



VERMONT BATTERY RECYCLING PROGRAM

PROGRAM RESOURCE GUIDE

FOR COLLECTION SITES



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About the Program

On May 22, Vermont Governor Peter Shumlin signed into law Act 139, the first battery recycling law of its kind in the country, which laid the groundwork for free and convenient recycling of primary (single-use) batteries* sold in Vermont. This law required single-use battery manufacturers to plan, implement, and manage a statewide single-use battery collection program, effective January 2016.

*Single-use batteries include alkaline, zinc carbon, lithium primary, and zinc air batteries, commonly used in flashlights, remote controls, and toys.

Call2Recycle has successfully operated its rechargeable battery collection and recycling program since 1996. As Vermont's state-approved primary battery stewardship organization since 2016, Call2Recycle is pleased to provide this partner toolkit to participating Vermont collection sites.

To enhance your participation in the program, you can find the following tools and materials:

- An overview of how the program works and program materials
- How to correctly identify end-of-life and damaged/defective batteries
- Instructions for safely preparing and packing batteries for shipment in compliance with the U.S. Department of Transportation (USDOT) regulations
- Public education & awareness materials

Thank you for playing an active role in ensuring that batteries are managed safely and responsibly at the end of their useful lives.

We look forward to continuing our work together in Vermont!



Program Overview

On behalf of the battery and battery-powered product industry, Call2Recycle administers its battery collection and recycling program that provides a means for Vermonters to recycle their single-use and rechargeable batteries* in a safe and compliant manner.

**Applicable batteries include: Lithium Ion (Li-Ion), Small Sealed Lead Acid (SSLA/Pb), Nickel Cadmium (Ni-Cd), Nickel Metal Hydride (Ni-MH), Nickel Zinc (Ni-Zn), Lithium Primary, Alkaline, Carbon Zinc, button and coin cell batteries, and all cellphones are accepted regardless of size, make, model or age. Individual batteries must be no larger than 300Wh.*



In Scope

The following are included in the program:

- All battery collection boxes (prepaid shipping)
- Point-of-sale materials (Shelf Talker, Window Clingz)
- Collection Poster
- Safety materials:
 - Online safety training
 - Avoid the Spark communication materials
 - Safe handling guidelines



Out of Scope






- Over 300 WH Batteries, including E-Bike Batteries
- Damaged/Defective/Recalled Batteries

Call2Recycle offers the following materials at an additional cost:

- Damaged/Defective/Recalled Battery Kits
- High-Energy/High-Watt Hour Battery Kits
- Lithium Ion Battery Incident Kit
- Safe Battery Storage Materials

Order materials directly via the Call2Recycle [e-store](#) or contact the Call2Recycle team for pricing and availability.

How the Program Works

-  **Complete Enrollment:** Public (open to the public) and Private (not available for public drop-off) entities enroll as battery collection site(s) with Call2Recycle, designating their preferred method of collection (box, bulk, or combination) and for what battery types (single-use, rechargeable, or both).
-  **Safety Training:** Once enrolled, collection sites are directed to take battery safety training. Upon completing the short safety training quiz:
 - Collection sites can print and post their certificate of completion
 - All publicly accessible collection sites (retailers, municipalities, libraries, etc.) are listed as a designated battery collection site on Call2Recycle's [online drop-off locator](#). Each collection site must ship batteries with Call2Recycle at least once every 6 months to remain on the locator.
-  **Recycling Kits:** Once enrolled and trained, if using collection boxes, the first battery recycling kit will be shipped automatically to each participating collection location. Each kit contains a pre-paid, pre-addressed shipping label, instructions, and baggies. If using drums, you can begin collecting immediately.
-  **Promote:** Ensure your staff, residents or customers are aware of your participation. Use the [promotional toolkit](#) resources to promote safe and responsible battery collection & recycling.
-  **Bookmark** www.call2recycle.org/vermont to find important program information.

Collection Kits



END-OF-LIFE (EOL)

Large Battery Recycling Kit

The pre-built large battery recycling kit includes all materials to safely collect and ship 40-50 lbs of mixed batteries (and cellphones) for recycling.

Features include:

- Available in single or multiple packs
- A patented flame retardant liner
- Pack of large & small baggies
- Guideline sheet
- Pre-paid return shipping label
- Recycling posters and certificates of recycling available upon request.

END-OF-LIFE (EOL)

Small Battery Recycling Kit

The pre-built small battery recycling kit includes all materials to safely collect and ship 20-25 lbs of mixed batteries (and cellphones) for recycling.

Features include:

- Available in single or multiple packs
- A patented flame retardant liner
- Pack of baggies
- Guideline sheet
- Pre-paid return shipping label
- Recycling posters and certificates of recycling available upon request.



BULK OPTIONS

Battery Kits

For large quantities, Call2Recycle offers palletized boxes (assembly required) to safely collect and ship batteries and cellphones for recycling via our bulk shipping portal.



Battery Safety

An important part of Call2Recycle's mission is to optimize the collection of batteries across the U.S. This includes managing millions of batteries for thousands of partners each year from collecting to transporting to sorting and processing. Safety must be integrated into each step of the battery journey to minimize safety risks and protect people and property.

As a participating collection site, you can help minimize the potential risk of safety issues by performing regular reviews of your battery management safety practices. Call2Recycle offers a number of materials to help enhance collection sites' safety practices.

Program Guidelines

Detailed instructions help ensure the proper handling, packaging, and shipment of batteries.

Box Kit
Guidelines



[Download](#)

Bulk Shipping
Guidelines



[Download](#)

Box
Guidelines



[Download](#)

Bulk
Guidelines



[Download](#)

Terminal Protection

Not sure what batteries require terminal protection? Download and follow these guidelines.

Safety Training Materials

Ensure those handling batteries are trained on how to safely collect, store and prepare batteries for shipping.

Safety Training
Presentation



[Download](#)

Battery Safety
101 Video



[Download](#)

Battery Safety: Avoid the Spark

In May 2018, Call2Recycle embarked on an awareness initiative in California's Bay Area on the proper handling and disposal of batteries. As a result of that campaign, the rate of dangerously transported batteries in Call2Recycle's collection boxes returned from the Bay Area significantly declined, confirming that education can change behavior.



Building awareness around battery safety and disposal is critical across the U.S., including Vermont. Call2Recycle's 'Avoid the Spark. Be Battery Safety Smart.' campaign has been customized for Vermont to help increase awareness around the safe handling and recycling of batteries to prevent battery-related fires.

Campaign Materials

- VT Battery Guidelines
- Campaign Poster
- Campaign Logos
- Dedicated Social Media Posts

Vermont
Avoid the Spark



[Download](#)



Help Vermonters Avoid the Spark! Visit www.avoidthespark.com/vt

Damaged/Defective/Recalled (DDR) Batteries

Not All Lithium Ion Batteries Are Created Equal

Lithium ion batteries that are swollen, experience overheating, or have been recalled by the battery and/or product manufacturer, can potentially produce a dangerous evolution of heat, fire, or short circuit. These damaged, defective, and recalled (DDR) batteries require special handling, labeling, and packaging to keep people and property safe.

Damaged batteries are considered potentially hazardous to the public and the environment. If these batteries are shipped without proper packaging and handling, they are more likely to generate a safety incident, such as a spark, during transit from the collection site to the processing facility. In addition, the U.S. DOT requires hazardous materials be transported using special handling procedures.

What to look out for?

- Typically a lithium ion rechargeable battery
- Swelling or bulging
- Burn marks or fire damage
- Any kind of water damage
- Severe physical damage
- Defective for safety reasons



Damaged/Defective/Recalled (DDR) Batteries



If you believe you are in possession of a DDR Battery:

- Package the battery or device in a non-flammable material such as sand or kitty litter as soon as possible.
- Check to see if the battery (or product) is part of a recall by visiting the battery manufacturer's website and the [Consumer Product Safety Commission \(CPSC\)](#) website. If so, please follow the provided instructions for disposal and replacement.
- If the battery (or product) is not part of a recall, you may order a DDR recycling kit via Call2Recycle's [e-store](#).

Not sure if your battery is damaged/defective/recalled? Need assistance?

Contact Call2Recycle's Customer Success Team at 1.877.723.1297 or customerservice@call2recycle.org and they can help you determine whether the battery or device requires special handling according to U.S. DOT requirements.

High-Energy Batteries

Given their size, weight, and power, high-energy batteries* cannot be treated like small, portable batteries. They require special training, handling and packaging.

* Batteries over 300 watt-hours used to power applications such as electric bicycles (e-bikes), scooters, hoverboards, and outdoor power equipment.



If you receive a High-Energy Battery or get inquiries related to the proper handling of them, please follow the below battery management instructions.



For Electric Bicycle (e-bike) Batteries

Call2Recycle collaborated with PeopleForBikes to establish the first, voluntary industry-supported e-bike battery recycling program in the U.S. to ensure e-bike batteries are safely and responsibly returned to the proper recycling stream when they reach their end-of-life. The program is supported by over 30 OEMs, representing over 50 brands, and has a collection network of over 1,400 trained e-bike battery drop-off locations across the U.S.



Please direct all consumers to Call2Recycle's online drop-off locator at www.call2recycle.org/locator. Call2Recycle also offers a collection site poster that may be posted to inform consumers of participating e-bike battery collection locations.



[Download E-Bike
Collection Poster](#)



For All Other High-Energy Batteries

High-Energy Batteries cannot be dropped off at a general Call2Recycle drop-off location nor should be placed or transported in a regular Call2Recycle collection box. They must go in a special container permitted for 300 watt-hour batteries.



Call2Recycle offers a High-Energy Lithium Ion Battery Recycling Kit via its web store. [Order Here](#)

Public Education & Awareness

Based on the findings of a 2021 Ipsos poll commissioned by Call2Recycle, 68% of Vermont residents surveyed believe household batteries (single-use and rechargeable) can be recycled yet only 62% recycled some or all of their batteries.

Working collaboratively, we have an opportunity to increase the percentage of Vermonters who recycle their batteries through increased awareness of available recycling locations.

The following pages include public awareness materials to promote safe and responsible battery recycling across Vermont. Use these tools and related assets to reach your community.



Social Media Channels

Don't forget to follow Call2Recycle, so you can share content on your social media channels. And when creating your own posts, make sure to tag Call2Recycle to increase your reach!



@Call2RecycleVT



@Call2Recycle_VT



@Call2Recycle, Inc.



@Call2Recycle

Social Media Content

Twitter

- #batteries that go into the garbage go into Vermont. Let's protect our state by recycling right. We're proud to partner with @call2recycle as a local battery collection site. Keep Vermont beautiful and drop off your batteries today!
- Let's keep Vermont's #community and #outdoors safe by properly recycling old batteries. Learn how to properly prepare batteries and bring them to our drop-off to ensure safe recycling.
- It's a great day to #makeadifference in Vermont! Start with something easy like properly recycling your old batteries. We are a @call2recycle partner and are here to properly recycle your old batteries. Bring them by today!
- The leaves are changing, which means you're also likely changing your #batteries! You can #bebatterysafetysmart by dropping your old batteries at a collection site near you. Find one now bit.ly/3RG1H3t
- Help keep old batteries out of nature and where they belong, in a @call2recycle collection bin! You can help keep Vermont beautiful while doing something for the #planet. Come by our collection site to safely recycle your old batteries.

Facebook

- Have old #batteries laying around? Skip the blue bins and trash, and swing by our collection site to safely recycle them! You can help protect our state by recycling right. Find a drop-off site bit.ly/3RG1H3t
- Want to help keep Vermont's #community and #outdoors safe? It's easy! One simple way is to properly recycle your old batteries at our collection site. We've partnered with @call2recycle to #makeadifference and protect our state. Join us!
- Changing weather means changing #batteries! Avoid the blue bin and #recycle old batteries right by bringing them to our collection site. As a proud @call2recycle partner, we're here to properly manage batteries when they reach their end-of-life. Stop by now
- #DYK that Vermont has a primary battery law to ensure batteries can be properly recycled? Help protect our beautiful state and #bebatterysafetysmart by recycling them at a nearby drop-off location. Find one near you today! bit.ly/3RG1H3t
- #Batteries must be properly managed to protect you and your community. Help keep Vermont beautiful while doing something for the #planet. Come by our collection site to safely recycle your old batteries

Hosting a Collection Event

Hosting a collection event can increase battery recycling awareness and ensure batteries are responsibly and safely managed at their end-of-life.

Step 1. Plan

Choose a day for your event, then create a timeline of what you need to do to prepare. Organize logistics and schedules. Who will help? How will you promote the event? Where will it be held? Set a goal - how many pounds of batteries you are targeting for collection?

Step 2. Order materials

Our battery collection kits are a great option for collection events. You can mix both single-use and rechargeable batteries in one box (up to 66 lbs.) and the kit contains setup and shipping instructions, a poster, and a prepaid, pre-addressed return label.

Step 3. Pick a date and location

Weekend events are generally more popular and have greater participation. To make it convenient, select a central location that offers easy access (like community centers, libraries, work, or retail centers). Be sure to get permission to host the event on the property. Share information about your event using #Call2Recycle and we'll help promote it through our social channels, such as Twitter and Facebook.

Step 4. Sign up volunteers


Volunteers are the backbone of any collection event and are critical to making it run smoothly. Educate yourself on battery handling--some require more care than others. Then make sure to train your volunteers on Call2Recycle requirements: acceptable materials, safety guidelines, and FAQs. Extend your drop-off times to before and after work hours to ensure even greater success.

Step 5. Advertise

Now that you have the logistics worked out, it's time to get the word out! Call2Recycle offers template materials (poster, newspaper ad, and event write-up) to promote the event in your community. Be sure to use @Call2Recycle or #Call2Recycle in your social media posts so we can publicize your event on our social media channels. If people can't attend the event, you can refer them to a Call2Recycle® public drop-off location found in the online locator.

Step 6. Host the event & ship your batteries.

You've organized, promoted, and held your event -- now it's time to ship your batteries. Just follow the shipping guidelines that came with your box and we'll take care of the rest. Share photos from your event using #Call2Recycle and we'll share them on Twitter and Facebook.

 If you have any questions, please contact Call2Recycle's Customer Success Team at customerservice@call2recycle.org or call 1-877-723-1297.

Creative Assets: Seasonal Campaigns

Ways to Celebrate

Promotional materials found below will support your efforts in publicizing battery collection and recycling in your community. With your help, we can reach more Vermonters and keep batteries out of the blue bins and garbage.



National Battery Day

National Battery Day on February 18 is meant to recognize the importance of batteries and the role they play in powering our lives. However, the safe and proper end-of-life management of batteries is critical—for people, property, and the environment. We invite you to use the available National Battery Day materials and join Call2Recycle to help raise battery recycling awareness and inform your communities – customers, residents, employees - about the importance of safe, battery handling and recycling.



Spring Cleaning

Spring Cleaning is a great time to remind Vermonters to clean out the clutter and recycle those batteries they've been hoarding in garages, junk drawers, and old products. When cleaning for Spring, you can use the campaign materials to remind Vermonters to recycle their old batteries.



America Recycles Day

Spring Cleaning is a great time to remind Vermonters to clean out the clutter and recycle those batteries they've been hoarding in garages, junk drawers, and old products. When cleaning for Spring, you can use the campaign materials to remind Vermonters to recycle their old batteries.



[Download](#)
[Campaign Materials](#)

Creative Assets

Use these tools to enhance your battery recycling outreach and tout your role as a participating collection site.

Logos & Images

Available in multiple file and color formats.

- Only use the supplied logo files.
- Please do not change the files in any way.



[Download](#)

Poster

The program poster helps inform Vermonters that batteries are accepted for recycling at your location.



[Download](#)

Web Banners

Download web banners to add to your website.



[Download](#)

Social Media Graphics

Download social and customizable graphics to share on your company's website, as well as social media pages



[Download](#)

Creative Assets

Collection Event Support

Use these materials to help promote a battery collection event in your community

- Poster
- Template newspaper ad
- Customizable event write-up



[Download](#)

Infographic

Show this visual data of Vermont battery recycling on your website, in presentations, as a handout, or on social media. Available in different formats to support a variety of uses.



[Download](#)

School Curriculum

Call2Recycle is a proud supporter of the National Geographic Society's education initiatives, including a project-based curriculum that helps educate the next generation of recyclers on how to responsibly and safely manage batteries at their end-of-life.



[Download](#)

Point of Sale Material

Call2Recycle provides printed point-of-sale material that can be used to inform consumers that batteries can be accepted for recycling at your location.

- Shelf Talker
- Window Clingz



[Order Here](#)

Quick References

Websites to Bookmark

www.call2recycle.org/vermont

- General Program Information
- Collection Site Enrollment
- Download Program Material

www.call2recycle.org/locator

- Actively participating collection sites are mapped on Call2Recycle's online locator to inform Vermonters of battery drop-off locations.

www.avoidthespark.com/vt

- Build awareness around battery safety and disposal across Vermont.

Customer Support



877.723.1297



customerservice@call2recycle.org

**Thank you for your continued
commitment to safe &
responsible battery
collection & recycling.**



Leading the charge for recycling.™

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