



Recycle My Cell

2018 Annual Report

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

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At a Glance

british columbia recycle my cell 2018



“what did you do with your last phone?”

consumer diversion from landfill (95%)


- **REUSE & RECYCLE (50%)**
 Nearly half of respondents chose forms of reuse or recycling for their previous device. Top methods included: giving away device; recycling, as a deliberate choice; return or trade-in to carrier; repurposing the device (e.g. using it as an alarm clock); and selling the device.
- **STORED AWAY (45%)**
 Respondents who reported storing their last device.

other (4%)

Respondents who were unsure, and devices that cannot be accounted for.

trash (1%)


Respondents who put their last device in the trash.



locations

280

drop-off locations across British Columbia
+ postage paid mail-back




awareness

84%

were aware that cell phones can be recycled

51%

were aware of any cell phone recycling programs



recovery

52,630


devices recovered in 2018*

1,179,443

devices recovered since 2005*

* RMC + OTHER MEMBER INITIATIVES AS OF DEC 31, 2018

** DUE TO ROUNDING, CHARTS MAY NOT ADD UP TO 100%



1. Executive Summary

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

Recycling Regulation Reference	Summary (5-bullet maximum)
<p>Part 2, section 8(2)(a)</p> <p>Public Education Materials and Strategies</p> <p>Refer to Section 3 for details.</p>	<ul style="list-style-type: none"> ▪ Joint BC steward initiatives (including Recyclepedia, BC Recycles website, events, and BC Recycling Handbook). ▪ Outreach to depots and local governments. ▪ Events, including sponsorship of events (Coast Waste Management Association conference), implementation of Recycle My Cell Earth Month Challenge. ▪ Continued use of Google and Facebook ads, social media presence, press releases highlighting latest developments regarding RMC.
<p>Part 2, section 8(2)(b)</p> <p>Collection System and Facilities</p> <p>Refer to Section 4 for details.</p>	<ul style="list-style-type: none"> ▪ In 2018, there were 280 permanent drop-off locations (25 of 29 Regional Districts) as of December 31st. Net increase of 14 locations. <ul style="list-style-type: none"> ○ 252 carrier return-to-retail; ○ 23 RMC branded (third-party and depots). ▪ Participating locations included in the RMC database collect all devices regardless of make, model or condition in order to provide consumers with the convenience that they seek. ▪ RMC offers a free mail-back option which allows any consumer with access to Canada Post services the ability to return their devices.
<p>Part 2, section 8(2)(c)</p> <p>Product Environmental Impact Reduction, Reusability and Recyclability</p> <p>Refer to Section 5 for details.</p>	<ul style="list-style-type: none"> ▪ The trend toward multi-functional devices which eliminate the need for multiple individual devices has continued within the wireless industry. ▪ Program members use certified third-party processors to manage their materials. ▪ Product Management – auditor review of processor standards and data to verify accuracy.
<p>Part 2, section 8(2)(d)</p> <p>Pollution Prevention Hierarchy and Product / Component Management</p> <p>Refer to Section 6 for details.</p>	<ul style="list-style-type: none"> ▪ Of the volume of cellular devices audited, 78% were sent for reuse and 22% were sent for recycling. ▪ While it is understood that reuse is the preferred method for dealing with recovered product, in the case of wireless devices, the amount of product that can be refurbished for reuse is dependent on many factors that are not controllable. These factors include the condition of the phone at time of recovery and the technology that is required for its use. ▪ Carriers encourage reuse of devices through initiatives such as trade-in and upgrade programs.
<p>Part 2, section 8(2)(e)</p> <p>Product Sold and Collected and Recovery Rate</p> <p>Refer to Section 7 for details.</p>	<ul style="list-style-type: none"> ▪ Product sold – 145,916 (estimated) ▪ Product collected (all initiatives) – 52,630(estimated).

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

Comparison of Key Performance Targets		
Part 2 section 8(2)(g); See full list of targets in Plan Performance		
Priority Stewardship Plan Targets (as agreed with ministry file lead)	Performance (2018 Results)	Strategies for Improvement
Increase awareness of cell phone recycling nationally to 80% by 2015.	<p>Awareness of cell phone recycling: 81% nationally; 84% in BC.</p> <p>Awareness of cell phone recycling programs: 38% nationally; 51% in BC.</p> <p>Refer to Section 9 for details.</p>	<p>CWTA will:</p> <ul style="list-style-type: none"> ▪ continue to use the strategies outlined in this Annual Report, including working with BC Stewards on joint initiatives. ▪ increase the number of third-party locations in the collection network. ▪ outreach to municipalities and regional districts.
100% customer satisfaction with the Recycle My Cell program (nationally).	<p>82%* of those who recycled their device reported being satisfied with the experience.</p> <p>*awarding a score of 5 (as the minimum) out of 7. National data.</p>	<p>CWTA will continue:</p> <ul style="list-style-type: none"> ▪ to identify multiple methods by which a consumer may recycle their device (drop-off locations and mail-back). ▪ to incorporate additional mechanisms (i.e. depot) into its collection network. ▪ to work with its members and participating organize ▪ actions to ensure that identified issues are addressed.

2. Overview

The Canadian wireless telecommunications industry, under the auspices of the Canadian Wireless Telecommunications Association's (CWTA) Recycling Committee, operates Recycle My Cell (RMC), a free national cellular phone recycling program. The members of CWTA include, among others, wireless service providers, wireless handset manufacturers and processors.

Recycle My Cell has served as the cell phone recycling stewardship program in British Columbia since its formal regulatory approval in the province on November 10, 2009.

This report has been prepared by CWTA and is submitted on behalf of the following stewards:

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

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

3. Public Education Materials and Strategies

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

Consumer Engagement²

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

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

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

¹ See Appendix A for program specifics for member initiatives.

² See Appendix B for Samples.

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

- *Designated email address and toll-free number*
Consumers with additional questions about the program are encouraged to contact RMC representatives: via email (info@recyclemycell.ca / info@recyclemoncell.ca) or via a toll-free number (1-888-797-1740).
- *Paid advertising*
The majority of CWTA's advertising efforts continue to focus on alternate advertising methods, such as Google and Facebook ads. These options offer a more targeted approach to providing information to those searching for it on-line.

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

Stakeholder Engagement⁴

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

This joint initiative of the BC Stewards provides information to BC residents concerning all approved programs within the province through vehicles like BCrecycles.ca, the RCBC Recyclepedia and app, as well as British Columbia's Recycling Pamphlet.

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

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

- *Recycle My Cell branded program*
Third-party locations, such as municipal waste depots, not-for-profit organizations, and other parties not affiliated with current RMC members, are encouraged to serve as drop-off locations simply by registering with CWTA.

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

³ Pageviews is the total number of pages viewed. A session (aka visits) is the period of time a user is actively engaged with the website. A single session can contain multiple screen or page views.

⁴ See Appendix C for Samples.

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- *Promotional materials*
CWTA continues to provide RMC promotional materials (brochures, table cards, and posters) to third-party locations (municipal and community sites that wish to support the Recycle My Cell recovery program, at dealer sites, and non-affiliated retailers that do not run their own program) wherever such materials may be requested.
- *Stakeholder promotion and third-party websites*
Recycle My Cell continues to receive positive support within the province from relevant waste management stakeholders (including RCBC and various third-party locations). RMC information is included on their websites where feasible. In addition, third party locations are also offered a digital copy of the RMC logo and poster, as well as a short news bulletin about their involvement in the program.
- *Paid advertising*
CWTA used Municipal Information Network as a mechanism to inform municipalities of the program.

Media Engagement⁵

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

Member Engagement⁶

- *Promotional materials and websites*
Participating carriers continue to have marketing plans in place that support their various initiatives, including those for trade-in or upgrades.

Participating manufacturers also include RMC branding on their corporate websites when possible.

- *Staff training*
Carriers continue to foster program awareness internally with their staff so that they are able to provide accurate information to their customers. This is done with regular reminders via internal websites and blogs.

⁵ See Appendix D for Samples.

⁶ See Appendix E for Samples.

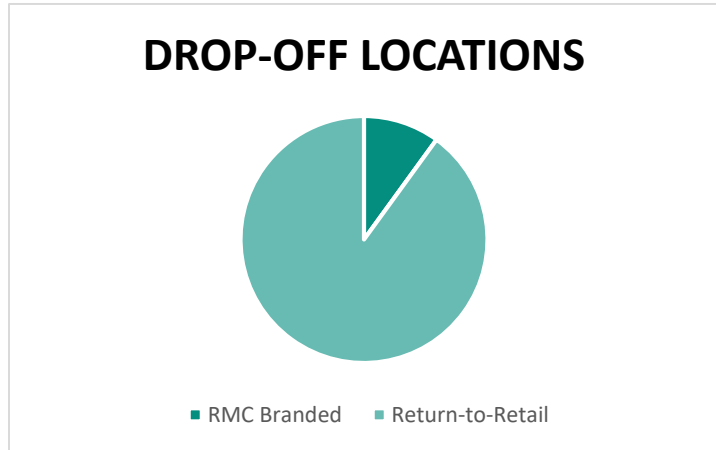
4. Collection System and Facilities

4.1 Drop-off locations

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

Participating locations that are included in the RMC database collect all devices regardless of make, model, or condition in order to provide consumers with the convenience that they seek.

Return-to-retail continues to be the primary model for collection drop-off sites. It is felt that the most effective method for cell phone recovery is simply dropping off an existing device(s) when a new one is purchased. However, there was also positive growth in the number of depots interested in supporting the program.



4.2 Mail-back

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

5. Product Environmental Impact Reduction, Reusability and Recyclability

5.1 Handset manufacturers and improving product life cycle management

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

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

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

⁷ See Appendix F for list of locations.

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

5.2 Processor members and certifications

All of the processors involved with the RMC program in BC hold multiple certifications, including ISO, R2 and/or verification under Electronic Products Recycling Association's (EPRA) Recycling Vendor Qualification Program (RVQP).

For the purposes of the audit, Ministry Guidance has allowed for the use of either the R2 certification or verification to the Recycler Qualification Program, or RQP, and the Electronic Recycling Standard (ERS).

6. Pollution Prevention Hierarchy and Product / Component Management

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

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

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

Reuse: While it is understood that reuse is the preferred method for dealing with recovered product, in the case of wireless devices the amount of product that can be reused is dependent on many factors that are not controllable. These factors include the condition of the phone at time of recovery and the technology that is required for its use. As such, to reintroduce phones into the market that do not meet those criteria or that are not supported on technology in a given market do more harm than good. For this reason, phones that do not meet reuse criteria will continue to be sent for responsible recycling.

Devices that are deemed reusable have their data wiped and are sold via auction to third-parties. These phones may be commingled with devices collected via non-program participants.

Carriers do encourage the reuse of devices through initiatives such as trade-in and upgrade programs.

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

⁸ This represents all devices recovered in BC.

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

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

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

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

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

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

Table 1: RQP-verified primary processors

Material / Component	% of Material Stream	Recycling Process Description - Processor A	Disposition ¹⁰
Metal Dusts	0.12%	Dust from the plant is gathered by dust machines. Dust pucks made from dust created within plant is sent downstream for precious metal recovery. This process is not exclusive to dust from cell phones.	Refining
Other (Mixed Metals)	99.88%	Phones destined for recycling are shredded and sent downstream for precious metal recovery.	Refining
	100.00%		

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

¹⁰ The disposition description comes from RQP-approved downstream flow documents.

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

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

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

Table 2: RQP-verified primary processors

Component (% of component sold/transferred for processing that is treated under each processing pathway)						
Processor A						
	Transfer to direct processor in BC	Transfer to direct processor elsewhere in North America	Transfer to direct processor outside North America	Multi-step processing in BC	Multi-step processing elsewhere in North America	Multi-step processing outside North America
Dust					100%	
Other						100%

Component (% of component sold/transferred for processing that is treated under each processing pathway)						
Processor B						
	Transfer to direct processor in BC	Transfer to direct processor elsewhere in North America	Transfer to direct processor outside North America	Multi-step processing in BC	Multi-step processing elsewhere in North America	Multi-step processing outside North America
Copper Bearing Material					100%	
HG Circuit Boards					100%	

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

¹² See Appendix G for a chart identifying acceptable processes and end-fates.

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

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

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

Table 3: RQP-verified primary processors

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

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

Note:

- ¹ All material collected via RMC is commingled with other similar material types before being sent to secondary processing streams. It is impossible to verify the exact contents of material streams at this point; therefore the conformance levels are estimations. However, based on data provided by the primary processors, all elements of the RQP audit process suggest that the commingled RMC material is dealt with in the manner that is identified.
- ² Some of the material (aluminum, plastic, and steel) captured in ‘other’ may be recycled before metal recovery occurs.

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

7. Product Sold and Collected and Recovery Rate

7.1 Product sold

For the purpose of annual reports, “Product Sold” is the estimated number of all mobile devices attributed to CWTA manufacturer members¹⁴ that are ***distributed*** into BC by identified stewards. Data collected for CWTA does not track inter-store (nation-wide) transfers, or what happens to unsold products, etc. Estimates are included where actual data is not available.

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

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

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

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

- 145,286 are estimated to have been directly distributed to locations within the province that were affiliated participating carrier locations. This includes the carrier's corporate stores, sales directly to a customer (Web and phone), as well as third-party retailers.
- 630 are estimated to have been shipped into BC from distribution centres for various third-party retailers. It is difficult to determine an actual quantity for this category since the third-party does not provide that information to the carrier.

It is important to note that this quantity does not reflect the actual quantity that was sold to an end user, or that might become available for collection in the future.

7.2 Volume of cellular devices collected

Devices collected by members

RMC data represents the results of consumer facing recovery initiatives that collect devices that are considered to be at the end of their useful life, as well as devices collected through trade-in or upgrade programs. These devices are collected via return-to-retail and participating third-party locations.

RMC members' also recover devices that are returned to them for a variety of reasons including buyer's remorse or damage; this data is captured under the category of "Other Member Initiatives".

In 2018, participating RMC members collected 52,630 devices.

The volume of cellular devices "collected" is the estimated sum total of all Program Products collected by a permanent collection facility.

Quantification of Product Collected is based on:

- Reports generated by the Processors/Consolidation Centres and potentially Reverse Logistics Centres/Warehouses Collection Facilities during the Reporting Period and include delineation of products by province of origin to the carriers or CWTA directly for some parts of the program.
 - These reports are generated from their individual inventory programs for the Reporting Period.
 - Consolidated values for each product category are reported by quantity and end fate (whether reused or recycled) per product type.
- Internal carrier collection programs (e.g., trade-ins, warranty repairs, etc.).

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

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

12%) would then be attributed to the aggregate of unknown origin to determine the estimate of what may have originated from BC.

RMC data represents the results of consumer facing recovery initiatives that collect devices that are considered to be at the end of their useful life, as well as devices collected through Trade-in or Upgrade programs. These devices are collected via return-to-retail and participating third-party locations. Programs included in this category in 2018 were:

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

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

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

Devices collected by other programs

There are many not for profit organizations across the country that actively encourage Canadians to donate unwanted mobile devices in order to generate funds from recycling and reusing the devices. In addition, there are also 'for profit' ventures that collect phones by providing incentive – either directly to consumers or to their collectors – to do so. Data from these initiatives is not available.

7.3 Recovery rate

Reporting on a recovery rate is not applicable per the currently approved product stewardship plan.

8. Summary of Deposits, Refunds, Revenues and Expenditures

This section is not applicable to Recycle My Cell.

9. Plan Performance

9.1 Targets

¹⁵ See Appendix H for estimated recovery in Regional Districts.

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Plan Target	2018 Results	Strategies for Improvement
Increase awareness of cell phone recycling nationally to 80% by 2015	<p>Awareness of cell phone recycling: 81% nationally; 84% in BC.¹⁶</p> <p>Awareness of cell phone recycling programs: 38% nationally; 51% in BC.¹⁷</p> <p>BC continues to trend higher than national in terms of cell phone recycling awareness.</p>	<p>CWTA will:</p> <ul style="list-style-type: none"> ▪ continue to use the strategies outlined in this Annual Report, including working with BC Stewards on joint initiatives. ▪ increase the number of third-party locations in the collection network. ▪ outreach to municipalities and RDs.
100% customer satisfaction with the Recycle My Cell program (nationally)	<p>82%* of those who recycled their device reported being satisfied with the experience.</p> <p>*awarding a score of 5 (as the minimum) out of 7. National data.</p>	<p>CWTA will continue:</p> <ul style="list-style-type: none"> ▪ to identify multiple methods by which a consumer may recycle their device (drop-off locations and mail-back). ▪ to incorporate additional mechanisms (i.e. depot) into its collection network. ▪ to work with its members and participating organizations to ensure that identified issues are addressed.

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

9.2 Consumer Awareness

Annual Recycling Study 2018

CWTA has commissioned an Annual National Cell Phone Recycling Study (Study) since 2009. The purpose of this market research survey is to gauge behaviours, attitudes and public awareness related to cell phone recycling and old mobile devices.

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

Recycling in General

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

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

¹⁶ Respondents were asked if they were aware that cell phones could be recycled.

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

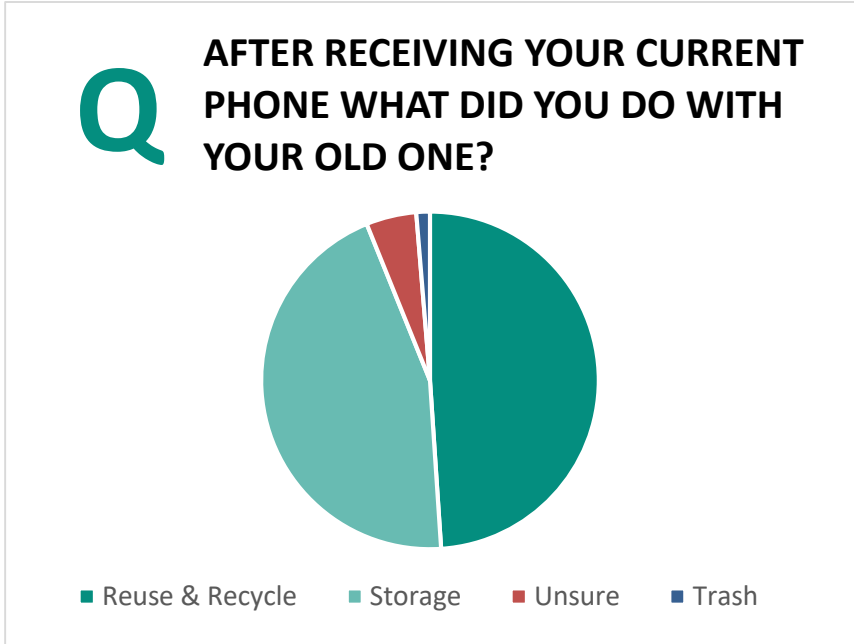
¹⁸ The methodological difference does have a potential mode effect, which has not been noted where applicable throughout the Nanos report.

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

Consumer Diversion from Landfill as a Model for Consumer Behaviour

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

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



There is a consumer perception gap as to what behaviour constitutes recycling. Consumers don’t necessarily recognize certain behaviours as recycling, especially when they aren’t specifically identified as such. Because consumers don’t necessarily see how these activities fit their definition of recycling, they don’t see cell phones as part of the traditional recycling equation.

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

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

Storage:

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

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

Reuse & Recycle:

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

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

Consumer Perception & Awareness

Recycle My Cell 2018 Annual Report

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

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

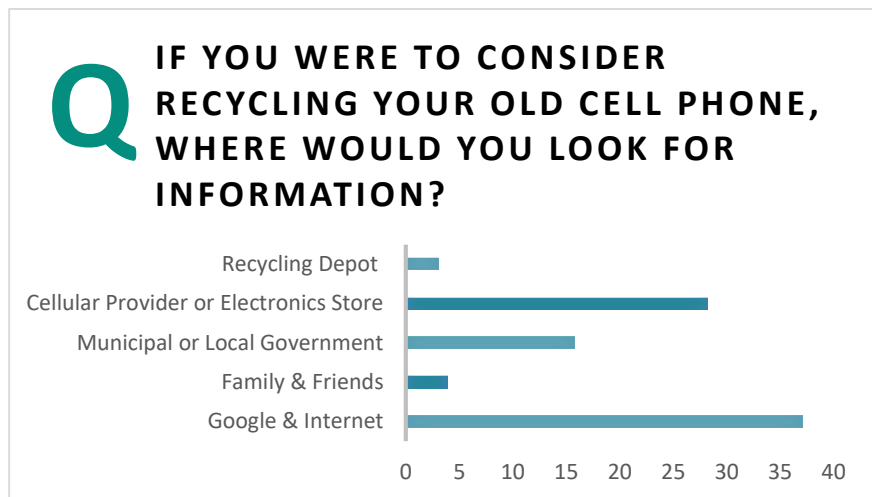
Fifty-one (51%) of respondents reported being aware of a recycling program for cell phones. When asked if they had heard of the Recycle My Cell program specifically, 9% of those aware of programs reported they had.

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

Information Search

Cell phone "recycling" is not an everyday occurrence, as are other types of recycling, so it does not form a habit in the day-to-day life of a consumer. An important factor in facilitating behaviour is understanding where to find the information when it is necessary. In order to better understand consumer behaviour, respondents were also asked where they would look for information if they were to consider recycling their cell phone.

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



As noted in Section 3, RMC utilizes both Google and Facebook ads, as well as stakeholder relationships and outreach, to facilitate the information gathering processes that a consumer will undergo when they are ready to recycle their device.

10. Conclusion

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

Recycle My Cell 2018 Annual Report

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

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

Appendix A

Program Specifics for Member Initiatives

Steward	Program	Location	Devices Accepted	Consumer Incentive
Bell	Bell: Blue Box	Accepted at any Bell Aliant or Bell store, The Source locations, Virgin Mobile stores and participating dealer locations. Mail-back label available on website.	All mobile devices as defined by this program from any manufacturer or carrier. Generally \$0-value devices.	Net proceeds from the program to support Canadian mental health initiatives.
	Bell: Bell Trade-in Program	Accepted at any Bell Aliant or Bell store, Virgin Mobile stores and participating dealer locations.	All mobile devices as defined by this program from any manufacturer or carrier.	Trade-in value to customer.
	The Source: The Source Trade-up Program	Accepted at all participating locations.	All mobile devices as defined by this program from any manufacturer or carrier.	Trade-in value to customer.
	Virgin Mobile: Recycle Me	Accepted at all participating locations, or via mail-in.	All mobile devices as defined by this program from any manufacturer or carrier. Generally \$0-value devices.	Net proceeds from the program to support Canadian mental health initiatives.
	Virgin Mobile: Trade-in Program	Accepted at all participating locations.	All mobile devices as defined by this program from any manufacturer or carrier.	Trade-in value to customer.
Freedom Mobile	Freedom Mobile Trade-in	Accepted at all participating locations.	All mobile devices as defined by this program from any manufacturer or carrier.	Trade-in value to customer.
Rogers	Fido: FidoTRADE	Accepted at all participating locations.	All mobile devices as defined by this program from any manufacturer or carrier.	Trade-in value to customer.
	Rogers Recycling Program	Accepted at all participating locations.	All mobile devices as defined by this program from any manufacturer or carrier. Generally \$0-value devices.	
	Rogers: Trade Up Program	Accepted at all participating locations.	All mobile devices as defined by this program from any manufacturer or carrier.	Trade-in value to customer.

Appendix B

Consumer Engagement

2018 Recycle My Cell Earth Month Challenge Facebook & Twitter Posts

RMC Twitter Page



Recycle My Cell @RecycleMyCell · 2 Apr 2018
And they're off!

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



1 3 4

Show this thread

You Retweeted



CRTCfra @CRTCfra · 22 Apr 2018
Célébrez le #JourTerre2018 en vous débarrassant de vos vieux téléphones cellulaires aux endroits indiqués. ♻️
Trouver le point de collecte le plus près de chez vous: ow.ly/I3cQ30jAW00
@RecycleMyCell

Translate Tweet



3 1

Recycle My Cell 2018 Annual Report



Recycle My Cell @RecycleMyCell · 31 Oct 2018

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



How to manage the data on your phone (iOS)

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



Recycle My Cell @RecycleMyCell · 31 Oct 2018

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



How to manage the data on your phone (Android)

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



Recycle My Cell @RecycleMyCell · 15 Oct 2018

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





Recycle My Cell

Published by Hootsuite [?] · 22 April 2018 ·

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

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

recycle my cell 2017

locations
2,780 drop-off locations across Canada
+ postage paid mail-back

awareness
82% were aware that cell phones can be recycled

recovery
483,338 devices recovered in 2017*
7,506,802 devices recovered since 2005*

"what did you do with your last phone?"

93% consumer diversion from landfill

- 50% reuse & recycle
- 43% stored away
- 6% other
- 1% trash

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

* RMC + OTHER MEMBER INITIATIVES AS OF DEC 31, 2017
** DUE TO ROUNDING, CHARTS MAY NOT ADD UP TO 100%



Recycle My Cell

Published by Hootsuite [?] · 26 December 2018 ·

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

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

See Translation



Recycle My Cell 2018 Annual Report



Recycle My Cell

Published by Sarah Greenwood [?] · 27 November 2018 · 🌐



We just hit 10,000 Facebook Likes!

Thank you for your continued support as we strive to provide an easy, accessible, environmentally friendly way for Canadians to dispose of their old devices - we couldn't do it without you!



Recycle My Cell

Published by Sarah Greenwood [?] · 31 October 2018 · 🌐

No fear, iPhone users - we've got you (& your data) covered, too! Watch this video from [MobileMuster](#) for a demo on how to properly wipe your device prior to recycling, reuse, or donation: <http://ow.ly/FFx230mrQvd>

For more info on how to recycle a device here in Canada, please visit www.recyclemycell.ca!



Vimeo.com

How to manage the data on your phone (iOS)

Find out how to back up, log out and reset your mobile phone so it is read...

Paid Advertising


Google Ad

About 4,440,000 results (0.60 seconds)


recyclemycell.ca - Recycle Your Cell
Ad www.recyclemycell.ca/ ▼ +1 888-797-1740
Recycle My Cell - Canada's National free mobile phone recycling program
Any condition accepted · Any brand accepted
Types: Pagers, Smartphones, Chargers, Mobile accessories
[Drop-off Locations](#) [Delete Your Information](#)
[Contact Us](#) [FAQs](#)

Facebook Ads


Suggested Page

 **Recycle My Cell**
Sponsored

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



Recycle My Cell
Recycling Center
12,272 people like this

 Like Page

Appendix C

Stakeholder Engagement

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



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

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

Host a Location

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

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

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

Promote Your Location

We will provide you with:

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

Join our growing collection network!

1-888-797-1740
info@RecycleMyCell.ca
Twitter: @RecycleMyCell
Facebook.com/RecycleMyCell



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




Calling all Depots: become a Recycle My Cell collector!


Find out how:
info@RecycleMyCell.ca


RECYCLE MY CELL


How To PARTICIPATE


RECYCLE MY CELL ACCEPTS ALL USED, UNWANTED OR DISCARDED **MOBILE DEVICES*** AND THEIR **ACCESSORIES** (REGARDLESS OF BRAND, MODEL, CONDITION OR AGE)



Cell Phones



Smartphones



Wireless PDAs


Pagers



Wireless Aircards


Chargers


Rechargeable Cell Phone Batteries


Headsets

BECOMING A RECYCLE MY CELL DROP-OFF SITE:



1 | REGISTER

Review the *Terms & Conditions*, as well as *New Requirements - Cell Phone Shipping*, to understand your responsibilities as a drop-off location, as well as our responsibilities to you. Complete & submit the online Registration Form at RecycleMyCell.ca.

2 | COLLECT

Set up your collection area, and display RMC posters, tent cards & brochures. Tell people about RMC on your Web site, or via Social Media!



3 | PACKAGE

If shipping your collections in a regular box (max. 66lbs), properly seal the box and attach all applicable labels. Larger volumes (skids, barrels, etc.) are also accepted but require special transportation arrangements.

4 | MAIL OUT

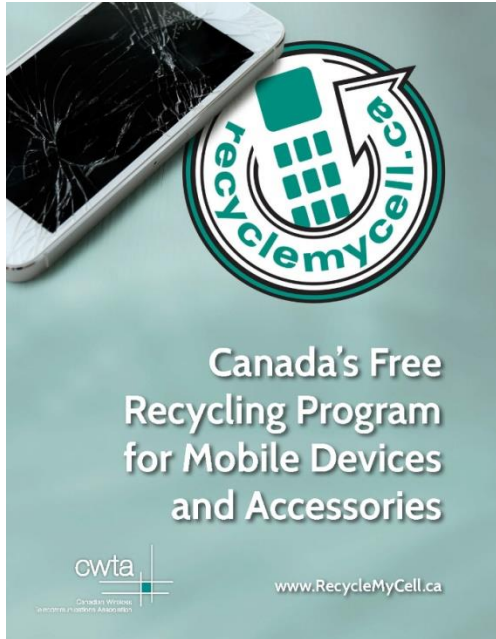
Drop off your box at any Canada Post location for free shipping. For larger volumes, please contact info@recyclemycell.ca to arrange transportation.

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

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

Outreach - Promotional Materials (Digital Poster and template of news bulletin offered to RMC Branded locations)



[INSERT Town/Organization name] now part of the Recycle My Cell program

Most of us have owned on average three or four cell phones prior to our current one. That means that a lot of us likely have a slew of old devices that are either getting hidden away in junk drawers or disposed of incorrectly.

The [INSERT Town/Community/Org name] has joined Recycle My Cell, Canada's free cell phone recycling program, making it easy to dispose of your old devices responsibly. A drop off box is located at [INSERT location], where old wireless devices and their accessories will be accepted, regardless of brand or condition. After your device is received, it is sent to a processor where it can be refurbished or broken down and recycled.

"Thinking green doesn't need to be complicated, and keeping old cell phones out of our landfills couldn't be easier," says Bernard Lord, president & CEO of the Canadian Wireless Telecommunications Association. "I encourage all Canadians to take a few moments to reflect on some of the simple things they can do to help protect the environment for future generations."

Help [INSERT Town/City/Community] go green by dropping off your old cell phones! Accepted items include: cell phones, smartphones, wireless PDAs and pagers (as well as their batteries and accessories). For more information on the program, visit www.RecycleMyCell.ca.

Paid Advertising – Municipal Information Network



Paid Advertising – Municipal Leader

Canada's recycling program for mobile devices and accessories

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

BC Recycles (Stewardship Agencies of British Columbia website)

Member Login

BC recycles

HOME ABOUT STEWARDSHIP RESOURCES CONTACT US

TAKE CHARGE!
Recycle all your batteries and electronic devices.

We're all in this together.
BC Recycles is made up of a whole bunch of product stewardship organizations. Among us, we represent all the bits and bobs that most people aren't quite sure what to do with or how to recycle. Our job, and the job of this site, is to make recycling easier for everyone. We hope you find all the info you need, and feel positive about doing your part to take care of this lovely little planet we call home.

Recyclepedia Mobile App
Available on the App Store
Available on Google play


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

British Columbia's Recycling Handbook
A guide to what can be recycled under BC's Stewardship Programs.

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

Copyright © 2015 BC Recycles
[Privacy Policy](#) | [Site Map](#)

HOME
ABOUT STEWARDSHIP
RESOURCES
CONTACT US





FIND LOCATIONS


Select a material... ▼


Select a specific item... ▼


Select an area... ▼






Search

 **Recyclepedia Mobile App**
Available on the App Store


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

 **British Columbia's Recycling Handbook**
A guide to what can be recycled under BC's Stewardship Programs.



STEWARD	WHAT THEY RECYCLE	MORE INFO
	<p>ALARMS www.regeneration.ca Smoke alarms, Carbon monoxide (CO) alarms, Combination smoke & CO alarms.</p>	<p>▶ Annual Report</p>
	<p>BATTERIES www.call2recycle.ca Consumer batteries weighing less than 5 kilograms.</p>	<p>▶ Plans ▶ Annual Report ▶ AR to the Director</p>
	<p>BEER CONTAINERS www.envirobeerbc.com Refillable glass beer, cider & cooler bottles and metal beverage alcohol cans.</p>	<p>▶ Plans ▶ Annual Report</p>
	<p>BEVERAGE CONTAINERS www.return-it.ca Used beverage containers such as aluminum cans, plastic & glass bottles, other metal cans, drink boxes and cartons. Alcohol containers such as wines, spirits, liqueurs and non-refillable beer, cider and cooler bottles.</p>	<p>▶ Plans ▶ Annual Report</p>
	<p>CELL PHONES www.recyclemycell.ca Cell phones and their batteries. All types of cell phones are accepted regardless of size, make, model or age.</p>	<p>▶ Plans ▶ Annual Report</p>

BC Stewards Pamphlet

STEWARDSHIP AGENCIES OF BC (SABC) CONTACTS:

BC BREWERS RECYCLED CONTAINER COLLECTION COUNCIL (BRCCC)
1711 Kingsway Avenue.
Port Coquitlam, BC V3C 0B6
t. 604.459.2729
f. 604.659.2747
e. stewardship@bdl.ca
w. envirobeerbc.com

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

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

CANADIAN BATTERY ASSOCIATION
1415 Broad Street.
Victoria, BC V8W 2B2
t. 1.50.216.3664
e. info@canadianbatteryassociation.ca
w. recyclemybattery.ca

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

ELECTRORECYCLE (CANADIAN ELECTRICAL STEWARDSHIP ASSOCIATION)
95 Mural Street, 6th Floor.
Richmond Hill, ON L4B 0G2
t. 1-877-592-2972, ext 232
e. info@electrorecycle.ca
w. electrorecycle.ca

HEALTH PRODUCTS STEWARDSHIP ASSOCIATION
330 - 2255 St. Laurent Blvd.
Ottawa, ON K1G 4K3
t. 613.723.7282
f. 613.722.1616
e. info@healthsteward.ca
w. healthsteward.ca

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

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

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

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

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

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

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

TIRE STEWARDSHIP BC
PO Box 5366
Victoria, BC V8R 6S4
t. 1.844.759.0688
f. 1.877.598.9119
w. tsbc.ca

Visit the site or download the app at www.bcrecycles.ca
Call toll free: 1-800-667-4321 or 604-732-9253 | info@bcstewards.com



Download the app at www.bcrecycles.ca | info@bcrecycles.ca

STEWARDSHIP AGENCIES OF BRITISH COLUMBIA

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

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

WHAT ARE PRODUCTS RECYCLED INTO?

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

BEER CONTAINERS & PACKAGING
Refillable glass beer and cider bottles are sterilized and refilled an average of 15 times! Once they reach their end of life, they are then recycled into new glass bottles and other glass products. Alcohol aluminum cans are recycled back into aluminum cans as quickly as 6 weeks!
envirobeerbc.com

BEVERAGE CONTAINERS
Aluminum cans are recycled into new cans within 6 weeks. Drink boxes and cartons are used in paper products and cardboard boxes. Glass is recycled into new bottles or turned into insulation, and plastic is used for new bottles, jugs, buckets and more.
return-it.ca

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

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

LEAD-ACID BATTERIES
All consumer lead-acid batteries can be recycled. They are found in items such as vehicles, trucks, motorcycles, boats, and RVs. All commercial lead-acid battery applications, including fork lifts, golf carts, solar and UPS systems are also collected and recycled.
recyclemybattery.ca

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

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

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

OUTDOOR POWER EQUIPMENT
Electric outdoor power equipment is recycled for its various components, that are segregated, processed, and shipped to a smelter. The smelter produces a metal material that manufacturing companies buy to produce a variety of products that are made of or contain metal.
opeic.ca

PACKAGING + PAPER
Corrugated cardboard is recycled into cardboard, printed paper and paper packaging is recycled into boxes and other packaging; plastic packaging is used in household goods, packaging, and building material; metal packaging becomes construction material; foam is recycled into picture frames.
recyclebc.ca

PAINTS, FLAMMABLES + ALARMS
Latex paint is recycled into new paint or used as raw material. Oil-based paints, flammable liquids and gasoline are used as alternative fuels. Plastics and metals from smoke and CO alarms are recovered and radioactive components are disposed of at licensed facilities.
productcare.org

SMALL APPLIANCES + POWER TOOLS
Electrical products are taken apart and separated into material types. Some materials such as copper and other metals are sent for smelting to recover the metals. Other materials such as plastics and glass are recycled/processed into commodities or reused.
electrorecycle.ca

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

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

USED OIL + ANTIFREEZE
Oil is re-refined into new oil or used as fuel in pulp mills and asphalt plants. Antifreeze is processed into new antifreeze. Filters are crushed and smelted into new steel products while oil and antifreeze containers are processed into new oil containers or other plastic products.
usedoilrecycling.com/bc

Download the app at www.bcrecycles.ca | info@bcstewards.com

RCBC Social Media

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

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

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

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

OPEN TO ALL REGISTERED CANADIAN PUBLIC & PRIVATE SCHOOLS



March 12
REGISTRATION IS NOW OPEN!

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

May 12
DEADLINE FOR BOXES REACHING PROCESSOR

HOW TO PARTICIPATE

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

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

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

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

GRAND PRIZE \$500
in each province/territory

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



Recycling Council BC @RecyclingBC · 3 Apr 2018

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



Recycle My Cell @RecycleMyCell

And they're off!

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

Show this thread



Recycling Council BC @RecyclingBC · 21 Mar 2018

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



Recycle My Cell 2018 Annual Report

RCBC Recyclepedia

Extended Producer Responsibility (EPR) Programs in BC

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

Current Programs | EPR Updates | Other EPR Resources |

Current Programs

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

Call the Recycling Hotline
Lower Mainland: 604-RECYCLE (604-732-9253)
British Columbia Toll Free: 1-800-667-4321
Email: hotline@rcbc.ca

BC Recyclepedia Mobile App

Download it today

Available on the App Store and Google Play.

Donate to RCBC

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.

FAQ Friday Ep 19: How to Recycle Your Cell Phone

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

Back to Main FAQ's page

Recycling Programs & Resources

British Columbia Recycling Programs Resources

Call the Recycling Hotline

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

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

Renew your 2019 Membership: members@rcbc.ca

BC Recyclepedia Mobile App

Download it today

Available on the App Store and Google Play.

Join the Recycling Minute Email List

Recycle My Cell 2018 Annual Report



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

Recyclepedia - Results

Did you know that more than 85% of the materials in an average mobile device are recyclable?

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

Cell phones are also accepted for recycling through [Encomp Pacific's](#) province-wide electronics recycling program.

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

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

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

25 results found

Showing results for: Cell Phones in Victoria

Alpine Disposal & Recycling (Victoria)

See what other materials this depot also accepts



Phone: (250) 474-2145

Address: 1045 Dunford Avenue, Langford - [Map](#)

Website: <http://www.alpinegroup.ca>

Hours: Mon-Fri 8:00am - 4:00pm

Notes: Depot for ReGeneration paint plus, OPEIC, BC/DIMA, MARR, CWTA, Call2Recycle, Encomp beverage container and Alarm Recycle programs. Fee for fresh removal for fridges/freezers. Call for details/fees.

[Location Feedback](#)

Bell (Hillside Centre)

See what other materials this depot also accepts



Phone: 1-855-797-6740

Address: 1244 Hillside Avenue, Hillside Centre, Victoria - [Map](#)

Website: [RecycleMyCell.ca](#)

Hours: Regular business hours.

Notes: This organization participates in the CWTA Recycle My Cell program.

[Location Feedback](#)

Bell (Mayfair Shopping Centre)

See what other materials this depot also accepts



Phone: 1-855-797-6740

Address: 5147 Douglas Street, Mayfair Shopping Centre, Victoria - [Map](#)

Website: [RecycleMyCell.ca](#)

Hours: Regular business hours.

Notes: This organization participates in the CWTA Recycle My Cell program.

[Location Feedback](#)

What We Do

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

Call the Recycling Hotline

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

British Columbia Toll: 1-800-667-4421

Free:

Email: hotline@rcbc.ca

Renew your 2018 membership@rcbc.ca

Membership

BC Recyclepedia Mobile App



Download it today



Donate to RCBC

Appendix D

Media Engagement

Earth Day Press Release – CWTA

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

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

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

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

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

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

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

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

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

Recycle My Cell 2018 Annual Report

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

Canadian Cellphone Recycling Facts

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

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

Municipalities, recycling depots, businesses and community organizations across the country can support the Recycle My Cell program by hosting a drop-off location year-round. Registration is quick and easy, and pre-paid shipping and promotional materials are provided at no cost. For more information, please visit www.recyclemycell.ca/host-a-drop-off-location/ or contact info@RecycleMyCell.ca.

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

About Recycle My Cell

Recycle My Cell is Canada's national recycling program for mobile phones and accessories. The bilingual website – www.RecycleMyCell.ca and www.Recyclemoncell.ca – allows consumers to simply enter their location to find the drop-off locations closest to them where their devices will be accepted, regardless of brand or condition. The free program is run by the [Canadian Wireless Telecommunications Association \(CWTA\)](#), in conjunction with cellphone carriers, handset manufacturers and approved processors, who have come together to raise awareness about the importance of cellphone recycling.

About CWTA

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

Media Contact:

Greg Burch

204-250-9244

spaluck@cwta.ca

– 30 –

Appendix E

Member Engagement

Bell

The screenshot shows the Bell Mobility website interface. At the top, there is a navigation bar with 'Bell', 'Shop', 'Support', and 'MyBell' menus, along with a search bar and 'Log in / Register' button. Below the navigation bar, the page title is 'Bell Mobility' with a 'Search support' input field. A secondary navigation bar includes 'Overview', 'Phones, tablets and Mobile Internet', 'Rate plans, features and entertainment', 'Network, coverage and travel', 'Repairs & warranties', and 'Self-serve options'. The main content area is titled 'How can I recycle my old Bell products?' and includes a 'Back' button and a 'Contact us' button. The text explains that part of the solution is in the user's hands and describes the Bell Trade-in program and the Bell Blue Box program. It mentions that net proceeds from the programs are donated to the Canadian Mental Health Association.

Bell: Bell blue box

The screenshot shows the Bell Mobility website interface for the 'Bell blue box' program. The navigation bar is similar to the previous screenshot. The main content area is titled 'What can I do with my old mobile phone?' and includes a 'Back' button and social media icons. The first section is 'Can I recycle my old mobile phone through Bell?' with a minus sign icon. The text explains that users can return their old phone to Bell for recycling through the Bell blue box program, and that net proceeds are donated to the Canadian Mental Health Association. Below this is the Canadian Mental Health Association logo and the text 'Last Updated: 23/08/2013'. The second section is 'Where can I return my old phone?' with a plus sign icon. The third section is 'Can I ship my old phone to Bell?' with a plus sign icon.

Recycle My Cell 2018 Annual Report

The screenshot shows the Bell Mobility website's support page for recycling. The navigation bar includes 'Bell', 'Shop', 'Support', 'MyBell', and 'Log in / Register'. The main heading is 'Bell Mobility' with a search bar. Below the navigation, there are tabs for 'Overview', 'Phones, tablets and Mobile Internet', 'Rate plans, features and entertainment', 'Network, coverage and travel', 'Repairs & warranties', and 'Self-serve options'. The page title is 'How can I recycle my old Bell products?'. The content includes a sub-heading 'Part of the solution is in your hands.' followed by a paragraph about environmental protection and recycling. It then lists programs for mobile phones, including the Bell Trade-in program and the Bell Blue Box program. A 'Contact us' button is visible in the top right corner.

Part of the solution is in your hands.

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

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

Mobile phones

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

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

For details, please visit the Bell Trade-in program and the Bell Blue Box program pages.

Bell: Bell Trade-in

The screenshot shows a promotional banner for the Bell Trade-in program. The top navigation bar includes 'Bell', 'Shop', 'Support', 'MyBell', and 'Log in / Register'. The main heading is 'Trade-in program'. The banner features images of a smartphone, a tablet, and a smartwatch. A circular logo on the left says 'BELL TRADE-IN PROGRAM'. The main text reads 'Trade in your phone, tablet or watch and save.' Below this, a smaller text block explains the program: 'With the Bell Trade-in program, you can get a credit up to \$300 when you trade in a phone, tablet or watch * The credit can be used in-store towards the purchase of a new device or accessories.' At the bottom, a 'Limited-time offer' states: 'trade in your current Apple Watch and get up to \$200 towards a new one **'.

Trade in your phone, tablet or watch and save.

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

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

Recycle My Cell 2018 Annual Report

Bell Shop Support MyBell Search Bell.ca Log in Register

Mobile

Trade-in program

Trade in your phone, tablet or watch and save.

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

Limit: One offer made in your current Apple Watch will get up to \$200 towards a new one.

1. Find out how much your device is worth

Search for your device

Search for your device

or

Select the manufacturer

Select the model

2. Prepare your phone for trade-in

- Back up:** Back up any personal data that you want to keep, such as contacts, emails, documents, pictures, videos and music. The phone cannot be returned to you after trade-in.
- Deactivate account:** If applicable, remove the SIM card. If the phone doesn't have a SIM card, be sure to contact your service provider to deactivate its mobile service.
- Remove memory cards:** If applicable, remove any memory cards.
- Reset phone:** Delete all personal data by resetting the phone to the factory default settings. If you're not sure how to do this, a Bell representative can help you reset your phone in-store.
- Charge battery:** Ensure the battery is charged so that we can evaluate the phone's trade-in value.

Eligibility

FAQs

3. Find a store

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

Find a store

Recycle My Cell 2018 Annual Report

The Source: The Source Trade-up

The screenshot shows the top navigation bar of The Source website. It includes the logo, a search bar with the text "I want", and a "SEARCH" button. Below the navigation bar, there is a sidebar menu on the left with categories like "PROGRAMS & SERVICES", "Overview", "Advantage Care Plan", "Best Price Guarantee", "Battery Rebuild Program", "Repair Services", "Trade Up & Save", "Contests", "Dealer Opportunities", "Source for Business", and "Affiliate Program". The main content area features a promotional banner for the "Trade Up & Save Program" with the headline "Ready to trade up for the hottest new phone?" and a sub-headline "Get a Gift Card worth up to \$300 when you trade in your phone or tablet." Below the banner, there is a section titled "THE LATEST DEVICES" featuring three smartphone models: Samsung Galaxy S9, iPhone X 64GB - Space, and Google Pixel 2 64GB - Just. A blue button below this section says "See more smartphones". At the bottom, there is a section titled "WHAT YOU NEED TO DO BEFORE TRADING IN" with a list of instructions: "Make sure to backup all of your contacts, photos, apps and information", "Perform a factory reset after your files are safe so that none of your personal info is left on the phone", and "Disable any cloud or Find My Phone functions, or your phone will be appraised at \$0".

LogIn/Register Track Order Ontario Store Locator Help Centre Français

SELECT MY STORE SHOP FLYER TRENDING TECH MY ACCOUNT \$0.00

ALL DEPARTMENTS I want SEARCH

Home > Trade Up and Save

PROGRAMS & SERVICES

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

Ready to trade up for the hottest new phone?

Get a Gift Card worth up to **\$300** when you trade in your phone or tablet.

Visit Store

Bell Virgin

TRADE UP & SAVE PROGRAM

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

THE LATEST DEVICES

- Samsung Galaxy S9
- iPhone® X 64GB - Space
- Google Pixel 2 64GB - Just

See more smartphones

WHAT YOU NEED TO DO BEFORE TRADING IN

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

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

Virgin Mobile: Virgin Mobile Recycle

Find a Store Français Province ON

Virgin mobile PHONES PLANS MEMBER BENEFITS SUPPORT

SUPPORT > PHONE SUPPORT, WARRANTY AND REPAIRS > RECYCLE ME

IT'S EASY BEING GREEN.

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

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

WHAT SHOULD I DO BEFORE RECYCLING MY OLD PHONE?

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


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


WHERE CAN I RETURN MY OLD PHONE?

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

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

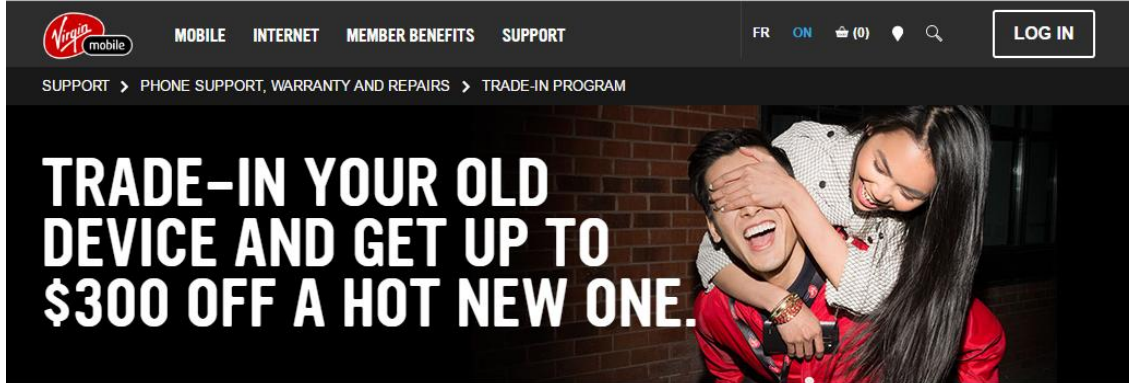
WHAT HAPPENS TO RECYCLED PHONES?

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

 Canadian Mental Health Association
Mental health for all

related answers: [Recycling / Environmental Fees](#) • [Activating your shiny new phone](#)

Virgin Mobile: Virgin Mobile Trade-in



HOW IT WORKS:

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

WHAT YOU NEED TO DO BEFORE TRADING IN:

- Back up your personal info and reset your device . [1](#)
- Remove your SIM card and memory card. [1](#)
- Charge the battery. [1](#)

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

HOW MUCH COULD YOUR PHONE BE WORTH?


Quick Search:

OR

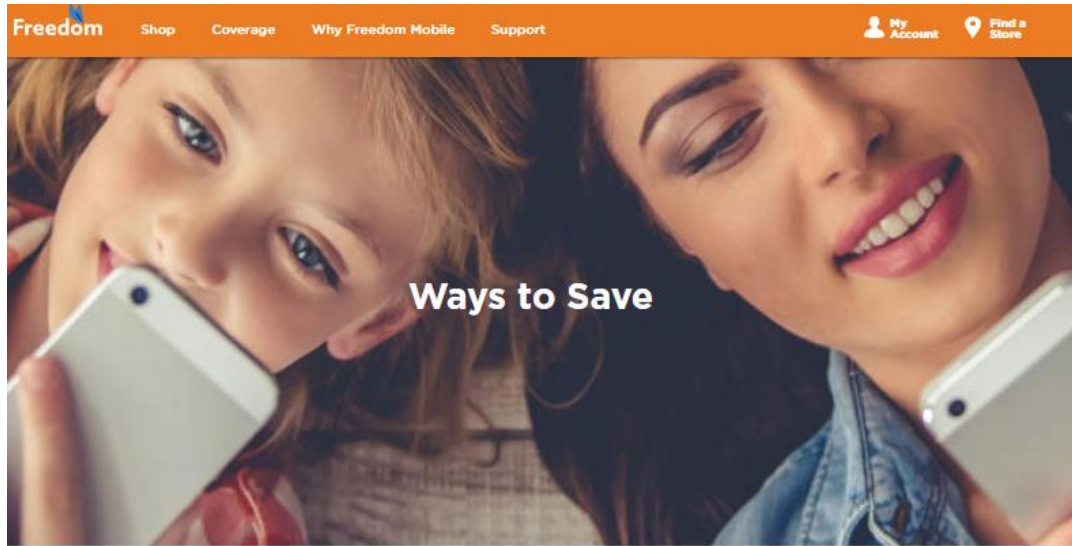
Select Manufacturer

Select Model

Current Carrier



Freedom Mobile: Freedom Mobile Trade-in



- Digital Discount
- MyTab
- Trade-in & Save
- Better Together Savings

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

The benefits of trading in

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

How does it work?



- Digital Discount
- MyTab
- Trade-in & Save
- Better Together Savings

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

The benefits of trading in


How does it work?

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

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

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

Rogers: Rogers Recycling Program


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

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

Help & Support > Wireless



Rogers Recycling Program for Wireless


Rogers Makes It Easy to Recycle

If you have any wireless devices or accessories that you no longer use, don't throw them out. Return them to Rogers and we'll make sure they're refurbished and reused, or recycled in an environmentally responsible way.


Wireless Recycling

If you want to safely dispose of an old and unwanted wireless device, including phones, smartphones, tablets, mobile rocket hubs or wireless accessories, we can help.

Your old device/s or accessories will be either refurbished and resold, or safely recycled.

 Staff at any Rogers retail location are happy to take your devices or accessories off your hands to ensure they stay out of the landfill.

[Find a Store](#)

 If you want to upgrade to the latest smartphone, trade in your old phone for a credit towards your new one with [Rogers Trade-Up program](#).


Bring your old phone to any Rogers retail store and we'll provide a credit based on the value of your eligible old phone to put towards the cost of your new one when you sign up.

[Learn about Rogers Trade-Up](#)

For more information about how we can work together to support environmental initiatives, have a look at our [Corporate Social Responsibility Report](#).

Last updated: June 19, 2017

Rogers: Rogers Trade-In


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

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

Give. Trade. Bring.

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

Get a \$100 credit

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

[Learn More](#)

Bring Your Own Device

Trade-Up

Hand Me Down

Trade in your old phone or tablet for a credit towards a new one.

Credit

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

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

How it works:

- 1** Get a quote

Get an idea of how much your phone is worth at [rogers.com/tradeupquote](#).
- 2** Visit a Rogers store

Trade-ups are in-store only. Bring your trade-up quote and unlocked smartphone to a location near you.

[Find a Store](#)
- 3** Device Assessment

The value of your trade-up is based on its age and condition.
- 4** Get a Voucher

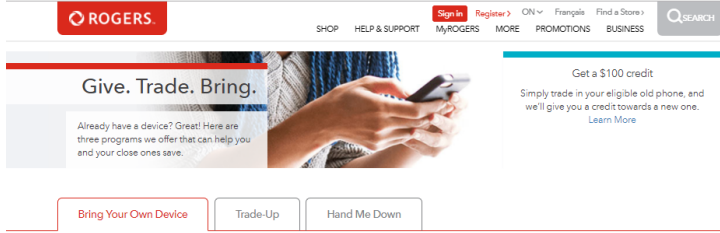
Your voucher credit will be applied in-store to the price of your new device and accessories.
- 5** Enjoy your new device!

You will be unable to retrieve your old phone once the trade is complete. All trades are final.

Preparing your old phone for a trade-up

<p>Back up your stuff</p> <p>Save your photos, apps and contacts. Start by selecting your device type:</p> <p>Apple > Android > BlackBerry ></p>	<p>Reset your phone</p> <p>Personal data should be removed by doing a factory reset.</p>	<p>Save your memory card!</p> <p>Remove any memory cards from your old phone.</p>
--	--	--

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



Give. Trade. Bring.

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

Get a \$100 credit
Simply trade in your eligible old phone, and we'll give you a credit towards a new one.
[Learn More](#)

- Bring Your Own Device
- Trade-Up
- Hand Me Down

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

Save

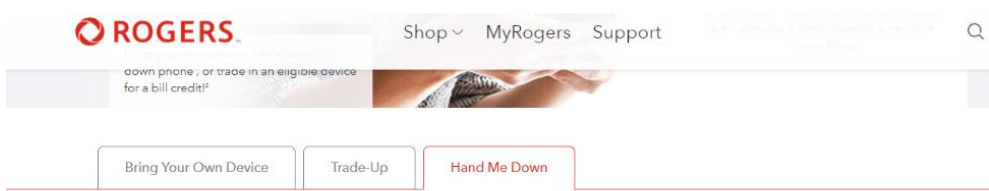
\$10/month* off your plan
when you bring your own device on select Share Everything... plans

How it works:

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

How can I tell if my phone is unlocked?

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



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

Family Member Saves

Get a 3 GB data bonus
When you hand down your phone and add a line on to select Share Everything... plans

How it works:

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

(+) SEE FULL DETAILS

Recycle My Cell 2018 Annual Report

Fido: FidoTrade

ON FR SEARCH LOGIN REGISTER

MOBILE HOME INTERNET PROMOS fido in. SUPPORT MY ACCOUNT

LiveANSWERS Refer a friend FidoTRADE

Trade in your phone and save

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

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

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

[+ See full details](#)

Appendix F

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

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

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

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

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

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

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

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

Recycle My Cell 2018 Annual Report

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

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

Appendix G

Material Disposition Hierarchy, and Acceptable Processes and Points of Final Disposition

		Disposition Hierarchy			Acceptable Processes & Points of Final Disposition							
		Material Recovery Required	Energy recovery Permitted	Other disposition Permitted	Manual dismantling and material separation	Mechanical material separation	Extraction / purification / refinement	Smelting to reclaim metal	EFW Incineration (use of material as an energy substitute)	Landfill	Hazardous Waste Landfill	Export to a non-OECD/EU country for processing
Electronic Scrap	EOLE	★			✓	✓	✗	✗	✗	✗	✗	✗
	Components (hard drives, chips, etc.)	★			✓	✓	✓	✓	✗	✗	✗	✗
	Wires / Cables	★			✓	✓	✓	✓	✗	✗	✗	✗
	Circuit Boards	★			✓	✓	✓	✓	✗	✗	✗	✗
	Metal / plastic laminates	★			✓	✓	✓	✓	✗	✗	✗	✗
Non Hazardous	Metal	★							✗	✗	✗	✗
	Mixed Metals	★							✗	✗	✗	✗
	Metal dusts (bag house)	★							✗	✗	✗	✗
	Non-lead Glass	★						✗	✗	✗	✗	✗
	Plastic		★	★				✗			✗	✓
	Mixed Plastics		★	★				✗			✗	✓

In accordance with the Disposition Hierarchy material recovery is always preferential over other disposition methods for all materials but only required where indicated with an '★'.

Where the use of the material for energy recovery, or other disposition methods is permitted, they are indicated with an '★'.

Process/application not permitted under the ERS	✗
Process/application is permitted under the ERS & subject to on-site audit	✓
Process/application is permitted under the ERS & subject to document review and verification	

Appendix H

Known Product Recovered in Each Regional District

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

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



June 28, 2019

Independent practitioner’s reasonable assurance report on CWTA’s 2018 Annual Report to the Director of Extended Producer Responsibility Programs at the Ministry of the Environment, Government of British Columbia

To the Directors of the Canadian Wireless Telecommunications Association (CWTA)

We have undertaken a reasonable assurance engagement on the following information (the “subject matter information”) of Canadian Wireless Telecommunications Association (“CWTA”), as detailed in Appendix A, and also included within CWTA’s 2018 Annual Report (the “report”) to the Director of Extended Producer Responsibility Programs at the Ministry of the Environment, Government of British Columbia (“MOE”) during the period from January 1 to December 31, 2018:

- the location of collection facilities, and any changes in the number and location of collection facilities from the prior year in accordance with Section 8(2)(b) of the British Columbia Regulation 449/2004 Recycling Regulation (“Recycling Regulation”);
- the description of how recovered product was managed in accordance with the pollution prevention hierarchy in accordance with Section 8(2)(d) of the Recycling Regulation; and
- the total amount of the producers’ product collected for the period from January 1 to December 31, 2018 in accordance with Section 8(2)(e) of the Recycling Regulation.

Management’s responsibility

Management is responsible for preparation of the subject matter information in accordance with the evaluation criteria established in Appendix A. Management is also responsible for such internal control as management determines necessary to enable the preparation of the subject matter information that is free from material misstatement.

Our responsibility

Our responsibility is to express a reasonable assurance opinion on the subject matter information based on the evidence we have obtained. We conducted our reasonable assurance engagement in accordance with the International Standards on Assurance Engagements (ISAE) 3000, *Attestation Engagements Other Than Audits or Reviews of Historical Financial Information*, and the *Guide to Third Party Assurance for Non-Financial Information in Annual Reports – 2018 Reporting Year*, dated October, 2018 (“Assurance Requirements”), published by the MOE.

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T: +1 416 863 1133, F: +1 416 365 8215, www.pwc.com/ca*

“PwC” refers to PricewaterhouseCoopers LLP, an Ontario limited liability partnership.



This standard requires that we plan and perform this engagement to obtain reasonable assurance about whether the subject matter information is free from material misstatement.

Reasonable assurance is a high level of assurance, but is not a guarantee that an engagement conducted in accordance with this standard will always detect a material misstatement when it exists. The nature, timing and extent of procedures selected depends on our professional judgment, including an assessment of the risks of material misstatements, whether due to fraud or error, and involves examining evidence about management's preparation of the subject matter information in accordance with the criteria. We believe the evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Our independence and quality control

We have complied with the relevant rules of professional conduct/code of ethics applicable to the practice of public accounting and related to assurance engagements, issued by various professional accounting bodies, which are founded on fundamental principles of integrity, objectivity, professional competence and due care, confidentiality and professional behavior.

The firm applies Canadian Standard on Quality Control 1, *Quality Control for Firms that Perform Audits and Reviews of Financial Statements, and Other Assurance Engagements* and, accordingly, maintains a comprehensive system of quality control, including documented policies and procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

Opinion

In our opinion, CWTA's subject matter information for the period from January 1 to December 31, 2018 has been prepared, in all material respects, in accordance with the criteria.

Emphasis of matter

Without qualifying our opinion, we draw your attention to Appendix B which describes why certain items required by the Assurance Requirements have been excluded. Our opinion is not qualified in respect of this matter.

Purpose of statement and restriction of use and distribution

The subject matter information has been prepared to report to the MOE Director, Extended Producer Responsibility. As a result, the subject matter information may not be suitable for another purpose.



Our report is intended solely for the purposes of CWTA and the MOE Director, Extended Producer Responsibility, in accordance with the terms of our engagement, and should not be distributed to or used by parties other than CWTA and the MOE Director, Extended Producer Responsibility.

PricewaterhouseCoopers LLP

Chartered Professional Accountants

Toronto, Ontario
June 28, 2019



Appendix A – Results and criteria

- 1. The location of collection facilities, and any changes in the number and location of collection facilities from the previous report in accordance with Section 8(2)(b) of the Recycling Regulation, as presented on pages 2, 7 and Appendix F of CWTA’s 2018 Annual Report to the Director.**

Result:

The number of permanent drop-off locations is 280. This is a net increase of 14 locations from the previous year. Appendix F of the report lists all drop-off locations in British Columbia by Program/Location Name, Account, Community and Regional District.

Reference: pages 2, 7 and Appendix F of CWTA’s 2018 Annual Report to the Director.

Method of Reporting:

- Reporting Period: January 1st to December 31st.
- The number of Permanent Collection Facilities is reported in the Annual Report and consists of the number of Collection Facilities that were listed in the Recycle My Cell searchable database. The information recorded in this database is generated based on data updates provided by Carriers and non-carrier registrations. CWTA has worked with Carriers to generate data collection procedures detailing the types of drop-off locations which should be included or excluded in the reported data.
- Temporary, Processors/Consolidation Centres, and Reverse Logistics Centres/Warehouse Collection Facilities may be identified and reported to CWTA by Program Participants. These are compiled separately and may only be disclosed as a total number in the Annual Report.

The change in number and/or location of Permanent Collection Facilities is derived from the net difference from the previous year.

Definitions:

- In B.C. Reg. 449/2004, collection facility" means (c) in respect of a product within the empty oil container product category, electronic and electrical product category, tire product category or packaging and printed paper product category, a collection facility established by the producer.
- “Collection Facilities” are one of the following types of locations that are active as of December 31, 2018:
 1. Permanent – 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;

2. Temporary – 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;
 3. Processors/Consolidation Centres – Facilities that receive Program Products via recovery mechanisms (product that is recovered via Mail-backs or delivered by couriers). These locations are not accessible by consumers; or
 4. Reverse Logistics Centres/Warehouses – Facilities where Program Products under warranty are returned. These locations are not accessible by consumers.
- “Collection Facilities” are not Canada Post or courier service providers (e.g., FedEx) locations.
 - “Program Participants” include carriers, manufacturers and processors as identified in the Annual Report.
 - “Program Products” are all products included in the program as listed in the currently approved product stewardship plan. These include:
 - “Mobile devices”:
 - Cellular phones (with and without batteries)
 - Smartphones (with and without batteries)
 - Pagers
 - Wireless PDAs
 - Air cards;
 - Accessories (all additional parts that may come with the phone including chargers, headsets, cables, etc.); and
 - Cellular phone and Smartphone batteries.

2. The description of how recovered product was managed in accordance with the pollution prevention hierarchy in accordance with 8(2)(d) of the Recycling Regulation as presented on pages 2, 8, 9, 10 and 11 of CWTA’s 2018 Annual Report to the Director.

Result:

- Of the volume of cellular devices audited (52,630), 78% were sent for reuse and 22% were sent for recycling.



- The dispositions of materials/components as outlined in Table 1, pages 9-10.
- The end fate descriptions as outlined in Table 3, page 11.

Reference: pages 2, 8, 9, 10 and 11 of CWTA's 2018 Annual Report.

NOTE: The selected information does not include the material sent to an R2 primary processor because insufficient data was obtained by the time of the audit. This is described on page 10.

Method of Reporting:

- Reporting Period: January 1st to December 31st.
- Processor selection is a business decision made by Program Participants based on a short list of accepted processors that maintain specific certifications and provide required services.
- Only devices that have been identified for recycling are audited since devices that have been identified for reuse are not likely to end up in landfill. Furthermore, CWTA has opted to leverage and focus reporting efforts on primary processors that are approved by the Recycler Qualification Office (RQO) or certified by the Responsible Recycling (R2) standard.
 - The devices sent for recycling are handled by RQO-approved or R2-certified processors.
 - Verification and confirmation that Primary Processors have sufficient environmental and safety oversight was done by viewing the RQO approval or R2 certification documentation for the 2018 reporting year.
- The downstream material flows and expected end fates of materials are based on information provided by the RQO-approved processors and supporting process documents.

Definitions:

The Pollution Prevention Hierarchy includes the following:

- “Reuse” – Wireless devices and batteries that can be resold or donated as a complete unit.
 - The Program Product may or may not be refurbished.
 - Program Products can be resold both within and outside the BC market.
- “Recycle” includes:
 - Wireless devices that cannot be Reused as a complete unit.
 - Wireless devices that have been broken down and harvested for parts (e.g. plastic).
 - Any commodities that are captured from the recycling process, such as through metal recovery.



- “Metal Recovery” relates to a recycling process where any element of the Program Product is extracted for next use (e.g. circuit boards are smelted and broken down to separate commodities).
- “Energy Recovery” relates to processing activities where any element of the Program Product is harvested to create energy.
- “Waste” includes any residual material from Program Products not captured in the three streams above (may include comingled packaging, etc.) and may go to landfill.
- “Other waste disposal” includes other approved and commercially-viable end fates not captured in the four streams above.
- “End fate” is defined as final processed state of each material commodity before reuse in another product or shipment to landfill.

3. The total amount of the producer’s product sold and collected and the recovery rate as presented on pages 2 and 12 of CWTA’s 2018 Annual Report to the Director.

Result:

Total amount of producer’s product collected in 2018 is 52,630 devices. Of this volume 94% (49,666) of the material was verified.

Note: Please see Appendix B which describes why the total amount of the producer’s product sold and the recovery rate have been excluded.

Reference: pages 2 and 12 of CWTA’s 2018 Annual Report.

Method of Reporting:

- Reporting Period: January 1st to December 31st.
- 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
 - These reports are generated from their individual inventory programs for the Reporting Period and are broken down by province of origin.
 - These reports include delineation of products by province of origin to the carriers and non-carrier members.
 - Consolidated values for each product category are reported by quantity and end fate per product type.



- Product Collected this is not reported includes carrier internal initiatives such as warranty repairs, devices returned because of buyer's remorse or damage, etc.
- Products Collected from unknown origin are accounted for using an estimate based on products returned that are of known origin, or attributed to the province in which the Carrier is headquartered. In the instance where amount is estimated the following process is used:
 - The amount of material collected from known origins is determined for each province. An aggregate total is also determined for Canada. Based on this information, the percentage of product recovered specifically from BC is determined. For example, if 10 devices were recovered from BC and a total of 100 devices were collected nationally, the percentage coming from BC would equal 10%.
 - 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 10%) would then be attributed to the aggregate of unknown origin to determine the estimate of what may have originated from BC.
- Products Collected can be reported as either weight or number of units and is dependent on the identified end fate of the product type (reuse vs. recycling).
- A conversion factor of 0.2kg/device is used for converting number of units to weight. This conversion factor is based on the standard unit applied by Ontario Electronic Stewardship, the Waste Diversion Ontario approved stewardship program that recovers cell phones and utilize weight for reporting. (Source: Final Revised (Phase 1 and 2) Waste Electrical and Electronic Equipment (WEEE) Program Plan)

Definitions:

- “Program Products” are all products included in the program as listed in the currently approved product stewardship plan. These include:
 - “Mobile devices”:
 - Cellular phones (with and without batteries);
 - Smartphones (with and without batteries);
 - Pagers;
 - Wireless PDAs; and
 - Removable External Air cards.
 - Accessories (all additional parts that may come with the phone including chargers, headsets, cables, etc.); and
 - Cellular phone and Smartphone Batteries.
- Products not included in the program:
 - Cordless phones;
 - Regular batteries (rechargeable or single use);



- Tablets; and
- PDAs without integrated cellular connectivity, laptop computers and answering machines.
- “Product Collected” is the estimated sum total of all Mobile Devices collected by any Collection Facility.



Appendix B - Exclusions

CWTA has not reported the recovery rate for the year in accordance with 8(2)(e) of the Recycling Regulations for the year ended December 31, 2018 as the approved stewardship plan does not outline the requirement to report recovery rates. If the stewardship program does not report a recovery rate in the approved plan, assurance for producers' product sold data is not required as outlined in the Assurance Requirements.

CWTA has not reported its performance for the year in relation to approved targets in their approved stewardship plans under 8(2)(b), (d) and (e) in accordance with 8(2)(g) of the Recycling Regulation for the year ended December 31, 2018 as CWTA is not required to report this to the Director as there are no targets set in the approved stewardship plan for these sections applicable to the reporting year.