

RECHARGING THE PLANET.
RECYCLING YOUR BATTERIES.™



Vermont Primary Battery Law

November 13, 2015

Todd Ellis
Director, Stewardship Programs



Agenda

- Vermont Primary Battery Law
- Obligated “Producers”
- VT Goals
- How are we surpassing goals?
- Next Steps
- Questions



What this means to Call2Recycle?



OPPORTUNITY

- It's not just about changing out boxes
- Producer support, only approved plan
- Small state allows us to 'get this right'



CHALLENGES

- Localizing a national program
- Comparison to other programs
- Creatively maximizing a small budget



Key Elements - VT Primary Battery Law

- Effective January 1, 2016 - First EPR law in U.S. covering primary batteries (Existing Ni-Cd & SSLA law – narrow focus).
- “Producers” must manage their own state approved Stewardship Plan or be part of a Stewardship Organization with a State approved Plan.
- Plans must include a multitude of items, but key elements include provide public outreach/education plan and a FREE collection and recycling program (financed by “producers”).
- Includes ONLY batteries sold separately (non-personal use excluded; Less than \$2000 retail sales is exempt).
- Minimum of two collection sites per county.
- Collection participation is VOLUNTARY.
- Provides PRIVATE RIGHT OF ACTION.



Obligated Steward – “Producer”

- Call2Recycle has registered as a Primary Battery Stewardship Organization for 23 obligated producers:

RiteAid	GP Batteries International Limited
PLR IP Holdings, LLC (Polaroid)	Original Power Inc.
Varta Microbattery Inc	PowerMax Battery USA
Ace Hardware Corporation	Do It Best
Sony Electronics, Inc.	Delhaize America
Energizer Battery Manufacturing, Inc	Dollar General
Dorcy International, Inc	General Wireless Operations (Old R/S)
Panasonic Corporation	Family Dollar
Duracell	Surefire
Maxell Corporation of America	L'Image Home Products
Rayovac/Spectrum Brands	Amazon
Interstate Batteries Recycling, LLC	



- Above 23 producers = Approx. 87% of market
- Currently pursuing 8-10 additional obligated stewards
- Stewardship Plan approved on 10/7/2015.



Vermont Goals – 2016

STATE OF VERMONT PLAN: 2016 ANNUAL SCORECARD

STRATEGY				
		OBJECTIVES	MEASURES	TARGETS
EXTERNAL MEASURES	Collections	Increase battery collections annually (2014/15 – 3,378 lbs) Meet diversion rates (20% diversion end of 2020)	<ul style="list-style-type: none"> Number of pounds collected/recycled annually Collection Targets 	<ul style="list-style-type: none"> 56,558 lbs (est.) 8%
	Accessibility	Enhance collection network (2015 – 95 active sites) Optimize percentage of VT population that has access to battery recycling (2015 – 88%)	<ul style="list-style-type: none"> Number of collection sites added (or re-engaged) per year Increase in battery recycling accessibility 	<ul style="list-style-type: none"> 35 sites 95%
	Public Education	Influence behaviors, attitudes and actions 2015: Primary Battery Recycling Awareness – 48% (+/-4.6); Primary Battery Recycling Incidence – 32% (+/-4.6); Locator Searches: 2,848)	<ul style="list-style-type: none"> Omnibus Survey (2x/year) <ul style="list-style-type: none"> Recycling Awareness (# or % of residents aware that household batteries can be recycled in VT) Recycling Incidence (# or % of residents who have recycled their batteries in VT) Drop-off locator <ul style="list-style-type: none"> Call2Recycle: # of VT-based searches 	<ul style="list-style-type: none"> 55% 40% 3,133 (10% increase)
INTERNAL MEASURES	Steward Fees – Market Share	Minimize free-riders; ensure level-playing field among stewards (2015: N/A)	<ul style="list-style-type: none"> Maintain a minimum market share of battery producers paying steward fees 	<ul style="list-style-type: none"> Minimum 90% market share
	Program Management	Ensure the financial sustainability of the VT program (2015: N/A)	<ul style="list-style-type: none"> Manage program revenue and costs to maximize program results. 	<ul style="list-style-type: none"> Break-even P&L



How are we SURPASSING these Goals ?

- Public Outreach & Education
- Collection
- Processing



Public Outreach & Education

- Parallel Paths
 - 1) Statewide education and seasonal campaigns.
 - 2) Partner & Solid Waste Management Entities outreach.
- Launch Event – Late January
- First Seasonal Event – Battery Day (February)
- Tools for Partners & Solid Waste Management Entities to promote and influence action



GreenVantage Pro

GreenVantagePro



- Pro = Primary and Rechargeable Offset
- Cost-saving solution available to municipal, county & Solid Waste Management Entities.
- Provides allowance to assist and account for labor costs associated with providing a battery recycling program to residents
- Agreement with Call2Recycle to utilize its program for battery recycling
- Rates based on whether we provide containers or they source their own.



Processing



Public Agencies
Retailers
Businesses
Municipalities

Call2Recycle Physical Flow: United States



Recording and sorting by chemistry

Battery Solutions, Howell, MI



Processed by chemistry type

Single-Use Batteries

INMETCO

Elwood City, PA

METALS RECLAIMED AT INMETCO INCLUDE CADMIUM, AND A NICKEL, CHROMIUM, IRON MIXTURE PRODUCING A STAINLESS STEEL REMELT ALLOY USED BY SPECIALTY STEEL MANUFACTURERS. THE ZINC-RICH MATERIAL IS SENT FOR FURTHER PROCESSING AND RECOVERY OF ZINC AND ZINC OXIDE.



Next Steps

- Now until December 31 = Solidify “foundation” for collection
- Safety & Compliance Webinar – December 2, 2015
- Outreach to National Accounts & Existing Collection Sites to “FLIP” to All Battery Collection.
- January 1, 2016 ... START COLLECTING ALL BATTERIES!
- Impacts EVERYONE – We are “Under the Microscope”
 - Collections
 - New “Producers”
 - State Environmental Agencies
 - Safety & Compliance
 - How much can WE move the needle?



Addendum



Terminal Protection

Batteries Shipped In Call2Recycle Boxes



Container Type	Battery Type / Chemistry	Terminal Protection Required?
Combined in Call2Recycle Box	Rechargeable - Nickel Cadmium (Ni-Cd); Nickel Metal Hydride (Ni-Mh); Nickel Zinc (Ni-Zn)	9V or Less = NO Greater than 9V = YES
	Primary - Alkaline & Carbon Zinc	12V or less = NO Greater than 12V = YES
	Rechargeable - Small Sealed Lead Acid (SSLA)	YES
	Rechargeable - Lithium Ion (Li-ion)	
	Primary - Lithium	
	Primary - Button/Coin Cell	



Terminal Protection

Batteries Shipped In Drums & Call2Recycle Boxes (on pallet)

Container Type	Battery Type / Chemistry	Terminal Protection Required?
55-Gallon Drum w/ Plastic Liner & Lid	Rechargeable - Nickel Cadmium (Ni-Cd); Nickel Metal Hydride (Ni-Mh); Nickel Zinc (Ni-Zn)	9V and less = NO
	Primary - Alkaline & Carbon Zinc	
55-Gallon Drum w/ Plastic Liner & Lid	Rechargeable - Nickel Cadmium (Ni-Cd); Nickel Metal Hydride (Ni-Mh); Nickel Zinc (Ni-Zn)	Greater than 9 volts = YES
	Primary - Alkaline & Carbon Zinc	
	Rechargeable - Small Sealed Lead Acid (SSLA)	Any voltage = YES
Combined in Call2Recycle Box	Rechargeable - Lithium Ion (Li-ion)	Yes
	Primary - Lithium	Yes
	Primary - Button/Coin Cell	Yes

