



Recharging the planet. Recycling your batteries.™

March 7, 2011

Commissioner Joe Martens
New York State Department of Environmental Conservation
625 Broadway
Albany, New York 12233-0001

Dear Commissioner Martens,

Pursuant to Subdivision a, Section 2, Title 1807, Article 27 of the Environmental Conservation Law ("Act"), the Rechargeable Battery Recycling Corporation ("RBRC") doing business as Call2Recycle®, is submitting to the New York State Department of Environmental Conservation ("DEC") the attached plan ("Plan") on behalf of the battery and product manufacturers to recycle rechargeable batteries collected in New York State ("State").

Call2Recycle® has successfully operated a voluntary rechargeable battery collection and recycling program in the State since 1994, fulfilling the product stewardship aspirations of almost 200 battery and product manufacturers. The Plan builds upon seventeen years of experience, augmenting our program to serve more manufacturers and collect from more retail sites. In the end, the State's consumers will benefit from an efficient, reliable and environmentally appropriate way to dispose of used rechargeable batteries.

As the Plan indicates, Call2Recycle® is fully prepared to retailers' collection requirements throughout the State by June 8, 2011 per the requirements of the Act. In fact, the Call2Recycle® program has enrolled retail sites in the State into the program upon request since 2000. Upon approval of the Plan, Call2Recycle® will reach out and solicit participation from affected retailers in the State.

We look forward to hearing back from the DEC as soon as possible so we can launch our efforts in the State. In the mean time, if you have any questions, please do not hesitate to let me know.

Sincerely,

A handwritten signature in black ink that reads "Carl E. Smith".

Carl E. Smith, LEED® AP
CEO / President

Cc: David Weinberg, Wiley & Rein
Saskia Mooney, Wiley & Rein

Attachment



**A Rechargeable Battery Collection and Recycling Plan
for the State of New York**

Submitted to New York State Department of Environmental Conservation (DEC)

By:

Rechargeable Battery Recycling Corporation (RBRC)

March 7th, 2011

TABLE OF CONTENTS

<u>SECTION</u>	<u>PAGE</u>
RECHARGEABLE BATTERY PRODUCT STEWARDSHIP PLAN	
1.0 EXECUTIVE SUMMARY	3
2.0 PROGRAM PRINCIPLES	5
3.0 ORGANIZATION STRUCTURE AND MANAGEMENT	5
4.0 PUBLIC EDUCATION AND AWARENESS	6
5.0 COLLECTION, PROCESSING AND RECYCLING	10
6.0 PERFORMANCE MEASURES	13
7.0 PROGRAM SCHEDULE – MILESTONE DATES	18
8.0 PROGRAM INCLUDED AT START-UP	18
9.0 FUNDING	19
10.0 RESPONSIBILITIES AND OBLIGATIONS	19
11.0 RECYCLE MARKET DEVELOPMENT AND DESIGN FOR THE ENVIRONMENT	20
12.0 ANNUAL REPORT	20
APPENDICES	21
1 - RBRC LICENSEES / PRODUCT STEWARDS	
2- RETAIL POSTER APPROVED BY NYC AND USED WITH RETAILERS	

PLEASE NOTE: THE PLAN AND APPENDIX CAN BE FOUND AT WWW.CALL2RECYCLE.ORG/NEWYORK.

RECHARGEABLE BATTERY PRODUCT STEWARDSHIP PLAN

1.0 EXECUTIVE SUMMARY

This plan has been developed by Call2Recycle®, a program operated by the Rechargeable Battery Recycling Corporation (“RBRC”), pursuant to Subdivision a, Section 2, Title 1807, Article 27 of the Environmental Conservation Law (“Act”) of the state of New York (“New York”). A stewardship plan is required for rechargeable battery manufacturers to show responsibility for the life-cycle management of their products.

RBRC has been appointed as the agency to meet producer obligations for battery manufacturers, manufacturers whose products contain batteries, and certain distributors and retailers of products as may be appropriate. A list of these stewards can be found in *Appendix 1*. Under this appointment, RBRC’s Call2Recycle® program is charged with collecting dry cell batteries under 25 pounds per the requirements of the Act.

This plan was developed in collaboration with the battery and product manufacturing industries and is based on meeting the requirements of the Act, experience gained in other jurisdictions and a desire for harmonization with similar programs in other Canadian and U.S. jurisdictions.

The submitted plan is available for the general public and other interested stakeholders at www.call2recycle.org/newyork.

Main Program Elements

Based on this collective input, the program will be developed as follows:

1.1 Convenient Collection Systems

Actual collection points and methods will be determined through assessment of such matters:

- Proximity to population
- Cost-effectiveness
- Environmental health and safety
- Ease of access
- Facilities available

Collection systems will be designed with user convenience and flexibility in mind.

Major collection methods expected to be used include:

- Call2Recycle® offers battery recycling plans for retailers, municipalities, public agencies, and businesses completely free of charge.
- Call2Recycle® provides all collection containers and collateral materials, and pays all shipping, sorting and recycling costs, so there is ***no cost to the public or collection sites to participate.***

1.2 Processing and Recycling

- The program will not ship any used batteries to a processor that has not been qualified by Call2Recycle®. Work to qualify potential processors by Call2Recycle® is ongoing to ensure competitive pricing and changes in capacity. Processors will be selected through a competitive process that will require compliance with applicable environmental, health and safety and transportation regulations including (but not limited to) the following:
 - Basel Action Network (BAN) qualification and ISO certification
 - Final destination receipt and disposal documentation/certification, downstream processing material management, residual material management and residual waste management.
- Retailers, businesses, municipalities, and public agencies will send the collected batteries and cell phones to a recycling facility for processing. Participation as a collection location is purely voluntary. A thermal recovery process will reclaim the metals (nickel, iron, cadmium, lead, and cobalt) from the batteries and prepare them for use in new products such as new batteries and stainless steel. No battery material will be disposed outside of North America.

1.3 Public Awareness and Education

The public awareness program will include all identified audiences with messages that, among other topics, will cover:

- The importance of battery collection and recycling
- Identification of materials covered by the program
- Where to take materials for collection
- Where to get additional information
- Disposition of recycled material

Call2Recycle® conducts a national public education campaign to generate awareness and enlist support of the Call2Recycle® program. Through public service announcements, national advertising, and tradeshow, Call2Recycle®'s message reaches a diverse audience.

1.4 Accountability and Transparency

RBRC is a non-profit, public service organization dedicated to rechargeable battery and cell phone recycling in the US and Canada. RBRC's financial statements are audited by an independent CPA firm annually to ensure that fees collected have been applied to recycling and public education program costs in the US and Canada.

RBRC long has employed, and as part of the plan in New York will continue to employ, several different audit procedures to assure compliance with required laws and regulations and general efficiency, including:

- Compliance with all local, State and federal regulatory agencies

- Independent 3rd party verification of program accomplishments
- Periodic environmental audits of its recycling facilities
- Certificates of recycling to program participants requiring documentation
- Basel Action Network (BAN) qualification for all processors of batteries

1.5 Financing Mechanism

The Call2Recycle[®] program has been voluntarily financed by rechargeable battery and product manufacturers (whose products are powered by rechargeable batteries) in North America, including New York, for approximately seventeen years. A licensee fee is assessed for units and weights sold into North America.

This plan does not require or speak to any charges that a retailer may or may not choose to impose on consumers to supplement the price of its products. In other words, there is no environmental handling fee required, proposed or prohibited in this plan. Participation in this plan is free and voluntary to those collecting and returning batteries.

2.0 PROGRAM PRINCIPLES

As approved, this stewardship program will:

- Provide a level playing field and, in the longer term, provide the necessary research and development process to explore and define how environmentally responsible producers might be rewarded in the market place
- Achieve a high level of compliance and minimize the potential for free-riding product manufacturers
- Ensure the program is delivered with the lowest possible cost while achieving maximum environmental efficiency
- Ensure materials are processed and recycled in a responsible manner that safeguards the environment and worker health & safety as well as preventing illegal export to developing countries.
- Establish a dispute resolution process to resolve issues between parties involved in battery collection, sorting and recycling under this program.
- Ensure the program reflects a shared responsibility model with appropriate roles for the State government, local government, consumers, industry, and other stakeholders
- Ensure the program provides adequate coverage to all areas of the state.
- Strive for continuous improvement in environmental and economic performance.

3.0 ORGANIZATION STRUCTURE AND MANAGEMENT

RBRC is a not-for-profit corporation organized under Delaware law. It has operated the Call2Recycle[®] program in North America, including New York, since 1994. The Call2Recycle[®] program collects used rechargeable batteries and used cell phones.

RBRC operates under the direction of a Board of Directors and includes representatives of rechargeable battery manufacturers, rechargeable product manufacturers, and selected outside members based on expertise and experience.

3.1 Management and Administration

RBRC is responsible for the management and administration of the program. This includes, but is not limited to, the following tasks:

- Collection and disbursement of fees through a process which ensures confidentiality of data.
- Management of program communications.
- An interface for the public and with parties contracted under the program.
- Preparing and distributing an annual report
- Defining and meeting the performance management targets for the program, including the plan for continuous improvement.
- Overall day-to-day management of the program, including liaison with other stakeholders and New York government
- Ensuring compliance with all applicable federal, state and municipal requirements.
- Management of contracts with the collection, sorting, processing and recycling service provider(s) and the audit functions.
- Setting and adhering to operating budgets.

4.0 PUBLIC EDUCATION AND AWARENESS

Call2Recycle[®] has an extensive public education program designed to both encourage all New Yorkers to recycle their used batteries and inform them how they can participate in our recycling program. This will provide the foundation for the promotion, education and awareness activities of the Call2Recycle[®] program in New York.

Batteries are commonly used at home, work and play. Therefore, all aspects of New York society are considered part of the communication outreach strategy for the existing and expanded Call2Recycle[®] program.

Building on our existing program's dynamics, our target groups will be categorized along the following dimensions:

- Program licensees (the approximately 175 companies that currently fund the RBRC) which are listed in *Appendix 1*.
- Collection sites (retail, municipality, public agency and business participants).
- Battery users (residents, business, and community locations such as schools).
- Media (industry- and consumer-focused).

In 2011, Call2Recycle[®] will invest approximately \$100,000 for New York outreach and promotion activities which will result in anticipated collections of 278,000 pounds.

At the core of the Call2Recycle[®] public education program is the focus on information accessibility. This is accomplished through both electronic services and staff availability.

RBRC maintains a website (www.call2recycle.org) and a toll-free information lines: 877-2-RECYCLE (recorded) and 1-877-646-4025 (staff monitored). The websites provide comprehensive program information of relevance to all interests/support groups: retail, municipality, public agency, business, consumer, and media. Program participants (both existing and potential) as well as consumers can access information about the location of nearby collection sites, extensive details on the operational dynamics of the Call2Recycle[®] program as well as sign-up guides for retailers, municipalities, public agencies and businesses. These guides provide a registration application and detail recycling guidelines, including storage, safety, packing and shipping (for both Call2Recycle[®] boxes and non-Call2Recycle[®] containers). Program participants can also download support materials such as web banners, signage, and other communication support materials from Call2Recycle[®]'s website. Upon approval of the Call2Recycle[®] program in the state, New York-specific information will be added to these information sources.

For years, Call2Recycle[®] has maintained and increased the involvement of program participants, and this effort will continue. Support initiatives involve direct phone calls, postcard mailings and updates on collection results, all designed to inform and remind existing collection sites of their vital roles. In-store/organization signage is and will continue to be provided with collection box shipments. Upon approval of the Call2Recycle[®] program plan, this signage will be updated to reflect the requirements of the Act and acknowledge New York's leadership role in this initiative (see Appendix 2).

Call2Recycle[®] purchases advertising space in select publications such as *APWA Reporter*, *College Planning & Management*, *Health Facilities Management*, *MSW Management*, *National Defense*, *Public Works*, *Resource Recycling*, *Retail Merchandiser*, *Sustainable Facility*, *Waste & Recycling News* and the *Military Times*, and this will continue upon approval of the Call2Recycle[®] New York State expanded program.

Supplementing purchased advertising will be the distribution and airing of a series of radio and television Public Service Announcements (PSAs) encouraging battery recycling. RBRC will cooperate with New York in preparing new PSAs upon approval of the Call2Recycle[®] program.

Presence at targeted consumer and trade shows are additional components of Call2Recycle's outreach campaign. In 2010, Call2Recycle[®] exhibited at *Greenbuild*, *Retail Industry Leaders Association's Environmental Sustainability & Compliance Conference*, *CleanMed*, *Resource Recycling Conference* and numerous local and regional municipal shows. This type of outreach will continue. At these shows, Call2Recycle[®] answers inquiries and provides handout materials to support awareness and drive program participation.

The specific communication outreach objectives and strategies by target group are and will continue to be as follows:

a. Program Licensees / Product Stewards

Objectives

- To encourage RBRC Licensees to inform their sales base and target groups to recycle the battery post use and how this can be done.

- To involve RBRC Licensees in our recycling program at their place of business.

Strategies

- RBRC Licensees generally must include the RBRC Recycling Seal on their products within 6 months of program sign-up and will be encouraged to include the expansion of the program in New York in their promotional activities and advertising. RBRC Licensees will similarly be urged to promote their participation in this program in New York within 6 months of program introduction.
- Specific section on websites: www.call2recycle.org (under “Battery & Product Manufacturers) developed for Licensee training and program information.
- Toll-free information line (1-877-646-4025) to access support staff for inquiries and supply requirements/replenishment.
- Continued issuance of annual report, as well as yearly update reviews with RBRC Licensees regarding recycling performance and program outreach advances.
- RBRC to host industry training meeting concerning the expansion of the Call2Recycle® program, key participation requirements and in-house participation
- Individual phone calls to RBRC Licensees/Key Contact by Company within 2 months of program implementation to reinforce program requirements and encourage in-house participation.
- Program successes will be highlighted in Call2Recycle®’s Monthly e-newsletter distributed to Licensees and program participants.

b. Collection Sites

Objectives

- To inform existing Call2Recycle® collection sites about the expansion of the program, and reinforce their roles and responsibilities within the program
- To secure additional collection sites within retail, business, public agency, and community locations

Strategies

- Detailed instructions are provided in the sign-up guide advising of overall Call2Recycle® program and the steps involved in collecting and shipping Call2Recycle® containers for recycling
- Specific section on websites: www.call2recycle.org (under “Program Info”) developed for collection site training and program information
- Toll-free information line (1-877-646-4025) to access support staff for inquiries and supply requirements/replenishment
- Series of correspondence and phone calls to existing Call2Recycle® to inform and remind them of their program participation and responsibilities
- Re-designed Call2Recycle® collection containers to accommodate and inform about expanded battery chemistry collection.
- Training video development for participants explaining program dynamics and outreach requirements.
- Distribution of posters (see Appendix 2) in collection containers for use in-store/at work to promote recycling program and participation details.

- Presence at trade shows via presentation as well as exhibits to announce expansion and encourage added participation.
- Semi-annual updates on individual site location collection results, including suggestions for further collection gains.
- Advertising in select trade publications (retail, business, public agencies) to build awareness and participation.
- Dedicated sections on www.call2recycle.org for program information and training as well as availability of pre-developed communications materials that can be customized for individual needs.
- Ongoing phone calls and postcard mailings to program participants to confirm program delivery and participation
- All battery program successes will be highlighted in Call2Recycle® Monthly e-newsletter distributed to program participants.
- Development and implementation of co-promotion opportunities with collection partners to promote their involvement and the availability of battery recycling at their site.

c. Rechargeable Battery Users

Objectives

- To inform and encourage all battery and cell phone users to recycle their used product

Strategies

- Licensee developed communication with product sale explaining the need to recycle their battery post-use
- Use of www.call2recycle.org including a zip code-driven locator to inform of nearby collection drop-off locations
- Availability of a toll-free 1-877-2-RECYCLE to inform of participating retail drop-off locations
- Articles and ongoing press releases advising of specific collection initiatives and events as well as the “for more information” vehicles: www.call2recycle.org and 1-877-2-RECYCLE
- Development and implementation of location-specific and state events (e.g. *Battery Recycling Week*) to encourage battery “round-ups” and ongoing participation.
- Release of Public Service Announcements (PSAs) and targeted advertising campaigns to inform and encourage battery recycling
- Awareness campaign that will drive recycling efforts via events, social media and media outreach to encourage battery “round-ups” and ongoing participation.
- Release of Public Service Announcements (PSAs) and targeted advertising campaigns to inform and encourage battery recycling
- Direct communication with more than 3,000 New York-based collection site managers to offer guidance on how to spread the battery recycling message

d. Media

Objectives

- To raise awareness of the dynamics of our collection and recycling program for used batteries and cell phones

Strategies

- Monthly press releases advising of initiatives and recycling successes
- Distribution of contributed articles for community newspapers
- Dedicated media newsroom on www.call2recycle.org (under “Media Center”) featuring background information, photos and other relevant support materials to assist in media coverage
- Development of newsworthy location-specific and State events/ announcements
- Leverage social media (e.g. Facebook) outlets to educate and promote program events and support.
- All battery program launch media event to announce program expansion

Program Support Vehicles/Tactics

In addition to the specifics identified above, Call2Recycle® works with government agencies to communicate and support our collection program. Building on 17-years of New York experience, these recognized examples of comprehensive marketing campaigns, involving both grassroots and consumer-oriented efforts, will be the foundation of the expansion of our all battery recycling focus. RBRC and Call2Recycle® look forward to working with the Department of Environmental Conservation to further develop these materials and take advantage of joint communication opportunities.

The program will periodically evaluate public awareness of the program and report on its results. RBRC uses the Call2Recycle® brand as the primary means to communicate with its stakeholders. In this regard, RBRC annually measures the awareness of this brand and its ability to communicate appropriate behaviors and actions. Baseline data was compiled in 2010 and will be updated annually to gauge increases in overall awareness and to establish / report on awareness in New York.

Call2Recycle® also quarterly assesses the accessibility of its collection sites, which is a critical dimension in maximizing collection. By comparing collection sites with demographics of the New York population, Call2Recycle® can identify underserved areas and populations. In this regard, while Call2Recycle®’s current collection locations serve as an effective foundation for this program, Call2Recycle® anticipates significant growth in sites, particularly during the first few years of implementation of the plan, with the target of reaching 10,000 sites within 5 years.

5.0 COLLECTION, PROCESSING AND RECYCLING

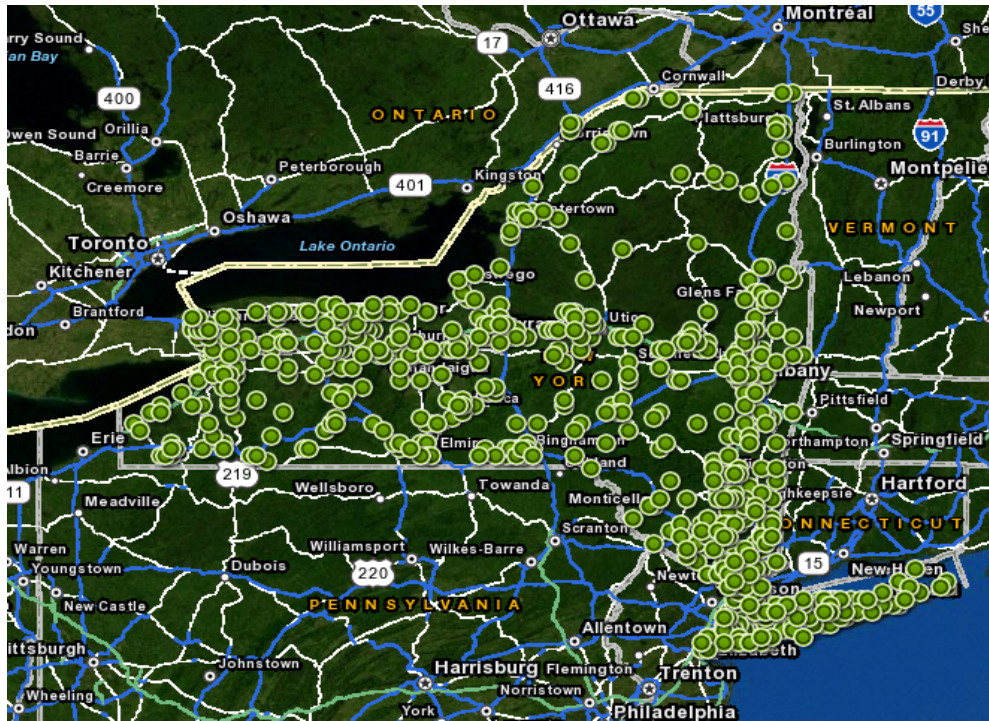
Retailers, businesses, communities and public agencies send the collected batteries and cell phones to a recycling facility for processing. A thermal recovery process reclaims the metals (nickel, iron, cadmium, lead, and cobalt) from the batteries and prepares them for use in new products such as new batteries and stainless steel.

5.1 Collection

The Call2Recycle® New York Plan will build upon and expand Call2Recycle®’s existing approximately 5,746 active collection locations. These and future sites implement and will implement one or more of the following approaches, all of which impose no charges to the collection site participant or used battery generators:

- *Retail Recycling Plan:* This program, a principal focus of the Call2Recycle® education program, aims at reaching consumers through retailers who sell batteries and battery-powered products. Participating retailers who serve New York Home Depot, Lowes, Radio Shack, Best Buy, Sears and Kmart. In addition to these national retail chains, however, the Call2Recycle® program is available to independent retail stores and regional retail chains. The full listing of New York retail sites that have signed up with the Call2Recycle® program can be found at www.call2recycle.org. Retailers will be provided a poster (see Appendix 2) that reflects a similar requirement in New York City.
- *Community & Public Agency Recycling Plan:* The Community and Public Agency Recycling Plan are targeted to municipalities, communities, public agencies (such as hospitals, police and fire departments), institutions and government agencies. Included among the many collection initiatives for communities and public agencies are curbside collection, special waste collection events and household recycling centre collection.
- *Business Recycling Plan:* The Business Recycling Plan helps structure and manages the collection of qualified non-household batteries in the workplace, including bar code readers, laptop computers, two-way radios, cordless power tools, portable printers and PDAs. Approximately 80 businesses in New York are currently participating in the Call2Recycle® program.

New York Collection Sites (As of January 21, 2010)



The Call2Recycle® New York Plan will expand this existing collection base using both RBRC's existing resources and the additional contacts that will arise via broad based communications. Participating as a collection location is purely voluntary for all organizations and companies.

The growth of New York's e-waste collection program also should contribute to increased battery collection locations by RBRC in the state. RBRC has well established working partnership with e-

waste recyclers across the state, from which it already accepts rechargeable batteries through the Call2Recycle[®] program. This relationship will be further intensified to ensure that all batteries collected through e-waste initiatives are channeled in the Call2Recycle[®] program for recycling. Any e-waste depots or other battery collection and recycling processors who are not Call2Recycle[®] participants / partners will be asked to provide their collection data for inclusion in RBRC's annual report of overall battery collection results in New York.

To become a collection site, interested program participants are provided instructions and required to complete a sign-up application form. Upon completion of the application, each new participant is then assigned a unique identification number. These numbers, like those assigned to existing participants ("sites"), allow tracking of all materials assigned and returned by the site. The site will then receive collection boxes (including plastic bags in which to place the individual battery to ensure safe storage and shipping as well as the "site I.D." marked on the box along with a pre-paid/pre-addressed return label), posters and safety/handling instructions to begin their collection initiative.

The collection containers, made of corrugated cardboard with 92% post-consumer / 8% pre-consumer recycled content, are currently and will continue to be available in two sizes: one capable of holding approximately 20 pounds of batteries (primarily used for collection at retail) and the other capable of holding approximately 40 pounds (primarily used with higher quantity generators such as municipalities and business). These materials, along with transportation and recycling services, are and will be provided free-of-charge.

Larger quantity generators also have and will continue to have the option to utilize their own shipping containers, utilizing pre-approved labeling and adhering to the same preparation requirements (i.e. use of plastic bags to contain each collected battery) as per the Call2Recycle[®] collection containers. Bulk containers are preferred by Call2Recycle[®] as a more cost-effective means of collection, sorting and transportation.

Adherence to transportation and safety guidelines for battery collection is an ongoing priority within the Call2Recycle[®] program. All personnel handling Call2Recycle[®] collection containers must be instructed to read the preparation and shipping instructions for proper battery collection as well as watch Call2Recycle[®]'s safety training video. This video can be viewed online at <http://www.call2recycle.org/webinar-and-video.php?s=&c=1&d=79&e=106&f=&g=&a=24&w=2>.

When a used battery or cell phone is turned in for recycling, each is to be placed and sealed in an individual plastic bag provided by Call2Recycle[®]. Bags are used to comply with Federal transport laws in US which require that certain types of primary and rechargeable batteries be insulated from possible electrical short circuit during transport (excerpts from regulations of relevance include: *the cells are separated to prevent short circuits; These dangerous goods may be handled, offered for transport or transported under this shipping name if the dangerous goods are (a) protected from short circuits. . . .*) If bags are not available, Call2Recycle[®] also allows the use of non-conductive electrical tape to cover the battery terminals.

Once the collection container is filled and adherence to the "one battery/cell phone – one bag" preparation standard is confirmed, the assigned person responsible for the Call2Recycle[®] program at the collection site must write his/her address on the shipping label and securely seal the box

when full. He or she must then call UPS, Call2Recycle[®]'s shipping service, or just include in his/her outgoing UPS pick-up services. The pre-paid, pre-addressed container is then scanned by UPS and, as of the time of this submittal, delivered to INMETCO (Ellwood City, PA) where the content of the containers are sorted according to battery chemistry, weights recorded and readied for shipping to the designated-according-to-chemistry recycling processor. INMETCO is assigned the management of shipping documentation and any manifesting of shipments to the final recycling destination. This destination may change depending on the outcome of identifying and selecting a processor and sorting capability.

The current Call2Recycle[®] program operates, and will operate, in accordance with intra- and interstate shipping and transportation approvals provided by Transport US, the Department of Environmental Conservation and all other state environment and transportation approvals. All shipments that are transported internationally are manifested in compliance with the Basel Convention and ISO standards.

5.2 Processing and Recycling

The constituents of all of the used batteries and cellular phones collected through the program and Call2Recycle[®] New York Plan are and will be reclaimed. However, different battery chemistries and phones require different reclamation methods. RBRC will continue to use several service providers.

Unsorted used batteries collected under the Call2Recycle[®] program are sent, as of the time of this submittal, to INMETCO in Ellwood City, Pennsylvania for sorting. INMETCO has been providing sorting services for Call2Recycle[®] since 1994 and has an exemplary record. From INMETCO, sorted materials will be sent to licensed and well-operated commercial reclamation facilities in US, the Canada. Nickel-containing batteries will remain at INMETCO's facility; lead-containing batteries will be sent to Newalta Nova Pb in Ville Ste-Catherine, Quebec, Canada; and, Lithium Ion batteries will be sent to Xstrata in Sudbury, Ontario, Canada.

All of these facilities use thermal recovery processes to reclaim materials. Recovered metal materials include: nickel, iron, lead, cadmium and cobalt. These metals are either returned to rechargeable battery manufacturers or used to make other products such as stainless steel. Some processes also recover plastic and other constituents.

6.0 PERFORMANCE MEASURES

In the past three years, Call2Recycle[®] has collected 604,565 pounds of batteries in New York, with 231,660 collected in 2010.

Here is a summary of New York battery collections of the Call2Recycle[®] program (pounds) in the last three full years:

	2010	2009	2008
Ni-Cd	104,830	111,645	103,158
Ni-Mh	32,769	19,547	15,995
Li-Ion	39,898	31,371	13,384
SSLA	<u>54,163</u>	<u>35,499</u>	<u>42,306</u>
Total	231,660	198,062	174,843

Call2Recycle[®] measures its performance both on the amount it collects and the amount reclaimed from each battery that can be used in secondary products. The program abides by the European Union Battery Directive (see below) on “Recycling Efficiency” in both how to calculate these rates and also what benchmarks for recovery are appropriate based on battery chemistry.

Call2Recycle[®] Recycling* Rates

Battery Chemistry	Recovery Rates
Primary Alkaline	50%
Small Sealed Lead Acid (SSLA/Pb)	65%
Nickel Cadmium	75%
Other Rechargeables	50%

* “Recycling” rate in this context refers to the weight of each battery reclaimed for use in a secondary product. This is sometimes referred to as “recovery rate” or, in the EU, the “Recycling Efficiency”.

Calculating the amount of batteries collected as a percentage of the batteries sold is often highly problematic for two reasons. First, batteries are often sold through a complex sales chain, from manufacturer to battery-powered product manufacturer to wholesaler to distributor to retailer. Most battery stewards can only estimate sales into New York. Second, depending on the chemistry of the battery, as many as 95% of batteries are sold in or with a product, further complicating tracking, disposal and recycling.

Below represents the best faith estimate of the amount (by weight) of batteries sold into New York and the target collection rate for the Call2Recycle[®] program:

Batteries Sold/Collected	Base Year *	2011	2012	2013	2014	2015
Rechargeable Batteries Sold Into New York**	4,930,000	5,028,600	5,129,172	5,231,755	5,336,391	5,443,118
Total Collected (lbs.)	231,660	277,992	333,590	416,988	521,235	651,544
Collection Rate Targets	5%	6%	7%	8%	10%	12%
Grams per Capita	5	6	8	10	12	15

* Assumes that program years, including based year, runs from January 1 – December 31.

** “Batteries Sold into New York” represents estimates developed by battery industry representatives and is based on total USA battery sales allocated by state population. Years 2011-2015 assume an annual increase in sales of 2%. Upon launch, more accurate baseline information will be used based upon collection of sales data from battery stewards.

***“Batteries Collected” will be reported by major chemistry. Targets for collections of subcategories of batteries would be too speculative at this time.

Over the next 3 years, Call2Recycle[®] will conduct a study on how and if the non-recycled batteries are disposed at end of life in the marketplace and include the results of this study in its annual report to the Department at the end of the 2013 performance year.

The above numbers include batteries that are in electronic products covered by New York law to fulfill state regulatory requirements. As more stewardship organizations are designated to handle

product that contain and / or use batteries, Call2Recycle® is prepared and committed to working with them to the safe, effective and efficient end-of-life disposal of these batteries.

Call2Recycle® will reassess plan design and targets compared with actual sales after two years of program operation to ensure that targets are realistic and program design is sufficiently robust.

6.1 CONTINUOUS IMPROVEMENT

RBRC, in conjunction with The New York State Department of Environmental Conservation, will analyze numerous metrics to determine more effective methods of increasing participation in the Call2Recycle® program. RBRC measures the amount of designated waste recycled by weight. RBRC collects weight data on a monthly basis and compares the amount collected with previous months and years. RBRC then calculates a New York diversion rate. All these practices will be continued as part of the Call2Recycle® New York Plan.

RBRC also employs sophisticated tracking and reporting software that allows for the preparation of various reports pertinent to the Call2Recycle® New York Plan and reporting requirements.

RBRC will continue to directly communicate with individual collection sites regarding their activities by tracking monthly totals of rechargeable batteries and cellular phones collected, RBRC can use targeted outreach efforts to increase collections and participation rates at individual collection sites or areas.

Historically, RBRC's strategic planning has been grounded on facts obtained through consumer awareness surveys. These marketing plans were developed partly by segmenting consumers with similar recycling characteristics to better disseminate Call2Recycle®'s message. For instance, in a recent analysis, consumer segments included heavy use recyclers, light use but dedicated, hoarders, reforming heavy users, abashed trashers, unabashed trashers, those who didn't care and those with no occasion to recycle. This analysis helped RBRC create more effective promotional materials and thus increase participation among consumers. Analogous efforts will continue in support of the ongoing success of the Call2Recycle® New York Plan.

The reporting capabilities allow RBRC to generate reports with unique and detailed data such as:

- By City, Region, postal code, and overall State
- By individual site
- By day/month/year or any other required time period
- Retail store or chain
- By collection channel
- By weight and containers received
- By battery type (chemistry)
- Comparative analysis including participation rates

Call2Recycle® also expects to report on collection information on a per capita basis. The annual report will also track the program's performance, particularly in regards to materials reclaimed from end-of-life battery disposal, compared with the pollution prevention hierarchy.

Furthermore, in keeping with the *continuous improvement* mandate established from the beginning of the Call2Recycle® program's implementation, Call2Recycle® staff will monitor results on a monthly, quarterly and annual basis. In addition to quantitative performance indicators such as site participation and collected tonnage, this will allow success to be measured according to website visits, media impressions and targeted surveys.

Finally, RBRC has long required vendors to meet rigorous qualification standards for collection and processing of batteries. These will continue to be used as part of the Call2Recycle® New York Plan.

Continuous improvement is fundamental to the current and future success of Call2Recycle®. As such, ongoing investment in research and development to enhance our collection and recycling infrastructure has been essential.

To ensure continued leadership in learning and program effectiveness, RBRC participates in an extensive number of initiatives to coordinate and develop best practices with analogous battery and cell phone organizations operating around the world, such as RECHARGE in Europe and PRBA in the U.S. In addition, RBRC supports and cooperates in research and development programs seeking better mechanisms to recycle rechargeable and primary batteries. Most recently, through the American Recovery and Reinvestment Act of 2009 (the "Stimulus Act"), RBRC has been included in two applications that have been filed with the U.S. Department of Energy to improve the recycling of lithium ion and primary batteries.

Industry-wide investments are further supplemented by individual R&D initiatives spearheaded by our battery stewards, all of whom also support the Call2Recycle® New York Plan and collection/recycling network. In addition to processing and efficiency improvements, RBRC annually invests to improve marketing outreach and communication programs to maximize collections.

To do this, we have implemented and will continue to implement a number of initiatives to sharpen our message:

6.1.1 Collection Infrastructure

Through research and development, RBRC periodically assesses the program offerings, including collection boxes, plastic bags, shipping guidelines, and informational materials. When the Call2Recycle® New York Plan is launched, research and development will remain an important element, including the investigation of a collection box redesign to improve safety and transportation requirements.

6.1.2 Brand Awareness

To better understand driving forces behind consumers' "green" practices and attitudes, and to determine consumer recycling habits in general, Call2Recycle® has been tracking consumers' attitudes and practices for the past three years. The information gained from these surveys is distributed to media outlets and participants, and gives Call2Recycle® an opportunity to further spread the word about battery recycling.

Additionally, program awareness will be tracked among key audiences, including Retail Partners, Collection Site Managers, Key Opinion Leaders, and Green Business Executives.

A brand awareness study performed among US audiences, will explore the current awareness and perception of the Call2Recycle® program, the importance of recycling, environmentalism and sustainability and how it impacts their organization, the relative importance of battery recycling within their activities (including awareness of the difference between rechargeable and regular batteries), and attitudes and motivation for environmental activities (including revenue opportunities). The brand awareness study will provide a reliable and actionable baseline measure and tracking measurement for Call2Recycle®'s branding efforts. This study was conducted in 2010 and will be conducted again in 2011; however, the study may be expanded upon acceptance of the proposed Call2Recycle® New York Plan.

RBRC is undergoing a brand enhancement project to establish Call2Recycle® as its primary brand identifier by associating itself with environmental stewardship and “doing the right thing” in the broader sustainability sense. To do this, a branding effort is being developed to identify batteries and their environmental characteristics within the larger context of sustainability. Call2Recycle® is repositioning itself to be synonymous with environmental stewardship by serving as the best mechanism for battery manufacturers (as well as consumers) to fulfill their product stewardship responsibilities. Through this branding project, the Call2Recycle® brand will serve the goal of unifying its purpose, mindset and mission.

6.1.3 *Program Efficiencies*

On behalf of RBRC, the Product Stewardship Institute (PSI) has developed a set of metrics for assessing the performance of programs that collect and recycle primary and rechargeable batteries that policy makers, program participants, and other stakeholders can use to evaluate and strengthen battery collection initiatives. Through this study, Call2Recycle® gained even further insight into performance-based metrics that will help supplement measures of the number of batteries collected, or a collection rate that is based on the number of batteries available for collection.

Additionally, RBRC commissioned a research study to gain information on the market shares of key companies in the portable rechargeable battery market in the U.S. and US. Included in this study is also an estimate on the number of batteries sold separately versus those sold in products.

6.1.4 *Processing*

Pursuing the automation of sorting process for collected batteries will significantly improve the efficiencies of the battery recycling infrastructure. This initiative in addition to other continuous improvement opportunities will form the foundation of ongoing R&D initiatives for RBRC.

Call2Recycle® commits to continuous research and development efforts over the next several years. Some of the important areas of inquiry will include: logistics infrastructure necessary to handle an increasing breadth of product and materials; consumer behavior towards disposing electronics with batteries compared with just batteries; and, life cycle assessment of battery recycling. Results of this investment will

be annually reported to the New York Department of Environmental Conservation and available to the public.

The battery industry believes in continuous improvement in broader life cycle management of its products, examples of which will be highlighted in the Call2Recycle®'s annual report.

7.0 PROGRAM SCHEDULE – MILESTONE DATES

- Consultation with the Department of Environmental Conservation on the content and process for reviewing the plan: February 1, 2011
- Final submission of the stewardship plan to the Department of Environmental Conservation: March 7, 2011
- Program Launch: June 8, 2011

8.0 PROGRAM INCLUDED AT STARTUP

The program will commence with the list of products required by the regulation:

- Batteries eligible for collection and recycling are those weighing less than 11 lbs/5 kg each of the following chemistries:
 - **Nickel Cadmium (Ni-Cd)**
 - **Nickel Metal Hydride (Ni-MH)**
 - **Lithium Ion (Li-Ion)**
 - **Nickel Zinc (Ni-Zn)**
 - **Small Sealed Lead (SSLA/Pb)**
- Rechargeable batteries power cordless power tools, cellular and cordless phones, laptop computers, camcorders, two-way radios and digital cameras. All types of cell phones are accepted - any size, make, model, digital or analog, with or without battery or charger.
 - The program does not recycle household cordless phones, mobile-installed or bag phones, two-way radios, or pagers.
- Call2Recycle® **DOES NOT ACCEPT** the following types of batteries:
 - Batteries weighing **more than 25 lbs** each
 - Wet cell batteries (including automotive batteries)
 - Batteries used in industrial applications
 - Batteries used in commercial applications
 - Motor start batteries (autos, truck, motorcycles, boats, etc.)
 - Motive batteries (golf carts, forklifts, hybrid/electric vehicles, etc.)
 - Batteries that cannot be easily accessed and removed by the consumer

9.0 FUNDING

As of the submission of this plan, more than 175 rechargeable battery manufacturers and marketers finance the Call2Recycle® program. These companies support RBRC by licensing from RBRC the right to place a trademarked *Battery Recycling Seal* (“Seal”) on their Ni-Cd, Ni-MH, Li-ion, Ni-Zn and

SSLA/Pb batteries and/or battery-powered products sold in the United States and US. Fees are based on the total number of licensed battery cells sold into North America, without distinction on the nation, state or state in which the sales occur, and cover the total cost of the RBRC North American rechargeable battery program. Those RBRC licensees selling products in New York would be considered stewards. No additional fees will be assessed against those licensees to support the Call2Recycle® New York Plan described here.

A complete listing of the companies funding Call2Recycle®'s efforts can be found in *Appendix 1*.

10.0 RESPONSIBILITIES AND OBLIGATIONS

This plan is based on a shared responsibility model where all parties have roles to play.

10.1 Processing and Recycling Contractors

The current RBRC program operates, and Call2Recycle® New York Plan will operate, in accordance with intra- and inter-state shipping and transportation approvals provided by USDOT, New York and all other state environment and transportation approvals. All shipments that are transported internationally are manifested in compliance with the Basel Convention and ISO certifications.

10.2 State Government

The state government is expected, through its enforcement authority, to ensure that regulations allow for adequate fines and penalties to be levied against those individuals not in compliance with the regulation or the approved program. The state government is expected to enforce program compliance in a timely and effective manner. The state government is also expected to implement policies to ensure that government procurement officials only procure batteries from program compliant corporations.

10.3 Local Government

Local government may wish to act as collection sites for designated material with appropriate reimbursement for services provided. Nothing in this plan is intended to dictate whether a local government participates as a collection site.

10.4 Consumer or End User

Consumers will be responsible delivering designated batteries to collection points.

10.5 RBRC

RBRC will manage Call2Recycle® to provide an environmentally effective program at the lowest responsible cost and will ensure that the public is kept informed of program costs and activities.

11.0 RECYCLED MARKET DEVELOPMENT

In contrast to some other materials collected through recycling efforts, markets are well developed for the metals and other materials reclaimed from used batteries. Ready insight into these markets can be obtained at the website www.metalprices.com/FreeSite.

The diligence of RBRC and its' recycling suppliers to ensure that the maximum reuse potential of recovered metal is a cornerstone of the longevity and credibility of the Call2Recycle[®] program.

12.0 ANNUAL REPORT

RBRC will provide an annual report to the New York government as stated in the regulation. The annual report will also be available on the program website as a PDF file. The report will include, but not be limited to, the following:

- A summary of the educational materials and educational strategies used for Call2Recycle[®]
- The location of collection sites, events and changes in the number and location of collection sites
- A description of how the recovered products were managed in accordance with the pollution prevention hierarchy
- An estimate of the total amount of designated products sold into the state by producers that have designated Call2Recycle[®] and the total amount collected
- Independently audited combined financial statements of RBRC and performance results specific to New York
- A comparison of the approved plan performance for the year with the performance requirements and targets in the regulation and the approved plan. The plan performance measures will include batteries collected by chemistry, collection per capita within the state. Also critical to this annual report will be a discussion of performance relative to the pollution prevention hierarchy.
- A summary of the research and development efforts conducted during the last year and results that they have yielded.

Appendix 1: Call2Recycle® Licensees (Obligated Stewards)


March 1, 2011

3M COMPANY	DIGI-KEY CORPORATION
ACCESS BATTERY & POWER SYSTEMS	DONGGUAN GOLDEN CEL BATTERY CO
ACCO BRANDS CORPORATION	DONGGUAN GOLDEN CEL BATTERY CO LTD
ACER AMERICA CORPORATION	DORCY INTERNATIONAL
ADVANCED BATTERY SYSTEMS	DURACELL/DIV OF P&G
ADVANTAGE TECHNOLOGY &	EASTMAN KODAK COMPANY
AEG ELECTRIC TOOLS GMBH	ENERGY SALES
AGILENT TECHNOLOGY	ENGINEERED ASSEMBLIES CORP
ALEXANDER TECHNOLOGIES	EPSON AMERICA
ALLIED INTERNATIONAL	EUREKA COMPANY
ALLSTAR PRODUCTS GROUP	EVEREADY/ENERGIZER
ALLTRADE TOOLS LLC	EVERGREEN (CP) USA
AMERICAN LAWNMOWER CO	EXCELL BATTERY COMPANY
AMERICAN TOPPOWER (FORMERLY XU	FDK AMERICA
AMPERGEN	FECO ELECTRONICS
ANTON/BAUER	FREIGHT SECURITY NET INC
APPLE INC	FRESHBATTERY.CO,
APPLICA CONSUMER PRODUCTS	FUJIFILM HOLDINGS AMERICA
APPLIED POWER	FUJITSU LIMITED
ARDICA TECHNOLOGIES INC	FUNAI CORPORATION INC
ARROW FASTENER CO INC	GARMIN INTERNATIONAL
AUDIOVOX COMMUNICATIONS CORP	GATEWAY INC
AVED ELECTRONICS	GENERAL DYNAMICS - ITRONIX
AVEX ELECTRONICS CORPORATION	GERBING'S HEATED CLOTHING
BATTERIES PLUS	GLJ LLC/O2COOL
BATTERY SPECIALTIES	GP BATTERIES
BISSELL	GP BATTERIES (MALAYSIA)
BLACK & DECKER INTERNATIONAL C	GREATBATCH LTD
BOSE CORPORATION	GREEN SMOKE INC
BRAUN	HEWLETT-PACKARD
BROTHER INTERNATIONAL	HILTI
BYD BATTERY USA	HITACHI KOKI CANADA
CANON USA	HITACHI KOKI USA LTD
CAR-GO BATTERY COMPANY	HOBBICO-HOBBY CORP OF AMERICA
CASIO	HOT-SHOT PRODUCTS COMPANY
CASIO HITACHI MOBILE COMM	HOUSE OF BATTERIES
CDOUGLAS QUIKUT	ICOM AMERICA INC
CELL-CON	IDX TECHNOLOGY
CENTURY OPTONIC INC.	INSPIRED ENERGY LLC
CHERVON NORTH AMERICA INC	INTERTAN CANADA
COLUMBIA SPORTSWEAR COMPANY	INVOX HARDWARE LIMITED
DANTONA INDUSTRIES/ULTRALAST	ITECH (INTELLIGENT TECHNOLOGIE
DC BATTERY PRODUCTS	ITW PASLODE
DELL INC	JLG INDUSTRIES INC

JVC Americas Corp
JYH BATTERY CO LTD
KENDALL COMPANY LP
KENSINGTON COMPUTER PRODUCTS
KENWOOD AMERICAS CORP
LEICA CAMERA INC
LENMAR ENTERPRISES, INC
LENOVO
LG ELECTRONICS MOBILE COMM
MAG INSTRUMENT, INC
MAKITA USA
MATSUSHITA ELECTRIC CORP OF AM
MAX COMPANY LTD
MAXELL CORP OF AMERICA
MCNAIR TECHNOLOGY CO LTD
MEASUREMENT LTD INC
MEDTRONIC INC
MERITOOL LLC
MICRO POWER ELECTRONICS
MILWAUKEE ELECTRIC TOOL CORP
MITSUBISHI ELECTRIC AMERICA
MOTOROLA INC
MULTIPLIER INDUSTRIES CORP
NATIONAL POWER CORP
NEXERGY, INC
NIKON CANADA INC
NILAR INC
NORMARK INNOVATIONS INC
NOVATELWIRELESS INC
NYLUBE PRODUCTS COMPANY LLC
OLYMPUS AMERICA INC
ONCORE POWER SYSTEMS INC
OOMA INC
PALLADIUM ENERGY
PHILIPS CONSUMER ELECTRONICS
PORTACELL USA LLC
PROCTOR & GAMBLE
PROFESSIONAL TOOL PRODUCTS LLC
PROGRESSIVE TECHNOLOGIES
PROMARK ELECTRONICS
PROTEAM THE VACUUM COMPANY
QUANTUM INSTRUMENTS
RAYMARINE INC
RESEARCH IN MOTION
RESISTACAP
RIDGE TOOL COMPANY
RKI INSTRUMENTS INC
ROBERT BOSCH TOOL CORPORATION
ROYAL APPLIANCE MFG
SAFT AMERICA INC
SAMSUNG ELECTRONICS CO LTD
SANYO ENERGY (U.S.A.) CORP
SANYO FISHER (U.S.A.) CORP
SEIKO INSTRUMENTS USA
SENSIDYNE LP
SHARP ELECTRONICS CORPORTION
SIGMA CORPORATION
SIRIUS XM RADIO INC
SNAP-ON
SONY ELECTRONICS
SOUTHWICK TECHNOLOGIES INC
SPECTRUM BRANDS
STANLEY HAND TOOLS
STARLIGHT VIDEO LIMITED
STIHL INCORPORATED
STREAMLIGHT, INC
STRYKER INSTRUMENTS
SUNBEAM PRODUCTS
TECHTRONIC INDUSTRIES CO LTD
TERRALUX INC
THE COLEMAN COMPANY
THE SOURCE (BELL ELECTRONICS)
THE SOURCE (BELL) ELECTRONICS INC
THOMSON CONSUMER ELECTRONICS
TNR TECHNICAL
TOCAD AMERICA
TOHNICHI AMERICA CORP
TOSHIBA AMERICA
TRAXXAS L.P.
TREK BICYCLE CORP
TRINITY PRODUCTS
TTEK ASSEMBLIES INC
UNIDEN AMERICA CORPORATION
UNIVERSAL POWER GROUP
VARTA MICROBATTERY INC
VENOM POWER
VERNIER SOFTWARE & TECHNOLOGY
VICTORY BATTERY COMPANY
VTECH TELECOMMUNICATIONS
W & W ASSOCIATES
WAHL CLIPPER CORPORATION
WOHLER USA
XUZHOU ENERGY ELECTRONICS CO
YIYANG CRUN BATTERY CO LTD

Appendix 2. Poster Approved by NYC for Use with Retailers

You can
RECYCLE your
rechargeable **BATTERIES** and
CELL PHONES
here!



Ask for details
at this location.

Recharging the planet. Recycling your batteries.™

call2recycle

It is illegal to dispose of rechargeable batteries in the city of New York as solid waste. We accept used rechargeable batteries for return to the manufacturer.

call2recycle.org

102210 NYC