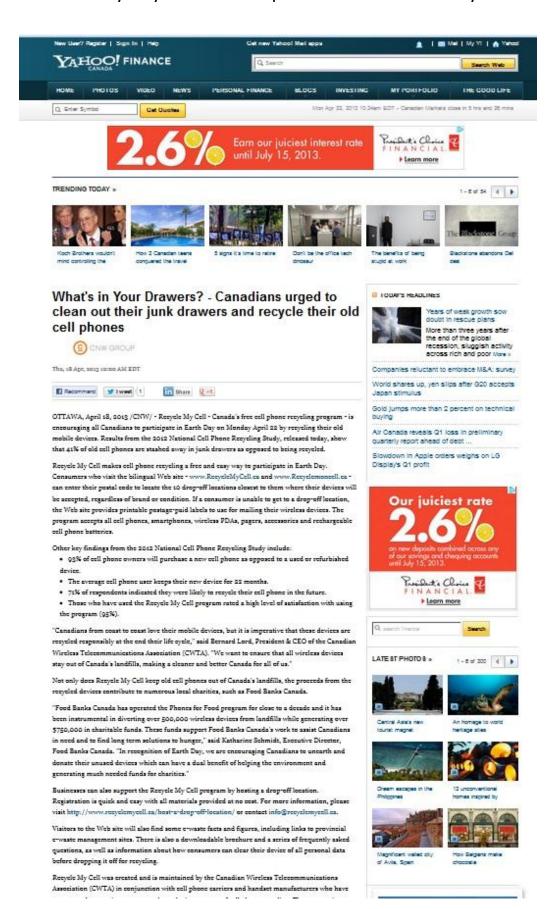
Recycle My Cell was created and is maintained by the Canadian Wireless Telecommunications Association (CWTA) in conjunction with cell phone carriers and handset manufacturers who have come together to raise awareness about the importance of cell phone recycling. The program's partners include: Bell,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

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.

Site visitors with any additional questions can contact a representative by e-mail at info@recyclemycell.ca, or call the toll-free support number 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.



Earth Day Press Release - Bell

Canadian Mental Health Association marks Earth Day with support from Bell Let's Talk

CMHA to receive proceeds from national Bell mobile phone recycling program

OTTAWA, April 22, 2013 /CNW Telbec/ - The Canadian Mental Health Association (CMHA) is pleased to announce a new way for Canadians to promote mental health while helping the environment - by recycling mobile phones, batteries and accessories through the Bell Blue Box program.

"CMHA is a proud partner of the Bell Let's Talk mental health initiative and we're grateful for this commitment from Bell to support our anti-stigma and mental health education programs," said Peter Coleridge, National CEO, CMHA. "Bell continues to lead the way for corporate Canada with creative ways to invest in improving Canadians' understanding of mental health and mental illness."

CMHA has identified the elimination of stigma and discrimination experienced by people with mental illness as one of its top priority areas. Most people who suffer won't seek help because of the fear and misunderstanding surrounding mental illness.

Net proceeds from phones recycled through the Bell Blue Box program will help fund CMHA's efforts. The more phones recycled through the Bell program, the greater the benefit to Canadians suffering from mental illness, a serious national health concern that will impact 1 in 5 Canadians directly and everyone in some way. Half a million Canadians miss work each day because of a mental health issue, and the overall impact on the national economy surpasses \$51 billion each year.

"Bell Let's Talk is proud that Bell's green leadership can support the efforts of the CMHA. Tackling the stigma is the primary step in helping those who struggle get the treatment and support they need," said Mary Deacon, Chair of the Bell Let's Talk initiative. "We invite Canadians to help move mental health forward as they also help reduce the impact on the environment."

Part of the Canadian Wireless Telecommunications Association's (CWTA) Recycle My Cell program, Bell Blue Box has been recognized by the Retail Council of Canada and Les Phénix de l'environnement. It was also a factor in Bell being named Canada's greenest company by Newsweek magazine in 2012. The program has recovered over 1.2 million phones since 2003, as well as 110 tonnes of batteries and accessories.

Used mobile phones from all manufacturers, accessories and batteries can be returned to Bell Stores and participating The Source locations.

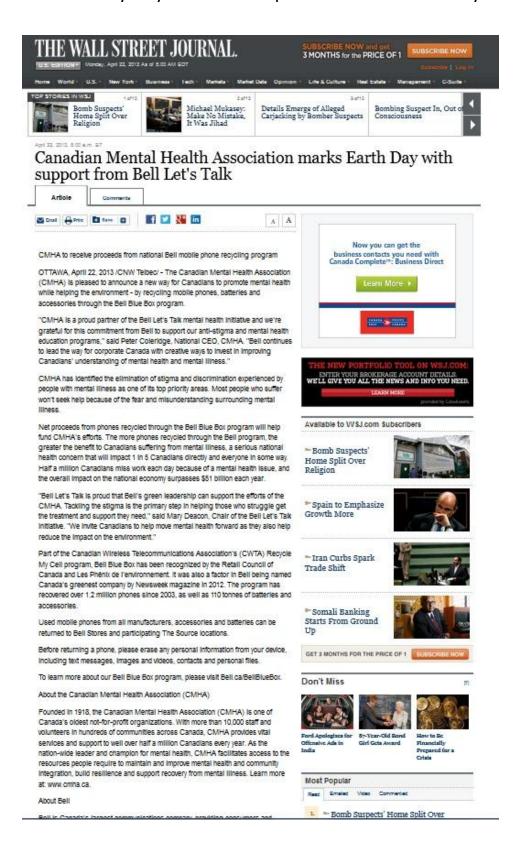
Before returning a phone, please erase any personal information from your device, including text messages, images and videos, contacts and personal files.

To learn more about our Bell Blue Box program, please visit Bell ca/BellBlueBox.

About the Canadian Mental Health Association (CMHA)

Founded in 1918, the Canadian Mental Health Association (CMHA) is one of Canada's oldest not-for-profit organizations. With more than 10,000 staff and volunteers in hundreds of communities across Canada, CMHA provides vital services and support to well over half a million Canadians every year. As the nation-wide leader and champion for mental health, CMHA facilitates access to the resources people require to maintain and improve mental health and community integration, build resilience and support recovery from mental illness. Learn more at: www.cmha.ca.





Appendix H

Paid advertising

Mobile Syrup Ad



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

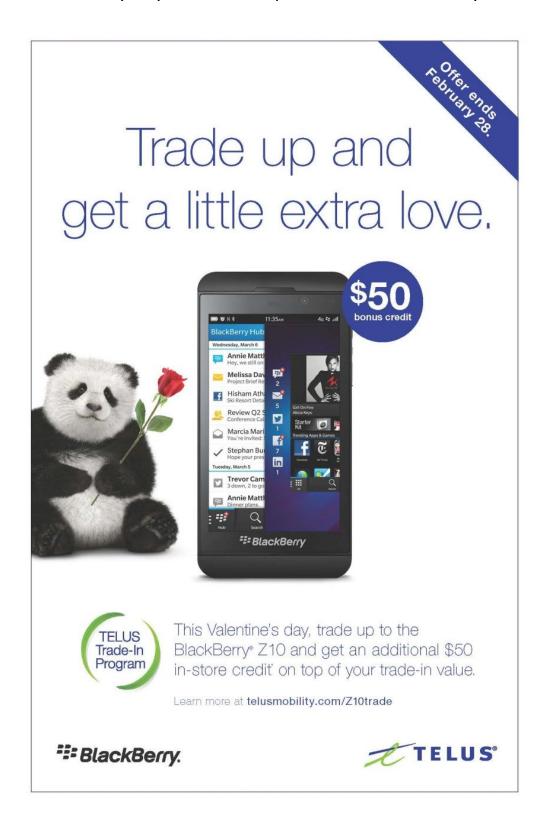
Ads related to cell phone recycling in canada (i)

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

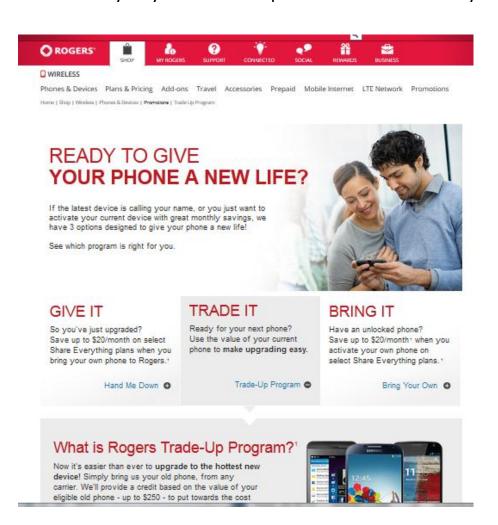


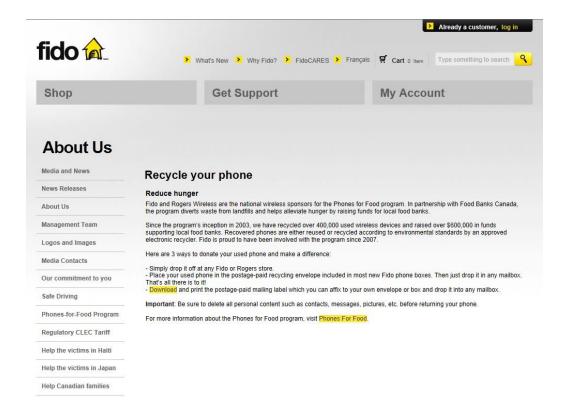
Appendix I

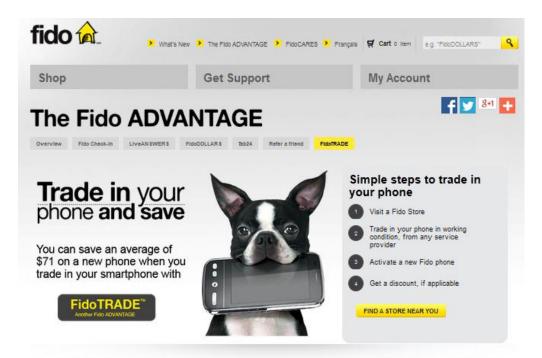
Corporate promotional materials (Web sites, in-store material)







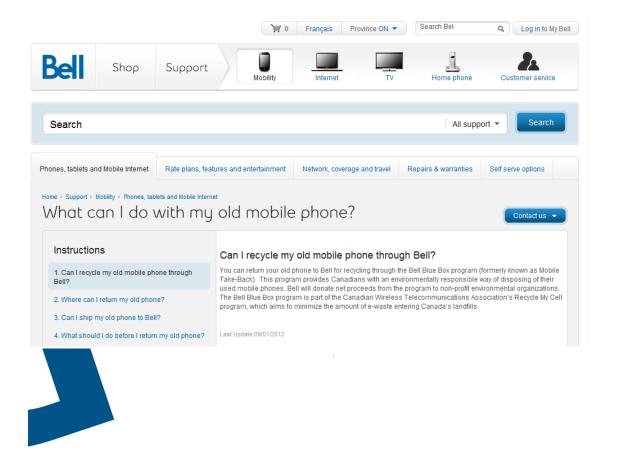




Take advantage of the FidoTRADE program to get a credit towards your new Fido phone without having to pay more from your pocket.

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.

With FidoTRADE, you can get rid of your old phone. The program takes back all types of devices from any carrier in Canada, the U.S. or any other country in the world.

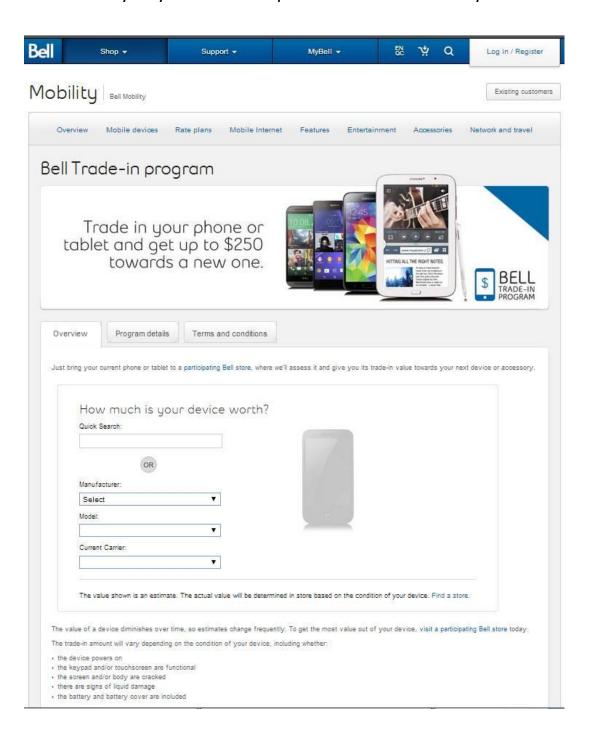


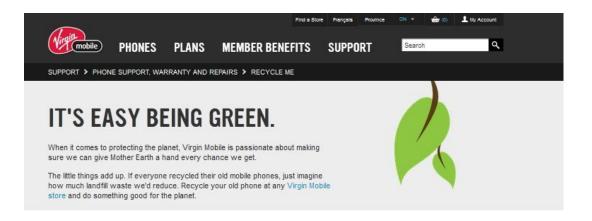
Recycle your old mobile phone here.

bell.ca/bellbluebox

Ask us for details. 12M109_4x6_BB_E







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:

- 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.

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, out 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



Overview

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

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

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

Did you know?

- · 71% 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
 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
 Abous 90% of the materials in an average mobile device are recyclable

 Every year, 20 to 50 million metric tons of E-waste are disposed of worldwide



What you should know before recycling your device

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

 1. The account for the device has been fully paid and service has been deactivated.

 2. Any headsets and chargers for the device are included with your donation (These accessories also contain recyclable and salvageable materials). The SIM card is removed if there is one.
- 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.
- Any personal information is erased from your device, including text messages, contacts and personal files. You can use the Cell Phone
 Data Eraser by ReCellular, Inc. (available for free), to help ensure your data has been cleared. Phones cannot be reclaimed at a later date.

Click here to print a pre-paid shipping label offered by several Recycle My Cell partners.

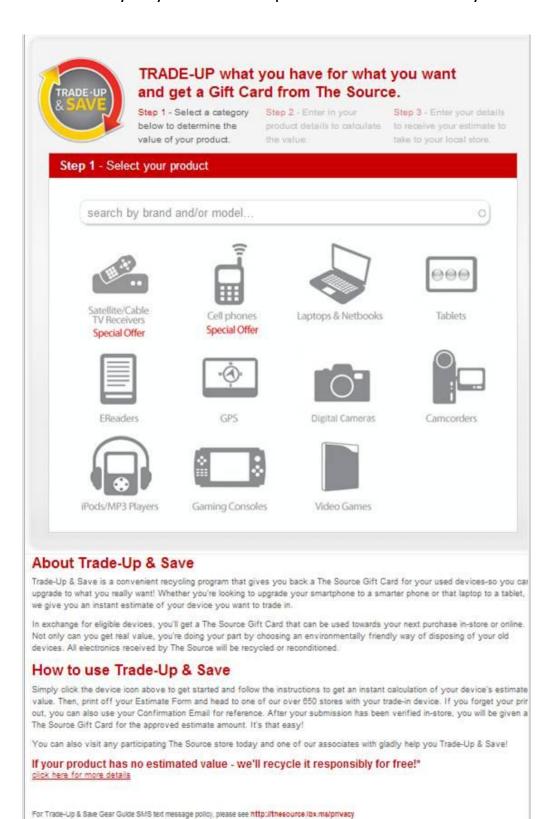
Drop-off locations

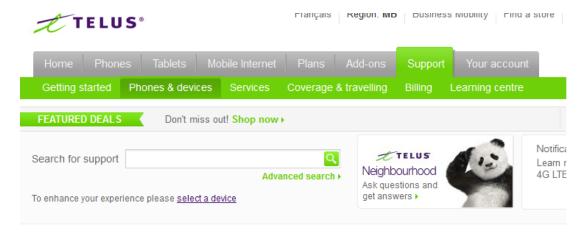
You can drop-off your old mobile phones at any The Source store across Canada.

Use our store locator to find The Source store nearest you

For more information please visit recyclemycell.ca







Recycling your phone

Recycling

Recycling your phone >

What you need to know

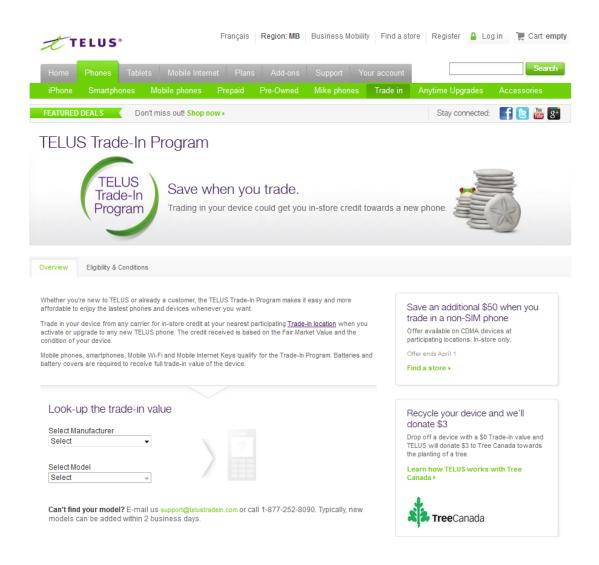
 Recycling your phones, batteries, and accessories helps protect the environment. Hazardous materials are treated to prevent contamination of soil and ground water. Other material is recycled to reduce landfill. Conta

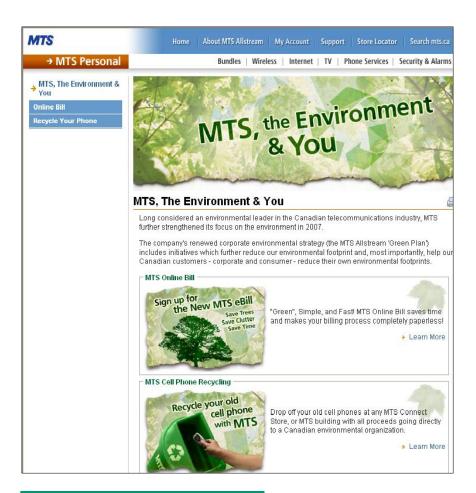
Ways to o

- Bring any mobile phone, battery, or accessory, irrespective of carrier, to your local TELUS store for recycling, and we'll plant a tree. Use our <u>Store Locator</u> to find the closest location.
- This is a free service.
- Phones can't be reclaimed after they've been brought in.
- Before phones can be accepted for recycling, they must be deactivated.
 Remove all personal information. Remove the SIM card if it has one.
- TELUS is a partner and supporter of Tree Canada and Recycle My Cell.













Keeping the Kingdom Green

Recycling your used cell not only helps to preserve the environment by preventing unnecessary waste, but can also provide an important lifeline for people in need.

SaskTel has partnered with PATHS (Provincial Association of Transition Houses and Services of Saskatchewan) to provide vital communications for victims of domestic abuse. Every cell SaskTel collects contributes towards giving someone a fresh start.

Donate your device to Phones for a Fresh Start to help someone in need and we'll give you a \$50 wireless bill credit when you purchase an eligible device on a three-year Voice and Data contract.

Visit sasktel.com for details.









Turn your old business phones into something special!



Vibri a Sastifiel Aurihorized Dealer or Sastifiel Soore | sastinet com | 1.800.456HTEL

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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.

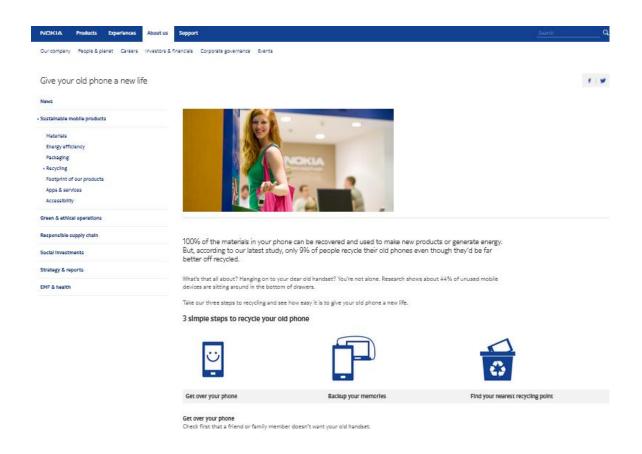
BlackBerry is a voluntary participant in the Rechargeable Battery Recycling Corporation's (RBRC) Call2Recycle® program. Participation in this program facilitates responsible governance throughout the entire product life cycle.

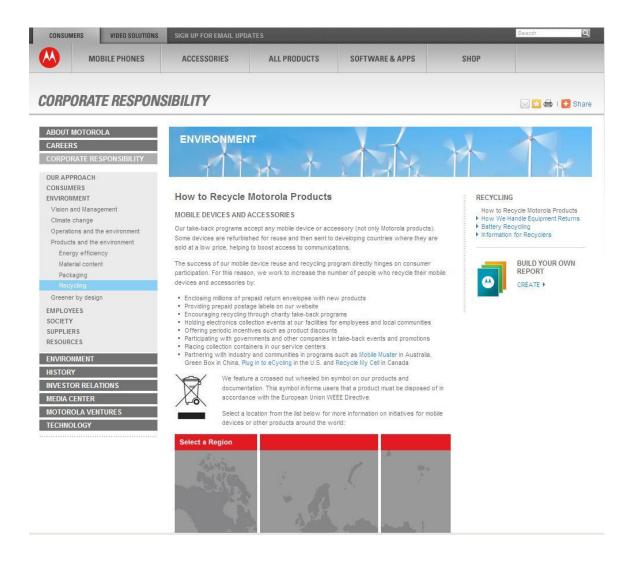
- Learn about Call2Récycle US
- Learn about Call2Recycle Canada

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

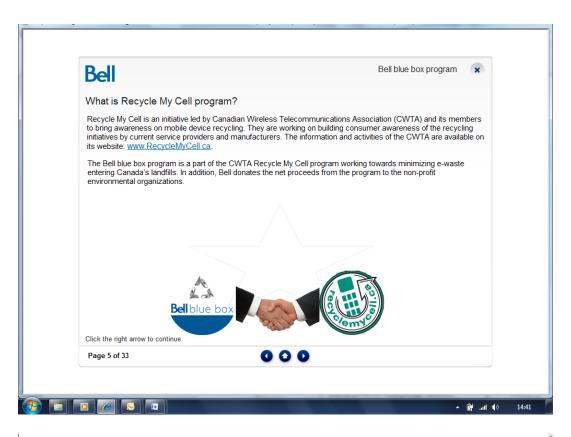


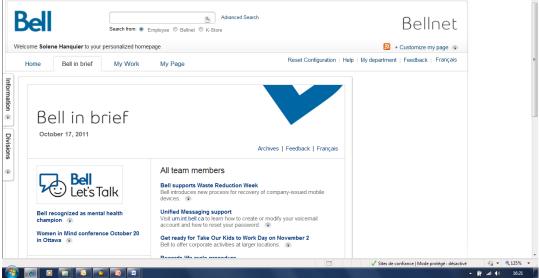




Appendix J

Bell on-line module





Appendix K

List of current drop-off locations in British Columbia

Program	Store/Location Name	Community	Regional District
Bell	The Source	Port Alberni	Alberni-Clayquot
TELUS	Tom Harris Cellular Ltd.	Port Alberni	Alberni-Clayquot
TELUS	Par 3 Sports-In-Motion Ltd.	Fraser Lake	Bulkley-Nechako
TELUS	Mike's Audio Video Ltd.	Houston	Bulkley-Nechako
Bell	The Source	Smithers	Bulkley-Nechako
Rogers	Fraser Valley Wireless	Smithers	Bulkley-Nechako
TELUS	Totem Audio Video Ltd.	Smithers	Bulkley-Nechako
TELUS	Bird on a Wire Media & More	Vanderhoof	Bulkley-Nechako
Bell	Virgin Mobile	Langford	Capital
Rogers	Digital Communications	Saanich	Capital
Rogers	Digital Communications	Saanich	Capital
TELUS	Tom Harris Cellular Ltd.	Sidney	Capital
Bell	The Source	Sooke	Capital
Bell	Bell	Victoria	Capital
Bell	The Source	Victoria	Capital
Bell	Virgin Mobile	Victoria	Capital
Bell	Bell	Victoria	Capital
Bell	The Source	Victoria	Capital
Bell	The Source	Victoria	Capital
Bell	Bell	Victoria	Capital
Bell	The Source	Victoria	Capital
Bell	Bell	Victoria	Capital
Bell	The Source	Victoria	Capital
Bell	Virgin Mobile	Victoria	Capital
Bell	Bell	Victoria	Capital
Bell	Virgin Mobile	Victoria	Capital
Bell	The Source	Victoria	Capital
Bell	Bell	Victoria	Capital
Rogers	Rogers	Victoria	Capital
Rogers	Cellcom Wireless	Victoria	Capital
Rogers	Rogers	Victoria	Capital
Rogers	SKYNET Wireless	Victoria	Capital
Rogers	Digital Communications	Victoria	Capital
Rogers	Digital Communications	Victoria	Capital
Rogers	Rogers	Victoria	Capital
Rogers	Digital Communications	Victoria	Capital
Rogers	Fido	Victoria	Capital

TELUS	Koodo	Victoria	Capital
TELUS	TELUS	Victoria	Capital
TELUS	Tom Harris Cellular Ltd.	Victoria	Capital
TELUS	Black's	Victoria	Capital
TELUS	Koodo	Victoria	Capital
TELUS	TELUS	Victoria	Capital
TELUS	McKays TV and Audio	Victoria	Capital
TELUS	Tom Harris Cellular Ltd.	Victoria	Capital
TELUS	TELUS	Victoria	Capital
TELUS	TELUS	Victoria	Capital
TELUS	Koodo	Victoria	Capital
TELUS	TELUS	Victoria	Capital
TELUS	Victoria Mobile Radio Ltd.	Victoria	Capital
TELUS	TELUS	Victoria	Capital
TELUS	Tom Harris Cellular Ltd.	Victoria	Capital
TELUS	Ralph's Radio Ltd.	Victoria	Capital
Bell	The Source	100 Mile House	Cariboo
Recycle My Cell	Gold Trail Recycling Ltd	100 Mile House	Cariboo
TELUS	Andre's T.V. Sales & Service Ltd.	100 Mile House	Cariboo
Bell	The Source	Quesnel	Cariboo
Bell	The Source	Williams Lake	Cariboo
TELUS	CP Electronics	Williams Lake	Cariboo
TELUS	Andre's T.V. Sales & Service Ltd.	Williams Lake	Cariboo
Bell	The Source	Castlegar	Central Kootenay
TELUS	Andre's T.V. Sales & Service Ltd.	Castlegar	Central Kootenay
Bell	The Source	Creston	Central Kootenay
TELUS	Lectric Avenue Electronics	Creston	Central Kootenay
Bell	The Source	Nelson	Central Kootenay
Rogers	Fraser Valley Wireless	Nelson	Central Kootenay
TELUS	Andre's T.V. Sales & Service Ltd.	Nelson	Central Kootenay
TELUS	SK Electronics	Nelson	Central Kootenay
Bell	The Source	Kelowna	Central Okanagan
Bell	Bell	Kelowna	Central Okanagan
Bell	The Source	Kelowna	Central Okanagan
Bell	Virgin Mobile	Kelowna	Central Okanagan
Bell	Bell	Kelowna	Central Okanagan
Rogers	Fraser Valley Wireless	Kelowna	Central Okanagan
Rogers	Cellcom Wireless	Kelowna	Central Okanagan
Rogers	Wireless World Solutions	Kelowna	Central Okanagan
TELUS	Pacific Coastcom Communications Inc.	Kelowna	Central Okanagan
TELUS	Pacific Coastcom Communications Inc.	Kelowna	Central Okanagan

TELUS	Andre's T.V. Sales & Service Ltd.	Kelowna	Central Okanagan
TELUS	TELUS	Kelowna	Central Okanagan
TELUS	Koodo	Kelowna	Central Okanagan
TELUS	Tom Harris Cellular Ltd.	Kelowna	Central Okanagan
TELUS	Tom Harris Cellular Ltd.	Kelowna	Central Okanagan
TELUS	Andre's T.V. Sales & Service Ltd.	Westbank	Central Okanagan
TELUS	Tom Harris Cellular Ltd.	Westbank	Central Okanagan
Bell	The Source	Westbank	Central Okanagan
Rogers	Fraser Valley Wireless	Westbank	Central Okanagan
Bell	The Source	Golden	Columbia-Shuswap
Bell	The Source	Revelstoke	Columbia-Shuswap
TELUS	Revelstoke Mobility	Revelstoke	Columbia-Shuswap
Bell	The Source	Salmon Arm	Columbia-Shuswap
TELUS	Pacific Coastcom Communications Inc.	Salmon Arm	Columbia-Shuswap
TELUS	Tom Harris Cellular Ltd.	Salmon Arm	Columbia-Shuswap
Bell	The Source	Courtenay	Comox
Rogers	Digital Communications	Courtenay	Comox
TELUS	Tom Harris Cellular Ltd.	Courtenay	Comox
TELUS	McKays TV and Audio	Courtenay	Comox
TELUS	Open Connection Ltd.	Courtenay	Comox
Bell	The Source	Duncan	Cowichan Valley
Rogers	Cellcom Wireless	Duncan	Cowichan Valley
TELUS	Cowichan Sound & Cellular Ltd.	Duncan	Cowichan Valley
TELUS	Cowichan Sound & Cellular Ltd.	Duncan	Cowichan Valley
Bell	The Source	Ladysmith	Cowichan Valley
TELUS	Cowichan Sound & Cellular Ltd.	Mill Bay	Cowichan Valley
Bell	The Source	Cranbrook	East Kootenay
Bell	Bell	Cranbrook	East Kootenay
Rogers	Rogers	Cranbrook	East Kootenay
TELUS	Andre's T.V. Sales & Service Ltd.	Cranbrook	East Kootenay
TELUS	Mitech Communications Inc.	Cranbrook	East Kootenay
TELUS	Kootenay Communications Ltd.	Cranbrook	East Kootenay
Bell	The Source	Fernie	East Kootenay
Bell	The Source	Invermere	East Kootenay
TELUS	Selkirk TV & Appliance Ltd.	Invermere	East Kootenay
TELUS	Sparwood Communications	Sparwood	East Kootenay
Bell	The Source	Abbotsford	Fraser Valley
Bell	Virgin Mobile	Abbotsford	Fraser Valley
Bell	Bell	Abbotsford	Fraser Valley
Bell	The Source	Abbotsford	Fraser Valley
Bell	Virgin Mobile	Abbotsford	Fraser Valley

Recycle My Cell	Ryan's PC Repair Shop	Abbotsford	Fraser Valley
Rogers	Rogers	Abbotsford	Fraser Valley
Rogers	Kinetic Wireless	Abbotsford	Fraser Valley
Rogers	SKYNET Wireless	Abbotsford	Fraser Valley
Rogers	Wireless World Solutions	Abbotsford	Fraser Valley
Rogers	Fraser Valley Wireless	Abbotsford	Fraser Valley
Rogers	Cellcom Wireless	Abbotsford	Fraser Valley
Rogers	Wireless World Solutions	Abbotsford	Fraser Valley
TELUS	Western Mobile Communications Inc.	Abbotsford	Fraser Valley
TELUS	Clearwest Solutions Inc.	Abbotsford	Fraser Valley
TELUS	Koodo	Abbotsford	Fraser Valley
TELUS	TELUS	Abbotsford	Fraser Valley
Bell	Virgin Mobile	Chilliwack	Fraser Valley
Bell	The Source	Chilliwack	Fraser Valley
Bell	Bell	Chilliwack	Fraser Valley
Bell	The Source	Chilliwack	Fraser Valley
Bell	Bell	Chilliwack	Fraser Valley
Rogers	Fraser Valley Wireless	Chilliwack	Fraser Valley
Rogers	SKYNET Wireless	Chilliwack	Fraser Valley
TELUS	Koodo	Chilliwack	Fraser Valley
TELUS	TELUS	Chilliwack	Fraser Valley
TELUS	Clearwest Solutions Inc.	Chilliwack	Fraser Valley
TELUS	Can Talk Wireless Solutions Inc.	Chilliwack	Fraser Valley
Bell	The Source	Mission	Fraser Valley
Rogers	Kinetic Wireless	Mission	Fraser Valley
TELUS	Can Talk Wireless Solutions Inc.	Mission	Fraser Valley
TELUS	Tom Harris Cellular Ltd.	Mission	Fraser Valley
Recycle My Cell	McBride Bottle Depot	McBride	Fraser-Fort George
Bell	The Source	Prince George	Fraser-Fort George
Bell	Bell	Prince George	Fraser-Fort George
Bell	The Source	Prince George	Fraser-Fort George
Bell	Virgin Mobile	Prince George	Fraser-Fort George
Rogers	Rogers	Prince George	Fraser-Fort George
Rogers	Rogers	Prince George	Fraser-Fort George
TELUS	BK Two Way Radio Ltd.	Prince George	Fraser-Fort George
TELUS	Andre's T.V. Sales & Service Ltd.	Prince George	Fraser-Fort George
TELUS	TELUS	Prince George	Fraser-Fort George
TELUS	BK Two Way Radio Ltd.	Prince George	Fraser-Fort George
TELUS	BK Two Way Radio Ltd.	Prince George	Fraser-Fort George
TELUS	Tom Harris Cellular Ltd.	Aldergrove	Greater Vancouver
Bell	Virgin Mobile	Burnaby	Greater Vancouver

Bell	The Source	Burnaby	Greater Vancouver
Bell	Bell	Burnaby	Greater Vancouver
Bell	Bell	Burnaby	Greater Vancouver
Bell	Bell	Burnaby	Greater Vancouver
Bell	The Source	Burnaby	Greater Vancouver
Bell	Virgin Mobile	Burnaby	Greater Vancouver
Bell	Virgin Mobile	Burnaby	Greater Vancouver
Bell	Virgin Mobile	Burnaby	Greater Vancouver
Bell	Bell	Burnaby	Greater Vancouver
Bell	The Source	Burnaby	Greater Vancouver
Recycle My Cell	Telecommunications Workers Union	Burnaby	Greater Vancouver
Rogers	Fido	Burnaby	Greater Vancouver
Rogers	Am Call Wireless	Burnaby	Greater Vancouver
Rogers	Digital Communications	Burnaby	Greater Vancouver
Rogers	Pepper Wireless	Burnaby	Greater Vancouver
Rogers	Digital Communications	Burnaby	Greater Vancouver
Rogers	Fido	Burnaby	Greater Vancouver
Rogers	Fido	BURNABY	Greater Vancouver
Rogers	Digital Communications	Burnaby	Greater Vancouver
Rogers	Digital Communications	Burnaby	Greater Vancouver
Rogers	BC Wireless Solutions	BURNABY	Greater Vancouver
Rogers	Cellcom Wireless	Burnaby	Greater Vancouver
Rogers	Fido	Burnaby	Greater Vancouver
TELUS	Pacific Coastcom Communications Inc.	Burnaby	Greater Vancouver
TELUS	TELUS	Burnaby	Greater Vancouver
TELUS	Easylink Communications Ltd.	Burnaby	Greater Vancouver
TELUS	Koodo	Burnaby	Greater Vancouver
TELUS	TELUS	Burnaby	Greater Vancouver
TELUS	Black's	Burnaby	Greater Vancouver
TELUS	TELUS	Burnaby	Greater Vancouver
TELUS	TELUS	Burnaby	Greater Vancouver
TELUS	Koodo	Burnaby	Greater Vancouver
Bell	Bell	Coquitlam	Greater Vancouver
Bell	The Source	Coquitlam	Greater Vancouver
Bell	Virgin Mobile	Coquitlam	Greater Vancouver
Rogers	Cellcom Wireless	Coquitlam	Greater Vancouver
Rogers	Kinetic Wireless	Coquitlam	Greater Vancouver
TELUS	Open Connection Ltd.	Coquitlam	Greater Vancouver
TELUS	Koodo	Coquitlam	Greater Vancouver
TELUS	TELUS	Coquitlam	Greater Vancouver
TELUS	Tom Harris Cellular Ltd.	Coquitlam	Greater Vancouver

Bell	The Source	Delta	Greater Vancouver
Bell	Bell	Delta	Greater Vancouver
Bell	Bell	Delta	Greater Vancouver
Bell	The Source	Delta	Greater Vancouver
Rogers	Cellworks Communications	Delta	Greater Vancouver
Rogers	Cellworks Communications	Delta	Greater Vancouver
Rogers	Wireless World Solutions	Delta	Greater Vancouver
Rogers	Fraser Valley Wireless	Delta	Greater Vancouver
Rogers	Kinetic Wireless	Delta	Greater Vancouver
Rogers	SKYNET Wireless	Delta	Greater Vancouver
TELUS	Open Connection Ltd.	Delta	Greater Vancouver
TELUS	OPEN CONNECTION LTD.	Delta	Greater Vancouver
TELUS	OPEN CONNECTION LTD.	Delta	Greater Vancouver
TELUS	Open Connection Ltd.	Delta	Greater Vancouver
TELUS	TELUS	Delta	Greater Vancouver
TELUS	Koodo	Delta	Greater Vancouver
Bell	Bell	Langley	Greater Vancouver
Bell	Bell	Langley	Greater Vancouver
Bell	The Source	Langley	Greater Vancouver
Bell	The Source	Langley	Greater Vancouver
Rogers	Cellcom Wireless	Langley	Greater Vancouver
Rogers	Fido	Langley	Greater Vancouver
Rogers	Fraser Valley Wireless	Langley	Greater Vancouver
Rogers	Fraser Valley Wireless	Langley	Greater Vancouver
TELUS	Koodo	Langley	Greater Vancouver
TELUS	TELUS	Langley	Greater Vancouver
TELUS	Clearwest Solutions Inc.	Langley	Greater Vancouver
TELUS	Clearwest Solutions Inc.	Langley	Greater Vancouver
Bell	Bell	Maple Ridge	Greater Vancouver
Bell	The Source	Maple Ridge	Greater Vancouver
Rogers	SKYNET Wireless	Maple ridge	Greater Vancouver
Rogers	Fraser Valley Wireless	Maple Ridge	Greater Vancouver
Rogers	Fraser Valley Wireless	Maple Ridge	Greater Vancouver
TELUS	Countrywide Communications Inc.	Maple Ridge	Greater Vancouver
Bell	The Source	New Westminster	Greater Vancouver
Bell	Bell	New Westminster	Greater Vancouver
Rogers	Pepper Wireless	New Westminster	Greater Vancouver
Rogers	BC Wireless Solutions	New Westminster	Greater Vancouver
Rogers	Wireless World Solutions	New Westminster	Greater Vancouver
TELUS	Koodo	New Westminster	Greater Vancouver
Bell	Bell	North Vancouver	Greater Vancouver

Bell	The Source	North Vancouver	Greater Vancouver
Bell	Virgin Mobile	North Vancouver	Greater Vancouver
Bell	Bell	North Vancouver	Greater Vancouver
Recycle My Cell	Capilano Suspension Bridge	North Vancouver	Greater Vancouver
Rogers	Cellmart Communications	North Vancouver	Greater Vancouver
Rogers	BC Wireless Solutions	North Vancouver	Greater Vancouver
Rogers	BC Wireless Solutions	North Vancouver	Greater Vancouver
Rogers	Rogers	North Vancouver	Greater Vancouver
Rogers	BC Wireless Solutions	North Vancouver	Greater Vancouver
Rogers	Rogers	North Vancouver	Greater Vancouver
Rogers	Wireless World Solutions	North Vancouver	Greater Vancouver
TELUS	TELUS	North Vancouver	Greater Vancouver
TELUS	Tom Harris Cellular Ltd.	North Vancouver	Greater Vancouver
TELUS	Open Connection Ltd.	North Vancouver	Greater Vancouver
TELUS	TELUS	North Vancouver	Greater Vancouver
Bell	Bell	Pitt Meadows	Greater Vancouver
TELUS	Tom Harris Cellular Ltd.	Pitt Meadows	Greater Vancouver
Rogers	Rogers	Port Coquitlam	Greater Vancouver
Rogers	SKYNET Wireless	Port Coquitlam	Greater Vancouver
Rogers	Fido	Port Coquitlam	Greater Vancouver
Bell	Virgin Mobile	Richmond	Greater Vancouver
Bell	Bell	Richmond	Greater Vancouver
Bell	Virgin Mobile	Richmond	Greater Vancouver
Bell	Bell	Richmond	Greater Vancouver
Bell	The Source	Richmond	Greater Vancouver
Bell	Bell	Richmond	Greater Vancouver
Recycle My Cell	Steveston Bottle Depot Ltd.	Richmond	Greater Vancouver
Rogers	Pepper Wireless	Richmond	Greater Vancouver
Rogers	Am Call Wireless	Richmond	Greater Vancouver
Rogers	SKYNET Wireless	Richmond	Greater Vancouver
Rogers	Am Call Wireless	Richmond	Greater Vancouver
Rogers	Digital Communications	Richmond	Greater Vancouver
Rogers	Pepper Wireless	Richmond	Greater Vancouver
Rogers	Cellmart Communications	Richmond	Greater Vancouver
Rogers	Pepper Wireless	Richmond	Greater Vancouver
Rogers	Cellcom Wireless	Richmond	Greater Vancouver
Rogers	Fido	Richmond	Greater Vancouver
TELUS	Tom Harris Cellular Ltd.	Richmond	Greater Vancouver
TELUS	Black's	Richmond	Greater Vancouver
TELUS	TELUS	Richmond	Greater Vancouver
TELUS	Koodo	Richmond	Greater Vancouver

Rogers	Fraser Valley Wireless	South Surrey	Greater Vancouver
Rogers	Fraser Valley Wireless	South Surrey	Greater Vancouver
Bell	Bell	Surrey	Greater Vancouver
Bell	Virgin Mobile	Surrey	Greater Vancouver
Bell	Bell	Surrey	Greater Vancouver
Bell	Bell	Surrey	Greater Vancouver
Bell	The Source	Surrey	Greater Vancouver
Bell	Virgin Mobile	Surrey	Greater Vancouver
Bell	Virgin Mobile	Surrey	Greater Vancouver
Bell	Bell	Surrey	Greater Vancouver
Bell	Bell	Surrey	Greater Vancouver
Bell	Bell	Surrey	Greater Vancouver
Bell	The Source	Surrey	Greater Vancouver
Bell	The Source	Surrey	Greater Vancouver
Bell	Bell	Surrey	Greater Vancouver
Bell	Virgin Mobile	Surrey	Greater Vancouver
Bell	Bell	Surrey	Greater Vancouver
Recycle My Cell	Freedom Wireless Ltd.	Surrey	Greater Vancouver
Rogers	Digital Communications	Surrey	Greater Vancouver
Rogers	Pepper Wireless	Surrey	Greater Vancouver
Rogers	Wireless World Solutions	Surrey	Greater Vancouver
Rogers	Rogers	Surrey	Greater Vancouver
Rogers	Wireless World Solutions	Surrey	Greater Vancouver
Rogers	Kinetic Wireless	Surrey	Greater Vancouver
Rogers	Cellcom Wireless	Surrey	Greater Vancouver
Rogers	Fido	Surrey	Greater Vancouver
Rogers	SKYNET Wireless	Surrey	Greater Vancouver
Rogers	Kinetic Wireless	Surrey	Greater Vancouver
Rogers	Kinetic Wireless	Surrey	Greater Vancouver
Rogers	Wireless World Solutions	Surrey	Greater Vancouver
Rogers	SKYNET Wireless	Surrey	Greater Vancouver
Rogers	Wireless World Solutions	Surrey	Greater Vancouver
Rogers	Kinetic Wireless	Surrey	Greater Vancouver
TELUS	Koodo	Surrey	Greater Vancouver
TELUS	Apex Communications Inc.	Surrey	Greater Vancouver
TELUS	Tom Harris Cellular Ltd.	Surrey	Greater Vancouver
TELUS	Tom Harris Cellular Ltd.	Surrey	Greater Vancouver
TELUS	TELUS	Surrey	Greater Vancouver
TELUS	Koodo	Surrey	Greater Vancouver
TELUS	Open Connection Ltd.	Surrey	Greater Vancouver
Bell	Bell	Vancouver	Greater Vancouver

Bell	Virgin Mobile	Vancouver	Greater Vancouver
Bell	Bell	Vancouver	Greater Vancouver
Bell	Virgin Mobile	Vancouver	Greater Vancouver
Bell	Bell	Vancouver	Greater Vancouver
Bell	Bell	Vancouver	Greater Vancouver
Bell	Bell	Vancouver	Greater Vancouver
Bell	Bell	Vancouver	Greater Vancouver
Bell	The Source	Vancouver	Greater Vancouver
Bell	The Source	Vancouver	Greater Vancouver
Bell	The Source	Vancouver	Greater Vancouver
Bell	The Source	Vancouver	Greater Vancouver
Bell	Bell	Vancouver	Greater Vancouver
Bell	Virgin Mobile	Vancouver	Greater Vancouver
Bell	Bell	Vancouver	Greater Vancouver
Bell	Virgin Mobile	Vancouver	Greater Vancouver
Bell	Bell	Vancouver	Greater Vancouver
Recycle My Cell	PC Galore Consignment Ltd.	Vancouver	Greater Vancouver
Rogers	Fraser Valley Wireless	Vancouver	Greater Vancouver
Rogers	Pepper Wireless	Vancouver	Greater Vancouver
Rogers	Digital Communications	Vancouver	Greater Vancouver
Rogers	SKYNET Wireless	Vancouver	Greater Vancouver
Rogers	Pepper Wireless	Vancouver	Greater Vancouver
Rogers	Wireless World Solutions	Vancouver	Greater Vancouver
Rogers	Rogers	Vancouver	Greater Vancouver
Rogers	SKYNET Wireless	Vancouver	Greater Vancouver
Rogers	Am Call Wireless	Vancouver	Greater Vancouver
Rogers	SKYNET Wireless	Vancouver	Greater Vancouver
Rogers	Digital Communications	Vancouver	Greater Vancouver
Rogers	Cellworks Communications	Vancouver	Greater Vancouver
Rogers	Rogers	Vancouver	Greater Vancouver
Rogers	Yappy Mobile	Vancouver	Greater Vancouver
Rogers	Cellworks Communications	Vancouver	Greater Vancouver
Rogers	Cellmart Communications	Vancouver	Greater Vancouver
Rogers	Pepper Wireless	Vancouver	Greater Vancouver
Rogers	Yappy Mobile	Vancouver	Greater Vancouver
Rogers	Pepper Wireless	Vancouver	Greater Vancouver
Rogers	Yappy Mobile	Vancouver	Greater Vancouver
Rogers	Cellmart Communications	Vancouver	Greater Vancouver
Rogers	Rogers	Vancouver	Greater Vancouver
Rogers	Fido	Vancouver	Greater Vancouver
Rogers	Pepper Wireless	Vancouver	Greater Vancouver

Rogers	Digital Communications	Vancouver	Greater Vancouver
Rogers	Cellmart Communications	Vancouver	Greater Vancouver
Rogers	Am Call Wireless	Vancouver	Greater Vancouver
Rogers	Digital Communications	Vancouver	Greater Vancouver
Rogers	SKYNET Wireless	Vancouver	Greater Vancouver
Rogers	Cellcom Wireless	Vancouver	Greater Vancouver
Rogers	Fido	Vancouver	Greater Vancouver
Rogers	Kinetic Wireless	Vancouver	Greater Vancouver
Rogers	Wireless World Solutions	Vancouver	Greater Vancouver
Rogers	Fido	Vancouver	Greater Vancouver
Rogers	Yappy Mobile	Vancouver	Greater Vancouver
Rogers	Rogers	Vancouver	Greater Vancouver
Rogers	Cellmart Communications	Vancouver	Greater Vancouver
TELUS	TELUS	Vancouver	Greater Vancouver
TELUS	Open Connection Ltd.	Vancouver	Greater Vancouver
TELUS	Tom Harris Cellular Ltd.	Vancouver	Greater Vancouver
TELUS	Koodo	Vancouver	Greater Vancouver
TELUS	TELUS	Vancouver	Greater Vancouver
TELUS	Ralph's Radio Ltd.	Vancouver	Greater Vancouver
TELUS	Clearwest Solutions Inc.	Vancouver	Greater Vancouver
TELUS	TELUS	Vancouver	Greater Vancouver
TELUS	Tom Harris Cellular Ltd.	Vancouver	Greater Vancouver
TELUS	Tom Harris Cellular Ltd.	Vancouver	Greater Vancouver
TELUS	Countrywide Communications Inc.	Vancouver	Greater Vancouver
TELUS	Koodo	Vancouver	Greater Vancouver
TELUS	TELUS	Vancouver	Greater Vancouver
TELUS	TELUS	Vancouver	Greater Vancouver
TELUS	Black's	Vancouver	Greater Vancouver
TELUS	TELUS	Vancouver	Greater Vancouver
TELUS	TELUS	Vancouver	Greater Vancouver
TELUS	Koodo	Vancouver	Greater Vancouver
TELUS	TELUS	Vancouver	Greater Vancouver
TELUS	TELUS	Vancouver	Greater Vancouver
TELUS	Koodo	Vancouver	Greater Vancouver
TELUS	TELUS	Vancouver	Greater Vancouver
TELUS	TELUS	Vancouver	Greater Vancouver
TELUS	BWireless Communications Inc.	Vancouver	Greater Vancouver
TELUS	TELUS	Vancouver	Greater Vancouver
TELUS	TELUS	Vancouver	Greater Vancouver
Bell	The Source	West Vancouver	Greater Vancouver
Bell	Virgin Mobile	West Vancouver	Greater Vancouver

Bell	Bell	West Vancouver	Greater Vancouver
Bell	Virgin Mobile	West Vancouver	Greater Vancouver
Rogers	Fido	West Vancouver	Greater Vancouver
Rogers	Cellmart Communications	West Vancouver	Greater Vancouver
Rogers	Cellmart Communications	West Vancouver	Greater Vancouver
TELUS	Koodo	West Vancouver	Greater Vancouver
TELUS	TELUS	West Vancouver	Greater Vancouver
TELUS	TELUS	White Rock	Greater Vancouver
TELUS	Can Talk Wireless Solutions Inc.	White Rock	Greater Vancouver
Bell	The Source	Kitimat	Kitimat-Stikine
Rogers	Fraser Valley Wireless	Kitimat	Kitimat-Stikine
TELUS	Sight & Sound Music Inc.	Kitimat	Kitimat-Stikine
Bell	The Source	Terrace	Kitimat-Stikine
Recycle My Cell	Northern Savings Credit Union	Terrace	Kitimat-Stikine
Rogers	Fraser Valley Wireless	Terrace	Kitimat-Stikine
TELUS	CompuSmart AVU	Terrace	Kitimat-Stikine
TELUS	Sight & Sound Music Inc.	Terrace	Kitimat-Stikine
TELUS	Sight & Sound Music Inc.	Terrace	Kitimat-Stikine
Bell	The Source	Trail	Kootenay-Boundary
TELUS	BV Communications Ltd.	Trail	Kootenay-Boundary
TELUS	Rock Island Tape Centre Ltd.	Trail	Kootenay-Boundary
TELUS	Hardy Sound Ltd.	Port Hardy	Mount Waddington
Bell	The Source	Nanaimo	Nanaimo
Bell	Bell	Nanaimo	Nanaimo
Bell	Bell	Nanaimo	Nanaimo
Bell	The Source	Nanaimo	Nanaimo
Bell	Virgin Mobile	Nanaimo	Nanaimo
Rogers	Digital Communications	Nanaimo	Nanaimo
Rogers	Digital Communications	Nanaimo	Nanaimo
Rogers	Cellcom Wireless	Nanaimo	Nanaimo
Rogers	Cellcom Wireless	Nanaimo	Nanaimo
TELUS	Tom Harris Cellular Ltd.	Nanaimo	Nanaimo
TELUS	Open Connection Ltd.	Nanaimo	Nanaimo
TELUS	McKays TV and Audio	Nanaimo	Nanaimo
TELUS	Open Connection Ltd.	Nanaimo	Nanaimo
TELUS	Tom Harris Cellular Ltd.	Nanaimo	Nanaimo
TELUS	TELUS	Nanaimo	Nanaimo
TELUS	Koodo	Nanaimo	Nanaimo
TELUS	TELUS	Nanaimo	Nanaimo
Bell	The Source	Parksville	Nanaimo
TELUS	Tom Harris Cellular Ltd.	Parksville	Nanaimo

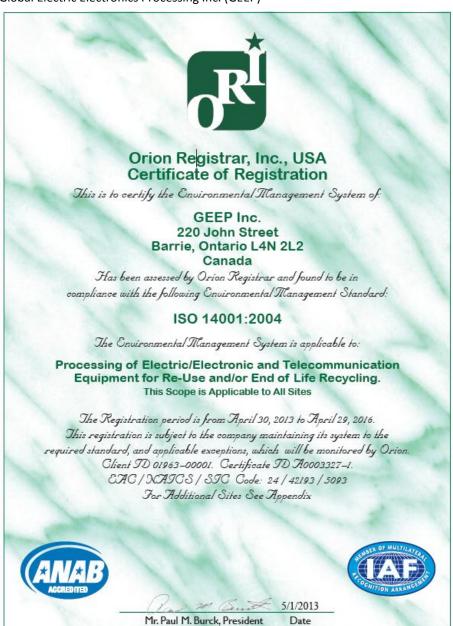
Bell	Bell	Vernon	North Okanagan
Bell	The Source	Vernon	North Okanagan
Rogers	Cellcom Wireless	Vernon	North Okanagan
TELUS	Andre's T.V. Sales & Service Ltd.	Vernon	North Okanagan
TELUS	Tom Harris Cellular Ltd.	Vernon	North Okanagan
TELUS	Pacific Coastcom Communications Inc.	Vernon	North Okanagan
TELUS	Andre's T.V. Sales & Service Ltd.	Vernon	North Okanagan
TELUS	Petron Communications Ltd.	Fort Nelson	Northern Rockies
Bell	The Source	Oliver	Okanagan-Similkameen
Recycle My Cell	T2 Market Ltd.	Oliver	Okanagan-Similkameen
Bell	The Source	Osoyoos	Okanagan-Similkameen
TELUS	Tom Harris Cellular Ltd.	Osoyoos	Okanagan-Similkameen
Bell	The Source	Penticton	Okanagan-Similkameen
Bell	Virgin Mobile	Penticton	Okanagan-Similkameen
Bell	Bell	Penticton	Okanagan-Similkameen
Rogers	Fraser Valley Wireless	Penticton	Okanagan-Similkameen
TELUS	Tom Harris Cellular Ltd.	Penticton	Okanagan-Similkameen
TELUS	Pacific Coastcom Communications Inc.	Penticton	Okanagan-Similkameen
TELUS	Andre's T.V. Sales & Service Ltd.	Penticton	Okanagan-Similkameen
TELUS	Andre's T.V. Sales & Service Ltd.	Penticton	Okanagan-Similkameen
Bell	The Source	Summerland	Okanagan-Similkameen
TELUS	Cardinal Telecom Inc.	Chetwynd	Peace River
Bell	The Source	Dawson Creek	Peace River
Bell	Bell	Dawson Creek	Peace River
Bell	Bell	Dawson Creek	Peace River
TELUS	DC Digital Audio Connections Ltd.	Dawson Creek	Peace River
TELUS	Gearjammer Electronics Ltd.	Dawson Creek	Peace River
TELUS	Petron Communications Ltd.	Dawson Creek	Peace River
Bell	The Source	Fort St. John	Peace River
Bell	Bell	Fort St. John	Peace River
Bell	Bell	Fort St. John	Peace River
TELUS	Petron Communications Ltd.	Fort St. John	Peace River
TELUS	Custom Communications Corp.	Fort St. John	Peace River
TELUS	Petron Communications Ltd.	Tumbler Ridge	Peace River
Bell	The Source	Powell River	Powell River
TELUS	Tom Harris Cellular Ltd.	Powell River	Powell River
Bell	The Source	Sechelt	Powell River
Rogers	Fraser Valley Wireless	Sechelt	Powell River
TELUS	Suncoast Cellular Ltd.	Sechelt	Powell River
Recycle My Cell	Northern Savings Credit Union	Masset	Skeena-Queen Charlotte
Bell	The Source	Prince Rupert	Skeena-Queen Charlotte

Recycle My Cell	Northern Savings Credit Union	Prince Rupert	Skeena-Queen Charlotte
Rogers	Fraser Valley Wireless	Prince Rupert	Skeena-Queen Charlotte
Recycle My Cell	Northern Savings Credit Union	Queen Charlotte	Skeena-Queen Charlotte
TELUS	VirtualHelp Electronics	Lillooet	Squamish-Lillooet
Bell	The Source	Squamish	Squamish-Lillooet
Rogers	BC Wireless Solutions	Squamish	Squamish-Lillooet
TELUS	Tom Harris Cellular Ltd.	Squamish	Squamish-Lillooet
TELUS	Tom Harris Cellular Ltd.	Squamish	Squamish-Lillooet
Rogers	Fraser Valley Wireless	Whistler	Squamish-Lillooet
TELUS	TELUS	Whistler	Squamish-Lillooet
Bell	The Source	Campbell River	Strathcona
Rogers	Digital Communications	Campbell River	Strathcona
TELUS	Quinsam Radio Communications Ltd.	Campbell River	Strathcona
TELUS	Quinsam Radio Communications Ltd.	Campbell River	Strathcona
TELUS	North Island Communications Inc.	Campbell River	Strathcona
TELUS	McKays TV and Audio	Campbell River	Strathcona
TELUS	Suncoast Cellular Ltd.	Gibsons	Sunshine Coast
Bell	The Source	Kamloops	Thompson-Nicola
Bell	The Source	Kamloops	Thompson-Nicola
Bell	Virgin Mobile	Kamloops	Thompson-Nicola
Bell	Bell	Kamloops	Thompson-Nicola
Bell	Bell	Kamloops	Thompson-Nicola
Bell	The Source	Kamloops	Thompson-Nicola
Rogers	Cellcom Wireless	Kamloops	Thompson-Nicola
Rogers	Cellcom Wireless	Kamloops	Thompson-Nicola
TELUS	Tom Harris Cellular Ltd.	Kamloops	Thompson-Nicola
TELUS	Koodo	Kamloops	Thompson-Nicola
TELUS	Andre's T.V. Sales & Service Ltd.	Kamloops	Thompson-Nicola
TELUS	Andre's T.V. Sales & Service Ltd.	Kamloops	Thompson-Nicola
TELUS	Andre's T.V. Sales & Service Ltd.	Kamloops	Thompson-Nicola
TELUS	Tom Harris Cellular Ltd.	Kamloops	Thompson-Nicola
TELUS	Walco Radio & Electronics Ltd.	Kamloops	Thompson-Nicola
TELUS	Andre's T.V. Sales & Service Ltd.	Kamloops	Thompson-Nicola
Bell	The Source	Merritt	Thompson-Nicola

Appendix L

Copies of certificates

Global Electric Electronics Processing Inc. (GEEP)



Orion Registrar Inc. * PO Box 745070 * Arvada, Colorado 80006-5070 * 303-456-6010 * FAX 303-456-6681
To authenticate this certificate please visit www.orion4value.com





Certificate of Registration

QUALITY MANAGEMENT SYSTEM - ISO 9001:2008

This is to certify that: Global Electric Electronics

Processing Inc. 220 John Street

Barrie Ontario L4N 2L2 Canada

Holds Certificate No: FM 63264

and operates a Quality Management System which complies with the requirements of ISO 9001:2008 for the following scope:

Providing a solution for the re-use and /or recycling of electronic and telecommunication

For and on behalf of BSI:

Gary Fenton, Global Assurance Director

Originally Registered: 11/24/2000 Latest Issue: 10/16/2012 Expiry Date: 11/13/2015

(bsi.





Page: 1 of 3

...making excellence a habit."

This certificate remains the property of BSI and shall be returned immediately upon request. An electronic certificate can be authenticated <u>online</u>. Printed copies can be validated at www.bsigroup.com/ClientDirectory To be read in conjunction with the scope above or the attached appendix. Information and Contact BSI, Kiternark Court, Davy Avenue, Krowihrill, Milton Keynes MKS 8PP. Tels + 44 845 089 9000 BSI Assurance UK Limited, resistered in England under number 7805321 at 389 Chiswick High Road, London W4 4AL, UK. A Member of the BSI Group of Companies.

GREENTEC

Certificat(e) CA05/3536

The management system of

Greentec International

95 Struck Court Cambridge, Ontario, N1R 8L2, Canada

has been assessed and certified as meeting the requirements of: a été évalué et enregistré selon les exigences de la norme:

ISO 14001:2004

The scope of registration is as follows La portée d'enregistrement est présentée ci-dessous

Provider of reverse logistics and recycling services for print cartridges, cell phones, computer equipment, telecommunications equipment and electronic waste.

Further clarifications regarding the scope of this certificate and the applicability of ISO 14001:2004 requirements may be obtained by consulting the organization. Des éclaircissements supplémentaires concernant la port

This certificate is valid from 4 August 2011 until 4 August 2014 and remains valid subject to satisfactory surveillance audits.

Recertification audit due a minimum of 60 days before the expiration date.

Issue 4: 27 July 2011. Certified since August 2002.

Ce certificat est valide du 4 août 2011 au 4 août 2014 et

demeutera valide sous réserve du bon maintien des audits de surveillance.
L'audit de renouvellement est dû au minimum 60 jours avant la date. d'échéance.
Édition 4 : 27 juillet 2011. Enregistrée depuis août 2002.

Authorised by/Autorisé par

Zachary C. Pivamik Director of Accreditation, North America

Accredited Office/Bureau accredite
Systems & Services Certification, a Division of SGS North America Inc.
201 Route 17 North, Rutherford, NJ 07070 United States of America
t (201) 508-3000 f (201) 935-4555 www.us.sus.com
This certificate remains the property of SGS and shall be returned upon request.
Ce certificat demeure la propriété de SGS et sera retourné sur demande.

age 1 of 1

SGSGSGS

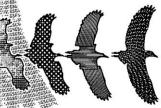
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ProMobility



This is to certify that

ProMobility Inc.

40 East Pearce Street, Richmond Hill, Ontario L4B 1B7 Canada

operates an

Issue Diate:

Environmental Management System

which complies with the requirements of

ISO 14001:2004

for the following scope of registration

Repair, Refurbishment, Logistics and Reclamation services for the wireless communications industry.

Certificate No.: CERT-0065503 File No.: 1634645

March 25, 2013

Original Certification Date: March 25, 2013 Current Certification Date: March 25, 2013

Certificate Expiry Date: March 24, 2016

Cliris Joseph Pesident QUI-SAICanada Umited

Gitllaime Gigrac, hig.f

Clam him

Vice President, Corporate Operations, Accreditation & Quality Q NHSA I Canada Limited

Registered by:
SNI Glah A Certification Services Pay Left, Nil See and Sinsen, System hit Wildle Certification Services Pay Left, Nil See and Sinsen, System hit Wildle Certification Pay Left (SUDDIN), This registerable is stiged to the CAN Glah A Traver and Condition for Certification. While all selections are affected and carrying certification with a distribution of Cantilians and Association Services and Cantilians and Association of Cantilians and Association (CAN Glab III) are not to the enterior of the Cantilians and Cantilians and Cantilians of the Cantilians and Cantilians and





This is to certify that

ProMobility Inc.

40 East Pearce Street, Richmond Hill, Ontario L4B 1B7 Canada

Environmental, Health and Safety Management System

which complies with the requirements of

RESPONSIBLE RECYCLING©:2008

for the following scope of registration

The argentization has been audited by a certification body that is in conformance with ISO/ISO 17021 requirements and applicable ANAB requirements. The organization is found to be in conformance with all requirements of the Responsible Recycling® Standard.

Repair, refurbishment, Logistics and Reclamation services for the wireless communications industry.

Certificate No.: CERT-0069527

File No.: 1634645

March 25, 2013 Issue Date:

llom hi

Original Certification Date: March 25, 2013 Current Certification Date: March 25, 2013 Certificate Expiry Date: March 24, 2016

Clirk Joseph President QUI-SAICanada Limited Gillaime Gigrac, lig.f

Vice President, Corporate Operations, Accreditation & Qirality Q MHSA I Canada Limited





RESPONSIBLE RECYCLING®



Sims Recycling Solutions Canada



NSF International Strategic Registrations

789 North Dixboro Road, Ann Arbor, Michigan 48105 (888) NSF-9000 | www.nsf-isr.org

Certificate of Registration

This certifies that the Environmental Management System of

Sims Group Recycling Solutions Canada Ltd.

275 Steelwell Road Brampton, Ontario, L6T 5P3, Canada has been assessed by NSF-ISR and found to be in conformance to the following standard(s):

ISO 14001:2004

Scope of Registration:
Receiving, Dismantling, Shredding, Sorting, Mechanical Separation and Reuse of Electronic Materials.

Exclusions: None





Certificate Number: Certificate Issue Date: Registration Date: Expiration Date *:

C0089422-EM2-C0089421 24-JAN-2012 23-JAN-2012 22-JAN-2015

William Niedzwiecki President & General Manager,

NSF-ISR, Ltd.



NSF International Strategic Registrations

789 North Dixboro Road, Ann Arbor, Michigan 48105 (888) NSF-9000 | www.nsf-isr.org

Certificate of Registration

This certifies that the Occupational Health and Safety Management System of

Sims Group Recycling Solutions Canada Ltd.

6495 Tomken Road Mississauga, Ontario, L5T 2X7, Canada has been assessed by NSF-ISR and found to be in conformance to the following standard(s):

OHSAS 18001:2007

Scope of Registration:
Receiving, Dismantling, Shredding, Sorting, Mechanical Separation and Reuse of Electronic Materials.

Exclusions: None.



Certificate Number: C0089421-OH1 23-JAN-2012 23-JAN-2012 Certificate Issue Date: Registration Date: Expiration Date *:

William Niedzwiecki President & General Manager, NSF-ISR, Ltd.

Page 1 of 2

ad Registration and for Accordination Marks. This certificate is properly of NSF-SSR and most be returned upon request. *Company is audited for conformance at regular intervals. To verify registrations cell (600) NSF-9000 o

Appendix M

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

Operator Program	About
Name	
Apple	Accepts old handsets at their retail stores, and consumers can
7.56.5	receive a gift card up to \$275 (depending on the condition of the
	device) towards a new iPhone.
Ontario Electronics	Accepted items include: pagers, personal digital assistants, cordless
Stewardship Recycle	telephones, telephones, cell phones, personal handheld
Your Electronics	computers/tablets.
Tour Electronies	
	Engages a number of retailers as collection locations, including:
	Staples, Home Hardware, Future Shop and Best Buy.
	RYE is funded by the fees that the provincial government charges
- 100	electronic producers.
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	Takes unwanted electronics and determines whether they can be re-
Association	used by a not-for-profit organization. If not, they are recycled.
Association	asea by a not-tor-profit organization. If not, they are recycled.
	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.
Toronto Zoo Phone Apes	Phones can be dropped off at various locations around the Toronto
	Zoo, at the Bowmanville Zoo or they can be mailed to the Zoo.
	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 conversation of gorilla habitats.
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
Maria va mavni sin al	Calgary Zoo.
Various municipal	Various municipalities across Canada offer residents green bags to
programs	recycle electronic waste (including cellphones). Residents can leave
	unwanted electronics out for collection as per the municipality's garbage collection schedule.
	garbage collection schedule.
City of Burlington	Accepts cell phones and batteries at specific locations.
Sity of Bullington	Accepts cell phones and patternes 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 peperoni or cheese pizza.
	This is typically done in April to coincide with Earth Month and is

Operator Program	About
Name	
	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	Donated cell phones will be refurbished and put to further use.
Program (operated by The	Refurbished phones are sent to emerging countries and areas in the
Wireless Source)	Canada where there is an economic necessity for cell phones for
	both safety & communication.
Project ReDial (Canadian	Project Redial accepts each and every cell phone handset
Diabetes Assoc.)	(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
Cell Phones for Soldiers	Association. Donated cell phones are sold to a company that recycles them. The
	money we receive from recycling cell phones is used to purchase
Canada	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
Children le Correr de la	players.
Children's Community	Canadian Red Cross receives proceeds from collected materials.
Equipment Inventory Cell	
Phone Recycling Program (Canadian Red Cross)	
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.