



# 2021

## VERMONT PRIMARY BATTERY STEWARDSHIP ANNUAL REPORT

REPORTING PERIOD: JANUARY – DECEMBER 2021

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SUBMITTED: MARCH 1, 2022

### PREPARED FOR:

Vermont Agency of Natural Resources Department of  
Environmental Conservation Waste Management and  
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## 2021 PROGRAM HIGHLIGHTS

In 2021, Call2Recycle began a new five-year term as the stewardship organization for the Vermont Primary Battery Stewardship Program. While 2020 saw a significant reduction in primary battery recycling due to the Covid-19 pandemic, 2021 saw a strong rebound despite ongoing pandemic challenges. Growth can be attributed to Call2Recycle's shift in education and outreach, and Vermonter's continued belief in the importance of battery recycling. In 2021, 148,340 lbs. of primary batteries were collected, the highest weight in the Vermont program's history, with the corresponding highest recycling rate of 22%.

### Education & Outreach

To reinvigorate its outreach efforts in the State, Call2Recycle retained a new Marketing Communications firm, HMC (based in Richmond, VT). This led to a refresh of the Vermont Primary Battery Stewardship Program education and outreach strategy, including content and imagery. The messaging was distilled to three pillars - community, environment, and safety - anchored by imagery reflecting Vermont's natural landscape. The multi-platform social media campaign created 1.8M impressions. There was a corresponding 209% increase in Vermonters accessing Call2Recycle's online locator to find their nearest drop-off battery collection site. Similarly, the percentage of Vermonters surveyed who recycled their primary batteries increased from 44% (2020) to 50% (2021), the highest in the program's history.

### EPR Partnerships

To bolster recycling for multiple materials in Vermont, Call2Recycle collaborated with the other Vermont Extended Producer Responsibility (EPR) programs, including paints, electronics, light bulbs, and thermostats, to create public information television segments and outreach materials.

### Plan Renewal

On January 21, 2021, Vermont Agency of Natural Resources approved Call2Recycle's new five-year plan for the Vermont Primary Battery Stewardship Program.

### Program Audit

Call2Recycle's previous five-year term required a program audit from a third-party entity, and RRS ([www.recycle.com](http://www.recycle.com)) completed this on April 9, 2021, approved by Vermont Agency of Natural Resources on June 2, 2021. Call2Recycle began implementing recommendations with a focus on outreach and training.

### National Ranking

2021 presented ongoing complexities from Covid-19, including virus outbreaks, labor shortages and supply chain struggles. However, Vermont program stakeholders, especially the Solid Waste Management Entities, remained committed to battery collection and recycling. Notably, Vermont regained its pre-Covid rank as the highest battery recycling state per capita. It's a testament to the dedication of stakeholders and Vermont residents that they again lead the nation.

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**10 V.S.A. § 7585. ANNUAL REPORT; PLAN AUDIT - Annual report. On or before March 1, 2018, and annually thereafter, a producer or a primary battery stewardship organization shall submit a report to the Secretary that contains the following:**

**(1) the weight of primary batteries collected by the producer or the primary battery stewardship organization in the prior calendar year;**

In 2021, Call2Recycle, Inc. collected 148,340 pounds of primary batteries in Vermont. This was an increase of 46% over the total amount of primary batteries collected in 2020. Below please find the 2020 & 2021 primary battery recycling data:

Primary Battery Recycling Collections (lbs.)				
Material Type	2020	2021	Change in Lbs.	% Change
<b>Alkaline</b> (includes Carbon Zinc & Silver Oxide)	98,990	143,447	44,557	45%
<b>Lithium Primary</b>	2,285	4,893	2608	114%
<b>Mercury</b>	0	0	0	0%
<b>Totals</b>	101,275	148,340	47,065	46%



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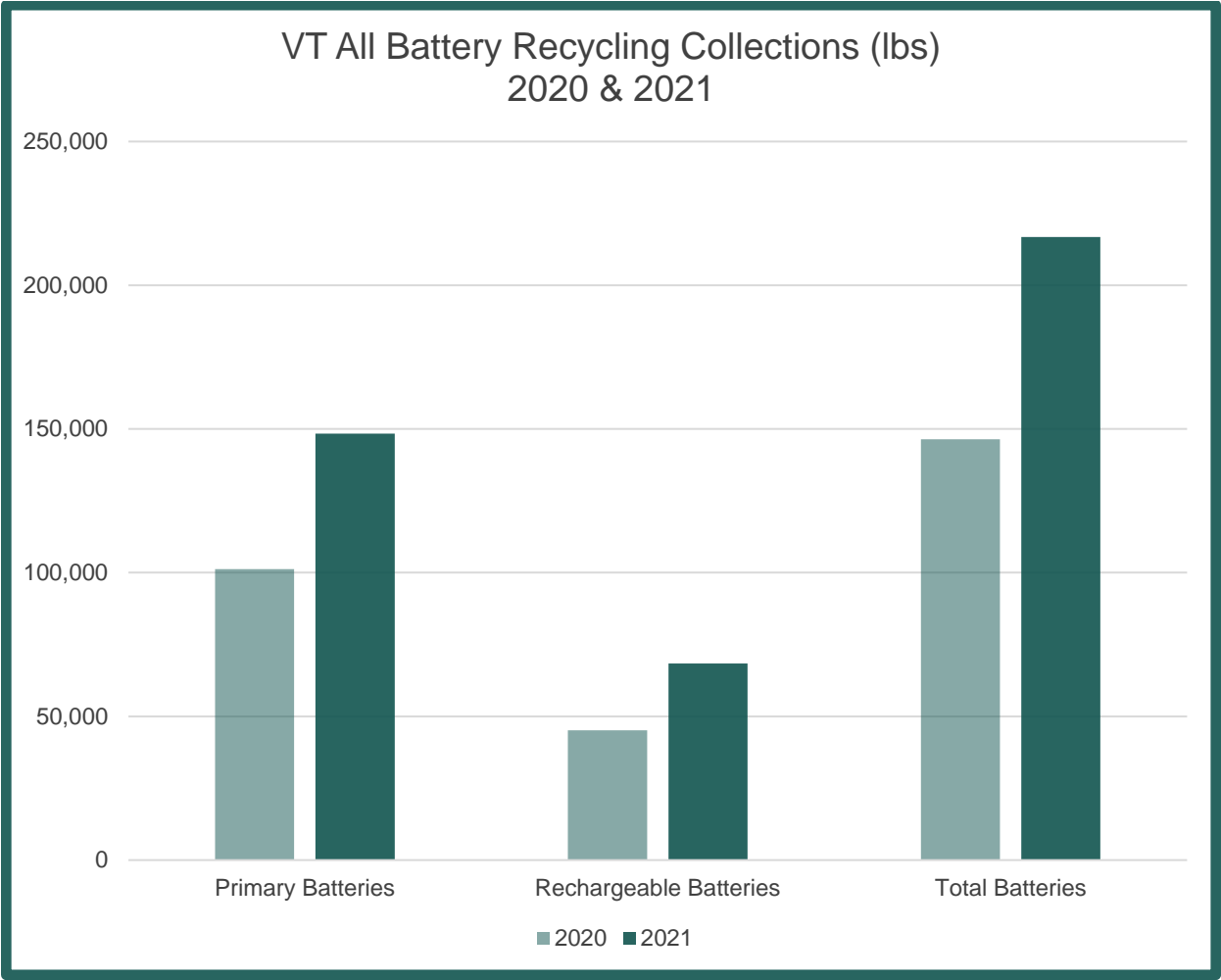
*(2) the estimated percentage, by weight, of rechargeable batteries collected by the producer or the primary battery stewardship organization in the prior calendar year;*

In 2021, Call2Recycle, Inc. collected 68,424 pounds of rechargeable batteries in Vermont, which is an increase of 32% of the total amount of rechargeable batteries collected in 2020. Below please find the rechargeable battery recycling data for both 2020 & 2021:

Rechargeable Battery Collections (lbs.)				
Material Type	2020	2021	Change in Lbs.	% Change
Small Sealed Lead Acid (SSLA/Pb)	19,044	28,420	9,376	52%
Nickel Cadmium (Ni-Cd)	13,691	18,565	4,874	36%
Lithium Ion (Li-Ion)	8,873	15,991	7,118	80%
Nickel Metal-Hydride (Ni-MH)	3,514	5,448	1,934	55%
Totals	45,122	68,424	23,302	52%
% Rechargeable of Total	31%	32%	N/A	N/A

In 2021, Call2Recycle, Inc. collected 216,764 pounds of primary and rechargeable batteries (combined) in Vermont, a 48% increase from 2020. Below please find the combined battery recycling data for both 2020 & 2021:

Combined Battery Recycling Collections (lbs.)				
Material Type	2020	2021	Change in Lbs.	% Change
Primary Batteries	101,275	148,340	47,065	46%
Rechargeable Batteries	45,122	68,424	23,302	52%
Total Batteries	146,397	216,764	70,367	48%



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***(3) The percentage of primary batteries collected in the prior calendar year that are from producers who are not participating in any approved stewardship plan, based on periodic sorting of primary batteries by the reporting producers;***

Throughout the year, Call2Recycle, Inc. conducted periodic audits of batteries collected from Vermont collection sites. The audits captured brand name, chemistry, and weight sorted. Below please find the results of the audits combined with the percentage of batteries from non-participating producers:

Vermont Battery Audit <sup>1</sup>	Number of Brands	Weight Sorted (lbs.)	% of Overall Weight
Participating Brands	51	3493	88%
Non-Participating Brands <sup>2</sup>	304	478	11%
Exempted Brands <sup>3</sup>	11	34	1%

<sup>1</sup>Each category is mutually exclusive.

<sup>2</sup>Brands received through the Call2Recycle program that are not participating in an approved stewardship program.

<sup>3</sup>Exempt brands were granted exemption status from the Agency as defined under the law.

Measuring the percent of primary battery brands collected from non-participating producers can be complex and misleading because once a battery is collected for recycling, Call2Recycle *must* fund the proper recycling of that battery even though that battery may be exempt from the law. Examples of exempt batteries are ones sold in products, batteries sold specifically for hearing aids, or batteries sold directly to the business or industrial sector.

In addition, once a battery is collected for recycling, it is impossible to know if that battery, sold by a participating steward is covered under the law – as it may be sold in a product or directly to the business sector – therefore, the 88% shown above can be misleading.

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***(4) the collection rate achieved in the prior calendar year under the primary battery stewardship plan, including a report of the estimate total sales data by weight for primary batteries sold in the State for the previous three calendar years;***

Twenty-one (21) obligated stewards selling covered primary batteries into the State of Vermont participated in Call2Recycle, Inc.'s approved primary battery stewardship plan.

Below details the estimated total weight of covered primary batteries as defined under the law, sold by producers participating in Call2Recycle, Inc.'s plan, total weight collected of all primary batteries (participating, non-participating and exempt) and the 2021 achieved collection rate for producers participating in Call2Recycle, Inc.'s plan:

Primary Battery Collection Rate	
<b>Total Weight of Covered Batteries Sold into VT by Producers Participating in Call2Recycle, Inc. (3 Year Average)*</b>	678,921
<b>Total Weight of All Primary Batteries Collected</b>	148,340
<b>Collection Rate Proposed for 2021 in Call2Recycle's Plan</b>	17%
<b>Call2Recycle, Inc. Collection Rate Achieved in 2021 on behalf of Participating Producers</b>	22%

\*The total weight of batteries sold into Vermont is based off available national sales data from reporting stewards – this number is a very rough estimate.



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***(5) the locations for all collection points set up by the primary battery producers covered by the primary battery stewardship plan and contact information for each location;***

Call2Recycle, Inc. provides an easy, responsible and no-cost solution for consumer battery drop-off at retailers, municipalities, and solid waste management facilities. Below please find the list of these sites and contact information for each site:

Account Name	Address	County	Contact	Telephone
The UPS Store	105 Court St, Middlebury, VT 05753-1475	Addison	Josh Sherman	(802) 388-3020
Addison County Solid Waste District	1223 Route 7 S, Middlebury, VT 05753-8800	Addison	Donald Maglienti	(802) 388-2333
Broughton True Value Hardware	3437 VT Route 22A, Bridport, VT 05734-4416	Addison	Monica Bailey	(802) 758-2477
Bennington Transfer Station	111 South St. Suite 203, Bennington, VT 05201	Bennington	Michael Batchner	(802) 447-8737
EZ Way Rental Center	115 County St, Bennington, VT 05201-1809	Bennington	Mike Thompson	(802) 442-8393
The Home Depot	121 N Bennington Rd, Bennington, VT 05201	Bennington	Operations ASM	(802) 447-9997
Readsboro Transfer Station	301 Phelps Ln, Readsboro, VT 05350-9638	Bennington	Normajean Marchegiani	(802) 423-7010
Pownal Transfer Station	467 Center St, Pownal, VT 05261-9637	Bennington	Tom Shuey	(802) 379-1470
Staples	5 Kocher Dr, Bennington, VT 05201-1924	Bennington	Store Manager	(802) 442-3919
R.K. Miles, Inc	618 Depot St, Manchester Center, VT 05255-9807	Bennington	Zack Dupuis	(802) 362-1952
Pownal Transfer Station	645 Maple Grove Rd, Pownal, VT 05261	Bennington	Tom Shuey	(802) 379-1470
Winhall Transfer Station	66 Old Town Rd, Bondville, VT 05340	Bennington	Scott Bushee	(802) 297-2130
NEKWMD Newark Recycling Ctr	1358 Newark St, West Burke, VT 05871-9733	Caledonia	General Manager	(802) 626-3532
Larrabee's Building Supply	1410 US-2, West Danville, VT 05873	Caledonia	Jason Larrabee	(802) 684-3622
Town of Burke	212 School St, West Burke, VT 05871-9009	Caledonia	Linda Corey	(802) 626-9622
Northeast Kingdom Waste Mgt District	224 Church St, Lyndonville, VT 05851-9616	Caledonia	Shannon Choquette	(802) 626-3532
NEKWMD - Ryegate Recycling Ctr	269 School St, East Ryegate, VT 05042	Caledonia	General Manager	(802) 626-3532
NEKWMD Danville Recycling Ctr	279 Highland Ave, Danville, VT 05828-9667	Caledonia	General Manager	(802) 626-3532
NEKWMD - Waterford Recycling	Duck Pond Rd, Lower Waterford, VT 05819	Caledonia	General Manager	(802) 626-3532
NEKWMD Barnet Recycling Ctr	End of Town Highway 14, Saint Johnsbury, VT 05819-8590	Caledonia	General Manager	(802) 626-3532
NEKWMD - Wheelock Recycling	Route 122, Lyndonville, VT 05851-6000	Caledonia	General Manager	(802) 626-3532
NEKWMD Peacham Recycling Ctr	Town Highway #2, E Peacham, VT	Caledonia	General Manager	(802) 626-3532
Lowe's	10 Susie Wilson Rd, Essex Junction, VT 05452-2807	Chittenden	Sandy Hunton	(802) 662-9131
Chittenden Solid Waste District	1011 Airport Pkwy, South Burlington, VT 05403-5804	Chittenden	Joshua Estey	(802) 865-4663
Bibens Ace Hardware	1127 North Ave, Burlington, VT 05408	Chittenden	Roland Ostrout	(802) 881-0056
The Radio North Group	12 Gregory Dr Ste 4, South Burlington, VT 05403-6058	Chittenden	Danielle Pheeney	(802) 865-0090
Staples	1375 Maple Tree Pl, Williston, VT 05495-8210	Chittenden	Store Manager	(802) 872-0260
Williston Drop-Off Center	1492 Redmond Rd, Williston, VT 05495-7701	Chittenden	General Manager	(802) 872-7109
Lowe's	189 Hanneford Dr, South Burlington, VT 05403-6956	Chittenden	Store Manager	(802) 318-9052

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Account Name	Address	County	Contact	Telephone
Bibens Ace Hardware	1961 Williston Rd, South Burlington, VT 05403	Chittenden	David Abell	(802) 866-0969
Essex Drop-Off Center	218 Colchester Rd, Essex Junction, VT 05452-2405	Chittenden	General Manager	(802) 878-3152
Jerihill Ace Hardware	249 VT Route 15, Jericho, VT 05465-9641	Chittenden	Walt Tummons	(802) 899-1277
Burlington Drop-Off Center	339 Pine St, Burlington, VT 05401-4739	Chittenden	General Manager	(802) 863-3827
Milton Drop-Off Center	36 Landfill Rd, Milton, VT 05468-3886	Chittenden	General Manager	(802) 893-6551
Aubuchon Hardware	47 Hinesburg Rd, South Burlington, VT 05403-6526	Chittenden	Scott Law	(802) 658-4900
Milton Ace Hardware	5 Southerberry Dr, Milton, VT 05468-4537	Chittenden	Walt Tummons	(802) 893-4100
Aubuchon Hardware	50 Shelburne Shopping Park, Shelburne, VT 05482-7488	Chittenden	Scott Law	(802) 985-3349
Shred-Ex, LLC	529 Jasper Mine Rd, Colchester, VT 05446-7526	Chittenden	Cielidh Munrowe	(802) 863-0404
The Home Depot	759 Harvest Ln, Williston, VT 05495-7269	Chittenden	Store Manager	(802) 872-0039
Richmond Drop-Off Center	80 Rogers Ln, Richmond, VT 05477-7748	Chittenden	General Manager	(802) 434-2712
Kinney Drugs Inc	800 Us Rt. 302-Berlin, Barre, VT 05641	Chittenden	Store Manager	(802) 476-6659
Staples	861 Williston Rd, South Burlington, VT 05403-5724	Chittenden	Store Manager	(802) 862-2199
South Burlington Drop-Off Ctr	87 Landfill Rd, South Burlington, VT 05403-5702	Chittenden	General Manager	(802) 865-6221
Russell Supply	9 Gregory Dr, South Burlington, VT 05403-6061	Chittenden	Store Manager	(802) 863-1177
Hinesburg Drop-Off Center	907 Beecher Hill Rd, Hinesburg, VT 05461-9135	Chittenden	General Manager	(802) 482-4840
Wires Computing	383 College St., Burlington, VT 05401	Chittenden	General Manager	(802) 448-0403
NEKWMD Concord Recycling Ctr	110 Brook Rd, Concord, VT 05824	Essex	General Manager	(802) 626-3532
NEKWMD Norton Recycling Ctr	249 VT Route 114 S, Norton, VT 05907	Essex	General Manager	(802) 626-3532
NEKWMD Brighton Recycling Ctr	621 Railroad St, Island Pond, VT 05846-9626	Essex	General Manager	(802) 626-3532
NEKWMD Lunenburg Recycling Ctr	Transfer Station Rd, Lunenburg, VT 05906	Essex	General Manager	(802) 626-3532
Green's Ace Hardware	10 Railroad St, Enosburg Falls, VT 05450	Franklin	Tessa Tibbits	(802) 933-7500
Northwest Vermont SWMD	158 Morse Dr, Fairfax, VT 05454	Franklin	Rich Backer	(802) 524-5986
NWSWD - Bakersfield	380 Main St Route 108, Bakersfield, VT 05441-9998	Franklin	Rich Backer	(802) 524-5986
NWSWD - St. Albans City	83 Rewes Dr, Saint Albans, VT 05478-2000	Franklin	General Manager	(802) 524-5986
NWSWD - Montgomery	86 Mountain Rd, Montgomery Center, VT 05471-3130	Franklin	General Manager	(802) 524-5986
Alburgh Transfer Station	10 Dump Road, Alburgh, VT 05440	Grand Isle	Danielle Choiniere	(802) 796-6078
NWSWD - North Hero	362 W Shore Rd, North Hero, VT 05486-4514	Grand Isle	General Manager	(802) 524-5986
Johnson Hardware and Rental	1442 VT Route 15 W, Johnson, VT 05656-9647	Lamoille	Alan Lehouiller	(802) 635-7282
Country Home Center	85 Center Rd, Morrisville, VT 05661-8585	Lamoille	Paul Badger	(802) 888-3177
Cambridge Transfer Station	Route 104, Cambridge, VT 05444	Lamoille	General Manager	(802) 891-4050
Morrisville Transfer Station	Trombley Hill Rd, Morrisville, VT 05661	Lamoille	James Gonyaw	(802) 253-9503
Johnson Transfer Station	Wilson Rd, Johnson, VT 05656-9304	Lamoille	James Gonyaw	(802) 253-9503
Strafford Recycling Center	159 VT Rte 132, South Strafford, VT 05070-7738	Orange	General Manager	(802) 674-4474
Tool Barn, Inc	2320 US Route 5 N, Fairlee, VT 05045-9752	Orange	Dan Perry	(802) 222-9311
NEKWMD Corinth Recycling Ctr	2398 Goose Green Rd, Bradford, VT 05033	Orange	General Manager	(802) 626-3532
Thetford Recycling Center	4659 Route 113, Thetford Center, VT 05075	Orange	Sally Bugg	(802) 785-2922

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Account Name	Address	County	Contact	Telephone
Town of Newbury	4982 Main St N, Newbury, VT 05051-9802	Orange	Claude Phipps	(802) 866-9008
Vershire Recycling Center	6894 VT Route 113, Vershire, VT 05079-9604	Orange	Gene Craft	(802) 685-2227
Vershire Town Office	6897 VT Route 113, Vershire, VT 05079	Orange	General Manager	(802) 685-2227
Strafford Recycling Center	159 VT Rte 132, South Strafford, VT 05070	Orange	General Manager	(802)
West Fairlee Town Offices	870 Rte. 113, West Fairlee, VT 05083	Orange	General Manager	(802) 333-9696
NEKWMD Jay Recycling Ctr	1375 Cross Rd, North Troy, VT 05859-9818	Orleans	General Manager	(802) 626-3532
NEKWMD Glover Recycling Ctr	1600 Dry Pond Rd, Glover, VT 05839	Orleans	General Manager	(802) 626-3532
NEKWMD Albany/Irasburg Depot	161 Route 58 E, Irasburg, VT 05845-9666	Orleans	General Manager	(802) 626-3532
Casella Coventry Landfill/CWM Transportation, Inc.	21 Landfill Ln, Newport, VT 05855-4504	Orleans	Trish Geoffroy	(802) 334-8300
NEKWMD Morgan Recycling Ctr	285 Hatton Hts, Morgan, VT 05853-9601	Orleans	General Manager	(802) 626-3532
NEKWMD Holland Recycling Ctr	3157 Valley Rd, Holland, VT 05830	Orleans	General Manager	(802) 626-3532
NEKWMD Derby Recycling Ctr	3427 US Route 5, Derby, VT 05829	Orleans	General Manager	(802) 626-3532
Poulin Lumber Inc	3639 US Route 5, Derby, VT 05829-9490	Orleans	Brad Richardson	(802) 766-4971
The Pick and Shovel	54 Coventry St, Newport, VT 05855-2126	Orleans	Greg Hamblett	(802) 334-8370
NEKWMD - Westmore Recycling	6988 VT Route 5A, Westfield, VT 05860	Orleans	General Manager	(802) 626-3532
NEKWMD - Westfield Recycling	757 VT Route 100, Westfield, VT 05874-9666	Orleans	Town Garage	(802) 626-3532
Craftsbury Transfer Station	Creek Rd, Craftsbury, VT 05826-9528	Orleans	General Manager	(802) 496-6394
NEKWMD Newport Town Recycling	Rt 105, The Old Town Garage, Newport Town, VT 05857	Orleans	General Manager	(802) 626-3532
NEKWMD Greensboro Recycling Ct	Town Hwy 8, Greensboro, VT 05841	Orleans	General Manager	(802) 626-3532
Solid Waste Alliance Communities	10 Park Ave, PO Box 1232, Middletown Springs, VT 05757-4021	Rutland	General Manager	(802) 342-5701
Solid Waste Alliance Communities	122 School St, Pawlet, VT 05761-9435	Rutland	Deb Hawkins	(802) 325-3309
Rutland County Solid Waste District HHW Depot	14 Gleason Rd, Mark Shea, Rutland, VT 05701-9001	Rutland	Mark Shea	(802) 773-9231
Fair Haven Transfer Stn	175 Fair Haven Ave, SWAC, Fair Haven, VT 057	Rutland	General Manager	(802) 265-8291
Rutland Town Transfer Stn	218 Northwood Park Rd, Rutland, VT 05736	Rutland	General Manager	(802) 747-9013
The Home Depot	299 US Route 4 E, Rutland, VT 05701-9034	Rutland	Store Manager	(802) 786-6900
Chittenden Transfer Station	300 Holden Rd, Chittenden, VT 05737-9800	Rutland	Elmer Wheeler	(802) 342-5701
Staples	300 S Main St, Rutland, VT 05701-4907	Rutland	Store Manager	(802) 773-0116
Solid Waste Alliance Communities	36 Blacksmith Ln, Sudbury, VT 05733-9564	Rutland	Deb Hawkins	(802) 342-5701
Gilmore Home Center	427 Route 4 A , Bomoseen, VT 05732-4437	Rutland	Tracey Gasoz-Rondini	(802) 468-5676
Benson Transfer Station	503 Glenn Rd, Benson, VT 05743-9477	Rutland	General Manager	(802) 342-5701
Solid Waste Alliance Communities	515 N End Rd, Tinmouth, VT 05773	Rutland	Gail Fallar	(802) 342-5701
Tinmouth Town Transfer Station	537 Route 140, Tinmouth, VT 05773	Rutland	Pamela Clapp	(802) 342-5701
Interstate All Battery Center	71 River St, Rutland, VT 05701-3935	Rutland	Store Manager	(802) 786-9075
Middletown Springs Transfer Station	8 Fire House Ln, Middletown Springs, VT 05757	Rutland	General Manager	(802) 342-5701
Bisbee's Hardware	109 Mad River Green, Waitsfield, VT 05673-7297	Washington	John Wilson	(802) 496-3635

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Account Name	Address	County	Contact	Telephone
NEKWMD Cabot Recycling Ctr	153 Sawmill Rd, Lower Cabot, VT	Washington	General Manager	(802) 626-3532
Staples	168 Ames Dr, Barre, VT 05641-2373	Washington	Manager General	(802) 476-2788
Nelson Ace Hardware	188 N Main St Ste 4, Barre, VT 05641-4370	Washington	Donna Davis	(802) 476-5700
Casella Waste Management Depot	408 E Montpelier Rd, Suite 5, Montpelier, VT 05602-8255	Washington	Site Manager	(802) 224-0124
Reynolds and Son Inc.	47 Bridge St, South Barre, VT 05670	Washington	Brad Morse	(802) 479-0101
CVSWMD - ARCC	540 N Main St, Barre, VT 05641-2504	Washington	Lisa Liotta	(802) 476-1900
Casella Waste Earthwise Transfer	6911 Main St, Waitsfield, VT 05673-6023	Washington	Jeannie Judkins	(802) 496-6394
Waterbury True Value Hardware	838 Waterbury Stowe Rd, Waterbury, VT 05676-9730	Washington	Jennifer Forkey	(802) 244-8905
Kenyons Hardware and Farm Supply	93 N Main St, Northfield, VT 05663-6742	Washington	Kristy Kenyon	(802) 485-9676
Worcester Transfer Station	Calais Rd, Worcester, VT 05682	Washington	General Manager	(802) 253-9503
Aubuchon Hardware	40 Main St, Montpelier, VT 05602	Washington	General Manager	(802) 223-1700
Londonderry Solid Waste Group	100 Old School St, South Londonderry, VT 05155-9285	Windham	Esther Fishman	(802) 824-3356
Brown and Roberts Ace Hardware	182 Main St, Brattleboro, VT 05301-2892	Windham	Ed Morse	(802) 257-4566
J & H Do It Best	20 The Sq, Bellows Falls, VT 05101-1335	Windham	Heather Haskins	(802) 463-4140
Windham SWMD	327 Old Ferry Rd, Brattleboro, VT 05301-9175	Windham	Skip Bonnett	(802) 257-0272
Whitingham Transfer Station	4189 VT Route 100, Whitingham, VT 05361	Windham	Jen Herzig	(802) 368-7876
Londonderry Hardware	5700 VT Route 100, Londonderry, VT 05148-9537	Windham	General Manager	(802) 824-3926
Londonderry Transfer Station	7060 Route 100, Londonderry, VT 05148-9555	Windham	General Manager	(802) 824-5506
Rockingham Recycling Ctr	7446 US Route 5, Westminster, VT 05158-9680	Windham	Gary Derosia	(802) 463-9219
Staples	768 Putney Rd, Brattleboro, VT 05301-9005	Windham	Store Manager	(802) 257-5596
Town of Wardsboro	77 Dump Rd, Wardsboro, VT 05355-6707	Windham	General Manager	(802) 896-6542
Hartland Town Offices	1 Quechee Road, Hartland, VT 05048	Windsor	General Manager	(802) 295-5740
Town of Springfield	100 Recycle Road, Springfield, VT 05156-2140	Windsor	Dan Farrar	(802) 885-5827
Weston Town Office	12 Lawrence Hill Rd., Weston, VT 05161-0098	Windsor	General Manager	(802) 824-6645
Bethel Royalton Transfer Station	122 Waterman Rd, South Royalton, VT 05068-5286	Windsor	Jenn Bartleman	(802) 763-2232
Norwich Transfer Station	24 New Boston Road, Norwich, VT 05055	Windsor	General Manager	(802) 649-1192
Hartford Recycling Center	2590 N Hartland Rd, White River Junction, VT 05001-9819	Windsor	Wanda Stockman	(802) 295-5740
Windsor Municipal Building	29 Union St, Windsor, VT 05089-1503	Windsor	General Manager	(802) 674-6786
Ludlow Transfer Station	336 Route 100 S, Ludlow, VT 05149-9510	Windsor	General Manager	(802) 228-2846
Town of Cavendish	354 Route 131, Cavendish, VT 05142	Windsor	Mary O'Brien	(802) 226-7743
Bibens Home Center Inc.	362 River Rd, North Springfield, VT 05150	Windsor	Peter Torney	(802) 886-2288
Ludlow Transfer Station-Town Offices	37 Depot St, Ludlow, VT 05149-1300	Windsor	General Manager	(802) 228-2846
Cavendish Transfer Station-Town Offices	37 High St, Cavendish, VT 05142-4430	Windsor	Bruce Mcenaney	(802) 226-7291
Woodstock Ace Hardware	452 Woodstock Rd, Woodstock, VT 05091-9759	Windsor	Lee Lyman	(802) 457-3291
Weathersfield Recycling Center	5024 Route 106, Perkinsville, VT 05151	Windsor	General Manager	(802) 263-5651
A.B.L.E. Waste	512 E. Woodstock Rd, Woodstock, VT 05091	Windsor	General Manager	(802) 672-3569

# VERMONT PRIMARY BATTERY STEWARDSHIP ANNUAL REPORT – 2021

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Account Name	Address	County	Contact	Telephone
Pomfret Town Offices	5218 Pomfret Road, North Pomfret, VT 05053	Windsor	General Manager	(802) 457-3861
Bridgewater Town Garage	65 School House Road, Bridgewater, VT 05034	Windsor	General Manager	(802) 672-5379
Town of Hartland	Town Offices (Damon Hall), Hartland, VT 05408	Windsor	General Manager	(802) 674-9235
Chester-Springfield Recycling	135 Fairground Rd, Springfield, VT 05156	Windsor	General Manager	(802) 885-5827
Town of Pomfret	Town Offices, North Pomfret, VT 05053	Windsor	General Manager	(802) 674-4474
Sharon Town Offices	69 VT-132, Sharon, VT 05065	Windsor	General Manager	(802) 763-8268

# VERMONT PRIMARY BATTERY STEWARDSHIP ANNUAL REPORT – 2021

## *(6) examples and description of educational materials used to increase collections;*

In 2021, Call2Recycle, Inc. employed an integrated, multi-channel approach to educate stakeholders and inform and motivate Vermonters to recycle their used batteries. Below is an outline of activities conducted by Call2Recycle:

### **Solid Waste District / Alliance Partnerships**

Call2Recycle staff continues to meet in-person and virtually with several of the State's Solid Waste Management Entities (SWME) to build upon the success of the program. Call2Recycle staff also participated in quarterly household hazardous waste coordinator's meetings to update all in attendance on the progress of the program and solicit feedback from participating collection sites to improve the program.

In addition, Call2Recycle staff participated in several training programs (Figure 1) collaborating with the Vermont e-cycle program, private solid waste management entities and public schools, to train facility operators on proper handling and packaging of batteries.

FIGURE 1



FIGURE 2



### **Collaborative EPR Outreach**

Call2Recycle partnered with the other legislated Vermont Extended Producer Responsibility (EPR) programs (e-waste, paint, mercury light bulbs, mercury thermostats) to create 30 second and 15 second television segments, an updated and multilingual brochure (Figure 2), a quick reference guide mailed to 170 collection sites, and Front Porch Forum ads linked to the Agency of Natural Resources recycling website, vtrecycles.com. Notably, this included multi-lingual (8 languages) material for the first time.



## Front Porch Forum

In the new five-year plan, Call2Recycle committed to engaging consumers through local educational channels. In 2021, Call2Recycle created a Front Porch Forum advertising campaign, with themes including safety, waste, and holiday battery recycling (Figure 3), for over 450K Vermont impressions.

FIGURE 3



FIGURE 4



## Social Media Campaign

Call2Recycle created a statewide digital campaign (Figure 4) that included paid advertising and paid social media. Each design and content included themes of community, environment, and safety, with imagery that emphasized Vermont's natural landscape. This refresh focused on the “why” of battery recycling, to rebuild program foundational knowledge for Vermonters.

## National Battery Day

On February 18, 2021, Call2Recycle, Inc. collaborated with Vermont Agency of Natural Resources and other VT stakeholders, to assist the Burlington Free Press in a battery recycling article, to promote battery recycling during National Battery Day (Figure 5).

The article emphasized the challenges of battery recycling, the uniqueness of the VT Primary Battery Stewardship Program, and the available resources for Vermonters to recycle their batteries.

FIGURE 5



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## Outreach Metrics

Call2Recycle, Inc. implemented continuous outreach and promotional activities to ensure battery recycling remains top-of-mind for consumers and stakeholders across Vermont. Specifically, Call2Recycle implemented activities that were measurable to assess progress for the next five-year term of the program. These activities included but were not limited to the following:

- **Social Media Websites and Campaigns**

The social media websites included Facebook, Twitter, Front Porch Forum, and Google Search Engine. Call2Recycle engaged in both organic and paid social campaigns. In total, over 1.8M impressions were attained in a broad campaign to refresh the Vermont Primary Battery Stewardship Program brand. See impressions, posts, and click-through rates (CTR) below.

- **EPR Partnerships**

Call2Recycle partnered with the other Vermont EPR programs on television and Front Porch Forum campaigns in May (782 battery-related engagements), August (233 battery-related engagements), and November (239 battery-related engagements).

- **Dedicated Vermont Landing Page and Locator**

Call2Recycle maintains a Vermont-specific landing page at [www.call2recycle.org/vermont](http://www.call2recycle.org/vermont), which includes promotional and educational materials, as well as access to its online locator. The locator encourages users to enter their zip code for the nearest Call2Recycle drop-off locations. The online drop-off locator was used 30,311 times in 2021, compared to 9,794 times during 2020, a year-over-year 209% increase (see table below).

Vermont 2021 Outreach Metrics			
Social Media Websites	Followers	Posts	Engagement
Facebook	225	26	4.14%
Twitter	175	42	2.77%
Social Campaigns	Impressions	Clicks	CTR
Paid Google Search	5,344	1,055	19.74%
Paid Facebook Social	904,174	10,281	1.2%
Paid Display	514,008	2,542	0.48%
Front Porch Forum	454,529	1,117	1.28%
<b>Total</b>	<b>1,878,055</b>	<b>15,445</b>	<b>0.82%</b>
EPR Partnership	May	August	November
Battery Engagement	592	233	239
Website Visits	2019	2020	2021
Vermont Landing Page	1,748	1,330	4,827
Call2Recycle Locator	10,268	9,794	30,311

# VERMONT PRIMARY BATTERY STEWARDSHIP ANNUAL REPORT – 2021

## Consumer Survey to Measure Effectiveness:

In the Fall of 2015, Call2Recycle, Inc. conducted its first survey in Vermont to benchmark consumer awareness of single-use battery recycling. The survey has been repeated each Fall to measure the effectiveness of Call2Recycle, Inc.'s education and outreach initiatives to gauge awareness (% aware that single-use batteries can be recycled) and incidence (% who have actually recycled their single-use batteries). Below please find the results of two high-level measures from the surveys for the last seven years:

High-Level Consumer Survey Results	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021
<b>Awareness: % of Vermonters that know single-use batteries can be recycled</b>	48%	54%	57%	56%	61%	59%	57%
<b>Incidence: % of Vermonters that have recycled single-use batteries in past 12 months</b>	32%	40%	40%	41%	49%	44%	50%

In 2021, we saw a slight decrease in the percent of Vermonters who know single-use batteries can be recycled (59% to 57%). There was, however, a significant increased percent who recycled their single-use batteries in the past 12 months (44% to 50%), reaching the highest in the program's history.

# VERMONT PRIMARY BATTERY STEWARDSHIP ANNUAL REPORT – 2021

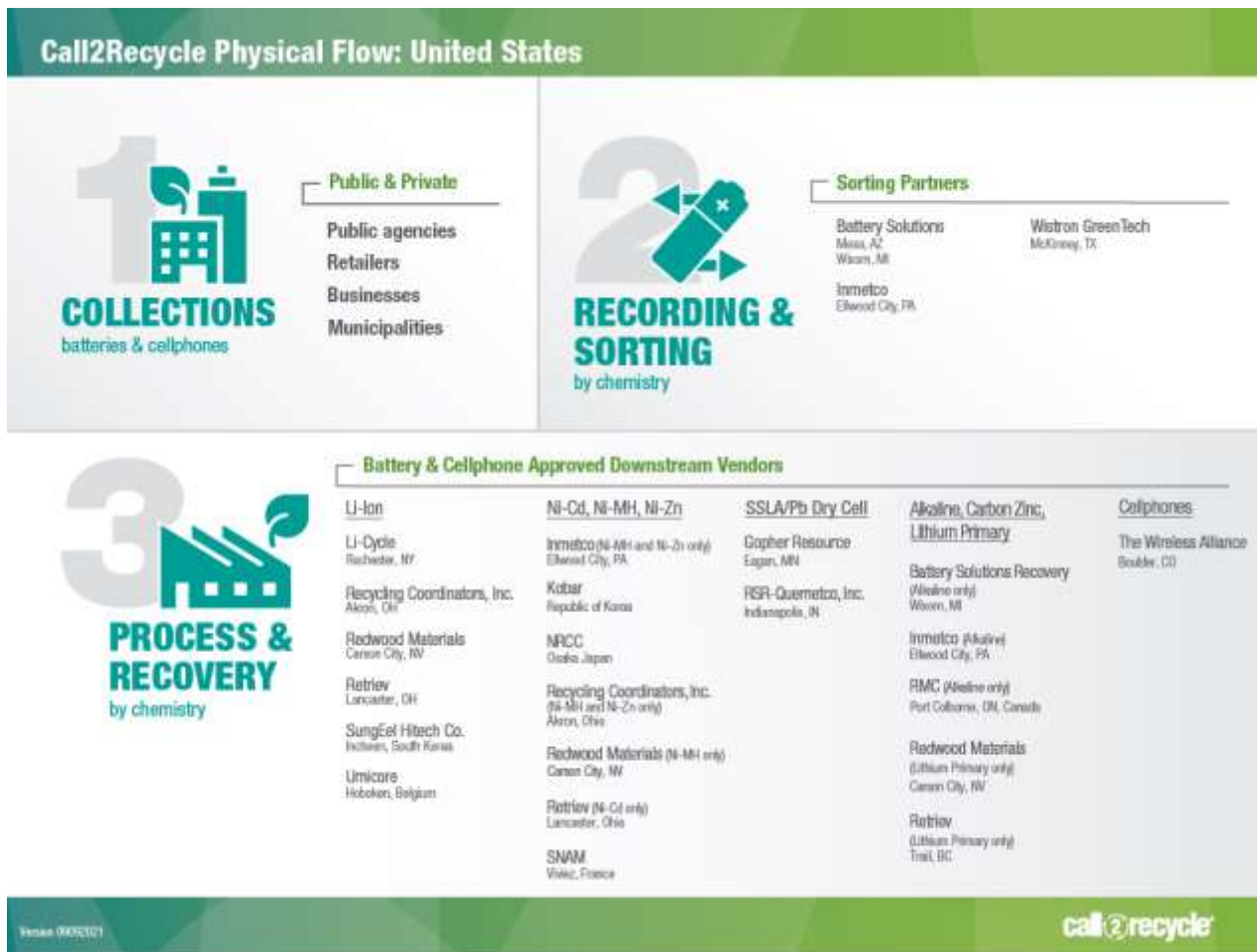
## (7) the manner in which the collected primary batteries were managed

Used batteries were collected for recycling through an established network of sites throughout Vermont. Once collected and packaged for shipment, these batteries were shipped directly to its contracted sorter, Battery Solutions Recovery, LLC.

Shipments of used batteries are recorded by site, sorted by chemistry, consolidated into truckload shipments and sent to Call2Recycle's qualified processing network. Below please find the physical flow (Figure 6) representing the robust network of downstream vendors who meet Call2Recycle's service standards and are approved to accept each type of battery chemistry collected by Call2Recycle for proper recycling.

In 2021, Battery Solutions Recovery, LLC processed non-lithium primary batteries. Lithium primary batteries were processed by Retrie Technologies until the final approval of Call2Recycle's five-year plan by Vermont Agency of Natural Resources on January 21, 2021, and then sent to Redwood Materials for the remainder of the year.

FIGURE 6



# VERMONT PRIMARY BATTERY STEWARDSHIP ANNUAL REPORT – 2021

*(8) any material changes to the primary battery stewardship plan approved by the Secretary pursuant to section 7586 of this title; and*

Call2Recycle made no material changes to the primary battery stewardship plan in 2021.

*(9) the cost of implementation of the primary battery stewardship plan, including the costs of collection, recycling, education, and outreach.*

As noted during the stakeholder review and plan approval process, Call2Recycle, Inc.'s annual audited financial statements are not finalized until early May each year. Below please find the unaudited financial statement specific to the primary battery stewardship program:

Call2Recycle, Inc (Vermont Primary Battery Program)			
Statement of Revenue & Expenses			
For the Year-ended December 31, 2021 (Unaudited)*			
	Actual	Budget	Variance
<b>REVENUE</b>			
Steward Fees	\$305,000	\$446,270	\$(141,270)
<b>Total revenue</b>	<b>305,000</b>	<b>446,270</b>	<b>(141,270)</b>
<b>EXPENSE</b>			
Battery Collection	\$163,174	\$150,000	\$(13,174)
Primary Battery Processing	\$35,540	\$37,500	\$1,960
Salary & Benefits	\$160,000	\$161,460	\$1,460
Marketing	\$98,663	\$95,000	\$(3,663)
Professional fees	\$13,795	\$27,020	\$13,225
Office Expense	\$1,236	\$1,322	\$86
Occupancy	\$715	\$672	\$(43)
Insurance	\$300	\$315	\$15
Travel, Meals & Lodging	\$145	\$156	\$11
<b>Total expense</b>	<b>473,567</b>	<b>473,445</b>	<b>(122)</b>
<b>Increase in net assets (operating)</b>	<b>(168,567)</b>	<b>(27,175)</b>	<b>(141,148)</b>
<b>Statement of Collections</b>			
	Actual	Budget	Variance
<b>Primary Collections - lbs.</b>	<b>148,340</b>	<b>125,000</b>	<b>(23,340)</b>

\*As of this report, a few stewards have not yet reported their final 2021 numbers. Once finalized, an update with the audited data can be sent to the Agency for review (May 2022).



## *Additional Information*

### **Safety Training**

The safe handling, transport, and disposal of used batteries, specifically lithium-based, continues to be a focus of Call2Recycle's collection efforts.

To help ensure collection sites receive proper training on how to safely package used batteries for transportation, Call2Recycle, Inc. continued to require online safety training for all participating collection sites, providing 36 safety trainings via online video and quiz.

Call2Recycle, Inc. participated in person, virtually and recorded, in training sessions for public, private, and school Solid Waste Management Entities. The focus of the presentations (Figure 7) was on the safe handling, packaging, and shipping of used batteries.

FIGURE 7



FIGURE 8



### **Damaged, Defective or Recalled Batteries**

Damaged, defective and recalled (DDR) lithium-based batteries (Figure 8) require special handling per transportation regulations and cannot be placed in a typical Call2Recycle collection box. Therefore, Call2Recycle offers collection sites a fee-based compliant solution. In Vermont, Call2Recycle has provided special DDR containers to several solid waste entities to safely and compliantly ship these batteries for recycling.

# VERMONT PRIMARY BATTERY STEWARDSHIP ANNUAL REPORT – 2021

## Producers & Brands Covered by Call2Recycle, Inc.’s Approved Plan

In 2021, twenty-one (21) obligated stewards, representing over 76 brands, financed Call2Recycle’s primary battery collection and recycling program in Vermont. Below please find the list of obligated stewards and brands these stewards are “covering.”

Name	Brands	Address	Contact Information
Ace Hardware Corporation	ACE	2200 Kensington Court Oak Brook, IL 60523	Leigh Levinson 866.290.5334
Amazon.com	Amazon Basics	410 Terry Avenue North Seattle, WA 98109	Heather Zakour 206.266.1000
Best Buy Co., Inc	Insignia	7601 Penn Ave S Minneapolis, MN 55423-3683	Tim Dunn 888.237.8289
Delhaize America	Home 360	2110 Executive Dr. Salisbury, NC 28147	George Parmenter 800.442.6049
Do It Best	Do It Best	6502 Nelson Rd Fort Wayne, IN 46803	Steve Markley 260.748.5300
Dollar General	DG Home	100 Mission Ridge Goodlettsville, TN 37072	Eric Voyles 615.855.4000
Duracell US Operations	Duracell, Duracell Ultra, Duracell Coppertop, Duracell Procell, Duracell Activair, Duracell Coppertop Ultra Power, Duracell Mallory, Duracell Power Pix, Duracell Prismatic, Duracell Quantum, Duracell Ultra Advanced	14 Research Dr Luanne Lombardo Bethel, CT 06801-1040	Richard Abramowitz 203.796.4000
Energizer Battery Manufacturing, Inc	Energizer, Energizer Max, Energizer Ultimate, Energizer eco advanced, Energizer advanced, Energizer Industrial, Eveready, Eveready Gold, Eveready Super Heavy Duty, Rayovac, Fusion, Rayovac Hybrid, Rayovac I-C3, Rayovac Platinum, Rayovac Renewal, Rayovac Ultra Cordless, Rayovac Ultra Pro	25225 Detroit Rd Westlake, OH 44145	Marc Boolish 800.383.7323
Family Dollar Stores of Vermont, Inc.	Family Dollar	P.O. Box 1017, Charlotte, NC 28201	Camille Charbonnet 844.636.7687
HD Supply Holdings, Inc.	HD Supply	3400 Cumberland Blvd SE Atlanta, GA 30339-5940	Armando Diaz 770.852.9000
Harbor Freight Tools USA, Inc.	Gordon, Bauer, Braun, Chicago Electric, DrillMaster, Luminar Work,	26541 Agoura Rd Calabasas, CA 91302-2093	Tim Delaney 805.388.1000

# VERMONT PRIMARY BATTERY STEWARDSHIP ANNUAL REPORT – 2021

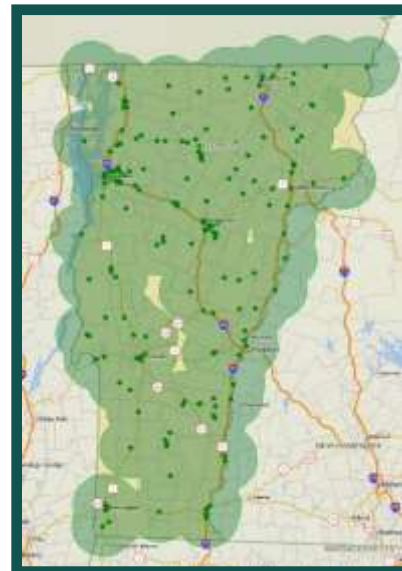
Name	Brands	Address	Contact Information
	Luminar Outdoor, Thunderbolt, Cen-Tech, Viking, Hercules, Earthquake XT		
Interstate Batteries Recycling, LLC	Interstate, Workaholic, PowerVolt, Power Patrol	12770 Merit Drive Dallas, TX 75251	Tod Lyons 888.772.3600
L'Image Home Products, Inc.	Sunbeam	1175 Place Du Frère-André Montréal, QC H3B 3X9	John Benjamin 514.383.4720
Maxell Corporation of America	Maxell, Maxell Gold, Maxell Super Power Ace	3 Garret Mountain Plz Woodland Park, NJ 07424	Bob Meadows 973.653.2400
Panasonic Corporation	Panasonic, Panasonic Pro, Panasonic Evolta	2 Riverfront Plaza Ste 200 Newark, NJ 07102	Kazuhiro Suzuki 201.348.7000
PLR IP Holdings, LLC	Polaroid	4350 Baker Rd Minnetonka, MN 55343	Elizabeth Tucker 800.765.2764
PowerMax Battery USA	Essential Everyday (Shaw's Supermarket), Smart Living (A&P), Tops (Fresh Direct), American Choice, Powermax, AC Delco	11750 Jersey Blvd Rancho Cucamo, CA 91730	Neville Lin 909.945.2111
RiteAid	Rite Aid, Rite Aid Home	30 Hunter Lane Camp Hill, PA 17011	Matthew Boyer 800.748.3243
Target Corporation	Up&Up	33 S 6th St Ste CC-3625 Minneapolis, MN 55402	Catherine Wernecke 800.440.0680
True Value Company	True	8600 W Bryn Mawr Ave Chicago, IL 60631-3579	William Schwab 773.695.5000
Varta Microbattery Inc	Power One, Ecopack, Auditas, Eco Gold, Siemens, Connect Hearing, Audigy, VARTA	555 Theodore Fremd Ave Rye, NY 10580	James Bremner 800.468.2782

## Accessibility

To optimize battery and cellphone recycling across the country, Call2Recycle, Inc. developed a standard for measuring public recycling accessibility for these items. This accessibility rate measures the percent of a state's population that lives within a 10-mile radius of an available Call2Recycle, Inc. drop off location.

For 2021, Call2Recycle maintained a 98% accessibility rate in Vermont. Please see the adjacent map (Figure 9) for specific details.

FIGURE 9



## Customer Service Activity

Call2Recycle, Inc.'s customer service team handles hundreds of daily inquiries from collection sites and consumers weekly. In 2021, Call2Recycle's customer service team fielded the following inquiries and new site enrollments for Vermont:

Vermont Activity	2021 Totals
Calls or Service Tickets (web-based, emails, etc.) from VT Collection Sites into Call2Recycle Customer Service	127
New Collection Sites Added	36
Rate of New Sites that Recycled Batteries in 2021	17%
Call2Recycle collection boxes sent to VT collection sites	2,242
Call2Recycle collection boxes returned from VT collection sites	642

## Appendix – Vermont Consumer Survey (Fall 2021)

Full results available upon request.

### Executive Summary: Vermont 2021

#### GENDER



7 in 10 Vermonters believe that household batteries can be recycled, but there are some significant gendered differences in relation to recycling awareness; Vermont men tend to be generally more aware of household battery recyclability, and women tend to be more uncertain.

For the most part, this awareness is consistent with Vermonters' habits; men are recycling a greater proportion of both single-use and rechargeable batteries. And more Vermont men are recycling, while Vermont women are storing. However, Vermont men are also throwing away more batteries than women. And of those Vermonters that throw away batteries, male residents are significantly more likely than women to believe that batteries do not need to be recycled. So, while women may be more uncertain, men are more likely to express certainty in their beliefs, even though they might be false.

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#### BEHAVIORS



More Vermont residents are recycling single-use and rechargeable batteries this year (62%). There has been a significant 10-point increase over last year. This positive trend is also reflected in the decrease of batteries being stored or thrown away.

This is a significant uplifting shift back to the improvements found in 2019. However, of those Vermonters that continue to throw away their batteries, they do so because of inconvenience, but there also continues to be a lack of knowledge. As such, a comprehensive approach is needed to address these issues of lack of awareness.

#### ATTITUDES



Consistent with previous years and other markets, Vermont residents continue to have positive attitudes toward recycling and the environment; 9 in 10 show strong agreement towards the belief that there is an environmental benefit to recycling batteries (91%) and that recycling is important (90%).

While, overall, there is strong agreement, there continues to be concern from all demographics regarding convenience; only half of Vermont residents believe recycling is easy.



### Executive Summary: Vermont 2021 Continued

#### IMPACT OF COVID-19



Last year, the state of Vermont showed some of the largest changes in all polled regions. This year, things have returned to pre-COVID-19 status. Awareness surrounding household battery recycling has increased this year, returning to the trends of 2019. This may be due in part to conditions related to the "new normal" as residents become more accustomed to lifestyle changes, vaccinations and as restrictions have been lifted, at least intermittently.

Vermont residents are primarily using batteries in the same way as they were pre-COVID-19. When asked specifically about its impact, 72% of residents claim that they are using batteries in much the same way, although one quarter are using more. There are other notable changes, despite the majority of resident's habits remaining consistent with pre-covid behaviours. 18% of Vermont residents are storing more batteries and 11% are storing fewer. Although there are some increases the number of residents that are storing or throwing away household batteries due to COVID-19 (14% and 16%), these changes are mostly offset by the respective decreases (12% and 16%).

The changes related to the pandemic are most prominent in relation to gender and age. Women say they are, overall, less impacted by COVID-19. 8 in 10 women are recycling or throwing away the same amount of batteries as they were before. Men, however, are recycling more batteries, but they are also throwing more batteries away - this is consistent with an overall increase in their battery usage during COVID-19.

The group most affected by COVID-19 are those aged 18-34. They are using more, storing more, and throwing away more batteries. This might be explained by their relative indifference and apathy towards battery recycling in particular. This group is significantly less likely to believe it is their civic duty to recycle. They are generally unaware of where and what they can recycle, and they cite inconvenience as a key reason for throwing their batteries into the garbage. Those aged 55+, in contrast, are the most consistent in their habits and beliefs. They have more awareness and better recycling practices than younger Vermonters.

Regardless of the real or perceived effects of COVID-19, Vermonters have both increased their awareness of battery recyclability, and they have improved their battery recycling habits. However, education and more convenient battery recycling locations and practices continue to be required.

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#### CALL2RECYCLE COVID-19 UPDATE



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# VERMONT PRIMARY BATTERY STEWARDSHIP ANNUAL REPORT – 2021

## Executive Summary: Vermont 2021 ... continued

### SINGLE-USE BATTERIES



### RECHARGEABLE BATTERIES



### STORING BATTERIES



### THROWING OUT BATTERIES



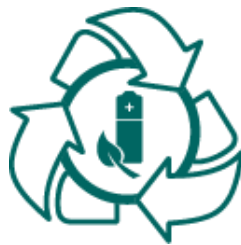
### RECYCLING LOCATIONS





# **Call2Recycle, Inc.**

Changing habits. Inspiring action.™



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