

# Zinc Saves Lives Battery Recycling Campaign FAQ

---

## What is the campaign about?

The Zinc Saves Lives Battery Recycling Campaign provides participants with the opportunity to reduce the amount of electronic waste going to landfills and to help save a child's life. Every AA battery contains the same amount of zinc that is needed to save the lives of six children. Zinc deficiency is a global health challenge – 2 billion people worldwide are affected and more than 450,000 children die every year from complications associated with zinc deficiency.

For every battery recycled during our campaign\*, Teck will donate the cash equivalent to the value of zinc it contains to WE in support of WE's zinc and health programs in Kenya.

*\* up to a prescribed amount, please see our [Terms & Conditions](#).*

## How long does the campaign last?

The Zinc Saves Lives Battery Recycling Campaign runs from October 19, 2016 until August 31, 2017.

## How can I participate?

### *At WE Day*

If you are attending WE Day Toronto, Vancouver or Calgary, bring your used household batteries to WE Day and drop them in our Battery Bins at the entrance. Please note that we cannot accept lithium batteries at WE Day, which includes laptop, camera, and watch batteries.

### *Outside of WE Day*

You can also drop off used batteries at any Call2Recycle collection depot. To find a collection depot near you, visit [www.call2recycle.ca](http://www.call2recycle.ca). After you drop off the batteries, please report the number of batteries recycled at [www.zincsavestives.com](http://www.zincsavestives.com) to participate in the campaign.

### *At School*

Hold a Zinc Saves Lives battery recycling drive at your school! Encourage all students to bring used household batteries to reduce the amount of electronic waste going to landfills and help get life-saving zinc to those children who need it most. Drop off the batteries collected at any Call2Recycle collection depot and report the number of batteries recycled at [www.zincsavestives.com](http://www.zincsavestives.com).

### *On Social Media*

Help raise awareness about zinc deficiency by encouraging your schools, friends and families to join the Zinc Saves Lives Battery Recycling Campaign. Use the hashtag #zincsavestives on social media.

## What is a Call2Recycle collection depot?

Canadian nonprofit Call2Recycle runs the Call2Recycle battery collection program and has depots across Canada to receive used batteries. A number of retailers, businesses, communities and government agencies collect batteries as part of this program. Visit [www.call2recycle.ca](http://www.call2recycle.ca) to find a collection depot near

you. After dropping off your batteries, please report the number of batteries recycled at [www.zincsavestives.com](http://www.zincsavestives.com) to join the Zinc Saves Lives Battery Recycling Campaign.

### **What happens to the batteries?**

Call2Recycle follows three simple steps when recycling batteries.

1. First, batteries are collected at various collection depots across Canada.
2. Then, the batteries are shipped to a sorting facility where they are separated by chemistry.
3. Finally, the batteries are shipped to a processor that extracts the usable chemicals and metals to be used in the manufacture of new products. All recycling occurs within North America, and nothing is disposed of in a landfill. No waste materials from the recycling process are exported out of the country.

To learn more, please visit [www.call2recycle.ca](http://www.call2recycle.ca).

### **Is there a cap on Teck's donation to WE?**

Yes. In September 2017, Teck will donate to WE the cash equivalent to the value of zinc recycled from the batteries collected throughout the duration of the 2016-2017 campaign at the price of CAD\$1.01 per pound of zinc, up to a maximum total of CAD\$10,000. Please refer to our [Terms & Conditions](#) for more information.

### **What impact have the recycled batteries had so far?**

Since the campaign launched at WE Day Toronto in October 2014, more than 1 million household batteries have been recycled and diverted from landfills. Once the batteries are collected from Call2Recycle, usable chemicals and metals, including zinc, are extracted and used to manufacture new products. All recycling occurs in North America and nothing is disposed of in a landfill.

In September 2015 and September 2016, Teck donated the value of zinc recycled from each battery collected in the previous campaign to UNICEF in support of our Zinc & Health partnership in India. The funding has helped help get life-saving zinc tablets to children with zinc deficiency, train thousands of community health care workers, and strengthen health care systems in the most high burden regions of India.

In September 2017, Teck will donate the cash equivalent to the value of zinc recycled from each battery collected in the 2016-2017 campaign to WE, in support of WE's zinc and health programs in Kenya.

### **If more than one million batteries have been recycled, and one AA battery contains the amount of zinc to save the lives of six children, haven't we solved the issue?**

Unfortunately, the solution to solving the global health challenge of zinc deficiency is not a simple one. Our Zinc Saves Lives Battery Recycling campaign has been very successful and has provided important support to our Zinc & Health partnership with UNICEF in India and will continue to do so through WE's programs in Kenya, but it's just one piece of the puzzle.

The challenge of preventing child deaths is not simply about directly providing life-saving zinc treatments to those who need it most. The program also involves work to address broader systemic barriers to child health in India and Kenya, including educating health care providers and families about the effectiveness of zinc as a treatment for diarrhea, eliminating zinc treatment stock-outs in rural health facilities, and strengthening each country's healthcare systems.

### **What is WE Day?**

WE Day is WE's annual youth empowerment event, that encourages young people to take action on local and global issues. Since 2007, 658,000 youth leaders have attended WE Day and raised \$45 million for more than 1,000 causes. Teck has participated in WE Day as a National Platinum Sponsor since 2011 and has raised awareness about Zinc & Health at WE Day events across Canada. Learn more: [www.weday.com](http://www.weday.com)

### **Who is Teck?**

Teck is a diversified resource company committed to responsible mining and mineral development. Headquartered in Vancouver, Canada, Teck has major business units focused on copper, steelmaking coal, zinc and energy. The pursuit of sustainability guides Teck's approach to business. As one of the world's largest producers of zinc, Teck is committed to raising awareness about, and helping solve, the global issue of zinc deficiency. Our Zinc & Health program works with international organizations to help deliver life-saving zinc treatments to those in need. Learn more: [www.zincsavestives.com](http://www.zincsavestives.com)

### **Who is WE?**

WE is a movement that brings people together and aims to give them the tools to change the world and take action on local and global issues. The organization focuses on young people, with programs in Canada, the U.S. and U.K. for service learning and active citizenship, including programs in nearly 10,000 schools. WE Day is WE's annual youth empowerment event that motivates young people to become socially engaged. WE was formerly known as Free the Children. Learn more: <https://www.we.org/>

### **Who is UNICEF?**

UNICEF has saved more children's lives than any other humanitarian organization. As part of the UN, UNICEF is active in more than 190 countries. UNICEF provides children with healthcare and immunization, clean water, nutrition and food security, education, emergency relief and more. UNICEF is supported entirely by voluntary donations. Teck has partnered with UNICEF since 2009 in Namibia, Nepal and Peru, and is currently engaged in a \$5 million partnership with UNICEF to scale up access to life-saving zinc and oral rehydration salts in India. Learn more: [www.unicef.ca](http://www.unicef.ca)

### **Who is Call2Recycle?**

Call2Recycle is a no-cost used battery collection program with a network of more than 30,000 collection sites throughout North America. Since 1996, Call2Recycle has helped divert more than 35 million kg of rechargeable batteries from the solid waste stream. Learn more: [www.call2recycle.ca](http://www.call2recycle.ca).