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Green Key Global Partners with Call2Recycle to Promote Responsible Battery Recycling in Hotels and Venues

(Ottawa, ON) – Green Key Global, the North American leader in sustainability certification for the hospitality industry, is proud to announce a partnership with **Call2Recycle Canada Inc.,** Canada's leading battery collection and recycling program. This collaboration aims to further hotels' sustainability efforts by promoting responsible battery recycling practices for the local community.

"Joining forces with Call2Recycle aligns perfectly with our mission to support the environmental initiatives of hotels and venues," said **Anick Levesque**, **Managing Director of Green Key Global**. "Through this partnership, we are excited to offer our members the tools they need to implement effective battery recycling solutions, thereby contributing to a cleaner and more sustainable environment."

Recycle Your Batteries, Canada! branded smart container. Offered to Green Key Global's member hotels, to showcase their battery recycling efforts in public spaces and allowing guests to recycle their batteries.

"We are thrilled to partner with Green Key Global and their members to help bring new battery recycling solutions in hotels across Canada," said **Joe Zenobio, President of Call2Recycle**. "Together, we can foster a positive change in the industry's sustainability practices and make the hospitality sector a strong contributor to the circular economy."

Call2Recycle has established itself as Canada's leading organization in battery stewardship, providing convenient and environmentally responsible battery recycling options for businesses, municipalities and consumers alike. By integrating Call2Recycle's program into their operations, Green Key Global members can demonstrate their commitment to sustainability while taking actionable steps towards reducing waste, preserving natural resources and benefiting the community.

Recycle Your Batteries, Canada! Branded collection box.

Key Benefits of the Partnership:

- **Sustainable Practice:** Members can enhance their sustainability efforts by adopting a recognized battery recycling program.

- **Guest Engagement:** Hotels and venues can engage guests and the local community in sustainability efforts, offering them an easy way to dispose of batteries responsibly.
- **Environmental Impact:** The partnership contributes to the reduction of hazardous waste in landfills, promoting a circular economy.

About Green Key Global
Green Key Global, established in 1994 by the Hotel Association of Canada, is a leading environmental certification body designed specifically for the hotel industry. Best-in-class Green Key Global third-party certification programming leverages corporate social responsibility and environmental social governance, supporting sustainable initiatives across the industry to benefit the environment and improve fiscal performance. By aligning with all 17 of the United Nations' Sustainable Development Goals (SDGs), Green Key Global sets a comprehensive standard for eco-friendly practices. For more information on Green Key Global: **http://www.greenkeyglobal.com/home**

About Call2Recycle Canada, Inc.
Call2Recycle® is Canada's leading organization for battery collection and recycling, fulfilling product stewardship obligations on behalf of over 400 members, including producers of single-use and rechargeable batteries. Call2Recycle powers Recycle Your Batteries, Canada!, its household and e-bike battery collection and recycling program. The organization operates provincially-approved programs in British Columbia, Saskatchewan, Manitoba, Quebec, Prince Edward Island, and Nova Scotia (July 2024). It also functions as a registered Producer Responsibility Organization (PRO) in Ontario, adhering to the Ontario Batteries Regulation. It offers collection and recycling services for household batteries (weighing up to 5 kg), as well as e-transport batteries used to power e-bikes, e-scooters, e-skateboards, hoverboards, and Electric Vehicles (EVs).

Since its inception in 1997, Call2Recycle has diverted over 45 million kilograms of batteries from Canadian landfills. It upholds its commitment to operating the highest quality battery recycling program in Canada and holds certification in the most rigorous and globally respected standards, including R2v3, ISO 14001, ISO 45001, ISO 9001, as well as exclusively contracting with an ISO 27001 certified supplier for all IT infrastructure management. This reputation for excellence has enabled Call2Recycle to maintain trusted, long-term relationships with

stakeholders and establish a network of more than 12,000 participating collection locations across Canada, including at leading retailers and municipal facilities.

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