

**RECHARGING THE PLANET.
RECYCLING YOUR BATTERIES.™**

call2recycle®

Wisconsin Council for Recycling

**Carl E. Smith, CEO / President
November 14, 2014**



Who is Call2Recycle®?

- Non-profit, public service organization founded in 1994 to deal with emerging state and federal regulation on batteries
- First battery product stewardship program in North America
- Voluntary stewardship program approved by governments in North America (New York / Minnesota / British Columbia / Quebec / Manitoba) operating in 61 jurisdictions
- Collection and recycling program offered at **NO COST** to consumers, retailers and participants; 100% funded by battery manufacturers/ brand owners
- First battery recycling program to obtain Responsible Recycling® (R2) certification. ISO 14001 and e-Stewards recognition by the Basel Action Network (BAN).

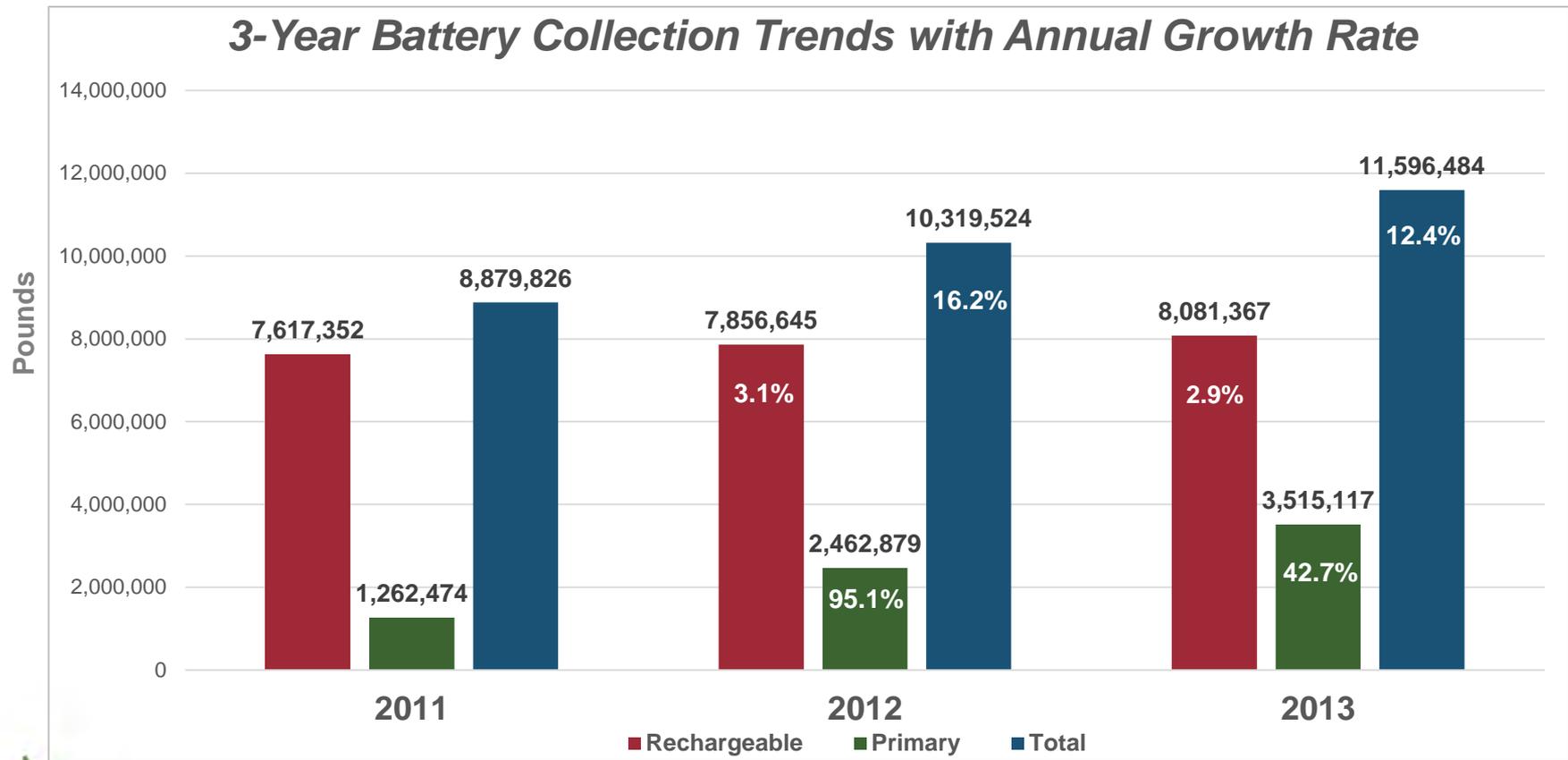


How is Call2Recycle Funded?

- Over 240 industry stewards accept responsibility for the end-of-life of its batteries and/or battery-powered products through financial support to Call2Recycle
- Rechargeable battery and product manufacturers pay a licensing fee, based on U.S. & Canada sales, for the rights to imprint Call2Recycle battery recycling seals onto on its batteries, products, websites, packaging, to comply with state/ prov. laws.
- A toll-free number on the seal allows consumers to locate more than **34,000 public collection sites across the U.S. & Canada.**

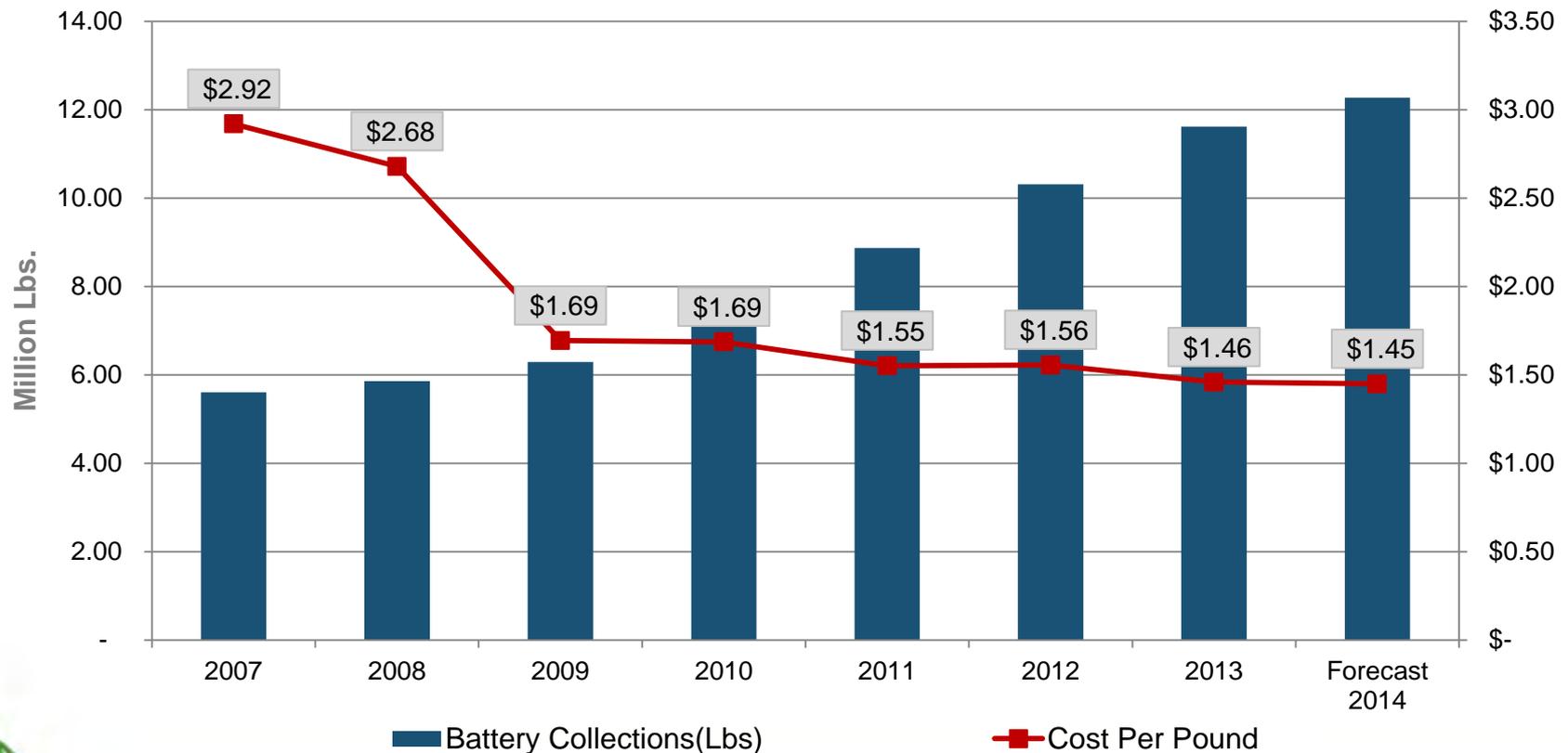


North American: Battery Collection Performance



Increased Efficiencies Continued

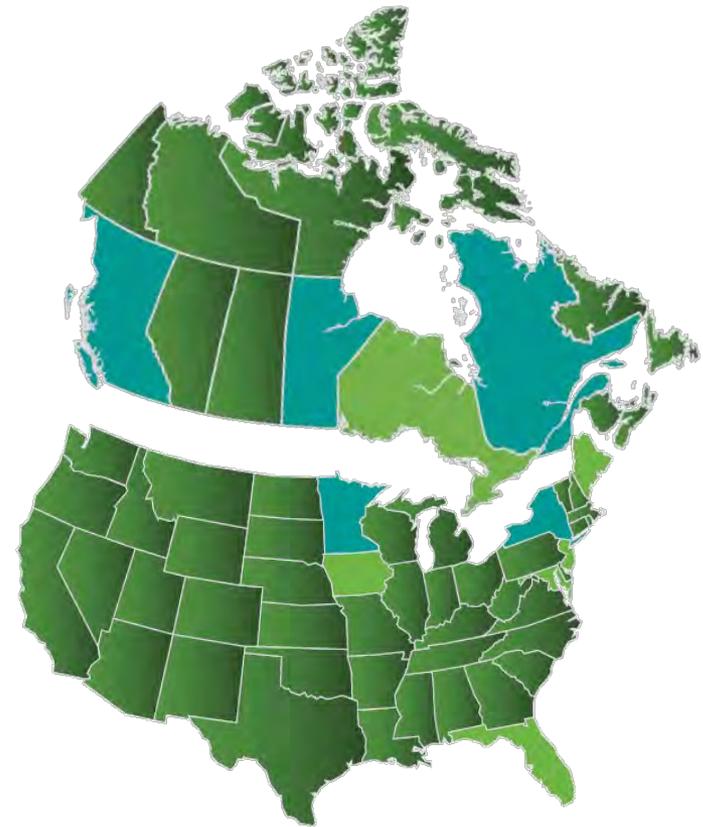
Call2Recycle Collections vs Program Cost per Lb.



Laws Requiring Manufacturers/Brand Owners to Fund Collection & Recycling

Florida (Ni-Cd & SSLA)
 Iowa (Ni-Cd & SSLA)
 Maine (Ni-Cd & SSLA)
 Maryland (Ni-Cd & SSLA)
 New Jersey (Ni-Cd & SSLA)
 Ontario (all primary only)

New York (all rechargeable)
 British Columbia (all consumer)
 Manitoba (all consumer)
 Minnesota (all rechargeable)
 Quebec (all consumer, except SSLA)



Call2Recycle Designated Steward – B.C. / Manitoba / Quebec / New York / Minnesota / Florida



Recent Updates

State of New York

- Call2Recycle plan approved by Dept. of Environmental Conservation (August 2, 2013)
- Applies to all rechargeable chemistries

State of Minnesota

- Manufacturers are required to have an in-place collection and management program
- Applies to all rechargeable chemistries

State of Vermont

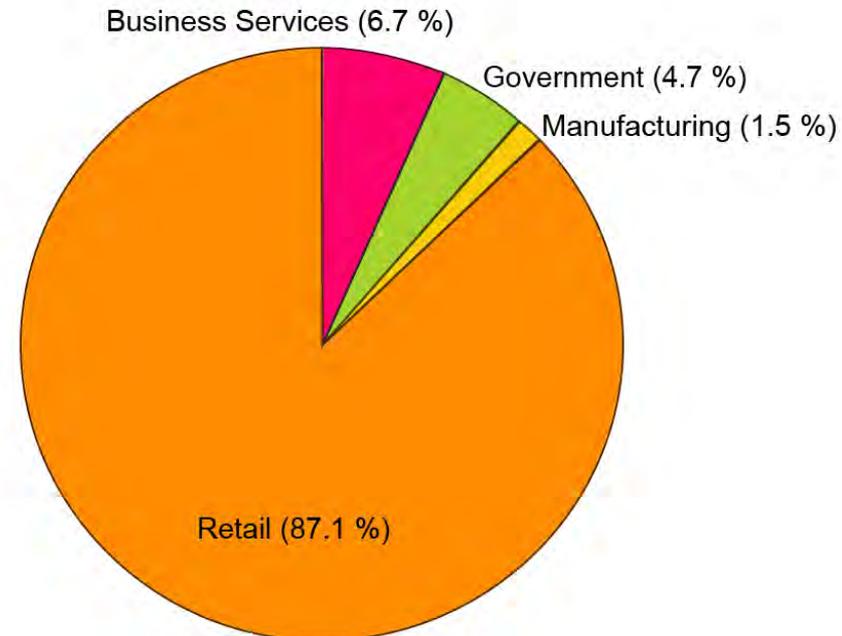
- Manufacturers are required to have an in-place collection and management program
- Applies to all primary battery chemistries



Determining Accessibility

- Define a public facing collection site
- Identify who is participating as a public collection site
- Analyze collection site network (Conventionally, a 10-mile radius has been used as the appropriate radius.)

As of mid-2014, 89% of the U.S. population was covered in Call2Recycle's accessibility measurement



How Does this Compare with Other Programs?

- When Earth911 contacted local communities in 2011 to learn about their curbside recycling programs, one question asked was “What percentage of residents have access to the program?”
 - On average, only 70% were eligible to participate
- The plastic bag and film industry reports that 91% to 93% of the U.S. population has access to *plastic bag* recycling and 72% to 74% also have access to *plastic film* recycling via curbside collection or because they live within 10 miles of a drop-off facility.



Battery Recycling Accessibility in Wisconsin

- 88% accessibility rate for the state
- 350+ active public sites
- 94% retail, 5% government (government participation is very low)
- YTD in 2014, public retail sites have collected over 42,000 lbs. of rechargeable batteries (125 lbs. average)
- YTD Government sites collected 2,200 lbs. (712 lbs. average)



Key Learnings from Product Stewardship

- **Batteries Are Different**
 - Desire to copy other initiatives that a state has already accomplished
- **Definitions**
 - No consistent definition of a battery, producer, sales and exclusions
- **Municipalities Drive Policy**
 - Municipal governments seeking to offset abandoned costs drive stewardship legislation
- **Access vs. Rates**
 - Access appears more important than collection rates (e.g., Vermont, Connecticut, Minnesota)



Key Learnings from Product Stewardship (cont'd)

- **Opposition from Key Lobbies**
 - Toy Industry, Telecoms, Medical Devices, Business Lobbies
- **Harmonization is a Myth**
 - No jurisdiction has sought to be consistent with what other jurisdiction have done
- **Stakeholders Requiring Attention**
 - Retailers, Tech Industry, Waste Haulers, Environmental Organizations
- **Compliance**
 - Even with mandatory compliance, states generally don't enforce



Battery Industry Point of View

- The industry can't / doesn't want to support more than 2 legislative efforts per session due to resource constraints.
- Seeks to identify states that:
 - Have a champion that can carry the bill
 - Are generally favorable to industries coming forth with a solution
 - Where the state agency is both open to outside input AND will enforce the bill
- The intent is NOT to pass legislation in all states – choose the ones that collectively create a critical mass to support a nationwide program



Questions?

Carl E. Smith, LEED® AP
CEO / President
csmith@call2recycle.org
678-419-9990

