



**Recycle My Cell
2010 Annual Report**

**Submitted to Newfoundland and Labrador
Department of Environment and Conservation**

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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, operates Recycle My Cell (RMC), a free national cellular phone recycling program. The members of CWTA include, among others, wireless service providers, wireless handset manufacturers and processors.

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

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

In 2010, 8,434 devices were recovered within the province: 6,190 devices were recovered by RMC through the program's 71 collection sites and the use of postage paid mailing labels; 2,090 devices were recovered through RMC members' internal refurbishment and reuse programs; and 154 were recovered by Call2Recycle.

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

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

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

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

2. Introduction

Recycle My Cell has served as the cell phone recycling stewardship program in Newfoundland and Labrador since its formal recognition within the province on July 28, 2009.

Although no formal obligation to report on the program has been set out by the Department of Environment and Conservation the CWTA is pleased to provide this report on the program's status for the 2010 calendar year.

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

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

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

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

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

3. Performance Indicators

3.1. Volume of cellular devices collected

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

In total, through all means identified below, **8,434** devices were recovered within the Province in 2010.

3.1.1. Volume of devices collected through RMC

In 2009 members of CWTA's recycling program recovered **4,161** devices in Newfoundland and Labrador; **3,268** devices through RMC drop-off locations and another **893** (estimated) using the mail-back option offered by several RMC partners.

In 2010, members recovered **6,190** devices; **5,529** devices through RMC drop-off locations and another **661** (estimated) using the mail back option. This is an increase of 48.8%.

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

3.1.2. Volume of devices collected through other member initiatives

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

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

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

- Sold internally to employees;
- Sold as a refurbished device through the carrier;
- Sold in bulk to a third-party via auction;
- Used internally as a customer 'loaner' for warranty programs; or
- Used for customer retention purposes.

Based on data available for 2010, it is estimated that an additional **2,090** devices were diverted from entering the recycling stream within the province as a result of refurbishment and reuse efforts within participating members' organizations.

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

3.1.3. Volume of devices collected by other programs

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

RMC currently participates in a data sharing arrangement with Call2Recycle. The Call2Recycle collection system employs a combination return-to-retail/depot model and works in conjunction with their battery recovery program. In 2010, Call2Recycle reported collecting **154** devices.

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

Cell phone recovery in Newfoundland and Labrador - 2010		
Program	Method	Quantity (units)
Recycle My Cell	Drop-off locations	5,529
	Mail-back	661
RMC member internal initiatives	Various	2,090
Call2Recycle	Drop-off locations	154
Total		8,434

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

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

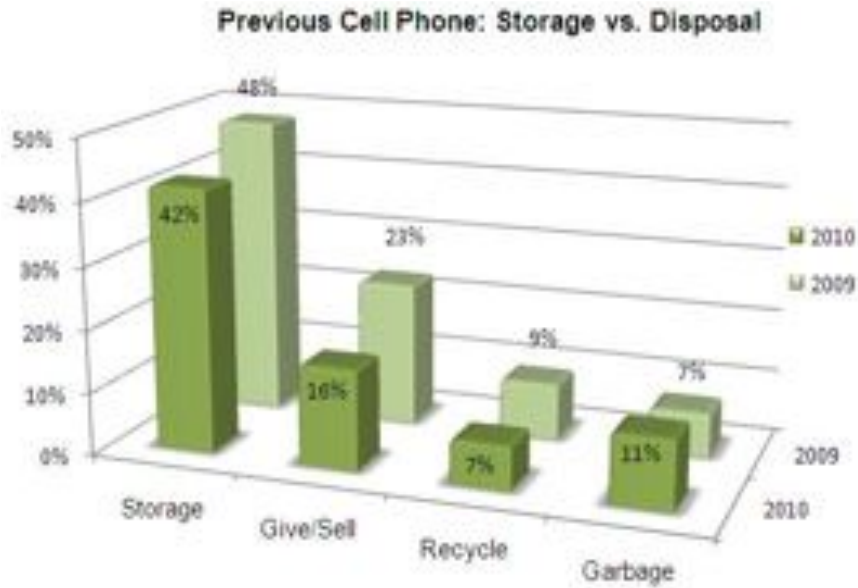
In November 2010, CWTA commissioned Quorus Consulting Group to conduct a national survey to:

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

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

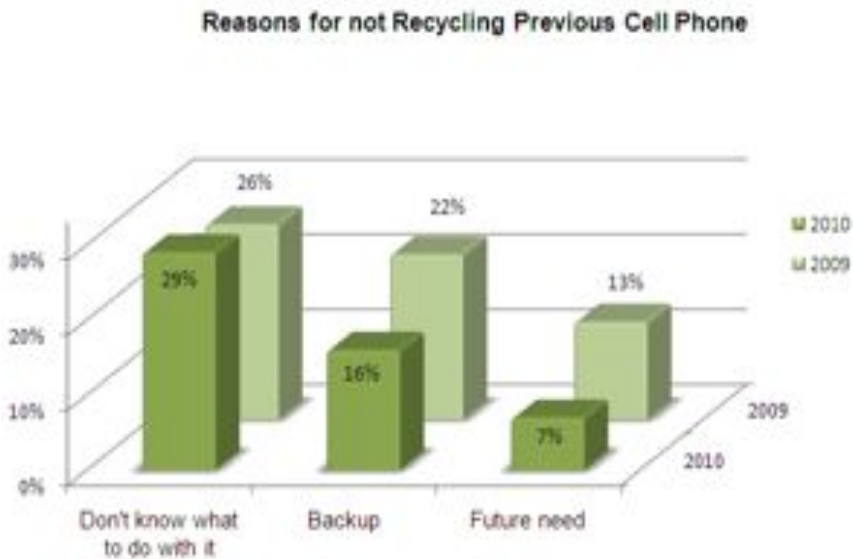
Survey results for 2010

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



The data indicates that 7% of Newfoundland and Labrador respondents recycled their last phone (a decrease of 2 percentage points), 16% gave it away or sold it and 11% threw it out. In Newfoundland and Labrador 42% of residents simply store their old cellular phone which is a decrease of 6 percentage points over the previous year.

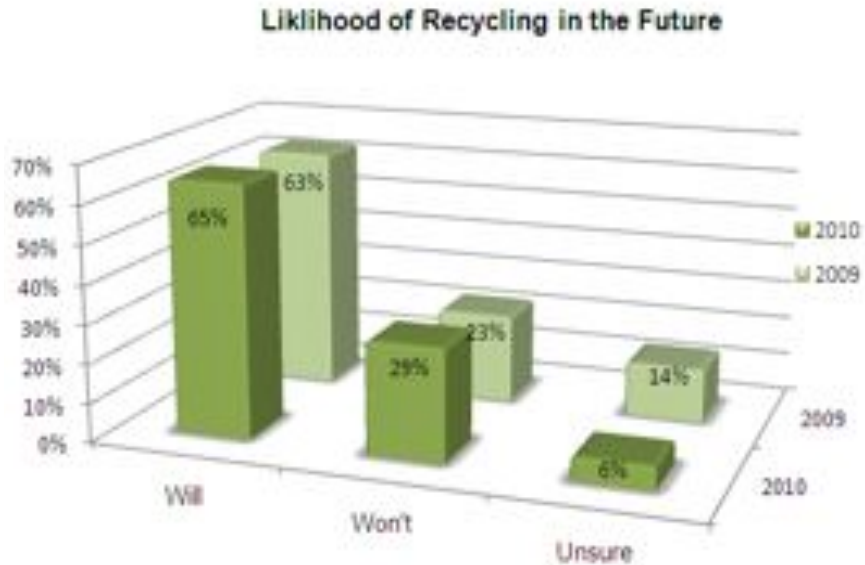
The majority of unwanted cell phones within Newfoundland and Labrador are being kept from entering the landfill in some manner.



The data indicates that 29% of Newfoundland and Labrador residents with a cell phone in storage reported not knowing what else to do with their phone (up 3

percentage points), 16% were keeping it as a backup (a decrease of 6 percentage points) and 7% were keeping it for a future need (a decrease of 6 percentage points).

There is an opportunity to work more closely with organizations responsible for waste management and recycling within the province to promote recycling options that exist within the province, especially since fewer phones are being kept for future need or back up.

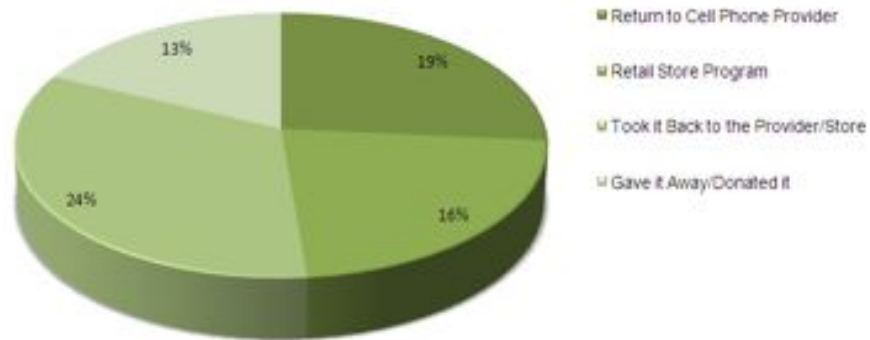


The data indicates that 65% of Newfoundland and Labrador respondents who are currently storing an old cell phone would be willing to recycle it or return it to a cell provider, 29% said they would not recycle or return it, and 6% did not know. People willing to recycle went up 2 percentage points over the previous year, people who won't recycle went up by 6 percentage points and people who are unsure went down by 8 percentage points.

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

CWTA will continue to work with its members in offering a convenient and easy method for cell phone recycling, however, the decision whether to recycle their device ultimately rests with the consumer.

**Top 4 Ways Newfoundland and Labrador Residents
Recycled Their Cell Phones**



The data indicated that 19% of Newfoundland and Labrador respondents reported returning their devices to cell phone providers (a decrease of 17 percentage points), with another 16% recycling theirs through a retail store program (down 5 percentage points from last year). Interestingly 24% of respondents said they took it back to the provider/store (up from 3% in 2009) which seems to point to a general lack of differentiation between a carrier's location and a general retail location.

Over all 59% said they took it back to some kind of retail store for recycling.

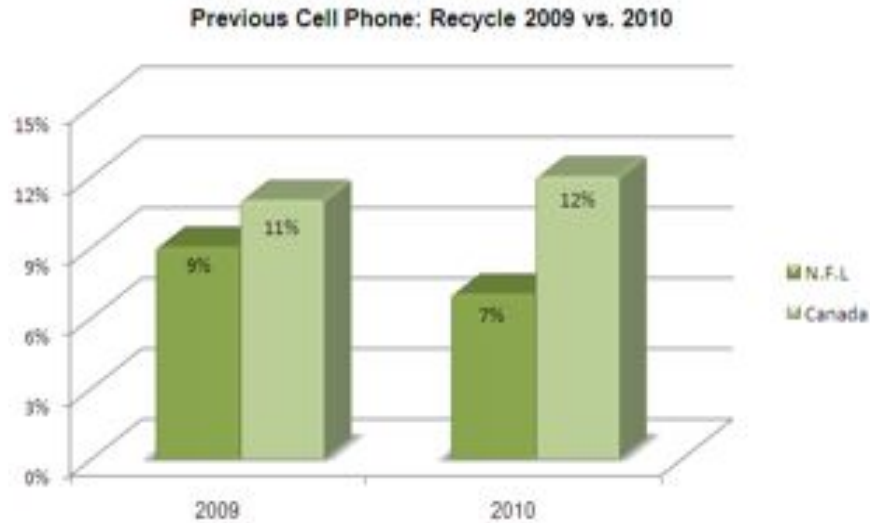
Survey results compared 2009 - 2010

In order to better understand the overall impact from 2009 to 2010, the following comparisons were made between Newfoundland and Labrador and Canada:



39% of Newfoundland and Labrador respondents are aware of recycling programs for cell phones in general, which hasn't changed from last year. 19% of Newfoundland and Labrador residents were aware of RMC when asked, up from 7% in 2009. Newfoundland and Labrador has the highest RMC awareness of any province. Data was not collected to gauge the awareness level of other recycling programs at the provincial level.

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



The data indicates that 7% of Newfoundland and Labrador respondents recycled their phone in 2010, a decrease of 2 percentage points over the previous year. This result is interesting given that actual collections within the province increased in 2010.

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

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

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

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

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

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

- RMC Web site logged 23,276 unique visits.
- 149 database searches initiated in Newfoundland and Labrador (based on the postal code entered at time of search).
- 18 calls to the RMC toll-free number originated from Newfoundland and Labrador.

While the number of database searches and calls may prove to be beneficial in determining the level of interest in RMC within the province it is important to note that this figure may not correlate to the number of recovered devices reported. In 2010, **6,190** phones were recovered.

3.4. Representative survey of retailer participants to determine satisfaction

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

In 2010 there were 71 collection sites¹ within Newfoundland and Labrador, of these the vast majority were retailers affiliated with our members.

3.5. Media pick-up statistics

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

The News Canada stories were picked up by 65 publications, of these 3 were based in Atlantic Canada although none specifically in Newfoundland and Labrador.

¹ A list of current drop-off locations is located in Appendix A.

It is difficult to determine how many of the other publications may have been viewed by residents of Newfoundland and Labrador.

4. Processor Members and Certifications

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

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

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 EPSC² 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

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

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 9001³ and ISO 14001 certified. The processing method (refurbishment, resale or destruction) is determined by the client and the destruction of all proprietary products is documented. Hazardous waste separation, registration and regulatory compliance is also documented and environmental, health and safety policies and emergency response and fire prevention plans are also in place. GEEP is fully insured, including its environmental policies, and has a stated corporate objective of a zero landfill contribution. GEEP is a division company of the *Barrie Metals* group of companies, with locations in Canada, the United States of America and Asia. It has one of the largest, most comprehensive, state-of-the-art processing facilities of e-waste globally.

4.3. GREENTEC

GREENTEC is a leading provider of environmentally responsible cell phone and electronic waste disposal solutions. Specializing in reverse logistics and third-party services for retailers, manufacturers and consumers, GREENTEC operates THINK RECYCLE - an environmental fundraising program that collects, recovers and recycles over 200,000 cell phones each year, from over 12,000 locations. GREENTEC's vast network of aftermarket buyers allows them to maximize value return on a broad selection of makes and models. As such, they operate one of the largest retail cell phone recycling programs in Canada.

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.

³ See Appendix B for GEEP certificates.

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 14001⁴ 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*.

⁴ See Appendix C for Greentec certificate.

The ReCellular environmental management plan is also ISO 14001⁵ certified and includes internal audits requested by management, periodic random quality checks, and annual revisions to its environmental policies. These internal procedures were developed to change and improve with the evolving technological and social issues of the future.

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

4.5. Sims Recycling Solutions

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

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

Sims Recycling Solutions also leads the industry in the secure management and destruction of all electronic materials. They hold an ISO 14001⁶ 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. Handset Members and Improving Product Life Cycle Management

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

Handset manufacturers have been working together as part of the GSM Association to implement a cross-industry standard for a universal charger for

⁵ See Appendix D for ReCellular certificate.

⁶ See Appendix E for Sims certificates.

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

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

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

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

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

Some examples of individual initiatives that have been taken include:

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

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

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

6. Management of Recovered Product

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

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

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

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

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

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

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

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

While it is understood that reuse is the preferred method for dealing with recovered product, in the case of wireless devices the amount of product that can be refurbished for reuse is dependent on many factors that are not controllable, including the condition of the phone at time of recovery and the technology that is required for its use. As such, to reintroduce phones into the market that do not meet those criteria or that are not supported on technology in a given market do more harm than good. For this reason, phones that do not meet reuse criteria will continue to be sent for responsible recycling.

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

7. Recycle My Cell Program Awareness Activities

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

7.1. Corporate program initiatives

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

Promotional materials: Over the course of 2010 wireless carriers have continued to build program awareness by placing RMC branding on corporate marketing materials like in-store posters and tent cards⁷. Each participating carrier continues to have its own marketing plans in place.

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

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

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

Bell, for example, has produced an on-line training module⁸ that each new store associate in Atlantic Canada is required to complete as part of their training.

7.2. CWTA initiatives

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

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

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

the level of awareness concerning cell phone recycling. In addition to new initiatives, CWTA also continues to promote the program with methods that have shown positive results.

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

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

Ease My Load

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

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

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

Recycle My Cell Challenge

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

Schools were informed of the Challenge through a national press release⁹, contest details on the Waste Reduction Week in Canada Web site and through each of the councils; how this information was conveyed by the councils would differ based on the approach preferred by each region. In Newfoundland and Labrador the school challenge received a great deal of support from the Multi

⁹ See Appendix H for press releases.

Materials Stewardship Board (MMSB)¹⁰. Each school was enlisted to participate in the challenge directly, and information was also posted on the MMSB Web site.

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

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

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

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

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

Overall **3,854** cell phones were recovered by the 70 schools¹¹ that participated in the school challenge across the country. The majority of participating schools, as well as the majority of recovered phones, originated within Newfoundland and Labrador. CWTA looks forward to continued support from MMSB for future school challenges.

Waste Reduction Week Promotional Activities

In order to promote¹² the launch of Waste Reduction Week in Canada activities, CWTA staff and members attended Waste Reduction Week launch events across the country. Organizers in Newfoundland and Labrador organized a launch event for the school challenge at Mount Pearl Senior High School with the Hon. Charlene Johnson, Minister of Environment and Conservation, and Leigh Puddester CEO and Chair of MMSB. Bernard Lord, President and CEO of CWTA, attended the event and was given an opportunity to speak.

Activities of other councils included:

- In Ontario the Recycling Council of Ontario (RCO) organized a breakfast with the Minister of Environment at the MTS Allstream Center Toronto where CWTA staff had a seat at the minister's table. The RMC public

¹⁰ See Appendix I for promotional materials developed by MMSB to support the Recycle My Cell School Challenge.

¹¹ See Appendix J for results.

¹² See Appendix K for promotional materials to support Waste Reduction Week in Canada.

service announcement was unveiled during the breakfast. RMC info and a collection box were provided to collect phones.

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

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

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

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

Once the registration is approved, locations receive all the elements that they require for phone recovery (postage paid boxes, posters and pamphlets) as well as information concerning the most frequently asked questions about our program and cell phone recycling.

The Recycle My Cell branded program currently has 61 locations across Canada, two (2) of which are located in Newfoundland and Labrador. Cell

¹³ See Appendix L for Pacific National Exhibition "Green Scene" presence.

phones collected through the program are accounted for in the collection totals in Section 3.1. CWTA looks forward to expanding the collection network within the province.

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

YouTube video: CWTA developed a public service announcement¹⁴ in both French and English to promote Recycle My Cell. This PSA has been posted to YouTube and also provided to relevant waste management contacts within each province for their information and use.

On-going Initiatives

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

Stakeholder Web sites: CWTA has worked with relevant waste management stakeholders in Newfoundland and Labrador (including the Department of Environment and Conservation and MMSB) to ensure that RMC information is included on their Web sites where feasible. CWTA believes that the most effective way to ensure residents of Newfoundland and Labrador are aware of the program is to have information included in areas where a resident is likely to look for it. CWTA is receptive to working with interested parties within the province.

Recycle My Cell is being supported by Pitch-in Canada¹⁵ as the cell phone recycling program that they promote to interested organizations. Recycle My Cell replaces the program that Pitch-in Canada ran until September 2010.

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

Promotional materials: Promotional materials (recovery boxes, brochures, tent cards and posters¹⁶) have been developed for use at municipal and community

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

¹⁵ See Appendix M for Pitch-in Canada Web page.

sites that support the Recycle My Cell recovery program, at dealer sites that do not run their own program and wherever else such materials may be required.

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

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

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

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

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

In addition, the program was also included in a segment on Breakfast TV (Breakfast Television on /A\ in Atlantic Canada), with follow-up information posted to their Facebook page¹⁸.

Paid advertising: CWTA developed and ran RMC ads in select markets, including the St. John's Telegram¹⁹, to coincide with Earth Day. As well other paid advertisements such as ads placement in the National Geographic Magazine of Canada and Hill Times are used to inform stakeholders and decision makers within all levels of the government of the program.

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

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

¹⁸ See Appendix O for Breakfast TV Facebook page including RMC reference.

¹⁹ See Appendix P for examples of paid ads.

8. Donation to Charity

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

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

9. Conclusion

The CWTA and its members are committed to providing residents of Newfoundland and Labrador with a free, convenient and accessible method to dispose of their unwanted wireless devices and accessories. With 71 return-to-retail locations operational within the province returning a cell phone for recycling is easy.

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

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

Appendix A

List of drop-off locations in Newfoundland and Labrador			
Shoppers Drug Mart	BAIE VERTE	NL	A0K 4P0
Caravan Electronics	BAY ROBERTS	NL	A0A 1G0
Custom Computer Centre	BONAVISTA	NL	A0C 1B0
Bell Aliant	CARBONEAR	NL	A1Y 1B3
Can Tech Inc. - The Source	CARBONEAR	NL	A1Y 1A6
Wireless Horizons	CARBONEAR	NL	A1Y 1B3
Churchill Falls Convenience Store	CHURCHILL FALLS	NL	A0R 1A0
Bell Aliant	CLARENVILLE	NL	A5A 1R5
Cellular Central	CLARENVILLE	NL	A5A 1K3
Wireless Horizons	CLARENVILLE	NL	A5A 1K3
Boyd Slade Electronics Ltd.	CONCEPTION BAY SOUTH	NL	A1X 2B7
Bell Aliant	CONCEPTION BAY SOUTH	NL	A1W 3A6
Altronics	CORNER BROOK	NL	A2H 6L8
Virgin Mobile	CORNER BROOK	NL	A2H 6L8
Bell Aliant	CORNER BROOK	NL	A2H 6G1
Bell Aliant	CORNER BROOK	NL	A2H 2Y6
TELUS Store	CORNER BROOK	NL	A2H 6L8
Newfound Mobility Solutions	CORNER BROOK	NL	A2H 4C9
Wireless World	DEER LAKE	NL	A8A 1E1
Consumer Drug Mart	FLOWERS COVE	NL	A0K 1B0
Bell Aliant	GANDER	NL	A1V 2H2
Central Office Equipment	GANDER	NL	A1V 1Y9
Newfound Mobility Solutions	GANDER	NL	A1V 2H2
Cellular Central	GLOVERTOWN	NL	A0G 4R0
Cellular Central	GLOVERTOWN	NL	A0G 3A0
Easy Connect	GOULDS	NL	A1S 1H2
Boot Computers	GRAND BANK	NL	A0E 1W0
Roy's TV	GRAND FALLS-WINDSOR	NL	A2B 1A1
TNC Communications	GRAND FALLS-WINDSOR	NL	A2A 2J9
Central Sight and Sound	GRAND FALLS-WINDSOR	NL	A2A 1X1
Newfound Mobility Solutions	GRAND FALLS-WINDSOR	NL	A2A 2K5
Iglutek Computers	HAPPY VALLEY-GOOSE BAY	NL	A0P 1E0
Labrador Specialty Services	HAPPY VALLEY-GOOSE BAY	NL	A0P 1C0
Ken-Tech Computer Sales & Repair	LABRADOR CITY	NL	A2V 2Z2
Officeworks Inc.	LABRADOR CITY	NL	A2V 2L3

O'Brien's Sales and Service	L'ANSE AU LOUP	NL	A0K 4C0
Central High tech - The Source	LEWISPORTE	NL	A0G 4M0
Bell Aliant	MARYSTOWN	NL	A0E 2M0
Wireless Horizons	MARYSTOWN	NL	A0E 2M0
Eastcom	MOUNT PEARL	NL	A1N 4P5
Bell Aliant	MOUNT PEARL	NL	A1N 3K2
Rogers Plus	MOUNT PEARL	NL	A1N 5K8
Easy Connect	PLACENTIA	NL	A0B 2Y0
Port au Choix Pharmachoice	PORT AU CHOIX	NL	A0K 3L0
Jim Crewe Limited - The Source	PORT AUX BASQUES	NL	A0M 1C0
Fisherman's Landing	ROCKY HARBOUR	NL	A0K 4S0
Roddickton Pharmacy	RODDICKTON	NL	A0K 2N0
Hann's Electronics - The Source	SPRINGDALE	NL	A0J 1T0
Consumer Choice Pharmacy	ST. ANTHONY	NL	A0K 4N0
Virgin Mobile	ST. JOHN'S	NL	A1B 1W3
Rogers Plus	ST. JOHN'S	NL	A1B 1W3
TELUS Store	ST. JOHN'S	NL	A1B 1W3
Newfound Mobility Solutions	ST. JOHN'S	NL	A1B 5C8
Going Mobile Wireless	ST. JOHN'S	NL	A1A 5E8
Going Mobile Wireless	ST. JOHN'S	NL	A1B 1C2
Bell Aliant	ST. JOHN'S	NL	A1E 4N1
West End Electronics	ST. JOHN'S	NL	A1E 4N1
Bell Aliant	ST. JOHN'S	NL	A1E 1S2
Bell Aliant	ST. JOHN'S	NL	A1C 6C9
Easy Connect	ST. JOHN'S	NL	A1B 4J8
Bell Aliant	ST. JOHN'S	NL	A1B 3X4
Bell Aliant	ST. JOHN'S	NL	A1B 2X1
Bell Aliant	ST. JOHN'S	NL	A1B 1W3
Bell Aliant	ST. JOHN'S	NL	A1B 1W3
NicTech Electronics Ltd. - The Source	STEPHENVILLE	NL	A2N 3A7
Bell Aliant	STEPHENVILLE	NL	A2N 1J1
Government of Newfoundland and Labrador - Dept. of Environment	ST. JOHN'S	NL	A1B 4J
Easy Connect	TORBAY	NL	A1K 1K7
Twillingate Auto Supplies - The Source	TWILLINGATE	NL	A0G 2L0
Carter Agencies	WESLEYVILLE	NL	A0G 2L0
TELUS Store	WEST ST. JOHN'S	NL	A1E 4N1

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**

BSI TM

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: 11/24/2006 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 www.bsigroup.com. Printed copies can be validated at www.bsigroup.com/ClientDirectory
To be read in conjunction with the scope above or the attached appendix.
American Headquarters: 12110 Sunset Hills Road, Suite 300, 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 64785

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

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

For and on behalf of BSI:

VP Regulatory Affairs, BSI Group America Inc.

Originally Registered: 12/13/2001

Latest Issue: 12/03/2010

Expiry Date: 01/01/2014

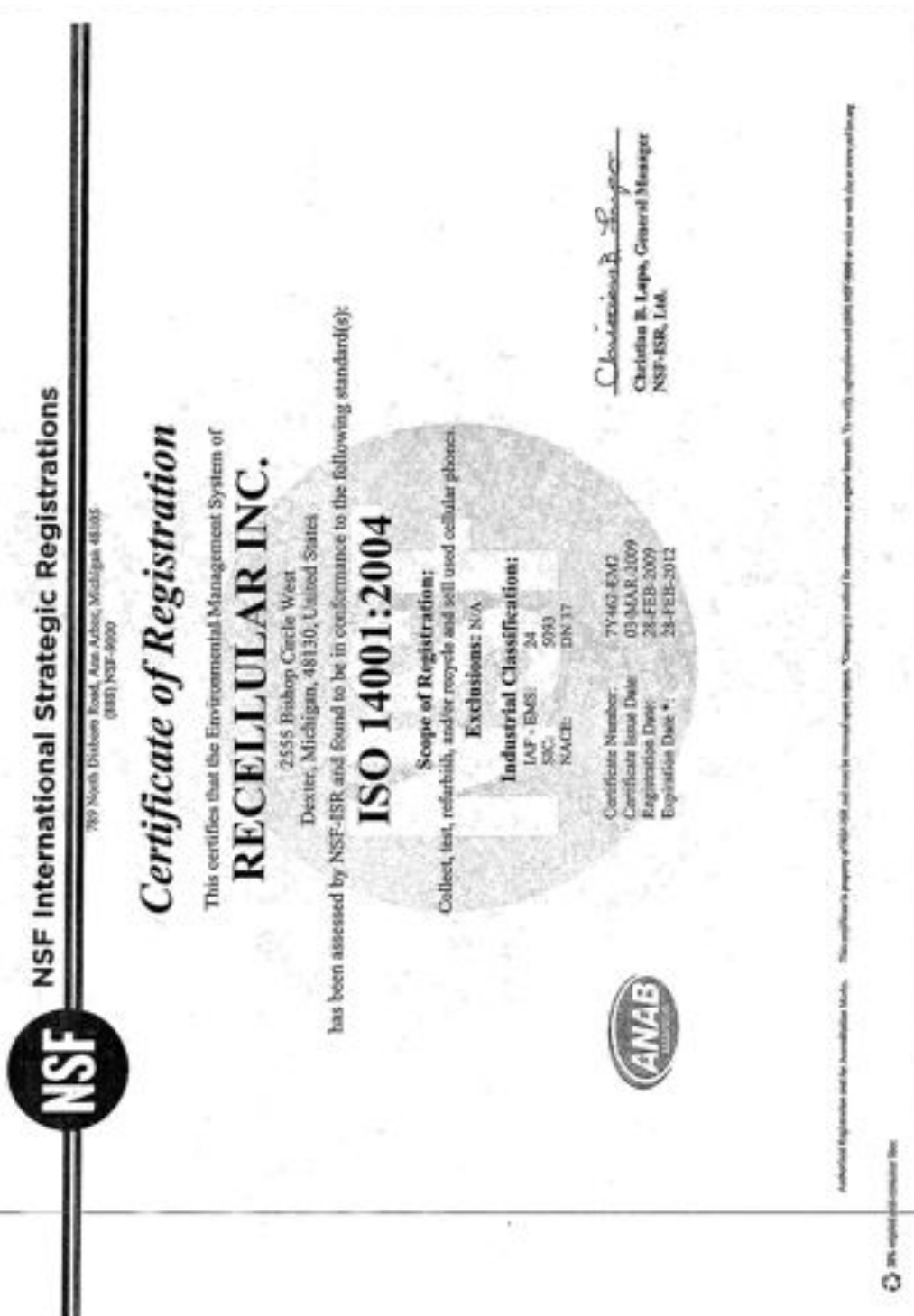


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An electronic certificate can be authenticated [online](http://www.bsigroup.com/ClientDirectory). Printed copies can be validated at www.bsigroup.com/ClientDirectory.
To be read in conjunction with the scope above or the attached appendix.
Americas Headquarters: 12110 Sunset Hills Road, Suite 200, Reston, VA 20190, USA.



Appendix D
ReCellular Inc.



Appendix E

Sims Recycling Solutions



For Bureau Veritas Certification North America, Inc.
3663 N. Sam Houston Pkwy., Suite 100
Houston, Texas, USA
www.certification.us.bureauveritas.com



BUREAU VERITAS
Certification



Certification

Awarded To

SIMS GROUP RECYCLING SOLUTIONS

CANADA LTD. 275 STEELE WALK 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**

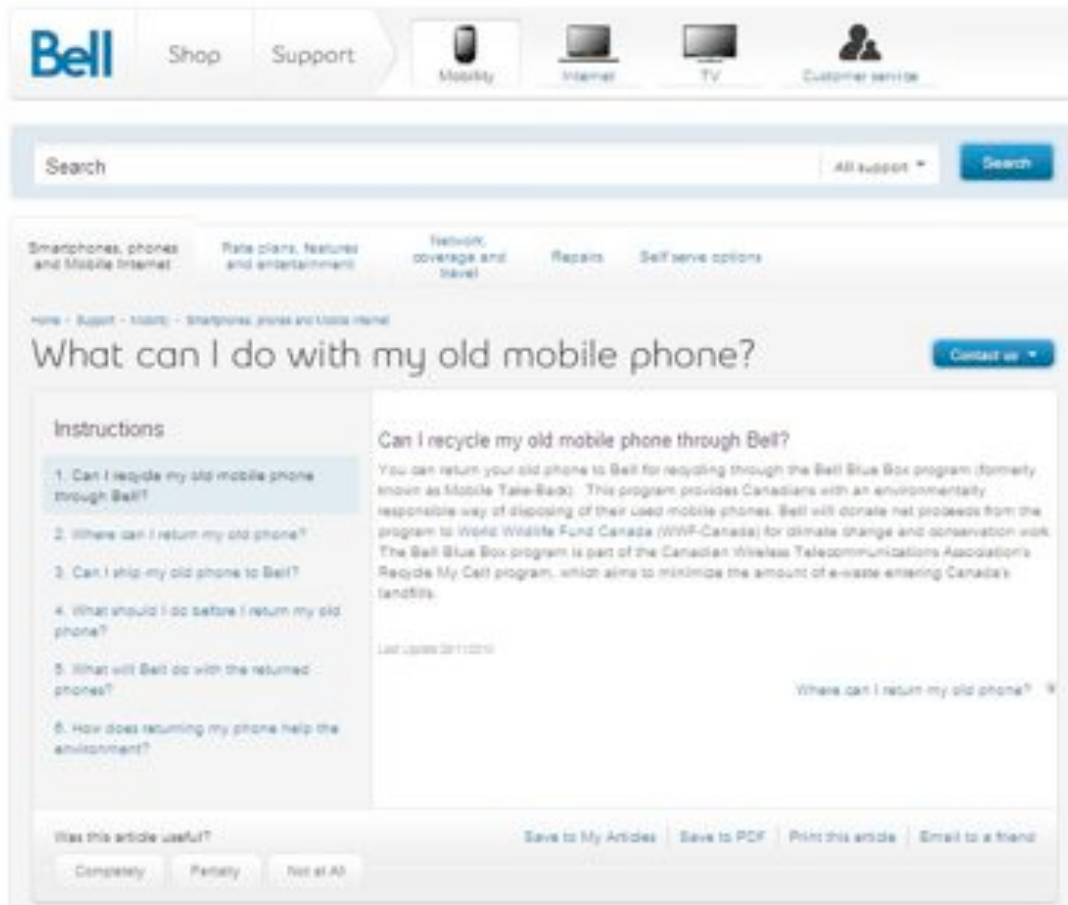


For Bureau Veritas Certification North America, Inc.
3663 North Loop Houston Pkwy, Houston, Texas, USA
www.us.bureauveritas.com/bvc



Appendix F

Carrier posters / tent cards and Web sites



The screenshot shows the TELUS website interface. At the top, there is a navigation bar with links for 'Business Solutions', 'Why TELUS', 'Find a store', 'Register', 'Log in', and 'Cart empty'. Below this is a main menu with categories like 'Home', 'Phones & devices', 'Plans', 'Add-ons', 'Coverage', 'Support', and 'Your account'. A secondary menu includes 'Phones & Services', 'Billing', 'Services', 'Coverage & Security', 'New mobile', 'Setting up your phone', and 'Learning center'. A promotional banner reads: 'Test your balance and TELUS will donate \$1 to purchase insulin pumps for kids with type 1 diabetes. Learn more >'. The main heading is 'Recycling phones & batteries' with a 'Provide site feedback' link. Below the heading is a navigation bar with tabs for 'Returns', 'Upgrading', 'Lost or stolen', and 'Recycling phones & batteries'. The content area is titled 'Recycling phones & batteries' and includes sections for 'What can you do?', 'Protect', 'Give', and 'We give where we live'. At the bottom, it lists partners: 'return recycle', 'TELUS Academy', and 'TreeCanada'.

Business Solutions | Why TELUS | Find a store | Register | Log in | Cart empty

Home | Phones & devices | Plans | Add-ons | Coverage | Support | Your account

Phones & Services | Billing | Services | Coverage & Security | New mobile | Setting up your phone | Learning center

Test your balance and TELUS will donate \$1 to purchase insulin pumps for kids with type 1 diabetes. [Learn more >](#)

Recycling phones & batteries

[Provide site feedback](#)

Returns | Upgrading | Lost or stolen | **Recycling phones & batteries**

Recycling phones & batteries




What can you do?
Bring an mobile phone, battery or accessory, irrespective of carrier, to your local [TELUS store](#) for recycling, and we'll part a box for FREE.

Protect
Recycling your phones and accessories help protect the environment, hazardous materials are treated to prevent contamination of soil and groundwater, while excess materials are recycled to reduce landfill waste.

Give
As a proud partner and supporter of [TreeCanada](#), a tree will be planted for each mobile phone recycled with TELUS.

We give where we live
Not only do we protect the environment, we give back to the environment by planting trees, and you can help. Last year, our Return & Recycle program collected over 100,000 phones, equating to 100,000 new trees across the nation. Let's make those numbers grow.

TELUS is a proud partner of
[Canadian Wireless Telecommunications Association](#) >
[Return My Cell program](#) >



Home | Français

LYNX
MOBILITY

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1 888 757 LYNX (5969)

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Newsletter Registration

Recycle your cell!

Adobe Reader
In order to read our Press Releases and other News Items, you'll need to have Adobe Acrobat PDF Reader. Please click below to download it.

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Want more information? Sign up for our [newsletter](#) to get the latest news from Lynx Mobility!

Search Lynx Mobility

Search

[Home](#) > [Recycle your cell!](#)

Recycle your cell!

Together, we can help reduce the amount of unwanted cell phones that end up in landfills

Recycle my cell is a free and easy solution to a common dilemma: what do you do with your old cell phone when you get a new one?

The short response is that you recycle it through [Recycle my Cell](#).

How are the cell phones recycled?

Your device and/or accessories are sent to a sorting facility where they can be refurbished (restored for resale) or recycled (dismantled for scraps). It all depends on the condition of the cell phone. The scrap materials are then used to produce new mobile devices and a variety of other items.

All processors that are associated with the Recycle My Cell program are held to the strictest environmental standards. All cell phones are recycled in compliance with Canadian environmental regulations.

How can I help?

All you have to do is drop yours off at one of our participating locations (regardless of whether the phone was purchased there).

Your local operator will accept all mobile devices: cell phones, smartphones, wireless PDAs, external aircards and pagers, as well as rechargeable batteries, headsets, chargers and other accessories - and it is absolutely free of charge!

View the [Recycle my cell public announcement](#) >>

Terms of Use | Privacy Policy | Site Map | Tell a Friend

Appendix G

Bell On-line Module



Appendix H

CWTA press releases for Waste Reduction Week

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

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

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

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

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

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

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

About Waste Reduction Week in Canada – www.wrwcanada.com

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

About Recycle My Cell

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

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

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

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

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

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

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

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

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

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

About Recycle My Cell

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

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

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

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

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

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

The winning schools are:

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

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

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

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

About Recycle My Cell

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

Appendix I

Waste Reduction Week in Newfoundland

Launch of Recycle My Cell Challenge in Newfoundland (Pictured: Hon. Charlene Johnson, Minister of Environment and Conservation with Bernard Lord, President & CEO, CWTA).



Brochure sent to schools for Recycle My Cell School Challenge

October 20th - November 30th

RECYCLE MY CELL CHALLENGE.

WASTE REDUCTION WEEK OCTOBER 18-24

Every day during Waste Reduction Week, involves the entire school in these fun activities to help our youth become environmental leaders.

THE CHALLENGE:
To collect as many cell phones as possible and be the school in your region of the province to collect the most cell phones (per student) in each school.

THE PRIZES:
Your school could win \$1,000 MMSB will award four \$1,000 cash prizes to the top performing schools in each of the four regions of the province. The prize money is to be used towards an environmental school initiative.

EASY TO PARTICIPATE:

- Step 1: Simply set up the Drop-Box in a convenient, visible location at your school and display posters appropriately.
- Step 2: Promote the Recycle My Cell School Challenge to teachers, students, and parents during the contest period of October 20 - November 30.
- Step 3: On November 1, seal the box carefully and affix the shipping label provided (IMPORTANT, as this label was issued for your specific school to verify cell phone counts). Call UPS 1.800.742.5477 for free pick-up and return.

SAMPLE NEWSLETTER CONTENT

MMSB has launched the Recycle My Cell School Challenge and we need your and 100 phones! If our school can collect more than any other school in our region, we'll win \$1,000 to spend towards an environmental initiative. A Drop-Box is located near the office of the school and the challenge continues until November 30th. For more information visit www.mmsb.ca.

THE FOUR MOST WASTE REDUCTION FUN

Canada's Recycling Program Mobile Devices Accessories

RECYCLE MY CELL

1000 Phones for your School

MS & SCHOLARSHIPS

mmsb

Web site support



Press Releases

Environment and Conservation
October 19, 2010

Province launches Recycle My Cell School Challenge

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

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

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

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

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

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

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

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

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

Environment and Conservation
February 2, 2011

Newfoundland and Labrador Schools Dominate National Recycle My Cell Challenge

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

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

The MMSB, in partnership with the Canadian Wireless Telecommunications Association (CWTA), sponsored the Recycle My Cell School Challenge, which was open to all K-12 schools in the province and ran from October 20 to November 30. The challenge was to collect as many cellphones as possible, calculated as a percentage of phones per student per school. The CWTA offered national prizes of a Samsung Reclaim phone with a one-year complimentary plan, compliments of Bell Mobility, plus \$500 for both first and second place rankings.

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

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

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

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

For more information on the program, visit www.recyclemycell.ca.

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

Appendix J

Results for Recycle My Cell Challenge

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

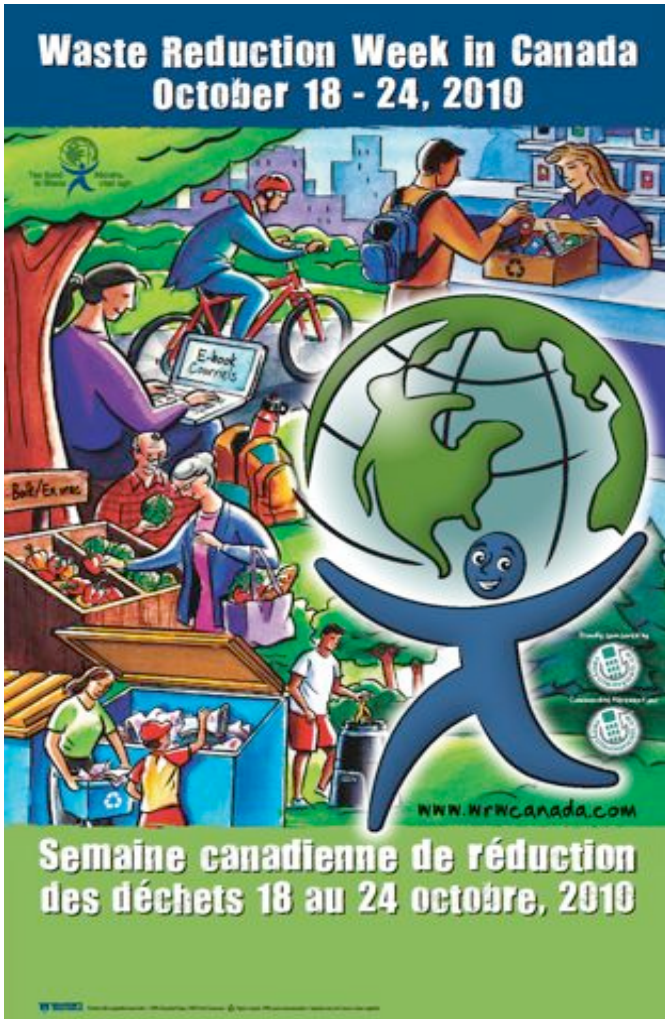
Appendix K

Samples from Waste Reduction Week in Canada

Web site screenshot



National poster



Banner Ad



Appendix L

Tradeshows and Exhibits

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



Press Release

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

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

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

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

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

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

Quick Facts:

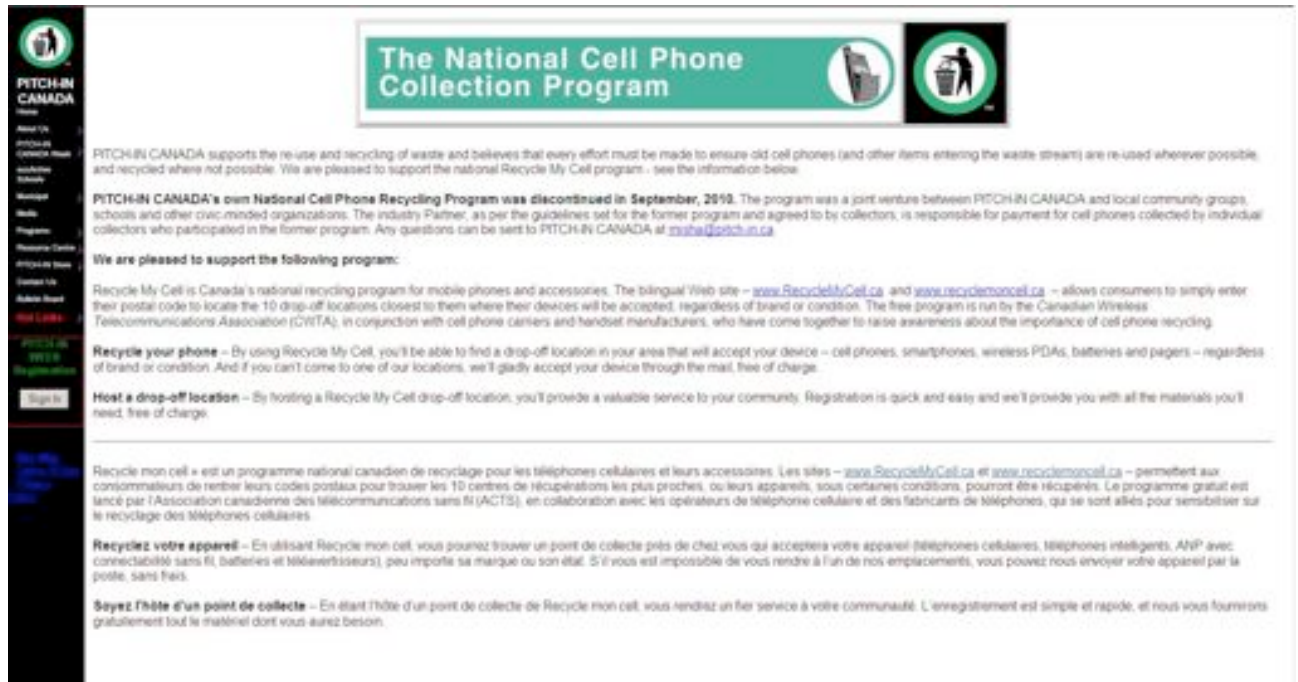
- Just since 2006, Canadian wireless companies have collected more than one million wireless devices through various recycling initiatives.
- RecycleMyCell.ca has had 31,000 site visitors since launch.
- A recent survey found that the majority of Canadians keep their old phones in storage. When asked,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

Canadian Wireless Telecommunications Association (CWTA)

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

Appendix M

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



PITCH-IN CANADA

ABOUT US
PITCH-IN CANADA MISSION
ACTIVITIES
CONTACT
PROGRAMS
PITCH-IN CANADA PARTNERS
DONATE
SUPPORT
PITCH-IN CANADA

The National Cell Phone Collection Program

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

PITCH-IN CANADA's own National Cell Phone Recycling Program was discontinued in September, 2010. The program was a joint venture between PITCH-IN CANADA and local community groups, schools and other civic-minded organizations. The industry Partner, as per the guidelines set for the former program and agreed to by collectors, is responsible for payment for cell phones collected by individual collectors who participated in the former program. Any questions can be sent to PITCH-IN CANADA at info@pitchin.ca

We are pleased to support the following program:

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

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

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

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

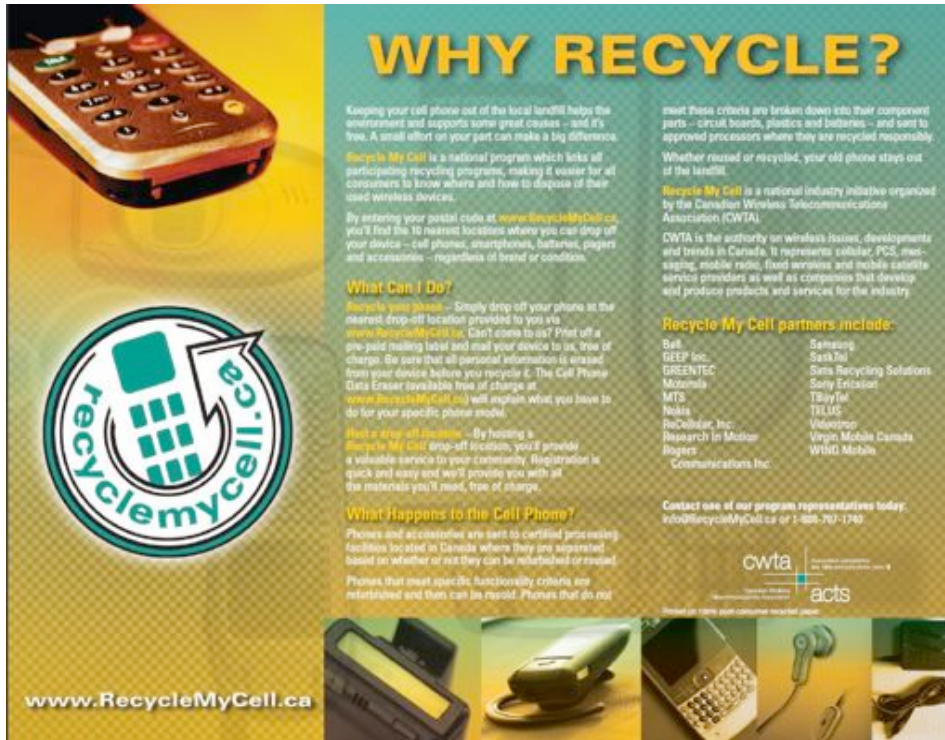
Recyclez votre appareil - En utilisant Recycle mon cell, vous pourrez trouver un point de collecte près de chez vous qui acceptera votre appareil (téléphones cellulaires, téléphones intelligents, ANP avec connectivité sans fil, batteries et téléviseurs), peu importe sa marque ou son état. S'il vous est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

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

Appendix N

Sample of RMC Promotional Materials

Brochure



WHY RECYCLE?

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

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

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

What Can I Do?

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

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

What Happens to the Cell Phone?

Phones and accessories are sent to certified processing facilities located in Canada where they are separated based on whether or not they can be refurbished or reused.

Phones that meet specific functionality criteria are refurbished and then can be resold. Phones that do not meet these criteria are broken down into their component parts – circuit boards, plastics and batteries – and sent to approved processors where they are recycled responsibly.

Whether reused or recycled, your old phone stays out of the landfill.

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

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

Recycle My Cell partners include:

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

Contact one of our program representatives today:
info@RecycleMyCell.ca or 1-888-707-1740

cwta | **acts**

Printed on 100% post-consumer recycled paper.

www.RecycleMyCell.ca

Tent Card



recyclemycell.ca

www.RecycleMyCell.ca

Printed on 100% post-consumer recycled paper.

Poster



Appendix O

Paid advertisement

Earth Day

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



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

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

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

www.RecycleMyCell.ca



National Geographic in Canada Magazine

Canada's Recycling Program for Mobile Devices and Accessories

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

Return an old cell phone today.

Proceeds support numerous local and national charitable organizations.

www.RecycleMyCell.ca

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