

Shaw Communications Inc.

Annual Report to the Director

2020 Calendar Year

Submitted to: Director, Extended Producer Responsibility Programs
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Table of Contents

- 1. Executive Summary3
- 2. Program Outline5
- 3. Public Education Materials and Strategies5
- 4. Collection System and Facilities.....6
 - 4.1 Collection Process6
 - 4.2 Collection Locations6
- 5. Product Environmental Impact Reduction, Reusability and Recyclability7
 - 5.1 Environmental Management Framework.....7
 - 5.2 Product Life Cycle Management7
- 6. Pollution Prevention Hierarchy and Product / Component Management8
- 7. Product Sold and Collected and Recovery Rate.....9
 - 7.1 Product Distributed9
 - 7.2 Product Recovered9
 - 7.3 Recovery Rate10
- 8. Summary of Deposits, Refunds, Revenues and Expenditures10
- 9. Plan Performance11
- Appendices / Additional Information and Third Party Assurance12
 - Appendix A – Shaw Website Information: Green Initiatives13
 - Appendix B – BC Equipment Drop Off Locations.....16

Shaw Communications Inc. 2020 Report to Director, Extended Producer Responsibility Programs

1. Executive Summary

The table below should 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.

Products within plan	<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"> • Modems • Routers • Set-top boxes • Personal Video Recorders (PVRs) • Remotes • Satellite Receivers • Batteries used in these devices
Program website	<p>https://www.shaw.ca/uploadedFiles/Corporate/In_the_Community/Green_Initiatives/Stewardship_Plan_april_2012.pdf</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"> • Shaw customer support personnel can 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 always accept old equipment from customers. • Information on Shaw’s external website (Appendix A).
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"> • Equipment may be picked up by a Shaw technician during a service visit. • 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. • 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. • In certain circumstances, customers may request and receive via email a pre-paid waybill to return unused equipment directly to us. • A customer may also be directed to return product via Canada Post using a supplied account number which is specifically setup to return equipment at Shaw’s expense.

Shaw Communications Inc. 2020 Report to Director, Extended Producer Responsibility Programs

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 products Shaw distributes 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"> • Equipment is assessed to determine whether it can be reused locally. Reusable equipment is placed back within the local area's distribution stream. Equipment that cannot be used locally and/or fails assessment is verified for in or out of warranty with the original manufacturer, if in warranty equipment is returned to 3rd party distribution partner, if out of warranty the equipment will be routed to a 3rd party recycler. • At the 3rd party distribution centres, equipment is further assessed to determine whether the equipment can be repaired or returned to the manufacturer under warranty. Reusable equipment is returned to Shaw's distribution stream for use in any of Shaw's service areas across Canada. Warranty equipment is returned to the manufacturer. • At the 3rd party distribution centres, recovered equipment that is no longer part of Shaw's equipment portfolio in Canada, will be assessed to determine if the equipment can be sold to other 3rd parties for reuse by companies outside of Shaw. • Recovered equipment at our 3rd party distribution centre that cannot be reused or resold and is out of warranty can be harvested for reusable components. Any remaining portion is sent to a 3rd party recycling partner for processing.
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, 2020 to December 31, 2020:</p> <ul style="list-style-type: none"> • 549,554 kg of equipment was distributed in BC • 312,788 kg of equipment was recovered in BC • Recovery rate: 57% <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.

Comparison of Key Performance Targets		
Part 2 section 8(2)(g); See full list of targets in Plan Performance		
Priority Stewardship Plan Targets	Performance	Strategies for Improvement
Collection Rate	312,788 kg of equipment was recovered in BC, representing 57% of equipment weight distributed during the year.	

Shaw Communications Inc. 2020 Report to Director, Extended Producer Responsibility Programs

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 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)
- Remotes
- Satellite Receivers
- Batteries used in these devices

This Annual Report covers the period January 1, 2020 to December 31, 2020.

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 always accept old equipment from customers.
- Information on Shaw’s external website (Appendix A).

Shaw Communications Inc. 2020 Report to Director, Extended Producer Responsibility Programs

Most 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.

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 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.
- Customers may request and receive a pre-paid waybill by email or a Canada Post account number to return unused equipment directly to us at Shaw's expense.

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

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

Shaw Communications Inc. 2020 Report to Director, Extended Producer Responsibility Programs

Related to the methods outlined above, Shaw has agreements with 3rd party freight and courier companies to accept and route equipment returns on our behalf. These arrangements allow convenient drop-off locations in communities where Shaw may not have a retail presence and provides 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.

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 products we distribute are RoHS compliant.

Shaw Communications Inc. 2020 Report to Director, Extended Producer Responsibility Programs

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 for non-financial information in annual reports 2018 reporting year" Appendix D: FAQs Section 7. (original version dated October 2018), 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 locally. Reusable equipment is placed back within the local area's distribution stream. Equipment that fails assessment but is under warranty or possibly reused, but not locally, is returned to one of the 3rd party distribution centres in located in BC or Ontario.
- Recovered equipment received at the 3rd party 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 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. If there is a market the items are shipped to Shaw's Calgary warehouse and packaged for resale.
- Recovered equipment at the 3rd party distribution centre that cannot be reused, repaired, or resold and is out of warranty may be harvested for reusable components and the remaining portion sent to a 3rd party recycling partner 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 customers to our 3rd party distribution centres may be 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 distributed in BC, and the amount of equipment that was returned through our distribution channels and ultimately to our 3rd party distribution centres in BC and 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 total equipment that was sold to other jurisdictions (to non-Shaw operators). The remaining percentage of returned equipment at our distribution centres was either recycled, refurbished for re-use, or is awaiting further assessment to determine its end fate.

For the period January 1, 2020 to December 31, 2020 Shaw resold 983,618 Kg of returned equipment.

Shaw Communications Inc. 2020 Report to Director, Extended Producer Responsibility Programs

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 2020, Shaw distributed 549,554 kg of equipment in BC covered under our Stewardship Plan. Of this total, 216,103 kg (40%) was new equipment and 329,683 kg (60%) was refurbished equipment that had been previously distributed and then was recovered and refurbished for reuse.

7.2 Product Recovered

During 2020, Shaw recovered 312,788 kg 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	324
Capital (Victoria)	33,214
Cariboo	3
Central Kootenay	3,052
Central Okanagan	25,236
Columbia-Shuswap	104
Comox Valley	776
Cowichan Valley	368
East Kootenay	513
Fraser Valley	9,418
Fraser-Fort George	18,696
Greater/Metro Vancouver	172,140
Nanaimo	41,228
North Okanagan	7
Okanagan-Similkameen	73
Peace River	7
Powell River	7
Squamish-Lillooet	658
Strathcona	7
Thompson-Nicola	6,956
TOTAL	312,788

Shaw Communications Inc. 2020 Report to Director, Extended Producer Responsibility Programs

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”).

Since we implemented our Stewardship Plan in 2012, and with the expansion of local redeployment of equipment outside of our National Distribution Centre in Calgary, 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.

2020 was a unique year in which the normal process of recovering equipment became less accessible and Shaw’s focus on customer and employee health and safety limited touch points and in person experiences both in home and in retail outlets. As a result performance on recovery was greatly impacted by the applied safety protocols.

Based on the alternate measure, as described above, the 2020 recovery rate was 57% which is below the annual target rate of 75%. On a unit for unit basis, recovery was also 57% 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 eco-fee 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 eco-fee. All costs related to our Stewardship Plan are borne by Shaw.

Shaw Communications Inc. 2020 Report to Director, Extended Producer Responsibility Programs

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	2020 Results	Strategies for Improvement
Collection Rate (kg collected) (2020 Target: not specified)	312,788 kg collected, representing 57% of total equipment distributed during the year	
Consumer Awareness (2020 Target: 35% 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 most situations involving an upgrade of equipment or discontinuation of service.	N/A – our current processes provide near 100% consumer awareness.
Collection System and Accessibility		
Number of retail outlets for product return (2020 Target: Not Specified)	24 Shaw-operated collection locations	N/A
Mail in Option (2020 Target: Entire province)	Entire province	N/A – target achieved
Pollution Prevention Hierarchy		
Equipment Re-deployed (2020 Target: not specified)	As described in Section 6 above, refurbishment is performed at 3 rd party distribution centres in BC and Ontario.	
Equipment Resold via Third Party (2020 Target: not specified)	Equipment resold: 983,618 kg	
Equipment Broken Down and/or Recycled (2020 Target: not specified)	As described in Section 6 above, recycling is performed by 3 rd party partners only after a full assessment of repair, replace, reuse strategies have been completed at BC and Ontario 3 rd party distribution centres.	

**Shaw Communications Inc. 2020 Report to Director, Extended Producer Responsibility
Programs**

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

Appendix A – Shaw Website Information: Green Initiatives

<https://www.shaw.ca/Corporate/About-Shaw/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 \(April, 2012\)](#)

Shaw Communications Inc. 2020 Report to Director, Extended Producer Responsibility Programs



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 eBill

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 eBill. With Shaw eBill, your monthly bills are delivered right to your email inbox, how you pay is up to you. Switching to Shaw eBill is fast, convenient and great for the environment.

[Sign up for eBill today](#)

Shaw Communications Inc. 2020 Report to Director, Extended Producer Responsibility Programs



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

Shaw Communications Inc. 2020 Report to Director, Extended Producer Responsibility Programs

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	Kamloops	Northhills Shopping Ctr. Unit 23-700 Tranquille Rd V2B 3J2
Burnaby	Metrotown Unit225-4820 Kingsway V5H 4M1	Kelowna	Shaw Office 2350 Hunter Rd V1X 7H6
Langley	Willowbrook Shopping Centre 19705 Fraser Highway V3A 7E9	Prince George	Shaw Office 2519 Queensway St V2L 1N1
North Vancouver	1471 Pemberton Ave North V7P 2R9	Salmon Arm	10 Harbourfront Dr NE V1E 2A6
Richmond	Richmond Centre 6060 Minoru Blvd V6Y 2V7	Duncan	35 Queens Rd V9L 2W1
Surrey	Guildford Town Centre 10355 152nd St V3R 7C1	Salt Spring	316 Lower Ganges Rd V8K 2V3
Vancouver	Shaw Tower (Coal Harbour) 1067 West Cordova St V6C 3T5	Victoria	Uptown Centre Unit 200-3671 Uptown Blvd. 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 #111 3-44981 Commercial Crt V2R 0A7	Nanaimo	4316 Boban Dr V9T 6A7
Cranbrook	Shaw Office 720 Kootenay St V1C 1H2	Port Alberni	4278 8th Ave V9Y 7S8
Grand Forks	Shaw Office 7474 19th St V0H 1H2	Port Hardy	Shaw Office 7020 Market ST V0N 2P0