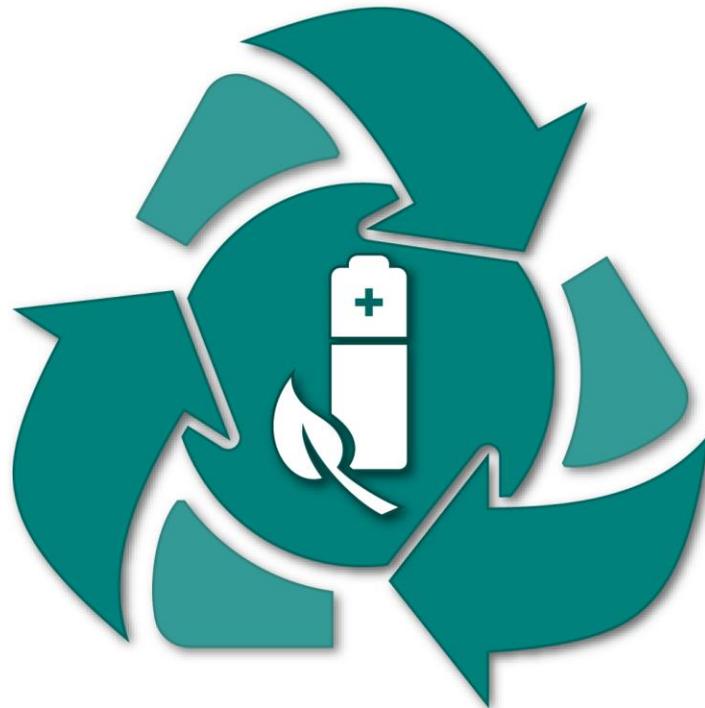


## Prince Edward Island



**June 14, 2021**

**Submitted by:**  
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Call2Recycle Canada, Inc.

**Submitted to:**  
Ministry of Environment, Energy and  
Climate Action

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# 1. About Call2Recycle

Call2Recycle Canada, Inc. has successfully operated as a national, highly efficient consumer battery collection and recycling program, since 1997. Since 2012, Call2Recycle Canada has been operating a voluntary battery collection program in Prince Edward Island (P.E.I.), and in 2018 became the province's approved *Producer Responsibility Organization (PRO)* for stand-alone and replacement single-use, and rechargeable dry-cell batteries weighing less than five kilograms. The Call2Recycle program also collects and recycles batteries used to power some electronic devices.

Call2Recycle is Canada's leading consumer battery collection and recycling program, recognized by its members as cost-effective, transparent, and easy to manage. Program members in P.E.I. include more than 100 producer organizations whose battery recycling obligations Call2Recycle fulfills in full compliance with the province's Environmental Protection Act Material Stewardship and Recycling Regulations. A complete list of Call2Recycle's P.E.I. members is provided in [Appendix B](#).

Call2Recycle's focus on safety is unparalleled, and the program is the first of its kind to receive *Responsible Recycling Practices Standard (R2)* certification. This reputation for excellence has enabled Call2Recycle Canada to build longstanding partnerships with program members and collection partners across the province, including local governments, depots, and leading retailers.

Call2Recycle Canada is pleased to support Prince Edward Island to meet its sustainability and responsible recycling goals. Thanks to its strong partnerships, continued focus on raising public awareness about battery recycling, and its efforts to meet and exceed the targets set out in its battery collection and recycling plan, the Call2Recycle program contributes to the province's circular economy. This report outlines the performance of the Call2Recycle program in P.E.I. between January 1, 2020, and December 31, 2020, against its provincially approved plan.

## 2. Executive Summary

2020 was an unusual and challenging year for battery recycling in Prince Edward Island (P.E.I.). After four consecutive years of collection growth, battery collections decreased by 47 per cent, with both single-use and rechargeable batteries experiencing significantly reduced collections. Overall, P.E.I. residents recycled 19,824 kg of used batteries in 2020.

Although P.E.I. was not hard-hit by the pandemic, declining battery recycling activity was likely due to consumers heeding stay-at-home advice to reduce the spread of COVID-19 and collection facilities operating with reduced hours or capacity. In 2019, only 13 per cent of Islanders were storing their batteries, with the majority (68 per cent) storing them for a future recycling trip, according to Call2Recycle's annual consumer survey. Comparatively, in the 2020 survey, almost twice as many - one-quarter of P.E.I. respondents—advised that they were storing their batteries, with 69 per cent storing them for a future recycling trip, suggesting the pandemic may be delaying Islanders' recycling activities.

Call2Recycle seeks to make battery recycling as convenient as possible for consumers. In 2020, 98 per cent of Islanders were located within 15 km of a Call2Recycle collection facility. There is an opportunity for growth in making Islanders aware of the accessibility of recycling options. However, Call2Recycle survey respondents who said they throw out all of their used batteries, most often cited ease and convenience as their reasons for doing so.

Call2Recycle conducts awareness and education campaigns throughout the year to encourage battery recycling activity. In February, for *National Battery Day*, Call2Recycle collaborated with the City of Charlottetown to produce content for the City's website and social media accounts. To support public health directives, Call2Recycle pivoted its consumer awareness and recycling promotions in early summer with a *Protect–Store–Recycle* campaign that advised consumers how to safely store their batteries at home until they felt safe to recycle them at a Call2Recycle location. The campaign included an article in the *Charlottetown Guardian* and online promotions, including a video that reached 70,000 Islanders and drove hundreds to the Call2Recycle website drop-off site locator.

Call2Recycle anticipates that 2020 will be an outlier year (and potentially 2021 as well), with battery recycling activity returning to normal levels as the pandemic abates.

## 3. Public Education Materials and Strategies

Call2Recycle conducts a wide range of public awareness and education activities locally, across the province, and nationally to engage consumers in battery recycling activities. The COVID-19 pandemic disrupted these efforts in 2020. However, we swiftly pivoted our promotions to adapt to consumers spending more time at home and to prioritize community safety while keeping responsible battery management on consumers' radar until it was safe to participate in recycling activities.

### 3.1 Campaigns

To educate consumers about the importance of battery recycling, Call2Recycle Canada held its annual *National Battery Day* awareness campaign from February 1 to 18, 2020. Utilizing print and digital advertising across the province, the campaign highlighted everyday products, such as bicycles, pens and stainless-steel water bottles, that can be made using materials reclaimed from recycled batteries. Working with the City of Charlottetown, Call2Recycle produced content for the City's website and social media accounts. In addition, it partnered with Island Waste Management Corporation (IWMC) to include battery recycling information in IWMC's weekly column in the *Charlottetown Guardian* and *Journal Pioneer*. The *National Battery Day* advertising generated more than 19 million impressions across the country, with traditional media outreach generating 22 earned media stories and more than 27 million additional impressions.

From August through to the end of September, Call2Recycle ran a highly successful campaign with the theme *Protect-Store-Recycle*, educating consumers on safely storing their batteries at home and then recycling them through Call2Recycle when they felt safe to do so. In addition, the *Safe Storage* video posted to YouTube reached 70,000 Islanders and drove hundreds to the Call2Recycle website drop-off site locator. The campaign also included an article in the *Charlottetown Guardian*, which reached 40,000 Islanders and provided education about safely storing used batteries at home until they were ready to recycle them.

Surrounding Waste Reduction Week (October 19 - 25), Call2Recycle ran a *Don't Trash Your Batteries* video campaign, which blanketed social media and earned 96,000 views across all platforms. In one week, activity on the *Protect-Store-Recycle* page of the Call2Recycle website increased more than tenfold (126 to 1,421 visits). The campaign also included print and radio promotions during Waste Reduction Week and the lead-up to the holiday season.

### 3.2 Sponsorships, Partnerships and Events

Recognizing the importance of building responsible recycling habits early in life, Call2Recycle has long placed considerable focus on education and action initiatives that engage and inform children and youth. In 2020, Call2Recycle held a battery collection contest among nine schools in P.E.I., inviting students to collect batteries for the chance to win a prize for their school. Eliot River Elementary School won the grand prize in the contest, collecting 566 kgs of used household batteries. In addition to a pizza lunch for all students, the school received \$1,000 from Call2Recycle for its impressive haul. Eliot River unseated Central Queen Elementary School, which won the contest over the last two years.

In addition, Call2Recycle supported the annual Battery Blitz collection contest held by the children's conservation organization and longstanding partner Earth Rangers. The contest invited rangers to collect used batteries to win a grand prize bike package (bike, helmet, water bottle, and battery-operated light) and other prizes. Six schools from P.E.I. participated in the contest.

Collection contests have proven to engage both youth and their families as the students become great program ambassadors and advocates for responsible end-of-life battery management.

### 3.3 Website and Social

P.E.I. residents used Call2Recycle's online collection site locator 3,475 times to find a public drop-off location near them. This is a 20 per cent decrease from 2019's search numbers, likely reflecting the impact of the pandemic and fewer people making non-essential trips out of the home.

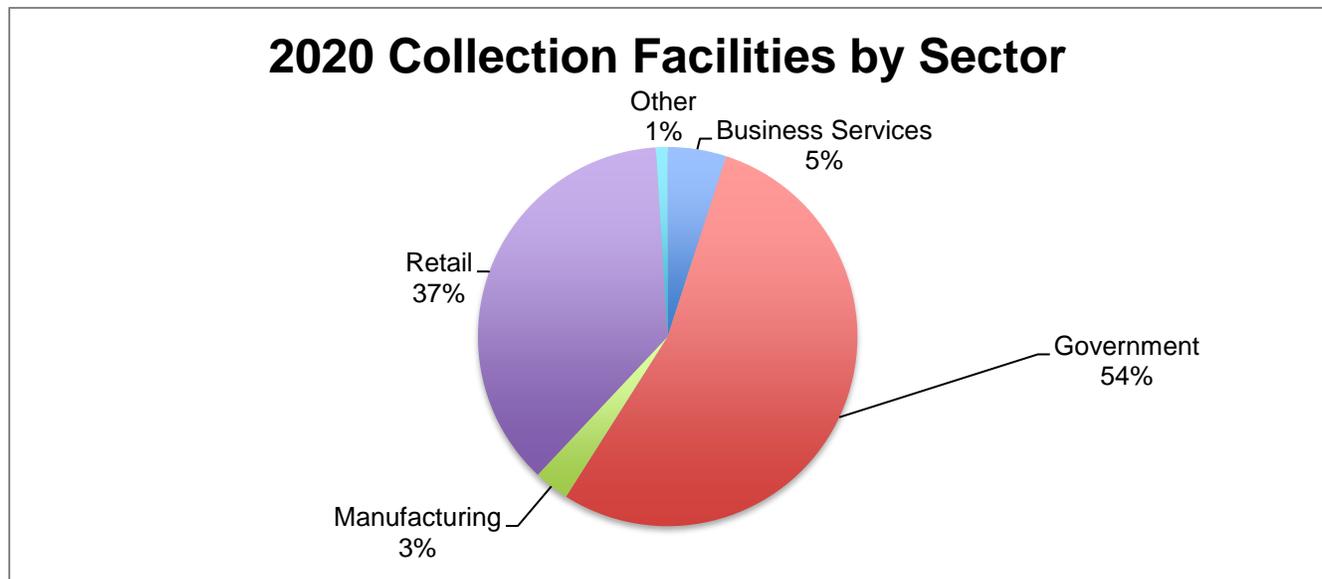
## 4. Collection System and Facilities

### 4.1 Collection Facilities

Call2Recycle collects batteries from consumers through a network of partners in the business services, government, manufacturing, retail, and environmental sectors. Participating collectors may have Call2Recycle boxes available to the public or operate as private collection sites. A private collection site does not collect from the general public but generates battery collections through its business activities and employees. Call2Recycle strategically locates its boxes to maximize accessibility to Prince Edward Island residents for the greatest participation in the program. Its goal is to have 95 per cent of Islanders living within 15 km of a collection location. In 2020, 98 per cent of the island's residents lived within this accessibility zone, well exceeding Call2Recycle's accessibility target.

In 2020, 97 active Call2Recycle collection facilities provided convenient battery recycling options for P.E.I. residents, up from 72 in 2019. An active facility is one that has joined the Call2Recycle program in the past 12 months, or returned a full box or bulk shipment of batteries or ordered a replacement collection box in that same period. The increase in 2020 is due to the addition of 25 collection sites within the province's public libraries that opened in January with a provincial announcement by the honourable Environment Minister, Natalie Jameson, Public Services librarian Ray Macleod, and Education Minister Brad Trivers. The new library collection sites offers Islanders more convenient options to recycle their used batteries. The majority of PEI's active sites this year, 68, are available to anyone from the public.

The following charts outline Call2Recycle's public and private collection facilities and their division by sector.



2020 Active Collection Facilities by Access	
Public	68
Private	29
<b>Total</b>	<b>97</b>

Collection Facilities per Municipality, Town and City				
<b>Cities</b>	Charlottetown	32	Summerside	14
	<b>TOTAL:</b>			<b>46</b>
<b>Towns</b>	North Rustico	1	O'Leary	2
	Rollo Bay	1	Stratford	3
	Cornwall	3	Souris	3
	Kensington	3	Tignish	2
	Alberton	2	Borden-Carleton	1
	Georgetown	1	Montague	4
	<b>TOTAL:</b>			<b>26</b>
<b>Municipalities</b>	Morell	3	Wellington	2
	Bloomfield	1	Slemon Park	2
	Dingwell Mills	1	Warren Grove	1
	Crapaud	1	Miscouche	1
	Kinhora	1	Tyne Valley	1
	Murray River	2	Hunter River	2
	New London	1	Brockton	1
	Abrams Village	1	Breadalbane	1
	Mount Stewart	1	Murray Harbour	1
	St. Peters Bay	1		
	<b>TOTAL:</b>			<b>25</b>
	<b>GRAND TOTAL:</b>			<b>97</b>

Active Collection Facilities by Sector				
Sector	2020	2019	Change (#)	Change (%)
<b>Business Services</b>	5	6	-1	-17%
<b>Government</b>	52	30	18	60%
<b>Manufacturing</b>	3	2	1	50%
<b>Retail</b>	36	33	3	9%
<b>Other</b>	1	1	0	0%
<b>Total</b>	<b>97</b>	<b>72</b>	<b>25</b>	<b>35%</b>

## 4.2 Performance Results

Call2Recycle monitors its battery collections in P.E.I. against its provincially approved battery stewardship plan. Unsurprisingly, the pandemic significantly impacted battery collections in 2020, as individuals stayed home for safety reasons and some collection facilities were less accessible than they would typically be. After four years of annual battery collection growth in the province, both primary and rechargeable battery collections decreased significantly in 2020, with overall collections falling by 47 per cent. As the pandemic abates and consumer activities return to normal, we expect recycling activities to return to previous levels. The following chart provides a year-over-year comparison of battery collections by weight, and the subsequent chart outlines collections per capita.

Call2Recycle Collections by Weight (kg)*			
Type	2020	2019	% Change
Single Use (Primary)	17,946	32,375	-45%
Rechargeable	1,879	4,950	-62%
<b>Total</b>	<b>19,824</b>	<b>37,325</b>	<b>-47%</b>

\* Accurate within a margin of +/- 3%. Based on a conversion rate from pounds to kilograms of 0.453592.

P.E.I. Battery Collections per Capita		
Type	2020 Collections	2020 Collections Per Capita*
Single Use (Primary)	17,946	0.11 kg
Rechargeable	1,879	0.01 kg
<b>Call2Recycle Total</b>	<b>19,825</b>	<b>0.12 kg</b>

\*Based on the [province's reported population](#) of 159,713 in October 2020.

## 4.3 Collections by Chemistry

Rechargeable and single-use batteries are made of different materials, and even within the two categories, there are different types of batteries with differing components. Call2Recycle tracks the various battery components that are extracted from the batteries it collects and recycles for other purposes. Collections for all rechargeable and single-use battery categories declined in 2020, with lead batteries dropping most significantly, down 75 per cent. Among single-use collections, lithium batteries decreased by 70 per cent, although this type of battery represents only a small portion of single-use battery collections overall.

Rechargeable Battery Collections by Chemistry (in kg*)			
	2020	2019	% Change
Ni-Cd	686	1,928	-64%
Ni-Mh	212	485	-56%
Li-Ion	576	896	-36%
S.S.L.A.	404	1,641	-75%
<b>Total</b>	<b>1,879</b>	<b>4,950</b>	<b>-62%</b>

Single-Use Battery Collection by Chemistry (in kg*)			
	2020	2019	% Change
Alkaline	17,795	31,869	-44%
Lithium	151	506	-70%
<b>Total</b>	<b>17,946</b>	<b>32,375</b>	<b>-45%</b>

\* Accurate within a margin of +/- 3%. Based on a conversion rate from pounds to kilograms of 0.453592.

#### 4.4 Recovery Rate

In most Canadian provinces, recovery rates are calculated by dividing the total battery weight collected in the province in the reporting year, by the total weight sold in the province, expressed as a percentage. Battery units sold into the province, as reported by members through remittance of *Environmental Handling Fees (EHF)*, are converted into weights based on industry standards.

To better address the variability in battery lifespan and availability for collection, beginning in 2023, the recovery rate will be calculated based on the weight collected into the market in the reporting calendar year divided by the weight sold into the market, which will be calculated based on a three-year rolling average from the three preceding calendar years. For example, in 2023, the recovery rate will be calculated by dividing the weight collected from the market that year (2023) divided by the average weight sold into the market in 2020, 2021, 2022 (the preceding three years) and expressed as a percentage.

In addition to reporting on a recovery rate based on a three-year rolling average, Call2Recycle is committed to disclosing the total weight sold into P.E.I. for the reporting year in the annual report.

Call2Recycle's 2020 collections in P.E.I. fell from the previous year, no doubt, in part, due to the impact of COVID-19 on collection facilities' operations and consumers' willingness to leave their homes to access them. At the same time, with consumers spending more time at home using battery-powered devices, sales of single-use and rechargeable batteries increased significantly, outpacing 2020 projections. The unforeseen increase in batteries sold into the market in 2020 has created a larger-than-projected denominator in the calculation and paired with the depressed recycling activity, negatively skewed the recovery rate. We anticipate that 2020 (and potentially 2021) will be an outlier year due to the pandemic's unforeseen impact on consumer behaviours.

## 4.5 Collection Process

### Collection

The Call2Recycle program starts by providing consumers with easy access to collection sites to enable maximum participation in the program. Through collection partners across the province and in a range of sectors, we offer consumers convenience and a simple drop-off process. Our collection partners use one of two collection methods: the box program or the bulk program. Box program sites receive Call2Recycle's fire-retardant bag-and-drop, seal-and-ship collection boxes free of charge. Each box holds up to 30 kilograms of batteries. Our bulk program caters to facilities that generate large quantities of batteries for recycling (250 kg minimum per shipment). Call2Recycle covers the cost of shipping for both the bulk and box programs.

### Shipping and Sorting

Batteries collected through Call2Recycle in P.E.I. are sorted and consolidated by Terrapure in Fort Erie, Ontario. The contents are weighed and sorted according to battery chemistry at the facility and readied for shipping to appropriate recycling processors based on their chemical composition.

Call2Recycle operates following intra- and inter-provincial shipping and transportation standards established by Transport Canada, Environment Canada, P.E.I.'s Ministry of Environment, Energy and Climate Action and all other provincial environment and transportation ministry standards. According to Environment Canada, Transport Canada, the U.S. Environmental Protection Agency, and the U.S. Department of Transportation are all shipments transported internationally.

To bolster safety while handling and transporting batteries in Canada, all of Call2Recycle's battery collection containers include an innovative, flame-retardant liner. The liner provides an extra layer of protection from any residual charge that end-of-life batteries might still have during the collection, transportation and recycling process.

### Processing

Call2Recycle Canada is committed to meeting the highest global standards for safe and effective battery processing and reclaiming as many of the batteries we collect as possible to divert them from the waste stream.

Different battery chemistries require different reclamation methods, and Call2Recycle has partnerships with various processors to ensure optimal performance. We seek local processing partners wherever possible to reduce our transportation footprint. All of our processing facilities use the latest and proven-effective thermal, mechanical and chemical processes to recover materials such as nickel, iron, lead, cadmium, and cobalt. These are used to make other products.

## 5. Recovered Product Management and Materials Processing

### 5.1 Recovered Product Management and Materials Processing

Call2Recycle is certified according to *Responsible Recycling (R2)* under the *R2:2013* certification standard. The *R2:2013 Standard* is the latest version of R2, the electronics recycling industry's leading certification. Each provision of the *R2 Standard* helps ensure the quality, transparency, and environmental and social responsibility of the certified electronics recycling facility. The distinction reinforces Call2Recycle's commitment to following stringent requirements regarding safe, secure battery collection and processing. Call2Recycle has also received *ISO 14001:2015* and *OHSAS 18001:2007* certifications, which affirm its commitment to proper downstream management of its battery collections, including not exporting to developing countries or sending materials to local landfills.

When it comes to managing used batteries, the pollution prevention hierarchy — reduce, reuse, and recycle — cannot be as easily applied to batteries as other products. Call2Recycle cannot promote a reduction in the use of batteries, and reconditioning batteries for reuse can pose an unacceptable safety risk to consumers if not done correctly. Call2Recycle, therefore, currently, advocates the efficient and cost-effective option of battery recycling.

Recycling is the most viable way of keeping batteries from entering landfills. The Call2Recycle program efficiently and cost-effectively recycles consumer batteries of all types, and no battery collected through the program that can be recycled goes to landfill. The reclaimed materials from the batteries collected can be used in various products, such as new batteries, cookware, and appliances.

Whenever possible, Call2Recycle uses local service providers to minimize its environmental footprint, and all of Call2Recycle's sorters and processors use the latest and most effective techniques for reclaiming materials. Call2Recycle's sorting and processing partners continue to meet the highest environmental, health and safety, transportation, and financial operations standards.

Call2Recycle reports on Recycling Efficiency Rates (RER) by chemistry to demonstrate the amount of material reclaimed from each battery chemistry that can be used in secondary products.

Product End Fate for Data Year Ending December 31, 2020					
Component Chemistry	Reuse*	Recycle	Energy Recovery	Landfill	Other
Nickel Cadmium (Ni-Cd)	N/A	Yes	No	No	No
Nickel Metal Hydride (Ni-MH)	N/A	Yes	No	No	No
Lithium Ion (Li-Ion)	N/A	Yes	No	No	No
Small Sealed Lead Acid (S.S.L.A.)	N/A	Yes	No	No	No
Alkaline	N/A	Yes	No	No	No
Lead Carbonate	N/A	Yes	No	No	No
Lithium	N/A	Yes	No	No	No
Mercury	N/A	Yes	No	No	No
Nickel Iron	N/A	Yes	No	No	No
Silver Oxide	N/A	Yes	No	No	No
Zinc Carbon (mercury)	N/A	Yes	No	No	No
Zinc Carbon (no mercury)	N/A	Yes	No	No	No
Cardboard Boxes	No	Yes	No	No	No
Box Liner	Yes	Yes	No	No	No
Bags	No	Yes	No	No	No
Drums**	Yes	Yes	No	No	No
Non-Conforming***	No	Yes	No	Yes	No

\*Reuse: Please see page 12 for Call2Recycle's position on battery reuse.

\*\*Drums are reused by the sorter to send materials to the appropriate processor. If not suitable for reuse then the metal is recycled.

\*\*\*Non-conforming materials: Products found in shipments at time of shipment that are stewarded materials are forwarded to the appropriate stewardship program for responsible disposal. Any materials that are not stewarded materials (i.e., no recycling option available) are managed according to waste requirements and some may be HW-managed and may be discarded – this represents a small quantity of materials.

Call2Recycle has committed to reporting on *Recycling Efficiency Rates (RER)* by chemistry and demonstrating the amount of materials reclaimed from each battery chemistry that can be used in secondary products. The detailed 2020 RER for all battery chemistries collected by Call2Recycle under its approved *Extended Producer Responsibility (EPR)* plan are outlined in the following chart.

Recycling Efficiency Rates by Chemistry*												
BATTERY TYPE % Material recovered – Recycled to	Rechargeable Battery Chemistry						Primary Chemistry					
	NI-CD**	LI-ION		NI-MH	SSLA		ALKALINE			LITHIUM		
<b>Metal(s)</b>	84	18	77	57	98	66	97	21	18	19	94	35
<b>Co-product aggregate</b>	0	0	0	14	0	22	0	1	72	65	4	0
<b>Cadmium</b>	0	0	0	0	0	0	0	0	0	0	0	0
<b>Secondary Recovery***</b>	0	60	0	5	0	0	0	57	0	0	0	21
<b>Plastic Recovery or Reductant</b>	0	0	0	10	0	1	0	5	4	0	0	0
<b>Total Material Recovery (per cent)</b>	<b>84</b>	<b>78</b>	<b>77</b>	<b>86</b>	<b>98</b>	<b>89</b>	<b>97</b>	<b>84</b>	<b>95</b>	<b>84</b>	<b>98</b>	<b>56</b>
<b>Not Recovered for use in Secondary Market During Recycling Process****</b>	16	22	23	14	2	11	3	16	5	16	2	44
<b>Total:</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

\* Recovery rates provided by processor.

\*\*In 2019 Call2Recycle ceased its relationship with its nickel cadmium contracted processor due to non-compliance with Call2Recycle's environmental standards. As a result, there was a delay in processing nickel cadmium batteries collected in 2019 and 2020. As of February 2021, all nickel cadmium batteries collected have been processed in accordance with Call2Recycle's environmental standards at its newly contracted processing facilities.

\*\*\*This includes metals that are recovered at secondary processors.

\*\*\*\*Not recovered for use in secondary market includes: Water, Oxygen, Plastics, and Organics (carbon, electrolytes).

## 5.2 Program Efficiencies

In 2020, to augment Call2Recycle's Canadian supply chain, provide greater flexibility, and further minimize the program's environmental footprint, Call2Recycle secured an additional Canadian-based supplier for its fire-retardant battery collection boxes. The new supply commenced in the fourth quarter of the year.

## 6. Consumer Awareness, Research and Development

Call2Recycle annually conducts research to assess consumer awareness of battery recycling and their battery recycling behaviours. Ipsos conducted the 2020 survey from a sample of 400 residents of Prince Edward Island between November 13 and December 14, 2020. The survey revealed strong support for recycling, with nearly all survey participants (96 per cent) noting that recycling is important to them. Awareness of battery recycling specifically increased significantly in 2020, from 77 per cent in 2019 to 84 per cent awareness.

According to Islanders claims, nearly six in ten recycle single-use and rechargeable batteries (58 per cent) in P.E.I., up from 53 per cent in 2019. About half (51 per cent) of P.E.I. residents recycle their single-use or rechargeable batteries at a recycling depot or centre, while one in three (37 per cent) prefer to go to a retailer.

One-quarter of used batteries are stored, a significant jump from 13 per cent in 2019. Of those who were storing their batteries, the majority - nearly seven in ten said they were storing them for a future recycling trip. While most survey respondents said COVID-19 had not altered their battery recycling behaviour, the near doubling in the percentage of batteries that are being stored, suggests the pandemic may have delayed consumer recycling behaviour to some degree.

According to the survey, 12 per cent of used batteries in P.E.I. are thrown in the garbage, down from 15 per cent in 2019. Only six per cent of Islanders said they throw away all of their batteries. The P.E.I. respondents who threw away batteries in the 12 months before the survey, said they did so primarily for ease with 44 per cent saying it is easier to throw batteries out, while 38 per cent said they did not know where to recycle their batteries. These results indicate opportunities for building awareness with emphasis on the ease and convenience of the Call2Recycle program.

Consumer Awareness and Recycling Incidences Targets <sup>1</sup>	2020 Actual
Prince Edward Islanders who are aware that Consumer Batteries can be Recycled in 2020 (%)	84%
Prince Edward Islanders who Recycle their Consumer Batteries in a Calendar 2020 (%)	58%

<sup>1</sup> Based on a sample of 400 residents of Prince Edward Island surveyed online via the Ipsos I-Say panel from November 13th to December 14th, 2020. The precision of online polls is measured using a credibility interval. In this case, the results are considered to within +/- 5.6 percentage points, 19 times out of 20, of what the results would have been had all P.E.I. adults been surveyed.

## 7. Program Funding

Call2Recycle collects *Environmental Handling Fees (EHF)* on each unit of primary batteries, rechargeable batteries and batteries sold with or in portable flashlights and spotlights, e-toys, and smoke and carbon monoxide detectors in P.E.I. *Environmental Handling Fees (EHF)* are determined using a calculation that factors in the cost to manage each battery's collection and responsible recycling by specific type. The *EHF* schedule is available [here](#).

Call2Recycle collected *EHFs* from members who reported sales of these batteries in P.E.I. between January 1 and December 31, 2020. Please see [Appendix C](#) for Call2Recycle's audited financial statements.

Battery sales in 2020 outpaced projections as a result of the pandemic. With consumers spending more time at home and using more battery-powered devices more often, sales of single-use and rechargeable batteries increased significantly.

## 8. Revenue & Expenses

Call2Recycle Canada Inc.	
Statement of Revenue and Expense - P.E.I.	
For the Year-ended December 31, 2020	
<b>Revenue</b>	
<b>Steward Fees</b>	\$ 194,554
<b>Investment income</b>	\$ 26
<b>Other</b>	\$ 0
<b>Total Revenue</b>	<b>\$ 194,580</b>
<b>Expense</b>	
<b>Material Management &amp; Processing</b>	\$ 86,470
<b>Consumer awareness &amp; Communications</b>	\$ 16,505
<b>Other (Salary, Professional, Admin)</b>	\$ 21,198
<b>Total Expense</b>	<b>\$ 124,173</b>
<b>Excess Revenue over Expense</b>	<b>\$ 70,407</b>

Call2Recycle Canada Inc.	
Sales into the market in K.G. - P.E.I. 2020	
<b>Primary</b>	73,556
<b>Rechargeable</b>	29,193
<b>Total Kg</b>	<b>102,749</b>

To view Call2Recycle's 2020 Corporate Annual Report, visit: <http://www.call2recycle.ca/annual-report/>.

Call2Recycle Canada's Audited Financial Statement is included as [Appendix C](#) to this document and can also be found in the 2020 Annual Report.

# Appendix A – Board of Directors as of December 31, 2020

Call2Recycle Canada, Inc. is governed by a volunteer board of directors. In 2020, we welcomed six new people to the Call2Recycle board: Marcus Boolish, Annalise Czerny, Julie Dickson Olmstead, Jordane Ferron, Raman Johal and Tim Reuss. The new board members replace 2020 outgoing members Carl Smith (Call2Recycle Inc.), Jules Foisy Lapointe (Lowe's Companies Canada U.L.C.), Maury McCausland (London Drugs Ltd.), and Katherine Larocque (Costco). Their addition to our board increases representation from Western Canada and broader industry areas, including transportation and grocery.

## **Call2Recycle's Board of Directors is:**

**Marcus Boolish** – Energizer Battery Manufacturing Inc.

**Joe Borsellino** – Chateau Manis Electronics Inc.

**Norman Clubb** (Chairperson) – Independent

**Annalise Czerny** – Independent

**Peter Daley** – Dollarama Inc.

**Julie Dickson Olmstead** – Save on Foods

**Jordane Ferron** – Lowe's Companies Canada ULC

**Bernard Gervais** – Familiprix Inc.

**David Houston** – Panasonic Canada Inc.

**Raman Johal** – London Drugs Ltd.

**Douglas Jure** – Independent

**Alan Moyer** – Independent

**Tim Reuss** – Independent

**Harriet Velazquez** – Independent

# Appendix B – Call2Recycle Members

**As of December 31, 2020**

Acer America Corporation	IKEA Supply AG
Aimlite Lighting Products	ILINK Industries Ltd
Amazon Canada / Amazon.com.ca, Inc.	Indigo Books and Music Inc.
Apple Canada Inc.	Interstate Batteries Inc.
Battery Canada	John Deere Canada U.L.C.
B.D.I., a division of Bell Mobility Inc.	Kays Wholesale
Bed Bath and Beyond Canada L.P.	Kranked Bikes
Best Buy Canada Ltd.	Lee Valley Tools Ltd
BISSELL Canada Corporation	Lego Brand Retail, Inc.
Bose Corporation	Lenovo (Canada) Inc.
Canada Computers Inc. / Ordinateurs Canada	Les pieces d'auto Transit Inc.
Canadian Tire Corporation, Ltd.	Les Variétés P. Prud'homme Inc.
Canon Canada Inc.	Loblaws Inc.
Cardinal Health Canada Inc.	L.T.P. Sports Group Inc.
Château Manis Electronics Inc.	M.F. Schurman Company, Limited
Corporate Express Canada Inc. (Staples Advantages TM)	'Mark's / L'Équipeur
Costco Wholesale Canada Ltd	McKesson Canada Corporation
Couche-Tard Inc.	Mica Sport Canada Inc.
Dell Canada Inc.	Michaels Stores Inc.
Dollarama L.P.	Microsoft Corporation
Dynabook Canada Inc.	Mountain Equipment Co-op
East Penn Canada (Power Battery Sales Ltd.)	M.S.A. Safety Sales, L.L.C.
ECHO Power Equipment (Canada)	Nest Labs, Inc.
Fastenal Canada, Ltd.	N.I.S. Northern Industrial Sales
F.G.L. Sports Ltd.	'O'Leary Building Centre (Castle
Furniture de Bureau Denis Inc.	Onlybatteries.com
FuturPlus (Division of Cathelle Inc.)	Orgill Inc.
Giant Bicycle Canada Inc.	Orka Division Rexel Canada Electrical Inc.
Giant Tiger Stores Limited	P.E.I. Photo Lab
Google Canada Corporation	Prime Deals International Ltd.
Grand & Toy Ltd.	Princess Auto Ltd.
Great Canadian Dollar Store	Rexel Atlantique
Grin Technologies	Riese & Muller
Groupe B.B.H. Inc.	S.P.Richards Co. Canada, Inc.
Groupe B.M.R. Inc.	Scotts Canada Ltd.
Guillevin International Cie	SharkNinja Operating LLC
Henry's Enterprises Inc.	Sherwood Timbermart
Hilti Canada Corporation	Shimano
Hitfar Concepts Ltd.	Shopper+Inc.
Home Hardware Stores Limited	Shoppers Drug Mart Inc.
H.R.S. Global	Snap-On Tools of Canada Ltd
Hudson's Bay Company	Sobeys Capital Inc.
	Sonos Inc.

Specialized Bicycle Components Canada  
Spring Valley Building Castle  
Standard Products Inc.  
Staples Canada Inc.  
Stihl Limited  
Synnex Canada Ltd.  
Telus Communications Company  
Tenaquip Limited  
The Home Depot of Canada, Inc.  
The Source (Bell) Electronics Inc.  
The Stevens Medical Company Limited

Toys R Us Canada, Ltd.  
Trek Bicycle Canada ULC  
UAP Inc.  
Uline Canada Corporation  
Veritas Technologies L.L.C.  
Veritiv Canada Inc.  
Voltage Bikes Ltd. (Trading as Pedego Canada  
Walmart Canada  
Wisdom Electronics Inc.  
Würth Canada Ltd.

# Appendix C – Audited Financial Statement

**Call2Recycle Canada, Inc.**  
**Statement of Financial Position**  
**December 31, 2020 and 2019**

ASSETS	2020	2019
	(\$'000)	
Cash	\$ 3,009	\$ 2,294
Accounts Receivable	7,233	5,690
Marketable Securities	24,792	19,684
Other Assets	415	535
<b>Total Assets</b>	<b>\$ 35,449</b>	<b>\$ 28,203</b>
<b>LIABILITIES &amp; NET ASSETS</b>		
Accounts Payable & Accrued Expenses	5,264	1,806
<b>Net Assets</b>		
Undesignated	9,912	8,692
Board Designated	20,273	17,705
<b>Total Net Assets</b>	<b>\$ 30,185</b>	<b>\$ 26,397</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$ 35,449</b>	<b>\$ 28,203</b>

## INDEPENDENT AUDITORS' REPORT

Board of Directors, Call2Recycle Canada, Inc.

### Opinion

The accompanying summary financial statements, which comprise the summary statement of financial position as of December 31, 2020 and the summary statement of operations and changes in net assets for the year ended, are derived from the audited financial statements of Call2Recycle Canada, Inc. for the year ended December 31, 2020. We expressed an unmodified audit opinion on those financial statements in our report dated June 10, 2021.

In our opinion, the accompanying summary financial statements are a fair summary of the organization's audited financial statements, on the basis described in the Note to Financial Statements.

### Summary Financial Statements

The summary statements do not contain all the statements and disclosures required by Canada accounting standards for not-for-profit organizations. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of Call2Recycle Canada, Inc.

### Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of the summary of audited financial statements on a basis as described in the Note to Summary Financial Statements.

### Auditor's Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Audit Standards (CAS 810, 'Engagements to Report on Summary Financial Statements').

*BDO Canada LLP*

Chartered Professional Accountants  
 Brandon, Manitoba  
 June 10, 2021

**Call2Recycle Canada, Inc.**  
**Statement of Operations and Changes in Net Assets**  
**For the Year-ended December 31, 2020 and 2019**

REVENUE	2020	2019
	(\$'000)	
Steward Fees	\$ 24,925	\$ 18,507
Investment Income	1,349	1,107
Other	51	171
<b>Total revenue</b>	<b>\$ 26,325</b>	<b>\$ 19,785</b>
<b>EXPENSES</b>		
Material Management and Processing	16,085	11,097
Public education and awareness	2,090	1,759
Other (Salary, Professional, Admin)	4,362	2,879
<b>Total Expense</b>	<b>\$ 22,537</b>	<b>15,735</b>
Excess Revenue over Expense	3,788	4,050
<b>Net Assets, Beginning of Year</b>	<b>\$ 26,397</b>	<b>\$ 2,347</b>
<b>Net Assets, End of Year</b>	<b>\$ 30,185</b>	<b>\$ 26,397</b>

**NOTE TO SUMMARY FINANCIAL STATEMENTS**

Management is responsible for the preparation of summary financial statements. The summary presentation included is only the summary statement of financial position and the summary statement of operations and changes in net assets. It does not include any other schedules, the significant accounting policies and notes to the statements. The summary statements of financial position and operations and changes in net assets are presented in the same detail as the audited financial statements, except the note referencing has been removed and the statements of operations and changes in net assets have been combined into one schedule.

Copies of the audited December 31, 2020 financial statements are available at the organization's office at 100 Sheppard Avenue East, Suite 800, Toronto, Canada M2N 6N5.