



**Call2Recycle Canada, Inc.  
Provincial Annual Report**

**YUKON  
2025**



Submitted by:  
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Director, Western Canada  
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Submitted to:  
**Environment and Climate Change**  
Corporate Services Branch  
Government of Yukon

**call2recycle®**

Leading the charge for recycling.™

# Table of Contents

|   |    |
|---|----|
| <b>1. About Call2Recycle</b> .....                                    | 3  |
| <b>2. Executive Summary</b> .....                                     | 3  |
| <b>3. Board of Directors and Advisory Committee</b> .....             | 4  |
| 3.1. Board of Directors .....   | 4  |
| 3.2. Yukon Advisory Committee .....                                   | 4  |
| <b>4. Public Education Materials and Strategies</b> .....             | 5  |
| 4.1. Awareness Campaigns .....  | 5  |
| <b>5. Collection System and Facilities</b> .....                      | 6  |
| <b>6. Collection Results</b> .....                                    | 7  |
| <b>7. Recovered Product Management and Materials Processing</b> ..... | 8  |
| <b>8. Program Funding</b> .....                                       | 9  |
| Appendix A – Call2Recycle Yukon Members .....                         | 10 |
| Appendix B – Board of Directors .....                                 | 13 |
| Appendix C – Website and Marketing Examples .....                     | 14 |

# 1. About Call2Recycle

Call2Recycle is Canada's first and largest national battery collection and recycling program. Since 1997, it has safely collected, transported, and recycled household batteries on behalf of battery manufacturers, retailers, distributors, and other obligated producers across the territory. These producers partner with Call2Recycle for its cost-effectiveness, transparency, and industry-leading safety standards. (See [Appendix A](#) for the full list of Yukon members.)

Since June 24, 2025, Call2Recycle has served as Yukon's approved producer responsibility organization for single-use and rechargeable household batteries weighing up to five kilograms (5 kg). Its collection program is nationally recognized for safety, efficiency, and regulatory compliance. Regulated batteries are recovered and reused in the manufacturing of new products such as batteries, cookware, and appliances, contributing to a strong and sustainable circular economy in Canada. The territory's regulated battery program commenced on June 24, 2025 under Extended Producer Responsibility Stewardship Plan Permit #100-01, issued pursuant to the Extended Producer Responsibility Regulation (O.I.C. 2024/19), and operates under Call2Recycle's approved Battery Stewardship Program Plan for Yukon (2025–2030).

Working with a broad network of partners, Call2Recycle operates 29 collection facilities throughout Yukon, including public and private drop-off locations. These sites offer residents a convenient and reliable way to responsibly dispose of their used household batteries.

## 2. Executive Summary

Yukon residents deposited 2,160 kg of used batteries through the Call2Recycle Yukon territorial program in 2025, including 1,722 kg of single-use (primary) batteries and 438 kg of rechargeable batteries, which include small sealed lead-acid (SSLA) batteries — a designated battery type under the Yukon program.

Call2Recycle operated 29 active collection facilities in Yukon in 2025, the first year of the regulated program. More than three-quarters of Yukoners (76%) have access to a Call2Recycle drop-off location within 15 kilometres of their home, and Call2Recycle continues to establish new collection locations to meet the 2030 accessibility target of 78% set out in the program plan.

In 2025, Call2Recycle launched its new consumer brand, *Recycle Your Batteries, Canada!* with a robust awareness campaign through its network of collection partners, as well as television and online promotions featuring Canadian soccer legend Christine Sinclair, the brand's national ambassador. This new brand is now present in all collection sites across Canada, including Yukon, and displayed on all battery containers and information materials. This new consumer brand is supported by a

dedicated consumer website, [recycleyourbatteries.ca](https://recycleyourbatteries.ca), providing useful educational information on the importance of recycling batteries and an online locator tool to find the closest drop-off location.

Call2Recycle continues to operate the safest, most efficient, transparent and socially responsible battery collection, transportation and recycling program in Canada. It is the only battery recycling organization in Canada certified to four standards for battery collection, transportation and recycling safety: R2v3, ISO 14001, ISO 45001 and ISO 9001. These distinctions confirm Call2Recycle's ongoing strict adherence to stringent safety requirements, its commitment to the environment, occupational health and safety, and its commitment to supporting the territory in achieving its circular economy objectives.

## 3. Board of Directors and Advisory Committee

### 3.1. Board of Directors

Call2Recycle is a federally incorporated non-profit organization, governed by a Board of Directors committed to ensuring the program's efficiency and effectiveness. Board members include representatives from battery manufacturers, distributors, retailers, and independent directors. For a complete list of the members of the Board of Directors, see [Appendix B](#).

### 3.2. Yukon Advisory Committee

In addition to the Board of Directors, Call2Recycle's Yukon operations are guided by a Yukon Advisory Committee. As required under the Extended Producer Responsibility Regulation (O.I.C. 2024/19), Call2Recycle establishes and chairs the committee to represent Yukon interests.

The Yukon Advisory Committee consists of five to seven members, drawn from the Yukon Government, local government, First Nations, producers, and retailers. In 2026-2030 it will meet at least twice per calendar year and provide a forum for stakeholder feedback on program goals, development, and continuous improvement; its recommendations are non-binding but inform program enhancements.

## 4. Public Education Materials and Strategies

Call2Recycle is continually dedicated to building awareness of battery recycling and encouraging consumers to divert their used batteries from landfills. To this end, it executes a range of national online and television promotional campaigns in support of such events as National Battery Day (February), Earth Month (April) and Circular Economy Month (October), as well as regional campaigns targeted specifically at Yukon residents.

In January 2024, Call2Recycle rolled out its new consumer brand, *Recycle Your Batteries, Canada!* In October of the same year, Call2Recycle introduced Canadian soccer legend Christine Sinclair as Brand Ambassador, to help raise awareness of *Recycle Your Batteries, Canada!* and encourage Canadians to recycle their used batteries.

2025 marked the first full year with Christine Sinclair anchoring our awareness campaigns, and the impact of her influence was fully measured. Campaigns featuring Christine significantly increased the program's visibility, improved consumer engagement and increased collection results.

(See [Appendix C](#) for examples of the website and marketing materials for Yukon territory.)

### 4.1. Awareness Campaigns

In 2025, Call2Recycle executed four major national campaigns to educate Canadians about safe battery recycling. Its television and digital campaigns delivered over 138 million ad impressions and drove over 735,000 consumers to [RecycleYourBatteries.ca](https://RecycleYourBatteries.ca).

In July 2025, Call2Recycle launched the *Recycle Your Batteries, Canada!* program in Yukon with a paid social media campaign, working in partnership with Raven ReCentre to promote local collection events.

As the national brand ambassador for *Recycle Your Batteries, Canada!*, Canadian soccer legend Christine Sinclair lent her voice to several educational initiatives to inspire consumers, youth, and communities to increase their battery recycling. In October, she headlined the *Circular Economy Month* campaign, which included a YouTube video, television, and online messages from Christine encouraging Canadians to recycle their used batteries.

During Circular Economy Month in October, a promotion encouraged consumers to scan QR codes at battery drop-off locations for a chance to win prizes, including cash and a trip to Vancouver to meet Christine Sinclair. Over the summer, Call2Recycle broadcast Public Service Announcements featuring Fire Chief Rocco Volpe, who educated consumers about the fire risks that batteries pose when placed in the trash.

Call2Recycle also introduced a new Student Workbook to support classroom learning, featuring interactive activities, vibrant illustrations and new mascots - Smarty the Smart Container and Boxer the battery collection box. The workbook helps students understand how batteries work, why recycling matters and how recovered materials contribute to a circular economy. It is available for teachers to download, and in 2026 will be distributed more broadly through partners including Earth Rangers.

## 5. Collection System and Facilities

Call2Recycle's Yukon collection network includes locations in retail outlets, business services, public agencies, manufacturing, and wholesale collectors. A collection facility is considered active if it joined the Call2Recycle program in 2025, returned a full box or bulk shipment of batteries during the year, or ordered a replacement collection box during 2025. In 2025, the first year of the regulated program, Call2Recycle operated 29 active collection facilities in Yukon.

Call2Recycle focuses its collection facilities in areas with the highest likelihood of traffic and recycling activity while expanding access to battery recycling options. In 2025, more than three-quarters of Yukoners (76%) had access to a *Recycle Your Batteries, Canada!* drop-off location within 15 kilometres of their home.

The continued development of Yukon's collection network strengthened service coverage and operational efficiency across the territory. In 2025, the program achieved 76 percent accessibility, reflecting efforts to expand reach in a jurisdiction characterized by dispersed populations and remote communities. Growth included new collection locations, participation in local collection drives and community events, and targeted outreach to increase access in underserved areas, where community partnerships and event-based collection play an important role alongside permanent sites.

Logistics capacity was reinforced through the onboarding of Raven ReCentre for local operational support within Yukon, alongside GLS Canada for parcel services to remote locations and Manitoulin Transport to expand less-than-truckload coverage — helping ensure the reliable and secure movement of collected materials across the territory's diverse geographic landscape.

| Active Call2Recycle Collection Facilities (2025) |           |
|--|-----------|
| Public   | 12        |
| Private  | 17        |
| <b>Total</b>                                     | <b>29</b> |

| Active Collection Facilities by Sector (2025) |           |
|---|-----------|
| Business Services                             | 5         |
| Public Agencies                               | 16        |
| Retail  | 8         |
| <b>Total</b>                                  | <b>29</b> |

## 6. Collection Results

Battery collections in Yukon totalled 2,160 kg, .045 kg per capita, in 2025, in the first year of the regulated program. Single-use (primary) batteries made up the largest share at 1,722 kg (about 80%), while rechargeable batteries - including small sealed lead-acid - accounted for 438 kg. In future annual reports, year-over-year comparisons will also be provided with the goal of increasing collection volume each subsequent year of the regulated program. Recovery rates will be reported in the 2029 and 2030 annual reports.

| Call2Recycle Collections by Weight (kg) - 2025 |              |
|--|--------------|
| Single Use (Primary)                           | 1,722        |
| Rechargeable                                   | 438          |
| <b>Total</b>                                   | <b>2,160</b> |

## 7. Recovered Product Management and Materials Processing

Call2Recycle is steadfastly committed to operating the safest, most efficient, transparent and socially responsible battery collection, transportation and recycling program in Canada. To this end, it was the first program of its kind to achieve Responsible Recycling (R2) certification, the electronics recycling industry's leading certification, and continues to be the only battery recycling organization in Canada certified to four standards for battery collection, transportation and recycling safety: R2v3, ISO 14001, ISO 45001 and ISO 9001. These distinctions confirm Call2Recycle's ongoing strict adherence to stringent requirements regarding safe, secure battery collection and processing, and proper downstream management of its battery collections, which includes not exporting to developing countries or sending materials to local landfills, and its commitment to the environment and occupational health and safety.

Call2Recycle's sorting and processing partners continue to meet the highest environmental, health and safety, transportation, and financial operations standards.

Recycling is the most effective and practical way to divert used batteries from landfills and contribute to the circular economy. Whenever possible, Call2Recycle uses local service providers to minimize its environmental footprint. Call2Recycle's approved sorters and processors use state-of-the-art techniques to reclaim materials following the highest environmental, transportation, health and safety, and financial operations standards.

In 2025, Call2Recycle established a strong safety and compliance framework to support Yukon's newly launched program. New battery safety training videos were developed to support safe handling, storage and shipping at collection sites, alongside improvements to the management and transportation of damaged, defective and recalled batteries. Program integrity was reinforced through UN-rated container testing, reporting to the Federal Plastics Registry. Safety awareness was further strengthened through enhancements to the "Be Battery Safe" toolkit and collaborations with national fire safety organizations, including the National Fire Protection Association and UL's Fire Safety Research Institute.

## 8. Program Funding

Call2Recycle collects Environmental Handling Fees (EHFs) on each unit of primary batteries, rechargeable batteries and batteries sold with or in portable flashlights and spotlights, e-toys, and smoke and carbon monoxide detectors in Yukon. Call2Recycle will continue to monitor revenues to ensure the fee structure accurately reflects program costs.

Yukon-specific audited financial statements (EHF revenue and program costs in Yukon, with no cross-subsidization between jurisdictions) will be provided every three years, beginning with the 2026 annual report.

## Appendix A – Call2Recycle Yukon Members

(as of December 31, 2025)

|                                      |
|--------------------------------------|
| 3M Canada Company                    |
| 3M Healthcare Canada Company Limited |
| Acer America Corporation             |
| Acklands-Grainger Canada Inc.        |
| Aimlite Lighting Products            |
| AMAZON.COM.CA ULC                    |
| Apple Canada Inc                     |
| Asus Computer International, Inc.    |
| Battery Canada                       |
| Best Buy Canada Ltd. 1000            |
| Better Battery Co. Inc.              |
| Biktrix Enterprises Inc.             |
| BISSELL Canada Corporation           |
| Bose Limited                         |
| Cabela's                             |
| Canada Computers Inc                 |
| Canadian Tire Corporation, Ltd       |
| Canadian Tire Petroleum              |
| Canon Canada Inc                     |
| Cervelo Cycles Inc.                  |
| Core-Mark International Inc          |
| CTG Brands Inc                       |
| Dell Canada Inc.                     |
| Dollarama L.P.                       |
| Duracell Canada Inc                  |
| Dynabook Canada Inc                  |
| Dyson Canada Limited                 |
| Federated Co-Operatives Limited      |

|  |
|--|
| Garmin International, Inc.                 |
| GE HealthCare Technologies Canada          |
| Giant Bicycle Canada Inc.                  |
| Grand & Toy Ltd.                           |
| Guillevin International Cie                |
| Hasbro Canada Corporation                  |
| HAWTHORNE CANADA LIMITED                   |
| Henry's Enterprises Inc.                   |
| Hilti Canada Corporation                   |
| Hitfar Concepts Ltd.                       |
| Home Hardware Stores Limited               |
| Husqvarna AB                               |
| IKEA Canada Limited Partnership            |
| Imperial Dade Canada Inc.                  |
| Indigo Books and Music Inc                 |
| KMS Tools and Equipment Ltd                |
| Kona Bicycle Company Inc.                  |
| Lego Brand Retail                          |
| Lenovo (Canada) Inc.                       |
| Live to Play Sports Group Inc. (Vancouver) |
| Loblaws Inc.                               |
| Makita Canada, Inc.                        |
| Mark's / L'Equipeur                        |
| McKesson Canada                            |
| Meta Platforms Technologies, LLC           |
| Mica Sport Canada Inc.                     |
| Miele Canada                               |
| Motorola Solutions Canada                  |
| Mountain Equipment Company Ltd             |
| Newell Brands Canada                       |
| Nikon Canada Inc                           |
| Novexco Inc./ Hamster (Bureau plus)        |

|  |
|--|
| Panasonic Canada Inc                                   |
| Part Source  |
| Princess Auto Ltd                                      |
| Quality Bicycle Products, GBC                          |
| Rad Power Bikes LLC                                    |
| Rocky Mountain, Div. of Industries RAD Inc. (Procycle) |
| Save on Food Limited Partnership                       |
| Scotts Canada Ltd.                                     |
| SharkNinja Operating LLC                               |
| Shopper+Inc  |
| Shoppers Drug Mart Inc                                 |
| Sony Electronics Inc.                                  |
| Specialized Bicycle Components Canada                  |
| SPI Santé Sécurité Inc.                                |
| Stanley Black & Decker Canada                          |
| Staples Canada ULC                                     |
| Stihl Limited  |
| Tenaquip Limited                                       |
| ToolTown Inc   |
| Trek Bicycle Canada ULC                                |
| UAP Inc  |
| Uline Canada Corporation                               |
| Ultralife Corporation                                  |
| uniPHARM Wholesale Drugs Ltd.                          |
| Uni-Select Canada Inc.                                 |
| Walmart Canada   |
| Würth Canada Limited                                   |
| Yeti Cycling LLC.                                      |

## Appendix B – Board of Directors

As of December 31, 2025, Call2Recycle Canada, Inc.'s Board of Directors is comprised of:

**David Collie, Chair**, Independent

**Joe Borsellino**, Chateau Manis Electronics Inc.

**Annalise Czerny**, Independent

**Peter Daley**, Dollarama Inc.

**Tammy Giroux**, General Motors of Canada

**Marc Guitor**, Panasonic Canada Inc.

**Raman Johal**, London Drugs Ltd.

**Kevin Rejent**, Energizer Holdings, Inc.

**Paul Neilsen**, Live to Play Sports

**James McPhedran**, Independent

**Alan Moyer**, Independent

**Alma Obeid**, Canadian Tire Corporation

**Tim Reuss**, Canadian Automobile Dealers Association

**Brian Temins**, Cassels Brock & Blackwell

**Harriet Velazquez**, Velazquez Consulting Inc. (Independent)

## Appendix C – Website and Marketing Examples

### Yukon Launch Campaign



## Recycle Your Batteries, Yukon!

July 2025

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Hey, Yukon! It's time to Collect, Protect, and Drop Off your used batteries!

The Recycle Your Batteries, Canada! program, powered by Call2Recycle, is being launched across the Yukon Territory, offering you access to a growing network of convenient battery drop-off locations at leading retailers, municipal facilities and public institutions.

Recycling your used batteries helps protect the environment and recover valuable resources that can be re-used to make new products, supporting a healthy circular economy.

*In July 2025, Call2Recycle posted a [blog and FAQ](#) on the Recycle Your Batteries, Canada! website.*



 **RECYCLE YOUR BATTERIES, YUKON!**

Now more convenient drop-off locations.

 **RECYCLE BATTERIES CANADA!**

*Paid Social Media Posts Directed Consumers to visit the blog and FAQ*



**BATTERY COLLECTION EVENT**

**reNEWed Festival**

 Lorne Mountain Community Centre, #47, (Km 1) Annie Lake Road, YT

 Saturday, August 23rd, 2025  
11:00 am – 4:00 pm



*Paid social media posts promoted drop-off events in partnership with Raven ReCentre*

## Battery Safety Campaign



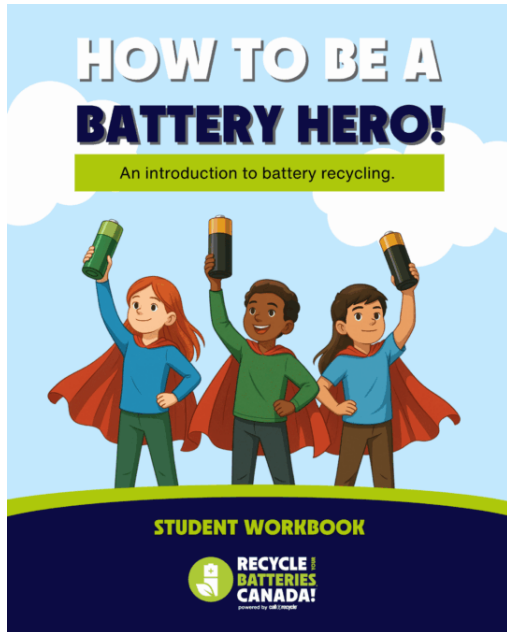
*Fire Chief Rocco Volpe appeared in National TV and digital commercials*

## Circular Economy Month



*Christine Sinclair appeared National TV and digital commercials promoting the Circular Economy contest*

## Youth Education



## Student workbook



## Mascots, Smarty the Smart Container and Boxer the battery collection box