

**POWERING THROUGH.  
POWERING FORWARD.**

**Call2Recycle Canada, Inc.**

Changing habits. Inspiring action.™

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## Letter from the Chair

Looking back on a year unlike any in living memory, Call2Recycle®'s achievements in 2020 have been nothing short of remarkable and position the organization for continued growth as the world moves beyond the pandemic that defined this year.

From March onward, government-imposed COVID-19 restrictions and lockdowns drove Canadians to spend more time at home using battery-powered devices for work and entertainment. Battery usage increased significantly while ease of access to Call2Recycle facilities decreased. Yet, even with recycling habits disrupted by the pandemic, Call2Recycle collected and recycled 4.1 million kilograms of used consumer batteries, the largest volume of batteries ever diverted from landfills in a single year.

Call2Recycle owes much of its success in 2020 to its strong relationships with program members and collection partners, who continued collecting batteries despite store closures, staff shortages and other pandemic challenges. Along with responsible Canadians and the hard-working, creative Call2Recycle team, Call2Recycle's collection partners and members are integral to fulfilling the organization's mission to keep batteries out of landfills and contribute to the circular economy. Together, we all share in Call2Recycle's achievement of diverting more than 26 million batteries from landfills in Canada.

Beyond collections, this was a milestone year for regulations as well. With the launch of the Government of Saskatchewan's new Household Hazardous Waste Products Stewardship Regulation on January 1, 2021, Call2Recycle became Saskatchewan's provincially approved consumer battery collection program, offering the province's residents even greater accessibility to battery recycling. Call2Recycle's 27 years of experience as a trusted stewardship provider also made it the first choice for numerous organizations and municipalities as it expanded its role as a leading producer responsibility organization in Ontario when the new Ontario Batteries Regulation took effect on July 1, 2020. With more provinces passing battery regulations, Call2Recycle is able to maximize its scale and efficiencies to achieve greater savings for its members.

We are pleased to see more recognition for extended producer responsibility in the battery category. The Canadian Council of Ministers of the Environment has included batteries on its list of products that should be regulated under the Canada-Wide Action Plan for Extended Producer Responsibility, and more provinces are enacting regulations for responsible end-of-life management of consumer batteries. As that number grows, Call2Recycle's national scope will deliver increased economies of scale and harmonization across provinces. Members can be confident that their regulatory obligations are always fulfilled using the very best practices for end-of-life battery management, with continual evaluation to identify new ways to provide financial and service value to them.

Looking ahead, we see even more growth. After affirming a strategy laid out in September 2020 to expand its service and recycling offerings, Call2Recycle has begun executing with the collection and recycling of batteries used to power eMobility devices, including eBikes, eScooters, eHoverboards and eSkateboards. Working with suppliers and retailers across Canada, Call2Recycle will help fulfill their regulatory obligations and ensure the high-powered Lithium-ion batteries used in these vehicles are recycled according to provincial and federal requirements for safe handling, shipping, and processing. The management team will continue to focus on operational excellence in 2021.

With growing battery sales, the work of Call2Recycle is more important than ever. Diverting as many batteries as possible from landfills is the imperative that drives Call2Recycle's staff and management team under the steady, committed leadership of President Joe Zenobio. Thanks to their hard work, Call2Recycle's commitment to the circular economy is widely recognized and unparalleled. The Call2Recycle team has led the organization through this challenging year to achieve unprecedented growth, and the Board of Directors is confident that the organization is well-positioned for future successes.

Sincerely,



Norman Clubb  
Board Chairman,  
Call2Recycle Canada, Inc.

## ■ Message from the President

Like many of our members and partners, Call2Recycle will remember 2020 as a challenging year requiring agile responses to a dramatically changing environment. I am extremely proud of how our organization powered through the disruptions of COVID-19 to emerge more successful and stronger than ever.

We prioritized our staff and communities' safety and health while managing to propel Call2Recycle's mission forward in significant ways. Thanks to our members, Call2Recycle staff, program partners, transporters, sorters and processors, we maintained operations across Canada, albeit with some reduced capacities, with contingency plans and precautions in place. Canadians - particularly those in British Columbia, Ontario and Québec - continued to responsibly recycle their batteries, propelling Call2Recycle's collections of used consumer batteries to 4.1 million kilograms in 2020 - more than any previous year.

Much of our program's success was due to our collection partners' ongoing collaboration. We are grateful to them for offering convenient drop-off locations for Canadians through this challenging year. Call2Recycle's annual *Leader in Sustainability Award* recognizes partners who have collected more than 5,000 kilograms of batteries, and in 2020, we recognized more than 100 organizations in this group.

As we navigated the challenges of COVID-19, we maintained an uncompromising focus on fulfilling our members' stewardship obligations across provinces with a safe, easy, turnkey solution for end-of-life battery management. We also continued to pursue increased cost efficiencies, program expansions and operational excellence for members, including the following 2020 program achievements:

- **Ontario program:** Call2Recycle supported the Ontario government's development of a new battery regulation, launched July 1, 2020. We managed our members' transition to our Ontario Individual Producer Responsibility program in just three months, and expanded our collection network in the province to 3,000 sites. In this first year, we collected 1.7 million kilograms from Ontarians, including collections under the province's new regulation. We are pleased to be working with Raw Materials Company (RMC) and the Ontario regulator to enhance consumer battery collections and ensure member compliance in Ontario.
- **Saskatchewan program:** In advance of the provincial batteries regulation that took effect in Saskatchewan on January 1, 2021, Call2Recycle prepared to transition our voluntary provincial program to a regulated program with visible fees while expanding both our member base and collection sites in the province.

- **Program expansion:** Our team was also busy preparing to launch a new national eMobility battery collection and recycling program. It will support manufacturers and retailers of eMobility devices to fulfill their provincial battery recycling obligations for high-powered Lithium-ion batteries.
- **Cost efficiencies:** Call2Recycle not only implemented a ten per cent reduction in fees in non-regulated provinces at the start of 2020, but thanks to continued efficiencies, also reduced member fees again by two per cent, effective January 1, 2021. We are committed to continued operational efficiencies and improvements, and will review annual fees again ahead of 2022.

Call2Recycle powered through the challenges of this year because of our unwavering commitment to delivering a best-in-class program for safe and responsible end-of-life battery management. In 2021, we remain committed to propelling further growth by:

- Increasing collection sites and collection opportunities for consumers across Canada;
- Increasing our promotion and education investment to drive collections in the regulated provinces of British Columbia, Saskatchewan, Manitoba, Ontario, Québec and Prince Edward Island;
- Improving our collection methodology, starting with a collection partner survey to identify ways to meet recovery rate targets, drive traffic to partner sites, increase collections, and support their sustainability efforts;
- Continuing to drive efficiencies, including a full review of our transportation network;
- Enhancing our commitment to safety and simplicity as key components of the Call2Recycle program.

As we prepare for operations post-pandemic, Call2Recycle is excited for the continued growth opportunities that lie ahead. With our members, collection partners and program partners, we are determined to meet and exceed the highest environmental, health and safety, transportation, financial and operations standards for downstream management of battery collections.

The impact we achieved together in 2020 speaks clearly to Canadians' support for the circular economy and the significant role diverting batteries from landfills plays in our collective sustainability efforts.



Joe Zenobio  
President, Call2Recycle Canada, Inc.

# 2020

## BY THE NUMBERS

Despite COVID-19  
**4.1M kg of batteries collected!** **+37% increase from 2019**

### Top Collecting Provinces



#### Ontario

(new program introduced)

**1,709,264 kg**  
of batteries collected



#### Québec

(continued success)

**1,246,547 kg**  
of batteries collected



#### British Columbia

(increased collections by 8% from 2019)

**783,340 kg**  
of batteries collected



**R2 Certified**  
safety compliance



**171,458 Online Visits**  
+12% in searches conducted  
on the locator tool



**40 New Members**  
enrolled into the  
Call2Recycle program



**4.1 Million Kilograms**  
of used batteries collected –  
the highest ever



**92% of Canadians**  
live within a 15 km radius of an  
available Call2Recycle drop-off site

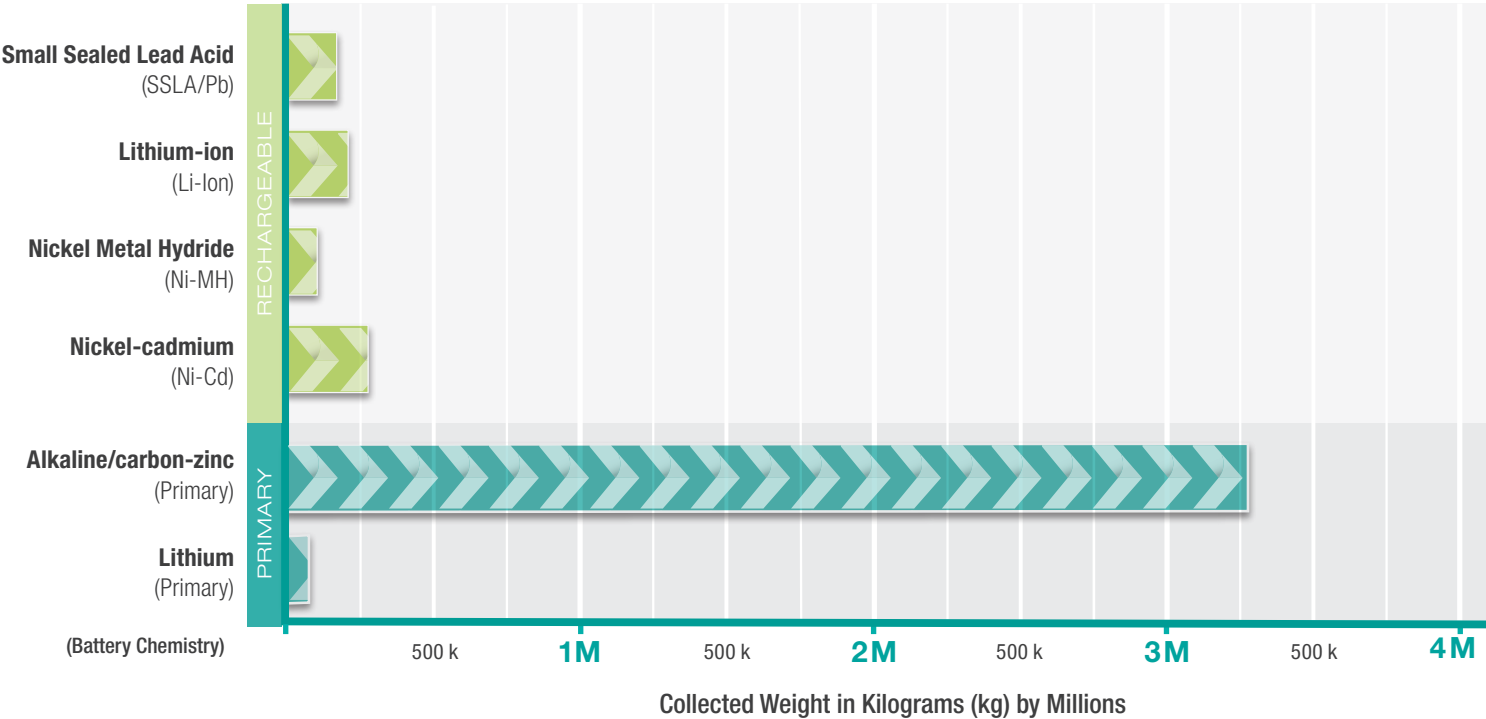
# Program Overview

Call2Recycle is the country’s first and largest consumer battery Extended Producer Responsibility (EPR) organization. Since 1997, Call2Recycle has successfully operated a highly efficient consumer battery collection and recycling program across Canada. Reporting to a Canadian Board of Directors, the non-profit organization fulfills more than 400 members’ product stewardship obligations, including obligated producers of primary and rechargeable batteries in the regulated provinces of British Columbia, Manitoba, Ontario, Québec, and Prince Edward Island. As of 2021, this list will include Saskatchewan. In each of the regulated provinces, Call2Recycle satisfies provincial recycling regulations for end-of-life battery management, including maintaining exceptional accessibility rates, supporting local collection events (as applicable) and increasing the volume of used consumer batteries diverted from landfills.

Call2Recycle leverages an extensive network of public and private battery collection facilities that includes retailers, businesses, municipalities, environmental organizations, and other facilities to fulfill its mission to responsibly recycle end-of-life consumer batteries to keep them out of landfills.

Members recognize the Call2Recycle battery collection and recycling program as cost-effective, transparent, and easy to manage. The organization’s focus on safety is unparalleled, and the program is the first of its kind to receive Responsible Recycling (R2) certification. This reputation for excellence has enabled Call2Recycle to build longstanding partnerships with program members and collection partners across the country.

## 2020 BATTERY COLLECTIONS BY CHEMISTRY





## COVID-19 Response

In the spring of 2020, the COVID-19 global pandemic declaration prompted federal and provincial stay-at-home orders and restrictions in communities across the country. Thanks to Call2Recycle's members, program partners, transporters, sorters and processors, Canadian operations continued with some reduced capacities, contingency plans and precautions in place. Many of Call2Recycle's public-facing drop-off sites temporarily suspended their operations or worked with reduced staff and hours, thus limiting consumer access to drop-off locations. In support of stay-at-home directives prioritizing community safety, health and general well-being, Call2Recycle suspended its public promotional and education campaigns. Despite the disruption that the COVID-19 pandemic caused, Canadians resumed recycling their used household batteries with Call2Recycle as businesses and collection sites reopened and propelled collections to their highest one-year total since the Call2Recycle program began collecting in Canada in 1997.

## Consumer Education & Awareness

Call2Recycle employs a multi-pronged promotional approach to raise awareness of the importance of end-of-life battery management and to encourage consumers to recycle their used batteries. Public awareness is critical to Call2Recycle's success, so it combines annual campaigns with collection events, social media outreach, influencer marketing, partnerships and sponsorships.

Call2Recycle's *National Battery Day* campaign in February and *Waste Reduction Week* campaign in October raised awareness and engaged communities through print, television, radio and digital advertising across the country. Combined, these annual campaigns generated more than 19 million impressions nationally. Traditional media outreach generated 22 earned media stories and more than 27 million additional impressions.

In response to the COVID-19 pandemic and provincial stay-at-home directives, Call2Recycle pivoted its messaging primarily to its social media channels. Its successful *Protect-Store-Recycle* campaign, which ran throughout the summer, emphasized how Canadians can safely store their batteries and how to find a drop-off location near them once they felt comfortable resuming normal activities. Various municipalities picked up and promoted the safe battery storage message on their social media as well.

Informed by Call2Recycle's 2019 annual consumer research survey, targeted promotions in the publications *Sing Tao*, *Indo-Canadian Awaaz* and *Condo Nest* magazine brought a responsible battery recycling message to audiences that are open to but not yet recycling their batteries. These localized B.C. promotions, which correlated to spikes in web activity from the regions, provide a template for future promotions across the country.

In addition to national campaigns, Call2Recycle's existing and new partnerships helped drive higher battery collections this year. Through our longstanding partnerships with children's conservation organization Earth Rangers and the B.C. Science World Green Games, student collection contests generated more than 247,000 used batteries nationally. Call2Recycle also hosted two contests with first-time partners Virgin Radio, Bob FM, and TSN in Manitoba that generated roughly 18,000 batteries from listeners.



Digital banner ad developed for the 2020 *National Battery Day* campaign

## Operations and Safety

Call2Recycle adheres to the highest recognized standards for safe and efficient operations. Once again, Call2Recycle completed R2:2013 certification with the Responsible Recycling Practices Standard and is also ISO 14001:2015 and OHSAS 18001:2007 certified. Call2Recycle is the only program of its kind in Canada to meet these safety and operations certifications, affirming its commitment to proper downstream management of battery collections.

In 2020, to augment Call2Recycle's Canadian supply chain, provide greater flexibility, and further minimize the program's environmental footprint, Call2Recycle secured a second Canadian-based supplier for its fire-retardant battery collection boxes. Continuing its focus on efficiency, Call2Recycle expanded the box sorting pilot program it initiated last year from Québec to British Columbia and Ontario to confirm the viability of increasing battery sorting throughput. A successful implementation will simplify the current box sorting approach, increase efficiency, and mitigate potential unsorted material backlogs to improve collection site auto-replenishment.

## Preparing for the Future

Throughout 2020, Call2Recycle prepared for the launch of a new eMobility battery collection and recycling program that launched on January 1, 2021. Under this program, Call2Recycle will support manufacturers and retailers of eMobility devices, including electric bicycles (eBikes), electric scooters (eScooters), electric skateboards (eSkateboards) and electric hoverboards (eHoverboards), to fulfill their provincial battery recycling obligations related to high-powered lithium-ion batteries used to power them. Provincial regulations in British Columbia, Saskatchewan, Manitoba, Ontario, Québec, and Prince Edward Island currently cover batteries used to power these eMobility devices.

Call2Recycle anticipates significant growth in collections of these batteries with the increasing popularity of eMobility devices and the continued emergence of battery-powered mobility technologies.



Major advances were made in 2020 towards establishing Call2Recycle as the premier stewardship program for eMobility batteries at their end-of-life.



## British Columbia

For the second consecutive year, British Columbia's residents recycled their used batteries with Call2Recycle in record quantities. Despite the disruptions of the COVID-19 pandemic, Call2Recycle collected 783,340 kg of used batteries in the province in 2020, an increase of eight per cent over the previous year's record-breaking numbers. While single-use batteries made up the lion's share (80 per cent) of the collections in 2020, growth in collections of rechargeable batteries outpaced that of single-use batteries by a factor of more than two to one.

Accessibility to public collection sites remained high, with 96 per cent of British Columbians living within 15 km of a Call2Recycle collection site. Residents of Cowichan Valley took greatest advantage of this convenience, outperforming all other regions by recycling 291 kg of used batteries per 1,000 people and increasing its year-over-year collections by 40 per cent.

Call2Recycle continued its multi-pronged awareness campaigns in 2020 to reach new audiences and drive collections. In February, its annual *National Battery Day* campaign highlighted the everyday products that can be made using materials reclaimed from recycled batteries, such as bicycles, pens and stainless-steel water bottles. Campaign advertising generated more than 19 million impressions nationally, while local television interviews with Call2Recycle staff and other media outreach resulted in 27 million additional impressions.

When the pandemic was declared in the spring and Canadians were encouraged to stay at home, Call2Recycle shifted its messaging with the launch of the *Protect-Store-Recycle* campaign to support the safety measures. The campaign educated consumers on how to safely store their batteries at home and then recycle with Call2Recycle when they felt safe doing so.

This campaign provided the opportunity for Call2Recycle to leverage some of the insights gained from its 2019 consumer survey and focus groups, which revealed opportunities for growth within ethnocultural communities

and condominium dwellers. Cantonese and Punjabi print ads ran in Surrey and Richmond's *Sing Tao* and *Indo-Canadian Awaaz* papers respectively, corresponding to a spike in activity on Call2Recycle's website from the region. Call2Recycle also placed an article in *Condo Nest* magazine—a free print and online publication for Vancouver condo residents. Due to the success of *Protect-Store-Recycle*, the campaign was extended into the fall and included a second round of sponsored content partnerships with regional media outlets.

In the latter part of the year, Call2Recycle continued to engage with ethnocultural media during *Waste Reduction Week* (October 18 - 24), running a full-page print ad in the *Sing Tao Home Guide* in addition to 40-second ads on The Weather Network and Météo Media.

Partnerships and sponsorships continue to be central elements in Call2Recycle's awareness strategy. Call2Recycle was proud to be a Silver sponsor of the Coast Waste Management virtual conference in October 2020, with representatives from the organization participating in round table discussions between depot operators and stewardship agencies.

Recognizing the importance of instilling responsible recycling habits early in life, Call2Recycle has longstanding partnerships with Earth Rangers and the B.C. Science World Green Games to educate and engage youth. In 2020, Earth Rangers and Call2Recycle held the annual Battery Blitz collection contest across 1,066 schools - one-fifth of which (240) were from B.C. and collected 246,000 used batteries nationally. The B.C. Science World Green Games school collection contest generated 1,500 kg of used batteries. Shuswap Middle School in Salmon Arm collected 681 kg of household batteries to take the \$1,500 Call2Recycle Grand Prize. Such contests have proven to engage not just youth but also their families as the students become great program ambassadors and advocates for responsible end-of-life battery management.

### 2020 By the Numbers

#### TOTAL 2020 COLLECTIONS

783,340 kg

#### Primary Collections

628,880 kg

#### Rechargeable Collections

154,460 kg

#### Active Collection Sites

1,394 locations

#### Drop-off Site Locator Tool

50,050 visits

#### Access

96% of residents live within  
15 km of a drop-off site

#### New Registered Members

15

#### Provincial Revenues

\$5,869,586

#### Provincial Expenses

\$4,712,693

#### Marketing Spend

\$645,082

## British Columbia (continued)

In 2020, Call2Recycle expanded a box sorting pilot conducted in Québec to include British Columbia. The pilot will confirm the viability of increasing battery sorting throughput. If successful, it will simplify the current box sorting approach, increase efficiency, and mitigate potential unsorted material backlogs to improve collection site auto-replenishment.

Call2Recycle continues to expand its reach and awareness in British Columbia. Its 2020 consumer awareness survey revealed that 87 per cent of respondents were aware of battery recycling - a strong result and a gain of two per cent over the previous year. Similarly, 61 per cent of survey respondents said they recycled some or all of their batteries in 2020 - up three per cent from the year before. As with other regions polled this year, there was a shift from recycling to storing batteries. Just over two-thirds (68 per cent) of respondents were storing their batteries, up from 62 per cent in 2019, with 78 per cent of this group saving them for a future recycling trip, also up from 2019. Until the pandemic abates, Call2Recycle will continue to promote the safe storage and the responsible recycling of used household batteries to B.C. residents.

**SAFELY PROTECT, STORE & RECYCLE YOUR OLD BATTERIES!**

Recycling is the safest and most responsible thing you can do with your used household batteries.

- 1 SAFELY PROTECT**  
Tape the terminals or place in a clear bag.
- 2 SAFELY STORE**  
Use a non-metal container.
- 3 SAFELY RECYCLE**  
Drop at a Call2Recycle® location near you.

Never put used batteries in the trash or regular recycling.

Visit [call2recycle.ca/locator](https://call2recycle.ca/locator) to find a drop-off location near you.

**call2recycle**  
Leading the charge for recycling.

➤ Print ad developed to promote safe battery storage at home during the COVID-19 pandemic.

Join the Call for the Future, British Columbia!

BCgreen by SCIENCE WORLD GAMES In partnership with Call2Recycle®

**Science World's BC Green Games Battery Collection & Recycling Contest**

➤ Call2Recycle partnered with B.C. Science World Green Games to support youth engagement and education about the importance of battery recycling.

## Manitoba

The COVID-19 pandemic made 2020 an unusual and challenging year for battery recycling in Manitoba. After three consecutive years of collection growth, Manitoba residents recycled a total of 98,260 kg of used batteries in 2020, a 17 per cent decline from the previous year, putting collections more in line with 2018 totals. Single-use batteries fell by 16 per cent (80,483 kg) and rechargeable batteries fell 26 per cent (17,777 kg).

Call2Recycle's annual consumer survey conducted in the late fall confirmed that awareness of battery recycling has remained high and stable at 77 per cent in the province within the last year, with 47 per cent of respondents saying they recycle all or some of their batteries in 2020, up three per cent from 2019.

Declining battery recycling activity was therefore likely due to consumers heeding stay-at-home advice to reduce the spread of COVID-19 and collection facilities operating with reduced hours or capacity.

Close to one-quarter of Manitobans (23 per cent) advised that they were storing their batteries in 2020, with the majority (63 per cent) storing them for a future recycling trip. As a result, there were 428 active Call2Recycle collection facilities in Manitoba in 2020, a 38 per cent decrease from the previous year. An active facility is one that either joined the program, ordered a new collection box or bulk shipment, or returned a full box of batteries to Call2Recycle during the year. With reduced recycling activity by consumers, several sites correspondingly did not collect the quantity of batteries needed to qualify as active. Call2Recycle anticipates that 2020 will be an outlier year (and potentially 2021 as well), with battery recycling activity returning to pre-pandemic levels as more members of the public and businesses return to normal activities.

In February, Call2Recycle held its annual *National Battery Day* awareness campaign highlighting the everyday products, such as bicycles, pens and stainless-steel water bottles, that can be made using materials reclaimed from recycled batteries. The

campaign generated close to two million media impressions. Call2Recycle staff were interviewed for Global Morning Winnipeg and promoted *National Battery Day* in the *Winnipeg Sun*.

In the spring, the pandemic disrupted Call2Recycle's typical public awareness and education activities, however the organization swiftly pivoted its consumer awareness and recycling promotions in the early summer with its *Protect–Store–Recycle* campaign. The campaign educated consumers on how to safely store their batteries at home until they felt safe to recycle them at a Call2Recycle location. This successful campaign included broad-based sponsored content in the *Winnipeg Sun* and another interview with Call2Recycle staff on Global Morning Winnipeg, reaching 289,000 viewers. Close to three million impressions were achieved across the province.

During *Waste Reduction Week* (October 18 - 24) Call2Recycle distributed a video on social media that various municipalities, including the City of Dauphin, shared on their own social platforms. Call2Recycle also partnered with a local social influencer from Winnipeg to help inform young families about the importance of battery recycling and how to do so with Call2Recycle, generating more than 10,000 impressions and 500 engagements.

With longstanding partner and children's conservation organization Earth Rangers, Call2Recycle held a national safe storage and Battery Blitz collection contest for children and youth from August to November. The contest attracted 1,066 Earth Rangers, including 107 from Manitoba, and nationally collected 246,992 batteries. The contest winner, Lily Reimer, collected 54 batteries for the contest. Such contests have proven to engage both youth and their families as the students become great program ambassadors and advocates for responsible end-of-life battery management.

## 2020 By the Numbers

### TOTAL 2020 COLLECTIONS

98,260 kg

### Primary Collections

80,483 kg

### Rechargeable Collections

17,777 kg

### Active Collection Sites

428 locations

### Drop-off Site Locator Tool

15,643 visits

### Access

88% of residents live within  
15 km of a drop-off site

### New Registered Members

15

### Provincial Revenues

\$1,527,006

### Provincial Expenses

\$811,615

### Marketing Spend

\$154,628

## Manitoba (continued)

Call2Recycle also hosted two Winnipeg battery collection contests through Virgin Radio, Bob FM, and TSN. Radio hosts challenged listeners to drop their used batteries in the Call2Recycle collection box at the radio station for a chance to win a \$500 gift card. These contests generated collections of 7,452 kg, or roughly 18,000 batteries, from listeners in Winnipeg.

Call2Recycle continues to partner with other Producer Responsibility Organizations in Manitoba to provide recycling services to remote northern communities during the winter season. During the 2020 winter season, Call2Recycle distributed collection boxes to five First Nation communities: Bunibonibee Cree Nation, God's Lake First Nation, Garden Hill First Nation, St. Theresa Point First Nation and Wasagamack First Nation. These communities did not return their first full collection boxes in 2020, however Call2Recycle anticipates receiving batteries from them in years to come.

In general, Manitobans continue to show positive attitudes towards recycling household batteries, with 78 per cent of respondents to the Call2Recycle survey stating recycling batteries is important to them. Only half (51 per cent) believe battery recycling is convenient, however, suggesting opportunities for Call2Recycle to highlight convenience in its future education and awareness activities.



The 2020 *National Battery Day* campaign generated nearly two million media impressions.

## Ontario

On July 1, 2020, the new Ontario Batteries Regulation took effect, making battery producers and other obligated parties responsible for the end-of-life management of single-use and rechargeable household batteries in the province. In preparation for the regulation's enactment, Call2Recycle shared its battery recycling expertise to support the Ontario government to develop a batteries regulation that would level the playing field, offer cost-saving opportunities for manufacturers, and produce positive environmental outcomes.

Throughout the year, Call2Recycle took various measures to ensure obligated members were compliant with the Ontario Batteries Regulation. Call2Recycle produced an updated product guide for Ontario, hosted webinars in advance of the implementation and after to educate members on the regulation and its implications, and provided information and reminders of key steps and deadlines in Call2Recycle newsletters.

The Ontario batteries framework stands apart from Canada's other regulated provinces in that it is an Individual Producer Responsibility model as opposed to the stewardship model used by British Columbia, Manitoba, Québec and Prince Edward Island. Call2Recycle worked diligently and swiftly to manage its members' transition to its Ontario Individual Producer Responsibility program. Considerable work was also done to strengthen Call2Recycle's collection network in the province, including a new partnership with Raw Materials Company (RMC). The RMC partnership combined the organizations' strengths in safety, efficiency, and expanding state-of-the-art recycling practices expanding the Call2Recycle collection network in the province to more than 3,000 collection sites. Ninety-three per cent of Ontarians now live within 15 km of one of a Call2Recycle drop-off location.

Call2Recycle also worked with the Resource Productivity and Recovery Authority (RPRA), Ontario's battery regulator, providing industry expertise to RPRA during consultation phases and working with it to ensure member

compliance in Ontario and enhance consumer battery collections and recycling.

In 2020, Call2Recycle established fees for single-use batteries in Ontario, and prepared to implement rechargeable batteries fees at the start of 2021.

Call2Recycle conducted various awareness activities in 2020 to encourage battery recycling. These included the annual *National Battery Day* campaign in February and the *Waste Management Week* campaign in October, as well as the highly successful *Protect–Store–Recycle* campaign. *Protect–Store–Recycle* launched in early summer in support of stay-at-home orders and encouraged consumers to safely store their batteries at home and then recycle with Call2Recycle when they felt safe doing so. Call2Recycle also partnered with Earth Rangers for its annual Battery Blitz collection contest, which raises awareness of responsible end-of-life battery management among children, youth and their families. Two sisters from Ontario collected an astounding 8,289 batteries in this year's Earth Rangers Battery Blitz.

They were not alone. Despite the pandemic, Ontarians eagerly recycled their batteries with the Call2Recycle program. In its first year as a regulated program in Ontario, Call2Recycle collected more than 1.7 million kilograms of used batteries across the province, more than any other province in the country.

In 2020, Call2Recycle also expanded a box sorting pilot conducted in Québec to include Ontario and British Columbia. The pilot's goal is to increase battery sorting throughput through a change in the sorting methodology. Said change will result in increased sorting efficiency, leading to an increase in sorting capacity, reducing unsorted material backlogs and improving collection site auto-replenishment.

### 2020 By the Numbers

#### TOTAL 2020 COLLECTIONS

1,709,264 kg

#### Primary Collections

1,455,981 kg

#### Rechargeable Collections

253,283 kg

#### Active Collection Sites

1,311 locations

#### Drop-off Site Locator Tool

89,704 visits

#### Access

93% of residents live within 15 km of a drop-off site

#### New Registered Members

56

#### Provincial Revenues

\$6,460,219

#### Provincial Expenses

\$7,394,684

#### Marketing Spend

\$202,143



## Québec

### 2020 By the Numbers

#### TOTAL 2020 COLLECTIONS

1,246,547 kg

#### Primary Collections

949,554 kg

#### Rechargeable Collections

296,993 kg

#### Active Collection Sites

3,631 locations

#### Drop-off Site Locator Tool

143,570 visits

#### Access

98% of residents live within  
15 km of a drop-off site

#### New Registered Members

17

#### Provincial Revenues

\$8,788,133

#### Provincial Expenses

\$7,228,760

#### Marketing Spend

\$980,396

Despite a tumultuous year, Québec was the second largest leader in battery recycling in 2020. The province's residents deposited more than 1.2 million kg of used batteries with Call2Recycle this year. This number includes 78,034 kg of small sealed lead acid batteries (SSLA). While this quantity was large for 2020, it also represented a small decline in collections from the previous year. The COVID-19 pandemic had a negative effect on battery recycling activities in Québec as the province was among the hardest hit in Canada and residents and businesses were subject to stay-at-home orders, temporary closures and curfews.

In line with the slightly lower collection totals, the number of active collection locations and visits to Call2Recycle's drop site locator were similarly down in 2020. Five per cent fewer collection facilities were active in Québec this year. An active facility is one that either joined the program, ordered a new collection box or bulk shipment, or returned a full box of batteries to Call2Recycle during the year. With reduced recycling activity by consumers, several sites correspondingly did not collect the quantity of batteries needed to qualify as active.

Although activity on the drop-off site locator in 2020 experienced a 12 per cent reduction from the previous year, Québecers still conducted more than 143,000 searches for Call2Recycle locations using the locator—an impressive total and the highest in the country by a wide margin.

In addition to Call2Recycle's national campaigns for *National Battery Day* in February and *Waste Reduction Week* in October, Call2Recycle conducted consumer awareness and recycling promotions in the early summer to support provincial pandemic directives. The summer *Protect–Store–Recycle* campaign educated consumers on how to safely store their batteries at home until they felt safe to recycle them at a Call2Recycle location. It began with a Safe Storage video on YouTube, which garnered the strongest engagement from residents in Québec. Québec's viewers were most likely versus other provinces to watch the full video (one in five) and click to the website link

(one in ten). In late summer, Call2Recycle published articles, an infographic and conducted interviews across Québec-based newspapers, Global's Breakfast Television in Montreal, and the French TVA network's Salut Bonjour to complement the video message. Ads in *Journal de Montréal* and *Journal de Québec* generated 1.4 million impressions in the French market.

Later in the year, Call2Recycle launched an October "*Don't Trash Your Batteries*" campaign, blanketing social media to reach approximately 105,000 people who viewed the video 96,000 times across all platforms. In one week, activity on the *Protect–Store–Recycle* page of the Appel à Recycler website jumped by over 2,000% (from 17 to 418 visits) and increased tenfold on the corresponding Call2Recycle page (126 to 1,421 visits).

Recognizing that establishing responsible recycling habits early in life is beneficial to everyone, Call2Recycle continued its partnership with Québec's ENvironnement JEUnesse (ENJEU) to encourage youth to add batteries to their recycling mix. In 2020, 243 colleges, high schools and elementary schools participated in the Call2Recycle ENJEU battery collection contest, collecting more than 35,000 kg of used batteries. With just 162 students, St. Patrick's Elementary School in Thetford Mines was the contest winner, gathering close to 5,000 kg of batteries for recycling! Over its four years participating in the contest, the school has collected 12,710 kg and was featured in local media coverage for its accomplishments.

As the volume of batteries deposited for recycling grows, Call2Recycle continues to look for program improvements. In Québec, Call2Recycle has piloted an updated approach that will confirm the viability of increasing battery sorting throughput to increase efficiency, decrease potential for backlogs and improve collection box auto-replenishment turnaround. Call2Recycle also secured another Canadian-based supplier, Planet Paper Box Group Inc., to supply the fire-retardant battery collection boxes used in the program and decrease the organization's environmental footprint.



## Québec (continued)

Continued operational efficiencies also enabled Call2Recycle to reduce environmental handling fees in Québec on select product categories in 2020, with plans to review again in 2021.



➤ Call2Recycle continued efforts to encourage the next generations of eco-conscious recyclers to add batteries to their recycling habits by continuing its partnership with Québec's ENvironnement JEUnesse (ENJEU).

## Prince Edward Island

### 2020 By the Numbers

#### TOTAL 2020 COLLECTIONS

19,824 kg

#### Primary Collections

17,946 kg

#### Rechargeable Collections

1,878 kg

#### Active Collection Sites

97 locations

#### Drop-off Site Locator Tool

3,475 visits

#### Access

98% of residents live within  
15 km of a drop-off site

#### New Registered Members

18

#### Provincial Revenues

\$194,580

#### Provincial Expenses

\$124,173

#### Marketing Spend

\$16,505

Although Prince Edward Island (P.E.I.) was not as hard-hit by the COVID-19 pandemic, 2020 was an unusual and challenging year for battery recycling in (P.E.I.). After four consecutive years of collection growth, battery collections decreased by 47 per cent, with both single-use and rechargeable batteries experiencing significantly reduced collections. Overall, P.E.I. residents recycled 19,824 kg of used batteries in 2020. Declining battery recycling activity was likely due to consumers heeding stay-at-home advice to reduce the spread of COVID-19 and collection facilities operating with reduced hours or capacity.

In 2020, Call2Recycle increased the number of collection locations in P.E.I. by more than one-third with the addition of drop boxes in the province's 25 public libraries. The new library collection sites offer Islanders even more convenient options to recycle their used batteries and brought the total number of active Call2Recycle collection facilities in the province to 97 in 2020. The majority (68) of P.E.I.'s active sites were available to anyone from the public and 98 per cent of P.E.I. residents live within 15 km of a Call2Recycle collection facility for convenient battery recycling.

Call2Recycle conducts awareness and education campaigns throughout the year to drive people to its drop-off locations.. In February, as part of its *National Battery Day* campaign, Call2Recycle collaborated with the City of Charlottetown to produce content for the City's website and social media accounts. To support public health directives after the COVID-19 pandemic was declared, Call2Recycle pivoted its consumer awareness and recycling promotions in the early summer with the *Protect–Store–Recycle* campaign. The campaign advised consumers how to safely store their batteries at home until they felt safe to recycle them at a Call2Recycle location. This successful campaign included an article in the *Charlottetown Guardian* and online promotions, including a video that reached 70,000 Islanders and drove hundreds to the Call2Recycle website drop-off site locator.

Recognizing the importance of building responsible recycling habits early in life, Call2Recycle has long placed considerable focus on education and action initiatives that engage children and youth, who often become great program ambassadors and advocates for responsible end-of-life battery management. Through a longstanding partnership with children's conservation organization Earth Rangers, Call2Recycle supported the national annual Battery Blitz collection contest that invited young Earth Rangers to collect used batteries to win a grand prize bike package and other prizes. Call2Recycle also held a battery collection contest among nine schools in P.E.I., inviting students to collect batteries for the chance to win a prize for their school. Eliot River Elementary School won the contest grand prize for collecting 566 kg of used household batteries. In addition to a pizza lunch for all students, the school received \$1,000 from Call2Recycle for its impressive haul. With its win, Eliot River unseated Central Queen Elementary School, which won the contest in the previous two years.

Call2Recycle annually conducts research to assess consumer awareness of battery recycling and their battery recycling behaviours. In 2019, only 13 per cent of Islanders were storing their batteries, with the majority (68 per cent) storing them for a future recycling trip. Comparatively, 2020's survey conducted in the fall revealed almost twice as many - one quarter of P.E.I. respondents were storing their batteries, with 69 per cent storing them for a future recycling trip. This significant uptick suggests the pandemic may be delaying Islanders' recycling activities. The survey also revealed that there is opportunity for growth when it comes to raising awareness of the accessibility of recycling options.

Survey respondents who said they throw out all of their used batteries most often cited ease and convenience as their reasons for doing so. Call2Recycle will incorporate these findings into future promotional strategies to increase battery recycling activities across the province.

## Prince Edward Island (continued)

Given the global pandemic, Call2Recycle anticipates that 2020 will be an outlier year (and potentially 2021 as well) for P.E.I. battery collections, with recycling activity returning to normal levels as the pandemic abates.



➤ The *Protect-Store-Recycle* campaign video promoting safe battery storage and handling during the COVID-19 pandemic reached 70,000 Islanders and helped drive traffic to the battery drop-off locator.



➤ Call2Recycle and P.E.I. coordinated to put on a battery drive contest in which 9 schools participated.

# 2020 CALL2RECYCLE MEMBERS

3M Automotive Aftermarket Division	Bass Pro Shops Canada ULC	Canadian Energy and Power Corporation	Audioprothésistes
3M Canada	Batteries du Québec Inc.	Canadian Tire Corporation, Ltd.	Clinique de l'audition Décarie
3M Constrctn & Home Imprv	Batteries Illimitées Inc.	Canadian Tire Petroleum	Clinique Entendre
3M Personal Safety Division	Batteries Included	Canon Canada Inc.	Connect Hearing Canada
625705 B.C. Ltd.	Batteries St-Eustache Inc.	Cantin et Fils Limitée	Core-Mark International Inc.
A2Z Development Center Inc.	Battery Canada	Cardinal Health Canada Inc.	Corporate Express Canada Inc. (Staples Advantages TM)
Accès Audition Inc.	Battery World Corporation	Carl Zolov Enterprises Ltd.	Costco Wholesale Canada Ltd
Access Hearing Care	Bay6 Computer Services	Cell Mechanics Inc.	Couche-Tard Inc.
Acer America Corporation	Bayco Products, Inc.	CellFurb Inc.	CTG Brands Inc.
Acklands Grainger Canada Inc.	BC Fasteners & Tools (2000) Ltd.	Centre Auditif Lotbinière Inc.	Daphné Godin Blouin Audioprothésistes
Add-Tronique Inc.	BDI, a division of Bell Mobility Inc.	Centre Reid	Daye North America
Addison-Électronique - 9117-4227 Québec Inc.	Beau Photo Supplies Inc.	Centres auditifs Amer-Ouali Inc.	Deere & Company (John Deere)
Ademco	Beaudry Roy Audioprothésistes Inc.	Centres Masliah Inc.	Dell Canada Inc.
Aida Calderon Audioprothésiste	Bed Bath and Beyond Canada L.P.	Century Optronic Inc.	Deltran USA LLC
Aimlite Lighting Products	Bell Canada (Residential Services)	Chantal Rivest Audioprothésiste Inc.	Descair Inc.
Aircraft Modelers Research Inc.	Bell MTS, a division of Bell Canada	Chateau Manis Electronics Inc.	Deschênes & Fils Ltée - Division Montréal
All Battery Ltd.	Benoit Industriel Inc. - CASTLE QC	Chervon HK Limited	Deschênes & Fils Ltée - Division Québec
Alyn Simard Audioprothésiste Inc.	Bergeron Audioprothésistes Inc.	Chervon HK Limited/The Home Depot	Désilets Galarneau Audioprothésistes Inc.
Amazon Canada / Amazon.com.ca, Inc.	Bérubé Brassard Beauce Inc.	Chrysler Canada Inc.	Diane Monette Audioprothésiste
Amplifon	Best Buy Canada Ltd.	Cisco Systems Inc.	Dickner Inc.
Anne E. Legault audioprothésiste	Best Buy Co., Inc.	Claude Forest Audioprothésiste	Distribution aux Modélistes Inc.
APC America Inc. Schneider Electric	BISSELL Canada Corporation	Cleva North America, Inc.	Distribution Industrielle GC Inc.
Apple Canada Inc.	Bissell Homecare, Inc	Clinique Annie Dumontier Audioprothésiste	Distribution Voltimage Inc.
Apple, Inc	BMW Group Canada	Clinique Auditive Baribeau-Lafrance	Distributions Franco
Arlo Technologies, Inc.	Bolt Mobile	Clinique Auditive Bouchard, Tremblay & Associés Inc.	Distributions Johnson Inc.
Arris Group, Inc	Bonner Audio Inc.	Clinique Auditive Bougie, Audioprothésistes	DMS Industriel
Asus Computer International, Inc.	Boostmi Technologies Inc.	Clinique auditive Dumais & Laporte Audioprothésistes	Dollar Tree Stores Canada Inc.
Audio Vidéo D.G. Enr. (Gestion Quémar Inc.)	Bose Corporation	Clinique auditive Généreux Gaudreault et Rhéaume Inc.	Dollarama L.P.
Audioprothèse Morency Inc.	Brother International Corporation	Clinique Auditive Gougeon - 9332-2030 Québec Inc	Dominique Landry Audioprothésiste Inc.
Audioprothésistes Milot & Tremblay Inc.	Bruce MacRae	Clinique Auditive Ioannoni Inc.	Dongguan Golden Cel Battery Co
Auditio Clinique Auditive	Buropro Citation Inc.	Clinique Auditive Laniel Inc.	Dubo Électrique Ltée
Aures Solution Auditive Inc.	Buy-Low Foods LP	Clinique Bergeron Audioprothésistes Inc.	Dupont & Gignac Audioprothésistes
Away	Cabela's	Clinique Danie Jean	Duracell Canada Inc
Baccus Global LLC	Canac-Marquis Grenier Ltée		Dynabook Canada Inc
Balmuda Inc.	Canada Computers Inc. / Ordinateurs Canada		E.B. Horsman & Son Ltd

East Penn Canada (Power Battery Sales Ltd.)	Francois Sasseeville Audioprothésiste Inc.	Groupe JSV Inc.	J.P. Hearing Care Centre
ECHO Power Equipment (Canada)	Franklin Empire Inc.	Groupe MEB Inc.	Jacques Boucher Audioprothésiste Inc.
Edma Marketing Ltd.	Frederick Deslauriers Inc.	Guillaume Richard Audioprothésiste	Jacques Laferté Ltée
Edmonds Batteries Ltd.	Fuji Electronics (Shenzhen) Co, Ltd.	Guillevin International Cie	JC Technology Inc dba Ace Computers
Edouard Beauchesne (1985) Inc.	FujiFilm Holdings America Corp	HD Santé Auditive	Jean-Claude Genest Audioprothésiste
EECOL Electric ULC	FuturPlus (Division of Cathelle Inc.)	HearingLife Canada Ltd.	Jiawei Technologies (USA) Ltd.
Electrimat Ltée	G & S Distributors	Henry's Enterprises Inc.	John Deere Canada ULC
Electro-5 Inc.	Gaétan Noël Audioprothésiste Inc.	Hewlett Packard Inc	Johnston Drug Wholesale Ltd.
Électronique Raybel Inc.	Gagné-Bélanger Audioprothésistes	Hilti Canada Corporation	Julie Kovacs Audioprothésiste
Elgered Tv Sales & Services Ltd.	Garmin International, Inc	Hinse & Harnois Audioprothésistes Inc.	Julie Rodier Audioprothésiste Inc.
Elite Tools Inc.	Garrett Industriel Inc.	Hitfar Concepts Ltd.	Julie Sabourin Audioprothésiste
Enerco Group Inc.	Gauthier Gasnal Audioprothésiste	Home Hardware Stores Limited	JVCKENWOOD USA Corp
Energizer Canada Inc.	General Motors of Canada Limited	HoMedics USA, LLC	KAN Battery Co., Ltd
EnerSys Delaware Inc.	Gescan (Sonepar Canada)	Honda Canada	Karmin Industries
Enns Brothers Ltd.	Gestion Bérubé Brassard Inc.	Honeywell International Inc.	Kay's Wholesale
Epson America, Inc.	Gestion Big Audio Inc.	HP Inc.	Kerrisdale Cameras
Équipement industriel Polar Inc.	Giant Bicycle Canada Inc	HRS Global	Kia Canada Inc.
Équipement Polar Saguenay S.E.N.C.	Giant Tiger Stores Limited	HTC Corporation	Kimberley Building Supplies - Timbermart
Équipements Confortek Inc.	Gilles & Marie-Josée Tremblay Audioprothésistes	Hudson's Bay Company	KMS Tools and Equipment Ltd.
Équipements Industriels Joliette Inc.	Glaswegian Enterprises Inc.	Husqvarna AB	Koki Holdings Canada Co., Ltd
Eve-Marie Gaudreault & Linda Rhéaume Audioprothésistes Inc.	Global Technology Systems, Inc	HYTORC Industrial Bolting Systems	Konica Minolta
Extreme Electronics - 4620390 Manitoba Ltd.	GMS Lobe Inc.	IDX System Technology Inc	Kranked Bikes
Familiprix Inc.	Google Canada Corporation	IKEA Supply AG	Kwonnie Electrical Products Ltd
Fastenal Canada, Ltd.	Google, Inc.	ILINK Industries Ltd	L. Villeneuve et Cie (1973) Ltée
Fdk America, Inc.	Grand & Toy Ltd.	IMA Test Steward	L.L. Lozeau Ltée
Fedco Electronics, Inc.	Graybar Canada Limited	Importation Sobel Imports Inc.	L'Image Home Products Inc.
Federated Co-Operatives Limited	Great Canadian Dollar Store	Indigo Books and Music Inc.	L3Harris Technologies Inc.
Fédération québécoise des Coopérative en milieu scolaire	Gregg Distributors Limited Partnership	Inspired Energy, LLC	La Source - Roberville QC
Ferronnerie Sept Iles Inc.	Grin Technologies Ltd.	Inter Trade Canada Ltd.	Laflamme & Associés, Audioprothésistes Inc.
FGL Sports Ltd.	Groupe Accès Électronique Inc.	Interstate All Battery Centre of Kelowna	Laliberté d'Entendre Inc.
Finish Thompson, Inc.	Groupe Archambault Inc.	Interstate Batteries Inc.	Landco Import International Inc.
Ford Motor Company of Canada Ltd.	Groupe BBH Inc.	Interstate Batteries Saskatoon	Le Groupe Jean Coutu (PJC) Inc.
Fournitures de Bureau Denis Inc.	Groupe Blais Inc.	Invacare Corporation	Ledvance Ltd.
	Groupe BMR Inc.	Invox Hardware Limited	Ledvance, LLC.
		iRobot Corporation	Lee Valley Tools Ltd
		Ivan Hupalo -2448131 Manitoba Ltd.	
		J-P Denis Audioprothésiste, solutions auditives Inc.	



Lefebvre et Benoit SEC	Matériaux Bonhomme Inc.	Netgear, Inc.	Plantronics Inc. (Poly)
Lego Brand Retail, Inc.	Matériaux Jolette Lorrainville Inc. - CASTLE QC	Newell Brands Canada (Prev. Sunbeam before Oct 1st, 2020)	Positec Tool Corporation
Lem-Rich Foods Ltd.	Matériaux Laurentiens Inc.	NexGen Hearing Group	Prairie Battery Ltd.
Lenovo (United States) Inc.	Matériaux Manic - CASTLE QC / 9159-4192 Québec Inc.	Nica Power Corp.	Premier Montréal Inc.
Lenovo Canada Inc.	Matériaux Robert Boyer Inc. - CASTLE QC	NII Northern International Inc.	Premier Québec Inc.
Les Équipements Rapco Inc.	Mattel, Inc.	Nikon Canada Inc	Prévost Audioprothésistes Inc.
Les magasins Korvette	MB Battery Distributors Inc.	NIS Northern Industrial Sales	Prime Deals International Ltd.
Les pièces d'auto Transit Inc.	McKesson Canada Corp.	Nissan Canada Inc.	Princess Auto Ltd.
Les Variétés P. Prud'homme Inc.	McMahon Distribution Pharmaceutique Inc.	Noble Gift Packaging Inc.	Proflash Technologies Inc.
LG Electronics Canada, Inc.	McMunn and Yates Building Supplies Ltd.	Normark Innovations Inc.	ProTeam, Inc.
Librairie Renaud-Bray Inc.	Metabo Corporation	Northern Building Supply	PSA Parts, Inc.
Lilium-Tech Corporation Ltd.	Metalic Safety Supply Ltd.	Northern Specialties Ltd.	René Leclair Audioprothésiste
Linda Rhéaume Audioprothésiste Inc.	Metro Inc.	Nouvelle Electronique	Réseau Vos Oreilles Parent-Sasseville ap.
Loblaws Inc.	Mi-T-M	Novexco Inc.	Rexel Canada Electrical Inc.
Logitech Inc.	Mica Sport Canada Inc.	O'Leary Building Centre (Castle)	Ricoh Imaging Americas Corporation
London Drugs Limited	Michael Rossy Ltée	Olympus Corp of the Americas	Ridge Tool Company (RIDGID)
Longtest Inc.	Michaels Stores Inc.	Omer DeSerres Inc.	Riese & Muller
Lordco Parts Ltd.	Michèle Dufour Audioprothésiste	Omron Healthcare, Inc	Riese Und Muller GmbH
Lowe's Canada ULC	Microsoft Corporation	Onlybatteries.com	Robert Bosch Inc. (Canada)
LTP Sports Group Inc.	Miller Manufacturing Company	Oracle America, Inc.	Robert Bosch Tool Corporation
Lumen	Mills Office Productivity	Orgill Inc.	RONA Inc.
M. Lemieux Inc.	Mitchell & Bonhomme Audioprothésistes	Orka Division Rexel Canada Electrical Inc.	Royal Consumer Information Products, Inc.
M.F. Schurman Company, Limited	Mitsubishi Motor Sales of Canada, Inc.	Outibo Inc.	S.P. Richards Co. Canada, Inc.
M&M Nord Ouest Inc.	Monk Office Supply Ltd.	Outil-Pac Inc.	SAIL plein-air Inc.
Maddison Electronique Inc.	Morgan's Battery Store	Outillage Placide Mathieu	Sato America Inc
Madeleine Trudel Inc.	Motorola Mobility, LLC	Outils Mag Inc.	Save on Food Limited Partnership
Magasins Hart Inc.	Motorola Solutions, Inc.	Outils Pierre Berger Inc.	Scosche Industries, Inc.
Magnacharge Battery Corporation	Mountain Equipment Co-op	P.E.I. Photo Lab	Scotts Canada Ltd.
Makita Canada Inc.	MSA Safety Sales, LLC	Panasonic Canada Inc.	SDI Technologies Inc
Marcel Baril Limitée	MTRLC LLC	Panasonic Corporation	Sébastien Lauzon Audioprothésiste Inc.
Marie-Eve Trudel Audioprothésiste Inc.	Myriam Brunel Audioprothésiste	Part Source	SEKA - 10405795 Canada Inc.
Marie-Josée Paul Audioprothésistes	Nadia Pozzoli	Patrick Morin Inc.	Senco Products, Inc.
Marie-Josée Paul Clinique Auditive	Nedco Québec (Rexel Canada)	Paulette Girard Audioprothésiste Inc.	Services Informatiques YJS Inc.
Mark & Lachance Inc.	Nedco West Division	Peavey Industries Limited	SGB Enterprises Ltd. dba Dollar Smart
Mark's / L'Équipeur	Neptune Technology Group Inc.	Pelican Products, Inc.	SharkNinja Operating LLC
Martine Brassard Audioprothésiste		Performance/Laliberté Électronique Inc.	Sherwood Timbermart
Mastermind LP		Philips	Shimano Canada
		Photo Central Inc.	Shimano Inc.
		Pioneer Home Entertainment	



Shopper+Inc.	Synnex Canada Ltd.	Uniden America Corporation
Shoppers Drug Mart Inc.	TCED INTL Inc.	uniPHARM Wholesale Drugs Ltd.
Sigma Corporation	TCT Mobile Canada Limited (CA10)	Uniprix Inc.
Simply Computer Inc.	Techtronic Cordless GP	Variétés B. Desmarais 1992 Inc.
Slegg Construction Materials	Techtronic Industries GmbH	VARTA Microbattery Inc.
SLHCA Inc. (Groupe Forget)	Techtronic Trading Ltd	Venom Power
Snap-on Incorporated	Telus Communications Company	Veritas Technologies LLC
Snap-On Tools of Canada Ltd	Tenaquip Limited	Veritiv Canada Inc.
Sobeys Capital Inc.	TENNANT COMPANY	Vernier
Sobeys Québec Inc.	Test-O-Son	Software & Technology LLC
Solution Oreille Inc.	Texas Instruments Inc	Vibratex, Inc.
Sonia Guertin Audioprothésiste	The \$1. Store Plus	Voltage Bikes Ltd. (Trading as Pedego Canada)
Sonos Inc.	The Battery Man	VTech Telecommunications Ltd
Sony Corporation of America	The Coleman Company	Wacom Technology Corporation
Sophie Gagnon Audioprothésiste Inc.	The Home Depot of Canada, Inc.	Wallace and Carey Inc.
Sophie Gamache Audioprothésiste	The North West Company	Wal-Mart Canada Corp.
SOUTHWICK TECHNOLOGIES INC	The Source (Bell) Electronics Inc.	Wesco Distribution Canada
Southwire Company, LLC	The Stevens Medical Company Limited	Wesco Distribution Québec
Specialized Bicycle Components Canada	The Toro Company	Westburne Division Québec
Spectrum Brands Holdings, Inc.	Tip Top Electronics Supply Ltd.	Westburne Electric
SPI Santé Sécurité Inc.	TomTom Inc.	Westburne Midwest Division
Spring Valley Building Castle	ToolTown Inc.	Western Institute for the Deaf and Hard of Hearing
Standard Products Inc.	Total Battery Inc.	Wisdom Electronics Inc.
Stanley Black & Decker Canada	Toyota Canada Inc.	Wurth Canada Ltd.
Stanley Black & Decker, Inc.	Toys R Us Canada, Ltd.	Zebra Technologies Corporation
Staples Canada Inc.	Tradelco Inc.	Zippo Manufacturing Company
Stihl Limited	Traxxas L.P.	
StorTronics	Trek Bicycle Canada ULC	
Streamlight, Inc.	Trek Bicycle Corporation	
Summer Infant, Inc.	TTEK Assemblies Inc.	
Summit Tools	Turcotte Habel, audioprothésiste CH Inc.	
SUNBEAM PRODUCTS	Turcotte Habel, audioprothésiste SL Inc.	
Super Thrifty Drug Stores	TWS Technology(Guangzhou) Limited	
Supreme Office Products Ltd.	UAP Inc.	
Surefire, LLC	UBC Bookstore	
Surplus Général Tardif	Uline Canada Corporation	
Suzuki Canada Inc.	Ultralife Corporation	
Sylvain Daoust Audioprothésiste		

**CALL2RECYCLE CANADA, INC.**

## Statement of Financial Position

December 31, 2020 and 2019

	2020	2019
	(\$'000)	
<b>ASSETS</b>		
Cash	\$ 3,009	\$ 2,294
Accounts Receivable	7,233	5,690
Marketable Securities	24,792	19,684
Other Assets	415	535
<b>Total Assets</b>	<b>\$ 35,449</b>	<b>\$ 28,203</b>
<b>LIABILITIES &amp; NET ASSETS:</b>		
Accounts Payable and Accrued Expenses	\$ 5,264	\$ 1,806
<b>Net Assets</b>		
Undesignated	9,912	8,692
Board Designated	20,273	17,705
<b>Total Net Assets</b>	<b>30,185</b>	<b>26,397</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 35,449</b>	<b>\$ 28,203</b>

**INDEPENDENT AUDITORS' REPORT**

Board of Directors, Call2Recycle Canada, Inc.

**Opinion**

The accompanying summary financial statements, which comprise the summary statement of financial position as of December 31, 2020 and the summary statement of operations and changes in net assets for the year ended, are derived from the audited financial statements of Call2Recycle Canada, Inc. for the year ended December 31, 2020. We expressed an unmodified audit opinion on those financial statements in our report dated June 10, 2021.

In our opinion, the accompanying summary financial statements are a fair summary of the organization's audited financial statements, on the basis described in the Note to Financial Statements.

**Summary Financial Statements**

The summary statements do not contain all the statements and disclosures required by Canada accounting standards for not-for-profit organizations. Reading the summary financials statements, therefore, is not a substitute for reading the audited financial statements of Call2Recycle Canada, Inc.

**Management's Responsibility for the Summary Financial Statements**

Management is responsible for the preparation of the summary of audited financials statements on a basis as described in the Note to Summary Financial Statements.

**Auditor's Responsibility**

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Audit Standards (CAS 810, 'Engagements to Report on Summary Financial Statements').

*BDO Canada LLP*

Chartered Professional Accountants

Brandon, Manitoba

June 10, 2021

**CALL2RECYCLE CANADA, INC.**

## Statement of Operations and Changes in Net Assets

For the Year Ended December 31, 2020

	2020	2019
	(\$'000)	
<b>Revenues</b>		
Steward Fees	\$ 24,925	\$ 18,507
Investment Income	1,349	1,107
Other	51	171
<b>Total Revenues</b>	<b>\$ 26,325</b>	<b>\$ 19,785</b>
<b>Expenses</b>		
Material Management and Processing	\$ 16,085	\$ 11,097
Public Education & Awareness	2,090	1,759
Other (Salary, Professional, Admin)	4,362	2,879
<b>Total Expenses</b>	<b>22,537</b>	<b>15,735</b>
<b>Excess Revenues Over Expenses</b>	<b>\$ 3,788</b>	<b>\$ 4,050</b>
Net Assets, Beginning of Year	26,397	22,347
<b>NET ASSETS, END OF YEAR</b>	<b>\$ 30,185</b>	<b>\$ 26,397</b>

**NOTE TO SUMMARY FINANCIAL STATEMENTS**

Management is responsible for the preparation of summary financial statements. The summary presentation included is only the summary statement of financial position and the summary statement of operations and changes in net assets. It does not include any other schedules, the significant accounting policies and notes to the statements. The summary statements of financial position and operations and changes in net assets are presented in the same detail as the audited financial statements, except the note referencing has been removed and the statements of operations and changes in net assets have been combined into one schedule.

Copies of the audited December 31, 2020 financial statements are available at the organization's office at 100 Sheppard Avenue East, Suite 800, Toronto, Canada M2N 6N5.



**1 888 224-9764 | [www.call2recycle.ca](http://www.call2recycle.ca)**

**HEADQUARTERS**

100 Sheppard Avenue East  
Suite 800  
Toronto, ON M2N 6N5

**WESTERN CANADA REGIONAL OFFICE**

2590 Granville Street  
Suite 201  
Vancouver, BC V6H 3H1

**QUÉBEC REGIONAL OFFICE**

Line Bérubé  
Director, Eastern Canada  
[lberube@appelarecyclier.ca](mailto:lberube@appelarecyclier.ca)