



Recycle My Cell - Recycle mon cell

**CWTA Stewardship Plan for the Recycling of Cellular Phones in the
Province of Manitoba**

Based Upon the CWTA National Cellular Phone Recycling Program

March 25, 2009

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1. Introduction

The Canadian wireless telecommunications industry, under the auspices of the Canadian Wireless Telecommunications Association's (CWTA) Recycling Committee, has developed Recycle My Cell, a national cellular phone recycling program. CWTA is the authority on wireless telecommunications issues in Canada and has extensive experience in managing several industry-wide initiatives including, for example, the introduction of *Wireless Number Portability*. The members of CWTA include, among others, wireless service providers, wireless handset manufacturers and recyclers.

As a voluntary program, Recycle My Cell aims to meet the expectations of the Manitoba Conservation Department, as well as various recycling regulations in place across Canada. If at a later stage the Manitoba Conservation Department elects to recognize Recycle My Cell as a formal steward for cell phones in the province, CWTA will work with the department to ensure that Recycle My Cell meets regulatory requirements as well.

Recycle My Cell leverages existing programs operated by wireless service providers and handset manufacturers, which will accommodate the requirements of the provincial legislation. These corporate programs collect, transport, reuse and recycle mobile device and accessories. Where no other option exists, these programs properly dispose of the products.

CWTA will manage the program on behalf of the industry, acting as a single point of contact for consumers, the provinces, municipalities and other stakeholders. It will also be responsible for any joint administrative requirements such as consumer education and complying with provincial reporting.

1.1 Executive Summary

The following brands are currently covered by Recycle My Cell: Aliant; Bell; Fido; Koodo Mobile; KYOCERA; MiKE; Motorola; MTS; Nokia; Research In Motion; Rogers Wireless; Samsung; SaskTel; SOLO; TBay Tel; TELUS; and Virgin Mobile Canada.

Recycle My Cell, which already operates voluntarily, will officially launch in Manitoba upon recognition from the Manitoba Conservation Department and will continue indefinitely. It will be carried out without charge to consumers as long as it is economically viable to do so. To date, the program has received regulatory approval from the province of Nova Scotia (in October 2008) and has been formally recognized by the provinces of Prince Edward Island and New Brunswick (in March 2009).

The program accepts mobile devices that were primarily designed to connect to cellular or paging networks, regardless of brand, model, origin or age. The devices include: cellular phones, wireless smartphones, wireless PDAs, pagers, and aircards, as well as certain accessories.

There are currently 101 participating drop-off locations in 30 municipalities across the province of Manitoba. Most Manitoba citizens live near one of these locations. As an additional benefit to consumers, a variety of postage-paid mail-back options that accept any cellular phone are in place.

Along with paid advertisements, public service announcements and other promotional material, a Web site has been developed (www.recyclemycell.ca and www.recyclemoncell.ca) to promote consumer awareness of recycling opportunities, act as a reference guide for the program and provide an up-to-date list of collection sites. Also, a toll-free phone number (1-888-797-1940) is available to complement the Web site for those without internet access.

Responsible recycling and refurbishment will take place with the assistance of processing partners, including: *ReCellular, Inc.*, *Global Electric Electronic Processing Inc.*, and *GREENTEC*.

A donation to participating charities is made for each device returned through the various carriers' recycling programs. Some of the charities benefiting from the recycling programs include the World Wildlife Fund, Tree Canada, and Food Banks Canada and its local agencies across the country.

CWTA will report on the total number of devices collected through drop-off sites and will provide a detailed estimate for the number of mailed-in devices originating from Manitoba. Along with this quantitative data, qualitative data will be gathered and reported through the use of yearly surveys conducted to gauge the awareness and knowledge of the Manitoba population concerning cellular phone recycling. Numerous performance indicators will also be studied and reported. These reported values will provide the basis for the year-to-year target setting for this program.

1.2 Background

In April 2008 CWTA commissioned a *Harris/Decima* study on cellular phone recycling in Canada. Over 1,300 Canadians 18 years and older were contacted to participate in this telephone survey.

The survey found¹ that most Canadians expect the lifespan of their cellular phones to be 2.5 years. Among Canadians who have previously owned a cellular phone, 12% recycled their last phone, 19% gave it away or sold it, and 8% threw their old cellular phone out. Not surprisingly, 36% of Canadians simply store their old cellular phones. When asked why they store their old cellular phones, 26% indicated they did not know what else to do with it; 16% were keeping it as a backup to an existing phone; and 11% were keeping it for a future need. On average, Canadians typically store their old cellular phones for 15 months.

¹ The survey data provided is representative of the most relevant and/or common responses. Not all responses are shown, thus, the percentage values may not sum to 100%

The survey also found a significant majority of Canadians (85%) are likely to use a cellular phone recycling program if one were introduced in the area, and an average of one cellular phone per “interested” household would be recycled immediately. The most recognized recycling programs are those run by cellular phone providers (24%).

CWTA and its members have long recognized the importance of waste management to the environment and the economy and support the need for a recycling and reusing strategy for mobile devices. This commitment can be evidenced through the establishment and operation of voluntary recycling programs of CWTA members. These programs, all initiated in the absence of any regulatory e-Waste directives by provinces, have been well-received and have won numerous awards for their regard for the environment.

Because of the success of the corporate mobile device recycling programs, and in light of the industry’s evaluation of its options for compliance with provincial requirements to include mobile devices in an electronic waste stewardship plan, the CWTA Recycling Committee opted to develop Recycle My Cell under the auspices of CWTA.

Under Recycle My Cell, brand owners continue to operate their own corporate programs to collect, reuse and recycle mobile devices. Consumer education and public awareness leverages the extensive retail and brand penetration of participating wireless service providers and device manufacturers operating in Manitoba. Consumers will readily be able to return mobile devices at any of the participating retail stores operated by brand owners within the province during normal business hours. In addition, consumers will be able to mail back unwanted devices using postage-paid labels when it is not convenient for them to return the devices to a drop-off location.

Recycle My Cell currently operates as an approved stewardship program in Nova Scotia, Prince Edward Island and New Brunswick, and operates in the other provinces on a voluntary basis. It received regulatory approval from the province of Nova Scotia in October 2008 and was officially launched in Halifax on January 20, 2009. In April 2009, Prince Edward Island and New Brunswick will officially recognize Recycle My Cell as the cell phone recycling stewardship program within their provinces.

More details regarding the relevant corporate programs operated by MTS, Bell, Rogers Communications Inc., SaskTel, TBayTel, TELUS and Motorola can be found in *Appendix A*.

In addition, Canada’s wireless carriers all partner with recyclers to promote refurbishment whereby reusable mobile devices are repaired and resold to consumers in other markets, thus diverting devices from landfill and giving them a useable second life.

Based on surveys, experience in other jurisdictions and anecdotal input, the industry exceeds any provincial expectations for waste diversion and is a leader in reusing and recycling. In 2006 and 2007, members of CWTA collected 187,824 and 334,587

wireless units respectively. It is estimated that nearly 19,000 of these units were collected in Manitoba.

2. Program Overview

2.1 Brand Owners Participating in the Program

Most, if not all, mobile devices have two brand names, images or logos clearly affixed to them. Typically one brand name is that of the cellular service provider while the second is that of the manufacturer of the device. The following brand owners are currently covered by the CWTA Stewardship Plan:

Bell (Including Solo Mobile)

Daniel Gagné
Director, Corporate Responsibility & Environment
Bell Canada

Tel: (514) 350-3188
E-mail: daniel.gagne@bell.ca

KYOCERA .

Kerry Mendonça
Director, Corporate Affairs
KYOCERA SANYO Telecom, Inc.

Tel: (905) 760-4008
E-mail: Kerry.Mendonca@kyocera.com

Motorola

John Welch
Vice President, Global Government Affairs
Motorola

Tel: (202) 371-6916
E-mail: John.Welch@motorola.com

MTS

Fred Riddle
Manager Environment Programs
MTS Allstream

Tel: (204) 941-6521
E-mail: fred.riddle@mtsallstream.com

Nokia

Ed Butler
Environmental Affairs, Markets
Nokia, Inc.

Tel: (972) 864-6329
E-mail: Ed.butler@nokia.com

Research In Motion

John Smiciklas
Manager, Sustainability and Corporate Responsibility
Research In Motion Limited

Tel: (519) 888-7465 x 74081
Email: jsmiciklas@rim.com

Rogers Communications Inc. (Including Rogers Wireless and FIDO)

Barry Krugel
Director Operations, Device Management
Rogers Wireless Partnership

Tel: (416) 935-7151
E-mail: barry.krugel@rci.rogers.com

Samsung

Renee Sorese
Corporate Marketing Manager
Samsung Electronics Canada Inc.

Tel: (905) 819-6695
E-mail: r.sorese@samsung.com

SaskTel

Jodi Smith
Manager, Community Relations
SaskTel

Tel: (306) 777-5188
E-mail: jodine.smith@sasktel.sk.ca

TELUS (including TELUS Mobility, MiKE and Koodo)

Anthony Sesel
Project Manager
TELUS mobility

Tel: (416) 279-7524

E-mail: anthony.sesel@telusmobility.com

Virgin Mobile Canada

Edin Mesic
Director, Supply Chain
Virgin Mobile Canada

Tel: (416) 607-8605

E-mail: edin.mesic@virginmobile.ca

2.1.1 Brand Owner Induction

Although Recycle My Cell is supported by the aforementioned brand owners, the program will accommodate all other mobile device brand owners, CWTA member or not, under appropriate terms and conditions. As such, CWTA will continue to use telephone and email campaigns to reach out to members of the Association, non-member brand owners and recyclers to encourage participation in this program and ensure an understanding of relevant regulations and the brand owner's resulting obligations. Brand owners may also contact the Recycling Manager at CWTA to get information on joining the program.

2.2 Recyclers Participating in the Program

Brand owners participating in the program use several third-party companies to disassemble products and recycle components. The main contacts for each are indicated below:

ReCellular, Inc.

Brandi Farwig
Environmental Specialist

Tel: (734) 205-2217

E-mail: bfarwig@recellular.com

GREENTEC

Tony Perrotta
President

Tel: (519) 624-3300, Ext. 223

E-mail: tperrotta@greentec.com

2.3 Contact Information for the Program

Oversight of and responsibility for this program belongs to:

Manager, Cellular Recycling Program
CWTA
1110-130 Albert St.
Ottawa, Ontario
K1P 5G4

Tel: 1 (613) 233-4888
Toll-free: 1-888-797-1740
E-mail: info@recyclemycell.ca or info@recyclemoncell.ca
www.recyclemycell.ca / www.recyclemoncell.ca

2.4 Program Compliance

CWTA is a wireless industry association that is led by a Board of Directors which is composed entirely of industry representatives. The Recycling Committee, created by the CWTA Board and comprised of carriers and handset manufacturers, was tasked with creating a national industry-wide umbrella recycling program. Costs associated with the administration and operation of this program are internal to the CWTA's operating budget and/or absorbed by participating brand owners. Due to the nature of the workings of the Association and its role to represent the wireless industry on a number of common issues, formal contracts will not be drafted between CWTA and its participating members. CWTA is the collective voice of our members and we have operated successfully in this manner on many previous projects.

Formal contracts will be required where agreements are to be made with participating entities that are not members of CWTA.

CWTA and the represented brand owners are committed to ensuring the highest level of program participation possible at each collection point.

This commitment is facilitated through employee training and retail auditing programs performed by each brand owner. Through these processes, the brand owners have the ability to ensure compliance on the part of retail outlets with any and all corporate initiatives. Regular communications are also sent to retail outlets to remind stores of participation in corporate recycling programs.

In addition to these audits, some carriers routinely conduct 'mystery shopper' programs. Executives from outside the region visit numerous retail outlets under the guise of being a shopper, to verify that staff meets corporate standards in any number of areas, including special promotions or new programs, such as charitable or recycling initiatives. If any staff member or outlet is found to be out of compliance with corporate policy or practices, corrective action is initiated.

Monitoring consumer complaints is another routine method of tracking compliance to corporate standards. CWTA will ensure that any consumer dissatisfaction as registered with the Association will be tracked and directed to the main contacts at the respective partner program for resolution.

While audit and compliance processes already exist and efforts are made by brand owners to ensure full retail participation in all corporate programs, human factors must be taken into account. CWTA cannot commit to a 100% level of perfection at the retail level, but assures the province and other stakeholders that existing processes have proven to minimize problems at retail locations.

2.5 Responsibilities of Industry Steward

CWTA will manage the program on behalf of the wireless industry. Responsibilities include:

- Liaisons with governments, consumers, and other stakeholders;
- Public education and awareness;
- Regular reporting and target setting;
- Induction of all interested and obligated brand owners who are not already participating in the program; and
- Maintaining contracts and relations with all levels of the program, including collection sites and sites of incidental waste.

Members of the CWTA Recycling Committee will act as advisers to the Association on the operation and further development of the program.

2.6 Program Principles

CWTA proposes a stewardship program which will:

- Inform consumers of their options for reusing and recycling their mobile devices;
- Ensure environmentally conscious management of end of life mobile devices;
- Ensure all work under the program is done by certified and responsible organizations with the results of any and all audits conducted available to the Manitoba Conservation Department upon request;
- Operate in an economically efficient manner with full transparency of all reported figures;
- Ensure consistency with Canadian regulations at all levels of government and comply with CCME's *Canada-Wide Principles for Electronics Product Stewardship*;
- Be open to all obligated and relevant brand owners;
- Assist in the processing of mobile devices which do not fall under the responsibility of any obligated brand owner (orphan, historic and imported); and
- Encourage fair competition between this and non-affiliated third-party collection programs, allowing them to operate without hindrance.

2.7 Program Period

Recycle My Cell is a self-sustaining program with no pre-planned termination date. It will officially launch in Manitoba upon recognition from the Manitoba Conservation Department and will operate within the province indefinitely.

2.8 Products Included in the Program

Recycle My Cell deals specifically with mobile devices that were primarily manufactured to connect to a cellular or paging network. Examples of such devices include cellular phones, accessories such as headsets, chargers and batteries, wireless smartphones, wireless PDAs, removable external aircards and pagers.

Ordinary consumer electronics that were not primarily manufactured to connect to a cellular or paging network are not covered, nor collected, by the program. Examples of such devices are cordless phones, PDAs without integrated cellular connectivity, laptop computers and answering machines.

While a list of product definitions has been developed, it should be noted that a regular review of electronic products, either added or deleted from manufacturer product lines, will be required in order to ensure their inclusion in the program as appropriate.

Recycle My Cell accepts all orphan, historic and imported mobile devices, as well as mobile devices from non-participating brand owners, when consumers return such product to the Recycle My Cell drop-off locations. That being said, under no circumstances should the willingness and openness of CWTA to accept cellular product from non-participating brand owners, be utilized as an excuse to circumvent any applicable regulations and obligations from the Manitoba Conservation Department or any future legislation or regulation as they pertain to the legality of selling a mobile device when the brand owner does not operate, or is not part of, an approved electronic stewardship plan.

2.9 Fees

Recycle My Cell operates with no fees charged to consumers purchasing or recycling mobile devices.

In the event that the program's current financial structure becomes uneconomical, the represented brand owners will consider other ways to ensure costs are not passed on to consumers. It is the view of CWTA and the brand owners represented by this plan that consumers should not be responsible for the recycling costs, and the use of environmental handling fees would be a last-resort method of funding the program.

CWTA believes that financial accountability should be shared with those incurring the costs. As such, financial reporting will occur between CWTA and the brand owners it represents. However, as no funds are to be collected from the public for any aspect of this program, these reports will not be made public.

Further, the cost of running individual corporate recycling programs is considered proprietary information as each brand owner develops and implements individual communications and marketing programs.

2.10 Return Collection Facilities

2.10.1 Locations

As supported by independent survey data, the CWTA and its members believe that a return-to-retail model is the most appropriate and effective method available for wireless device collection, and reflects the principle of extended producer responsibility. Having dealerships act as collection sites provides a convenient method of device return as consumers can leave their old phones for recycling at the same location and time a new phone is purchased.

There are currently 101 participating drop-off locations in 30 municipalities across the province of Manitoba. The Recycle My Cell network of collection sites is continually evolving and expanding as more retailers and brand owners join the program, and as companies introduce new retail stores and dealerships into the marketplace. Further, any municipal location, charity organization, or corporate or private initiative that wishes to act as a collection site will be able to join the program as a collector.

Due to the addition of dealer sites, along with the changing nature of the consumer market, it should be noted that retail locations and program partner locations are subject to change from time to time and the recyclemycell.ca and recyclemoncell.ca Web sites will provide the public with the most up-to-date list possible.

In addition to the collection sites, Recycle My Cell also offers a variety of postage-paid mail-back options for anyone currently unable to reach a drop-off location for any reason.

2.10.2 Operating Hours

Collection points will operate during normal business hours. Consumers can locate details of operating hours of brand owners' retail stores via corporate Web sites.

2.10.3 Mail-Back Option

Consumers who are unable to access a collection site will be able to recycle their devices and accessories using a variety of postage-paid mail-back options from participating brand owners. Mailing labels can be accessed through the recyclemycell.ca site and can be used for recycling all designated devices.

2.11 Methods of Recycling and Reusing

The recommendations outlined within this plan are consistent and comply with Canada's commitments to the Guideline for the Transboundary Movement of Collected Mobile Phones developed under the Mobile Phone Partnership Initiative (MPPI) of the Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and their Disposal.

2.11.1 Flow of Collected Materials

Designated containers, located at each collection site, are stored until full and then shipped by courier to an aggregating and sorting facility. Here, the devices are sorted as described in *Section 2.11.2* and then shipped to a recycling and refurbishing facility. This process is detailed in *Figure 2*.

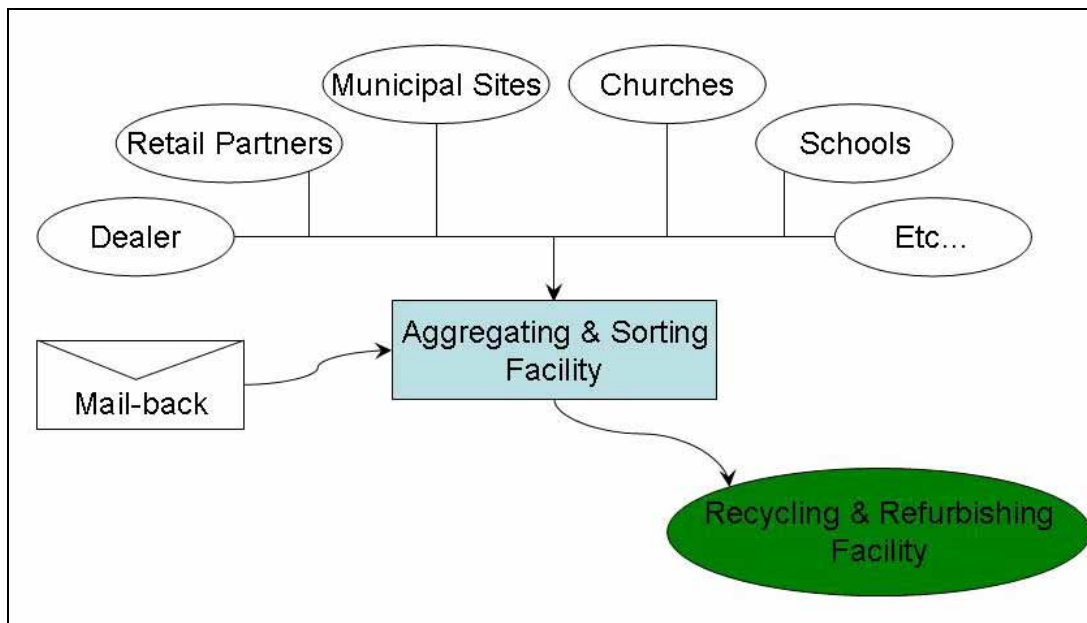


Figure 2 Flow-chart for cellular phone movement from collection point to recycler

2.11.2 Recycling Methods Used

Mobile devices received at collection points are shipped to processing locations where they are typically sorted into three categories: resalable devices, recyclable devices and accessories and batteries.

When a collection box is opened at a processing location, devices are typically triaged according to model type and reusability. An operator electronically scans the unit and the system identifies whether it is a reusable handset or if it should be recycled. The operator places the handset in the appropriate bin location after performing a visual check that includes looking for external water damage, broken or bleeding LCD or exposed circuit board. If any of these defects are identified and cannot be easily repaired, the operator will indicate in the system that the unit is to be recycled and sort it accordingly.

Accessories:

- Chargers
- Headsets

Batteries:

- Nickel-cadmium
- Nickel-metal-hydride
- Lithium-ion
- Small-sealed-lead
- Mixed

All batteries are individually bagged or their contact points are taped and sealed to prevent shorting or corrosion.

All components are boxed with similar items at a quantity of 100 and each box is weighed and a label is generated with the exact weight. The information is then entered into an Excel worksheet, which is used as a packing slip. To reduce transportation costs, the boxes are then shipped to the recycler a maximum of once a month.

The central sorting facility tracks the following information for each item, where possible:

- Electronic Serial Number (ESN) of handset
- International Mobile Equipment Identity (IMEI) - for GSM products
- Manufacturer and model number
- Technology of handset
- Condition of handset
- Date and time handset was scanned into system
- Store number or number assigned to a collection point
- Quantity received
- Quantity resalable
- Quantity recyclable
- Weight of accessories recycled

Approximately 96% of a mobile device's weight is recyclable. Currently, the only waste component is the rubber keypad, although ways to recycle it are being explored.

2.11.3 Options for Unwanted Mobile Devices

Recycle My Cell aims to prolong the useful life of mobile devices by encouraging customers to return their used devices rather than throw them away. The contribution of each member's media and communications expertise results in continuous reinforcement of program recognition and consumer participation.

After receipt of used products from program members, designated recyclers test each item for power, cracks, chips, functionality, etc. Damaged products are refurbished when possible, and products that meet the recyclers' requirements for resale are reintroduced into the market. Product recyclers take it upon themselves to advertise the qualified products and sell them at discounted rates.

2.11.4 Partnerships

The program uses several third-party companies to disassemble products and recycle components. They currently include: *ReCellular, Inc.*, *Global Electric Electronic Processing Inc.* and *GREENTEC*. Business partners and all third-party providers used are carefully chosen to ensure that they meet all the necessary environmental standards.

ReCellular, Inc.

ReCellular's comprehensive commitment to environmental protection has won numerous national and local awards. All devices and accessories that cannot be reused are recycled and the company recycles thousands of tons of electronic scrap every year. With millions of dollars donated to charities, tens of millions of devices recycled or reused and customers in more than 40 countries, ReCellular has developed a global network dedicated to finding the most responsible solutions for the handset industry.

ReCellular routinely processes used electronic products, such as cellular telephones and accessories. The majority of this product is recycled through resale. Their processing also generates some waste from un-sellable material, such as obsolete handsets, batteries, chargers, cigarette lighter adapters and leather cases. Certified smelters contracted nationwide help provide them with the optimum return for scrap products, and assure complete disposal of the material with little to no impact on the environment. No e-waste goes to landfills or incinerators directly or through intermediaries. No electronic scrap is shipped to "underdeveloped countries". ReCellular's certified recycling partners are likewise prohibited from sending e-waste to any country not belonging to the *European Union* or the *Organization of Economic Cooperation and Development (OECD)*, as directed by the *Basel Convention*.

The ReCellular environmental management plan is also ISO 14001 certified and includes internal audits requested by management, periodic random quality checks, and annual revisions to its environmental policies. These internal procedures were developed to change and improve with the evolving technological and social issues of the future.

All partners that ReCellular utilizes to recycle mobile devices are carefully and extensively evaluated to ensure environmental compliance. Recycling facilities interested in accepting non-functional mobile devices and batteries must first complete an environmental risk evaluation form provided by ReCellular. This is an extensive document that questions recycling vendors' processes and procedures. All of the forms submitted are diligently reviewed by ReCellular's internal environmental staff.

Global Electric Electronic Processing Inc.

"The mission of Global Electric Electronic Processing Inc. (GEEP) is to work collaboratively with clients to maximize their return on excess and end of life inventory in an environmentally safe manner with a zero landfill objective."

Every incoming load is weighed with documented scale tickets and bar-coding before a computer controlled inventory and destruction/recycling process takes over. Web based customer support is available for inventory control and sale of excess and refurbished products.

GEEP is ISO 9001² and ISO 14001³ certified. The processing method (refurbishment, resale or destruction) is determined by the client and the destruction of all proprietary products is documented. Hazardous waste separation, registration and regulatory compliance is also documented and environmental, health and safety policies and emergency response and fire prevention plans are also in place. GEEP is fully insured, including its environmental policies, and has a stated corporate objective of a zero landfill contribution. GEEP is a division company of the *Barrie Metals* group of companies, with locations in Canada, the United States of America and Asia. It has one of the largest, most comprehensive, state-of-the-art processing facilities of e-waste globally.

GREENTEC

GREENTEC is a leading provider of environmentally responsible cell phone and electronic waste disposal solutions. Specializing in reverse logistics and third-party services for retailers, manufacturers and consumers, GREENTEC operates THINK RECYCLE - an environmental fundraising program that collects, recovers and recycles over 200,000 cell phones each year, from over 12,000 locations.

² See *Appendix E* for description of ISO standard 14001

³ See *Appendix E* for description of ISO standard 9001

GREENTEC's vast network of aftermarket buyers allows them to maximize value return on a broad selection of makes and models. As such, they operate one of the largest retail cell phone recycling programs in Canada.

Cell phones shipped to GREENTEC are evaluated for reuse or recycling by an industry-leading Production Ready sorting process. GREENTEC offers payment on items suitable for resale, though customers may choose to make charitable donations in lieu of accepting payment.

To ensure information security, all traces of personal and corporate information are destroyed. Cell phones that are not suitable for reuse are dismantled and harvested for parts. GREENTEC's ISO 14001 registered recycling processes make plastics and metal recovery possible. Downstream partners are audited to ensure no materials are sent to landfill or shipped to developing countries.

The company also offers secure destruction whereby cell phones are ground down and destroyed in accordance with local environmental, health and safety regulations and Electronic Recycling Standards. GREENTEC can provide a video of the destruction process and a certificate of destruction.

GREENTEC has been trusted by clients worldwide since 1995. Their zero-landfill policy, certified downstream processing, government-approved processes and ISO 14001 registration ensure corporate responsibility toward protecting the environment.

2.12 Designing for the Environment

2.12.1 Improving Product Life Cycle Management

The goal of "designing for the environment" is to reduce the environmental impacts of a product throughout its life cycle. This involves careful consideration over concerns including the manufacturing materials used in electronic equipment, the amount of energy consumption used and also the potential pollution associated with the product's disposal. The most effective way to satisfy this provision is to promote changes during the design of the product.

Our handset manufacturers have already made a number of efforts to eliminate or to reduce the environmental impacts of a product throughout its life cycle. For example, Nokia is promoting "green features" into as many of its mobiles as possible. Such features include a light sensor that detects natural light and thus allows the phone to save energy. In addition, most Nokia phones now beep when fully charged to alert the owner to detach the charger from the wall socket. Motorola provides another example of efforts made to reduce environmental impacts. Motorola's W233 Renew mobile phone is made with plastic from recycled water bottles and can be entirely recycled. A prepaid shipping envelope is also included for buyers to send in their old mobile phone for recycling.

2.12.2 Pollution Prevention Hierarchy

Our handset manufacturers provide “the management of the product in adherence to the order of preference in the pollution prevention hierarchy”. For instance, a number of efforts have been made to reduce the environmental impact of producing the product by eliminating toxic components and increasing energy and resource efficiency and also to redesign the product to improve reusability or recyclability. Refer to the aforementioned examples in *Section 2.12.1* regarding the initiatives made by our handset manufacturers.

Our recyclers employ the following policies and processes:

Reuse – Inspect and test handset to certify for reuse; includes removing any asset tags and all traces of personal and corporate information.

Recycle – Handsets not suitable for reuse are either disassembled for harvesting spare parts or ground down for the recovery of precious metals. The secure destruction and recycling process make plastics and metal recovery possible. All scrap material is sent to approved downstream processors which are audited for environmental health and safety compliance, and to ensure that no e-scrap materials are sent to landfill or to developing countries.

2.13 Consumer Education and Public Awareness

Upon recognition of Recycle My Cell as the voluntary industry steward for mobile devices and related products in Manitoba, CWTA will undertake consumer education and public awareness initiatives in Manitoba to ensure consumers are fully informed of the industry’s recycling initiatives.

Corporate recycling programs have included extensive consumer awareness campaigns in the past and will continue to promote their programs as this umbrella program moves forward.

2.13.1 CWTA Initiatives

Recycle My Cell was officially launched in Nova Scotia on January 20, 2009. Nova Scotia was the first province to officially designate the CWTA’s program as its cell phone recycling stewardship program. In April 2009, Prince Edward Island and New Brunswick will officially recognize Recycle My Cell as the cell phone recycling stewardship program within their provinces.

Upon recognition from Manitoba Conservation, CWTA will begin planning a media launch event in Manitoba, similar to that held in Nova Scotia, to officially launch the Recycle My Cell program. The President of CWTA, along with high-profile brand owners and members of the Manitoba Conservation Department, will be invited to attend in order to emphasize the industry’s and province’s commitment to e-waste diversion. Press releases and advertisements will be planned to supplement the media launch event.

To provide on-going support to the Recycle My Cell program, the CWTA created a Web site that serves as the central hub for the program. Information about recycling, member programs, and collection sites is readily available to consumers via this site. Consumers without Internet access can call a toll-free number (1-888-797-1740) operated by CWTA staff.

Current screen shots of www.recyclemycell.ca are shown in *Figure 3* and *Figure 4*.

Promotional materials (brochure and tent cards) were also developed for use at municipal sites, dealer sites that do not run their own program and wherever else such materials may be required. The bilingual brochure provides details about the Recycle My Cell program, including the Web site address and toll-free number for those requiring further information. The 5"x7" bilingual tent card identifies the municipal site or dealer site as a Recycle My Cell drop-off location and includes the Web site address.

The Web site and brochure are also used to brief and prepare stakeholders for the launch of the program.

CWTA intends to monitor the reaction to initiatives associated with this program. Both CWTA and its members will give consideration to modifying their respective consumer education and public awareness campaigns as necessary.

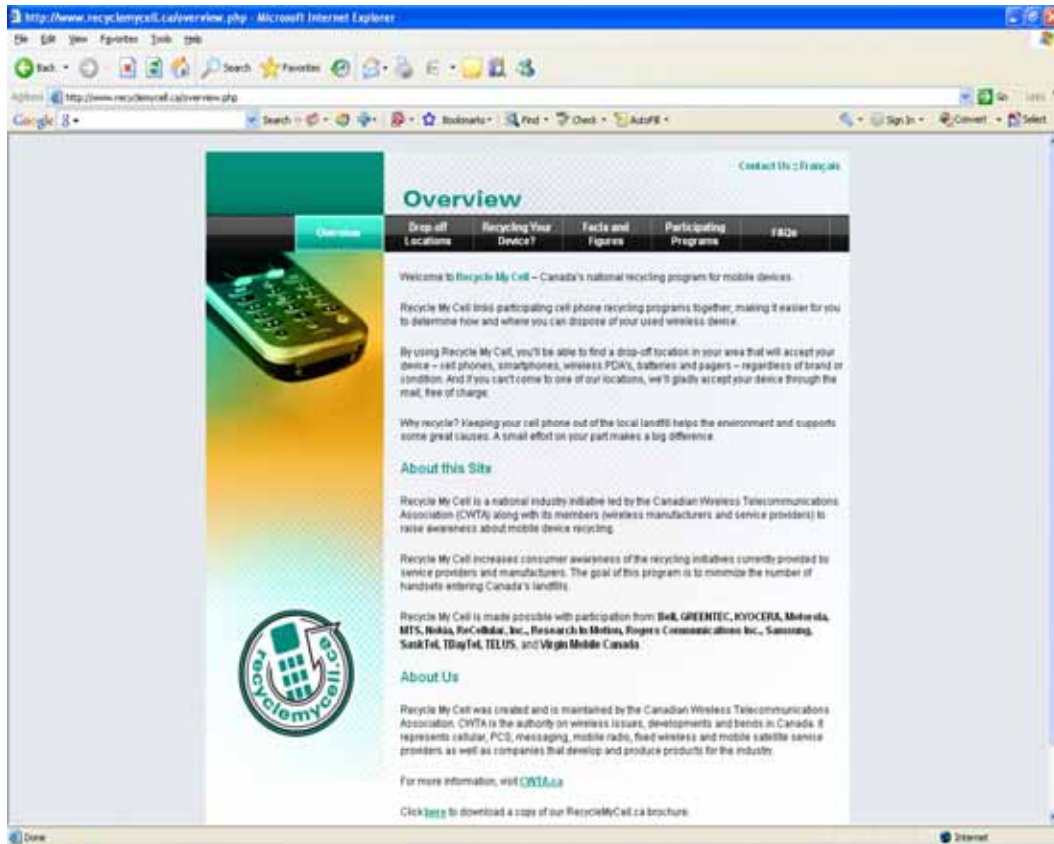


Figure 3 Overview page for [recyclemycell.ca](http://www.recyclemycell.ca)

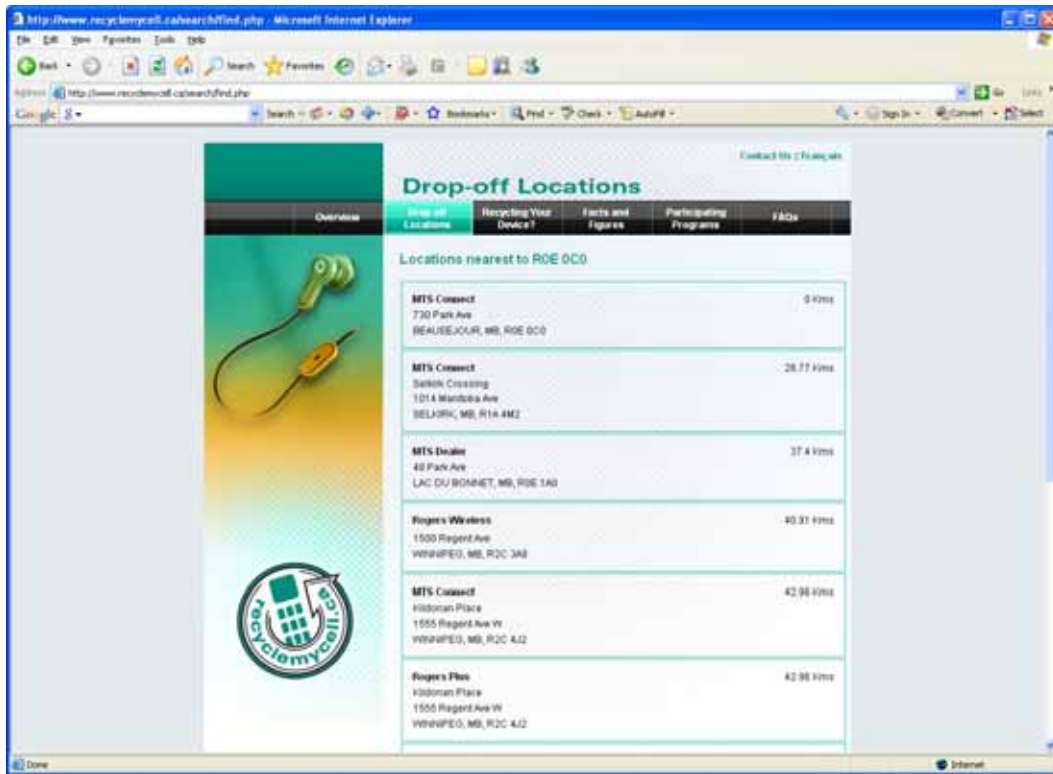


Figure 4 Search results page for nearest drop-off locations

2.13.2 Corporate Initiatives

In the past, the promotion of corporate recycling initiatives has included extensive marketing campaigns, including paid advertisements (in print media, television and other venues), in-store marketing and competitive recycling drives.

The extent of corporate marketing for cellular phone recycling will not diminish with the implementation of CWTA's program and awareness initiatives. Each brand owner will continue to have its own marketing plans in place, which may include press releases coinciding with the Manitoba launch of this program and continued marketing via advertisements, PSAs and corporate recycling Web pages.

The brand owners have agreed to place, where appropriate, Recycle My Cell branding on marketing materials. This will identify corporate programs as a participant in the national industry-wide initiative. Such branding could include placing the Recycle My Cell logo on advertising materials and linking to recyclemycell.ca from brand owners' corporate recycling Web pages.

The operators of each program under the Recycle My Cell umbrella have committed to ensuring that staff at all dealer locations will be well versed in the CWTA program and that signage will be present and placed in visible and accessible locations.

In addition, many of the corporate recycling programs developed new in-store promotional material to accompany the official Recycle My Cell launch in Nova Scotia. These materials have now been distributed to collection sites across Canada. Examples of corporate promotional materials are included in *Appendix D*.

2.13.3 Cooperation with Other Stewardship Programs

CWTA is committed to working with other stewards and stakeholders to minimize potential consumer confusion regarding the various recycling programs operating in the province.

With respect to other e-waste programs, the Recycle My Cell Web site currently redirects visitors to the appropriate e-waste program site in each province (i.e., ACES, EABC, SWEEP, etc.). In addition, in Nova Scotia as an example, the ACES site also redirects visitors wanting to recycle cell phones to the Recycle My Cell site.

2.14 Annual Reporting

2.14.1 Targets

Recycle My Cell will focus on two primary areas: (1) keeping product out of the municipal waste stream through collecting, reusing and recycling; and, (2) doing so in a socially, economically and environmentally responsible manner.

CWTA is committed to working with the province of Manitoba to ensure that discarded wireless products are managed in a responsible manner.

Based on surveys, experience in other jurisdictions and anecdotal input, the industry exceeds any provincial expectations for waste diversion and is a leader in reuse and recycling. In 2006 and 2007, members of CWTA collected 187,824 and 334,587 wireless units respectively. It is estimated that nearly 19,000 of these units were collected in Manitoba.

Going forward, CWTA proposes that the results of the first year of the program be used as a basis for discussions with the province to develop specific targets.

The following performance indicators could be used in the ongoing evaluation of the program:

- Devices collected on an aggregate regional and/or provincial basis;
- Annual survey figures on consumer awareness and propensity to participate a mobile device recycling program;
- Web site traffic and call volume to toll-free number;
- Representative survey of retailer participants to determine satisfaction;
- PSA and media pick-up statistics.

For clarity, it is important to note that there are several challenges with respect to data collection that make the provision of accurate and complete wireless recycling data extremely difficult, including:

- Third-party collections (some of which are noted in Appendix B), including for-profit organizations as well not-for-profit organizations, which constitute a large amount of product collected, and where CWTA has little visibility or control over these collectors;
- Third-party reseller market;
- Consumer storage – although we have taken steps to gain insight into mobile device storage, it is difficult to gauge exactly how much product is currently being stored, as well as average storage duration;
- Import and export data – currently the *Canadian Border Security Agency* does not collect data for either import or export data and, in most cases handset manufacturers and carriers do not have data available that would give province-specific data.

We are, however, committed to improving data collection and believe that there are opportunities to work with the province to do so. The members that operate recycling programs are currently examining their data collection methods to determine how they can improve data collection so that it will be more in-line with provincial requirements.

2.14.2 Reports

CWTA will report on the volume of cellular devices collected by the program and will provide qualitative data on consumer trends, awareness and response to the program.

The volume of cellular devices collected will be reported in two parts, (1) a tally of devices dropped off at collection sites and (2) a detailed estimate of the number of mailed devices that originated from the province of Manitoba.

Qualitative information will be provided through consumer surveys conducted via telephone. Consumer surveys will allow for comparative evaluation of the program from year one and beyond.

The performance indicators listed in *Section 2.14.1* will also be reported in order to better evaluate the program's success.

3. Conclusion

Recycle My Cell will help minimize the introduction of mobile devices into the municipal waste stream, and thus the environmental effect of mobile device disposal, by promoting efficient collection, effective reuse strategies and responsible recycling and waste management.

The large number of collection points allows for a short commute for any consumer wishing to drop off a mobile device. Also, considering these points are primarily retail locations, consumers have the opportunity to drop off their devices when they purchase new ones, entirely eliminating the need for a trip to a separate collection point.

Advertising and public awareness campaigns will inform consumers of the options available to them through the Recycle My Cell program regarding the disposal of their unwanted devices.

Programs under the Recycle My Cell umbrella will only use recyclers that are appropriately certified, meaning they have an environmental management system in place which ensures accountability for their actions regarding the associated environmental impacts. Each company will also refurbish and resell the devices wherever possible, recycling the remaining non-repairable devices. This lowers demand for new devices and, in turn, lowers demand for the materials those new devices would consume.

The openness of the program will make it easy for new brands and companies to expand into Manitoba as new participants are able to join this program at any time under appropriate terms and conditions. As well as continually expanding our brand coverage, regular monitoring of consumer awareness and reporting of collection figures will allow the program to further evolve as time goes on to ensure the changing needs of a stewardship plan are being met.

Appendix A, Individual Program Details

Each sub-program of Recycle My Cell has the objective of maximizing the useful life of designated wireless material while minimizing the volume of material sent to landfill.

Consumers can return any used mobile device, regardless of manufacturer, to one of our listed national recycling program collection points across Canada. Types of collection points include carrier stores, participating retailers of all sorts, food banks and community centres. A variety of postage-paid mail-back options are also offered.

Collected units are sent to a central collection point that sorts the devices into reusable and recyclable categories. Following the sorting process, devices are sent to a recycling organization. Each participating recycling organization abides by stringent environmental regulations. Whenever possible, devices received are recycled through resale and those that can't be refurbished are broken down into their components, 96% of which are recyclable. Certified smelters assure optimum return from any remaining scrap products, as well as complete disposal of the material with little to zero impact on the environment.

A donation to participating charities is made for each device returned through the various carrier recycling programs.

Based on surveys, experience in other jurisdictions and anecdotal input, the industry exceeds any provincial expectations for waste diversion and is a leader in reuse and recycling. In 2006 and 2007, members of CWTA collected 187,824 and 334,587 wireless units respectively. It is estimated that nearly 19,000 of these units were collected in Manitoba.

Table 1 Program specifics for member initiatives

	Mobile Devices Recycled	Donation Method	Back-End Recycler	Devices Accepted	Charitable Contributions
MTS	More than 25,000 mobile devices have been collected since 2005	Accepted at any <i>MTS Connect</i> store or MTS dealer	GREENTEC	All mobile devices as defined by this program from any manufacturer or carrier	Proceeds from returned devices are donated to Resource Conservation Manitoba
Bell: <i>Blue Box</i>	More than 500,000 mobile devices since 2003 80 metric tons of batteries	Accepted at any <i>Aliant</i> or <i>Bell</i> store or any authorized <i>Mobility</i> dealer Mail-back label available on website	ReCellular	All mobile devices as defined by this program from any manufacturer or carrier	\$1 donated to WWF-Canada to help fight climate change for every mobile device
Motorola: <i>Mobile Devices Takeback Program</i>	Approximately 9,835 mobile devices collected since 2007	Mail-back label available on website	Global Electric Electronic Processing Inc. (GEEP)	All mobile devices as defined by this program from any manufacturer or carrier	N/A
Rogers: <i>Phones-for-Food</i>	More than 370,000 mobile devices since 2003	Accepted at participating <i>Phones-for-Food</i> locations and through postage paid mail-back bag included with purchase of Rogers devices	ReCellular	All mobile devices as defined by this program from any manufacturer or carrier	Funds raised are donated to local food banks
SaskTel: <i>The SaskTel Recycling Program</i>	3,900 mobile devices recycled in 2008	Accepted at any <i>SaskTel</i> store or participating dealer locations	To be determined	All mobile devices as defined by this program from any manufacturer or carrier	SaskTel is currently analyzing a possible program for donations to women's shelters in Saskatchewan
TbayTel	Approximately 970 mobile devices recycled in 2008	Accepted at the Victoriaville Civic Centre or Canada Games Complex or participating TBayTel Mobility locations	The Wireless Source	All mobile devices as defined by this program from any manufacturer or carrier	Funds raised are used by P.R.O. Kids to fund community-based recreational activities for kids in need
Telus: <i>Return & Recycle</i>	More than 40,000 mobile devices collected in 2007	Accepted at any <i>TELUS Mobility</i> store or participating dealer location	Global Electric Electronic Processing Inc. (GEEP)	All mobile devices as defined by this program from any manufacturer or carrier	Through <i>Tree Canada</i> , a tree is planted for every device collected

A.1 MTS

Prior to 2005, MTS in Manitoba recycled mobile devices and accessories internally. In 2004, 300 kg of mobile devices and accessories were recycled.

In 2005, MTS kicked off a provincial recycling program for mobile devices. Under the new program, used mobile devices and accessories dropped off in specially-marked

bins at any Manitoba *MTS Connect* store and MTS dealer were recycled through GREENTEC with all proceeds donated directly to Mike Komenda Skateboard Park.

In 2009, money collected from the cell phone collection recycling program will be donated to Resource Conservation Manitoba (RCM). Resource Conservation Manitoba is a non-profit, non-governmental centre for environmental education and applied sustainability.

The mobile devices and accessories gathered by MTS through this program are delivered to an equipment recycling company called GREENTEC, which dismantles used mobile devices and sorts the pieces into re-usable parts. Any pieces that can't be refurbished are broken down and made into other products. GREENTEC operates *Think Recycle*, an environmental fundraising program that offers payment for recycled mobile devices and also plants 1 tree for every 24 donated mobile device.

A.2 Bell – Blue Box

Bell's *Blue Box* program was initially launched in 2003 and since then, more than 500,000 devices and more than 80 metric tons of batteries and accessories have been diverted from landfill.

Consumers can return their used mobile devices from all handset manufacturers to any *Bell* store, any authorized *Mobility* dealer and by mail through Bell.ca. In turn Bell will donate \$1 to *WWF-Canada*, the global conservation organization, for each unit collected. Donations help *WWF-Canada* to fight climate change. Consumers can also ship their device by *Canada Post*, free of charge or bring devices to a participating *Caisse Desjardins*.

Recovered devices are reused or recycled. About half of the devices can still be refurbished and reused. The remaining devices will be recycled in Canada in compliance with Canadian regulations.

Bell is a member of the *UNEP Basel Convention MPPI*, an industry pilot project on the environmentally sound management of end-of-life mobile devices. Members of the working groups address issues such as refurbishment of used mobile devices, collection and trans-boundary movement, material recovery and recycling. In addition, members consider future improvements in device design in order to further reduce waste to landfill.

Bell's *Blue Box* program also recycles all mobile device accessories and batteries. All data on the returned devices is deleted.

This simple action goes a long way to help protect the environment. It prevents electronic waste, the fastest-growing form of waste in the country, from ending up in landfill sites.

In 2006, the Bell *Blue Box* program was awarded the prestigious "*Retail Corporate Social Responsibility Initiative Award*" by the Retail Council of Canada.

In 2008, the Bell *Blue Box* program was awarded the Phénix environmental award, in the category of *Réalisation-Entreprise* (Achievement-Corporation) from Quebec's Environment and Economic ministries.

A.3 Motorola – Mobile Devices Takeback Program

Motorola is a strong proponent and supporter of environmental sustainability and recycling programs. In partnership with carriers, customers, retailers and recyclers, they operate or participate in take back programs across the globe. Motorola Canada offers a prepaid label for the return of mobile phones and accessories by mail. All brands of mobile phones and accessories will be accepted

A.4 Rogers Communications Inc. – Phones-for-Food

The award-winning Phones-for-Food program began in 2003 in order to alleviate hunger and divert waste from landfill sites. Rogers Wireless became the official Wireless Sponsor of the program in 2004.

Phones-for-Food is the first national program of its kind in Canada. It raises funds for food banks, diverts waste from landfills, and provides public education on these issues. One mobile device, depending on its age and condition, can be worth up to \$5 when donated, which is equivalent to a jar of peanut butter, one carton of milk or even an entire meal.

Through the program consumers can donate used mobile devices by dropping them off at Rogers and Fido branded retail stores, or via a postage-paid recycling bag included with all new Rogers and Fido devices. In fact, Rogers is the only carrier in North America to offer the bag in box program. Devices collected are sent to a central location, sorted, and either sold to the remanufacturing industry, then refurbished for consumers or recycled responsibly. Funds raised as a result are donated to local food banks.

Over \$500,000 has been generated for food banks across the country to-date, and over 370,000 devices have been diverted from landfill.

In early 2008, 45 high schools across Canada collected over 18,500 devices in the inaugural Rogers Phones-for-Food High School Challenge. In the future Rogers hopes to expand this program to include more schools across Canada; in turn collecting more devices and helping more food banks.

A.5 SaskTel

The SaskTel Recycling Program is an environmental initiative to help divert hazardous materials from landfills. Recycling old cell phone, PDA, cell phone batteries, chargers, or other accessories recovers valuable materials and reduces energy consumption and greenhouse gas emissions. Old cell phones will be recycled or re-used, meaning their life cycle will continue long after a last call has been made.

This is a free program for the general public to return their unwanted cell phones and accessories.

A.6 TBayTel

Consumers can donate used mobile devices through participating TBayTel dealer store locations. All collected phones are provided to P.R.O Kids, a service of the City of Thunder Bay Recreation & Culture Division, to support their fundraising initiatives. P.R.O. Kids works in partnership with Pitch-In Canada to recycle the phones, and the money collected is used to provide youth and children in need with community-based recreational activities.

A.7 TELUS – Return & Recycle

TELUS introduced their *Return & Recycle* program in June 2005 to collect mobile handsets and accessories for recycling. The goal of the program is to divert as many devices and accessories possible from Canadian landfills. This ensures that the hazardous components of mobile devices are disposed of in a responsible manner.

Through the *Return & Recycle* program, TELUS received more than 40,000 mobile devices in 2007.

TELUS is continuing to enhance its environmental stewardship through a partnership with *Tree Canada*. TELUS, through *Tree Canada*, will plant a tree for each handset collected through the Return & Recycle Program.

How the program works

1. Handset(s), 2Wire Gateway surge protectors (Alberta & BC clients only) and/or accessories are brought to one of TELUS' locations.
2. The devices are shipped to a facilitation centre, where they are sorted and counted.
3. The items are then sent to a third party recycling vendor, who will recycle the devices responsibly.

The program is free for everyone, and TELUS accepts all kinds of mobile devices, including cellular phones, smartphones, and air cards, as well as batteries and accessories, irrespective of age, condition, where they were purchased or the network on which they were operating.

Appendix B, Non-Affiliated Third-Party Programs

Third-party collection programs, sites and events:

- **Future Shop** stores in Canada offer boxes for customers to recycle cellular phones at no charge.
<http://www.futureshop.ca/marketing/recycle/default.asp?langid=EN&logon=&langid=EN>
- **Newtech Recycling Inc.** provides a disposal service for Cell Phones and all other Telephone Systems.
<http://www.newtechrecycling.com/disposal/newtech-recycling/contact-newtech-recycling.html>
- **University of Manitoba** collects used cell phones at the Information Services and Technology Office in Machray Hall where they will be sent for recycling.
http://www.umanitoba.ca/campus/physical_plant/sustainability/inaction/526.htm
- **Zoological Society of Manitoba** provides a recycling service for used cell phones, inkjet printer cartridges, laser printer cartridges and fax cartridges at the Zoo Gift Shop.
http://www.zoosociety.com/fundraising_donations.asp
- There are also many U.S.-based cell phone collectors that accept products by mail.

Appendix C, Drop-off Locations

City	Store Name	Company Name
ALTONA	MTS Connect	Manitoba Telecom Services Inc.
ARBORG	MTS Connect	Manitoba Telecom Services Inc.
ASHERN	MTS Connect	Manitoba Telecom Services Inc.
BEAUSEJOUR	MTS Connect	Manitoba Telecom Services Inc.
BRANDON	Rogers Plus	Rogers Wireless
BRANDON	MTS Dealer	Manitoba Telecom Services Inc.
BRANDON	MTS Connect	Manitoba Telecom Services Inc.
BRANDON	MTS Dealer	Manitoba Telecom Services Inc.
BRANDON	MTS Dealer	Manitoba Telecom Services Inc.
BRANDON	MTS Dealer	Manitoba Telecom Services Inc.
BRANDON	MTS Connect	Manitoba Telecom Services Inc.
BRANDON	MTS Dealer	Manitoba Telecom Services Inc.
CARMAN	MTS Connect	Manitoba Telecom Services Inc.
DAUPHIN	MTS Dealer	Manitoba Telecom Services Inc.
DAUPHIN	MTS Connect	Manitoba Telecom Services Inc.
FLIN FLON	MTS Connect	Manitoba Telecom Services Inc.
GIMLI	MTS Connect	Manitoba Telecom Services Inc.
KILLARNEY	MTS Connect	Manitoba Telecom Services Inc.
LAC DU BONNET	MTS Dealer	Manitoba Telecom Services Inc.
MINNEDOSA	MTS Connect	Manitoba Telecom Services Inc.
MORDEN	MTS Connect	Manitoba Telecom Services Inc.
MORRIS	MTS Connect	Manitoba Telecom Services Inc.
NEEPAWA	MTS Connect	Manitoba Telecom Services Inc.
PINE FALLS	Phone Corner	Manitoba Telecom Services Inc.
PORTAGE LA		
PRAIRIE	MTS Dealer	Manitoba Telecom Services Inc.
PORTAGE LA		
PRAIRIE	MTS Connect	Manitoba Telecom Services Inc.
RATHWELL	MTS Dealer	Manitoba Telecom Services Inc.
ROBLIN	MTS Dealer	Manitoba Telecom Services Inc.
RUSSELL	MTS Connect	Manitoba Telecom Services Inc.
SELKIRK	MTS Connect	Manitoba Telecom Services Inc.
STEINBACH	Rogers Wireless	Rogers Wireless
STEINBACH	MTS Dealer	Manitoba Telecom Services Inc.
STEINBACH	MTS Connect	Manitoba Telecom Services Inc.
STONEWALL	MTS Dealer	Manitoba Telecom Services Inc.
STONEWALL	MTS Connect	Manitoba Telecom Services Inc.
SWAN RIVER	MTS Connect	Manitoba Telecom Services Inc.
THE PAS	MTS Dealer	Manitoba Telecom Services Inc.
THE PAS	MTS Connect	Manitoba Telecom Services Inc.
THE PAS	MTS Dealer	Manitoba Telecom Services Inc.
THE PAS	MTS Dealer	Manitoba Telecom Services Inc.
THOMPSON	MTS Connect	Manitoba Telecom Services Inc.
VIRDEN	MTS Connect	Manitoba Telecom Services Inc.
WASKADA	MTS Dealer	Manitoba Telecom Services Inc.
WINKLER	MTS Connect	Manitoba Telecom Services Inc.

WINNIPEG	Rogers Wireless	Rogers Wireless
WINNIPEG	Rogers Wireless	Rogers Wireless
WINNIPEG	Rogers Wireless	Rogers Wireless
WINNIPEG	Rogers Wireless	Rogers Wireless
WINNIPEG	Rogers Wireless	Rogers Wireless
WINNIPEG	Rogers Wireless	Rogers Wireless
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WINNIPEG	Rogers Wireless	Rogers Wireless
WINNIPEG	Rogers Wireless	Rogers Wireless
WINNIPEG	Rogers Wireless	Rogers Wireless
WINNIPEG	Rogers Wireless	Rogers Wireless
WINNIPEG	Rogers Wireless	Rogers Wireless
WINNIPEG	Fido	Rogers Wireless
WINNIPEG	Fido	Rogers Wireless
WINNIPEG	Rogers Plus	Rogers Wireless
WINNIPEG	Rogers Plus	Rogers Wireless
WINNIPEG	Rogers Plus	Rogers Wireless
WINNIPEG	Rogers Plus	Rogers Wireless
WINNIPEG	TELUS Store	Rogers Wireless
WINNIPEG	TELUS Store	TELUS
WINNIPEG	TELUS Store	TELUS
WINNIPEG	TELUS Store	TELUS
WINNIPEG	TELUS Store	TELUS
WINNIPEG	Empowered Communications Inc.	TELUS Dealer
WINNIPEG	Empowered Communications Inc.	TELUS Dealer
WINNIPEG	Empowered Communications Inc.	TELUS Dealer
WINNIPEG	Empowered Communications Inc.	TELUS Dealer
WINNIPEG	The Phone Experts - Communications Ltd.	TELUS Dealer
WINNIPEG	The Phone Experts - Communications Ltd.	TELUS Dealer
WINNIPEG	iPIX Digital Co.	TELUS Dealer
WINNIPEG	iPIX Digital Co.	TELUS Dealer
WINNIPEG	Brian Reimer Audio	TELUS Dealer
WINNIPEG	Micro-Hightech Communications Ltd.	TELUS Dealer
WINNIPEG	MTS Dealer	Manitoba Telecom Services Inc.
WINNIPEG	MTS Connect	Manitoba Telecom Services Inc.
WINNIPEG	MTS Connect	Manitoba Telecom Services Inc.
WINNIPEG	MTS Dealer	Manitoba Telecom Services Inc.
WINNIPEG	MTS Connect	Manitoba Telecom Services Inc.
WINNIPEG	MTS Dealer	Manitoba Telecom Services Inc.
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WINNIPEG	MTS Dealer	Manitoba Telecom Services Inc.
WINNIPEG	MTS Connect	Manitoba Telecom Services Inc.
WINNIPEG	MTS Connect	Manitoba Telecom Services Inc.

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WINNIPEG
WINNIPEG

MTS Dealer
MTS Dealer
MTS Dealer
MTS Connect
MTS Connect
MTS Connect
ACME Computers

Manitoba Telecom Services Inc.
Manitoba Telecom Services Inc.
Manitoba Telecom Services Inc.
Manitoba Telecom Services Inc.
Manitoba Telecom Services Inc.
Manitoba Telecom Services Inc.
MTS Dealer

Appendix D, Example Promotional Materials

D.1 Media Coverage

Winners **Phones-for-Food** challenge



Michael Boudreau, back left, Rogers vice-president for Atlantic Canada, Dianne Swinemar, back right, executive director of Feed Nova Scotia, and Sackville High students (left to right) Katelynn Savage, Katie Whiteway, Kaitlyn MacDonald and Alyssa Brooks show off a cart of used cellphones yesterday that metro high school students collected for the Rogers Phones-for-Food High School Challenge. Sackville High won the challenge, which raises money for Feed Nova Scotia.

Students exchange phones for food

Campaign to benefit graduating students and Feed Nova Scotia

As part of an effort to engage high schools across Halifax Regional Municipality to help reduce e-waste and support local food banks, Grade 12 students from Sackville High School, Prince Andrew High School and Cole Harbour District High School entered the race to collect as many used wireless devices as possible over the next month.

In a joint campaign with

Rogers Communications Inc. and Feed Nova Scotia, the school that gathers the most cellphones per graduating student by March 25 will win \$3,000 towards the graduating class's commencement ceremonies. Second and third place schools will be awarded \$1,250 and \$750, respectively.

"Today's youth are more conscious than ever about the environment and about the needs of their community," said Michael Roudreau, Atlantic Canada vice president, for Rogers Communications Inc. "The Rogers Phones-for-Food High School Challenge is designed to help high-school students discover that, individually

and collectively, they can make a difference."

The award-winning Phones-for-Food program began in 2003 as an initiative by the Canadian Association of Food Banks (CAFB) in order to alleviate hunger and divert waste from landfill sites. In addition to money raised through the CAFB's Think Food program, almost \$500,000 has been generated for food banks across the country to date. One wireless device, depending on its age and condition, can be worth up to \$5 when donated, which is the equivalent to a jar of peanut butter, one carton of milk or even an entire meal.

"Last year, on average, 40,000 people in Nova Scotia accessed our member agencies every month," said Dianne Swinemar, executive director of Feed Nova Scotia. "People of all ages rely heavily on our province-wide food distribution and it's great to see high schools on board and helping out. And, Rogers has truly been a leader in finding an easy and convenient way for its customers to donate their used wireless devices and help a noble cause."

For information on how to donate to Phones-for-Food visit www.phonesforfood.com and download a postage-paid mailing label.

Figure 5 Media coverage for Rogers' *Phones-for-Food* challenge

Province rings up a recycling first

Drop-off spots created for wireless devices

By BRUCE ERSKINE Business Reporter

Nova Scotia is the first province in the country to adopt Recycle My Cell, a new program that makes it easier to recycle cellphones and other wireless devices.

"On Feb. 1, at more than 250 locations throughout the province, Nova Scotians will be able to drop off their cellphones, pagers, Smart Phones, BlackBerrys and Air Cards to be reused and recycled," Environment Minister David Morse said at a news conference in Halifax on Tuesday announcing the launch of the project of the Canadian Wireless Telecommunications Association.

"In addition, headsets, cellphone batteries and chargers will also be included in the program," he said.

The recycling program will help the province reach its solid waste management goals, Mr. Morse said; these include reducing its solid waste disposal rate by 38 per cent from 2006 levels, by 2015.

"The disposal rate per person, per year, in Nova Scotia will be no more than 300 kilograms," he said, adding that the province's current solid waste disposal rate is 50 per cent lower than the national average. "This program will help us to continue to be leaders in this area."

Anyone who wants to recycle a wireless device, regardless of carrier, brand or condition, can find the nearest drop-off locations among more than 3,500 sites nationwide by entering their postal codes at www.RecycleMyCell.ca or by calling 1-888-797-1740. The website also includes information on how to send recyclables to drop-off locations by mail, postage paid.

Recycled devices are refurbished or taken apart for scrap and then sold, with the proceeds donated to national and local charities.

Dianne Swinemar, executive director of Feed Nova Scotia, called the recycling program a "winning combination" of environmental protection and support for important charitable organizations. She estimated that the program could provide the food bank with \$10,000 in additional funds annually.

Telecommunications Association president and CEO Bernard Lord, the former premier of New Brunswick, said the recycling program demonstrates that thinking green doesn't need to be complicated to have a major impact.

"Last year, wireless companies collected more than 300,000 wireless devices through various recycling initiatives," he said, adding that there are no fees associated with the new program, whose costs are being

borne by association members, including Bell, Greentec, Kyocera, Motorola, MTS, Nokia, ReCellular Inc., Research in Motion, Rogers Communications Inc., Samsung, SaskTel, TbayTel, TELUS and Virgin Mobile Canada.

"We hope to increase that number to 500,000 per year," said Mr. Lord, who noted that there are more than 22 million mobile telecommunication devices in use in Canada.

"This is a growing industry that is transforming our lives and helping us in so many ways. We want to make sure that as we improve the lives of Canadians with more wireless devices, that we also protect the environment at the same time."

(berskine@herald.ca)

Figure 6 Media Coverage for Recycle My Cell launch in Nova Scotia

D.2 Advertising Material



Figure 7 Advertisement for Recycle My Cell program

Cell Phone Recycling

Please, don't forget to erase personal information like contact names and phone numbers from your old cell phone.



Do you have an old cell phone?



Recycle it here, and all proceeds collected will go to Canadian environmental organizations. It's good for our planet.

mts.ca

MTS

Figure 8 In-store poster for MTS' *Cell Phone Recycling* program



A good call for our planet.

Put your used mobile phones and accessories in the Bell Blue Box and help our environment in 2 ways:

- Phones will be recycled to keep the materials out of a landfill – or even refurbished to give them a new life.
- Bell will donate the net proceeds from refurbished and recycled phones to support WWF-Canada's environmental conservation work.

Bell blue box



Images © 2009. Photo credit: WWF. Photo: Mike Ford. For more information visit www.bell.ca/bluebox or call 1-877-344-3333. WWF is a WWF Registered trademark. WWF/WWF/WWF.

Figure 9 In-store poster for Bell's *Blue Box* program



HELP FEED SOMEONE IN NEED

Recycle your used wireless phone

DONATE HERE

Phones collected will be recycled to benefit the Phones-for-Food program administered by Food Banks Canada and sponsored by Rogers Wireless. Plus, you're helping to maintain a safe and healthy environment.



For more information about
Phones-for-Food, visit
phonesforfood.com



For more information about
wireless recycling, visit
recyclemycell.ca



Phones & Mobile Devices sold by Rogers Communications Inc. and used by Rogers. All other trademarks belong to their respective owners. ©2009 Rogers Wireless

200903-04 12:00

Figure 10 In-store poster for Rogers' Phones-for-Food program



RECYCLE YOUR PHONE

Reduce hunger

Drop off your used phone here.
You'll help the Phones-for-Food program,
an initiative of Food Banks Canada.
And you'll be helping the environment too.







www.phonesforfood.ca
 www.cafb-acba.ca
 www.recycling.ca
 www.purolator.com



Figure 11 In-store poster for Fido's Phones-for-Food program


D.3 Mail-back Labels

Donate your used cell phone and feed someone in need!
Faites don de votre ancien téléphone cellulaire et donnez à manger à une personne dans le besoin!



Proceeds from your recycled cell phone benefit your local food bank

Le produit du recyclage de vos téléphones cellulaires ira à votre banque alimentaire locale.



National Wireless Sponsor
Commanditaire national pour le sans-fil

www.PhonesForFood.com
 is a multi-award winning project of the Canadian Association of Food Banks

www.echangece llubouffe.com
 est un projet de l'Association canadienne des banques alimentaires qui a remporté de nombreux prix

STEPS

1. Deactivate your phone service.
2. Turn off the phone, and leave the battery attached.
3. Put the phone(s) in any type of box, bag or envelope.
4. Print pre-paid mailing label below and affix it to the box/envelope. Make sure any previous delivery address and bar codes are covered.
5. Place the box/envelope in the mail.

If you have more than one box to send in, please call 1-888-271-3641.

ÉTAPES

1. Désactiver votre service téléphonique
2. Éteindre le téléphone et laisser la pile à l'intérieur.
3. Placer le ou les téléphones dans une boîte, un sac ou une enveloppe.
4. Imprimer l'étiquette d'envoi affranchi ci-dessous et la coller. S'assurer que l'adresse et le code à barres précédents sont bien couverts.
5. Déposer la boîte ou l'enveloppe dans une boîte aux lettres.

Si vous avez plus d'une boîte à expédier, veuillez téléphoner au numéro 1-888-271-3641.

From/Exp. :


Name/Nom : _____

Company/Compagnie : _____

Street/Rue : _____

City/Ville : _____

Postal Code/Code postal : _____



C M E B

R
P
P
G

CANADA POSTES
POST CANADA


Regular Parcel Colis standard

7242485

RETURN POSTAGE GUARANTEED
PORT DE RETOUR GARANTI

Regular Parcel **Colis standard**


Return Service Service de retour



3

To/Dest. : **UNIGISTIX**
8590 AIRPORT ROAD SUITE 1
BRAMPTON ON L6T 0C3

L6T



L6T0C3+D

33-085-632 (03-10)

Sender warrants that this item does not contain dangerous goods.
 L'expéditeur garantit que cet envoi ne contient pas de matières dangereuses.




Figure 12 Example mail-back label for Rogers' *Phones-for-Food* program

D.4 Corporate Recycling Webpages

MTS Home | About MTS Allstream | My Account | Support | Store Locator | Search mts.ca

→ **MTS Personal** Bundles | Wireless | Internet | TV | Phone Services | Security & Alarms

→ **MTS, The Environment & You**

Online Bill

Recycle Your Phone

MTS, the Environment & You

Long considered an environmental leader in the Canadian telecommunications industry, MTS further strengthened its focus on the environment in 2007.

The company's renewed corporate environmental strategy (the MTS Allstream 'Green Plan') includes initiatives which further reduce our environmental footprint and, most importantly, help our Canadian customers - corporate and consumer - reduce their own environmental footprints.

MTS Online Bill

Sign up for the New MTS eBill
Save Trees
Save Clutter
Save Time

"Green", Simple, and Fast! MTS Online Bill saves time and makes your billing process completely paperless!

→ [Learn More](#)

MTS Cell Phone Recycling

Recycle your old cell phone with MTS

Drop off your old cell phones at any MTS Connect Store, or MTS building with all proceeds going directly to a Canadian environmental organization.

→ [Learn More](#)

Figure 13 Snapshot of MTS.ca's recycling webpage



- Mobile
- Getting started
- Account management
- Billing
- Coverage & travel
- Smartphones & phones
- Features
- Troubleshooting

Home Support Mobile

Bell Blue Box program

The Bell Blue Box program (formerly known as the Mobile Take-Back program) is simple. Return your used mobile phones and in turn Bell will donate \$1 to WWF-Canada for each unit collected.

You can return used mobile phones from all manufacturers to any of our **authorized retailers**. You can also ship your phone by **Canada Post**, free of charge. You can also bring the devices to a participating **Caisse Desjardins**.

Recovered phones will be **reused or recycled**.

The program also recycles all mobile phone accessories, batteries, and even smartphones. All data on the returned devices will be deleted.

This simple action goes a long way to help protect the environment. It prevents electronic waste, the fastest-growing form of waste in the country, from ending up in landfill sites. Your donation will also be helping WWF-Canada, the global conservation organization to fight climate change.

The Bell Blue Box program was initially launched in 2003 and since then, more than 494,000 mobile phones and 80 metric tons of batteries and accessories have been diverted from landfill. For more information about this program, see the **FAQ**.

The Bell Blue Box program was awarded the prestigious "Retail Corporate Social Responsibility Initiative Award" by the Retail Council of Canada in 2006 and was recently awarded the 2008 Phénix environmental award, in the category of Réalisation-Entreprise [Achievement - Corporation].



WWF-Canada works to stop the degradation of the planet's natural environment by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable and promoting the reduction of pollution and wasteful consumption. WWF-Canada is working with government, corporations and individuals to reduce greenhouse gas emissions that cause climate change. For more information, consult **WWF-Canada**.

© 1986 Panda symbol WWF-World Wide Fund For Nature (also known as World Wildlife Fund)

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Account management

- Understanding your bill
- Reset your voicemail password
- Change your services
- Change your phone number

Features & services

- Call Forwarding
- Call Waiting
- Conference Calling
- Roadside Assistance
- User guides

Coverage & traveling

- Travel
- Network troubleshooting
- Wireless road safety
- E 9-1-1

Shop

- Smartphones & phones
- Rate plans
- Mobile entertainment
- Accessories
- Features & add-ons
- Upgrade your phone & more
- Promotions

Figure 14 Snapshot of Bell.ca's recycling webpage



public affairs

| add the code | community investment | e911 | friendly phone tips | recycling | safe driving |
| unsolicited phone calls/telemarketing fraud | wireless phones and your health |

recycling



Got an old phone? Recycle it. TELUS' Return & Recycle Program



TELUS' Return & Recycle Program is a national environmental initiative to help divert hazardous materials (such as batteries) from landfills. It is a free program for the general public to return their unwanted handsets and/or accessories, irrespective of the carrier. In an effort to increase TELUS' commitment in environmental stewardship, TELUS has partnered with Tree Canada. Through Tree Canada, TELUS will plant a tree for each handset collected through the Return & Recycle Program. Last year, our program collected over 40,000 phones, click [here](#) to see where we are planting the trees.

Anyone can drop off old phones and accessories at TELUS stores and dealers across Canada. Old phones received will be broken down into its various components and recycled in a responsible manner.

Note: Phones **must** be **deactivated** and **personal content** (such as contacts, SIM cards & pictures) **must be removed** prior to drop-off. Phones cannot be reclaimed at a later date.

To read about our other environmental initiatives, please visit telus.com/environment.

Click here for the [FAQs](#).



TreeCanada ArbresCanada

Phat phones.
Slim prices.

Get smart.

MOTO
Q⁹c

LG Dare™
only \$49.99*

HTC Touch Dual™
smartphone

Figure 15 Snapshot of telusmobility.com's recycling webpage

Appendix E, Certifications Descriptions

E.1 ISO 9001

Abstract⁴

ISO 9001:2000 specifies requirements for a quality management system where an appropriately certified

1. needs to demonstrate its ability to consistently provide product that meets customer and applicable regulatory requirements, and
2. aims to enhance customer satisfaction through the effective application of the system, including processes for continual improvement of the system and the assurance of conformity to customer and applicable regulatory requirements.

All requirements of this International Standard are generic and are intended to be applicable to all organizations, regardless of type, size and product provided.

Where any requirement(s) of this International Standard cannot be applied due to the nature of an organization and its product, this can be considered for exclusion.

Where exclusions are made, claims of conformity to this International Standard are not acceptable unless these exclusions are limited to requirements within clause 7, and such exclusions do not affect the organization's ability, or responsibility, to provide product that meets customer and applicable regulatory requirements.

E.2 ISO 14001

Abstract⁵

ISO 14001:2004 specifies requirements for an environmental management system to enable an organization to develop and implement a policy and objectives which take into account legal requirements and other requirements to which the organization subscribes, and information about significant environmental aspects. It applies to those environmental aspects that the organization identifies as those which it can control and those which it can influence. It does not itself state specific environmental performance criteria.

ISO 14001:2004 is applicable to any organization that wishes to establish, implement, maintain and improve an environmental management system, to assure itself of conformity with its stated environmental policy, and to demonstrate conformity with ISO 14001:2004 by

⁴ As stated on the iso.org website

⁵ As stated on the iso.org website

- a) making a self-determination and self-declaration, or
- b) seeking confirmation of its conformance by parties having an interest in the organization, such as customers, or
- c) seeking confirmation of its self-declaration by a party external to the organization, or
- d) seeking certification/registration of its environmental management system by an external organization.

All the requirements in ISO 14001:2004 are intended to be incorporated into any environmental management system. The extent of the application will depend on factors such as the environmental policy of the organization, the nature of its activities, products and services and the location where and the conditions in which it function.

