

Call2Recycle Canada, Inc.

Corporate Annual Report

call2recycle[®]
Leading the charge for recycling.™



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Message from the Chair of the Board and from the President

Call2Recycle Canada experienced a pivotal year in 2024, marked by a record-breaking growth in battery and battery-powered device recycling. We pushed boundaries and challenged the status quo to achieve operational excellence across our program. Our focused efforts in regulated provinces delivered unprecedented results. We proudly celebrated three major milestones: surpassing 50 million kilograms of batteries collected and recycled since our inception in 1997; achieving our second consecutive record-breaking year, with over 6.8 million kilograms collected; and expanding our collection network to nearly 15,000 locations nationwide - giving Canadians even greater access to convenient recycling.

We continued to transform the recycling experience through innovation and safety. The introduction of North America's first 'Smart' collection containers improved efficiency and safety, while our 'Protect What Matters. Be Battery Safe.' campaign elevated battery safety awareness nationwide.

To meet growing demand, we expanded into new markets and sectors, successfully managing nearly 3,000 electric vehicle (EV) battery packs and modules across Canada and approval of a new e-transport program in British Columbia. Our national footprint grew as we introduced our *Recycle Your Batteries, Canada!* consumer brand, launched a new program in Nova Scotia and rolled out high-impact campaigns featuring Canadian soccer legend Christine Sinclair. On the global stage, we strengthened international collaboration by becoming the first North American Associate member of EUCOBAT.

These 2024 achievements reflect the strength of our partnerships and the shared commitment of our board, employees, members, collectors, service providers, and the Canadians we proudly serve. We're excited for the year ahead, confident in the foundation we've built, and optimistic about the opportunities that lie ahead as we continue building a strong circular economy for Canada.

David Collie
Chair of the Board of Directors

Joe Zenobio
President, Call2Recycle Canada

Mission

As Canada’s leading not-for-profit consumer battery recycling organization, Call2Recycle Canada is committed to safely and ethically collecting and recycling as many end-of-life batteries as possible across Canada on behalf of its Members through an established and convenient collection network.

Vision

Call2Recycle Canada strives to remain Canada’s leading trusted partner for safe and responsible end-of-life battery management. We work with battery producers, governments, businesses, municipalities and all Canadians to reduce used battery waste across Canada, help protect the environment and support a strong circular economy.

Our Five Pillars

1

REGULATORY COMPLIANCE

Call2Recycle manages all aspects of Extended Producer Responsibility (EPR) for over 400 members, ensuring compliance with provincial regulations for battery collection and reporting.

2

EFFECTIVE COST MANAGEMENT

As a transparent and cost-effective Producer Responsibility Organization, Call2Recycle maximizes efficiencies, leverages economies of scale, and harmonizes its operations across regulated provinces.

3

SIMPLE & RESPONSIVE

Call2Recycle provides turnkey battery collection and recycling programs for businesses, retailers, and municipalities, offering immediate support and a trusted nationwide service.

4

SAFETY FOCUSED

As the only R2-certified battery stewardship organization in Canada, Call2Recycle upholds the highest safety standards, including fire-prevention materials and rigorous vendor audits.

5

CONSUMER EDUCATION & AWARENESS

Call2Recycle drives awareness and encourages responsible battery disposal through national and provincial campaigns, informed by recycling behaviour research.

Key Metrics

- Record-Breaking Year with more than **6.8 million kilograms** collected and recycled, a 17% year-over-year national increase.
- 21% year-over-year growth in regulated provinces.
- **50+ million kilograms** of used batteries collected and recycled since 1997.
- Reached nearly **15,000 battery collection points** across Canada.
- 90% of Canadians have access to *Recycle Your Batteries, Canada!* recycling services within 15 km of their homes.
- Largest logistics manager of EV batteries in Canada, with a 700% increase in EV battery collections.

Key Moments in 2024

1

REGULATORY COMPLIANCE

- Launched new Nova Scotia household battery program and received ministry approval of new BC e-Transport program.
- First North American Member of EUCOBAT, the European association of national battery collection schemes.

2

EFFECTIVE COST MANAGEMENT

- Reduced sorting costs by almost 30%.
- Leveraged innovative technologies including direct pick-up service and Smart Containers to enhance service and program.

3

SIMPLE & RESPONSIVE

- Added nearly 2,800 convenient battery collection sites across Canada to make battery recycling more accessible.
- Expanded the automatic battery pickup service in Vancouver, Toronto, Montreal, and launched new pickup service in Ottawa.

4

SAFETY FOCUSED

- Rolled out North America’s next generation of Smart Battery Containers (elevating safety for collection sites).
- Launched new safety educational toolkits for municipal and retail partners.

5

CONSUMER EDUCATION & AWARENESS

- Launched new national consumer brand *Recycle Your Batteries, Canada!* to increase battery recycling awareness.
- Onboarded Canadian soccer legend Christine Sinclair as the *Recycle Your Batteries, Canada!* program’s official ambassador.

Program Highlights:

Household Batteries

Since 1997, Call2Recycle Canada has managed the country’s largest collection and recycling program for single-use and rechargeable household batteries up to 5 kg, from common alkaline to Lithium-Ion and other chemistries. As of 2024, the organization runs official programs in seven provinces with battery recycling regulations and offers voluntary programs in the rest of Canada. It works with governments, businesses, municipalities, and environmental groups to promote battery recycling nationwide.

In 2024, Call2Recycle rebranded its national program as *Recycle Your Batteries, Canada!* – powered by Call2Recycle, introducing a new consumer identity that gained strong national visibility through widespread awareness campaigns and the support of Canadian soccer legend Christine Sinclair.

The program also advanced its infrastructure with the rollout of Smart Containers—North America’s first battery drop-off bins equipped with fill-level and thermal sensors—improving both safety and efficiency across the collection network.

That same year, Call2Recycle launched a new provincial program in Nova Scotia, following the province’s adoption of extended producer responsibility (EPR) legislation, furthering local recycling efforts. It received approval from the Alberta Recycling Management Authority (ARMA) for its program plan, as the only battery Producer Responsibility Organization (PRO) in Alberta.

Thanks to these initiatives, the *Recycle Your Batteries, Canada!* program recycled over 6.8 million kg of household batteries in 2024—a 17% increase from the previous year and a clear sign of Canadians’ growing commitment to a circular economy and environmental protection.



↑17%
INCREASE

6.8M
KILOGRAMS

HOUSEHOLD
BATTERIES
RECYCLED

Program Highlights:

Growth Segments

Electric Mobility (e-Mobility) Batteries

Call2Recycle collects and recycles rechargeable lithium batteries that power e-mobility devices—such as e-bikes, e-scooters, e-skateboards, and hoverboards—in most regulated provinces, including Saskatchewan, Manitoba, Ontario, Quebec, Prince Edward Island, and Nova Scotia.

In British Columbia, provincial regulations require producers to ensure full e-transport products (including the battery) are responsibly recycled at end-of-life. In response, Call2Recycle operates the BC e-Transport Program, managing the collection and recycling of complete e-transport devices on behalf of producers.

Electric Vehicle (EV) Batteries

Call2Recycle’s turnkey EV Battery Services support the growing EV sector by ensuring safe, responsible end-of-life management, reducing health and environmental risks. Auto manufacturers, repair shops, and recyclers can request pick-up services nationwide.

In 2024, the program picked up more than 3,000 EV batteries and continues to expand through partnerships.

EV Battery Recovery Program (Quebec)

In Quebec, Call2Recycle was selected by participating auto manufacturers to develop and administer North America’s first industry-led EV Battery Recovery Program. This initiative, in operation since 2023, collects, transports, and recycles eligible end-of-life batteries from hybrid, plug-in hybrid, all-electric, and fuel cell vehicles in the province.



Public Education & Awareness

Since 1997, Call2Recycle has led the way in promoting responsible battery recycling through education and nationwide awareness efforts.

Call2Recycle experienced a landmark year in 2024, as the organization rebranded its household and e-mobility battery program to ***Recycle Your Batteries, Canada!*** to boost consumer understanding and brand recognition. The vibrant new identity appears on redesigned collection boxes and is supported by a user-friendly website outlining the three steps to safe battery recycling: “**Collect, Protect, Drop Off.**™” The brand launched with digital media and a national TV campaign, including a high-profile Oscars appearance.

To further elevate awareness, Call2Recycle enlisted Canadian soccer legend Christine Sinclair as brand ambassador. Featured in TV and digital ads during Circular Economy Month, Sinclair helped spotlight battery recycling and encouraged Canadians to participate in a national drop-off contest. The campaign drove strong engagement and was amplified through retail and municipal partners. Within one year, the new brand achieved **26% aided awareness*** in regulated provinces, far exceeding expectations.

Call2Recycle also expanded its media presence through a proactive PR strategy, securing coverage in major outlets such as **Global News, CTV News, and CBC/Radio-Canada**, as well as regional stories tied to recycling efforts in British Columbia, Ontario, Prince Edward Island, and Nova Scotia.



Compliance

Full Regulatory Compliance

Since 1997, Call2Recycle has operated Canada’s leading battery recycling program in full compliance with environmental regulations across the seven provinces where it manages regulated programs. (For more details, visit the [Call2Recycle provincial program webpage](#)).

On July 1, 2024, Call2Recycle launched the official Nova Scotia Battery Recycling Program under the Province’s Solid Waste-Resource Management Regulations - supporting efforts to reduce waste and protect the environment in the province. In Alberta, Call2Recycle received approval for its battery recycling program plan as the only approved battery Producer Responsibility Organization (PRO).

Highest Operational Standards

Beyond regulatory compliance, Call2Recycle is committed to excellence in service and operations, setting the benchmark for battery recycling in Canada.

Call2Recycle is the country’s most certified battery recycling organization, holding four of the world’s top certifications:

- **R2v3** (Responsible Recycling Standard)
- **ISO 14001** (Environmental Management System)
- **ISO 45001** (Occupational Health and Safety Management System)
- **ISO 9001** (Quality Management System)

These certifications reflect Call2Recycle’s dedication to safety, quality, and environmental responsibility, backed by strict adherence to import/export and hazardous waste transport regulations.

In 2024, the organization began implementing an Integrated Management System (IMS) to ensure consistent application of operational standards across all services.



Operations & Cost Management

Call2Recycle Canada works in collaboration with collection, sorting, processing and shipping partners to operate Canada's most sustainable, cost-efficient and effective battery recycling programs. In 2024, we launched new initiatives to further enhance our operational efficiency by:

- Expanding our automatic pick-up service to support the deployments of Smart Containers, adding new coverage in the Ottawa-Gatineau area.
- Expanding our sorter network and integrating automated sorting to reduce sorting costs by almost 30%.
- Shifting the production site of our Damaged, Defective or Recalled (DDR) kits to a new Canada location, reducing production costs by 50%.



Safety Practices

Safety is a top priority in every aspect of Call2Recycle’s battery collection services and recycling operations. As a leader in the safe management of millions of kilograms of batteries each year, we bring deep expertise in preventing battery-related thermal events.

From helping Canadians safely prepare their used batteries for drop-off, to supporting our local partners in collecting them under optimal safety conditions, to transporting and processing batteries within our network - Call2Recycle is committed to minimizing the risk of thermal incidents and reducing the environmental impact of its operations. This work is done in close collaboration with members, associations, industry stakeholders, government bodies, and collection partners to mitigate safety risks throughout the battery’s end-of-life phase.

Safety is embedded in every stage of our battery recycling process—from ongoing education on best practices to the provision of dedicated safety materials and compliant collection and shipping tools.

In 2024, we launched a new generation of smart battery containers—the most advanced in North America. These high-performance containers are equipped with heat and fill sensors to maximize safety and efficiency. Approximately 1,000 Smart Containers were rolled out at collection sites across Canada in 2024, with more planned for rollout in 2025.

Call2Recycle also strengthened its standards for managing Damaged, Defective, or Recalled (DDR) batteries across Canada by expanding access to DDR kits for all collection partners.

Building on our safety expertise, we released four new “Protect What Matters, Be Battery Safe” toolkits in the Fall of 2024. These toolkits are tailored to meet the needs of collection partners, municipalities, fire services personnel, and e-bike retailers. Designed to educate communities on safe battery purchasing, usage, handling, and recycling the initiative is further supported by expanded collaboration with local fire departments - particularly in Ontario and Québec - throughout the year.





Call2Recycle Canada Members in 2024

Call2Recycle Canada is proud to partner with dedicated industry members, whose commitment to battery recycling and environmental responsibility drives our success. Their support enables us to expand our collection programs, advance sustainability initiatives, and make a lasting impact. Together, we are building a cleaner and safer future for generations to come.

[View our member list online](#)



Statement of Financial Position

December 31, 2024 and 2023

Assets	2024	2023
Cash	\$ 3,292,795	\$ 2,141,682
Accounts Receivable	\$ 8,460,093	\$ 5,709,862
Marketable Securities	\$ 24,215,362	\$ 29,250,959
Other Assets	\$ 715,975	\$ 540,795
	\$ 36,684,225	\$ 37,643,298
Liabilities and Net Assets	2024	2023
Accounts Payable and Accrued Liabilities	\$ 8,551,679	\$ 5,711,095
Unrestricted Net Assets	2024	2023
Undesignated	\$ 10,430,905	\$ 8,969,026
Board Designated	\$ 17,701,641	\$ 22,963,177
	\$ 28,132,546	\$ 31,932,203
	\$ 36,684,225	\$ 37,643,298

To the Members of Call2Recycle Canada, Inc.

Opinion: The summary financial statements, which comprise the summary statement of financial position as at December 31, 2024, and the summary statements of operations for the year then ended, and related notes, are derived from the audited financial statements of Call2Recycle Canada, Inc. (the “Entity”) for the year ended December 31, 2024.

In our opinion, the accompanying summary financial statements are a fair summary of the audited financial statements, in accordance with the criteria disclosed in Note 1.

Summary Financial Statements: The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements and the auditor’s report thereon, therefore, is not a substitute for reading the Entity’s audited financial statements and the auditor’s report thereon.

The Audited Financial Statements and Our Report Thereon: We expressed an unmodified audit opinion on the audited financial statements in our report dated June 18, 2025.

Management’s Responsibility for the Summary Financial Statements: Management is responsible for the preparation of the summary financial statements in accordance with the criteria disclosed in Note 1.

Auditor’s Responsibility: Our responsibility is to express an opinion on whether the summary financial statements are a fair summary of the audited financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, Engagements to Report on Summary Financial Statements.

BDO Canada LLP

Chartered Professional Accountants, Licensed Public Accountants Toronto, Ontario
June 18, 2025

Statement of Operations

For the Year Ended December 31, 2024

Revenues	2024	2023
Steward Fees	\$ 34,727,143	\$ 27,508,479
Investment Income	\$ 1,844,053	\$ 1,850,542
Other	\$ 894,417	\$ 240,177
	\$ 37,465,613	\$ 29,599,198
Expenses	2024	2023
Material Management and Processing	\$ 27,228,644	\$ 22,742,710
Public Education and Awareness	\$ 6,491,928	\$ 5,017,534
Other (Salary, Professional, Administrative)	\$ 7,544,698	\$ 6,797,569
	\$ 41,265,270	\$ 34,557,813
Deficiency of Revenues Over Expenses	\$ (3,799,657)	\$ (4,958,615)

1. Note to Summary Financial Statements

The summary financial statements are derived from the complete audited financial statements, prepared in accordance with Canadian accounting standards for not-for-profit organizations as at December 31, 2024 and for the year then ended.

The preparation of these summary financial statements requires management to determine the information that needs to be reflected in the summary financial statements so that they are consistent in all material respects with, or represent a summary of, the audited financial statements.

Management prepared these summary financial statements using the following criteria:

- (a) the summary financial statements include the summary statement of financial position and summary statement of operations;
- (b) management determined that the statements of changes in net assets and cash flows do not provide additional useful information and as such, have not included them as part of the summary financial statements;
- (c) information in the summary financial statements agrees with the related information in the complete audited financial statements including comparative information; and
- (d) in all material respects, the summary financial statements contain the information necessary to avoid distorting or obscuring matters disclosed in the related complete audited financial statements, including the notes thereto.

The complete audited financial statements of Call2Recycle Canada, Inc. are available upon request at the organization’s office at 100 Sheppard Avenue East, Suite 800, Toronto, Ontario, Canada.



Leading the charge for recycling.™

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