

RECHARGING THE PLANET.  
RECYCLING YOUR BATTERIES.™



# How Industry & Government Are Working Together to Reduce Battery Waste

## MRW Coordinator Meeting

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# Presentation Overview

- Summary of Call2Recycle®
- WA / OR Legislation
- GreenVantage Program
- Best Practices
- “Shared Responsibility”
- Public Education
- Questions / Comments / Discussion



## Who is Call2Recycle®?

- Founded in 1994 to address a growing quilt of state regulations, operated by RBRC
- First and most successful product stewardship program in North America
- First voluntary stewardship program approved by governments in North America (British Columbia / Ontario / Manitoba / New York)
- All consumer batteries (primary and rechargeable) collected in Canada
- Free to consumers, retailers and participants; 100% funded by manufacturers
- 75+ million pounds of batteries collected since inception



# Why We Supported the Proposed Washington / Oregon Legislation

- Background
- What Made This Bill Different
- Why Is This Bill Necessary?
- “Level the Playing Field”
- A Model Approach
- Support to Municipal Collections



# Why We Supported the Proposed Washington / Oregon Legislation

- Relief for State Agencies
- *Collection Increase*
- Simplified Messaging
- It's the Law
- Reducing Financial Obstacles
- Setting the Stage



# “Shared Responsibility”: The Role of Government

- **Don't abdicate** – EPR / product stewardship does not relieve government of important roles
- **The credible “voice” to the public**
  - While companies can create education, government is a more legitimate source of communication
  - Government as “cheerleader”
- **Serving as a role model** – government needs to be the best participant
- **Phasing in landfill bans** – demonstrating that there are consequences for non-compliance



## EPR for Batteries: Other Best Practices

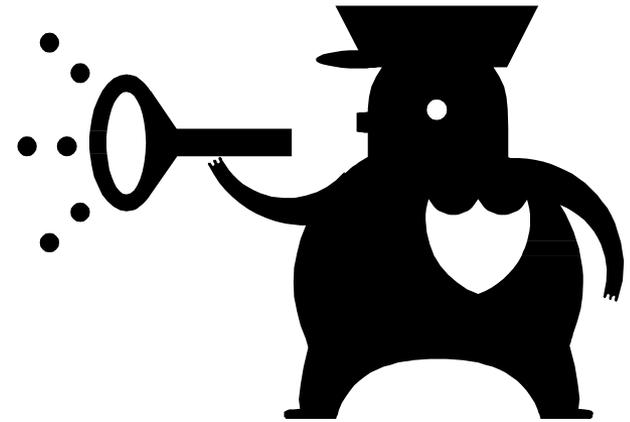
- **Industry Compliance**

- **Ontario**

- Set up a government sponsored organization paid for by stewards that collects sales information, determines payments and ensures compliance

- **Alternatively**

- Legislate a “private right to action” (like Prop 65) that allows the stewards to pursue “free riders” to ensure a level playing field



# Battery Disposal



Battery disposal for municipalities can be . . .

- . . . Expensive
- . . . Complicated
- . . . Unclear – Final Disposition



# GreenVantage

- Municipal battery collection programs have been impacted by USDOT regulations
- Specific for municipal governments (recycling authorities, hazmat, etc.)
- Offsets municipalities costs in preparing batteries (USDOT)



# Our Approach at Work: The GreenVantage Program

- We aspire to **encourage** municipal battery collection
- Specific for municipal governments (recycling authorities, hazmat, etc.)
- Bulk shipment > 500 pounds
- Call2Recycle® logistics
- Subsidize municipalities efforts in preparing batteries (USDOT)
- Call2Recycle® pays for
  - Collection kits
  - Transport/Sorting / Processing
  - Offsetting some (**not all**) municipal costs

## GreenVantage



## Conclusion

- Government must lead product stewardship efforts because
  - It's the most credible voice
  - It knows its jurisdiction
  - It can influence local opinion
- Industry groups have unique knowledge so that they can
  - Understand how to minimize costs, optimize performance and maximize the environmental impact of transport and processing
  - Can create a seamless brand / program across multiple jurisdictions
  - Respond to end-of-life challenges



