



Changing habits. Inspiring action.™

STRIVING FOR SUCCESS

LOOK BACK AT 2017 & FORWARD TO 2018

NOVEMBER 16, 2017

Presented by:
Carl Smith, CEO & President
Todd Ellis, Director, Stewardship Programs

Agenda

- How are we doing?
 - Battery Recycling Collections
 - Industry Stewardship
 - Financial Performance
 - Organizational Updates
- What to expect in 2018
- Questions & Answers

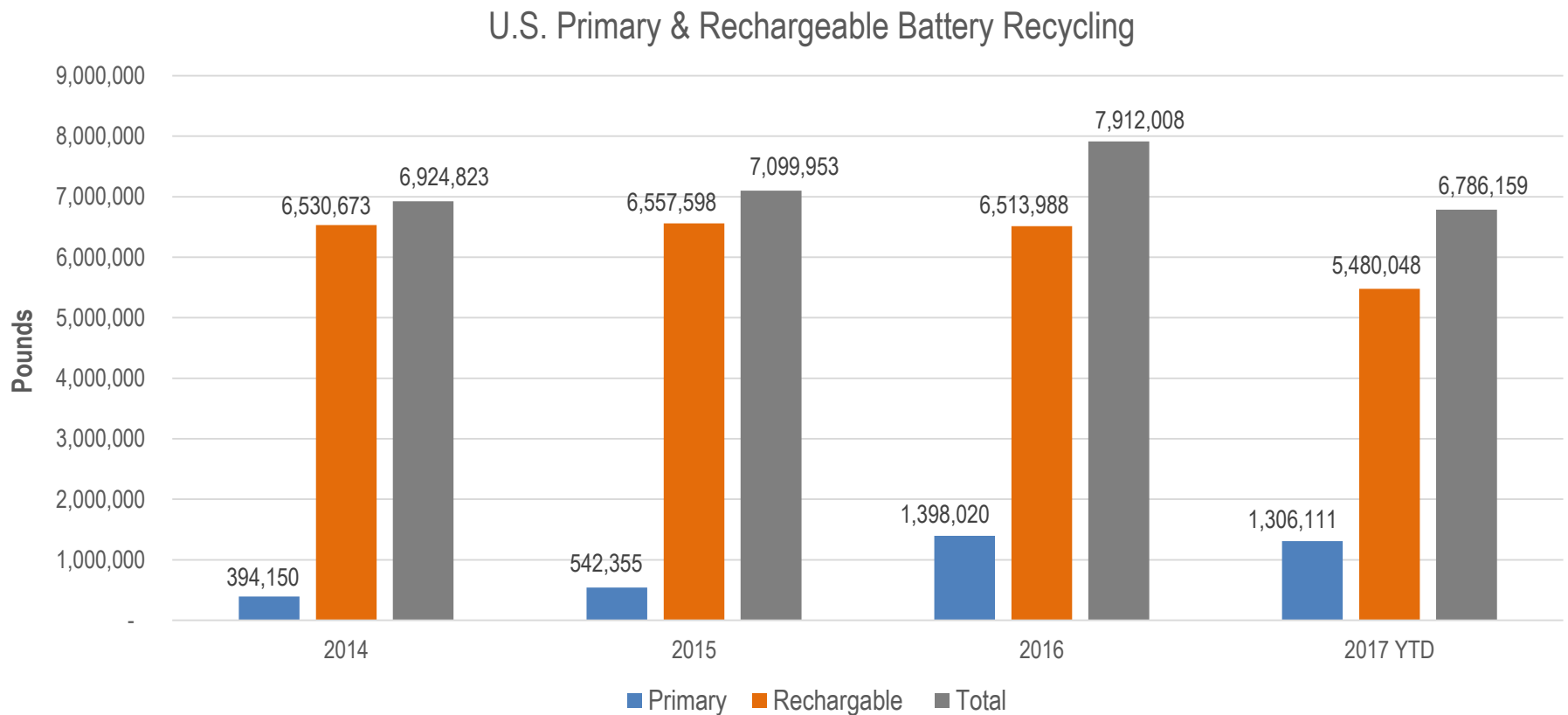


Battery Recycling

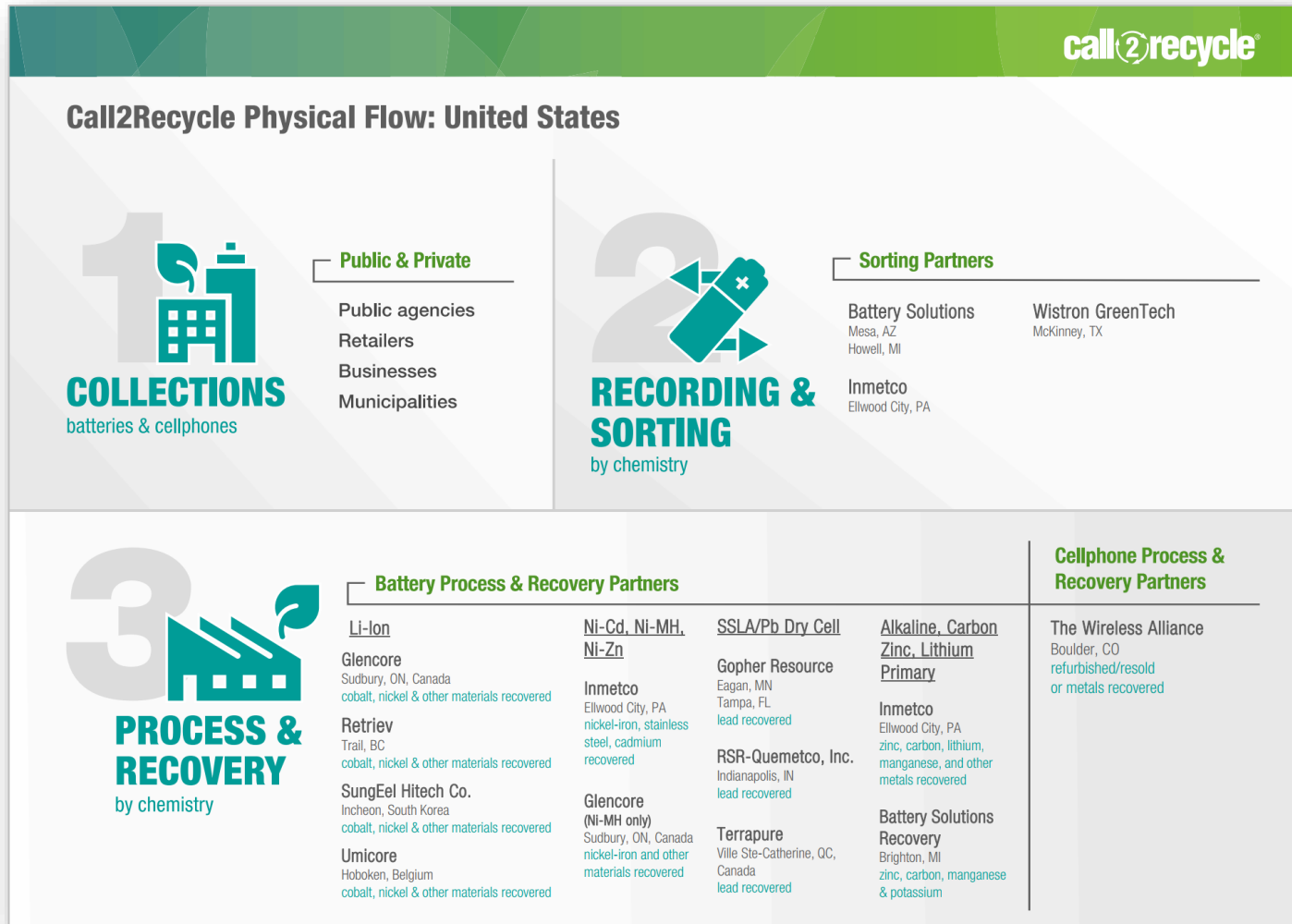
- **Battery recycling collection** - Ahead of 2017 plan
- **New service** - Fee-based battery recycling services
- **Vermont “year 2”** - Meeting targets
- **Improved infrastructure** - Sorters & processors added
- **Compliance** - Fully compliant with all state & federal laws
- **Certifications** - R2: 2013 certification renewed



U.S. Battery Recycling Collections



Expanding Recycling Infrastructure

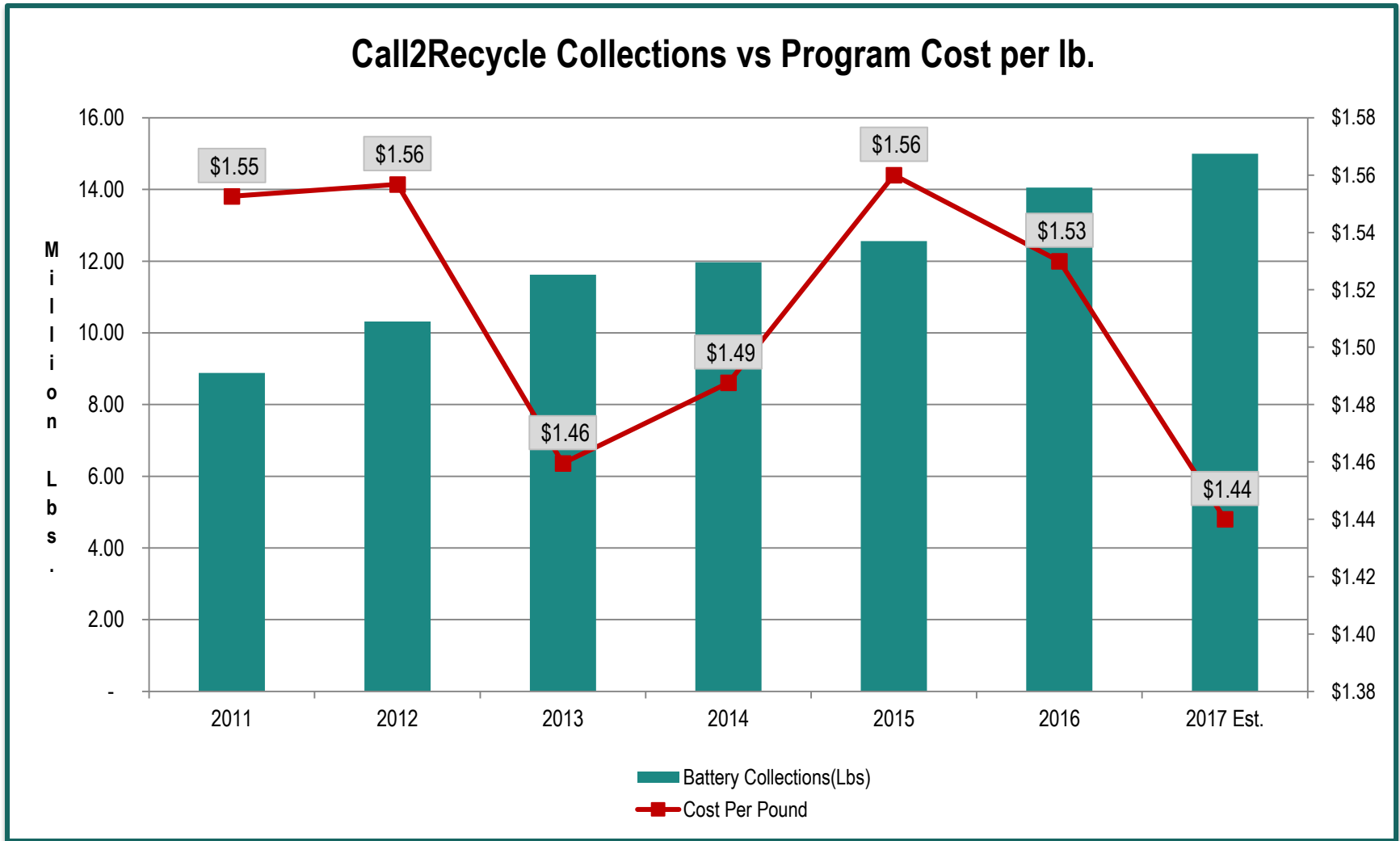


Industry Stewardship

- **Existing partnerships** - 300+ stewards
- **New stewards** - Enrolled 16 “free riders”
- **U.S. stewardship fees** – no change in 2017 (and will remain the same for 2018 - 3rd straight year).
- **2017 Legislation** - Four states introduced – none passed
 - CT
 - ME
 - NY
 - TX

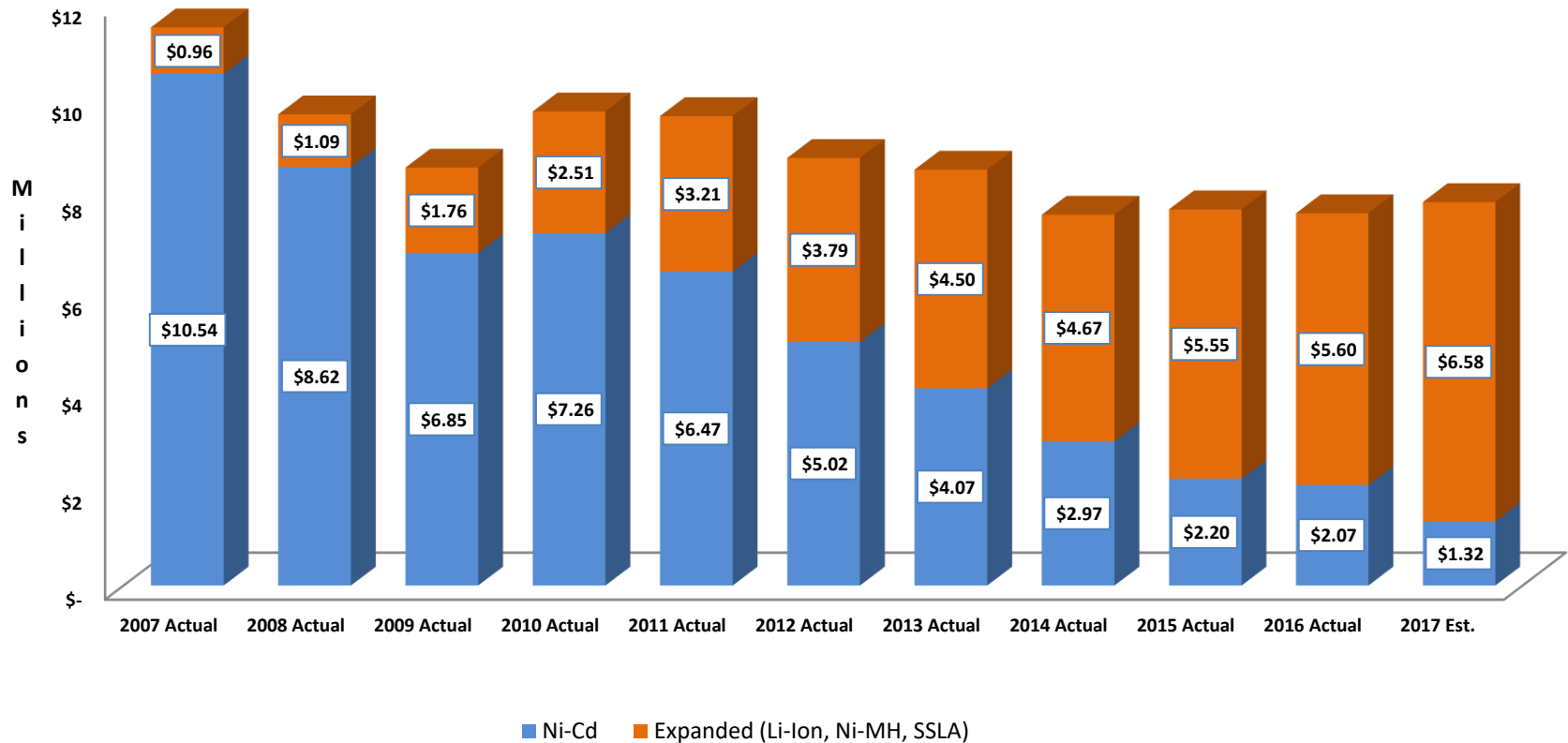


Financial Performance



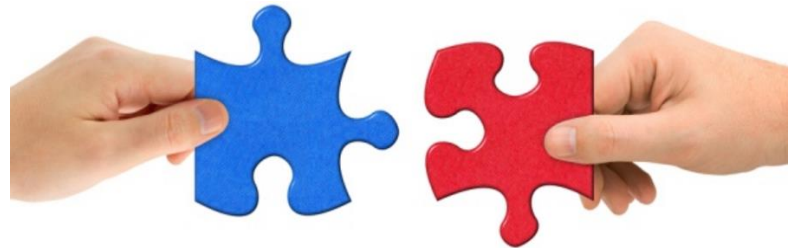
Financial Performance

Call2Recycle – Stewardship Fees Received



Organizational Updates

- **Call2Recycle Canada, Inc** - Effective January 1, 2017 became an independent Canadian not for profit organization.
- **License Agreement** - Call2Recycle, Inc. licenses the Call2Recycle® program IP to Call2Recycle Canada, Inc.
- **Service agreement** - Call2Recycle, Inc. has a service agreement with Call2Recycle Canada, Inc. to perform certain administrative functions in Canada.



Organizational Update - ***Charge Up Safety!***TM

- **Foster Employee Leadership** - Improve our knowledge, culture and commitment to safety to enable us to serve as leaders and influencers with customers.
- **Improve Collection Site & Sorter Performance** - Increase visibility, accountability and behaviors surrounding safe handling, storage and transport of batteries.
- **Drive Awareness thru Education** - Improving the visibility and knowledge of safe practices.
- **Engage Stakeholders** - Build relationships with other like-minded organizations to influence public and government debate on relevant safety issues.



Organizational Update – Fee-based Services

- **“Damaged, Defective and Recalled” (DDR) Batteries** - Swollen, smoking or otherwise screwed-up batteries.
- **Primary Battery Services** – In jurisdictions where collection and recycling is not required.
- **E-Commerce Sales** - Allows anyone to order boxes for battery recycling.
- **Private Collections** - Rechargeable battery collection for private sites.



What to expect in 2018



YEAR OF OPPORTUNITIES



2018 Stewardship Fees

2018 STEWARDSHIP FEES (USD)		
Battery Type	USA	Canada (Except Quebec)
Rechargeable Batteries		
Ni-MH	\$0.0075	\$0.0110
Ni-Cd	\$0.0250	\$0.0360
Li-Ion (>5% Cobalt/Nickel Content)	\$0.0075	\$0.0110
Li-Ion (<5% Cobalt/Nickel Content)	\$0.0150	\$0.0220
SSLA	\$0.0027	\$0.0038
Primary Batteries		
Battery Type	Vermont	
Alkaline	\$0.001	
Lithium Primary	\$0.008	



Legislative / Regulatory Outlook

- **2017 Legislation** – nothing passed, no new program implementation
- **2018 legislative** - “Crystal ball” ... New York and perhaps Municipal/County activity
- **Model Bill** – Industry exploring “Environmental Handling Fee” Model Bill
- **X-Factor** - Battery safety concerns may cause legislative action



Continuing Activities



- **“Charge Up” Safety Campaign** - Further engage stakeholders, more container R&D and expand educational activities
- **Battery recycling** - Meet ambitious Vermont collection targets
- **Increase revenue** - fee-based recycling services
- **Large format batteries** - Explore supporting end-of-life management for these batteries
- **“Free Riders”** - Continue to enroll new stewards



Questions and Answers

Please type your messages into the “Q&A” section on the right hand side.



Call2Recycle, Inc.

Changing habits. Inspiring action.™

thank you!

Carl E. Smith, CEO & President
csmith@call2recycle.org

Todd Ellis, Director, Stewardship Programs
tellis@call2recycle.org

Corporate headquarters:
1000 Parkwood Circle
Suite 200
Atlanta, GA 30339
678.419.9990