

## *Recycle My Cell - Recycle Mon Cell*

### **CWTA Stewardship Plan for the Recycling of Cellular Phones in the Province of Nova Scotia**

**As Revised and Submitted to Nova Scotia Environment for Final Approval on October 14, 2008**

**Based Upon the CWTA National Cellular Phone Recycling Program**

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## **1.0 Introduction**

The Canadian wireless telecommunications industry, under the auspices of the Canadian Wireless Telecommunications Association (“CWTA”), has developed 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 recent introduction of *Wireless Number Portability*. The members of CWTA include, among others, wireless service providers and wireless handset manufacturers.

The national cellular phone recycling program has been developed to meet the requirements of Nova Scotia as well as the requirements of other provinces. Specifically to Nova Scotia, the program meets the criteria identified under Sections 18J to 18Q of the *Solid Waste-Resource Management Regulations, N.S. Reg 25/96*, as they pertain to the development and approval of an electronic stewardship plan.

Reporting to the Board of Directors, the CWTA Recycling Committee, composed of brand owners, recyclers and CWTA staff, has advised CWTA in the development of this program.

The program will collect, transport, reuse and recycle mobile devices and, where no other option exists, the program will properly dispose of them.

The program leverages existing programs operated by wireless service providers and manufacturers, which will accommodate the requirements of the provincial legislation. CWTA will manage the program on behalf of the industry, acting as a single point of contact for 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 this program: Aliant; Bell; Fido; Koodo Mobile; Kyocera; MiKE; Motorola; Nokia; RIM; Rogers Wireless; Samsung; Sanyo; SOLO; TELUS; and Virgin Mobile. Additionally, Sony Ericsson has indicated full participation and support of the program upon final approval.

The program will commence on February 1<sup>st</sup>, 2009 and will continue indefinitely. It will be carried out without charge to consumers as long as it is economically viable to do so.

The program will accept mobile devices that were primarily designed to connect to wireless cellular or paging networks, such as: cellular phones, wireless smartphones, cellular PDAs, pagers, and aircards, as well as certain accessories.

The devices, regardless of brand, model, origin or age, will be collected at any of the currently more than 250 public and 100 private or limited access locations across the

province of Nova Scotia during regular operating hours, which vary based on location. The majority of Nova Scotians are within 15 kilometers of one of these locations. As an additional benefit to consumers, mail-back options that accept any cellular phone will also be in place.

Along with paid advertisements, public service announcements and other promotional material, a website is currently under development at [www.recyclemycell.ca/www.recyclemoncell.ca](http://www.recyclemycell.ca/www.recyclemoncell.ca)<sup>1</sup> 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 will be registered to complement the website for those without internet access.

Responsible recycling and refurbishment will take place with the assistance of processing partners, including: *Global Electric Electronics Processing Inc, and ReCellular*. Proceeds obtained through the resale and recycling of mobile devices will be donated to charitable organizations, including: *the World Wildlife Fund, Tree Canada*, and local food banks, among others.

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 Nova Scotia. 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 Nova Scotia 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**

CWTA and its members recognize the importance of waste management to the environment and the economy. The wireless telecommunications industry supports the need for a recycling and reusing strategy for mobile devices. As such, CWTA and its members worked together for some time to explore options for developing an appropriate stewardship plan for mobile devices. CWTA members have operated their own recycling initiatives on a national basis in the absence of any regulatory directive by the provinces to create such initiatives. These initiatives have all been well-received and have won numerous awards for their regard for the environment.

CWTA recently commissioned a *harris/decima* study on cellular phone recycling in Canada. Between April 2 and April 13, 2008 over 1,300 Canadians, 18 years and older, were contacted to participate in a telephone survey.

The survey found<sup>2</sup> 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%

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<sup>1</sup> These domains have been registered, but the website is not yet online

<sup>2</sup> 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%

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.

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 1 cellular phone per “interested” household would be recycled immediately. The most recognized recycling programs are those run by cellular phone providers (24%).

As noted above, CWTA carrier and manufacturer members have long provided voluntary corporate programs to recycle mobile devices and will continue to do so under the umbrella of CWTA’s national mobile device recycling program. These successful and established programs now collect mobile devices and distribute any profits to Canadian charities.

- Bell’s national *Mobile Take-Back* program accepts all mobile devices and accessories for recycling at all *Bell Mobility* stores, any authorized *Mobility* dealer and by mail through Bell.ca. Donations have benefited women’s shelters and children’s charities. Presently, the *World Wildlife Fund Canada* is the recipient of all donations.
- Rogers’ *Phones for Food* is a national program that accepts cellular phones, smartphones and batteries for recycling through *Rogers Wireless* and *FIDO* stores and by mail. The funds raised are donated to food banks across Canada.
- TELUS is a national sponsor of the *Rechargeable Battery Recycling Corporation*, which recycles mobile devices and rechargeable batteries across the country. In addition, TELUS’ own recycling program accepts cellular phones, smartphones, batteries and accessories through *TELUS Mobility* stores. TELUS, in partnership with *Tree Canada*, also plants 1 tree for each mobile device collected. In the Atlantic Canada region, 20,000 trees were planted at Snide Lake, NS, for watershed improvement and afforestation of abandoned farm land.
- MTS Allstream (Manitoba) and SaskTel (Saskatchewan) also provide recycling programs that operate under the CWTA’s umbrella, but not within Nova Scotia.

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’s recycling program collected 187,824

and 334,587 wireless units respectively. It is estimated that nearly 15,000 of these units were collected in Nova Scotia.

More details regarding these corporate programs can be found in *Appendix A*.

Based upon 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 a national cellular phone recycling program under the auspices of CWTA.

Under the program, brand owners will continue to operate their own corporate programs to collect, reuse and recycle mobile devices. Consumer education and public awareness will leverage the extensive retail and brand penetration of every wireless service provider and manufacturer operating in Nova Scotia. Consumers will readily be able to return mobile devices at all retail stores operated by brand owners within the province during normal business hours. In addition, consumers will be able to mail back unwanted devices when it is not convenient for them to return the devices to a drop-off location.

It is important to note, however, that third-party organizations increasingly see value in used mobile devices. As explained further below, there are many charitable organizations across the country that actively encourage Canadians to donate unwanted mobile devices in order to generate funds from recycling and reusing the devices. While this is great news for the environment, as more mobile devices are diverted from landfills, it poses a challenge to regulated entities in fulfilling any mandated diversion targets that may be imposed by the provinces.

This means that the ability of our program to recover designated mobile devices released into the market is significantly affected by the existence of non-affiliated third-party collection programs, sites and events. *Appendix B* details some of these programs. CWTA will develop a program within the overall national program to incorporate these collection programs. This will most likely be a simple agreement by the third-parties to report on collections and to use an approved recycler. We will need the support of the government of Nova Scotia to implement this program.

CWTA is not aware of the various market shares held by these other programs and we cannot predict how this will fluctuate in the future. Therefore, the current situation makes it extremely difficult to set and attain specific annual collection targets. However, with further field experience and data collection, it will be more feasible to establish trends and make realistic projections with regards to the collection of mobile devices.

## 2.0 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)*

Marc Duchesne  
Director Corporate Responsibility & Environment  
*Bell Canada*

Tel: (514) 350-3164  
E-mail: marc.duchesne@bell.ca

#### *Kyocera Sanyo Telecom Inc.*

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

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

#### *Motorola*

Paul Frew  
VP Government Relations  
*Motorola*  
8133 Warden Avenue,  
Markham, Ontario  
L4B 2N3

Tel: (905) 948-5474  
E-mail: paul.frew@motorola.com

#### *Nokia*

Ed Butler  
Environmental Affairs - Markets  
*Nokia, Inc.*  
6000 Connection Dr  
Irving, Texas  
75039

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

*RIM*

*Contact information not yet available*

*Rogers Communications Inc. (Including Rogers Wireless and FIDO)*

Barry Krugel  
Director Operations, Device Management  
*Rogers Wireless Partnership*  
One Mount Pleasant Road  
Toronto, Ontario  
M4Y 2Y5

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

*Samsung*

Renee Soresse  
Corporate Marketing Manager  
*Samsung Electronics Canada Inc.*

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

*TELUS (including TELUS Mobility, MiKE and Koodo)*

Anthony Sesel  
Project Manager  
*TELUS mobility*  
200 Consilium Place, Suite 1600  
Scarborough, Ontario  
M1H 3J3

Tel: (416) 279-7524  
E-mail: anthony.sesel@telusmobility.com

*Virgin Mobile*

Edin Mesic  
Director, Supply Chain  
*Virgin Mobile Canada*  
720 King Street West, Suite 905  
Toronto, ON  
M5V 2T3

Tel: 416 607 8605  
E-mail: edin.mesic@virginmobile.ca



### **2.1.1 Brand Owner Induction**

Although the program 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 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

1 (613) 233-4888  
*Toll-free number to be registered*  
info@recyclemycell.ca  
www.recyclemycell.ca / www.recyclemoncell.ca

### **2.3 Program Compliance**

CWTA is a wireless industry association that is led by a Board of Directors which is composed entirely of industry representatives. The CWTA Board created a Recycling Committee with representation from carriers and manufacturers interested in creating a national industry-wide umbrella recycling program. Recently, the CWTA Board approved its budget for the 2008-2009 fiscal year, which includes this recycling program. 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. The voice of CWTA is simply 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 includes visible access to collection points for consumers and well-trained staff.

This commitment is facilitated by the employee training and retail auditing programs

each brand owner performs. 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 meet 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.

Another routine method of tracking compliance to corporate standards is through monitoring consumer complaints. CWTA will ensure that any consumer dissatisfaction concerning this recycling program that is registered with the Association will be directed to the main contacts for this program at the company affected.

While these audit and compliance processes already exist and every effort is 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.

#### ***2.4 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.

#### ***2.5 Program Principles***

CWTA proposes a stewardship program which will:

- Fully 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 Nova Scotia Environment 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.

## **2.6 Program Period**

The program will be implemented on February 1, 2009, and will be managed by CWTA. The program will be self-sustaining with no pre-planned termination date.

## **2.7 Products Included in the Program**

The program will collect mobile devices that were primarily manufactured to connect to a cellular or paging network. Examples of such devices include cellular phones (as well as headsets, chargers and batteries), wireless smartphones, cellular PDAs removable external aircards and pagers.

The program will not collect ordinary consumer electronics that were not primarily manufactured to connect to a cellular or paging network. Examples of such devices are cordless phones, PDAs without integrated cellular connectivity, laptop computers and answering machines.

This plan deals specifically with the electronic products outlined above.

While a list of product definitions has been developed, it should be noted this will require regular review in order to ensure electronic products that are added or deleted from manufacturer product lines are considered.

Moreover, the program will accept orphan, historic and imported mobile devices, as well as mobile devices from non-participating brand owners, when consumers return such product to the CWTA 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 Section 18L (2) or 18L (4) of the *Solid Waste-Resource Management Regulations, N.S. Reg 25/96*, 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.

## **2.8 Fees**

The program will operate with no fees charged to consumers recycling mobile devices.

In the event that the program's current financial structure becomes uneconomical in the future, 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.

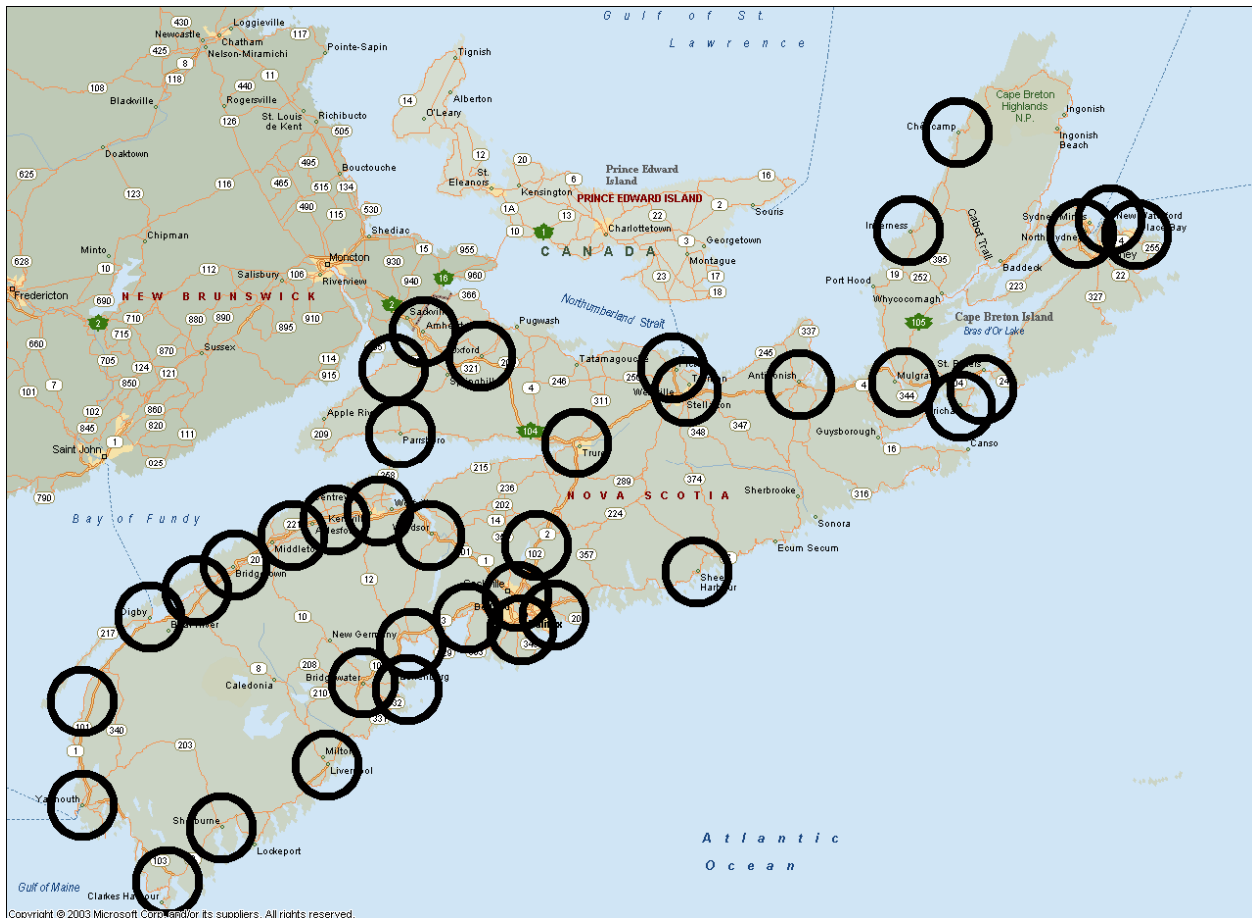
## **2.9 Return Collection Facilities**

### **2.9.1 Locations**

The CWTA and its members believe that a return-to-retail model for device collection is the most appropriate and effective method available. 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. Brand owners endeavour to ensure collection sites are located where there is network coverage and therefore corporate retail presence.

Our network of collection sites is continually evolving and expanding as more retailers and brand owners join our program and as companies introduce new retail stores and dealerships into the marketplace. Further, any municipal location that wishes to act as a collection site will be able to join the program as a collector. Moreover, CWTA's plan offers a mail-back option for anyone currently unable to reach a drop-off location for any reason.

Through the numerous collection facilities across the province, consumers have access to an extensive province-wide network to recycle unwanted mobile devices and accessories. The vast majority of Nova Scotians live within 15 km of a collection point, as shown in *Figure 1*.



**Figure 1** Drop-off location distribution map

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](http://recyclemycell.ca) website will provide the public with the most up-to-date list possible.

For a list of the currently more than 250 public and 100 private or limited access drop-off locations, please see *Appendix C*.

### 2.9.2 Operating Hours

Collection points will operate during normal business hours and 24/7 via *Canada Post* boxes when using a mail-back option.

Consumers can locate details of operating hours of brand owners' retail stores via corporate websites.

### 2.9.3 Mail-Back Option

Rogers' Phones for Food program has been designated as the primary option for mailing in a cellular phone through the CWTA's umbrella program. Mailing labels will be

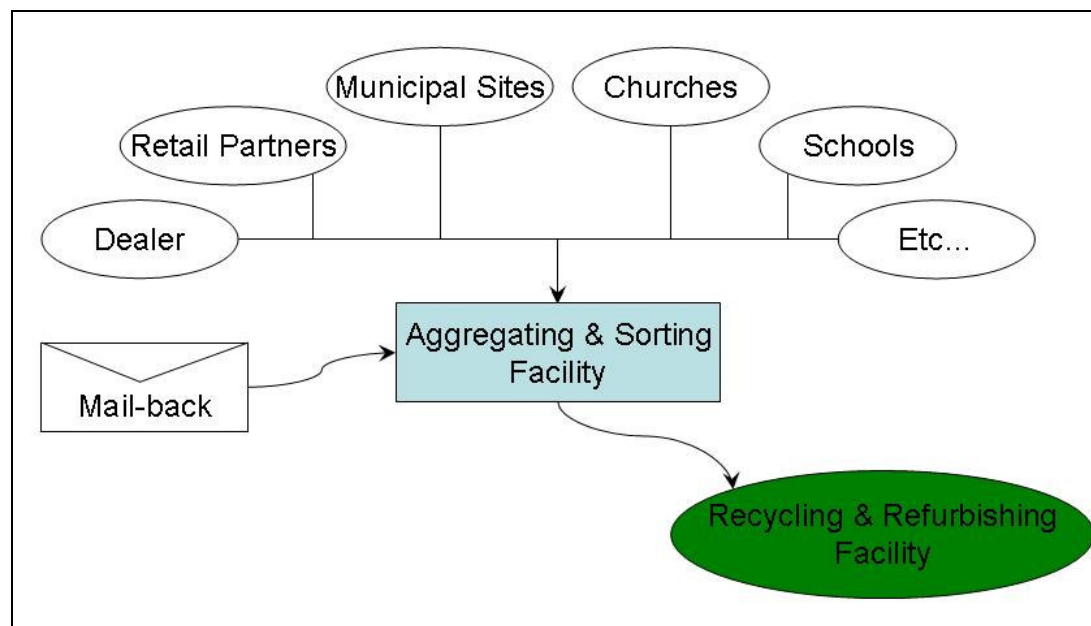
available through the recyclemycell.ca website and can be used for the recycling of all designated devices.

Other brand owner mail-back programs, such as the one run by Bell, will continue to operate and offer consumers an additional choice. Information about other, program-specific mail-back options (including availability of preprinted mail-back labels) can be obtained via corporate websites.

## 2.10 Methods of Recycling and Reusing

### 2.10.1 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 2.9.2 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

### 2.10.2 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 (one at a time) 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

### **2.10.3 Options for Unwanted Mobile Devices**

The recommendations outlined within this plan are consistent and comply with Canada's commitments to the *Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and their Disposal*.

The program 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.

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.

#### **2.10.4 Partnerships**

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

##### ***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 & 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 9001<sup>3</sup> and ISO 14001<sup>4</sup> certified and is regulated by the *Ministry of the Environment* and the *Environmental Protection Agency*. Processing method, such as 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.

##### ***ReCellular***

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

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<sup>3</sup> See *Appendix E* for description of ISO standard 14001

<sup>4</sup> See *Appendix E* for description of ISO standard 9001



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 their 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 vendor's processes and procedures. All of the forms submitted are diligently reviewed by ReCellular's internal environmental staff.

## **2.11 Consumer Education and Public Awareness**

Once the program is approved, CWTA will undertake consumer education and public awareness initiatives 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 improve and promote their programs as this umbrella program moves forward.

### **2.11.1 CWTA Initiatives**

Upon approval, CWTA will begin planning a media launch event to take place in Nova Scotia on or about February 1<sup>st</sup>, 2009. CWTA envisions this as a public event that

would have the president of CWTA, along with high-profile persons representing brand owners, in the province meeting with Nova Scotia delegates to emphasize the industry's commitment to e-waste diversion. Public activities and event-based recycling drives are options that are currently being explored to enhance the visibility of the launch.

CWTA will also commission the creation of pamphlets, posters and other promotional material for use in municipal sites, dealer sites that do not run their own program and wherever else such materials would be required. These materials will also be used to brief and prepare stakeholders for the launch of the program.

CWTA will promote and maintain a website as a hub for the program. This includes information about how, where and when consumers can take their unwanted mobile devices to be reused or recycled. A toll-free hotline, which will provide the same information and services as the website, will also be promoted. The current mock-up of the *Recycle My Cell* website is shown in *Figure 3* and *Figure 4*.



**Figure 3** Splash page for recyclemycell.ca

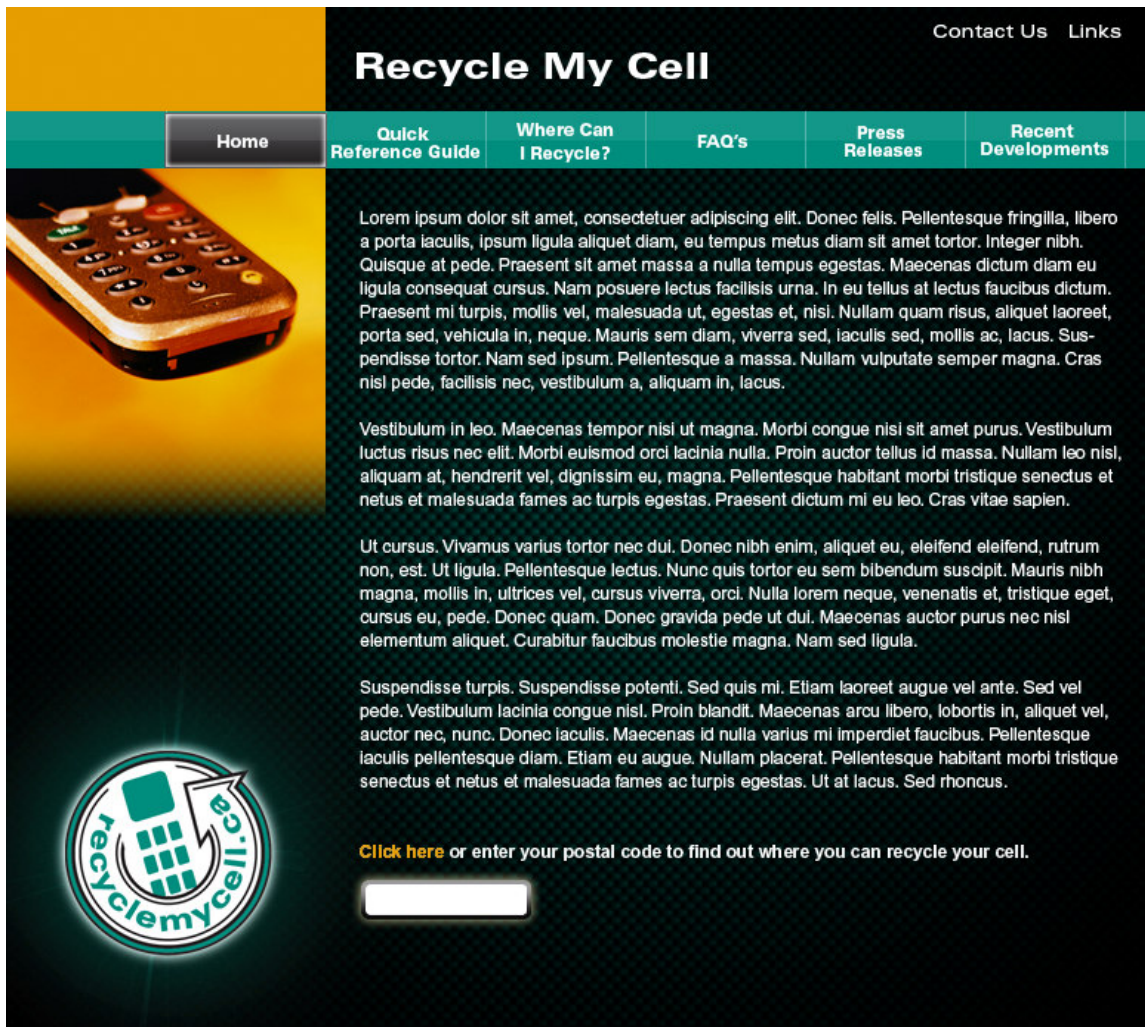


Figure 4 Main page of recyclemycell.ca

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

### 2.11.2 Corporate Initiatives

In the past, corporate recycling initiatives have 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 have its own marketing plans in place, which include press releases coinciding with the launch of this program, continued marketing via advertisements and PSA's and continued promotion of corporate recycling webpages.

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

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 unobtrusively placing the Recycle My Cell logo on advertising materials and linking to [recyclemycell.ca](http://recyclemycell.ca) from brand owners' corporate recycling web pages.

Examples of previous corporate promotional materials are included in *Appendix D*.

### **2.12 Incidental Waste and Non-Program Materials**

CWTA and RRFB have signed a memorandum of agreement that states CWTA and RRFB will work towards an agreement regarding the collection of incidental cellular phones at RRFB collection sites and incidental waste at CWTA collection sites upon approval of this plan.

CWTA intends to use the affiliated programs to fulfill CWTA's end of this agreement. By registering RRFB locations as collection points for one of these initiatives, RRFB sites would be given cellular phone collection boxes with pre-paid shipping labels attached. Upon filling a collection box, the site would call the appropriate courier service to have the full box collected and have a new collection box dropped off.

In the unlikely event that non-program materials bypass all safeguards and end up at CWTA affiliated processors, the devices will be recycled by that processor. No recyclable materials collected by this program, intentionally or otherwise, will end up in landfill.

### **2.13 Annual Reporting**

#### **2.13.1 Targets**

The program 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 Nova Scotia 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's recycling program collected 187,824 and 334,587 wireless units respectively. It is estimated that nearly 15,000 of these units were collected in Nova Scotia.

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
- Figures from possible waste audit in collaboration with RRFB
- Website traffic and call volume to toll-free number
- Representative survey of retailer participants to determine satisfaction
- PSA and media pickup statistics

For clarity, one must note that there exist several challenges with respect to data collection including:

- Third party collections, including for profit organizations as well not for profit organizations, which constitute a large amount of product collected and 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 manufactures and carriers do not have data available that would give province-specific data.

Due to the above it is currently extremely difficult to provide accurate and complete wireless recycling data to the province.

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.

### **2.13.2 Reports**

As per Section 180 (1) of the *Solid Waste-Resource Management Regulations, N.S. Reg 25/96*, 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) an estimate of the number of mailed devices that originated from the province of Nova Scotia.

Qualitative information will be provided through consumer surveys conducted via telephone. In the fall of 2008, CWTA intends to conduct a baseline survey which would establish the awareness for cellular phone recycling within Nova Scotia; this will allow for comparative evaluation of the program from year one and beyond. It is the intent of CWTA to conduct similar surveys annually to determine the effectiveness of the program and ensure that attempts at increased consumer awareness are successful.

The performance indicators listed in section 2.13.1 will also be reported in order to better evaluate the program's success.

### **2.14 Consultation**

In developing this program, CWTA has consulted with

- *ACES*
- *Eastern Region Solid Waste Management*
- *Nova Scotia Environment Network*
- *Union of Nova Scotia Municipalities*
- *The Retail Council of Canada*
- *Sony Canada*

## **3.0 Conclusion**

Through this program, the introduction of mobile devices into the municipal waste stream, and thus the environmental effects of mobile device disposal, will be minimized by 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. Incidental mobile devices will not be ignored as talks are underway to establish relationships with operating Nova Scotia organizations, such as RRFB, to ensure such end of life product is collected.

Advertising and public awareness campaigns will inform consumers of the options available to them regarding the disposal of their unwanted devices, including: donating working devices to charities; giving or selling the devices to family or friends; or simply dropping off both working and non-working devices at a collection point.

The recyclers used in this program are all ISO 14001 certified, meaning they have an environmental management system in place which ensures accountability for their actions regarding the associated environmental impacts. Each company also refurbishes and resells 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 Nova Scotia as new participants are able to join this program at any time. 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 our national recycling initiative has the objective of maximizing the useful life of designated wireless material while minimizing the volume of material sent to landfill.

Consumers can return their designated used mobile devices purchased from any 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, churches, schools, libraries, food banks, post offices, community centers, and nursing homes. 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.

All proceeds from the recycling of mobile devices are donated to selected charities.

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's recycling program collected 187,824 and 334,587 wireless units respectively. It is estimated that nearly 15,000 of these units were collected in Nova Scotia.



**Table 1** Program specifics for member initiatives

	<b>Mobile Devices Recycled</b>	<b>Donation Method</b>	<b>Back-End Recycler</b>	<b>Devices Accepted</b>	<b>Charitable Contributions</b>
Bell: <i>Mobile Take-Back</i>	> 245,000 mobile devices  > 79 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
Rogers: <i>Phones-for-Food</i>	More than 200,000 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
Telus: <i>Return &amp; 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 Electronics Processing Inc	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 Bell – Mobile Take-Back**

Bell's *Mobile Take-Back* program was initially launched in 2003 and since then, more than 245,000 devices and more than 79 metric tons of batteries and accessories have been diverted from landfill.

Consumers can return their used mobile devices from all 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.

(<http://www.bce.ca/en/responsibility/productservices/producttakeback/>)

Bell's *Mobile Take-Back* 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 *Mobile Take-Back* program was awarded the prestigious "*Retail Corporate Social Responsibility Initiative Award*" by the Retail Council of Canada.

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

### **A.2 Rogers Communications Inc. – Phones-for-Food**

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. 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 through collection boxes and 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 sold to the remanufacturing industry, then refurbished for consumers. Funds raised as a result are donated to local food banks.

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, and over 200,000 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.

For more information on the Phones for Food program visit <http://www.think-food.com/> .

### **A.3 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.

In the Atlantic Canada region, 20,000 trees were planted at Snide Lake, NS for watershed improvement and afforestation of abandoned farm fields.

## Appendix B, Non-Affiliated Third-Party Programs

Third-party collection programs, sites and events:

- **Accu-Shred:** Accu-Shred specializes in secure destruction and as a result, all cell phones and PDAs are destroyed by shredding and raw materials are fully recycled and diverted from landfill.  
<http://www.accu-shred.com>
- **Apple iPod and cell phone recycling program:** The recycling program covers iPods and any cell phones.  
<http://www.apple.com/environment/recycling/ipodrecycling>
- **Best Buy and Future Shop** stores in Canada offer boxes for customers to recycle cellular phones at no charge.  
<http://www.bestbuy.ca/marketing/recycling/EN/default.asp?logon=&langid=EN>  
<http://www.futureshop.ca/marketing/recycle/default.asp?langid=EN&logon=&langid=EN>
- **Charitable Recycling Program:** “For every used cell phone we receive - we will make a donation to a charity.”  
<http://www.charitablerecycling.com/CR/home.asp>
- **Collective Good Mobile Phone Recycling/ ECO-Cell:** “CollectiveGood creates financially productive partnerships with charities and companies to ensure that the benefits of mobile phones are maximized, and their environmental impact is minimized.  
<http://www.collectivegood.com>  
<http://www.eco-cell.org>
- The National Cell Phone Collection Program is a partnership between **PITCH-IN CANADA** and local community groups, schools and other civic-minded organizations. The program includes nearly 800 listed collection points.  
<http://www.pitch-in.ca/Pitch-In.php>
- **Project Redial**-(Canadian Diabetes Association): “Project Redial offers Canadians the opportunity to conveniently donate their unwanted cell phone(s).”  
[http://www.diabetes.ca/section\\_services/redialindex.asp](http://www.diabetes.ca/section_services/redialindex.asp)
- **The Rechargeable Battery Recycling Corporation** runs a nationwide Call 2 Recycle program and has 200 drop-off spots for cell phones and batteries including sites at  
<http://www.rbrc.org/call2recycle>
  - Batteries Expert
  - Battery Plus
  - Black & Decker
  - The Home Depot
  - Home Hardware

- London Drugs
  - OfficeMax
  - Personal Edge/Centre du Rasoir
  - Revy
  - Sears
  - The Source by Circuit City
  - Staples
  - Zellers
- 
- **Shelter Alliance:** “With thousands of active participants in 50 states, Canada, and Puerto Rico, Shelter Alliance is now the largest cell phone recycling program in the United States”  
<http://www.shelteralliance.net/company/index.cfm>
  - **Sony Canada’s** recycling & trade-in programs work to divert end-of-life products from landfills. All handheld Sony electronics are accepted for recycling, free of charge, at all *Sony Style* retail stores as well as recycling partner GEEP’s collection sites across Canada.
  - There are also many U.S.-based cell phone collectors that accept products by mail.

## Appendix C, Drop-off Locations

Public collection sites:

City	Store Name	Carrier/Program
Amherst	DownEast Communications	Bell - Mobile Take-Back
Amherst	Amherst Food Assistance Network	Rogers - Phones For Food
Amherst	Auto Motion (AML Communications) - Amherst	Rogers - Phones For Food
Amherst	Down East Communications - Amherst Zellers Mall	Rogers - Phones For Food
Amherst	Trinity - St. Stephen's United Church	Rogers - Phones For Food
Amherst	G.B.S. Communications Inc. - Town Square Mall	TELUS - Return & Recycle
Annapolis Royal	Annapolis Appliances Sales & Service Limited	Bell - Mobile Take-Back
Antigonish	Cape Nova Electronics	Bell - Mobile Take-Back
Antigonish	DownEast Communications	Bell - Mobile Take-Back
Antigonish	Pete's Auto Sound	Bell - Mobile Take-Back
Antigonish	Antigonish Food Bank (EJ Cogan) (CS)	Rogers - Phones For Food
Antigonish	Down East Communications - Antigonish	Rogers - Phones For Food
Antigonish	Motion Communications - Antigonish	Rogers - Phones For Food
Antigonish	The Source by CC - ANTIGONISH MALL	Rogers - Phones For Food
Antigonish	Highland Cellular	TELUS - Return & Recycle
Barrington		
Passage	Wilson's/The Source by Circuit City Dealer	Bell - Mobile Take-Back
Barrington		
Passage	Auto Motion (AML Communications) - Barrington Passage	Rogers - Phones For Food
Bedford	DownEast Communications	Bell - Mobile Take-Back
Bedford	DownEast Communications	Bell - Mobile Take-Back
Bedford	Mobile One	Bell - Mobile Take-Back
Bedford	Down East Communications - Bedford Place Mall	Rogers - Phones For Food
Bedford	Mobile One - Sunnyside Mall	Rogers - Phones For Food
Bedford	Rogers Plus Store # 5152	Rogers - Phones For Food
Bedford	The Source by CC- BEDFORD PLACE	Rogers - Phones For Food
Bedford	Advantage Wireless PCS - Bedford Place Mall	TELUS - Return & Recycle
Bedford	TELUS Mobility - Sunnyside Mall	TELUS - Return & Recycle
Berwick	Berwick Food Bank (CS)	Rogers - Phones For Food
Berwick	ChongVAssistant Virtual Administration	Rogers - Phones For Food
Bridgetown	Bridgetown Pharmasave	Rogers - Phones For Food
Bridgewater	Aliant Store	Bell - Mobile Take-Back
Bridgewater	Eastern Office Supplies	Bell - Mobile Take-Back
Bridgewater	Down East Communications - Bridgewater Zellers Mall	Rogers - Phones For Food
Bridgewater	Intelligent Choice Computers	Rogers - Phones For Food
Bridgewater	The Source by CC - BRIDGEWATER MALL	Rogers - Phones For Food
Bridgewater	World of Wireless	Rogers - Phones For Food
Bridgewater	G.B.S. Communications Inc. - Bridgewater Mall	TELUS - Return & Recycle
Chain Lake	Atlantic Superstore - Bayers Lake	Rogers - Phones For Food
Cheticamp	Aucoin's	Bell - Mobile Take-Back
Conway	Tricounty Communications	TELUS - Return & Recycle
Dartmouth	Aliant Business Solutions Store	Bell - Mobile Take-Back
Dartmouth	Aliant Store	Bell - Mobile Take-Back
Dartmouth	Aliant Store	Bell - Mobile Take-Back
Dartmouth	Axis Mobility	Bell - Mobile Take-Back

<b>City</b>	<b>Store Name</b>	<b>Carrier/Program</b>
Dartmouth	DownEast Communications	Bell - Mobile Take-Back
Dartmouth	Future Shop	Bell - Mobile Take-Back
Dartmouth	Mobile One	Bell - Mobile Take-Back
Dartmouth	Nova Communications	Bell - Mobile Take-Back
Dartmouth	Wacky Wheatley's	Bell - Mobile Take-Back
Dartmouth	Atlantic Superstore - Braemar Dr	Rogers - Phones For Food
Dartmouth	Atlantic Superstore - Cole Harbour	Rogers - Phones For Food
Dartmouth	Atlantic Superstore - Portland St.	Rogers - Phones For Food
Dartmouth	Auto Motion (AML Communications) - Cole Harbour Rd.	Rogers - Phones For Food
Dartmouth	Auto Motion (AML Communications) - Dartmouth	Rogers - Phones For Food
Dartmouth	Auto Motion (AML Communications) - MicMac Mall	Rogers - Phones For Food
Dartmouth	Clean Nova Scotia	Rogers - Phones For Food
Dartmouth	Down East - Hwy #7	Rogers - Phones For Food
Dartmouth	Down East Communications - Mic Mac Mall	Rogers - Phones For Food
Dartmouth	Down East Communications - Penhorn Mall Sobeys	Rogers - Phones For Food
Dartmouth	First Baptist Church - Dartmouth	Rogers - Phones For Food
Dartmouth	Mobile One - Braemar Drive Superstore	Rogers - Phones For Food
Dartmouth	Mobile One - Burnside	Rogers - Phones For Food
Dartmouth	Mobile One - Portland St. Superstore	Rogers - Phones For Food
Dartmouth	North Dartmouth Outreach Centre	Rogers - Phones For Food
Dartmouth	Nova Scotia CFIA Regional Office	Rogers - Phones For Food
Dartmouth	Purolator - Dartmouth	Rogers - Phones For Food
Dartmouth	ROGERS VIDEO #101	Rogers - Phones For Food
Dartmouth	ROGERS VIDEO #102	Rogers - Phones For Food
Dartmouth	Sherwin-Williams Automotive #9010	Rogers - Phones For Food
Dartmouth	Sobey's - Forest Hills	Rogers - Phones For Food
Dartmouth	Sobey's - Hwy 7	Rogers - Phones For Food
Dartmouth	Sobey's - Main St	Rogers - Phones For Food
Dartmouth	Sobey's - Penhorn Mall	Rogers - Phones For Food
Dartmouth	Sobey's - Pleasant St.	Rogers - Phones For Food
Dartmouth	Sobey's - Primrose St	Rogers - Phones For Food
Dartmouth	Advantage Wireless PCS	TELUS - Return & Recycle
Dartmouth	Advantage Wireless PCS	TELUS - Return & Recycle
Dartmouth	Advantage Wireless PCS - Logiealmond Close	TELUS - Return & Recycle
Dartmouth	GEEP Collection Site	TELUS - Return & Recycle
Dartmouth	TELUS Mobility - Dartmouth Crossing	TELUS - Return & Recycle
Dartmouth	TELUS Mobility - Mic Mac Mall	TELUS - Return & Recycle
Dartmouth	ADL Communications	Rogers - Phones For Food
Digby	Peck Audiotronics	Bell - Mobile Take-Back
Elmsdale	DownEast Communications	Bell - Mobile Take-Back
Elmsdale	Auto Motion (AML Communications) - Elmsdale	Rogers - Phones For Food
Elmsdale	Elmsdale Recycling Ltd	Rogers - Phones For Food
Elmsdale	Elmsdale Superstore	Rogers - Phones For Food
Elmsdale	Royal Bank - Elmsdale	Rogers - Phones For Food
Elmsdale	Sobey's - Elmsdale	Rogers - Phones For Food
Elmsdale	GEEP Collection Site	TELUS - Return & Recycle
Enfield	Canada Post - Enfield	Rogers - Phones For Food
Enfield	Enfield Caring & Sharing Angel Tree Food Bank (CS)	Rogers - Phones For Food
Fall River	DownEast Communications	Bell - Mobile Take-Back

<b>City</b>	<b>Store Name</b>	<b>Carrier/Program</b>
Glance Bay	The Rolling Phones	Bell - Mobile Take-Back
Glance Bay	Glance Bay Food Bank Society (CS)	Rogers - Phones For Food
Glance Bay	Schwartz & Company - Glance Bay	Rogers - Phones For Food
Greenwood	DownEast Communications	Bell - Mobile Take-Back
Greenwood	B & B Paper Plus - Greenwood	Rogers - Phones For Food
Greenwood	Down East Communications - Greenwood Mall	Rogers - Phones For Food
Greenwood	The Source by CC - GREENWOOD SHOPPING MALL	Rogers - Phones For Food
Greenwood	Tricounty Communications - Greenwood Mall	TELUS - Return & Recycle
Halifax	Aliant Store	Bell - Mobile Take-Back
Halifax	Aliant Store	Bell - Mobile Take-Back
Halifax	DownEast Communications	Bell - Mobile Take-Back
Halifax	DownEast Communications	Bell - Mobile Take-Back
Halifax	DownEast Communications	Bell - Mobile Take-Back
Halifax	DownEast Xccessories	Bell - Mobile Take-Back
Halifax	Future Shop	Bell - Mobile Take-Back
Halifax	Mobile One	Bell - Mobile Take-Back
Halifax	Mobile One	Bell - Mobile Take-Back
Halifax	Wacky Wheatley's	Bell - Mobile Take-Back
Halifax	Atlantic Superstore - Dentith	Rogers - Phones For Food
Halifax	Atlantic Superstore - Bedford Hwy	Rogers - Phones For Food
Halifax	Atlantic Superstore - Joseph Howe	Rogers - Phones For Food
Halifax	Auto Motion (AML Communications) - Halifax	Rogers - Phones For Food
Halifax	Auto Motion (AML Communications) - Spring Garden Rd	Rogers - Phones For Food
Halifax	Auto Motion (AML Communications) - Young St.	Rogers - Phones For Food
Halifax	Cellular Solutions Head Office/Costco	Rogers - Phones For Food
Halifax	Down East Communications - Bayers Lake	Rogers - Phones For Food
Halifax	Down East Communications - Bedford Hwy	Rogers - Phones For Food
Halifax	Down East Communications - Clayton Park Sobeys	Rogers - Phones For Food
Halifax	Down East Communications - Halifax Shopping Centre	Rogers - Phones For Food
Halifax	Down East Communications - Maritime Mall Centre	Rogers - Phones For Food
Halifax	Down East Communications - West End Mall Sobeys	Rogers - Phones For Food
Halifax	Excellular Communications	Rogers - Phones For Food
Halifax	Feed Nova Scotia (CS)	Rogers - Phones For Food
Halifax	Great Ocean Natural Foods	Rogers - Phones For Food
Halifax	Mobile One - Joseph Howe Superstore	Rogers - Phones For Food
Halifax	Mobile One - Quinpool Rd. Superstore	Rogers - Phones For Food
Halifax	Purolator - Barrington	Rogers - Phones For Food
Halifax	Purolator - Young Kempt Centre	Rogers - Phones For Food
Halifax	ROGERS PLUS STORE #56080	Rogers - Phones For Food
Halifax	ROGERS VIDEO #103	Rogers - Phones For Food
Halifax	ROGERS VIDEO #104	Rogers - Phones For Food
Halifax	ROGERS VIDEO #105	Rogers - Phones For Food
Halifax	Sobey's - Bedford Hwy	Rogers - Phones For Food
Halifax	Sobey's - Herring Cove	Rogers - Phones For Food
Halifax	Sobey's - Lacewood Dr.	Rogers - Phones For Food
Halifax	Sobey's - Mumford Rd	Rogers - Phones For Food
Halifax	Sobey's - Queen St.	Rogers - Phones For Food
Halifax	Sobey's - Windsor St.	Rogers - Phones For Food
Halifax	The Source by CC - HALIFAX SHOPPING CTR	Rogers - Phones For Food



<b>City</b>	<b>Store Name</b>	<b>Carrier/Program</b>
Halifax	Advantage Wireless PCS	TELUS - Return & Recycle
Halifax	Flow Communications Inc.	TELUS - Return & Recycle
Halifax	G.B.S. Communications Inc.	TELUS - Return & Recycle
Halifax	G.B.S. Communications Inc.	TELUS - Return & Recycle
Halifax	Maritime Digital PCS	TELUS - Return & Recycle
Halifax	TELUS Mobility - Bayers Lake Power Center	TELUS - Return & Recycle
Halifax	TELUS Mobility - Halifax Shopping Centre	TELUS - Return & Recycle
Inverness	The Source by CC - ROBIN JONES & WHITMAN INC	Rogers - Phones For Food
Kentville	Purolator - Kentville	Rogers - Phones For Food
Kingston	The Source by CC - G W SAMPSON CONST CO LTD	Rogers - Phones For Food
Liverpool	MacPhersons	Bell - Mobile Take-Back
Liverpool	Auto Motion (AML Communications) - Liverpool	Rogers - Phones For Food
Lower Sackville	DownEast Communications	Bell - Mobile Take-Back
Lower Sackville	Mobile One	Bell - Mobile Take-Back
Lower Sackville	ROGERS VIDEO	Rogers - Phones For Food
Lower Sackville	Atlantic Cellnet	TELUS - Return & Recycle
Lunenburg	BLUENOSE MINI MART	Rogers - Phones For Food
Lunenburg	Lunenburg Interchurch Food Bank (CS)	Rogers - Phones For Food
Lunenburg	Lunenburg Save Easy	Rogers - Phones For Food
Milford	Municipality of East Hants	Rogers - Phones For Food
New Glasgow	Aliant Store	Bell - Mobile Take-Back
New Glasgow	Nova Communications	Bell - Mobile Take-Back
New Glasgow	Down East Communications - Highland Square Mall	Rogers - Phones For Food
New Glasgow	Motion Communications - New Glasgow	Rogers - Phones For Food
New Glasgow	Highland Cellular - Aberdeen Shopping Centre	TELUS - Return & Recycle
New Minas	Aliant Store	Bell - Mobile Take-Back
New Minas	Wacky Wheatley's	Bell - Mobile Take-Back
New Minas	B & B Paper Plus - New Minas	Rogers - Phones For Food
New Minas	Mobile One - County Fair Mall	Rogers - Phones For Food
New Minas	G.B.S. Communications Inc. - Count Fair Mall	TELUS - Return & Recycle
New Waterford	Burkes Cellular	TELUS - Return & Recycle
North Sydney	The Rolling Phones	Bell - Mobile Take-Back
North Sydney	Schwartz & Company - North Sydney	Rogers - Phones For Food
Parrsboro	The Source by CC - WRIGHT'S PHARMACY LTD	Rogers - Phones For Food
Pictou	Motion Communications - Pictou	Rogers - Phones For Food
Port Hawkesbury	The Rolling Phones	Bell - Mobile Take-Back
Port Hawkesbury	The Rolling Phones	Bell - Mobile Take-Back
Port Hawkesbury	Motion Communications - Port Hawkesbury	Rogers - Phones For Food
Port Hawkesbury	Highland Cellular	TELUS - Return & Recycle
Porters Lake	DownEast Communications	Bell - Mobile Take-Back
Sackville	Atlantic Superstore - Sackville Dr.	Rogers - Phones For Food
Sackville	Auto Motion (AML Communications) - Sackville	Rogers - Phones For Food
Sackville	Down East Communications - Sackville Sobeys	Rogers - Phones For Food
Sackville	Mobile One - Sackville Superstore	Rogers - Phones For Food
Saulnierville	Seashore Electronics/The Source by Circuit City	Bell - Mobile Take-Back
Sheet Harbour	Rainbow Food Bank	Rogers - Phones For Food
Shelburne	Video Focus	Bell - Mobile Take-Back
Sydney	Nova Communications	Bell - Mobile Take-Back
Sydney	The Rolling Phones	Bell - Mobile Take-Back

<b>City</b>	<b>Store Name</b>	<b>Carrier/Program</b>
Sydney	The Rolling Phones	Bell - Mobile Take-Back
Sydney	The Rolling Phones	Bell - Mobile Take-Back
Sydney	Purolator - Sydney	Rogers - Phones For Food
Sydney	Soundafex - Grand Lake Rd	Rogers - Phones For Food
Sydney	Soundafex - School St	Rogers - Phones For Food
Sydney	Burkes Cellular	TELUS - Return & Recycle
Sydney	TELUS Mobility - Mayflower Mall	TELUS - Return & Recycle
Sydney River	The Rolling Phones	Bell - Mobile Take-Back
Tantallon	DownEast Communications	Bell - Mobile Take-Back
Tantallon	Down East Communications - Tantallon Sobeys	Rogers - Phones For Food
Tantallon	St Margaret's Bay Food Bank	Rogers - Phones For Food
Truro	Aliant Store	Bell - Mobile Take-Back
Truro	DownEast Communications	Bell - Mobile Take-Back
Truro	Wacky Wheatley's	Bell - Mobile Take-Back
Truro	Auto Motion (AML Communications) - Truro	Rogers - Phones For Food
Truro	Down East Communications - Truro Mall	Rogers - Phones For Food
Truro	Down East Communications - Truro Sobeys	Rogers - Phones For Food
Truro	Purolator - Truro	Rogers - Phones For Food
Truro	G.B.S. Communications Inc.	TELUS - Return & Recycle
Upper Tantallon	Down East - Hammond Plains	Rogers - Phones For Food
Upper Tantallon	DownEast Communications - Tantallon	Rogers - Phones For Food
Westphal	Down East Communications - Panavista / Westphal Sobeys	Rogers - Phones For Food
Windsor	Windsor Home Hardware	Bell - Mobile Take-Back
Windsor	Computer Literacy on the Move	Rogers - Phones For Food
Windsor	Kings - West Hants CAP Association	Rogers - Phones For Food
Windsor	Municipality of West Hants	Rogers - Phones For Food
Windsor	Sam's Cellular Service - AML Communications	Rogers - Phones For Food
Windsor	Tricounty Communications - Fort Edward Mall	TELUS - Return & Recycle
Yarmouth	DownEast Communications	Bell - Mobile Take-Back
Yarmouth	Tri-Star Electronics	Bell - Mobile Take-Back
Yarmouth	Auto Motion (AML Communications) - Yarmouth	Rogers - Phones For Food
Yarmouth	Down East Communications - Yarmouth Zellers Mall	Rogers - Phones For Food
Yarmouth	Purolator - Yarmouth	Rogers - Phones For Food
Yarmouth	The Source by CC - YARMOUTH SHOPPING CTR	Rogers - Phones For Food
Yarmouth	Waste Check	Rogers - Phones For Food
Yarmouth	G.B.S. Communications Inc. - Yarmouth Mall	TELUS - Return & Recycle
	The Source by CC - A&P MUSIC	Rogers - Phones For Food
	The Source by CC - ABC CYCLES LTD/ROYS CYCLE	Rogers - Phones For Food
	The Source by CC - ALTIMAX	Rogers - Phones For Food
	The Source by CC - ANNAPOLIS APPL SALES/SERV	Rogers - Phones For Food
	The Source by CC - BAYERS LAKE CENTRE	Rogers - Phones For Food
	The Source by CC - BAYERS ROAD SHOPPING CTR	Rogers - Phones For Food
	The Source by CC - BRADLEY'S ENTERTAINMENT C	Rogers - Phones For Food
	The Source by CC - CONFEDERATION MALL	Rogers - Phones For Food
	The Source by CC - DIGBY AUDIO WORLD LTD	Rogers - Phones For Food
	The Source by CC - DOWNSVIEW MALL	Rogers - Phones For Food
	The Source by CC - FOREST HILS SHOPPING CTR	Rogers - Phones For Food
	The Source by CC - HIGHLAND SQUARE	Rogers - Phones For Food
	The Source by CC - HOME HARDWARE BLDG CTR	Rogers - Phones For Food

<b>City</b>	<b>Store Name</b>	<b>Carrier/Program</b>
	The Source by CC - LEWMAC COMPANY LTD	Rogers - Phones For Food
	The Source by CC - MAYFLOWER MALL	Rogers - Phones For Food
	The Source by CC - MIC MAC MALL	Rogers - Phones For Food
	The Source by CC - MONTAGUE OFFICE SUPPLIES	Rogers - Phones For Food
	The Source by CC - NEW MINAS-COMMERCIAL ST	Rogers - Phones For Food
	The Source by CC - PARK LANE SHOPPING CTR	Rogers - Phones For Food
	The Source by CC - PENHORN MALL	Rogers - Phones For Food
	The Source by CC - SCOTIA SQUARE	Rogers - Phones For Food
	The Source by CC - SEASHORE ELECTRONICS	Rogers - Phones For Food
	The Source by CC - ST PETERS HARDWARE LTD	Rogers - Phones For Food
	The Source by CC - SYDNEY SHOPPING CTR	Rogers - Phones For Food
	The Source by CC - TRURO MALL	Rogers - Phones For Food
	The Source by CC - WEST SIDE SIGHTS & SOUNDS	Rogers - Phones For Food
	The Source by CC - WILSON'S SHOPPING CTR LTD	Rogers - Phones For Food

Private or limited access collection sites:

<b>City</b>	<b>Store Name</b>	<b>Carrier/Program</b>
Amherst	Amherst GOCB	Rogers - Phones For Food
Antigonish	Old Federal Building - Antigonish GOCB	Rogers - Phones For Food
Antigonish	St. Francis Xavier University	Rogers - Phones For Food
Arichat	Arichat C@P Site, En Route Isle Medame	Rogers - Phones For Food
Arichat	Richmond Community Access Society	Rogers - Phones For Food
Bayport	Riverport District School	Rogers - Phones For Food
Bedford	Pivotal Power Inc.	Rogers - Phones For Food
Bridgewater	Lunenburg Recycling & Composting Facility	Rogers - Phones For Food
Bridgewater	DB Dauphinee Federal Building - Bridgewater GOCB	Rogers - Phones For Food
Bridgewater	Bridgewater Elementary School	Rogers - Phones For Food
Chester	Louisiana Pacific East River Mill	Rogers - Phones For Food
Dartmouth	Dartmouth Marine House	Rogers - Phones For Food
Dartmouth	Alderney Real Estate Appraisals Ltd.	Rogers - Phones For Food
Dartmouth	AVW - Telav	Rogers - Phones For Food
Dartmouth	Allura Communications	Rogers - Phones For Food
Dartmouth	Bass River Chairs: Head Office	Rogers - Phones For Food
Dartmouth	Intertan Tech. Services	Rogers - Phones For Food
Dartmouth	Black & McDonald Limited	Rogers - Phones For Food
Dartmouth	MI Drilling Fluids	Rogers - Phones For Food
Dartmouth	The Fax & Printer Guy Inc.	Rogers - Phones For Food
Dartmouth	M-I SWACO - Dartmouth	Rogers - Phones For Food
Dartmouth	Nova Communications	Rogers - Phones For Food
Dartmouth	St.Clement's -Knights of Columbus	Rogers - Phones For Food
Dartmouth	Bedford Institute of Oceanography	Rogers - Phones For Food
Dartmouth	Astral Drive Elementary School	Rogers - Phones For Food
D'Escousse	North Isle Madame C@P Site	Rogers - Phones For Food
Digby	Isaiah W. Wilson Memorial Library	Rogers - Phones For Food
Eastern Passage	The Passage Wine Cellar	Rogers - Phones For Food
Elmsdale	East Hants Auto Parts Ltd. (Corquest)	Rogers - Phones For Food
Enfield	Cougar Helicopters	Rogers - Phones For Food
Enfield	Enfield Hardware	Rogers - Phones For Food
Enfield	Halifax International Airport Authority	Rogers - Phones For Food

<b>City</b>	<b>Store Name</b>	<b>Carrier/Program</b>
Enfield	FutureWork Job Search Centre - Enfield	Rogers - Phones For Food
Enfield	Pratt & Whitney Canada - Enfield Plant	Rogers - Phones For Food
Eureka	East River Valley Community Development Association	Rogers - Phones For Food
Fall River	St Rose of Lima Parish	Rogers - Phones For Food
Goffs	CHC Helicopters International	Rogers - Phones For Food
Halifax	Rogers Wireless - Halifax	Rogers - Phones For Food
Halifax	Concertia Technologies Inc	Rogers - Phones For Food
Halifax	F.K. Warren Limited	Rogers - Phones For Food
Halifax	Dillon Consulting	Rogers - Phones For Food
Halifax	William Nycum & Associates Limited	Rogers - Phones For Food
Halifax	T.H. Mathers	Rogers - Phones For Food
Halifax	Nova Scotia Home Builders Association	Rogers - Phones For Food
Halifax	Nova Scotia Power Inc. (2)	Rogers - Phones For Food
Halifax	The Head Shoppe	Rogers - Phones For Food
Halifax	SportsDirect Inc.	Rogers - Phones For Food
Halifax	Mountain Equipment Co-op - Halifax	Rogers - Phones For Food
Halifax	Fort Massey United Church	Rogers - Phones For Food
Halifax	Bloomfield Centre	Rogers - Phones For Food
Halifax	ACT Program	Rogers - Phones For Food
Halifax	YMCA Enterprise Centre of Halifax	Rogers - Phones For Food
Halifax	Purdy's Wharf Management Office - O&Y Property	Rogers - Phones For Food
Halifax	HMCS Preserver	Rogers - Phones For Food
Halifax	Public Works Government Services of Canada - Halifax	Rogers - Phones For Food
Halifax	Nova Scotia Department of Environment and Labour	Rogers - Phones For Food
Halifax	Atlantic School of Theology - Library	Rogers - Phones For Food
Halifax	Cornwallis Junior High	Rogers - Phones For Food
Halifax	Mount St Vincent University Library	Rogers - Phones For Food
Halifax	Ict Northumberland College	Rogers - Phones For Food
Halifax	PCPC / Dalhousie University	Rogers - Phones For Food
Halifax	Saint Mary's University	Rogers - Phones For Food
Halifax	Psychology Department, Dalhousie University	Rogers - Phones For Food
Halifax	School of Biomedical Engineering Dalhousie University	Rogers - Phones For Food
Kentville	Nova Scotia Environment and Labour	Rogers - Phones For Food
Kentville	Valley Waste-Resource Management, Eastern Mgmt Centre	Rogers - Phones For Food
Kentville	Kentville GOCB	Rogers - Phones For Food
Lake Echo	Lake Echo Community Centre	Rogers - Phones For Food
Lantz	Canada Post - Lantz	Rogers - Phones For Food
L'Ardoise	L'Ardoise C@P Site	Rogers - Phones For Food
Lawrencetown	Western Management Centre	Rogers - Phones For Food
Liverpool	LIVERPOOL SCOUT HALL	Rogers - Phones For Food
Lower Sackville	Sackville Kinsmen Club	Rogers - Phones For Food
Lunenburg	Lunenburg High School	Rogers - Phones For Food
Lunenburg	Lunenburg High School	Rogers - Phones For Food
Lunenburg	Lunenburg Academy	Rogers - Phones For Food
County	CMOS Computer Recycling	Rogers - Phones For Food
Nappan	Nappan United Church	Rogers - Phones For Food
New Glasgow	New Glasgow GOCB	Rogers - Phones For Food
Oxford	Oxford	Rogers - Phones For Food

<b>City</b>	<b>Store Name</b>	<b>Carrier/Program</b>
Pictou	Shiretown Nursing Home	Rogers - Phones For Food
Port Hawkesbury	Strait Area Stationers	Rogers - Phones For Food
River Hebert	Cumberland Pastoral Charge	Rogers - Phones For Food
River Hebert	Joggins United Church - Cumberland Pastoral Charge	Rogers - Phones For Food
River Hebert	Trinity United Church - Cumberland Pastoral Charge	Rogers - Phones For Food
River Hebert	Amherst Immanuel United Church - Cumberland Pastoral Charge	Rogers - Phones For Food
River Hebert	Brookdale United Church - Cumberland Pastoral Charge	Rogers - Phones For Food
Sackville	Nova Scotia Power Inc.	Rogers - Phones For Food
Scotsburn	St. Columba United Church	Rogers - Phones For Food
Selburne	Shelburne GOGB	Rogers - Phones For Food
Sheet Harbour	Gerald Hardy Memorial Society	Rogers - Phones For Food
St Peter's	Chapel Island C@P Site	Rogers - Phones For Food
Stellarton	Tom Connors	Rogers - Phones For Food
Sydney	Sydney Science Building	Rogers - Phones For Food
Sydney	Sydney GOGB	Rogers - Phones For Food
Sydney	Sydney Manpower Building	Rogers - Phones For Food
Sydney	Sydney Arts Building	Rogers - Phones For Food
Truro	Colchester Regional Hospital	Rogers - Phones For Food
Truro	Resource Recovery Fund Board	Rogers - Phones For Food
Yarmouth	Yarmouth DFO	Rogers - Phones For Food
Yarmouth	Yarmouth GOGB	Rogers - Phones For Food

## 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

**A**s 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 Boudreau, 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](http://www.phonesforfood.com) and download a postage-paid mailing label.

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

## D.2 Advertising Material



# Protect our environment

## Mobile Take-back at Bell

- Return your used mobile phones and support WWF-Canada
- Bell will donate \$1.00 for the return of each used mobile phone to WWF-Canada
- Funds raised will support WWF-Canada's climate change and conservation work

### How can I help?

- Deposit your used mobile phones to either the Bell booth or the WWF-Canada booth
- Bring it back to any Bell World store
- Mail it back to Bell via Canada Post by using a free postage preprint label available at [www.bell.ca/takeback](http://www.bell.ca/takeback)



© 2005 Panda symbol WWF-World Wide Fund For Nature (also known as World Wildlife Fund) @"WWF" is a WWF Registered Trademark

[www.bell.ca/takeback](http://www.bell.ca/takeback)



Figure 6 In-store poster for Bell's *Mobile Take-Back* program

# Support your local food bank, recycle your cell phones.




Turn used cell phones into food by donating them for recycling. A cell phone can be worth a jar of peanut butter, a carton of milk or even a whole meal!

**www.phonesforfood.com**  
1-888-271-3641

Winner, 2003 Imagine New Spirit of Community Partnership Award  
Winner, 2002/3 Recycling Council of Ontario Ontario Waste Minimization Award

Drop box for this location is located at:

 Printed on recycled paper



© Copyright 2004 think FOOD™

Figure 7 In-store poster for Rogers' Phones-for-Food program



### D.3 Mail-back Labels

**From/Exp. :**

Name/Nom :

Company/Compagnie :

Street/Rue :

City/Ville :

Postal Code/Code postal :

**Regular  
Parcel**  
Return Service

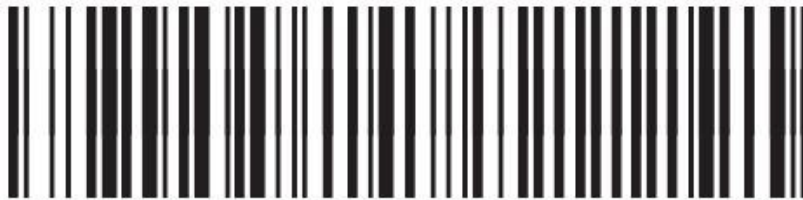
**Colis  
standard**  
Service de retour

**3**



**To/Dest. : Mobile Take-Back**  
8590 AIRPORT RD.  
BRAMPTON ON L6T 5A3

**L6T**



L6T5A3+D

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

33-086-632 (03-10)

**Figure 8** Example shipping label for Bell's *Mobile Take-Back* program, from bell.ca

**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](http://www.PhonesForFood.com)  
 is a multi-award winning project of the Canadian Association of Food Banks  
[www.echangeellubouffe.com](http://www.echangeellubouffe.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.




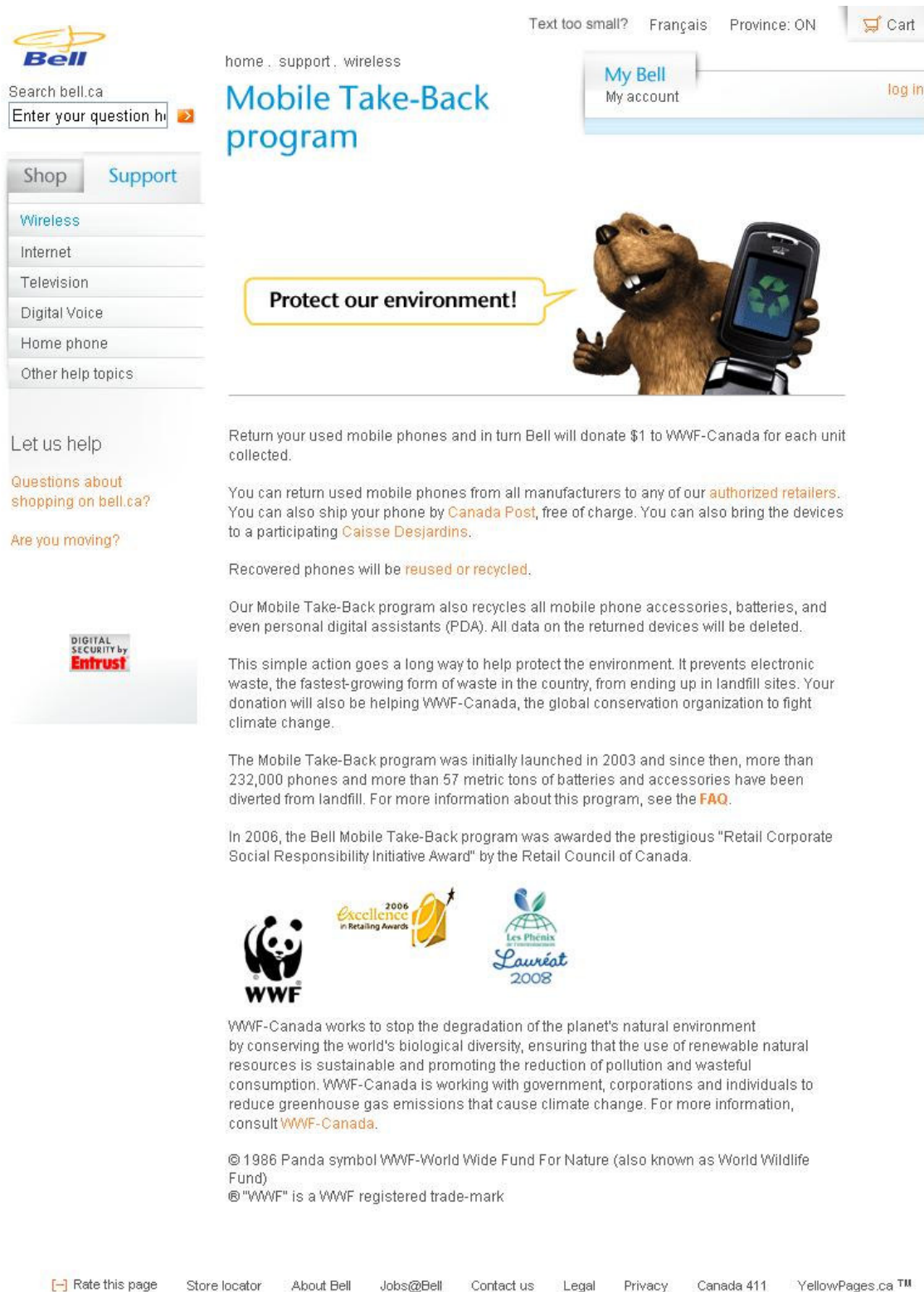

<p><b>From/Exp. :</b>                  Name/Nom :                  Company/Compagnie :                  Street/Rue :                  City/Ville :                  Postal Code/Code postal :</p>	 C M E B	<table border="1" style="margin: auto;"> <tr> <td style="font-size: small;">R P G / P R G</td> <td style="text-align: center;">                 CANADA POSTES                  POST CANADA                  Regular Parcel Colis standard  <b>7242485</b>                  RETURN POSTAGE GUARANTEED                  PORT DE RETOUR GARANTI             </td> </tr> </table>	R P G / P R G	CANADA POSTES POST CANADA Regular Parcel Colis standard <b>7242485</b> RETURN POSTAGE GUARANTEED PORT DE RETOUR GARANTI	
R P G / P R G	CANADA POSTES POST CANADA Regular Parcel Colis standard <b>7242485</b> RETURN POSTAGE GUARANTEED PORT DE RETOUR GARANTI				
<table style="margin: auto;"> <tr> <td style="text-align: center;">Regular Parcel <small>Return Service</small></td> <td style="text-align: center;">Colis standard <small>Service de retour</small></td> <td style="font-size: 2em; font-weight: bold; border: 1px solid black; padding: 5px;">3</td> </tr> </table> 			Regular Parcel <small>Return Service</small>	Colis standard <small>Service de retour</small>	3
Regular Parcel <small>Return Service</small>	Colis standard <small>Service de retour</small>	3			
<p><b>To/Dest. :</b> UNIGISTIX                  8590 AIRPORT ROAD SUITE 1                  BRAMPTON ON L6T 0C3 <span style="float: right; font-size: 1.5em; font-weight: bold;">L6T</span></p>					
 L6T0C3+D					
Sender warrants that this item does not contain dangerous goods. L'expéditeur garantit que cet envoi ne contient pas de matières dangereuses.					


Figure 9 Example mail-back label for Rogers's Phones For Food program

## D.4 Corporate Recycling Webpages



Text too small? Français Province: ON 

home . support . wireless

Search bell.ca  
Enter your question here 

Shop Support

Wireless  
Internet  
Television  
Digital Voice  
Home phone  
Other help topics

Let us help

Questions about shopping on bell.ca?  
Are you moving?

DIGITAL SECURITY by Entrust

### Mobile Take-Back program

**Protect our environment!**

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](#).

Our Mobile Take-Back program also recycles all mobile phone accessories, batteries, and even personal digital assistants (PDA). 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 Mobile Take-Back program was initially launched in 2003 and since then, more than 232,000 phones and more than 57 metric tons of batteries and accessories have been diverted from landfill. For more information about this program, see the [FAQ](#).

In 2006, the Bell Mobile Take-Back program was awarded the prestigious "Retail Corporate Social Responsibility Initiative Award" by the Retail Council of Canada.

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)  
® "WWF" is a WWF registered trade-mark

 Rate this page Store locator About Bell Jobs@Bell Contact us Legal Privacy Canada 411 YellowPages.ca <sup>TM</sup>

© Bell Canada, 2008. All rights reserved.

Figure 10 Snapshot of Bell.ca's recycling webpage

**MTS** Home | About MTS Allstream | My Account | Support | Store Locator | Search

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

→ MTS, The Environment & You  
 Online Bill  
 Recycle Your Phone



### Recycle Your Phone

Do you have an old cell phone? Want to do something helpful for the environment?

MTS is recycling old, used cell phones and supporting Canadian environmental organizations with the proceeds.

Manitobans can now deposit their used cell phones and accessories in specially marked boxes at any MTS Connect Store throughout Manitoba, instead of having them end up in a landfill.

Every element of your old cell phone will be recycled and re-used, meaning its life cycle will continue long after its last call has been made.

All of the proceeds will go directly to Canadian environmental organizations, helping them in their efforts to create awareness and reduce our collective impact.

**Recyclable items include:**

- Cell phones
- Cell phone batteries
- AC Cell phone adaptors, and
- Headsets.



MTS works with Greentec International, a world electronics recycling leader, to collect used cell phones to be reused, refurbished or recycled (and, thus, not end up in landfill sites).

Click here to find the MTS Connect Store nearest you.

**IMPORTANT: Don't forget to clear any personal information such as contact names and phone numbers from your old cell phones before dropping them off at the nearest MTS Connect Store.**

**Related Links**

- [MTS Green Report](#)
- [MTS Store Locator](#)
- [Greentec International](#)
- [Printer Friendly Page](#)

Figure 11 Snapshot of MTS.ca's recycling webpage

## Turn your mobile phone into a tree.



**We give where we live.** Bring any mobile phone in to your local TELUS store for recycling, and we'll plant a tree. Working in partnership with [Tree Canada](#) thousands of our team members will plant trees in communities across the country on our annual [TELUS Day of Service](#). Last year, our Return & Recycle Program collected over 40,000 phones. Let's make those numbers grow.

**Atlantic Canada**

Where will we plant?

Snide Lake, NS (25 minutes north of the Halifax airport) – watershed improvement and afforestation of abandoned farm fields  
—20,000 trees

▶ Roll over the map of Canada to see where we will be planting in each region

## Make the future friendly choice.

TELUS' Return & Recycle Program accepts mobile phones and accessories irrespective of carrier, free of charge. By returning your mobile phone for recycling, it will help protect the environment by reducing the waste that goes into our landfills as well as hazardous materials from contaminating soil and groundwater.

### Terms and conditions

TELUS has donated a total of 40,000 trees to the Tree Canada Foundation. TELUS will donate a tree for each mobile phone collected from the program.

[contact us](#) | [where to buy](#) | [telusmobility.com](#) | [mytelusmobility.com](#)

© 2008 TELUS. All rights reserved.



**Figure 12** Snapshot of [telusmobility.com](#)'s recycling page

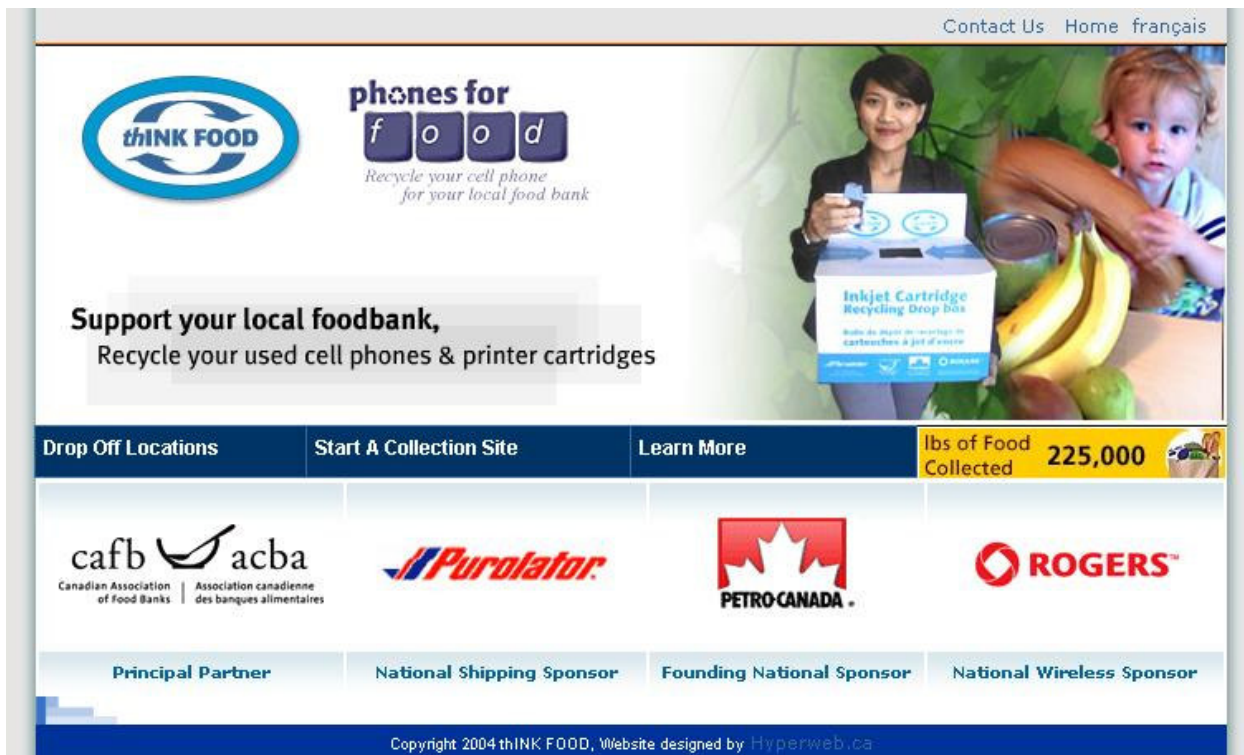


Figure 13 Snapshot of the thINK-FOOD website, supported by Rogers and SaskTel

## **Appendix E, Certifications Descriptions**

### ***E.1 ISO 9001***

#### **Abstract<sup>5</sup>**

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

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***

#### **Abstract<sup>6</sup>**

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

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<sup>5</sup> As stated on the iso.org website

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- 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 functions.

ISO 14001:2004 also provides, in Annex A, informative guidance on its use.