

Manitoba 2016 Annual Report

Prepared:

May 19, 2017

Submitted by:

Call2Recycle Canada, Inc.

Submitted to:

Manitoba Sustainable Development

call  recycle[®]

Leading the charge for recycling.™

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1. About Call2Recycle Canada

Call2Recycle Canada, Inc. is the Canadian arm of North America's first and largest consumer battery stewardship organization. We were established in 1997 to fulfill the product stewardship obligations of battery manufacturers, battery-powered product manufacturers, and certain distributors and retailers of products as may be appropriate. In 2016, Call2Recycle worked on behalf of more than 300 battery and product manufacturers (See [Appendix A](#)).

Our mission is to responsibly manage end-of-life batteries to keep them out of landfills and minimize their environmental impact. Over the past 20 years, we have learned that the best way to encourage participation and achieve this goal is by offering a robust, convenient program through which consumers can easily recycle their batteries.

In pursuit of our goal to divert as many batteries as possible from landfill, we have developed a network of public and private collection facilities across Manitoba through which municipalities, businesses, and consumers can recycle their batteries and cellphones at no cost to them. Call2Recycle offers an easy drop, seal and ship process that makes recycling batteries as simple as possible for anyone to do.

Call2Recycle represents more than 300 battery and other product manufacturers.

Since our program began in Canada, Call2Recycle has diverted more than 13.5 million kilograms of used batteries from landfill and Call2Recycle's Manitoba collection program has diverted more than 430,000 kilograms of batteries. We continue to be committed to maximum awareness, participation, efficiency and cost-effectiveness, and being a valuable partner to the Province.

As required by Manitoba Sustainable Development, this annual report has been developed by Call2Recycle to report on the waste management of batteries collected between January 1, 2016 and December 31, 2016.

2. Executive Summary

Call2Recycle experienced another strong year of activity in Manitoba in 2016. More than 97,000 kg of batteries were collected from across the province. This represented a substantial 19% increase over the province's 2015 collection total, and outpaced Canada's national growth of 12% in battery collections this year.

Thanks to a concerted effort to improve access to Call2Recycle collection sites for all Manitoba residents, the number of active collection locations in the province grew significantly this year, rising from 481 in 2015 to 709 in 2016. Across the region, 91% of Manitobans now have access to a Call2Recycle collection location within 15 kilometres of their home.

2016 was a strong year. Call2Recycle's Manitoba battery collections grew 19% – 7% higher than the national average.

The growth in Call2Recycle battery collections in 2016 continues a five-year trend in Manitoba. This year, it was aided by our efforts to reach non-recycling consumers and households that hold on to their used batteries rather than disposing of them. Thanks to seasonal awareness campaigns, radio and online advertising, social media, retailer engagement, contests, local battery drives and key partnerships with organizations like Earth Rangers and Earth Day Canada, we drove battery consumers of all ages to act responsibly by recycling their used batteries.

Our case studies profiling high-performing battery recyclers, including the University of Manitoba, showcased leading practices and illustrated the value of sustainable battery management for public and private organizations.

Call2Recycle remains dedicated to providing the Province and its residents with a high-profile, easy-to-use, highly effective service for recycling used batteries. We strive to operate the best-in-class battery recycling program in the country and to divert as many batteries from landfills as possible. We are proud of the successes we've garnered this year and expect to achieve even greater impact in the years ahead.

3. Raising Awareness

Call2Recycle strives to raise consumer awareness of the importance of responsible battery disposal, and we create opportunities and incentives to increase battery recycling activity across the province. We devote significant time and resources to develop innovative multi-channel approaches to educate consumers, draw attention to the Call2Recycle program and our collection locations, and inspire consumers to take action to recycle their batteries with us.

In 2015, we commissioned research into the battery recycling habits of Manitoba residents, which revealed that many consumers store their used batteries or throw them out. Our marketing priority in 2016, therefore, was to drive awareness and battery recycling activity among non-recyclers and households that hold onto large quantities of used batteries. To accomplish this, Call2Recycle led several national and regional initiatives this year that were designed to target these groups, as well as the general population.

Examples of Call2Recycle's promotional activities are provided in [Appendix B](#).

National Battery Day was a great success, with a 12% increase in collections and 65% more website traffic during the campaign.

3.1 National Initiatives

Seasonal Campaigns – Our seasonal marketing campaigns were tied to events and dates that have a natural association with battery disposal. Leveraging these dates, we were able to raise awareness of battery recycling and incentivize consumers to bring their batteries to Call2Recycle drop-off locations. These seasonal campaigns included the following:

Call2Recycle's first ever **Lead the Charge campaign** ran in the weeks leading up to National Battery Day on February 18. The campaign engaged 18 partners including municipalities, retailers, recycling associations and waste management organizations in raising consumer awareness of battery recycling options available to them. The multi-channel campaign included radio, newspaper, social media, a #NBD2016Recycle2Win sweepstakes and other activities. This resulted in both a 65% bump in website traffic—with

91% being first-time visitors to call2recycle.ca—and a 12% increase in battery collections over the same period in the previous year.

Call2Recycle's **Spring Cleaning campaign** with retail partners Canadian Tire, Staples, Home Depot, London Drugs, and BestBuy ran from March to May 2016. It offered consumers across Canada a chance to win one of eight \$100 gift cards from Call2Recycle for sharing their recycling stories while doing their annual spring cleaning. More than 400 stories were submitted and website traffic to Call2Recycle increased by 30% over the previous year.

Our **Daylight Savings campaign** leveraged consumers' pre-existing behaviour of changing batteries in smoke and carbon monoxide detectors during the fall switch from daylight savings time. Using a variety of marketing channels, our campaign sought to educate and motivate consumers to recycle rather than throw out their used smoke and carbon monoxide detector batteries. The campaign garnered more than 2 million media impressions and 5,800 page views on our website.

Call2Recycle's [Recycle & Smile Summer Campaign](#) encouraged Canadians to recycle their used batteries from June 1-August 31 2016. Throughout the summer, individuals who posted a Twitter or Facebook photo of themselves recycling batteries at a Call2Recycle location with the hashtag #Call2RecycleNSmile and the recycling location were entered to win one of 10 \$100 VISA gift cards from Call2Recycle. Consumers who recycled their batteries at a Staples Canada store were also entered to win one of ten \$15 Staples gift cards.

More than 400 stories were submitted to our Spring Cleaning campaign and web traffic jumped 30%.

Partnerships – Call2Recycle moved into the second year of our partnership with **Earth Rangers** to help empower children to act environmentally responsibly when it comes to their batteries. We engaged in two initiatives this year: the Battery Blitz School Mission and the Battery Blitz Online Mission. Seventy-five schools competed in the school mission to collect and recycle the most batteries—gathering 10,000 kg of batteries, an increase of 1,100 kg over the previous year. With the online mission, rangers received a “mission” to collect and recycle batteries throughout the school year, with heightened promotion around National Battery Day in February and Waste Reduction Week in October. Close to 155,000 batteries were collected by 5,556 Earth Rangers.

Call2Recycle began another three-year partnership with **Earth Day Canada** to promote battery recycling among school children and teachers through the EcoKids Battery Busters: Waste Reduction Contest. The contest is executed in the spring as part of Earth Day and in the fall as part of Waste Reduction Week. The spring drive generated 30,500 kg in collected batteries, and the fall drive generated 13,294 kg.

Thought Leadership – As a proud partner of the **Retail Council of Canada's STORE 2016 conference**, Joe Zenobio, Executive Director of Call2Recycle Canada, participated in a panel discussion on how leading retailers are spearheading the charge towards a sustainable future. The panel, which included the CEO of Staples Canada and President of IKEA Canada, discussed the impact of sustainability on organizations and how it influences customers.

Over 42,000 Manitoba dropbox searches were conducted on the Call2Recycle website in 2016, up 34%.

Government Newsletter - Call2Recycle produced and distributed a newsletter specifically for our government partners, to provide ongoing updates on the activities of the program and our program partners. The newsletter was sent to approximately 200 municipalities and municipal partners, as well as Provincial staff and officials engaged in stewardship or environmental portfolios.

Website - In 2016, we redesigned the Call2Recycle website (call2recycle.ca) to improve navigation and make our more popular pages more visible and easy to access. The website continues to be a source of valuable content for consumers and participants. This year, 6,485 visitors from Manitoba went to the Call2Recycle website and 1,337 people visited the Manitoba section of the site specifically. There, they could obtain province-specific information about the program and its goals. The website also continues to be a popular resource for people looking to find a drop-off location close to them. In 2016, 42,485 dropbox searches were conducted in Manitoba, a 34% increase over the previous year.

3.2 Provincial Initiatives

Take Pride Winnipeg - Call2Recycle teamed up with [Take Pride Winnipeg](#) to launch a Manitoba-wide back-to-school battery recycling contest that challenged schools across the province to collect the most batteries for recycling. Across the province, 75 schools participated in the battery recycling contest. A \$1,500 donation was made to the winning school and three additional schools received \$500 for the best battery recycling displays. Frontenac School in Winnipeg earned the grand prize by collecting 528 kg of batteries.

SWAT Waste Reduction Toolkit - Call2Recycle is a participating organization on the **Solid Waste Action Team (SWAT)**. This informal working group, which includes representatives from government, environmental stewardship organizations (PROs), and non-profits, shares information to develop regional solutions to waste management issues faced by First Nation, remote, and rural communities in Manitoba. This year, SWAT identified the need for a simple, stepwise resource to assist these communities to reduce waste, and we began the process of developing a toolkit.

The Waste Reduction Toolkit will support First Nations, remote and rural communities to create tailored waste management solutions.

The toolkit is intended to help communities assess their needs, guide them through the planning process, and provide an overview of how to implement a waste reduction management program specific to their community and location. Through a single unified toolkit, communities can feel less daunted or overwhelmed by the number of organizations involved in waste management and the amount of information available. The toolkit will illustrate the different waste streams, explain why recycling the various materials is important, list the various Producer Responsibility Organizations (PROs) programs, and provide community case studies and options for moving forward with a recycling program.

Winnipeg Waste Ace - After two very successful years, the **Manitoba Waste Ace Library Contest** expanded in 2016 and achieved a third highly productive year of battery collection. Now a staple of Waste Reduction Week in October, this program uses public library displays to inform residents about battery recycling and to increase batteries collections through a friendly inter-branch contest. Originally run in Winnipeg public

libraries, in 2016 the contest was extended beyond that city's 20 branches to include 40 more libraries across the province. St. Boniface Library in Winnipeg won the grand prize—a donation of \$1,500 from Call2Recycle—for collecting 111 kg of batteries during the one-week contest. Call2Recycle also awarded Henderson Library in Winnipeg a \$1,500 prize in recognition of its impressive and continual efforts to collect batteries throughout the year. In 2016, the branch gathered 615 kg of used batteries.

Case Studies - Call2Recycle uses its web and newsletter platforms to publish case studies profiling high-performing recycling partners. This year we spotlighted the University of Manitoba's leadership in campus sustainability and holistic, collaborative environmental management. These case studies illustrate best practices and commitment to continuous improvement, with the goal of inspiring new thinking and action among all Call2Recycle participants.

3.3 Other Call2Recycle Activities

In addition to the national and provincial activities highlighted in this section, Call2Recycle does the following to raise awareness and increase battery recycling behaviour in Manitoba:

- Operates 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.
- Distributes promotional items (e.g. bookmarks, consumer brochures, knapsacks, pencil cases, magnets) to and through partners
- Maintains a robust social media presence on Facebook and Twitter
- Updates the Manitoba section of the website with relevant information
- Produces regular email blasts conveying new programs and highlights
- Distributes a monthly newsletter to collection sites and partners
- Distributes a quarterly government newsletters targeted at key public sector officials

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

4. Collections

4.1 Collection Sites & Accessibility

The Call2Recycle program partners with local governments, businesses, and retailers to offer an accessible network of collection locations to consumers. Factors such as population, proximity to consumers, ease of access, access for remote communities, and the likelihood that consumers will associate batteries with the location (e.g. an electronics store) are some of our considerations when choosing collection sites. Health and safety and, in some cases, a pre-existing battery and/or device return or exchange program within the location are also factors.

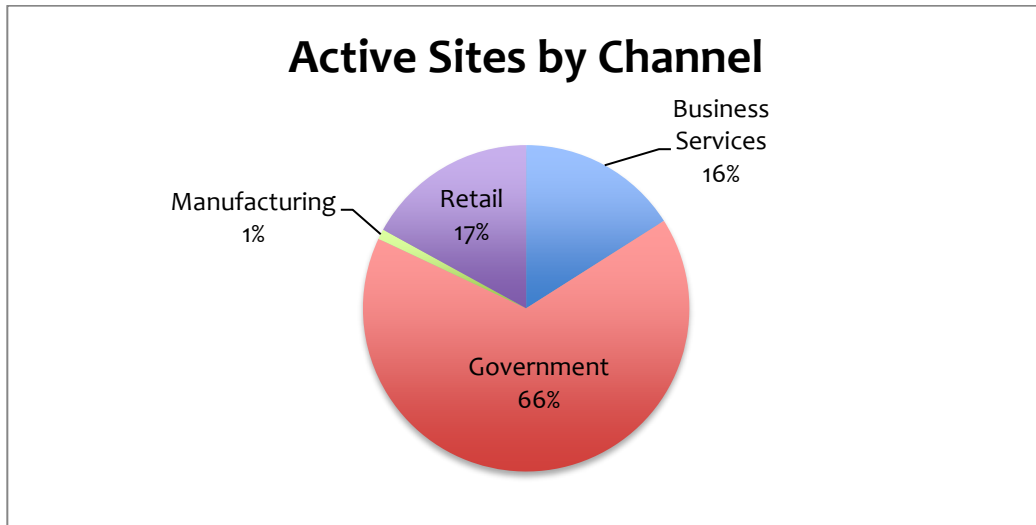
Call2Recycle Active Collection Sites in Manitoba		
Private	Public	Total Sites
448	261	709

In 2016, there was a significant increase in the number of active Call2Recycle drop-off locations across the province, from 481 in 2015 to 709 this year. This was the result of concerted efforts by Call2Recycle to make recycling batteries as convenient as possible for more Manitobans. To achieve this, Call2Recycle conducted a mapping project to identify gaps in coverage and determine regions in need of increased accessibility. Through proactive outreach, we increased the number of active sites in Manitoba by 228 in 2016. Active collection sites are defined as those that have shipped at least one receipt (full box of batteries) within the past 12 months, or any site that has enrolled in the program during the past 365 days regardless of receipt. The following chart outlines the types and quantity of Call2Recycle collection sites in Manitoba.

Call2Recycle Collection Sites by Channel				
Channel	2016	2015	Change	
			#	%
Business Services*	116	220	-104	-47%
Government	467	162	305	188%
Manufacturing	8	12	-4	-33%
Retail	117	86	31	36%
Unknown	1	1	0	/
TOTAL:	709	481	228	47%

*In 2016, Call2Recycle changed its collection site segmentation categories. Organizations previously categorized as Environmental Services have been reclassified within the Business Services category.

As illustrated on the following chart, government/municipalities represent the largest share of Call2Recycle collection sites by type in Manitoba. Manufacturing has the smallest share.



91% of Manitobans have a Call2Recycle collection site within 15 km of their home, up from 81% in 2015.

Accessibility

Convenience is key to encouraging consumers to recycle their batteries with us. Our deliberate efforts this year to strategically increase Call2Recycle drop-off locations in the province improved accessibility dramatically. According to our analysis, 91%¹ of Manitobans now have access to a participating Call2Recycle collection location within 15 kilometres of their home—an improvement over the 81% accessibility rate in 2015. The 15-kilometre distance was established as the standard for access and validated by a third-party marketing research firm as a reasonable distance that consumers would travel to recycle. Call2Recycle will continue to take proactive measures to strategically increase

¹ Accessibility was determined by overlaying our collection site network against population information such as postal code or census data. We then used mapping software to determine the population that resides within a given radius of a collection site. The population total derived from this radius is aggregated and then divided by the population totals of larger geographic sets (market, province, country) to determine coverage levels.

the number of collection sites across the province and ensure that residents in urban, rural, and remote areas are served with a variety of battery recycling options.

4.2 Performance Results

Call2Recycle battery collections increased for the 5th straight year in Manitoba.

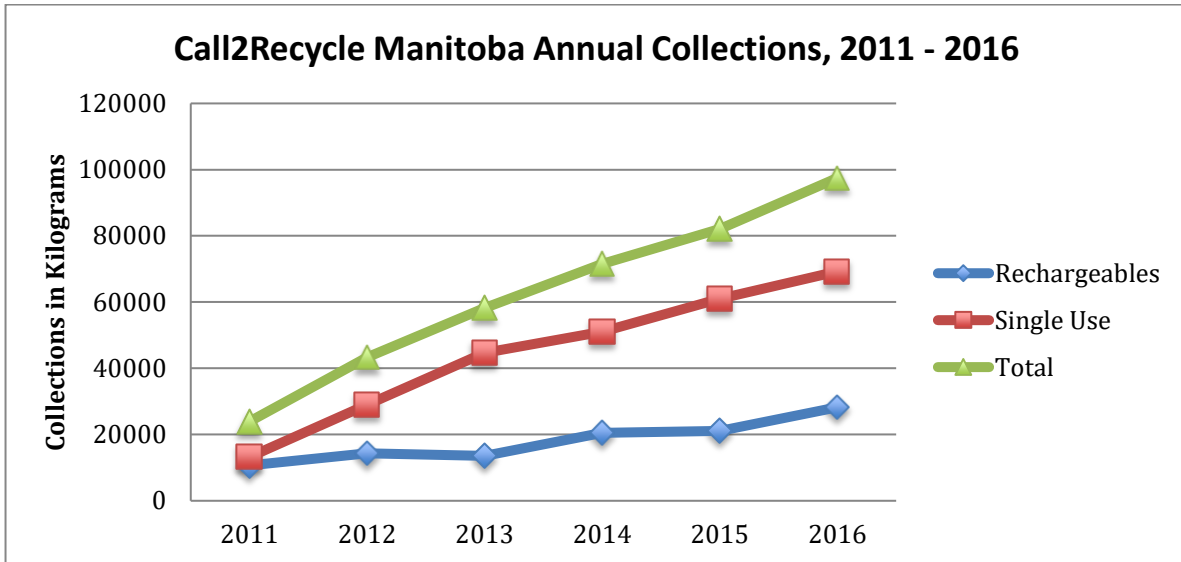
Since Manitoba’s provincial Call2Recycle collection program was introduced in 2011, more than 374,000 kg of batteries have been collected and diverted from the waste stream in the province. More than 97,000 kg of batteries were collected this year, representing a year-over-year increase of 19% and a fifth consecutive year of collection growth.

Rechargeable batteries led this growth, and we expect to see continued strong rechargeable performance in the future. The table below compares Manitoba’s collections from 2016 and 2015, followed by a chart that illustrates collection performance since the provincial program began in 2011.

Manitoba Battery Collections by Weight*			
Type	2016 Collections (kg)	2015 Collections (kg)	% Change
Single Use (Primary)	69,251	61,032	13%
Rechargeable	28,229	21,054	34%
Call2Recycle Total	97,480	82,086	19%
CWTA Collections**	687	438	57%
Provincial Total	98,167	82,524	19%

*Call2Recycle records collections in pounds. Any variances in column sums reflects conversion from lbs. to kg (conversion rate 0.453592).

**Batteries collected by CWTA in Manitoba through their phone collections. Call2Recycle has also provided CWTA with the number of phones collected through our program in the province for their reporting.



4.3 Collections by Chemistry

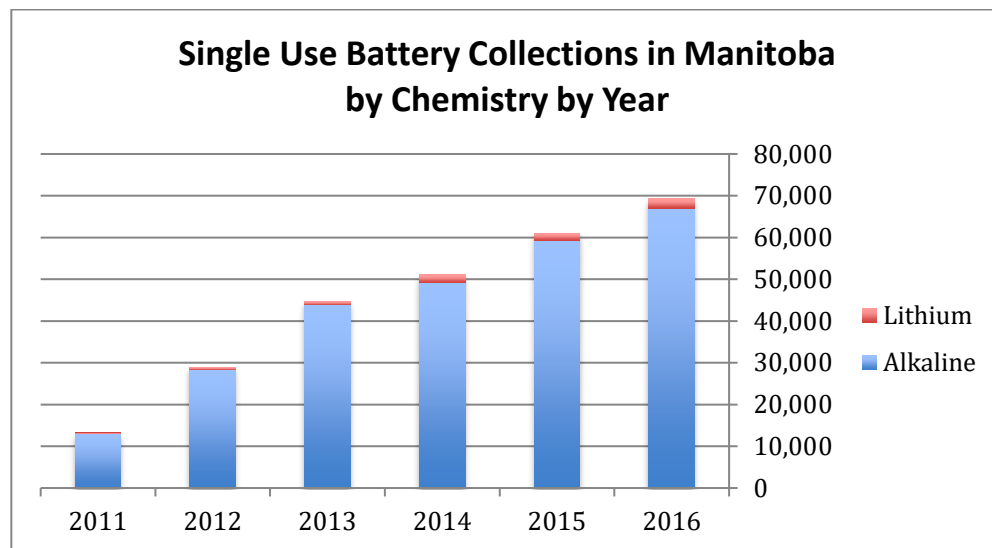
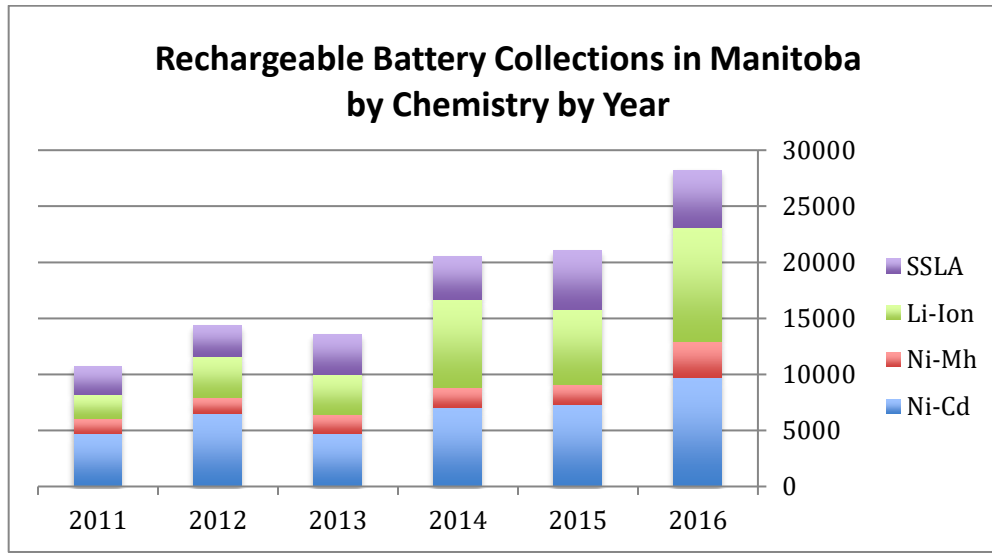
In addition to tracking the quantity of batteries (by weight) collected through our program, Call2Recycle also tracks the battery components that are extracted and recycled for other purposes. Lithium-ion and Nickel-Cadmium batteries led the increase in rechargeable battery collections in 2016, while Alkaline batteries remain the most popular batteries collected among primary batteries.

Rechargeable Battery Collections by Chemistry (in Kilograms)			
	2016	2015	% Change
Ni-Cd	9,683	7,318	32%
Ni-Mh	3,214	1,770	82%
Li-Ion	10,213	6,740	52%
SSLA	5,119	5,227	-2%
Total	28,229*	21,053*	34%

Single Use Battery Collection by Chemistry (in Kilograms)			
	2016	2015	% Change
Alkaline	66,975	59,336	13%
Lithium	2,275	1,697	34%
Total	69,251*	61,032*	13%

*Call2Recycle records collections in pounds. Each chemistry and the total are converted from lbs. to kg (conversion rate 0.453592) and rounded up or down to the nearest kilogram. Thus addition variances may occur in the total indicated.

The graphs below illustrate the battery chemistries collected year over year since the Manitoba collection program began.



5. Recovered Product Management and Material Processing

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 materials

and products. Call2Recycle is not in a position to promote a reduction in the use of batteries, and reconditioning batteries for reuse can pose an unacceptable safety risk to consumers. Call2Recycle thereby does not support reconditioning Lithium Ion (Li-Ion) rechargeable 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.

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	ALKALINE	LITHIUM
Processor	Inmetco	Glencore	Inmetco	Inmetco	Inmetco
% Material Recovered*					
To Metals	50%	27%	57%	21%	0 to 50%
To co-product, aggregate	2%	0%	14%	1%	37%
To Cadmium	12%	0%	0%	0%	0%
To Secondary Recovery**	4%	0%	5%	57%	2%
Plastic Recovery or Reductant	12%	44%	10%	5%	2%
Total Recovery	80%	71%	86%	84%	91%

* Recovery rates provided by processor.
 ** This includes metals that are recovered at secondary processors.

Product End Fate for Data Year Ending December 31, 2016					
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/Pb	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
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 14 for Call2Recycle’s position on battery reuse.
 ** 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 at time of shipment that are stewarded materials are forwarded to the appropriate stewardship program for responsible disposal. Any materials that are not stewarded materials (i.e. no recycling option available) are managed according to waste requirements and some may be HW managed, or may be discarded – this represents a small quantity of materials.

6. Research and Development

6.1 Consumer Research

Call2Recycle is committed to continuously improving the performance of our battery recycling program. As we did in 2015, in the fall of 2016, we commissioned Ipsos Reid to conduct a survey of Manitoba residents to gain greater insight into their battery recycling awareness and behaviour. The survey revealed that knowledge about the ability to recycle batteries in Manitoba remains strong and steady (78% of respondents know that some kinds of batteries can be recycled in the province.) Meanwhile, more residents have improved attitudes about this option and are taking action to recycle their batteries. The proportion of respondents who both agreed that recycling consumer household batteries was important to them and that consumer household battery recycling is convenient increased by 7 percentage points each.

6.2 Collection Improvements

In 2015, Call2Recycle engaged a third party to conduct a rigorous Request for Proposal process to ensure our sortation and processing partners continue to meet the highest environmental, health and safety, transportation, and financial operations standards. As a result of the RFP process, in 2016 Call2Recycle added two new Canadian processors—Teck in British Columbia and RMC in Ontario—as well as Battery Solutions in the US in order to create greater efficiencies in our program. This expansion allows us to better meet the growing demand for battery recycling services, increase efficiency and convenience, leverage emerging technologies in automated battery sorting, and optimize the environmental benefits of Call2Recycle’s award-winning program.

7. Organizational Reports

To view Call2Recycle’s 2016 Annual Report visit: <http://www.call2recycle.ca/annual-report/>
Call2Recycle Canada’s Audited Financial Statement is included as [Appendix C](#) to this document and can also be found in our 2016 Annual Report:
<http://www.call2recycle.ca/annual-report/>

If additional information is required please contact our Chief Financial Officer at gbroe@call2recycle.org.

Appendix A – Battery Stewards

RECHARGEABLE BATTERY STEWARDS (LICENSEES) OF THE CALL2RECYCLE PROGRAM

As of March 31, 2016

3M Automotive Aftermarket Division	BYD Company Limited
3M Commercial Solutions Division (CSD)	Canadian Tire Corporation, Ltd
3M Construction & Home Improvement	Canon Canada Inc
3M Personal Safety Division	Canon USA Inc
Accell North America	Casio America, Inc.
Acer America Corporation	Cell-Con Inc
Advanced Battery Systems	Century Optron Inc.
Aero Design, Inc	Changzhou Globe Tools Co. Ltd.
Agilent Technologies	Chervon HK Limited
Allied Intl/Allied Tools	Chervon HK Limited/The Home Depot
Alltrade Tools LLC	Chervon HK Lmtd/The Home Depot Canada
Alpha Source, Inc.	Cisco Systems Inc.
Amazon.com, Inc.	Cleva North America/LawnMaster
American Lawn Mower Co	Cognex Inc.
American Toppower	Coleman Company
Anton/Bauer	Conair Corporation
APC - Schneider Electric	CTE Energy Co., Ltd.
Arris Group, Inc	Cybertron International
Asus Computer International	DANTONA INDUSTRIES/ULTRALAST
Asus Computer International	Deere & Company (John Deere)
Audio Enhancement, Inc.	Dell Canada Inc.
Axiom Mobile Group	Dell Inc
Baccus Global	Deltran USA LLC
barnesandnoble.com, LLC	Digi-Key Corporation
Battery Specialties	DLG (Shanghai) Electronic
Bayco Products	Dorcy International
Bayer Healthcare	Duracell Canada Inc
Belkin International, Inc.	Duracell US Operations
Best Buy Co., Inc.	Eaton Corporation
BionX International	Echo Incorporated
Bissell Homecare, Inc	Enerco Group Inc.
BlackBerry Limited	Energizer Canada Inc
BlackBerry Limited	Energizer Holdings, LLC.
Bose Corporation	Energy Sales
Brother International	EnerSys Delaware Inc.
Bushnell, Inc.	Epson America, Inc.

Esselte Corporation
Evergreen (C.P.) USA Inc
EZsmart Gutter Cleaner, LLC
FDK AMERICA
Fedco Electronics, Inc.
Ferno - Washington, Inc.
Finish Thompson, Inc.
Flying Dragon Development Ltd.
FujiFilm Holdings America Corp
Fujitsu America
GammaTech Computer Corporation
Garmin International, Inc
GE Healthcare Canada, Inc.
Getac Inc.
Giant Tiger Stores Limited
Gibson Innovations USA, Inc.
GiiNii Tech Corporation
Global Technology Systems, Inc
Global Technology Systems, Inc.
Gold Peak Industries (NA), Inc
GRACO, Inc.
Gradus Group
Greatbatch Inc
GreenSmoke, Inc.
GS Battery (USA) Inc.
Harris Corporation
Hewlett Packard Enterpris
Hilti, Inc.
Hitachi Koki Canada Co.
Hitachi Koki USA Ltd
Hobbico, Inc
HoMedics
Honeywell International Inc.
House of Batteries
HP Inc.
HTC Corporation
Huawei Device USA. Inc
Husqvarna AB
IDX System Technology Inc
Illinois Tool Works
Industrial Battery Service Inc
Ingersoll Rand

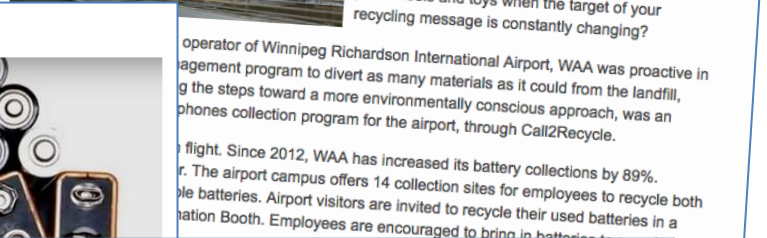
Inspired Energy, LLC
Intec Industries Co. Ltd.
Intermetro Industries Corp
Invacare Corporation
Invox Hardware Limited
iRobot Corp.
iTech
Jasco Products Company
Jiawei Technologies (USA) Ltd.
JKH Health Co., Ltd.
JLG Industries Inc
JVCKENWOOD USA Corp
KAN Battery Co., Ltd
Karcher North America
Keysight Technologies
Konica Minolta
Kwonnie Electrical Products, LTD
Lego Group
Leica Camera Inc
Lenmar Enterprises, Inc.
Lenovo (Canada) Inc.
Lenovo (United States) In
LEXEL BATTERY CO LTD
LG Electronics Canada, Inc.
LG Electronics MobileComm USA
L'Image Home Products Inc. (IHP)
L'Image Home Products Inc. (IHP)
Loblaws Inc.
Logic Technology Development
LOGITECH INC.
Mag Instrument, Inc
Maha Energy
Makita Canada, Inc.
Makita USA
Mattel, Inc.
Meritool LLC
Metabo Corporation
Michaels Stores Inc.
Microsoft
Midland Radio Corporation
Miller Manufacturing Co.
Milwaukee Electric Tool Corporation

Moshi	Royal Consumer Information Products, Inc.
Motorola Mobility, LLC	RRC POWER SOLUTIONS
Motorola Solutions, Inc	Samsung Electronics Co
MTD Products Inc	SANYO Energy (USA) Corp.
myCharge	Scosche Industries
National Battery	Scotts Canada Ltd.
National Power Corp	Senco Products, Inc
NEC Corporation of America	Sensidyne LP
Neptune Technology Group Inc.	Sharp Electronics Corporation
Netgear, Inc.	Sharp Electronics of Canada
Nikon Canada Inc	SHIMANO
Nippon Primex Inc.	Shoppers Drug Mart Inc
Normark Innovations Inc.	Sigma Corporation
Novatel Wireless Inc	Sinopower Technology (HK) Ltd
NU MARK LLC	Snap-on Inc
Nylube Products Company LLC	Sony Electronics, Inc
O2COOL, LLC	Sophos Ltd
Oculus VR LLC	Southern Telecom, Inc.
Olympus Corp of the Americas	SOUTHWICK TECHNOLOGIES INC
OOMA INC	Southwire Company
Oracle America, Inc.	Spectrum Brands
Palladium Energy	Spectrum Brands
Panasonic Canada Inc	SRAM, LLC
Panasonic Corporation	Stanley Black & Decker, Inc.
Pantech Co Ltd	Stihl Incorporated
Pelican Products, Inc.	Stihl Limited
Philips Consumer Electron	StorTronics
Philips Electronics LTD	Streamlight, Inc.
Philips Lighting	Summer Infant, Inc.
Plantronics, Inc.	Surefire, LLC
Polycom, Inc.	Tacony Corporation
Positec Tool Corporation	Technical Power Systems Inc.
POWER PRODUCTS	Techtronic Industries GmbH
ProTeam, Inc.	Techtronic Trading Ltd
Quality One Wireless	Test Rite Products Corp
Rapport, Inc.	Texas Instruments Inc
Reckitt Benckiser	The Gillette Co/Braun Div
Resistacap	The Gillette Co/Oral-B Div
Richpower Industries, Inc.	The Source (Bell) Electronics Inc.
Ridge Tool Company (RIDGID)	The Source (Bell) Electronics Inc.
RKI Instrument, Inc	The Toro Company
Robert Bosch Tool Corporation	TNR Technical

TomTom Inc.
TomTom Inc.
TOSHIBA AMERICA
Toshiba of Canada Limited
Toys R Us Canada, LTD
Transcosmos America Inc.
Traxxas L.P.
Trek Bicycle Corporation
TTEK ASSEMBLIES INC
TTI (Macao Commercial Offshore) Ltd
ULTRALIFE CORPORATION
Uniden America Corporation
VARTA Microbattery Inc.
Venom Power
Vera Bradley
Vernier Software & Technology
Vibratex, Inc.
Vizio Inc.
VTech Telecommunications Ltd
WACOM TECHNOLOGY CORP
Walmart Canada
WATER PIK, INC.
WOHLER USA
Xplore Technologies Corp.
Zebra Technologies Enterprise Corp
Zippo Manufacturing Company

Appendix B – Samples of Education & Promotional Activities

Website Promotions



Seasonal Campaigns



**NBD 2017
FEB. 18th**

Recycle Your Batteries On NATIONAL BATTERY DAY

Lead the charge!

Batteries afford us many every day conveniences and are essential in powering our daily lives. But, the freedom to go unplugged comes with a responsibility. When your batteries run out, recycle them at one of the many convenient Call2Recycle® drop-off locations near you.

For more information:
Visit call2recycle.ca/nationalbatteryday
1-888-224-9764 • call2recycle.ca

call2recycle

Recycle Your Batteries On NATIONAL BATTERY DAY



Lead the charge and recycle your old batteries at a drop-off location near you.
[Click for details.](#)




Recycle Your Batteries On NATIONAL BATTERY DAY

Lead the charge and recycle your old batteries at a drop-off location near you.
[Click for details.](#)




Lead the Charge National Battery Day web and print promotions

Seasonal Campaigns



call2recycle[®]
Leading the charge for recycling.™

BATTERIES

Turn back your clocks. Turn in your batteries.

It's almost that time of the year! This Fall, Call2Recycle will again encourage Canadians to take some extra steps to keep their near and dear ones safe, while making a positive impact on the environment. As Canadians turn back their clocks on **November 6**, we invite our collection partners to help spread the word about the basic safety measures that can be taken to protect households.

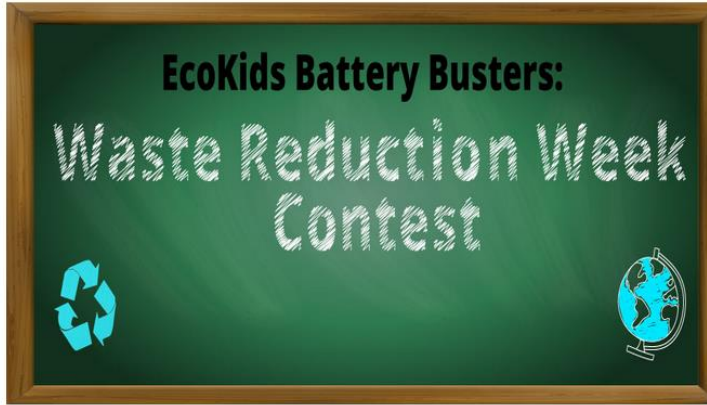
Here are a few easy things to do in less than an hour to ensure security:

1. Testing and changing the batteries in all smoke alarms and carbon monoxide detectors is crucial to household safety. All too often, this important task doesn't make it onto 'to-do' lists as people stay too wrapped up in their busy, daily routines.
2. Checking expiry dates for both smoke alarms and carbon monoxide detectors does not take very long, but could be the difference between life and death. It is dangerous to underestimate how important it is to have smoke alarms and detectors that work properly.

Sample *Recycle & Smile* advertisement and online autumn *Daylight Savings Campaign* promotion

Partnerships

EcoKids Battery Busters: Waste Reduction Week Contest!



Take Action This Waste Reduction Week and Run a Battery Recycling Campaign in Your School!

Call2Recycle partnered with EcoKids to invite schools to participate in the Battery Busters: Waste Reduction Week Contest! Get your whole school community involved to collect as many used batteries as possible for your chance to win prizes that will help support future environmental initiatives at your school.

Four prizes will be awarded. \$1,500 for the school that collects the most used batteries; \$1,500 for the school that collects the most used batteries in relation to their school population; \$1,500 for the school with the most creative and original battery collection display; and \$1,000 will be awarded to one school

EcoKids contest promotion, in conjunction with Earth Day Canada, and online promotion of Earth Rangers Battery Blitz Mission results

2016 Battery Blitz School Mission Contest Wraps Up

Earth Rangers Partners with Call2Recycle to Collect Over 5,500 kg of Batteries!

Earth Rangers and Call2Recycle are delighted with the incredible results of their **Battery Blitz School Mission Contest**, which challenged 50 Greater Toronto Area schools to collect and recycle as many used batteries as they could. This Mission not only taught students about the environmental impacts batteries can have when they end up in landfills, it also provided them with a tangible opportunity to take action by properly recycling batteries. [Read more.](#)

In a separate event, Earth Rangers & Call2Recycle congratulated the 12 winners of the **On-Line Battery Blitz Mission Contest** and everybody who participated in this Mission. Thanks to their commitment, we were able to recycle over 94,150 batteries during the month of February! [Read more.](#)



Appendix C – Audited Financial Statement

CALL2RECYCLE, INC., SUBSIDIARY AND AFFILIATE

Condensed 2016 and 2015 Consolidated and Combined Financial Statements

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

	2016			2015
	(\$'000)			(\$'000)
December 31,	Call2Recycle, Inc. & Subsidiary	Call2Recycle Canada, Inc.	Combined	Combined
ASSETS:				
Cash and cash equivalents	\$ 977	158	1,135	\$ 831
Receivables, no allowance deemed necessary	4,197	4,075	8,272	5,219
Due from (to) affiliate	2,270	(2,270)	-	-
Prepaid expense and other assets	177	118	295	444
Long-term investments	19,837	-	19,837	22,865
Net property and equipment	246	-	246	210
Total assets	\$ 27,704	2,081	29,785	\$ 29,569
LIABILITIES and NET ASSETS				
Accounts payable and accrued expenses	\$ 1,633	1,261	2,894	\$ 2,572
Line of credit	617	-	617	-
Unearned revenue	5,864	-	5,864	5,852
Total liabilities	8,114	1,261	9,375	8,424
Unrestricted net assets				
Undesignated	19,590	896	20,486	21,292
Board designated	-	189	189	180
Cumulative translation adjustment	-	(265)	(265)	(327)
Total net assets	19,590	820	20,410	21,145
Total liabilities and net assets	\$ 27,704	2,081	29,785	\$ 29,569

INDEPENDENT AUDITORS' 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, 2016 and 2015, 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 May 11, 2017, 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.



Certified Public Accountants and Advisors

May 11, 2017



CALL2RECYCLE, INC., SUBSIDIARY AND AFFILIATE

Condensed 2016 and 2015 Consolidated and Combined Financial Statements

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

	2016			2015
	(\$'000)			(\$'000)
Years ended December 31,	Call2Recycle, Inc. & Subsidiary	Call2Recycle Canada, Inc.	Combined	Combined
OPERATING ACTIVITIES:				
Revenue				
Steward fees	\$ 8,189	7,942	16,131	\$ 14,749
Service fees	597	-	597	147
Recovered metals proceeds, net	579	197	776	947
Cell phone revenue	2,092	-	2,092	3,996
Total revenues	\$ 11,457	8,139	19,596	\$ 19,839
Expenses:				
Program expenses				
Collection and recycling operations	8,940	5,362	14,302	11,951
Public education	2,098	504	2,602	3,028
Seal administration	361	-	361	279
Total program expenses	11,399	5,866	17,265	15,258
Management and general expenses	2,498	1,699	4,197	4,347
Total expenses	\$ 13,897	7,565	21,462	\$ 19,605
Increase (decrease) in unrestricted net assets before non-operating activities	(2,440)	574	(1,866)	234
Non-operating activities:				
Intercompany fees	29	(29)	-	-
Investment income/(loss)	1,059	-	1,059	(254)
Increase (decrease) in unrestricted net assets	(1,352)	545	(807)	(20)
Unrestricted net assets, beginning of year	20,942	203	21,145	21,295
Translation adjustment	-	72	72	(130)
Unrestricted net assets, end of year	\$ 19,590	820	20,410	\$ 21,145

Appendix D – Recycling Process – Downstream Flow Chart

