

# Call2Recycle Annual Report to the Director

2014 Calendar Year

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June 30, 2015



Recharging the Planet. Recycling Your Batteries.™

**call2recycle®**

## Table of Contents

<b>1. EXECUTIVE SUMMARY .....</b>	<b>3</b>
<b>2. PROGRAM OUTLINE .....</b>	<b>6</b>
<b>3. PUBLIC EDUCATION MATERIALS AND STRATEGIES .....</b>	<b>6</b>
<b>4. COLLECTION SYSTEM AND FACILITIES .....</b>	<b>8</b>
<b>5. PRODUCT ENVIRONMENTAL IMPACT REDUCTION, REUSABILITY AND RECYCLABILITY .....</b>	<b>10</b>
<b>6. POLLUTION PREVENTION HIERARCHY AND PRODUCT/COMPONENT MANAGEMENT .....</b>	<b>10</b>
<b>7. PRODUCT SOLD AND COLLECTED AND RECOVERY RATE .....</b>	<b>12</b>
<b>8. SUMMARY OF DEPOSITS, REFUNDS, REVENUES AND EXPENDITURES .....</b>	<b>15</b>
<b>9. PLAN PERFORMANCE .....</b>	<b>15</b>
<b>APPENDIX A – CALL2RECYCLE BATTERY STEWARDS.....</b>	<b>17</b>
<b>APPENDIX B - SAMPLES OF EDUCATIONAL AND PROMOTIONAL ACTIVITIES .....</b>	<b>20</b>
<b>APPENDIX C – AUDITED FINANCIAL STATEMENT .....</b>	<b>23</b>
<b>APPENDIX D – CALL2RECYCLE COLLECTION AND RECYCLING FLOWCHART .....</b>	<b>25</b>
<b>APPENDIX E – AUDITORS REPORT ON NON-FINANCIAL INFORMATION .....</b>	<b>26</b>

## 1. Executive Summary

Products within plan	Dry cell batteries weighing less than five kilograms (rechargeable and single-use)
Program website	<a href="http://www.call2recycle.ca">www.call2recycle.ca</a> <a href="http://www.call2recycle.ca/british-columbia">http://www.call2recycle.ca/british-columbia</a>

Recycling Regulation Reference	Topic	Summary (5-bullet maximum)
Part 2, section 8(2)(a)	<a href="#">Public Education Materials and Strategies</a>	<ul style="list-style-type: none"> <li>Continued our awareness partnerships with Earth Day Canada and Science World, and launched new partnership with Teck to educate about responsible battery management and drive post-use collections.</li> <li>Began running display ads in social media, directly resulting in nearly three-quarters of a million hits on the Call2Recycle website.</li> <li>Raised awareness through various retailer point-of-sale promotions, online and print advertising, public displays, promotional events and partnerships, tradeshow, sponsorships, annual report, website, and toll-free phone number.</li> </ul>
Part 2, section 8(2)(b)	<a href="#">Collection System and Facilities</a>	<ul style="list-style-type: none"> <li>Call2Recycle offers battery recycling options to five sectors: Retail, Business Services, Government, Environmental, and Manufacturing. A collection facility may either be accessible to the public (public collection site) or to a private business. An actively participating collection site (active site) in British Columbia is defined as a site that has shipped at least one receipt within the past 12 months, or any site that has enrolled in the program during the past 365 days regardless of receipt.</li> <li>According to our assessment, 95% of BC residents live within 15 km of a public Call2Recycle Canada collection site.</li> </ul>
Part 2, section 8(2)(c)	<a href="#">Product Environmental Impact Reduction, Reusability and Recyclability</a>	<ul style="list-style-type: none"> <li>461,089 kg* of batteries were diverted from landfills through the Call2Recycle program in British Columbia in 2014, continuing the program's trend of year-over-year collection growth with a 16% increase over 2013.</li> </ul>

**Call2Recycle 2014 Annual Report to  
Ministry of Environment of British Columbia**

Recycling Regulation Reference	Topic	Summary (5-bullet maximum)
Part 2, section 8(2)(d)	<a href="#">Pollution Prevention Hierarchy and Product / Component Management</a>	<ul style="list-style-type: none"> <li>Batteries collected through the Call2Recycle program are consolidated and sorted by Retrieval Technologies, located in Trail, BC, with less than 2% going to a secondary facility, Terrapure Environmental (formerly Newalta), located in Ft. Erie, ON.</li> <li>In 2014, Call2Recycle engaged RWDI Consulting Engineers and Scientists, a third-party research company, to assess the accuracy of its downstream activities. The research determined a recycling efficiency rate for alkaline batteries of 83.7%, which is in line with industry standards.</li> </ul>
Part 2, section 8(2)(e)	<a href="#">Product Sold and Collected and Recovery Rate</a>	461,089 kg* of batteries were collected in BC through the Call2Recycle program this year. Based on new sales data of 2,141,000 kilograms of batteries sold into market in 2014 according to AC Nielsen, this represents a diversion rate of 22% in BC for this reporting year.**
Part 2, section 8(2)(e.1)		<ul style="list-style-type: none"> <li><b>See Section 7 for breakdown per regional district</b></li> </ul>
Part 2, section 8(2)(f)	<a href="#">Summary of Deposits, Refunds, Revenues and Expenses</a>	<ul style="list-style-type: none"> <li>\$6.85 M U.S. Dollars in revenue (for Canadian program)</li> <li>\$7.15 M U.S. Dollars in expenses (for Canadian program)</li> </ul>

\* Call2Recycle records battery collections in pounds. Weights provided in kilograms in this document are based on a conversion rate of 0.453592. 461,089 kg represents Call2Recycle's battery collection numbers only, and does not include the batteries collected by the Canadian Wireless Telecommunication Association (CWTA). We do disclose the CWTA's battery collections as reported to Call2Recycle and will include their number in the Product Sold vs. Collected data. The collection figures provided by the CWTA will not however be calculated in Call2Recycle's plan performance as the auditable information is not available.

\*\* AC Nielsen baseline data for primary batteries is based on US sales into the market and battery sale trends. Rechargeable growth is calculated based on share projections from Frost Sullivan as of 2010-2011. 2010 to 2014 collection rate targets have been revised from the original 2010 plan to reflect new market data, although for this report's purposes, targets cited throughout mirror those in the original 2010 plan.

**Call2Recycle 2014 Annual Report to  
Ministry of Environment of British Columbia**

Comparison of Key Performance Targets		
Part 2 section 8(2)(g); See full list of targets in <a href="#">Plan Performance</a>		
Priority Stewardship Plan Targets (as agreed with Ministry file lead)	Performance	Strategies for Improvement
1. Total batteries collected – 1,088,560 kg*	461,089 kg 42% to target	<ul style="list-style-type: none"> <li>• Increase promotion and public education of the program – consumer awareness</li> <li>• Call-to-action campaigns: Campaigns that drive consumers to the Call2Recycle website to find the nearest drop-off location to recycle used batteries.</li> <li>• Consumer Accessibility – Maintain accessibility rating between 93-95%</li> <li>• Collection drives and incentive-based collections</li> <li>• Targeted awareness campaigns</li> <li>• Public Service Announcements</li> <li>• Advertising – website, social media, print advertising</li> </ul>
2. Projected Sales Into BC**	2,721,400 kg	
3. Plan Commitment : Collection rate vs. projected sales into British Columbia	40%	
4. Actual Collection vs. projected sales into market	17%	
5. Actual sales into British Columbia in 2014	2,141,000	
6. Actual collection vs. actual sales into the market	22%	

\* Represents estimates developed for 2010 plan by industry stewards based on total Canadian battery sales allocated by provincial population. Our data on batteries sold into market have changed based on recent research from AC Nielsen, and are reflected in Call2Recycle’s renewal plan submitted to the Province in 2014.

\*\* Projected sales into the market as per the Call2Recycle stewardship plan for 2010-2014

All information contained in this annual report has been subject to a third-party audit of non-financial information. Information contained in the annual report has been reviewed by an independent auditor and has been verified as fairly stated in accordance with the audit criteria. Please see [Appendix E](#) for the complete auditor’s report.

## **2. Program Outline**

Call2Recycle Canada, Inc. is the Canadian arm of North America's first and largest battery stewardship program. Our program was established to fulfill the product stewardship obligations of battery manufacturers, manufacturers whose products contain batteries, and certain distributors and retailers of products as may be appropriate and today works on behalf of more than 200 battery and product manufacturers (See [Appendix A](#)).

Since 1997, Call2Recycle Canada has operated a best-in-class battery collection and recycling program. We collect and recycle batteries and cellphones from municipalities, businesses and consumers at no cost to them, and we promote environmental sustainability across North America. Our commitment is that 100% of batteries collected through our program are diverted from landfill.

Our network of 1,649 public and private collection sites in British Columbia—and more than 7,900 across Canada—ensure convenience and efficiency. Our easy drop, seal and ship collection process makes recycling batteries as simple as possible for both consumers and program participants so that anyone can be a partner in environmental stewardship. Call2Recycle is the first program of its kind to receive Responsible Recycling Practices Standard (R2) certification, recognizing that our program has met stringent environmental, public, and worker health and safety requirements.

Our BC program was developed in consultation with the public and the Ministry of the Environment. It has been designed to achieve maximum awareness, participation, efficiency and cost-effectiveness, and we continue to be committed to being a valuable partner to the Province.

## **3. Public Education Materials and Strategies**

Call2Recycle strives to increase awareness of responsible battery management among consumers and to divert as many batteries as possible from the waste stream. Our integrated, multi-channel approach continues to increase public awareness and drive battery collections across the province.

From June to October, more than three million display ads about the Call2Recycle program were delivered online to select audiences, such as consumer electronics shoppers, people interested in “green” issues, and sports and news media followers. Using paid social media, we also ran display ads that received 1.9 million page views and generated 728,256 hits on the Call2Recycle website. In addition, we ran quarter-page print ads in *The Vancouver Sun*, *Abbotsford News*, *Victoria Times Colonist*, *Kamloops This Week*, *Kelowna Capital News*, and *Prince George Citizen* from June to November.

## **Call2Recycle 2014 Annual Report to Ministry of Environment of British Columbia**

In 2014, we conducted research in BC into the impact of advertising on recycling behaviours to establish benchmarks against which to measure the success of our campaigns. Post-campaign research showed 87% of people who had seen the Call2Recycle ad said they were more inclined to recycle their batteries after seeing the ad, and 42% said they had recycled their batteries as a result of the ad.

Call2Recycle continued our relationship with Earth Day Canada, which actively promotes our program throughout the year as a key element of its recycling education. Once again we partnered with Science World to encourage youth and communities to adopt environmentally responsible behaviour. As part of this partnership, Call2Recycle sponsored Science World's BC Green Games, a competition in which elementary and high school students conceive and carry out an environmentally sustainable initiative in their school or community. This year was the first time one of our staff sat on the judging panel for the competition.

In another first, Call2Recycle took part in Free the Children's popular We Day activities in Vancouver as part of a partnership with resource company Teck. Teck launched its Zinc Saves Lives campaign at We Day 2014 to raise awareness of the impact of zinc deficiencies on children in the developing world. The campaign correlates zinc levels in children with zinc in batteries. Youth were invited to collect and recycle their batteries in Call2Recycle drums at the entrance to the event or to use one of our regular collection boxes and report their deposit on the [Teck website](#). For every battery collected, Teck committed to donate the equivalent value of zinc recycled to UNICEF to support related health initiatives in India. Our collections at the We Day event reached 594 kg and more than 217,000 batteries have been logged in Teck's online tracker.

We also continued to promote Call2Recycle to industry partners and potential partners. In March, we attended and had a tradeshow booth at the Globe 2014 conference, an international forum on business and the environment, held in Vancouver. Call2Recycle also sponsored the Canadian Waste Management Association conference and the Recycling Council of British Columbia conference to maintain the program's profile within the recycling and waste management sectors.

We recognized 32 BC-based organizations and municipalities with our 2014 Leader in Sustainability Award, which honours participants that promote recycling activities to their stakeholders and achieve significant battery collection returns. The recognition is an opportunity for the winners to celebrate, promote their success, and redouble their efforts.

In addition to these activities, Call2Recycle Canada also engaged in the following promotional activities throughout the year:

- Providing promotional materials for Call2Recycle collection site operators to share with customers and encourage battery collections

**Call2Recycle 2014 Annual Report to  
Ministry of Environment of British Columbia**

- Issuing press releases and online articles sharing the ongoing success of battery recycling activities in BC
- Operating a customer service call centre that assists consumers to find drop-off locations, educates them about battery recycling and provides a variety of other battery-related information.
- Maintaining a comprehensive website that includes BC-specific information, as well as interactive games, recycling resources and links, FAQs, live chat and a handy search tool to help consumers find the drop-off locations nearest them
- Maintaining a robust social media presence on Facebook and Twitter
- Producing regular email blasts
- Distributing a monthly newsletter to individuals who opt in through our website

Samples of some of the promotional materials and coverage of the Call2Recycle program are provided in [Appendix B](#).

#### **4. Collection System and Facilities**

Call2Recycle Canada’s consumer battery collections principally come from drop-off boxes that are strategically located to maximize convenience and usage. Factors such as population, proximity to consumers, ease of access, and the likelihood that consumers will associate batteries or recycling with the location (e.g. an electronics store or recycling depot) are some of the criteria we consider when selecting a Call2Recycle collection site.

Across the province, there were 1,649 active collection sites in 2014. Active sites are defined as those that shipped at least one receipt within the past 12 months, or any site that has enrolled in the program during the past 365 days regardless of whether or not they have sent in a full box of collected batteries.

<b>2014 Active Collection Sites by Sector</b>				
<b>Sector</b>	<b>2014</b>	<b>2013</b>	<b># Increase/ Decrease</b>	<b>% Increase/ Decrease</b>
Business Services	524	543	-19	-3%
Environmental	91	78	13	17%
Government	423	390	33	8%
Manufacturing	36	32	6	19%
Retail	573	559	14	3%
Other	2	0	2	-
<b>Grand Total</b>	<b>1,649</b>	<b>1,602</b>	<b>47</b>	<b>3%</b>



**Call2Recycle 2014 Annual Report to  
Ministry of Environment of British Columbia**

In 2014, the number of collection sites increased by three percent over the previous year. Research into domestic and international battery recycling programs shows no direct correlation between changes in the number of collection sites and collection quantities; however, we continually look for new, strategic collection points to drive consumer recycling activity. We also monitor site activity to eliminate non-participating sites.

The following chart breaks down the BC Call2Recycle collection sites by region.

<b>Call2Recycle Collection Sites by Region</b>			
<b>Region</b>	<b># of Active Collection Sites</b>	<b>Region</b>	<b># of Active Collection Sites</b>
Alberni-Clayoquot	15	Kitimat-Stikine	23
Bulkley-Nechako	25	Kootenay Boundary	22
Capital	226	Mount Waddington	4
Cariboo	21	Nanaimo	39
Central Coast	4	North Okanagan	25
Central Kootenay	41	Northern Rockies	1
Central Okanagan	35	Okanagan-Similkameen	30
Columbia Shuswap	29	Peace River	18
Comox Valley	21	Powell River	9
Cowichan Valley	28	Skeena-Queen Charlotte	5
East Kootenay	33	Squamish-Lillooet	20
Fraser Valley	70	Strathcona	17
Fraser-Fort George	40	Sunshine Coast	14
Metro Vancouver	764	Thompson-Nicola	70
		<b>Total BC</b>	<b>1,649</b>

Call2Recycle aims to give at least 95% of BC households access to a collection box. We define “access” as having a box within 15 km of the residence—a distance established as a result of Ipsos Marketing research into consumer recycling behaviour commissioned by Call2Recycle. In 2014, Call2Recycle continued to meet this accessibility standard in BC.

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

Call2Recycle strives to increase sustainability both through our program and in our operations. Whenever possible, we seek qualified processing partners that are located in the regions we serve in order to reduce our transportation footprint. In BC, batteries and cellphones collected by Call2Recycle are sorted at Retrie Technologies (formerly Toxco), located in Trail, BC. All sorters and processors use the latest and most effective techniques for reclaiming materials and have passed a rigorous selection process to ensure compliance with applicable environmental, transportation, and health and safety regulations. Please see [Appendix D](#) for a flow chart detailing our sorters and processors.

In 2014, Call2Recycle Canada began investigating ways in which we can provide a drum auto-replenishment program to our large-scale recycling participants. This program would enable high-volume collectors to receive a new collection drum automatically when they ship their full drum to our sortation partner—a service similar to one Call2Recycle currently provides to consumer box collection site operators.

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

The Province abides by the pollution prevention hierarchy—reduce, reuse and recycle; however, this hierarchy can be more difficult to apply to batteries than to other products. Call2Recycle does not promote a reduction in the use of batteries, and reconditioning batteries for reuse can pose an unacceptable safety risk to consumers. We therefore do not support reconditioning Lithium-ion batteries unless certain strict conditions pertaining to the reconditioning organization, safety testing and proper labeling are met.

We believe that, when there is doubt about how best batteries can be reused, they should be recycled instead. Recycling is the most viable means of keeping battery waste from entering landfills. The Call2Recycle program is able to efficiently and cost-effectively recycle household batteries of all types. Through our carefully selected processing partners, valuable metals such as nickel, iron, cadmium, lead, and cobalt can be reclaimed. These are sold back to the metals market for use in various products, such as new batteries, cookware, appliances and hardware. Our commitment is that no batteries collected through our program go to landfill.

When it comes to cellphones, Call2Recycle first seeks to refurbish the units, and if they are unsuitable for refurbishment, the phones are recycled. Approximately 90% of the cellphones we collect are recycled and processed for reclamation. No material is sent overseas to be recycled, as per the requirements of the Basel Convention.

**Call2Recycle 2014 Annual Report to  
Ministry of Environment of British Columbia**

In June 2014, Call2Recycle attained the newest certification of the Responsible Recycling Practices Standard (R2): the R2:2013. This is the highest achievable standard for recycling organizations and indicates that the certificate holder has met stringent requirements in areas of environmental, public and worker health and safety.

This year, Call2Recycle also engaged RWDI Consulting Engineers and Scientists, a third-party research company, to examine the primary battery recycling processes of our processing partners and verify the accuracy of our efficiency rates. RWDI's engineers also did a broader review of treatment processes that are commercially available in the Western world for alkaline battery recycling. Their study confirmed our recycling efficiency rates for alkaline batteries at 83.7%, a figure that aligns with industry standards.

The following charts show the recovery rates of processors used by the Call2Recycle program and how the various materials are managed.

Recycling Efficiency Rates						
Battery Type	Rechargeable Battery Chemistry				Primary Chemistry	
	NI-CD	LI-ION	NI-MH	SSLA	ALKALINE	LITHIUM
Processor	Inmetco	Retriev	Inmetco	Terrapure VSC	Inmetco	Retriev
<b>% Material Recovered*</b>						
<b>To Metals</b>	50%	27%	57%	72%	21%	0 to 50%
<b>To co-product, aggregate</b>	2%	0%	14%	0%	1%	37%
<b>To Cadmium</b>	12%	0%	0%	0%	0%	0%
<b>To Secondary Recovery**</b>	4%	0%	5%	0%	57%	2%
<b>Plastic Recovery or Reductant</b>	12%	44%	10%	9%	5%	2%
<b>Total Recovery, %</b>	<b>80%</b>	<b>71%</b>	<b>86%</b>	<b>81%</b>	<b>84%</b>	<b>83 to 91%</b>

\* Recovery rates provided by processor.

\*\* This includes metals that are recovered at secondary processors.

Product End Fate for Data Year Ending December 31, 2014					
Component Chemistry	Reuse*	Recycle	Energy Recovery	Landfill	Other
Ni-Cd	N/A	Yes	No	No	No
Ni-Mh	N/A	Yes	No	No	No
Li-Ion	N/A	Yes	No	No	No
SSLA	N/A	Yes	No	No	No
Alkaline	N/A	Yes	No	No	No
Lead Carbonate	N/A	Yes	No	No	No
Lithium	N/A	Yes	No	No	No
Mercury	N/A	Yes	No	No	No
Nickel Iron	N/A	Yes	No	No	No
Silver Oxide	N/A	Yes	No	No	No
Zinc Carbon(mercury)	N/A	Yes	No	No	No
Zinc Carbon(no mercury)	N/A	Yes	No	No	No
Cellphones	Yes**	Yes	No	No	No
Cardboard Boxes	No	Yes	No	No	No
Bags	No	Yes	No	No	No
Drums***	Yes	Yes	No	No	No
Non-Conforming****	No	Yes	No	Yes	No

\*Reuse: Please see page 10 for Call2Recycle's position on battery reuse.

\*\* Cellphones: Refurbished for reuse.

\*\*\* Drums: Drums are re-used by the sorter to send materials to the appropriate processor, if not suitable for reuse then the metal is recycled

\*\*\*\*Non-conforming materials: Products found in shipments that are stewarded materials are forwarded to the appropriate stewardship program for responsible disposal. Any materials that do not fall under stewardship agency's mandate or materials that are not recyclable are managed according to waste requirements and some may be HW managed, others may be discarded – this represents a small quantity of materials.

## 7. Product Sold and Collected and Recovery Rate

This year, Call2Recycle collected more batteries in BC than in the rest of Western Canada and the territories combined. Battery collections in the province grew by 16% over the previous year, and represented 20% of Call2Recycle's Canadian collections. The following chart illustrates batteries sold and collected in the province in 2014. Batteries sold in province are estimates based on the best information available at the time the 2010 plan was developed. Subsequent research from AC Nielsen and Frost Sullivan has significantly revised these estimates. While the quantities collected fall short of the 2010 plan's targets, collections are actually indexing at a higher diversion rate than indicated in the plan because, according to the newer research, quantities of batteries sold into the province are much lower than estimated in 2009.

**Call2Recycle 2014 Annual Report to  
Ministry of Environment of British Columbia**

<b>Call2Recycle Collections by Weight (Kg)</b>			
<b>Type</b>	<b>2014 Collections (kg)</b>	<b>2013 Collections (kg)</b>	<b>% Increase/Decrease</b>
Batteries sold in province*	2,721,400	2,668,000	2%
Single Use (Primary)	362,818	302,046	20%
Rechargeable	98,270	94,229	4%
<b>Total</b>	<b>461,089**</b>	<b>396,265</b>	<b>16%</b>
CWTA***	9,512	10,848	-12%
<b>Total Batteries Collected in BC</b>	<b>470,601</b>	<b>407,113</b>	<b>16%</b>

\*Represents estimates developed by industry stewards in 2009 based on total Canadian battery sales allocated by provincial population.

\*\*Variance of 1 kg between the 2 data sets provided is due to lb to kg conversion (at 0.453592). Accurate within a margin of +/- 2%.

\*\*\*Batteries collected by CWTA in BC through their phone collections program Recycle My Cell. Call2Recycle has also provided CWTA with the number of phones collected through our program in the province for their reporting. Call2Recycle will not be able to verify the data from the CWTA and therefore all reporting on downstream, collections rates and targets excludes the numbers provided by the CWTA.

Metro Vancouver contributed the largest quantity of batteries by weight, as expected given population concentration. Nanaimo and Kootenay Boundary were the largest per capita collectors. Nanaimo also saw the biggest growth in battery collections this year—more than tripling its totals from 2013. We have identified regions that have experienced a decline in battery collections and are working with sites in those areas to increase participation. A breakdown of the collections by weight across BC's regions is provided here:

<b>Call2Recycle Collections by Region (Kg)*</b>			
<b>Region</b>	<b>2014 Total Collections (kg)</b>	<b>2013 Total Collections (kg)</b>	<b>% Change</b>
Alberni-Clayoquot	1,697	1,713	-1%
Bulkley-Nechako	1,793	1,537	17%
Capital	56,125	50,506	11%
Cariboo	2,714	2,685	1%
Central Coast	122	189	-35%
Central Kootenay	5,447	5,267	3%
Central Okanagan	24,224	17,714	37%
Columbia Shuswap	2,802	3,616	-23%
Comox Valley	4,815	5,019	-4%
Cowichan Valley	6,546	10,813	-39%
East Kootenay	4,458	3,961	13%
Fraser Valley	31,095	14,971	108%
Fraser-Fort George	2,609	5,752	-55%
<i>Continued on next page...</i>			

**Call2Recycle 2014 Annual Report to  
Ministry of Environment of British Columbia**

<b>Call2Recycle Collections by Region (Kg)* - Continued</b>			
<b>Region</b>	<b>2014 Total Collections (kg)</b>	<b>2013 Total Collections (kg)</b>	<b>% Change</b>
Metro Vancouver/Greater Vancouver	249,521	219,774	14%
Kitimat-Stikine	1,573	4,266	-63%
Kootenay Boundary	5,956	3,870	54%
Mount Waddington	415	263	58%
Nanaimo	26,005	6,280	314%
North Okanagan	7,863	9,140	-14%
Northern Rockies	90	0	N/A
Okanagan-Similkameen	4,643	5,396	-14%
Peace River	1,459	440	232%
Powell River	1,644	1,518	8%
Skeena-Queen Charlotte	1,375	1,678	-18%
Squamish-Lillooet	3,626	4,846	-25%
Strathcona	1,738	2,146	-19%
Sunshine Coast	1,899	4,548	-58%
Thompson-Nicola	8,833	8,358	6%
<b>Total BC</b>	<b>461,089</b>	<b>396,265</b>	<b>16%</b>

\* Accurate within a margin of +/- 3% based on a conversion rate from pounds to kilograms of 0.453592.

Four metals/metal compounds are extracted from rechargeable batteries. In 2014, we saw a modest increase (4%) in the metals collected, driven largely by increases in Lithium-ion, a battery type commonly used in electronics. The following charts summarize the province's battery collections by chemistry (in kilograms) this year:

<b>Rechargeable Battery Collection by Chemistry (Kg)</b>				
	<b>2014</b>	<b>% Change</b>	<b>2013</b>	<b>2012</b>
Ni-Cd	31,767	-4%	33,177	32,026
Ni-Mh	13,081	1%	12,974	11,102
Li-Ion	23,940	18%	20,348	20,956
SSLA	29,482	6%	27,730	21,339
<b>Rechargeable Chemistry Total</b>	<b>98,270</b>	<b>4%</b>	<b>94,229</b>	<b>85,422</b>

<b>Primary (Single Use) Battery Collection by Chemistry (Kg)</b>			
<b>Material Name</b>	<b>2014</b>	<b>2013</b>	<b>% Change</b>
Alkaline and Zinc Carbon	354,567	291,846	21%
Lithium	8,223	10,146	-19%
Mercury	9	40	-78%
Silver Oxide	0	0	0%
Lead Carbonate	1	0	-
Nickel Iron	16	0	-
<b>Total</b>	<b>362,818*</b>	<b>302,036</b>	<b>20%</b>

\* Accurate within a margin of +/- 3%. Based on a conversion rate from pounds to kilograms of 0.453592.

**Call2Recycle 2014 Annual Report to  
Ministry of Environment of British Columbia**

Call2Recycle is one of two programs managing the Province’s official cellphone recycling program. Recycle My Cell, managed by the Canadian Wireless Telecommunications Association (CWTA) is the other program of record. Below is the number of cellphones collected in Call2Recycle boxes in 2014.

<b>Cellphone Collections (by count)</b>		
<b>2014</b>	<b>2013</b>	<b>% Change</b>
29,594	31,739	-6.8%

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

This section is not applicable to the services of Call2Recycle since deposits and eco-fees are not collected at point of sale for battery purchases. Major product and battery manufacturers across the globe—industry stewards—fund Call2Recycle’s recycling program to ensure that the batteries and cellphones that they introduce into the marketplace are being responsibly recycled when they reach their end of life. These industry stewards are committed to keeping batteries and cellphones out of the solid waste stream and recycling them to create new products.

**9. Plan Performance**

<b>Plan Target</b>	<b>2014 Results</b>	<b>Strategies for Improvement</b>
1. Batteries sold in BC* - 2,721,400	2,141,00kg*	Due to a complex sales chain and given that eco-fees are not charged at point-of-sale, obtaining actual sales information is difficult to acquire. Close estimates were provided by purchasing SKU data on primary battery sales from The Nielsen Company and by engaging a research company to perform research on sales of rechargeable batteries.
2. Primary batteries collected – 870,848 kg	362,818 kg	The 2010 Stewardship Plan acknowledged the ambitiousness of the targets that were set to align with the European Union Battery

**Call2Recycle 2014 Annual Report to  
Ministry of Environment of British Columbia**

Plan Target	2014 Results	Strategies for Improvement
3. Rechargeable batteries collected – 217,712 kg	98,270 kg	Directive. Call2Recycle Canada revised the targets in its renewal plan submission to the Province in 2014 to reflect more realistic objectives based on actual performance, while setting suitably ambitious but attainable recycling objectives.
4. Total batteries collected – 1,088,560 kg	461,089 kg	Call2Recycle, as always, will continue to actively promote the battery recycling program to consumers and participating locations in an effort to achieve greater results in the future.

\*Represents estimates developed by industry stewards in 2009 based on total Canadian battery sales allocated by provincial population.



## Appendix A – Call2Recycle Battery Stewards

### RECHARGEABLE BATTERY STEWARDS (LICENSEES) OF THE CALL2RECYCLE PROGRAM – As of March 31, 2015

3M Company - OH&ESD	Columbia Sportswear Company
ACCO BRANDS CORPORATION	Conair Corporation
Acer America Corporation	Concept Green Energy Solutions, Inc.
Advanced Battery Systems, Inc.	DANTONA INDUSTRIES/ULTRALAST
Advanced Electronics Energy	Dell Inc
AEG Electric Tools GmbH	Digi-Key Corporation
Agilent Technologies	DLG Power Battery (Shanghai) Co.,LTD
Alexander Technologies Europe	Douglas Quikut
Allied Intl/Allied Tools	Duracell/Div of P&G
Alltrade Tools LLC	Duracell/P & G Canada
Alpha Source, Inc.	Echo Incorporated
American Lawn Mower Co	Enerco Group Inc.
American Toppower	Energizer Canada Inc
Anton/Bauer	Energy Sales
Apple, Inc	EnerSys Delaware Inc.
Applied Power Inc	Epson America, Inc.
AVAYA	ESI Cases & Accessories
Aved Electronics	Esselte Corporation
Axiom Mobile Group	ETICA Battery Inc.
Battery Specialties	Eveready (Energizer)
BAYCO PRODUCTS	Evergreen (C.P.) USA Inc
Bissell Homecare, Inc	Excell Battery Company (W)
Black & Decker Corporation	EZsmart Gutter Cleaner, LLC
Blount Inc.	FDK AMERICA
BMR	Fedco Electronics, Inc.
Bosch eBike Systems	FESTOOL/TOOLTECHNIC SYSTEMS
Bose Corporation	Finish Thompson, Inc.
BRAUN/P&G/GILLETTE	Flying Dragon Development Ltd.
Brother International	Freight Security Net
Bushnell, Inc.	FujiFilm Holdings America Corp
BYD	Fujitsu America
Canadian Tire Corporation, Ltd	Funai Corporation Inc
Canon Canada Inc	Furukawa Battery Co Ltd
Canon USA Inc	Garmin International, Inc
Capstone Industries, Inc.	GE Healthcare Canada, Inc.
Car-Go Battery Company	General Dynamics Itronix Corp
Casio America, Inc.	Getac Inc.
Cell-Con Inc	GIANT TIGER STORES LIMITED
Century Optron Inc.	GiiNii Tech Corporation
Changzhou Globe Tools Co. Ltd.	GLJ LLC/O2 Cool
Chenzhou Grand-Pro Tech Co.,Ltd.	Global Technology Systems, Inc
Chervon Limited	Gold Peak Ind (Malaysia)
China Effort Ltd.	Gold Peak Industries (NA), Inc
Cisco Systems Inc.	GP BATTERY MARKETING, INC
Clean Republic SODO, LLC	GRACO, Inc.
Cleva North America /LawnMaster	Greatbatch Inc

GREEN SMOKE INC  
GS Battery (USA) Inc.  
Hewlett-Packard Company  
Hilti (Canada) Corporation  
Hilti, Inc.  
HITACHI KOKI CANADA CO  
Hitachi Koki USA Ltd  
HOBBICO, Inc  
HoMedics  
House of Batteries  
HTC (High Tech Computer)  
Icom America Inc  
IDX System Technology Inc  
Illinois Tool Works  
Industrial Battery Service Inc  
INSPIRED ENERGY LLC  
Intec Industries Co. Ltd.  
Intermetro Industries Corp  
Invox Hardware Limited  
iottie  
iRobot Corp.  
iTech  
ITO Co., Ltd.  
Jasco Products Company  
Jiangmen TWD Technology Co, LTD  
Jiawei Technologies (USA) Ltd.  
JLG Industries Inc  
JVC Americas Corp  
KAN Battery Co., LTD  
Karcher North America  
Kenwood USA Corp  
Keysight Technologies  
Kwonnie Electrical Products, LTD  
Laird Technologies, Inc.  
LE GROUPE JEAN COUTU, INC  
Lenmar Enterprises, Inc.  
Lenovo  
LEXEL BATTERY CO LTD  
LG Electronics MobileComm USA  
L'Image Home Products Inc.  
LOBLAW, INC  
LOGITECH INC.  
Mag Instrument, Inc  
MAKITA CANADA INC  
Makita USA  
Malco Products, Inc.  
Mattel, Inc.  
MAX Co., Ltd  
Maxell Corporation of America  
McNair Technology Co., LTD  
Measurement Ltd Inc  
Meritool LLC  
Microsoft  
Miller Mfg Co  
MILWAUKEE ELECTRIC TOOL CORP  
Motorola Solutions, Inc  
myCharge  
NATIONAL CUSTOM ENTERPRISES  
National Power Corp  
NEC CASIO Mobile Communication  
Neptune Technology Group Inc.  
Netgear, Inc.  
Nexergy, Inc.  
Nikon Canada Inc  
Nokia Inc  
Normark Innovtions Inc.  
Novatel Wireless Inc  
NU MARK LLC  
Nylube Products Company LLC  
Olympus Corp of the Americas  
OnLive, Inc.  
OOMA INC  
Optex, Inc.  
Oracle  
Palladium Energy  
Panasonic Canada Inc  
Panasonic Corporation  
Pantech Co Ltd  
Pelican Products  
Personal Communication Devices  
PHILIPS CONSUMER Lifestyle  
Physio-Control Corp.  
Polycom, Inc.  
Positec Tool Corporation  
POWER PRODUCTS  
Progressive Technologies, Inc  
Quality One Wireless  
Quantum Instruments, Inc.  
Quickie Manufacturing Corp  
RECKITT BENCKISER  
RESEARCH IN MOTION  
RESISTACAP  
Richpower Industries, Inc.  
Ricoh Americas Corp.  
Ridge Tool Company (RIDGID)  
RKI Instrument, Inc  
Robert Bosch Tool Corporation  
Royal Consumer Information Products, Inc.  
RRC POWER SOLUTIONS  
Saft America Inc.  
Samsung Electronics Co  
SANYO Energy (USA) Corp.

Sato America Inc  
Scosche Industries  
Scott's Canada LTD  
Sensidyne LP  
SHARP ELECTRONICS OF CANADA  
Shenzhen FBtech Co., Ltd.  
Shenzhen Highpower Technology  
SHOPPERS DRUG MART INC.  
Sigma Corporation  
Sinopower Technology (HK) Ltd  
Sirius XM Radio Inc  
SmartPool, LLC  
Snap-on Incorporated  
Sony Electronics, Inc  
Sony of Canada LTD  
Southern Telecom, Inc.  
SOUTHWICK TECHNOLOGIES INC  
SPECTRUM BRANDS  
SRAM, LLC  
Stanley Hand Tools  
STIHL INCORPORATED  
STIHL LIMITED (CANADA)  
StorTronics  
Strand Europe Ltd  
Streamlight, Inc.  
Stryker Medical  
SUNBEAM PRODUCTS  
Surefire, LLC  
Swissvoice S.A.  
Technical Power Systems Inc.  
Techtronic Industries Co Ltd  
TERRALUX INC  
Test Rite Products Corp  
Texas Instruments Inc  
The Coleman Company  
THE SOURCE

THE SOURCE (BELL ELECTRONICS)  
The Toro Company  
TNR TECHNICAL  
TOCAD AMERICA  
TOSHIBA AMERICA  
Toshiba of Canada Limited  
Toys R Us Canada, LTD  
Traxxas L.P.  
Trek Bicycle Corporation  
Triple C Designs  
TTEK ASSEMBLIES INC  
Tyco Healthcare LP  
ULTRALIFE CORPORATION  
Uniden America Corporation  
UNITECH BATTERY LIMITED  
Universal Power Group  
VARTA Microbattery Inc.  
Venom Group International  
Vernier Software & Technology  
Vibratex, Inc.  
Vizio Inc.  
VTech Telecommunications Ltd  
WACOM TECHNOLOGY CORP  
Wahl Clipper Corp  
WALMART CANADA Corp  
WATER PIK, INC.  
Waveblade, Inc.  
WINTONIC BATTERY & MAGNET CO.,  
WOHLER USA  
Xplore Technologies Corp.  
Yiyang Corun Battery Co Ltd  
Zhejiang Tianneng Energy Technology Co., Ltd.  
Zhejiang Tianneng Tech LTD Co., Energy  
Zippo Manufacturing Company

## Appendix B - Samples of Educational and Promotional Activities

### Advertisements

Call2Recycle's advertisement in BC Recycling Calendar.



The advertisement features the Call2Recycle logo at the top right, which consists of the word "call" in blue, a green circle with a white "2" inside, and the word "recycle" in green. Below the logo is a green banner with the text "Good for you. Good for the environment." in white. The main text of the ad is "Answering the call for municipalities" in a large, bold, black font. Below this is a paragraph: "As a recognized leader in the collection and recycling of batteries, Call2Recycle® provides a turnkey, easy solution to responsibly recycle batteries." Further down, it says "For more information, visit [call2recycle.ca/bc](http://call2recycle.ca/bc) or call 1.888.224.9764." At the bottom, there is a collection of various electronic and power tools, including a yellow power drill, a blue flashlight, a laptop, a remote control, a mobile phone, a camera, and several batteries.

### Call2Recycle Website Promotions

We regularly feature articles on our participants to share best practices and inspire increased battery collections.



## Partnerships

Call2Recycle partnered with Teck on its Zinc Saves Lives campaign, with a battery collection drive that corresponds to donations for health initiatives in developing countries.

**Zinc & Health** **Teck**

[Learn More](#) [Programs & Partnerships](#) [Get Involved](#) [Media](#)

[Campaign Tracker](#) ↓

**217,506** batteries recycled

For every battery recycled, Teck will donate the value of zinc it contains to UNICEF in support of our Zinc & Health partnership in India.

**Join our Zinc Saves Lives Battery Recycling Campaign!**

**Recycle for the Planet. Recycle for Life. Zinc Saves Lives.**

Each year, 450,000 children die due to complications associated with zinc deficiency.  
**One AA battery contains the amount of zinc that can save the lives of six children!**

This We Day, Teck has partnered with Call2Recycle to help keep batteries out of landfills and help get zinc to those who need it most. For every battery recycled, Teck will donate the equivalent value of zinc recycled to UNICEF in support of our Zinc & Health partnership in India.

[We Day Campaign Materials](#) ↓

[Printable Poster](#)

[Terms & Conditions](#)

## Appendix C – Audited Financial Statement

### CALL2RECYCLE, INC., SUBSIDIARY AND AFFILIATE

Condensed 2014 and 2013 Consolidated and Combined Financial Statements

Condensed, Consolidated and Combined Statements of Financial Position  
Reported in U.S. Dollars

	2014			2013
	(\$'000)			(\$'000)
December 31,	Call2Recycle, Inc. & Subsidiary	Call2Recycle Canada, Inc.	Combined	Combined
<b>ASSETS:</b>				
Cash and cash equivalents	\$ 433	\$ 479	\$ 912	\$ 162
Receivables, no allowance deemed necessary	3,091	1,017	4,108	3,785
Due from (to) affiliate	556	(556)	-	-
Prepaid expense and other assets	504	52	556	526
Long-term investments	23,612	-	23,612	25,480
Net property and equipment	211	16	227	224
<b>Total Assets</b>	<b>\$ 28,407</b>	<b>1,008</b>	<b>29,415</b>	<b>\$ 30,177</b>
<b>LIABILITIES and NET ASSETS</b>				
Accounts payable and accrued expenses	\$ 962	\$ 790	\$ 1,752	\$ 1,749
Unearned revenue	6,367	-	6,367	7,056
Total liabilities	7,329	\$ 790	8,119	8,805
Unrestricted net assets				
Undesignated	21,078	235	21,313	21,313
Board designated	-	215	215	233
Cumulative translation adjustment	-	(232)	(232)	(174)
Total net assets	21,078	218	21,296	21,372
<b>Total liabilities and net assets</b>	<b>\$ 28,407</b>	<b>1,008</b>	<b>29,415</b>	<b>30,177</b>

#### INDEPENDENT AUDITOR'S REPORT

Board of Directors  
Call2Recycle, Inc., Subsidiary and Affiliate

We have audited, in accordance with auditing standards generally accepted in the United States of America, the consolidated and combined statement of financial position of the Call2Recycle, Inc., Subsidiary and Affiliate (non-profit organizations) as of December 31, 2014 and 2013, and the related consolidated and combined statements of activities, changes in net assets, and cash flows for the years then ended (not presented herein); and in our report dated April 21, 2015, we expressed an unqualified opinion on those consolidated and combined statements.

In our opinion, the information set forth in the accompanying condensed consolidated and combined financial statements is fairly stated, in all material respects, in relation to the consolidated and combined financial statements from which it has been derived.



April 21, 2015

*Smith + Howard*

**CALL2RECYCLE, INC AND AFFILIATE**

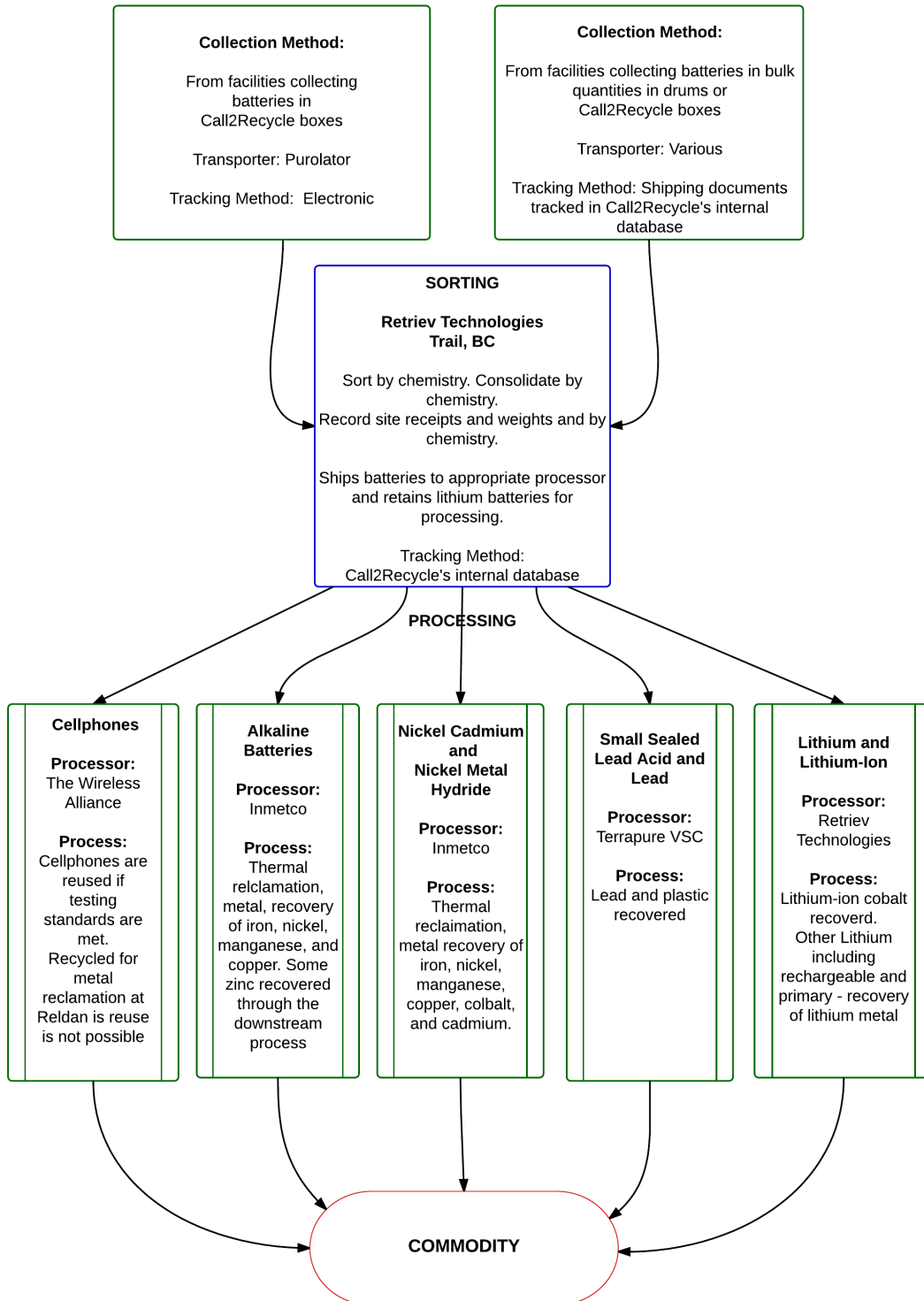
Condensed 2014 and 2013 Consolidated and Combined Financial Statements

Condensed Consolidated and Combined Statements of Activities and Changes in Net Assets  
Reported in U.S. Dollars

December 31,	2014			2013
	(\$'000)			(\$'000)
	Call2Recycle, Inc. & Subsidiary	Call2Recycle Canada, Inc.	Combined	Combined
<b>OPERATING ACTIVITIES:</b>				
Revenue				
License fees	\$ 7,810	\$ -	\$ 7,810	\$ 9,251
Primary battery collection program fees	-	6,551	6,551	5,567
Recovered metals proceeds, net	1,535	296	1,831	1,854
Other	982	-	982	340
<b>Total Revenues</b>	<b>\$ 10,327</b>	<b>6,847</b>	<b>17,174</b>	<b>17,012</b>
<b>Expenses:</b>				
Program expenses				
Collection and recycling	6,613	5,213	11,826	11,450
Public education	1,621	370	1,991	1,778
Seal administration	242	-	242	222
Total program expenses	8,476	5,583	14,059	13,450
Management and general expenses	2,275	1,566	3,841	3,512
<b>Total Expenses</b>	<b>\$ 10,751</b>	<b>7,149</b>	<b>17,900</b>	<b>16,962</b>
<b>Increase (decrease) in unrestricted net assets before non-operating activities</b>	<b>\$ (424)</b>	<b>\$ (302)</b>	<b>\$ (726)</b>	<b>\$ 50</b>
<b>Non-operating activities:</b>				
Intercompany fees	(363)	363	-	-
Investment Income	726	-	726	2,412
<b>Increase in unrestricted net assets</b>	<b>(61)</b>	<b>61</b>	<b>-</b>	<b>2,462</b>
Unrestricted net assets, beginning of year	21,139	233	21,372	19,001
Translation adjustment	-	(76)	(76)	(91)
<b>Unrestricted net assets, end of year</b>	<b>\$ 21,078</b>	<b>218</b>	<b>21,296</b>	<b>\$21,372</b>



## Appendix D – Call2Recycle Collection and Recycling Flowchart



## Appendix E – Auditors Report on Non-Financial Information

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### INDEPENDENT ASSURANCE REPORT TO CALL2RECYCLE CANADA, INC. STEWARDSHIP AGENCY

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We have engaged by the management of Call2Recycle Canada, Inc. (“C2R” or “Stewardship Agency”) to undertake a reasonable assurance engagement of the following disclosures within the Stewardship Agency’s Annual Report for the year ended December 31, 2014 (together the “Subject Matter”):

- Section 4 Collection system and Facilities - 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 BC Regulation 449/2004 (the Recycling Regulation);
- Section 6 Pollution Prevention Hierarchy and Product/Component Management - the Company’s description of how recovered product was managed in accordance with the pollution prevention hierarchy under Section 8(2)(d) of the Recycling Regulation;
- Section 7 Product Sold and Collected and Recovery Rate - the Company’s description of total amounts of product sold and collected and recovery rate in accordance with Section 8(2)(e) of the Recycling Regulation and;
- Section 9 Plan Performance - the Company’s description of performance for the year in relation to approved targets under Section 8(2)(b),(d) and (e) in accordance with Section 8(2)(g) of the Recycling Regulation.

The objective of this report is to disclose how the Stewardship Agency’s management has discharged its responsibility to report on the Subject Matter in accordance with Sections 8(2)(b),(d),(e) and (g) of the Recycling Regulation

#### RESPONSIBILITIES

The Subject Matter is the responsibility of the Stewardship Agency’s management who have prepared the Subject Matter in accordance with the evaluation criteria which are an integral part of the Subject Matter. Our responsibility in relation to the Subject Matter is to perform a reasonable assurance engagement and to express a conclusion based on the work performed. Our opinion does not constitute a legal determination on C2R’s compliance with the Recycling Regulations.

#### EVALUATION CRITERIA

The suitability of the evaluation criteria is the responsibility of management. The evaluation criteria presented in Attachment 1 are an integral part of the Subject Matter and address the relevance, completeness, reliability, neutrality and understandability of the Subject Matter.

#### SCOPE OF THE AUDIT

We carried out our reasonable assurance engagement in accordance with the International Standard on Assurance Engagements 3000 (ISAE 3000) published by the International Federation of Accountants. This Standard requires, amongst others, that the assurance team possesses the specific knowledge, skills and professional competencies needed to understand the information included within the Subject Matter, and that they comply with the independence and other ethical requirements of the IFAC Code of Ethics for Professional Accountants.

**Independent Assurance Report to  
Call2Recycle Canada, Inc.  
Stewardship Agency (continued)**

A reasonable assurance engagement includes examining, on a test basis, evidence supporting the amounts and disclosures within the Subject Matter. 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 Subject Matter. The main elements of our work were:

- Understanding and evaluating the design of the key processes and controls for managing and reporting the selected data used in preparing the annual report as it pertains to the Subject Matter;
- Assessing the risk that the subject matter information may be materially misstated;
- Responding to assessed risk through testing, on a selective basis, the preparation and collation of selected data prepared by management and reported in the Annual Report by management;
- Performing further procedures such as inquiring, inspecting, observing, vouching to independent sources, recalculating and re-performing procedures to obtain corroborating information to address identified risks linked to the subject matter; and
- Evaluating the sufficiency and appropriateness of evidence.

**OPINION**

In our opinion, the Subject Matter within the Stewardship Agency's Annual Report for the year ended December 31, 2014 presents fairly in accordance with the evaluation criteria, in all material respects:

- 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;
- the description of how the recovered product was managed in accordance with the pollution prevention hierarchy under Section 8(2)(d) of the Recycling Regulation;
- the total amounts of the producer's product collected and, if applicable, the producer's recovery rate in accordance with Section 8(2)(e); and,
- the performance for the year in relation to approved targets under Section 8(2)(b),(d) and (e) in accordance with Section 8(2)(g) of the Recycling Regulation.

Our report has been prepared solely for the purposes of management's stewardship under 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 C2R, and accordingly, we do not accept any responsibility for loss occasioned to any other party acting or refraining from acting based on this report.

***"BDO Canada LLP"***

Chartered Accountants

Cranbrook, BC  
June 19, 2015

**Attachment 1 to the Auditor's Report  
Evaluation Criteria**

**Assessment of 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**

<b>Specific Disclosures in the annual stewardship report for which evaluation criteria were developed</b>	
<b>Disclosure per annual report</b>	<b>Reference (Page #/Table #)</b>
2014 Active Collection Sites by Sector - 1,649 sites	4. Collection system and Facilities on Page 8.
Increase in the number of sites in 2014 - total of 47 sites at 12.31.2014.	4. Collection System and Facilities on Page 8
Call2Recycle Collection Sites by Region Table	Page 9

**Evaluation Criteria**

The following evaluation criteria were applied to the assessment of 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

- 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.

The definition of collection facilities is based on:

- Active Public Collection Sites - defined as a site that has shipped at least one receipt within the past 12 months, or any site that has enrolled in the program during the past 365 days regardless of receipt that any resident of BC can access and drop off used batteries during standard business hours.
- Active Private Collection Sites - defined as a site that has shipped at least one receipt within the past 12 months, or any site that has enrolled in the program during the past 365 days regardless of receipt that limited residents or businesses of BC can access during standard business hours.
- Collection sites are categorized by sector: Retail, Business Services, Government, Environmental, and Manufacturing.
- Database also lists the regional district in which a site resides.

- The location of the collection sites is based on:
  - a. Maximizing consumer convenience (frequency of trips) and accordingly Call2Recycle collection the following sectors Business Services; Environmental Services; Government (Provincial, Federal, and Municipal); Manufacturing; and Retail. The intent of public collection sites is maximizing consumer convenience the greatest number of sites are retail sites.
  - b. Change in the number of collection facilities is based on new sites that have joined on our program based on the above noted defined and sites that have not shipped within the last 12 months even though they may be collecting still.
  - c. Registration of collection sites: Call2Recycle does not require sites to complete a registration form. By contacting Call2Recycle to register for the program, the sites are explained the terms and conditions of their registration.
- Reporting Period: January 1, 2014 to December 31, 2014

**Assessment of the description of how the recovered product was managed in accordance with the pollution prevention hierarchy under Section 8(2)(d) of the Recycling Regulation**

<b>Specific Disclosures in the annual stewardship report for which evaluation criteria were developed</b>	
<b>Disclosure per annual report</b>	<b>Reference (Page #/Table #)</b>
Acknowledgements of the Pollution Prevention Hierarchy	Page 10
Product management process employed	Page 10
Processor Efficiency Rates by Battery Type and Processor	Page 11 - Recycle Efficiency Rates table

**Evaluation Criteria**

The following evaluation criteria were applied to the assessment of the description of how the recovered product was managed in accordance with the pollution prevention hierarchy under Section 8(2)(d) of the Recycling Regulation

Products included under Call2Recycle's stewardship plan are dry-cell single-use batteries rechargeable batteries weighing less than 5 kilograms each and cellphones. Products not included in the stewardship plan include wet-cell batteries and any battery weighing more than 5 kilograms. Corded and cordless household and business phones are also not included in the stewardship plan.

- Acknowledgment of the hierarchy is compared to the hierarchy itself.
- Compared the process employed by Call2Recycle as stated in the annual report to the original collection and recycling plan and the actual activities conducted during the reporting period.
- Call2Recycle engaged RWDI Consulting Engineers and Scientists, a third-party research company, to examine the primary battery recycling processes of their processing partners and verify the accuracy of reported efficiency rates. We reviewed the study confirming the recycling efficiency rate for alkaline batteries.
- Reporting Period: January 1, 2014 to December 31, 2014.

Assessment of the description of total amounts of the producers product sold and collected and, if applicable, the producer’s recovery rate in accordance with Section 8(2)(e) of the Recycling Regulation

Specific Disclosures in the annual stewardship report for which evaluation criteria were developed	
Disclosure per annual report	Reference (Page #/Table #)
Processor Efficiency Rates by Battery Type and Processor	Page 11 - Recycle Efficiency Rates table
Product End Fate for the Data by Component Chemistry	Page 12 - Product End Fate for Data Year Ending December 31, 2014 table
Batteries Sold and Product Recovered in 2014. Batteries sold in BC - 2,141,000kg, Primary batteries collect 362,818kg, Rechargeable batteries collected - 98,270kg, Total batteries collected 461,089kg. Batteries collected stratified by Region	Pages 13 through 15

**Evaluation Criteria**

The following evaluation criteria were applied to the assessment of the description of total amounts of the producer’s product sold and collected and, if applicable, the producer’s recovery in accordance with Section 8(2)(e);

Two data sets are provided to address the total amount of product sold in the province of British Columbia (“BC”), since province specific data is not available.

- Primary - battery sales data is purchased in Canada from AC Nielson
  - a. AC Nielson obtains sales data from batteries purchased at retail location through SKU detail reports.
  - b. Average battery size data is obtained from Frost Sullivan to covert units into weight.
  - c. Products sold into the province are allocated to BC based on population.

- Rechargeable - Frost Sullivan analysis
  - a. Call2Recycle engaged Frost Sullivan to do this work as they have a strong understanding of the market and have tracked each of the battery chemistry extensively. Frost Sullivan has focused on the battery industry for over 2 decades now and has built a good working relationship with battery manufacturers.
  - b. Research methodology - a sample of battery manufacturers were interviewed to get data and also confirm the findings (primary research).
  - c. Frost Sullivan research reports were used to build on the data and any gaps were filled in by secondary research.
- The recycling recovery rates quoted in the annual report were compared to the data provided directly by the above mentioned parties.
- The produce end fate data is provided directly to Call2Recycle by the processors who handle the materials and these rates are confirmed.
- Batteries Collected: Weights reported in the annual report are based on received and recorded sorted battery chemistries by weight at consolidation/sorting facilities and do not include packaging (boxes, pallets, drums, non-conforming items). Cellphones are counted by unit and weight. Sorting facilities provide daily reports and battery weights are entered into Call2Recycle's internal database. Collection totals are stated in the annual report are supported by documentation such as shipping documentation and receipt reports.
- Call2Recycle's internal database maintains a list of product shipments from collection facilities, stratified by regional district, for the reporting year under review and includes the following information:
  - a. The Collection Facility name/address.
  - b. The date of collection from the facility.
  - c. The consolidation site or processor to which the product was delivered.
  - d. The date of delivery to the consolidation site or processor.
  - e. The amount of product collected (in units and in weight, where applicable).
- Reporting Period: January 1, 2014 to December 31, 2014.



**Assessment of the description of performance for the year in relation to targets in the approved stewardship plan under Section 8(2)(b),(d) and (e) of the Recycling Regulation**

<b>Specific Disclosures in the annual stewardship report for which evaluation criteria were developed</b>		
<b>Performance Measure</b>	<b>Plan Target</b>	<b>2014 Result</b>
Batteries sold in BC	2,721,400 kg	2,141,000 kg
Primary batteries collected	870,848 kg	362,818 kg
Rechargeable batteries collected	217,712 kg	98,270 kg
Total batteries collected	1,088,560 kg	461,089 kg
Recovery Rates:		
Primary Alkaline	50%	84%
Small Sealed lead Acid (SSLA)	65%	81%
Nickel Cadmium	75%	80%
Other rechargeables	50%	Range from 71% to 91%

#### **Evaluation Criteria**

The following evaluation criteria were applied to the assessment of the description of performance for the year in relation to targets in the approved stewardship plan under Section 8(2)(b),(d) and (e) of the Recycling Regulation in the approved stewardship plan.

- Call2Recycle did not establish specific performance criteria in their stewardship plan in relation to Sections 8(2)(b) and (d) of the Recycling Regulation.
- The targets in relation to Section 8(2)(e) of the Recycling Regulation that have been identified and reported on by management in the annual are a representation of what was published in in the approved stewardship plan titled “An All-Battery and Mobile Phone Collection and Recycling Plan for British Columbia” dated February 4, 2010. We have reviewed the February 4, 2010 report to confirm the statements being made.
- The 2014 results data was compared to the information reported on in this appendix previously under Section 8(2)(e); and
- Recovery rates are representations from the third party processors that were corroborated directly with those processors.
- Reporting Period: January 1, 2014 to December 31, 2014.