



Issue: June 15, 2026

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

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Collection Network Update

Thank you for your continued support as part of Call2Recycle's national collection network. Your participation helps provide Canadians with safe, convenient and accessible options to recycle their used batteries responsibly. Collection activity has continued to show strong momentum in 2026.

Through the first 5 months of the year, more than 4.22 million kilograms of batteries have been collected, representing 53% of the annual target and strong year-over-year growth across the program. These results are a testament to the dedication of our collection partners. Your continued support and commitment are critical to the program's success and help make responsible battery recycling possible for Canadians from coast to coast.

Safety

Support this Year's Battery Safety Awareness Campaign

Call2Recycle is proud to launch the third edition of its annual Battery Safety Awareness campaign: ***Protect What Matters. Be Battery Safe.*** Running throughout July and August, the campaign educates consumers about the fire risks that can result from improperly disposing of batteries at the end of life. The campaign features a new [public service announcement](#) that will run on National Television and digital media channels, including social media. Collection partners can participate in the campaign by leveraging Call2Recycle's comprehensive [promotional toolkit](#), which includes a variety of ready-to-use and customizable assets to support your outreach efforts. Here's how you can get involved:

- Share campaign videos, social posts, and battery safety tips.
- Customize social media assets with your logo.
- [Click here to learn more](#)



Updated Safety Resources

Our newly revamped Safety Training for Collection Sites provides a practical resource covering safe battery acceptance, sorting, packing, storage, and shipping, as well as 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](#).

Battery Safety Training Webinars

In April, we hosted six battery safety training webinars for collection site partners in English and French. These sessions provided updated guidance on safely collecting, handling and preparing used batteries for shipment, including accepted battery types, damaged batteries, appropriate collection containers and best practices for storage and shipping. If you were unable to attend a webinar, [click here to watch the full recording](#).

The webinars drew strong participation, with almost 1,000 participants and more than 220 questions submitted. Click [here](#) to access our updated Q&A document with commonly-asked questions from each webinar, designed to help collection sites continue applying safe battery handling practices in their day-to-day operations.

Return Your Batteries

With the summer vacation season on the horizon, it's never been easier to return your collected batteries. If your containers are full, send them back now and check one more task off your list.

[Schedule a pick-up](#)

[Order more collection boxes](#)

Operations and Innovation

The transition to Probus as Call2Recycle's sole fulfillment partner was completed in March, improving the distribution of collection materials while also helping streamline fulfillment operations. This has reduced turnaround times for battery collection boxes and kits from approximately eleven days to three days, helping collection sites receive the materials they need more quickly.

Collection service capacity also expanded through the addition of new automatic pick-up service vehicles in British Columbia and Ontario. These additions support growing battery volumes and help improve service responsiveness for collection partners.

We also received approval for an updated Permit of Equivalent Level of Environmental Safety, valid through April 2029. The updated permit expands approved recyclable categories to include battery-powered household devices, residential detectors and vaping devices, and adds new collection and consolidation sites in Edmonton, Mississauga and Thorold. These updates support compliant interprovincial shipments and continued program growth.



Smart Containers

Smart Container deployments remain a key focus across the collection network. More than 400 Smart Containers have been deployed so far in 2026, helping expand safe and accessible battery collection while supporting improved monitoring and service visibility.

Please continue following best practices for the safe handling of Smart Containers. Always place containers in a cool, dry and well-ventilated area away from heat sources. Do not deposit damaged or defective batteries, miscellaneous waste or garbage into Smart Containers, and inspect containers regularly for visible damage or improper materials.

For more tips and best practices, please review the [Safety Training Kit](#).

Compliance

Call2Recycle successfully completed its re-certification audit for R2, ISO 9001, ISO 14001 and ISO 45001 standards. This comprehensive audit is conducted every three years and validates the strength of Call2Recycle's responsible recycling, quality management, environmental stewardship and occupational health and safety practices.

For collection partners, this certification provides important reassurance that the program is supported by recognized external standards, mature operating systems and strong controls. It reinforces that the batteries collected through the network are managed through a program built on safety, accountability, environmental responsibility and continuous improvement

Public Education and Awareness

Call2Recycle's public awareness campaigns continued to reach Canadians through television and digital channels, including appearances during major broadcasts such as Maple Leafs games, March Madness and the Junos. These

campaigns helped drive strong traffic to *Recycle Your Batteries, Canada!* websites and locator, helping Canadians find their closest drop-off location to recycle their batteries.

The Battery Recycling Journey

We launched a new video that takes viewers through the full battery recycling journey, from collection containers to sorting facilities and responsible recycling. The video helps answer a common question we get from partners, collectors and the general public: “What actually happens to batteries once they’re collected?”

It also highlights the important role collection sites such as yours play at the start of that journey, showing how the batteries collected at your locations continue through the recycling process and contribute to safe handling, material recovery and a more circular economy. Watch the video [here](#).



Earth Month Contest Results

The 2026 Earth Month Contest delivered strong engagement throughout April, generating almost 270,000 clicks to the consumer website and more than 16,000

contest entries. The campaign helped educate Canadians on battery recycling best practices and directed participants to the locator to find nearby drop-off locations. Campaigns like this are designed to support collection activity, helping more Canadians understand where and how to recycle their used batteries safely.



Community Events and Partnerships

Call2Recycle continues to support community events and initiatives that help Canadians understand how and where to recycle their used batteries safely. These efforts help collection partners by building public awareness, encouraging proper battery handling and driving more informed visits to collection sites.

Recent activities included City of Toronto Community Environment Days and a new partnership with [The Gaia Project](#) to bring battery recycling education into New Brunswick schools. We also celebrated the continued growth of the New Brunswick program at a [formal event](#) with Product Care Recycling, Recycle NB, the Government of New Brunswick and other local partners.

Ontario FIFA Public Awareness Efforts

With *Recycle Your Batteries, Canada!* brand ambassador and soccer legend Christine Sinclair helping champion our message, this year's FIFA World Cup offers a timely opportunity to spread mass awareness on battery recycling through one of the world's most-watched sporting events. Call2Recycle is capitalizing on this opportunity through TSN-branded digital out-of-home placements, expected to generate approximately 13 million impressions and encourage Canadians to collect, protect and bring their used batteries to their nearest drop-off location.



The campaign is expected to drive increased traffic to collection sites as Canadians take action to recycle their batteries responsibly.

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!



call2recycle.ca