



# call2recycle®

## Manitoba 2015 Annual Report

*Submitted by:*  
Call2Recycle Canada, Inc.

*Submitted to:*  
Manitoba Sustainable Development





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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 organization. Our Call2Recycle® program was established in 1997 to fulfill the product stewardship obligations of battery manufacturers, battery-powered product manufacturers, and certain distributors and retailers of products as may be appropriate. Today, Call2Recycle works on behalf of over 300 battery and product manufacturers (See [Appendix A](#)).

In 2011, Call2Recycle 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 481 public and private collection sites in Manitoba ensures 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 battery collection program has been designed to achieve maximum awareness, participation, efficiency, and cost-effectiveness to further the Province's environmental goals. Since the program was introduced in Manitoba in 2011, Call2Recycle has collected more than 275,000 kilograms (kg) of batteries in the province and diverted them from the waste stream.

Call2Recycle Canada was the first program of its kind to receive Responsible Recycling Practices Standard (R2) certification. We regularly meet with other provincial Producer Responsibility Organizations (PROs) to identify opportunities for partnerships that promote stewardship programs. We are committed to being a valued partner to Manitoba Sustainable Development, the Province and its agencies to ensure continued alignment with provincial objectives.

As required by Manitoba Sustainable Development, this annual report has been developed by Call2Recycle to report on the waste management of batteries collected between January 1, 2015 and December 31, 2015.



## 2. Executive Summary

In 2015, Call2Recycle collected over 82,000 kg of batteries across the province of Manitoba. This represents a 15% increase over 2014, or almost twice the national average growth. Call2Recycle collected close to 2.5 million kg of batteries across Canada in 2015, an 8% increase over 2014 and 4% ahead of our national plan.

In Manitoba, primary batteries spurred this growth, with a 20% increase in collections. Rechargeable battery collections grew by 3% this year, and the number of active collection sites across Manitoba rose from 403 to 481 in 2015. Eighty-one percent of Manitobans now have access to a Call2Recycle collection location within 15 kilometres of their home.

Deposits to Call2Recycle in Manitoba have steadily grown year over year for the last five years thanks to many awareness raising events, media and advertising efforts, and participation by our dedicated network of collection site operators, who also encourage their employees, customers, and communities to recycle their batteries. This year was no different, as we collaborated with partners such as the Winnipeg Public Library on the community-based Waste Ace competition and Earth Rangers on battery drives in schools.

We developed a case study with the Winnipeg Airports Authority to showcase its commitment to sustainable battery management, and we received more than seven million online and print media impressions from coverage of Call2Recycle initiatives.

This year we also commissioned research by Ipsos Reid to better understand consumer recycling behaviour. This survey of 700 Manitoba residents yielded valuable insights that will help to focus our marketing efforts to achieve greater impact in the year ahead.

In 2015, Call2Recycle also engaged an unbiased third party to conduct a rigorous proposal process for sortation and processing partners. This process will ensure that the processing and sorting companies we use continue to meet the highest standards for environmental, health and safety, transportation, and financial operations.

Call2Recycle remains dedicated to providing the Province and its residents with a high-profile, easy-to-use, highly effective service for recycling its used batteries. Our aim remains to operate the best-in-class battery recycling program in the country and divert as many batteries from landfills as possible.



### 3. Raising Awareness

For the Call2Recycle program to be successful, it is necessary for consumers across the province to be aware of the importance of responsible battery disposal and to be inspired to recycle batteries regularly. Call2Recycle therefore dedicates significant time and resources, to build awareness provincially and nationally and encourage people to act. We use innovative approaches to educate consumers about the importance of responsible battery management, draw attention to the Call2Recycle program and collection locations, and inspire consumers to take action and recycle their batteries with us.

#### 3.1 National Initiatives

Call2Recycle led several national initiatives in 2015 that were designed to raise broad awareness of battery recycling and promote individual action.

##### Daylight Savings Campaign

This fall, Call2Recycle launched a [nationwide campaign](#) linking battery recycling to the shift from Daylight Saving Time. The campaign leveraged consumers' awareness of the importance of changing batteries in household smoke detectors when they turn their clocks back. Call2Recycle's campaign—which included a media campaign using newspaper, radio, and online ads—encouraged Canadians to take one more step to protect the environment by recycling their old smoke detector batteries and other used batteries around their homes. The campaign generated more than 500,000 media impressions, and reached 4,000 people on social media.

##### Earth Day Canada

This year marked the third year of Call2Recycle's partnership with Earth Day Canada (EDC), throughout which we have developed key education resources and engagement strategies for teachers, students, and parents to participate in battery recycling across Canada. EDC and Call2Recycle share a number of important values and objectives: supporting education, protecting the environment, and building resilient communities.

This year, we collaborated on the EcoKids Battery Hero and EcoKids Battery Busters contests. The contests received more than 2,000 entries and were an excellent awareness-raising tool to create a new generation of committed battery recyclers.



Through support from Call2Recycle, EDC’s EcoKids also developed five educational webisodes for students and educators to learn more about batteries, consider their waste minimization behaviour, and take advantage of Call2Recycle’s battery recycling program.

### 2015 Highlight

Four Manitoba-based organizations—Winnipeg Public Library, Manitoba Hydro, Exner E-Waste, and Miller Environmental Corporation—were recognized with Call2Recycle’s Leader in Sustainability Award for 2015. The award acknowledges these organizations’ exceptional commitment to environmental sustainability as demonstrated by significant collection returns and promotion of recycling activities.

### Earth Rangers

Call2Recycle partners with Earth Rangers, an organization dedicated to educating and empowering children to protect biodiversity and “Bring Back the Wild”. Over the 2014/15 school year, Earth Rangers reached a significant milestone: expanding to more than 100,000 children across Canada. In January 2015, Earth Rangers kicked off its Battery Blitz School Mission. The 12-week mission taught students about the environmental impact of batteries that end up in landfills and encouraged them to take action by collecting and recycling their batteries at school. In Winnipeg, Brandon and Portage La Prairie, 3,163 children from 10 schools participated. Manitoba students contributed 1,138 kg of the 8,800 kg collected across Canada during the blitz. The Earth Rangers also ran a Canada-wide school mission in the Fall.

### Government Newsletter

Call2Recycle produces and distributes a quarterly newsletter specifically for our government partners, to provide ongoing updates on the activities of the program and our program partners. The newsletter is sent to approximately 200 municipalities and municipal partners, as well as Provincial staff and officials engaged in stewardship or environmental portfolios.

### Website

Manitobans turned to the Call2Recycle website, [call2recycle.ca](http://call2recycle.ca), in greater numbers this year to get information about the program, the importance of battery recycling, and collection locations. Web traffic among Manitobans increased by 69% to 4,910 visitors in 2015. More people also specifically visited the Manitoba section of the site—an 11% increase over 2014 to 1,192 visits. Activity on Call2Recycle’s site locator also grew dramatically in Manitoba as well, from 7,362 in 2014 to 31,640 in 2015—an astounding 430% increase. The website continues to be a source of valuable content for consumers and participants. There, they can access articles, information about battery collection drives, downloadable resources, and stewardship information.



## 3.2 Provincial Initiatives

In 2015, Call2Recycle launched an integrated marketing campaign to increase awareness and battery collections in Manitoba. Marketing activities included consumer-focused programs and contests, print, digital and radio campaigns, social media activities, and newsletters and sponsorship initiatives.

### The Winnipeg Waste Ace Competition

Call2Recycle's collaboration with the Winnipeg Public Library offers an excellent case study in how effective partnership and community education can achieve our objectives and create lasting public engagement and impact. During National Waste Reduction Week, from October 19-25, 2015, Call2Recycle and Winnipeg Public Library ran a friendly battery collection competition between 19 library branches. The "Winnipeg Waste Ace" challenge encouraged residents to show their neighbourhood's environmental spirit by bringing used batteries and cellphones to their local library to reduce battery waste going to landfills.

Call2Recycle promoted the campaign through a [national press release](#), radio, TV and print media blitz, and our newsletter and website. Both partners maintained chatter on social media, garnering almost 5 million impressions. Many leading publications across Canada picked up this story (see [Appendix B](#)). An additional two million impressions came from coverage by Global News Winnipeg, *Winnipeg Free Press*, CJOB 680, ChrisD.ca, and other outlets. Library receipts, the Winnipeg Public Library newsletter, and social media accounted for another 200,000 impressions about the contest.

At the end of the seven-day drive, the public libraries had collected more than 2,000 kg of used batteries! The winning branch, West Kildonan Public Library collected more than 250 kg of batteries, earning the community the title of Winnipeg Waste Ace and a \$1,500 grant from Call2Recycle, which will be used to install a park bench in front of the branch to benefit the community.

### 2015 Highlight

More than 2,000 kg of used batteries were collected at Winnipeg Public Library branches during Call2Recycle's Winnipeg Waste Ace competition in October. "Traffic to the libraries increased by more than 100,000 patrons during the contest period, thanks to our joint efforts!" said Rick Walker, Manager, Winnipeg Public Library. The **West Kildonan Public Library** branch was named this year's Winnipeg Waste Ace, collecting more than 250 kg of used batteries during the competition.



Several factors contributed to the success of the Winnipeg Waste Ace competition, including the essential participation of each stakeholder—Call2Recycle, Winnipeg Public Library, and Winnipeg residents. The timing of the event was significant. By tying the contest in with National Waste Reduction Week—an annual event started in 2001 by local governments and environmental organizations to improve environmental awareness—we were able to leverage broader sustainability messages that consumers were receiving throughout the week.

Call2Recycle provided Winnipeg Public Library branches with brochures, posters, window decals, background information, and other materials to help each library educate residents and promote the competition. Winnipeg Public Library also held an internal challenge for best promotion and shared the branches' promotions through its newsletter, website, and social media channels. This served as a consistent reminder of the competition's main objective to divert batteries from landfill, while spurring on staff and patrons to share that message widely.

This is the second time Call2Recycle and Winnipeg Public Library have collaborated on the Winnipeg Waste Ace competition. Following on the success of the 2013 and 2015 events, we intend to build on this initiative's impact and resonance with communities by expanding and exceeding our target collections through our next Waste Ace collaboration. Our team is currently identifying opportunities to exponentially grow this program so that our ambitious targets can be met through future campaigns, both within Winnipeg and in other communities.

### Advertising

Call2Recycle's multi-channel marketing activities include consumer advertising and industry-focused ads in trade publications. Our industry advertising campaign included prominent ads in *Municipal Leader* magazine. This publication is the magazine of the Association of Manitoba Municipalities and reaches various public sector stakeholders. Other key trade publications used to promote the Call2Recycle program included *Municipal Information Network* and *Municipal World*.

Raising consumer awareness of battery recycling is always a key priority for Call2Recycle. In 2015, we ran consumer-focused ads in *Global News Winnipeg*, *Winnipeg Free Press*, *Canstar* Community newspapers, *The Weathernet.com* Winnipeg City Page, as well as radio spots on leading Winnipeg radio channels such as *CJOB 680*.

The integrated media blitz resulted in more than eight million impressions being achieved.





### Events

Call2Recycle participated in the 2015 Community Recycling & Waste Reduction Forum organized by the Manitoba Association of Regional Recyclers and held in October. This national forum for sector leaders in waste management was a great opportunity to raise awareness of our program within the recycling industry.

### First Nations Programs

Aboriginal Affairs and Northern Development Canada invited Call2Recycle to Brokenhead on December 1, 2015, to participate in Environmental Awareness sessions with First Nations communities. Call2Recycle delivered presentations and educational material to create awareness for our program among the First Nations chiefs and their communities. The sessions provided insights in the various communities' needs and preferences, and Call2Recycle intends to continue working with them to support our shared sustainability objectives.

### 2015 Highlight

Call2Recycle produced a case study with the [Winnipeg Airports Authority](#) to showcase the success of its battery recycling activities with Call2Recycle—an integral part of their organization-wide commitment to sustainable operations.

### Rural Recycling

In 2015, Call2Recycle continued its efforts to encourage battery recycling in rural communities across the province. Eriksdale, Manitoba, population approximately 900, is one such community. The municipality collects batteries at its Regional office and local school. In the four years since Eriksdale began collections through Call2Recycle, residents have diverted an estimated 272 kg of used batteries from landfill, with collections continuing to grow. The success of this Call2Recycle program was featured in the local newspaper, the [Express Weekly News](#). The article quotes Dolly Lindell, who started the program in the Regional Municipal office: "The Purolator guy is amazed at the amount of boxes we're sending in. We've shipped probably a dozen boxes since we started. I figured that since we recycle so many other things, why not this as well?"

Eriksdale is just one of many rural communities that places a high importance on recycling. Call2Recycle partners with more than 90 such remote communities, to ensure residents in these less populated areas have the opportunity to do their part to protect the environment. Call2Recycle boxes in rural communities make it possible for all Manitoba residents to participate in the program and ensure their batteries do not end up in nearby landfills.



### 3.3 Other Call2Recycle Activities

In addition to the national and provincial activities highlighted in this section, Call2Recycle does the following to raise awareness and increase battery recycling behaviour in Manitoba:

- Operates 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.
- Distributes promotional items (e.g. bookmarks, consumer brochures, knapsacks, pencil cases, magnets) to and through partners
- Maintains a robust social media presence on Facebook and Twitter
- Updates the Manitoba section of the website with relevant information
- Produces regular email blasts conveying new programs and highlights
- Distributes a monthly newsletter to collection sites and partners
- Distributes a quarterly government newsletters targeted at key public sector officials

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

## 4. Collections

### 4.1 Collection Sites & Accessibility

Since the Call2Recycle program was introduced in Manitoba in 2011, more than a quarter of a million kg of batteries have been collected and diverted from the waste stream in Manitoba. In 2015, there were 481 active drop-off locations across the province, a 19% increase over 2014's numbers. Active collection sites are defined as those that shipped at least one receipt (full box of batteries) 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	Public	Total Sites
<b>358</b>	<b>123</b>	<b>481</b>



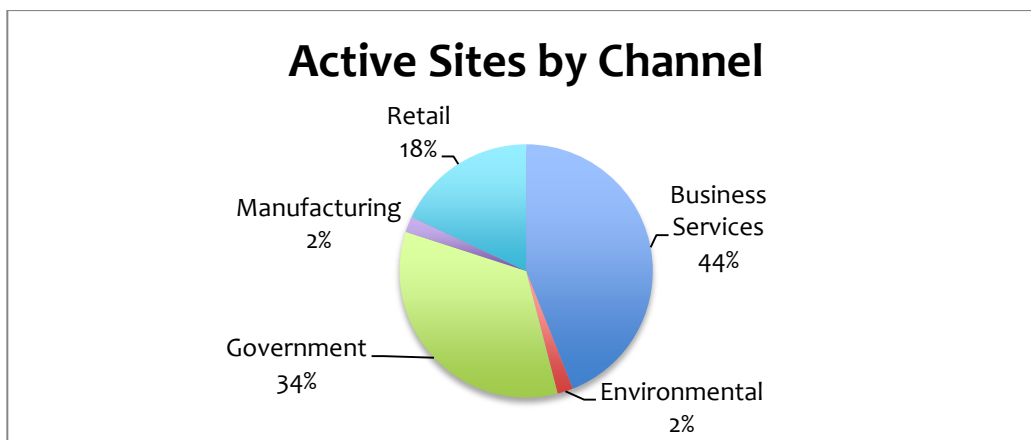
Research into domestic and international battery recycling programs shows no direct correlation between changes in the number of collection sites and collection quantities, however we continue to look for new, strategic collection points that will increase consumer recycling activity. We also monitor site activity to eliminate non-participating sites and maximize our program’s efficiency.

Factors such as population, proximity to consumers, ease of access, access for remote communities, and the likelihood that consumers will associate batteries with the location (e.g. an electronics store) are some of our considerations when choosing collection sites. Health and safety and, in some cases, a pre-existing battery and/or device return or exchange program within the location are also factors.

The following chart outlines the various types of Call2Recycle collection sites.

Call2Recycle Collection Sites by Channel				
Channel	2015	2014	Change # %	
Business Services	211	138	+73	53%
Government	162	158	+4	3%
Environmental	9	9	/	0%
Manufacturing	12	7	+5	71%
Retail	86	91	-5	-5%
Unknown	1	0	+1	/
<b>TOTAL:</b>	<b>481</b>	<b>403</b>	<b>78</b>	<b>19%</b>

The following chart shows Call2Recycle collection sites by type as a percentage of all our collection locations.





### Accessibility

The Call2Recycle program partners with local governments, businesses, and retailers to offer an accessible network of collection locations to consumers. Convenience is key to encouraging consumers to recycle their batteries with us. According to our analysis, 81%<sup>1</sup> of Manitobans have access to a participating Call2Recycle collection location within 15 kilometres of their home. This distance was established as the standard for access and validated by a third-party marketing research firm as a reasonable distance consumers would travel to recycle.

## 4.2 Performance Results

Call2Recycle battery collections in Manitoba rose again in 2015, continuing the upward trajectory in collections that the program has experienced since it began in 2011. More than 82,000 kg of batteries were collected across the province—a 15% increase over 2014. This increase is almost twice the national growth rate of 8%. Manitoba collections were largely driven by increases in primary battery deposits, whose numbers grew by 20% this year.

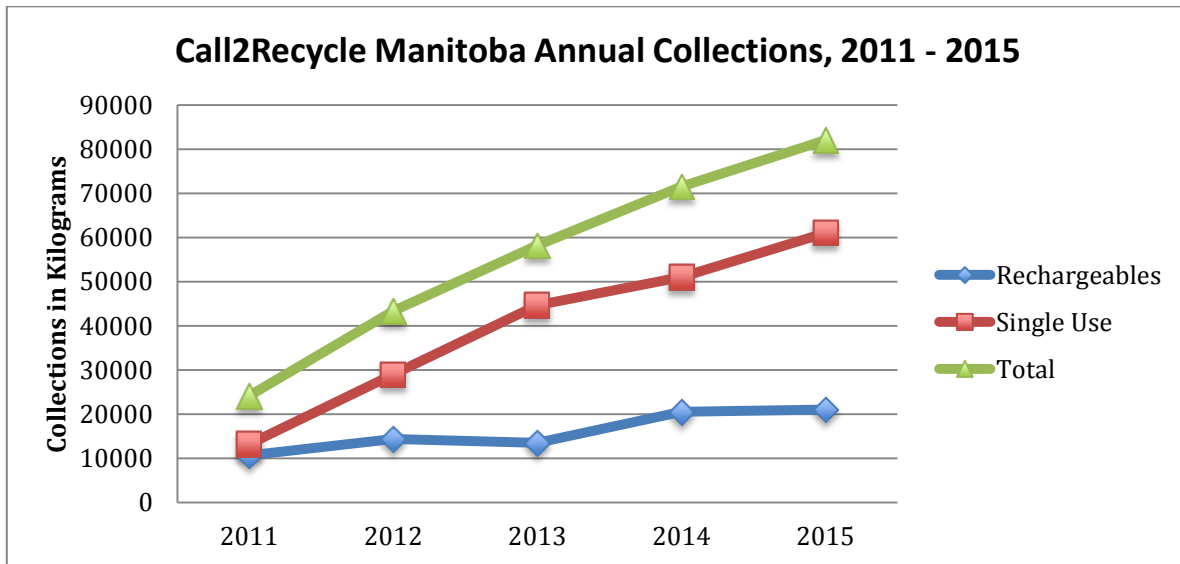
The table below outlines Manitoba’s collections in 2014 and 2015. The chart that follows it illustrates collections over the last five years.

Manitoba Battery Collections by Weight			
Type	2015 Collections (kg)	2014 Collections (kg)	% Change
Single Use (Primary)	61,032	51,041	20%
Rechargeable	21,054	20,501	3%
<b>Call2Recycle Total</b>	<b>82,086</b>	<b>71,541</b>	<b>15%</b>
CWTA Collections**	438	980	-55%
<b>Provincial Total</b>	<b>82,524</b>	<b>72,521</b>	<b>15%</b>

\*Call2Recycle records collections in pounds. Variance of 1 kg reflects conversion from lbs. 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.

<sup>1</sup> Accessibility was determined 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.



Although growth in collections continues to be strong, Call2Recycle did not meet the target for primary batteries set out in the 2010 stewardship plan, and also narrowly missed the target for rechargeable batteries. As noted in the plan, previous annual reports, and in ongoing consultations with Manitoba Sustainable Development, 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.

The following chart shows the performance targets and the actual collections achieved in 2015 from the All-Battery Collection and Recycling Plan.

2015 Collection Rates vs. Plan Target		
Battery Type	2015 Collection Rates (By Weight in Kilograms)	
	Actual	Targets*
Single Use	61,032	121,375
Rechargeable	21,054	21,500
<b>Total</b>	<b>82,086</b>	<b>142,875</b>

*\*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 2014 targets and 9 months of the 2015 targets in the plan.*



With the completion of the current plan’s five-year cycle, we have several years of actual program collection data to inform future targets. We will establish and pursue realistic yet ambitious targets for Manitoba collections moving forward. We will continue to inform consumers and participating locations about the importance of diverting batteries from landfill, and drive them to recycle their batteries. Our commitment is to increase public participation in battery recycling across the province.

### 4.3 Collections by Chemistry

In addition to tracking the quantity of batteries (by weight) collected through our program, Call2Recycle also tracks the battery components, which are extracted and recycled for other purposes. Among rechargeable batteries, we saw a modest increase in Nickel Cadmium (Ni-Cd) battery collection and a significant increase in small sealed lead acid (SSLA/Pb) battery deposits in 2015. Among primary batteries, there was continued steady growth in the number of alkaline batteries collected. The following summary charts compare collections by chemistry from this year and last year:

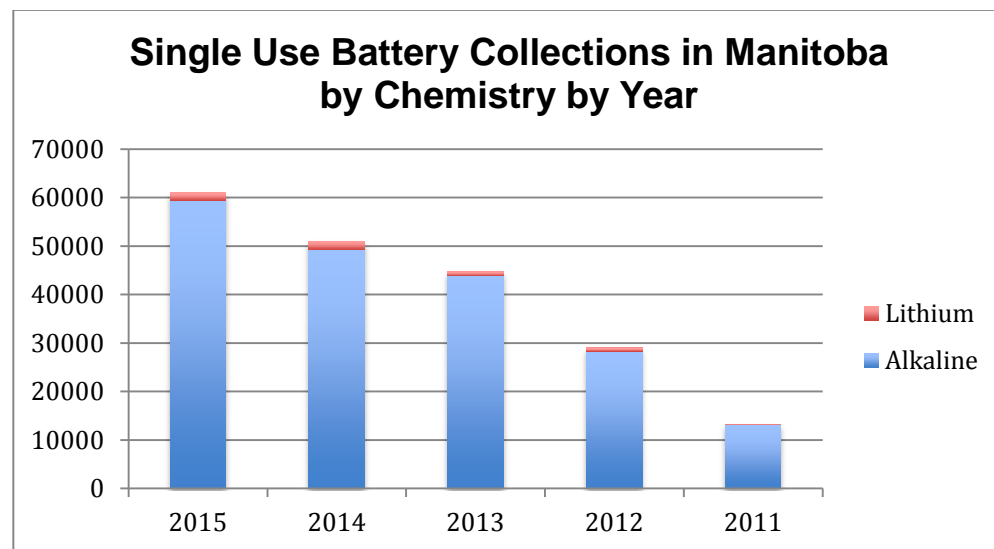
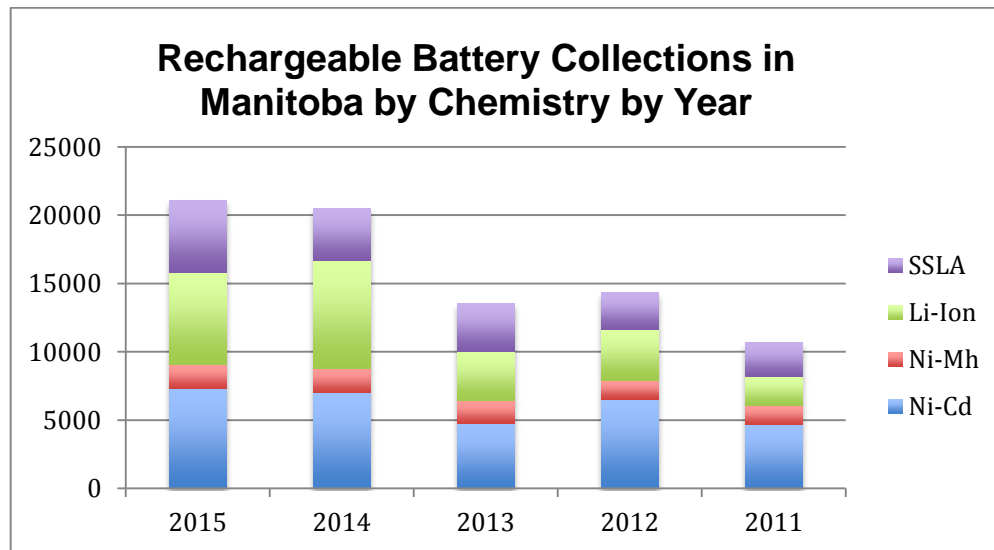
Rechargeable Battery Collections by Chemistry (in Kilograms)			
	2015	2014	% Change
<b>Ni-Cd</b>	7,318	7,005	4%
<b>Ni-Mh</b>	1,770	1,795	-1%
<b>Li-Ion</b>	6,740	7,884	-15%
<b>SSLA</b>	5,227	3,816	37%
<b>Total</b>	<b>21,053*</b>	<b>20,501*</b>	<b>3%</b>

Single Use Battery Collection by Chemistry (in Kilograms)			
	2015	2014	% Change
<b>Alkaline</b>	59,336	49,203	21%
<b>Lithium</b>	1,697	1,838	-8%
<b>Total</b>	<b>61,032*</b>	<b>51,041</b>	<b>20%</b>

\*Call2Recycle records collections in pounds. Each chemistry and the total are converted from lbs. to kg (conversion rate 0.453592) and rounded up or down to the nearest kilogram. Thus addition variances may occur in the total indicated.



The graphs below illustrate the battery chemistries collected year over year during this stewardship plan period.



## 5. 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 (Li-Ion) rechargeable 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.

In 2015, Call2Recycle engaged an unbiased third party to conduct a rigorous Request for Proposal process to ensure our sortation and processing partners continue to meet the highest standards for environmental, health and safety, transportation, and financial operations. The process will see the renewal and/or addition of state-of-the-art sorters and processors to fulfill Call2Recycle’s service promises and to provide value for our stakeholders.

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

### Recycling Efficiency Rates

Battery Type	Rechargeable Battery Chemistry			Primary Chemistry	
	NI-CD	LI-ION	NI-MH	ALKALINE	LITHIUM
Processor	Inmetco	Glencore	Inmetco	Inmetco	Inmetco
<b>% Material Recovered*</b>					
To Metals	50%	27%	57%	21%	0 to 50%
To co-product, aggregate	2%	0%	14%	1%	37%
To Cadmium	12%	0%	0%	0%	0%
To Secondary Recovery**	4%	0%	5%	57%	2%
Plastic Recovery or Reductant	12%	44%	10%	5%	2%
<b>Total Recovery</b>	<b>80%</b>	<b>71%</b>	<b>86%</b>	<b>84%</b>	<b>91%</b>

\* Recovery rates provided by processor.

\*\* This includes metals that are recovered at secondary processors.





Product End Fate for Data Year Ending December 31, 2015					
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/Pb	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
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 14 for Call2Recycle’s position on battery reuse.

\*\* 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.

## 6. Research and Development

### 6.1 Consumer Research

Call2Recycle is committed to continuously improving the performance of our battery recycling program. In 2015, we commissioned Ipsos Reid to conduct research into the recycling patterns of Manitobans. More than 700 Manitoba residents were polled, and their responses revealed a number of valuable insights for our program.

Attitudes toward recycling in general and battery recycling in particular were extremely favourable among respondents. Nine in 10 stated that recycling is important to them, and a significant majority (85%) saw it as their civic duty. When probed about battery recycling, 93% agreed that



there is an environmental benefit to recycling consumer household batteries, and 71% agreed that doing so is important to them.

The research revealed some interesting divides along gender lines. Women are significantly more likely than men to agree that recycling is important to them (93%) and that it is their civic duty to recycle (88%), however men, at 81%, were more likely than women (74%) to know that household batteries can be recycled.

The survey revealed there is tremendous opportunity to increase battery recycling behaviours among Manitobans. While 15% of respondents indicated they recycle all of their batteries, a small majority (56%) indicated that they do not recycle any. The three most cited reasons for not recycling batteries were not knowing where to do so (41%), the ease of just throwing them in the garbage (37%), and not having a recycling location nearby (31%). Those who do recycle indicated that they do so at depots (37%), retailers (27%) or at work (24%).

Many respondents (53%) indicated that they were holding on to their used batteries for a future recycling trip, campaign, or contest. These insights and many more regarding consumer recycling behaviour are currently being considered and incorporated into Call2Recycle's promotional strategy so that we can implement more targeted and effective campaigns to encourage participation.

## 6.2 Collection Improvements

Call2Recycle introduced a new "Box-in-Box" shipping method to our participants in October to make managing collection boxes easier and more convenient for them, and to reduce transportation and storage costs.

We are always investigating advances in the recycling sector. We will continue to explore possibilities for greater automation of the consumer-to-materials-extraction process.

## 7. Organizational Reports

To view Call2Recycle's 2015 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 2015 Annual Report: <http://www.call2recycle.ca/annual-report/>

If additional information is required please contact our Chief Financial Officer at [gbroe@call2recycle.org](mailto:gbroe@call2recycle.org).



## Appendix A –Battery Stewards

### As of December 31, 2015

3M Personal Safety Division	Bushnell, Inc.
Accell North America	Canac-Marquis Grenier Ltee.
Acco Brands Corporation	Canadian Tire
Ace Hardware Corporation	Canon USA Inc.
Acer America Corporation	Casio America, Inc.
Advanced Battery Systems, Inc.	Cell-Con Inc.
Agilent Technologies	Chenzhou Grand-Pro Tech Co.,Ltd.
Allied Intl/Allied Tools	Chervon Limited
Alltrade Tools LLC	Chrysler Canada Inc.
Alpha Source, Inc.	Cisco Systems Inc.
Amax Products	Clean Republic SODO, LLC
Amazon	Cleva North America/LawnMaster
Amazon.com, Inc.	CO-OP Atlantic
American Lawn Mower Co	Coleman Company
American Toppower	Corporate Express
Anton/Bauer	Costco
APC - Schneider Electric	Couche Tard
Asus Computer International	CTE Energy Co., Ltd.
Avex Electronics Corporation	Dantona Industries/ Ultralast
Baccus Global	Deere & Company (John Deere)
barnesandnoble.com, LLC	Delhaize America (Hannaford Supermarkets)
Batteries du Quebec Inc.	Dell Canada Inc.
Battery Specialties	Dell Inc.
Bayco Products	Deltran USA LLC
BCBGMAXAZRIA	Digi-Key Corporation
Belkin International, Inc.	DLG Power Battery (Shanghai) Co.,Ltd.
Best Buy Canada	Do It Best
Best Buy Co., Inc.	Dollar General
BionX International	Dollarama
Bissell Homecare, Inc.	Dongguan Golden Cel Battery Co.
Black & Decker Corporation	Dorcy International, Inc.
BlackBerry	Duracell Canada (P&G)
BMR Group Inc.	Duracell/Div of P&G
BMW Canada Inc.	Duracell/Gillette Company/Proctor &
Bose Corporation	Gamble
Braun/P&G/Gillette	Eaton Corporation
Brother International	Eco-Stream Canada



Enerco Group Inc.  
 Energizer Battery Manufacturing, Inc.  
 Energizer Canada  
 Energy Sales  
 EnerSys Delaware Inc.  
 Epson America, Inc.  
 Esselte Corporation  
 Eveready (Energizer)  
 Evergreen (C.P.) USA Inc.  
 Excell Battery Company (W)  
 EZsmart Gutter Cleaner, LLC  
 Familiprix  
 Family Dollar  
 FdK America  
 Fedco Electronics, Inc.  
 Ferno - Washington, Inc.  
 Finish Thompson, Inc.  
 Ford of Canada  
 FujiFilm Holdings America Corp  
 Garmin International, Inc.  
 GE Healthcare Canada, Inc.  
 General Motors  
 General Wireless Operations (Old R/S)  
 Getac Inc.  
 Giant Tiger Stores Limited  
 Gibson Innovations  
 GiiNii Tech Corporation  
 Global Technology Systems, Inc.  
 Gold Peak Industries (NA), Inc.  
 GP Batteries International Limited  
 GP Battery Marketing Inc.  
 GRACO, Inc.  
 Greatbatch Inc.  
 Green Smoke Inc.  
 Groupe BMR Inc.  
 GS Battery (USA) Inc.  
 Harris Corporation  
 Hasbro  
 Hewlett Packard  
 Hilti, Inc.  
 Hitachi Koki Canada Co.  
 Hitachi Koki USA Ltd.  
 HOBICO, Inc.

The Home Depot  
 Home Hardware  
 HoMedics  
 Honeywell International Inc.  
 House of Batteries  
 HTC (High Tech Computer)  
 Husqvarna AB  
 Hyundai Auto Canada Corp.  
 IDX System Technology Inc.  
 Illinois Tool Works  
 Indigo Books Inc.  
 Industrial Battery Service Inc.  
 Ingersoll Rand  
 Inspired Energy LLC  
 Intec Industries Co. Ltd.  
 Intermetro Industries Corp.  
 Interstate Batteries Recycling, LLC  
 Invacare Corporation  
 Invox Hardware Limited  
 iRobot Corp.  
 iTech  
 ITO Co., Ltd.  
 Jean Coutu Group Inc.  
 Jiawei Technologies (USA) Ltd.  
 JLG Industries Inc.  
 Jvckenwood USA Corp.  
 KAN Battery Co., Ltd.  
 Karcher North America  
 Keysight Technologies  
 Kia Canada Inc.  
 Kodak Canada  
 Kwonne Electrical Products, Ltd.  
 L'Image Home Products  
 Lasource Division Gestion  
 Quemar Inc.  
 Le Groupe Jean Coutu  
 Lego Group  
 Lego Systems Inc.  
 Lenmar Enterprises, Inc.  
 Lenovo Canada Inc.  
 Lexel Battery Co Ltd.  
 LG Electronics MobileComm USA  
 Loblaw Inc.



Logitech Inc.  
 Mag Instrument, Inc.  
 Makita Canada, Inc.  
 Makita USA  
 Mattel, Inc.  
 Maxell Corporation of America  
 McKesson Canada Corporation  
 McMahon Distributeur Inc.  
 Meritool LLC  
 Metabo Corporation  
 Metro  
 Metro Richelieu Inc.  
 Michael Stores Inc.  
 Microsoft  
 Midland Radio Corporation  
 Miller Mfg. Co.  
 Milwaukee Electric Tool Corp.  
 Mitsubishi Motors of Canada  
 Motorola Mobility LLC  
 MTD Products Inc.  
 Musco  
 myCharge  
 National Battery  
 National Power Corp  
 Neptune Technology Group Inc.  
 Netgear, Inc.  
 Nikon Canada Inc.  
 Nippon Primex Inc.  
 Nissan Canada Inc.  
 Nobil Instrument Inc.  
 Normark Innovations Inc.  
 Novatel Wireless Inc.  
 NYCL Company, Inc.  
 Nylube Products Company LLC  
 O2COOL, LLC  
 Olympus America Inc.  
 OOMA Inc.  
 Oracle America, Inc.  
 Original Power Inc.  
 Palladium Energy  
 Panasonic Canada Inc.  
 Panasonic Corporation  
 Panasonic North America Inc.  
 Pantech Co. Ltd.  
 Pelican Products, Inc.  
 Philips Consumer Lifestyle  
 Plantronics, Inc.  
 PLR IP Holdings, LLC (Polaroid)  
 Polycom, Inc.  
 Positec Tool Corporation  
 PowerMax Battery USA  
 ProTeam, Inc.  
 Pure Energy  
 Quality One Wireless  
 Rapport, Inc. formerly Car-Go  
 Rayovac/Spectrum Brands  
 Richpower Industries, Inc.  
 Ridge Tool Company (RIDGID)  
 RiteAid  
 RKI Instrument, Inc.  
 Robert Bosch Tool Corporation  
 Rocket Batteries Canada  
 Rona Inc.  
 Ronda Group Co., Ltd.  
 Royal Consumer Information Products, Inc.  
 Rozon Batteries Inc.  
 RRC Power Solutions  
 Sail Plein Air Inc.  
 Samsung Electronics Co.  
 SANYO Energy USA Corp.  
 Scosche Industries  
 Scotts Canada Ltd.  
 Sears Canada  
 SEE CGREEN1 GREENSMOKE  
 Senco Products, Inc.  
 Sensidyne LP  
 Sharp Electronic of Canada Ltd.  
 Shenzhen Jingkehui Electronic Co, Ltd.  
 Shoppers Drugmart Inc.  
 Sigma Corporation  
 Snap-on Inc.  
 Sobey's Quebec Inc.  
 Sony Canada  
 Sony Electronics, Inc.  
 Southern Telecom, Inc.  
 Southwick Technologies Inc.



Southwire Company  
 Spectrum Brands  
 SRAM, LLC  
 Stanley Black & Decker Corporation  
 Staples Canada, Inc.  
 Star Micronics Co., Ltd.  
 STIHL Incorporated  
 Stihl Limited  
 StorTronics  
 Streamlight, Inc.  
 Summer Infant, Inc.  
 Surefire, LLC  
 Suzuki Canada  
 Tacony Corporation  
 Technical Power Systems Inc.  
 Techtronic Industries Co Ltd  
 Techtronic Industries GmbH  
 Test Rite Products Corp  
 Texas Instruments Inc.  
 The Source  
 TNR Technical  
 Toro Company  
 Toshiba America  
 Toyota Canada Inc.

Toys R Us Canada Ltd.  
 Tractor Supply  
 Transcosmos America Inc.  
 Traxxas L.P.  
 Trek Bicycle Corporation  
 True Value  
 TTEK Assemblies Inc.  
 UAP Inc.  
 Ultralife Corporation  
 Uniden America Corporation  
 Uniprix  
 Universal Power Group  
 Varta Microbattery Inc.  
 Venom Group International  
 Vernier Software & Technology  
 Vibratex, Inc.  
 Vizio Inc.  
 VTech Telecommunications Ltd.  
 Wacom Technology Corp.  
 Walmart Canada Corporation  
 Water Pik Inc.  
 Wohler USA Inc.  
 Zebra Technologies  
 Zippo Manufacturing Company



## Appendix B – Samples of Education & Promotional Activities

### National Waste Reduction Week

Many leading publications across Canada picked up and reported on Call2Recycle's Winnipeg Waste Ace collaboration with Winnipeg Public Library:

- (Left) Municipal Leader, Winter Issue - Click image to link to coverage
- Municipal Information Network ([English](#) & [French](#))
- [Global News, Winnipeg](#)
- Winnipeg Radio interviews on CJOB 680 with Rick Walker, Manager, Winnipeg Public Libraries
- [Winnipeg Free Press](#)





## Call2Recycle Website Articles



**call2recycle**  
Recharging the planet. Recycling your batteries.™

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Choose your region: Canada (English)

[Program Info](#) [Participation](#) [Provinces](#) [Resources](#) [News Room](#) [Become a Collection Site](#) [Become a Steward](#)

YOU ARE HERE: [HOME](#) / [ARTICLES](#) / GRAINGER IN-STORE 'TAKE-BACK' PROMOTION COLLECTS 11,000+ POUNDS OF BATTERIES FROM CUSTOMERS

### Grainger In-Store 'Take-Back' Promotion Collects 11,000+ Pounds of Batteries

Global industrial supply company Grainger has a reputation for recycling. But for the company, recycling is also a responsibility. Members do their part to protect the planet.

In September 2014, Grainger launched a 'Take-Back' promotion in its stores. Stores were asked to collect as many as 11,000 pounds of batteries from Sept. 1 and Dec. 1. In-store fliers, social media posts, and a customized website for tracking progress were used to promote the promotion.

The promotion paid off with the battery recycling rate increasing 23% compared to the same period last year.

"The three-month challenge enabled us to reach more customers and increase our recycling rate."



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YOU ARE HERE: [HOME](#) / [ARTICLES](#) / BATTERY BUSTERS, BATTERY BLITZ AND BATTERY HEROES... CANADIAN CONTESTS TEACH STUDENTS ABOUT BATTERY RECYCLING

### Battery Busters, Battery Blitz and Battery Heroes... Canadian Contests Teach Students About Battery Recycling

Educating the next generation about battery recycling—whether they are 2 or 20 years old—is one of Call2Recycle's most fun and rewarding activities, especially in Canada. We partner with environmental groups to encourage students to learn about the importance of recycling their batteries they use every day and how by recycling they can have a real impact on the world for future generations.

This spring we joined with Earth Day Canada to launch Battery Busters, Battery Blitz and Battery Heroes... Canadian Contests across Canada. These contests teach students about the importance of recycling their batteries in landfills and how they can help reduce the amount of batteries that end up in landfills. At the end of the contest, the batteries would be recycled and an incredible 731 kg of batteries were recycled at a pizza party on...



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YOU ARE HERE: [HOME](#) / [ARTICLES](#) / BATBOX TO THE RESCUE IN WINNIPEG

### BatBox to the Rescue in Winnipeg

Two years ago, Winnipeg resident and city council member Grant Nordman was hovering over his trash, with the battery from his smoke detector in hand, when he had a flash of guilt. He knew if he threw it in the trash, it would go into the landfill. So he placed it in a shoebox. The next day, he headed to his city council office with an idea—the BatBox.

Approximately the size of a quart of milk, the BatBox was designed to hold about 1.81 kg (4 pounds) of batteries; battery recycling information is featured on its sides. A community of handicapped adults assembled the boxes, and battery recycling information is featured on its sides. A community of handicapped adults assembled the boxes, and Nordman and his team of volunteers hand-delivered 3,000 boxes to houses in his ward as part of a pilot. Nordman saw the BatBox as a way to foster interactions with his constituents and be environmentally responsible.

Within a month, Nordman's phone started ringing off the hook and it has never stopped. Following his early success, Nordman dropped off BatBoxes at the remaining 7,000 households in his ward, for a total of 10,000 households. He picks up the full BatBox and drops off a new one within 24 hours.

"When you add up all the batteries from smoke detectors, remotes, Gameboys, flashlights, hearing aids and wall clocks, it's a lot. We figured that in a regular four-bedroom bungalow, there were at least five pounds of batteries being used. In the course of a year, some or all would wear out, so each household would produce at least one box of batteries a year," said Nordman.







Trade Advertising

The freedom to go unplugged  
comes with responsibility.

Accept the responsibility to pass that freedom on  
by offering free battery recycling in your community.  
Visit [call2recycle.ca](http://call2recycle.ca) to learn more and answer the  
call to recycle.

**Good for you.  
Good for the environment.**

**call2recycle®**     [call2recycle.ca](http://call2recycle.ca)

**We are your rechargeable Battery Recycling Solution**

Since the recent modification to provincial funding for rechargeable battery recycling, Call2Recycle supports Ontario municipalities by offering:

- A turnkey rechargeable battery recycling program
- Fair compensation for your costs
- Safe and responsible processing

Since 1994, Call2Recycle Canada, Inc. has diverted over 45 million kilograms of batteries from the waste stream and has been providing a turnkey, easy recycling solution to municipalities, businesses and retailers in Ontario and Canada.

Contact us today!  
Call 888.224.9764 or email [customerservice@call2recycle.ca](mailto:customerservice@call2recycle.ca)

Recharging the planet. Recycling your batteries.™ **call2recycle®**

Contact us today to join the 34,000+ collection locations that have helped Call2Recycle divert more than 45 million kilograms of batteries from landfill.

**MUNICIPAL  
LEADER**

**Municipal World**  
CANADA'S MUNICIPAL MAGAZINE



Partnerships



**Left:** Student Earth Rangers with their battery collections

**Below:** EcoKids Battery Hero contest promotion





Campaigns & Advertorials

## RING OUT THE OLD, RING IN THE NEW!

As citizens turn back their clocks in November, and line up to buy or return gifts in December & January, RONA and Call2Recycle® remind them to recycle their used batteries!

**call2recycle**

**Turn back your clocks.  
Turn in your batteries.**

It's time to turn back your clocks and make a positive impact on the environment. With the winter holiday season here, you get your extra hour of daylight - return yours to the world in a different way.

Consider these simple steps while you get your winter ready:

- Charge the batteries in your alarm clock and other household devices.
- Turn your devices and clocks to the right time.
- Recycle the used batteries.

The new year's resolutions along with your used batteries, lead to your best year yet. To recycle, bring them, and your used batteries to a recycling location.

There are 7,000 convenient collection sites across Canada. Find one near you at [www.call2recycle.ca](http://www.call2recycle.ca)

In his 2014 report 'Seasonal Factors in Retailing', Daniel Bachman defines the holiday season as the period from November through January. During this time, retailers and stores spruce up their displays to make them more appealing, in an attempt to attract customers in the last quarter.

The Daylight Savings Time ends in the busy Holiday Season when so many products are sold. Call2Recycle Canada's national consumer battery program, and RONA, a major Canadian retailer, encourage Canadians to take some extra steps to keep their homes safe and to make a positive impact on the environment.

Daylight Savings Time when turning back the clock and changing the batteries in your smoke and carbon monoxide detectors is a crucial step in ensuring household safety. Expiry dates do not take very much into account. The difference between life and death is often just a matter of minutes. So, it is important for all to properly dispose of the used batteries in a safe way.

During the Holiday Season, retailers like RONA offer a generous return period and customers line



"We acknowledge the important role stewardship programs such as Call2Recycle have in helping our stores and our customers manage end-of-life products in an effort to minimize the impact on the environment," states Christian Proulx, Senior Vice-President, Human Resources and Communications, Responsible for Sustainable Development at RONA.

"Call2Recycle is delighted to be partnering with RONA to encourage people to recycle batteries responsibly during Daylight Savings Time and the Holiday Season," said Joe Zenobio, Executive Director, Call2Recycle Canada, Inc. "The Call2Recycle drop-off locations will accept all household and commercial batteries from national retailers and their old batteries."

## GO GREEN

Back to school with new technology and new attitudes



**THIS** back-to-school season, millions of students are heading to the classroom carrying new mobile devices containing batteries—all of which can be recycled. It is the perfect time of year to educate young people about proper recycling to protect the environment.

According to The 2013 Canadian Smartphone Market Catalyst study, 68 per cent of Canadians own a smartphone. And a survey of more than 5,400 Canadian kids in grades 4 through 11 by MediaSmarts shows that nearly 90 per cent of the oldest students said they had their own cellphone, while a quarter of nine- and 10-year-old students had their own device.

As technology advances and new equipment is released, our youth will replace their old gadgets with new ones causing exponential growth in the number of devices in the marketplace. If kids in the fourth grade have personal mobile devices now, think about how many they will have used and disposed of by the time they are old enough to drive. How about the number they will use during the course of their lifetime?

### What will happen to all those old devices?

It's more important than ever to educate younger generations about how to properly recycle rechargeable batteries found in mobile devices. These products should not end up in landfills, where reusable materials are wasted and could potentially harm the environment.

Through Call2Recycle Canada, Inc., a battery product stewardship organization, retailers are able to offer a convenient, no-cost option for recycling rechargeable batteries and cellphones. Students can also drop off their single-use batteries from products such as alarm clocks, calculators, games and remote controls.

Staples Canada has launched its own Battery Recycling Program with Call2Recycle to help divert waste and toxins from landfill. Read more about the program at [www.call2recycle.ca/staples](http://www.call2recycle.ca/staples). Since partnering with Call2Recycle® in 2007 to collect and recycle batteries (rechargeable and alkaline), Staples has grown its battery and cellphone recycling program to more than 300 stores. Collecting 129,887 kg, the retailer has surpassed its goal of collecting 100,000 kg of batteries in 2014.

"We've made a lot of progress and achieved many of our sustainability goals," said Patrice Cibul, senior vice president of merchandising at Staples Canada and Chair of the Staples Canada Environmental Committee. "We continue to challenge our customers and ourselves to have a positive impact on the environment. We are very pleased to have been awarded the Leader in Sustainability Award from Call2Recycle in 2014."



Dolores Lajoie, Regional Director, Call2Recycle, presents the Sustainability Award to Leigh Pearson, Director of Facilities, Environment and Procurement, Staples Canada.

Once deposited in the collection box, these batteries and cellphones are transported to an approved processing facility where the battery components are broken down into raw material, from which they are reborn into useful new products such as new batteries and stainless steel products like golf clubs and silverware.

"Over the years, we've seen significant increases in the number of cellphones, tablets and other mobile devices in the hands of our youth," said Joe Zenobio, Executive Director of Call2Recycle Canada, Inc. "Teaching them how to safely and properly recycle their old rechargeable batteries is great for the environment. We are thankful to our partners such as Staples for working with us to achieve sustainability objectives."

To find out more about Call2Recycle and the programs that it can help retailers develop, visit [www.call2recycle.ca](http://www.call2recycle.ca) or call 1-888-224-9764 to find a battery recycling location near you.



& Garden drop off location, to find a recycling location, call 1-888-224-9764.

to be responsible.





## Appendix C – Audited Financial Statement

### CALL2RECYCLE, INC., SUBSIDIARY AND AFFILIATE

Condensed 2015 and 2014 Consolidated and Combined Financial Statements

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

	2015			2014
	(\$'000)			(\$'000)
December 31,	Call2Recycle, Inc. & Subsidiary	Call2Recycle Canada, Inc.	Combined	Combined
<b>ASSETS:</b>				
Cash and cash equivalents	\$ 704	\$ 127	\$ 831	\$ 912
Receivables, no allowance deemed necessary	3,080	2,139	5,219	4,108
Due from (to) affiliate	882	(882)	-	-
Prepaid expense and other assets	440	4	444	556
Long-term investments	22,865	-	22,865	23,612
Net property and equipment	210	-	210	227
<b>Total assets</b>	<b>\$ 28,181</b>	<b>1,388</b>	<b>29,569</b>	<b>\$ 29,415</b>
<b>LIABILITIES and NET ASSETS</b>				
Accounts payable and accrued expenses	1,387	1,185	2,572	1,752
Unearned revenue	5,852	-	5,852	6,367
Total liabilities	7,239	1,185	8,424	8,119
Unrestricted net assets				
Undesignated	20,942	350	21,292	21,313
Board designated	-	180	180	215
Cumulative translation adjustment	-	(327)	(327)	(232)
Total net assets	20,942	203	21,145	21,296
<b>Total liabilities and net assets</b>	<b>\$ 28,181</b>	<b>1,388</b>	<b>29,569</b>	<b>29,415</b>

#### INDEPENDENT AUDITORS' REPORT

Board of Directors  
Call2Recycle, 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, 2015 and 2014, 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 May 13, 2016, 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**  
Certified Public Accountants and Advisors

May 13, 2016

