



Who Is Call2Recycle?

Call2Recycle is Canada's leading organization for the collection and recycling of batteries and battery-powered products. As a trusted steward for more than 400 members, including producers of single-use and rechargeable batteries, the organization manages several leading programs, including [Recycle Your Batteries, Canada!](#), [Recycle Your Vapes](#) and [EV Battery Recovery](#).

For 30 years, Call2Recycle has worked with consumers, retailers, manufacturers, governments, fire safety organizations and the waste and recycling sector to keep batteries out of the waste stream and ensure they are safely collected, transported and recycled. Through its nationwide collection network and public education efforts, Call2Recycle has helped divert more than 60 million kilograms of batteries from Canadian landfills.

WHAT WE DO



COLLECT

Convenient battery return locations nationwide



RECYCLE

Safe, responsible battery processing



EDUCATE

Guidance on battery safety, storage and disposal



INNOVATE

Solutions for emerging streams, including EVs, e-bikes, and more



COLLABORATE

Partnerships with governments, fire departments, etc.

KEEP BATTERIES OUT OF THE WASTE STREAM

- **Never** put batteries in the garbage or curbside recycling.
- Canadians should bring batteries to a **designated collection location** where they can be safely handled, stored and recycled.
- Call2Recycle provides **battery collection** and **recycling solutions** across Canada, including programs addressing emerging battery streams such as EV batteries, e-bikes, battery-powered products and vapes.

BATTERY FIRE NUMBERS AT A GLANCE

302

Publicly reported fires at Canadian waste & recycling facilities, 2016–2024¹

44

Reported facility fires in 2024 — double the 2016 total²

60M+ kg

Batteries diverted from Canadian landfills by Call2Recycle

~100

Batteries in the average Canadian household

BATTERY CATEGORIES



Household Batteries



Battery-powered/ Embedded Products



E-Mobility Batteries & Devices



EV (Electrified Vehicle)



Vapes & E-Cigarette Products

Facility fire data is not specific to battery-related incidents.



OUR BATTERY RECYCLING EXPERT

JON MCQUAID

Vice President, Marketing
& Communications | [LinkedIn](#)

AVAILABLE FOR MEDIA INTERVIEWS

Battery fire risks · Battery safety & disposal
· Waste-stream fires · Vape recycling ·
EV & e-bike batteries · Battery-powered
products recycling · Fire prevention · Public
education · Battery policies, regulations &
standards

MEDIA CONTACT

JON MCQUAID

Email: media@call2recycle.ca

Battery safety &
recycling resources:
Call2Recycle.ca



WHY JON?

Jon leads public education, communications and marketing at Call2Recycle, bringing deep expertise in battery recycling, battery safety and public education. He works closely with government, fire safety organizations, waste and recycling leaders, and industry partners across Canada and internationally to advance safe battery management and recycling practices.

With decades of experience in the field, Jon brings a unique perspective on translating complex battery safety and recycling issues into clear, practical information for the public.

JON IN THE MEDIA

- Jon has been sought out by [CBC](#), [Global News](#), [CP24](#), and [Breakfast Television](#), among others, for commentary on battery safety, recycling and fire prevention.

WHAT TO ASK JON



How do you properly
dispose of batteries?



How should Canadians
safely dispose of vapes,
e-bike and EV batteries?



Is Canada's battery
fire risk increasing?



What can consumers do
to reduce fire risks?

Sources

¹ Canadian Association of Fire Chiefs, Fifth Annual Great Canadian Fire Census 2025. ² Fire Rover, 8th Annual Reported Waste & Recycling Facility Fires US/CAN 2024 Report. Additional program and organizational information provided by Call2Recycle Canada.

Media note: Fire data should be characterized as publicly reported waste and recycling facility fires unless an incident has been independently confirmed as battery-related.

