

# 2009 Annual Report



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



# A Message from Bernard Lord

**President & CEO of  
the Canadian Wireless  
Telecommunications  
Association**



**Recycle My Cell** officially launched as a voluntary national cell phone recovery program in January 2009. The premise behind the program is simple: if you make recycling easy, then people will recycle. For the members of **Recycle My Cell** – wireless carriers, cell phone manufacturers and recycling processors – this was a concept easily embraced.

The strength of our program is threefold, or win-win-win.

The first win – **Recycle My Cell** incorporates numerous existing initiatives from our carrier and manufacturer members under one umbrella:

[www.RecycleMyCell.ca](http://www.RecycleMyCell.ca). With over 3,750 national drop-off sites, plus several postage-paid mailing options to choose from, the program allows consumers to recycle their cell phones with little effort, and for free.

The second win – Each phone kept out of landfills helps preserve the integrity of our environment and also helps build the green economy. Processors involved with our program ensure that usable phones are refurbished, and those at the end of their life are recycled responsibly.

The third win – The proceeds from our participating member programs benefit the work of numerous local and national charities and organizations working to make a difference in our communities.

Detailed within the pages of this report are some of the accomplishments from our first year in operation. Although we are proud of our combined successes, we understand that this is only the start. Our momentum is sure to build through the increased efforts of our partners, provincial governments and people like you.

Thinking green doesn't have to be complicated – **Recycle My Cell** is proof of that.

Sincerely,

**Bernard Lord**

President & CEO

Canadian Wireless Telecommunications Association

# What is Recycle My Cell?

From a consumer perspective, it 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**. The hub of the program is [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca). By entering their postal code into the searchable database, a consumer is able to find the 10 closest drop-off locations (and links to postage-paid mailing labels). The site also offers useful information concerning member programs, as well as helpful tips to properly prepare their device for recycling.

From a government perspective, it is a free and easy solution to a common dilemma: how do you ensure old cell phones are recycled properly? The short response is that you support the efforts of **Recycle My Cell**. **Recycle My Cell** leverages existing programs operated by wireless service providers and handset manufacturers, which will accommodate requirements of provincial legislation and regulation. These corporate programs facilitate the collection, transportation, reuse and recycling of mobile devices and accessories – regardless of make, model or condition.

**Recycle My Cell** aims to prolong the useful life of mobile devices by encouraging customers to return their used devices rather than throwing them away or storing them.

**Recycle My Cell** offers a comprehensive solution to suit everyone's needs.

**Recycle My Cell is a recovery program for wireless devices and accessories.**



# RMC Guiding Principles

**Unwanted phones should not end up in a landfill, or in the back of drawers or glove compartments.**

- Consumers should be informed of their options for reusing and recycling their unwanted cell phones and accessories.
- Consumers should be able to recycle their cell phones and accessories for free at any participating location, regardless of whether the phone was purchased there.
- Cell phone recovery should be managed appropriately in an environmentally conscious manner, whether they are refurbished for reuse or destined for recycling at the end-of-life.
- Only those organizations with the proper certifications and documented processes should be used for refurbishment and recycling activities.

## 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 scrap). 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.

- The phones are collected at one of the over 3,750 drop-off locations across Canada.
- Phones of every make, model and condition are processed.
- The data is removed.
- Phones that pass a call test are then processed for reuse.
- Phones that cannot be refurbished and items such as handsets, chargers and batteries are sent through a massive shredder that reduces material into smaller pieces. This material is then processed to recover precious metals such as gold, silver, palladium and copper, as well as heavy metals such as lead, nickel and cobalt.
- The plastic materials are used as an energy source for the refining process.
- The resulting molten metals are poured into bars. The reclaimed, where appropriate, can be used for many applications, from high-end jewellery to new commercial and industrial applications.

# 2009 Recycled

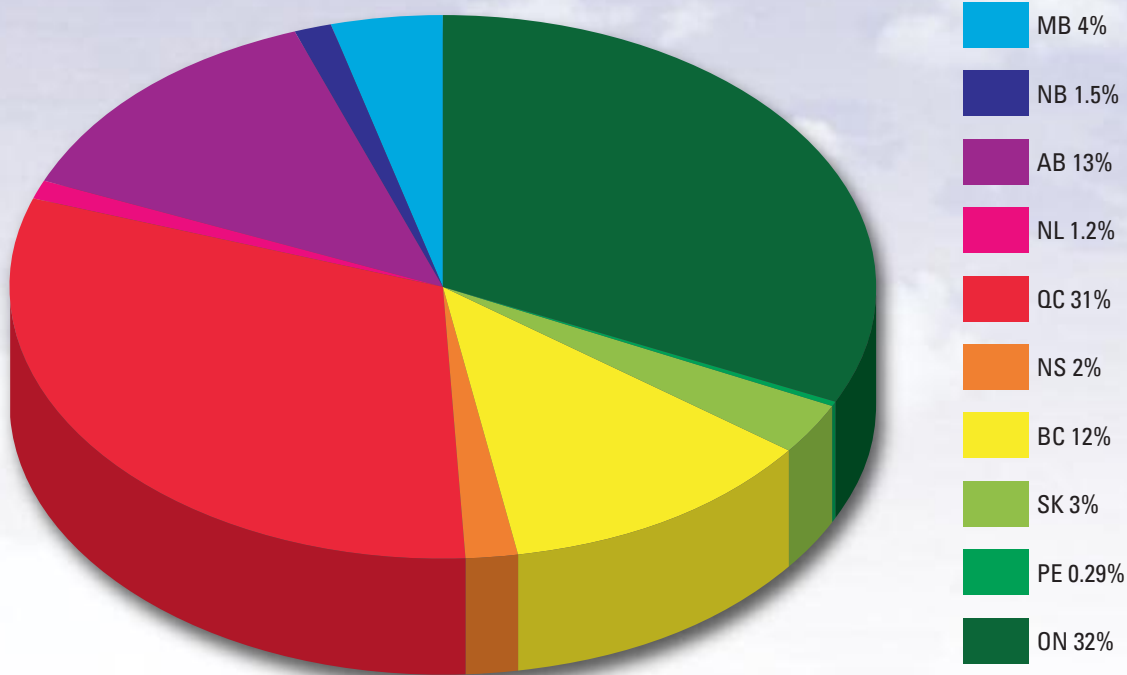
While the program has been operational as a voluntary program across all of Canada, we have been working toward regulatory recognition of our program in each province as well. So far **Recycle My Cell** has gained regulatory approval in Nova Scotia and British Columbia. The program has also gained 'formal recognition' in Prince Edward Island, New Brunswick, Newfoundland and Labrador, Manitoba, and Saskatchewan.

**2009 has been a year of launches and growth.**

**345,694 cell phones collected in 2009**

**That's 69.1388 tonnes of cell phones**

Breakdown per province



## Recycle My Cell Numbers in Brief

- 446** Number of calls to the **Recycle My Cell** toll-free info line (1-888-797-1740) in 2009.
- 3,750** Number of drop off location across Canada at the end of December 2009. (That's an increase of 662 locations from the 3,067 sites at launch in Jan 2009. A 22% increase in one year.)
- 9,949** Number of Web site searches for drop-off locations by postal code from June 2009 to December 2009.
- 25,946** Number of visits to [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca) from January 2009 to December 2009.

# Recycle My Cell Partners

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

CWTA is the authority on wireless issues, developments and trends in Canada. We represent 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.

**Recycle My Cell** is supported by our wireless carrier, cell phone manufacturer and recycling processor members, including: **Bell, GEEP Inc., GREENTEC, 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**.

## Charities that Benefit from Recycle My Cell

Our partners' programs have been around for some time – some since as early as 2003. They were recovering cell phones and providing the proceeds to charity long before it was the green thing to do.

Some of the charities benefiting from the proceeds of the recycling programs include: **World Wildlife Fund, Tree Canada, Food Banks Canada, Jour de la Terre Québec, Resource Conservation Manitoba and the Provincial Association of Transition Houses of Saskatchewan**, as well as many other local charities across the country.

In 2009 alone, the participating recycling programs that are part of **Recycle My Cell** raised more than half a million dollars for local and national charitable organizations.



# What's Next for Recycle My Cell?

It's been a great start, but we are not prepared to rest with our current success. We are appreciative of the support and interest that **Recycle My Cell** has received. We look forward to 2010 as a year of continued growth.

Little over a year after the launch of **Recycle My Cell**, and with a few growing pains, we know that our primary challenge going forward will be further consumer awareness: ensuring those that intend to recycle their phone do recycle their phone by providing them with the information they need.

2010 will also see our continued efforts towards establishing regulatory or formal relationships in the remaining provinces, with the intent of providing a cohesive program that provides the same benefits to all Canadians from coast to coast.

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





For more information about **Recycle My Cell**,  
please visit [www.RecycleMyCell.ca](http://www.RecycleMyCell.ca)

**Or contact us:**

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**cwta**

Canadian Wireless  
Telecommunications Association

Association canadienne  
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**acts**