

Call2Recycle Canada, Inc.

Changing habits. Inspiring action.™

CALL2RECYCLE CANADA OVERVIEW

February 2025

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1. Introduction – Canada’s Leading Battery Recycling Program

- a. **Legal Structure and Governance** – not-for-profit service organization with 400+ members: manufacturers, importers, distributors and retailers. Board of Directors comprised of members and independents.
- b. **Financial** – financed via Environmental Handling Fees (EHFs), battery and battery-powered product manufacturers. Turnover is approximately \$30M CDN.
- c. **Canadian Landscape/Challenges** – large geography, small population, two official languages, regulations by provinces effectively means “many countries”.
- d. **Battery Recycling Regulations** – approved industry program in 6 provinces: British Columbia, Saskatchewan, Manitoba, Ontario, Prince Edward Island and Nova Scotia. Operating a voluntary battery recycling program in all other provinces.
- e. **Recycling** - consumer batteries (<5kg), e-Transport batteries (e-Bikes, e-Scooters, e-Skateboards & Hoverboards), and Electric Vehicle (EV) batteries. Over 12,000 collection sites across Canada with 50M+ kg of batteries recycled since 1997.
- f. **Vaping Devices** - Launched first of its kind industry funded program to manage End of Life Vaping devices

1. Introduction – Program Framework

Call2Recycle is Canada's leading national consumer battery recycling organization operating as a not-for-profit which, on behalf of our Members, safely maximizes the diversion of batteries from landfills through an established and convenient collection network.



1. Introduction – 2023 Review



**50+ million kgs
collected and
recycled since
inception in 1997**

2023 By the Numbers



424 MEMBERS
in the Call2Recycle
program



90% OF ALL CANADIANS
live within 15 km of a
Call2Recycle drop-off site

**5.8
MILLION KG**
of batteries collected
in Canada

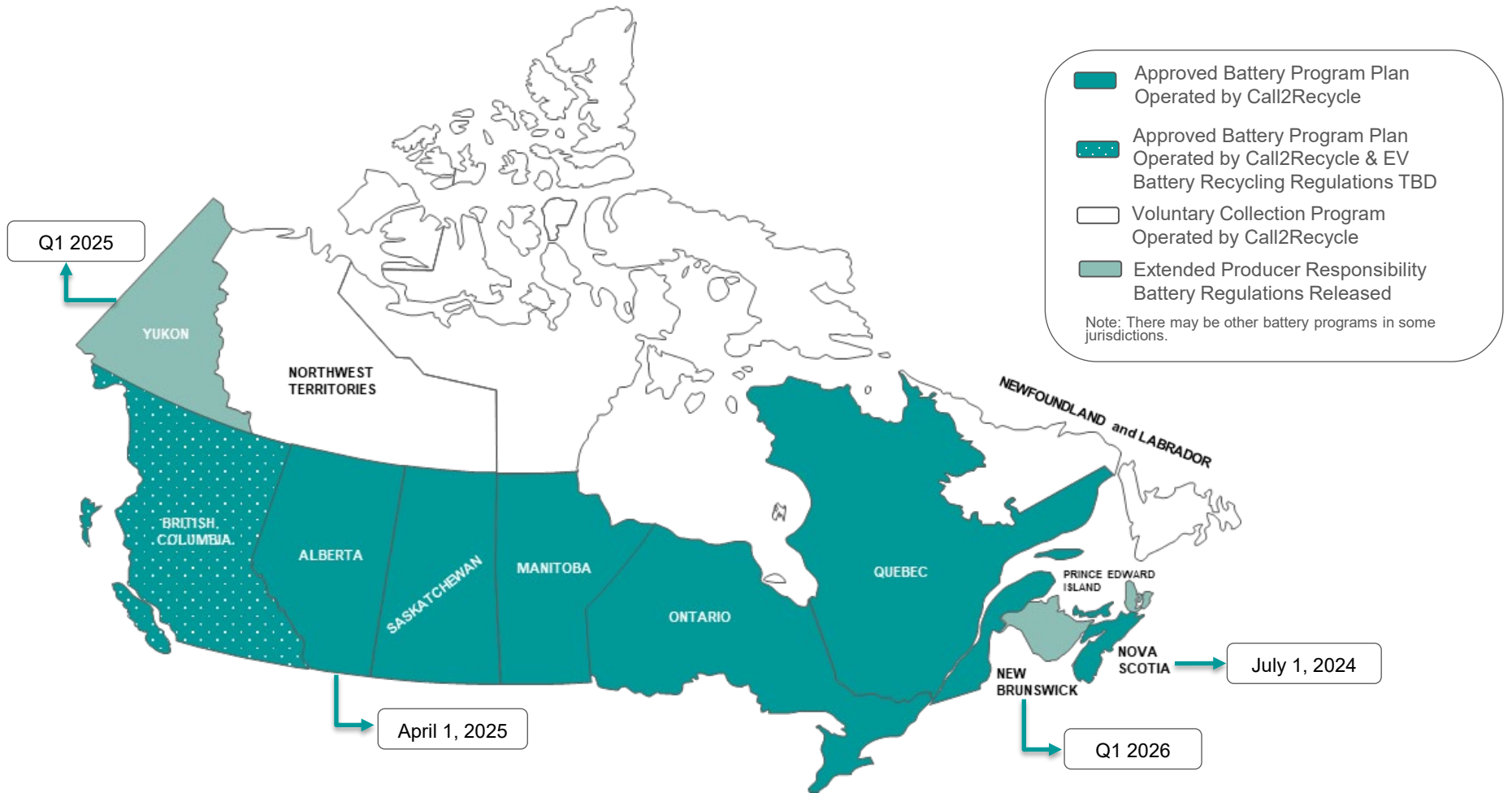


OVER 629,000
website users
+69% INCREASE
vs previous year



**R2v3, ISO 9001, 14001 &
45001 CERTIFICATIONS**

1. Introduction – Battery Regulations in Canada – 2025



1. Introduction – Certifications

- a. R2v3 (Responsible Recycling practices standard).
- b. ISO 14001 (Environmental management system).
- c. ISO 45001 (Occupational Health and Safety management system).
- d. ISO 9001 (Quality management system).



2. Consumer Battery Program – Stand-Alone and Replacement 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 Batteries also include:
- Silver oxide
 - Zinc-air
 - Zinc-carbon



Single Use
Lithium Primary

2. Consumer Battery Program – Overview

- a. Drive consumer awareness and convenience.
- b. Leverage consumer brand *Recycle Your Batteries, Canada!*
- c. Consumer marketing efforts direct and through collection partners.
- d. **12,000+ collection sites** – including retailers and municipalities which combine for ~75% of collection volume.
- e. **Single-use vs. Rechargeable batteries** – ~80% of volume are single-use batteries.
- f. **Three collection receptacles** – boxes, drums and smart containers.



New boxes and posters



2. Consumer Battery Program – Smart Containers

- a. Launched **North America’s first smart battery recycling container** in Q1/24.
- b. In rare case of thermal event, spring-loaded lid and sealed steel unit **restrict oxygen and contain it** within the device.
- c. Receptacles feature **temperature monitoring technology**, and wi-fi capability to push notification in case of thermal event.
- d. Telemetrics enable communication with central dispatch to **optimize pick-up schedule** and **monitor safety**.
- e. Integrated with “**Rover**” **direct pick-up model**, scanning and alert system.



3. Expansion to E-Transport Batteries

- a. At the end of their life, rechargeable lithium batteries used to power e-Transport devices need to be collected and recycled in accordance with both good practice and provincial & federal regulatory requirements for safe handling, shipping, and processing.
- b. These batteries are larger, more powerful and involve more risk than typical consumer batteries. Call2Recycle ensures e-Transport batteries are responsibly managed at their end-of-life.
- c. Call2Recycle accepts and recycles batteries used to power:



e-Bicycles



e-Skateboards



e-Scooters



Hoverboards

4. Expansion to EV Batteries

- a. Call2Recycle is leveraging its expertise to safely and responsibly power the transition to electrified transportation through a range of EV battery services.
- b. Contracts with almost all OEMs to manage their batteries.
- c. Call2Recycle was selected to develop and administer North America's first-of-its-kind Electric Vehicle (EV) battery recovery program *EVBatteryRecovery.ca*.
- d. Call2Recycle's expansion into this sector covers end-to-end management, including EV:
 - Logistics
 - Recycling
 - Data Management/Reporting
 - Thought Leadership
- e. To date, approximately 400 EV batteries have been managed and growing.



4. Expansion to Vaping devices

- a. Call2Recycle in January 2025 launched first of its kind industry funded program to recycle vaping devices under the brand name “Recycle your vapes”
- b. Contracts with large number of vape manufacturers
- c. Complete recycling solution with the ability to manage both devices and pods
- d. Current focus is to scale up the program to a national level



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thank you!

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