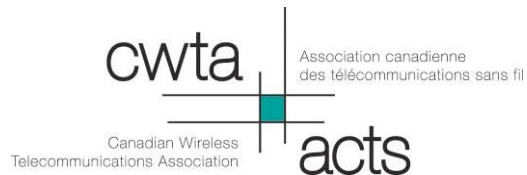




## **Recycle My Cell 2009 Annual Report**

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

**March 31, 2010**



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## 1. Executive Summary

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

The RMC program has been operating voluntarily within the province of Prince Edward Island (P.E.I.) since its national launch in January 2009, but was officially recognized by the province on April 7, 2009.

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

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

In 2009, 988 devices were recovered within the province through the program's 25 collection sites and the use of postage paid mailing labels.

CWTA conducted a national baseline survey in 2009 to determine consumer awareness and propensity to participate in a mobile device recycling program, as well as to collect baseline data on performance indicators that may be used to track the program's performance within the province. The 2009 survey results will be used as the baseline for year to year comparisons.

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

- RMC Web site highlighting 10 closest locations based on postal code searches;
- RMC material on stakeholder Web sites;
- Toll-free number for those without internet access or in need of more personalized information;
- Promotional materials (including brochures, posters, tent cards and banner/button ads) for municipal and other 3<sup>rd</sup> party sites;
- News Canada stories for inclusion in newspapers or Web sites;
- Press releases highlighting latest developments regarding RMC; and
- Paid advertising to support specific events.

CWTA is also exploring *Social media* as another method to increase RMC awareness.

## **2. Introduction**

On April 7, 2009, P.E.I. formally recognized RMC, the CWTA's Stewardship Program for the Recycling of Cellular Phones in P.E.I., as its cell phone recycling stewardship program.

The Memorandum of Understanding that was signed on May 17, 2009 by the Hon. Richard Brown, Minister of the Environment, Energy and Forestry and Bernard Lord, President and CEO of CWTA, set out an obligation for the CWTA to report on the program's status on a yearly basis by March 31<sup>st</sup>.

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

This report provides a status for the RMC program in P.E.I. and covers the period between January 20, 2009 and December 31, 2009.

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

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

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

- Certifications held by processors associated with RMC;
- The fate of wireless devices recovered through RMC; and
- RMC program awareness activities.

## **3. Performance Indicators**

### ***3.1. Volume of cellular devices collected***

RMC is a national program. Prior to 2009 the volume of cellular devices collected in each province – both through drop-off locations and by mail-back – were estimated based on its percentage of the national population. In 2009

participating members started to collect a portion of this data on a provincial basis and, as such, 2009 will be used as the baseline year for reporting purposes.

In 2009 members of CWTA's recycling program collected **345,694** wireless devices nationally. Of these recovered devices **776** were collected at a P.E.I. RMC drop-off location and **212** were estimated to have been collected using the mail-back option offered by several RMC partners. Therefore the total number of devices collected in P.E.I. was **988**.

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

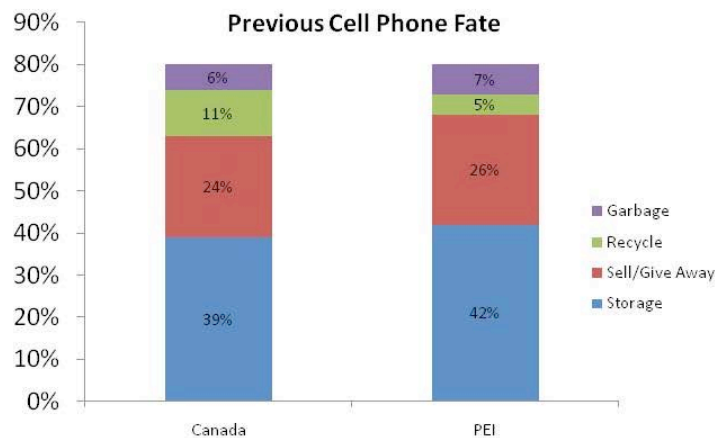
In November 2009, CWTA commissioned Harris/Decima to conduct a national baseline survey to:

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

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

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

#### Previous Cell Phone: Storage vs. Disposal

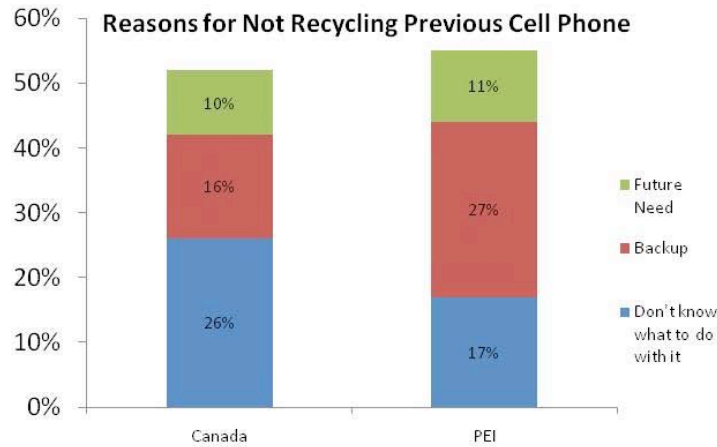


National view: The survey found<sup>1</sup> that among Canadians who have previously owned a cellular phone, 11% recycled their last phone, 24% gave it away or sold it, and 6% threw it out. Not surprisingly, 39% of Canadians simply store their old cellular phones.

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

P.E.I. view: The data indicates that 5% recycled their last phone, 26% gave it away or sold it, and 7% threw it out. In P.E.I., 42% of residents simply store their old cellular phone.

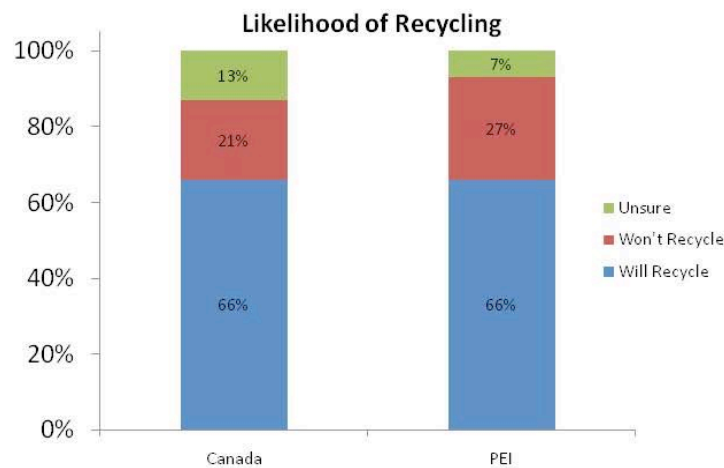
Reasons for Not Recycling Prior Cell Phone



National view: 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.

P.E.I. view: The data indicates that 17% did not know what else to do with it, 27% were keeping it as a backup and 11% were keeping it for a future need.

Likelihood of Recycling in the Future



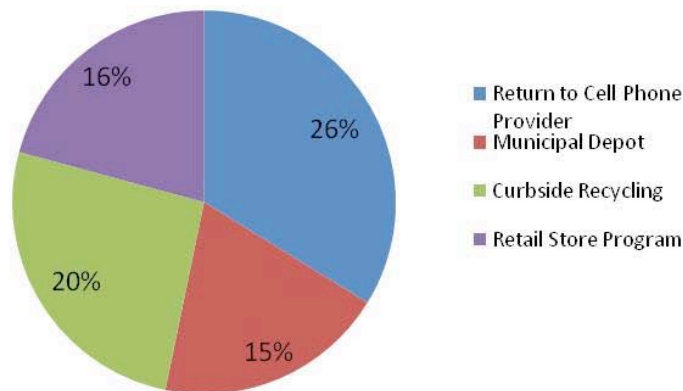
National view: The survey also found that 66% of Canadians who are currently storing an old cell phone would be willing to recycle it or return it to a cell

provider. Only 21% said they would not recycle or return it, and 13% did not know whether they would.

P.E.I. view: The data indicates that 66% would be willing to recycle it or return it to a cell provider, 27% said they would not recycle or return it, and 7% did not know.

### Approaches Used for Cell Phone Recycling

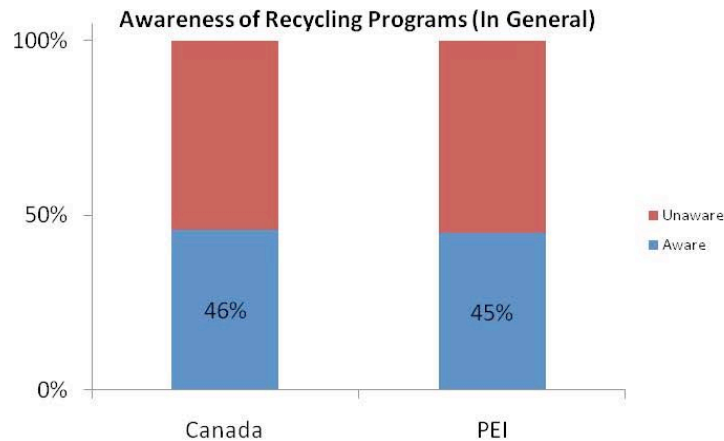
**Top 4 Ways PEI Residents Recycled Their Cell Phones**



National view: The most used approach to cell recycling is through programs set up by cell phone providers (35%) and the strong majority (86%) of those who returned their old cell phones did so through drop-off locations, as opposed to using a mail-back option.

P.E.I. view: The data indicates that 26% of residents returned their devices to cell phone providers, with another 20% using curbside recycling boxes and 15% using municipal depots. 100% of respondents in P.E.I. who returned their old cell phones reported doing so through a physical collection site and not via a mail-back option.

## Awareness of Recycling Programs



National view: 46% of Canadians are aware of recycling programs for cell phones (in general). Cell phone companies are the most recognized for recycling programs (29%), followed by electronic retailers (13%). Approximately 1 in 10 is aware of the RMC program.

P.E.I. view: 45% of residents are aware of recycling programs for cell phones in general. Data was not collected to gauge the awareness level of specific recycling programs at the provincial level. The level of awareness for RMC could not be ascertained.

The CWTA intends to commission annual surveys which would allow for a comparative evaluation of the program from year one and beyond.

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

To support the RMC 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 can also call a toll-free number (1-888-797-1740) for information.

#### Web site traffic

- From January to December 2009, RMC Web site logged 25,946 unique visits.
- In June 2009 CWTA began to track the number of database searches (based on postal code). While the number of database searches may prove to be beneficial in determining the level of interest in RMC within the province it is important to note that this figure may not correlate to the number of recovered devices reported. From June to December 2009 there were 18 database searches initiated in P.E.I. but 988 phones were recovered that year.

Call volume

- While the number of calls to the RMC toll-free number may prove to be beneficial in determining the level of interest in RMC within the province it is important to note that this figure may not correlate to the number of recovered devices reported. In 2009, 6 calls originated from P.E.I., but 988 phones were recovered that year.

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

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

It should be noted that at the time of launch, there were 18 collection sites in P.E.I. At the time of this filing there are 25 collections sites; 7 Waste Watch Drop-Off Centers have been added.

A list of current drop-off locations is located in Appendix A.

**3.5. Media pick-up statistics**

To support the launch of RMC, CWTA undertook several initiatives to raise awareness of the program among residents in P.E.I.

**3.5.1. Media buy**

To support the launch of RMC in P.E.I., ad space was purchased in several P.E.I. publications:

Publication	Number of Insertions	Dates	Ad Size	Circulation
The Guardian	2	April 7, April 14	3/5 Page	18,556 (avge. daily)
Journal-Pioneer	2	April 7, April 14	3/5 Page	8,201 (avge. daily)
West Prince Graphic	2	April 8, April 15	3/5 Page	6,006 (weekly)
Eastern Graphic	2	April 8, April 15	3/5 Page	5,214 (weekly)

**3.5.2. Newspaper and web**

The launch of RMC in P.E.I. was covered in the following:

- Gov.pe.ca – Province of P.E.I. joins wireless industry in cell phone recycling program (April 7, 2009)

- CNSmagazine.com – P.E.I. Joins wireless industry in cell phone recycling program (April 7, 2009)
- SiloBreaker.com – P.E.I. joins wireless industry in cell phone recycling program (April 8, 2009)
- The Guardian – Program simplifies cellphone recycling (April 9, 2009)
- Municipalinfonet.com – Province of P.E.I. joins wireless industry in cell phone recycling program (April 9, 2009)
- The Journal Pioneer – Province dials into cellphone recycling program (April 10, 2009)
- Cartt.ca – NB and P.E.I. embrace wireless device recycling program (April 15, 2009)

### *3.5.3. News Canada stories*

CWTA developed, wrote and provided several news stories (English and French) about RMC to News Canada for distribution. News Canada is a paid service that provides articles, free of charge, for use by publications and Web sites. These story pick-ups are then monitored and tracked by News Canada and that information is provided to the CWTA. While the News Canada stories were picked up by 24 publications, none appear to have been picked up by P.E.I. publications or Web sites.

## **4. Certifications**

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

Information concerning FCM Recycling, Global Electric Electronic Processing Inc., GREENTEC, ReCellular, Inc. and Sims Recycling Solutions is included below.

### **4.1. FCM Recycling**

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

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

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

FCM recycles end-of-life electronic goods such as cell phones. Once the item is received, FCM Recycling disassembles the equipment, separates metals from plastics, and processes the material to obtain pieces that are less than one inch in diameter. These are then sent to a refiner. At the refinery, the pieces are melted down to obtain what is called "secondary-primary material". This can then be used in exactly the same way as if it were raw material to make new consumer and industrial goods.

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

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

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

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

GEEP is ISO 9001<sup>3</sup> and ISO 14001<sup>4</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

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

<sup>3</sup> See Appendix B for GEEP certificate

<sup>4</sup> See Appendix C for GREENTEC certificate

contribution. GEEP is a division company of the *Barrie Metals* group of companies, with locations in Canada, the United States of America and Asia. It has one of the largest, most comprehensive, state-of-the-art processing facilities of e-waste globally.

#### **4.3. GREENTEC**

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

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

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.

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

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

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

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

The ReCellular environmental management plan is also ISO 14001<sup>5</sup> certified and includes internal audits requested by management, periodic random quality checks, and annual revisions to its environmental policies. These internal procedures were developed to change and improve with the evolving technological and social issues of the future.

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

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

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

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

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

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

## **5. Fate of wireless devices**

RMC aims to prolong the useful life of mobile devices by encouraging customers to return their used devices rather than throw them away. RMC leverages existing programs operated by wireless service providers and handset manufacturers, which will accommodate the requirements of the provincial legislation and 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.

Consumers are able to turn in their devices at any collection site across the province of P.E.I. As an additional benefit to consumers, a variety of postage-paid mail-back options that accept any cellular phone are also in place.

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 report, or in facilities of approved third-parties associated with these processors and recyclers. Here, the devices are typically sorted into three categories: resalable devices; recyclable devices and accessories; and batteries.

### **5.1. Resalable Devices**

After receipt of used products from program members, designated recyclers test each item. 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,

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

the operator will indicate in the system that the unit is to be recycled and sort it accordingly.

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

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

It is important to note that there is a well established market for refurbished phones in other countries and 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.

## **5.2. Recyclable Devices**

Of the mobile phones entering the recycling process, 96% of the original input by weight is material destined for recycling, reclamation and recovery. Handsets not suitable for reuse are sent to approved downstream processors where they are either disassembled for harvesting spare parts or ground down for the recovery of precious metals.

The secure destruction and recycling process make plastics and metal recovery possible.

- Some processors are able to recycle certain plastic phone casings depending on the type of plastic used, i.e. PET and Polystyrene. These plastics can then be used to make other products, such as flower pots or plastic trays for various goods.
- Circuit boards are shredded and sent to a smelter for precious metal 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.

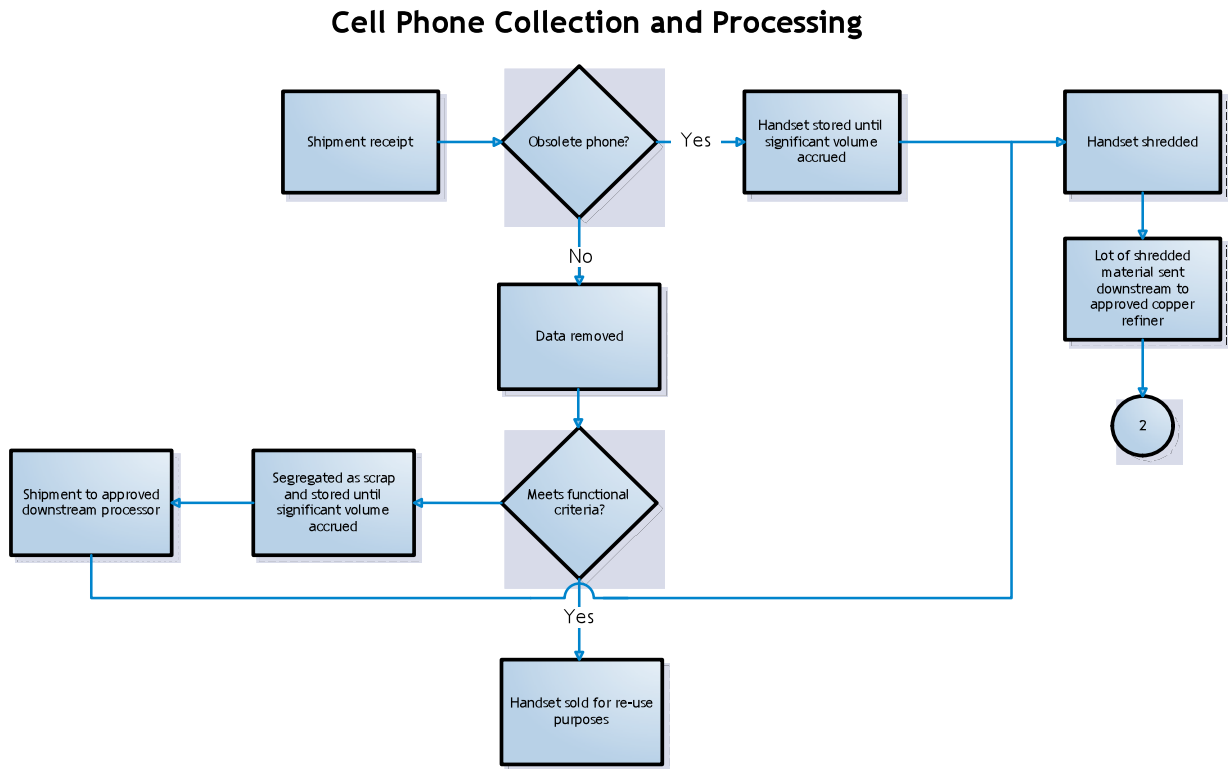
Our processors are continually refining their processes to reduce the amount of non-recoverable material associated with the recycling of cell phones and accessories.

### 5.3. Batteries

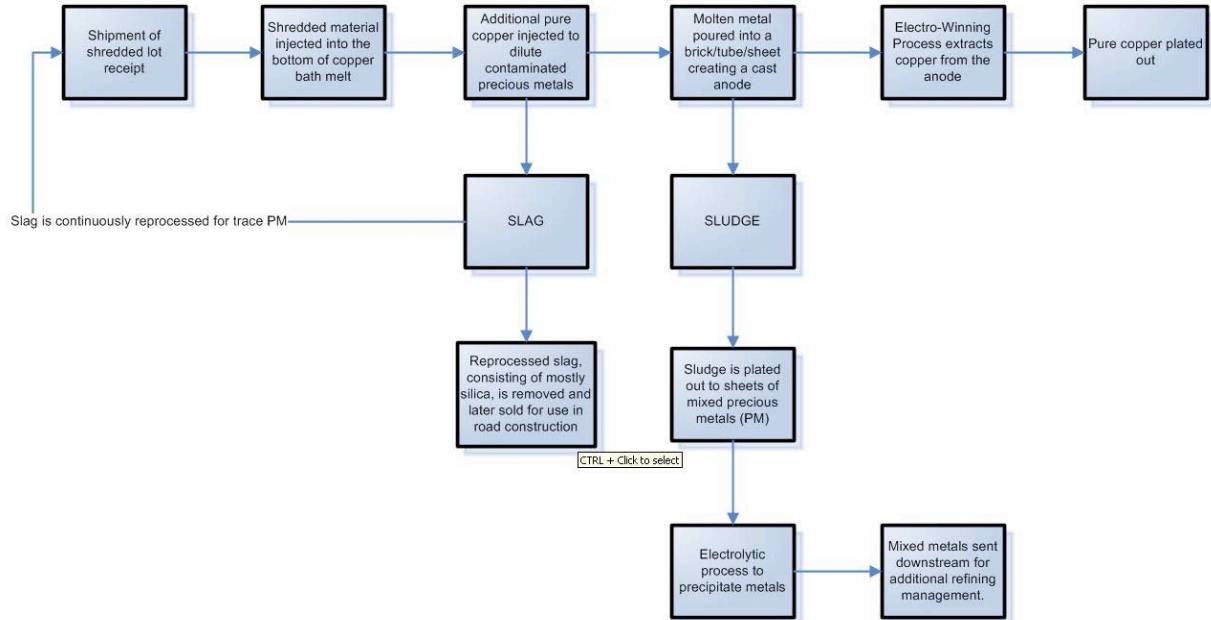
All batteries are separated from the device and individually bagged or their contact points are taped and sealed to prevent shorting or corrosion. Batteries are sorted by chemistry and, depending on the batteries chemistry, are sent to appropriate downstream processors where metals are reclaimed.

### 5.4. Process flow

The diagrams below provide a generic visual representation of the cell phone collection and processing flow, as well as the precious metal refining process.



Precious Metal Downstream Refining Process: Cell Phones



**6. Recycle My Cell program awareness activities**

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

**6.1. Corporate programs**

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

Each participating carrier continues to have its own marketing plans in place.

*Promotional materials:* Over the course of the past year carriers have continued to build program awareness by placing RMC branding on corporate marketing materials like in-store posters and tent cards.

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

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

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

## **6.2. CWTA**

### Program launch

To support the launch of RMC in P.E.I., CWTA held a media launch event in Charlottetown. Minister Brown joined Bernard Lord to officially launch the program. CWTA purchased ad space in several P.E.I. publications to announce the availability of the program.

### On-going

CWTA will continue to review the results of its annual survey to ascertain trends in consumer awareness and behavior concerning cell phone recycling. Based on those results CWTA will work to devise program promotion initiatives with the goal of increasing the level of awareness concerning cell phone recycling.

Current CWTA initiatives include the following:

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

*Stakeholder Web sites:* CWTA continues to work with relevant waste management stakeholders in P.E.I. (including the Department of Environment, Energy and Forestry and the Island Waste Management Corporation) to ensure that RMC information is included on their Web sites where feasible.

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

*Promotional materials:* Promotional materials (brochures, tent cards and posters<sup>7</sup>) were also developed for use at municipal sites (including all Waste Watch Drop-Off Centres in P.E.I.), dealer sites that do not run their own program

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<sup>7</sup> See Appendix F for samples of the RMC brochure, tent card and posters.

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

*News Canada stories:* CWTA has developed, written and provided several news stories (English and French) about RMC to News Canada for distribution. News Canada is a paid service that provides articles, free of charge, for use by publications and Web sites. These story pick-ups are then monitored and tracked by News Canada and that information is provided to the CWTA.

*Press releases:* CWTA will develop and distribute a national press release to announce the number of phones that have been recovered to coincide with Earth Day.

*Paid advertising:* CWTA will develop and run RMC ads in select markets to coincide with Earth Day.

*Social media:* CWTA is exploring ways to use social media like Facebook and Twitter to create awareness about the RMC program.

## **7. Conclusion**

The CWTA and its members were pleased to have Minister Brown join them on April 2, 2009 for the official launch of RMC and to recognize the wireless industry's ongoing commitment to the environment.

Canada's wireless companies have been leaders in developing strategies for greener living. RMC further illustrates that thinking green doesn't have to be complicated and that the results can have a major impact on protecting the environment and enriching our communities.

We are appreciative of the government of P.E.I.'s confidence and recognition of our commitment to the environment, as well as the interest that residents have shown the RMC program.

The CWTA and its members look forward to many successful years of this partnership.

## Appendix A

<b>List of drop-off locations in P.E.I.</b>			
<b>East Prince Waste Management Facility</b>	<b>WELLINGTON CENTRE</b>	<b>PEI</b>	<b>C0B 2E0</b>
Rogers Wireless	SUMMERSIDE	PEI	C1N 4K4
Aliant Store	SUMMERSIDE	PEI	C1N 1B8
Enman Audio & Video	SUMMERSIDE	PEI	C1N 4N6
Wacky Wheatley s - The Communications Store	SUMMERSIDE	PEI	C1N 4P7
G.B.S. Communications Inc.	SUMMERSIDE	PEI	C1N 4P7
Lea-Mac /The Source by Circuit City	SOURIS	PEI	C0A 2B0
O Leary Home Hardware	O LEARY	PEI	C0B 1V0
<b>New London Waste Watch Drop-Off Center</b>	<b>NEW LONDON</b>	<b>PEI</b>	<b>C0B 1M0</b>
<b>Murray River Waste Watch Drop-Off Center</b>	<b>MURRAY RIVER</b>	<b>PEI</b>	<b>C0A 1W0</b>
Montague Office Supplies	MONTAGUE	PEI	C0A 1R0
Island Video Distributors	KENSINGTON	PEI	C0B 1M0
<b>Dingwells Mills Waste Watch Drop-Off Center</b>	<b>DINGWELL MILLS</b>	<b>PEI</b>	<b>C0A 2A0</b>
Rogers Wireless	CHARLOTTETOWN	PEI	C1A 4K9
Rogers Plus	CHARLOTTETOWN	PEI	C1E 1H6
Aliant Store	CHARLOTTETOWN	PEI	C1A 9K5
Video Pros	CHARLOTTETOWN	PEI	C1A 5N9
Wacky Wheatley s - The Communications Store	CHARLOTTETOWN	PEI	C1A 1H6
Future Shop	CHARLOTTETOWN	PEI	C1E 2E4
G.B.S. Communications Inc.	CHARLOTTETOWN	PEI	C1A 4N4
G.B.S. Communications Inc.	CHARLOTTETOWN	PEI	C1E 1H6
<b>GreenIsle Environmental Waste Watch Drop-Off Center</b>	<b>CHARLOTTETOWN</b>	<b>PEI</b>	<b>C1E 2A1</b>
<b>Island Waste Management Corporation</b>	<b>CHARLOTTETOWN</b>	<b>PEI</b>	<b>C1E 2C1</b>
<b>Brockton Waste Watch Drop-Off Center</b>	<b>BROCKTON</b>	<b>PEI</b>	<b>C0B 1K0</b>
Alberton Home Hardware	ALBERTON	PEI	C0B 1B0

(Bolded locations were added after launch.)

## Appendix B

Global Electric Electronics Processing Inc. (GEEP)



# Certificate of Registration

QUALITY MANAGEMENT SYSTEM - ISO 9001:2008

*This is to certify that:*

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

*Holds Certificate No: FM 63264*

*and operates a Quality Management System which complies with the requirements of ISO 9001:2008 for the following scope:*

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

*For and on behalf of BSI:*

*President, BSI America, Inc.*

Originally Registered: 11/24/2000

Latest Issue: 11/10/2009

Expiry Date: 11/13/2012



Page: 1 of 2

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





# Certificate of Registration

**ENVIRONMENTAL MANAGEMENT SYSTEM - ISO 14001:2004**

*This is to certify that:*

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

*Holds Certificate No:* **EMS 64705**

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

**Provision of material reclamation and recycling services resulting in the sale of both ferrous and non-ferrous finished goods. The design of a system for provision of electronics and telephony warehousing and distribution services for customer owned property.**

*For and on behalf of BSI:*

*President, BSI America, Inc.*

Originally Registered: **12/13/2001**

Latest Issue: **07/30/2009**

Expiry Date: **01/01/2011**



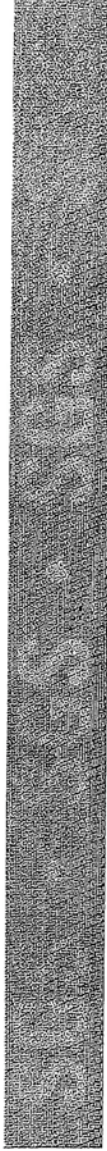
Page: 1 of 2

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



# Appendix C

## GREENTEC



Certificate CA05/3536/E

The management system of  
Le système de gestion de

### Greentec International Inc.

95 Struck Court,  
Cambridge, Ontario, N1R 8L2, Canada

has been assessed and certified as meeting the requirements of:  
a été évalué et enregistré selon les exigences de la norme :

### ISO 14001:2004

The scope of registration is as follows:  
La portée d'enregistrement est présentée ci-dessous:

**Provider of reverse logistics and recycling services for print  
cartridges, cell phones, computer equipment, telecommunications  
equipment and electronic waste.**

Further clarifications regarding the scope of this certificate and the applicability of  
ISO 14001:2004 requirements may be obtained by consulting the organization.  
Des éclaircissements supplémentaires concernant la portée de ce certificat ainsi que l'applicabilité des  
exigences de la norme selon ISO 14001:2004 peuvent être obtenus en consultant l'organisme.

This certificate is valid from 4 August 2008 until 3 August 2011  
Ce certificat est valide du 4 août 2008 au 3 août 2011

Issue 3.  
Édition 3.

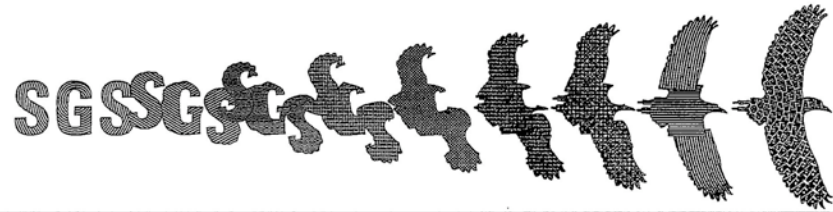
Signed for and on behalf of SGS Systems & Services Certification Canada Inc  
Document signé pour et au nom de SGS Certification de Systèmes & Services Canada Inc

Director Accreditation North America

SGS Systems & Services Certification Canada Inc  
SGS Certification de Systèmes & Services Canada Inc  
201 Route 17 North, Rutherford, NJ 07070  
t 201-508-3000 t 1-800-747-9047 f 201-935-4555 www.sgs.com

SGS EMS 04 0105

Page 1 of 1



graphic design: atelier reyer print; printed by: crell (lahti) ecostrategy printing ltd. eindhoven

Appendix D  
ReCellular Inc.



### Certificate of Registration

This certifies that the Environmental Management System of  
**RECELLULAR INC.**

2555 Bishop Circle West  
Dexter, Michigan, 48130, United States

has been assessed by NSF-ISR and found to be in conformance to the following standard(s):

**ISO 14001:2004**

**Scope of Registration:**

Collect, test, refurbish, and/or recycle and sell used cellular phones.

**Exclusions:** N/A

**Industrial Classification:**

IAF - EMS: 24  
SIC: 5093  
NACE: DN 37

Certificate Number: 7Y462-EM2  
Certificate Issue Date: 03-MAR-2009  
Registration Date: 28-FEB-2009  
Expiration Date \*: 28-FEB-2012

Christian B. Lupo, General Manager  
NSF-ISR, Ltd.



Authorized Registration and/or Accreditation Marks. This certificate is property of NSF-ISR and must be returned upon request. \*Company is notified for performance at regular intervals. To verify registrations call (888) NSF-9000 or visit our web site at www.nsf.org



## Appendix E

### Sims Recycling Solutions

#### Certification

Awarded To

### **SIMS GROUP RECYCLING SOLUTIONS**

275 STEELWELL ROAD  
BRAMPTON, ONTARIO, CANADA

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

STANDARDS

ISO 14001:2004

SCOPE OF SUPPLY

**PROVIDES END OF LIFE ELECTRONICS RECYCLING SERVICES**

Original Approval Date: 04 February 2009

Subject to the continued satisfactory operation of the Organization's Management System, this certificate will remain valid until: 03 February 2012

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

Certificate No: US 09000103

Issue Date: 04 February 2009

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For Bureau Veritas Certification North America, Inc.  
3663 N. Sam Houston Pkwy., Suite 100  
Houston, Texas, USA  
[www.certification.us.bureauveritas.com](http://www.certification.us.bureauveritas.com)



**BUREAU VERITAS**  
Certification



### Certification

Awarded To

## **SIMS GROUP RECYCLING SOLUTIONS**

CANADA LTD. 275 STEELWELL ROAD  
BRAMPTON, ONTARIO CANADA L6T 5P3

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

STANDARDS

**OHSAS 18001:2007**

SCOPE OF SUPPLY

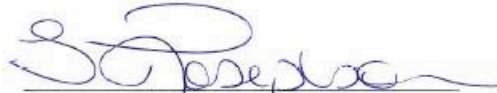
**PROVIDES END OF LIFE ELECTRONICS RECYCLING SERVICES.**

Original Approval Date: **23 February 2010**

Subject to the continued satisfactory operation of the Organization's Management System, this certificate will remain valid until: **03 February 2012**

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

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



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



## Appendix F

### Sample of RMC Promotional Materials

#### Brochure

**WHY RECYCLE?**

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

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

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

Enter your postal code at [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca) to find your nearest drop-off location, to see a list of participating programs or to receive a pre-paid mailing label for your device.

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

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

**RecycleMyCell.ca partners include:**

Bell	RIM
GREENTEC	Rogers
KYOCERA	Communications Inc.
Motorola	Samsung
MTS	SaskTel
Nokia	TELUS
ReCellular, Inc.	Virgin Mobile Canada

**Did You Know?**

- Approximately 98% of a mobile phone's weight is recyclable.
- The average consumer replaces their wireless device every two years.
- 72% of Canadian households have at least one cell phone.
- There are thousands of cell phone collection sites in Canada.

To contact one of our program representatives, e-mail [info@RecycleMyCell.ca](mailto:info@RecycleMyCell.ca) or call 1-888-797-1740.

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

Printed on 100% post-consumer recycled paper.

#### Tent Card

**www.RecycleMyCell.ca**

Printed on 100% post-consumer recycled paper.

Poster

