

Call2Recycle's Role in the Circular Economy

Call2Recycle® is proud to play an integral role in the circular economy. For more than 20 years, our battery collection and recycling program has supported the central pillar of a circular economy: producer responsibility. Producer responsibility means that producers are responsible and accountable for collecting and managing their products and packaging after consumers have finished using them. Call2Recycle, as a producer responsibility organization (PRO), works on behalf of battery manufacturers and producers of products that include batteries to collect and recycle used batteries so that these resources can be reintegrated into the production cycle.

As more businesses, regulators and consumers embrace the circular economy, Call2Recycle's proven-successful, easy-to-operate collection and recycling program diverts more and more batteries from landfill each year. Our program is governed according to strict environmental values and safe battery collection and recycling practices. For example, every patented flame-retardant liner used in our collection boxes is not only manufactured from recycled materials, but is collected and returned to circulation once used. Wherever possible, Call2Recycle uses local service providers based on the importance and positive environmental impact of disposing, shipping and processing materials as close as possible to where the materials are generated. This means that 90 per cent of the batteries collected in Ontario remain in Ontario for processing and recycling.

With the goal of keeping battery resources in use for as long as possible, our program ensures metals and chemicals used to produce batteries are recycled for re-use and production of new products including stainless steel appliances. Call2Recycle tracks and reports on collection activities, giving producers and regulators the ability to measure performance and positive impact on the environment.

We continually engage in local and national research activities to encourage consumers to participate in the circular economy by recycling their used batteries. We partner with processors who use best-in-class material recovery technology that reduces waste and we invest in our own innovations, such as box-in-box shipping and flame-retardant collection box liners, to minimize our environmental footprint.

By continually focusing over two decades on waste elimination—of products, through processes and leading business practices—Call2Recycle is helping to shape the next generation of environmental innovation.