

Call2Recycle Canada

BC EPR Battery Plan Consultation:
2025 - 2029



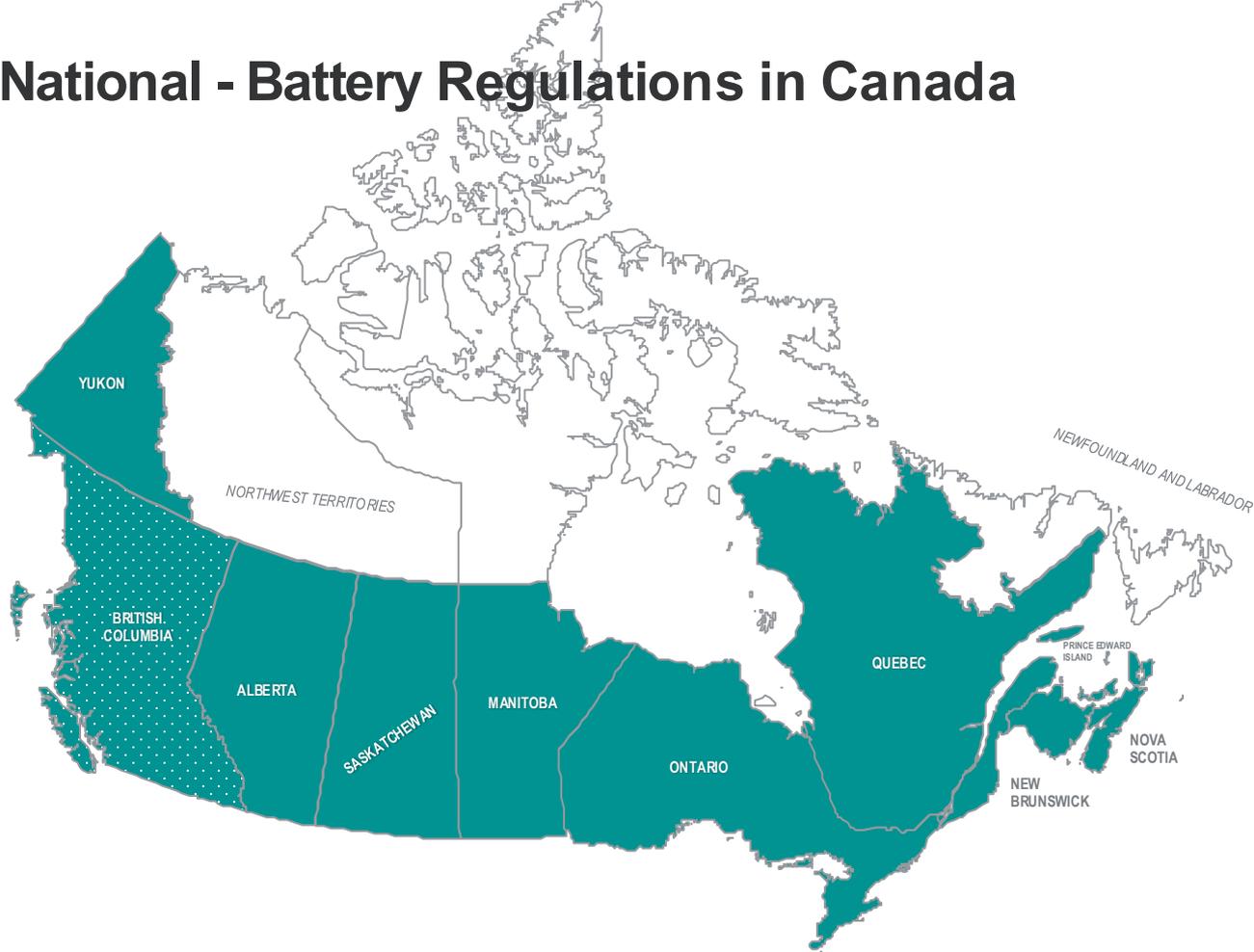
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About Call2Recycle Canada

- Call2Recycle® is a Canadian not-for-profit national battery Producer Responsibility Organization (PRO), fulfilling product stewardship obligations on behalf of over 400 producer members.
- Approved battery program in BC, SK, MB, QC, NS, NB, PEI, and YT, as well as a registered PRO in AB and ON for consumer batteries (under 5 kg).
- Vast national collection network of over 15,000 sites.
- Highest level of safety, compliance, performance and committed to operating a safe, free, and best-in-class turnkey program.
- Most recognized battery recycling organization meeting five rigorous global standards: certified R2v3, ISO 14001, ISO 45001, ISO 9001 and ISO 27001.
- Call2Recycle has diverted more than 55 million kilograms of batteries from Canadian landfills.

National - Battery Regulations in Canada



-  Approved Battery Program Plan Operated by Call2Recycle
-  Approved Battery & e-Transport Program Plan Operated by Call2Recycle;
-  Voluntary Collection Program Operated by Call2Recycle

Note: There may be other battery programs in some jurisdictions.

British Columbia Program History

- Launched a voluntary program in 1997.
- Batteries are regulated under the BC Recycling Regulation.
- Our regulated program launched under an approved plan in July, 2010.
- The program has experienced steady growth for the last fifteen years the result of numerous awareness raising events, media and advertising efforts, and participation by our dedicated network of collection site partners encouraging their employees, customers, and communities to recycle their batteries.
- Call2Recycle has collected more than 10 million kg of batteries in the province since the launch of the regulated program and diverted them from the waste stream.



The Environmental Handling Fee (EHFs)

The EHF covers the following costs for the battery program:



Program
Design / Admin



Collections



Transportation



Education &
Awareness



End-of-life
Management



Reporting

Accepted Program Materials:

Household Dry-Cell Batteries, weighing <5Kg:

Rechargeable Batteries



(SSLA/Pb)
Small Sealed
Lead Acid

(Ni-MH)
Nickel Metal
Hydride

(Ni-Zn)
Nickel Zinc



(Li-Ion)
Lithium Ion

(Ni-Cd)
Nickel Cadmium

Single-Use Batteries



Single Use
Alkaline



Single Use
Lithium Primary

Single-Use Batteries

also include:

- Silver oxide
- Zinc-air
- Zinc-carbon

Obligated by
amendment by
October 2027:

- Vapes / E-Cigarettes

Managing Obligated Materials

- Call2Recycle commits to using third parties to transport, sort and process all obligated materials with preference to BC based businesses.
- Call2Recycle commits to managing and paying all costs that these third parties incur in handling obligated materials on behalf of producers.
- Call2Recycle's transportation and battery processing partners have passed a rigorous selection process to ensure that they comply with applicable environmental, health and safety, and transportation regulations. We continually monitor each processor to ensure competitive pricing and an ability to adapt to increases in volume.



Managing Obligated Materials

- Collection facilities using Call2Recycle-provided containers receive the materials at no cost.
- In 2026 in collaboration with other BC programs, Call2Recycle is participating in a province-wide cost study in order to efficiently harmonize data collection and collector engagement. Call2Recycle will report on progress on this initiative in the respective annual report.
- Call2Recycle evaluates existing compensation rates against identified costs using the study findings to help determine fair compensation. The total cost per kilogram is calculated as follows:

$$\frac{(\Sigma \text{ Direct Labour Costs} + \text{Overhead Cost})}{\text{Reported Weight}}$$



Dispute Resolution Process

- Where contracts are in place, a dispute resolution procedure is outlined within the agreement.
- Call2Recycle will operate 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.
- Regardless of whether a contract is in place, Call2Recycle will follow the dispute resolution procedure.

Dispute resolution process:

1. Once an issue has been raised in writing, representatives from Call2Recycle and the other party will attempt to resolve the issue within 30 days or a mutually agreed-upon timeframe.
2. If the parties cannot come to a resolution within the given timeframe, the two parties will jointly select a third party to arbitrate and settle the dispute with his/her decision. Any arbitration would be consistent with the *BC Arbitration Act* RSBC 1996.

Collection Sites and Accessibility

- Pursuant to subsection 5(1)(c)(iii) of the regulation, the plan must adequately provide for reasonable and free consumer access to **collection facilities or collection services**. The program is offered at no cost to consumers dropping off their batteries at our collection sites and for those signing up as collection site partners.
- Call2Recycle is committed to maintaining a minimum of a 95 percent accessibility rate using the accessibility metric of percentage (%) of the population residing within 15 kilometers of a public collection facility.
- Call2Recycle collection facilities use one of three collection methods: the box program, bulk collection, or retail smart containers. Our bulk program caters to facilities that generate large quantities of batteries for recycling (250 kg minimum per shipment).
- The program collects batteries from collection facilities located across the province for consumer convenience. Batteries are shipped and sorted by chemistry, then sent to processing partners where their component parts are extracted for reuse in such products as new batteries, stainless steel alloy, and roadbed aggregate additives.



BOX ASSEMBLY & SHIPPING INSTRUCTIONS

Call2Recycle recommends shipping the box when it is full (up to 25 kg) or within one year of the accumulation start date.

BUILD THE BOX



1. UNPACK AND OPEN THE BOX

Remove shrink wrap. Carefully, open the box by lifting the **top flap** and **front flap** of the outer box to reveal the inner box. Do not remove or damage the flame-retardant liner.



2. REMOVE INNER BOX

Remove the inner box and store for later use.



3. BASE ASSEMBLY

Rotate the **front flap** of the box and insert tabs into the slits on each side wall of the box.



4. HEADER ASSEMBLY

Bring the **top flap** towards you. Then fold the **large side wings** inward and secure in place with the tabs.

COLLECT BATTERIES



5. DISPLAY

Box assembly is complete! Write the accumulation start date on the back of the box and place it in an accessible location to begin collecting batteries.



6. PROTECT TERMINALS

Protect battery terminals by individually bagging or taping lithium-ion, NiMH, button cells, and alkaline batteries over 12V. For more details see the back of this document.



7. SEAL IT

If you are using a Call2Recycle bag, peel away backing from adhesive and seal by folding flap over. If you are using another type of clear bag, make sure the opening is closed.



8. DROP IT

Deposit sealed bag with batteries into the box.

Collection Innovation – Smart Containers



Reduces time and effort required by collection sites through an automatic fill-level indicator to inform when container is full.



Enhanced safety through innovative temperature sensor.



Increased collection reporting and automatic service initiation through data transfer via built-in SIM card.



Expand consumer awareness of battery collection and recycling through consumer-friendly design.

Curbside Pickup

Curbside pickup provides your residents with a convenient and accessible option for battery recycling directly from their home.



Accessibility: Our Curbside Pickup program brings battery recycling directly to your resident's doorstep, eliminating the need for trips to drop-off locations. Municipalities can have their resident's batteries collected from their home, making recycling of batteries more accessible than ever before.



100% Households Reached: Collaborating with Municipal collection partners ensures that battery recycling reaches every household, regardless of location.



Easy for People to Recycle: Say goodbye to the inconvenience of sorting through your batteries and determining where to recycle them. With Call2Recycle's Curbside Pickup program, simply place your batteries in an individual plastic bag or a Call2Recycle Collection Cube and set them out on the curb on the designated day and we will handle the rest.



Additional Costs Covered by Call2Recycle: Worried about the cost of executing a curbside pickup program? Call2Recycle covers the incremental costs, if any, associated with a Curbside Pickup program, making it easy for Recycle your batteries confidently, knowing that you are contributing to environmental efforts without a financial burden.

Remote and First Nations Communities

- Call2Recycle will continue to focus on alleviating the challenges of recycling in remote and First Nations communities with a goal of increasing their accessibility to battery recycling.
- Call2Recycle partners with IZWTAG and other Producer Responsibility Organizations in BC through the First Nations Recycling Initiative to provide recycling services to First Nations communities.
- The partnership focuses on ensuring communities have the required materials to collect, store, and safely transport designated stewardship material from selected communities.

Recovery Rates

Recovery Rate: The amount of product collected divided by the product sold into market, expressed as a percentage. Call2Recycle uses weights (kg) to determine recovery rates.

The recovery rate is calculated by dividing the weight collected in the reporting calendar year by the average weight sold into the province in the preceding three (3) calendar years.

Recovery Rate Targets:

	2025	2026	2027	2028	2029
Recovery Rate	52%	53%	54%	55%	56%



Consumer Awareness

Targets:

- Maintain a consumer awareness level of 88 percent (%) or higher.
- The percentage of British Columbians who recycled batteries as reported in the annual consumer awareness study reaching 58% by 2029.

Our traditional and digital strategies, include:

- Celebrity Spokesperson: Canadian Soccer Legend and BC Native, Christine Sinclair
- Robust Consumer Website: RecycleYourBatteries.ca
- Consumer promotions/contests
- Paid search and display advertising
- Organic and paid social media
- Customer Service Call Centre
- Point-of-sale signage and handouts available to all retailers (available on call2recycle.ca)
- Sponsorships and collaborations with like-minded associations
- National Television
- Public Relations events and Media outreach
- Youth Education Programs

Results

- In 2025, over 109,000 BC residents visited the Recycle Your Batteries, Canada! consumer website, an increase of 46% vs 2024.



Consumer Awareness – 2025 TV and Digital Campaigns



2025 Earth Month
Contest (:30)



Fire Safety (:30)



2025 Circular Economy
Contest (:30)



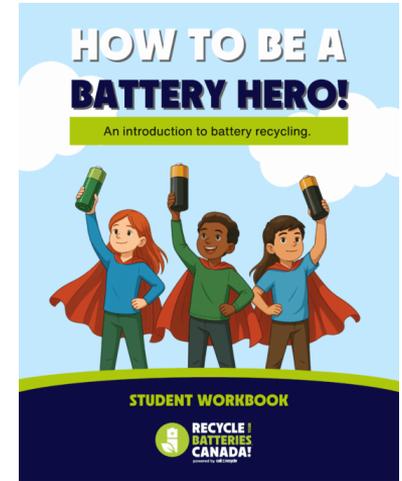
North Vancouver
Soccer (:57)



Halloween –
No Hoarding (:30)

Consumer Awareness – Youth Education

- In 2025 Call2Recycle enhanced the educational content offered through our school programs by introducing a new Student Workbook.
- Featuring fun games and vibrant illustrations, the workbook educates students on how batteries work, why it's important to recycle them, and what happens with recovered materials.
- The workbook also features new mascots, Smarty the Smart Container and Boxer the battery collection box.
- Teachers can download and print the workbook to help guide lessons in class.
- In 2026, Call2Recycle will distribute the workbook through partners including Earth Rangers.
- Call2Recycle is also developing new classroom, Podcast and YouTube content that will be distributed through Earth Rangers channels, including Newsletters, online, social media and the Earth Rangers iPad App.



Consumer Awareness – 2026 Plan

Campaign	Description	Dates
Always-On	The campaign leverages “special occasions” to post relevant educational content, to provide deeper understanding of battery recycling, and convert awareness to action.	Jan-Dec
National Battery Day Social Media Contest	Consumers will be asked to “Take the pledge” to recycle their batteries for a chance to win Christine Sinclair autographed merchandise.	Feb 1-18
Brand Campaign	Christine Sinclair Creative on TV and digital with Regional Partner Logos.	Feb 1-March 31
Earth Month Contest	Consumers can answer battery trivia for a chance to win \$10,000.	April 1-30
Battery Safety	The campaign will encourage consumers to keep batteries out of the trash to avoid safety incidents. The campaign will also cover safety procedures such as terminal protection and care for DDR batteries.	June-August
Circular Economy Month	Consumers will be encouraged to drop off their batteries more often to avoid corrosion, reduce hoarding behaviours and enable the re-use of valuable materials.	October
Youth Education	Campaign leverages partners including Earth Rangers and EnJeu to execute battery collection contests and educate students on battery recycling.	Jan-Dec

Leading in Battery Safety Solutions

Through ongoing investment in innovative solutions and collaboration with all stakeholders, we're championing safe and responsible battery management.



At the Core of Everything We Do

- Comprehensive Safety Training & Resources.
- Collection Receptacle Design & Features.



Communities and Emergency Responders

- Fire Service Partnerships.
- Knowledge Transfer.
- Live Training.



Damaged, Defective & Recalled (DDR)

- DDR Solutions for Household and E-transport Batteries.
- High-Volume Management.



Thought Leadership

- Published Resources.
- Global Collaboration.
- Safety Training and Guidance.

Summary

Over the course of the program plan duration, Call2Recycle commits to:

- Reach a recovery rate of 56% by 2029.
- Maintain a consumer awareness of battery recycling of 88%.
- Increase incidence/frequency of battery recycling to 58%.
- Cost reviews every two years, starting in 2026.
- Maintain a 95% accessibility rate using the metric of percentage (%) of the population residing within 15 kilometers of a public collection facility.

Q&A

Written comments are welcome until February 18, 2026; submitted through the email BCPlan@Call2recycle.ca

Consumer Awareness – 2025 TV and Digital Campaigns



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Thank You

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