
Recycle My Cell

2019 MARR Forum

Hailey Roos

Program Lead, Recycle My Cell

Canadian Wireless Telecommunications Association

80 Elgin Street, Suite 300, Ottawa, ON K1P 6R2

Tel: (613) 233-4888 ext. 214

E-mail: hroos@cwta.ca



Who we are & what we do

- **CWTA** represents wireless service providers, handset manufacturers, as well as companies that develop and produce products and services for the industry.
- CWTA administers Recycle My Cell. We bring all of our member's initiatives together under one umbrella providing consumers & stakeholders with the information they need to understand where and how to dispose of their unused devices.
- RMC is supported by:
 - **Bell** (including Aliant, Bell MTS, The Source, Solo, and Virgin Mobile), **Eastlink, Lynx Mobility, MTS, Rogers Communications** (including Rogers Wireless and FIDO), **SaskTel, TBaytel, TELUS** (including TELUS Mobility, MiKE and Koodo), and **Videotron**.
 - **BlackBerry, Google , LG Electronics Canada, Inc., Microsoft, Samsung Electronics Canada Inc., and Sony of Canada**.
 - **GEEP Inc. and GREENTEC**.



What does the program cover?

- RMC is a cell phone recovery program.
 - Mobile devices that were primarily manufactured to connect to a cellular or paging network.
 - Examples include cellular phones, wireless smartphones, superphones, phablets, wireless PDAs, removable external aircards and pagers.
 - Accessories such as headsets, chargers and rechargeable cell phone batteries.
- RMC accepts all orphaned, historic and imported mobile devices, as well as mobile devices from non-participating brand owners.

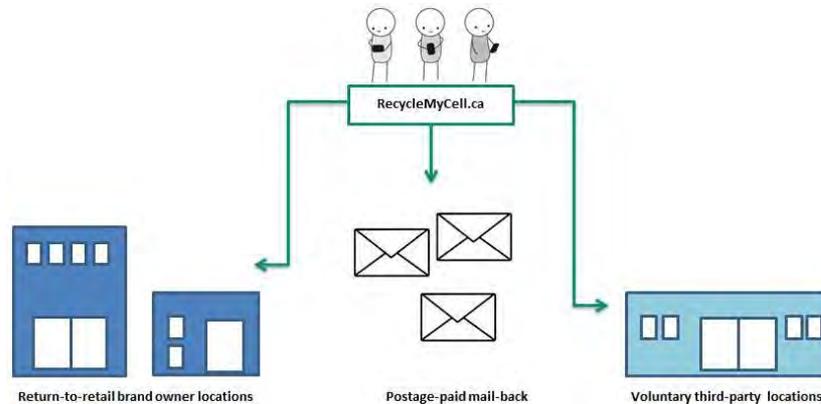


Becoming a Drop Off Location

- ❑ Manitoba currently has **114** drop off locations, and there is **2785** locations across Canada.
 - ❑ Drop of locations are either Return-to-retail brand owner locations or voluntary third party locations. Some examples of participating locations include Carrier locations, Town halls, Schools and colleges, and retail locations.
 - ❑ You can find locations near you with our online location search tool, which is on our website, recyclemycell.ca.
- ❑ To participate in the program, you simply visit recyclemycell.ca and fill out the registration form. You will then receive an email and welcome package with promotional materials and information on the program.
- ❑ From there, you can set up a cardboard box that you would have otherwise recycled and begin collecting devices. Once you box is full, we will send you pre-paid mailing labels so the box can be dropped off at your nearest Canada post office.



Finding a drop off location



Consumers and RMC

- Searchable data base of drop off locations and Data Erasing Instructions.
- Toll-free number and dedicated email address to reach the RMC team.

In Summary

Recycle My Cell is committed to providing consumers with a free, convenient, and accessible method to dispose of their unwanted wireless devices and accessories. Thank you!

