2014 Annual Report

to

Manitoba Conservation for the Province of Manitoba

Submitted by
Call2Recycle Canada, Inc.

Recharging the Planet. Recycling Your Batteries.™

call2recycle®

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1. About Call2Recycle Canada

Call2Recycle Canada, Inc. is the Canadian arm of North America's first and largest consumer battery stewardship program. Our program was established to fulfill the product stewardship obligations of battery manufacturers, manufacturers whose products contain batteries, and certain distributors and retailers of products as may be appropriate. Since 1997, Call2Recycle Canada has operated *the* best-in-class battery collection and recycling program in the country and today works on behalf of more than 200 battery and product manufacturers (See Appendix A).

In 2011, Call2Recycle® Canada was appointed by the Government of Manitoba to collect dry cell batteries weighing less than five kilograms from consumers in the province. 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 403 public and private collection sites in Manitoba ensure convenience and efficiency. Our easy 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.

The Call2Recycle program has been designed to achieve maximum awareness, participation, efficiency and cost-effectiveness to further the Province's environmental goals. Call2Recycle was the first program of its kind to receive Responsible Recycling Practices Standard (R2) certification, and we are committed to being a valued partner to Manitoba Conservation, the Province and its agencies to ensure continued alignment with provincial objectives.

As required by Manitoba Conservation, this annual report has been developed by Call2Recycle Canada to report on the waste management of batteries and cellphones collected between January 1, 2014 and December 31, 2014.

2. Raising Awareness

Call2Recycle Canada strives to build awareness of responsible battery management and increase consumer battery recycling behaviour in order to divert as many batteries as possible from the waste stream. We employ an integrated, multi-channel approach to public awareness and action incentives to achieve these goals.

2014 Highlight

Former Winnipeg Councillor Grant Nordman created an initiative to get his St. Charles ward residents recycling their batteries with Call2Recycle through his own office collection box. He and his assistants created individual household collection boxes that they gave to each St. Charles Ward home instead of a brochure or fridge magnet as was previously done. When the boxes were filled, owners contacted his office and he or other members of his team would pick the batteries up. After sorting and bagging the batteries at his office, he would ship them to Call2Recycle under his site's collection ID.

In 2014, Nordman collected 955kg of batteries from St. Charles residents.

All of our promotional activities highlight the importance and impact of battery and cellphone recycling as a key element of environmental responsibility; demonstrate the convenience of the Call2Recycle battery and cellphone recycling program in Manitoba; and encourage people to recycle their batteries with us.

From July 1 to August 10, we promoted the Call2Recycle program through a series of big box, leaderboard and display advertising that was aimed at select online audiences, such as consumer electronics shoppers, people interested in "green" issues, and sports and news media enthusiasts. We also ran four quarter-page print ads in the Winnipeg Free Press in June, July, September and October. The web URL in these ads generated an increase in web hits and a spike in consumer inquiry activity after each ad ran.

Prior to and after the ad campaigns, we conducted research in Manitoba to measure the impact of advertising on recycling behaviours and the success of these initiatives. The research showed awareness of battery recycling options among Manitobans directionally increased after the ad campaign for both single-use and rechargeable batteries. Eighty seven percent of respondents who had seen the ad[1] said they were more inclined to recycle their batteries after seeing it.

Call2Recycle continued a relationship with Earth Day Canada (EDC), in which we collaborate to actively promote our program throughout the year as a key element of EDC's recycling education. In addition, we inspired a Winnipeg city councillor to drive close to 1,000 kg of battery collections in St. Charles, one of the city's wards (refer to 2014 Highlight box).

Call2Recycle joined seven other Producer Responsibility Organizations on a trip to St. Theresa's Point in northern Manitoba after being invited by the community. The community's goal was to motivate greater recycling activity among residents. As a result of the visit and subsequent promotional activities, two truckloads of recyclable waste—including batteries, tires, electronics and other stewarded items—were collected from the region. A Call2Recycle representative also participated in the annual Association of Manitoba Municipalities show,

[1] This is a percentage of both MB and BC respondents.

which attracts approximately 1,000 delegates from municipalities across Manitoba. Our booth was positioned in a high-traffic area of the trade show and provided an opportunity for Call2Recycle's representative to educate delegates on reporting and promotion opportunities.

In 2014, Call2Recycle recognized seven Manitoba-based organizations and municipalities with the Leader in Sustainability Award. This award honours participants that promote recycling activities to their stakeholders and achieve significant battery collection returns. The recognition is an opportunity for the winners to celebrate, promote their success, and redouble their efforts.

In addition to all of these activities, Call2Recycle also engaged in the following initiatives throughout the year:

- Operating a customer service call centre that assists consumers to find drop-off locations, educates them about battery recycling and provides a variety of other battery-related information
- Distributing promotional items (e.g. bookmarks, consumer brochures)
- Maintaining a robust social media presence on Facebook and Twitter
- Producing regular email campaigns to educate and inform collection sites
- Distributing a monthly newsletter to individuals who opt in through our website

Samples of promotional materials and coverage of the Call2Recycle program are provided in Appendix B.

3. Collections

3.1 Convenient Locations

Call2Recycle's convenient collection network combines public and private collection sites to maximize consumer access and program reach. In 2014, there were 403 active drop-off locations across Manitoba, a modest increase over 2013. Active collection sites are defined as those that shipped at least one receipt within the past 12 months, or any site that has enrolled in the program during the past 365 days regardless of receipt.

Call2Recycle Active Collection Sites in Manitoba		
Private Collection Sites	Public Collection Sites	Total Collection Sites
267	**136**	**403**

Research into domestic and international battery recycling programs shows no direct correlation between changes in the number of collection sites and collection quantities,

however we continually look for new, strategic collection points to drive consumer recycling activity. We also monitor site activity to eliminate non-participating sites.

Call2Recycle collection sites are strategically chosen based on a range of factors to determine likelihood of consumer participation. 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 our considerations. Health and safety and, in some cases, a pre-existing battery and/or device return or exchange program within the location are also factors.

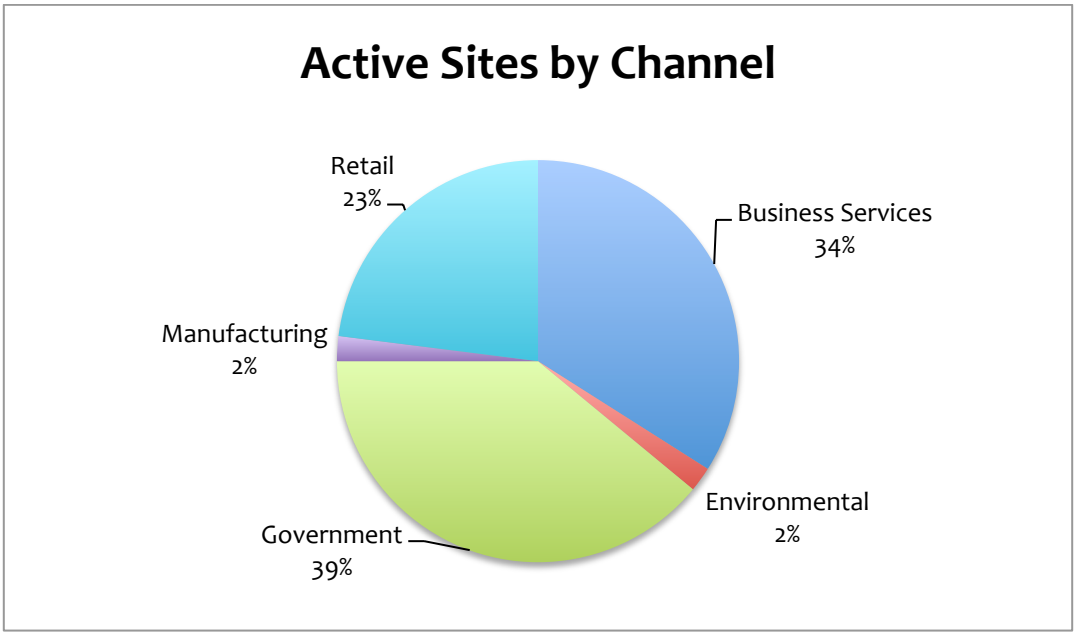
Call2Recycle strives to make our program accessible to as many Manitoba residents as possible. To measure our success, we define access as having a collection box within 15 kilometres from one's residence—a distance established as a result of Ipsos marketing research into consumer recycling behaviour. According to our analysis, 81% Manitobans have a public Call2Recycle location within 15 kilometres of their residence*--up one percent from the previous year.

Call2Recycle Collection Site Accessibility		
Population =<15 Km from Collection Site	**Total Population (2011)**	**% of Population**
976,131	**1,202,268**	**81%**

***** The numbers were derived by overlaying our collection site network against population information, such as postal code or census data. We then used mapping software to determine the population that resides within a given radius of a collection site. The population total derived from this radius is aggregated and then divided by the population totals of larger geographic sets (market, province, country) to determine coverage levels.

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

Call2Recycle Collection Sites by Channel				
Channel	**2014**	**2013**	**Change**	
			#	**%**
Business Services	138	164	-26	-16%
Government	158	138	+20	14%
Environmental	9	3	+6	200%
Manufacturing	7	4	+3	75%
Retail	91	86	+5	6%
TOTAL:	**403**	**395**	**8**	**2%**



3.2 Performance Results

In 2014, battery collections in Manitoba continued the trend of strong growth as seen in the previous year, increasing by 26% over 2013 collections and surpassing Canada-wide growth of 16%. This was largely driven by increases in rechargeable battery collections. Overall battery collections have more than tripled since 2011. The table below outlines Call2Recycle's Manitoba battery collections in 2014 and 2013:

2014 and 2013 Battery Collections by Weight			
Type	**2014 Collections (kg)**	**2013 Collections (kg)**	**% Change**
Single Use (Primary)	51,041	44,670	14%
Rechargeable	20,501	13,539	51%
Call2Recycle Total	**71,541***	**58,209**	**26%**
CWTA**	980	965	639%
Provincial Total	**72,521**	**59,174**	**36%**

*Call2Recycle records collections in pounds. Variance of 1 kg reflects conversion from lb to kg (conversion rate 0.453592).
**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 compares the performance targets set out in the All-Battery Collection and Recycling Plan against the actual collections achieved in 2014.

2014 Collection Rates vs. Plan Target		
Battery Type	**2014 Collection Rates (By Weight in Kilograms)**	
	Actual	**Targets***
Single Use	51,041	100,375
Rechargeable	20,501	17,750
Total	**71,541***	**118,125**

**Due to the program's April launch, the Plan's annual projection reflects an April 2014 to March 2015 timeline. Therefore, the target numbers above have been amended to align with the calendar year, reflecting 3 months of the 2013 targets and 9 months of the 2014 targets in the plan.*

Call2Recycle surpassed collection targets for rechargeable batteries in 2014, but did not meet the target for primary batteries. As noted in the stewardship plan, previous annual reports and ongoing consultations with Manitoba Conservation, performance targets were based on best estimates at the time for batteries sold into the province—a figure that is problematic to arrive at due to a complex sales chain. We now have several years of actual program collection data to inform future targets, and Call2Recycle is confident that we will meet all targets moving forward.

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

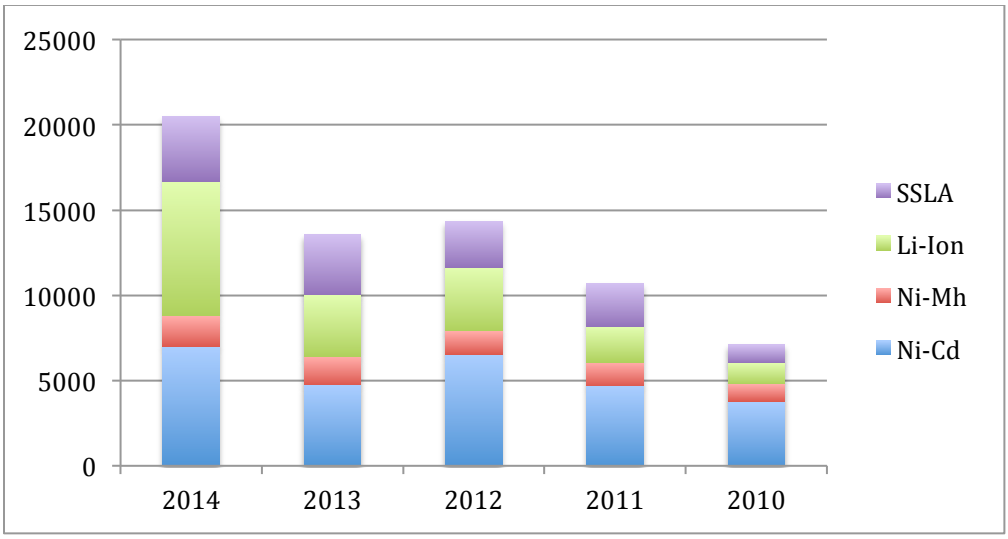
Although Call2Recycle is not the Province's official cellphone recycling program, we do accept cellphones in our collection boxes. We refurbish any cellphones that are in good, reusable condition and recycle any phones for which refurbishing is not a viable option. In 2014, Call2Recycle boxes in Manitoba received 2,654 phones, which represents a 13% dip in collections from the previous reporting period.

Cellphone Collections (by count)		
2014	**2013**	**% Change**
2,654	3,060	-13%

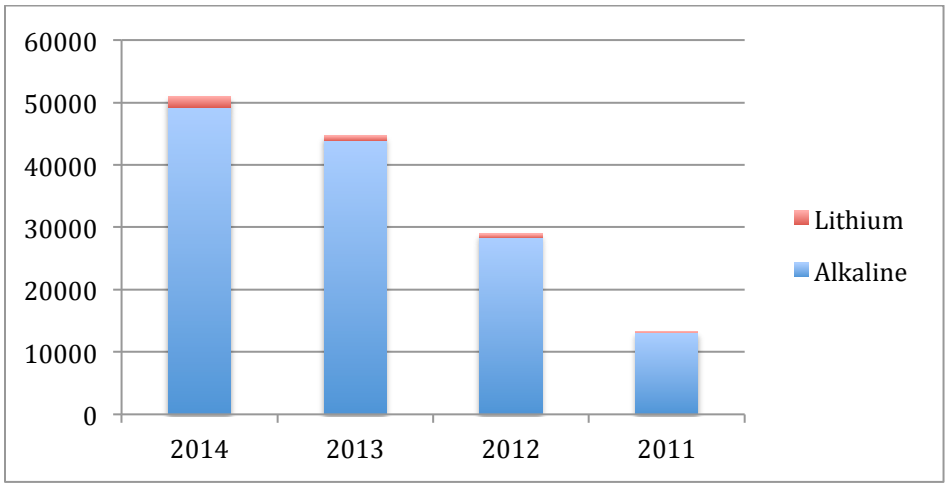
3.3 Collections by Chemistry

Collections increased across the board for all chemistries within rechargeable batteries. In particular, there was significant growth in Nickel Cadmium (Ni-Cd) and Lithium Ion (Li-Ion) batteries. Among primary batteries, we saw significant growth in Lithium-based batteries collected. The following are summary charts and graphs of Call2Recycle's Manitoba battery collections by chemistry (in kilograms):

Rechargeable Battery Collections by Chemistry by Year



Single Use Battery Collections by Chemistry by Year



Rechargeable Battery Collections by Chemistry			
	2014	**2013**	**% Change**
Ni-Cd	7,005	4,751	47%
Ni-Mh	1,795	1,668	8%
Li-Ion	7,884	3,602	119%
SSLA	3,816	3,519	8%
Total	**20,501***	**13,539**	**51%**

*Call2Recycle records collections in pounds. Variance of 1 kg reflects conversion from lb to kg (conversion rate 0.453592).

Single Use Battery Collection by Chemistry (Kg)			
Material Name	**2014**	**2013**	**% Change**
Alkaline	49,203	43,822	12%
Lithium	1,838	848	117%
Total	**51,041**	**44,670**	**14%**

4. Recovered Product Management and Material Processing

The Province abides by the pollution prevention hierarchy—reduce, reuse and recycle—however this hierarchy can be more difficult to apply to batteries than to other materials and products. Call2Recycle is not in a position to promote a reduction in the use of batteries, and reconditioning batteries for reuse can pose an unacceptable safety risk to consumers. Call2Recycle thereby does not support reconditioning Lithium Ion batteries unless certain strict conditions pertaining to the reconditioning organization, safety testing and proper labeling are met.

We believe that, when there is doubt about how best batteries can be reused, they should be recycled instead. Recycling is the most viable means of keeping battery waste from entering landfills. The Call2Recycle program is able to efficiently and cost-effectively recycle household batteries of all types. Through our carefully selected processing partners, valuable metals such as nickel, iron, cadmium, lead, and cobalt can be reclaimed. These are sold back to the metals market for use in various products, such as new batteries, cookware, appliances and hardware. Our commitment is that no batteries collected through our program go to landfill.

When it comes to cellphones, Call2Recycle first seeks to refurbish the units, and if they are unsuitable for refurbishment, the phones are recycled. Approximately 90% of the cellphones we collect are recycled and processed for reclamation. No material managed through recycling is sent overseas, as per the requirements of the Basel Convention.

In June 2014, Call2Recycle attained the newest certification of the Responsible Recycling Practices Standard (R2): the R2:2013. This is the highest achievable standard for recycling organizations and indicates that the certificate holder has met stringent requirements in areas of environmental and public health, worker health and safety.

This year Call2Recycle also engaged a third-party research company to verify the accuracy of our processing partners' efficiency rates. The study confirmed the recycling efficiency rate at 83.7% and that this figure aligns with industry standards.

The following charts show the recovery rates of processors used by the Call2Recycle program and how the various materials are managed.

Recycling Efficiency Rates						
	Rechargeable Battery Chemistry				Primary Chemistry	
Battery Type	**NI-CD**	**LI-ION**	**NI-MH**	**SSLA**	**ALKALINE**	**LITHIUM**
Processor	**Inmetco**	**Xstrata Toxco**	**Inmetco**	**Newalta, QC**	**Inmetco**	**Inmetco Toxco**
% Material Recovered*						
To Metals	50%	27%	57%	72%	21%	0 to 50%
To co-product, aggregate	2%	0%	14%	0%	1%	37%
To Cadmium	12%	0%	0%	0%	0%	0%
To Secondary Recovery**	4%	0%	5%	0%	57%	2%
Plastic Recovery or Reductant	12%	44%	10%	9%	5%	2%
Total Recovery, %	**80%**	**71%**	**86%**	**81%**	**84%**	**83 to 91%**

* Recovery rates provided by processor.
** This includes metals that are recovered at secondary processors.

The chart on the following page provides an overview of the product end fates for various battery components collected by Call2Recycle.

Product End Fate for Data Year Ending December 31, 2014					
Component Chemistry	**Reuse***	**Recycle**	**Energy Recovery**	**Landfill**	**Other**
Ni-Cd	N/A	Yes	No	No	No
Ni-Mh	N/A	Yes	No	No	No
Li-Ion	N/A	Yes	No	No	No
SSLA	N/A	Yes	No	No	No
Alkaline	N/A	Yes	No	No	No
Lead Carbonate	N/A	Yes	No	No	No
Lithium	N/A	Yes	No	No	No
Mercury	N/A	Yes	No	No	No
Nickel Iron	N/A	Yes	No	No	No
Silver Oxide	N/A	Yes	No	No	No
Zinc Carbon(mercury)	N/A	Yes	No	No	No
Zinc Carbon(no mercury)	N/A	Yes	No	No	No
Cellphones	Yes**	Yes	No	No	No
Cardboard Boxes	No	Yes	No	No	No
Bags	No	Yes	No	No	No
Drums***	Yes	Yes	No	No	No
Non-Conforming****	No	Yes	No	Yes	No

*Reuse: Please see page 8 for Call2Recycle's position on battery reuse.

** Cellphones: Refurbished for reuse.

*** Drums: Drums are re-used by the sorter to send materials to the appropriate processor, if not suitable for reuse then the metal is recycled

****Non-conforming materials: Products found in shipments at time of shipment that are stewarded materials are forwarded to the appropriate stewardship program for responsible disposal. Any materials that are not stewarded materials (i.e. no recycling option available) are managed according to waste requirements and some may be HW managed, or may be discarded – this represents a small quantity of materials.

5. Research and Development

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

We are always investigating advances in the recycling sector and exploring possibilities for greater automation of the consumer-to-materials-extraction process. In 2104, Call2Recycle Canada began investigating ways in which we can provide a drum auto-replenishment program to our large-scale recycling participants. This program would enable high-volume collectors to receive a new collection drum automatically when they ship their full drum to our sortation partner—a service similar to the one Call2Recycle currently provides to consumer box collection site operators.

6. Organizational Reports

To view Call2Recycle's 2014 Annual Report visit:
http://www.call2recycle.ca/annual-report/

Call2Recycle Canada's Audited Financial Statement is included as Appendix C to this document and can also be found in our 2014 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, 2014

3M Company - OH&ESD
ACCO BRANDS CORPORATION
Acer America Corporation
Advanced Battery Systems, Inc.
Advanced Electronics Energy
AEG Electric Tools GmbH
Agilent Technologies
Alexander Technologies Europe
Allied Intl/Allied Tools
Alltrade Tools LLC
Alpha Source, Inc.
American Lawn Mower Co
American Toppower
Anton/Bauer
Apple, Inc
Applied Power Inc
AVAYA
Aved Electronics
Axiom Mobile Group
Battery Specialties
BAYCO PRODUCTS
Bissell Homecare, Inc
Black & Decker Corporation
Blount Inc.
BMR
Bosch eBike Systems
Bose Corporation
BRAUN/P&G/GILLETTE
Brother International
Bushnell, Inc.
BYD
Canadian Tire Corporation, Ltd
Canon Canada Inc
Canon USA Inc
Capstone Industries, Inc.
Car-Go Battery Company
Casio America, Inc.
Cell-Con Inc
Century Optronic Inc.
Changzhou Globe Tools Co. Ltd.
Chenzhou Grand-Pro Tech Co.,Ltd.
Chervon Limited
China Effort Ltd.
Cisco Systems Inc.
Clean Republic SODO, LLC
Cleva North America /LawnMaster
Columbia Sportswear Company
Conair Corporation
Concept Green Energy Solutions, Inc.
DANTONA INDUSTRIES/ULTRALAST
Dell Inc
Digi-Key Corporation
DLG Power Battery (Shanghai) Co.,LTD
Douglas Quikut
Duracell/Div of P&G
Duracell/P & G Canada
Echo Incorporated
Enerco Group Inc.
Energizer Canada Inc
Energy Sales
EnerSys Delaware Inc.
Epson America, Inc.
ESI Cases & Accessories
Esselte Corporation
ETICA Battery Inc.
Eveready (Energizer)
Evergreen (C.P.) USA Inc
Excell Battery Company (W)
EZsmart Gutter Cleaner, LLC
FDK AMERICA
Fedco Electronics, Inc.
FESTOOL/TOOLTECHNIC SYSTEMS
Finish Thompson, Inc.
Flying Dragon Development Ltd.
Freight Security Net
FujiFilm Holdings America Corp
Fujitsu America
Funai Corporation Inc
Furukawa Battery Co Ltd
Garmin International, Inc
GE Healthcare Canada, Inc.
General Dynamics Itronix Corp
Getac Inc.
GIANT TIGER STORES LIMITED
GiiNii Tech Corporation
GLJ LLC/O2 Cool
Global Technology Systems, Inc
Gold Peak Ind (Malaysia)
Gold Peak Industries (NA), Inc
GP BATTERY MARKETING, INC
GRACO, Inc.
Greatbatch Inc

GREEN SMOKE INC
GS Battery (USA) Inc.
Hewlett-Packard Company
Hilti (Canada) Corporation
Hilti, Inc.
HITACHI KOKI CANADA CO
Hitachi Koki USA Ltd
HOBBICO, Inc
HoMedics
House of Batteries
HTC (High Tech Computer)
Icom America Inc
IDX System Technology Inc
Illinois Tool Works
Industrial Battery Service Inc
INSPIRED ENERGY LLC
Intec Industries Co. Ltd.
Intermetro Industries Corp
Invox Hardware Limited
iottie
iRobot Corp.
iTech
ITO Co., Ltd.
Jasco Products Company
Jiangmen TWD Technology Co, LTD
Jiawei Technologies (USA) Ltd.
JLG Industries Inc
JVC Americas Corp
KAN Battery Co., LTD
Karcher North America
Kenwood USA Corp
Keysight Technologies
Kwonnie Electrical Products, LTD
Laird Technologies, Inc.
LE GROUPE JEAN COUTU, INC
Lenmar Enterprises, Inc.
Lenovo
LEXEL BATTERY CO LTD
LG Electronics MobileComm USA
L'Image Home Products Inc.
LOBLAW, INC
LOGITECH INC.
Mag Instrument, Inc
MAKITA CANADA INC
Makita USA
Malco Products, Inc.
Mattel, Inc.
MAX Co., Ltd
Maxell Corporation of America
McNair Technology Co., LTD
Measurement Ltd Inc
Meritool LLC
Microsoft
Miller Mfg Co
MILWAUKEE ELECTRIC TOOL CORP
Motorola Solutions, Inc
myCharge
NATIONAL CUSTOM ENTERPRISES
National Power Corp
NEC CASIO Mobile Communication
Neptune Technology Group Inc.
Netgear, Inc.
Nexergy, Inc.
Nikon Canada Inc
Nokia Inc
Normark Innovtions Inc.
Novatel Wireless Inc
NU MARK LLC
Nylube Products Company LLC
Olympus Corp of the Americas
OnLive, Inc.
OOMA INC
Optex, Inc.
Oracle
Palladium Energy
Panasonic Canada Inc
Panasonic Corporation
Pantech Co Ltd
Pelican Products
Personal Communication Devices
PHILIPS CONSUMER Lifestyle
Physio-Control Corp.
Polycom, Inc.
Positec Tool Corporation
POWER PRODUCTS
Progressive Technologies, Inc
Quality One Wireless
Quantum Instruments, Inc.
Quickie Manufacturing Corp
RECKITT BENCKISER
RESEARCH IN MOTION
RESISTACAP
Richpower Industries, Inc.
Ricoh Americas Corp.
Ridge Tool Company (RIDGID)
RKI Instrument, Inc
Robert Bosch Tool Corporation
Royal Consumer Information Products, Inc.
RRC POWER SOLUTIONS
Saft America Inc.
Samsung Electronics Co
SANYO Energy (USA) Corp.
Sato America Inc
Scosche Industries
Scott's Canada LTD
Sensidyne LP

SHARP ELECTRONICS OF CANADA
Shenzhen FBtech Co., Ltd.
Shenzhen Highpower Technology
SHOPPERS DRUG MART INC.
Sigma Corporation
Sinopower Technology (HK) Ltd
Sirius XM Radio Inc
SmartPool, LLC
Snap-on Incorporated
Sony Electronics, Inc
Sony of Canada LTD
Southern Telecom, Inc.
SOUTHWICK TECHNOLOGIES INC
SPECTRUM BRANDS
SRAM, LLC
Stanley Hand Tools
STIHL INCORPORATED
STIHL LIMITED (CANADA)
StorTronics
Strand Europe Ltd
Streamlight, Inc.
Stryker Medical
SUNBEAM PRODUCTS
Surefire, LLC
Swissvoice S.A.
Technical Power Systems Inc.
Techtronic Industries Co Ltd
TERRALUX INC
Test Rite Products Corp
Texas Instruments Inc
The Coleman Company
THE SOURCE
THE SOURCE (BELL ELECTRONICS)
The Toro Company
TNR TECHNICAL
TOCAD AMERICA
TOSHIBA AMERICA
Toshiba of Canada Limited
Toys R Us Canada, LTD
Traxxas L.P.
Trek Bicycle Corporation
Triple C Designs
TTEK ASSEMBLIES INC
Tyco Healthcare LP
ULTRALIFE CORPORATION
Uniden America Corporation
UNITECH BATTERY LIMITED
Universal Power Group
VARTA Microbattery Inc.
Venom Group International
Vernier Software & Technology
Vibratex, Inc.
Vizio Inc.
VTech Telecommunications Ltd
WACOM TECHNOLOGY CORP
Wahl Clipper Corp
WALMART CANADA Corp
WATER PIK, INC.
Waveblade, Inc.
WINTONIC BATTERY & MAGNET CO.,
WOHLER USA
Xplore Technologies Corp.
Yiyang Corun Battery Co Ltd
Zhejiang Tianneng Energy Technology Co., Ltd.
Zhejiang Tianneng Tech LTD Co., Energy
Zippo Manufacturing Company

Appendix B

Samples of Educational and Promotional Activities

Website Articles

call2recycle
Recharging the planet. Recycling your batteries.℠
OVER 45 MILLION KILOGRAMS OF BATTERIES COLLECTED IN 20 YEARS
Recycling Locations | Contact Us | FAQs | Search CALL2RECYCLE.CA | SEARCH →
Choose your region: Canada (English)
Program Info | Participation | Provinces | Resources | News Room | Become a Collection Site | Become a Steward

YOU ARE HERE: HOME / PRESS RELEASES / CANADIANS RECYCLE ONE MILLION KILOGRAMS OF BATTERIES IN JUST FIVE MONTHS

Canadians Recycle One Million Kilograms of Batteries in Just Five Months

Provinces of British Columbia and Quebec lead national increase of 26 per cent over 2013 collections

TORONTO (June 5, 2014)- Canadians are recycling rechargeable and single-use batteries at a record pace in 2014, achieving a new collections milestone of one million kilograms earlier than ever, reports Call2Recycle® Canada – North America's first and largest battery stewardship program. By comparison, the country took 9 months in 2012 and 7 months in 2013 to reach the same milestone.

The province of British Columbia leads battery recycling [illegible] 2013. Quebec is also

call2recycle
Recharging the planet. Recycling your batteries.℠
OVER 45 MILLION KILOGRAMS OF BATTERIES COLLECTED IN 20 YEARS
Recycling Locations | Contact Us | FAQs | Search CALL2RECYCLE.CA | SEARCH →
Choose your region: Canada (English)
Program Info | Participation | Provinces | Resources | News Room | Become a Collection Site | Become a Steward

YOU ARE HERE: HOME / PRESS RELEASES / BATTERY RECYCLING PROGRAM CELEBRATES 17 CONSECUTIVE YEARS OF INCREASED COLLECTIONS

Battery Recycling Program Celebrates 17 Consecutive Years of Increased Collections

Call2Recycle, Inc. recycles over 11 million pounds (5 million kilograms) of batteries in 2013

ATLANTA (January 8, 2014) – As North America's first and largest battery product stewardship program, Call2Recycle® increased collections in the U.S. and Canada by 12.6 percent over 2012, diverting over 11 million pounds (5 million kilograms) of batteries from landfills. This marks the 17th consecutive year that the organization has documented a year-over-year increase (since collections began in 1996) in the volume of batteries collected and recycled.

Consumer convenience and accessibility, through an expansive municipal and retail partnership network, remains a driving force behind increased collection volumes in 2013, as measured by Call2Recycle, Inc. Accessibility—which makes it easier for consumers, businesses and municipalities to recycle batteries—directly impacts collection volumes. Today, 89 percent of people in the U.S. and Canada reside within a 10-mile (15-kilometer) radius of a Call2Recycle drop-off site.

With the emphasis on increasing accessibility, strong growth in retail and municipal collections helped drive the results across North America. Some 4.7 million pounds (2.1 million kilograms) of batteries were collected through retail channels in the U.S. and Canada (combined), with 3.6 million pounds (1.6 million kilograms) coming from the U.S. and 1.1 million pounds (499,000 kilograms) coming from Canada.

Appendix C

Audited Financial Statements

CALL2RECYCLE, INC., SUBSIDIARY AND AFFILIATE

Condensed 2014 and 2013 Consolidated and Combined Financial Statements

Condensed Consolidated and Combined Statements of Financial Position
Reported in U.S. Dollars

December 31,	2014 ($'000) Call2Recycle, Inc. and Subsidiary	2014 ($'000) Call2Recycle Canada, Inc.	2014 ($'000) Combined	2013 ($'000) Combined
ASSETS				
Cash and Cash Equivalents	$ 433	$ 479	$ 912	$ 162
Receivables, No Allowance Deemed	3,091	1,017	4,108	3,785
Necessary Due From (To) Affiliate	556	(556)	-	-
Prepaid Expense and	504	52	556	526
Other Assets Long-	23,612	-	23,612	25,480
term Investments	211	16	227	224
Net Property and Equipment				
Total Assets	**$ 28,407**	**$ 1,008**	**$ 29,415**	**$ 30,177**
LIABILITIES and NET ASSETS				
Accounts Payable and Accrued	$ 962	$ 790	$ 1,752	$ 1,749
Expenses Unearned Revenue	6,367	-	6,367	7,056
Total Liabilities	7,329	790	8,119	8,805
Unrestricted Net assets	21,078	235	21,313	21,313
Undesignated	-	215	215	233
Board designated	-	(232)	(232)	(174)
Cumulative translation adjustment	21,078	218	21,296	21,372
Total Net Assets				
Total Liabilities and Net Assets	**$ 28,407**	**$ 1,008**	**$ 29,415**	**$ 30,177**

INDEPENDENT AUDITORS' REPORT

Board of Directors
Call2Recylce, Inc., Subsidiary and Affiliate

We have audited, in accordance with auditing standards generally accepted in the United States of America, the consolidated and combined statement of financial position of the Call2Recycle, Inc., Subsidiary and Affiliate (non-profit organizations) as of December 31, 2014 and 2013, and the related consolidated and combined statements of activities, changes in net assets, and cash flows for the years then ended (not presented herein); and in our report dated April 21, 2015, we expressed an unqualified opinion on those consolidated and combined statements.

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

Smith + Howard

April 21, 2015

Condensed Consolidated and Combined Statements of Activities and Changes in Net Assets
Reported in U.S. Dollars

	2014 ($'000)			2013 ($'000)
Years Ended December 31,	Call2Recycle, Inc. and Subsidiary	Call2Recycle Canada, Inc.	Combined	Combined
OPERATING ACTIVITIES:				
Revenue				
License fees	$ 7,810	$ -	$ 7,810	$ 9,251
Primary battery collection program fees	-	6,551	6,551	5,567
Recovered metals proceeds, net	1,535	296	1,831	1,854
Other	982	-	982	340
Total Revenues	**10,327**	**6,847**	**17,174**	**17,012**
Expenses:				
Program Expenses				
Collection and recycling operations	6,613	5,213	11,826	11,450
Public education	1,621	370	1,991	1,778
Seal administration	242	-	242	222
Total Program Expenses	8,476	5,583	14,059	13,450
Management and General Expenses	2,275	1,566	3,841	3,512
Total Expenses	**10,751**	**7,149**	**17,900**	**16,962**
Increase (decrease) in unrestricted net assets before non-operating activities	**$ (424)**	**$ (302)**	**$ (726)**	**$ 50**
NON-OPERATING ACTIVITIES:				
Intercompany Fees	(363)	363	-	-
Investment Income	726	-	726	2,412
Increase (decrease) in unrestricted net assets	**(61)**	**61**	**-**	**2,462**
Unrestricted net assets, beginning of year	21,139	233	21,372	19,001
Translation adjustment	-	(76)	(76)	(91)
Unrestricted net assets, end of year	**$ 21,078**	**$ 218**	**$ 21,296**	**$ 21,372**