



***Recycle My Cell - Recycle mon cell***

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

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

January 19, 2010

## Table of Contents

|  |    |
|--|----|
| 1. Introduction .....                                    | 1  |
| 1.1 Executive Summary .....                              | 1  |
| 1.2 Background .....                                     | 2  |
| 2. Program Overview .....                                | 4  |
| 2.1 Brand Owners Participating in the Program .....      | 4  |
| 2.1.1 Brand Owner Induction .....                        | 6  |
| 2.2 Recyclers Participating in the Program .....         | 7  |
| 2.3 Contact Information for the Program .....            | 7  |
| 2.4 Program Compliance .....                             | 7  |
| 2.4.1 Dispute Resolution .....                           | 8  |
| 2.5 Responsibilities of Industry Steward .....           | 9  |
| 2.6 Program Principles .....                             | 9  |
| 2.7 Program Period .....                                 | 9  |
| 2.8 Products Included in the Program .....               | 10 |
| 2.9 Fees .....   | 10 |
| 2.10 Return Collection Facilities .....                  | 11 |
| 2.10.1 Locations .....                                   | 11 |
| 2.10.2 Operating Hours .....                             | 13 |
| 2.10.3 Mail-Back Option .....                            | 13 |
| 2.11 Methods of Recycling and Reusing .....              | 13 |
| 2.11.1 Flow of Collected Materials .....                 | 13 |
| 2.11.2 Recycling Methods Used .....                      | 14 |
| 2.11.3 Options for Unwanted Mobile Devices .....         | 15 |
| 2.11.4 Partnerships .....                                | 15 |
| 2.12 Designing for the Environment .....                 | 18 |
| 2.12.1 Improving Product Life Cycle Management .....     | 18 |
| 2.12.2 Pollution Prevention Hierarchy .....              | 19 |
| 2.13 Consumer Education and Public Awareness .....       | 20 |
| 2.13.1 CWTA Initiatives .....                            | 20 |
| 2.13.2 Corporate Initiatives .....                       | 23 |
| 2.13.3 Cooperation with Other Stewardship Programs ..... | 23 |
| 2.14 Agreements with Municipalities .....                | 23 |
| 2.15 Annual Reporting .....                              | 24 |
| 2.15.1 Targets .....                                     | 24 |
| 2.15.2 Reports .....                                     | 27 |
| 2.16 Consultation .....                                  | 28 |
| 3. Conclusion .....                                      | 28 |
| Appendix A, Individual Program Details .....             | 29 |
| A.1 Bell – Blue Box .....                                | 31 |
| A.2 Motorola – Mobile Devices Takeback Program .....     | 31 |
| A.3 MTS .....  | 32 |
| A.4 Rogers Communications Inc. – Phones for Food .....   | 32 |
| A.5 SaskTel – Phones for a Fresh Start .....             | 33 |
| A.6 TBayTel .....  | 33 |

|   |    |
|---|----|
| A.7 TELUS – Return & Recycle .....                    | 33 |
| A.8 Videotron – Allo la Terre .....                   | 34 |
| Appendix B, Non-Affiliated Third-Party Programs ..... | 35 |
| Appendix C, Drop-off Locations .....                  | 36 |
| Appendix D, Example Promotional Materials .....       | 47 |
| D.1 Media Coverage .....                              | 47 |
| D.2 Advertising Material .....                        | 50 |
| D.4 Corporate Recycling Webpages .....                | 58 |
| Appendix E, Certifications Descriptions .....         | 63 |
| E.1 ISO 9001 .....                                    | 64 |
| E.2 ISO 14001 .....                                   | 64 |

## **1. Introduction**

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

As a voluntary program, Recycle My Cell aims to meet the expectations of Alberta Environment, as well as recycling regulations in place across Canada. The operations and objectives of the program are fully consistent with the principles elaborated in Alberta's *Environmental Protection and Enhancement Act, Designated Material Recycling and Management Regulations* and *Electronics Designation Regulations*; Specific to Alberta, the program will operate under the terms of the proposed agreement with Alberta Environment.

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

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

### **1.1 Executive Summary**

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

Recycle My Cell, which already operates voluntarily, will officially launch in Alberta upon approval and will continue indefinitely. It will be carried out without charge to consumers as long as it is economically viable to do so. To date, the program has received regulatory approval from the provinces of Nova Scotia (October 2008) and British Columbia (November 2009). Recycle My Cell has also been formally recognized by the provinces of Prince Edward Island and New Brunswick (March 2009), Manitoba (April 2009), Newfoundland and Labrador (July 2009), and Saskatchewan (November 2009) as the official cell phone stewardship program within the province.

The program accepts mobile devices that were primarily designed to connect to cellular or paging networks, regardless of brand, model, origin or age. The devices include:

cellular phones, wireless smartphones, cellular PDAs, pagers, and aircards, as well as certain accessories.

There are currently more than 434 drop-off locations in 73 communities across the province of Alberta. Most Albertans live near one of these locations. As an additional benefit to consumers, a variety of postage-paid mail-back options that accept any cellular phone are in place.

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

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

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

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

CWTA fully supports the concept of Multiple Program Management with respect to cooperative and complementary recycling programs for end-of-life cell phones and related products in Alberta. CWTA looks forward to coordinating and cooperating with other program managers, as appropriate, in areas such as promotion and consumer awareness.

## **1.2 Background**

In November 2009 CWTA commissioned a *Harris/Decima* study on cellular phone recycling in Canada. Over 4,000 Canadians 18 years and older, with a minimum of 400 for each province, were contacted to participate in this telephone survey.

The survey found that among Canadians who have previously owned a cellular phone, 11% recycled their last phone, 24% gave it away or sold it, and 6% threw their old

cellular phone out. Not surprisingly, 39% of Canadians simply store their old cellular phones. When asked why they store their old cellular phones, 26% indicated they did not know what else to do with it; 16% were keeping it as a backup to an existing phone; and 10% were keeping it for a future need. On average, Canadians typically store their old cellular phones for 15 months.

The survey also found that 66% of Canadians who are currently storing an old cell phone would be willing to recycle it or return it to a cell provider. Only 21% said they would not recycle or return it, and 13% didn't know whether or not they would. Willingness to recycle is fairly consistent across all provinces.

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

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

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

Recycle My Cell currently operates as an approved stewardship program in Nova Scotia, Prince Edward Island, New Brunswick, Newfoundland and Labrador, and Manitoba, and operates in all other provinces on a voluntary basis. It received regulatory approval from the province of Nova Scotia in October 2008 and was officially launched in Halifax on January 20, 2009.

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

In addition, Canada's wireless carriers all partner with recyclers to promote refurbishment whereby reusable mobile devices are repaired and resold to consumers

in other markets, thus diverting devices from landfill and giving them a useable second life.

Based on surveys, experience in other jurisdictions and anecdotal input, the industry exceeds any provincial expectations for waste diversion and is a leader in reusing and recycling. In 2006, 2007 and 2008, members of CWTA collected 187,824, 341,724 and 360,167 wireless units respectively. Specific to Alberta it is estimated that members of CWTA's recycling program have collected: **19,383** wireless devices in 2006; **35,984** wireless devices in 2007; and **37,926** wireless devices in 2008.

## 2. Program Overview

### 2.1 Brand Owners Participating in the Program

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

#### *Bell (Including Solo Mobile)*

Daniel Gagné  
Director, Corporate Responsibility & Environment  
*Bell Canada*

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

#### *Motorola*

Matt Norton  
Dir. EHS Product and Business  
*Motorola*

Tel: (847) 576-0313  
E-mail: [matt.norton@motorola.com](mailto:matt.norton@motorola.com)

Otto Geiger  
Manager, Global Business Operations  
*Motorola*

Tel: (954) 723-8140  
E-mail: [Otto.Geiger@motorola.com](mailto:Otto.Geiger@motorola.com)

#### *MTS*

Fred Riddle  
Manager Environment Programs  
*MTS Allstream*

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

*Nokia*

Ed Butler  
Environmental Affairs – Markets  
*Nokia, Inc.*

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

*Research In Motion*

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

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

*Rogers Communications Inc.*

(Including *Rogers Wireless* and *FIDO*)

Barry Krugel  
Director Operations, Device Management  
*Rogers Wireless Partnership*

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

*Samsung*

Jennifer Groh  
Corporate Communications Manager  
*Samsung Electronics Canada Inc.*

Tel: (905) 817-6487  
E-mail: j.groh@samsung.com

*SaskTel*

Jodi Smith  
Manager, Community Relations  
*SaskTel*

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

*Sony Ericsson*

*Steven G. Coston*  
Technical Manager, Regulatory Project Office  
*Sony Ericsson Mobile Communications*

Tel: (919) 536-5727  
E-mail: [steve.coston@sonyericsson.com](mailto:steve.coston@sonyericsson.com)

*TBayTel*

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*Videotron*

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*Virgin Mobile Canada*

Edin Mesic  
Director, Supply Chain  
*Virgin Mobile Canada*

Tel: (416) 607-8605  
E-mail: [edin.mesic@virginmobile.ca](mailto:edin.mesic@virginmobile.ca)

### **2.1.1 Brand Owner Induction**

Although Recycle My Cell is supported by the aforementioned brand owners, the program will accommodate all other mobile device brand owners, CWTA member or not, under appropriate terms and conditions. As such, CWTA will continue to use telephone and email campaigns to reach out to members of the Association, non-member brand owners and recyclers to encourage participation in this program and

ensure an understanding of relevant regulations and the brand owners' resulting obligations. Brand owners may also contact the Recycling Manager at CWTA to get information on joining the program.

## **2.2 Recyclers Participating in the Program**

Brand owners participating in the program use several third-party companies to disassemble products and recycle components.

The main contacts for third-party companies that are also CWTA members are indicated below:

### *ReCellular, Inc.*

Brandi Farwig  
Environmental Specialist

Tel: (734) 205-2217  
E-mail: bfarwig@recellular.com

### *GREENTEC*

Tony Perrotta  
President

Tel: (519) 624-3300, Ext. 223  
E-mail: tperrotta@greentec.com

## **2.3 Contact Information for the Program**

Oversight of and responsibility for this program belongs to:

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

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

## **2.4 Program Compliance**

CWTA is a wireless industry association that is led by a Board of Directors which is composed entirely of industry representatives. The Recycling Committee, created by the CWTA Board and comprised of carriers and handset manufacturers, was tasked with creating a national industry-wide umbrella recycling program. Costs associated

with the administration and operation of this program are internal to the CWTA's operating budget and/or absorbed by participating brand owners. Due to the nature of the workings of the Association and its role to represent the wireless industry on a number of common issues, formal contracts will not be drafted between CWTA and its participating members. CWTA is the collective voice of our members and we have operated successfully in this manner on many previous projects.

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

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

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

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

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

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

#### **2.4.1 Dispute Resolution**

Each brand owner is represented at the CWTA Recycling Committee. The CWTA Recycling Committee will provide guidance or make decisions on issues that are escalated to the Committee.

When the CWTA Recycling Committee is asked to provide its guidance or decision on unresolved issues, the Committee will use a consensus-based decision making model in its decision making process. Relevant information will be gathered and provided to

the Committee to facilitate the discussions concerning the issue to be resolved. If the dispute cannot be resolved at the Committee level, the matter will be taken forward to the CWTA Board of Directors for resolution.

## **2.5 Responsibilities of Industry Steward**

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

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

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

## **2.6 Program Principles**

Consistent with the principles set out in Alberta's legislative and regulatory framework for electronic recycling, CWTA proposes a stewardship program which will:

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

## **2.7 Program Period**

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

## **2.8 Products Included in the Program**

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

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

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

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

## **2.9 Fees**

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

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

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

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

CWTA notes that Alberta Resource Management Authority (ARMA) has proposed a \$0.50 point-of-sale fee for every cell phone sold in Alberta. These fees would obviously make cell phones more expensive in Alberta than in other provinces, a situation that may result in certain advertised offers and promotions being unavailable to Albertans. But more to the point, CWTA notes that point-of-sale or other fees are simply not necessary to offset the cost of recovery and recycling of cell phones: these activities are an undeniably profitable venture unto themselves for countless charities and third-party organizations. Moreover, and as noted in previous correspondence with the Ministry of Environment, CWTA is unable to comment on the appropriateness of ARMA's proposed fees, as ARMA has not made known its methodology, targets or other calculations from which it derives its proposed fee.

## **2.10 Return Collection Facilities**

### **2.10.1 Locations**

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

There are currently more than 434 drop-off locations in 73 communities across the province of Alberta. The Recycle My Cell network of collection sites is continually evolving and expanding as more retailers and brand owners join the program, and as companies introduce new retail stores and dealerships into the marketplace. Further, any municipal location, charity organization or corporate or private initiative that wishes to act as a collection site will be able to join the program as a collector.

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

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

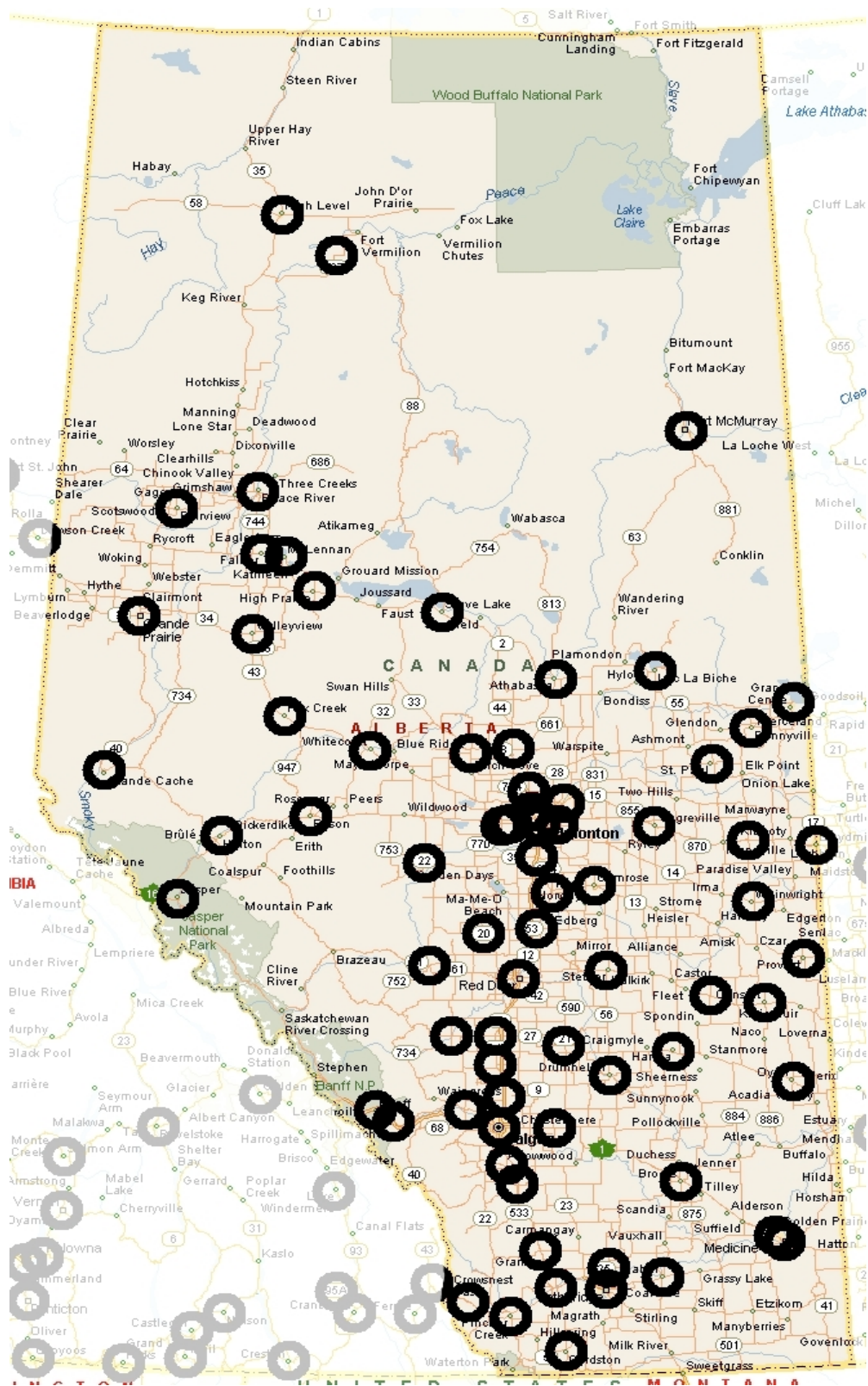


Figure 1 Drop-off location distribution map

Through the numerous collection facilities across the province, consumers have access to an extensive province-wide network to recycle end-of-life mobile devices and accessories. Most Alberta citizens live near a collection point, as shown in *Figure 1* and identified in *Appendix C*.

### 2.10.2 Operating Hours

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

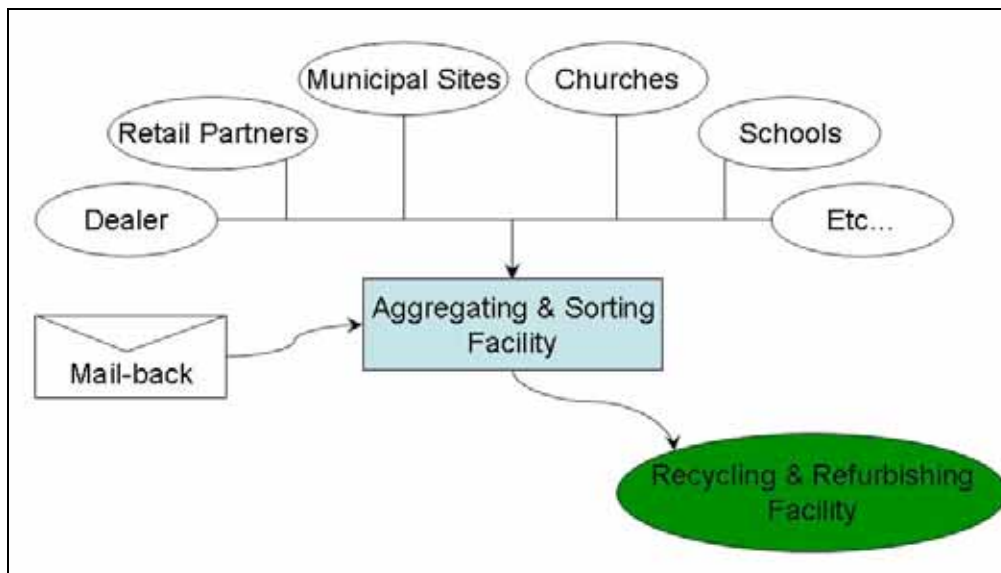
### 2.10.3 Mail-Back Option

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

## 2.11 Methods of Recycling and Reusing

### 2.11.1 Flow of Collected Materials

Designated containers, located at each collection site, are stored until full and then shipped by courier to an aggregating and sorting facility. These aggregating and sorting facilities are located within the facilities of the processors and recyclers referenced in this plan, or in facilities of approved third-parties associated with these processors and recyclers. Here, the devices are sorted as described in Section 2.11.2 and then shipped to a recycling and refurbishing facility. This process is detailed in *Figure 2*.



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

### 2.11.2 Recycling Methods Used

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

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

#### *Accessories:*

- Chargers
- Headsets

#### *Batteries:*

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

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

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

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

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

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

### **2.11.3 Options for Unwanted Mobile Devices**

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

After receipt of used products from program members, designated recyclers test each item for power, cracks, chips, functionality, etc. 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 recyclers' requirements for resale are reintroduced into the market. Product recyclers take it upon themselves to advertise the qualified products and sell them at discounted rates. It is important to note that while there is a well established market for refurbished phones in developing countries, only those phones that meet defined criteria are shipped for reuse; phones at their end-of-life are sent downstream to approved partners in developed OECD countries for recycling.

### **2.11.4 Partnerships**

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

#### ***FCM Recycling***

*Lavaltrie, Québec, Canada*

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 a government approved organization – Electronics Product Stewardship Canada (EPSC). 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 (RVQP) 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 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.

***Global Electric Electronic Processing Inc.***

*Barrie, Ontario, Canada*

*"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>1</sup> and ISO 14001<sup>2</sup> certified. The processing method (refurbishment, resale or destruction) is determined by the client and the destruction of all proprietary products is documented. Hazardous waste separation, registration and regulatory compliance is also documented and environmental, health and safety policies and emergency response and fire prevention plans are also in place. GEEP is fully insured, including its environmental policies, and has a stated corporate objective of a zero landfill contribution. GEEP is a division company of the *Barrie Metals* group of companies, with locations in Canada, the United States of America and Asia. It has one of the largest, most comprehensive, state-of-the-art processing facilities of e-waste globally.

***GREENTEC***

*Cambridge, Ontario, Canada*

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

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<sup>1</sup> See *Appendix E* for description of ISO standard 14001

<sup>2</sup> See *Appendix E* for description of ISO standard 9001

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.

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

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

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

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

***ReCellular, Inc.***

Ann Arbor, Michigan, USA<sup>3</sup>

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

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<sup>3</sup> Although ReCellular's corporate headquarters are located in Ann Arbor, Michigan, ReCellular utilizes Canadian processing facilities including Sims Recycling Solutions located in Brampton, Ontario.

material with little to no impact on the environment. No e-waste goes to landfills or incinerators directly or through intermediaries. No electronic scrap is shipped to "underdeveloped countries". ReCellular's certified recycling partners are likewise prohibited from sending e-waste to any country not belonging to the *European Union* or the *Organization of Economic Cooperation and Development* (OECD), as directed by the *Basel Convention*.

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

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

## **2.12 Designing for the Environment**

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

### **2.12.1 Improving Product Life Cycle Management**

Our handset manufacturers have already made a number of efforts to eliminate or to reduce the environmental impacts of a product throughout its life cycle:

- Nokia is promoting "green features" into as many of its mobiles as possible. Such features include a light sensor that detects natural light and thus allows the phone to save energy. In addition, most Nokia phones now beep when fully charged to alert the owner to detach the charger from the wall socket.
- Motorola's Renew mobile phone is made with 25% post-consumer plastic from recycled water bottles which helps eliminate plastic from landfills. The use of recycled plastic takes twenty per cent less energy to produce than conventional plastics while continuing to deliver uncompromised mechanical performance. The phone housing is 100% recyclable. A prepaid shipping envelope is also included for buyers to send in their old mobile phone for recycling.

- Sony Ericsson developed the GreenHeart phone as part of a concept design study to address impacts at every stage of their products' life-cycle. The GreenHeart phone features bio-plastic housing and a recycled plastic keypad; its phone charger uses 3.5mW of standby power. The GreenHeart phone, while not commercially available in its concept form, will influence the Sony Ericsson product line going forward.
- Samsung Electronics Canada has launched the Samsung Reclaim<sup>(TM)</sup>, designed with environmentally-responsible components, a bio-plastic casing and fully recyclable packaging. Made from 80 per cent recyclable materials, Samsung Reclaim offers environmentally conscious consumers a perfect blend of responsibility.

### 2.12.2 Pollution Prevention Hierarchy

Our handset manufacturers and recyclers continue to find ways to reduce the environmental impacts of their products.

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

In addition, our recyclers employ policies and processes to ensure that where possible reusable devices are re-introduced into the market. When reuse is not possible, products are recycled using approved methods:

- **Reuse** – Recyclers inspect and test handsets to certify them for reuse. This process includes removing any asset tags and all traces of personal and corporate information. Where a device is certified for reuse it is released for resale.
- **Recycle** – Handsets not suitable for reuse are either disassembled for harvesting spare parts or ground down for the recovery of precious metals. The secure destruction and recycling process make plastics and metal recovery possible. Approximately 96% of a mobile device's weight is recyclable. All scrap material is sent to approved downstream processors which are audited for environmental health and safety compliance, and to ensure that no e-scrap materials are sent to landfill or to developing countries.
- **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.

Further information concerning the reporting of these items is included in Section 2.12.1.

## **2.13 Consumer Education and Public Awareness**

Once Recycle My Cell is formally approved in Alberta, CWTA will undertake consumer education and public awareness initiatives to ensure consumers are fully informed of the industry's recycling initiatives. As part of the consumer awareness plan the CWTA commits to hosting a media launch within weeks of approval. CWTA will formally extend an invitation to the Minister of Environment, senior officials, community partners and CWTA members to participate in the launch event. CWTA will support the launch event through a comprehensive media buy. To support the ongoing Recycle My Cell program, the CWTA also commits to make customers aware of their options for reusing and recycling their mobile devices.

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

Recycle My Cell will also be promoted via the Recycling Council of Alberta.

### **2.13.1 CWTA Initiatives**

Recycle My Cell was officially launched in Nova Scotia on January 20, 2009. Nova Scotia was the first province to officially designate the CWTA's program as its cell phone recycling stewardship program. In April 2009 Prince Edward Island and New Brunswick officially recognized Recycle My Cell as the cell phone recycling stewardship program within their provinces, Manitoba followed in May and Newfoundland and Labrador in July.

Upon formal approval, CWTA will begin planning a media launch event in Alberta, similar to that held in other provinces, to officially launch the Recycle My Cell program. The President and CEO of CWTA, along with high-profile brand owners and members of Alberta Environment will be invited to attend in order to emphasize the industry's and province's commitment to e-waste diversion. Press releases and advertisements will be planned to supplement the media launch event.

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

Current screen shots of [www.recyclemycell.ca](http://www.recyclemycell.ca) are shown in *Figure 3* and *Figure 4*.

Promotional materials (brochure and tent cards) were also developed for use at municipal sites, dealer sites that do not run their own program and wherever else such materials may be required. The bilingual brochure provides details about the Recycle My Cell program, including the Web site address and toll-free number for those

requiring further information. The 5"x7" bilingual tent card identifies the municipal site or dealer site as a Recycle My Cell drop-off location and includes the Web site address.

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

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



Figure 3 Overview page for recyclemycell.ca

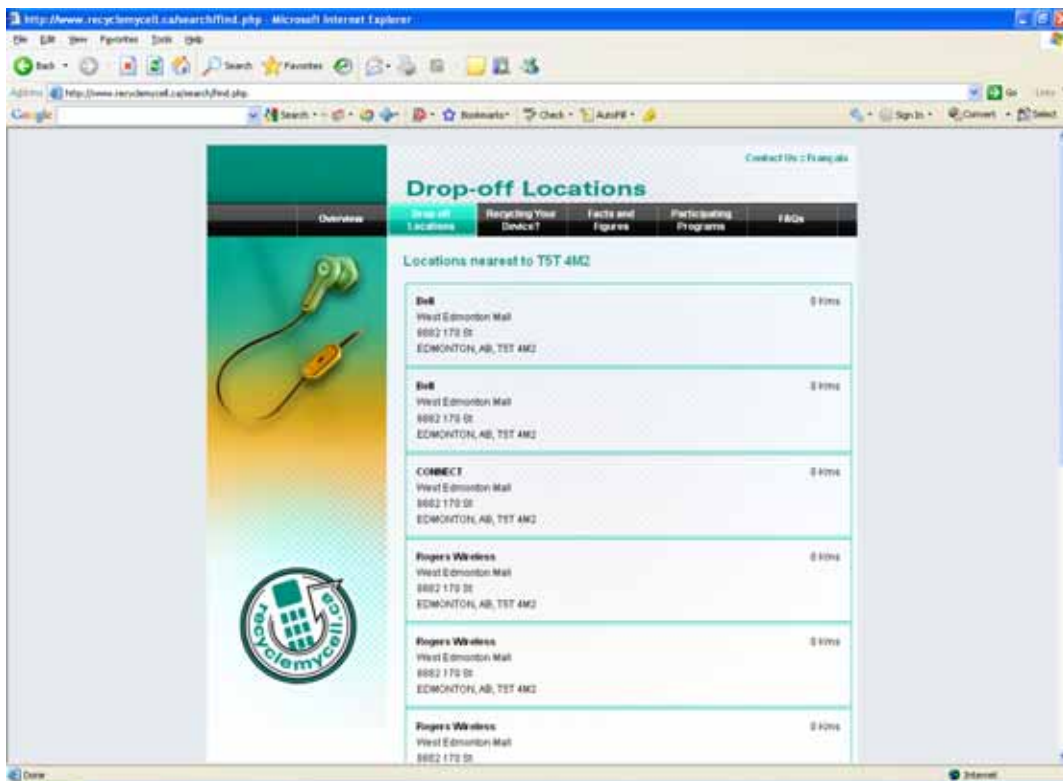


Figure 4 Search results page for nearest drop-off locations.

### **2.13.2 Corporate Initiatives**

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

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

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

The operators of each program under the Recycle My Cell umbrella have committed to ensuring that staff at all dealer locations will be well versed in the CWTA program and that signage will be present and placed in visible and accessible locations. In addition, many of the corporate recycling programs developed new in-store promotional material to accompany the official Recycle My Cell launch in Nova Scotia. These materials have now been distributed to collection sites across Canada. Examples of corporate promotional materials are included in *Appendix D*.

### **2.13.3 Cooperation with Other Stewardship Programs**

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

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

CWTA fully supports the concept of Multiple Program Management with respect to cooperative and complementary recycling programs for end-of-life cell phones and related products in Alberta. CWTA looks forward to coordinating and cooperating with other program managers, as appropriate, in areas such as promotion and consumer awareness.

### **2.14 Agreements with Municipalities**

As per the arrangement in other provinces, municipalities in Alberta that wished to join the RMC network in order to collect cell phones and related wireless devices at existing

depots, or at other municipal facilities (e.g. libraries, hockey rinks, town halls etc) would be free to do so. Upon notification, CWTA will add these locations to its database of drop-off locations, and ensure that drop-off boxes and supporting material are supplied to the location in question. Devices collected through these drop-off locations would be included in RMC's annual report to the Province. These locations would not be compensated for acting as drop-off locations, as RMC does not compensate any of its participating drop-off locations.

At the same time, municipal depots that wished to collect cell phones and related devices, and then sell the collected material directly to a processor, would be free to do so, but would be responsible for meeting all related regulatory requirements outside of the RMC network.

## 2.15 Annual Reporting

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

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

Based on surveys, experience in other jurisdictions and anecdotal input, the industry exceeds any provincial expectations for waste diversion and is a leader in reuse and recycling. In 2006, 2007 and 2008, members of CWTA collected 187,824, 341,724 and 360,167 wireless units respectively. Specific to Alberta it is estimated that members of CWTA's recycling program have collected: **19,383** wireless devices in 2006; **35,984** wireless devices in 2007; and **37,926** wireless devices in 2008.

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

### 2.15.1 Targets

- Awareness
  - Indicator: Percentage of population aware of the program.
  - Method to evaluate: Annual survey to gauge consumer awareness and propensity to participate in a mobile device recycling program.

CWTA has conducted national and Alberta-specific consumer studies to determine the baseline level of awareness for cell phone recycling programs.

Based on the December 2009 national Harris/Decima survey, 46% of Canadians are aware of recycling programs.

Based on the responses provided to these surveys, the vast majority of the general public would use a cell phone recycling program if one were introduced in their area.

Target: Increase awareness of cell phone recycling nationally to 60% by September 2010 and to 80% by 2015.

It is important to note:

- Increasing the awareness rate amongst those already owning or intending to own a cell phone will more readily translate into an increase in usage of cell phone recycling programs.
- An increase in awareness of recycling programs may not translate into an increase in phones collected by Recycle My Cell, especially given the number of alternate programs (charity, retailer, etc.) that exist within the province.

- Indicator: Number of visitors to the recyclemycell.ca web site.
- Method to evaluate: Tracking of number of visitors to the recyclemycell.ca Web site.

- Product Collection

- Indicator: Absolute collection.
- Method to evaluate: Devices collected on an aggregate regional and/or provincial basis.

In 2008, it is estimated that **37,926** of the devices collected by participating brand owners nationally were collected in Alberta

Recycle My Cell is the first program of its kind in Canada. While the target set for increasing the national awareness level of cell phone recycling programs may lend itself to a similar increase in the total number of devices collected the CWTA cannot establish a meaningful target for product collection at this point.

It is important to note:

- Given the number of competing recycling programs an increase in collection may not be witnessed entirely by Recycle My Cell or its participating members.

- Participation and accessibility

- Indicator: Accessibility of drop-off locations measured by the population within a certain proximity to drop-off location, or by the average travel distance to a drop-off depot.
- Method to evaluate: Map to highlight the number of drop-off locations.

At the time of plan submission, there are 434 established drop-off locations in 73 communities in Alberta. The number of drop-off locations correlates to the number of corporate retail locations in the province. Where there is the ability to use a cellular phone there is a retailer and therefore a means to recycle it. The drop-off locations are included in the recyclemycell.ca database; residents are able to search this database on the basis of postal code to find the 10 locations nearest them. Through the numerous collection facilities across the province, consumers have access to an extensive province-wide network to recycle unwanted mobile devices and accessories. The vast majority of Albertans, more than 80%, live within 15 km of a collection point. In addition, where no retailer exists, consumers have access to 4 different pre-paid mail back options accessible through recyclemycell.ca. In addition to the mail-back option the CWTA will consider adding municipal locations, charity organizations, corporate or private locations that wish to act as a collection site will be able to join the program as a collector.

The CWTA will continue to maintain the list of drop-off locations and mail-back options on the recyclemycell.ca Web site in order to facilitate the recycling of mobile devices.

The CWTA commits to establishing participation and accessibility targets after the program has been operational in Alberta for one year.

It is important to note:

- In areas where new service providers are entering the market, or in areas where the provision of cellular network coverage is extended, there may be a growth of new retail locations, and therefore potentially an increased number of drop-off locations. This is not expected to be a sustained year over year growth.
- Retailers are located where wireless coverage exists and people are able to use cellular phones.

- Post-collection management

- Indicator: Post-collection fate of material.
- Method to evaluate: Figures provided from recyclers concerning the allocation of product that was reused, recycled, recovered as energy and land-filled as defined in the pollution prevention hierarchy.

The CWTA commits to working toward the establishment of a baseline for future targets after the program has been operational in Alberta for one year.

- Quality of service

- Indicator: Target community and program partner satisfaction.

- Method to evaluate: Annual survey to gauge consumer awareness and satisfaction as well as the propensity to participate in a mobile device recycling program.

Target: 100% customer satisfaction with the Recycle My Cell program.

- Indicator: number and nature of complaints.
- Method to evaluate: Keeping logs of calls to toll-free number as well as keeping track of emails sent to info@recyclemycell.ca to determine the number of and nature of complaints received, as well as the number that are resolved/unresolved.

The number and nature of calls to the consumer toll-free number and written inquiries will be tracked.

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

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

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

### **2.15.2 Reports**

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

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

Qualitative information will be provided through consumer surveys conducted via telephone. Consumer surveys will allow for comparative evaluation of the program from year one and beyond. CWTA has conducted a baseline survey which establishes the current level of awareness for cellular phone recycling within Alberta; this will allow for comparative evaluation of the program from year one and beyond. It is the intent of CWTA to conduct similar surveys annually to determine the effectiveness of the program and ensure that attempts at increased consumer awareness are successful.

The performance indicators listed in Section 2.15.1 will also be reported in order to better evaluate the program's success.

## **2.16 Consultation**

The CWTA intends to consult with relevant stakeholders in the development of its plan.

## **3. Conclusion**

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

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

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

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

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

## Appendix A, Individual Program Details

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

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

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

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

Based on surveys, experience in other jurisdictions and anecdotal input, the industry exceeds any provincial expectations for waste diversion and is a leader in reuse and recycling. In 2006, 2007 and 2008, members of CWTA collected 187,824, 341,724 and 360,167 wireless units respectively. Specific to Alberta it is estimated that members of CWTA's recycling program have collected: **19,383** wireless devices in 2006; **35,984** wireless devices in 2007; and **37,926** wireless devices in 2008.

**Table 1** Program specifics for member initiatives

|  | <b>Mobile Devices Recycled</b>                      | <b>Donation Method</b>  | <b>Back-End Recycler</b>                          | <b>Devices Accepted</b>  | <b>Charitable Contributions</b>  |
|--|---|---|---|--|--|
| Bell:<br>Blue Box                            | 77,743 mobile devices recycled in 2008              | Accepted at any Aliant or Bell store or any authorized Mobility dealer<br><br>Mail-back label available on website                  | ReCellular  | All mobile devices as defined by this program from any manufacturer or carrier | \$1 donated to WWF-Canada to help fight climate change for every mobile device   |
| Motorola:<br>Mobile Devices Takeback Program | 8,198 mobile devices recycled in 2008               | Mail-back label available on website  | Global Electric Electronic Processing Inc. (GEEP) | All mobile devices as defined by this program from any manufacturer or carrier | N/A  |
| MTS  | 6,600 mobile devices recycled in 2008               | Accepted at any MTS Connect store or MTS dealers  | GREENTEC  | All mobile devices as defined by this program from any manufacturer or carrier | Proceeds from returned devices are donated to Resource Conservation Manitoba   |
| Rogers:<br>Phones for Food                   | 146,111 mobile devices recycled in 2008             | Accepted at participating Phones for Food locations and through postage paid mail-back bag included with purchase of Rogers devices | ReCellular  | All mobile devices as defined by this program from any manufacturer or carrier | Funds raised are donated to local food banks   |
| SaskTel:<br>Phones for a Fresh Start         | Approximately 3,900 mobile devices recycled in 2008 | Accepted at any SaskTel store or participating dealer locations   | ReCellular  | All mobile devices as defined by this program from any manufacturer or carrier | Funds raised will be used to purchase pre-paid phone cards to donate to the Provincial Association of Transition Houses and Services of Saskatchewan (PATHS).                  |
| TBayTel                                      | Approximately 970 mobile devices recycled in 2008   | Accepted at the Victoriaville Civic Centre or Canada Games Complex or participating TBayTel Mobility locations                      | The Wireless Source                               | All mobile devices as defined by this program from any manufacturer or carrier | Funds raised are used by P.R.O. Kids to fund community-based recreational activities for kids in need  |
| Telus:<br>Return & Recycle                   | 86,645 mobile devices recycled in 2008              | Accepted at any TELUS Mobility store or participating dealer location   | Global Electric Electronic Processing Inc. (GEEP) | All mobile devices as defined by this program from any manufacturer or carrier | Through Tree Canada, a tree is planted for every device collected  |
| Videotron - Allo la Terre                    | 30,000 mobile devices recycled in 2008              | Accepted at any Le SuperClub Vidéotron stores, Videotron stores and counters, or Archambault stores in Quebec                       | FCM Recycling                                     | All mobile devices as defined by this program from any manufacturer or carrier | All profits from the sale and recycling of the phones go to support Earth Day Québec's green belt projects, which help preserve biodiversity by reconnecting natural habitats. |

## **A.1 Bell – Blue Box**

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

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

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

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

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

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

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

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

## **A.2 Motorola – Mobile Devices Takeback Program**

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

### **A.3 MTS**

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

In 2005, MTS kicked off a provincial recycling program for mobile devices. Under the new program, used mobile devices and accessories dropped off in specially-marked bins at any Manitoba *MTS Connect* store and *MTS* dealer were recycled through GREENTEC with all proceeds donated directly to Mike Komenda Skateboard Park.

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

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

### **A.4 Rogers Communications Inc. – Phones for Food**

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

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

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

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

In early 2008, 45 high schools across Canada collected over 18,500 devices in the inaugural Rogers Phones for Food High School Challenge. In the future Rogers hopes

to expand this program to include more schools across Canada; in turn collecting more devices and helping more food banks.

#### **A.5 SaskTel – Phones for a Fresh Start**

The SaskTel *Phones for a Fresh Start* Recycling Program is an environmental initiative to help divert hazardous materials from landfills. Recycling old cell phones, PDAs, cell phone batteries, chargers, or other accessories recovers valuable materials and reduces energy consumption and greenhouse gas emissions.

Collection bins will be set up in all SaskTel stores as well as participating dealers. If the customer cannot make it to one of the drop off locations they can simply take the phone/item being recycled to a Canada Post outlet and the Post Master will ship it to SaskTel via Priority Post Courier at no charge.

Once collected, the devices will be shipped to ReCellular where they will be recycled or re-used, meaning their life cycle will continue long after a last call has been made.

Any proceeds from the recycling process are then used to support a SaskTel community partnership, aiding victims of domestic abuse. With the funds raised from the sale of the refurbished phones, SaskTel will purchase pre-paid phone cards to donate to the Provincial Association of Transition Houses and Services of Saskatchewan (PATHS).

This is a free program for the general public where they can return their unwanted cell phones and accessories, contribute to a good cause and help to preserve the world around us.

#### **A.6 TBayTel**

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

#### **A.7 TELUS – Return & Recycle**

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

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

How the program works

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

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

In the Western Canada region, 10,000 trees were planted in Kamloops, B.C., for reforestation efforts following the loss of conifers to mountain pine beetles.

#### **A.8 Videotron – Allo la Terre**

Videotron, as part of its parent company Quebecor, is a major partner of Earth Day Québec an organization that encourages people to take action to save the environment.

The “Allo la Terre” program, introduced in 2008, allows consumers to donate used mobile devices, regardless of make or model, by dropping them off at any Le SuperClub Vidéotron stores, Videotron stores and counters, or Archambault stores in Quebec.

“Allo la Terre” has recovered more than 30,000 cell phones in under a year, making it one of the most successful recovery programs in Canada. All profits from the sale and recycling of the phones go to support Earth Day Québec's green belt projects, which help preserve biodiversity by reconnecting natural habitats.

#### **A.9 Virgin Mobile Canada – Red is the New Green**

Virgin Mobile Canada encourages consumers to do something good for the planet by recycling their old mobile phones.

Consumers can simply hand in any unused or unwanted mobile phones and accessories by dropping them off with a sales associate or depositing them in the drop box at any Virgin Mobile branded retail location across Canada. Devices collected are sent to a central location, sorted, and then sent for responsible recycling.

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

Third-party collection programs, sites and events:

- **Best Buy** and **Future Shop** stores in Canada offer boxes for customers to recycle cellular phones at no charge.  
<http://www.bestbuy.ca/marketing/recycling/EN/default.asp?logon=&langid=EN>  
<http://www.futureshop.ca/marketing/recycle/default.asp?langid=EN&logon=&langid=EN>
- **Charitable Recycling Program**: “For every used cell phone we receive - we will make a donation to a charity.”  
<http://www.charitablerecycling.ca/CA/home.asp>
- **PITCH-IN CANADA** runs its National Cell Phone Collection Program in partnership with local community groups, schools and other civic-minded organizations. The program includes nearly 800 listed collection points.  
<http://www.pitch-in.ca/Pitch-In.php>
- **Project Redial**-(Canadian Diabetes Association): “Project Redial offers Canadians the opportunity to conveniently donate their unwanted cell phone(s).”  
<http://www.diabetes.ca/get-involved/supporting-us/project-redial/participate/>
- There are also many U.S.-based cell phone collectors that accept products by mail.

## Appendix C, Drop-off Locations

| CITY       | STORE NAME                          | CARRIER/PROGRAM |
|------------|-------------------------------------|-----------------|
| AIRDRIE    | Five Star Communications            | TELUS Dealer    |
| ATHABASCA  | Tridon Communications               | TELUS Dealer    |
| BANFF      | Rogers Wireless                     | Rogers Wireless |
| BANFF      | R&B SIGHT & SOUND                   | Rogers Wireless |
| BANFF      | R & B Sight and Sound               | TELUS Dealer    |
| BANFF      | On The Line Telephone Services Inc. | TELUS Dealer    |
| BARRHEAD   | Barrhead Sound (1982) Ltd.          | TELUS Dealer    |
| BLAIRMORE  | Gallery of Sight & Sound Ltd.       | TELUS Dealer    |
| BONNYVILLE | Telephone Connections               | TELUS Dealer    |
| BONNYVILLE | Midwest Communications 2003         | TELUS Dealer    |
| BROOKS     | Zelmore Communication               | TELUS Dealer    |
| BROOKS     | Cactus Phone & Music Centre         | TELUS Dealer    |
| CALGARY    | Rogers Wireless                     | Rogers Wireless |
| CALGARY    | Rogers Wireless                     | Rogers Wireless |
| CALGARY    | Rogers Wireless                     | Rogers Wireless |
| CALGARY    | Rogers Wireless                     | Rogers Wireless |
| CALGARY    | Rogers Wireless                     | Rogers Wireless |
| CALGARY    | Rogers Wireless                     | Rogers Wireless |
| CALGARY    | Rogers Wireless                     | Rogers Wireless |
| CALGARY    | Rogers Wireless                     | Rogers Wireless |
| CALGARY    | Rogers Wireless                     | Rogers Wireless |
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| CALGARY    | Rogers Wireless                     | Rogers Wireless |
| CALGARY    | Rogers Wireless                     | Rogers Wireless |
| CALGARY    | Rogers Wireless                     | Rogers Wireless |
| CALGARY    | Rogers Wireless                     | Rogers Wireless |
| CALGARY    | Fido                                | Rogers Wireless |
| CALGARY    | Fido                                | Rogers Wireless |
| CALGARY    | Fido                                | Rogers Wireless |
| CALGARY    | Fido                                | Rogers Wireless |

|         |                                    |                 |
|---------|------------------------------------|-----------------|
| CALGARY | Rogers Plus                        | Rogers Wireless |
| CALGARY | Rogers Plus                        | Rogers Wireless |
| CALGARY | Rogers Plus                        | Rogers Wireless |
| CALGARY | Rogers Plus                        | Rogers Wireless |
| CALGARY | Rogers Plus                        | Rogers Wireless |
| CALGARY | Rogers Plus                        | Rogers Wireless |
| CALGARY | Rogers Plus                        | Rogers Wireless |
| CALGARY | Bell (Kiosk)                       | Bell Mobility   |
| CALGARY | Bell                               | Bell Mobility   |
| CALGARY | Bell                               | Bell Mobility   |
| CALGARY | Bell                               | Bell Mobility   |
| CALGARY | Bell                               | Bell Mobility   |
| CALGARY | Bell                               | Bell Mobility   |
| CALGARY | Bell (Kiosk)                       | Bell Mobility   |
| CALGARY | Bell                               | Bell Mobility   |
| CALGARY | Bell (Kiosk)                       | Bell Mobility   |
| CALGARY | Bell                               | Bell Mobility   |
| CALGARY | Bell (Kiosk)                       | Bell Mobility   |
| CALGARY | Bell                               | Bell Mobility   |
| CALGARY | Bell (Kiosk)                       | Bell Mobility   |
| CALGARY | Bell                               | Bell Mobility   |
| CALGARY | Bell                               | Bell Mobility   |
| CALGARY | Bell                               | Bell Mobility   |
| CALGARY | Bell                               | Bell Mobility   |
| CALGARY | Bell                               | Bell Mobility   |
| CALGARY | TELUS Store                        | TELUS           |
| CALGARY | Bwireless                          | TELUS Dealer    |
| CALGARY | Bwireless                          | TELUS Dealer    |
| CALGARY | Custom Communications (1990) Corp. | TELUS Dealer    |
| CALGARY | Tac Mobility                       | TELUS Dealer    |
| CALGARY | Tac Mobility                       | TELUS Dealer    |
| CALGARY | Tac Mobility                       | TELUS Dealer    |
| CALGARY | Tom Harris Cellular Ltd.           | TELUS Dealer    |
| CALGARY | Tom Harris Cellular Ltd.           | TELUS Dealer    |
| CALGARY | Tom Harris Cellular Ltd.           | TELUS Dealer    |
| CALGARY | Tom Harris Cellular Ltd.           | TELUS Dealer    |
| CALGARY | Global S.C. Communications Inc.    | TELUS Dealer    |
| CALGARY | Global S.C. Communications Inc.    | TELUS Dealer    |
| CALGARY | Excellular Communications Ltd.     | TELUS Dealer    |
| CALGARY | Excellular Communications Ltd.     | TELUS Dealer    |
| CALGARY | Excellular Communications Ltd.     | TELUS Dealer    |

|         |   |                 |
|---------|---|-----------------|
| CALGARY | Excellular Communications Ltd.          | TELUS Dealer    |
| CALGARY | Excellular Communications Ltd.          | TELUS Dealer    |
| CALGARY | Edmonton Cellular Sales Ltd.            | TELUS Dealer    |
| CALGARY | Edmonton Cellular Sales Ltd.            | TELUS Dealer    |
| CALGARY | Edmonton Cellular Sales Ltd.            | TELUS Dealer    |
| CALGARY | Edmonton Cellular Sales Ltd.            | TELUS Dealer    |
| CALGARY | Downtown Wireless & Wireline Inc.       | TELUS Dealer    |
| CALGARY | Communications Group Calgary Ltd.       | TELUS Dealer    |
| CALGARY | Cell-Tel Wireless Communications Inc.   | TELUS Dealer    |
| CALGARY | Caltronics Communications Ltd.          | TELUS Dealer    |
| CALGARY | Calgary Cellular Telephone Ltd.         | TELUS Dealer    |
| CALGARY | Calgary Cellular Telephone Ltd.         | TELUS Dealer    |
| CALGARY | Bond Communications Ltd.                | TELUS Dealer    |
| CALGARY | Big Sky Wireless Ltd.                   | TELUS Dealer    |
| CALGARY | The Phone Experts - Communications Ltd. | TELUS Dealer    |
| CALGARY | The Phone Experts - Communications Ltd. | TELUS Dealer    |
| CALGARY | The Phone Experts - Communications Ltd. | TELUS Dealer    |
| CALGARY | The Phone Experts - Communications Ltd. | TELUS Dealer    |
| CALGARY | CONNECT                                 | TELUS Dealer    |
| CALGARY | CONNECT                                 | TELUS Dealer    |
| CALGARY | CONNECT                                 | TELUS Dealer    |
| CALGARY | CONNECT                                 | TELUS Dealer    |
| CALGARY | CONNECT                                 | TELUS Dealer    |
| CALGARY | CONNECT                                 | TELUS Dealer    |
| CALGARY | CONNECT                                 | TELUS Dealer    |
| CALGARY | PDL Mobility Limited                    | TELUS Dealer    |
| CALGARY | PDL Mobility Limited                    | TELUS Dealer    |
| CALGARY | CellCity Communications                 | TELUS Dealer    |
| CALGARY | CellCity Communications                 | TELUS Dealer    |
| CALGARY | CellCity Communications                 | TELUS Dealer    |
| CALGARY | CellCity Communications                 | TELUS Dealer    |
| CALGARY | Wireless City Inc.                      | TELUS Dealer    |
| CALGARY | Sundance Radio Communications Ltd.      | TELUS Dealer    |
| CALGARY | Clearwest Solutions Inc.                | TELUS Dealer    |
| CALGARY | Bentek Systems Ltd.                     | TELUS Dealer    |
| CALGARY | Energy Wireless                         | TELUS Dealer    |
| CALGARY | CF Wireless Services Ltd.               | TELUS Dealer    |
| CALGARY | Cellular Cellar                         | TELUS Dealer    |
| CALGARY | Wireless Advisors Calgary Inc.          | TELUS Dealer    |
| CALGARY | Rogers Plus                             | Rogers Wireless |
| CALGARY | Rogers Plus                             | Rogers Wireless |

|            |                                      |                 |
|------------|--------------------------------------|-----------------|
| CALGARY    | Rogers Plus                          | Rogers Wireless |
| CALGARY    | Rogers Plus                          | Rogers Wireless |
| CALGARY    | Rogers Plus                          | Rogers Wireless |
| CALGARY    | Rogers Plus                          | Rogers Wireless |
| CALGARY    | Rogers Plus                          | Rogers Wireless |
| CALGARY    | Rogers Plus                          | Rogers Wireless |
| CALGARY    | Rogers Plus                          | Rogers Wireless |
| CALGARY    | Rogers Plus                          | Rogers Wireless |
| CALGARY    | Rogers Plus                          | Rogers Wireless |
| CALGARY    | Rogers Plus                          | Rogers Wireless |
| CALGARY    | Rogers Plus                          | Rogers Wireless |
| CALGARY    | Rogers Plus                          | Rogers Wireless |
| CALGARY    | Rogers Plus                          | Rogers Wireless |
| CALGARY    | Rogers Plus                          | Rogers Wireless |
| CALGARY    | Rogers Plus                          | Rogers Wireless |
| CALGARY    | Rogers Wireless                      | Rogers Wireless |
| CALGARY    | Rogers Plus                          | Rogers Wireless |
| CALGARY    | Fido                                 | Rogers Wireless |
| CALGARY    | Fido                                 | Rogers Wireless |
| CALGARY    | Fido                                 | Rogers Wireless |
| CALGARY    | Fido                                 | Rogers Wireless |
| CALGARY    | Fido                                 | Rogers Wireless |
| CALGARY    | Fido                                 | Rogers Wireless |
| CALGARY    | Fido                                 | Rogers Wireless |
| CALGARY    | Fido                                 | Rogers Wireless |
| CALGARY    | Virgin Mobile Store                  | Virgin Mobile   |
| CALGARY    | Virgin Mobile Store                  | Virgin Mobile   |
| CALGARY    | Virgin Mobile Store                  | Virgin Mobile   |
| CALGARY    | Virgin Mobile Store                  | Virgin Mobile   |
| CALGARY    | Virgin Mobile Store                  | Virgin Mobile   |
| CAMROSE    | Camrose Wireless Connection Ltd.     | TELUS Dealer    |
| CAMROSE    | Electro Tel                          | TELUS Dealer    |
| CANMORE    | Rogers Wireless                      | Rogers Wireless |
| CANMORE    | R & B Sight and Sound                | TELUS Dealer    |
| CANMORE    | On The Line Telephone Services Inc.  | TELUS Dealer    |
| CARDSTON   | Silver Automotive (Cardston) Ltd.    | TELUS Dealer    |
| CARSTAIRS  | Communication Services Incorporated  | TELUS Dealer    |
| CLARESHOLM | Highwood Telecommunications Services | TELUS Dealer    |
| CLARESHOLM | Claresholm UAP/NAPA                  | TELUS Dealer    |
| COCHRANE   | Triple Eight Electronics Ltd.        | TELUS Dealer    |
| COCHRANE   | Five Star Communications             | TELUS Dealer    |
| COLD LAKE  | Communications Cold Lake Inc.        | TELUS Dealer    |



|          |                                    |               |
|----------|------------------------------------|---------------|
| EDMONTON | Bell (Kiosk)                       | Bell Mobility |
| EDMONTON | Bell                               | Bell Mobility |
| EDMONTON | Bell                               | Bell Mobility |
| EDMONTON | Bell                               | Bell Mobility |
| EDMONTON | Bell                               | Bell Mobility |
| EDMONTON | Bell (Kiosk)                       | Bell Mobility |
| EDMONTON | Bell (Kiosk)                       | Bell Mobility |
| EDMONTON | Bell                               | Bell Mobility |
| EDMONTON | Bell                               | Bell Mobility |
| EDMONTON | Bell (Kiosk)                       | Bell Mobility |
| EDMONTON | Bell (Kiosk)                       | Bell Mobility |
| EDMONTON | Bell                               | Bell Mobility |
| EDMONTON | Bell                               | Bell Mobility |
| EDMONTON | Bell                               | Bell Mobility |
| EDMONTON | Altin Computers & Software Inc.    | TELUS Dealer  |
| EDMONTON | Altin Computers & Software Inc.    | TELUS Dealer  |
| EDMONTON | Custom Communications (1990) Corp. | TELUS Dealer  |
| EDMONTON | Custom Communications (1990) Corp. | TELUS Dealer  |
| EDMONTON | Communications Group Edmonton      | TELUS Dealer  |
| EDMONTON | Tac Mobility                       | TELUS Dealer  |
| EDMONTON | Tac Mobility                       | TELUS Dealer  |
| EDMONTON | Edmonton Cellular Sales Ltd.       | TELUS Dealer  |
| EDMONTON | Edmonton Cellular Sales Ltd.       | TELUS Dealer  |
| EDMONTON | Edmonton Cellular Sales Ltd.       | TELUS Dealer  |
| EDMONTON | Edmonton Cellular Sales Ltd.       | TELUS Dealer  |
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| EDMONTON | Edmonton Cellular Sales Ltd.       | TELUS Dealer  |
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| EDMONTON | Edmonton Cellular Sales Ltd.       | TELUS Dealer  |
| EDMONTON | Edmonton Cellular Sales Ltd.       | TELUS Dealer  |
| EDMONTON | Edmonton Cellular Sales Ltd.       | TELUS Dealer  |
| EDMONTON | Edmonton Cellular Sales Ltd.       | TELUS Dealer  |
| EDMONTON | Edmonton Cellular Sales Ltd.       | TELUS Dealer  |
| EDMONTON | Edmonton Cellular Sales Ltd.       | TELUS Dealer  |
| EDMONTON | Alberta Mobility Ltd.              | TELUS Dealer  |
| EDMONTON | CONNECT                            | TELUS Dealer  |
| EDMONTON | CONNECT                            | TELUS Dealer  |
| EDMONTON | CONNECT                            | TELUS Dealer  |
| EDMONTON | WCI Whyte Communications Inc       | TELUS Dealer  |
| EDMONTON | Maximum Mobility                   | TELUS Dealer  |
| EDMONTON | Wireless Technology Inc.           | TELUS Dealer  |
| EDMONTON | Wireless City Inc.                 | TELUS Dealer  |
| EDMONTON | Alberta Mike Inc.                  | TELUS Dealer  |



|                   |                                      |                 |
|-------------------|--------------------------------------|-----------------|
| FORT MCMURRAY     | Rogers Wireless                      | Rogers Wireless |
| FORT MCMURRAY     | Bell                                 | Bell Mobility   |
| FORT MCMURRAY     | MicroAge Computer Centre             | TELUS Dealer    |
| FORT MCMURRAY     | Tridon Communications                | TELUS Dealer    |
| FORT MCMURRAY     | Tridon Communications                | TELUS Dealer    |
| FORT MCMURRAY     | Ralcomm Ltd.                         | TELUS Dealer    |
| FORT MCMURRAY     | Rogers Plus                          | Rogers Wireless |
| FORT MCMURRAY     | Fido                                 | Rogers Wireless |
| FORT MCMURRAY     | Rogers Plus                          | Rogers Wireless |
| FORT MCMURRAY     | Virgin Mobile Store                  | Virgin Mobile   |
| FORT SASKATCHEWAN | Cambridge Electronics Incorporated   | TELUS Dealer    |
| FORT SASKATCHEWAN | Associated Telecom Equipment Ltd.    | TELUS Dealer    |
| FOX CREEK         | Fox Creek Electronics                | TELUS Dealer    |
| GRANDE CACHE      | Sr Electronics                       | TELUS Dealer    |
| GRANDE PRAIRIE    | Rogers Wireless                      | Rogers Wireless |
| GRANDE PRAIRIE    | Rogers Wireless                      | Rogers Wireless |
| GRANDE PRAIRIE    | Bell                                 | Bell Mobility   |
| GRANDE PRAIRIE    | Phoneco Inc.                         | TELUS Dealer    |
| GRANDE PRAIRIE    | Vector Communications Ltd.           | TELUS Dealer    |
| GRANDE PRAIRIE    | Expert Mobile Communications Ltd.    | TELUS Dealer    |
| GRANDE PRAIRIE    | Custom Communications (1990) Corp.   | TELUS Dealer    |
| GRANDE PRAIRIE    | Custom Communications (1990) Corp.   | TELUS Dealer    |
| GRANDE PRAIRIE    | Custom Communications (1990) Corp.   | TELUS Dealer    |
| GRANDE PRAIRIE    | Rogers Plus                          | Rogers Wireless |
| GRANDE PRAIRIE    | Virgin Mobile Store                  | Virgin Mobile   |
| HANNA             | Tekman Homes Ltd.                    | TELUS Dealer    |
| HANNA             | Hanna Motor Products Ltd.            | TELUS Dealer    |
| HIGH LEVEL        | Quintel Communications Ltd.          | TELUS Dealer    |
| HIGH LEVEL        | PC Home Electronics Ltd.             | TELUS Dealer    |
| HIGH PRAIRIE      | Quality Communications (1997) Ltd.   | TELUS Dealer    |
| HIGH PRAIRIE      | Hebert Enterprises Ltd.              | TELUS Dealer    |
| HIGH RIVER        | High Country Chevrolet Ltd.          | TELUS Dealer    |
| HIGH RIVER        | Highwood Telecommunications Services | TELUS Dealer    |
| HINTON            | Morad Communications Ltd.            | TELUS Dealer    |
| HINTON            | Leading Edge Communications          | TELUS Dealer    |
| JASPER            | Altavista Investments Ltd.           | TELUS Dealer    |
| LA CRETE          | LRT Investments Ltd.                 | TELUS Dealer    |
| LAC LA BICHE      | Twintel Communications Ltd.          | TELUS Dealer    |
| LEDUC             | Rogers Wireless                      | Rogers Wireless |
| LEDUC             | Clearcall Solutions                  | Bell Mobility   |

|              |   |                 |
|--------------|---|-----------------|
| LEDUC        | Leduc Communications Inc.                   | TELUS Dealer    |
| LEDUC        | Communications 2000 Inc.                    | TELUS Dealer    |
| LEDUC        | Complete Communications Inc.                | TELUS Dealer    |
| LETHBRIDGE   | Rogers Wireless                             | Rogers Wireless |
| LETHBRIDGE   | Rogers Wireless                             | Rogers Wireless |
| LETHBRIDGE   | Rogers Wireless                             | Rogers Wireless |
| LETHBRIDGE   | Bell  | Bell Mobility   |
| LETHBRIDGE   | Bell  | Bell Mobility   |
| LETHBRIDGE   | Connect Communications<br>Phone Centre Ltd. | TELUS Dealer    |
| LETHBRIDGE   | Communications Group<br>Lethbridge Ltd.     | TELUS Dealer    |
| LETHBRIDGE   | C.E.P. Automotive Ltd.                      | TELUS Dealer    |
| LETHBRIDGE   | Tac Mobility                                | TELUS Dealer    |
| LETHBRIDGE   | AWC Communications Inc.                     | TELUS Dealer    |
| LETHBRIDGE   | AWC Communications Inc.                     | TELUS Dealer    |
| LETHBRIDGE   | AWC Communications Inc.                     | TELUS Dealer    |
| LETHBRIDGE   | Rogers Plus                                 | Rogers Wireless |
| LETHBRIDGE   | Virgin Mobile Store                         | Virgin Mobile   |
| LLOYDMINSTER | Bell  | Bell Mobility   |
| LLOYDMINSTER | Northwind Radio Ltd.                        | TELUS Dealer    |
| LLOYDMINSTER | Northwind Radio Ltd.                        | TELUS Dealer    |
| LLOYDMINSTER | Tac Mobility                                | TELUS Dealer    |
| LLOYDMINSTER | Midwest Communications 2003                 | TELUS Dealer    |
| MCLENNAN     | McLennan Home Hardware                      | TELUS Dealer    |
| MEDICINE HAT | Rogers Wireless                             | Rogers Wireless |
| MEDICINE HAT | Bell  | Bell Mobility   |
| MEDICINE HAT | Bell (Cart)                                 | Bell Mobility   |
| MEDICINE HAT | Newline Technologies Inc.                   | TELUS Dealer    |
| MEDICINE HAT | Newline Technologies Inc.                   | TELUS Dealer    |
| MEDICINE HAT | Cypress Communications Ltd.                 | TELUS Dealer    |
| MEDICINE HAT | Cactus Communications Medicine Hat          | TELUS Dealer    |
| MEDICINE HAT | Zelmore Communication<br>& Auto Centre Ltd. | TELUS Dealer    |
| MEDICINE HAT | Pro Comm Solutions Inc.                     | TELUS Dealer    |
| MORINVILLE   | Star Communications                         | TELUS Dealer    |
| OKOTOKS      | Rogers Wireless                             | Rogers Wireless |
| OKOTOKS      | Big Rock Communications Ltd.                | TELUS Dealer    |
| OKOTOKS      | Highwood Telecommunications Services        | TELUS Dealer    |
| OLDS         | Advanced Telecommunication Ltd.             | TELUS Dealer    |
| OLDS         | Little House of Wireless Inc.               | TELUS Dealer    |

|                         |   |                 |
|-------------------------|---|-----------------|
| OYEN                    | Berg Buslines Ltd.                      | TELUS Dealer    |
| PEACE RIVER             | Quintel Communications Ltd.             | TELUS Dealer    |
| PEACE RIVER             | Phoneco Inc.                            | TELUS Dealer    |
| PEACE RIVER             | Fossil Communications Ltd.              | TELUS Dealer    |
| PICTURE BUTTE           | Butte Motors & Farm Supply Ltd.         | TELUS Dealer    |
| PINCHER CREEK           | Beeken Electric Ltd.                    | TELUS Dealer    |
| PONOKA                  | Tantec Electronics Ltd.                 | TELUS Dealer    |
| PROVOST                 | Border T.V. Service 1989 Ltd.           | TELUS Dealer    |
| RED DEER                | Rogers Wireless                         | Rogers Wireless |
| RED DEER                | Rogers Wireless                         | Rogers Wireless |
| RED DEER                | Rogers Plus                             | Rogers Wireless |
| RED DEER                | Bell                                    | Bell Mobility   |
| RED DEER                | Bell                                    | Bell Mobility   |
| RED DEER                | The Mobile Shop                         | TELUS Dealer    |
| RED DEER                | Communications Group Red Deer Ltd.      | TELUS Dealer    |
| RED DEER                | Cellutel Ltd.                           | TELUS Dealer    |
| RED DEER                | The Phone Experts - Communications Ltd. | TELUS Dealer    |
| RED DEER                | The Phone Experts - Communications Ltd. | TELUS Dealer    |
| RED DEER                | The Phone Experts - Communications Ltd. | TELUS Dealer    |
| RED DEER                | The Phone Experts - Communications Ltd. | TELUS Dealer    |
| RED DEER                | Rogers Plus                             | Rogers Wireless |
| RED DEER                | Fido                                    | Rogers Wireless |
| RED DEER                | Fido                                    | Rogers Wireless |
| RED DEER                | Virgin Mobile Store                     | Virgin Mobile   |
| REDCLIFF                | Cactus Communications Medicine Hat      | TELUS Dealer    |
| RIMBEY                  | Rimbey Tv & Electronics                 | TELUS Dealer    |
| ROCKY MOUNTAIN<br>HOUSE | 692862 Alberta Ltd.                     | TELUS Dealer    |
| ROCKY MOUNTAIN<br>HOUSE | B4 Enterprises Ltd.                     | TELUS Dealer    |
| ROCKY MOUNTAIN<br>HOUSE | Oras Communications Ltd.                | TELUS Dealer    |
| ROCKY VIEW              | Edmonton Cellular Sales Ltd.            | TELUS Dealer    |
| SHERWOOD PARK           | Rogers Wireless                         | Rogers Wireless |
| SHERWOOD PARK           | Rogers Plus                             | Rogers Wireless |
| SHERWOOD PARK           | Bell                                    | Bell Mobility   |
| SHERWOOD PARK           | Complete Communications Inc.            | TELUS Dealer    |
| SHERWOOD PARK           | Bernie s Cellular                       | TELUS Dealer    |
| SHERWOOD PARK           | TelCel Communications Inc               | TELUS Dealer    |
| SHERWOOD PARK           | Rogers Plus                             | Rogers Wireless |
| SHERWOOD PARK           | Rogers Plus                             | Rogers Wireless |

|               |  |                 |
|---------------|--|-----------------|
| SHERWOOD PARK | Virgin Mobile Store                              | Virgin Mobile   |
| SLAVE LAKE    | Sniper Satellite & Communications Ltd.           | TELUS Dealer    |
| SLAVE LAKE    | Slave Lake Communications Ltd.                   | TELUS Dealer    |
| SLAVE LAKE    | Direct Current Mobile & Electronics Inc.         | TELUS Dealer    |
| SLAVE LAKE    | Al s T.V & Electronics Ltd.                      | TELUS Dealer    |
| SPRUCE GROVE  | Rogers Wireless                                  | Rogers Wireless |
| SPRUCE GROVE  | Bell   | Bell Mobility   |
| SPRUCE GROVE  | Maximum Mobility                                 | TELUS Dealer    |
| SPRUCE GROVE  | Maximum Mobility                                 | TELUS Dealer    |
| SPRUCE GROVE  | Rogers Plus                                      | Rogers Wireless |
| ST PAUL       | 1066122 Alberta Ltd.                             | TELUS Dealer    |
| ST. ALBERT    | Global Cell Communications Inc.                  | TELUS Dealer    |
| ST. ALBERT    | Edmonton Cellular Sales Ltd.                     | TELUS Dealer    |
| ST. ALBERT    | Edmonton Cellular Sales Ltd.                     | TELUS Dealer    |
| ST. ALBERT    | Rogers Wireless                                  | Rogers Wireless |
| ST. ALBERT    | Rogers Wireless                                  | Rogers Wireless |
| ST. ALBERT    | Rogers Plus                                      | Rogers Wireless |
| ST. ALBERT    | Bell (Kiosk)                                     | Bell Mobility   |
| ST. ALBERT    | Rogers Plus                                      | Rogers Wireless |
| STETTLER      | Bond-O Communications Ltd.                       | TELUS Dealer    |
| STONY PLAIN   | Starview Communications Ltd.                     | TELUS Dealer    |
| STRATHMORE    | Five Star Communications                         | TELUS Dealer    |
| STRATHMORE    | Wheatland Cellular Ltd.                          | TELUS Dealer    |
| SUNDRE        | Advanced Telecommunication Ltd.                  | TELUS Dealer    |
| TABER         | AWC Communications Inc.                          | TELUS Dealer    |
| THREE HILLS   | Lovstrom Enterprises Ltd                         | TELUS Dealer    |
| VALLEYVIEW    | South Peace Electronics<br>& Communications Ltd. | TELUS Dealer    |
| VEGREVILLE    | A+ Plus Cellular                                 | TELUS Dealer    |
| VERMILION     | Millcom Ltd.                                     | TELUS Dealer    |
| WAINWRIGHT    | Lakeland Communications Inc.                     | TELUS Dealer    |
| WESTLOCK      | Westlock Stereo Shop Ltd.                        | TELUS Dealer    |
| WETASKIWIN    | Ralcomm Ltd.                                     | TELUS Dealer    |
| WHITECOURT    | Slave Lake Communications Ltd.                   | TELUS Dealer    |
| WHITECOURT    | Elli s Electric (1988) Ltd.                      | TELUS Dealer    |
| WHITECOURT    | Ralcomm Ltd.                                     | TELUS Dealer    |

## Appendix D, Example Promotional Materials

### D.1 Media Coverage

#### Winners **Phones-for-Food** challenge



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

# Students exchange phones for food

## Campaign to benefit graduating students and Feed Nova Scotia

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

In a joint campaign with

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

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

and collectively, they can make a difference."

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

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

For information on how to donate to Phones-for-Food visit [www.phonesforfood.com](http://www.phonesforfood.com) and download a postage-paid mailing label.

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

## Province rings up a recycling first

Drop-off spots created for wireless devices

By BRUCE ERSKINE Business Reporter

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

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

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

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

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

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

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

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

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

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

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

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

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

( [berskine@herald.ca](mailto:berskine@herald.ca) )

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

**D.2 Advertising Material**



**Figure 7** Advertisement for Recycle My Cell program



# A good call for our planet.

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

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

**Bell** blue box



Images © 2009. Photo: iStockphoto.com. WWF Mobile Blue Box For Recycled Phones is a WWF-Canada Funded Program. WWF is a WWF Registered Trademark. WWF, WWF, WWF.

**Figure 8** In-store poster for Bell's *Mobile Take-Back* program



# HELP FEED SOMEONE IN NEED

Recycle your used wireless phone

## DONATE HERE

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







For more information about Phones-for-Food, visit [phonesforfood.com](http://phonesforfood.com)





For more information about wireless recycling, visit [recyclemycell.ca](http://recyclemycell.ca)



\*Rogers Wireless is a registered trademark of Rogers Communications Inc. and used herein with the permission of Rogers Communications Inc. © 2010 Rogers Wireless

Figure 9 In-store poster of Rogers Phones -for -Food program



# RECYCLE YOUR PHONE

## Reduce hunger

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



phones for food  
People put off phones. We put them to good use.  
[www.phonesforfood.com](http://www.phonesforfood.com)



Food Banks  
Canada  
[www.caib-afbs.ca](http://www.caib-afbs.ca)



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



**Purolator**  
Where business is going  
[www.purolator.com](http://www.purolator.com)



Figure 10 In-store poster of Fido Phones for Food program



**Figure 11** In-store display of TELUS Return and Recycle program

# Cell Phone Recycling

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



**Do you have an old cell phone?**



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

mts.ca

**MTS**

Figure 12 In-store poster for MTS' Cell Phone Recycling program

# Phones for a Fresh Start



## Keeping the Kingdom Green

Your old phone has more power than you think. Recycling your old cell not only helps to preserve the environment by preventing unnecessary waste, but can also provide an important lifeline for people in need.

SaskTel has partnered with **PATHS** (*Provincial Association of Transition Houses and Services of Saskatchewan*) to provide vital communications for people in transition. Every cell SaskTel collects contributes towards giving someone a fresh start.

## Cell recycling is as easy as 1-2-3!

1. Check your cupboards, drawers and closets for any used cell phones. Phones cannot be reclaimed at a later date so please ensure your cell phone is deactivated and personal information such as contacts, phone numbers, photos and SIM cards are removed prior to drop off.
2. Bring your used cell phone and accessories (charger, headset, batteries) into any SaskTel Store or participating authorized dealer and place them in the collection bin.
3. Feel good that your old phone is helping someone in need.

**For more information,**  
visit [sasktel.com/cellrecycling](http://sasktel.com/cellrecycling)



Figure 13 Bill insert for SaskTel's *Phones for a Fresh Start* program

### D.3 Mail-back Labels

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



**Proceeds from your recycled cell phone benefit your local food bank**  
*Le produit du recyclage de vos téléphones cellulaires ira à votre banque alimentaire locale.*



**National Wireless Sponsor**  
 Commanditaire national pour le sans-fil

[www.PhonesForFood.com](http://www.PhonesForFood.com)  
 is a multi-award winning project of the Canadian Association of Food Banks  
[www.echangece llubouffe.com](http://www.echangece llubouffe.com)  
 est un projet de l'Association canadienne des banques alimentaires qui a remporté de nombreux prix

**STEPS**

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

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

**ÉTAPES**

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

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

**From/Exp. :**

Name/Nom :  
 Company/Compagnie :  
 Street/Rue :  
 City/Ville :  
 Postal Code/Code postal :



C U E B



Regular Parcel Colis standard  
**7242485**  
 RETURN POSTAGE GUARANTEED  
 PORT DE RETOUR GARANTI

**Regular Parcel**      **Colis standard**

Return Service      Service de retour



3

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



L6T0C3+D

33-085-632 (13x10)      Sender warrants that this item does not contain dangerous goods.  
 L'expéditeur garantit que cet envoi ne contient pas de matières dangereuses.

Figure 14 Example mail-back label for Rogers's *Phones for Food* program

## D.4 Corporate Recycling Webpages

**Bell**

Shop Support

Mobile Internet TV Home phone Billing FAQ

Home Support Mobile

### Bell Blue Box program

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

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




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

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

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

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

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

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

© 1986 Panda symbol WWF-World Wide Fund For Nature (also known as World Wildlife Fund)  
 ® "WWF" is a WWF registered trade-mark.

Account management  
 Understanding your bill  
 Reset your voicemail password  
 Change your services  
 Change your phone number

Features & services  
 Call Forwarding  
 Call Waiting  
 Conference Calling  
 Roadside Assistance  
 User guides

Coverage & travelling  
 Travel  
 Network troubleshooting  
 Wireless road safety  
 E 9-1-1

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


© Bell Canada, 2009. All rights reserved.  Store locator About Bell [http://www.bell.ca/home/HomeOrn\\_Jobbo\\_Landing.page](http://www.bell.ca/home/HomeOrn_Jobbo_Landing.page) Legal Privacy  
 Canada 411 YellowPages.ca™ Special Needs Centre Contact us Site map

Figure 15 Snapshot of Bell.ca's recycling webpage

## public affairs

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



### recycling

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



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

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

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

To read about our other environmental initiatives, please visit [telus.com/environment](http://telus.com/environment).

Click here for the [FAQs](#).



**TreeCanada ArbresCanada**

Phat phones.  
Slim prices.

Get smart.

MOTO  
Q™ 9c

LG Dare™  
only \$49.99\*

HTC Touch Dual™  
smartphone

Figure 16 Snapshot of telusmobility.com's recycling page


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

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

→ **MTS, The Environment & You**

Online Bill

Recycle Your Phone




## MTS, The Environment & You

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

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


### MTS Online Bill



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

→ [Learn More](#)

### MTS Cell Phone Recycling



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

→ [Learn More](#)

**Figure 17** Snapshot of MTS.ca's recycling webpage

You are here - [Nokia Canada](#) > [About Nokia](#) > [Environment](#) > [we:recycle](#)

**NOKIA**  
Connecting People

English | Français  [View cart](#)  [Go](#)

Home Find products Get support and software Explore services Find a store About Nokia Music

Media centre Community involvement Environment Nokia in Canada

- we:recycle
  - [Why recycle?](#)
  - [Where and how to recycle](#)
  - [Recycling through life cycle](#)
  - [3 Steps](#)
  - [Recycle](#)
- we:create
- we:energise
- we:support
- we:evolve
- Our responsibility

### we:recycle



#### Why recycle?



Find out how, by recycling together we could save nearly 80,000 tonnes of raw materials.

[Read more](#)

#### Where and how to recycle



Learn how easy it is to recycle.

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

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[Nokia for Business](#) | [Operators](#) | [Investors](#) | [Developers](#) | [Press](#) | [About Nokia](#) | [Careers](#)  
[Nokia Worldwide](#) | [Locations](#) | [Site index](#) | [Site terms](#) | [Privacy policy](#) | [Nokia Accessibility](#)

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**Figure 18** Snapshot of Nokia.ca's recycling webpage



# **RED IS THE NEW GREEN.**

**DO SOMETHING GOOD  
FOR THE PLANET AND  
RECYCLE YOUR OLD  
MOBILE PHONE.  
HERE'S HOW:**

- 1** Hand any brand's old mobile phone to a Virgin Mobile Sales Associate.
- 2** Let us take care of the rest and feel good!

**[virginmobile.ca/recycle](http://virginmobile.ca/recycle)**



**Figure 19** In-store poster of Virgin Mobile Canada's *Red is the New Green* program

FRANÇAIS TOP UP YOUR PREPAID ACTIVATE YOUR PREPAID PHONE MY ACCOUNT

Virgin mobile PHONES PLANS HOT OFFERS STAY CONNECTED VIRGIN MOBILE LIVE™ HOW DO I? WHY CHOOSE US?

# recycling IS GOOD.

## RECYCLE YOUR OLD MOBILE PHONE AND HELP MAKE THE WORLD MORE GREEN.



WHEN IT COMES TO PROTECTING THE PLANET, VIRGIN MOBILE IS PASSIONATE ABOUT MAKING SURE WE CAN GIVE MOTHER EARTH A HAND EVERY CHANCE WE GET.

The little things add up. If everyone recycled their old mobile phones, just imagine how much landfill waste we'd reduce.

Head to any Virgin Mobile Store and put your old phone (any brand from any company) into one of our drop boxes. Phones will be recycled in an environmentally safe way and we'll be one step closer to a cleaner world.



### HERE'S WHAT TO DO:

- 1 GO TO A VIRGIN MOBILE STORE
- 2 HAND ANY BRAND'S OLD MOBILE PHONE TO A VIRGIN MOBILE SALES ASSOCIATE
- 3 FEEL GOOD

Pretty easy, if we do say so ourselves.

To find out more about the CWTA (that's Canadian Wireless Telecom Association) Recycle My Cell program click below.

[LEARN MORE](#)

|                                  |   |  |   |   |  |   |                      |
|----------------------------------|---|--|---|---|--|---|----------------------|
| Phones<br>Prepaid<br>Accessories | Plans<br>mPlan™<br>BlackBerry®<br>Prepaid | Hot Offers<br>Promotions<br>Contests<br>Kicksbacks<br>myVIP Rewards™ | Stay Connected<br>Text messaging<br>Text 400-one<br>Instant messaging | Virgin Mobile Live™<br>Download store<br>1st Dibs™<br>Pic and Vid Sharing | How Do I?<br>FAQs<br>Where to buy<br>User guides<br>Customer updates | Why Choose Us?<br>Your choice<br>You Can Switch<br>News and media<br>Be A Do Gooder<br>Jobs | My Account<br>Log in |
|----------------------------------|---|--|---|---|--|---|----------------------|

Figure 20 Snapshot of VirginMobile.ca's recycling webpage

## **Appendix E, Certifications Descriptions**

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

#### **Abstract<sup>4</sup>**

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

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

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

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

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

### ***E.2 ISO 14001***

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

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

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

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<sup>4</sup> As stated on the iso.org website

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

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

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