

# **Shaw Communications Inc.**

## **Annual Report to the Director**

### **2014 Calendar Year**

**Submitted to:** David Ranson  
Director, Waste Management  
PO Box 9341, STN PROV GOVT  
Victoria, BC V8W 9M1

**Prepared by:** Pierre Morris, Director Internal Reporting, Records & Systems  
Shaw Communications Inc.  
630 – 3 Ave SW  
Calgary, AB T2P 4L4

June 24, 2015



# Table of Contents

- 1. Executive Summary .....3
- 2. Program Outline .....5
- 3. Public Education Materials and Strategies .....5
- 4. Collection System and Facilities.....6
  - 4.1 Collection Process .....6
  - 4.2 Collection Locations.....6
- 5. Product Environmental Impact Reduction, Reusability and Recyclability .....7
  - 5.1 Environmental Management Framework.....7
  - 5.2 Product Life Cycle Management .....8
- 6. Pollution Prevention Hierarchy and Product / Component Management .....8
- 7. Product Sold and Collected and Recovery Rate.....9
  - 7.1 Product Distributed .....9
  - 7.2 Product Recovered .....9
  - 7.3 Recovery Rate .....10
- 8. Summary of Deposits, Refunds, Revenues and Expenditures .....11
- 9. Plan Performance .....11
- Appendices / Additional Information and Third Party Assurance .....12
  - Appendix A – Shaw Website Information: Green Initiatives .....13
  - Appendix B – BC Equipment Drop Off Locations.....15

## Shaw Communications Inc. 2014 Report to Director, Waste Management

### 1. Executive Summary

The table below should concisely summarize program performance for the section 8 annual reporting requirements such that ministry staff and the public can easily understand whether reporting requirements and stewardship plan targets have been met.

<b>Products within plan</b>	<p>The following types of customer equipment are included in our Stewardship Plan in reference to the requirements provided for in the BC Recycling Regulation – Electronic and Electrical Product Category. This list is only an overview, and does not detail all of the individual components and accessories that may be associated with each equipment type.</p> <ul style="list-style-type: none"> <li>• Modems</li> <li>• Routers</li> <li>• Set-top boxes</li> <li>• Personal Video Recorders (PVRs)</li> <li>• Remotes</li> <li>• Satellite Receivers</li> <li>• Batteries used in these devices</li> </ul>
<b>Program website</b>	<p><a href="http://www.shaw.ca/uploadedFiles/Corporate/About_Shaw/Community_Initiatives/Green_Initiatives/Shaw_Electronic_Sterwardship_Plan_Aug_2011.pdf">http://www.shaw.ca/uploadedFiles/Corporate/About_Shaw/Community_Initiatives/Green_Initiatives/Shaw_Electronic_Sterwardship_Plan_Aug_2011.pdf</a></p>

Recycling Regulation Reference	Topic	Summary
Part 2, section 8(2)(a)	Public Education Materials and Strategies	<p>Shaw employs several approaches to inform our customers of the options available to them for returning equipment. These include:</p> <ul style="list-style-type: none"> <li>• Shaw customer support personnel are able to advise customers how to return old equipment;</li> <li>• Shaw technicians and installers are aware of what information to provide customers on the disposal of old equipment, and will at all times accept old equipment from customers;</li> <li>• Stickers on Shaw electronic equipment include information to assist customers in returning equipment to Shaw;</li> <li>• Information on Shaw’s external website (Appendix A);</li> </ul>
Part 2, section 8(2)(b)	Collection System and Facilities	<p>Shaw provides a variety of methods for customers to easily return equipment (both leased and customer-owned) to us:</p> <ul style="list-style-type: none"> <li>• Equipment may be picked up by a Shaw technician during the course of a service visit;</li> <li>• Equipment may be dropped-off at one of our Shaw retail locations located throughout BC. These locations are available to the public and will accept any Shaw equipment returned for processing, regardless of where the equipment was purchased;</li> <li>• Where new equipment is shipped directly to a customer to replace existing equipment, a pre-paid waybill may be provided to return the existing equipment to us;</li> <li>• In certain circumstances, customers may request and receive a shipping box with a pre-paid way bill to return unused equipment directly to us.</li> </ul> <p>There were no changes to the number and location of Shaw’s collection sites throughout BC in 2014.</p>

## Shaw Communications Inc. 2014 Report to Director, Waste Management

Part 2, section 8(2)(c)	Product Environmental Impact Reduction, Reusability and Recyclability	Although Shaw is not the manufacturer of the electronic equipment we distribute, we continue to work with our manufacturers to minimize or eliminate toxic or hazardous materials contained in both the products themselves and their associated packaging. The majority of the products we distribute are RoHS compliant.
Part 2, section 8(2)(d)	Pollution Prevention Hierarchy and Product / Component Management	<p>Consistent with the pollution prevention hierarchy outlined in the regulations, Shaw performs a multiple-stage assessment of returned equipment to determine whether it can be reused or repaired:</p> <ul style="list-style-type: none"> <li>• Equipment is assessed to determine whether it can be reused or repaired locally. Reusable or locally repaired equipment is placed back within the local area's distribution stream. Equipment that can be reused or repaired, but not locally, is returned to one of Shaw's distribution centres in Alberta or Ontario.</li> <li>• At our distribution centres, equipment is further assessed to determine whether the equipment can be reused, repaired or returned to the manufacturer under warranty. Reusable or repaired equipment is returned to Shaw's distribution stream for use in any of Shaw's service areas across Canada.</li> <li>• At our distribution centres, recovered equipment that is reusable or repaired, but is no longer part of Shaw's equipment portfolio in Canada, is assessed to determine if the equipment can be resold for use in other jurisdictions.</li> <li>• Recovered equipment (in BC or at our distribution centres) that cannot be reused, repaired or resold is harvested for reusable components and the remaining portion sent to one of Shaw's authorized recycling partners for processing.</li> </ul>
Part 2, section 8(2)(e) Part 2, section 8(2)(e.1)	Product Sold and Collected and Recovery Rate	<p>For the period January 1, 2014 to December 31, 2014:</p> <ul style="list-style-type: none"> <li>• 1,096,801kg of equipment was distributed in BC</li> <li>• 766,187kg of equipment was recovered in BC</li> <li>• Recovery rate: 70%</li> </ul> <p>A breakdown of equipment recovered by regional district is provided in Section 7.2 of the report.</p>
Part 2, section 8(2)(f)	Summary of Deposits, Refunds, Revenues and Expenses	Not applicable as Shaw does not charge fees to our customers related to this program.

<b>Comparison of Key Performance Targets</b>		
Part 2 section 8(2)(g); See full list of targets in Plan Performance		
<b>Priority Stewardship Plan Targets</b>	<b>Performance</b>	<b>Strategies for Improvement</b>
Collection Rate	766,187kg of equipment was recovered in BC, representing 70% of equipment weight distributed during the year.	

# Shaw Communications Inc. 2014 Report to Director, Waste Management

## 2. Program Outline

*Provide a brief (1 page) overview of the stewardship agency/company and their members [website link], program inclusions, collection approach and any other high level information relative to the annual report e.g. studies completed, new targets set, consultations or surveys conducted.*

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

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

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

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

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

This Annual Report covers the period January 1, 2014 to December 31, 2014.

## 3. Public Education Materials and Strategies

*Provide a brief overview of the key materials and strategies used to promote awareness of the program. Identify the various types of outreach (i.e. face to face, social media, traditional media, etc.) utilized.*

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

- Shaw customer support personnel are able to advise customers how to return old equipment;
- Shaw technicians and installers are aware of what information to provide customers on the disposal of old equipment, and will at all times accept old equipment from customers;

## Shaw Communications Inc. 2014 Report to Director, Waste Management

- Stickers on Shaw electronic equipment include information to assist customers in returning equipment to Shaw;
- Information on Shaw's external website (Appendix A);

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

Shaw's internal procedures include steps to affix one of our return stickers, shown below, to equipment prior to initial deployment or during processing for reuse. As this practice was introduced in 2012, existing equipment in customers' homes may not display one of these stickers, however Shaw expects stickers to be applied upon the return and processing for reuse of this equipment.



### 4. Collection System and Facilities

*Provide a brief overview of the way in which the stewardship agency collects the products from the consumer (i.e. depots, return to retailer, collection events, etc.). If available, list the number of collection facilities in each regional district and identify changes in the number, location, and method of collection from the previous year to the present year. If the list is extensive, consider including a summary and attaching a separate document or URL.*

#### 4.1 Collection Process

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

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

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

#### 4.2 Collection Locations

Shaw operates a large number of retail locations in BC that accept returned equipment from our customers. These retail/collection sites were put in place to meet Shaw's goal to provide over 80% of our customers access to a

## Shaw Communications Inc. 2014 Report to Director, Waste Management

Shaw retail/collection location within an hour's drive. Additional details for the collection sites are provided in Appendix B.

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

During 2014, there were no changes to the number and location of Shaw-operated collection sites throughout BC.

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

## 5. Product Environmental Impact Reduction, Reusability and Recyclability

*Identify ways in which producers or the agency contributes to the reduction of environmental impact. For example, utilization of certified processors, R&D performed to improve recyclability / reuse of the product or components, examples of design for environment mechanisms used by producer members of the agency, reduction of greenhouse gas emissions. The producer may also wish to report on the status of any studies being undertaken to assist with the measurement of environmental impacts. Identifying successes is encouraged.*

### 5.1 Environmental Management Framework

Shaw continues to develop our environmental program and building an environmental baseline. As part of our program, we have recently developed an Environmental Management Framework, which provides structure around water use and management; energy consumption and best practices; and waste reduction and recycling.

We continue to pursue sustainability interests that range from major projects to engaging our employees at the local level. This reflects our belief that real benefits in sustainability arise from the ongoing actions that we take in many parts of our business and the results we achieve.

We have won national awards for designing new and rehabilitating our existing buildings to the highest standards in green construction. The Shaw Tower in Vancouver is certified LEED Platinum, the highest certification level of the world-recognized Leadership in Energy and Environmental Design rating system. Shaw Tower is the third building in Canada to achieve this certification under its specific rating system, and the first one in Vancouver. As of its certification date, it is the highest-scoring LEED existing commercial building in Canada.

In order to achieve this designation we have installed low flow faucets, energy and water efficient appliances, highly efficient irrigation, and we have reduced potable water usage by 30 percent. Shaw Tower's recycling programs diverts over 100 metric tonnes of electronics, paper, plastic and glass from landfills every year.

## Shaw Communications Inc. 2014 Report to Director, Waste Management

### 5.2 Product Life Cycle Management

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

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

Further, Shaw's warehouses and distribution centres continue to undertake initiatives to reduce their impact on the environment. These initiatives include steps to minimize the transport of equipment and materials, to increase the volume of local equipment refurbishment and redeployment, and to responsibly manage other, non-electronic waste. Shaw is also a strong proponent of the use of renewable energy.

## 6. Pollution Prevention Hierarchy and Product / Component Management

*Provide a brief overview of the way in which the collected product is managed and how those outcomes relate to the pollution prevention hierarchy. Provide breakdowns by weight or percentage of product managed at each level. Please also refer to third party assurance FAQs (original version dated November 22, 2012), distributed to stewardship programs by the Ministry.*

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

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

The determination of specific performance metrics related to our management of recovered equipment is challenging because only a portion of our equipment can be assessed locally, and equipment returned from BC to our distribution centres in Alberta and Ontario is pooled with equipment received from other operations across Canada.

For our annual report, we have gathered and are reporting information on the amount of covered equipment that was recycled in BC, and the amount of equipment that was returned to our distribution centres in Alberta and

## Shaw Communications Inc. 2014 Report to Director, Waste Management

Ontario for further assessment. The remaining returned equipment in BC was either refurbished for re-use, or is awaiting assessment at one of our BC locations.

For the equipment returned to our distribution centres and pooled with returned equipment from other provinces, we have provided approximate percentages of this equipment that was sold to other jurisdictions (to non-Shaw operators) or recycled as unusable. The remaining percentage of returned equipment at our distribution centres was either refurbished for re-use, or is awaiting further assessment to determine its end fate.

For the period January 1, 2014 to December 31, 2014:

- Shaw recycled 237,914kg (31%) of returned equipment in BC, and shipped 292,226kg (38%) of returned equipment to our distribution centres outside of BC for further assessment. The remaining amount of equipment returned in BC was either refurbished locally for reuse, or is awaiting assessment at one of our BC facilities.
- At Shaw's distribution centres, Shaw sold approximately 25% of total equipment recovered from across Canada to other jurisdictions and recycled another 2%. The remaining amount of equipment recovered at our distribution centres from across Canada was either refurbished for reuse, sent to the manufacturer for repair under warranty, or is awaiting further assessment.

### 7. Product Sold and Collected and Recovery Rate

*Provide a summary of the total amount of product sold, collection volumes and, if applicable, recovery rates achieved by the program based on the approach included in the approved program plan. Also provide a summary of total product recovered by regional district.*

#### 7.1 Product Distributed

During 2014, Shaw distributed 1,096,801kg of equipment in BC covered under our Stewardship Plan. Of this total, 628,388kg (57%) was new equipment and 468,413kg (43%) was refurbished equipment that had been previously distributed, recovered and refurbished for reuse.

#### 7.2 Product Recovered

During 2014, Shaw recovered 766,187kg of equipment in BC covered under our Stewardship Plan. We have provided the breakdown of equipment recovered by regional district within BC below. The applicable regional district was determined based on the address of the collection location and/or warehouse recording the receipt of equipment. In the case of equipment mailed directly from a BC customer to a distribution centre outside of BC, we have classified the regional district as "Other".

Recovered equipment by Regional District:

Regional District	Equipment Recovered (Kg)
Alberni-Clayoquot	6,129
Capital	83,564
Cariboo	2,969
Central Kootenay	12,274
Central Okanagan	51,581
Columbia-Shuswap	84
Comox Valley	13,620
Cowichan Valley	15,101

## Shaw Communications Inc. 2014 Report to Director, Waste Management

Regional District	Equipment Recovered (Kg)
East Kootenay	12,835
Fraser Valley	29,590
Fraser-Fort George	27,636
Greater/Metro Vancouver	390,193
Kootenay Boundary	1
Nanaimo	40,688
North Okanagan	11,494
Okanagan-Similkameen	10,501
Peace River	1,167
Powell River	2,971
Squamish-Lillooet	9,578
Strathcona	7,491
Thompson-Nicola	21,662
Other – Recovered outside of BC <sup>1</sup>	15,058
<b>TOTAL</b>	<b>766,187</b>

### 7.3 Recovery Rate

The primary measure that Shaw uses to evaluate the performance of our Stewardship Plan is our equipment recovery rate. When we developed our Stewardship Plan, we planned to calculate our recovery rate based on the percentage of out-of-service equipment recovered by Shaw, with out-of-service equipment defined as equipment no longer in use by the customer but not returned to our National Distribution Centre (“NDC”).

Upon implementing our Stewardship Plan in 2012, and with the expansion of local redeployment of equipment outside of the NDC, it became evident that our planned calculation approach would not provide a useful view of plan performance comparable from year to year. Accordingly, we developed an alternate approach for determining our equipment recovery rate which has been used in our annual reports under the Stewardship Plan.

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

Based on our alternate measure, as described above, our 2014 recovery rate was 70%.

The 2014 recovery was higher than our 2013 recovery rate of 62% and in line with our 2012 partial year results. The 2013 recovery rate was negatively impacted by a number of specific factors as outlined in our 2013 annual report.

While our 2014 recovery rate remains below our 2017 target rate of 75%, this is partly due to changes in the relative weights of customer premise equipment over the past several years. As customers replace or upgrade older equipment, the newer equipment has been heavier (on average) than the equipment being replaced,

---

<sup>1</sup> As noted in our report, certain equipment is shipped directly from a consumer to our distribution centres located in Alberta or Ontario

## Shaw Communications Inc. 2014 Report to Director, Waste Management

creating downward pressure on our recovery rate. On a unit for unit basis, we recovered approximately 77% of the equipment distributed during the year.

### 8. Summary of Deposits, Refunds, Revenues and Expenditures

#### For those programs that charge deposits only:

*Include a summary of deposits received and refunds paid in British Columbia by the producers (by plan if agency manages more than one plan). Attach a copy of the current year's independently audited financial statements as an appendix.*

N/A – Our program does not charge deposits.

#### For those programs that charge a visible ecofee only:

*Include a summary of fees / rates charged by the agency and provide a summary of total revenues and expenses in British Columbia (by plan if agency manages more than one plan). Attach a copy of the current year's independently audited financial statements as an appendix.*

N/A – Our program does not charge a visible ecofee. All costs related to our Stewardship Plan are borne by Shaw.

### 9. Plan Performance

*Using the table below, provide a brief overview of the performance of the plan for the current year compared to the stated performance requirements and targets specified in the approved plan. If no specific targets have been set (e.g. new plans in first year of operation), specify baseline results, significant achievements and identify when targets will be set.*

Plan Target	2014 Results	Strategies for Improvement
<b>Collection Rate (kg collected)</b> (2014 Target: not specified)	766,187kg collected, representing 70% of total equipment distributed during the year	
<b>Consumer Awareness</b> (2014 Target: 24% of consumers aware of return channels and using them)	Not measured. As described in Section 3 above, we are in direct contact with our customers in almost every situation involving an upgrade of equipment or discontinuation of service.	N/A – our current processes provide near 100% consumer awareness.
<b>Collection System and Accessibility</b>		
Number of retail outlets for product return (2014 Target: Minimum 19)	26 Shaw-operated collection locations	N/A – exceeded target
Mail in Option (2014 Target: Entire province)	Entire province	N/A – target achieved

## Shaw Communications Inc. 2014 Report to Director, Waste Management

Plan Target	2014 Results	Strategies for Improvement
<b>Pollution Prevention Hierarchy</b>		
Equipment Re-deployed from NDC (2014 Target: not specified)	As described in Section 6 above, refurbishment is now performed both locally at BC locations as well as from our distribution centres: <ul style="list-style-type: none"> <li>• Redeployment within BC: 31%</li> <li>• Redeployment from DC's: 73%<sup>2</sup></li> </ul>	
Equipment Resold via Third Party (2014 Target: not specified)	Equipment resold from DC's: 25% <sup>2</sup>	
Equipment Broken Down and/or Recycled (2014 Target: not specified)	As described in Section 6 above, recycling is now performed both locally at BC locations as well as from our distribution centres: <ul style="list-style-type: none"> <li>• Recycled within BC: 31%</li> <li>• Recycled from DC's: 2%<sup>2</sup></li> </ul>	

### Appendices / Additional Information and Third Party Assurance

- Appendix A – Shaw Website Information: Green Initiatives
- Appendix B – BC Equipment Drop Off Locations
- Third Party Assurance Statement for Non-Financial Information

---

<sup>2</sup> As noted in Section 6, equipment returned to our distribution centres is pooled with returns from all provinces. As such, these measures represent the percentage of the total pooled returns that were redeployed (or are awaiting assessment), resold or recycled.

## Appendix A – Shaw Website Information: Green Initiatives

### Shaw keeps getting greener

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

#### Building our environmental management framework



##### Energy

Shaw is one of Canada's largest users of Bullfrog Power, 100% renewable wind power energy. Our introduction of route optimization software for our fleet vehicles has resulted in a reduction of at least 25% in distance travelled per service order, which in turn has helped to reduce fuel consumption and greenhouse gas emissions. In our Shaw facilities and data centres, we've installed high efficiency mechanical equipment to reduce power consumption. We have upgraded much of our lighting equipment across Canada, including the installation of occupancy sensors and lights that dim when the building receives more sunlight.



##### Waste

The National Distribution Centre (NDC) is at the forefront of our waste reduction initiatives. Each year, almost 1.5 million lbs of material is redirected from landfills for recycling or reuse by the NDC.

We've redesigned our equipment packaging in an effort to reduce the cardboard content by up to 40%.

Planning for electronic stewardship is a key step in our waste management activities.

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



##### Water

We have installed building facility upgrades and retrofits to reduce water consumption. Site management practices to control and monitor water use are in place and being tested. We are tracking and monitoring the water usage at our largest facilities across Canada to aid us in the continuous improvement of our water use efficiency.





## Green Building Certification

- Shaw Tower (Vancouver) – LEED Platinum for Existing Buildings: Operations and Maintenance (Attained in 2013) BOMA BEST level 4 certification (Attained in 2009)
- 3636 Campus (Calgary) – LEED Silver for Commercial Interiors (Attained in 2012)
- Shaw Barlow (Calgary) – BOMA BEST level 3 certification (Attained in 2011)
- Shaw Conference Centre (Edmonton) - BOMA BEST level 2 certification (Attained in 2013)



## What can you do?

### Go paperless, sign up for Easy Bill

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

[Sign up for Easy Bill today](#)



### Recycle your used Shaw equipment

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

[Find a Shaw retail location near you.](#)  
[Contact Shaw's customer support team for more information.](#)

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

## Shaw Communications Inc. 2014 Report to Director, Waste Management

### Appendix B – BC Equipment Drop Off Locations

Shaw-operated BC Equipment Drop Off Locations			
Location	Address	Location	Address
Abbotsford	Seven Oaks Centre, 32900 South Fraser Way V2S 5A1	Grand Forks	Shaw Office 7474 19th St V0H 1H2
Burnaby	Metropolis at Metrotown 4700 Kingsway V5H 4M1	Kamloops	Northhills Shopping Ctr. Unit 23-700 Tranquille Rd V2B 3J2
Langley	Willowbrook Shopping Centre 19705 Fraser Highway V3A 7E9	Kelowna	Shaw Office 2350 Hunter Rd V1X 7H6
North Vancouver	1471 Pemberton Ave North V7P 2R9	Prince George	Shaw Office 2519 Queensway St V2L 1N1
Richmond	Richmond Centre (Shaw Store) 6060 Minorou Blvd V6Y 2V7	Salmon Arm	10 Harbourfront Dr NE V1E 2A6
Surrey	Guildford Town Centre (Shaw Store) 10355 152nd St V3R 7C1	Sorrento	1-1257 Trans Canada Hwy V0E 2W1
Surrey	10445 138 St V3T 4K4	Duncan	35 Queens Rd V9L 2W1
Vancouver	Shaw Tower (Coal Harbour) 1067 West Cordova St V6C 3T5	Salt Spring	316 Lower Ganges Rd V8K 2V3
Vancouver	Oakridge Centre (Shaw Store) 650 W 41st Ave V5Z 2M9	Victoria	Uptown Centre (Shaw Store) 101, 3551 Blanshard St V8Z 0B9
Whistler	4368 Main St, Suite #214 V0N 1B4	Campbell River	500 Robron Road V9W 5Z2
Castlegar	Shaw Office 1951 Columbia Ave V1N 2W7	Courtenay/ Comox	1591 McPhee Ave V9N 3A5
Chilliwack	Shaw Office 9275 Nowell St V2P 7G7	Nanaimo	4316 Boban Dr V9T 6A7
Cranbrook	Shaw Office 720 Kootenay St V1C 3V2	Port Alberni	4278 8th Ave V9Y 7S8



June 30, 2015

## **Independent Reasonable Assurance Report to the Directors of Telus Corporation**

### **Scope**

We have been engaged by Telus Corporation (“Telus”) to perform a reasonable assurance engagement in respect of the following information presented in the 2014 Annual Report to the Director, Environmental Quality Branch, Ministry of the Environment (“MOE”) as hosted on the Association’s and British Columbia (“BC”) MOE’s website<sup>1</sup> for the year ended 31 December 2014 (together the “selected information”):

1. The number of collection facilities, and any changes in the number of collection facilities from the prior year in accordance with Section 8(2)(b) of the Recycling Regulation;
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;
3. The total amount of the producers’ product sold and collected and the recovery rate for the year ended December 31, 2014 in accordance with 8(2)(e) of the Recycling Regulation; and
4. The performance for the year in relation to targets in the approved stewardship plan under Section 8(2)(b), (d) and (e) in accordance with Section 8(2)(g) of the Recycling Regulation.

Our opinion does not constitute a legal determination on the Association’s compliance with the British Columbia Regulation 449/2004 Recycling Regulation (“Recycling Regulation”).

### **Responsibilities**

Preparation and fair presentation of the selected information in accordance with the evaluation criteria, as listed in Appendix A, is the responsibility of the Association’s management. Management is also responsible for such internal control as management determines is necessary to enable the preparation of the selected information such that it is free from material misstatement. Furthermore management is responsible for preparation of suitable evaluation criteria in accordance with the *Third party assurance requirements for non-financial information in annual reports*, dated February 2015 (“Assurance Requirements”) as specified by the Director under section 8(2)(h) of the Recycling Regulation and International Standard on Assurance Engagements 3000 (“ISAE 3000”), “Assurance Engagements other than Audits or Reviews of Historical Financial Information” published by the International Federation of Accountants.

Our responsibility is to express an opinion on the selected information based on the procedures we have performed and the evidence we have obtained.

---

<sup>1</sup> The maintenance and integrity of Telus’ website is the responsibility of Management; the work carried out by PricewaterhouseCoopers does not involve consideration of these matters and, accordingly, PricewaterhouseCoopers accepts no responsibility for any changes that may have occurred to the reported information or criteria since they were initially presented on the website.



### **Criteria**

The evaluation criteria used by Telus are described in Appendix A. We consider the evaluation criteria to be suitable for our engagement.

### **Methodology and Assurance Procedures**

We conducted our reasonable assurance engagement in accordance with the International Standard on Assurance Engagements 3000 (ISAE 3000), “Assurance Engagements other than Audits or Reviews of Historical Financial Information” published by the International Federation of Accountants. This standard requires that we comply with independence requirements and plan and perform the engagement to obtain reasonable assurance about whether the Selected Information is free of material misstatement.

A reasonable assurance engagement includes examining, on a test basis, evidence supporting the amounts and disclosures within the Selected Information. The procedures selected depend on our judgment, including the assessment of the risks of material misstatement in the Selected Information due to omissions, misrepresentation and errors. In making those risk assessments, we consider internal control relevant to the entity’s preparation and fair presentation of the Selected Information in order to design assurance procedures that are appropriate in the circumstances, but not for the purpose of expressing a conclusion on the effectiveness of the entity’s internal control. A reasonable assurance engagement also includes assessing the evaluation criteria used and significant estimates made by management, as well as evaluating the overall presentation of the Selected Information.

The main elements of our work were:

1. Obtaining an understanding of the management systems, processes, and controls used to generate, aggregate and report the data;
2. Testing relevant controls, documents and records on a sample basis;
3. Testing and re-calculating quantitative information related to the Selected Information on a sample basis;
4. Reviewing the consistency of the Selected Information with the related disclosures in the Annual Report of (Client) .

We believe that the evidence we have obtained is sufficient and appropriate to provide a basis for our conclusion.

### **Inherent limitations**

Non-financial performance information is subject to more inherent limitations than financial information, given the characteristics of the Selected Information and the methods used for determining and calculating such information. Qualitative interpretations of relevance, materiality and the accuracy of data are subject to individual assumptions and judgments. Furthermore, the nature and methods used to determine such information, as well the evaluation criteria and the precision thereof, may change over time. It is important to read our report in the context of evaluation criteria.

### **Conclusion**

In our opinion, the Selected Information for the year ended December 31, 2014 presents fairly in accordance with the evaluation criteria, in all material respects:

1. The number of collection facilities, and any changes in the number of collection facilities from the prior year in accordance with Section 8(2)(b) of the Recycling Regulation;



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;
3. The total amount of the producers' product sold and collected and the recovery rate for the year ended December 31, 2014 in accordance with 8(2)(e) of the Recycling Regulation; and
4. The performance for the year in relation to targets in the approved stewardship plan under Section 8(2)(e) in accordance with Section 8(2)(g) of the Recycling Regulation.

**Emphasis of matter**

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

**Other matters**

Our report has been prepared solely for the purposes of (Client) 's compliance with the reporting requirements relating to Sections 8(2)(b), (d), (e) and (g) of the Recycling Regulation and is not intended to be and should not be used for any other purpose. Our duties in relation to this report are owed solely to (Client) , and accordingly, we do not accept any responsibility for loss occasioned to any other party acting or refraining from acting based on this report.

*PricewaterhouseCoopers LLP*

**Chartered Accountants**

## Appendix A to the Assurance Report

### 1. The location of collection facilities, and any changes in the number and location of collection facilities from the previous report as presented in Section 3 on page 6 of Telus' 2014 Report to the Director, Environmental Quality Branch, MOE.

- The number of collection facilities is 10 locations (2013: 8). During the year, TELUS started using the services of Great Western Metals, Abbotsford BC and Victoria Battery Direct, Victoria BC.

#### Evaluation criteria:

- Reporting Period: January 1st to December 31st
- "Collection Facilities" are centres that were owned by TELUS, had a signed contract with TELUS, or non-contracted with selected TELUS vendors, for the collection of Program Products as of a December 31<sup>st</sup> of the reporting year. Collection facilities owned by TELUS or TELUS Contractors/Vendors receive customer returns through recovery mechanisms. Both TELUS technicians and TELUS contractors recover equipment from customers and return to collection facilities. Additionally, TELUS has a mailbox program whereby residential customers can return items via Canada Post outlets and business customers are provided with a courier pickup service.
- "Collection Facilities" are one of the following types of centres:
  - o Reverse Logistics/Triage Centres – e.g., Telmar, CTDI and GEEP;
  - o Processors - e.g., GEEP, Metalex, Edmonds Recycling, CCon Metals;
  - o Spare Central Stock – e.g., CTDI warehouse location for spare network equipment; or
  - o Redeployment Centres/Forward logistics - e.g, TELUS, CTDI and Telmar warehouse locations for used equipment brought back into inventory.
- "Collection Facilities" are not Canada Post, courier service providers (e.g., FedEx), technicians or Tier 2 locations.
  - o "Tier 2 locations" are TELUS locations where the technicians drop off material for return. These then are forwarded to any of the collection facilities.
  - o Canada Post, couriers (e.g., FedEx), and TELUS technicians are recovery mechanisms that increase public access to the Collection Facilities. For example, Canada Post has over 6,600 retail outlets across Canada.
- The number of Collection Facilities is reported on the basis of the number of Collection Facilities that were owned by TELUS, has a signed contract with TELUS, or non-contracted with selected TELUS vendors, for the collection of Program Products as of December 31<sup>st</sup>).

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 in Section 6 on page 13 and of Telus' 2014 Report to Director, Environmental Quality Branch, MOE.

**Acceptable Product End of Fate**

Product Type	Reuse	Recycle	Recovery	Residual
TELUS TV Equipment and accessories	Preferred	Optional	N/A	N/A
Telsets	Preferred	Optional	N/A	N/A
Network Equipment	Preferred	Optional	N/A	N/A
GPS Equipment	Preferred	Optional	N/A	N/A
Batteries <2 kg	N/A	Preferred	N/A	N/A
Batteries >2 kg	N/A	Preferred	N/A	N/A

**Estimated Product End of Fate Data for the year ended December 31, 2014**

Product Type	Reuse (%)	Recycle (%)	Recovery (%)	Residual (%)	Disposition Pending (%)
TELUS TV Equipment	89	11	0	0	0
TELUS TV Accessories	6	94	0	0	0
Network Equipment	90	10	0	0	0
Telsets	66	34	0	0	0
GPS	29	71	0	0	0
Batteries <2 kg	0	100	0	0	0
Batteries >2 kg	0	100	0	0	0

**Processing Pathways**

“TELUS” processor that recycles our end of life electronic products are third party accredited with ISO 14001 and ISO 9001 certification, RQP (Recycler Qualification Program), R2 certification – Responsible Recycling Practices, and other certifications. They provided TELUS with an end of fate flow chart that describes where our products are recycled (City and Province or Country) and the material recovered from them such as steel, copper, aluminum, precious metals, and plastics. This processing flow takes the material recovered to a point where the processor sells the material recovered to their buyers for further processing.

The recycler of our lead acid batteries processes are regulated by the BC Ministry of the Environment, as well as industry associations.”

<b>Product Type</b>	<b>Estimated transfer to direct processor in British Columbia (%)</b>	<b>Estimated transfer to direct processor or multi-step processor in North America (%)</b>	<b>End of Fate Description</b>
TELUS TV Equipment and accessories		100%	Processed for material recovery (metals, precious metals, plastics)
Telsets		100%	Processed for material recovery (metals, precious metals, plastics)
GPS		100%	Processed for material recovery (metals, precious metals, plastics)
Network Equipment		100%	Processed for material recovery (metals, precious metals, plastics)
Batteries <2 kg		100%	Processed for material recovery (nickel, cobalt, cadmium, lead, iron, copper, stainless steel)
Batteries >2 kg	100%		Processed down to commodities for reuse or further processing (lead, acid, plastic, sulfur)

**Evaluation criteria:**

- “Product type” is groups of products included in the program as listed in the currently approved product stewardship plan.
- “Reuse” is any Program Product which has been either reused by Telus or sold for the purpose of reuse.
- “Recycle” refers to the process of treating or processing a Program Product into an End of Fate commodity (e.g. Ferrous Steel, plastics Aluminum, Copper, Glass, Lead).
- “Recovery” is the process of generating energy in the form of electricity and/or heat from the incineration of waste
- “Residual” refers to Program Products which have been sent to landfill or hazardous waste that is not reuseable.
- “End of fate” is defined as final processed state of each commodity before entering a re-use stream or shipment to landfill / sequestration.
- “Estimated Product End of Fate Data” is an estimate of the end fate of the type of product based on information provided by processors.
- Direct processors are those where the Program Product is processed on a single site.
- Multi-step processors are those where the Program Product is processed over more than one site.

**Processor reporting**

- i. The Primary Processors are responsible for maintaining the records for Program Products processed, for Program Products, and reporting the results, including those from downstream processors, up to and including end of fate, on a consistent and timely basis to the Agency. Reporting includes both quantitative and qualitative end of fate data for Program Products.

<b>Primary Processors by Product Type</b>	
TELUS TV Equipment, TELUS TV Accessories, Network Equipment, Telsets, GPS	Telmar, GEEP
Batteries	GEEP, CTDI, UTI, Metalex, Ccon Metals, Sumas, Edmonds Recycling, Great Western Metals, Victoria Battery Direct

**Method of reporting**

- Program Products collected are reported by end of fate both by product type and by process on the Pollution Prevention Hierarchy:
- Reuse: Reused products are reported by units reused or sold for reuse.
- Recycle: Recycled products are reported by unit.
- Recovery: N/A - No Program Products are recovered.
- Residual: N/A – all Program Products collected are expected to be 100% recyclable. Non- program products that may be included in shipments are not recorded or reported by the program but efforts are made to dispose of them in accordance with the pollution prevention hierarchy.

**3. The total amount of the producer's product sold and collected and the recovery rate as presented in Section 6 on page 13 and of Telus' 2014 Report to Director, Environmental Quality Branch, MOE.**

Total amount of producer's product sold is estimated as 1,439 mt

Total amount of producer's product collected is estimated as 735 mt

*The recovery rate is reported under criteria 4 below*

**Evaluation criteria:**

- “Program Products” are all products included in the program as listed in the currently approved product stewardship plan. These include:
  - o Cordless phones and corded desktop, VOIP phones and analogue terminal adapters;
  - o Public Access Equipment;
  - o Obsolete network infrastructure equipment (switches, servers), External customer networks, Servers, Optical network termination equipment, Internet equipment (routers, modems), Network cards;
  - o Video and teleconferencing equipment;
  - o TV equipment (PVRs, receivers, remote controls), Satellite TV equipment;
  - o Global Positioning Systems (GPS);
  - o Batteries; and
  - o Cables/accessories.
- Products not included in the program are mobile devices and their associated accessories.
- “Product Sold” is the amount of all Program Products distributed into BC by TELUS.
- “Product Collected” is the amount of all Program Products collected from sources known to be located within the province of BC that occurred through the Collection Facilities.

**Product Sold:**

- Quantification of Product Sold is based on data about Program Product movements as recorded in TELUS’ SAP system for the Reporting Period and is broken down by each Program Product.
- Product Sold is calculated by weight, however the number of units is also available for all Program Products. Conversion factors used for converting number of units to weight are calculated based on the average weight of the electronic. The weights are provided by the collection facilities that receive the electronics.
- There are currently no eco fees charged to TELUS customers for products included in TELUS’ current stewardship plan in BC.

**Product Collected:**

- Quantification of Product Collected is based on annual reports generated by the Collection Facilities for the Reporting Period and includes delineation of the Program Products by province of origin.

<ul style="list-style-type: none"> <li>- These reports are generated from the Collection Facility's individual inventory programs for the Reporting Period.</li> <li>- Consolidated values for each Program Product are reported by quantity and end fate per product type (e.g., resale, scrap, etc).</li> <li>- Products Collected from unknown origin (e.g., items where the return address are not legible) are accounted for using an estimate based on products returned through that same method but of known origin.</li> <li>- Products Collected can be reported as either weight or number of units and is dependent on the identified end fate of the material product type (reuse vs. recycling). Conversion factors used for converting number of units to weight are from calculated based on the average weight of the electronic. The weights are provided by the collection facilities that receive the electronic.</li> </ul>	<p><b>4.</b> The performance for the year in relation to targets in the approved stewardship plan under Section 8(2)(b), (d) and (e) in accordance with Section 8(2)(g) of the Recycling Regulation as presented in Section 6 on page 13 and of Telus' 2014 Report to Director, Environmental Quality Branch, MOE.</p> <p>43% recovery for the year ended December 31 2014 compared to a target of 65%</p>
<p><b>Evaluation criteria:</b></p> <p>Target recovery rate per Telus Communications Company 2012 Amended BC Electronic Equipment Stewardship Plan.</p> <p>Recovery rate is calculated as:</p> <p>Total number of items of estimated Program Products collected / Total number of items of estimated Program Product sold</p>	

## **Appendix B to the Assurance Report**

*Telus has not reported its performance for the year in relation to approved targets under 8(2)(b) or 8(2)(d) in accordance with 8(2)(g) of the Recycling Regulation for the year ended December 31, 2014 as there are no specific related targets in the approved stewardship plan.*