



## **Bell Mobile Take-Back Program**

Return your used mobile phones and in turn Bell will donate \$1 to WWF-Canada for each unit collected.

You can return used mobile phones from all manufacturers to any Bell store. You can also ship your phone by Canada Post, free of charge. You can also bring the devices to a participating Caisse Desjardins. Recovered phones will be reused or recycled.

The Bell Mobile Take-Back program also recycles all mobile phone accessories, batteries, and even personal digital assistants (PDA). All data on the returned devices will be deleted.

This simple action goes a long way to help protect the environment. It prevents electronic waste, the fastest-growing form of waste in the country, from ending up in landfill sites. Your donation will also be helping WWF-Canada, the global conservation organization to fight climate change.

The Mobile Take-Back program was initially launched in 2003 and since then, more than 232,000 phones and more than 57 metric tons of batteries and accessories have been diverted from landfill.

In 2006, the Bell Mobile Take-Back program was awarded the prestigious "Retail Corporate Social Responsibility Initiative Award" by the Retail Council of Canada. WWF-Canada works to stop the degradation of the planet's natural environment by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable and promoting the reduction of pollution and waste.