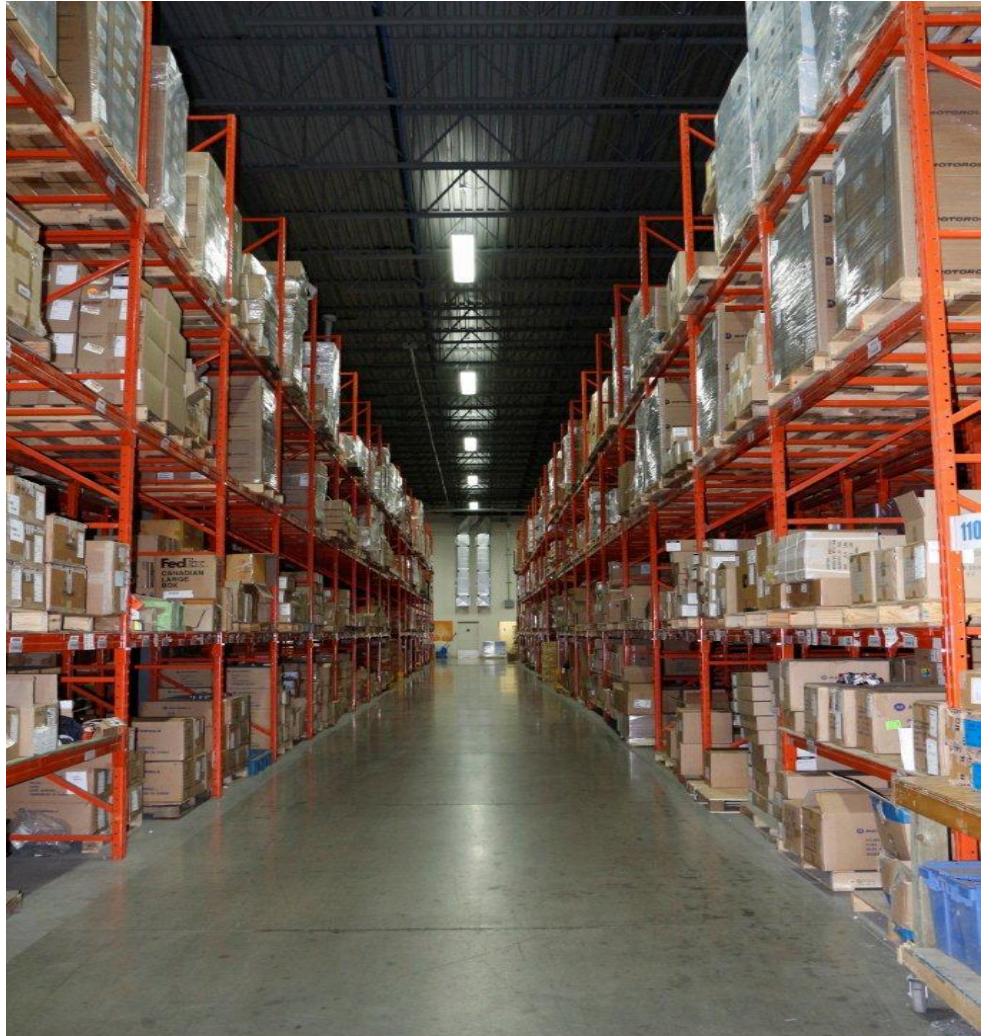




## BC Electronic Equipment Stewardship Annual Report



Prepared by

**Shaw Communications**  
Calgary, Alberta, Canada

for

**BC Ministry of Environment**  
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- A Website Information
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## 1.0 OVERVIEW

Shaw Communications Inc. (Shaw), in coordination with the BC Ministry of Environment, developed a BC Electronic Equipment Stewardship Plan. Our Stewardship Plan was prepared in accordance with the requirements set out in the BC Recycling Regulation – Electronic and Electrical Product Category, and outlines Shaw’s program for the collection, refurbishing for re-use, resale and recycling of our electronic products covered by the regulations.

The following types of customer equipment are included in our Stewardship Plan in reference to the requirements provided for in the BC Recycling Regulation – Electronic and Electrical Product Category. This list is only an overview, and does not detail all of the individual components and accessories that may be associated with each equipment type.

- Modems
- Routers
- Set-top boxes
- Personal Video Recorders (PVRs)
- Remotes
- Satellite Receivers
- Batteries used in these devices

In addition to the customer equipment listed above, the following categories of Shaw’s internal-use equipment are also included in our Stewardship Plan:

- Modems
- Routers
- Set-top boxes
- Personal Video Recorders (PVRs)
- Satellite Receivers
- Batteries used in these devices

This first Annual Report covers the period July 1, 2012 to December 31, 2012, which follows the approval of our Stewardship Plan by the Ministry of Environment in August 2012.

## 2.0 PROGRAM PERFORMANCE MEASURES

### 2.1. Equipment Recovery

The primary performance measure of Shaw’s Stewardship Plan is our equipment recovery rate. This measure is calculated based on the amount of equipment that is returned to Shaw in BC divided by the amount of equipment distributed in BC during the reporting period. The amount of equipment is measured and reported by weight due to the ranges of size and composition of the various pieces of covered equipment, and because we believe this most accurately reflects the performance of our Stewardship Plan in diverting materials from landfill.

Although our Stewardship Plan is in its startup phase, we continue to target a recovery rate of 75% will be achieved by 2017.

For the period July 1, 2012 to December 31, 2012 covered by this report, Shaw distributed 480,538kg of equipment in BC. During this same period, Shaw recovered 340,645kg of equipment in BC, resulting in a recovery rate of 71%.

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## 2.2. Management of Recovered Equipment

Consistent with the pollution prevention hierarchy outlined in the regulations, Shaw's performs a multiple-stage assessment of returned equipment to determine whether it can be reused or repaired:

- Equipment recovered in BC is first assessed to determine whether it can be reused or repaired locally. Reusable or locally repaired equipment is placed back within the local area's distribution stream. Equipment that cannot be reused or repaired locally is returned to one of Shaw's distribution centres in Alberta or Ontario.
- Recovered equipment received at our distribution centres is further assessed to determine whether the equipment can be reused, repaired or returned to the manufacturer under warranty. Reusable or repaired equipment is returned to Shaw's distribution stream for use in any of Shaw's service areas across Canada.
- Recovered equipment that is reusable or repaired, but is no longer part of Shaw's equipment portfolio in Canada, is assessed to determine if the equipment can be resold for use in other jurisdictions.
- Recovered equipment (in BC or our distribution centres) that cannot be reused, repaired or resold is harvested for reusable components and the remaining portion sent to one of Shaw's authorized recycling partners for processing.

The determination of specific performance metrics related to our management of recovered equipment is challenging because only a portion of our equipment can be assessed locally, and equipment returned from BC to our distribution centres in Alberta and Ontario is pooled with equipment received from other operations across Canada. For this initial report, we have gathered and are reporting information on the amount of covered equipment that was recycled in BC, and the amount of equipment that was returned to our distribution centres in Alberta and Ontario for further assessment.

For the period July 1, 2012 to December 31, 2012 covered by this report, Shaw recycled 4,884kg of equipment in BC, and returned 116,993kg of equipment to our distribution centres outside of BC. The remaining amount of equipment returned in BC was either refurbished locally for reuse, or is awaiting assessment at one of our BC facilities.

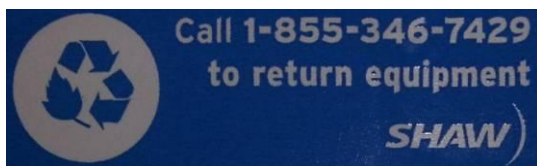
### 3.0 CUSTOMER AWARENESS

Shaw employs several approaches to inform our customers of the options available to them for returning equipment. These include:

- Shaw customer support personnel are able to advise customers how to return old equipment;
- Shaw technicians and installers are aware of what information to provide customers on the disposal of old equipment, and will at all times accept old equipment from customers;
- Stickers on Shaw electronic equipment include information to assist customers in returning equipment to Shaw;
- Information on Shaw's external website (Appendix A);
- Shaw has partnered with the Recycling Council of BC's – Recycling Hotline to provide consumers information about how to dispose of old Shaw equipment.

The majority of equipment returned to Shaw is collected in the normal course of our customer interactions, whether it be at one of our retail locations or at the customer's home with one of our Shaw technicians. Unlike many other consumer products, when a Shaw customer wishes to upgrade their equipment or no longer requires service, they generally must contact Shaw. It is during this interaction that Shaw most commonly advises customers of the available options for returning their old equipment to us in an environmentally responsible manner.

Shaw's internal procedures include steps to affix one of our return stickers, shown below, to equipment prior to initial deployment or during processing for reuse. As this practice was introduced recently, existing equipment in customers' homes may not display one of these stickers, however Shaw expects stickers to be applied upon the return and processing for reuse of this equipment.



## 4.0 EQUIPMENT COLLECTION PROCESS AND LOCATIONS

### 4.1. Collection Process

Shaw proactively contacts customers who have recently closed their accounts and continue to have equipment outstanding. Shaw provides a variety of methods for customers to easily return equipment (both leased and customer-owned) to us:

- Equipment may be picked up by a Shaw technician during the course of a service visit;
- Equipment may be dropped-off at one of our Shaw retail locations located throughout BC. These locations, described further below, are available to the public and will accept any Shaw equipment returned for processing, regardless of where the equipment was purchased;
- Where new equipment is shipped directly to a customer to replace existing equipment, a pre-paid waybill may be provided to return the existing equipment to us;
- In certain circumstances, customers may request and receive a shipping box with a pre-paid way bill to return unused equipment directly to us.

In addition to the methods outlined above, Shaw has made arrangements with a number of 3<sup>rd</sup> parties to accept certain equipment returns on our behalf. These arrangements allow convenient drop-off locations in communities where Shaw may not have a retail presence, or may provide additional return options to customers in larger centres.

If customers have difficulty in determining which equipment return methods are available to them, Shaw's customer support team is always available to provide assistance.

### 4.2. Collection Locations:

Shaw operates a large number of retail locations in BC that accept returned equipment from our customers. These retail/collection sites were put in place to meet Shaw's goal to provide over 80% of our customers access to a Shaw retail/collection location within an hour's drive. Additional details for the collection sites are provided in Appendix B.

- |                                 |                 |                   |
|---------------------------------|-----------------|-------------------|
| ■ Abbotsford                    | ■ Whistler      | ■ Sorrento        |
| ■ Burnaby                       | ■ Castlegar     | ■ Duncan          |
| ■ Langley                       | ■ Chilliwack    | ■ Salt Spring     |
| ■ North Vancouver               | ■ Cranbrook     | ■ Victoria        |
| ■ Richmond                      | ■ Grand Forks   | ■ Campbell River  |
| ■ Surrey (Guildford)            | ■ Kamloops      | ■ Courtenay/Comox |
| ■ Surrey (138 <sup>th</sup> St) | ■ Kelowna       | ■ Nanaimo         |
| ■ Vancouver (Shaw Tower)        | ■ Prince George | ■ Port Alberni    |
| ■ Vancouver (Oakridge)          | ■ Salmon Arm    |                   |

## **5.0 ENVIRONMENTAL IMPACTS AND MANAGEMENT**

### **Management Framework**

We are in the early, start-up phase of developing our environmental program and building an environmental baseline. As part of this program, we have recently developed an Environmental Management Framework, which provides structure around water use and management; energy consumption and best practices; and waste reduction and recycling.

We are proud of our sustainability efforts - in terms of the initiatives we have undertaken thus far and in identifying areas of focus for improvement. We continue to pursue sustainability interests that range from major projects to engaging our employees at the local level. This reflects our belief that real benefits in sustainability arise from the ongoing actions that we take in many parts of our business and the results we achieve.

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### **5.2. Product Life Cycle Management**

In addition to our process for recovering and reusing, where possible, equipment covered by our Stewardship Plan, Shaw recognizes other areas of the pollution prevention hierarchy where we can reduce the environmental impact of equipment we distribute in BC.

Although Shaw is not the manufacturer of the electronic equipment we distribute, we continue to work with our manufacturers to minimize or eliminate toxic or hazardous materials contained in both the products themselves and their associated packaging. The majority of the products we distribute are RoHS compliant.

Further, Shaw's distribution centres have undertaken initiatives to reduce their impact on the environment. These initiatives include steps to minimize and responsibly management other, non-electronic waste as well as the use of a renewable energy.

### Shaw keeps getting greener

Our home is Canada. Keeping our country beautiful by making smarter environmental choices is just one way we're reducing our overall ecological impact.

### Building our environmental management framework



**Water:** Building facility upgrades and retrofits to reduce water consumption are being installed. Site management practices to control and monitor water use are in place and being tested.



**Energy:** Shaw is one of Canada's largest users of Bullfrog Power, 100% renewable energy source. Our introduction of route optimization software for our fleet vehicles has resulted in a reduction of at least 25% in distance travelled per service order, which in turn has helped to reduce fuel consumption and greenhouse gas emissions.



**Waste:** The National Distribution Centre (NDC) is at the forefront of our waste reduction initiatives. In 2012 almost 1.5M lbs of material was redirected from landfills for recycling or reuse by the NDC. Planning for electronic stewardship is a key step in our waste management activities.



[Shaw's Electronic Stewardship Plan \(August, 2012\)](#) 



### What can you do?

#### Go paperless, sign up for Easy Bill

For your convenience, Shaw offers many simple and secure ways to pay your bill, including the option of switching from your monthly paper bill to Easy Bill. With Shaw Easy Bill, your monthly bills are delivered right to your email inbox, how you pay is up to you. Switching to Shaw Easy Bill is fast, convenient and great for the environment. [Sign up for Easy Bill today](#)

#### Recycle your used Shaw equipment

Help Shaw continue to reduce our environmental footprint. Simply drop off your used Shaw electronics for recycling at any Shaw retail location. Any electronics issued for use with Shaw services can be returned: Modems, routers, television set-top boxes, PVRs, remotes, satellite receivers, and batteries used in these devices.

Share your environmental ideas with Shaw at [environment@sjrb.ca](mailto:environment@sjrb.ca)





**Appendix B**  
**BC Equipment Drop-off Locations**



## BC Equipment Drop-off Locations

Shaw's BC Drop Off Locations (retail and store front)					
Location	Address	Location	Address	Location	Address
Abbotsford	Seven Oaks Centre, 32900 South Fraser Way V2S 5A1	Whistler	4368 Main St, Suite #214 V0N 1B4	Sorrento	1-1257 Trans Canada Hwy V0E 2W1
Burnaby	Metropolis at Metrotown 4700 Kingsway V5H 4M1	Castlegar	Shaw Office 1951 Columbia Ave V1N 2W7	Duncan	35 Queens Rd V9L 2W1
Langley	Willowbrook Shopping Centre 19705 Fraser Highway V3A 7E9	Chilliwack	Shaw Office 9275 Nowell St V2P 7G7	Salt Spring	316 Lower Ganges Rd V8K 2V3
North Vancouver	1471 Pemberton Ave North V7P 2R9	Cranbrook	Shaw Office 720 Kootenay St V1C 3V2	Victoria	Uptown Centre (Shaw Store) 101, 3551 Blanshard St V8Z 0B9
Richmond	Richmond Centre (Shaw Store) 6551 No.3 Road V6Y 2B6	Grand Forks	Shaw Office 7474 19th St V0H 1H2	Campbell River	500 Robron Road V9W 5Z2
Surrey	Guildford Town Centre (Shaw Store) 10355 152nd St V3R 7C1	Kamloops	Northhills Shopping Ctr. Unit 23-700 Tranquille Rd V2B 3J2	Courtenay/Comox	1591 McPhee Ave V9N 3A5
Surrey	10445 138 St V3T 4K4	Kelowna	Shaw Office 2350 Hunter Rd V1X 7H6	Nanaimo	4316 Boban Dr V9T 6A7
Vancouver	Shaw Tower (Coal Harbour) 1067 West Cordova St V6C 3T5	Prince George	Shaw Office 2519 Queensway St V2L 1N1	Port Alberni	4278 8th Ave V9Y 7S8
Vancouver	Oakridge Centre (Shaw Store) 650 W 41st Ave V5Z 2M9	Salmon Arm	10 Harbourfront Dr NE V1E 2A6		