



COLLECTOR NEWSLETTER

DISCLAIMER: To Call2Recycle Canada Collection Partners Only – Not For Redistribution

Issue: March 17, 2025

We are pleased to share the latest news about Call2Recycle and upcoming initiatives in our first collector newsletter of the year.

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Message for 2026

2025 was a landmark year for Call2Recycle and our mission. Together, we achieved two major milestones: collecting a record 8 million kg of batteries in a single year and surpassing 60 million kg recycled in Canada since 1997. These accomplishments reflect the strength of our national collection network and would not have been possible without the dedication of you, our collection partners. Thank you for the vital role you play in providing Canadians with safe, convenient battery recycling.

As we move through 2026, we remain committed to supporting you with the latest program updates, safety training, and resources to help promote safe and efficient battery handling across the network.

We're excited to build on this momentum and continue expanding safe battery recycling across Canada, with active programs now in nine provinces, including our newly launched New Brunswick program, and the Yukon Territory. Together, we're helping even more Canadians recycle their used batteries responsibly.



Safety

Battery Safety Training Webinar

To support our collection partners, Call2Recycle will be hosting a newly designed battery safety training webinar specifically for collection sites.

During this 45-minute session, participants will learn about the types of batteries accepted in the program, how to safely manage damaged batteries, appropriate collection containers, and best practices for preparing batteries for shipment. As part of operating the battery collection network and program requirements, we offer regular safety training, and you and your team are expected to participate in this training.

Several webinar sessions will be offered. Please select one of the dates below by clicking on the link to register:

- [Tuesday, April 14 at 2 pm ET](#)
- [Tuesday, April 21 at 2 pm ET](#)
- [Tuesday, April 28 at 2 pm ET](#)

- [Thursday, April 30 at 2 pm ET](#)

Updated Safety Resources

Our newly revamped Safety Training for Collection Sites provides a practical resource covering safe battery acceptance, sorting, packing, storage, and shipping, along with guidance on incident prevention and response. Complete with videos, presentations and other resources for you to reference when you need. You can access the new page [here](#).



Return Your Batteries



It's never been easier to return your collected batteries and free up space for new collections. If your containers are full, send them back now and check one more task off your list as spring approaches.

[Schedule a pick-up](#)

[Order more collection boxes](#)

Operations and Innovation

Infrastructure

Over the past month, several operational improvements have been introduced to strengthen the infrastructure supporting our national battery collection network. In Western Canada, a new sorting partnership with Davis Trading in Richmond, BC, increased sorting capacity to help manage growing battery volumes across British Columbia, Alberta and Saskatchewan while also supporting the local economy and

enhancing program efficiencies. Additional sorting activities at facilities in Ontario and Alberta also helped increase battery sorting capacity, ensuring materials collected through the program continue moving through the system efficiently.

Several upgrades were also implemented to support collection partners. A new fulfillment warehouse operated by Probus went live on February 9, improving the distribution of collection materials and inventory management. Updates to the [order portal](#) added new tools such as transaction history showing shipment dates, order numbers and tracking links, automated shipment confirmation emails and Site IDs on shipping labels to simplify portal access and authentication. In Quebec, a new partnership with CEVA Logistics also strengthened Automatic Pickup and Smart Container services in the Montreal area, helping improve service levels and support continued network expansion.

Smart Containers

Across the collection network, Smart Container deployments remained a key focus, with 126 new units installed during the month to further expand safe and accessible battery collection. These improvements help ensure collection partners have the tools, visibility and reliable service needed to manage battery recycling safely and efficiently at their sites.

Reminder: We encourage you to continue following best practices for the safe handling of our smart containers. Always place them in a cool, dry, well-ventilated area away from heat sources. Do not deposit any defective batteries or miscellaneous garbage, and ensure that you're inspecting the smart container daily for any excess damage. For more tips and best practices, please review our [Safety Training Kit](#).



Public Education and Awareness

National Battery Day

On February 18, we celebrated National Battery Day and announced two important milestones for the organization: more than 60 million kilograms of batteries recycled in Canada since our inception in 1997, and over 8 million kilograms collected in 2025 alone.

To mark the occasion, important landmarks across the country were lit up to raise awareness of the importance of battery recycling. Participating sites included BC Place and Canada Place in Vancouver, the Calgary Tower, the CN Tower in Toronto, Niagara Falls, Nova Scotia Province House, St John's City Hall and La Grande Roue de Montréal.



We also ran an awareness campaign from February 1-18 encouraging people to take the “Battery Recycling Pledge” for National Battery Day. With autographed merchandise from Christine Sinclair up for grabs, the contest delivered record results, helping raise brand awareness, drive higher collection rates and collection site visits and supporting local sustainability efforts.

Leaders in Sustainability

Following the announcement of our most successful year to date, we recognized partners from coast to coast, including many of you, our valued partners, who have gone above and beyond to advance responsible battery management through our annual Leaders in Sustainability Awards.

By celebrating high-performing collection partners and raising awareness within local communities, the Leaders in Sustainability Awards encourage greater participation in our Recycle Your Batteries, Canada! program, strengthen relationships across the network and ultimately support higher collection performance across Canada.



Upcoming contest for Earth Month

From April 1–30, Call2Recycle will execute our 3rd annual Earth Month Contest, this year with a new all-digital format. The contest will be promoted through both a national television and digital campaign, inviting consumers to complete a short “Battery Recycling Quiz” for a chance to win cash prizes. Upon completing the contest entry form, consumers will be directed to our locator to find their closest drop-off location.



Looking to leverage promotional materials to raise awareness and drive more visits to your location? [Click here](#) to access the full suite of assets and more about the contest.

Important Reminders for Ontario Collectors

We want to remind all Ontario collection sites of the following requirements, as per provincial regulations:

- If your battery collection site is not part of a retail location, your site must accept all batteries.
- If your battery collection site is part of a retail location, your site must accept, at a minimum, all batteries that fall into the same category and are similar in size and function to the batteries supplied by the producer at that location.
- Your battery collection site must be readily accessible to the public and must be operated and accept batteries during normal business hours.
- Your battery collection site must accept, at a minimum, up to 15 kilograms of batteries per day from any person.
- If a battery collection site is not part of a retail location and accepts more than 15 kilograms of batteries from a person on a single day, the operator of the site must record the person’s name, contact information, any unique identifier, and the weight of batteries accepted.
- Information regarding safety, Damaged/Defective/Recalled (DDR) procedures, terminal protection, shipping preparation, and bulk/box shipping procedures is available on our [website](#).

Thank you for your support of Call2Recycle. Don't forget to follow us on social media!