

2012 Annual Report

to

Manitoba Conservation for the Province of Manitoba

Submitted by Call2Recycle®



Recharging the Planet. Recycling Your Batteries.™

call2recycle®

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1. Summary

As required by Manitoba Conservation, this 2012 annual report has been developed by Call2Recycle®, North America's only free battery and cellphone recycling collection program. Call2Recycle, operated by the Rechargeable Battery Recycling Corporation of Canada (RBRCC), was appointed the agency to meet producer obligations for battery manufacturers, manufacturers whose products contain batteries, and certain distributors and retailers of products as may be appropriate. Call2Recycle also supports the cellphone recycling obligations of producers. A list of these stewards can be found in [Appendices A and B](#) of this report.

2012 Highlights

In 2012, Call2Recycle exceeded 2011 performance in a range of areas, including:

- Primary batteries collected (up 119%)
- Rechargeable batteries collected (up 34%)
- Cellphones collected (up 195%)

Under this appointment, the Call2Recycle program is charged with collecting dry cell batteries weighing less than five kilograms. Call2Recycle recovers batteries from consumers through five channels: Retailers, Manufacturing Companies, Business Services, Environmental Organizations and Government. While we are not the appointed program to collect cellphones in Manitoba, we do receive and accept them as part of our battery collection program.

This report documents the waste management of primary and rechargeable batteries and cellphones collected between January 1, 2012 and December 31, 2012.

This year was one of notable growth for Call2Recycle's battery collection activities in Manitoba. During 2012, Call2Recycle exceeded the previous year's performance for both primary (single use) and rechargeable battery collection. Although we fell short of the target for primary batteries set out in our original plan in 2010, our collection activities diverted more than 43,000 kilograms of household batteries from landfills and reclaimed 34% and 119% more precious metals from rechargeable and single-use batteries respectively. Through online, print and event promotions, we continued to raise the profile of battery recycling as a key part of responsible environmental management.

2. About Call2Recycle

Founded in 1994, Call2Recycle is North America's first and largest battery stewardship program. We collect and recycle batteries and cellphones from municipalities, businesses and consumers at no cost to them, and we promote environmental sustainability across North America. Our network of public and private collection sites and sortation and processing partners ensures efficiency and cost-effectiveness. Call2Recycle is the first program of its kind to receive the Responsible Recycling Practices Standard (R2) certification.

Since 1996, Call2Recycle has diverted more than 34 million kilograms of batteries and cellphones from the solid waste stream and established 30,000 collection sites throughout Canada and the U.S. Our convenient drop, seal and ship collection process makes recycling batteries as simple as possible for both consumers and program participants, so that anyone can be a partner in environmental stewardship.

We are committed to being a valued partner to Manitoba Conservation. The Call2Recycle program has been designed to achieve maximum awareness, participation, efficiency and cost-effectiveness to further the Province's environmental goals. We continue to be an active partner with the Province and its agencies to ensure continued alignment with provincial objectives.

3. Raising Awareness

2012 Highlight

In September, Call2Recycle launched a national partnership with Earth Day Canada (EDC). In the first phase of this partnership, Call2Recycle developed education tools for EDC's EcoKids website to support teachers and students to learn about battery management.

Call2Recycle recognizes that public awareness of the battery recycling program and of the numerous Call2Recycle collection site locations is a key factor toward achieving higher battery recycling rates. As such, Call2Recycle employs an integrated, multi-channel approach to raise awareness of the importance and convenience of battery and cellphone recycling in Manitoba. With all of our promotions we 1) highlighted the importance and impact of battery and cellphone recycling as a key element of environmental responsibility, 2) demonstrated the convenience of the Call2Recycle battery and cellphone recycling program in Manitoba, and 3) encouraged people to return their batteries.

To support the all-battery collection program, Call2Recycle engaged in numerous promotional activities.

As a not-for-profit organization, we strategically selected our activities with a focus on both regional and national initiatives to achieve the most value for money.

Regional Initiatives

In 2012, we invested over \$25,000 toward promoting the Call2Recycle program in Manitoba. Promotional activities included consumer-focused print and online advertising and sponsorship of initiatives and events. For example sponsorship of Green Manitoba's 2012 ecoCalendar included advertising and editorial content. The calendar is distributed to communities across the province and also housed online. We participated in the Association of Manitoba Municipalities annual convention.

Call2Recycle was also a "Greening Sponsor" of the International Student Science Fair (ISSF) held in Winnipeg this spring. The event attracted approximately 500 students and teachers representing 43 schools from 16 countries, as well as participation from Manitoba's Minister of Education. The ISSF offers a global platform to showcase world-class research studies by some of the world's best and brightest students. Call2Recycle's involvement as a sponsor recognized the organizer's efforts to host an event that both educated attendees about sustainability and demonstrated environmentally responsible action.

2012 Highlight

Six Manitoba-based organizations were recognized with Call2Recycle's 2012 Leader in Sustainability Award. First-time winners, Manitoba Hydro, Miller Environmental Corporation and the Winnipeg Public Library Board, and second-time winners Prairie Battery, The Battery Man and Urbanmine were honoured for their outstanding participation in the program.

Specific examples of Call2Recycle promotional activities throughout the year include:

- Print advertising in the Winnipeg Free Press and Brandon Sun
- Online advertising on various websites with provincial wide reach
- Online editorial features on the Winnipeg Airport Authority's corporate blog
- Sponsored Team Crocker Curling events throughout the province
- Distributed promotional items (e.g. bookmarks, consumer brochures) distributed through Winnipeg public libraries
- Maintained robust social media presence on Facebook and Twitter
- Produced regular email blasts

Distributed a monthly newsletter to individuals who opt in through our website

National Initiatives

Our additional spend of \$115,000 on national sponsorships also have significant reach within Manitoba. One such collaboration was a new relationship with Earth Day Canada announced in September. The first major activity of this partnership focused on Earth Day Canada's EcoKids program, with an education initiative about batteries and responsible battery management. Call2Recycle produced an EcoKids online lesson plan for use by teachers to engage students in exercises that teach the importance of batteries and their interaction with the environment.

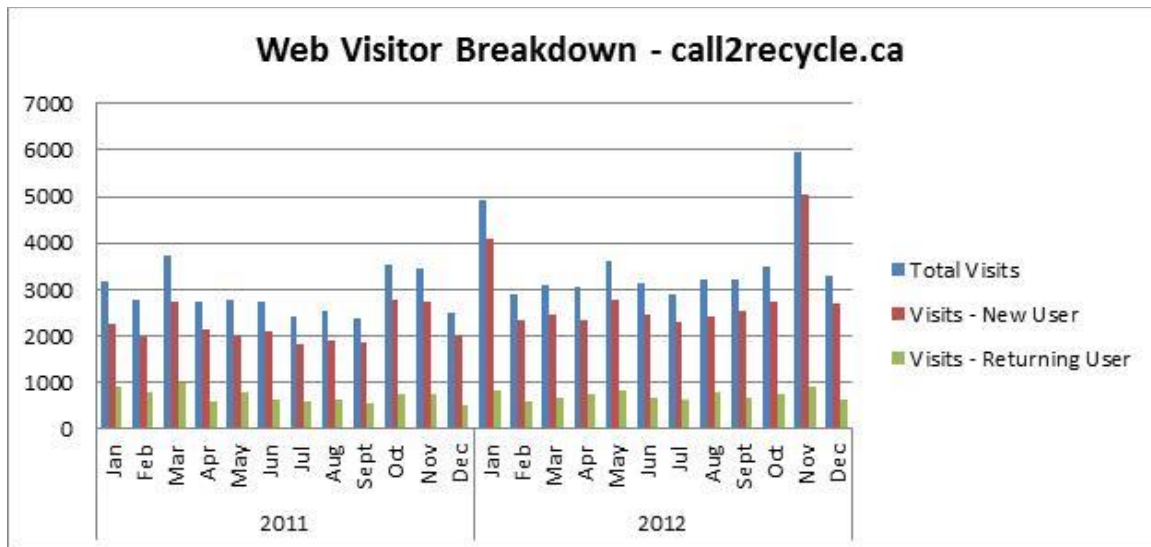
In another collaboration with Earth Day Canada, Call2Recycle celebrated everyday heroes of environmental action in a 12-page supplement distributed nationally in the November-December issue of *Alternatives* magazine.

Call2Recycle also continued to be a major sponsor of the Old Timers' Hockey Challenge, which stopped in Manitoba on its 31-game tour in 2012. Through this sponsorship, Call2Recycle was profiled in numerous ways, including a full-page advertisement on the back cover of the souvenir program; PA announcements about Call2Recycle; our logo on the venue's Jumbotron (where applicable); an on-ice interview with a Call2Recycle representative; and a branded t-shirt toss whenever a legend scored. Audience surveys consistently reveal that one Call2Recycle activity is most memorable at these events: the appearance of the Call2Recycle Tykes. Dressed in the same team jersey as the Oldtimers—with Call2Recycle logo on the back—children 5 to 7 years old from various local tykes teams take to the ice during second period. The children take shots against the legends and score goals. After their game they get time for photos with a legend and Call2Recycle hockey cards in the dressing room. The MC mentions Call2Recycle several times during the Tykes' appearance, generating great buzz for the program.

Call2Recycle was also a sponsor of the All Science Challenge, a series of events held at almost every major Canadian university in May. Organized by the charitable organization Let's Talk Science, the All Science Challenge is an opportunity for teams of students from grades 6 to 8 to collaborate on science projects and then represent their schools at a one-day science competition at a local university. Norraine Andres, Julia Le and Jerome Vitug were the winning team at the 2012 event held at the University of Winnipeg.

Call2Recycle's awareness activities direct consumers to our website, which features program information, interactive games, recycling resources and links, FAQs, a feedback mechanism and a handy search tool to help them find the drop-off locations nearest them. Overall traffic to the website rose in 2012 over 2011,

particularly among new users, as shown in the following chart. Our dedicated Manitoba page was the fifth most popular page on the site.



Call2Recycle collection site operators are key to the success of our battery recycling program, so recruiting, educating and encouraging our operators are critical elements of our program. Our Customer Service Team responds to consumer and participant enquiries. Our call centre assists consumers in finding our drop-off locations, educates them about battery recycling and provides a variety of other battery-related information. We routinely distribute promotional materials to participant organizations and highlight their activities in our monthly newsletters and media releases.

Call2Recycle also publicly recognizes select participants with our Leader in Sustainability Award through an announcement in our newsletter, online materials and by providing winners with a plaque to display at their locations. The award program, now in its second year, honours organizations that have demonstrated exceptional commitment to environmental sustainability through significant collection returns and promotion of recycling activities to consumers.

This year, there were six winners from Manitoba: first-time winners Manitoba Hydro, Miller Environmental Corporation and the Winnipeg Public Library Board, and second-time winners Prairie Battery, The Battery Man and Urbanmine.

Call2Recycle also strives to be a valued partner to the Province, working with Green Manitoba to support its mission to create a greener and cleaner Manitoba and encourage residents to participate in environmental stewardship. Call2Recycle provides Green Manitoba with a variety of promotional items to use at its discretion.

These items—often given out as prizes at events—range from books to sports paraphernalia autographed by high-profile sports figures.

We are continually fostering and strengthening relationships with government partners at both the provincial and municipal levels. Through activities such as attending the Association of Manitoba Municipalities Annual Conference and Trade Show, awareness-building ads in Manitoba Municipalities magazine, and bronze sponsorship of the Manitoba EcoCalendar, we strive to sustain the long-term success of the battery recycling program in the Province.

We also work closely with the other provincial stewards, and regularly attend the meetings and conferences of Producer Responsible Organizations. Through these connections and collaborations, Call2Recycle ensures we are aligned with the Province's goals and are well positioned to identify opportunities for partnerships that promote stewardship programs.

Samples of some of the promotional materials and coverage of the Call2Recycle program are provided in [Appendix C](#).

4. Collections

4.1 Convenient Locations

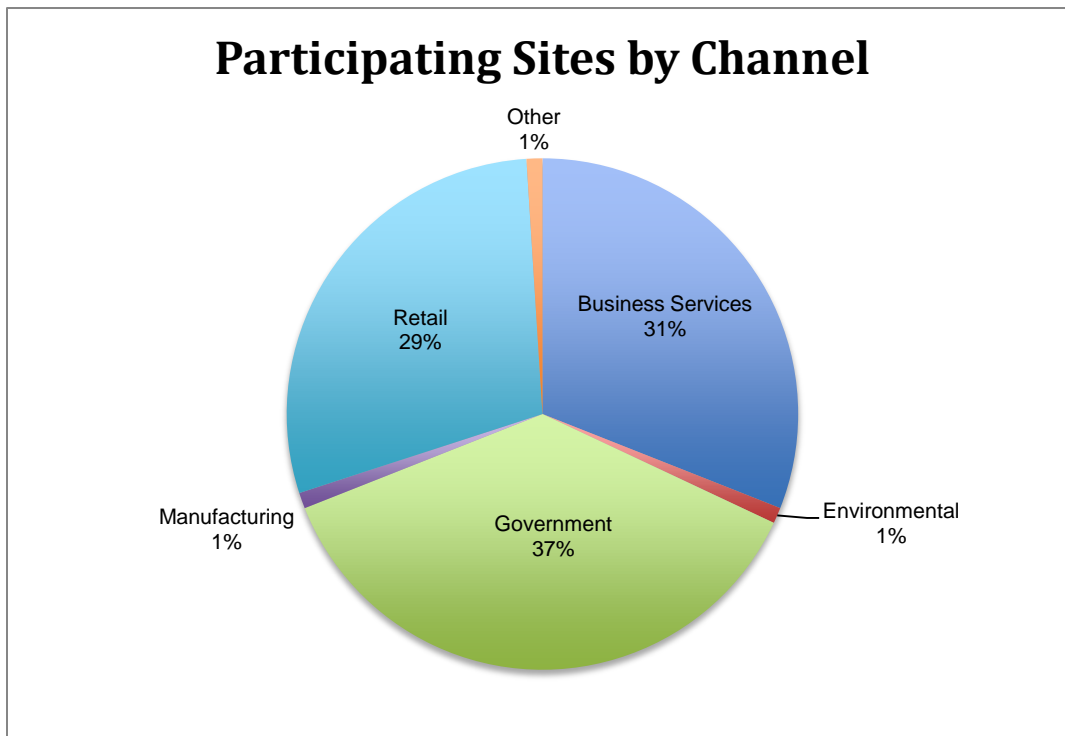
Call2Recycle has established convenient collection systems throughout Manitoba, with a focus on areas of greatest population density. The number of sites participating in the Call2Recycle program remained steady at approximately 300 in 2012.

We strive to locate collection sites where they are most likely to encourage participation. Various factors, such as population, proximity to consumers, ease of access, and the likelihood that consumers will associate batteries with the location (e.g. an electronics store) are some of the factors that are considered when selecting a Call2Recycle collection site. Health and safety and, in some cases, a pre-existing battery and/or device return and exchange program within the location are also factors.

We employ this strategic approach because research into domestic and international battery recycling programs has shown that increases or decreases in the number of collection sites do not automatically lead to corresponding changes in the quantity of batteries collected. We therefore aim for best placement of our collection locations.

The following charts outline the various types of Call2Recycle collection sites and their representation as a percentage of all our collection locations.

Participating Sites by Channel	2012
Business Services	91
Environmental	4
Government	109
Manufacturing	4
Retail	84
Other	2
TOTAL:	294



4.2 Performance Results

Call2Recycle's initial battery recycling efforts in the province focused on rechargeable batteries. In April 2011, Call2Recycle launched the all-battery collection program

provincially, which enables residents to deposit any kind of household battery weighing less than 5 kg at any of our collection points.

The 2012 reporting year represents the first full year of the all-battery recycling program, and during this period Call2Recycle’s battery and cellphone collections exceeded 43,000 kilograms, an increase of 79 per cent over the previous year. The growth of Manitoba’s Call2Recycle program mirrored activities across Canada in 2012. Nationally, Call2Recycle experienced a robust 56 per cent increase in battery collections over the preceding year, with more than one million kilograms of batteries collected in Canada for the first time in our history.

Call2Recycle’s consumer awareness-raising efforts, relationship building with participant locations, and the ease of our seal-and-send collection kits contributed to the significant increases in battery collections in the Province this year. The table below outlines Call2Recycle’s Manitoba battery and cellphone collections over the last two years:

Type	2012 Collections Kilos	2011 Collections Kilos	% Increase
Primary (Single Use)	28,986	13,229	119%
Rechargeable	14,356	10,699	34%
Total	43,342	24,187	79%
CWTA*	151	n/a	
Total	43,493	24,187	80%

*Batteries collected by CWTA in Manitoba through their phone collections. Call2Recycle has also provided CWTA with the number of phones collected through our program in the province for their reporting.

The following chart outlines are the performance targets set out for this period in the initial plan compared to the actual collections in 2012.

Battery Type	2012 Collection Rates (By Weight in Kilograms)	
	Actual	Targets*
Single Use	28,986	66,775
Rechargeable	14,356	11,625
CWTA	151	
Total	43,493	78,400

**The program launched in April 2011 and targets represented 12-month periods from launch. Since last year's reporting covered the 9-month period from April to December, 2012 targets are based on 3 months of 2011 targets plus 9 months of 2012 targets from the plan.*

While Call2Recycle was able to surpass targets for rechargeable batteries, expectations for single use batteries were not met. A few factors contributed to this shortfall. Consumers are using fewer disposable batteries as more and more popular electronics are designed as rechargeable devices. Battery sizes are also decreasing to accommodate smaller devices and thus battery weights are decreasing as well. And finally, the plan's performance targets were based on batteries sold in the province, which is problematic as sales figures cannot accurately be determined due to a complex sales chain. Thus, the targets set forth in the plan represented Call2Recycle's best approximation at the time. In the years since the program launched, those estimates have proven to be ambitious. When the next plan is established, Call2Recycle will have actual collection data to draw on in setting future targets.

Although the Province's official cellphone recycling program, Recycle My Cell, is managed by the Canadian Wireless Telecommunications Association (CWTA), Call2Recycle boxes continue to be a popular option for consumers to recycle their cellphones. Consumers deposited 3,056 cellphones this year, almost triple the number that were received in 2011. Call2Recycle refurbishes cellphones that are in good, reusable condition and recycles the phones for which refurbishing is not a viable option.

Cellphone Collections (by count)		
2011	2012	% Change
1,037	3,056	195%

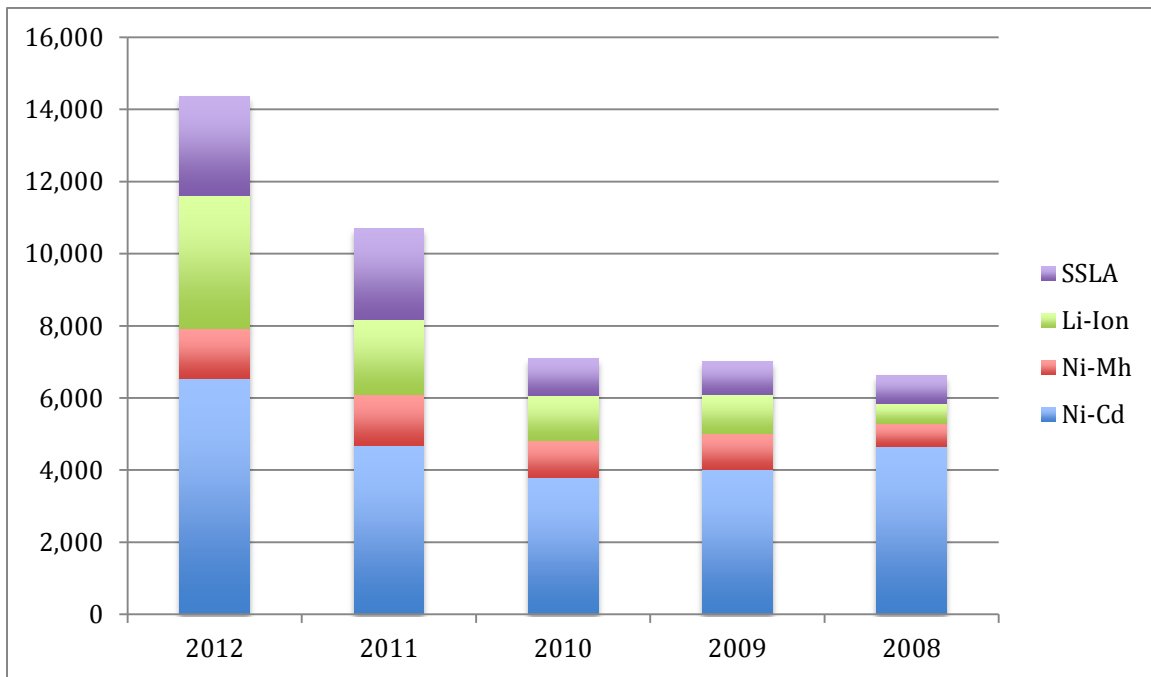
As always, Call2Recycle will continue to actively promote the battery recycling program to consumers and participating locations in an effort to achieve greater results in the future.

4.3 Collections by Chemistry

In 2012, Call2Recycle experienced increases for three of the four precious metals reclaimed from rechargeable batteries, and more than doubled the materials reclaimed from single use batteries over the previous year.

Below is a summary chart and bar graph of the Province’s battery collections by chemistry (in kilograms) from rechargeable batteries in 2012 through Call2Recycle:

	2012	% Change	2011	2010	2009	2008
Ni-Cd	6,545	40%	4,690	3,797	4,013	4,667
Ni-Mh	1,377	-1%	1,398	1,021	997	630
Li-Ion	3,705	78%	2,084	1,241	1,087	552
SSLA	2,729	8%	2,527	1,046	907	763
Rechargeable Chemistry Total	14,356	34%	10,699	6,105	3,394	6,612



Call2Recycle began collecting single-use batteries in 2011 when the All-Battery Program was launched. Below is a summary chart of the materials reclaimed from single-use batteries over the last two years.

Single Use Battery Chemistries			
Material Name	2011	2012	% Change
Alkaline	13,092	28,312	116%
Lithium	137	673	393%
Mercury	0	0	--
Total	13,229	28,986	119%

5. Recovered Product Management and Material Processing

The Province abides by the pollution prevention hierarchy – reduce, reuse and recycle. This hierarchy is less applicable to batteries than it is to other materials and products. Of the thousands of batteries Call2Recycle sent to recycle, none were sufficiently fit for reuse, nor is Call2Recycle in a position to promote a reduction in the use of batteries. Thus, recycling is the most practical and viable means of keeping battery waste from entering landfills and giving reclaimed materials a second life. No batteries that are collected through our program are sent to landfill. The Call2Recycle program is able to efficiently and cost-effectively send batteries of all sorts for recycling. The reclaimed materials are used in the production of a variety of new products, such as batteries, cookware, appliances and hardware.

For cellphones, the Call2Recycle program first seeks to refurbish the units. If unable to be refurbished, the phones are recycled. Approximately 90% of the cellphones collected are refurbished. Material not refurbished is sent overseas as per the requirements of the Basel Convention.

Call2Recycle's battery processing partners have passed a rigorous selection process to ensure that they comply with applicable environmental, health and safety, and transportation regulations. We continually monitor each processor to ensure competitive pricing and an ability to adapt to increases in capacity. Through this efficient system, valuable minerals such as nickel, iron, cadmium, lead, and cobalt are extracted and prepared for re-use in new products.

The following chart shows the recycling efficiency rates (recovery rates) for the processors currently used by the Call2Recycle program.

Battery Type	Rechargeable Battery Chemistry				Primary Chemistry	
	NI-CD	LI-ION	NI-MH	SSLA	ALKALINE	LITHIUM
Processor	Inmetco	Xstrata	Inmetco	Newalta, QC	Inmetco	Inmetco
% Material Recovered*						
To Metals	50%	27%	57%	72%	35%	50%
To co-product, aggregate	2%	0%	14%	0%	15%	37%
To Cadmium	12%	0%	0%	0%	0%	0%
To Secondary Recovery	4%	0%	5%	0%	25%	2%
Plastic Recovery or Reductant	12%	44%	10%	9%	8%	2%
Total Recovery, %	80%	71%	86%	81%	83%	91%
* Recovery rates provided by processor.						

6. Research and Development

Call2Recycle is committed to continuously improving the performance of our battery recycling program.

In 2012, Call2Recycle became the first program of its kind to receive the Responsible Recycling Practices Standard (R2) certification. This voluntary and comprehensive assessment process analyzes Call2Recycle's practices against a range of externally and internally focused criteria. Successfully achieving the R2 designation affirms that Call2Recycle meets stringent standards relating to environmental and public health, worker health and safety, security aspects of electronics recycling, and the collection and distribution of batteries and cellphones to downstream processors for recycling.

Call2Recycle also conducted research to better understand consumer motivators and recycling behaviours, specifically at retail store locations. The research examined recycling awareness, what motivates consumers to recycle, barriers to taking part in recycling activities, and consumer recycling perceptions. We will use the information gained from this research to help us in our future efforts to educate and increase awareness amongst consumers and retailers. The results of this research were presented to Call2Recycle's key retail participants in early 2013.

In an effort to further streamline our processes, Call2Recycle is always investigating advances in the recycling sector. Although no providers domestically or internationally have the capability to sort collected batteries in a fully automated manner, Call2Recycle's leadership continues to explore possibilities for fully automating the sortation of collected batteries. By networking with international recyclers, visiting overseas sortation plants and sharing best practices, they incorporate any advances discovered into Call2Recycle's own processes.

Industry-wide investments are further supplemented by individual R&D initiatives spearheaded by Call2Recycle's battery stewards, all of whom also support the Manitoba plan and collection/recycling network.

2012 Highlight

Call2Recycle is the first program of its kind to receive the Responsible Recycling Practices Standard (R2) certification, which affirms that the organization meets stringent standards related to environmental and public health.

7. Organizational Reports

To view Call2Recycle's 2012 Annual Report visit:

<http://www.call2recycle.ca/annual-report/>

Call2Recycle's Audited Financial Statement is included as Appendix D to this document and can also be found in our 2012 Annual Report.

<http://www.call2recycle.ca/annual-report/>

If additional information is required please contact our Chief Financial Officer at gbroe@call2recycle.org.

Appendix A

RECHARGEABLE BATTERY STEWARDS (LICENSEES) OF THE CALL2RECYCLE PROGRAM – As of March 31, 2013

3M COMPANY - OH&ES DIVISION	COLUMBIA SPORTSWEAR COMPANY, INC
ACCESS BATTERY & POWER SYSTEMS	CONAIR CORPORATION
ACER SERVICES CORP	COVIDIEN
ADVANCED BATTERY SYSTEMS, INC.	DANTONA INDUSTRIES
ADVANCED ELECTRONICS ENERGY LIMITED	DELL INC.
AGILENT TECHNOLOGIES	DIGI-KEY CORPORATION
AIR STRUCTURES INTERNATIONAL, UK	DONGGUAN GOLDEN CEL BATTERY CO.
ALEXANDER TECHNOLOGIES EUROPE, LTD	DOUGLAS QUICKUT
ALLIED INTERNATIONAL/ALLIED TOOLS	DR. BATTERY
ALLTRADE TOOLS LLC	DURACELL a Division of P & G
AMBIENT CORP.	DURACELL CANADA INC.
AMERICAN LAWNMOWER COMPANY	EASTMAN KODAK COMPANY
AMERICAN TOPPOWER INC.	ECHELON, INC.
AMPERGEN	ELECTROLUX HOME CARE PRODUCTS
ANTON/BAUER INC.	ENERCO GROUP, INC.
APPLE, INC.	ENERGY SALES, INC.
APPLIED POWER INC.	ENERSYS DELAWARE INC.
ARROW FASTENER CO., LLC	EPSON AMERICA, INC.
AVED GENERATIONS ELECTRONICS	ESI CASES & ACCESSORIES
AVEX ELECTRONICS CORPORATION	ETICA BATTERY INC.
BATTERY SPECIALTIES	EVEREADY BATTERY COMPANY, INC.
BISSELL HOMECARE, INC.	(ENERGIZER)
BLACK & DECKER CORPORATION	EXACT BATTERY
BLOUNT, INC.	EXCELL BATTERY COMPANY
BMR GROUP INC.	FDK AMERICA, INC.
BOREN ELECTRONICS CO., LTD.	FEDCO ELECTRONICS
BOSE CORPORATION	FEIN POWER TOOLS, INC
BRAUN, A DIVISION OF P&G	FESTOOL
BROTHER INTERNATIONAL CORPORATION	FINISH THOMPSON INC.
BYD BATTERY (USA) CO.	FLYING DRAGON DEVELOPMENT LTD.
CANADIAN SATELLITE RADIO	FREIGHT SECURITY NET
CANADIAN TIRE	FRESHBATTERY.COM
CANON U.S.A., INC.	FRONTROW
CAR-GO BATTERY CO.	FUJIFILM HOLDINGS AMERICA CORP.
CASIO AMERICA, INC.	FUNAI CORPORATION
CELL-CON INC.	GARMIN INTERNATIONAL, INC.
CENTURY OPTRONIC, INC.	GENERAL DYNAMICS ITRONIX
CHERVEN NORTH AMERICA/MASTERCRAFT MAXIMUM	GERBING'S HEATED CLOTHING
CISCO SYSTEMS, INC.	GIANT TIGER STORES LIMITED
COLEMAN COMPANY, INC	GILLETTE, A DIVISION OF P&G
	GLOBAL TECHNOLOGY SYSTEMS, INC.

GOLD PEAK INDUSTRIES
GOLDEN CEL BATTERY CO. LTD.
GREATBATCH, LTD.
GREEN SMOKE, INC.
GREENRON ENERGY LIMITED
GS BATTERY (USA) INC.
HENAN HUANYU POWER SOURCE CO., LTD.
HEWLETT-PACKARD COMPANY
HILTI (CANADA) CORPORATION
HILTI, INC.
HITACHI - KOKI U.S.A. LTD.
HITACHI-KOKI CANADA CO.
HOBBICO - HOBBY CORPORATION OF
AMERICA
HONG KONG HIGHPOWER TECHNOLOGY
CO., LTD
HOOVER COMPANY (TTI FLOOR CARE
NORTH AMERICA)
HOT-SHOT PRODUCTS CO., INC.
HOUSE OF BATTERIES
HTC CORPORATION
ICOM AMERICA, INC.
IDX SYSTEM TECHNOLOGY
ILLINOIS TOOL WORKS
INDUSTRIAL BATTERY SERVICE, INC.
INDUSTRIAL SCIENTIFIC CORPORATION
INSPIRED ENERGY, LLC
INTEC INDUSTRIES CO. LTD.
INVOX HARDWARE LIMITED
IOTTIE
ITECH "INTELLEAGENT TECHNOLOGIES"
ITO CO., LTD.
JEAN COUTU GROUP INC.
JIANGSU HIGHSTAR BATTERY
MANUFACTURING CO., LTD
JLG INDUSTRIES, INC.
JVC AMERICAS CORP.
KENSINGTON COMPUTER PRODUCTS
GROUP, A DIVISION OF ACCO BRANDS
USA LLC
KENWOOD AMERICAS CORPORATION
KING OF FANS
L'MAGE HOME PRODUCTS INC.
LEICA CAMERA, INC.
LENMAR BATTERY SOLUTIONS
LENOVO (UNITED STATES) INC.
LEXEL BATTERY (SHENZHEN) CO., LTD.
LG ELECTRONICS, INC.
LOBLAW INC
MAG INSTRUMENT, INC.
MAKITA CANADA INC.
MAKITA U.S.A., INC.
MAX CO., LTD.
MAXELL CORPORATION OF AMERICA
MCNAIR TECHNOLOGY CO., LTD.
MEASUREMENT LTD., INC.
MEDTRONIC PHYSIO-CONTROL CORP.
MERITool LLC
MILWAUKEE ELECTRIC TOOL CORPORATION
MOTOROLA, INC.
NEC CASIO HITACHI MOBILE
NEPTUNE TECHNOLOGY GROUP, INC.
NIKON CANADA INC.
NOKIA
NORELCO CONSUMER PRODUCTS CO.
NORMARK INNOVATIONS
NOVATEL WIRELESS
NYLUBE PRODUCTS COMPANY, LLC
OKI DATA AMERICAS, INC.
OLYMPUS AMERICA, INC.
ONLIVE, INC.
OOMA, INC.
OPTEX, INC.
ORAL-B, A DIVISION OF P&G
PALLADIUM ENERGY
PANASONIC CORPORATION OF NORTH
AMERICA
PANTECH CO. LTD.
PASLODE
PERSONAL COMMUNICATION DEVICES, LLC
(PCD)
PHILIPS CONSUMER ELECTRONICS
PHOTO CONTROL CORPORATION
PHYSIO-CONTROL CORPORATION
PORTACELL USA LLC
POSITEC TOOL CORPORATION
POWER PRODUCTS
POWERGENIX
PRO TEAM THE VACUUM COMPANY
PROCTER & GAMBLE
PROFESSIONAL TOOL PRODUCTS, LLC
PROGRESSIVE TECHNOLOGIES, INC.

PROMARK ELECTRONICS
QUANTUM INSTRUMENTS INC.
QUICKIE MANUFACTURING CORPORATION
RADIOSHACK
RAYOVAC CORPORATION, A DIVISION OF
SPECTRUM BRANDS
REALFLEET CO., LTD.
REMINGTON, DIVISION OF SPECTRUM
BRANDS, INC.
RESEARCH IN MOTION LIMITED
RESISTACAP, INC.
RIDGE TOOL COMPANY (RIDGID)
RKI INSTRUMENTS
ROBERT BOSCH TOOL CORPORATION
RRC POWER SOLUTIONS INC
RYOBI NORTH AMERICA, INC.
SAFT AMERICA INC.
SAMSUNG
SANYO ENERGY (U.S.A.) CORPORATION
SATO AMERICA INC
SEIKO INSTRUMENTS USA, INC.
SENSIDYNE/GILIAN
SHARP ELECTRONICS CORP
SHENZHEN BOFUNENG BATTERY CO., LTD.
SHENZHEN LTT ELECTRONICE CO., LTD.
SHOPPERS DRUGMART INC.
SIGMA CORPORATION
SIRIUS XM RADIO INC.
SNAP-ON INCORPORATED
SONY ELECTRONICS INC
SONY OF CANADA LTD
SOUTHWICK TECHNOLOGIES
SPECTRUM BRANDS, INC.
SRAM LLC
STAR MICRONICS CO., LTD.
STIHL INCORPORATED
STIHL LIMITED
STRYKER
SUNBEAM PRODUCTS
SWISSVOICE
TECHNICAL POWER SYSTEMS, INC.
TECHTRONIC INDUSTRIES CO., LTD.
TECHTRONIC INDUSTRIES GMBH
TERRALUX
TEST RITE PRODUCTS CORP.

TEXAS INSTRUMENTS EDUCATION
TECHNOLOGY
THE FURUKAWA BATTERY CO., LTD.
THE SOURCE
TNR TECHNICAL INC. / THE BATTERY STORE
TOSHIBA AMERICA, INC.
TRAXXAS
TREK BICYCLE CORPORATION
TTEK ASSEMBLIES INC.
ULTRALIFE CORPORATION
UNIDEN AMERICA CORPORATION
UNISYS
UNIVERSAL POWER GROUP
VARTA BATTERIES INC.
VENOM POWER
VERNIER SOFTWARE & TECHNOLOGY
VTECH COMMUNICATIONS LTD.
WACOM TECHNOLOGY CORP.
WAHL CLIPPER CORP.
WALMART CANADA CORPORATION
WINTONIC BATTERY & MAGNET CO. LTD.
WOHLER USA, INC.
XPLORE TECHNOLOGIES CORP.
YIYANG CORUN BATTERY CO., LTD.
YUASA BATTERY INC.

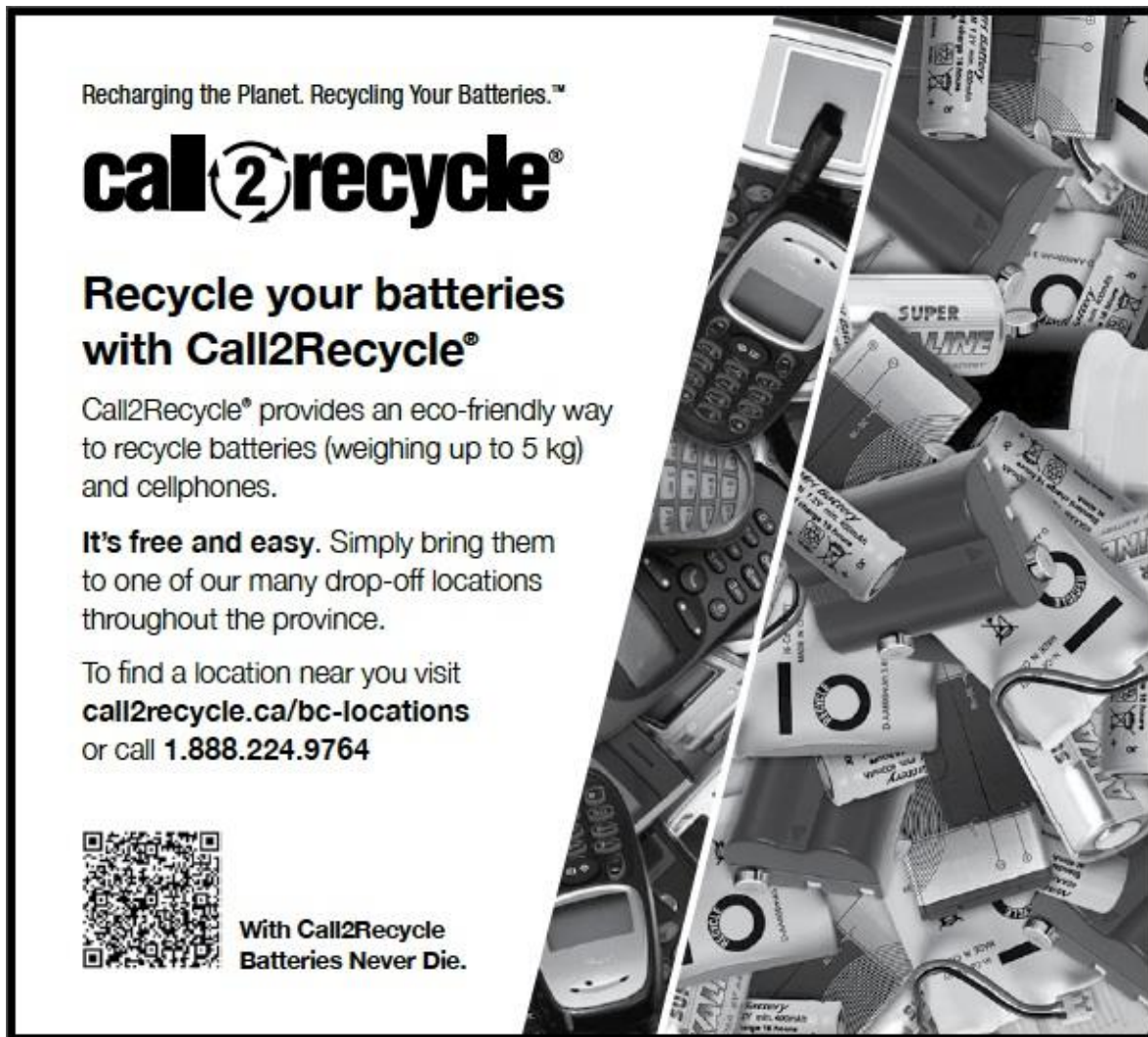
Appendix B

PRIMARY BATTERY STEWARDS OF THE CALL2RECYCLE PROGRAM

BATTERIES EXPERT
BEST BUY CANADA (INCLUDING FUTURE SHOP)
CANADIAN TIRE
COSTCO CANADA
DURACELL CANADA (PROCTER & GAMBLE)
ENERGIZER CANADA
HOME DEPOT
HOME HARDWARE
KODAK CANADA
PANASONIC NORTH AMERICA, INC.
RAYOVAC CANADA (SPECTRUM BRAND)
RONA
SEARS CANADA
SONY CANADA
THE SOURCE

Appendix C

Samples of Educational and Promotional Activities



Recharging the Planet. Recycling Your Batteries.™


call2recycle®

**Recycle your batteries
with Call2Recycle®**

Call2Recycle® provides an eco-friendly way to recycle batteries (weighing up to 5 kg) and cellphones.

It's free and easy. Simply bring them to one of our many drop-off locations throughout the province.

To find a location near you visit call2recycle.ca/bc-locations or call **1.888.224.9764**



**With Call2Recycle
Batteries Never Die.**

Call2Recycle's advertisement that appeared in various publications, including Winnipeg Free Press and Brandon Sun

Call2Recycle Online Banner for 2012 Fall Campaign



The Green Manitoba EcoCalendar and Call2Recycle materials



CALENDAR SPONSORS

Green Manitoba
An Agency of the Manitoba Government
204-945-3268 | 1-866-460-3118
www.greenmanitoba.ca

Manitoba  1-866-MANITOBA (1-866-626-4862)
www.manitoba.ca

MMSM
Multi-Material Stewardship Manitoba
INDUSTRY FUNDING RECYCLING
204-953-2010 | 1-877-952-2010
info@simplyrecycle.ca
SimplyRecycle.ca

RECYCLE EVERYWHERE
Canadian Beverage Container Recycling Association
204-942-2284 | 1-877-810-7362
www.recycleeverywhere.ca

call2recycle Rechargeable Battery Recycling Council of Canada
1-888-224-9764 | www.call2recycle.ca

TIRE STEWARDSHIP Manitoba Manitoba's Tire Recycling Program
204-661-3242 | 1-866-724-5002
www.tirestewardshipmb.ca

Manitoba's Used Oil & Antifreeze Program
Used Oil Inquiries:
204-632-5255 | 1-888-410-1440
www.usedoilrecycling.com



Sports paraphernalia donated by Call2Recycle



Winnipeg Library Co-Branded Promotional Bookmarks



Check it out!
**Recycle your
batteries and
cell phones.**

Visit call2recycle.ca or
call **1.877.273.2925** for
more information and to
find a drop-off location
near you.



Products with
recyclable batteries

call2recycle®

**Play a role in
preserving the
environment
through safe,
convenient
battery and cell
phone recycling.**

Call2Recycle® specializes
in collecting batteries
and cell phones through
an easy all-inclusive
service that is free to
consumers and program
participants. Bring in
batteries weighing up
to 5 kgs and any cell
phones and drop them
off in our collection box.

**Recharging the planet.
Recycling your batteries.™**

call2recycle®

Winnipeg Public
LIBRARY 

is a proud participant of the Call2Recycle® program



Call2Recycle CEO Joe Zenobio at an All Science Challenge event, participants.



The array of student booths at the Manitoba Schools Science Symposium



Window decal for public Call2Recycle locations



Recycle your batteries and cell phones here!

Bring in batteries weighing up to 5 kgs and any used cell phones for drop off in our collection box.

For more information visit us at call2recycle.ca.



Products with
recyclable batteries

call2recycle[®]

Recharging the planet. Recycling your batteries.[™]

Appendix D

Audited Financial Statement

RECHARGEABLE BATTERY RECYCLING CORPORATION AND AFFILIATE

Condensed 2012 and 2011 Combined Financial Statements

Condensed Combined Statements of Financial Position

Reported in U.S. Dollars

	2012			2011
	(\$'000)			(\$'000)
Years Ended December 31,	USA	Canada	Combined	Combined
ASSETS:				
Cash and cash equivalents	\$ 134	\$ 226	\$ 360	\$ 380
Receivables, no allowance deemed necessary	2,957	1,015	3,972	2,890
Due from (to) affiliate	455	(455)	-	-
Prepaid expense and other assets	413	11	424	489
Long-term investments	22,576	-	22,576	21,640
Net property and equipment	281	11	292	350
Total Assets	26,816	808	27,624	25,749
LIABILITIES and NET ASSETS				
Accounts payable and accrued expenses	840	704	1,544	1,063
Unearned revenue	7,079	-	7,079	7,085
Total liabilities	7,919	704	8,623	8,148
Net assets				
Unrestricted net assets	18,897	186	19,083	17,667
Cumulative translation adjustment	-	(82)	(82)	(66)
Total net assets	18,897	104	19,001	17,601
Total liabilities and net assets	\$ 26,816	\$ 808	\$ 27,624	\$ 25,749

INDEPENDENT AUDITORS' REPORT

Board of Directors

Rechargeable Battery Recycling Corporation and Rechargeable Battery Recycling Corporation of Canada

We have audited, in accordance with auditing standards generally accepted in the United States of America, the combined statement of financial position of the Rechargeable Battery Recycling Corporation and Rechargeable Battery Recycling Corporation of Canada (non-profit organizations collectively referred to as "RBRC") as of December 31, 2012 and 2011, and the related statements of activities, changes in net assets, and cash flows for the years then ended (not presented herein); and in our report dated April 22, 2013, we expressed an unqualified opinion on those combined statements.

In our opinion, the information set forth in the accompanying condensed combined financial statements is fairly stated, in all material respects, in relation to the combined financial statements from which it has been derived.

April 22, 2013




SMITH & HOWARD
Certified Public Accountants and Advisers

RECHARGEABLE BATTERY RECYCLING CORPORATION AND AFFILIATE

Condensed 2012 and 2011 Combined Financial Statements

Condensed Combined Statements of Activities and Changes in Net Assets

Reported in U.S. Dollars

	2012			2011
	USA	Canada	Combined	Combined
Years Ended December 31,	(\$'000)			(\$'000)
OPERATING ACTIVITIES:				
Revenue				
License fees	\$ 9,106	\$ -	\$ 9,106	\$ 9,686
Primary battery collection program fees	-	3,728	3,728	1,625
Recovered metals proceeds, net	2,000	332	2,332	3,413
Other	281	-	281	147
Total Revenues	11,387	4,060	15,447	14,871
Expenses:				
Program expenses				
Collection and recycling	6,855	3,454	10,309	8,580
Public education	1,952	408	2,360	2,536
Seal administration	253	-	253	282
Total program expenses	9,060	3,862	12,922	11,398
Management and general expenses	1,967	1,172	3,139	2,386
Total Expenses	11,027	5,034	16,061	13,784
Increase (decrease) in unrestricted net assets before non-operating activities	360	(974)	(614)	1,087
NON-OPERATING ACTIVITIES:				
Intercompany fees	(993)	993	-	-
Investment Income	2,028	-	2,028	(197)
Increase in unrestricted net assets	1,395	19	1,414	890
Unrestricted net assets, beginning of year	17,502	99	17,601	16,759
Translation adjustment	0	(14)	(14)	(48)
Unrestricted net assets, end of year	\$ 18,897	\$ 104	\$ 19,001	\$ 17,601