



Recycle My Cell 2009 Interim Report

**Submitted to the British Columbia
Ministry of Environment**

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1. Executive Summary

The Canadian wireless telecommunications industry, under the auspices of the Canadian Wireless Telecommunications Association's (CWTA), has developed 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.

The RMC program has been operating voluntarily within the province of British Columbia (BC) since its national launch in January 2009, and received regulatory approval by the province on November 10, 2009.

The hallmark of the RMC program is its focus on 3 elements - ease for consumers, responsible recycling or refurbishment, and support of charities:

- RMC is an easy and convenient way for consumers to find out how and where to dispose of their used wireless devices (cell phones, smartphones, pagers, wireless aircards) and accessories (batteries, chargers, headsets) regardless of make, model or condition. Consumers simply enter their postal code at recyclemycell.ca for a list of the 10 closest drop-off locations. Postage-paid labels can also be downloaded from the Web site for those consumers wishing to mail back their devices.
- RMC leverages existing programs operated by wireless service providers and manufacturers, including the established relationships with certified processors. These corporate programs manage mobile devices and accessories at the end of their lives by collecting and transporting the material for responsible recycling and refurbishment. Certified processors associated with RMC include: FCM Recycling, *Global Electric Electronic Processing (GEEP) Inc.*, *GREENTEC*, *ReCellular, Inc.* and *Sims Recycling Solutions*.
- A donation to participating charities is made for each device returned through the respective recycling programs. Nationally, in 2009, more than \$500,000 was raised for local and national charitable organizations.

In 2009, 42,520 devices were recovered within the province through the program's 556 collection sites and the use of postage paid mailing labels.

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

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

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

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

2. Introduction

On November 10, 2010, BC formally recognized RMC, the CWTA's Stewardship Program for the Recycling of Cellular Phones in British Columbia, as its cell phone recycling stewardship program.

Although CWTA does not have an immediate obligation to report on the program, as set out in the *Environmental Management Act* Recycling Regulation, CWTA is pleased to provide this interim report on the program's status in BC for the 2009 calendar year.

This report has been prepared by the CWTA and is submitted on behalf of Bell, GEEP Inc., GREENTEC, Motorola, MTS, Nokia, ReCellular, Inc., Research In Motion, Rogers Communications Inc., Samsung, Sony Ericsson, SaskTel, Sims Recycling Solutions, 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:

- Awareness and propensity to participate in a mobile device recycling program;
- Quality of service;
- Participation and accessibility; and
- Post-collection management.

The CWTA has also provided further information concerning several items of interest, including:

- Certifications held by processors associated with RMC; and
- RMC program awareness activities.

It should be noted that the reporting requirements set out in both the *Environmental Management Act* Recycling Regulation and in the CWTA Recycle My Cell Stewardship Plan, especially as they relate to targets, are not included within this report since the program had not received regulatory approval until November 2009.

3. Performance Indicators

3.1. Product Collection

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

In 2009 members of CWTA's recycling program collected **345,694** wireless devices nationally. Of these recovered devices **33,396** were collected at BC RMC drop-off locations and **9,124** were estimated to have been collected using the mail-back option offered by several RMC partners. Therefore the total number of devices collected in BC was **42,520**.

A donation to participating charities is made for each device returned through the respective recycling programs. Nationally, in 2009, more than \$500,000 was raised for local and national charitable organizations including Food Banks Canada, World Wildlife Fund, Tree Canada, Jour de la Terre Québec, Resource Conservation Manitoba, and the Provincial Association of Transition Houses of Saskatchewan.

3.2. Awareness

Awareness can be evaluated using 2 indicators: the percentage of the population aware of the program as determined by an annual survey; and Web site traffic and call volume to the toll-free RMC number.

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

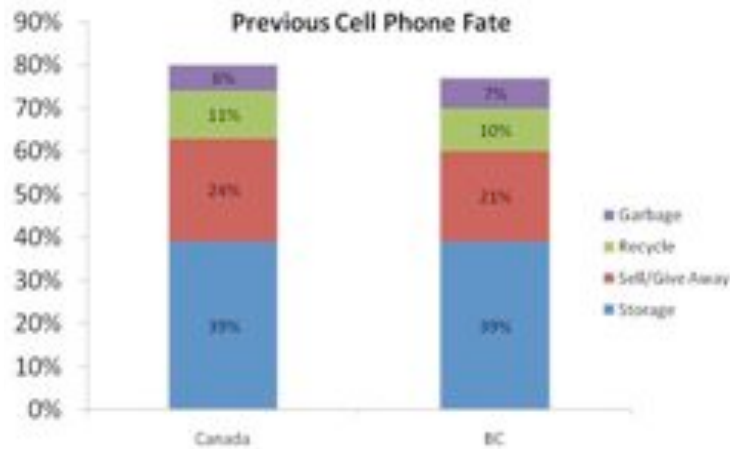
In November 2009, CWTA commissioned Harris/Decima to conduct a national baseline survey to:

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

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

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

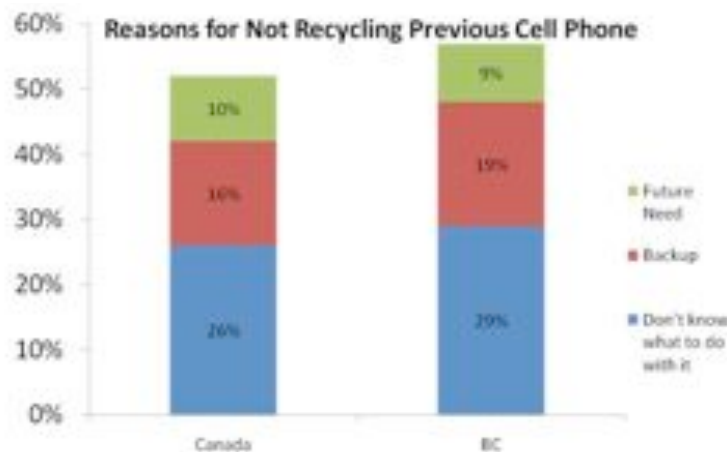
Previous Cell Phone: Storage vs. Disposal:



National view: The survey found¹ that among Canadians, who have previously owned a cellular phone, 11% recycled their last phone, 24% gave it away or sold it, and 6% threw it out. Not surprisingly, 39% of Canadians simply store their old cellular phones.

BC view: The data indicates that 10% recycled their last phone, 21% gave it away or sold it, and 7% threw it out. In BC, 39% of residents simply store their old cellular phone.

Reasons for Not Recycling Prior Cell Phone:

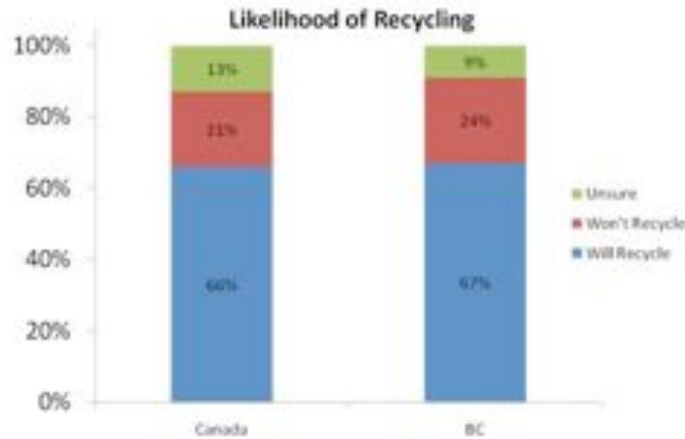


¹ The survey data provided is representative of the most relevant and/or common responses. Not all responses are shown, thus, the percentage values may not sum to 100%

National view: When asked why they store their old cellular phones, 26% indicated they did not know what else to do with it, 16% were keeping it as a backup to an existing phone, and 10% were keeping it for a future need.

BC view: The data indicates that 29% did not know what else to do with it, 19% were keeping it as a backup and 9% were keeping it for a future need.

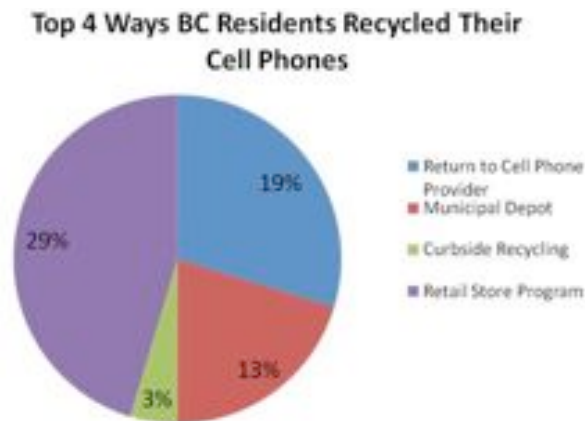
Likelihood of Recycling in the Future:



National view: The survey also found that 66% of Canadians who are currently storing an old cell phone would be willing to recycle it or return it to a cell provider. Only 21% said they would not recycle or return it, and 13% did not know whether they would.

BC view: The data indicates that 67% would be willing to recycle it or return it to a cell provider, 24% said they would not recycle or return it, and 9% did not know.

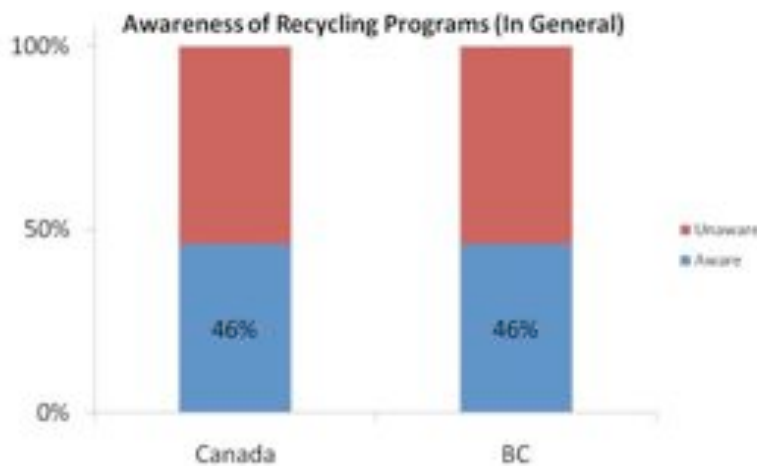
Approaches Used for Cell Phone Recycling:



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

BC view: The data indicated that 19% of residents returned their devices to cell phone providers, with another 29% recycling theirs through a retail store program. 82% of respondents in BC who returned their old cell phones reported doing so through a physical collection site and not via a mail-back option.

Awareness of Recycling Programs:



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

BC view: 46% of residents are aware of recycling programs for cell phones in general. Data was not collected to gauge the awareness level of specific recycling programs at the provincial level. 1% of BC residents were aware of RMC when asked and not prompted by the surveyor.

The CWTA intends to commission annual surveys which would allow for a comparative evaluation of the program.

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

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

Web site traffic

- From January to December 2009, RMC Web site logged 25,946 unique visits.
- In June 2009 CWTA began to track the number of database searches (based on postal code). While the number of database searches may prove to be beneficial in determining the level of interest in RMC within the province it is important to note that this figure may not correlate to the number of recovered devices reported. From June to December 2009 there were 5,453 database searches initiated in BC.

Call volume

- While the number of calls to the RMC toll-free number may prove to be beneficial in determining the level of interest in RMC within the province it is important to note that this figure may not correlate to the number of recovered devices reported. In 2009, 47 calls originated from BC but **42,520** phones were recovered that year.

3.3. Quality of Service

Quality of Service can be evaluated using 2 indicators: the target community and program partner's satisfaction as determined by survey results; and the number and nature of complaints made.

3.3.1. Target community and partner satisfaction

Consumer awareness and propensity to participate in recycling programs was discussed as part of Section 3.2.1.

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.

3.3.2. Number and nature of complaints

In 2009 CWTA received 13 emails from BC residents; of those the following issues were reported:

- 4 noted that the database search was not returning accurate results for their postal codes. Correct information was provided to each as an interim measure while the database issues were being resolved.
- 1 noted that the location they took their phone too did not participate in the program. The store manager for the location in question was contacted by their respective carrier representative and provided with information concerning the program and their involvement in it as a drop-off location.

3.4. Participation and Accessibility

Program accessibility can be evaluated by determining the population within a certain proximity to drop-off locations.

The vast majority of British Columbians, more than 80%, live within 15km of a RMC collection point. In addition, where no retailer exists, consumers have access to 4 different pre-paid mail back options accessible through recyclemycell.ca.

It should be noted that at the time of launch, there were 550 collection sites in BC. The number of drop-off locations correlates to the number of corporate retail locations in the province. Where there is the ability to use a cell phone there is a retailer and therefore a means to recycle it.

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

3.5. Post-collection Management

Post-collection fate of material can be determined by examining the allocation of recovered material that was reused, recycled, recovered as energy and land-filled.

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

These corporate programs collect, transport, reuse and recycle mobile devices and accessories. Where no other option exists these programs properly dispose of the products.

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

Designated containers, located at each collection site, are stored until full and then shipped by courier to an aggregating and sorting facility or directly to a processor.

Devices are typically triaged and sorted into three categories: resalable devices; recyclable devices and accessories; and batteries.

3.5.1. Resalable Devices

After receipt of used products from program members, designated recyclers test each item. An operator electronically scans the unit and the system identifies whether it is a reusable handset or if it should be recycled. The operator places

the handset in the appropriate bin location after performing a visual check that includes looking for external water damage, broken or bleeding LCD or exposed circuit board. If any of these defects are identified and cannot be easily repaired, the operator will indicate in the system that the unit is to be recycled and sort it accordingly.

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

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

It is important to note that there is a well established market for refurbished phones in other countries and only those phones that meet defined criteria are shipped for reuse; phones at their end-of-life are sent downstream to approved partners in developed OECD countries for recycling.

3.5.2. Recyclable Devices

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

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

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

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

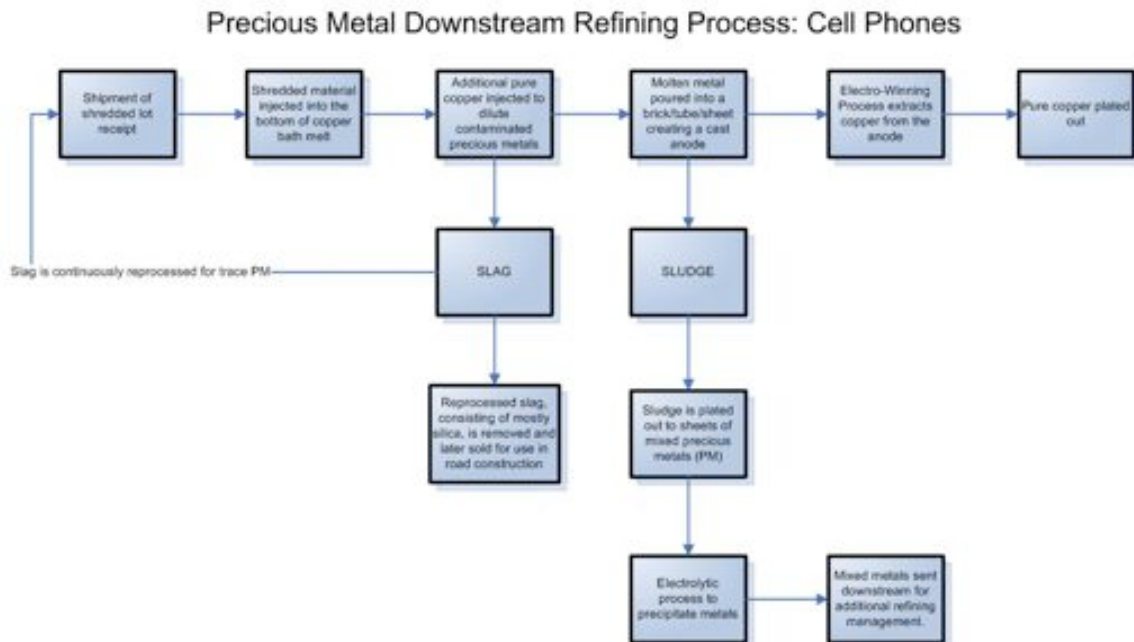
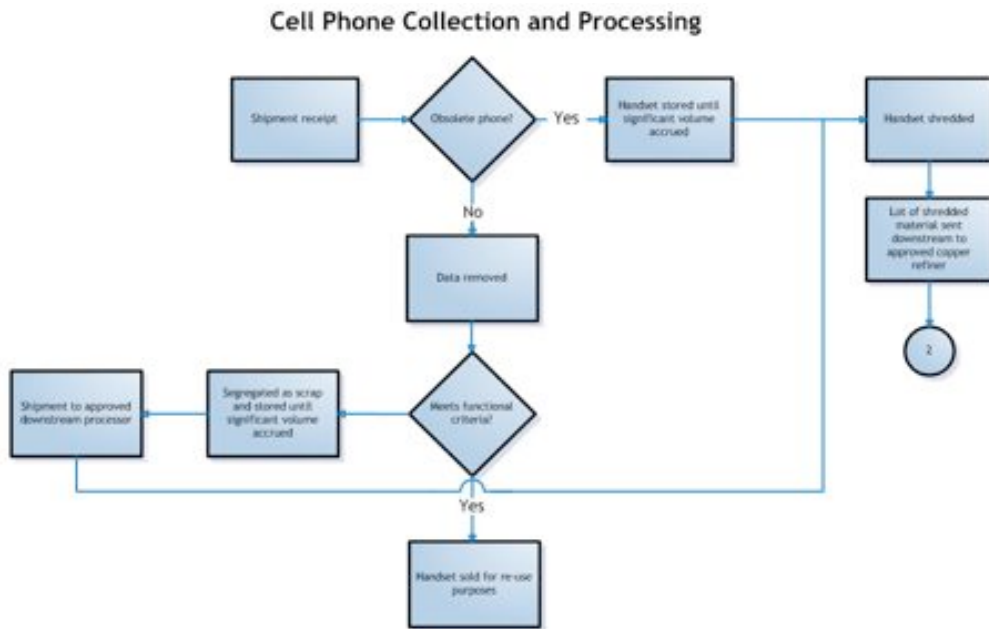
Our processors are continually refining their processes to reduce the amount of non-recoverable material associated with the recycling of cell phones and accessories.

3.5.3. Batteries

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

3.5.4. Process flow

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



4. Certifications

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

Information concerning FCM Recycling, GEEP Inc., GREENTEC, ReCellular, Inc. and Sims Recycling Solutions is included below.

4.1. FCM Recycling

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

FCM Recycling is certified and abides by 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 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.

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

4.2. GEEP 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 14001⁴ 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.

To ensure information security, all traces of personal and corporate information are destroyed. Cell phones that are not suitable for reuse are dismantled and harvested for parts. GREENTEC's ISO 14001 registered recycling processes

³ See Appendix B for GEEP certificate

⁴ See Appendix C for Greentec certificate

make plastics and metal recovery possible. Downstream partners are audited to ensure no materials are sent to landfill or shipped to developing countries.

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

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

4.4. ReCellular, Inc.

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

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

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

The ReCellular environmental management plan is also ISO 14001⁵ certified and includes internal audits requested by management, periodic random quality checks, and annual revisions to its environmental policies. These internal

⁵ See Appendix D for ReCellular certificate

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. 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.

5.1. Corporate program activities

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.

⁶ See Appendix E for Sims certificates

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

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

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

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

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

5.2. CWTA program launch activities

5.2.1. Launch event

BC's launch event occurred at the Renaissance Vancouver Hotel Harbourside and included Hon. Barry Penner (Minister of the Environment), Bernard Lord (CWTA president and CEO), and Michele Patterson (Director, Pacific Conservation Programs, WWF Canada) as part of the official announcement. Several representatives from the ministry and the Recycling Council of BC, as well as RMC members and their community partners, were also on hand to provide their support.

During the press event Michele Patterson spoke about the importance of the funds WWF received (as the Bell community partner) from the recycling of phones to the work that her organization did, Minister Penner noted the simplicity and ease of using recyclemycell.ca, and Bernard Lord encouraged British Columbians to do their part in protecting the environment and enriching the communities they lived in.

As a result of the well-attended press conference and photo opportunity, the official BC launch event garnered widespread print, online and broadcast media coverage, both in mainstream media as well as specialty and community-based media outlets. The coverage resulted in an increase in data base searches initiated in the province from 82 in October to 4,795 in November.

5.2.2. Ad buy

CWTA purchased ad space in several BC publications to announce the availability of the program.

Publication	Number of Insertions	Dates	Ad Size	Circulation
Vancouver Sun	2	Nov. 10, Nov. 12	3/5 Page	176,690 (avge. daily)
Vancouver Province	2	Nov. 10, Nov. 13	3/5 Page	165,838 (avge. daily)
Vancouver Metro	1	Nov.10	3/5 Page	n/a
Vancouver 24Hrs	1	Nov.10	3/5 Page	n/a
Victoria Times Colonist	2	Nov.10, Nov. 12	3/5 Page	69,855 (avge. daily)
Kelowna Daily Courier	1	Nov.10	3/5 Page	15,442 (avge. daily)
Kamloops Daily News	1	Nov. 10	3/5 Page	12,592 (avge. daily)
Prince George Citizen	1	Nov. 10	3/5 Page	14,456 (avge. daily)
Penticton Herald	1	Nov. 10	3/5 Page	7,412 (avge. daily)
Nanaimo Daily News	1	Nov. 10	3/5 Page	6,868 (avge. daily)
Cranbrook Daily Townsman	1	Nov. 10	3/5 Page	1,660 (avge. daily)
Dawson Creek Daily News	1	Nov. 10	3/5 Page	1,829 (avge. daily)
Ft. St John Alaska Highway	1	Nov. 10	3/5 Page	3,790 (avge. daily)
Nelson Daily News	1	Nov. 10	3/5 Page	3,065 (avge. daily)
Trail Times	1	Nov. 10	3/5 Page	4,794 (avge. daily)
Alberni Valley Times	1	Nov. 10	3/5 Page	4,579 (avge. daily)
Kimberley Daily	1	Nov. 10	3/5 Page	1,666 (avge. daily)
Prince Rupert Daily News	1	Nov. 10	3/5 Page	1,987 (avge. daily)
Vernon Morning Star	1	Nov. 11	3/5 Page	33,386
Campbell River Mirror	1	Nov. 11	3/5 Page	15,679
Duncan News Leader	1	Nov. 11	3/5 Page	21,345
100 Mile Free Press	1	Nov. 13	3/5 Page	3,324
Terrace Standard	1	Nov. 11	3/5 Page	8,180
Salmon Arm Lakeshore News	1	Nov. 11	3/5 Page	15,575
Parksville Qualicum News	1	Nov. 10	3/5 Page	15,579
Quesnel Advisor	1	Nov. 11	3/5 Page	8,156
Smithers Interior News	1	Nov. 11	3/5 Page	3,345
Williams Lake Cariboo Advisor	1	Nov. 13	3/5 Page	12,126
Whistler Question	1	Nov. 12	3/5 Page	9,724
Squamish Chief	1	Nov. 13	3/5 Page	3,591
Port Hardy Gazette	1	Nov. 12	3/5 Page	1,956
Comox Valley Record	1	Nov. 11	3/5 Page	21,584

5.2.3. News Canada stories

CWTA developed, wrote and provided several news stories (English and French) about RMC to News Canada for distribution. News Canada is a paid service that provides articles, free of charge, for use by publications and Web sites. These story pick-ups are then monitored and tracked by News Canada and that information is provided to the CWTA. The News Canada stories were picked up by 24 publications, accounting for a total audience reach of 1.3 million, with 4 originating from BC:

- Kelownadailycourier.com - Wireless industry fronts cell phone recycling initiative (Web, Feb. 6, 2009)
- Salmon Arm Observer (Salmon Arm) – Wireless industry fronts cell phone recycling initiative (Print, Feb. 18, 2009)
- Kelownadailycourier.com – Web site makes cell phone recycling easy (Web, Mar. 3, 2009)
- The Okanagan Saturday (Kelowna) – Web site makes cell phone recycling easy (Print, Mar. 8, 2008)

5.2.4. Media and Web pick-ups

The launch of RMC in BC was covered in the following:

- Gov.bc.ca – Recycling your old cell phone is now easier than ever (Nov. 10, 2009)
- TimesColonist.com – Industry launches free program for recycling cell phones (Nov. 10, 2009)
- CHTV.com – Industry launches free program for recycling cell phones (Nov. 10, 2009)
- WelcomeToWilliamsLake.ca – Recycling your old cell phone is now easier than ever (Nov. 10, 2009)
- CBC.ca – Cellphone recycling program starts in BC (Nov. 11, 2009)
- Vancouver Sun – Industry launches new program for recycling electronic devices (Nov. 11, 2009)
- VancouverSun.com – Program makes recycling e-waste easier (Nov. 11, 2009)
- ColumbiaValleyNews.com – Cellphone recycling (Nov. 11, 2009)
- ShuswapNews.com – Cellphone recycling (Nov. 11, 2009)
- Canada.com – Industry launches new program for recycling electronic devices (Nov. 11, 2009)
- Yahoo.com – Cellphone recycling program starts in BC (Nov. 11, 2009)
- Sympatico.com – Cellphone recycling program starts in BC (Nov. 11, 2009)
- TMCNet.com – Province of British Columbia: Recycling your old cellphone is now easier than ever (Nov. 11, 2009)
- BCEIA.com – Recycling your old cellphone is now easier than ever (Nov. 11, 2009)
- Raymond.com – RecycleMyCell expands to British Columbia (Nov. 11, 2009)

- CanadianGreenTech.ca – Cell phone recycling program goes live in BC (Nov. 11, 2009)
- Carrrt.ca – BC signs on to cell recycling program (Nov. 11, 2009)
- CKNW.com – Let's get serious about recycling (Nov. 11, 2009)
- Rock101.com – Let's get serious about recycling (Nov. 11, 2009)
- 900CHML.com – Let's get serious about recycling (Nov. 11, 2009)
- CFox.com – Let's get serious about recycling (Nov. 11, 2009)
- CJOB.com – Let's get serious about recycling (Nov. 11, 2009)
- 895TheHawk.com – Landfill no longer place for old cell phones in BC (Nov. 11, 2009)
- JNWeb.com – Cellphone recycling program starts in BC (Nov. 11, 2009)
- WN.com – Industry launches new program for recycling electronic devices (Nov. 11, 2009)
- Charity-charities.org – British Columbia joins Canadian cell phone recycling program (Nov. 12, 2009)
- CPDCanada.com – Industry launches free program for recycling cell phones (Nov. 12, 2009)
- HTSCom.com – Industry launches free program for recycling cell phones (Nov. 12, 2009)
- Freedom-Wireless.ca – Industry launches free program for recycling cell phones (Nov. 12, 2009)
- Teleco.ca – Industry launches free program for recycling cell phones (Nov. 12, 2009)
- CustomCellular.ca – Industry launches free program for recycling cell phones (Nov. 12, 2009)
- CellularSolution.ca – Industry launches free program for recycling cell phones (Nov. 12, 2009)
- GlobalGoodNews.com – Cell phone recycling program starts in BC (Nov. 12, 2009)
- Greenr.ca – Cellphone recycling program helps eliminate e-waste (Nov. 12, 2009)
- CBC.ca/OnTheIsland – Want to know how to responsibly dispose of your old cell phone? (Nov. 12, 2009)
- MetroNews.ca – Recycle your cellphone (Nov. 12, 2009)
- BritishColumbia.name – Recycle your cellphone (Nov. 12, 2009)
- TelecomPaper.com – CWTA organizes Recycle My Cell programme (Nov. 12, 2009)
- Vancouver.24hrs.ca – Breaking News (Nov. 12, 2009)
- iPhoneinCanada.ca – Buying an iPhone? Recycle your previous phone! (Nov. 13, 2009)
- VoiceOnLine.com – Recycling your old cellphone is now easier than ever (Nov. 14, 2009)
- Opinion250.com – Website launched with info on recycling cell phones (Nov. 15, 2009)
- Enviralment.wordpress.com – Recycling 2.0 – The battle of over-consumption (Nov. 17, 2009)

- BCLocalNews.com – Web helps with cell phone recycling (Nov. 23, 2009)
- Parksville Qualicum News – Web helps with cell phone recycling (Nov. 23, 2009)
- Kelowna Capital News – Web helps with cell phone recycling (Nov. 23, 2009)
- BC Chamber of Commerce – Express Newsletter (November 2009)
- SolidWasteMag.com – BC cell phones recycling (Nov. 23, 2009)
- SummitConnects.com – New website assists BC residences when recycling cell phones – December 2009
- MingPaoVan.com (Nov. 11, 2009)
逾95%物料可循環再用
卑詩推免費手機回收
- OmniBC.ca (Nov. 11, 2009)
決方法。省府宣布，設立網站，方便公眾查詢各社區回收舊手機既地點。
- Van.worldjournal.com (Nov. 11, 2009)
上網或郵寄 輕鬆回收手機
記者陳素英溫哥華報導
- EpochTimes.com (Nov. 11, 2009)
手机回收网助妥善处理旧手机
- Victoday.ca (Nov. 11, 2009)
안 쓰는 휴대전화 가져오세요
- Koreana.com (Nov. 11, 2009)
[라이프] “휴대전화 그냥 버리지 마세요”
- Vanchosun.com (Nov. 13, 2009)
“휴대전화 여기에 버리세요”
BC주 재활용안내 웹사이트 개설
- Van1004.com (Nov. 12, 2009)
- HappyKorea.ca (Nov. 13, 2009)

5.3. CWTA on-going activities

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

Current CWTA initiatives include the following:

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

consumers with questions about the program to contact a member of the CWTA staff.

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

Promotional materials: Promotional materials (brochures, tent cards and posters⁷) were also developed for use at municipal site and 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.

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

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

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

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

6. Conclusion

The CWTA and its members were pleased to have Minister Penner join them on November 10, 2009 for the official launch of RMC in BC and to recognize the wireless industry's ongoing commitment to the environment.

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

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

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

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

Appendix A

List of drop-off locations in British Columbia			
Signal	100 MILE HOUSE	BC	V0K 2E0
K. S. M. Communications Ltd.	100 MILE HOUSE	BC	V0K 2E0
Rogers Wireless	ABBOTSFORD	BC	V2T 4M5
Rogers Wireless	ABBOTSFORD	BC	V2S 5A1
Rogers Wireless	ABBOTSFORD	BC	V2T 5N7
Feel Like Talking Connections	ABBOTSFORD	BC	V2T 5V2
Bell	ABBOTSFORD	BC	V2T 1W7
Tac Mobility	ABBOTSFORD	BC	V2T 1X4
Western Mobile Communications Inc.	ABBOTSFORD	BC	V2S 2C7
Apex Communications Inc.	ABBOTSFORD	BC	V2S 2A6
Freeway Communications Inc.	ABBOTSFORD	BC	V2T 6K8
PCS Wireless Communications Ltd	ABBOTSFORD	BC	V2S 5A1
Clearwest Solutions Inc.	ABBOTSFORD	BC	V2T 2X2
Rogers Plus	ABBOTSFORD	BC	V2S 2C7
Rogers Plus	ABBOTSFORD	BC	V2T 4W1
Rogers Plus	ABBOTSFORD	BC	V4X 2M9
Fido	ABBOTSFORD	BC	V2S 5A1
Fido	ABBOTSFORD	BC	V2T 1V6
Fido	ABBOTSFORD	BC	V2T 1X1
Virgin Mobile Store	ABBOTSFORD	BC	V2S 5A1
Tom Harris Cellular Ltd.	ALDERGROVE	BC	V4W 2Z7
M and G Anderson Builders Ltd.	ASHCROFT	BC	V0K 1A0
Bowen Technology Shop	BOWEN ISLAND	BC	V0N 1G0
Rogers Wireless	BURNABY	BC	V5H 2A9
Rogers Wireless	BURNABY	BC	V5H 4J2
Rogers Wireless	BURNABY	BC	V5H 4M1
Rogers Wireless	BURNABY	BC	V5C 6N3
Rogers Wireless	BURNABY	BC	V3J 1N4
Rogers Wireless	BURNABY	BC	V5E 2V1
Rogers Wireless	BURNABY	BC	V5H 2A9
Fido	BURNABY	BC	V5C 3Z6
Fido	BURNABY	BC	V5H 2E9
Fido	BURNABY	BC	V3J 1N4
Fido	BURNABY	BC	V5H 4M1
Rogers Plus	BURNABY	BC	V5C 3Z6
Bell	BURNABY	BC	V5J 0A2

Bell	BURNABY	BC	V5B 1S2
Bell	BURNABY	BC	V5C 3Z6
Bell	BURNABY	BC	V3J 1N4
Bell	BURNABY	BC	V5H 4J2
Bell	BURNABY	BC	V5H 4M1
Apex Communications Inc.	BURNABY	BC	V5H 2C3
Edmonton Cellular Sales Ltd.	BURNABY	BC	V5C 3Z6
Easylink Communications Ltd.	BURNABY	BC	V3N 4R7
CONNECT	BURNABY	BC	V3J 1N4
CONNECT	BURNABY	BC	V5H 4M1
CellCity Communications	BURNABY	BC	V5H 2A9
CellCity Communications	BURNABY	BC	V5H 4P1
PCS Wireless Communications Ltd	BURNABY	BC	V5J 0A3
Pacific Coastcom Communications Inc.	BURNABY	BC	V5A 3H4
Pacific Coastcom Communications Inc.	BURNABY	BC	V5C 6P3
Norquip Services Ltd.	BURNABY	BC	V5J 1P1
Fido	BURNABY	BC	V5H 4M1
Fido	BURNABY	BC	V5H 4M1
Fido	BURNABY	BC	V5H 4M2
Fido	BURNABY	BC	V5H 2H9
Fido	BURNABY	BC	V5H 2A9
Fido	BURNABY	BC	V5H 4J2
Fido	BURNABY	BC	V3N 4R7
Rogers Wireless	BURNABY	BC	V5H 4M2
Rogers Plus	BURNABY	BC	V5B 1S2
Rogers Plus	BURNABY	BC	V3J 1N4
Rogers Plus	BURNABY	BC	V5J 4K2
Rogers Plus	BURNABY	BC	V5H 2A1
CONNECT	BURNABY	BC	V5H 4P1
Virgin Mobile Store	BURNABY	BC	V5C 3Z6
Virgin Mobile Store	BURNABY	BC	V3J 1N4
Virgin Mobile Store	BURNABY	BC	V5H 4M1
Rodney Carey o/a RC s Sack of Stuff	BURNS LAKE	BC	V0J 1E0
Rogers Wireless	CAMPBELL RIVER	BC	V9W 5T5
Rogers Wireless	CAMPBELL RIVER	BC	V9W 8C9
Quinsam Radio Communications Ltd.	CAMPBELL RIVER	BC	V9W 2E4
Quinsam Radio Communications Ltd.	CAMPBELL RIVER	BC	V9W 8C9
North Island Communications Inc.	CAMPBELL RIVER	BC	V9W 2E5
Rogers Wireless	CASTLEGAR	BC	V1N 3K3
Mobility World Inc.	CASTLEGAR	BC	V1N 1G9
Andres Audiotronic	CASTLEGAR	BC	V1N 2W8

Cardinal Telecom (2000) Inc	CHETWYND	BC	V0C 1J0
Rogers Wireless	CHILLIWACK	BC	V2R 1A1
Apex Communications Inc.	CHILLIWACK	BC	V2R 3C7
Can Talk Wireless Solutions Inc.	CHILLIWACK	BC	V2P 2M6
PCS Wireless Communications Ltd	CHILLIWACK	BC	V2R 1A1
Clearwest Solutions Inc.	CHILLIWACK	BC	V2R 4E7
Rogers Plus	CHILLIWACK	BC	V2P 7V2
Virgin Mobile Store	CHILLIWACK	BC	V2R 1A1
Rogers Wireless	COQUITLAM	BC	V3K 3V8
Rogers Wireless	COQUITLAM	BC	V3B 5R5
Rogers Wireless	COQUITLAM	BC	V3B 5R5
Bell	COQUITLAM	BC	V3B 5R5
Apex Communications Inc.	COQUITLAM	BC	V3C 3L8
Easylink Communications Ltd.	COQUITLAM	BC	V3B 2P5
CONNECT	COQUITLAM	BC	V3B 5R5
CMS Cellular Mobile Services Ltd.	COQUITLAM	BC	V3K 3T3
Cartunes Sound & Cellular	COQUITLAM	BC	V3B 5R5
Cartunes Sound & Cellular	COQUITLAM	BC	V3B 1B8
Progressive Wireless Solutions Inc.	COQUITLAM	BC	V3B 1C5
Rogers Wireless	COQUITLAM	BC	V3B 8A9
Rogers Plus	COQUITLAM	BC	V3E 3J7
Rogers Plus	COQUITLAM	BC	V3J 3R3
Rogers Plus	COQUITLAM	BC	V3B 1C2
Rogers Plus	COQUITLAM	BC	V3K 3P1
Virgin Mobile Store	COQUITLAM	BC	V3B 5R5
Rogers Wireless	COURTENAY	BC	V9N 2L8
Tom Harris Cellular Ltd.	COURTENAY	BC	V9N 2K6
CMS Cellular Mobile Services Ltd.	COURTENAY	BC	V9N 3R6
Rogers Plus	COURTENAY	BC	V9N 2K6
Rogers Wireless	CRANBROOK	BC	V1C 3S8
Bell (Kiosk)	CRANBROOK	BC	V1C 7H2
Bell	CRANBROOK	BC	V1C 7H2
Andres Audiologic	CRANBROOK	BC	V1C 3T5
Kootenay Communications	CRANBROOK	BC	V1C 4C9
Mitech Communications Inc.	CRANBROOK	BC	V1C 3S8
Rogers Plus	CRANBROOK	BC	V1C 6S3
Kootenai Photo Supplies (1981) Ltd.	CRESTON	BC	V0B 1G6
D.C. Digital Audio Connections Ltd.	DAWSON CREEK	BC	V1G 2B9
Petron Communications Ltd.	DAWSON CREEK	BC	V1G 1W3
Gearjammer Electronics Ltd.	DAWSON CREEK	BC	V1G 4E9
Rogers Wireless	DELTA	BC	V4L 2A2

Rogers Wireless	DELTA	BC	V4K 1W3
Rogers Wireless	DELTA	BC	V4P 6P7
Bell	DELTA	BC	V4E 2A9
Luminus Solutions Inc.	DELTA	BC	V4C 6P5
CONNECT	DELTA	BC	V4E 2A9
CMS Cellular Mobile Services Ltd.	DELTA	BC	V4L 2A9
Rogers Plus	Delta	BC	V4E 3G3
Rogers Wireless	DELTA	BC	V4E 2A9
Fido	DELTA	BC	V4E 2A9
Rogers Wireless	DUNCAN	BC	V9L 6X2
Cowichan Sound & Cellular Ltd.	DUNCAN	BC	V9L 6C7
Cowichan Sound & Cellular Ltd.	DUNCAN	BC	V9L 1V2
Rogers Plus	DUNCAN	BC	V9L 2P2
Bell	FORT NELSON	BC	V0C 1R0
Wireless Edge Mobility Center Inc.	FORT NELSON	BC	V0C 1R0
E & A Electronics	FORT ST JAMES	BC	V0J 1P0
Bell	FORT ST JOHN	BC	V1J 3W9
D.C. Digital Audio Connections Ltd.	FORT ST JOHN	BC	V1J 3X6
Petron Communications Ltd.	FORT ST JOHN	BC	V1J 6N2
Trojan Industries Ltd.	FORT ST JOHN	BC	V1J 6L8
ASCII Electronics and Hobbies Inc.	FORT ST JOHN	BC	V1J 1Y5
Custom Communications (1990) Corp.	FORT ST JOHN	BC	V1J 5Z2
Par 3 Sports-in-Motion Ltd.	FRASER LAKE	BC	V0J 1S0
Suncoast Cellular	GIBSONS	BC	V0N 1V4
Taks Home Furnishing Co. Inc.	GOLDEN	BC	V0A 1H0
J.J.C. Holdings Ltd.	GRAND FORKS	BC	V0H 1H0
Tower Communications Ltd.	HOUSTON	BC	V0J 1Z0
Mike s Audio Video Ltd	HOUSTON	BC	V0J 1Z0
Selkirk TV & Appliance Ltd.	INVERMERE	BC	V0A 1K0
Rogers Wireless	KAMLOOPS	BC	V1S 1J2
Rogers Wireless	KAMLOOPS	BC	V2C 6M1
Talk Cellular	KAMLOOPS	BC	V2C 1L5
Talk Cellular	KAMLOOPS	BC	V2C 1L2
Bell	KAMLOOPS	BC	V2C 1Y3
Bell (Kiosk)	KAMLOOPS	BC	V1S 1J2
Andres Audiotronic	KAMLOOPS	BC	V2C 1Y3
Andres Audiotronic	KAMLOOPS	BC	V1S 1J2
Andres Audiotronic	KAMLOOPS	BC	V2C 5N8
Walco Radio & Electronics	KAMLOOPS	BC	V2H 1E6
George s Cellular-Sound-Security	KAMLOOPS	BC	V2C 1A6
Bwireless	KAMLOOPS	BC	V1S 1T7

PCS Wireless Communications Ltd	KAMLOOPS	BC	V2B 3H9
PCS Wireless Communications Ltd	KAMLOOPS	BC	V2C 6R6
Rogers Plus	KAMLOOPS	BC	V2C 6L2
Virgin Mobile Store	KAMLOOPS	BC	V1S 1J2
Rogers Wireless	KELOWNA	BC	V1X 3G5
Rogers Wireless	KELOWNA	BC	V1Y 6H2
Rogers Wireless	KELOWNA	BC	V1Y 6C7
Mobility World Inc.	KELOWNA	BC	V1Y 9T1
Bell	KELOWNA	BC	V1X 4H9
Bell	KELOWNA	BC	V1Y 6H2
Andres Audiotronic	KELOWNA	BC	V1Y 6H2
Andres Audiotronic	KELOWNA	BC	V1Y 7H2
Andres Audiotronic	KELOWNA	BC	V1Y 7X1
Tac Mobility	KELOWNA	BC	V1X 4J2
Tac Mobility	KELOWNA	BC	V1W 3S9
Pacific Coastcom Communications Inc.	KELOWNA	BC	V1Y 5V6
Pacific Coastcom Communications Inc.	KELOWNA	BC	V1Y 8J8
Rogers Plus	KELOWNA	BC	V1Y 6E9
Rogers Plus	KELOWNA	BC	V1X 4H9
Rogers Plus	KELOWNA	BC	V1W 3S9
Virgin Mobile Store	KELOWNA	BC	V1Y 6H2
Allan Yee Pharmacy Ltd.	KIMBERLEY	BC	V1A 2Z9
Sight & Sound Music Inc.	KITIMAT	BC	V8C 1T6
CMS Cellular Mobile Services Ltd.	LADNER	BC	V4K 2T6
Rogers Wireless	LANGLEY	BC	V1M 0A4
Rogers Wireless	LANGLEY	BC	V3A 4G7
Rogers Wireless	LANGLEY	BC	V3A 7E9
Rogers Wireless	LANGLEY	BC	V3A 7E9
Fido	LANGLEY	BC	V3A 7E9
Bell	LANGLEY	BC	VIM 2Y4
Bell	LANGLEY	BC	V2Y 1M9
Bell	LANGLEY	BC	V3A 7E9
Apex Communications Inc.	LANGLEY	BC	V1M 2Y2
Apex Communications Inc.	LANGLEY	BC	V3A 4C5
Edmonton Cellular Sales Ltd.	LANGLEY	BC	V3A 7E9
CONNECT	LANGLEY	BC	V3A 7E9
Can Talk Wireless Solutions Inc.	LANGLEY	BC	V3A 7B1
Clearwest Solutions Inc.	LANGLEY	BC	V1M 3C6
Clearwest Solutions Inc.	LANGLEY	BC	V1M 0A4
Clearwest Solutions Inc.	LANGLEY	BC	V2Y 1P3
Rogers Plus	LANGLEY	BC	V3A 4G7

Rogers Plus	LANGLEY	BC	V2Y 1A2
Virtualhelp Electronics	LILLOOET	BC	V0K 1V0
Rogers Wireless	MAPLE RIDGE	BC	V2X 2V5
Rogers Wireless	MAPLE RIDGE	BC	V2X 2P9
Bell (Kiosk)	MAPLE RIDGE	BC	V2X 8R9
CountryWide Communications	MAPLE RIDGE	BC	V2X 8R9
CountryWide Communications	MAPLE RIDGE	BC	V2X 2V4
Modern Communications Corp.	MAPLE RIDGE	BC	V2X 1X7
Rogers Plus	MAPLE RIDGE	BC	V2X 3J5
Rogers Plus	MAPLE RIDGE	BC	V2X 3E3
Fido	MAPLE RIDGE	BC	V2X 8R9
City Furniture & Appliances Ltd.	MERRITT	BC	V1K 1B8
Cowichan Sound & Cellular Ltd.	MILL BAY	BC	V0R 2P0
Rogers Wireless	MISSION	BC	V2V 1A5
Tac Mobility	MISSION	BC	V2V 6M7
Can Talk Wireless Solutions Inc.	MISSION	BC	V2V 1A7
Rogers Plus	MISSION	BC	V2V 1A7
Rogers Wireless	NANAIMO	BC	V9T 3L3
Rogers Wireless	NANAIMO	BC	V9T 4K6
Rogers Wireless	NANAIMO	BC	V9E 5E2
Rogers Wireless	NANAIMO	BC	V9T 4T7
Rogers Wireless	NANAIMO	BC	V9T 4T7
Bell	NANAIMO	BC	V9T 1W1
Bell	NANAIMO	BC	V9T 4T7
Tom Harris Cellular Ltd.	NANAIMO	BC	V9T 4T7
Tom Harris Cellular Ltd.	NANAIMO	BC	V9T 4T7
Tom Harris Cellular Ltd.	NANAIMO	BC	V9T 5V4
CMS Cellular Mobile Services Ltd.	NANAIMO	BC	V9T 1W1
CMS Cellular Mobile Services Ltd.	NANAIMO	BC	V9T 4K6
Fido	NANAIMO	BC	V9T 4T7
Rogers Plus	NANAIMO	BC	V9T 1W1
Virgin Mobile Store	NANAIMO	BC	V9T 4T7
Rogers Wireless	NELSON	BC	V1L 4B4
J.B. Office Systems Ltd.	NELSON	BC	V1L 4C8
Doug Sutherland Holdings Ltd.	NELSON	BC	V1L 4J3
South Kootenay Electronics Ltd.	NELSON	BC	V1L 4C2
Bell	NEW WESTMINSTER	BC	V3M 5X2
Edmonton Cellular Sales Ltd.	NEW WESTMINSTER	BC	V3L 3C2
Rogers Plus	NEW WESTMINSTER	BC	V3M 1C4
Rogers Plus	NEW WESTMINSTER	BC	V3L 2B8
Fido	NEW WESTMINSTER	BC	V3L 3C2

Rogers Wireless	NORTH VANCOUVER	BC	V7J 3H2
Rogers Wireless	NORTH VANCOUVER	BC	V7M 2J1
Rogers Wireless	NORTH VANCOUVER	BC	V7P 3E5
Rogers Wireless	NORTH VANCOUVER	BC	V7J 3S8
Rogers Plus	NORTH VANCOUVER	BC	V7P 1S3
Bell	NORTH VANCOUVER	BC	V7M 2J6
Bell	NORTH VANCOUVER	BC	V7P 1S3
Tac Mobility	NORTH VANCOUVER	BC	V7J 3H2
Tac Mobility	NORTH VANCOUVER	BC	V7P 1T3
Apex Communications Inc.	NORTH VANCOUVER	BC	V7P 1S3
CMS Cellular Mobile Services Ltd.	NORTH VANCOUVER	BC	V7M 2J7
Innovative Telecom (ITEL)	NORTH VANCOUVER	BC	V7J 1C6
Rogers Plus	NORTH VANCOUVER	BC	V7P 3M9
Rogers Plus	NORTH VANCOUVER	BC	V7M 2J5
Fido	NORTH VANCOUVER	BC	V7P 1S3
Tac Mobility	OSOYOOS	BC	V0H 1V0
Tom Harris Cellular Ltd.	PARKSVILLE	BC	V9P 2G4
Pemberton Cellular Services Ltd.	PEMBERTON	BC	V0N 2L0
Rogers Wireless	PENTICTON	BC	V2A 6W6
Bell	PENTICTON	BC	V2A 9B8
Andres Audiotronic	PENTICTON	BC	V2A 6W6
Andres Audiotronic	PENTICTON	BC	V2A 6E8
Tac Mobility	PENTICTON	BC	V2A 5E9
Pacific Coastcom Communications Inc.	PENTICTON	BC	V2A 5H4
Rogers Plus	PENTICTON	BC	V2A 5H3
Bell	PITT MEADOWS	BC	V3Y 2W1
Tom Harris Cellular Ltd.	PITT MEADOWS	BC	V3Y 2W1
Alberni Communications & Electronics	PORT ALBERNI	BC	V9H 4X8
Tom Harris Cellular Ltd.	PORT ALBERNI	BC	V9Y 5N3
Fido	PORT COQUITLAM	BC	V3B 5R5
Tac Mobility	PORT COQUITLAM	BC	V3C 3H1
Progressive Wireless Solutions Inc.	PORT COQUITLAM	BC	V3B 7Z1
Rogers Plus	PORT COQUITLAM	BC	V3B 5M8
Rogers Plus	PORT COQUITLAM	BC	V3B 1J6
Fido	PORT COQUITLAM	BC	V3B 6P2
Fido	PORT COQUITLAM	BC	V3C 3G4
Hardy Sound Ltd.	PORT HARDY	BC	V0N 2P0
Seaview Electronics Inc.	PORT MCNEILL	BC	V0N 2R0
Pacific Coastcom Communications Inc.	PORT MOODY	BC	V3H 5C9
Canadian Electronics Corporation	POWELL RIVER	BC	V8A 3R8
Rogers Wireless	PRINCE GEORGE	BC	V2N 2S9

Rogers Wireless	PRINCE GEORGE	BC	V2L 2K5
Bell	PRINCE GEORGE	BC	V2N 2S9
B. K. Two Way Radio Ltd.	PRINCE GEORGE	BC	V2N 6Z4
B. K. Two Way Radio Ltd.	PRINCE GEORGE	BC	V2L 3X3
B. K. Two Way Radio Ltd.	PRINCE GEORGE	BC	V2N 1A5
A.B.C. Allen Business Communications Ltd.	PRINCE GEORGE	BC	V2N 2S9
Central Interior Communications Ltd.	PRINCE GEORGE	BC	V2N 1B9
Prince George Sight & Sound Ltd.	PRINCE GEORGE	BC	V2N 2S9
Rogers Plus	PRINCE GEORGE	BC	V2N 5E1
Rogers Plus	PRINCE GEORGE	BC	V2N 4H3
Rogers Plus	PRINCE GEORGE	BC	V2M 3B8
Rogers Plus	PRINCE GEORGE	BC	V2K 3A6
Rogers Wireless	PRINCE GEORGE	BC	V2N 0B1
Rogers Wireless	QUESNEL	BC	V2J 2M5
Mobility World Inc.	QUESNEL	BC	V2J 2M1
B. K. Two Way Radio Ltd.	QUESNEL	BC	V2J 5B7
A.B.C. Allen Business Communications Ltd.	QUESNEL	BC	V2J 2M2
Style Trend Clothiers Ltd.	REVELSTOKE	BC	V0E 2S0
Rogers Wireless	RICHMOND	BC	V6X 3R2
Rogers Wireless	RICHMOND	BC	V6X 4E4
Rogers Wireless	RICHMOND	BC	V6X 4J7
Rogers Wireless	RICHMOND	BC	V6X 2X9
Rogers Wireless	RICHMOND	BC	V6Y 2V7
Rogers Wireless	RICHMOND	BC	V6X 3Z9
Rogers Wireless	RICHMOND	BC	V6X 4J7
Fido	RICHMOND	BC	V6Y 2B6
Feel Like Talking Connections	RICHMOND	BC	V7C 5V2
Bell	RICHMOND	BC	V7A 4E7
Bell	RICHMOND	BC	V7C 5K1
Bell	RICHMOND	BC	V6X 4J7
Bell	RICHMOND	BC	V6X 3X2
Tac Mobility	RICHMOND	BC	V6V 1J4
Apex Communications Inc.	RICHMOND	BC	V7A 5J3
CONNECT	RICHMOND	BC	V6Y 2B6
CONNECT	RICHMOND	BC	V6Y 2V7
CellCity Communications	RICHMOND	BC	V6X 3L7
CellCity Communications	RICHMOND	BC	V6X 3V7
Oasis Telecom (Richmond) Inc.	RICHMOND	BC	V6X 4A5
Rogers Plus	RICHMOND	BC	V7C 4C1
Rogers Plus	RICHMOND	BC	V7C 5K1

Rogers Plus	RICHMOND	BC	V6Y 3X9
Rogers Plus	RICHMOND	BC	V7A 1N6
Fido	RICHMOND	BC	V6Y 2N6
Fido	RICHMOND	BC	V6X 2C1
Fido	RICHMOND	BC	V6X 4J7
Fido	RICHMOND	BC	V6X 4J7
Fido	RICHMOND	BC	V6X 2T9
Fido	RICHMOND	BC	V6X 3Z7
Fido	RICHMOND	BC	V6X 3V7
Fido	RICHMOND	BC	V6X 2X9
Fido	RICHMOND	BC	V6X 4J7
Fido	RICHMOND	BC	V6X 2C2
Virgin Mobile Store	RICHMOND	BC	V6Y2B6
Bell	RICHMOND (CENTRAL)	BC	V6Y 2B6
Rogers Wireless	SALMON ARM	BC	V1E 1E4
Tac Mobility	SALMON ARM	BC	V1E 4N7
Pacific Coastcom Communications Inc.	SALMON ARM	BC	V1E 4M3
Energy Options Ltd.	SALT SPRING ISLAND	BC	V8K 2V5
Bell	SARDIS	BC	V2R 1A1
Suncoast Cellular	SECHELT	BC	V0N 3A0
Tom Harris Cellular Ltd.	SIDNEY	BC	V8L 4W6
Totem Audio Video Ltd.	SMITHERS	BC	V0J 2N0
Glacier View Satellite Ltd.	SMITHERS	BC	V0J 2N0
Rogers Wireless	SOUTH SURREY	BC	V4A 4N3
Rogers Wireless	SOUTH SURREY	BC	V4P 3K1
Sparwood Communications	SPARWOOD	BC	V0B 2G0
Rogers Wireless	SQUAMISH	BC	V0N 1T0
Bell	SQUAMISH	BC	V0N 3G0
Cartunes Sound & Cellular	SQUAMISH	BC	V0N 3G0
Canadian Electronics Corporation	SQUAMISH	BC	V0N 3G0
Rogers Wireless	SURREY	BC	V3W 5A5
Rogers Wireless	SURREY	BC	V3T 2W1
Rogers Wireless	SURREY	BC	V3W 1P6
Rogers Wireless	SURREY	BC	V3R 7C1
Rogers Wireless	SURREY	BC	V3S 4G3
Rogers Wireless	SURREY	BC	V3W 4G3
Fido	SURREY	BC	V3R 7C1
Feel Like Talking Connections	SURREY	BC	V3W 2P3
Bell	SURREY	BC	V3C 9A5
Bell	SURREY	BC	V3W 1P6
Bell (Kiosk)	SURREY	BC	V4A 4N3

Bell	SURREY	BC	V3R 7C1
Tac Mobility	SURREY	BC	V3S 2W4
Tom Harris Cellular Ltd.	SURREY	BC	V3S 1Z2
Apex Communications Inc.	SURREY	BC	V3T 1W5
Edmonton Cellular Sales Ltd.	SURREY	BC	V3T 2W1
Luminus Solutions Inc.	SURREY	BC	V3R 4G8
Luminus Solutions Inc.	SURREY	BC	V3W 1P8
CONNECT	SURREY	BC	V3R 7B7
CMS Cellular Mobile Services Ltd.	SURREY	BC	V3W 5A5
Can Talk Wireless Solutions Inc.	SURREY	BC	V4P 1B8
PCS Wireless Communications Ltd	SURREY	BC	V3S 9H7
Veerman Cellular Inc.	SURREY	BC	V4A 3V2
Rogers Plus	SURREY	BC	V3S 1C7
Rogers Plus	SURREY	BC	V3W 3N3
Rogers Plus	SURREY	BC	V3R 4G8
Rogers Plus	SURREY	BC	V3W 7T9
Rogers Plus	SURREY	BC	V3R 4E4
Rogers Plus	SURREY	BC	V3V 6A8
Rogers Plus	SURREY	BC	V4A 2H9
Rogers Plus	SURREY	BC	V3T 2W4
Rogers Wireless	SURREY	BC	V3S 7Y4
Fido	SURREY	BC	V3W 4Z9
Fido	SURREY	BC	V3W 2T2
Fido	SURREY	BC	V4A 2H9
Fido	SURREY	BC	V3T 2W1
Fido	SURREY	BC	V3T 2W1
Fido	SURREY	BC	V3W 3N1
Fido	SURREY	BC	V3W 3N1
Fido	SURREY	BC	V3V 4B5
Fido	SURREY	BC	V3T 2W1
Fido	SURREY	BC	V3W 4G2
Fido	SURREY	BC	V3T 1W2
Fido	SURREY	BC	V3V 6V9
Virgin Mobile Store	SURREY	BC	V3R 7C1
Sight & Sound Music Inc.	TERRACE	BC	V8G 4K1
Sight & Sound Music Inc.	TERRACE	BC	V8G 4R9
EF Holdings Ltd.	TERRACE	BC	V8G 4K1
Rogers Wireless	TERRACE	BC	V8G 1P8
Rock Island Tape Centre Ltd.	TRAIL	BC	V1R 4A9
B V Communications Ltd.	TRAIL	BC	V1R 4A5
Rogers Plus	TSAWWASSEN	BC	V4L 2A2

Rogers Wireless	VANCOUVER	BC	V6B 5J3
Rogers Wireless	VANCOUVER	BC	V6E 1C2
Rogers Wireless	VANCOUVER	BC	V6G 1C9
Rogers Wireless	VANCOUVER	BC	V6A 1X5
Rogers Wireless	VANCOUVER	BC	V5Z 3X7
Rogers Wireless	VANCOUVER	BC	V6E 1A9
Rogers Wireless	VANCOUVER	BC	V6B 2T4
Rogers Wireless	VANCOUVER	BC	V6M 3W6
Rogers Wireless	VANCOUVER	BC	V6Z 1B8
Rogers Wireless	VANCOUVER	BC	V6K 2G2
Rogers Wireless	VANCOUVER	BC	V5S 4W2
Rogers Wireless	VANCOUVER	BC	V5T 4G5
Rogers Wireless	VANCOUVER	BC	V5Z 2M9
Rogers Wireless	VANCOUVER	BC	V5X 3T5
Rogers Wireless	VANCOUVER	BC	V7X 1C4
Rogers Wireless	VANCOUVER	BC	V6A 1X3
Fido	VANCOUVER	BC	V6B 6L9
Fido	VANCOUVER	BC	V5Z 2M9
Fido	VANCOUVER	BC	V7Y 1A2
Rogers Plus	VANCOUVER	BC	V6J 1Z6
Rogers Plus	VANCOUVER	BC	V6E 1N4
Rogers Plus	VANCOUVER	BC	V7Y 1E7
Bell	VANCOUVER	BC	V6B 5C6
Bell	VANCOUVER	BC	V6E 2Y2
Bell	VANCOUVER	BC	V5Z 1G1
Bell	VANCOUVER	BC	V6M 2A3
Bell	VANCOUVER	BC	V6K 1N6
Bell	VANCOUVER	BC	V6E 1B2
Bell	VANCOUVER	BC	V7X 1L3
Bell	VANCOUVER	BC	V6J 5K9
Bell	VANCOUVER	BC	V6A 4E9
Bell	VANCOUVER	BC	V5Z 2M9
Bell (Kiosk)	VANCOUVER	BC	V7Y 1A1
Bwireless	VANCOUVER	BC	V6B 1A6
Bwireless	VANCOUVER	BC	V6C 2T6
Tac Mobility	VANCOUVER	BC	V6J 3G9
Tac Mobility	VANCOUVER	BC	V5X 3A2
Tac Mobility	VANCOUVER	BC	V5M 3T7
Tom Harris Cellular Ltd.	VANCOUVER	BC	V6M 4M4
Tom Harris Cellular Ltd.	VANCOUVER	BC	V6K 1N7
Ralph s Radio Ltd.	VANCOUVER	BC	V5T 1A5

Apex Communications Inc.	VANCOUVER	BC	V6B 3H7
Easylink Communications Ltd.	VANCOUVER	BC	V5R 5L5
Luminus Solutions Inc.	VANCOUVER	BC	V6R 2B1
CONNECT	VANCOUVER	BC	V6E 0A1
CONNECT	VANCOUVER	BC	V6C 3L2
CONNECT	VANCOUVER	BC	V5Z 2M9
CMS Cellular Mobile Services Ltd.	VANCOUVER	BC	V6G 1C9
CellCity Communications	VANCOUVER	BC	V7Y 1K8
CellCity Communications	VANCOUVER	BC	V6A 2V1
CellCity Communications	VANCOUVER	BC	V5Z 1K7
PCS Wireless Communications Ltd	VANCOUVER	BC	V6B 1Z5
Innovative Telecom (ITEL)	VANCOUVER	BC	V5V 3C6
Go Wireless Inc.	VANCOUVER	BC	V6B 2P6
318 Oakview Holdings Ltd.	VANCOUVER	BC	V6A 1X6
Rogers Plus	VANCOUVER	BC	V6G 1V9
Rogers Plus	VANCOUVER	BC	V5K 1Z6
Rogers Plus	VANCOUVER	BC	V6M 3W6
Rogers Plus	VANCOUVER	BC	V6P 4Z8
Rogers Plus	VANCOUVER	BC	V6K 1C6
Rogers Plus	VANCOUVER	BC	V6H 1R7
Rogers Plus	VANCOUVER	BC	V5P 3W2
Rogers Wireless	VANCOUVER	BC	V6J 3G9
Rogers Wireless	VANCOUVER	BC	V6T 1V6
Rogers Wireless	VANCOUVER	BC	V5R 5L9
Fido	VANCOUVER	BC	V6E 1B5
Fido	VANCOUVER	BC	V6B 1H3
Fido	VANCOUVER	BC	V5Z 3H9
Fido	VANCOUVER	BC	V5Z 3X7
Fido	VANCOUVER	BC	V5M 4N8
Fido	VANCOUVER	BC	V5T 3G8
Fido	VANCOUVER	BC	V5Z 1E6
Fido	VANCOUVER	BC	V6P 4Z6
Fido	VANCOUVER	BC	V6J 4R1
Fido	VANCOUVER	BC	V5N 4B9
Fido	VANCOUVER	BC	V5W 3A4
Fido	VANCOUVER	BC	V5R 5L9
Fido	VANCOUVER	BC	V6B 6N9
Fido	VANCOUVER	BC	V6E 3P3
Fido	VANCOUVER	BC	V5P 3X9
Bell (Kiosk)	VANCOUVER (NORTH)	BC	V7J 3H2
Town Sound (1994) Ltd.	VANDERHOOF	BC	V0J 3A0

Bird on a Wire Media & More	VANDERHOOF	BC	V0J 3A0
Rogers Wireless	VERNON	BC	V1T 7G7
Mobility World Inc.	VERNON	BC	V1T 5J9
Bell	VERNON	BC	V1T 7G7
Andres Audiotronic	VERNON	BC	V1T 7E7
Andres Audiotronic	VERNON	BC	V1T 3R5
Tac Mobility	VERNON	BC	V1T 5N4
Pacific Coastcom Communications Inc.	VERNON	BC	V1T 4Y4
Rogers Plus	VERNON	BC	V1T 9H2
Rogers Plus	VERNON	BC	V1T 9H6
Rogers Wireless	VICTORIA	BC	V8T 1Z6
Rogers Wireless	VICTORIA	BC	V8P 4H1
Rogers Wireless	VICTORIA	BC	V9B 3R5
Rogers Wireless	VICTORIA	BC	V8Z 3L3
Rogers Wireless	VICTORIA	BC	V9A 7C5
Rogers Wireless	VICTORIA	BC	V9B 5E3
Rogers Wireless	VICTORIA	BC	V8W 2E8
Fido	VICTORIA	BC	V8Z 6E3
Fido	VICTORIA	BC	V8W 1L6
Rogers Plus	VICTORIA	BC	V8T 2C5
Rogers Plus	VICTORIA	BC	V8W 3M9
Rogers Plus	VICTORIA	BC	V8Z 6E3
Bell	VICTORIA	BC	V9B 5E3
Bell	VICTORIA	BC	V8T 2C5
Tom Harris Cellular Ltd.	VICTORIA	BC	V8N 0A3
Tom Harris Cellular Ltd.	VICTORIA	BC	V8W 3M9
Tom Harris Cellular Ltd.	VICTORIA	BC	V9A 7C5
Tom Harris Cellular Ltd.	VICTORIA	BC	V8T 2C5
Speed of Sound Auto Group Ltd.	VICTORIA	BC	V8W 1S7
Ralph's Radio Ltd.	VICTORIA	BC	V8W 1K1
CONNECT	VICTORIA	BC	V8Z 6E3
PCS Wireless Communications Ltd	VICTORIA	BC	V9B 5E3
PCS Wireless Communications Ltd	VICTORIA	BC	V9B 3R5
Victoria Mobile Radio Ltd.	VICTORIA	BC	V8Z 3P3
Sound Advice Audio Video Inc.	VICTORIA	BC	V8T 4J3
Sound Advice Audio Video Inc.	VICTORIA	BC	V8T 5E1
Sound Advice Audio Video Inc.	VICTORIA	BC	V9B 1H8
Rogers Plus	VICTORIA	BC	V8T 2C5
Rogers Plus	VICTORIA	BC	V8T 4E3
Rogers Plus	VICTORIA	BC	V9B 5T6
Rogers Plus	VICTORIA	BC	V8P 2P3

Rogers Plus	VICTORIA	BC	V9A 2A6
Rogers Plus	VICTORIA	BC	V8P 2L5
Rogers Wireless	VICTORIA	BC	V8X 1J8
Virgin Mobile Store	VICTORIA	BC	V8Z 6E3
Virgin Mobile Store	VICTORIA	BC	V9A 7C5
Bell	VICTORIA (CENTRAL)	BC	V8W 3M9
Bell	VICTORIA (NORTH)	BC	V8Z 6E3
Rogers Wireless	WEST VANCOUVER	BC	V7T 1H9
Rogers Wireless	WEST VANCOUVER	BC	V7T 1A1
Fido	WEST VANCOUVER	BC	V7T 2W4
Bell (Kiosk)	WEST VANCOUVER	BC	V7T 1H9
Bell	WEST VANCOUVER	BC	V7T 2W4
CONNECT	WEST VANCOUVER	BC	V7T 1H9
CellCity Communications	WEST VANCOUVER	BC	V7T 1A1
Rogers Plus	WEST VANCOUVER	BC	V7T 1H9
Rogers Plus	WEST VANCOUVER	BC	V7W 3C6
Fido	WEST VANCOUVER	BC	V7T 2W4
Rogers Wireless	WESTBANK	BC	V4T 3E2
Tac Mobility	WESTBANK	BC	V4T 2E9
Rogers Plus	WESTBANK	BC	V4T 2E9
Rogers Wireless	WHISTLER	BC	V0N 1B4
Tac Mobility	WHISTLER	BC	V0N 1B7
Rogers Plus	WHISTLER	BC	V0N 1B4
PCS Wireless Communications Ltd	WHITE ROCK	BC	V4A 4N3
Rogers Plus	WHITE ROCK	BC	V4A 4N6
Rogers Wireless	WILLIAMS LAKE	BC	V2G 1N1
Mobility World Inc.	WILLIAMS LAKE	BC	V2G 3W1
CP Electronics	WILLIAMS LAKE	BC	V2G 1Z8
Williams Lake Sight & Sound Ltd.	WILLIAMS LAKE	BC	V2T 1M2

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

Hold's Certificate No: FM 83264
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:

John R. Valle
President, BSI America, Inc.

Originally Registered: 11/24/2008 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 200, Reston, VA 20190, USA.



Certificate of Registration

ENVIRONMENTAL MANAGEMENT SYSTEM - ISO 14001:2004

This is to certify that:

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

Holds Certificate No: EMS 64705

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

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

For and on behalf of BSI:

President, BSI America, Inc.

Originally Registered: 12/13/2001

Latest Issue: 07/06/2009

Expiry Date: 01/01/2011

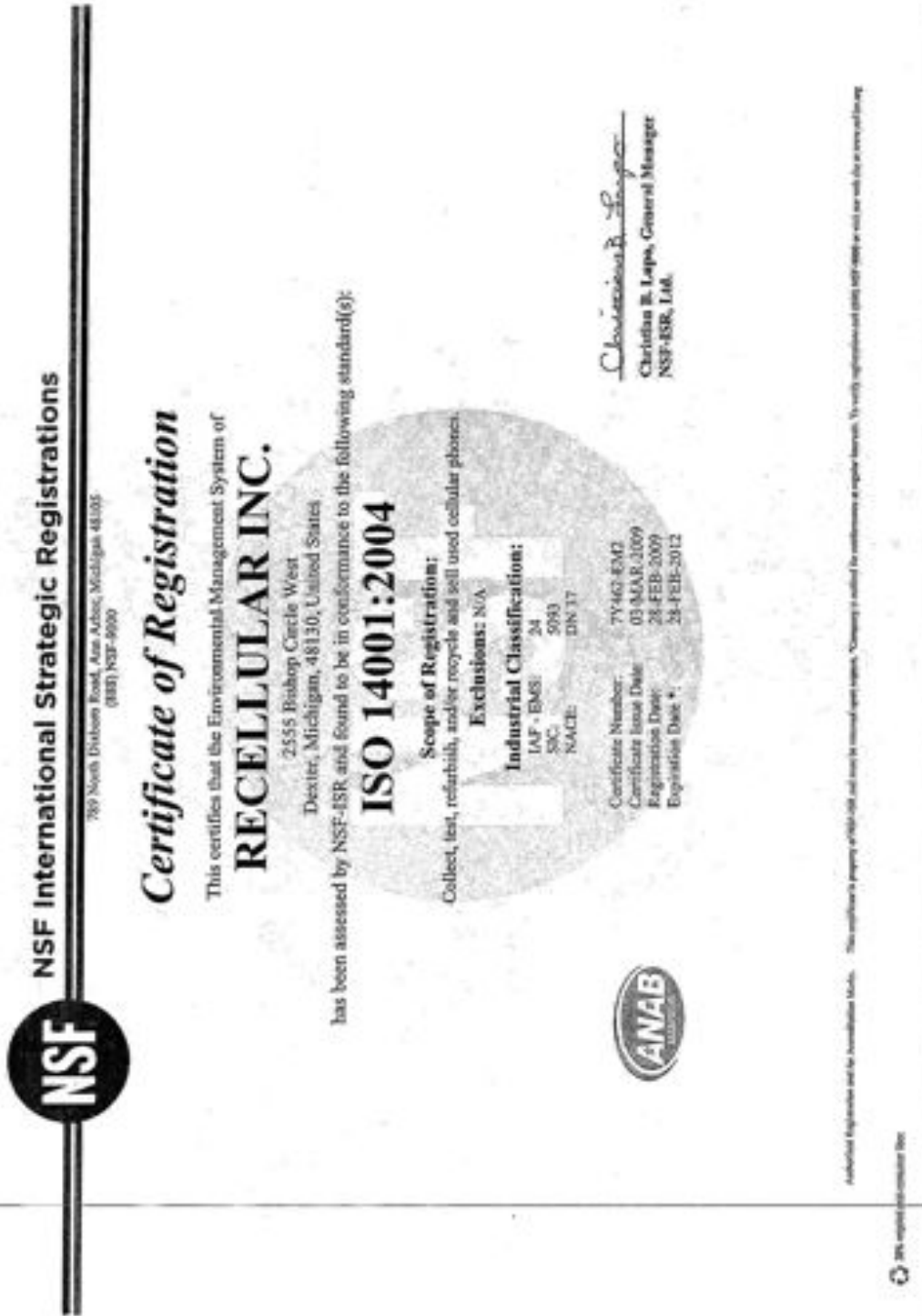


Page: 1 of 2

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To be read in conjunction with the scope above or the attached appendix.
American Headquarters: 12110 Sunset Hills Road, Suite 200, Reston, VA 20190, USA.



Appendix D
ReCellular Inc.



Appendix E

Sims Recycling Solutions



For Bureau Veritas Certification North America, Inc.
3653 N. Sam Houston Pkwy., Suite 100
Houston, Texas, USA
www.certification.us.bureauveritas.com



BUREAU VERITAS
Certification



Certification

Awarded To

SIMS GROUP RECYCLING SOLUTIONS

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

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

STANDARDS

OHSAS 18001:2007

SCOPE OF SUPPLY


PROVIDES END OF LIFE ELECTRONICS RECYCLING SERVICES.

Original Approval Date: **23 February 2010**

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

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

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



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



Appendix F

Sample of RMC Promotional Materials

Brochure

WHY RECYCLE?

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

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

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

Did You Know?

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

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

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

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

Recycle My Cell partners include:

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

To contact one of our program representatives, e-mail info@RecycleMyCell.ca or call 1-888-797-1740.

acts Canadian Wireless Telecommunications Association

www.RecycleMyCell.ca

Tent Card

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Recycle My Cell partners include:

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

To contact one of our program representatives, e-mail info@RecycleMyCell.ca or call 1-888-797-1740.

acts Canadian Wireless Telecommunications Association

www.RecycleMyCell.ca

Printed on 100% post-consumer recycled paper.

Poster

