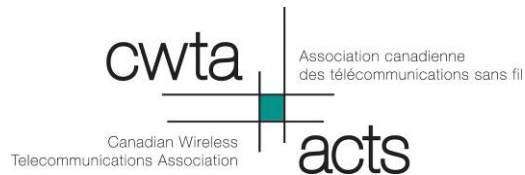




## **Recycle My Cell 2009 Annual Report**

**Submitted to New Brunswick  
Department of Environment**

**June 30, 2010**



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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 New Brunswick since its national launch in January 2009, and was officially recognized by the province on April 9, 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](http://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, 5,056 devices were recovered within the province through the program's 91 collection sites and the use of postage paid mailing labels.

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

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

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

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

CWTA has also undertaken 'mystery shopping' initiatives in all Maritime provinces to gauge front-line staff awareness and visibility within participating retail outlets. The results of this survey, while informal, were communicated directly to participating carriers, and have resulted in commitments of improved staff training and promotional efforts.

## **2. Introduction**

On April 9, 2009, New Brunswick formally recognized RMC, the CWTA's Stewardship Program for the Recycling of Cellular Phones in New Brunswick, as its cell phone recycling stewardship program.

The Designated Materials Regulation - Clean Environment Act sets out an obligation for stewardship programs to report on their respective programs on a yearly basis by July 1st.

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.

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

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

- Annual survey figures on consumer awareness and propensity to participate in a mobile device recycling program;
- Web site traffic and call volume to toll-free number;

- Representative survey of retailer participants to determine satisfaction; and
- Media pick-up statistics.

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

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

### **3. Performance Indicators**

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

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

In 2009 members of CWTA's recycling program collected **345,694** wireless devices nationally. Of these recovered devices **3,971** were collected at New Brunswick RMC drop-off locations and **1,085** were estimated to have been collected using the mail-back option offered by several RMC partners. Therefore the total number of devices collected in New Brunswick was **5,056**.

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

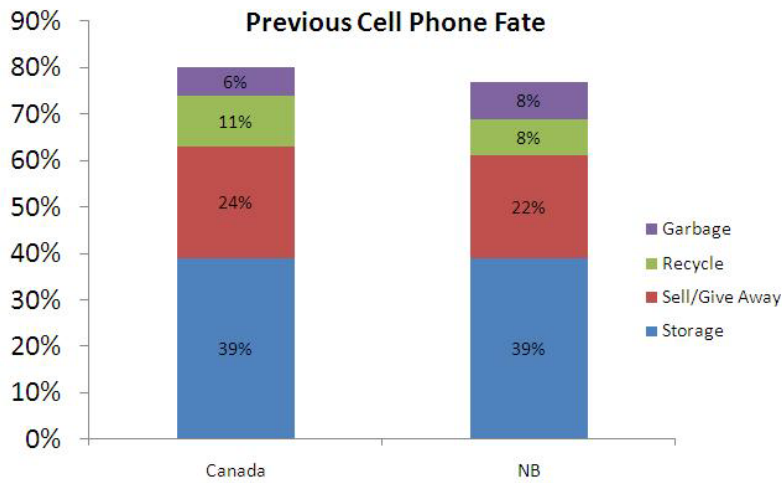
In November 2009, CWTA commissioned Harris/Decima to conduct a national baseline survey to:

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

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

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

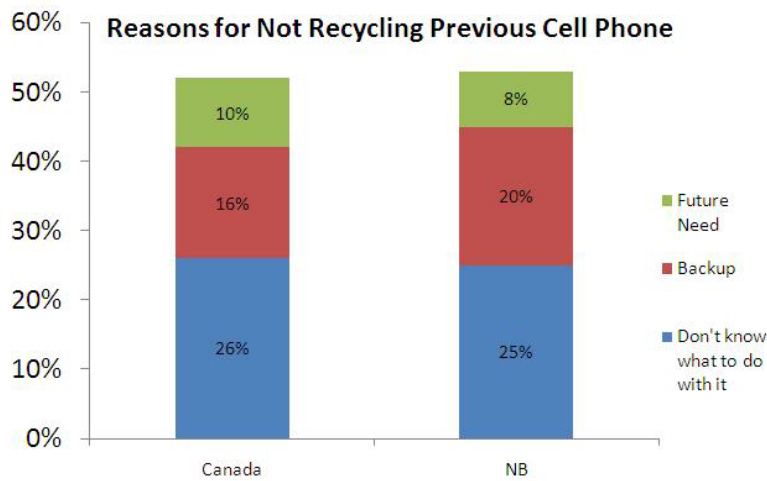
Previous Cell Phone: Storage vs. Disposal:



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

New Brunswick view: The data indicates that 8% recycled their last phone, 22% gave it away or sold it, and 8% threw it out. In New Brunswick, 39% of residents simply store their old cellular phone.

Reasons for Not Recycling Prior Cell Phone:

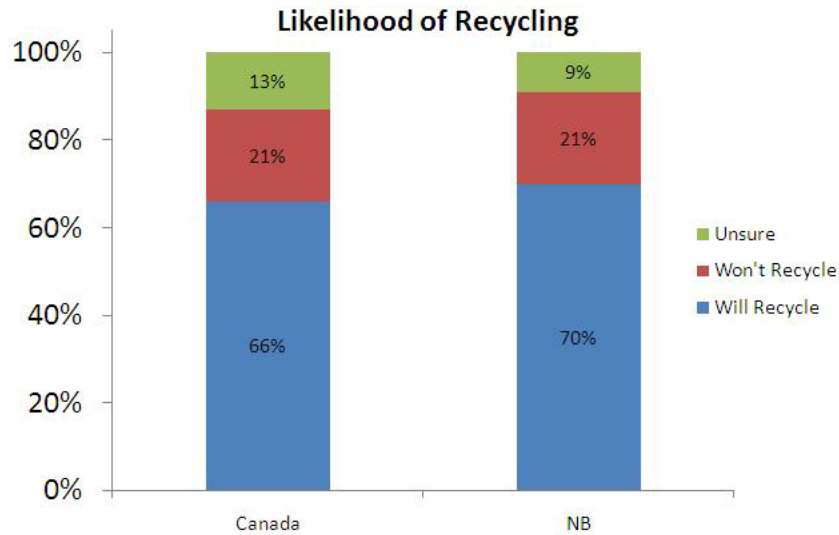


<sup>1</sup> The survey data provided is representative of the most relevant and/or common responses. Not all responses are shown, thus, the percentage values may not sum to 100%

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.

New Brunswick view: The data indicates that 25% did not know what else to do with it, 20% were keeping it as a backup and 8% were keeping it for a future need.

Likelihood of Recycling in the Future:

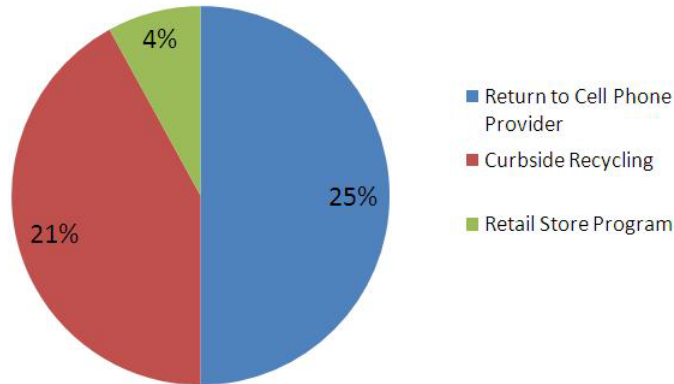


National view: The survey also found that 66% of Canadians who are currently storing an old cell phone would be willing to recycle it or return it to a cell provider. Only 21% said they would not recycle or return it, and 13% did not know whether they would.

New Brunswick view: The data indicates that 70% would be willing to recycle it or return it to a cell provider, 21% said they would not recycle or return it, and 9% did not know.

Approaches Used for Cell Phone Recycling:

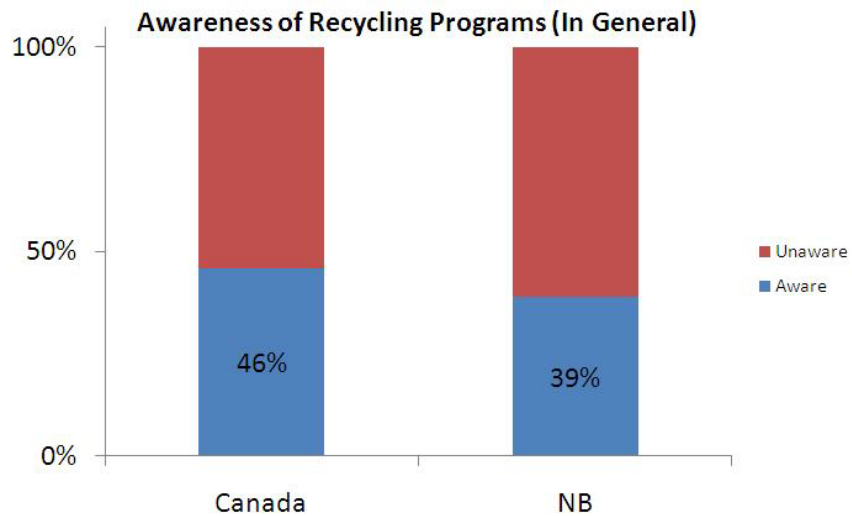
**Top 3 Ways NB Residents Recycled Their Cell Phones**



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

New Brunswick view: The data indicated that 25% of residents returned their devices to cell phone providers, with another 21% using curbside recycling boxes. 100% of respondents in New Brunswick 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.

New Brunswick view: 39% 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 New Brunswick 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 from year one and beyond.

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

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

#### Web site traffic

- From January to December 2009, RMC Web site logged 25,946 unique visits.
- In June 2009 CWTA began to track the number of database searches (based on postal code). While the number of database searches may prove to be beneficial in determining the level of interest in RMC within the province it is important to note that this figure may not correlate to the number of recovered devices reported. From June to December 2009 there were 228 database searches initiated in New Brunswick.

#### 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, 10 calls originated from New Brunswick but 5,056 phones were recovered that year.

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

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

It should be noted that at the time of launch, there were 80 collection sites in New Brunswick. At the time of this filing there are 91 collections sites.

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

### 3.5. Media pick-up statistics

To support the launch of RMC CWTA undertook several initiatives to raise awareness of the program among residents in New Brunswick.

#### 3.5.1. Media buy

To support the launch of RMC in New Brunswick, ad space was purchased in several New Brunswick publications:

Publication	Number of Insertions	Dates	Ad Size	Circulation
<b>English</b>				
Moncton Times & Transcript	2	April 9, 16	3/5 Page	37,219 (avge. daily)
Saint John Telegraph	2	April 9, 16	3/5 Page	33,536 (avge. daily)
Fredericton Daily Gleaner	2	April 9, 16	3/5 Page	20,809 (avge. daily)
The Northern Light	2	April 14, 21	3/5 Page	5,469 (weekly)
The Tribune	2	April 15, 22	3/5 Page	3,966 (weekly)
Victoria Country Star	2	April 15, 22	3/5 Page	2,864 (weekly)
Miramichi Leader/Weekend	2	April 10, 17	3/5 Page	8,522 (weekly)
The Post-Gazette	2	April 11, 18	3/5 Page	15,500 (avge. daily)
The Sackville Tribute-Post	2	April 15, 22	3/5 Page	2,759 (weekly)
The Saint Croix Courier	2	April 14, 21	3/5 Page	3,596 (weekly)
The Kings County Record	2	April 14, 21	3/5 Page	4,390 (weekly)
The Bugle	2	April 14, 21	3/5 Page	3,814 (weekly)
<b>French</b>				
L'Acadie Nouvelle	2	April 9, 16	3/5 Page	20,152 (avge. daily)
La Voix du Restigouche	2	April 9, 16	3/5 Page	16,926 (weekly)

Edmunston Le Madawaska	2	April 15, 22	3/5 Page	5,109 (weekly)
La Cataracte	2	April 10, 16	3/5 Page	4,701 (weekly)

### 3.5.2. Newspaper and web

The launch of RMC in New Brunswick was covered in the following:

**English** (listed in chronological order and attached):

- Gnb.ca – Recycle My Cell; New initiative allows New Brunswickers to recycle wireless devices (April 9, 2009)
- Sympatico MSN (News) – N.B. joins national cellphone recycling program (April 9, 2009)
- Telegraph-Journal – Electronics recycling program promoted (April 10, 2009)
- Times and Transcript (Moncton) – Cellphone recycling program established; Provincial initiative will be paid for by industry, support local charities (April 10, 2009)
- CBC – N.B. joins national cellphone recycling program ((April 10, 2009)
- The Daily Gleaner – Text ‘r’ for cellphone recycling program (April 10, 2009)
- Teleclick.ca – Former premier promotes cell phone recycling program in New Brunswick (April 13, 2009)
- SiloBreaker.com – N.B. joins national cellphone recycling program(April 14, 2009)
- The Northern Light (Bathurst) – New initiative allows New Brunswickers to recycle wireless devices (April 14, 2009)
- ITinCanada.ca – New Brunswick enlists in Recycle My Cell (April 14, 2009)
- Miramichi Leader – New initiative allows New Brunswickers to recycle wireless devices (April 15, 2009)
- Victoria Star – Recycle My Cell program launched (April 15, 2009)
- Cartt.ca – NB and PEI embrace wireless device recycling program (April 15, 2009)
- Miramichi Leader – Cell phone recycling program hits New Brunswick (April 22, 2009)
- NBbusinessjournal.com – Taking environmental action (April 22, 2009)
- Kingscorecord.com.canadaest.com – New initiative for recycling wireless devices is launched (April 28, 2009)

**French** (listed in chronological order and attached):

- Journal le Madawaska – Une nouvelle initiative permet de recycler les appareils sans fil (April 15, 2009)
- Hebdo Chaleur – Nouvelle initiative pour recycler les appareils sans fil (April 16, 2009)

### 3.5.3. News Canada stories

CWTA developed, wrote and provided several news stories (English and French) about Recycle My Cell 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 two originating from New Brunswick:

- Peninsula Plus (Bathurst) – L'industrie canadienne sans-fil: pionnière et ... (Print, Feb. 19, 2009)
- L'Acadie Nouvelle (Caraquet) – L'industrie canadienne sans-fil: pionnière et ... (Print, Feb. 21, 2009)

## 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 EPSC<sup>2</sup> standards. EPSC has developed standards that have been incorporated into the legislation of several provinces.

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

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

adherence to environmental, occupational health and safety, export and other standards.

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

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

#### **4.2. 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 9001<sup>3</sup> and ISO 14001<sup>4</sup> certified. The processing method (refurbishment, resale or destruction) is determined by the client and the destruction of all proprietary products is documented. Hazardous waste separation, registration and regulatory compliance is also documented and environmental, health and safety policies and emergency response and fire prevention plans are also in place. GEEP is fully insured, including its environmental policies, and has a stated corporate objective of a zero landfill 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.

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

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

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

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

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

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

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

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

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

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

ReCellular routinely processes used electronic products, such as cellular telephones and accessories. The majority of this product is recycled through resale. Their processing also generates some waste from un-sellable material, such as obsolete handsets, batteries, chargers, cigarette lighter adapters and leather cases. Certified smelters contracted nationwide help provide them with

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

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

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

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

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

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

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

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

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

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

RMC aims to prolong the useful life of mobile devices by encouraging customers to return their used devices rather than throw them away. RMC leverages existing programs operated by wireless service providers and handset manufacturers, which will accommodate the requirements of the provincial legislation and regulation. These corporate programs collect, transport, reuse and recycle mobile devices and accessories. Where no other option exists these programs properly dispose of the products.

Consumers are able to turn in their devices at any collection site across the province of New Brunswick. 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.

### **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.

## **5.2. Recyclable Devices**

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

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

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

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

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

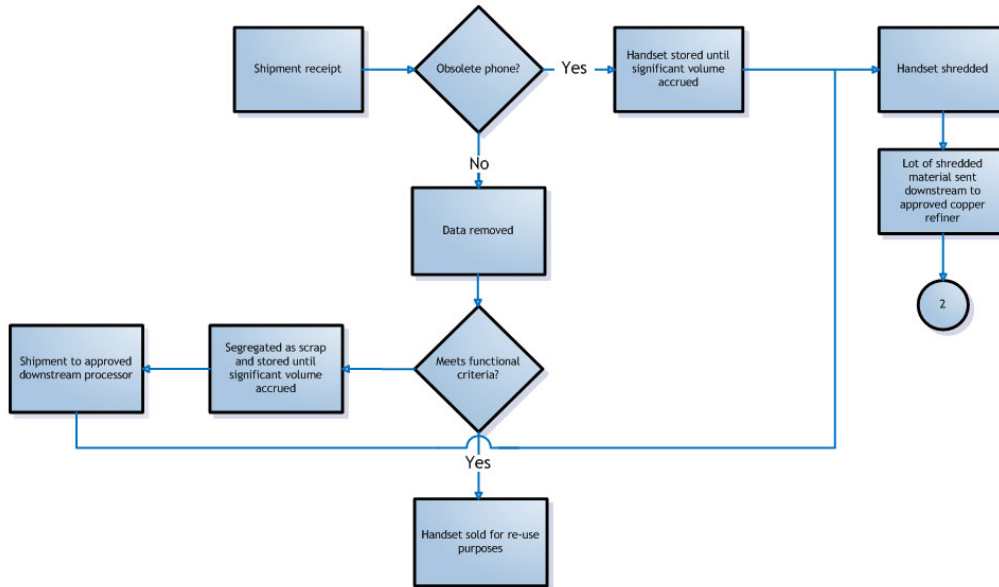
## **5.3. Batteries**

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

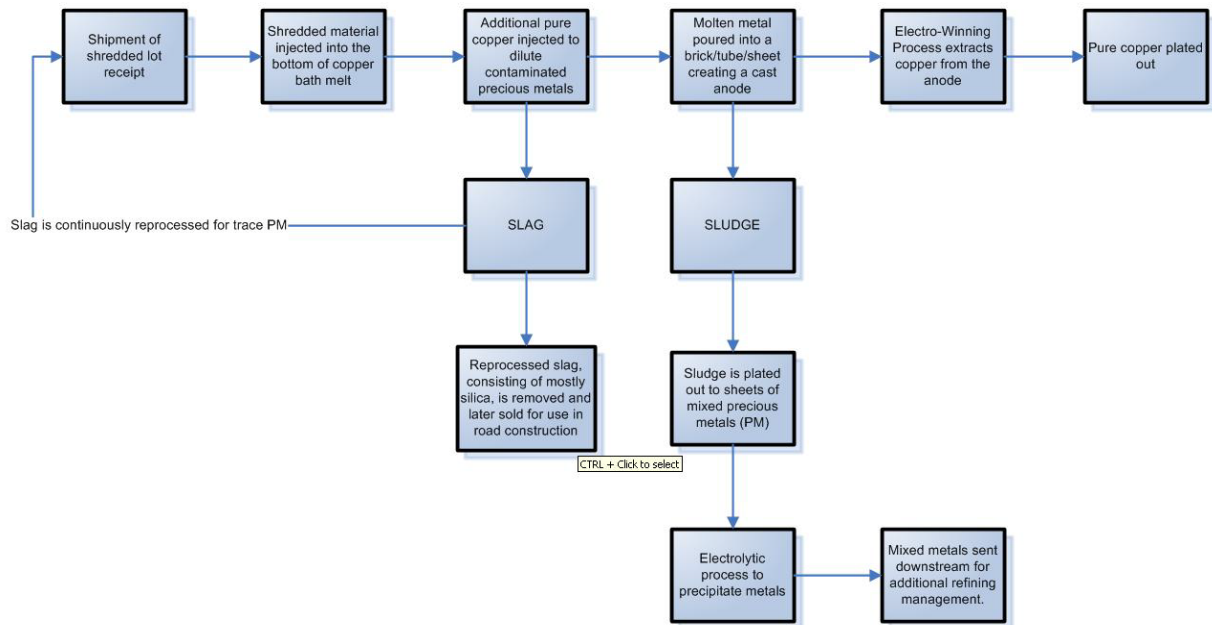
## **5.4. Process flow**

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

### Cell Phone Collection and Processing



### Precious Metal Downstream Refining Process: Cell Phones



## **6. 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.

### **6.1. Corporate programs**

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

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

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

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

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

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

### **6.2. CWTA**

#### Program launch

To support the launch of RMC in New Brunswick, CWTA held a media launch event in Fredericton. Minister Haché joined Bernard Lord to officially launch the program. CWTA purchased ad space in several New Brunswick publications to announce the availability of the program.

#### On-going

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

Current CWTA initiatives include the following:

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

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

*Promotional materials:* Promotional materials (brochures, tent cards and posters<sup>7</sup>) were also developed for use at municipal 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.

## **7. Conclusion**

The CWTA and its members were pleased to have Minister Haché join them on April 9, 2009 for the official launch of RMC in New Brunswick and to recognize the wireless industry's ongoing commitment to the environment.

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

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

We are appreciative of the government of New Brunswick'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 New Brunswick			
Boissonnault McGraw & Associates Ltd.	ATHOLVILLE	NB	E3N 4E2
Aliant Store	BATHURST	NB	E8J 1V1
Boissonnault McGraw & Associates Ltd.	BATHURST	NB	E2A 3A6
Northcoast Electronics	BATHURST	NB	E2A 4G8
Sounds Fantastic	BATHURST	NB	E2A 1N9
Bouctouche Electronique/The Source by Circuit City Dealer	BOUCTOUCHE	NB	E4S 3K4
DownEast Communications	CAMPBELLTON	NB	E3N 2A7
Speedy Communications	CAMPBELLTON	NB	E3N 2G6
Stereo Plus	CARAQUET	NB	E1W 1B6
Abud s Department Store	DALHOUSIE	NB	E8C 2X2
<b>Aliant Store</b>	<b>DIEPPE</b>	<b>NB</b>	<b>E1A 4X5</b>
Future Shop	DIEPPE	NB	E1A 4X5
G.B.S. Communications Inc.	DIEPPE	NB	E1A 6W8
Rogers Plus	DIEPPE	NB	E1A 1N4
Sounds Fantastic	DIEPPE	NB	E1A 4K5
TELUS Store	DIEPPE	NB	E1A 4X5
Rogers Plus	DIEPPE/MONCTON	NB	E1A 4X5
Bett s Building Supplies	DOAKTOWN	NB	E9C 1E7
Audiotek	EDMUNDSTON	NB	E3V 2K5
<b>Le SuperClub Vidéotron</b>	<b>EDMUNDSTON</b>	<b>NB</b>	<b>E3V 1J2</b>
Tendances Meubles (Dumoulin)	EDMUNDSTON	NB	E3V 4M2
The Data Zone	EDMUNDSTON	NB	E3V 1J9
Florenceville Jewellery/The Source by Circuit City	FLORENCEVILLE	NB	E7L 3H5
Aliant Store	FREDERICTON	NB	E3C 1A2
Cox Electronics & Communications	FREDERICTON	NB	E3A 1C9
Eastern Wireless/Trinity Communications	FREDERICTON	NB	E3B 5N6
Future Shop	FREDERICTON	NB	E3B 3C2
Rogers Plus	FREDERICTON	NB	E3B 3B9
Rogers Wireless	FREDERICTON	NB	E3C 1A2
Rogers Wireless	FREDERICTON	NB	E3B 1B2
Rogers Wireless	FREDERICTON	NB	E3B 3B9
TELUS Store	FREDERICTON	NB	E3C 1A2
<b>Virgin Mobile Store</b>	<b>FREDERICTON</b>	<b>NB</b>	<b>E3C 1A2</b>
Wacky Wheatley s - The Communications Store	FREDERICTON	NB	E3B 5H8
Wacky Wheatley s - The Communications Store	FREDERICTON	NB	E3B 5Y4
Broadway Electronic Inc	GRAND FALLS	NB	E3Z 2J6
<b>Rogers Plus</b>	<b>GRAND FALLS</b>	<b>NB</b>	<b>E3Y 1A7</b>

The Data Zone	GRAND FALLS	NB	E3Y 1A7
Island Home Hardware	GRAND MANAN	NB	E5G 4E9
Valley Equipment	HARTLAND	NB	E7P 2K7
Chiasson Radio and TV	LAMEQUE	NB	E8T 3N3
DownEast Communications	MIRAMICHI	NB	E1V 6W6
DownEast Communications	MIRAMICHI	NB	E1V 1J7
DownEast Communications	MIRAMICHI	NB	E1N 1H6
Rogers Plus	MIRAMICHI	NB	E1V 6W2
TELUS Store	MIRAMICHI	NB	E1V 6W6
Aliant Store	MONCTON	NB	E1Z 0G4
<b>Rogers Plus</b>	<b>MONCTON</b>	<b>NB</b>	<b>E1C 2T3</b>
Rogers Wireless	MONCTON	NB	E1C 2T8
Rogers Wireless	MONCTON	NB	E1C 1E5
Sounds Fantastic	MONCTON	NB	E1C 5K7
Speedy Communications	MONCTON	NB	E1C 4X7
TELUS Store	MONCTON	NB	E1G 2J7
The Data Zone	MONCTON	NB	E1C 7W6
<b>Virgin Mobile Store</b>	<b>MONCTON</b>	<b>NB</b>	<b>E1A 4X5</b>
Wacky Wheatley s - The Communications Store	MONCTON	NB	E1C 1B8
Quik Mart	NEGUAC	NB	E9G 1S3
Cox Electronics & Communications	OROMOCTO	NB	E2V 1C2
<b>Rogers Plus</b>	<b>OROMOCTO</b>	<b>NB</b>	<b>E2V 1B8</b>
Rogers Wireless	OROMOCTO	NB	E2V 1B8
Richibucto Home Hardware	RICHIBUCTO	NB	E4W 3W6
The Data Zone	RIVERVIEW	NB	E1B 3K7
Cox Electronics & Communications	ROTHESAY	NB	E2E 3K7
Sounds Fantastic	SACKVILLE	NB	E4L 4A7
Aliant Store	SAINT JOHN	NB	E2J 2H1
Chandler	SAINT JOHN	NB	E2L 4H8
Cox Electronics & Communications	SAINT JOHN	NB	E2M 5T9
Cox Electronics & Communications	SAINT JOHN	NB	E2K 4L2
Future Shop	SAINT JOHN	NB	E2J 4Z2
Rogers Plus	SAINT JOHN	NB	E2J 3W9
Rogers Wireless	SAINT JOHN	NB	E2J 2C4
TELUS Store	SAINT JOHN	NB	E2J 3W9
The Data Zone	SAINT JOHN	NB	E2M 4X5
<b>Virgin Mobile Store</b>	<b>SAINT JOHN</b>	<b>NB</b>	<b>E2J 3W9</b>
Wacky Wheatley s - The Communications Store	SAINT JOHN	NB	E2J 2S5
J.A. Electronics	SAINT-QUENTIN	NB	E8A 1H7
Rogers Wireless	SHEDIAC	NB	E4P 2E7
Sounds Fantastic	SHEDIAC	NB	E4P 2E9
Chiasson Electronique inc.	SHIPPAGAN	NB	E8S 1R3
Entreprises Mars Communications Enrg	SHIPPAGAN	NB	E8S 1P8
Cox Electronics & Communications	ST. STEPHEN	NB	E3L 3X8

Rogers Wireless	ST. STEPHEN	NB	E3L 2C1
<b>DeWitts Electronics Ltd/The Source by Circuit City</b>	<b>SUSSEX</b>	<b>NB</b>	<b>E4E 3E1</b>
Rogers Wireless	SUSSEX	NB	E4E 3E1
<b>Rogers Wireless</b>	<b>SUSSEX</b>	<b>NB</b>	<b>E3E 3E6</b>
Sounds Fantastic	SUSSEX	NB	E4E 2H9
Entreprises Mars Communications Enrg	TRACADIE-SHEILA	NB	E1X 1A4
La Societe Zephir/The Source by Circuit City	TRACADIE-SHEILA	NB	E1X 1C7
Home Zone Electronics/The Source by Circuit City	WOODSTOCK	NB	E7M 1L3
Rogers Wireless	WOODSTOCK	NB	E7M 4L7
The Data Zone	WOODSTOCK	NB	E7M 5G9

(Bolded locations were added after launch.)

## Appendix B

Global Electric Electronics Processing Inc. (GEEP)



# Certificate of Registration

QUALITY MANAGEMENT SYSTEM - ISO 9001:2008

*This is to certify that:*

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

Holds Certificate No: FM 63264

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

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

For and on behalf of BSI:

President, BSI America, Inc.

Originally Registered: 11/24/2000

Latest Issue: 11/10/2009

Expiry Date: 11/13/2012



Page: 1 of 2

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





# Certificate of Registration

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

*This is to certify that:*

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

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

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

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

*For and on behalf of BSI:*

*President, BSI America, Inc.*

Originally Registered: 12/13/2001

Latest Issue: 07/30/2009

Expiry Date: 01/01/2011



Page: 1 of 2

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





Appendix D  
ReCellular Inc.



### Certificate of Registration

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

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

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

**ISO 14001:2004**

**Scope of Registration:**

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

**Exclusions:** N/A

**Industrial Classification:**

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

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

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



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



## Appendix E

### Sims Recycling Solutions

#### Certification

Awarded To

### **SIMS GROUP RECYCLING SOLUTIONS**

275 STEELWELL ROAD  
BRAMPTON, ONTARIO, CANADA

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

STANDARDS

ISO 14001:2004

SCOPE OF SUPPLY

**PROVIDES END OF LIFE ELECTRONICS RECYCLING SERVICES**

Original Approval Date: 04 February 2009

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

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

Certificate No: US 02000103

Issue Date: 04 February 2009

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



**BUREAU VERITAS**  
Certification



### Certification

Awarded To

## **SIMS GROUP RECYCLING SOLUTIONS**

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

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

STANDARDS

**OHSAS 18001:2007**

SCOPE OF SUPPLY

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

Original Approval Date: **23 February 2010**

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

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

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

A handwritten signature in blue ink, appearing to read "St Joseph", written over a horizontal line.

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



## Appendix F

### Sample of RMC Promotional Materials

#### Brochure

# WHY RECYCLE?

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

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

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

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

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

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

**Recycle My Cell.ca partners include:**

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

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

Printed on 100% post-consumer recycled paper.

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

#### Tent Card

# 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.

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**Recycle My Cell.ca partners include:**

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MTS	SaskTel
Nokia	TELUS
ReCellular, Inc.	Virgin Mobile Canada

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

Printed on 100% post-consumer recycled paper.

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

Poster

