



## **Recycle My Cell 2010 Annual Report - Revised**

**Submitted to Prince Edward Island Department of  
Environment, Energy and Forestry**

**July 2011**

## Contents

Amendments to previous submissions .....	3
1. Executive Summary .....	4
2. Introduction .....	5
3. Performance Indicators .....	6
3.1. Volume of cellular devices collected .....	6
3.1.1. Volume of devices collected through RMC .....	6
3.1.2. Volume of devices collected through other member initiatives .....	6
3.1.3. Volume of devices collected by other programs .....	7
3.2. Annual survey figures on consumer awareness and propensity to participate in a mobile device recycling program .....	8
3.3. Web site traffic and call volume to toll-free number .....	13
3.4. Representative survey of retailer participants to determine satisfaction .....	13
3.5. Media pick-up statistics .....	13
4. Processor Members and Certifications .....	14
4.1. FCM Recycling .....	14
4.2. Global Electric Electronic Processing Inc. ....	15
4.3. GREENTEC .....	15
4.4. ReCellular, Inc. ....	16
4.5. Sims Recycling Solutions .....	17
5. Handset Members and Improving Product Life Cycle Management .....	18
6. Management of Recovered Product .....	20
7. Recycle My Cell Program Awareness Activities .....	21
7.1. Corporate program initiatives .....	21
7.2. CWTA initiatives .....	22
8. Donation to Charity .....	27
9. Conclusion .....	27
Appendix A .....	28
Appendix B .....	29
Appendix C .....	31
Appendix D .....	32
Appendix E .....	33
Appendix F .....	35
Appendix G .....	38
Appendix H .....	39
Appendix I .....	43
Appendix J .....	45
Appendix K .....	46
Appendix L .....	52
Appendix M .....	54
Appendix N .....	55
Appendix O .....	57
Appendix P .....	58

## **Amendments to the original Annual Report submission**

This annual report replaces the one originally submitted to the Prince Edward Island Department of Environment, Energy and Forestry on March 31, 2011.

Amendments made to the report are highlighted below and are detailed in the relevant sections:

- Section 3.1 (including subsection 3.1.1, 3.1.2 and 3.1.3): In addition to the volume of devices recovered through RMC, data concerning the volume of devices collected through other member initiatives, as well as the volume of devices recovered by Call2Recycle is also included.

In 2010, 2,658 devices were recovered within the province: 1,565 devices were recovered by RMC through the program's 27 collection sites and the use of postage paid mailing labels; 665 devices were recovered through RMC members' internal refurbishment and reuse programs; and 428 were recovered by Call2Recycle.

This additional data is the result of the work that CWTA has undertaken with its members, and with Call2Recycle, to more accurately reflect the diversion/recovery of devices within the province.

- Section 3.2: The chart "Top 4 ways P.E.I. Residents Recycled Their Cell Phones" has been updated to reflect more accurately the four main means of recycling reported by residents. Whereby the original report noted that 5% used a retail store program, a clarification of the data revealed that the percentage of residents that reported giving away or recycling their phones (at 8%) was 3 percentage points higher.

## 1. Executive Summary

The Canadian wireless telecommunications industry, under the auspices of the Canadian Wireless Telecommunications Association's (CWTA) Recycling Committee, operates Recycle My Cell (RMC), a free national cellular phone recycling program. The members of CWTA include, among others, wireless service providers, wireless handset manufacturers and processors.

RMC leverages existing programs operated by wireless service providers and manufacturers; these corporate programs collect, transport, reuse and recycle mobile devices and accessories. Where no other option exists these programs properly dispose of the products.

Responsible recycling and refurbishment takes place with the assistance of certified processors including: *FCM Recycling, Global Electric Electronic Processing Inc., GREENTEC, ReCellular, Inc. and Sims Recycling Solutions.*

In 2010, 2,658 devices were recovered within the province: 1,565 devices were recovered by RMC through the program's 27 collection sites and the use of postage paid mailing labels; 665 devices were recovered through RMC members' internal refurbishment and reuse programs; and 428 were recovered by Call2Recycle.

The participating recycling programs that are part of Recycle My Cell raised over \$400,000 for local and national charitable organizations last year.

CWTA conducted a national baseline survey in 2009 to determine consumer awareness and propensity to participate in a mobile device recycling program, as well as to collect baseline data on performance indicators that may be used to track the program's performance within the province. In 2010, CWTA conducted a follow-up survey to compare the results. Overall, the number of consumers surveyed that know about the RMC program in P.E.I. has doubled over last year. In addition, there has also been an increase in the number of residents that reported recycling their phones as well as an increased inclination to recycle their phones among those currently storing them.

CWTA, and its participating members, have undertaken various promotional activities to raise awareness about cell phone recycling. Initiatives that will continue to promote RMC include:

- Sponsorship of events like Waste Reduction Week in Canada;
- Participation at local trade shows and fairs;
- RMC material on stakeholder Web sites;
- Promotional materials (including recovery boxes, brochures, posters, tent cards and banner/button ads) for municipal and other third-party sites;
- News Canada stories for inclusion in newspapers or Web sites;
- Press releases highlighting latest developments regarding RMC;

- Paid advertising to support specific events; and
- Public service announcement.

## **2. Introduction**

Recycle My Cell has served as the cell phone recycling stewardship program in Prince Edward Island since its formal recognition within the province on April 7, 2009.

The Memorandum of Understanding that exists between the Department of Environment, Energy and Forestry and CWTA sets out an obligation for the CWTA to report on the program's status on a yearly basis by March 31<sup>st</sup>.

This report has been prepared by the CWTA and is submitted on behalf of Bell, GEEP Inc., GREENTEC, LG Electronics, Motorola Mobility, MTS, Nokia, ReCellular, Inc., Research In Motion, Rogers Communications Inc., Samsung, SaskTel, Sims Recycling Solutions, Sony Ericsson, TBayTel, TELUS, Videotron, Virgin Mobile Canada, and Wind Mobile.

This report provides a status for the RMC program in P.E.I. and covers the period between January 01, 2010 and December 31, 2010.

In addition to reporting on volumes of cellular devices collected, CWTA has provided information on several other performance indicators which could be used in an on-going evaluation of the program, including:

- Annual survey figures on consumer awareness and propensity to participate in a mobile device recycling program;
- Web site traffic and call volume to toll-free number;
- Representative survey of retailer participants to determine satisfaction; and
- Media pick-up statistics.

The CWTA has also provided further information concerning several items that have shown to be of interest to Department of Environment, Energy and Forestry staff, including:

- Current certifications held by processors associated with RMC;
- The fate of wireless devices recovered through RMC and how they were managed to the pollution prevention hierarchy;
- RMC program awareness activities; and
- Amount of funds donated to charities.

### 3. Performance Indicators

#### 3.1. Volume of cellular devices collected

RMC is a national program that utilizes a return-to-retail model for device recovery. Participating members will recycle any wireless device or accessory that is returned to them regardless of whether the device was purchased there.

In total, through all means identified below, **2,658** devices were recovered within the Province in 2010.

##### 3.1.1. Volume of devices collected through RMC

In 2009 members of CWTA's recycling program recovered **988** devices in P.E.I.; **776** devices through RMC drop-off locations and another **212** (estimated) using the mail-back option offered by several RMC partners.

In 2010, members recovered **1,565** devices; **1,052** devices through RMC drop-off locations and another **513** (estimated) using the mail back option. This is an increase of 58.4%.

Of the devices recovered, it is estimated that 86% were sent for recycling while 14% were sent for refurbishment and reuse.

In order to provide a fuller picture of the program's performance, CWTA notes the following in terms of product collection within the province.

##### 3.1.2. Volume of devices collected through other member initiatives

RMC data currently represents the results of consumer facing recovery initiatives that collect devices that are considered to be at the end of their useful life by their owners. These are devices that are meant to be recycled.

CWTA, with its members, has begun to investigate how to incorporate data regarding other diversion methods employed internally for devices that are returned to members by other means. These returned devices typically originate as a sale to a consumer who then returns them because of buyer's remorse or because the devices are defective or damaged but still under warranty. Since these returns usually involve newer model devices they are not considered to be at the end of their useful life.

Phones that are returned to a carrier (via this process) are triaged to make sure they are functioning properly. Those that are defective are sent back to the manufacturer who is responsible for recycling the devices properly. Those that can be reused are refurbished as necessary and enter one of several possible streams:

- Sold internally to employees;
- Sold as a refurbished device through the carrier;
- Sold in bulk to a third-party via auction;

- Used internally as a customer 'loaner' for warranty programs; or
- Used for customer retention purposes.

Based on data available for 2010, it is estimated that an additional **665** devices were diverted from entering the recycling stream within the province as a result of refurbishment and reuse efforts within participating members' organizations.

CWTA will continue to work with its members to more accurately identify the means in which these devices are recovered by each and to more accurately define the quantities that this represents. This work will serve as an important step in ascertaining the amount of product that is actually available for potential collection and will help to quantify the amounts being diverted from landfill.

### **3.1.3. Volume of devices collected by other programs**

While RMC has been recognized as a cell phone steward within the province it is not the only program that collects cell phones.

RMC currently participates in a data sharing arrangement with Call2Recycle. The Call2Recycle collection system employs a combination return-to-retail/depot model and works in conjunction with their battery recovery program. In 2010, Call2Recycle reported collecting **428** devices.

The chart below summarizes the collections from RMC, other diversion initiatives of RMC members and Call2Recycle.

<b>Cell phone recovery in P.E.I. - 2010</b>		
<b>Program</b>	<b>Method</b>	<b>Quantity (units)</b>
Recycle My Cell	Drop-off locations	<b>1,052</b>
	Mail-back	<b>513</b>
RMC member internal initiatives	Various	<b>665</b>
Call2Recycle	Drop-off locations	<b>428</b>
Total		<b>2,658</b>

In addition, third-party organizations increasingly see value in used mobile devices. There are many not for profit organizations across the country that actively encourage Canadians to donate unwanted mobile devices in order to generate funds from recycling and reusing the devices. In addition, there are also 'for profit' ventures that collect phones by providing some sort of incentive – either directly to consumers or to their collectors – to do so. Data for these ventures is not currently being reported.

### 3.2. Annual survey figures on consumer awareness and propensity to participate in a mobile device recycling program.

In November 2010, CWTA commissioned Quorus Consulting Group to conduct a national survey to:

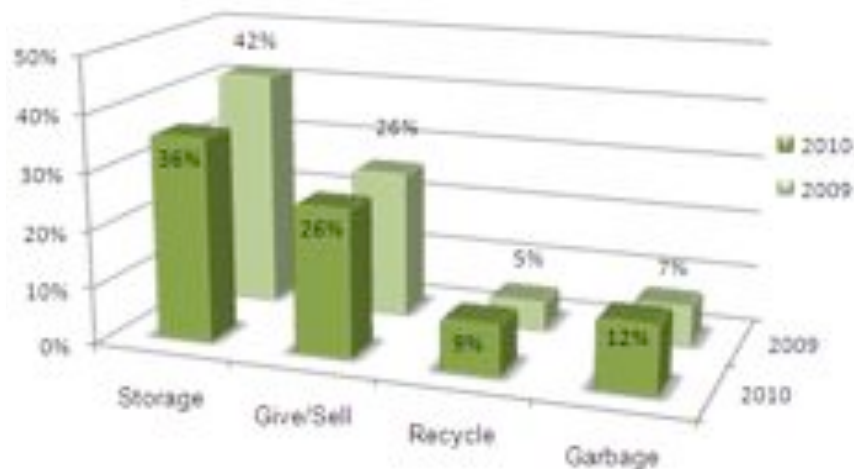
- Follow-up on how Canadians deal with unused cell phones;
- Evaluate Canadians' likelihood of using a cell phone recycling program;
- Gauge Canadians' awareness of cell phone recycling programs; and
- Evaluate Canadians' awareness of specific cell recycling programs.

Over 4,000 Canadians, 18 years and older, with a minimum of 400 respondents in each province, were contacted to participate in this telephone survey.

#### Survey results for 2010

Based on the survey results the CWTA has been able to determine:

*Previous Cell Phone: Storage vs. Disposal*



The data indicates that 9% of P.E.I. respondents recycled their last phone (an increase of 4 percentage points, 26% gave it away or sold it and 12% threw it out. In P.E.I., 36% of residents simply store their old cellular phone which is a decrease of 6 percentage points over the previous year. Fewer people are holding on to their phones and more people are recycling them over the previous year.

The majority of unwanted cell phones within P.E.I. are being kept from entering the landfill in some manner.

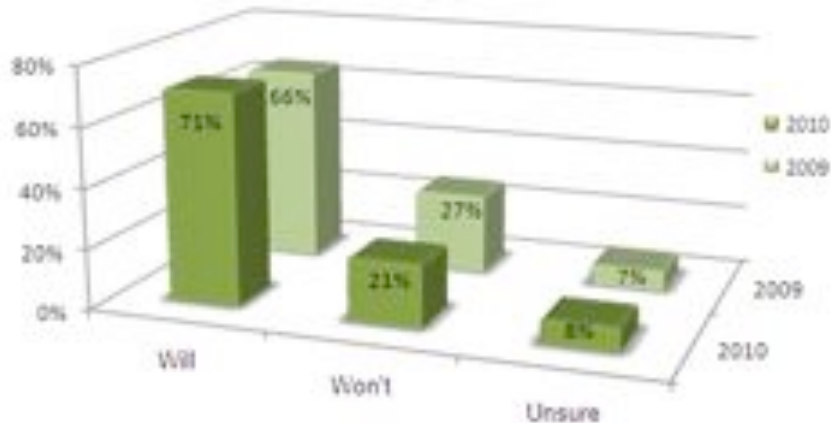
*Reasons for Not Recycling Previous Cell Phone*



The data indicates that 31% of P.E.I. residents with a cell phone in storage reported not knowing what else to do with their phone, 22% were keeping it as a backup (a decrease of 5 percentage points) and 9% were keeping it for a future need (a decrease of 2 percentage points).

There is an opportunity to work more closely with organizations responsible for waste management and recycling within the province to promote recycling options that exist within the province. Fewer phones are being kept as backup and for future need and the percent of people recycling is up.

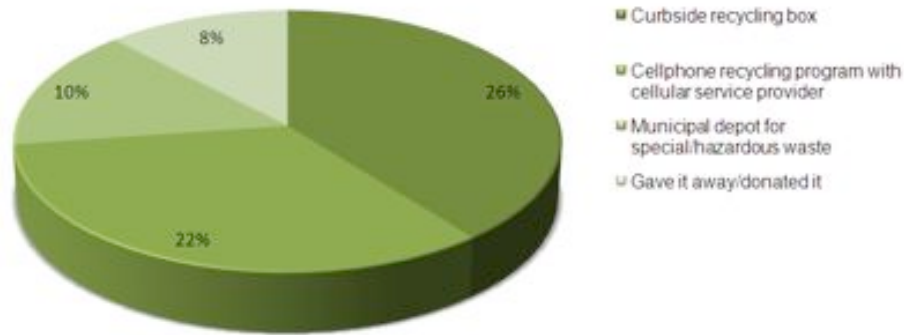
*Likelihood of Recycling in the Future*



The data indicates that 71% of P.E.I. respondents who are currently storing an old cell phone would be willing to recycle it or return it to a cell provider, 21% said they would not recycle or return it, and 8% did not know. People willing to recycle went up 5 percentage points over the previous year and people who won't recycle went down by 6 percentage points.

There is a growing appetite among consumers to responsibly deal with their used cell phones which represents an opportunity for programs like RMC to turn 'intenders' into 'doers'.

### Top 4 Ways P.E.I. Residents Recycled Their Cell Phones



The data indicated that 22% of P.E.I. respondents returned their devices to cell phone providers (a decrease of 4 percentage points), with another 8% of respondents giving away or donating their device. Curbside recycling is reported to be the most used option in P.E.I., up 6 percentage points (to 26%) from 2009. Interestingly, 15% of respondents last year noted using a municipal depot which dropped to 10% this year despite an overall increase in depot disposal in most other provinces.

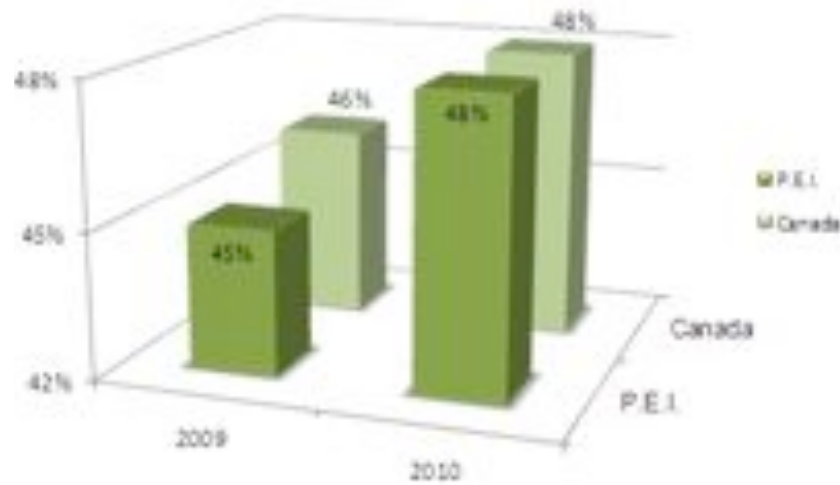
Consumers looking to recycle their cell phones are looking for convenient methods to do so and utilize the networks of member programs currently in place. However, even with easy access to drop-off locations, most report simply including their phones in their blue boxes at curbside.

#### Survey results compared 2009 - 2010

The survey results indicate that the majority of obsolete cell phones within P.E.I. are being kept from entering landfills in one manner or another. Of those consumers that currently store their old devices, an increased willingness to recycle the phones has been identified as well as a decrease in people who are unwilling. RMC sees this as an opportunity to work more closely with organizations responsible for waste management and recycling within the province to ensure that residents are aware of their recycling options.

Overall, the number of consumers surveyed that know about the RMC program in P.E.I. has doubled over last year. In addition, there has also been an increase in the number of residents that reported recycling their phones as well as an increased inclination to recycle their phones among those currently storing them. In order to better understand the overall impact from 2009 to 2010, the following comparisons were made between P.E.I. and Canada:

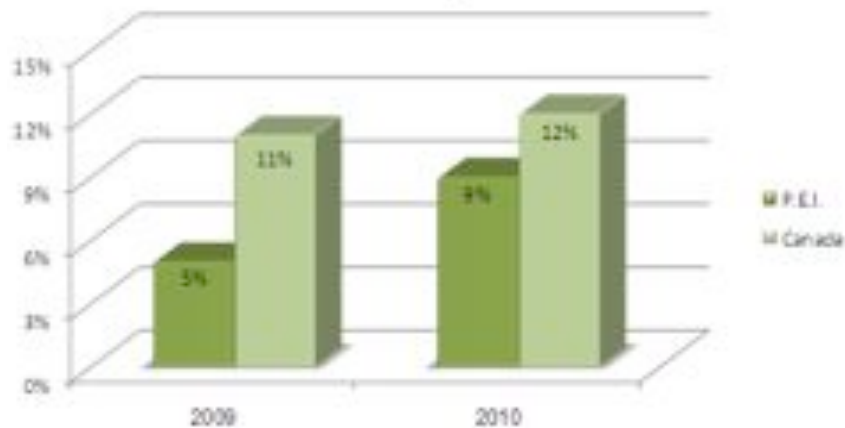
*Awareness of Recycling Programs (In General)*



48% of P.E.I. respondents are aware of recycling programs for cell phones in general, which is at par with the National average and up 3 percentage points over last year. Data was not collected to gauge the awareness level of specific recycling programs at the provincial level. 15% of P.E.I. residents were aware of RMC when asked, up from 7% in 2009.

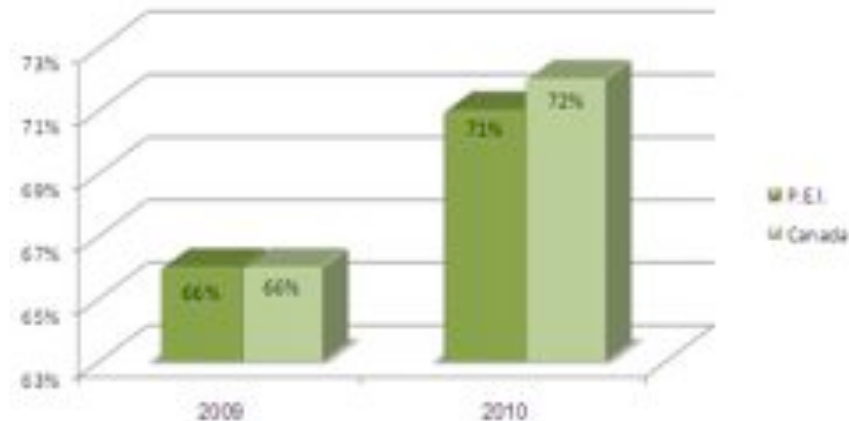
RMC is making positive strides within the province in terms of increasing program awareness.

*Previous Cell Phone: Recycle 2009 vs. 2010*



The data indicates that 9% of P.E.I. respondents recycled their phone in 2010, up 4 percentage points over the previous year. The message for how to effectively deal with cell phones is reaching consumers.

### Will Recycle 2009 vs. 2010



The data indicates that willingness to recycle among P.E.I. respondents is up 5 percentage points over 2009.

More people understand the need to deal with unwanted material in a responsible manner and state a willingness to recycle.

CWTA, and its participating members, have undertaken various promotional activities to raise awareness about cell phone recycling and the RMC program. These initiatives are outlined in Section 7 of this annual report. Initiatives that will continue to promote RMC include:

- Sponsorship of events like Waste Reduction Week in Canada;
- Participation at local trade shows and fairs;
- RMC material on stakeholder Web sites;
- Promotional materials (including brochures, posters, tent cards and banner/button ads) for municipal and other third-party sites;
- News Canada stories for inclusion in newspapers or Web sites;
- Press releases highlighting latest developments regarding RMC;
- Paid advertising to support specific events; and
- Public service announcement.

It should be noted that an increase in cell phone recycling awareness may not correlate directly to an increase in the number of devices that are collected in the province by the RMC program. Although RMC is the approved stewardship program operating within the province it is not the only program recovering phones; for-profit and not-for-profit organizations such as AIDS P.E.I., and other charitable groups, also collect phones for their respective causes. Having said that, RMC will not inhibit the ability of another program to recover used devices as the ultimate objective of the program is to ensure wireless devices do not end up in a landfill.

### **3.3. Web site traffic and call volume to toll-free number**

To provide on-going support to the RMC program, the CWTA maintains a Web site ([www.recyclemycell.ca/www.recyclemoncell.ca](http://www.recyclemycell.ca/www.recyclemoncell.ca)) that serves as the central hub for the program. Information about recycling, member programs, and collection sites is readily available to consumers via this site. Consumers can also call a toll-free number (1-888-797-1740) for information.

#### Web site traffic and call volume (January to December 2010)

- RMC Web site logged 23,276 unique visits.
- 92 database searches initiated in P.E.I. (based on the postal code entered at time of search) which is a marked increase over the 18 searches that were done in the 5 month time period during which this functionality was introduced in 2009.
- 3 calls to the RMC toll-free number originated from P.E.I.

While the number of database searches and calls may prove to be beneficial in determining the level of interest in RMC within the province it is important to note that this figure may not correlate to the number of recovered devices reported. In 2010, 1,565 phones were recovered.

### **3.4. Representative survey of retailer participants to determine satisfaction**

Currently no plans for a survey of retailer participants have been contemplated. Communication between the CWTA and its brand owner and community partners is on-going. Any issues that are identified by either group are dealt with appropriately and in a timely manner.

In 2010 there were 27 collection sites<sup>1</sup> within P.E.I.; of these the vast majority were retailers affiliated with RMC members. It should be noted that the participating Waste Watch Drop-Off Centers have proved to be valuable additions to the Recycle My Cell collection network, especially now that they also serve as depots for the ACES program.

### **3.5. Media pick-up statistics**

CWTA continues to use News Canada as a valuable tool for program promotion. News Canada is a paid service that provides articles, free of charge, for use by publications and Web sites. This has shown to be an effective way of including the Recycle My Cell story in community newspapers and on Web sites that often look for content from external sources. These story pick-ups are then monitored and tracked by News Canada and that information is provided to the CWTA.

---

<sup>1</sup> A list of current drop-off locations is located in Appendix A.

The News Canada stories were picked up by 65 publications, of these 3 were based in Atlantic Canada although none specifically in P.E.I.

It is difficult to determine how many of the other publications may have been viewed by residents of P.E.I.

#### **4. Processor Members and Certifications**

All of the processors involved with the RMC program are ISO certified and/or certified under Electronic Product Stewardship Canada's (EPSC) Recycling Vendor Qualification Program, (RVQP) meaning they have an environmental management system in place which ensures accountability and knowledge of the associated environmental impacts.

Information concerning FCM Recycling, Global Electric Electronic Processing Inc. (GEEP), GREENTEC, ReCellular, Inc. and Sims Recycling Solutions is included below. It should be noted that FCM Recycling does not currently process any material collected in P.E.I.

##### **4.1. FCM Recycling**

FCM Recycling, a recycler of electronic equipment at the forefront of industry standards and regulations, is based in Lavaltrie, Quebec with customers from all over central and eastern Canada, as well as the northeastern United States. Their industrial facilities are outfitted with modern equipment to receive, separate and recycle end-of-life electronic material.

FCM Recycling is certified and abides by EPSC<sup>2</sup> standards. EPSC has developed standards that have been incorporated into the legislation of several provinces.

- In Quebec, FCM Recycling has been certified by the Quebec Ministry of the Environment as an e-waste recycling and shredding facility.
- In Nova Scotia, FCM Recycling has been certified under the EPSC's Recycling Vendor Qualification Program and Electronics Recycling Standard (ERS). In addition they serve as a Primary Vendor for the Atlantic Canada Electronics Stewardship program; all downstream processors are also subject to the RVQP to ensure the highest levels of adherence to environmental, occupational health and safety, export and other standards.

FCM recycles end-of-life electronic goods such as cell phones. Once the item is received, FCM Recycling disassembles the equipment, separates metals from plastics, and processes the material to obtain pieces that are less than one inch

---

<sup>2</sup> See <http://www.epsc.ca/rvqp.html> for further information concerning the EPSC certification process.

in diameter. These are then sent to a refiner. At the refinery, the pieces are melted down to obtain what is called "secondary-primary material". This can then be used in exactly the same way as if it were raw material to make new consumer and industrial goods.

With proper recycling, e-waste is processed into raw material that becomes new consumer and industrial goods.

#### **4.2. Global Electric Electronic Processing Inc.**

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

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

GEEP is ISO 9001<sup>3</sup> and ISO 14001 certified. The processing method (refurbishment, resale or destruction) is determined by the client and the destruction of all proprietary products is documented. Hazardous waste separation, registration and regulatory compliance is also documented and environmental, health and safety policies and emergency response and fire prevention plans are also in place. GEEP is fully insured, including its environmental policies, and has a stated corporate objective of a zero landfill contribution. GEEP is a division company of the *Barrie Metals* group of companies, with locations in Canada, the United States of America and Asia. It has one of the largest, most comprehensive, state-of-the-art processing facilities of e-waste globally.

#### **4.3. GREENTEC**

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

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

---

<sup>3</sup> See Appendix B for GEEP certificates.

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

To ensure information security, all traces of personal and corporate information are destroyed. Cell phones that are not suitable for reuse are dismantled and harvested for parts. GREENTEC's ISO 14001<sup>4</sup> registered recycling processes make plastics and metal recovery possible. Downstream partners are audited to ensure no materials are sent to landfill or shipped to developing countries.

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

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

#### **4.4. ReCellular, Inc.**

While ReCellular has the direct relationship with the carriers for the development of their respective recovery programs it does not physically process any product in Canada. ReCellular has selected Sims Recycling Solutions, located in Brampton Ontario, as its designated recycling partner to process all wireless devices and accessories that are collected in Canada.

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

ReCellular routinely processes used electronic products, such as cellular telephones and accessories. The majority of this product is recycled through resale. Their processing also generates some waste from un-sellable material, such as obsolete handsets, batteries, chargers, cigarette lighter adapters and leather cases. Certified smelters contracted nationwide help provide them with the optimum return for scrap products, and assure complete disposal of the material with little to no impact on the environment. No e-waste goes to landfills or incinerators directly or through intermediaries. No electronic scrap is shipped

---

<sup>4</sup> See Appendix C for Greentec certificate.

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<sup>5</sup> certified and includes internal audits requested by management, periodic random quality checks, and annual revisions to its environmental policies. These internal procedures were developed to change and improve with the evolving technological and social issues of the future.

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

#### **4.5. Sims Recycling Solutions**

Located in Brampton, Canada's premier recycler provides the utmost in security and asset management of end-of-life electronics. Sims manually de-manufactures materials in their work cells where batteries, bulbs and other hazards are removed and sorted before electronics are completely shredded and separated.

100% of all electronic hardware is recycled; no hardware goes to landfill or to illegal export. In addition, Sims Recycling Solutions conducts full physical audits of all downstream vendors, tracking materials to their final resting place.

Sims Recycling Solutions also leads the industry in the secure management and destruction of all electronic materials. They hold an ISO 14001<sup>6</sup> certification, are the only electronics recycler in Canada registered to the OHSAS 18001:2007 standard for health and safety and are an approved recycler through the EPSC recycling program, and their process has been approved by the Royal Canadian Mounted Police. In addition, the federal government has designated Sims as a Controlled Goods Processor. They have the highest approval for secure destruction and recycling in the industry.

---

<sup>5</sup> See Appendix D for ReCellular certificate.

<sup>6</sup> See Appendix E for Sims certificates.

## 5. Handset Members and Improving Product Life Cycle Management

RMC handset manufacturers have, in 2010, made continuous efforts to eliminate or to reduce the environmental impacts of a product throughout its life cycle.

Handset manufacturers have been working together as part of the GSM Association to implement a cross-industry standard for a universal charger for new mobile phones. The adoption of Micro-USB as the common universal charging interface will allow the industry to potentially eliminate up to 51,000 metric tons of duplicate chargers world-wide. The universal charger will also have a higher efficiency rating. In addition to reducing waste and saving energy, a common charger will also provide improved consumer convenience since they will be able to use the same charger for future handsets.

RMC member companies have also worked with their global partners toward ensuring the products that they manufacture do not contain conflict minerals. Tantalum powder and its derivatives are sometimes used in the production of components that are found in a wide range of consumer electronic products, including capacitors found in mobile handsets. The wireless industry around the world, including Canada, has a ten-year record of proactive engagement and due diligence in ensuring that tantalum used in the manufacture of mobile handsets originates from non-conflict-zone suppliers (i.e., is mined in countries such as Canada, Australia, the United States, Brazil, Thailand and Russia).

At the industrial level, since 2001 it has become common industry practice internationally for handset manufacturers to require third-party suppliers to confirm (subject to regular audits) that they do not source material from conflict-zones (including, but not limited to, tantalum extracted from conflict areas of the Democratic Republic of Congo). Efforts are also being made to use substitutes for tantalum based components where possible.

At the multilateral level, CWTA represents handset manufacturers who are engaged with the *Global e-Sustainability Initiative (GeSI)* a Brussels-based multi-lateral industry and NGO forum committed to achieving sustainability objectives through innovative technology. GeSI encourages greater supply-chain transparency among manufacturers, metal smelters and the mining industry in general. Many of these companies are also involved with the Washington D.C.-based *Electronic Industry Citizenship Coalition (EICC)*, which promotes an industry code of conduct for global electronics supply chains to improve working and environmental conditions world-wide.

CWTA strongly believes that all companies involved in providing wireless services and/or products to Canadians have a responsibility to ensure that their operations adhere to highest possible standards of environmental sustainability and responsibility throughout the supply chain.

Some examples of individual initiatives that have been taken include:

- Sony Ericsson released two new greener cell phones in 2010. Both new phones, the Sony Ericsson Elm and Sony Ericson Hazel have eco-friendly features such as recycled plastics, are free from hazardous material, and offer lower power consumption.

Sony Ericsson's GreenHeart portfolio is a continued effort to reduce the overall environmental impact of the phone without compromising on design, features or quality. It involves eliminating the use of unwanted substances from the product design and manufacturing process, replacing paper manual with an in-phone version, using recycled plastic in phone case and keypad, using energy efficient displays and waterborne paints, minimising the packaging and developing some of the most efficient chargers in the world.

- Motorola Mobility is reducing the environmental footprint of its products by finding ways to cut impacts at each stage of the life cycle - design, manufacture, distribution, use and end-of-life. Based on life cycle studies, the company found that most of the carbon footprint of its mobile phones is from manufacturing so by using less energy-intensive materials, such as recycled plastic, life cycle impacts can be reduced. Motorola worked with one of its key plastic vendors to formulate a new recycled plastic that takes 20 percent less energy to make than standard plastic, saves thousands of water bottles from going to landfill and creates a market for waste materials. In 2009, this new material was used in the MOTO™ W233 Renew, the world's first mobile phone made of plastic from recycled water bottles. Since then, Motorola has launched another six products containing the material, including the Motorola CITRUS™ and SPICE™ in 2010, the company's first green smartphones with the latest in eco-design. The devices are also energy efficient, CarbonFree® Certified, and PVC- and BFR-free.
- Nokia's policy is to improve across the range and across the life cycle of its devices by using bio-materials such as bio-paints and bio-plastics. Bio-plastics account for up to 49 per cent of the structural plastic part of Nokia phones. Biomaterials are made from vegetable oil rather than crude oil, and have a much lower environmental impact. Nokia also developed the C6-01 the first mobile device in the industry to use 75 per cent recycled content.
- Samsung has continued its "eco" line of phones with the Reclaim™ and Evergreen™ models. Reclaim™ is made from 100% biodegradable, renewable source corn-based bioplastic, without any PVCs, flame retardants, mercury, lead, or cadmium. Evergreen™ is made with 70% recycled materials and has an energy efficient charger. Both phones come in packaging that is made from at least 80% recycled materials, and

can be further recycled. In September 2010, Samsung was selected from the Carbon Disclosure Leadership Index (CDLI). The CDLI highlights companies which have displayed the most professional approach to corporate governance in respect of climate change disclosure policies.

## **6. Management of Recovered Product**

Products that are recovered through the RMC member programs, either through the drop-off network or via mail-back options, are sent to the certified processors identified earlier. These processors have internal guidelines and processes in place that are used to sort the material into three categories: resalable devices; recyclable devices and accessories; and batteries.

At the most basic level, all phones that are collected by the RMC program are diverted from landfill whether through reuse, recycling or recovery.

Reuse - When possible, as is consistent with established recycling and reuse practices of cell phone carriers and manufacturers around the world, damaged products are refurbished, and products that meet the following functionality requirements for resale are reintroduced into the market:

- Powers up;
- Display present with no cracks, bleeding of pixels or chips;
- Display functions;
- No external corrosion or water damage;
- No exposed circuit board; and
- Places a call (analog or digital).

Since a phone destined for reuse is re-supplied into the market it is 100% diverted from landfill.

Recycling - Handsets not suitable for reuse are sent to approved downstream processors where they are either disassembled for harvesting spare parts or ground down for the recovery of precious metals.

Of those phones entering the recycling process, 96% of the original input by weight is material that is diverted from landfill and destined for recycling, reclamation and recovery.

Recovery - The 4% of the product that is not recyclable is mainly made up of plastics that are found in most cell phones; this material is recovered as fuel/energy in the precious metal refining process.

While it is understood that reuse is the preferred method for dealing with recovered product, in the case of wireless devices the amount of product that can be refurbished for reuse is dependent on many factors that are not controllable, including the condition of the phone at time of recovery and the technology that is

required for its use. As such, to reintroduce phones into the market that do not meet those criteria or that are not supported on technology in a given market do more harm than good. For this reason, phones that do not meet reuse criteria will continue to be sent for responsible recycling.

Device manufacturers continue to take steps to improve the recyclability of their devices and processors continually refine their processes to reduce the amount of non-recoverable material associated with the recycling of cell phones and accessories.

## **7. Recycle My Cell Program Awareness Activities**

Since RMC is an umbrella program, the promotion of cell phone recycling occurs in two ways: through activities of participating members in relation to their corporate programs and through CWTA.

### **7.1. Corporate program initiatives**

Corporate recycling programs have included consumer awareness campaigns in the past and the extent of corporate marketing for cellular phone recycling has not diminished with the implementation of CWTA's program and awareness initiatives.

*Promotional materials:* Over the course of 2010 wireless carriers have continued to build program awareness by placing RMC branding on corporate marketing materials like in-store posters and tent cards<sup>7</sup>. Each participating carrier continues to have its own marketing plans in place.

*Web sites:* In addition, carriers continue to increase the visibility of recycling programs by ensuring that the information is readily accessible to customers upgrading their phones via corporate Web sites.

Participating manufacturers also include RMC branding on their corporate Web sites. This identifies their corporate programs as a participant in the national industry-wide initiative.

*Staff training:* Carriers continue to foster program awareness internally with their staff so that they are able to provide accurate information to their customers. This is done with regular reminders via internal Web sites and blogs.

Bell, for example, has produced an on-line training module<sup>8</sup> that each new store associate in Atlantic Canada is required to complete as part of their training.

---

<sup>7</sup> See Appendix F for samples of corporate posters / tent cards and Web sites.

<sup>8</sup> See Appendix G for the introductory page to Bell's online training module.

## **7.2. CWTA initiatives**

CWTA reviews the results of its annual survey to ascertain trends in consumer awareness and behavior concerning cell phone recycling. Based on those results CWTA works to devise program promotion initiatives with the goal of increasing the level of awareness concerning cell phone recycling. In addition to new initiatives, CWTA also continues to promote the program with methods that have shown positive results.

*Sponsorship of events:* Waste Reduction Week (WRW) in Canada was developed in 2001 by a coalition of 13 recycling councils and sister organizations from across Canada and is delivered each October by the same group. The program's goal is to inform Canadians about the environmental and social ramifications of wasteful practices. WRW uses its "take action" messaging to empower all Canadians to adopt more environmentally-conscious choices by providing Canadians with information and ideas to reduce waste in all facets of daily living thereby creating solutions to the many environmental challenges we face.

In 2010, Recycle My Cell was the sole national sponsor for Waste Reduction Week in Canada lending support to the groups' two key initiatives – the "Ease My Load" campaign and the "Recycle My Cell Challenge".

### Ease My Load

The mascot for this year's campaign was Atlas who had been happy to shoulder the burdens of the earth for thousands of years but who now needed help to deal with the amount of waste that was being produced.

From October 18 until November 15, "Ease My Load" Campaign participants were asked to download a cut-out of Atlas from the Waste Reduction Week in Canada website and incorporate him into their everyday waste reduction activities.

Participants were then encouraged to take pictures of their activity in order to share their stories with others.

### Recycle My Cell Challenge

To tie in CWTA's sponsorship of Waste Reduction Week, and to encourage participation among students at a secondary and post-secondary level, the "Recycle My Cell Challenge" was developed. From October 18 until November 30, the Challenge was open to all secondary schools and post-secondary institutions across Canada. The challenge was to recycle as many old wireless devices as possible, including cell phones, smartphones, wireless PDAs, pagers, accessories and cell phone batteries.

Schools were informed of the Challenge through a national press release<sup>9</sup>, contest details on the Waste Reduction Week in Canada Web site and through each of the councils; how this information was conveyed by the councils would differ based on the approach preferred by each region. In P.E.I. the school challenge was advertised by the Island Waste Management Corporation (IWMC) in local newspapers<sup>10</sup>.

Secondary schools and post-secondary institutions in each province and territory were able to register via [www.wrwcanda.com](http://www.wrwcanda.com) or their provincial/territorial Waste Reduction Week partner.

Recycle My Cell provided the school with the supplies needed to easily set up a Recycle My Cell collection site.

GREENTEC, the RMC processor, ensured that all schools had a unique identifier in order to track the receiving shipment and allocate the correct number of collected phones to the corresponding school.

Upon closing of the Challenge on November 30, 2010, participating schools were able to arrange to have the phones picked up for processing for free.

The winning school in each participating province or territory won a cash donation. In addition, Recycle My Cell partners teamed up to provide a wireless device to the winning school to be awarded by the school to a student deemed the most deserving based on their environmental commitment and initiative.

Overall **3,854** cell phones were recovered by the 70 schools<sup>11</sup> that participated in the school challenge across the country. None of the participating schools originated within P.E.I. however CWTA feels that with added support from the IWMC future challenges will see an increased interest from local students.

#### Waste Reduction Week Promotional Activities

In order to promote<sup>12</sup> the launch of Waste Reduction Week in Canada activities, CWTA staff and members attended Waste Reduction Week launch events across the country. Organizers in P.E.I. opted against holding specific launch and Waste Reduction Week activities since it was felt that recycling behaviour was already well entrenched within the province.

Activities of other councils included:

- In Ontario the Recycling Council of Ontario (RCO) organized a breakfast with the Minister of Environment at the MTS Allstream Center Toronto

---

<sup>9</sup> See Appendix H for press releases.

<sup>10</sup> See Appendix I for samples of IWMC ads in support of Waste Reduction Week.

<sup>11</sup> See Appendix J for results.

<sup>12</sup> See Appendix K for promotional materials to support Waste Reduction Week in Canada.

where CWTA staff had a seat at the minister's table. The RMC public service announcement was unveiled during the breakfast. RMC info and a collection box was provided to collect phones.

- In addition, RCO also hosted the Waste Minimization Award Night. RMC had a seat at the minister's table. The event attracted 300 people. RMC was included in all signage, PR and given the opportunity to have an information booth.
- In Newfoundland Labrador, the Multi Materials Stewardship Board organized a launch event at Mount Pearl Senior High School with the Minister of Environment. Bernard Lord, President and CEO of CWTA, attended the event and was given an opportunity to speak.
- In Alberta the Recycling Council of Alberta launched Waste Reduction Week in the province with a screening of the Clean Bin Movie at Calgary high school and at Mount Royal University; the Recycle My Cell Challenge was officially launched by both schools as well.
- In the province of Saskatchewan Waste Reduction Week kicked-off with an Art show in Saskatoon, featuring sculptures made from recycled material. RMC was recognized at the event as the national sponsor.

The Recycle My Cell Challenge was also promoted via press releases (issued by the CWTA, Waste Reduction Week and provincial councils), the Waste Reduction Week in Canada Web site (with approximately 54,000 visits logged) and on Facebook (with approximately 12,795 hits) and via twitter.

*Participation at local trade shows and exhibitions:* CWTA piloted the use of trade shows and exhibitions to promote Recycle My Cell to consumers in two provinces in 2010. From August 20 to September 6, CWTA participated as an exhibitor at the Pacific National Exhibition (PNE) in Vancouver,<sup>13</sup> British Columbia and the Atlantic Eco-Expo in Halifax, Nova Scotia from September 17 - 19. Interest in the program shown at both events was very positive. CWTA plans to explore involvement in similar events across the country as they are an excellent opportunity for concentrated exposure in front of a targeted audience.

*Recycle My Cell branded program:* In an effort to increase the number of drop-off locations hosted by municipalities and community groups and to provide more visibility to the program the CWTA developed a generic recovery program that was not affiliated with any of the carrier's corporate programs. In June 2010 CWTA officially signed a contract with GREENTEC to manage the back end of the Recycle My Cell branded collection program. Third-party locations, such as municipal waste depots, not for profit organizations and other parties not affiliated with current RMC members, can serve as drop-off locations simply by registering with CWTA.

Once the registration is approved, locations receive all the elements that they require for phone recovery (postage paid boxes, posters and pamphlets) as well

---

<sup>13</sup> See Appendix L for Pacific National Exhibition "Green Scene" presence.

as information concerning the most frequently asked questions about our program and cell phone recycling.

The Recycle My Cell branded program currently has 61 locations, six of which are located in P.E.I. Cell phones collected through the program are accounted for in the collection totals in Section 3.1.

*Social Media:* CWTA developed a Facebook page for RMC that was used to promote the various events that RMC was part of. A plan is being developed to more effectively use Social media to engage those with an interest in environmental issues and causes.

*YouTube video:* CWTA developed a public service announcement<sup>14</sup> in both French and English to promote Recycle My Cell. This PSA has been posted to YouTube and also provided to relevant waste management contacts within each province for their information and use.

#### On-going Initiatives

*RMC Web site:* To provide on-going support to the RMC program, the CWTA maintains a Web site ([www.recyclemycell.ca/www.recyclemoncell.ca](http://www.recyclemycell.ca/www.recyclemoncell.ca)) that serves as the central hub for the program. Information about the RMC recovery program, recycling, member programs, current collection sites and steps to clear personal information is readily available to consumers via this site. This site also includes links to the mail-back options that are in place through member programs. Consumers with additional questions about the program are encouraged to contact RMC representatives via an email address that has been established for this purpose ([info@recyclemycell.ca](mailto:info@recyclemycell.ca) / [info@recyclemoncell.ca](mailto:info@recyclemoncell.ca)).

*Stakeholder Web sites:* CWTA continues to work with relevant waste management stakeholders in P.E.I. (including the Department of Environment, Energy and Forestry, IWMC and ACES) to ensure that RMC information is included on their Web sites where feasible. CWTA believes that the most effective way to ensure residents of P.E.I. are aware of the program is to have information included in areas where a resident is likely to look for it.

Recycle My Cell is being supported by Pitch-in Canada<sup>15</sup> as the cell phone recycling program that they promote to interested organizations. Recycle My Cell replaces the program that Pitch-in Canada ran until September 2010.

*Toll-free number:* Consumers without Internet access can call a toll-free number (1-888-797-1740) operated by CWTA staff to access information about RMC.

---

<sup>14</sup> See <http://www.youtube.com/user/canadianwireless#p/u/0/gNacWvxVP4E> to view PSA.

<sup>15</sup> See Appendix M for Pitch-in Canada Web page.

*Promotional materials:* Promotional materials (recovery boxes, brochures, tent cards and posters<sup>16</sup>) have been developed for use at municipal and community sites that support the Recycle My Cell recovery program, at dealer sites that do not run their own program and wherever else such materials may be required.

The bilingual brochure provides details about the RMC program, including the Web site address and toll-free number for those requiring further information. The 5"x7" bilingual tent card or 11"x17" poster (available in either English or French), identifies the municipal site or dealer site as a RMC drop-off location and includes the Web site address.

This material is updated regularly to reflect changes made to the program.

*News Canada stories:* CWTA continues to use News Canada as a valuable tool for program promotion. News Canada is a paid service that provides articles, free of charge, for use by publications and Web sites. This has shown to be an effective way of including the Recycle My Cell story in community newspapers and on Web sites that often look for content from external sources. These story pick-ups are then monitored and tracked by News Canada and that information is provided to the CWTA.

*Press releases:* CWTA develops and distributes both targeted and national press releases to coincide with activities that RMC participates in. As an example, participation at the PNE was highlighted through a targeted media release, while support of Waste Reduction Week was announced in a national release. In addition, announcements regarding the number of phones that have been recovered are issued to coincide with Earth Day.

*Television:* Recycle My Cell was featured on "Canada AM This Morning"<sup>17</sup> as part of a lengthy segment on various ways of recycling different types of electronics.

In addition, the program was also included in a segment on Breakfast TV, with follow-up information posted to their Facebook page<sup>18</sup>.

*Paid advertising:* CWTA developed and ran RMC ads in select markets, including in Charlottetown<sup>19</sup>, to coincide with Earth Day. As well other paid advertisements such as ads placement in the National Geographic Magazine of Canada and Hill Times are used to inform stakeholders and decision makers within all levels of the government of the program.

---

<sup>16</sup> See Appendix N for samples of the RMC brochure, tent card and posters.

<sup>17</sup> See <http://www.ctv.ca/CTVNews/CanadaAM/20100503/keep-it-can-it-100503/> to view the Canada AM segment.

<sup>18</sup> See Appendix O for Breakfast TV Facebook page including RMC reference.

<sup>19</sup> See Appendix P for examples of paid ads.

## **8. Donation to Charity**

A donation to participating charities is made for each device returned through the various member recycling programs. Some of the charities benefiting from proceeds include: World Wildlife Fund, Tree Canada, Food Banks Canada, Jour de la Terre Québec, Green Action Centre and the Provincial Association of Transition Houses of Saskatchewan, as well as many other local charities across the country.

In 2010, the participating recycling programs that are part of Recycle My Cell raised over \$400,000 for local and national charitable organizations.

## **9. Conclusion**

The CWTA and its members are committed to providing residents of P.E.I. with a free, convenient and accessible method to dispose of their unwanted wireless devices and accessories. With 27 return-to-retail locations operational within the province, and RMC available at 6 IWMC sites, returning a cell phone for recycling is easy.

RMC members continue to make efforts in developing strategies for greener products and minimizing the impact of their products at their end-of-life. Whether reused or recycled, phones kept out of local landfills help preserve the integrity of the environment and also help build the green economy and support the work of local and national charities.

We continue to be appreciative of the support shown by the government of P.E.I. and in the growing relationships with stakeholders within the province. The CWTA and its members look forward to many successful years of this partnership.

## Appendix A

<b>List of current drop-off locations in P.E.I.</b>			
Alberton Home Hardware	ALBERTON	PEI	C0B 1V0
Brockton Waste Watch Drop-Off Center	BROCKTON	PEI	C0B 1K0
Aliant Mobile Shop	CHARLOTTETOWN	PEI	C1A 8K3
Aliant Contact Centre	CHARLOTTETOWN	PEI	C1A 7M1
Video Pros	CHARLOTTETOWN	PEI	C1A 7K1
Wacky Wheatley's (Distribution Centre)	CHARLOTTETOWN	PEI	C1A 5P8
Wacky Wheatley's	CHARLOTTETOWN	PEI	C1A 5N9
The Rolling Phones	CHARLOTTETOWN	PEI	C1A 1H6
Rolling Phones (University Plaza)	CHARLOTTETOWN	PEI	C1A 1H6
G.B.S. Communications Inc.	CHARLOTTETOWN	PEI	C1A 4N4
G.B.S. Communications Inc.	CHARLOTTETOWN	PEI	C1E 1H6
Island Waste Management Corporation	CHARLOTTETOWN	PEI	C1E 2A1
Rogers Plus	CHARLOTTETOWN	PEI	C1E 1H6
Rogers Wireless	CHARLOTTETOWN	PEI	C1A 4K9
Dingwells Mills Waste Watch Drop-Off Center	DINGWELL MILLS	PEI	C0A 2A0
Island Video Distributors	KENSINGTON	PEI	C0B 1M0
Montague Office Supplies	MONTAGUE	PEI	C0A 1R0
Murray River Waste Watch Drop-Off Center	MURRAY RIVER	PEI	C0A 1W0
New London Waste Watch Drop-Off Center	NEW LONDON	PEI	C0B 1M0
O'Leary Home Hardware	O'LEARY	PEI	C0B 1B0
Lea-Mac/The Source by Circuit City	SOURIS	PEI	C0A 2B0
The Rolling Phones	SUMMERSIDE	PEI	C1N 4P7
Enman Audio & Video	SUMMERSIDE	PEI	C1N 4P7
Wacky Wheatley's	SUMMERSIDE	PEI	C1N 4H8
G.B.S. Communications Inc.	SUMMERSIDE	PEI	C1N 4P7
Rogers Wireless	SUMMERSIDE	PEI	C1N 4K4
East Prince Waste Management Facility	WELLINGTON CENTRE	PEI	C0B 2E0

## Appendix B

Global Electric Electronics Processing Inc. (GEEP)





# Certificate of Registration

ENVIRONMENTAL MANAGEMENT SYSTEM - ISO 14001:2004

This is to certify that:

Global Electric Electronics  
Processing Inc.  
220 John Street  
Barrie  
Ontario  
L4N 2L2  
Canada

Holds Certificate No: EMS 64785

and operates an Environmental Management System which complies with the requirements of ISO 14001:2004 for the following scope:

The environmental management system processes designed to manage the environmental risks occurring from providing a solution for the processing of electric/electronic and telecommunication equipment, which may include both reuse and/or end of life recycling. Reuse includes providing a complete asset management service from repair/refurbishment to resale. End of Life recycling, converts e-waste to commodity streams destined for use in manufacturing of new product streams.

For and on behalf of BSI:

VP Regulatory Affairs, BSI Group America Inc.

Originally Registered: 12/13/2001

Latest Issue: 12/03/2010

Expiry Date: 01/01/2014



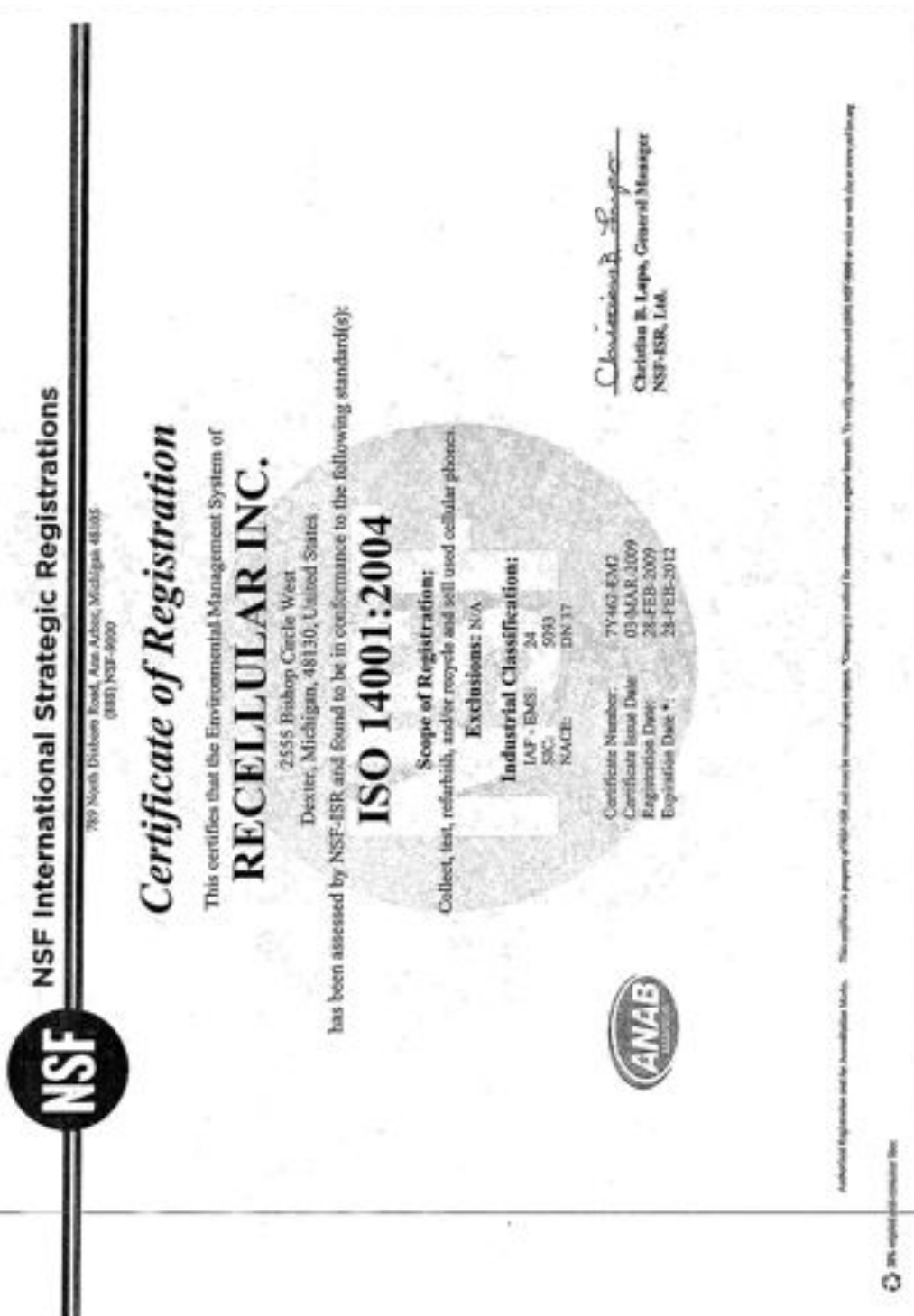
Page: 1 of 3

This certificate remains the property of BSI and shall be returned immediately upon request.  
An electronic certificate can be authenticated [online](http://www.bsigroup.com/ClientDirectory). Printed copies can be validated at [www.bsigroup.com/ClientDirectory](http://www.bsigroup.com/ClientDirectory).  
To be read in conjunction with the scope above or the attached appendix.  
American Headquarters: 12110 Sunset Hills Road, Suite 200, Reston, VA 20190, USA.





Appendix D  
ReCellular Inc.



## Appendix E

### Sims Recycling Solutions



---

For Bureau Veritas Certification North America, Inc.  
3653 N. Sam Houston Pkwy., Suite 100  
Houston, Texas, USA  
[www.certification.us.bureauveritas.com](http://www.certification.us.bureauveritas.com)



BUREAU VERITAS  
Certification



### Certification

Awarded To

## SIMS GROUP RECYCLING SOLUTIONS

CANADA LTD. 275 STEELES WEST ROAD  
BRAMPTON, ONTARIO CANADA L6T 5P3

Bureau Veritas Certification North America, Inc. certifies that the management system of the above organization has been audited and found to be in accordance with the requirements of the management system standards and scope of supply detailed below.

STANDARDS

**OHSAS 18001:2007**

SCOPE OF SUPPLY

**PROVIDES END OF LIFE ELECTRONICS RECYCLING SERVICES.**

Original Approval Date: **23 February 2010**

Subject to the continued satisfactory operation of the Organisation's Management System, this certificate will remain valid until **01 February 2012**

Further clarifications regarding the scope of this certificate and the applicability of the management system requirements may be obtained by consulting the organisation.

Certificate No: **US003011-1**  
Issue Date: **23 February 2010**

For Bureau Veritas Certification North America, Inc.  
3663 North Loop Houston Place, Houston, Texas, USA  
[www.us.bureauveritas.com/bvc](http://www.us.bureauveritas.com/bvc)



## Appendix F

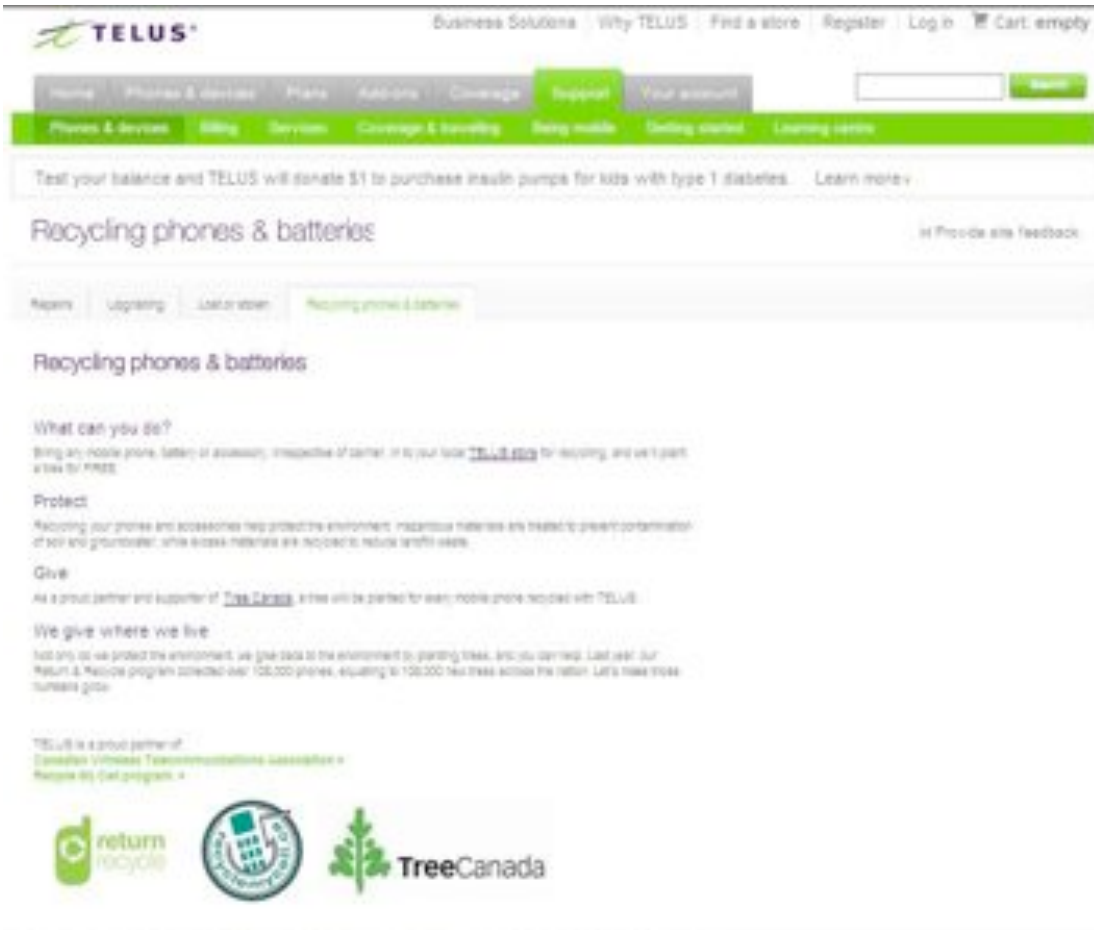
Carrier posters / tent cards and Web sites

The screenshot shows the Food Banks Canada website. At the top left is the logo with a yellow fork and spoon. Navigation links include 'About Us', 'About Our Members', 'About Our Partners', 'About Hunger in Canada', 'Get Involved', and 'Media'. The main content area features the 'phones for food' logo and a 'Recycle your cell phone for your local food bank' message. Below this are sections for 'About Phones for Food', 'E-waste in Canada', 'How Phone Recycling Works', 'Who Does the Program Help?', and 'How You Can Participate'. At the bottom, logos for Rogers, Fido, and Purolator are displayed.

The poster has a red background with a white recycling symbol at the top. The text reads: 'HELP FEED SOMEONE IN NEED', 'Recycle your used wireless device', and 'DONATE HERE'. A graphic of a mobile phone with a recycling symbol on its back is shown. A text box states: 'Devices collected will be recycled to benefit the environment and the Phones-for-Food program administered by Food Banks Canada and sponsored by Rogers. Plus you're helping to maintain a safe and healthy environment.' At the bottom, logos for 'recyclemycell.ca', 'phones for food', 'Food Banks Canada', and 'ROGERS' are included.

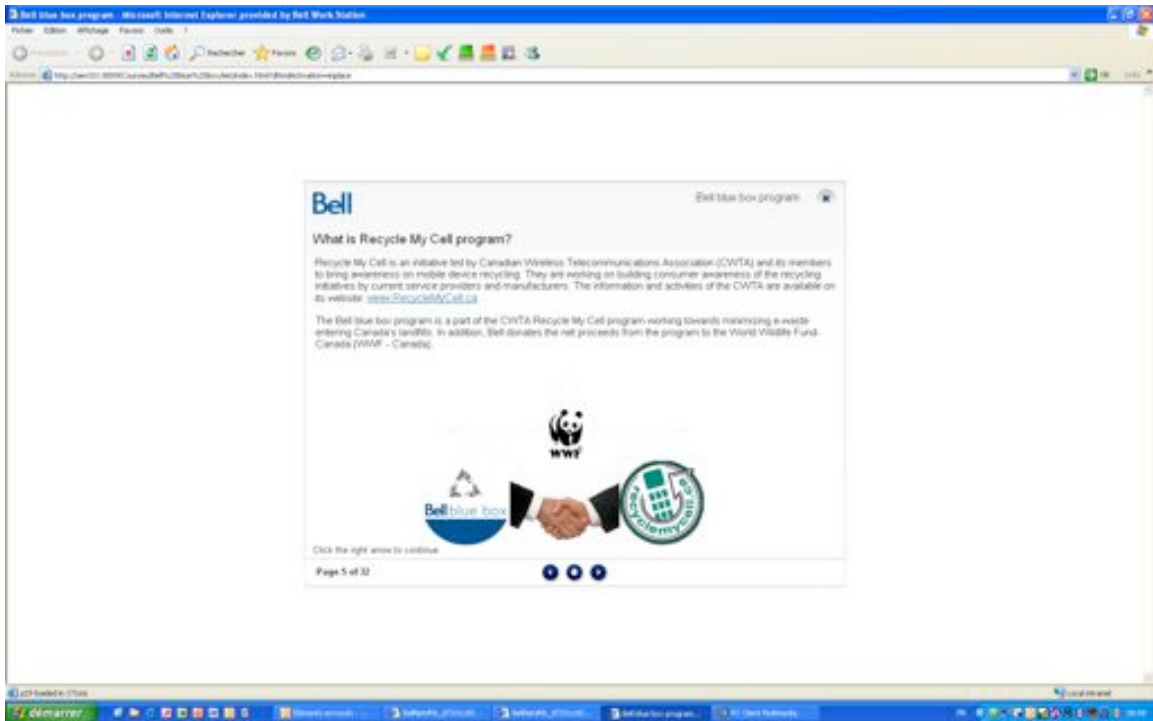
The screenshot shows the Bell website's support page. At the top, there is a navigation bar with the Bell logo, 'Shop', 'Support', and icons for 'Mobility', 'Internet', 'TV', and 'Customer service'. Below this is a search bar with the text 'Search' and a 'Search' button. A secondary navigation bar includes links for 'Smartphones, phones and Mobile Internet', 'Rate plans, features and entertainment', 'Network, coverage and travel', 'Repairs', and 'Self-serve options'. The main content area is titled 'What can I do with my old mobile phone?' and features a 'Contact us' button. On the left, there is an 'Instructions' sidebar with a list of six questions, the first of which is highlighted: '1. Can I recycle my old mobile phone through Bell?'. The main content area contains the article 'Can I recycle my old mobile phone through Bell?' with a sub-header and a paragraph of text. At the bottom of the page, there is a feedback section 'Was this article useful?' with buttons for 'Completely', 'Partly', and 'Not at all', and utility links for 'Save to My Articles', 'Save to PDF', 'Print this article', and 'Email to a friend'.





## Appendix G

### Bell On-line Module



## Appendix H

CWTA press releases for Waste Reduction Week

### **Waste Reduction Week Announces 2010 Sponsor *Recycle My Cell Joins the Call to Action***

TORONTO – September 28, 2010 – Today, Waste Reduction Week in Canada welcomed Recycle My Cell ([www.RecycleMyCell.ca](http://www.RecycleMyCell.ca)) as the official national sponsor of Waste Reduction Week 2010 (October 18-24). Recycle My Cell is a national industry initiative led by the Canadian Wireless Telecommunications Association (CWTA), along with cell phone manufacturers and service providers, to raise awareness about mobile device recycling. The goal of this free program is to keep handsets from entering Canada's landfills. And just as important, the proceeds from the recycled devices contribute to some great charities at the same time.

"Recycle My Cell and Waste Reduction Week make a great team," said Jo-Anne St. Godard, Chair of Waste Reduction Week in Canada. "We share similar values and are both working towards reducing waste for a more sustainable Canada. We are going to do some wonderful things together."

As the national sponsor, Recycle My Cell is lending support to Waste Reduction Week 2010's two key initiatives – the "Ease My Load" Campaign and the "Recycle My Cell Challenge".

Running from October 1 to November 15, 2010, "Ease My Load" will be a call to action for Canadians to reduce the amount of waste they produce. Participants will download a cut-out of Waste Reduction Week's mascot, "Atlas", and submit short videos or digital pictures of how they involve Atlas in their 3Rs activities. Waste Reduction Week will share submissions through its Youtube channel. More information can be found at [www.wrwcanada.com](http://www.wrwcanada.com).

On October 18, 2010, Waste Reduction Week in Canada will launch the Recycle My Cell Challenge, a contest for high schools and post-secondary institutions, where students can easily recycle their old wireless devices and accessories. Recycle My Cell will provide everything needed to easily set up a Recycle My Cell collection site for old and out-of-use cell phones, smartphones, wireless PDAs, accessories, pagers and cell phone batteries. Upon closing of the challenge on November 30, 2010, participating schools will be able to submit their collected phones for recycling. Participants will be showcased on our Web site, our social media pages and in local media. Schools will also have everything they need to continue their Recycle My Cell activities all year long. Recycle My Cell Challenge details will be available from the Waste Reduction Week and partner Web sites on October 4, 2010.

"Recycle My Cell is extremely proud to partner with this year's Waste Reduction Week," said CWTA President & CEO Bernard Lord. "Combining the strengths of these two national initiatives will definitely help inspire Canadians to reduce their ecological footprint."

About Waste Reduction Week in Canada – [www.wrwcanada.com](http://www.wrwcanada.com)

Waste Reduction Week (WRW) in Canada was developed in 2001 by a coalition of 13 recycling councils and sister organizations from across Canada and is delivered each October by the same group. The program's goal is to inform Canadians about the environmental and social ramifications of wasteful practices. WRW uses its "take action" messaging to empower all Canadians to adopt more environmentally-conscious choices. Waste Reduction Week provides Canadians with information and ideas to reduce waste in all facets of daily living, creating solutions to the many environmental challenges we face.

#### About Recycle My Cell

Recycle My Cell is Canada's national recycling program for mobile phones and accessories. The bilingual Web site – [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca) and [www.recyclemoncell.ca](http://www.recyclemoncell.ca) – allows consumers to simply enter their postal code to locate the 10 drop-off locations closest to them where their devices will be accepted, regardless of brand or condition. The free program is run by the Canadian Wireless Telecommunications Association (CWTA), in conjunction with cell phone carriers and handset manufacturers, who have come together to raise awareness about the importance of cell phone recycling.

-----

### **Waste Reduction Week in Canada Kicks Off *Recycle My Cell Challenge Issued to Canadian Students***

TORONTO – October 18, 2010 – Today, Waste Reduction Week in Canada (October 18-24, 2010) kicked off with the official launch of the Recycle My Cell Challenge. Canadian secondary schools and post-secondary institutions are being challenged to recycle as many old wireless devices possible, including cell phones, smartphones, wireless PDAs, pagers, accessories and cell phone batteries.

Supported by Waste Reduction Week's national sponsor – [RecycleMyCell.ca](http://RecycleMyCell.ca) – the Recycle My Cell Challenge is the cornerstone of the 2010 campaign. Running from October 18 to November 30, 2010, the Recycle My Cell Challenge is intended to raise awareness about, and engage Youth in, the recycling of wireless devices and accessories.

"The Recycle My Cell Challenge is a great opportunity for Canadian youth to further their environmental leadership skills," said Bernard Lord, President and CEO of the Canadian Wireless Telecommunications Association (CWTA). "I encourage all young people – and their families – to lend a helping hand in keeping old cell phones out of their local landfills."

Secondary schools and post-secondary institutions in each province and territory can register via <http://www.wrwcanada.com> or their provincial/territorial Waste Reduction Week partner. Recycle My Cell will provide the box needed to easily set up a Recycle My Cell collection site. Upon closing of the Challenge on November 30, 2010, participating schools will be able to arrange to have the phones picked up for processing for free. Participating schools will be doing a good thing for the environment, and could also win some cool prizes.

"Cell phone carriers and handset manufacturers are demonstrating real environmental leadership through Recycle My Cell," says Jo-Anne St. Godard, Chair of Waste Reduction Week in Canada. "The Challenge offers students an easy way for students to contribute to waste reduction. We hope it encourages them to think about other ways they can reduce their waste as well."

To coincide with this year's Waste Reduction Week, Recycle My Cell has also launched a new video Public Service Announcement ( [http://www.wrwcanada.com/recycle\\_my\\_cell](http://www.wrwcanada.com/recycle_my_cell) ) to promote just how easy it is for Canadians of all ages to recycle their wireless devices responsibly – and at no cost.

About Waste Reduction Week in Canada – <http://www.wrwcanada.com>

Waste Reduction Week (WRW) in Canada was developed in 2001 by a coalition of 13 recycling councils and sister organizations from across Canada and is delivered each October by the same group. The program's goal is to inform Canadians about the environmental and social ramifications of wasteful practices. WRW uses its "take action" messaging to empower all Canadians to adopt more environmentally-conscious choices. Waste Reduction Week provides Canadians with information and ideas to reduce waste in all facets of daily living, creating solutions to the many environmental challenges we face.

#### About Recycle My Cell

Recycle My Cell is Canada's national recycling program for mobile phones and accessories. The bilingual Web site – [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca) and [www.recyclemoncell.ca](http://www.recyclemoncell.ca) – allows consumers to simply enter their postal code to locate the 10 drop-off locations closest to them where their devices will be accepted, regardless of brand or condition. The free program is run by the Canadian Wireless Telecommunications Association (CWTA), in conjunction with cell phone carriers and handset manufacturers, who have come together to raise awareness about the importance of cell phone recycling.

-----

### ***Canadian Students Step Up to the Challenge to Recycle Thousands of Cell Phones - Winning schools announced in the Recycle My Cell Challenge***

OTTAWA – February 2, 2011 – Recycle My Cell, Canada's national recycling program for mobile phones and accessories, today announced the winning schools in the Recycle My Cell Challenge. Held in partnership with the 2010 Waste Reduction Week in Canada, Canadian secondary schools and post-secondary institutions were challenged to recycle as many old wireless devices possible, including cell phones, smartphones, wireless PDAs, pagers, accessories and cell phone batteries.

From October 18 to November 30, 2010, students from 70 schools from six provinces participated in the Recycle My Cell Challenge and collected almost 4,000 wireless devices, as well as close to 200 kilograms of batteries and other wireless accessories.

"We are thrilled with the extraordinary efforts made by the students that participated in the Recycle My Cell Challenge," said Bernard Lord, President and CEO of the Canadian Wireless Telecommunications Association. "On behalf of Canada's wireless industry, I want to commend these enthusiastic environmental leaders of tomorrow".

The school in each province that collected the most cell phones, based on student population, will receive a cash donation to support the school's green initiatives, as well as a new smartphone that the Principal will award to a student who has shown outstanding leadership in environmental protection.

The winning schools are:

Thorhild Central School, Thorhild, Alberta  
Dr. Charles Best Secondary School, Coquitlam, British Columbia  
Rankin School of the Narrows, Iona, Nova Scotia  
Danforth Collegiate and Technical Institute, Toronto, Ontario  
Sheldon-Williams Collegiate, Regina, Saskatchewan

In Newfoundland and Labrador, where the Recycle My Cell Challenge was also extended to elementary schools in partnership with the Multi Materials Stewardship Board, two schools have been named winners:

Immaculate Heart of Mary School (First Place), Corner Brook  
St. Gerard's School (Second Place), Corner Brook

The Recycle My Cell Challenge was made possible by the generous support of the Recycle My Cell Partners: Bell, GEEP Inc., GREENTEC, LG Electronics, Motorola, MTS, Nokia, ReCellular, Inc., Research In Motion, Rogers Communications Inc., Samsung, SaskTel, Sims Recycling Solutions, Sony Ericsson, TBayTel, TELUS, Videotron, Virgin Mobile Canada, and WIND Mobile.

**About Recycle My Cell**

Recycle My Cell is Canada's national recycling program for mobile phones and accessories. The bilingual Web site – [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca) and [www.recyclemoncell.ca](http://www.recyclemoncell.ca) – allows consumers to simply enter their postal code to locate the 10 drop-off locations closest to them where their devices will be accepted, regardless of brand or condition. The free program is run by the Canadian Wireless Telecommunications Association (CWTA), in conjunction with cell phone carriers and handset manufacturers, who have come together to raise awareness about the importance of cell phone recycling.

## Appendix I

### IWMC Waste Reduction Week Ads

Enough to use in  
The Annual Contest

## WASTE WATCH UPDATE

### Waste Reduction Week

## October 18-24, 2010

Over "Atlas", Waste Reduction Week's mascot for thousands of years, Atlas has been happy to shoulder the burdens of the earth, but the amount of waste we produce makes his job even harder. On PW we practice waste reduction every day by our participation in the Waste Watch Program. However, from October 1 to November 11, Canadians are asked to do their part to help ease Atlas' load. It is easy!



### Ease My Load Contest

Here's an opportunity to allow your creative juices to flow. Waste Reduction Week (WRW) is calling on all Canadians to create waste reduction-themed videos and photos that involve Atlas and submit them to their website [www.waste-watch.com/ease\\_my\\_load](http://www.waste-watch.com/ease_my_load). Your efforts will be showcased on their YouTube channel, website, Facebook and Twitter pages. Don't worry, they don't need to be Hollywood productions. Use your cellphones, digital cameras or other devices you might have.

When the campaign closes on November 11th, all submissions will be reviewed. On November 30th, the winners will be announced and promoted through both traditional and new media. Stay tuned to the Waste Reduction Week website.

### Recycle My Cell

Recycle My Cell (RMC) invites RecycleMyCell.ca users participating cell phone recycling programs together, making it easier for you to determine how and where you can dispose of your used wireless devices.

By using Recycle My Cell, you'll be able to find a drop-off location in your area that will accept your device - cell phones, smartphones, cordless PDAs, tablets and paper - regardless of brand or condition. And if you can't come to one of our locations, we'll gladly accept your device through the mail. It's that easy.

My recycle! Keeping your cell phone out of the landfill helps the environment and supports some great causes. A small effort on your part makes a big difference.

### Attention Junior and High School teachers & students ...

A "Recycle My Cell" contest will be announced shortly for Junior High and High Schools across Canada to help collect cell phones for recycling. See RMC's website for more details.

For additional information: Visit our Website at [www.wwmc.ca](http://www.wwmc.ca)  
 Phone: Customer Service Centre (Toll Free) 1-888-286-8111  
 or Email our Info Line at [info@wwmc.ca](mailto:info@wwmc.ca)

**ISLAND WASTE MANAGEMENT CORPORATION**

Enough to use in  
The Annual Contest

## WASTE WATCH UPDATE

### Waste Reduction Week

## October 18-24, 2010

Over "Atlas", Waste Reduction Week's mascot for thousands of years, Atlas has been happy to shoulder the burdens of the earth, but the amount of waste we produce makes his job even harder. On PW we practice waste reduction every day by our participation in the Waste Watch Program. However, from October 1 to November 11, Canadians are asked to do their part to help ease Atlas' load. It is easy!



### Ease My Load Contest

Here's an opportunity to allow your creative juices to flow. Waste Reduction Week (WRW) is calling on all Canadians to create waste reduction-themed videos and photos that involve Atlas and submit them to their website [www.waste-watch.com/ease\\_my\\_load](http://www.waste-watch.com/ease_my_load). Your efforts will be showcased on their YouTube channel, website, Facebook and Twitter pages. Don't worry, they don't need to be Hollywood productions. Use your cellphones, digital cameras or other devices you might have.

When the campaign closes on November 11th, all submissions will be reviewed. On November 30th, the winners will be announced and promoted through both traditional and new media. Stay tuned to the Waste Reduction Week website.

### Recycle My Cell

### Attention Junior and High School teachers & students ...

A "Recycle My Cell" contest will be announced shortly for Junior High and High Schools across Canada to help collect cell phones for recycling. See RMC's website for more details.



For additional information: Visit our Website at [www.wwmc.ca](http://www.wwmc.ca)  
 Phone: Customer Service Centre (Toll Free) 1-888-286-8111  
 or Email our Info Line at [info@wwmc.ca](mailto:info@wwmc.ca)

**ISLAND WASTE MANAGEMENT CORPORATION**

# BULLETIN WASTE WATCH



en  
collaboration  
avec  
**La Voix  
acadienne**

Semaine de réduction des déchets

Du 18 au 24 octobre 2010

Voici « Atlas », la mascotte de la Semaine de réduction des déchets. Pendant des années, Atlas était heureux de porter sur ses épaules les fardeaux de la terre, mais la quantité de déchets que nous produisons rend sa tâche encore plus difficile. À l'Î.-P.-É., nous pratiquons la réduction des déchets chaque jour grâce à notre participation à Waste Watch. Cependant, du 1er octobre au 15 novembre, on demande à tous les Canadiens et les Canadiennes de faire leur part pour aider à réduire la charge d'Atlas. C'est facile!



www.wwcanada.com

Concours réduisez ma charge

Voici une occasion de faire déborder votre créativité. La Semaine de réduction des déchets lance un appel à tous les Canadiens et toutes les Canadiennes pour leur demander de créer des vidéos et des photos au thème de la réduction des déchets et dans lesquels figure Atlas. Ils devront être soumis à l'adresse [www.wwcanada.com/ease\\_my\\_load](http://www.wwcanada.com/ease_my_load) <[http://www.wwcanada.com/ease\\_my\\_load](http://www.wwcanada.com/ease_my_load)> [anglais]. Vos soumissions figureront sur leur station YouTube, sur le site Web, sur Facebook et sur Twitter. Ne vous inquiétez pas, elles n'ont pas besoin d'être des productions de qualité hollywoodienne. Utilisez vos téléphones cellulaires, vos caméras numériques, ou tout autre appareil en votre possession. Veuillez également envoyer un exemplaire de votre soumission à [info@iwmc.pe.ca](mailto:info@iwmc.pe.ca) <<mailto:info@iwmc.pe.ca>> qui sera utilisé dans des initiatives locales de l'Île qui célèbrent les initiatives de réduction des déchets.

Lorsque la campagne prendra fin le 15 novembre, toutes les soumissions seront examinées. Le 30 novembre, les soumissions préférées seront annoncées et promues dans les médias traditionnels et nouveaux. Consultez le site Web de la Semaine de la réduction des déchets pour en savoir davantage.

Concours recycle mon cell

Les renseignements pour les élèves des écoles intermédiaires et secondaires seront bientôt affichés.



Pour de plus amples renseignements, veuillez communiquer avec le service à la clientèle sans frais au **1-888-280-8111**  
[info@iwmc.pe.ca](mailto:info@iwmc.pe.ca) • [www.iwmc.pe.ca](http://www.iwmc.pe.ca)

## Appendix J

Results for Recycle My Cell Challenge

	Participated	Cell (units)	Battery (kg)	Accessory (kg)
Alberta	5	143	3.5	2.27
British Columbia	6	194	7.4	12.47
Newfoundland	52	3,365	93.7	48.35
Nova Scotia	3	34	0.9	2.54
Ontario	3	107	2.4	7.71
Saskatchewan	1	11	0.3	0.09
<b>TOTAL</b>	<b>70</b>	<b>3854</b>	<b>108.1</b>	<b>73.43</b>

## Appendix K

Samples from Waste Reduction Week in Canada

Web site support

**WASTE REDUCTION WEEK**

Home about us events register resources media contact ease my load recycle my cell

### WELCOME TO WASTE REDUCTION WEEK

#### Waste Reduction Week in Canada Kicks Off

Recycle My Cell Challenge Issued to Canadian Students

**OTTAWA – October 15, 2010 – Today,** Waste Reduction Week in Canada officially kicked off with the official launch of the Recycle My Cell Challenge. (Detailed academic, schools and postsecondary institutions are being challenged to reduce as many electronic devices possible, including cell phones, smartphones, wireless PDAs, pagers, accessories and cell phone batteries.

Sponsored by Waste Reduction Week's national sponsor – [BellCanada](#) – the Recycle My Cell Challenge is the cornerstone of the 2010 campaign. [BellCanada](#).

#### Waste Reduction Week in Canada Launches "Ease My Load" Campaign

A Call to Canadians to Reduce Their Waste

**OTTAWA – October 15, 2010 – Today,** Waste Reduction Week in Canada officially launched the Ease My Load campaign ([www.easemyload.ca](#)). Running from October 15 to November 15, Ease My Load is a public engagement effort reducing waste. Recycle My Cell's "Ease My Load" using social media. Ease My Load encourages Canadians to take action to reduce waste and share their experiences.

"For thousands of years, trees have been used to enrich the texture of the earth, but the amount of waste we produce means the job hasn't been done. It's time to take action. One of Waste Reduction Week in Canada, this year is asking all Canadians to do their part to help ease trees' load." [David Scott](#).

#### Waste Reduction Week Announces 2010 Sponsor

Recycle My Cell Joins the Call to Action

**OTTAWA – September 28, 2010 – Today,** Waste Reduction Week in Canada welcomed Recycle My Cell ([www.RecycleMyCell.ca](#)) as the official national sponsor of Waste Reduction Week 2010 (October 15-24). Recycle My Cell is a national industry initiative led by the Canadian Wireless Telecommunications Association (CWTA), along with cell phone manufacturers and service providers, to raise awareness about mobile device recycling. The goal of this fee program is to keep hardware from ending Canada's landfills, and just as important, the proceeds from the recycled devices contribute to some great charities at the same time. [BellCanada](#).

You can help us spread the word by using [Facebook](#), [Twitter](#) and [YouTube](#)

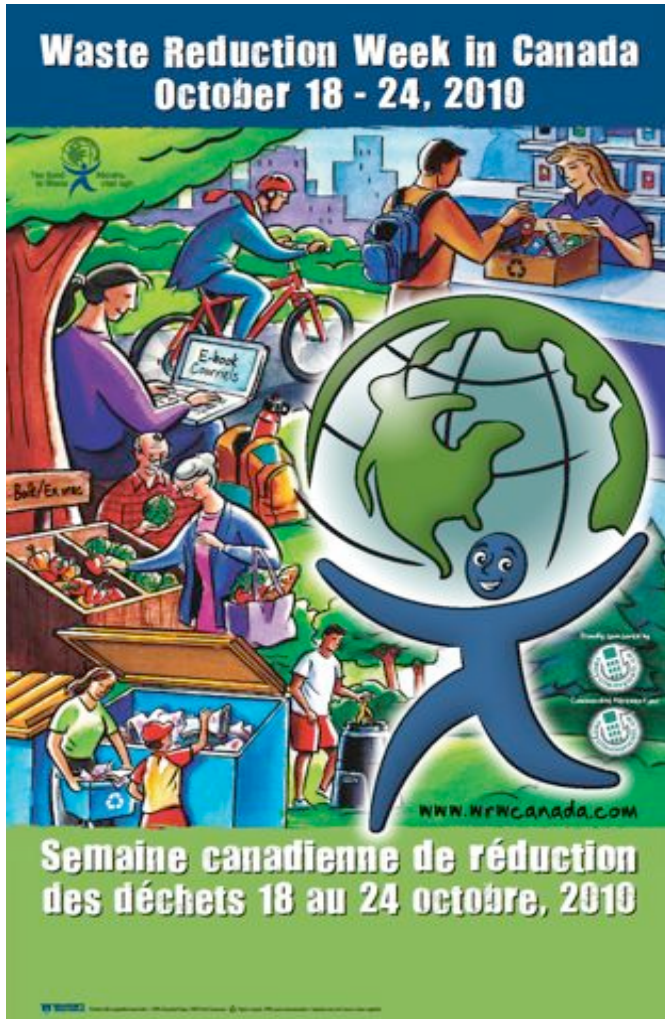
Waste Reduction Week in Canada proudly acknowledges the generous support of the Recycle My Cell National cell phone recycling program. Visit [www.BellCanadaCell.ca](#) for more information.

Download the 2010 Waste Reduction Week Poster

Waste Reduction Week Resources

Learn More About Us | Facebook | YouTube | Contact Us

National poster

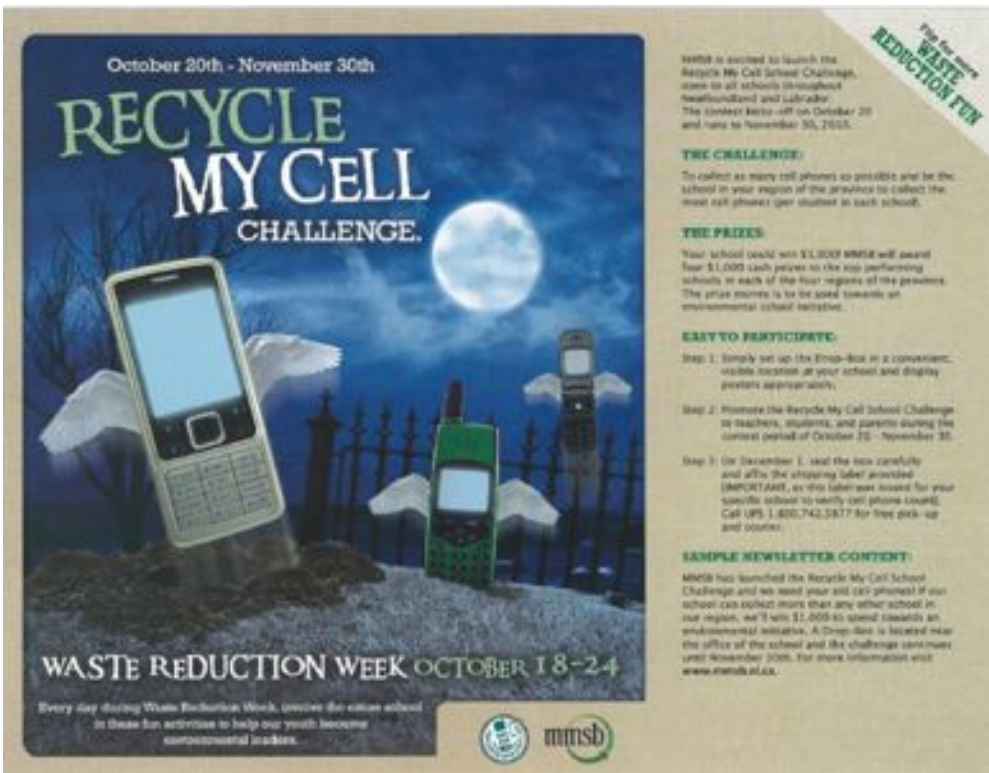


Banner Ad



Waste Reduction Week in Newfoundland

Flyer sent to schools in province



Launch of Recycle My Cell Challenge in Newfoundland



Pictured: Hon. Charlene Johnson, Minister of Environment and Conservation with Bernard Lord, President & CEO, CWTA.

Web site support



Press Releases

Environment and Conservation  
October 19, 2010

### ***Province launches Recycle My Cell School Challenge***

The Honourable Charlene Johnson, Minister of Environment and Conservation and Leigh Puddester, Chair and CEO of the Multi-Materials Stewardship Board (MMSB) joined Bernard Lord, President and CEO of the Canadian Wireless Telecommunications Association (CWTA) and School Principal Sheldon Barry, to launch an MMSB Waste Reduction Week campaign titled Recycle My Cell School Challenge today at Mount Pearl Senior High.

"We are very pleased to see the people of the province recycling their old cell phones and helping to keep toxic waste out of our landfills," said Minister Johnson. "Our government and the MMSB are eager to see these numbers increase for 2010, and we are excited about the launch of the Recycle My Cell School Challenge. We encourage all schools throughout the province to participate."

The Recycle My Cell School Challenge is open to all grade schools throughout Newfoundland and Labrador and will run from October 20 through to November 30, 2010. All schools have been provided with cell phone drop-boxes and the challenge is to collect as many cell phones as possible. The MMSB will award \$1,000 to the top performing school in each of four regions of the province. To ensure a level playing field, totals will be tallied based on the number of students per school. The prize money will be used toward environmental school initiatives.

The Recycle My Cell program was officially launched in Newfoundland and Labrador on July 28 of last year and a total of 4,161 old cell phones were collected as of the end of December 2009.

“The launch of the MMSB sponsored Recycle My Cell School Challenge today is a testament to Newfoundland and Labrador’s commitment to waste reduction,” remarked Bernard Lord, CWTA’s President and CEO. “On behalf of the industry, I extend our appreciation to the Government of Newfoundland and Labrador and the MMSB for recognizing the wireless industry’s commitment to the environment as well.”

Leigh Puddester said the MMSB is confident they’ll see big results. “The youth of our province are already environmental champions, and by adding a little competition to the mix, we anticipate a very successful program.”

“On behalf of the students of Mount Pearl Senior High, I accept the challenge,” said Sheldon Barry. “We are definitely a green school and our students love a challenge, so we’re raring to go.”

The MMSB is a provincial Crown agency of the Government of Newfoundland and Labrador. The MMSB supports modern waste management practices in the province with a particular focus on waste diversion, recycling, and public education, in order to ensure a clean and healthy environment throughout Newfoundland and Labrador.

Recycle My Cell ([www.recyclemycell.ca](http://www.recyclemycell.ca)) is run by the Canadian Wireless Telecommunications Association (CWTA), in conjunction with cell phone carriers and handset manufacturers, who have come together to raise awareness about the importance of cell phone recycling. The goal of this program is to keep handsets from entering Canada’s landfills. And just as important, the proceeds from the recycled devices contribute to some great charities at the same time.

-----  
Environment and Conservation  
February 2, 2011

### ***Newfoundland and Labrador Schools Dominate National Recycle My Cell Challenge***

Schools in Newfoundland and Labrador out-performed schools across the country during a national Recycle My Cell School Challenge, with Immaculate Heart of Mary School in Corner Brook taking top honours and another Corner Brook school, St. Gerard’s Elementary, placing second. The Recycle My Cell School Challenge was launched at Mount Pearl Senior High this past October as part of the Multi-Materials Stewardship Board’s (MMSB) Waste Reduction Week campaign.

“I extend sincere congratulations to the 52 schools throughout Newfoundland and Labrador that participated in the Recycle My Cell School Challenge,” said the Honourable Ross Wiseman, Minister of Environment and Conservation. “More than 3,300 cellphones were collected for recycling by schools in this province, representing almost 90 per cent of the national total. We are so very proud to have dominated this effort to recycle old cell phones and help keep waste out of our landfills.”

The MMSB, in partnership with the Canadian Wireless Telecommunications Association (CWTA), sponsored the Recycle My Cell School Challenge, which was open to all K-12 schools in the province and ran from October 20 to November 30. The challenge was to collect as many cellphones as possible, calculated as a percentage of phones per student per school. The CWTA

offered national prizes of a Samsung Reclaim phone with a one-year complimentary plan, compliments of Bell Mobility, plus \$500 for both first and second place rankings.

The MMSB boosted the incentive for schools in Newfoundland and Labrador by offering four \$1,000 cash prizes to reward top-performing schools in each of the four regions of the province.

“I’d like to thank and congratulate Mealy Mountain Collegiate in Happy Valley-Goose Bay, Immaculate Heart of Mary in Corner Brook, Long Island Academy in Beaumont and St. Anne’s School in South East Bight, and let them know that their \$1,000 cheques are in the mail,” said Leigh Puddester, Chair and Chief Executive Officer (CEO) of the MMSB. “The prize money will be used toward school initiatives with an environmental focus.”

“The youth of our province are already environmental champions, so it’s certainly not surprising to see such a fantastic response,” said Minister Wiseman. “The schools throughout Newfoundland and Labrador play a very big part in helping us reduce and recycle waste. With 96 per cent of the materials in an average cellphone being recyclable, these cellphones will now be dismantled and the materials used to produce new mobile devices and a variety of other items.”

The Recycle My Cell program is run by the CWTA, in conjunction with cellphone carriers and handset manufacturers, who have come together to raise awareness about the importance of cellphone recycling. The goal of this program is to keep handsets from entering Canada’s landfills. The proceeds from the recycled devices contribute to various charities.

For more information on the program, visit [www.recyclemycell.ca](http://www.recyclemycell.ca).

The MMSB is a Crown agency of the Government of Newfoundland and Labrador. MMSB supports modern waste management practices in the province with a particular focus on waste diversion and recycling in order to ensure a clean and healthy environment throughout Newfoundland and Labrador.

## Appendix L

Tradeshows and Exhibits

Pacific National Exhibition “Green Scene” – Vancouver, British Columbia



Press Release

### ***“Recycle My Cell” Comes to the Pacific National Exhibition Cell phone recycling made easy.... And free!***

VANCOUVER – August 23, 2010 – Recycle My Cell – Canada’s free cell phone recycling program – is pleased to announce its participation in the Green Scene sustainable attraction at the Pacific National Exhibition (PNE) from August 21 to September 6, 2010. Visitors to the Recycle My Cell tent will discover just how simple it is for British Columbians to find out how and where to dispose of their used cell phones, smartphones, pagers, wireless air cards, batteries, chargers, headsets and other accessories. Better still, why not bring your old wireless devices with you to the PNE and deposit them in the recycling bin on site at the Green Scene.

The Web-based Recycle My Cell program – found at [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca) – allows consumers to simply enter their postal code to locate the 10 drop-off locations closest to them where their devices will be accepted, regardless of brand or condition. The number of drop-off locations across Canada has grown to more than 3,700, with more than 550 locations in British Columbia alone. If someone can’t visit one of these drop-off locations in person, the Web site also provides printable postage-paid labels to use for mailing these devices, making recycling a wireless device hassle-free and at no cost to the consumer.

Recycle My Cell is run by the Canadian Wireless Telecommunications Association (CWTA), in conjunction with cell phone carriers and handset manufacturers who have come together to raise awareness about the importance of cell phone recycling. The goal of this program is to keep handsets from entering Canada’s landfills. And just as important, the proceeds from the recycled devices contribute to some great charities at the same time.

“The success of Recycle My Cell demonstrates that thinking green doesn’t have to be complicated, and the results can have a major impact on protecting the environment and enriching our communities,” said CWTA President & CEO Bernard Lord. “The program is truly a win-win-win formula for consumers, charitable organizations and, of course, our environment.”

Visitors to the Web site will also find some e-waste facts and figures, including links to provincial e-waste management sites. There is also a downloadable brochure and a series of frequently asked questions, as well as information about how consumers can clear their device of all personal data before they drop it off at a recycling site. Site visitors with any additional questions can contact a representative by e-mail at [info@recyclemycell.ca](mailto:info@recyclemycell.ca), or call the toll-free support number at 1-888-797-1740.

Quick Facts:

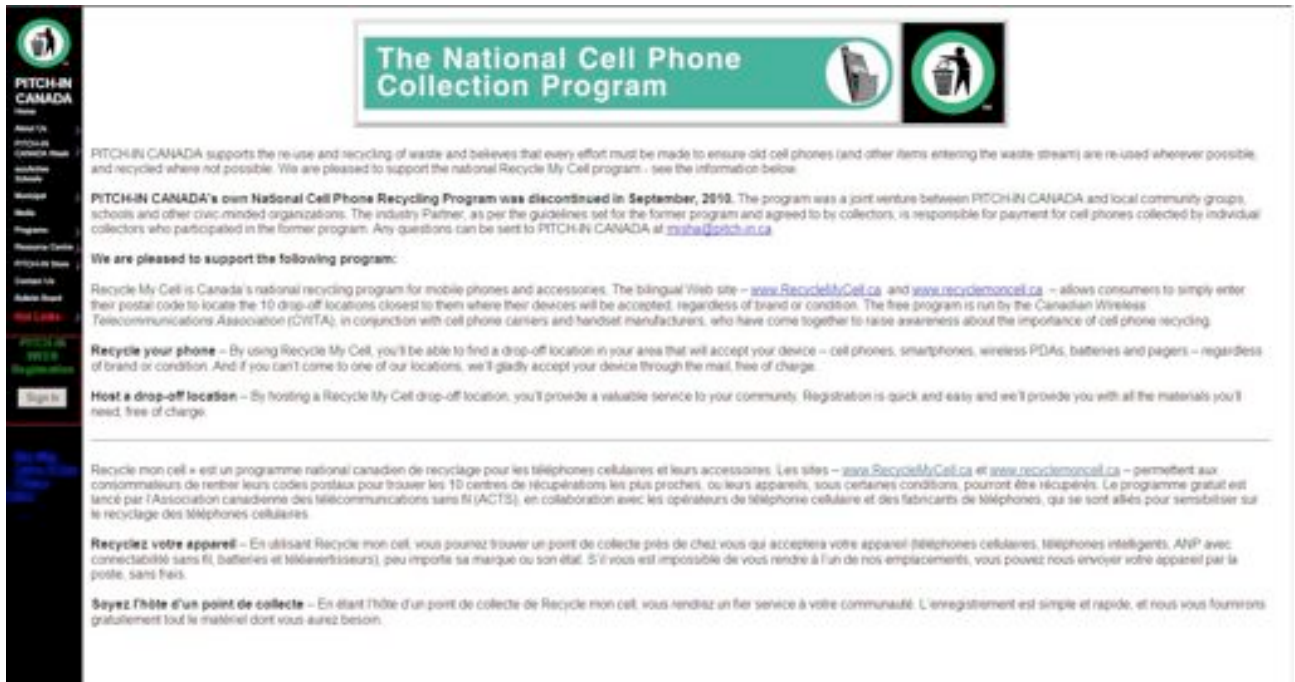
- Just since 2006, Canadian wireless companies have collected more than one million wireless devices through various recycling initiatives.
- RecycleMyCell.ca has had 31,000 site visitors since launch.
- A recent survey found that the majority of Canadians keep their old phones in storage. When asked, two-thirds of Canadians with an old phone in storage said they would be willing to recycle it.
- There are more than 23 million cell phone subscribers in Canada.
- Approximately 96 per cent of the materials in an average mobile device are recyclable.
- All of the recyclers involved in the Recycle My Cell are ISO certified or certified under Electronic Product Stewardship Canada’s Recycling Vendor Qualification Program, so they all have environmental management systems in place that guarantee accountability and knowledge of the environmental impacts associated with recycling.

Canadian Wireless Telecommunications Association (CWTA)

CWTA is the authority on wireless issues, developments and trends in Canada. It represents cellular, PCS, messaging, mobile radio, fixed wireless and mobile satellite carriers as well as companies that develop and produce products and services for the industry. ([www.cwta.ca](http://www.cwta.ca))

## Appendix M

Recycle My Cell on Pitch-In Canada's Web site.



**PITCH-IN CANADA**

**The National Cell Phone Collection Program**

PITCH-IN CANADA supports the re-use and recycling of waste and believes that every effort must be made to ensure old cell phones (and other items entering the waste stream) are re-used wherever possible, and recycled where not possible. We are pleased to support the national Recycle My Cell program - see the information below.

PITCH-IN CANADA's own National Cell Phone Recycling Program was discontinued in September, 2009. The program was a joint venture between PITCH-IN CANADA and local community groups, schools and other civic-minded organizations. The industry Partner, as per the guidelines set for the former program and agreed to by collectors, is responsible for payment for cell phones collected by individual collectors who participated in the former program. Any questions can be sent to PITCH-IN CANADA at [info@pitchin.ca](mailto:info@pitchin.ca)

**We are pleased to support the following program:**

**Recycle My Cell** is Canada's national recycling program for mobile phones and accessories. The bilingual Web site - [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca) and [www.recyclemoncell.ca](http://www.recyclemoncell.ca) - allows consumers to simply enter their postal code to locate the 10 drop-off locations closest to them where their devices will be accepted, regardless of brand or condition. The free program is run by the Canadian Wireless Telecommunications Association (CWTA), in conjunction with cell phone carriers and handset manufacturers, who have come together to raise awareness about the importance of cell phone recycling.

**Recycle your phone** - By using Recycle My Cell, you'll be able to find a drop-off location in your area that will accept your device - cell phones, smartphones, wireless PDAs, batteries and pagers - regardless of brand or condition. And if you can't come to one of our locations, we'll gladly accept your device through the mail, free of charge.

**Host a drop-off location** - By hosting a Recycle My Cell drop-off location, you'll provide a valuable service to your community. Registration is quick and easy and we'll provide you with all the materials you'll need, free of charge.

**Recycle mon cell** est un programme national canadien de recyclage pour les téléphones cellulaires et leurs accessoires. Les sites - [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca) et [www.recyclemoncell.ca](http://www.recyclemoncell.ca) - permettent aux consommateurs de rentrer leurs codes postaux pour trouver les 10 centres de récupérations les plus proches, ou leurs appareils, sous certaines conditions, pourront être récupérés. Le programme gratuit est lancé par l'Association canadienne des télécommunications sans fil (ACTS), en collaboration avec les opérateurs de téléphone cellulaire et des fabricants de téléphones, qui se sont allés pour sensibiliser sur le recyclage des téléphones cellulaires.

**Recyclez votre appareil** - En utilisant Recycle mon cell, vous pourrez trouver un point de collecte près de chez vous qui acceptera votre appareil (téléphones cellulaires, téléphones intelligents, ANP avec connectivité sans fil, batteries et téléviseurs), peu importe sa marque ou son état. S'il vous est impossible de vous rendre à l'un de nos emplacements, vous pouvez nous envoyer votre appareil par la poste, sans frais.

**Soyez l'hôte d'un point de collecte** - En étant l'hôte d'un point de collecte de Recycle mon cell, vous rendez un fier service à votre communauté. L'enregistrement est simple et rapide, et nous vous fournirons gratuitement tout le matériel dont vous aurez besoin.

## Appendix N

### Sample of RMC Promotional Materials

#### Brochure



**WHY RECYCLE?**

Keeping your cell phone out of the local landfill helps the environment and supports some great causes – and it's free. A small effort on your part can make a big difference.

**Recycle My Cell** is a national program which links all participating recycling programs, making it easier for all consumers to know where and how to dispose of their used wireless devices.

By entering your postal code at [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca), you'll find the 10 nearest locations where you can drop off your device – cell phones, smartphones, batteries, pagers and accessories – regardless of brand or condition.

**What Can I Do?**

**Recycle your phone.** – Simply drop off your phone at the nearest drop-off location provided to you via [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca). Can't come to us? Print off a pre-paid mailing label and mail your device to us, free of charge. Be sure that all personal information is erased from your device before you recycle it. The Cell Phone Data Eraser available free of charge at [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca) will explain what you have to do for your specific phone model.

**Bank or drop-off program.** – By having a **Recycle My Cell** drop-off location, you'll provide a valuable service to your community. Registration is quick and easy and we'll provide you with all the materials you'll need, free of charge.

**What Happens to the Cell Phone?**

Phones and accessories are sent to certified processing facilities located in Canada, where they are separated based on whether or not they can be refurbished or reused. Phones that meet specific functionality criteria are refurbished and then can be resold. Phones that do not meet these criteria are broken down into their component parts – circuit boards, plastics and batteries – and sent to approved processors where they are recycled responsibly. Whether reused or recycled, your old phone stays out of the landfill!

**Recycle My Cell** is a national industry initiative organized by the Canadian Wireless Telecommunications Association (Cwta).

Cwta is the authority on wireless issues, developments and trends in Canada. It represents cellular, PCS, messaging, mobile radio, fixed wireless and mobile satellite service providers as well as companies that develop and produce products and services for the industry.

**Recycle My Cell partners include:**

Bell	Samsung
DEEP Inc.	SaskTel
GREENTEC	Sony Recycling Solutions
Motorola	Sony Ericsson
MTS	Telus
Nokia	TELUS
ReCellular, Inc.	Videotron
Research In Motion	Virgin Mobile Canada
Rogers	Wind Mobile
Communications Inc.	

Contact one of our program representatives today:  
[info@RecycleMyCell.ca](mailto:info@RecycleMyCell.ca) or 1-888-767-1765

**www.RecycleMyCell.ca**

**Printed on 100% post-consumer recycled paper.**

#### Tent Card



**www.RecycleMyCell.ca**

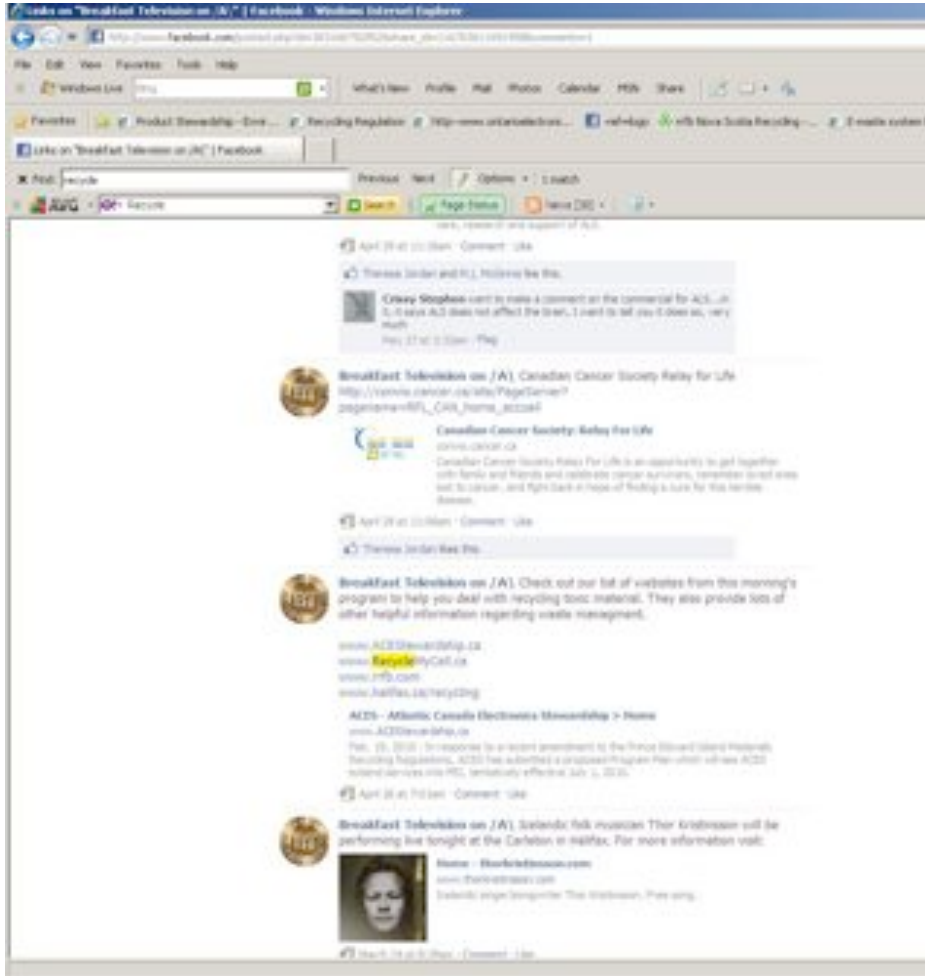
**Printed on 100% post-consumer recycled paper.**

Poster



## Appendix O

### Breakfast TV



## Appendix P

Paid advertisement

Earth Day

**Giving something back  
has never been easier.  
Better still, it's free.**



**Canada's Recycling Program for  
Mobile Devices and Accessories**

Thinking green doesn't have to be complicated. And the rewards are having a major impact on protecting the environment and enriching our communities.

Return an old cell phone today. Proceeds support numerous local and national charitable organizations.

**[www.RecycleMyCell.ca](http://www.RecycleMyCell.ca)**



National Geographic in Canada Magazine

**Canada's Recycling Program for  
Mobile Devices and Accessories**

Thinking green doesn't have to be complicated.  
And the rewards are having a major impact on protecting  
the environment and enriching our communities.

**Return an old cell phone today.**

Proceeds support numerous local and national charitable organizations.

[www.RecycleMyCell.ca](http://www.RecycleMyCell.ca)

The advertisement features a circular logo with a green mobile phone icon and a recycling symbol, surrounded by the text 'recyclemycell.ca'. Below the text, there is a row of images showing various mobile devices and accessories, including a flip phone, a smartphone, a laptop, and a camera.