

Battery Stewardship Program Plan for New Brunswick

Submitted by:

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Introduction

Call2Recycle® is Canada's leading organization for battery collection and recycling, fulfilling product stewardship obligations on behalf of over 400 members, including producers of single-use and rechargeable batteries. Across Canada, Call2Recycle manages several leading programs, including *Recycle Your Batteries, Canada!* for household batteries (weighing up to 5 kg) and e-transport batteries used to power e-bikes, e-skateboards, e-scooters and hoverboards, *Recycle Your Vapes* for battery-powered vapes and e-cigarettes in Québec, and the voluntary *EV Battery Recovery* program for electric vehicle batteries, also in Québec. The organization functions as a Producer Responsibility Organization (PRO) in Ontario under the Individual Producer Responsibility (IPR) model, and in provinces with established Extended Producer Responsibility (EPR) programs, including British Columbia, Alberta, Saskatchewan, Manitoba, Quebec, Prince Edward Island, and Nova Scotia.

Since its inception in 1997, Call2Recycle has responsibly recycled over 50 million kilograms of batteries. It upholds its commitment to operating the highest quality battery recycling program in Canada and holds certifications in the most rigorous and globally respected standards, including R2v3, ISO 14001, ISO 45001, ISO 9001, as well as exclusively contracting with an ISO 27001 certified supplier for all IT infrastructure management. This reputation for excellence has enabled Call2Recycle to maintain trusted, long-term relationships with stakeholders and establish a network of more than 15,000 participating collection locations across Canada, including at leading retailers and municipal facilities.

In the province of New Brunswick, the Designated Materials Regulation, hereinafter referred to as the Regulation, under the Clean Environment Act, hereinafter referred to as the Act, sets out requirements obligating producers to participate in a stewardship program approved by Recycle New Brunswick. This New Brunswick stewardship program plan for primary and rechargeable batteries weighing up to five (5) kilograms is being submitted on behalf of obligated producers, already members of Call2Recycle Canada, Inc., and who have appointed it as their Producer Responsibility Organization. A list of producers who have signified intent to register for the NB program can be found in [Appendix A](#). The list will be up to date upon launch and shared with Recycle NB on a quarterly basis for compliance purposes. A glossary of the key terms and definitions used in this plan can be found in [Appendix C](#).

Program overview

For the past decades, Call2Recycle has operated a harmonized and robust consumer battery collection and recycling program across Canada, including New Brunswick on a voluntary basis and today, works on behalf of over 400 obligated producers as defined by provincial regulations. The program collects and recycles single-use and rechargeable batteries weighing up to and including five (5) kilograms from retailers, local governments, businesses, and consumers. Call2Recycle's battery collection activities in New Brunswick have been active since 2008. Battery collection facilities as well as Call2Recycle's awareness initiatives helped to raise the profile of battery recycling as a key part of responsible environmental management, sensitizing New Brunswick's residents to divert their batteries from landfill.

Call2Recycle's network of public and private collection, sorting and processing facilities in New Brunswick ensures optimal efficiency, cost-effectiveness, and continued growth along with promoting the ease and practicality of New Brunswick's program. Call2Recycle's national reach facilitates recognition among consumers and reduces administrative red tape and redundancies for larger collection site operators.

To be effective contributors to the cause of environmental conservation and material recovery, Call2Recycle routinely adopts best practices gleaned from its own research and from associate organizations both in Canada and internationally. Promoting environmental sustainability across the country, Call2Recycle's New Brunswick program is certified under the Responsible Recycling R2v3 standard, the electronics recycling industry's leading global recycling certification. The R2v3 standard provides a common set of processes, safety measures, and documentation requirements for businesses that repair and recycle used electronics. The standard lays out the proper procedures for recycling electronics with a key focus on protecting the environment and worker health and safety. The R2v3 standard is based on continuous improvement, requiring Call2Recycle to improve processes and procedures around the environment, health, and safety through internal processes and documentation. Organizations certified under the R2v3 standard must maintain a Quality, Environmental and Occupational Health and Safety Management System. To meet these requirements, Call2Recycle is certified to ISO 9001, 14001 and 45001.

Management structure and board of directors

Call2Recycle is a federally incorporated non-profit organization and is governed by a Board of Directors that is committed to ensuring an efficient and effective program. The Board is comprised of battery manufacturers, distributors, retailers, and independent directors.

The President of Call2Recycle reports directly to the Board of Directors. Management of the provincial program will be overseen by the Director, Eastern Canada with program services provided by several departments including account management, operations, customer service, member services, marketing and communications, finance and accounting, and information technology.

Call2Recycle commits to hire a New Brunswick bilingual resident to support program management and facilitate relationships with stakeholders such as municipalities, retailers, businesses, institutions, collection locations and other relevant stakeholders in the province.

Program details

39 (b) a description of categories of material to be used for the purposes of annual reports and performance measures and targets;														
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o

The New Brunswick program is designed to meet the regulatory requirements of obligated parties in New Brunswick for single-use and rechargeable batteries under the Regulation. This stewardship program plan

will address rechargeable and single-use battery chemistries weighing up to five (5) kilograms each. This stewardship program plan includes batteries, regardless of whether the battery is supplied as a stand-alone product or embedded in a product and batteries generated by consumers and those generated by private businesses and other organizations.

- Rechargeable batteries

A battery that can be recharged and reused multiple times by reversing the chemical reaction through an external electric current. Examples include lithium-ion, nickel-metal hydride (NiMH), and Small Sealed Lead-Acid Batteries (SSLA).

- Single-use batteries (primary)

A battery designed for one-time use. Once the stored chemical energy is depleted, it cannot be recharged and must be disposed of. Common examples include alkaline and zinc-carbon batteries.



Definition of “battery”

67 For the purposes of this Division, “battery” means a container that does not exceed 5 kg in which chemical energy is converted into electricity and used as a power source, and includes a single-use or rechargeable battery, but does not include a battery contained in a designated material.

Categories of material: batteries included and excluded

Batteries included:

Rechargeable · Lithium-Ion (LI-ION) · Nickel-Cadmium (NI-CD) · Nickel-Metal Hydride (NI-MH) · Small Sealed Lead Acid (SSLA) · Nickel Zinc	Single use (primary) · Alkaline · Lithium (LI) · Silver oxide · Zinc-air · Zinc-carbon
Batteries (either rechargeable or primary) sold with or in products, including but not limited to: · Garden tools · Construction/renovation tools · Smoke and CO alarms · Portable flashlights and spotlights · E-toys · E-bikes, E-Skateboards, E-Scooters, and Hoverboards · Ride-on toys	

Excluded products

This stewardship plan does not include the management of:

- Batteries weighing more than 5 kg
- Batteries sold in or with a device that is covered under another program established by the Designated Materials Regulation, such as *electronic products*.

Unavailable to collect – non-removable batteries

As part of the Extended Producer Responsibility (EPR) program for batteries, we recognize that certain types of batteries, specifically those that are non-removable, will not likely be available for collection under this program.

Non-removable batteries refer to batteries that are permanently affixed or sealed within products and are not intended to be replaced or removed by consumers and available for recycling purposes. These batteries, due to their design and integration within the product, will be considered "unavailable to collect" under the current Battery stewardship program.

In recognition of the impact of non-removable batteries, Call2Recycle will conduct, two years following the New Brunswick Program implementation, a study to estimate the volume of such batteries in New Brunswick and assess their potential for collection and recycling within the framework of the EPR program.

This study will focus on determining the quantity of non-removable batteries contained within their products/devices that are likely to be disposed of in landfills or through other means outside of the recycling program, excluding non-removable batteries contained in other designated products. The report associated with this study will be submitted to Recycle NB for consideration and approval for use in the calculation of recovery/capture rates.

While non-removable batteries are not likely to be collected through this program, we recognize the obligation of producers of these batteries under the program and we remain committed to identifying long-term solutions for these types of batteries. As part of this ongoing commitment, the results of the Call2Recycle study will inform potential new programs and existing program adjustments and the development of future collection or recycling methods that address these hard-to-recover batteries.

Orphaned and free rider batteries

“Orphaned batteries” refers to batteries produced by a manufacturer that either no longer exists or no longer produces batteries. “Free rider” also refers to an obligated entity that is not a registered member of the Call2Recycle program or other battery stewardship program. Call2Recycle’s program is operated on behalf of Call2Recycle members who are obligated producers of batteries, including those who offer batteries for sale online, in or into the province of New Brunswick. Call2Recycle makes concerted efforts to register all obligated entities with the program to eliminate free rider activity. However, it should be noted that both orphaned and free rider batteries are accepted by the program and are diverted from landfill.

Call2Recycle will make best efforts to outreach to obligated parties and encourage participation as a member in the New Brunswick program. Where a significant effort has gone into onboarding a potentially obligated producer and the producer has failed to register, Call2Recycle will provide Recycle NB with a non-compliance file detailing all the efforts undertaken to onboard the producer and any information required to assist them in identifying and communicating with obligated parties to get them into compliance under an approved stewardship plan.

Collection, transportation and consolidation system

39 (a) information on the storage, collection, transportation, recycling, processing, disposal and other handling of designated material waste, including the designated material waste of other producers;

(c) information on the province-wide collection system to be used by the consumer, including return facilities, by category of material;

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Call2Recycle operates a turnkey, highly efficient national program. Based on over 27 years of experience, Call2Recycle's program is well suited to meet the requirements under New Brunswick's Regulation on behalf of obligated producers. The program's primary focus is to recycle consumer batteries (single-use and rechargeable)—wherein all batteries collected are managed responsibly.

Call2Recycle designs its network of drop-off facilities across the province to enable consumers to drop off their used batteries at locations convenient to them. The program has established a qualification process for collection facilities to maximize battery returns. Call2Recycle also accepts batteries from business and Industrial, Commercial and Institutional (IC&I) sectors. These collection sites may or may not be open to the public. Often, they are significant purchasers of consumer batteries and collectors of used consumer batteries in New Brunswick.

Any retailer, business, institution, or government entity that meets program collection site requirements can participate as a drop-off location that is open to consumers (public site) or as a private collection site collecting batteries used internally (private site). Public collection sites are strategically located where they are most likely to be used by consumers. Below are other considerations when establishing collection sites:

- **Accessibility** – To ensure an optimal number of collection sites available to the public based on geography, population density, and ease of access.
- **Convenience** – Facilitate ease of drop-off for consumers not only in urban areas, but rural and remote communities by providing collection services at non-traditional drop-off locations, recycling/round-up events, or through curbside battery collection special projects.
- **Cost-effectiveness** – It is necessary to manage the program's cost-to-serve for continued growth and success.
- **Environmental health and safety** – Call2Recycle will work with companies wanting to enroll in the collection program to promote environmental health and safety through battery recycling.
- **Association with batteries** – The likelihood that consumers will correlate batteries with the location (e.g. an electronics store or recycling depot).

Collection sites are either private or public. A site is considered active if it has shipped batteries through the program in the last 12 months. The current list of collection facilities and their locations for New Brunswick is available in [Appendix B](#).

Collection site type	Definition	Number
Private	A location that actively collects batteries, not open to the public for battery drop-off but open to one particular person or group of people.	148
Public	Locations open to the public, even for a minimum amount of time, to drop off their batteries. Includes public-facing collection events.	83

Collection site's registration process

Call2Recycle collection sites are required to register on our website or via an account manager. Once an application is received, it takes 5-10 business days for us to review and set up in our system. New collection partners are provided with a welcome email detailing all the program how-to's, are sent supplies to start collecting, and are assigned with a direct contact at Call2Recycle who oversees their account.

Call2Recycle collection sites use one of two collection methods: the bulk program or the box program.

- The bulk program caters to facilities that generate large quantities of batteries for recycling (250 kg minimum per shipment).
- The box program is designed for sites that do not generate large quantities of batteries in a short period of time or do not have the space to collect bulk quantities. These sites receive program-provided collection containers, such as a collection box at no cost to them. The container kits include promotional material, plastic bags for battery terminal protection, and pre-paid shipping labels for returning the full box.

Sites that collect in bulk quantities must ship in UN-rated drums provided under the Program. Shipping of collected batteries will be managed by Call2Recycle at no cost to the collection sites.

For New Brunswick, batteries will be picked up at collection sites mostly upon request or via an automated pick-up service for smart container sites.

Transportation

For the New Brunswick EPR Program, Call2Recycle will ensure that the transportation network:

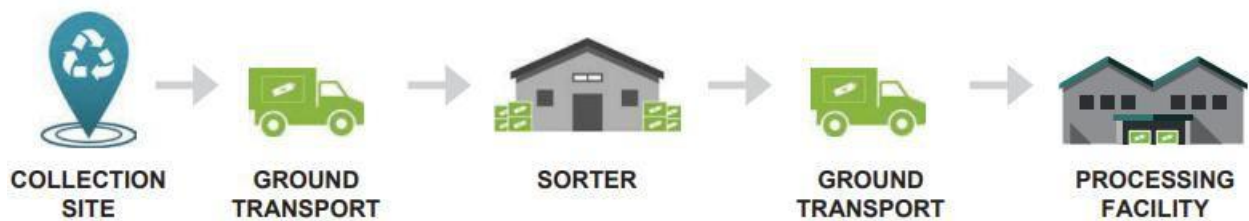
- Adheres to agreed-upon schedules for pickups at collection sites to ensure seamless and continuous collection and transportation services of their batteries.
- Have policies and processes in place.
- Executes the safe handling, loading, and transport of batteries to minimize the risk of damage, accidents, or environmental hazards during transit.
- Complies with all relevant regulations and environmental standards governing the transportation of batteries and hazardous materials.

To ease the compliance burden on the participants of the program, Call2Recycle has secured some exemptions in the form of:

- PELES certificates that enable the participants to ship batteries via the Call2Recycle program without the need to manifest the shipment.
- Equivalency certificates from Transport Canada to transport batteries in Call2Recycle containers without the need to manifest or the have the shipper trained to TDG standards.

Sorting and recycling process

Currently there are no sorters operating in New Brunswick, therefore batteries collected through Call2Recycle in New Brunswick are shipped via approved transporters to the two (2) closest sorting facilities, Laurentide and Quantum, where collected batteries are sorted based on the chemistry. Various data points such as the origin, date of sorting, total weight, weights of various chemistries of batteries and nonconforming materials are recorded in the ERP system.



If not processed on site, the sorted batteries are then prepared to be shipped to appropriate processors based on the chemistry of the batteries. At this time, Call2Recycle works with various processing facilities. See [Appendix D](#) for the complete list of sorters, transporters and processors to be used for the New Brunswick Program.

At the processing sites, various proprietary and state of the art technologies are deployed to recover valuable resources under the R2v3 standards, a guarantee that recycling practices minimize environmental harm, with emphasis on reuse and reducing waste. Even though the processes that are deployed varies

based on the chemistry or the processors at a high level, processing involves the below steps:

- **Inspection** – The incoming batteries are inspected for quality and nonconforming materials.
- **Size reduction** – Batteries undergo some form of size reduction to aid better material separation (e.g.: lead, nickel and cadmium).
- **Material recovery** – At this stage a number of proprietary technologies will be used including:
 - Hydrometallurgical: The use of solvents and chemicals to extract critical minerals in a salt form.
 - Pyrometallurgical: Use of heat to separate various metals.
 - Direct recycling: Using material properties to separate different component metals.
 - Electro-hydrometallurgy: Use of electric current to separate critical metals.
- **Refining** – Recovered materials are further refined to be used in various applications to replace virgin materials.
- **Disposal** – As a last resort, any residual material will be disposed of in compliance with the R2v3. Depending on the battery type, the chemistry and the battery composition, the material recovery step may utilize one or more technology, as follow:

Technology	Rechargeable battery chemistry				Primary or single use chemistry	
	NI-CD	LI-ION	NI-MH	SSLA	Alkaline	LI
Hydrometallurgy	x	x	x	x	x	x
Pyrometallurgy	x	x	x	x	x	x
Direct recycling		x	x			
Electro-hydrometallurgy		x				
Material recovered	Nickel and cadmium	Lithium, cobalt and nickel	Steel, lithium, nickel	Lead acid	Steel, zinc, manganese	Lithium, nickel
Future application	New batteries, construction material	New batteries	Stainless steel, water pipes	New batteries	Plastics, ceramic	New batteries

Call2Recycle operates the entire value chain adhering to world leading standards requiring all participants to comply with not just government regulations but also Call2Recycle's requirements that are aligned to global best practices.

To become a service provider to Call2Recycle, interested entities must pass a rigorous and a thorough audit process to ensure regulatory compliance and adherence to Call2Recycle's standards. In line with ISO 9001, all suppliers are evaluated at least once a year on various performance benchmarks. This ensures the highest quality and level of service from all suppliers and helps manage various operational risks proactively.

Storage

Call2Recycle does not currently hold any batteries in long-term storage, however, should this change operationally, Call2Recycle will advise Recycle NB. The same applies with the approved processor list, Call2Recycle will advise Recycle NB should there be a change.

Accessibility: coverage of geographic areas

**39 (e) information on service delivery to remote or rural areas;
(f) the geographic areas to be used for the purposes of the annual report;
(g) a description of the manner in which existing collection and processing systems have been taken into account.**

	d	e	f	g	h	i	j	k	l	m	n	o
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Call2Recycle has serviced the province of New Brunswick for more than 20 years with a voluntary consumer battery collection and recycling program. Convenient and accessible drop-off locations are available across the province. Public collection locations that are available to New Brunswick residents are listed on Call2Recycle's online locator. Residents can search by postal code or city and province to find a battery collection location. Call2Recycle's Customer Service staff is also available to assist the public in locating a collection site nearby. Call2Recycle maintains a strong collection network, which currently offers more than 200 public and private collection sites throughout New Brunswick.

On behalf of obligated producers, Call2Recycle will take proactive measures to ensure reasonable and convenient access to battery collection locations in the province. Call2Recycle has a pre-existing collection network established and is committed to expanding the network to increase accessibility. This may include seeking partnerships with collection facilities that accept multiple product streams from consumers to maximize provincial coverage and accessibility in all twelve (12) Regional Service Commissions Regions.

These twelve (12) regions will be used for reporting purposes.

Regions: #	Regional service commissions
1	Northwest Regional Service Commission
2	Restigouche Regional Service Commission
3	Chaleur Regional Service Commission
4	Peninsule Acadienne Regional Service Commission
5	Greater Miramichi Regional Service Commission
6	Kent Regional Service Commission
7	Southeast Regional Service Commission

8	Regional Service Commission 8
9	Fundy Regional Service Commission
10	Southwest New Brunswick Service Commission
11	Regional Service Commission 11
12	Western Valley Regional Service Commission

Residents across the province will be offered a variety of battery collection options that range from permanent year-round drop-off sites to seasonal collection events, including community collection events. In 2024, 78 percent of New Brunswick residents resided within a 15 km radius of an available battery drop-off location.

Call2Recycle commits to free and reasonable access to collection facilities. To ensure an optimal number of collection facilities available based on geography, population density, the needs of a community, and ease of access are considered. The program will work to increase coverage in underserved or remote areas of the province by seeking opportunities to enroll permanent collection facilities to provide year-round recycling for batteries. Targets to be proposed 2 years from implementation. Call2Recycle will work with local governments, Indigenous communities, or other stakeholders on collections events if permanent collection facilities are not possible.*

*Some smaller communities do not generate enough used batteries to ship annually or have an appropriate location to host a year-round public drop-off location. In that case, collection events are used to ensure that small, rural, and/or remote communities have access to battery recycling.

Location of facilities and Pollution prevention hierarchy

39 (d) the location of storage, recycling, processing, disposal and other handling facilities for designated materials;										
(h) a management plan for designated material waste, by category of material, according to the following order of preference:										
(i) reuse of the designated material;										
(ii) recycling or composting of the designated material;										
(iii) recovery of energy produced by the designated material: and										
(iv) disposal of the designated material in accordance with the Act.										
	d		h	i	j	k	l	m	n	o

Call2Recycle works with a variety of service providers including those for transportation, sorting and recycling. To optimize participation, improve efficiency, and increase battery collection rates, Call2Recycle is committed to an open, transparent, and fair process in selecting service providers.

To avoid disruption, Call2Recycle works with various service providers. See [Appendix D](#) for the complete

list and addresses of sorters, transporters and processors to be used for the New Brunswick Program.

Certifications

Call2Recycle Canada, Inc. is one of the only programs to be certified in Canada to the four standards providing its members with a transparent and compliant solution

Call2Recycle Canada, Inc. is currently certified to:

- R2v3 (Responsible Recycling practices standard).
- ISO 14001 (Environmental management system).
- ISO 45001 (Occupational Health and Safety management system).
- ISO 9001 (Quality management system).

This distinction reinforces Call2Recycle's commitment to maintain the highest standards with regulatory compliance and environmental stewardship.

Pollution prevention hierarchy

Call2Recycle abides by the pollution prevention hierarchy (PPH) as required by the Designated Materials Regulation under the Clean Environment Act. Pursuant to Part 5, Section 39 (h) in descending order of preference, Call2Recycle manages batteries as follows:

PPH Order of Preference	Call2Recycle's Product Management under the PPH
(i) reuse of the designated material;	Rechargeable batteries, by design, can be reused until they can no longer hold a reliable charge. In the context of battery refurbishment as a form of reuse, lithium-based rechargeable batteries are those most commonly eligible for refurbishment. Best practices and manufacturer recommendations stipulate that refurbished lithium batteries should undergo testing in accordance with UL 1642 standards. Call2Recycle is unable to guarantee compliance with these standards by lithium battery refurbishers. Given the importance of public safety, Call2Recycle does not currently endorse the practice of battery refurbishment at this time. Similarly, there are no official guidelines regarding refurbishing other rechargeable batteries; therefore, Call2Recycle does not support these activities due to safety risks and a lack of standards.
(ii) recycling or composting of the designated material;	The single-use batteries collected as part of the program are recycled, as by design, they cannot be reused. Rechargeable batteries enter Call2Recycle's stream at end-of-life. Batteries that are collected as part of the NB EPR Program are recycled. Call2Recycle facilitates connections between interested battery processors and battery manufacturers, promoting the reuse of reclaimed

	materials from recycled batteries such as cadmium, lead or nickel, to produce new ones. Other materials recovered through the recycling process (e.g. metals) are sold as commodities for use in the manufacturing of new products.
(iii) recovery of energy produced by the designated material	Any component of the battery that cannot be recycled will be managed via waste to energy.
(iv) disposal of the designated material in accordance with the Act	In rare instances where Call2Recycle downstream processors have exhausted all the above options, any residual material will be landfilled.

Recycling Efficiency Rate (RER)

RER, is a measure that tells us the percentage of a battery that is recovered from the recycling process for each chemistry. It is calculated by comparing the weight of materials recovered relative to the original weight of those batteries.

Call2Recycle records Recycling Efficiency Rates (RER) by chemistry to assess the quantity of materials reclaimed from each battery chemistry that can be used in secondary products.

2022 Recycling Efficiency Rates by Chemistry*											
BATTERY TYPE	Rechargeable Battery Chemistry						Primary Chemistry				
	NI-CD	LI-ION		NI-MH	SSLA		ALKALINE				LI
% Material recovered – Recycled to											
Metal(s)	52%	78%	63%	77%	79.23%	66%	21%	21%	27%	18%	35%
Co-product aggregate	0%	0%	30%	0%	0%	0%	1%	72%	54%	62%	0%
Cadmium	21%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Secondary Recovery**	0%	0%	0%	0%	4.04%	2%	57%	0%	0%	0%	21%
Plastic Recovery or Reductant	0%	0%	0%	0%	8.40%	8%	5%	2%	0%	0%	0%
Total Material Recovery (%)	73%****	78%	93%	77%	91.67%	76%	84%	95%	81%	80%	56%
Not Recovered for use in Secondary Market During Recycling Process***	27%	22%	7%	23%	8.33%	24%	16%	5%	19%	20%	44%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

* Recovery rates provided by processors. **This includes metals that are recovered at secondary processors. ***Not recovered for use in secondary market includes Water, Oxygen, Plastics, and Organics (carbon, electrolytes). ****Call2Recycle Canada began using a North American-based processor for Ni-Cd in 2022. Previously, Ni-Cd batteries were sent to a European processor.

In accordance with the requirements of the third-party assurance of non-financial information, Call2Recycle will report annually on product end-fates and battery recycling efficiency rates (RER) by chemistry. Any changes to the RER or product end-fate will be reviewed by a third-party auditor and disclosed in the annual report. RER are processor specific and may change from time to time if there is a change in processor or updates to the processor's technology.

Design, research, and development activities

39 (i) a description of the efforts being made by the producer to redesign designated materials to improve opportunities for reuse and recycling;
(j) information on current and future research and development activities in the Province related to the management of the designated material;

	i	j	k	l	m	n	o
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To reduce environmental impact, conserve resources, and support a more sustainable battery lifecycle, battery producers are redesigning primary and rechargeable batteries. They are focusing on key strategies to enhance reuse and recycling.

1. **Material innovation:** Producers are increasingly prioritizing environmental sustainability by switching from conventional, more toxic materials to safer, more recyclable alternatives, while also redesigning batteries for easier disassembly and end-of-life management. Traditionally, batteries, especially alkaline and zinc-carbon types, relied heavily on materials like mercury, cadmium, and heavy metals to maintain performance and shelf life. Over the past few decades, however, producers have moved away from these hazardous substances. For example, mercury has been eliminated from nearly all consumer batteries, and many producers now use zinc-manganese dioxide chemistry for alkaline batteries, which is less toxic and more environmentally benign. Additionally, producers have started to adopt paper-based, fully recyclable packaging, which ultimately minimizes environmental impact and contributes to a circular economy. Of course, such material innovation activities require financial investment commitments from producers.

2. **Standardization and modularity:** Producers are increasingly moving toward standardized battery sizes and modular designs to improve product sustainability. Traditionally, a wide variety of battery formats has made it difficult to replace or recycle batteries efficiently. Non-standard shapes, proprietary connectors, and built-in battery designs often require entire products to be discarded when only the battery has failed. By adopting uniform formats such as standardized AA, AAA, and rechargeable NiMH battery packs, producers can ensure that batteries are interchangeable across different devices, making it easier for consumers to find replacements and for technicians to carry out repairs. Modular battery systems, where the battery can be easily removed and replaced without special tools, further enhance repairability and extend product life. These changes also benefit the recycling process, as uniform formats simplify the sorting and processing of end-of-life batteries. Overall, standardization and modularity across battery formats are key enablers of product longevity, consumer convenience, and efficient material recovery, aligning with both environmental goals and circular product design principles.

3. **Eco-design and labeling:** Producers are increasingly adopting eco-design principles and improved labeling practices to enhance sustainability. This includes minimizing the use of adhesives and opting for easily separable components, which simplifies the recycling process. In addition, producers are incorporating clear, standardized labeling, such as QR codes, that provide consumers and recyclers with essential information about the battery's composition, proper disposal methods, and recycling options. These efforts aim to facilitate more efficient sorting and processing at recycling facilities, reduce environmental impact, and promote a circular economy.

Although Call2Recycle doesn't have control over how producers manufacture their batteries, they encourage them, through regular business encounters, to manufacture batteries that have high efficiency, are energy-dense, and have a longer lifespan. This reduces the number of units introduced into the market. Call2Recycle also encourages battery producers to design batteries in a manner that improves reusability and recyclability.

Call2Recycle shares regular updates on benchmarking studies, best practices, and research and development activities with its Board comprised of battery manufacturers, distributors, retailers and independent directors.

Call2Recycle does not currently support any research and development activities in New Brunswick, but we will explore opportunities in the province and build upon the collaboration already in place with other universities in Eastern provinces. As an example, Call2Recycle currently collaborates with a university located in Quebec in the development of a unique process based on Hydrometallurgy, for the efficient, zero-rejection recovery of recycled batteries.

Smart containers

At the beginning of 2024, we launched North America’s first smart battery recycling container. Receptacles feature temperature monitoring technology, and wi-fi capability to push notifications in case of thermal events. Plus, in rare cases of thermal events, a spring-loaded lid and sealed steel unit restrict oxygen and contain it within the device. On top of that, telemetrics enable communication with central dispatch to optimize pick-up schedule and it is integrated with our “Rover” direct pick-up model, enhancing service and safety.

Environmental, human health and safety standards

39 (l) a management plan for designated material waste, by category of material, which shall provide for the implementation of environmental and human health and safety standards, which shall meet or exceed those provided by applicable law.

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The safety of consumers, collection sites, transporters, sorters, and processors are a top priority for Call2Recycle. When certain types of batteries reach end-of-life, they may still retain a residual charge that can present a safety risk if not handled properly. To advance the program’s commitment to safety, Call2Recycle has introduced a flame-retardant liner affixed in all boxes distributed in New Brunswick. This innovation offers an additional layer of protection from a thermal event during the battery journey – from collection to transportation to sorting and processing. The liner helps prevent flames from escaping from the battery box should an event occur. Collection boxes are also UN4GY-rated and have been approved by Transport Canada.

Call2Recycle’s New Brunswick EPR Program guidelines also put an emphasis on terminal protection requirements, another way to avoid fire incidents. All collection partners are encouraged to take the following [essential training](#) to learn how to safely collect, handle and prepare used household batteries for shipment.

This training addresses topics such as:

- What type of batteries are accepted.
- How to safely collect and handle batteries.
- What to do with damaged batteries.
- How to safely store used batteries.
- What containers are acceptable for shipping batteries.
- How to prepare containers for shipment.
- How to avoid potential safety incidents during transport.

Call2Recycle continues to invest in innovative solutions that help mitigate risks and will ensure that any program-provided collection receptacles introduced in New Brunswick in the future will meet all regulatory requirements and ensure the safe storage and transportation of batteries. Call2Recycle has started the deployment of smart containers that go beyond traditional collection boxes and simplifies the recycling process for collection sites and consumers while prioritizing safety and accessibility. The network of smart containers will continue to progress with the inclusion of New Brunswick.

Smart containers are a good example of Call2Recycle's commitment to security. Constructed from durable steel, the container contains any fire incidents within itself, preventing further spread and ensuring a secure environment.

Additionally, as per the R2v3 Certification, all service providers must comply with rigorous health and safety measures for employees and communities involved in the recycling process.

GHG emissions from the battery recycling plan

39 (n) a description of greenhouse gas emissions resulting from the implementation of the stewardship plan and opportunities to reduce environmental impact.

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The operation of Call2Recycle's battery recycling plan in New Brunswick generates GHG emissions across various stages, primarily:

- **Transportation:** The collection and transportation of batteries from numerous collection sites across the province to sorting facilities and then to processors contribute to emissions. The distances involved, the types of vehicles used, and the frequency of transportation all influence the carbon footprint.
- **Sorting and processing:** While the recycling process itself helps in resource conservation and reduces the need for new material extraction, the sorting and processing stages also involve energy consumption and emissions. The types of processes employed, energy sources used at the facilities, and the efficiency of operations impact the overall GHG emissions.

Opportunities for reducing GHG emissions

Call2Recycle recognizes that operating a battery recycling program in New Brunswick generates greenhouse gas (GHG) emissions. The company is committed to applying mitigation actions to minimize the environmental impact of its operations.

- **Optimize transportation routes:**
 - Call2Recycle will implement efficient route planning to minimize the distances and fuel consumption associated with battery transportation.
 - Call2Recycle will explore consolidation opportunities, where batteries from multiple collection points are aggregated before transportation, reducing the number of trips.
 - Call2Recycle will explore pilot programs for curbside battery collection to further increase collection rates and reduce the need for individual transportation to drop-off locations.
 - Call2Recycle will consider using low-emission vehicles or alternative fuel sources for transportation, such as electric or hybrid vehicles, or those running on biofuels.
- **Promote local sorting and processing:**
 - Call2Recycle will explore having a local sorter in the Maritimes, seeking the best economically and environmentally viable solution that contributes to reducing emissions associated with transporting batteries out of the province for sorting.

Beyond simply diverting batteries from landfills, Call2Recycle is dedicated to pursuing the most climate-change-friendly practices throughout its operations. Through ongoing innovation, collaboration, and by continually evaluating and optimizing transportation, sorting and processing, Call2Recycle aims to minimize greenhouse gas emissions and leads the way in sustainable battery recycling.

Elimination or reduction of the environmental impacts

39 (m) a plan for the elimination or reduction of the environmental impacts of designated material waste, by category of material;

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Both single-use batteries (e.g., alkaline, zinc-carbon) and rechargeable batteries are resource-intensive to mine and can contribute to soil and water contamination if improperly disposed. Rechargeable batteries are longer-lasting but represent fire hazards at their end-of-life.

The different types of batteries, their respective uses, and elements of concern are listed below.

Battery type	Category	Common uses	Toxicity level	Key elements/Concerns
Lithium-Ion (Li-ion)	Rechargeable	EVs, power tools	High	Cobalt, Nickel, Manganese, flammable solvents
Nickel-Cadmium (NiCd)	Rechargeable	Medical equipment, old power tools	Very High	Cadmium (carcinogenic), Nickel
Nickel-Metal Hydride (NiMH)	Rechargeable	Hybrid cars, AA/AAA rechargeables	Moderate	Rare earth metals, Nickel, mildly corrosive electrolytes

Battery type	Category	Common uses	Toxicity level	Key elements/Concerns
Lead-Acid	Rechargeable	Car batteries, UPS systems, solar storage	Very High	Lead (neurotoxic), Sulfuric acid
Alkaline (Zn-MnO₂)	Single-use	AA/AAA/9V – toys, remotes, flashlights	Low–Moderate	Zinc, Manganese, mild leakage risk
Zinc-Carbon	Single-use	Clocks, basic remotes, flashlights	Low–Moderate	Zinc, mild leakage
Primary Lithium (Li-MnO₂)	Single-use	Watches, cameras, pacemakers, key fobs	Moderate–High	Reactive lithium metal, flammable electrolytes

The Province of New Brunswick is committed to the reduction, reuse, recycling, and safe disposal of hazardous materials. Reconditioning batteries for reuse can pose an unacceptable safety risk to consumers if not done properly.

Therefore, Call2Recycle only supports the reconditioning and reuse of batteries if safety is not compromised and the proper guidelines are followed, including proper authorization to perform reconditioning, adhering to strict safety testing standards, and ensuring reconditioned batteries are labelled as such.

To eliminate and reduce environmental impacts, Call2Recycle has various mitigation strategies in place in several areas of its operations, such as transportation, collection, and recycling infrastructure.

Operate under strict safety standards:

- Establish safety standards for lithium battery storage and transport.
- Use fire-safe collection boxes, especially for lithium-based batteries.
- Educate on the safe storage and transport of batteries.
- Invest in automated disassembly and advanced recycling plants.

Encourage consumer participation:

- Enhance public awareness campaigns about the importance of battery recycling and the environmental benefits of proper disposal.

- Expand the collection network and make battery drop-off points even more accessible and convenient for residents.
- Promote the use of rechargeable batteries.

Emergencies

As per the PRO Emergency Reporting Clause, should Call2Recycle discover an environmental emergency, Call2Recycle will immediately notify, whether during normal business hours or after hours, Recycle NB and the appropriate location of the New Brunswick Department of the Environment.

Program funding

Environmental Handling Fees (EHFs) are used to fund the New Brunswick EPR Program, including but not limited to communications, collections, transportation, processing, and administration. As per sections 50(2) and 50(3), the EHF must be internalized by the producers and retailers.

EHFs are reviewed annually and set through a budgeting process and are reviewed and approved by the Call2Recycle Canada, Inc. Board of Directors. Based on the number of units of batteries sold into the province, members report quantities at pre-set periods using an online system. Members are provided with a minimum of 90 days notice of any changes to the EHF schedule. Call2Recycle will keep Recycle NB apprised of any upcoming changes pertaining to the schedule of EHFs.

All obligated batteries shall be subject to an EHF and it may be applied to batteries contained in some products. Any fee placed on these categories is to manage the batteries and not for the device itself. The NB EPR Program's goal is to ensure that applicable batteries are safely managed at end-of-life while also minimizing the potential for cross-subsidization between products and categories. Applicable products may include garden tools, construction and renovation tools, smoke and carbon monoxide alarms, portable flashlights and spotlights, electronic toys, electric bicycles, and electric scooters. Product categories are subject to change.

The organization maintains a reserve fund, the amount of which is determined by Call2Recycle's Board of Directors. As per Recycle NB's policy, Call2Recycle will maintain a reserve fund that does not exceed the average of one-year operating expenses over the life of the Plan. This fund ensures the stability of the current program and any future financial obligations that may arise including wind-down costs if necessary. Call2Recycle may utilize EHFs as a tool to manage the NB EPR Program reserve fund.

Auditing and qualifications:

Call2Recycle is committed to ensuring that registered obligated entities (members) and service partners, and the NB EPR Program itself are compliant with Call2Recycle standards and industry best-practices.

In 2023, the organization was certified to the R2v3 standard, the latest version of R2, the electronics recycling industry's leading global recycling certification. This distinction reinforces Call2Recycle's commitment to following stringent requirements regarding safe, secure battery collection and processing. Call2Recycle is committed to an open, fair and transparent process to select the best service providers based on several criteria.

In compliance with R2v3 standards, Call2Recycle conducts a thorough due diligence on all sorters and processors. The due diligence includes reviewing relevant business licences, certifications, policies and procedures. The due diligence may also include on-site audits.

Member audits

Call2Recycle conducts periodic audits of its members with respect to the sale, supply, distribution and importing of obligated products in the relevant provinces where the programs are being implemented and operated. These audits verify the accuracy of the remittances of EHF's by the members to Call2Recycle.

Promotion, education and awareness

39(k) a communications plan to inform consumers about the stewardship plan, including
(i) information concerning reasonable and free access to a method of collection, and
(ii) a plan for education and awareness.

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Strategic approach

While Call2Recycle operates a national program across Canada, it also appreciates the unique characteristics of New Brunswick, its residents, and available communication channels. Knowing who to reach and how to reach them is critical to the success of any outreach and education plan. To that end, Call2Recycle will engage in specific research to further understand the nuances of the New Brunswick market.

To ensure a successful education and awareness campaign, the promotion and education budget will support a range of new and recurring outreach and education efforts. Consumer awareness, attitudes, and actions will be monitored using surveys, and programs will be evaluated against key metrics, including

annual collection results and accessibility to the collection network. Based on continued learnings and outcomes, strategies and plans will be adjusted accordingly. Call2Recycle will report on the awareness survey results, collected yearly, in the annual report.

We are excited to announce that our new, consumer-facing brand has been launched. The **Recycle Your Batteries, Canada!** brand attaches a consumer-friendly name to our household battery recycling program.



This program has been introduced to New Brunswick and across the country and is designed to increase consumer awareness, drive collection rates and enhance our program's brand profile.

You can now visit the new site(s) at: www.RecycleYourBatteries.ca (English) or www.RecyclezVosBatteries.ca (French).

Objectives

To help raise awareness, drive participation, and maximize collections with residents of New Brunswick, Call2Recycle will offer opportunities to collection network participants including retailers, businesses, and municipalities to participate in various education and promotion campaigns. On a parallel track, Call2Recycle will implement a proactive outreach program targeting opinion leaders, stakeholders, and media outlets. This will be complemented by integrated, multi-channel promotions through traditional, non-traditional, and digital media, as well as sponsorships and partnerships to efficiently reach the defined target audiences and further battery diversion goals. Objectives for consumer awareness campaigns are as follows:

- 1) **Educate:** Inform New Brunswick residents:
 - a) Household batteries can and should be recycled.
 - b) Why it's important to recycle household batteries.
 - c) Where to recycle household batteries.
 - d) How to elevate battery safety and prevent battery-related incidents.
- 2) **Motivate:** Inspire the audience to recognize the role they play—raising awareness of the importance of battery recycling.
- 3) **Move to action:** Demonstrate the accessibility of battery drop-off sites and provide options to help the public identify convenient collection locations via online, partner, and telephone locators.

<u>Target Audiences</u>		
New Brunswick residents	Collection network	Stakeholders
Consumers Businesses	Public sites (collect directly from residents): municipalities, retailers, communities. Private Sites (internal collections): solid waste facilities, businesses.	Key influencers (local Government, industry and trade associations, and non-governmental organizations). Call2Recycle members/obligated parties. Media, experts, influencers.

Call2Recycle will also seek opportunities to work collaboratively with other approved stewardship programs, when possible, with the goal of increasing convenience and enhancing NB EPR Program efficiencies.

Communication plan and tactics

With the goal of increasing awareness, on behalf of its members, Call2Recycle will conduct an annual consumer awareness survey and will report on the percentage of New Brunswick residents who are aware that batteries can be safely recycled. The survey will also measure the percentage of residents who report having recycled batteries and the percentage who are aware of where to look to find a battery drop-off location.

Call2Recycle will submit an annual communication plan, detailing specific actions and timing, to Recycle NB during the term of this stewardship plan. The annual communication plan will be submitted to Recycle NB on or before December 1 of the preceding year and one-month prior EPR Program Launch in New Brunswick. The plan will include examples of marketing and communication materials to be used across media types (both French and English) and will include tactics to inform consumers about the stewardship plan. All customer facing material will be available in both French and English languages. Consistent with Recycle NB's policy, any educational and consumers awareness material will be submitted to Recycle NB fifteen (15) days before release.

Call2Recycle will update Recycle NB if any changes are made to our strategy during the year.

Contracts and dispute resolution

39 (o) a dispute resolution process to deal with disputes between a producer and a service provider.

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For entities that enter into an agreement for the collection, transportation, and processing of batteries, a contract is put in place that outlines the dispute resolution process. For entities that do not have a formal agreement with Call2Recycle, the same approach will be followed.

- All claims, counterclaims, disputes, and other matters in question between Call2Recycle and service providers arising out of, or relating to, the program will be addressed between the parties by standard means of communication (email, phone call, letter).
- Any dispute other than a claim for indemnification that cannot be resolved by standard means of communication within sixty (60) calendar days, and any claim under Service agreement that the parties agree to submit to arbitration, shall be resolved by arbitration under the rules of the New Brunswick Arbitration Act, or such other rules of arbitration to which the parties mutually agree.
- Any such arbitration shall take place in the Province of Ontario unless another location is mutually agreed upon by the parties.
- Nothing in the Agreements or contracts shall be construed to limit the right of either party to obtain a preliminary injunction pertaining or relating to an arbitrable dispute or controversy against any other party, pending resolution of said dispute or controversy by the arbitration process set forth above, or from pursuing judicial remedies to enforce the indemnification obligations established in common law or statute.
- Each Party shall bear its own costs of the arbitration and shall share equally the fees and disbursements of the arbitral tribunal and any other related costs of the arbitration, regardless of the outcome.

Call2Recycle operates in good faith with its partners and will try to resolve a dispute without arbitration. Arbitration will only be used if both parties cannot come to a reasonable solution.

Reporting

45(1) On or before May 31 in each year, a producer shall submit an annual report to the stewardship board detailing the effectiveness of the stewardship plan during the previous calendar year.

Annual reporting

As per the Regulation, Call2Recycle will submit a written annual report to the Recycle NB on or before May 31 of each year, which shall include the elements set forth in the New Brunswick Regulation under the Clean Environment Act.

Stewardship plan targets to be submitted within 2 years of implementation.

Plan reporting commitments

Outside of annual reporting, Call2Recycle will also submit to Recycle NB quarterly collection reports at the end of each quarter to demonstrate NB EPR Program progress and performance

INDICATOR	REPORTING COMMITMENT
Collection	Total weight of batteries collected

To assess the effectiveness of the stewardship plan, Call2Recycle will participate in waste characterization studies and will contribute financially as deemed necessary.

Appendices

Appendix A: 2025 Call2Recycle New Brunswick members

The following list includes the producers who have identified intent to register with Call2Recycle for NB program through Recycle NB registration portal. At program launch, the list of registered New Brunswick members will be updated and made available through the Recycle NB portal and on Call2Recycle's website.

Members

3M Healthcare Canada Company Limited	Hawthorne Canada
ACCO Brands Canada LP	Hitfar Concepts Ltd
Acer America Corporation	Home Hardware Stores Limited
Acklands-Grainger Inc.	IKEA Canada Limited Partnership
Apple Canada Inc.	Interstate Batteries
Best Buy Canada Ltd	John Deere Canada ULC
Canadian Energy Moncton	L'Image Home Products Inc.
Canadian Tire Corporation	L3Harris Technologies, Inc.
Canon Canada Inc.	Le Groupe Jean Coutu (PJC) INC.
COSTCO Wholesale Canada LTD	Les Marques Metro SENC
CTG Brands Inc.	Live to Play Sports
Dell Technologies	Magnacharge Battery
Dollarama L.P.	Marin Bikes Canada
Dynabook Canada Inc.	McKesson Canada Corporation
Dyson Canada Limited	Mountain Equipment Company
EnerSys Canada Inc	National Hearing DBA Avenir Hearing
FAMILIPRIX INC.	NIKOL POULIN INC
Fastenal Canada, Ltd. ON100	Orgill Inc
Fellowes Canada Ltd	Power Battery Sales Ltd.
Garmin International	Premier Tech Home and Garden Inc
GE HealthCare Technologies Canada	Princess Auto Ltd.
Giant Bicycle Canada, Inc	Rad Power Bikes Inc.
Giant Tiger Stores Limited	Rona Inc
Glentel Inc.	Scotts Canada
Grannys Treats	Shopper+Inc
Groupe BMR inc.	Snap-on Canada Co Ltd

Members

Sonos, Inc.
Sony Electronics Inc.
Specialized Bicycle Components Canada, Inc.
STANDARD PRODUCTS INC
Stanley Black & Decker Canada
Staples Canada
TELUS
The Home Depot Canada
UAP Inc
Uni-Select Inc.
Volkswagen Group Canada Inc.
Wolff Pedelec Inc
Würth Canada Limited
Sonos, Inc.
Sony Electronics Inc.
Specialized Bicycle Components Canada, Inc.
STANDARD PRODUCTS INC
Stanley Black & Decker Canada
Staples Canada
TELUS
The Home Depot Canada
UAP Inc
Uni-Select Inc.
Volkswagen Group Canada Inc.
Wolff Pedelec Inc
Würth Canada Limited

Appendix B: Private and public collection facilities in New Brunswick

PRIVATE		
Collection facility	Address	City
Agriculture and Agri-Food Canada	850 Lincoln Rd	Fredericton
Ahmet's YIG	791 ROUTE 776	GRAND MANAN ISLAND
Atholville Superstore	25 Savoie Ave.	Atholville
Atlantic Forestry Centre	1350 Regent St	Fredericton
Atlantic Salmon Federation	15 Rankine Mill Road	Chamcook
Audioconcepts plus	1052 Rue du Parc	Paquetville
Balmoral YIG	647 Avenue Des Pionniers	Balmoral
Bell Aliant	1 Germain St - T7	Saint John
Bell Aliant	250 Boars Head Rd	Saint-John
Bell Aliant	1 Germain Street - BS5	Saint John
Bell Aliant	64 Alison Blvd	Fredericton
Bell Media	206 Rookwood Ave	Fredericton
Benoit's YIG	4584 Principale Street	St Antoine
Best Buy Express	477, Paul Street	Dieppe
Best Western Plus Saint John Hotel & Suites	55 Majors Brook Dr	Saint John
Best Western Plus Woodstock Hotel & Conference Centre	123 Gallop Ct	Woodstock
BGIS	126 Prince William St	Saint John
Bibliothèque Publique Mgr Paquet	10 rue du Colisée	Caraquet
Canada Border Services Agency	1403 Route 95	Belleville
Canada Pension Centre	522 Main St	Shediac
Canadian Tire #63	500 Regis Street	Dieppe
Canadian Tire Shediac	173 Main Street	Shediac
CBC Fredericton Studios T&R	1160 Regent St	Fredericton
CBC Moncton	165 Main St Ste 15	Moncton

Centre Scolaire Samuel-de-Champlain	67 Chemin Ragged Point	Saint John
Centreville Community School	751 Central St	Centreville
Chep - Moncton	90 RODERICK AVE	Moncton
City of Fredericton	474 St. Mary's Street	Fredericton
City of Saint John	15 Market Square	Saint John
CLEAR POWER SOLUTIONS INC	541 Rothesay Ave	Saint John
Clow Canada	245 Industrial Drive	Saint-John
Commercial Properties Limited	400-12 Smythe St	Saint John
Corey's YIG	153 Harvey Road Unit 1	McAdam
Costco Wholesale Canada	25 Wayne Squibb Blvd	Fredericton
Costco Wholesale Canada	140 Granite Drive	Moncton
Costco Wholesale Canada	300 Retail Drive	Saint John
Costco Wholesale Canada	25 Trinity Dr	Moncton
Cox & Palmer	1 Germain Street	Saint John
CSC	13175 Route 8	Renous
Ctre Transbordement CSRPA	4008 Route 113	Shippagan
Dalhousie Home Hardware	364 William St	Dalhousie
Daniel's YIG	129 Brunswick Street Unit #2	St. George
David's YIG - Shippagan	229 Boul J D Gauthier Unit 2	Shippagan
Department of Transportation & Infrastructure	440 King Street	Fredericton
Dept. of Energy & Resource Development	1350 Regent Street	Fredericton
DR Scrap Metals Ltd.	180 Edinburgh Dr	Moncton
Dr. Everett Chalmers Regional Hospital	700 Priestman St	Fredericton
DSS BUILDING - PENSION CENTRE -BGIS	10 Weldon St	Shediac
Ecole La Passerelle	5067 route 160	Pont-Landry
Ecole La Source	906 Rue Louis G. Daigle	Tracadie-Sheila
École Léandre-Legresley	261 rue Acadie	Grande-Anse
École Marie-Esther	201 ave hotel de ville	Shippagan
Ecole Mosaïque du Nord	385 avenue des Pionniers	Balmoral

Ecole Sainte-Anne	715 rue Priestman	Fredericton
Edmundston Superstore	577 Victoria Street	Edmundston
Emera Energy Bayside Power	509 Bayside Drive	Saint-John
Environment Canada	443, ave. de l'Université	Moncton
Envita Solutions	34 Railroad St	Campbellton
ExxonMobil Business Support Center (BSC) Canada UL	21 Ocean Limited Way	Moncton
FCC Moncton	1133 St.George Boul	Moncton
Fisheries & Oceans Canada	125 Marine Science Drive	St. Andrews
Fisheries and Oceans	301 Bishop Dr	Fredericton
Forest Hills School	15 Glengarry Dr	Saint John
GFL Sussex	17 Jones Court	Sussex
Glencore Canada Corporation	110 Shannon Drive	Belledune
GNB	675 King Street	Fredericton
Gouvernement du Canada	343 Avenue Université	Moncton
Grand Falls Superstore	240 Madawaska Road	Grand Falls
GULF FISHERIES CENTRE - BGIS	343 Ave Universite	Moncton
Harvey Studios	372 Queen st	Fredericton
Hilti (New Brunswick)	General NB Account	
Horizon Health Network, Moncton Area	135 MacBeath Ave	Moncton
Jean Claude's YIG	52 RUE ROCHETTE	Petit-Rocher
Jeff's YIG	220 Main Street	Plaster Rock
Jiffy Products LTD	125 rue Parc Industriel	Shippagan
J-Lynn's YIG - Nackawic	135 Otis Drive Unit 125	Nackawic
Joey's YIG	232 Water Street	St. Andrews
Kennebecasis Valley Market	115 Campbell Road, Unit B	Rothsay
Kent Building Supply	871 rue du Developpement	Tracadie-Sheila
Kouchibouguac National Park	186 Route 117	Kouchibouguac National Park
MacMillan's YIG - Hampton	454 Main Street Unit 15	Hampton
Maple Leaf Homes	655 Wilsey Road	Fredericton

Maplehurst Middle School	320 Maplehurst Drive	Moncton
Margaret's YIG	Main Street	BeresFord
McAllister Place	519 Westmorland Road	Saint John
Medavie Health Services, New Brunswick	1745 Vallée Lourdes Drive	Bathurst
MÉDPE	250 rue King	Fredericton
Millidgeville Superstore	680 Somerset Street	Saint John
Miramichi Regional Hospital	500 Water St	Miramichi
Miramichi Superstore	408 King George Highway	Miramichi
Moncton Superstore	165 Main St.	Moncton
Mount Allison University	10 King Street	Sackville
Municipalité de Neguac	1175 rue Principale	Neguac
Municipalité Régionale de Tracadie	3267 rue Principale	Tracadie-Sheila
Nackawic Town Office	152 Otis Dr	Nackawic
Nashwaaksis Superstore	116 Main Street	Fredericton
NB Power Corporation	515 King St	Fredericton
NB Power Corporation	4077 King William Rd	Saint John
NB Power Corporation	239 Gilbert St	Fredericton
NB Power Corporation	122 Countyline Rd	Maces Bay
NBCC Moncton	1234 Mountain RD	Moncton
NBCC- Woodstock	100 Broadway St	Woodstock
Neguac Home Hardware	790 Rue Principale	Néguac
Oromocto Superstore	1150 Onondago Street	Oromocto
Polyvalente W.-A.-Losier	585 Rue de l'Église	Tracadie-Sheila
Post-Secondary Education, Training and Labour	470 York St.	Fredericton
Princess Auto	50 Cabela's Crt	Moncton
Public Services and Procurement Canada	126 Prince William Street	Saint John
RCMP	1445 Regent Street	Fredericton
RCMP	900 Vanier Blvd	Bathurst
RCMP	1269 Route 776	GRAND MANAN

RCMP	410 Connell Rd.	Woodstock
RCMP	3 Uplands View	Perth-Andover
RCMP	16 Hawthorne St.	St. Stephen
RCMP HEADQUARTERS 'J' DIVISION-BGIS	1445 Regent St	Fredericton
Regional Service Commission 12	3143 Main St	Centreville
Restigouche Regional Service Commission	68A Water Street	Campbellton
Riverview High School	400 Whitepine Road	Riverview
Riverview Superstore	429 Coverdale Road	Riverview
Robert's YIG	165 Main Street	Chipman
Robicheau's NOFRILLS Shediac	307 Main St. E.	Shediac
Rose's YIG - Sackville	75 Main Street	Sackville
Saint John Energy	325 Simms St	Saint John
Saint John Superstore	168 Rothesay Ave	Saint John
Salisbury YIG	3070 Main Street	Salisbury
Science East	668 Brunswick Street	Fredericton
Service Canada Centre	50 boul. Saint-Pierre Ouest	Caraquet
Shawn's YIG - Dalhousie	170 Renfrew Street P.O. Box 2380	Dalhousie
Source Atlantic	320 Edinburgh Dr	Moncton
St. Stephen Superstore	195 King Street	St. Stephen
St.Thomas University	51 Dineed Dr	Fredericton
STIHL LIMITED - Moncton	140 MacNaughton Avenue	Moncton
Sunny Corner Enterprises Inc.	636 Water st	Miramichi
Sussex Superstore	44 Lower Cove Road	Sussex
Sweeney International Marine Corp	46 Milltown Blvd	St. Stephen
Tobique Special Projects	13100 Route 105	Tobique Narrows
Town of Quispamsis	12 Landing Court	Quispamsis
Town of Saint George	1 School Street	St. George
Tracadie Superstore	3455 Rue Principale	Tracadie
Transport Canada	95 Foundry St	Moncton

Université Moncton-Campus Shippagan	218 blv JD Gauthier	Shippagan
University of New Brunswick	767 Kings College Rd	Fredericton
University of New Brunswick - Harriet Irving Library	5 Macaulay Lane	Fredericton
University of New Brunswick Saint John	100 Tucker Park Rd	Saint John
Upsalquitch Fire Dpt	1068 Upsalquitch River Rd	Upsalquitch
Woodstock Superstore	350 Connell Street	Woodstock
YIG Doaktown Main	419 Main St.	Doaktown
PUBLIC		
Ayr Motor Centre	105 Connell Park Rd	Woodstock
Batteries Expert Edmundston	828, Chemin Canada	Edmundston
Bay Du Vin General Store Ltd	7117 Route 117	Bay Du Vin
Best Buy 661	80 Consumers Drive	Saint John
Best Buy 669	1220 Prospect St	Fredericton
Best Buy 81	50 Plaza Blvd	Moncton
Canadian Tire	525 Pinewood Road	Riverview
Canadian Tire #136	2491 King George Hwy	Miramichi
Canadian Tire #137	388 Connell St	Woodstock
Canadian Tire #16	384 Val D'Amour Rd	Atholville
Canadian Tire #249	1380 Mountain Rd	Moncton
Canadian Tire #337	75 Two Nations Cross	Fredericton
Canadian Tire #476	160 Hampton Rd	Rothsay
Canadian Tire #491	450 Rue Du Moulin	Tracadie-Sheila
Canadian Tire West	885 Fairville Blvd	Saint John
Courtyard Hardware BMR	380 Main St	Hartland
CSRNO-Solid Waste	248 Ch Clement Roy	Rivière-Verte
CSRPA APRSC	220 boul St-Pierre Ouest	Caraquet
Dalhousie Home Hardware	364 William St	
Department of Environment and Local Government	20 McGloin Street	Fredericton

District of Carleton North Town Office	19 Station Rd	Florenceville-Bristol
Elmwood Hardware	257 Elmwood Dr.	Moncton
Fredericton Direct Charge Co-op	170 Doak Rd	Fredericton
Fundy Region Solid Waste Commission	10 Crane Mountain Rd	Saint-John
Giant Tiger	1160 Smythe Street	Fredericton
Giant Tiger	1300 Onondaga Street	Oromocto
Giant Tiger	200 Broadway Boulevard	Grand Falls
Giant Tiger	100 Prince Edward Street	Saint John
Giant Tiger	165 Main Street	Moncton
Giant Tiger	312 Val D'Amour Road	Atholville
Giant Tiger	450 Westmorland Road, Smart Centres	Saint John, NB - Opening Nov 4, 2023
Giant Tiger	700 St. Peter Avenue	Bathurst
Giant Tiger	720 Coverdale Road	Riverview
Giant Tiger	210 King Street	St. Stephen
Grande-Digue Home Hardware	3957 Route 134	Grande-Digue
Greater Miramichi Regional Service Commission	1773 Water Street	Miramichi
Green Diamond Equipment	141 Heller Rd	Woodstock
Hanwell Scholten's Variety	2049 Route 640	Hanwell
Home Depot #7103	55 Depot Court	Saint John
Home Depot #7148	235 Mapleton Rd	Moncton
Home Depot #7233	1450 Regent St	Fredericton
Home Zone Electronics	3 McCain St	Florenceville-Bristol
Île-de-Lamèque	44 Rue du Pêcheur Nord,	Lamèque
Interstate All Battery Centre	593 St George Blvd	Moncton
Jean Coutu	1047 St. Peter Ave	Bathurst
Jean Coutu	123, rue Champlain	Dieppe
Jean Coutu	600 Dieppe Blvd	Dieppe
Keycycle Bike and Key	218 Main Street	Fredericton

Liason Electronique	3404 Rue Principale	Tracadie-Sheila
Minlak Recycling Depot	42 Cedar Street	Minto
Municipalité de Paquetville	1094 rue du Parc	Paquetville
Municipalité des Hautes-Terres	1040, rue du Parc, unité 6	Paquetville
Nashwaak Rural Community	20 Main Street	Stanley
Northcoast Elect. Wholesale	2045 St. Peter Ave	Bathurst
P.U.L.S.E Inc.	251 Wentworth St	Saint John
Payzant Home Hardware Building Center	19 Mallard Drive	Sackville
Plaster Rock Village Hall	159 Main St	Plaster Rock
Princess Auto	35 Depot Crt	Saint John
Princess Auto	21 Trinity Ave	Fredericton
Radio TV Chiasson Ltee.	20 Main St	Lameque
Regent Mall Shopping Centre	1381 Regent Street	Fredericton
Roblynn Home Hardware	257 Restigouche Road	Oromocto
RONA Edmundston	595 Carrier St	Edmundston
Southeast Regional Service Commission	100 Enviro Drive	Berry Mills
Southwest NB Service Commission	5749 Route 3	St Stephen
St Andrews Home Hardware	189 Water St	St Andrews
Staples Canada	233 Main St	Moncton
Staples Canada	1300 St. Peter Ave	Bathurst
Staples Canada	77 Marr Rd	Rothsay
Staples Canada	1140 Prospect St	Fredericton
Staples Canada	99 Douglastown Blvd	Miramichi
Staples Canada	9-11 Boul Centre Madawaska	Saint-Basile
Staples Canada	176 Rothsay Ave	Saint John
Staples Canada	111 Trinity Dr	Moncton
Stationary Plus	179 King St	St Stephen
The Source	1198 Onondaga St	Oromocto
Town Of Hampton	648 Main Street	Hampton

Town of Oromocto	4 Doyle Dr	Oromocto
Village of Blacks Harbour	65 Wallace Cove Road	Blacks Harbour
Village of Chipman	10 Civic Court	Chipman
Village of Southern Victoria	1131 West Riverside Dr	Perth-Andover
Watson's Home Hardware - BMR	2686 Route 3	Harvey
Whitehead Country Store	1712 Route 845	Clifton Royal

Appendix C: Glossary

The following is a glossary of key terms and definitions related to the products covered in this plan.

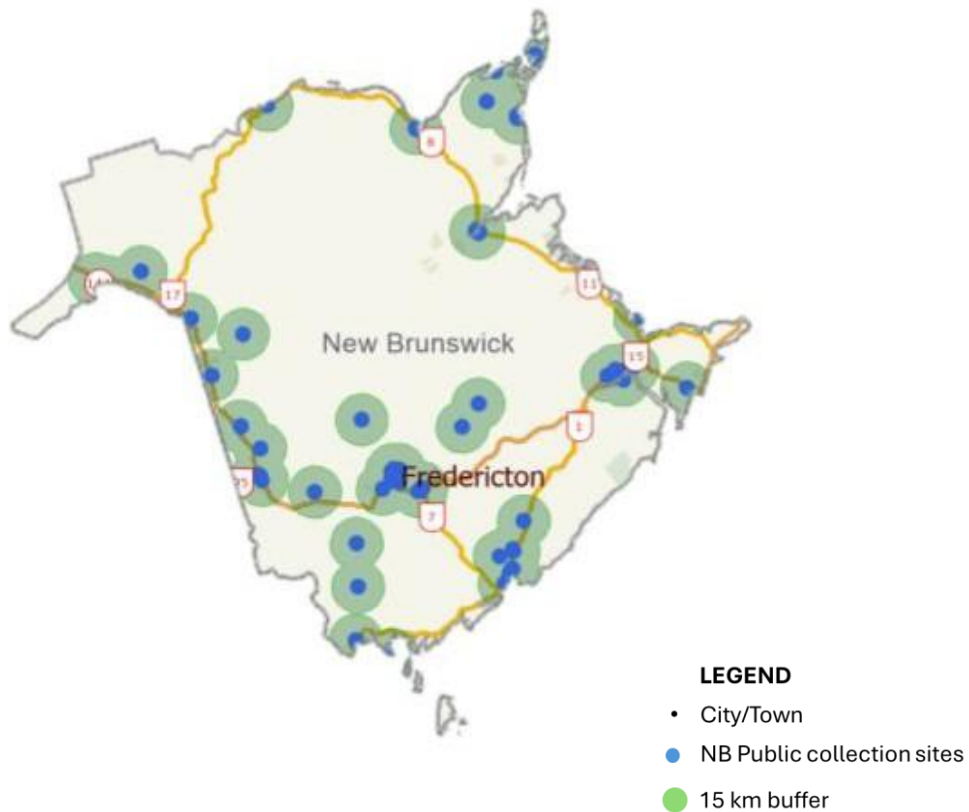
Alkaline /Carbon Zinc	A type of single-use battery (e.g., AA or AAA, C, D, 9V, and button batteries).
Batteries	Rechargeable and single-use batteries weighing up to 5 kilograms each.
Carbon Zinc	A type of single-use battery.
Collection Target	Projected quantity of batteries to be collected on an annual basis.
Damaged or Defective Batteries	Batteries that are not intact or are physically damaged.
Environmental Handling Fee (EHF)	A fee per unit sold that is representative of the cost to collect, handle, transport, and responsibly recycle batteries at the end-of -life.
Extended Producer Responsibility (EPR)	An environmental policy wherein the producer is responsible for the reduction of environmental impacts across the life cycle of the product.
Lithium Ion (Li-Ion)	A type of rechargeable battery.
Lithium Primary	A type of single-use battery.
Nickel Cadmium (Ni-Cd)	A type of rechargeable battery.
Nickel Metal Hydride (Ni-MH)	A type of rechargeable battery.
Portable Power	A lithium-based, stand-alone rechargeable battery used to supply electrical power to electronic devices external to the device.
Private Collection Facilities	A location that actively collects batteries, not open to the public for battery drop-off.
Processing	Manual, mechanical, thermal, or chemical alteration of batteries for the purpose of recycling.
Processor	An entity that engages in end-of-life management of batteries for the purpose of recycling.
Public Collection Sites	Drop-off locations that are open to the public, even for a minimum amount of time, for collection of batteries. Includes public-facing collection events.
Rechargeable Battery	A type of battery that is capable of being charged again multiple times after its power has been discharged.
Recycling Efficiency Rate (RER)	Defined by CSA as the amount of material recycled as a percentage of the amount of targeted material collected (inbound) minus reuse and shrinkage. The measurement of recycling efficiency will differ according to the nature of materials, markets, and processing methods.
Recovery Rate	The amount of product collected divided by the product generated, expressed as a percentage.

Responsible Recycling Standard or R2	The R2v3 standard outlines responsible recycling practices for the recycling of electronics globally. The requirements are comprehensive and cover environmental, health and safety, and data security practices. This standard is provided through an accredited third-party to ensure the program practices are conducted in an environmentally responsible manner, protective of the health and safety of workers and the public, and that the data on media devices is secure until destroyed.
Single-Use Battery	A battery that cannot be recharged by the consumer, commonly known as AA, AAA, 9V, D-cell, and button cell batteries. Single-use batteries are also known as primary batteries.
Small Sealed Lead Acid	A type of rechargeable battery.
UN Rated Drums	UN ratings signify whether a steel or plastic drum meets health and safety standards for storage and transport of hazardous materials. UN ratings are set by the United Nations.
UN4GY rated	UN rating for packaging systems which include specific inner packages contained within a single outer package. Call2Recycle uses a corrugated box with a flame-retardant liner.
Wet Cell Batteries	A battery, typically used in industrial applications containing liquid electrolyte such as sulfuric acid, a dangerous corrosive liquid.
Zinc-air	A type of single-use battery.

Appendix D: Call2Recycle's list of sorters, transporters and processors

Processing Facilities	
Laurentide Environment 4455 Shawinigan-Sud Blvd Shawinigan, QC, G9N 6T5 Alkaline, Zinc, Carbon and Manganese	Cirba - Battery Solutions LLC 4930 Holtz Dr Wixom, MI 48393, USA Alkaline, Zinc, Carbon and Manganese
EVSX Corp 100 Hayes Road Thorold, ON, L0S 1A0 Alkaline, Zinc, Carbon and Manganese	Teck 25 Aldridge Avenue Trail, B.C. Canada V1R 4L8 Alkaline
Cirba Solutions Canada 9384 Highway 22A, Trail, BC, V1R 4W6 Lithium, Lithium-Ion	Evergreen Battery Recycling 2250 Larchmont Avenue NE Warren OH 44483 USA Alkaline, Zinc, Carbon and Manganese, Ni-Cad, Ni-MH
Cirba Solutions - OH 265 Quarry Rd SE, Lancaster, OH 43130, USA Lithium, Lithium-Ion, Ni-Cad, Ni-MH	Metalex 2511 - Number 5 Road, Richmond, BC, V6X 2S8 Lead acid
Terrapure Environmental 1333 Tonolli Rd, Mississauga, ON, L4Y4C2 Lead acid	Terrapure VSC 1200 rue Garnier Sainte-Catherine, QC, J5C 1B4 Lead acid
Sorting facilities	
Laurentide Environment 4455 Shawinigan-Sud Blvd Shawinigan, QC, G9N 6T5	Quantum Lifecycle Partners LP 2995 Boul le Corbusier Laval, QC, H7L 3M3
Transport companies	
Purolator (boxes) Purolator Freight (bulk shipping) 5995 Avebury Rd. Mississauga, ON L5R 2T8	Solnor Environment 10636 Ave the Archbishop, Montréal-Nord, QC, H1H 3A2
Loomis Express (boites) 201 Westcreek Blvd. Brampton, ON, L6T 0G8	Laurentide Environment 4455 Shawinigan-Sud Blvd Shawinigan, QC, G9N 6T5
C.H. Robinson Company PO Box 57729 Toronto, ON, M5W 5M5	Challenger Logistics Inc 300 Maple Grove Rd Cambridge, ON, N3E 1B7
Falcon Xpress , 6086 Mayfield Rd Caledon, ON, L7C 0Z7	

Appendix E: 2024 New Brunswick accessibility map



Category	Total population
NB Total population	775,610
NB Total population within 15 km buffer	606, 588
Accessibility (%)	78%