



# **Recycle My Cell Three Year Business Plan 2013 to 2016**

Submitted to  
Alberta Environment and Sustainable Resource Development

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## 1. Accountability Statement

The Recycle My Cell (RMC) Business Plan for the period January 1, 2013 through December 31, 2016 was prepared in accordance with: the Memorandum of Understanding in place between Canadian Wireless Telecommunications Association (CWTA) and Alberta Environment; and the requirements of Section 16 of the *Designated Material Recycling and Management Regulation (Alberta Regulation 93/2004)*, as amended, which was enacted under the Environmental Protection and Enhancement Act.

The Government of Alberta's and Department of Environment's Business Plans and priorities were taken into account in the development of the RMC Business Plan.

RMC is committed to achieving the objectives laid out in this Business Plan, working cooperatively with other provincial stakeholders.

## 2. Introduction

### ***Who We Are***

The Canadian wireless telecommunications industry, under the auspices of the Canadian Wireless Telecommunications Association's (CWTA) Recycling Committee, developed Recycle My Cell, a free national cellular phone recycling program.

CWTA and its members have long recognized the importance of waste management to the environment and the economy, and support the need for a recycling and reusing strategy for mobile devices.

CWTA is the authority on wireless telecommunications issues in Canada. The members of CWTA include, among others, wireless service providers, wireless handset manufacturers and processors. Recycle My Cell is made possible with participation from: Bell, Dell Canada Inc., GEEP Inc., GREENTEC, LG Electronics Canada Inc., Lynx Mobility, Mobilicity, Motorola Mobility, MTS, Nokia, Research In Motion, Rogers Communications, Samsung Electronics Canada Inc., SaskTel, Sims Recycling Solutions, Sony Mobile Communications, TBayTel, TELUS, Videotron, Virgin Mobile Canada, and WIND Mobile. Wireless providers currently operating in Alberta include: Bell, Mobilicity, Rogers, TELUS, Virgin Mobile and WIND Mobile.

CWTA manages the program on behalf of the industry, acting as a single point of contact for consumers, the provinces, municipalities and other stakeholders. It is also responsible for any joint administrative requirements such as consumer education and complying with provincial reporting.

As a voluntary program, Recycle My Cell meets the expectations of Alberta Environment and Sustainable Resource Development, as well as recycling regulations in place across Canada. The operations and objectives of the program are fully consistent with the principles elaborated in Alberta's *Environmental Protection and Enhancement Act*, *Designated Material Recycling and Management Regulations* and *Electronics Designation Regulation*.

Consistent with the principles set out in Alberta's legislative and regulatory framework for electronic recycling, CWTA will ensure that the Recycle My Cell program will:

- Inform consumers of their options for reusing and recycling their mobile devices;
- Ensure environmentally conscious management of end-of-life mobile devices;
- Ensure all work under the program is done by certified and responsible organizations with the results of any and all audits conducted available to Alberta Environment and Sustainable Resource Development upon request;
- Operate in an economically efficient manner with full transparency of all reported figures;
- Ensure consistency with Canadian regulations at all levels of government and comply with CCME's *Canada-Wide Principles for Electronics Product Stewardship*;
- Be open to all obligated and relevant brand owners;
- Assist in the processing of mobile devices which do not fall under the responsibility of any obligated brand owner (orphan, historic and imported); and
- Encourage fair competition between this and non-affiliated third-party collection programs, allowing them to operate without hindrance.

### ***Our Mandate***

CWTA is a wireless industry association that is led by a Board of Directors which is composed entirely of industry representatives. The Recycling Committee, created by the CWTA Board was tasked with creating a national industry-wide umbrella recycling program.

CWTA manages the program on behalf of the wireless industry. Responsibilities include:

- Liaisons with governments, consumers, and other stakeholders;
- Public education and awareness;
- Regular reporting and target setting;
- Induction of all interested and obligated brand owners who are not already participating in the program; and
- Maintaining contracts and relations with all levels of the program, including collection sites and sites of incidental waste.

Members of the CWTA Recycling Committee, comprised of carriers, handset manufacturers and certified processors, will act as advisers to the Association on the operation and further development of the program. Each obligated brand owner is represented at the CWTA Recycling Committee.

Recycle My Cell operates with no fees charged to consumers purchasing or recycling mobile devices.

CWTA shares the goal of harmonization of rules and regulations across the country with other stewards operating programs that are multi-provincial or national in scope. Where possible CWTA has worked with stakeholders to ensure that program rules are aligned for RMC in each jurisdiction in which it operates and are also aligned with known national and international best practices. Harmonization ensures that a consistent program is delivered to all Canadians regardless of where they live, and also ensures that program members are able to find operational efficiencies that allow them to provide RMC free of charge.

### **3. Recovery of Mobile Devices within Alberta**

#### ***What We Do***

RMC is a cell phone recovery program. The primary objective of RMC is to minimize the introduction of wireless devices into Alberta's landfills.

Recycle My Cell deals specifically with mobile devices that were primarily manufactured to connect to a cellular or paging network. Examples of such devices include cellular phones, accessories such as headsets, chargers and batteries, wireless smartphones, wireless PDAs, removable external aircards and pagers.

Ordinary consumer electronics that were not primarily manufactured to connect to a cellular or paging network are not covered, nor collected, by the program. Examples of such devices are cordless phones, PDAs without integrated cellular connectivity, laptop computers and answering machines.

While a list of product definitions has been developed, it should be noted that a regular review of electronic products, either added or deleted from manufacturer product lines, will be required in order to ensure their inclusion in the program as appropriate. The list of product definitions will be updated annually, as required.

Recycle My Cell accepts all orphan, historic and imported mobile devices, as well as mobile devices from non-participating brand owners, when consumers return such product to the Recycle My Cell drop-off locations.

#### ***RMC Program Overview***

While Recycle My Cell was formally recognized within the province of Alberta in June 2011 it has been operating voluntarily within the province since 2009.

Under RMC, brand owners continue to operate their own corporate programs to collect, reuse and recycle mobile devices. Many of these programs were initiated and established well before regulated Extended Producer Responsibility e-waste programs were in place in Canada.

RMC uses a return-to-retail collection model. Consumers can readily return mobile devices at all participating retail stores operated by brand owners within the province during normal business hours. In addition, consumers will be able to mail back unwanted devices using postage-paid labels when it is not convenient for them to return the devices to a drop-off location.

Devices that have been collected by participating locations are sent to certified processors for proper handling. Processors typically sort the material into three categories – resalable devices, recyclable devices and accessories, and batteries.

When possible, as is consistent with established recycling and reuse practices of cell phone carriers and manufacturers around the world, damaged products are refurbished, and products that meet specific functionality requirements for resale are reintroduced into the market.

All batteries are separated from the device and sorted by chemistry (i.e., nickel-cadmium, nickel-metal-hydride, lithium-ion, small-sealed-led, mixed); they are sent to appropriate downstream processors where metals are reclaimed.

All material is sent to approved downstream processors for refurbishment, recycling, reclamation or recovery.

## **4. Strengthening RMC in Alberta**

CWTA and its members are committed to the long-term feasibility of Recycle My Cell. All stakeholders in the chain – from manufacturer to carrier to processor – continuously look for ways ensure that the environmental impacts of the devices at all stages of their life are minimized.

### ***Objective 1: Improve Public Education and Awareness***

CWTA, and its participating members, have undertaken various promotional activities to raise awareness about the importance of cell phone recycling in general, and the Recycle My Cell program specifically.

Consumers are an integral component of the recycling chain. They make the ultimate decision as to what happens to their devices.

Based on a survey conducted by Quorus Consulting, it was determined that 54% of Albertans knew about cell phone recycling programs in general in 2011 which puts them above the national average and up 3 percentage points over 2010 provincial results. When asked, 27% of respondents said they were aware of programs run by participating partners and 14% were specifically aware of the RMC brand, an increase of 5 percentage points and 4 percentage points respectively over 2010.

CWTA intends to raise awareness utilizing a combination of the initiatives listed below.

***Sponsorship of events:*** CWTA has sponsored relevant events like Waste Reduction Week in Canada and the Recycling Council of Alberta's annual conference in order to increase visibility with audiences that are able to help further the objectives of Recycle My Cell within the province. In addition to being a sponsor, Recycle My Cell also attended the 2012 Recycling Council of Alberta's annual conference and tradeshow to promote and establish the RMC brand and to build new relationships in an environment conducive to networking.

Based on results and review of these types of sponsorship opportunities, CWTA will determine its participation in similar events on a case-by-case basis.

***Participation at local trade shows and fairs:*** CWTA plans to continue exploring possible involvement in provincial trade shows and fairs as they are an excellent opportunity for concentrated exposure in front of a targeted audience.

CWTA has dedicated efforts to reach out to municipalities by showcasing RMC at the 2012 Federation of Canadian Municipalities' (FCM) Annual Conference and Tradeshow and plans to attend both the 2013 Sustainable Communities Conferences and Trade Show, as well as FCM's 2013 Annual Conference and Tradeshow to reach out to a wide variety of municipalities and councillors and provide them with in-depth information regarding Recycle My Cell. The intent of this participation is to encourage local governments to host a drop-off location or provide information about RMC and existing drop-off locations to residents in their communities.

***Paid advertising to support specific events:*** CWTA has developed and run RMC ads in select markets to coincide with targeted events, like Earth Day, as appropriate.

In addition, CWTA will continue to use alternate advertising methods, such as Google and Facebook ads, which offer a more targeted approach to providing information to those searching for it on-line.

***Social Media:*** CWTA developed a Facebook page for RMC that was used to promote the various events that RMC was part of. CWTA plans to update the RMC Facebook page to include additional detailed information for users to learn how to host a drop-off location; this type of information is currently only available on the Web site or by contacting CWTA directly.

In addition, Twitter (@RecycleMonCell) will be used to further promote messages about RMC to followers.

Ongoing support for the program is provided via the activities listed below:

***RMC Web site and Toll-free number:*** CWTA will continue to maintain a Web site ([www.recyclemycell.ca](http://www.recyclemycell.ca) and [www.recyclemoncell.ca](http://www.recyclemoncell.ca)) to serve as the central hub for the program. In late 2012, this Web site was revamped with a modern, eye catching look to inform consumers about the RMC recovery program, member programs, current collection sites, and steps to clear personal information from a device before it is recycled. The renewal of the Web site will continue in 2013 with fresher content that will quickly and easily provide relevant information to consumers.

This site also includes links to the mail-back options that are in place through member programs; this provides an additional level of service to those living in more remote communities, or those simply looking to return their device by mail.

A new mobile friendly RMC Web site was also created for consumers to have easier access to all of the same important information available on the current RMC Web site.

Consumers with additional questions about the program are encouraged to contact RMC representatives via an email address that has been established for this purpose ([info@recyclemycell.ca](mailto:info@recyclemycell.ca) / [info@recyclemoncell.ca](mailto:info@recyclemoncell.ca))

In addition, consumers can speak with a RMC representative via a toll-free phone number (1-888-797-1740).

**RMC material on stakeholder Web sites:** CWTA will continue to work with other stewardship organizations, recycling councils and third-parties to ensure relevant information is provided to consumers.

The primary focus of this activity is to ensure that information about cell phone recycling is made available to consumers through Web sites that deal with waste reduction activities in their specific communities, or through sites that are known to be trusted sources of information.

**Promotional materials (including recovery boxes, brochures, posters, tent cards and banner/button ads) for municipal and other 3<sup>rd</sup> party sites:** In an effort to increase the number of drop-off locations hosted by municipalities and community groups, and increase program visibility, the CWTA has developed a generic recovery program. Third party locations, such as municipal waste depots, not for profit organizations and other parties not affiliated with current RMC members, are encouraged to participate in the program.

The bilingual brochure provides details about the RMC program, including the revamped Web site and mobile friendly Web site address and toll-free number for those requiring further information. The 5"x7" bilingual tent card or 11"x17" poster (available in either English or French), identifies the municipal site or dealer site as a RMC drop-off location and includes the Web site address.

CWTA will continue to provide information to third-parties.

**News Canada stories for inclusion in newspapers or Web sites:** CWTA will continue to use News Canada as a valuable tool for program promotion. News Canada is a paid service that provides articles, free of charge, for use by publications and Web sites. This has shown to be an effective way of including the Recycle My Cell story in community newspapers and on Web sites that often look for content from external sources. These story pick-ups are then monitored and tracked by News Canada and that information is provided to the CWTA.

**Press releases highlighting latest developments regarding RMC:** CWTA develops and distributes both targeted and national press releases to coincide with activities RMC participates in.

**Earned media:** When possible CWTA will continue to honour media requests for information and opportunities to discuss the program via interviews. As an authority on the wireless industry, CWTA is best positioned to speak about the positive steps the industry has taken to properly deal with its end of life materials.

CWTA will review the results of its annual survey to ascertain trends in consumer awareness and behaviour concerning cell phone recycling. Based on those results CWTA will work to devise program promotion initiatives with the goal of increasing the level of awareness concerning cell phone recycling.

**Public Education and Awareness Targets**

Target: Achieve an awareness rate as outlined in the table below.

Year	Cell Phone Recycling Awareness in Alberta		Recycle My Cell Awareness in Alberta	
	Target <sup>+</sup>	Awareness Level as determined by consumer survey	Target <sup>+</sup>	Awareness Level as determined by consumer survey
2008		49%		
2009		54%		5%
2010		51%		10%
2011	64%	54%	11.50%	14%
2012	68%		13%	
2013	72%		14.50%	
2014	76%		16%	
2015	80%		17.50%	

<sup>+</sup> CWTA considers the targets noted in the table to be aggressive, but they are in-line with the national awareness targets that have been set for the program.

- Indicator 1: Percentage of population aware of the program.
- Method to evaluate: Annual survey to gauge consumer awareness and propensity to participate in a mobile device recycling program.
- Indicator 2: Number of visitors to the recyclemycell.ca Web site.
- Method to evaluate: Tracking of number of visitors to the recyclemycell.ca Web site.

CWTA will report on its progress as part of its Annual Report obligation to Alberta Environment and Sustainable Resource Development.

**Objective 2: Ensure Continued Public Participation and Program Accessibility**

CWTA and its members support a return-to-retail model for collection drop-off sites. It is felt that the most effective method for cell phone recovery is simply dropping off an existing device(s) when a new one is purchased.

Participating locations that are included in the RMC database collect all devices regardless of make, model or condition in order to provide consumers with the convenience that they seek.

In instances where a drop-off location is not available, RMC will continue to offer several mail back options through its member programs which will allow any consumer in the province – with access to Canada Post service – the ability to conveniently and easily return their devices and accessories at no cost to themselves.

**Partner locations:** The number of drop-off locations correlates to the number of corporate retail locations in the province. The vast majority of Albertans, more than 80%, live within 15 km of a collection point. Where there is the ability to use a cellular phone there is a retailer and therefore a means to recycle it.

There are currently 456 drop-off locations in 78 communities across the province of Alberta. The Recycle My Cell network of collection sites is continually evolving and expanding as more retailers and brand owners join the program, and as companies introduce new retail stores and dealerships into the marketplace.

CWTA will continue to work with its members to ensure that the list of collection sites noted on recyclemycell.ca is updated on a regular basis to allow consumer access to the most current information available.

**Third-party locations:** Recycle My Cell provides an easy and effective method for community partners and other organizations to become involved in the recycling effort. Any municipal location, charity organization or corporate/private initiative that wishes to act as a collection site will be able to join the program as a collector.

In addition to program information that will be available on the recyclemycell.ca Web site and Facebook, RMC representatives will reach out to municipalities and those wishing to participate as a drop-off location.

Promotional materials and box delivery and pick-up will be provided to all participants at no cost.

**Mail-back option:** Recycle My Cell will continue to offer links to a variety of postage-paid mail-back options for anyone currently unable to reach a drop-off location for any reason.

**Public Participation and Program Accessibility Targets**

Target: Increase the number of Recycle My Cell drop-off locations by 1% per year from 2012 to 2015.

Year	Recycle My Cell Drop-off Locations	
	Target	Actual
2011		456
2012*	461	
2013*	465	
2014*	470	
2015*	475	

\* Targets for 2012 to 2015 have been revised to take into account changes to the actual number of drop-off locations in 2011.

- Indicator: Accessibility of drop-off locations measured by the population within a certain proximity to drop-off location, or by the average travel distance to a drop-off depot.
- Method to evaluate: Map to highlight the number of drop-off locations.

Target: 100% customer satisfaction with the Recycle My Cell program.

Year	Recycle My Cell Consumer Satisfaction	
	Target	Satisfaction Level as determined by consumer survey
2011	100%	92%
2012	100%	
2013	100%	
2014	100%	
2015	100%	

- Indicator 1: Target community and program partner satisfaction.
- Method to evaluate: Annual survey to gauge consumer awareness and satisfaction as well as the propensity to participate in a mobile device recycling program.
- Indicator 2: Number and nature of complaints.
- Method to evaluate: Keeping logs of calls to toll-free number as well as keeping track of emails sent to info@recyclemycell.ca to determine the number of and nature of complaints received, as well as the number that are resolved/unresolved.

CWTA will report on its progress as part of its Annual Report obligation to Alberta Environment and Sustainable Resource Development.

### **Objective 3: Increase Collection Rates**

The CWTA believes that the strategies outlined in Objective 1 and 2 will help facilitate an increase in the number of phones kept out of Alberta’s landfills. CWTA notes, however, that an increase in consumer awareness concerning cell phone recycling does not guarantee that the devices will be recycled through RMC and as such the need to look at the full picture in Alberta becomes increasingly important.

Cell phone recycling is a lucrative endeavour, often used by for-profit and charitable organizations as a source of revenue. While efforts are made to funnel devices through the Recycle My Cell program the ability of other programs to continue their work is one of the basic tenants of the program.

In order to provide a fuller view of recovery within Alberta CWTA will:

- work with other known organizations (for example, Call2Recycle) within the province, where feasible, to ensure relevant data is reported;
- work to identify other organizations that are large purchasers – the provincial government, large utilities – of mobile devices in order to investigate their inclusion in RMC; and
- continue its work with members to identify the various means in which they recover devices. As noted in the Recycle My Cell 2011 Annual Report, it is important to factor this data into the discussion about cell phone recovery because these devices represent material that has been effectively removed from the “available for collection” pool but without any formal mechanism to account for it.

CWTA would respectfully submit that recovery programs operating within the province with the government’s blessings be supported by the government in their efforts to recover obligated materials. The objective of improved collections is a shared objective.

To this end, CWTA would ask that Alberta Environment and Sustainable Resource Development also take a role in ensuring that the various government departments and agencies be encouraged to use the Recycle My Cell program where possible, and to provide relevant data to the CWTA concerning alternate methods that are used for the handling of end of life wireless devices. CWTA intends to send a letter to Alberta Environment and Sustainable Resource Development to formally make this request.

### **Collection Rate Targets**

Target: Achieve a collection rate as outlined in the table below.

CWTA Available for Collection, Estimated Collection Targets and Collection Rate for Alberta

Year	CWTA Available for Collection (units)	CWTA Estimated Collection (targets, unit)	Target Collection Rate	Actual Recovery (units) <sup>#</sup>	Actual Collection Rate	RMC Member Internal Initiatives <sup>^^</sup>
2006	262,131	19,383	7%	19,383	7%	
2007	293,541	35,984	12%	35,984	12%	
2008	326,961	37,926	12%	37,926	12%	
2009	361,336	45,827	13%	45,827	13%	
2010	393,650	<b>59,048</b>	15%	34,795	9%	27,025
2011	424,199	<b>80,598</b>	19%	30,958	7%	82,621
2012	453,370	<b>108,809</b>	24%			
2013	481,023	<b>134,686</b>	28%			
2014	509,884	<b>168,262</b>	33%			
2015	540,477	<b>199,976</b>	37%			

\* For years 2006, 2007 and 2008, the CWTA Estimated Collection figure is based on actual national collection data; the resulting Alberta figures for each year are an estimate of the amount collected in Alberta based on Alberta’s percentage of the national population.

\*\* 2009 was the first year collections were reported by province instead of an estimate.

\*\*\* The weight of devices available for collection includes the weight of batteries within the devices.

\*\*\*\* Churn input into the LCM for 2010, 2011, 2012 and 2013 has been estimated, using a 6% growth rate year over year, in order to allow for the development of a full data set for the years 2012, 2013, 2014 and 2015.

<sup>#</sup> Actual Recovery represents the amount, in units, of cell phones collected each year through drop-off locations, the mail back option, trade-in programs and the RMC Waste Reduction Week Student Challenge.

<sup>^^</sup> CWTA, with its members, has devoted a substantial amount of time investigating how to incorporate data regarding other diversion methods employed internally for devices that are returned to members by other means.

CWTA will continue to work with its members to more accurately identify the means in which these devices are recovered and to define the quantities that this represents on a provincial basis.

- Indicator 1: Absolute collection<sup>1</sup>
- Method to evaluate: Devices collected on an aggregate provincial basis. This data will consist of two elements: the amount of material that is collected through a physical collection site and an estimate of the material that is collected through the mail-back option.
- Indicator 2: Per capita breakdown of Aggregate Total of devices collected.
- Method to evaluate: Absolute collection can be further broken down to a per capita amount (percentage of product that has been collected relative to the size of the target community).

CWTA will report on its progress as part of its Annual Report obligation to Alberta Environment and Sustainable Resource Development.

## ***Objective 4: Facilitate Proper Post-collection Management of Materials***

### ***Management of Material***

At the most basic level, all phones that are collected by the program are diverted from landfill whether through reuse or recycling.

**Reuse:** When possible, as is consistent with established recycling and reuse practices of cell phone carriers and manufacturers around the world, damaged products are refurbished, and products that meet defined functionality requirements for resale are reintroduced into the market.

Since a phone destined for reuse is re-supplied into the market it is 100% diverted from landfill.

**Recycling:** Handsets not suitable for reuse are sent to approved downstream processors where they are either disassembled for harvesting spare parts or ground down for the recovery of precious metals.

Device manufacturers continue to take steps to improve the recyclability of their devices and processors continually refine their processes to reduce the amount of non-recoverable material associated with the recycling of cell phones and accessories. At this time, however, it is difficult to know how much these actions will impact the amount of material that is recovered as fuel/energy.

Developing meaningful targets for reuse and recycling of wireless devices is challenging and focusing on one aspect of the hierarchy may work against the overall objective of diverting material from landfill for proper disposal. While it is understood that reuse is preferable over recycling whether a phone can be

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<sup>1</sup> CWTA will continue to report on the number of devices that are recovered by RMC. RMC data currently represents the results of consumer facing recovery initiatives that collect devices that are considered to be at the end of their useful life by their owners. These are devices that are returned by a consumer because they are meant to be recycled.

In addition, CWTA continues to investigate how it can report data concerning the other diversion methods employed internally for devices that are returned to members by other means. These devices typically originate as a sale to a consumer who then returns them because of buyer's remorse or because the devices are defective or damaged but still under warranty. Since these returns usually involve newer model devices they are not considered to be at the end of their useful life.

CWTA will continue to work with its members to more accurately identify the means in which these devices are recovered and to define the quantities that this represents on a provincial basis.

reused is dependent on numerous factors outside the control of RMC members. Where it is possible to reuse a phone, the phones are reused. However, it should be understood that phones that meet the criteria for refurbishment from a physical perspective (i.e. can power on, etc.) may not meet the criteria for marketability in that the technology is no longer seen as desirable by consumers. To reintroduce phones into the market purely to meet a defined volume target will prove to be harmful.

### ***Processor Certifications***

All of the processors involved with the RMC program hold valid ISO certifications and/or are verified to Electronic Product Stewardship Canada's (EPSC) Electronic Recycling Standards (ERS) meaning they have an environmental management system in place which ensures accountability and knowledge of the associated environmental impacts.

CWTA does not currently perform audits on the processors involved with the RMC program. The reporting relationship in place with processors is with their primary partner, in this case the carrier program. It is understood that in order to fall under the RMC umbrella the processor must commit to ensuring they meet relevant certifications as identified.

Given that the processors used by RMC members are all certified through their work with provincial bodies that also collect cell phones, and are all legitimate businesses with reputations to protect, it is within reason to believe that the methods by which they deal with products collected through the RMC stream would be no different than those collected by other streams.

CWTA is investigating how management of collected material may be further verified as part of work currently being conducted in other jurisdictions; once this work is complete, CWTA will consult with Alberta Environment and Sustainable Resource Development concerning its transferability.

All members of the recovery chain – from carrier to processor – have a vested interest in ensuring proper processes are followed at all times.

### ***Post-collection Management of Materials Targets***

Target: Reuse: Maintain the current diversion level from landfill of 100% for products that meet reuse criteria.

- Indicator: Post-collection fate of material.
- Method to evaluate: Figures provided from recyclers concerning the allocation of RMC recovered devices that were reused, recycled, recovered as energy and land-filled as defined in the pollution prevention hierarchy.

Target: Recycle: Maintain the current level of recycling, reclamation and recovery of 96% for wireless products entering the recycling process.

- Indicator: Post-collection fate of material.
- Method to evaluate: Figures provided from recyclers concerning the allocation of RMC recovered devices that were reused, recycled, recovered as energy and land-filled as defined in the pollution prevention hierarchy.

Target: Ensure that certifications held by processors associated with RMC are valid and align with identified provincial requirements.

- Indicator: Valid certifications of processors.

- Method to evaluate: Copies of valid ISO certifications to show compliance with applicable regulations.
- Method to evaluate: Web site listings for provincial programs that use same processors as RMC to show compliance with program certification.

CWTA will report on its progress as part of its Annual Report obligation to Alberta Environment and Sustainable Resource Development.

## **5. Conclusion**

CWTA and its members are committed to providing residents of Alberta with a free, convenient and accessible method to dispose of their unwanted wireless devices and accessories. Working together – with Albertans, Alberta Environment and Sustainable Resource Development and other stakeholders – will ensure that the objectives outlined in this plan are achieved.