



Leading the charge for recycling.™

CALL2RECYCLE OVERVIEW

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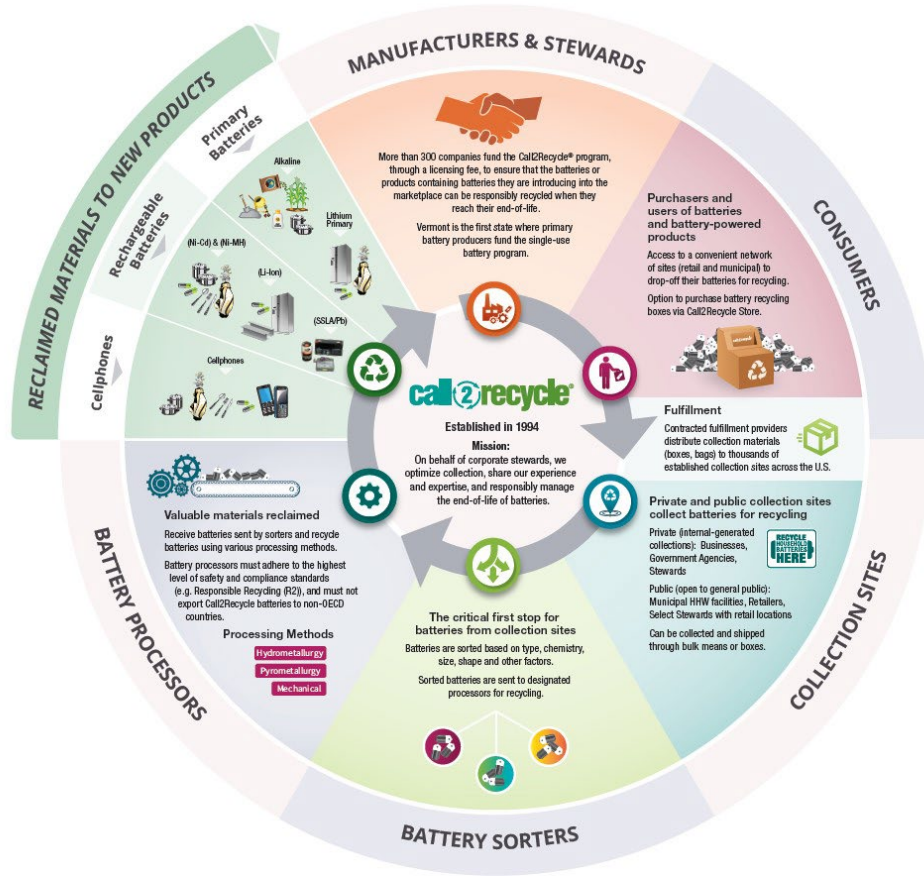
About Call2Recycle

- Non-profit founded in 1994 to address the emergence of Federal EPR legislation.
- Funded primarily by battery and battery-containing product manufacturers to responsibly collect and recycle batteries at end of life across the U.S.
- We are primarily a voluntary program except in certain states (e.g., DC, MN, NY, VT) where we design and administer a battery stewardship program to meet battery EPR laws.



Delivering on Our Purpose

How the Program Works



Capabilities



Stewardship Services

Fulfills manufacturer obligations in the U.S., including compliance with extensive state and federal regulations.



Collection & Recycling

Private or Public Collection Program; small or large quantities; flexible, safe and convenient options; batteries ranging from consumer type to electric transport (e-bikes and EVs)







Safety Services & Solutions

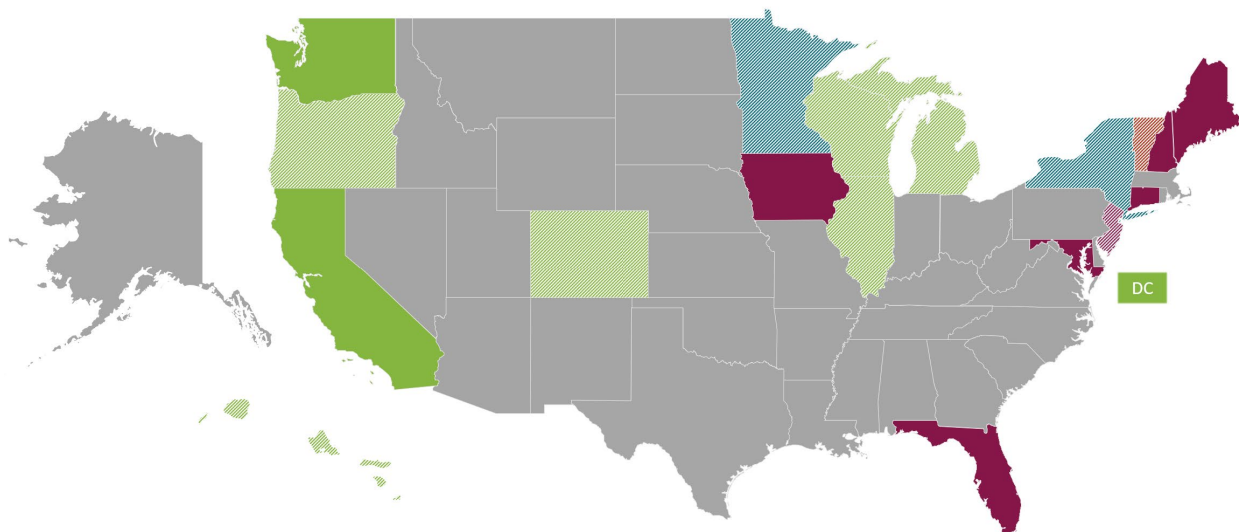
Customized safety solutions for battery & product returns, damaged, defective, or recalled batteries; safe handling, storage, and shipping



State Legislation*

* As of 1/19/24

-  – SSILA/Ni-CD
-  – all rechargeable
-  – primary battery
-  - all battery



Gradient fill indicates expected all-battery bills introduced in 2024

Federal Requirements for Battery Recycling

U.S. federal law requires used nickel cadmium (Ni-Cd) and small sealed lead acid (Pb) batteries to be managed as Universal Waste (40 CFR Part 273). The Universal Waste Rule prohibits handlers from disposing of waste Ni-Cd and Pb batteries and indicates that these batteries must be sent for recycling.



Key legal Elements: 10 Principles for Battery EPR

- 1) Mandate **ALL portable** and **medium format** batteries – **primary & rechargeable** – with as few exclusions “carve-outs” and loopholes as possible.
- 2) “Covered Batteries” should be **based on weight and watt hour** and not application.
- 3) While every organization should be encouraged to serve as a collection site, **no organization should be required.**
- 4) All collection sites must complete **safety training** before participation.
- 5) **Internet sales** must be included in the program for both obligated producers and sales.



Key Legal Elements: 10 Principles for Battery EPR

- 6) To optimize collections, **landfilling** used batteries must **be banned**.
- 7) To ensure safe handling, batteries must be **banned from curbside recycling bins**.
- 8) Unless a regulatory body is motivated to **enforce participation**, there will never be enough money generated by participating producers to optimize collections.
- 9) Participating collection sites must **prominently display** their willingness to collect.
- 10) Program performance metrics should focus on **accessibility and convenience** rather than collection rates.



Model Bills: Performance Metrics

Accessibility (has been set in statute)

- Collection sites and/or
- Accessibility rate

Collections (statute requires BSO propose in plan)

- Collection rate
(weight collected by BSO/reported weight to BSO by members)

Education and Outreach (statute requires BSO propose in plan)

- Combination of consumer awareness and actions

Compliant “supply chain” (statute requires BSO propose in plan)

- Proper oversights upstream and downstream
- Recycling Efficiency Rates (RER) of processors



Program Comparisons

Voluntary

Accessibility:

- ✓ National retail partners
- ✓ All other sites pays for collection boxes



Collections:

- ✓ Portable, rechargeable only



Damaged and Defective:

- ✓ Damaged and defective kits paid for by the collection sites



Education and Outreach:

- ✓ Run limited scope “always-on” campaign



Regulated

Accessibility:

- ✓ National retail partners
- ✓ All sites – FREE collection boxes
- ✓ Call2Recycle increases collection sites to meet statute

Collections:

- ✓ Portable, rechargeable and primary
- ✓ Future state – medium format

Damaged and Defective:

- ✓ Damaged and defective kits provided to HHW locations

Education and Outreach:

- ✓ Dedicated MarCom plan
- ✓ Collection site posters and collateral
- ✓ Dedicated landing page
- ✓ Consumer awareness survey

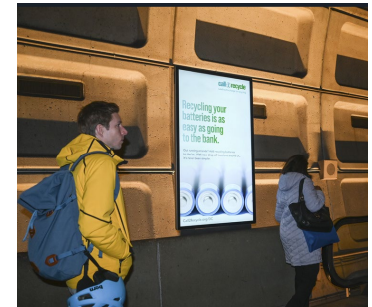


MarCom Examples

Vermont – consumers have responded well to environmental considerations



The District – consumers have responded well to “ease of recycling” considerations





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thank you!

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