

# 2023

## Call2Recycle Canada, Inc. Annual Report



**call2recycle**<sup>®</sup>  
Leading the charge for recycling.<sup>™</sup>

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## Call2Recycle Canada, Inc. Board of Directors & Management Team (at close of 2023)

### Independent Board Directors

**Norman Clubb, Chair**

Independent  
Chair, Board of Directors  
Chair, Executive Committee

**Annalise Czerny**

Independent

**Tammy Giroux**

General Motors of Canada

**James McPhedran**

Independent

**Alan Moyer**

Independent  
Chair, Finance Committee  
Executive Committee

**Tim Reuss**

Canadian Automobile Dealers  
Association

**Harriet Velázquez**

Velázquez Consulting Inc.  
Chair, Governance & Nominations  
Committee  
Executive Committee

### Member Directors

**Joe Borsellino**

Chateau Manis Electronics Inc.

**Peter Daley**

Dollarama Inc.  
Finance Committee

**Raman Johal**

London Drugs Ltd.

**Kevin Rejent**

Energizer Holdings, Inc.

**Martin Tammik**

Live to Play Sports Group Inc.

**David Ward**

Metro Ontario Inc.  
Finance Committee

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### Board Secretary

**Brian Temins**

Cassels Brock & Blackwell LLP

### Management Team

**Joe Zenobio**

President

**Michael Partab**

Chief Financial Officer (CFO)

**Joseph Chung**

Vice-President,  
Account Management

**Jon McQuaid**

Vice-President, Marketing,  
Communications and Innovation

**James Rilett**

Vice-President, Government and  
Industry Relations

**Line Bérubé**

Director, Eastern Canada

**Jason Brown**

Director, Western Canada

**Bopanna Chodumada**

Director, Operations and  
Compliance

**Jordan Covens**

Director, Marketing and  
Communications

**Kristen Romilly**

Director, Western Canada

**Viviane Wans**

Director, Business  
Management

**Grace Wu**

Financial Controller

## Message from the Chair of the Board

2023 witnessed a convergence of remarkable progress for Call2Recycle and the Canadian battery industry. As Canada secured the top spot in BloombergNEF's global lithium-ion battery supply chain ranking, Call2Recycle continued to drive innovation in battery collection and recycling. Our unwavering commitment to being the sector leader, responsibly managing the end-of-life for used batteries, and helping protect the environment remains visible in every aspect of our organization and collection program.

The Canadian battery industry was particularly dynamic in 2023. With Canadians' increasing reliance on batteries to power their lives, the soaring popularity of battery-powered micro-mobility devices such as e-bikes and e-scooters, and the billions invested in the surging Electric Vehicle (EV) market by automakers and governments nationwide, the high demand for batteries and responsible end-of-life battery management has never been greater.

Call2Recycle met this challenge head-on, leveraging technological innovation and strategic partnerships to reinforce our leadership position in this critical sector. Our program shattered previous annual battery collection records in 2023 by diverting almost 6 million kilograms of used batteries from Canadian landfills, pushing Call2Recycle's overall collections past the 45 million kilograms mark.

In 2023, Call2Recycle was at the forefront of regulatory consultations with the governments of Alberta, Nova Scotia, New Brunswick, and Yukon, advocating for the harmonization of battery recycling programs across provinces and the implementation of best practices. In Alberta, we registered as a Producer Responsibility Organization (PRO), positioning ourselves as leaders ahead of the anticipated launch of its EPR framework in 2025. In Nova Scotia, our dedicated partnership with the provincial government continues as we diligently prepare to launch the program on July 1, 2024.

Recognizing the significant growth ahead posed by electrifying transportation and the need for a robust battery recycling infrastructure to support this burgeoning market, Call2Recycle began building that foundation by strategically expanding our collection network and forging critical partnerships with auto manufacturers. Today, Call2Recycle is the preeminent battery recycling

partner in Canada's growing EV and e-mobility sectors. In 2023, we were selected by a consortium of automotive manufacturers to develop and administer the EV Battery Recovery program in Quebec, offering a first-of-its-kind industry service. Launched in June, this program offers unprecedented levels of service, providing EV manufacturers with reliable, responsible used battery collection while supporting our efforts to manage EV battery collections from anywhere in the country.

This has been an eventful year by every measure, and I am incredibly proud of Call2Recycle's achievements and the team that made them possible. It has been an honour to help lead this organization through so many transformative initiatives. As I prepare to step down from my role as board chair of Call2Recycle in 2024, I want to thank my board colleagues, whose leadership, questions, and insights will continue to keep Call2Recycle transparent, effective, and achieving its greatest potential. Looking ahead, I am confident that Call2Recycle will remain at the forefront of Canada's battery recycling and innovation efforts, driving progress toward an increasingly strong circular economy.

Sincerely,



Norman Clubb  
Chair of the Board of Directors,  
Call2Recycle Canada, Inc.



## Message from the President

As Call2Recycle negotiated strategic expansions, established new partnerships, and rolled out technological advancements in 2023, we also marked our most successful year to date. We not only met but exceeded the majority of our objectives, as we expanded our community collaborations, bolstered innovation, and grew Canada's battery collection infrastructure to meet the increasing volumes of used batteries being recycled.

Our battery collections rose by an impressive 32% in 2023, setting new records in Quebec, Manitoba, Saskatchewan, and British Columbia. Notably, Manitoba also surpassed one million kilograms of used batteries collected through our program - a significant milestone. We also made concerted efforts to expand our national battery collection network, adding over 2,000 new and highly convenient collection sites through long-term partnerships with business leaders such as Morguard, Giant Tiger, and Longo's, as well as several municipalities from coast to coast. With more than 12,000 Call2Recycle drop-off locations across the country at the end of 2023, 90% of Canada's population has convenient access to battery recycling.

Our continued success is in no small part due to our commitment to maintaining the highest safety and operating standards in the battery recycling industry. This year, we confirmed this commitment by earning ISO 9001 to add to our R2v3, ISO 45001, and ISO 14001 certifications. This strengthened our position as Canada's only battery recycling organization to hold certifications across four rigorous standards. We also initiated work with our IT supplier toward their ISO 27001 certification.

This commitment to operational excellence brought significant results in 2023. We strategically expanded our operations, including deploying our innovative, proactive on-site pickup service in three new markets, increasing safety, convenience, and cost-efficiency. We diversified our infrastructure network by welcoming 20 new transporters, sorters, and processors, increasing sorting and processing capacity by 36% while supporting the local economy. Each operational enhancement contributed to no Environmental Handling Fee (EHF) increases in 2023, despite rising inflation and transportation costs.

Our members entrust us to fulfill their regulatory obligations and, as always, Call2Recycle worked diligently this year to ensure compliance with all provincial regulations. We maintained continual contact with provincial oversight agencies to optimize our program while informing our members ahead of any provincial regulatory changes.

Sustainability and technological innovation were also central to our initiatives this year. In 2023, Call2Recycle launched North America's first innovative "smart" battery drop-off container. With cutting-edge features for greater safety, operational efficiency, and environmental responsibility, these innovative containers are set to become the standard drop-off receptacle across our collection network.

In addition to several high-impact promotional campaigns that drove more than 600,000 visitors to the Call2Recycle website, we unveiled a new consumer brand this year, *Recycle Your Batteries, Canada!* This new brand will be the public face of our program, and a call to action and education tool for all Canadians to manage their batteries responsibly with us.

With our commitment to long-term sustainability and growth, we submitted and secured approval for our five-year provincial stewardship renewal plans, including those for British Columbia, Manitoba, Prince Edward Island, and Quebec. Our proactive approach continued as we prepared members for new regulated markets, including the launch of two new programs in Nova Scotia (July 2024) and Alberta (launch planned for April 2025), where we successfully registered as a Producer Responsibility Organization.

With another tremendous year behind us, we remain focused on opportunities to strengthen our role in Canada's circular economy. We will pursue our momentum to keep pace with new and evolving sectors, including the growing electrification of transportation, and build on our infrastructure investments. We will expand our reach, offering simple and convenient recycling that enhances the program experience for consumers, members, and collection partners, ultimately increasing battery collections even further. We will continue working alongside regulators and governments to achieve shared environmental goals. Thanks to our staff, Board of Directors, members, collection partners, and consumers, we are stepping confidently into another year of sustainable battery recycling leadership in Canada.

Sincerely,



Joe Zenobio  
President,  
Call2Recycle Canada, Inc.



# 2023 By the Numbers



**424 MEMBERS**  
in the Call2Recycle  
program



**90% OF ALL CANADIANS**  
live within 15 km of a  
Call2Recycle drop-off site

**5.8  
MILLION KG**  
of batteries collected  
in Canada



**OVER 629,000**  
website users  
**+69% INCREASE**  
vs previous year



**R2v3, ISO 9001, 14001 &  
45001 CERTIFICATIONS**

## SASKATCHEWAN

Over 128,000 kg  
collected

**FASTEST-GROWING  
PROGRAM**

## QUEBEC

Over 1.8 million kg  
collected

**BEAT THE PROVINCIAL  
COLLECTION TARGETS**

## PRINCE EDWARD ISLAND

Over 45,000 kg  
collected

**HIGHEST BATTERY  
RECYCLING VOLUME  
PER RESIDENT**

# Program Overview

Call2Recycle Canada is the country’s first and largest battery Extended Producer Responsibility (EPR) organization. Call2Recycle operates “*Recycle Your Batteries, Canada!*”, a highly efficient national household and e-Mobility battery collection and recycling program, and also recycles Electric Vehicle (EV) batteries. Since its inception in 1997, Call2Recycle has diverted over 45 million kilograms of batteries from Canadian landfills.

Reporting to a Board of Directors, the non-profit organization fulfills the product stewardship obligations for over 400 members, including obligated producers of primary and rechargeable batteries in the regulated provinces of British Columbia, Manitoba, Saskatchewan, Ontario, Quebec, and Prince Edward Island. In 2024, it will also expand its operations with the launch of a new battery recycling program in Nova Scotia on July 1, 2024. Call2Recycle simplifies regulatory compliance for its members by managing consumer battery collections and reporting requirements in compliance with provincial end-of-life product regulations.

Call2Recycle leverages an extensive network of more than 12,000 public and private battery collection sites, including retailers, businesses, municipalities, environmental organizations, public agencies and other entities, to fulfill its mission to safely maximize the diversion of batteries from landfills.

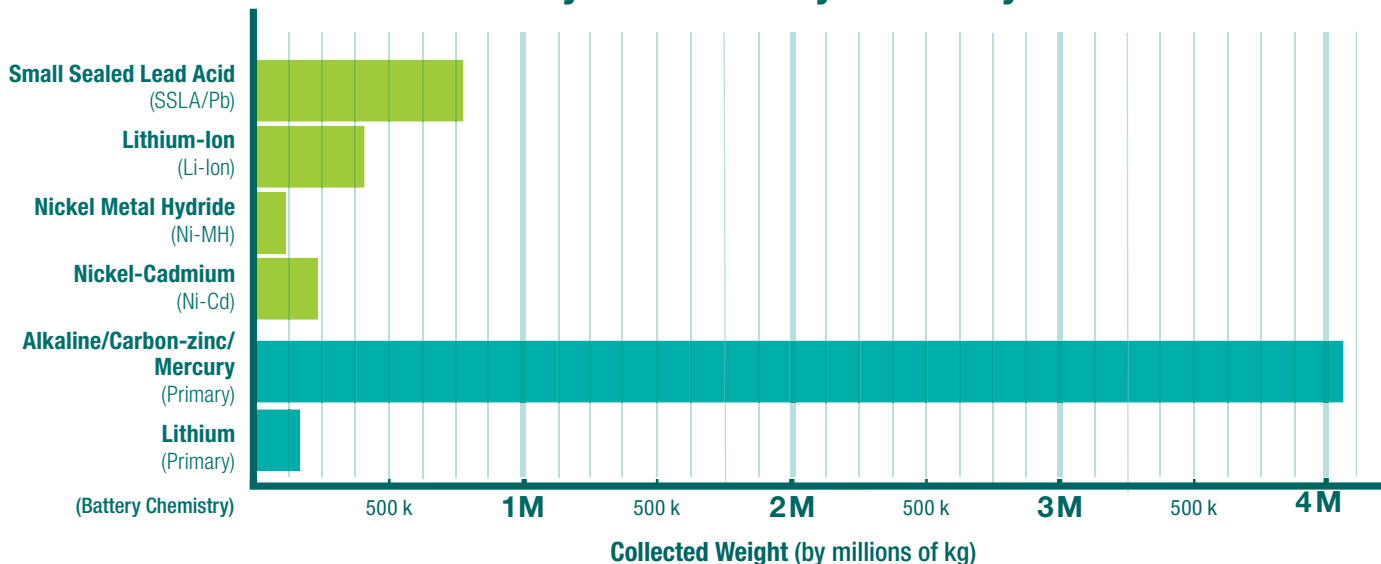
In each regulated province, Call2Recycle satisfies provincial recycling regulations for end-of-life battery management by maintaining high accessibility rates, supporting local collection events, and increasing the volume of collected consumer batteries.

To increase consumer awareness of the importance of responsible end-of-life battery management, Call2Recycle develops and implements national and provincial consumer education campaigns and battery collection initiatives based on proprietary Canadian recycling behaviour research.

Call2Recycle is also Canada’s most recognized battery recycling organization, securing accreditation with four of the most rigorous and well-regarded standards worldwide, including R2v3, ISO 9001, ISO 14001, and ISO 45001. It adheres to the world’s most rigorous standards for the safe collection, transportation, recycling, and management of batteries. Every aspect of Call2Recycle’s daily operations reflects an unwavering focus on safety.

Members recognize the Call2Recycle battery collection and recycling program as cost-effective, transparent, and easy to manage. This reputation for excellence has established Call2Recycle as a trusted partner and the preferred consumer battery collection and recycling program for hundreds of national and local retailers nationwide.

## 2023 Battery Collections by Chemistry



## Operations and Innovation

Call2Recycle's operational strategy in 2023 focused on three pillars: optimizing operations, adopting new innovative technology, and reducing operational risks. These priorities drove all operational initiatives throughout the year, leading to significant performance and efficiency gains by year-end.

The overall battery recycling network of collection sites grew by 25% this year, providing greater battery recycling access for Canadians. Call2Recycle also strategically added 12 new transporters and 9 downstream partners to its infrastructure network, including Electronic Distributors International (EDI) in Ontario and GFL Environmental Services in British Columbia, to support this growth and manage the increased volumes of batteries collected. These operational partnerships doubled Call2Recycle's battery sorting capacity in Western Canada and expanded the overall sorting capacity by one-third nationwide.

Call2Recycle continuously strives to enhance **operational excellence** in its program, to meet the highest technical, operational, and quality benchmarks. The organization was the first of its kind to achieve the R2v3 certification under the Sustainable Electronics Recycling International (SERI) standard. This commitment extends to high safety and quality standards, with Call2Recycle also holding certifications for ISO 9001, ISO 14001, and ISO 45001. Call2Recycle also completed a comprehensive third-party IT security review and initiated work toward ISO 27001 certification (Information Security Management Systems).



*Call2Recycle Canada holds the international ISO 9001, ISO 14001, and ISO 45001 certifications.*

2023 also saw Call2Recycle initiate a significant **innovation** shift across its collection network through the introduction of North America's most advanced battery recycling receptacles. Developed in consultation with leading global recycling organizations, Call2Recycle's new **Smart Containers** reduce the costs and footprint associated with manufacturing, shipping, recycling, and disposal of traditional collection boxes, while significantly enhancing the operational efficiency of the program. Each Smart Container monitors its own fill level, enabling Call2Recycle to closely track collection volumes and signalling when a pick-up is required, resulting in a hands-off experience for collection partners. The Smart Containers also offer a range of advanced safety features such as thermal sensors, metal construction, and a self-closing lid, considerably enhancing monitoring and containment in the event of a thermal event. Supported by comprehensive IT solutions and analytical tools, these next-generation containers will deliver regular data feeds allowing Call2Recycle to optimize container management and monitor collection trends. A successful pilot in Ontario in the summer and fall of 2023 paved the way for planned rollout across the entire Call2Recycle network in 2024, reaffirming the organization's position as the Canadian leader in battery recycling innovation.

Call2Recycle implemented another significant operational enhancement with its **proactive pickup service**, offering convenient battery pick-up for collection partners in Greater Vancouver, Southern Ontario, and Greater Montreal. Through this convenient service, Call2Recycle collection vehicles visit collection points to proactively pick up recycling boxes, eliminating the need for partners to monitor boxes and request pick-ups. This service provided major efficiency gains across the network, including a 78% increase in pickup volume while reducing costs by 20%, resulting in annual savings of around \$1.3 million. It also further improves collection site satisfaction, minimizes costs, and enhances program efficiencies. The success of this proactive pickup service has led to plans to expand its coverage area.

Finally, in 2023, Call2Recycle realized valuable **environmental benefits** from its operations. Throughout the year, the organization diverted enough precious metals to produce the equivalent of nearly 37 million new cell phone batteries and enough steel to produce the equivalent of more than 278 million new AA alkaline batteries. Thanks to its network of processing and collection partners, including the 200 organizations recognized as Leaders in Sustainability by Call2Recycle in 2023, along with its team dedicated to delivering the highest quality program available, Call2Recycle is poised for continued success in 2024.



## Consumer Education and Awareness

Part of Call2Recycle's mission is to raise awareness about the importance of recycling batteries, encouraging the adoption of battery recycling behaviours and achieving provincial collection targets. This goal is accomplished through a mix of consumer awareness campaigns, public relations activities, and educational programs.

2023 was a significant year for battery recycling as Call2Recycle pioneered innovative initiatives, leveraging a powerful combination of national television campaigns, strategic sports partnerships, thought-leading PR programs, bold consumer promotions, and a dynamic full re-brand to drive collections to record levels.

In 2023, Call2Recycle executed several advertising campaigns designed to educate consumers on how to recycle batteries and the ease of doing so, addressing key barriers identified in previous research. For the first time in its history, Call2Recycle used national television to amplify its message and achieve maximum impact. Television, digital, and outdoor media all featured the slogan "Collect, Protect, Drop Off" to convey the three important steps of safe battery recycling. The advertisements also incorporated logos of retail and municipal collection partners to raise awareness about the many convenient battery drop-off locations available to consumers.

In celebration of National Battery Day (February 18) and Earth Day (April 22), Call2Recycle's Vice-President of Marketing, Communications and Innovation appeared on Breakfast Television and Global TV's Morning Show to educate viewers in multiple provinces on the critical importance of battery recycling. Additionally, in April, Call2Recycle ran an Earth Month campaign through online platforms, social media channels, and various Canadian media outlets, highlighting the key environmental benefits of battery recycling.

In the third quarter, Call2Recycle partnered with four Canadian Football League (CFL) teams to convince consumers to recycle their batteries, leveraging the equity those teams hold within their communities. Players starred in amusing social media videos, amplifying Call2Recycle's environmental message. Football fans in British Columbia, Manitoba, Ontario, and Quebec were also encouraged to drop off their used batteries for their chance to win tickets and merchandise. Call2Recycle distributed 50,000 personal collection cubes during featured games, encouraging fans to adopt safe battery recycling habits at home.



*Players from four CFL teams encouraged consumers to recycle batteries.*

In October, Call2Recycle launched an ambitious promotion for Circular Economy Month. The "How Do You Recycle Your Batteries, Canada?" campaign ran on television and digital media, urging consumers to express their personal style when recycling their batteries. The campaign drove retail traffic and significantly impacted collections, while educating consumers on how recycling batteries contributes to a robust circular economy.

Call2Recycle also employed regional community outreach initiatives throughout the year:

- Following the success of last year's award-winning "League of Super Recyclers" campaign, Call2Recycle partnered again with SARCAN in Saskatchewan to repeat the superhero-themed promotion. Residents could enter the contest by scanning a QR code after dropping off their batteries.
- In Manitoba, Call2Recycle took over the Manitoba Moose Hockey Club website and all signage in the Canada Life Centre to amplify its message. Call2Recycle also sponsored Baseball Manitoba's Rally Cap Program, displaying its logo on young players' jerseys and delivering over 3,000 personal battery collection cubes.
- In Prince Edward Island, Call2Recycle collaborated with CFCY radio for the "Call2Recycle Summer Cruiser." Radio host Taylor Stewart acted as a brand ambassador, driving the cruiser to numerous

events, distributing Call2Recycle collateral and personal collection cubes, and promoting Call2Recycle in-person and on social media.

Youth engagement remained integral to Call2Recycle’s education and collection strategy. Longstanding partnerships with Earth Rangers (a children’s conservation organization) and ENvironnement JEUnesse (ENJEU – a youth environmental education organization) helped promote awareness of battery recycling among Canadian youth, and drove collections through contests at schools, colleges, and Cégeps. Through the “Battery Blitz” and “Concours de Recyclage de Piles” initiatives, 547 primary schools, and their students, teachers, and families, participated in the programs, resulting in more than 44 tons of used batteries collected for recycling.

The end of the year culminated with the exciting launch of Call2Recycle’s new consumer brand, *Recycle Your Batteries, Canada!*, following extensive development efforts and consumer testing. Designed to enhance consumer understanding, improve brand recall, motivate consumer action, and ultimately boost collection volumes, *Recycle Your Batteries, Canada!* powers a new battery recycling experience for Canadians.

Re-branded collection boxes and Smart Containers began rolling out to battery drop-off locations near the end of the year. A new website was also launched at [RecycleYourBatteries.ca](https://RecycleYourBatteries.ca), providing rich content to help educate the public about safe and responsible battery recycling best practices.

This new brand underscores Call2Recycle’s continued commitment to environmental stewardship. *Recycle Your Batteries, Canada!* will serve as the cornerstone for all consumer awareness efforts in 2024, fostering greater recycling engagement among Canadians. Call2Recycle believes that a more consumer-centric approach will not only make recycling more accessible but will also drive increased traffic to participating collection partners.



*New Smart Container featuring the “Recycle Your Batteries, Canada!” consumer branding.*



*Battery Blitz school event with the Ontario Minister of the Environment in March 2023.*



*National TV commercials used the slogan “Collect, Protect, Drop Off” to educate consumers about safe battery recycling best practices.*



## E-Mobility and Electric Vehicles

The past year witnessed substantial growth in several electrical transportation industries across Canada. As governments and automobile manufacturers made significant investments in manufacturing plants and technology nationwide, Call2Recycle advanced its strategy to become the leading provider of responsible end-of-life battery management services for these sectors. These efforts solidified its position as a key industry player in the **e-Mobility** (e-bikes, e-scooters, e-skateboards, and hoverboards) and **Electric Vehicle (EV)** spaces.

Building an infrastructure to safely and responsibly recover the growing volumes of rechargeable **e-Mobility** batteries was a top priority this year. The number of e-Mobility collection sites grew significantly, surpassing 210 by year's end. Additionally, several new e-Mobility members joined the program, increasing the total from this market segment to more than 40, with several additional e-bike organizations expressing interest in joining.

To support its e-Mobility presence, Call2Recycle joined the North American Bikeshare and Scootershare Association (NABSA), which provides resources and advocacy for the shared micromobility industry. Call2Recycle participated in the 2023 NABSA conference and worked collaboratively to promote safe and responsible battery recycling to NABSA members and the public. It also partnered with the Canadian E-Bike Association (CEBA) to enhance recycling awareness for the e-bike industry and riders.

Call2Recycle also partnered with several municipalities and transit authorities across Canada to help them develop safety guidelines and standard operating procedures for transporting e-bikes and other e-Mobility devices on their vehicles and properties, as well as facilitate the recovery and recycling of their end-of-life or defective batteries from their bus fleets.

Call2Recycle continued to play a crucial role in the fast-growing **EV sector** by positioning itself as the sole service provider for recycling end-of-life EV batteries. This is essential to reduce the industry's carbon footprint and the associated costs of mining virgin minerals for new EV batteries. At the same time, Call2Recycle supports auto manufacturers (OEMs) in achieving their strategic growth as they increase battery production to meet the growing EV demand.

In June 2023, Call2Recycle was selected by almost all Canadian OEMs to develop and administer North America's first-of-its-kind EV battery recovery program, [EVBatteryRecovery.ca](https://www.evbatteryrecovery.ca), in Québec, and also serve as the program's logistics provider. This industry-led program collects, transports, repurposes, remanufactures, and recycles eligible end-of-life batteries from hybrid, plug-in hybrid, all-electric and fuel cell vehicles. In doing so, it complements existing OEM programs for EV batteries under warranty, subject to recall, or slated for remanufacturing through existing processes.

In addition to expanding its EV battery collection program for cars, Call2Recycle began looking to new segments in 2023 — specifically larger vehicles. The program established partnerships with several Quebec transit authorities to collect and manage end-of-life batteries from their electric bus fleets. It aims to engage in more of these municipal partnerships in 2024.

As Canadians embrace electrified transportation, Call2Recycle will continue to forge strategic partnerships and create the infrastructure and programming needed to ensure that every e-Mobility and EV battery is safely managed and recycled, supporting a robust circular economy.



*The vehicle manufacturers worked with Call2Recycle to launch North America's first-of-its-kind EV battery recovery program in Québec in June 2023.*

## British Columbia

### 2023 By the Numbers

**TOTAL  
2023 COLLECTIONS**  
954,574 kg

**Active Collection Sites**  
1,769

**Website Users by Province**  
104,276

**Accessibility**  
96%

**New Registered Members**  
8

2023 marked another year of battery collection growth in British Columbia, with total collections reaching over 954,000 kilograms (kg). British Columbia residents deposited 11% more batteries at Call2Recycle collection points in 2023 than in 2022.

British Columbia also increased its number of battery collection sites in 2023 to 1,769 sites, compared to 1,747 in 2022. Of these, 753 were publicly accessible sites, offering easy and convenient recycling for anyone in the province. Nine in ten British Columbians have a Call2Recycle collection facility within 15 kilometres of their home.

Once again Central Okanagan and Sunshine Coast outperformed all other regions, averaging collections of more than 1,200 kg each. Per capita, Fraser Valley significantly outperformed other regions, collecting 584.1 kg of batteries per 1,000 people, or more than triple the provincial average of 179.5 kg.

As Call2Recycle educated British Columbians on the three essential steps to safe battery recycling through its national “Collect, Protect, Drop Off” campaign on television, digital, and outdoor media, it also conducted various local promotions to drive battery recycling activity.

The program partnered with the BC Lions football team in September for the month-long “Defend Your Home Turf” campaign, which included a collection contest at public Call2Recycle sites for the chance to win game tickets and a social media campaign. Lions fans also received team-branded personal battery collection cubes to use at home, helping to keep batteries out of landfills.

In October, Call2Recycle launched an ambitious collection campaign through TV and digital media, which generated 675 entries in British Columbia and helped drive a 119% year-over-year increase in provincial collections that month.

Earth Rangers and Call2Recycle continued their longstanding partnership through the Battery Blitz school program and battery recycling contest. This year, 21 schools across British Columbia collected more than 1,675 kg of used batteries during the recycling competition. Silverdale Elementary School in Mission topped the other schools to win a cash prize.

Call2Recycle also participates in the First Nations

Recycling Initiative (FNRI) to offer First Nations information about recycling programs. Throughout 2023, the FNRI Field Services Specialist supported community events and promoted the availability of the Call2Recycle program to First Nations communities across eight districts.

Following a successful pilot test in Vancouver, Call2Recycle expanded its proactive pick-up service in British Columbia. Now, instead of waiting for collection sites to return boxes, the service proactively picks up batteries directly from these sites. This change has improved customer service with collection sites and enhanced safety as batteries are transported more frequently for sorting and processing.

Call2Recycle’s annual survey of consumer awareness and behaviours shows strong and steady levels of awareness in the province with no significant changes from the previous year; British Columbians continue to be among Canada’s most aware and active battery recyclers. Eight in ten (85%) survey participants were aware of battery recycling in the province, and 75% of British Columbians reported recycling some or all of their primary and rechargeable batteries in 2023.

Looking ahead to 2024, Call2Recycle is excited to build on its success in British Columbia by leveraging its new consumer brand, *Recycle Your Batteries, Canada!*, and introducing its new Smart Containers equipped with advanced fire prevention technology and fill-level sensors. In collaboration with local municipal and retail partners, these initiatives will help increase the volumes of batteries diverted from landfills in the province.



Call2Recycle partnered with the BC Lions CFL team to encourage British Columbians to recycle used batteries.

# Saskatchewan

In its third full year of operation under an approved Product Stewardship Program Plan, Call2Recycle’s battery collection program in Saskatchewan continued to expand in 2023. The program collected nearly 121,000 kilograms (kg) of used batteries in the province – an 18% increase from the previous year.

Saskatchewan’s battery collection network also increased in 2023, expanding to 416 active collection sites - a 16% increase from 2022. This growth was largely driven by a 24% increase in public collection sites as Call2Recycle added 51 new locations to enhance accessibility for Saskatchewanians. Now, 80% of residents have access to a Call2Recycle drop-off location within 15 kilometres of their home, compared to 73% the previous year.

Call2Recycle’s Saskatchewan Advisory Committee met twice in 2023 to support the program’s goals and monitor its results. Members from the Retail Council of Canada, the Saskatchewan Waste Reduction Council, and the Saskatchewan Ministry of Environment, among others, participate in the committee and provide valuable industry, market, and policy insights and opportunities for continuous improvement.

Call2Recycle continued its public education initiatives throughout the year to enhance battery recycling awareness. National television, outdoor, and digital advertising campaigns emphasized the message “Collect, Protect, Drop Off”, encouraging Saskatchewan residents to actively participate in the battery recycling process.

In July, Call2Recycle collaborated with SARCAN Recycling to launch its second super-hero-themed promotion and contest. Residents were encouraged to drop off their batteries for the chance to win monetary prizes. The contest garnered 709 entries and a 118% increase in collections compared to the same period in 2022.

Call2Recycle’s ongoing partnership with the children’s conservation group Earth Rangers yielded positive results as well. The collaborative Battery Blitz educational and recycling contest collected 3,261 kg of used batteries from students and teachers across 10 participating Saskatchewan schools. Ernest Lindner School in Saskatoon won a \$3,000 cash prize for collecting the most batteries.

Call2Recycle surveyed Saskatchewan resident regarding the importance and benefits of battery recycling, with results confirming that battery recycling awareness remained high and stable in 2023. The survey revealed that 81% of residents are aware that consumer batteries can be recycled, and 78% of residents are aware that these batteries can be recycled specifically at recycling depots. Most notably, the percentage of residents who recycled some or all their batteries surged to 64%, up from 53% in 2022.

This year’s survey findings reflect a community that is increasingly engaged in battery recycling practices. Call2Recycle will continue its efforts to support Saskatchewan residents in responsibly managing their used batteries by facilitating safe and convenient battery recycling throughout the province.

## 2023 By the Numbers

**TOTAL  
2023 COLLECTIONS**  
120,692 kg

**Active Collection Sites**  
416

**Website Users by Province**  
20,864

**Accessibility**  
80%

**New Registered Members**  
6



Call2Recycle partnered with SARCAN Recycling to launch the second Supercharged recycling contest in July 2023.

# Manitoba

## 2023 By the Numbers

**TOTAL  
2023 COLLECTIONS**  
205,862 kg

**Active Collection Sites**  
667

**Website Users by Province**  
30,408

**Accessibility**  
90%

**New Registered Members**  
6

In 2023, Manitoba continued its upward trend in used battery collections. The province marked its highest yearly total in the program’s history, collecting nearly 206,000 kilograms (kg) of used batteries through Call2Recycle – an impressive 34% increase from the previous year.

Call2Recycle expanded its collection network across Manitoba, reaching 667 active drop-off locations - a 3% increase from 649 sites in 2022. The year ended with 300 public and 367 private collection facilities in the province. This year’s growth in the number of sites was driven primarily by the addition of 19 public locations. With this network, 90% of Manitobans now have convenient access to a Call2Recycle drop-off location within 15 kilometres of their home.

Building on its national “Collect, Protect, Drop Off” message, Call2Recycle executed various initiatives to foster recycling awareness in Manitoba, including partnering with the Manitoba Moose Hockey Club in February. This included a take-over of the club’s website and all signage at the Canada Life Centre in Winnipeg. Call2Recycle also distributed 4,000 personal collection cubes to fans during two games encouraging them to collect used batteries at home and deposit them at collection facilities when full.

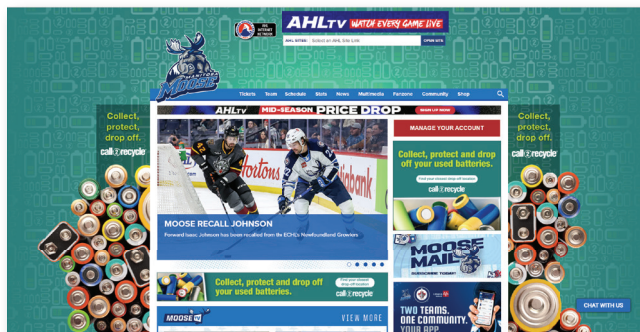
In the fall, Call2Recycle partnered in a second sports collaboration with the CFL’s Winnipeg Blue Bombers, engaging fans in a social media campaign featuring popular player Brandon Alexander. Fans had the opportunity to win merchandise and tickets to games by dropping off their batteries at public collection sites. Additionally, 10,000 personal collection cubes were distributed at a Blue Bombers game.

To engage and raise recycling awareness among Manitoba’s youth, Call2Recycle sponsored Baseball Manitoba’s Rally Cap Program, displaying its logo on the jerseys of 3,000 young players, each of whom received a personal collection cube. Additionally, in partnership with the children’s conservation group Earth Rangers, Call2Recycle held its annual Battery Blitz recycling contest, where students and teachers from 15 schools collected 3,367 kg of used batteries.

Maintaining its commitment to increasing accessibility for all Manitobans, Call2Recycle continued its Winter Roads backhaul program in partnership with other Producer Responsibility Organizations to ensure remote First Nations communities have access to battery recycling. Through the partnerships, Call2Recycle supplied these communities with collection boxes and educational materials.

Call2Recycle’s annual consumer awareness and battery recycling survey indicated that Manitobans continue to hold a positive opinion of battery recycling. In 2023, 57% of Manitoba residents surveyed recycled some, if not all, of their batteries, representing a 5% increase from the previous year. Additionally, there was a 3% increase in the percentage of Manitobans who are aware that consumer batteries can be recycled.

After a year of record-high battery collections in Manitoba, Call2Recycle remains dedicated to expanding the province’s participation in battery recycling through new educational initiatives and strategic partnerships.



Manitoba Moose Hockey Club’s website featuring Call2Recycle battery recycling messages in February 2023.

# Ontario

Canada’s most populous province led the country in used battery collections in 2023. With a staggering 57% increase over 2022’s collections, the program logged its highest collection volume ever in the province, thanks in part to the continued expansion of our collection network. Active collection sites grew by 22% to over 3,000 sites in 2023, and almost every Ontarian has a Call2Recycle collection site within 15 kilometres of their home.

In line with its strategy to expand **battery collections** in Ontario, Call2Recycle forged new partnerships to increase the number of collection sites in the province. In the fall, Call2Recycle announced new collection partnerships with retail leaders Longo’s and Giant Tiger and the real estate company Morguard, bringing its retail collection network to almost 400 convenient locations in the province.

Meanwhile, Call2Recycle continued working in close collaboration with almost 200 Ontario municipalities to set up recycling initiatives, collection events, and public education campaigns. For example, in September Call2Recycle expanded its partnership with the City of Peterborough, combining municipal collections, awareness messages on municipal trucks and buses, and the distribution of individual collection cubes to residents. This new format of municipal partnership has generated significant results and is already viewed as a blueprint for future municipal battery recycling initiatives.

Call2Recycle consistently ensured **program compliance** with Ontario regulations. This included continued collaboration with Producer Members and associations to ensure that regulations under review are harmonized with other jurisdictions, along with continuous and proactive reporting to the Resource Productivity and Recovery Authority (RPRA), while keeping all stakeholders informed.

Call2Recycle was fully committed to **public education** in Ontario, investing over \$2.5 million in awareness campaigns, including National Battery Day in February, Earth Month in April, Circular Economy Month in October, as well as year-round digital campaigns, and a strong national TV presence. The organization ran additional TV ads in Ontario to bolster Call2Recycle’s national “Collect, Protect, Drop Off” campaign. In September, Call2Recycle partnered with several Canadian Football League (CFL) teams, including the Hamilton Tiger-Cats, on a multifaceted campaign

that saw players participate in social media videos on the importance of battery recycling to protect the environment. In October, as part of its Circular Economy Month campaign, Call2Recycle partnered with Ontario’s Circular Innovation Council to emphasize the role of battery recycling in Ontario’s circular economy.

Call2Recycle also maintains a continual investment in youth education, in no small part through our longstanding collaboration with the youth environmental group Earth Rangers. In 2023, Call2Recycle strengthened this investment by launching a three-year partnership with Earth Rangers in Ontario. The first year of this provincial partnership proved a big success as 136 elementary schools participated in the “Battery Blitz” contest, with students collecting almost 30,000 kg of batteries, and Dawn Euphemia Public School in Dresden winning the provincial contest. The program and collection contest also included two school events attended by the Minister of the Environment, Conservation and Parks.

To support the continued growth of collection volumes and drop-off sites in Ontario, Call2Recycle is increasing the investment in its **sorting and recycling infrastructure**, allowing for an increased processing capacity capable of meeting the province’s waste diversion goals. In 2023, this included the addition of new sorters and processors to its Ontario infrastructure, including an agreement signed in February with Electronic Distributors International Inc. (EDI), a leading electronics recycling company, to add its Orillia sorting centre to the program’s infrastructure. This effectively increased the sorting capacity for end-of-life batteries by 30% in Ontario.

Although collection numbers grew exponentially, no significant changes in consumer opinions and habits were revealed in Call2Recycle’s annual survey of battery recycling attitudes in Ontario. Roughly two-thirds of respondents noted they recycled some or all of their batteries this year—unchanged from the previous year—and Ontarians continue to have strongly positive sentiments about battery recycling. The survey also revealed that consumers would benefit from greater education on the risks of battery storage and where to go to manage their recyclables responsibly. Call2Recycle’s information-rich ‘Smart’ Collection Containers, new consumer brand and website, and associated promotional efforts are expected to help address these objectives in 2024.

## 2023 By the Numbers

### Active Collection Sites

3,136

### Website Users by Province

227,730

### Accessibility

98%

### New Registered Members

1

## Quebec

### 2023 By the Numbers

**TOTAL  
2023 COLLECTIONS**  
1,804,705 kg

**Active Collection Sites**  
4,864

**Website Users by Province**  
150,523

**Accessibility**  
94%

**New Registered Members**  
9

2023 was another very strong year for battery recycling in Quebec. Call2Recycle collected more than 1.8 million kilograms (kg) of used batteries from Quebec residents this year, surpassing the previous record-setting number of 1.4 million kg collected just last year and representing a 29% year-over-year increase.

In addition to battery collections, Quebec also saw an increase in Call2Recycle collection sites across the province. The number of drop-off locations rose to 4,864 in 2023 - an increase from 4,201 sites in 2022, attributed to the inclusion of eco-depots serviced by Laurentide Environment. To facilitate Call2Recycle's accessibility objectives, the organization has established collection partnerships with municipalities, libraries, depots, and retailers such as Jean Coutu and RONA. As a result, in 2023, 94% of Quebec's population lived within 15 kilometres of a Call2Recycle site.

Call2Recycle used its core national television, digital media, and outdoor advertising campaign throughout the year to encourage Quebec residents to recycle their used batteries. The consumer campaign was delivered in French in Quebec and highlighted the three essential steps for safe battery recycling with the slogan, "Collectez, Protégez, Recyclez" ("Collect, Protect, Drop Off"). In the fall, Call2Recycle partnered with four CFL teams, including the Montreal Alouettes, to share its central message with sports fans and distribute 10,000 personal battery collection cubes to help fans collect batteries at home. On social media, Alouettes players appeared in humorous videos, highlighting the importance of environmental protection to the audience. To encourage participation, fans could drop off their used batteries at Call2Recycle public collection sites for a chance to win Alouettes tickets and merchandise.

In December, Call2Recycle also launched a new consumer brand, Recycle Your Batteries, Canada! in English and Recyclez Vos Batteries, Canada! in French. The consumer-friendly title is designed to boost name recall and drive consumers to action. The organization complemented the campaign by launching a new website, RecyclezVosBatteries.ca for francophone visitors.

Educating youth about battery recycling remains an important component of Call2Recycle's program across the country. In Quebec, for the

seventh consecutive year, Call2Recycle partnered with ENvironnement JEUnesse (ENJEU) to encourage school-aged, college, and Cégep students to recycle used batteries. This year, 205 educational institutions participated, with students and staff collecting more than 35,000 kg of used batteries for recycling - a 49% increase over 2022 collections.

In addition to its marketing and educational achievements, Call2Recycle secured a five-year agreement with RECYC-QUÉBEC, ensuring the organization's continued management of the provincial program through 2027. This year, Call2Recycle successfully integrated Small Sealed Lead-Acid (SSLA) batteries into the program to expand its effectiveness. Additionally, Call2Recycle signed a new strategic partnership with the Kativik Regional Government (KRG), which provides comprehensive public services to Nunavimmiut. In collaboration with several Quebec Recognized Management Organizations (RMOs), Call2Recycle will deploy battery collection services tailored to Nunavik across the 14 townships of the northern Quebec territory.

Call2Recycle's annual IPSOS poll of Quebec residents revealed that 81% are aware that batteries can be recycled, and an impressive 74% recycle some or all of their used batteries. However, 28% of those who threw away batteries did so because they did not know where to drop them off. Given the strong participation from Quebecers, Call2Recycle aims to enhance communication about the availability of its facilities to help residents responsibly and conveniently recycle their batteries.



*Call2Recycle partnered with the Montreal Alouettes CFL team to encourage Quebecers to recycle used batteries.*



# Prince Edward Island

Residents of Prince Edward Island remained committed to responsibly managing their used batteries in 2023. Through Call2Recycle’s program, Islanders recycled over 45,000 kilograms (kg) of used batteries during the year. This exceeds 2022’s totals by 8% and brings the provincial program’s used battery collections to more than 280,000 kg since it began in 2018. Prince Edward Island also proudly held the highest ratio of used batteries recycled per capita in Canada with 0.26 kg recycled per Islander during the year.

Ensuring the accessibility of Call2Recycle drop-off locations continues to be integral to the program’s success in Prince Edward Island. In 2023, there were 126 active public and private collection locations operating across the province. Through Call2Recycle’s municipal and corporate partnerships, Islanders could deposit their used batteries at locations such as libraries, bottle depots, and retail outlets, including Sobeys and Staples. With this convenient network of drop-off locations, 97% of Prince Edward Island residents had access to a Call2Recycle collection site within 15 kilometres of their home.

In the first half of 2023, Call2Recycle focused on highlighting its national awareness message “Collect, Protect, Drop Off” through television, digital platforms, and outdoor media channels, encouraging Islanders to practice the three critical steps for safe battery recycling.

In the summer, Call2Recycle reinforced this message in the province through a local partnership with radio station CFCY. The “Summer Cruiser” campaign featured CFCY radio host Taylor Stewart as Call2Recycle’s ambassador. Stewart drove the Call2Recycle Summer Cruiser to several events across the province, distributing branded hats and personal battery collection cubes to encourage residents to collect their used batteries at home. Images and videos were also posted on social media to continue the messaging online. This campaign, specific to Prince Edward Island, also included numerous collection events where residents received gift cards as a reward for dropping off their used batteries.

Call2Recycle also continued its partnership with the youth environmental conservation group Earth Rangers. The organizations held their annual battery recycling competition to help educate Prince Edward Island elementary school students

and their families about used battery recycling. This year, 22 elementary schools across the province participated, representing a significant increase from the 14 that competed in 2022. The competition launched with an Earth Rangers assembly in each school, and concluded with more than 8,000 kg of used batteries being collected across the province. Eliot River Elementary School generated the highest collections for the fourth consecutive year and received a \$3,000 cash prize.

Call2Recycle’s 2023 consumer awareness and battery recycling habits survey confirmed that a significant majority of Islanders (86%) are aware that batteries can be recycled. In the survey, 81% reported that they recycle some or all their used batteries – a notable 8% increase from the previous year. The survey also revealed that 47% of residents are familiar with the battery recycling slogan, “Collect, Protect, Drop Off,” signalling the effectiveness of Call2Recycle’s awareness campaigns.

With increasing accessibility and community participation in 2023, the Call2Recycle program continues to broaden its impact across Prince Edward Island. Call2Recycle looks forward to building on these achievements through continued education and engagement of Islanders to shape their used batteries recycling habits.



Taylor Stewart, the Call2Recycle Summer Cruiser ambassador, encourages PEI residents to recycle their used batteries.

## 2023 By the Numbers

<b>TOTAL 2023 COLLECTIONS</b> 45,572 kg
<b>Active Collection Sites</b> 126
<b>Website Users by Province</b> 2,926
<b>Accessibility</b> 97%
<b>New Registered Members</b> 7

## Non-Regulated Provinces and Territories

Call2Recycle operates programs across Canada, including within provinces and territories without established battery recycling regulations. In these regions, collection activities and Call2Recycle's operations are conducted through voluntary initiatives. Among the non-regulated provinces and territories, four are currently developing and implementing battery recycling regulations. Call2Recycle has been actively contributing its expertise in these provincial processes to help shape legislation that aligns with other regulated provinces and to ensure a seamless transition for its members into the new regulatory environments.

In **Nova Scotia**, the provincial government announced new Extended Producer Responsibility (EPR) regulations covering batteries and other products on August 2, 2023. Call2Recycle collaborated with the provincial government and submitted its Nova Scotia battery recycling program proposal at the end of 2023. The Call2Recycle EPR battery program will launch on July 1, 2024, and the Province aims to ban batteries from provincial landfills by January 1, 2025. In 2024, Call2Recycle will diligently prepare for the launch of its provincial program and collaborate closely with the provincial government, Nova Scotia municipalities and retailers to inform all Nova Scotians about the upcoming program and successfully implement a new battery collection and recycling network across the province.

In the fall of 2022, the **Alberta** government approved the development of a regulatory framework for EPR with a proposed launch date of April 1, 2025. The Alberta Recycling Management Authority (ARMA) created the EPR bylaws regarding registration, reporting, and compliance. Call2Recycle registered with ARMA to be a battery Producer Responsibility Organization (PRO) and was approved after a thorough due diligence process. Call2Recycle is now working with ARMA to prepare the submission of its program proposal for Alberta and engaging with potential Alberta members to join the future provincial program in 2024.

In the **Yukon Territory**, Call2Recycle actively participated in the EPR consultations, which closed in early 2023, and is currently focused on the future implementation of the regulated program, with stakeholder consultations to be

conducted in June and July, 2024. The final program plan, incorporating stakeholder insights, will be submitted by July 25, 2024.

At the end of 2022, **New Brunswick** released its draft regulatory framework for a provincial battery recycling program. In 2023, Call2Recycle participated in subsequent consultations on the proposed framework, providing feedback and submitting comments to the New Brunswick Department of Environment and Climate Change. Amendments to the Designated Materials Regulation (Clean Environment Act) were issued in May 2024, and now include batteries. Call2Recycle will subsequently work with Recycle New Brunswick (RNB) to develop and submit a comprehensive program plan in 2024.



Call2Recycle's ad published in CAA magazine.

## 2023 Call2Recycle Canada Members

102100 PEI Inc. dba Sherwood Timber	Batteries Included Inc.	Cervelo Cycles Inc.
3M Canada	Batteries St-Eustache Inc.	Chateau Manis Electronics
501 Audio/ The Source	Battery Canada	Chervon North America
Accès Audition Inc.	Battery World Corporation	Claude Forest Audioprothésiste
Access Hearing Care	BC Fasteners and Tools (2000) Ltd.	Clinique Audioprothésistes Tremblay Inc.
Acer America Corporation	BDI, a division of Bell Mobility Inc.	Clinique Auditive Alexandra Ouellet Audioprothésiste Inc.
Acklands Grainger Canada Inc.	Beau Photo Supplies Inc.	Clinique Auditive Baribeau-Lafrance
ACS Distributing	Beaudry Roy Audioprothésistes Inc.	Clinique Auditive Bouchard, Tremblay & Associés
Addison Électronique - Mtl	BellMTS, a division of Bell Canada	Clinique auditive Bougie
Add-Tronique Inc.	BeLuce Canada Inc.	Clinique auditive Généreux Gaudreault Rhéaume Inc.
ADI Global	Benoit Industriel Inc.	Clinique auditive Ioannoni Inc.
Aida Calderon Audioprothésiste	Best Buy Canada Ltd.	Clinique auditive Kamouraska
Aimlite Lighting Products	Bike Co LLC	Clinique auditive Laniel Inc.
Aircraft Modeler's Research	Biktrix Enterprises Inc.	Clinique Danie Jean Audioprothésistes
Aisen Inc.	BISSELL Canada Corporation	Clinique de l'Audition Décarie
All Battery Ltd.	Bolt Mobile	Clinique de l'Audition Lévis - DB
Alyn Simard Audioprothésiste Inc.	Bonner Audio Inc.	Clinique de l'Audition Montmagny - DB
AMAZON.COM.CA ULC	Bose Limited	Clinique Entendre
Amplifon - Miracle Ear	Buropro Citation Inc.	Connect Hearing Canada
Anne E. Legault audioprothésiste	Buy-Low Foods LP	Core-Mark International Inc.
Apple Canada Inc.	Cabela's	Costco Wholesale Canada Ltd.
Archimède Véhicules Electriques	Canac-Marquis Grenier Ltée	Couche-Tard Inc.
ARRIS Canada, Inc.	Canada Computers Inc.	Country Wide Printing/The Source
Audio Méd Inc.	Canadian Energy and Power Corporation	CTG Brands Inc.
Audioprothèse Morency Inc.	Canadian Tire Corporation, Ltd.	Cycles Devinci Inc.
Audioprothésistes Godin Blouin	Canadian Tire Petroleum	Cycles Lambert Inc./HLC
Audioprothésistes Milot et Tremblay Inc.	Canon Canada Inc.	D'Amour Bicycle & Sports Inc.
Auditio Clinique Auditive	Cantin et Fils Limitée	Dell Canada Inc.
Audition Alma, Savard Audioprothésistes	Cardinal Health Canada Inc.	Descair Inc.
Audition Saguenay, Savard Audioprothésistes	Carl Zolov Enterprises Ltd.	Deschenes & Fils Ltée - Div. Québec
Aures Solution Auditive Inc.	Carlton Trail Hearing Clinic	Deschênes & Fils Ltée - Div. Montréal
Bass Pro Shops Canada ULC	Cell Mechanics Inc.	Désilets Galarneau Audioprothésiste
Batteries Dixon Inc.	Centre auditif Lotbinière Inc.	Diane Monette audioprothésiste
Batteries du Québec Inc.	Centre Reid	Dickner Inc.
Batteries Illimitées Inc.	Centres auditifs Amer-Ouali Inc.	Distribution aux Modélistes Inc.
	Centres Masliah Inc.	
	Century Optron Inc.	

## 2023 Call2Recycle Canada Members

Distribution Industrielle G.C. Inc.	Fédération QC des coopératives en milieu scolaire	HD Santé Auditive
Distribution Voltimage Inc.	FERMETCO INC.	HearingLife Canada Ltd.
Distributions Johnson Inc.	Ferronnerie Sept-Iles Inc.	Henry's Enterprises Inc.
Dixon Med Inc.	FGL	Hilti Canada Corporation
Dollar Tree Stores Canada Inc.	Fourniture de Bureau Denis Inc.	Hinse & Harnois Audioprothésistes
Dollarama L.P.	Francois Sasseville Audio	Hitfar Concepts Ltd.
Dr. Phone Fix Parent Company	Francois Sasseville Audioprothésiste Inc.	Home Hardware Stores Limited
Dubo Électrique Ltée	Franklin Empire Inc.	HRS Global
Dumais et Laporte audioprothésistes SENC	Frederick Deslauriers Inc.	Hudson's Bay Company
Duracell Canada Inc.	FuturPlus Division of Cathelle Inc.	Husqvarna AB
Dynabook Canada Inc.	Gagné-Bélanger Audioprothésistes	IBS BRITISH COLUMBIA
Dyson Canada Limited	Garrett Industriel Inc.	IBS COASTAL BRITISH COLUMBIA
E.B. Horsman & Son	Gazelle USA, LLC	IBS DE L' EST DU QUEBEC
East Penn Canada	GE Healthcare Canada, Inc.	IBS of QUEBEC
ECHO Power Equipment (Canada)	Gescan (Division of Sonepar)	IKEA Canada Limited Partnership
Edma Marketing Ltd.	Gestion Bérubé Brassard Inc.	IKEA Supply AG
Edmonds Batteries Ltd. - Langley	Gestion Big Audio Inc.	ILINK Industries Ltd.
Edouard Beauchesne (1985) Inc.	Gestion Drouin Méthot Inc. (Bérubé Brassard Beauce)	Imperial Dade Canada Inc.
EECOL Electric ULC	Giant Bicycle Canada Inc.	Importation Sobel Imports Inc.
Electrimat Ltée	Giant Tiger Stores Limited	Indigo Books and Music Inc.
Electro-5 Inc.	Google Canada Corporation	Inter Trade Canada Ltd.
Electronique Raybel Inc.	Grand & Toy Ltd.	Interstate All Battery Center
Elite Tools Inc.	Graybar Canada Limited	Interstate Batteries Recycling
Energizer Canada Inc.	Green Light Cycle Ltd.	Interstate Batteries Saskatoon
Energizer Holdings, Inc.	Gregg Distributors Limited Partnership	Isaac Instruments Inc.
Enns Brothers Ltd.	Grin Technologies Ltd.	Ivan Hupalo - 2448131 Manitoba Ltd.
Epic Cycles Inc.	Groupe Accès Électronique Inc.	Jacques Boucher Audioprothésiste Inc.
Équipement industriel Polar Inc.	Groupe Archambault Inc.	Jacques Laferte Ltee
Équipement Polar Saguenay s.e.n.c.	Groupe BBH Inc.	John Deere Canada ULC
Équipements Confortek Inc.	Groupe BMR Inc.	Johnston Drug Wholesale Ltd.
Equipements Industriels Joliette in	Groupe JSV Inc.	J-P Denis, audioprothésiste, solutions auditives
EUCAN Distribution Inc.	Groupe MEB	Julie Kovacs Audioprothésiste
Eve-Marie Gaudreault & Linda Rhéaume Audioprothésistes	Guillaume Richard Audioprothésiste	Julie Rodier Audioprothésiste Inc.
Familiprix Inc.	Guillevin International Cie	Julie Sabourin Audioprothésiste
Fastenal Canada, Ltd.	HAWTHORNE CANADA LIMITED	Karmin Industries
Federated Co-Operatives Limited		Kay's Wholesale
		Kerrisdale Cameras

## 2023 Call2Recycle Canada Members

KMS Tools and Equipment Ltd.	Magnacharge Battery Corp.- West Hub	Myriam Brunel Audioprothesiste
Kona Canada, The Bicycle Group (TBG)	Makita Canada, Inc.	Nadia Pozzoli Audioprothésiste
Kranked Bikes	Marcel Baril Ltée	Nedco Québec (HQ)
L Villeneuve et Cie (1973) Ltée	Marie-Eve Trudel Audioprothésiste Inc.	Nedco West Division
L3Harris Technologies Inc.	Marie-Josée Paul Audioprothésiste Inc.	Newell Brands Canada
Lachance & Co.	Marie-Josée Paul Audioprothésistes Saint-Sauveur	NexGen Healthcare Management c/o Hearinglife Canada Ltd.
Laflamme & Associés, Audioprothésistes Inc.	Marie-Josée Paul Audioprothésistes St Jerome	NICA-Power Battery Corp
Laliberté d'Entendre Inc.	Marin Bikes Canada	Nikol Poulin Inc.
Le Groupe Jean Coutu (PJC) Inc.	Mark's / L'Equipeur	Nikon Canada Inc.
Lee Valley Tools Ltd.	Martine Brassard Audioprothésiste	Noble Gift Packaging Inc.
Lefebvre et Benoit SEC	MasterMind LP	Northern Building Supply
Lego Brand Retail	Matériaux Bonhomme Inc.	Northern Specialties Ltd.
Lem-Rich Foods Ltd.	Matériaux Jollette Lorrainville Inc.	Novexco Inc./ Hamster (Bureau plus)
Lenovo (Canada) Inc.	Matériaux Manic / 9159-4192 Qc inc.	O'Leary Building Centre (Castle)
Les Équipements Rapco Inc.	Mattel Canada Inc.	On The Edge Canada Inc.
Les Pièces d'Auto Transit Inc.	MB Battery Distributors Inc.	Onlybatteries.com - Technologies Duslan Inc.
Les Variétés P. Prud'homme Inc.	McKesson Canada	Oracle Canada ULC
Librairie Renaud-Bray Inc.	McMahon Distributeur Pharmaceutique Inc.	Ordinateurs Canada
Lilium-Tech Corporation Ltd.	McMunn & Yates	Orgill Inc.
L'Image Home Products Inc.	Metalic Safety Supply Ltd.	Outdoor Gear Canada
Linda Cloutier AP 2011 Inc.	Metro Ontario Inc.	Outil Mag Inc. - Victoriaville
Linda Rhéaume Audioprothésiste Inc.	Metro Richelieu Inc.	Outils Pierre Berger Inc.
Live to Play Sports Group Inc.	Mica Sport Canada Inc.	P. Girard, Audioprothesiste Inc.
Lobe Réseau Inc.	Michael Rossy Ltée	PA Battery & Truck Accessories
Loblaws Inc.	Michaels Stores Inc.	Panasonic Canada Inc.
London Drugs Limited	Microsoft Corporation	Part Source
Lordco Parts Ltd.	Miele Canada	Patrick Morin Inc.
Louis Garneau Sports Inc.	Mills Office Productivity	Pattison Food Group Ltd.
Lumen (Div Sonepar Canada Inc.)	Mitchell & Bonhomme Audioprothesistes	PBSC Urban Solutions Inc.
M&M Nord Ouest Inc.	Monk Office Supply Ltd.	Peavey Industries Limited
M. Lemieux Inc.	Morrissey Informatique	Performance/Laliberté Électronique
M.F. Schurman Company Ltd.	Motorola Solutions Canada	Photo Central Inc.
Mac's Convenience Stores Inc.	Mountain Equipment Company Ltd.	Prairie Battery Ltd.
Maddison Electronique Inc.	MSA Safety Sales LLC	Praxis Works
Madeleine Trudel inc.	Murlin Electronics Ltd.	Premier Outils Pro - Montréal
Magasins Hart Inc.		Premier Outils Pro - Québec

## 2023 Call2Recycle Canada Members (continued)

Premier Tech Ltd.	Sobeys Quebec Inc.	ToolTown Inc.
Prévost Audioprothésistes Inc.	Solution Oreille Inc.	Total Battery Ottawa
Prime Deals International Ltd.	Sonia Guertin Audioprothésiste	Toys R Us Canada, LTD.
Princess Auto Ltd.	Sonos Inc.	Tradelco Inc.
Proflash Technologies Inc.	Sophie Gagnon Audioprothésiste Inc.	Trek Bicycle Canada ULC
Rad Power Bikes LLC	Sophie Gamache Audioprothésiste Inc.	Turcotte Habel, audioprothésistes CH Inc.
René Leclair, audioprothésiste Inc.	Specialized Bicycle Components Canada	Turcotte Habel, audioprothésistes SL Inc.
Rexel Atlantique	SPI Santé Sécurité Inc.	T-Zone Health Inc.
Rexel Canada Electrical Inc.	Spring Valley Building	UAP Inc.
Riese & Müller GmbH	SRP Companies Canada (Distribution Franco)	UBC Bookstore
Robert Bosch Tool Corporation	Standard Products Inc.	Uline Canada Corporation
Rocky Mountain, Div. of Industries RAD Inc. (Procycle)	Stanley Black & Decker Canada	Ultralife Corporation
RONA Inc.	Staples Canada ULC	uniPHARM Wholesale Drugs Ltd.
RVO Aylmer s.e.n.c.	Staples Professional, Inc.	Uni-Select Canada Inc.
RVO Gougeon-Dupras audioprothésistes	Steelcase Canada Ltd.	Vancouver Bike Share, Inc.
RVO Trois-Rivières S.E.N.C.	Stihl Limited	Variétés B. Desmarais 1992 Inc.
S.L.H.C.A. Inc.	Summit Tools	Velec Inc.
S.P. Richards Co. Canada, Inc.	Super Thrifty Drug Stores	Veritas Technologies LLC
SAIL plein-air Inc.	Supreme Basics	Voltage Bikes Ltd. (Pedego Can)
Santa Cruz Bicycles, LLC	Surplus Général Tardif (1991) Inc.	Vornado Air, LLC
Saskatoon Hearing & Audiology Clinic	Sylvain Daoust Audioprothésiste	Wallace & Carey Inc.
Saskbattery Dist. Inc.	TCED INTL INC.	Walmart Canada
Schneider Electric IT USA, Inc.	TD SYNEX CANADA ULC	Wavefront Centre
Scotts Canada Ltd.	Technopolis	Wesco Distribution Canada LP
Sébastien Lauzon Audioprothésiste Inc.	Techtronic Industries Canada, Inc.	Wesco Distribution QC
SEKA - 10405795 Canada Inc.	TELUS Mobility	Westburne Division QC
Services Informatiques YJS Inc.	Tenaquip Limited	Westburne Electric
SharkNinja Operating LLC	The \$1 Store Plus Canadian Franchising Corporation	Westburne Midwest Division
Shimano Canada LTD.	The Battery Man	Wisdom Electronics Inc.
Shopper+Inc.	The Home Depot of Canada, Inc.	Wurth Canada Limited
Shoppers Drug Mart Inc.	The North West Company	Yamaha Motor Canada
Simply Computing Inc.	The Source - Meadowlake	Yeti Cycling LLC
Slegg Building Materials	The Source (Bell) Electronics Inc.	
Snap-On Tools of Canada Ltd.	The Stevens Medical Company	
Sobeys Capital Inc.	Tip Top Electronic Supply Ltd.	

**CALL2RECYCLE CANADA, INC.**

## Statement of Financial Position

December 31, 2023 and 2022

	2023	2022
	(\$'000)	
<b>ASSETS</b>		
Cash	\$ 2,141	\$ 4,310
Accounts Receivable	5,710	7,002
Marketable Securities	29,251	30,758
Other Assets	541	423
<b>Total Assets</b>	<b>\$ 37,643</b>	<b>\$ 42,493</b>
<b>LIABILITIES AND NET ASSETS:</b>		
Accounts Payable and Accrued Expenses	\$ 5,711	\$ 5,602
<b>Net Assets</b>		
Undesignated	8,969	8,610
Board Designated	22,963	28,281
<b>Total Net Assets</b>	<b>31,932</b>	<b>36,891</b>
<b>Total Liabilities AND Net Assets</b>	<b>\$ 37,643</b>	<b>\$ 42,493</b>

**INDEPENDENT AUDITORS' REPORT**

To the Members, Call2Recycle Canada, Inc.

**Opinion**

We have audited the financial statements of Call2Recycle Canada, Inc. (the "Entity"), which comprise the statement of financial position as at December 31, 2023, and the statements of operations, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Entity as at December 31, 2023, and its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

**Summary Financial Statements**

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

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

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

**Auditor's Responsibility**

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

*BDO Canada LLP*Chartered Professional Accountants, Licensed Public Accountants  
Toronto, Ontario

June 14, 2024

**CALL2RECYCLE CANADA, INC.**

## Statement of Operations and Changes in Net Assets

For the Year Ended December 31, 2023

	2023	2022
	(\$'000)	
<b>Revenues</b>		
Steward Fees	\$ 27,508	\$ 30,801
Investment Income	1,851	-1,919
Other Income	240	11
<b>Total Revenues</b>	<b>\$ 29,599</b>	<b>\$ 28,892</b>
<b>Expenses</b>		
Material Management and Processing	\$ 22,743	\$ 15,484
Public Education & Awareness	5,017	2,393
Other (Salary, Professional, Admin)	6,798	5,826
<b>Total Expenses</b>	<b>34,558</b>	<b>23,704</b>
<b>Excess Revenues Over Expenses</b>	<b>\$ -4,959</b>	<b>\$ 5,189</b>

**NOTE TO SUMMARY FINANCIAL STATEMENTS**

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

Copies of the audited December 31, 2023, financial statements are available at the organization's office at 100 Sheppard Avenue East, Suite 800, Toronto, Ontario, Canada M2N 6N5.







**call2recycle<sup>®</sup>**

Leading the charge for recycling.™

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