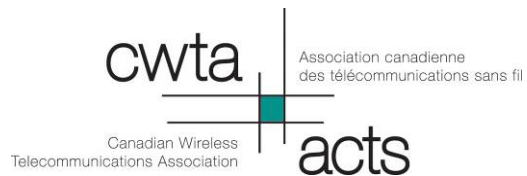




Recycle My Cell 2009 Annual Report
Submitted to Nova Scotia Environment

June 2010



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1. Executive Summary

The Canadian wireless telecommunications industry, under the auspices of the Canadian Wireless Telecommunications Association (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 within the province of Nova Scotia since January 2009, after having received regulatory approval from Nova Scotia Environment (NSE).

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, 7,092 devices were recovered within the province through the program's 125 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 October 28, 2008, NSE approved RMC, the CWTA's Stewardship Program for the Recycling of Cellular Phones in Nova Scotia, as its cell phone recycling stewardship program.

In Section 18O (1) of the Solid Waste-Resource Management Regulations, N.S. Reg 25/96, NSE set out the obligation for industry stewardship programs to report on their respective programs on a yearly basis by June 30th. Although RMC had been operationally for only 5 months, an interim report was requested by the NSE and provided on June 30, 2009.

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

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. Since the submission of the interim report GEEP Inc., Sims Recycling Solutions and WIND Mobile have joined RMC.

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;
- Figures from possible waste audit in collaboration with RRFB;
- 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 **5,570** were collected at a Nova Scotia RMC drop-off location and **1,522** were estimated to have been collected using the mail-back option offered by several RMC partners. Therefore the total number of devices collected in Nova Scotia was **7,092**.

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.

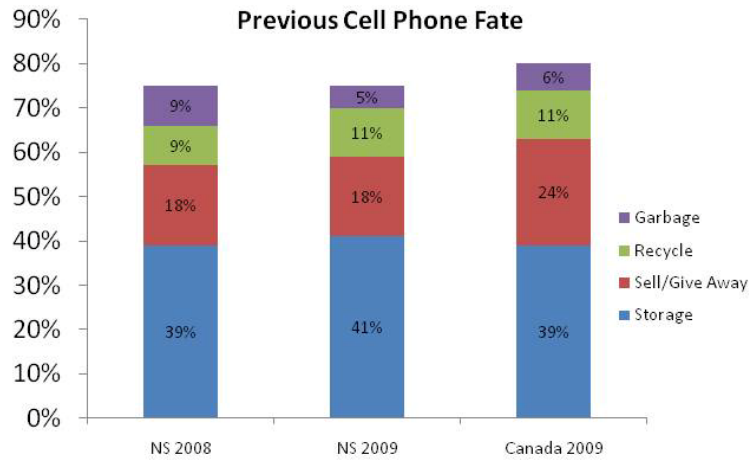
3.2. Annual survey figures on consumer awareness and propensity to participate in a mobile device recycling program

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:

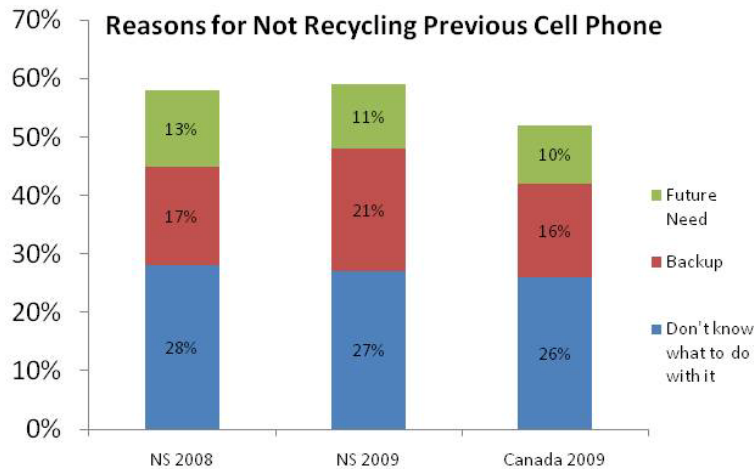
Previous Cell Phone: Storage vs. Disposal



National view: The survey 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.

Nova Scotia view: The data indicates that in 2009 11% recycled their last phone, which is a 2% increase over the previous year. In 2008 18% gave away or sold their cell phone which remained unchanged in 2009. 5% said they threw out their previous cell phone in 2009, a 4% decrease over 2008. It appears that an increasing number of Nova Scotians are storing their phones, in 2009, 41% of residents said they store their old cellular phone, which is a 3% increase over 2008.

Reasons for Not Recycling Prior Cell Phone

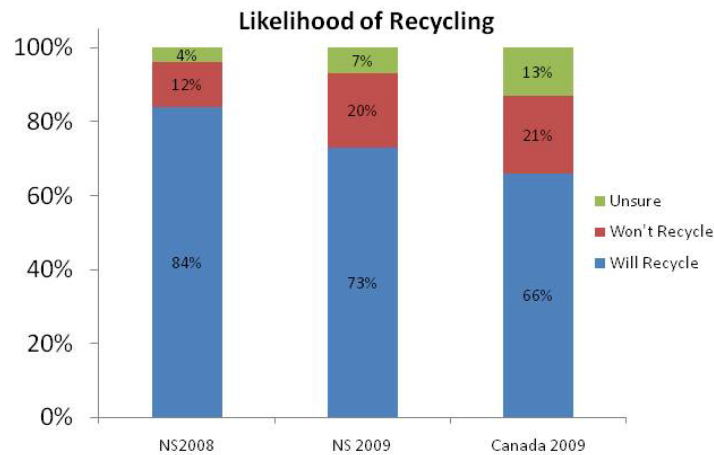


¹ The survey data provided is representative of the most relevant and/or common responses. Not all responses are shown, thus, the percentage values may not sum to 100%

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.

Nova Scotia view: The data indicates that 27% did not know what else to do with their cell phone in 2009, a 1% decrease since 2008. It appears that more residents kept their phone as a backup, 21% in 2009 opposed to 17% a year earlier. 11% of Nova Scotians said they were keeping their cell phone for a future need, which is down 2% since 2008.

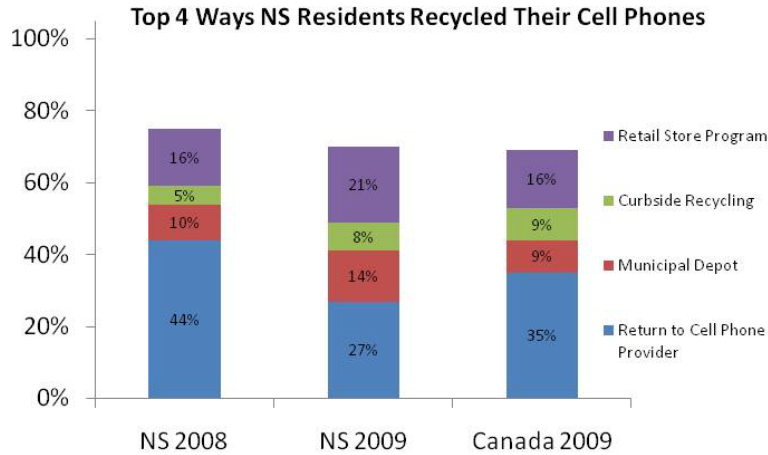
Likelihood of Recycling in the Future



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.

Nova Scotia view: The data indicates that in 2009 73% would be willing to recycle it or return their cell phone to a cell provider, this is down by more than 10% since 2008 when 84% said they would be willing. 20% said they would not recycle or return it in 2009 which is up from 12% in 2008. Finally 7% were unsure as to whether they would recycle their cell phone or not, up 3% over the previous year.

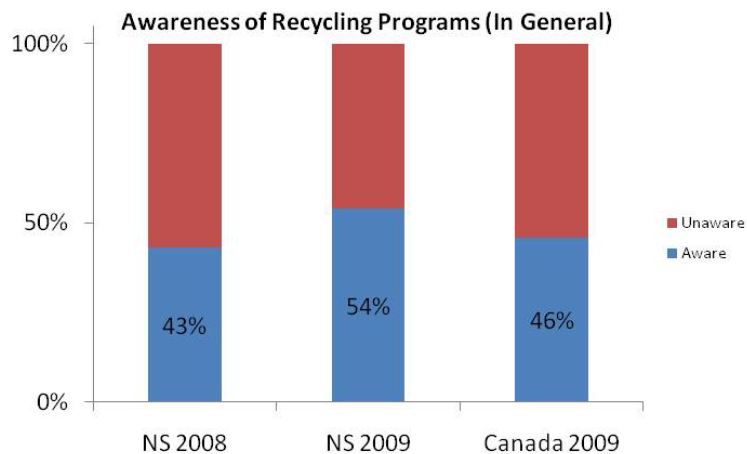
Approaches Used for Cell Phone Recycling



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.

Nova Scotia view: The data indicates that in 2009 27% of residents returned their devices to cell phone providers, 17% less than in 2008. Another 8% used curbside recycling boxes, up 3% since 2008. 14% used municipal depots in 2009, 4% higher than in 2008. In 2009 77% of respondents in Nova Scotia who returned their old cell phones reported doing so through a physical collection site, while 13% used 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.

Nova Scotia view: In 2009 54% of residents were aware of recycling programs for cell phones in general, up 11% from 2008. Data was not collected to gauge the awareness level of specific recycling programs at the provincial level. 1% of residents in Nova Scotia 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. Figures from possible waste audit in collaboration with RRFB

Currently no plans for a waste audit have been contemplated. In discussions with RRFB it has been noted that incidental waste has not been an issue at the depot level.

It should also be noted that while CWTA and RRFB have had several direct conversations on the subject of an agreement, no agreement has yet been reached with RRFB concerning the collection of incidental waste at ACES depots. The CWTA continues to work with RRFB in order to resolve this outstanding requirement.

3.4. 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 433 database searches initiated in Nova Scotia.

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, 198 calls originated from Nova Scotia, but 7,092 phones were recovered that year.

3.5. 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 the interim filing, there were 123 collection sites in Nova Scotia. At the time of this filing there are 125 collections sites.

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

3.6. Media pick-up statistics

As noted in the interim report, to support the launch of RMC, CWTA undertook several initiatives to raise awareness of the program among residents in Nova Scotia.

3.6.1. Media buy

To support the launch of RMC in Nova Scotia, ad space was purchased in several publications:

Publication	Number of Insertions	Dates	Ad Size	Circulation
Annapolis County Spectator	2	Jan. 22 Jan. 29	3/5 Page	2,482 (weekly)
Windsor Hants Journal	2	Jan. 22 Jan. 29	3/5 Page	2,790 (weekly)
Antigonish Casket	2	Jan. 21 Jan. 28	3/5 Page	4,593 (weekly)
Yarmouth Vanguard	2	Jan. 20 Jan. 27	3/5 Page	4,698 (weekly)
Halifax West-Clayton Park Weekly	2	Jan. 23 Jan. 30	3/5 Page	34,480 (weekly)
Sydney Cape Breton Post	2	Jan. 20 Jan. 26	3/5 Page	22,579 (avge. daily)
Truro Daily news	2	Jan. 20 Jan. 26	3/5 Page	5,635 (avge. daily)
The Chronicle Herald	4	Jan. 20 Jan. 26 Jan. 27 Jan. 31	3/5 Page	107,485 (avge. daily)

Antigonish Atlantic Catholic	2	Jan. 26 Feb. 2	3/5 Page	1,176 (monthly)
Lunenburg Lighthouse Log	2	Jan. 23 Jan. 30	3/5 Page	26,741 (weekly)
Bridgewater Bulletin / Lunenburg Progress	2	Jan. 20 Jan. 27	3/5 Page	7,185 (weekly)

3.6.2. Newspaper and web

The launch of RMC in Nova Scotia was also the launch of the national voluntary RMC program. As noted in the interim report, it was covered in the following national media:

English

- CBC.ca (Nova Scotia) – National Cellphone-recycling program launched (Jan. 20, 2009)
- Winnipeg Sun – N.S. adopts online cellphone recycling program (Jan. 20, 2009)
- Toronto Sun – N.S. adopts online cellphone recycling program (Jan. 20, 2009)
- Edmonton Sun – N.S. adopts online cellphone recycling program (Jan. 20, 2009)
- Ottawa Sun – N.S. adopts online cellphone recycling program (Jan. 20, 2009)
- Winnipeg Free Press – N.S. first province to adopt online cellphone recycling program (Jan. 20, 2009)
- The London Free Press – N.S. adopts online cellphone recycling program (Jan. 20, 2009)
- Prince George Citizen – N.S. first province to adopt online cellphone recycling program (Jan. 20, 2009)
- 24 Hours Vancouver – N.S. adopts online cellphone recycling program (Jan. 20, 2009)
- CTV.ca (SCI-Tech) – N.S. first province to adopt online cellphone recycling program (Jan. 20, 2009)
- CBC.ca (Technology) – National Cellphone-recycling program launched (Jan. 20, 2009)
- Business Week – Wireless industry launches national cell phone recycling program (Jan. 20, 2009)
- Chumfm.com – Cellphone depot's across Canada (Jan. 20, 2009)
- iNews880.com – Website links sites for old cellphones (Jan. 20, 2009)
- AOL News Canada – National cellphone-recycling program launched (Jan. 20, 2009)
- Sympatico MSN (Tech & Gadgets) – N.S. first province to adopt online cellphone recycling program (Jan. 20, 2009)
- Sympatico MSN (Green) – N.S. first province to adopt online cellphone recycling program (Jan. 20, 2009)

- Yahoo! Canada News – National cellphone-recycling program launched (Jan. 20, 2009)
- Canoe (Technology) – N.S. first province to adopt online cellphone recycling program (Jan. 20, 2009)
- TheSpec.com – N.S. first province to adopt online cellphone recycling program (Jan. 20, 2009)
- Individual.com – Wireless industry launches national cell phone recycling program (Jan. 20, 2009)
- CompareCellular.com – Wireless industry launches national cell phone recycling program (Jan. 20, 2009)
- BC Hydro – N.S. first province to adopt online cellphone recycling program (Jan. 20, 2009)
- MobileSyrup.com – Canadian wireless industry launches “Recycle My Cell” (Jan. 20, 2009)
- Bloomberg.com – Wireless industry launches national cell phone recycling program (Jan. 20, 2009)
- Think-code.com – Cellphone recycling in Nova Scotia (Jan. 20, 2009)
- Tourismhrc.com (Nova Scotia Tourism Human Resource Council) – Wireless industry launches national cell phone recycling program (Jan. 20, 2009)
- Zibb.com – Wireless industry launches national cell phone recycling program (Jan. 20, 2009)
- TMCnet.com – Canadian cell phone recycling program rolled out (Jan. 21, 2009)
- The Chronicle Herald – Province rings up a recycling first (Jan. 21, 2009)
- Aliant.net – N.S. first province to adopt online cellphone recycling program (Jan. 22, 2009)
- Kelowna Daily Courier – N.S. first province to adopt online cellphone recycling program (Jan. 22, 2009)
- Prince George Citizen – N.S. first province to adopt online cellphone recycling program (Jan. 22, 2009)
- Lethbridge Herald – N.S. first province to adopt online cellphone recycling program (Jan. 22, 2009)
- Medicine Hat News – N.S. first province to adopt online cellphone recycling program (Jan. 22, 2009)
- New Brunswick Telegraph-Journal (Business Journal) – Nova Scotia launches cellphone recycling program (Jan. 22, 2009)
- The Record - N.S. first province to adopt online cellphone recycling program (Jan. 22, 2009)
- TMCnet.com (Green Blog) – The next step in cellphone (and electronics) recycling: redesign, refocus on software (Jan. 22, 2009)
- Sympatico MSN (Small Business) – N.S. first province to adopt online cellphone recycling program (Jan. 22, 2009)
- Profectio.com – Canadian Wireless Telecommunications Association cleans up with “Recycle My Cell” (Jan. 22, 2009)
- Centreflow.ca – National cell phone recycling program (Feb. 26, 2009)

- Dev.CentreForEnergy.com – Get with the program (Mar. 2009)
- JobSearchOnline.bc.ca – National Cell phone recycling program (Mar. 2009)

French

- Canoe (Techno-Sciences) – Un site Web permet de savoir où jeter un cellulaire usagé (Jan. 20, 2009)
- Sympatico MSN (Green) – Un site Web permet de savoir où il est possible de jeter un cellulaire (Jan. 20, 2009)
- Actualité Techno – Où recycler son téléphone cellulaire? (Jan. 20, 2009)
- Journal Metroe – Où recycler son téléphone cellulaire? (Jan. 20, 2009)
- Cyberpresse.ca – Recyclez votre cellulaire d'un clic (Jan. 21, 2009)
- Protégez-vous.ca – Un site pour recycler son cellulaire (Jan. 30, 2009)

Other Languages

- Descopera.ro – Canada a demarat programul de reciclare a telefoanelor mobile (Jan. 21, 2009)
- MingPaoVan.com – (Jan. 21, 2009)
 - 提供收集站地點
 - 舊手機循環再用網站啟用
- Loyaukee.com – (Jan. 21, 2009)
 - 提供收集站地點
 - 舊手機循環再用網站啟用

In addition to the Recycle My Cell coverage in various newspapers and Web sites, information about the program has been included in several municipal waste calendars, and on the Web sites of municipal and provincial waste management groups.

3.6.3. 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 two originating from Nova Scotia:

- Le Courrier de la Nouvelle-Ecosse (La Butte) – L'industrie canadienne sans-fil: pionnière et ... (Print, Feb. 26, 2009)
- NovaNewsNow.com (Nova Scotia) – Web site makes cell phone recycling easy (Web, Apr. 2, 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.

The original RMC program plan identified GEEP Inc. and ReCellular, Inc. as processors involved with the program. At that time the 2 processed all product collected within the province of Nova Scotia through TELUS, Bell or Roger's drop-off locations. Since launch, Sims Recycling Solutions has also been added to account for products collected through Virgin Mobile locations.

Information noted below has been provided for all processors involved in RMC – FCM Recycling, GEEP Inc., GREENTEC, ReCellular, Inc. and Sims Recycling Solutions – whether they are processing product collected in Nova Scotia or not.

4.1. FCM Recycling

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

FCM Recycling is certified and abides by EPSC² standards. EPSC has developed standards that have been incorporated into the legislation of several provinces.

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

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

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

be used in exactly the same way as if it were raw material to make new consumer and industrial goods.

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

4.2. 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

³ See Appendix B for GEEP certificate

⁴ See Appendix C for GREENTEC certificate

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

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

4.5. Sims Recycling Solutions

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

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

Sims Recycling Solutions also leads the industry in the secure management and destruction of all electronic materials. They hold an ISO 14001⁶ certification, are the only electronics recycler in Canada registered to the OHSAS 18001:2007 standard for health and safety and are an approved recycler through the EPSC recycling program, and their process has been approved by the Royal Canadian Mounted Police. In addition, the federal government has designated Sims as a Controlled Goods Processor. They have the highest approval for secure destruction and recycling in the industry.

5. 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

⁵ See Appendix D for ReCellular certificate

⁶ See Appendix E for Sims certificates

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 Nova Scotia. 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.

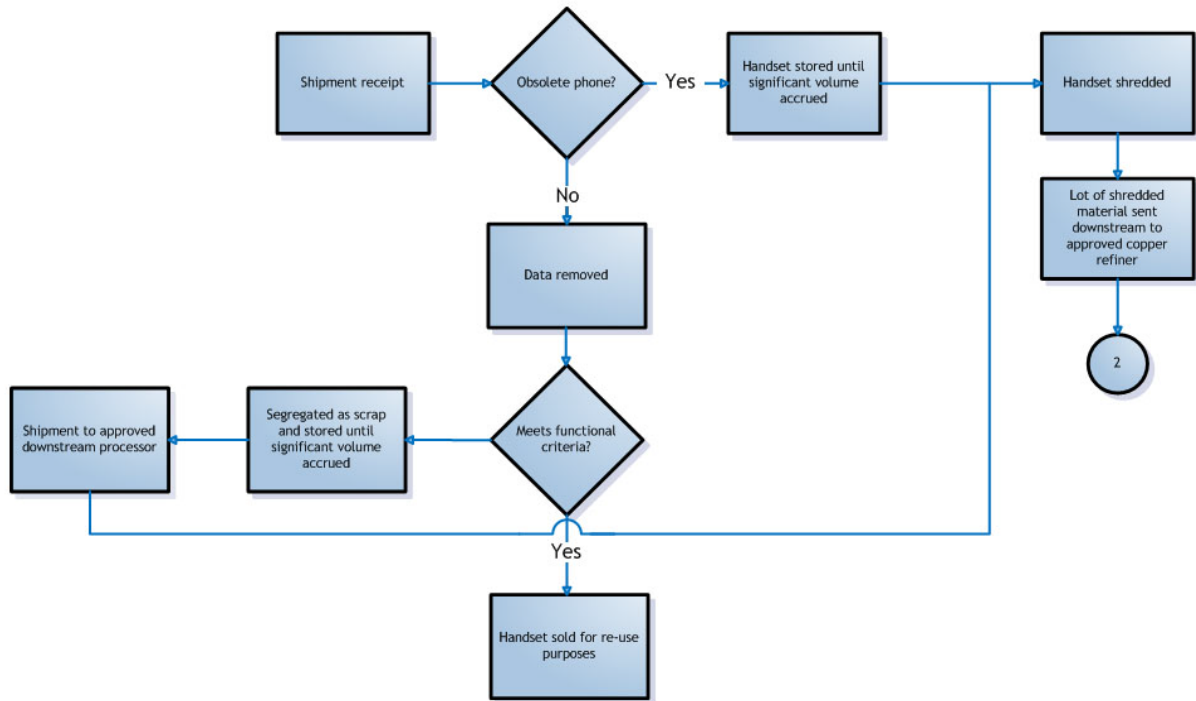
5.3. Batteries

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.

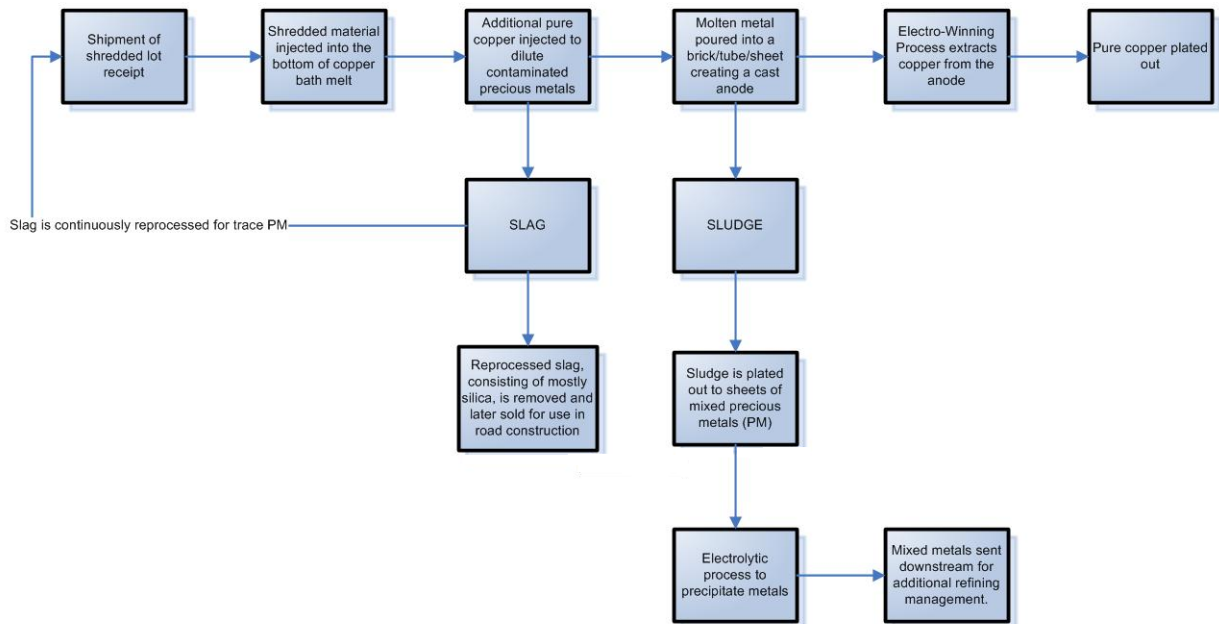
5.4. Process flow

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 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 Nova Scotia, CWTA held a media launch event in Halifax. Minister Morse joined Bernard Lord to officially launch the program. CWTA purchased ad space in several Nova Scotia 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) 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.

Stakeholder Web sites: CWTA continues to work with relevant waste management stakeholders in Nova Scotia (including the Regional Waste Coordinators) to ensure that RMC information is included on their Web sites where feasible.

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

Promotional materials: Promotional materials (brochures, tent cards and posters⁷) were also developed for use at municipal sites, 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 developed and distributed a national press release to announce the number of phones that have been recovered to coincide with Earth Day.

Paid advertising: CWTA developed and ran 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 See Appendix F for samples of the RMC brochure, tent card and posters.

7. Conclusion

The CWTA and its members were pleased to have Minister Morse join them on January 20th, 2009 for the official launch of RMC and to recognize the wireless industry's ongoing commitment to the environment.

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

We are appreciative of the government of Nova Scotia 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 Nova Scotia			
Rogers Wireless	AMHERST	NS	B4H 2W3
DownEast Communications	AMHERST	NS	B4H 4H4
G.B.S. Communications Inc.	AMHERST	NS	B4H 4H4
Annapolis Appliances Sales & Service Limited	ANNAPOLIS ROYAL	NS	B0S 1A0
Rogers Wireless	ANTIGONISH	NS	B2G 1R6
DownEast Communications	ANTIGONISH	NS	B2G 2E3
Pete's Auto Sound	ANTIGONISH	NS	B2G 2L4
Cape Nova Electronics	ANTIGONISH	NS	B2G 2E7
Highland Cellular	ANTIGONISH	NS	B2G 2K5
Beech Hill Waste Management Facility	ANTIGONISH	NS	B2G 0B4
Municipality of the District of Barrington	BARRINGTON	NS	B0W 1E0
Wilson's/The Source by Circuit City Dealer	BARRINGTON PASSAGE	NS	B0W 1G0
Mobile One	BEDFORD	NS	B4A 3Y4
DownEast Communications	BEDFORD	NS	B3M 2M1
DownEast Communications	BEDFORD	NS	B3A 2X9
TELUS Store	BEDFORD	NS	B4A 3Y4
Advantage Wireless Pcs	BEDFORD	NS	B4A 2X9
Guysborough Waste Management Facility	BOYLSTON	NS	B0H 1G0
Rogers Wireless	BRIDGEWATER	NS	B4V 1B3
Eastern Office Supplies	BRIDGEWATER	NS	B4V 3J8
Aliant Store	BRIDGEWATER	NS	B4V 3A2
G.B.S. Communications Inc.	BRIDGEWATER	NS	B4V 3A2
Municipality of the District of Lunenburg	BRIDGEWATER	NS	B4V 4G8
Municipality of the District of Chester	CHESTER	NS	B0J 1J0
Aucoin's	CHETICAMP	NS	B0E 1H0
Town of Clark's Harbour	CLARK'S HARBOUR	NS	B0W 1P0
Tricounty Communications	CONWAY	NS	B0V 1A0
Rogers Wireless	DARTMOUTH	NS	B3A 4N3
Rogers Wireless	DARTMOUTH	NS	B3B 1L3
DownEast Communications	DARTMOUTH	NS	B2N 5M5
Aliant Business Solutions Store	DARTMOUTH	NS	B3B 1T5

Mobile One	DARTMOUTH	NS	B2W 6A3
Aliant Store	DARTMOUTH	NS	B3A 4N3
Aliant Store	DARTMOUTH	NS	B2Y 4B1
Wacky Wheatley's - The Communications Store	DARTMOUTH	NS	B2X 1R9
Axis Mobility	DARTMOUTH	NS	B3A 1H9
Nova Communications	DARTMOUTH	NS	B3B 1V6
TELUS Store	DARTMOUTH	NS	B3B 0C8
TELUS Store	DARTMOUTH	NS	B3A 4N3
Advantage Wireless Pcs	DARTMOUTH	NS	B2Y 4B1
Advantage Wireless Pcs	DARTMOUTH	NS	B3B 1T5
Rogers Plus	DARTMOUTH	NS	B2W 2S7
Rogers Plus	DARTMOUTH	NS	B2W 5G7
Peck Audiotronics	DIGBY	NS	B0V 1A0
DownEast Communications	ELMSDALE	NS	B2S 1K1
DownEast Communications	FALL RIVER	NS	B2G 1L8
The Rolling Phones	GLACE BAY	NS	B1A 3Y2
Rogers Wireless	GREENWOOD	NS	B0P 1N0
DownEast Communications	GREENWOOD	NS	B0P 1N0
Tricounty Communications	GREENWOOD	NS	B0P 1N0
St Mary's Transfer Station	GUYSBOROUGH COUNTY	NS	B0J 3C0
Rogers Wireless	HALIFAX	NS	B3M 2L9
Rogers Wireless	HALIFAX	NS	B3J 1G9
Rogers Wireless	HALIFAX	NS	B3S 1C8
Rogers Plus	HALIFAX	NS	B3L 2H8
DownEast Xccessories	HALIFAX	NS	B3L 2H8
DownEast Communications	HALIFAX	NS	B3L 4P1
Aliant Store	HALIFAX	NS	B3L 2H8
Mobile One	HALIFAX	NS	B3L 4P1
Mobile One	HALIFAX	NS	B3J 1N9
Aliant Store	HALIFAX	NS	B3S 1C1
DownEast Communications	HALIFAX	NS	B3J 3K5
Wacky Wheatley's - The Communications Store	HALIFAX	NS	B3S 1C8
Future Shop	HALIFAX	NS	B3S 1C5
TELUS Store	HALIFAX	NS	B3L 4N9
TELUS Store	HALIFAX	NS	B3S 1C5
1921577 Nova Scotia Limited.	HALIFAX	NS	B3M 2L9

G.B.S. Communications Inc.	HALIFAX	NS	B3K 2A4
G.B.S. Communications Inc.	HALIFAX	NS	B3J 1Z9
Advantage Wireless Pcs	HALIFAX	NS	B3J 3R4
Rogers Plus	HALIFAX	NS	B3R 2H9
Virgin Mobile Store	HALIFAX	NS	B3L 4N9
Virgin Mobile Store	HALIFAX	NS	B3J 1L9
Eastern Management Centre (Transfer Station)	KENTVILLE	NS	B4N 3V7
Valley Waste-Resource Management Authority (Administration Office)	KENTVILLE	NS	B4N 4H8
MacPhersons	LIVERPOOL	NS	B0T 1K0
Rogers Wireless	LOWER SACKVILLE	NS	B4C 2R9
Mobile One	LOWER SACKVILLE	NS	B4C 3H5
DownEast Communications	LOWER SACKVILLE	NS	B4E 1R7
Atlantic Cellnet	LOWER SACKVILLE	NS	B4E 1R6
Rogers Plus	LOWER SACKVILLE	NS	B4E 1S1
Rogers Wireless	NEW GLASGOW	NS	B2H 2T2
Aliant Store	NEW GLASGOW	NS	B2H 2J5
Nova Communications	NEW GLASGOW	NS	B2H 3S5
Highland Cellular	NEW GLASGOW	NS	B2H 3S2
Rogers Wireless	NEW MINAS	NS	B4N 4A9
Aliant Store	NEW MINAS	NS	B4N 4A9
Wacky Wheatley's - The Communications Store	NEW MINAS	NS	B4N 3E1
G.B.S. Communications Inc.	NEW MINAS	NS	B4N 4A9
The Rolling Phones	NORTH SYDNEY	NS	B2A 3R7
Rogers Wireless	PICTOU	NS	B0K 1H0
Rogers Wireless	PORT HAWKESBURY	NS	B9A 2R7
The Rolling Phones	PORT HAWKESBURY	NS	B0E 2V0
The Rolling Phones	PORT HAWKESBURY	NS	B0E 2V0
Highland Cellular	PORT HAWKESBURY	NS	B9A 3J5
Municipality of the County of Inverness	PORT HOOD	NS	B0E 2W0
DownEast Communications	PORTERS LAKE	NS	B3E 1J8
Seashore Electronics/The Source by Circuit City	SAULNIERVILLE	NS	B0W 2Z0
Video Focus	SHELBURNE	NS	B0T 1W0
Municipality of the District of Shelburne	SHELBURNE	NS	B0T 1W0
Rogers Wireless	SYDNEY	NS	B1P 5S8
The Rolling Phones	SYDNEY	NS	B1P 5S8
The Rolling Phones	SYDNEY	NS	B1P 6S9

The Rolling Phones	SYDNEY	NS	B1P 1E1
Nova Communications	SYDNEY	NS	B1P 3C5
TELUS Store	SYDNEY	NS	B1P 6S9
Burkes Cellular	SYDNEY	NS	B1P 5S6
The Rolling Phones	SYDNEY RIVER	NS	B1S 1E2
DownEast Communications	TANTALLON	NS	B3Z 1H3
Rogers Wireless	TRURO	NS	B2N 1L3
DownEast Communications	TRURO	NS	B2N 1H7
Aliant Store	TRURO	NS	B2N 5N6
Wacky Wheatley's - The Communications Store	TRURO	NS	B2N 1L1
G.B.S. Communications Inc.	TRURO	NS	B2N 5N6
Lunenburg Regional Community Recycling Centre	WHYNOTT'S SETTLEMENT	NS	B4V 2W2
Rogers Wireless	WINDSOR	NS	B0N 2T0
Windsor Home Hardware	WINDSOR	NS	B0N 2T0
Tricounty Communications	WINDSOR	NS	B0N 2T0
Town of Windsor	WINDSOR	NS	B0N 2T0
Municipality of West Hants	WINDSOR	NS	B0N 2T0
Rogers Wireless	YARMOUTH	NS	B5A 2T6
DownEast Communications	YARMOUTH	NS	B5A 2T5
Tri-Star Electronics	YARMOUTH	NS	B5A 4B4
G.B.S. Communications Inc.	YARMOUTH	NS	B5A 2T5
Waste Check	YARMOUTH	NS	B5A 4A8

Bolded locations were added after launch. Locations that were de-activated are not noted separately.

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



Appendix C

GREENTEC



Certificate CA05/3536/E

The management system of
Le système de gestion de

Greentec International Inc.

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

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

ISO 14001:2004

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

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

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

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

Issue 3.
Édition 3.

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

Director Accreditation North America

SGS Systems & Services Certification Canada Inc
SGS Certification de Systèmes & Services Canada Inc
201 Route 17 North, Rutherford, NJ 07070
t:201-508-3000 t1-800-747-9047 f:201-935-4555 www.sgs.com

SGS EMS 04 0105

Page 1 of 1

SGS



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 is 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

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



BUREAU VERITAS
Certification



Certification

Awarded To

SIMS GROUP RECYCLING SOLUTIONS

CANADA LTD. 275 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



Appendix F

Sample of RMC Promotional Materials

Brochure

WHY RECYCLE?

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

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

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

Enter your postal code at www.RecycleMyCell.ca 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 or call 1-888-797-1740.

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.

www.RecycleMyCell.ca

acts Canadian Wireless Telecommunications Association

Printed on 100% post-consumer recycled paper.

Tent Card

www.RecycleMyCell.ca

Printed on 100% post-consumer recycled paper.

Poster

