

RECHARGING THE PLANET.
RECYCLING YOUR BATTERIES.™

call 2 recycle®

Advancing Green Business Practices & Environmental Sustainability

MORA Conference 2013

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September 17, 2013



Agenda

- What is Call2Recycle®?
- Call2Recycle® U.S. Battery Collections
- E-Waste Facts
- Consumer Recycling Trends
- Product Stewardship Overview
- 2013 Product Stewardship Legislation – Batteries
- Product Stewardship Concern – Free Riders
- Model Product Stewardship Legislation
- Product Stewardship Success – British Columbia
- Product Stewardship – Growing Trend



What is Call2Recycle®?

- Free to consumers, retailers and participants; 100% funded by manufacturers
- Over 75 million pounds of batteries and cellphones collected since inception
- Complies with Basel Treaty ban on exports: e-Stewards Recognition
- First program of its kind to receive Responsible Recycling (R2) Certification



How is Call2Recycle Funded?

- Battery and product manufacturers pay a licensing fee, based on North American sales, to imprint Call2Recycle Battery Recycling Seals onto battery packs or products to comply with laws.
- A toll-free number on the seal allows consumers to locate more than 30,000 collection sites in the U.S. & Canada.



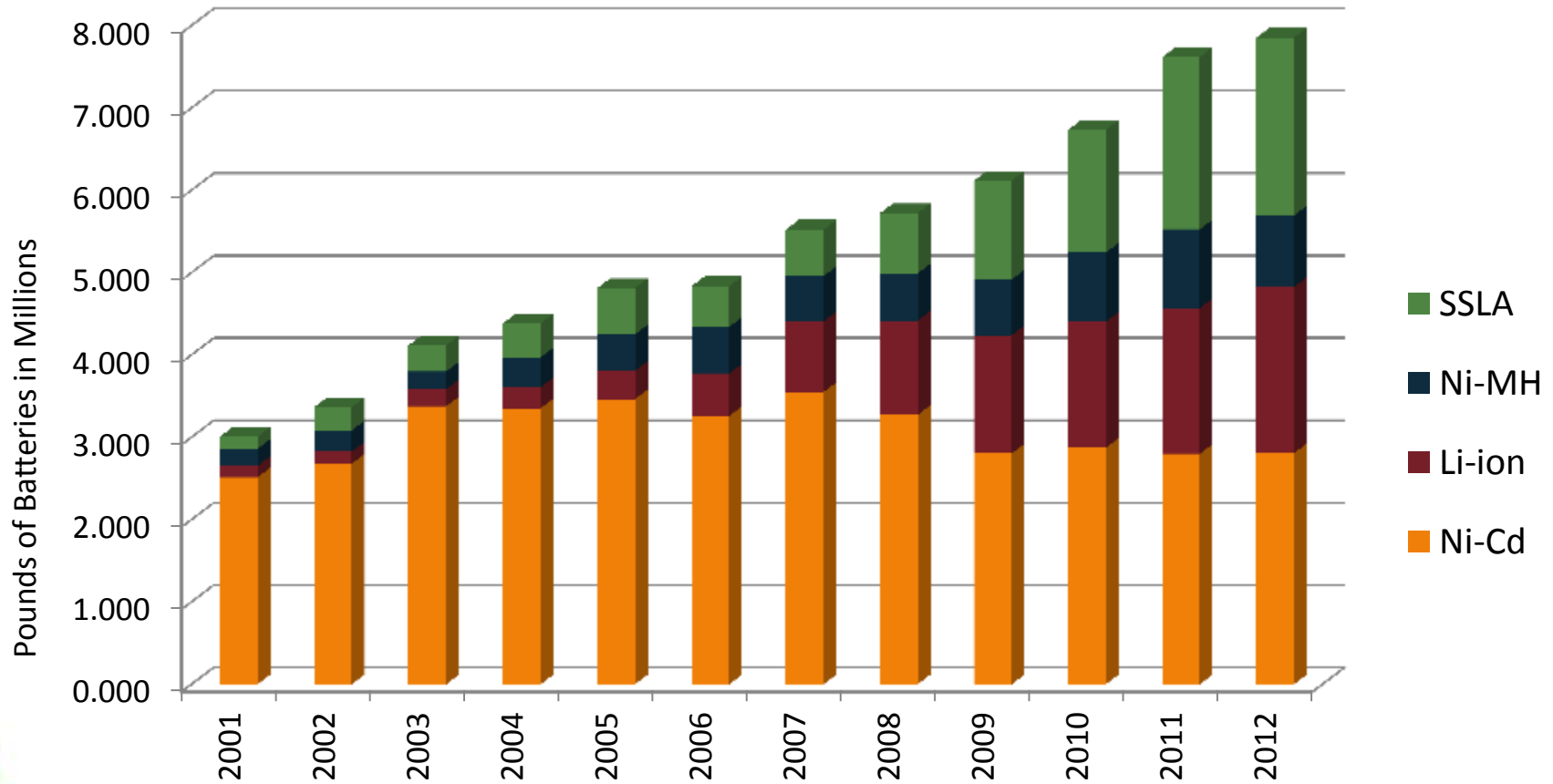
How the Program Works

Batteries are recovered or reused to make new batteries, cement products or stainless steel alloy. Cellphones are refurbished or resold and a portion of the proceeds are used to fund collection programs/public education and charity.



Call2Recycle® U.S. Battery Collections

Over 75 million pounds collected since inception.



E-Waste Facts

- According to the EPA, over 2.4 million tons of e-waste was disposed in 2010
- E-waste represents 2% of America's trash in landfills, but 70% of overall toxic waste
- Americans throw away cellphones containing over \$60 million in gold/silver every year
- Electronics Trends
 - Classic IT eroding- down 8%
 - Portable PC sales-sales flat
 - Tablet sales skyrocketing
 - Demanufacturing capability becoming more challenging/batteries increasingly integrated into the device



Consumer Recycling Trends

- 58% of Millennials (age 18-24) polled by us in August were planning on getting rid of at least one electronic device by the end of the year
 - 35% will replace two rechargeable devices this year
- 51% of consumers who “drop and shop” in the U.S., go beyond replacing what they recycled and shop for additional items
- Up to 80% of consumers say that they have positive feelings about a store that offers a take-back program



Missouri Rechargeable Battery Collections

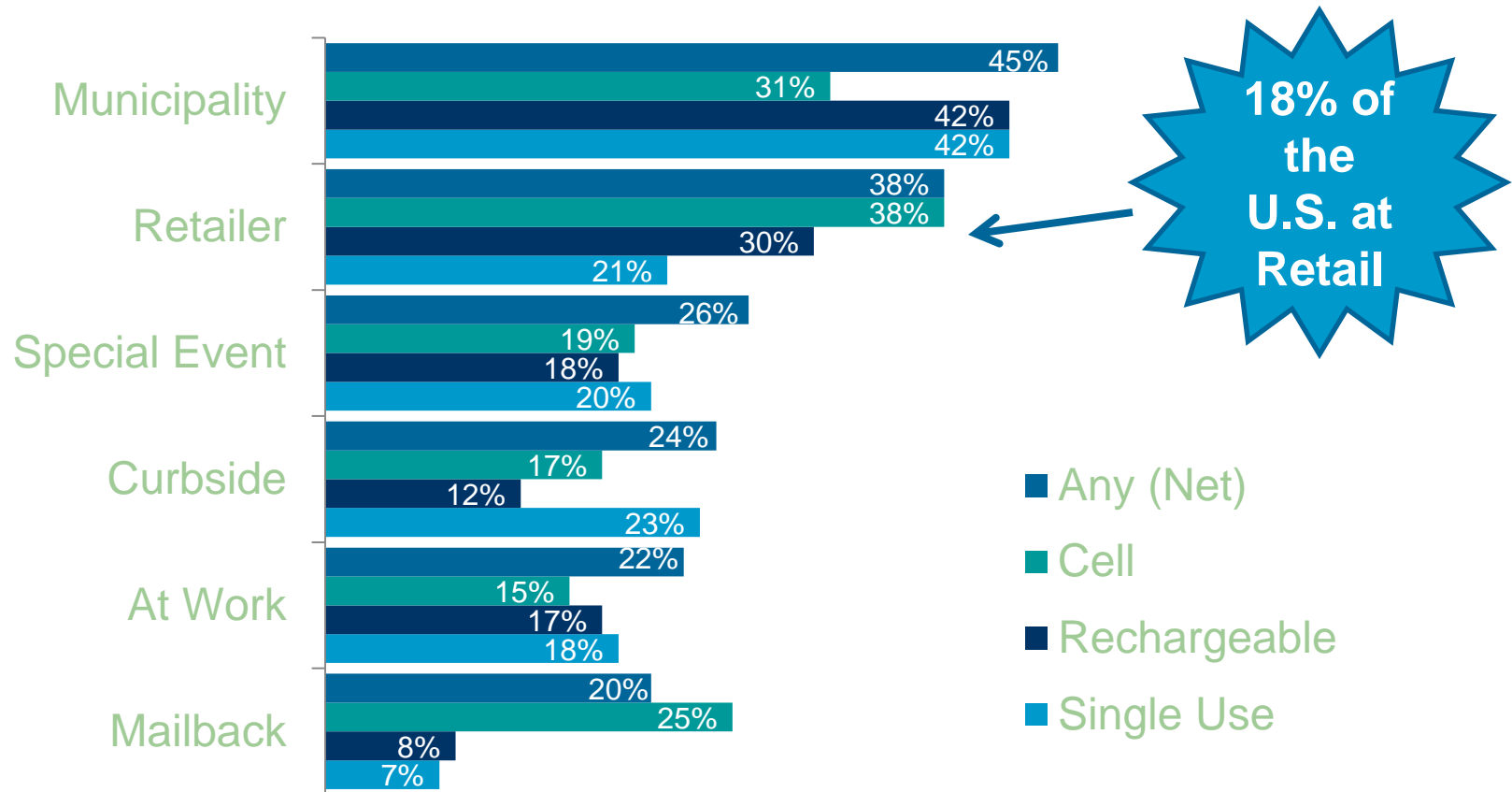
- In 2011, Missouri collected 113,491 pounds of rechargeable batteries
- By the end of 2012, that had increased by over 15% to 132,056 pounds
- There are 673 active* collection locations in the state
- Per capita- .022 lbs. in 2012



*sites that sent in batteries in 2012



47% of US Consumers indicated that they recycled batteries/cell phones in past year... Where Did They Return Them?



Partnership with MSRP



- Partnership with State Agency Recycling Program in its ninth year
- 35, 122 lbs. of rechargeable batteries collected, recycled and kept out of landfills: **17.5 Tons!!!!**
- 43 sites (60%) participated in 2012 using our pre-paid collection box program



- MSRP is one of our longest running and most successful state government partnerships nationwide



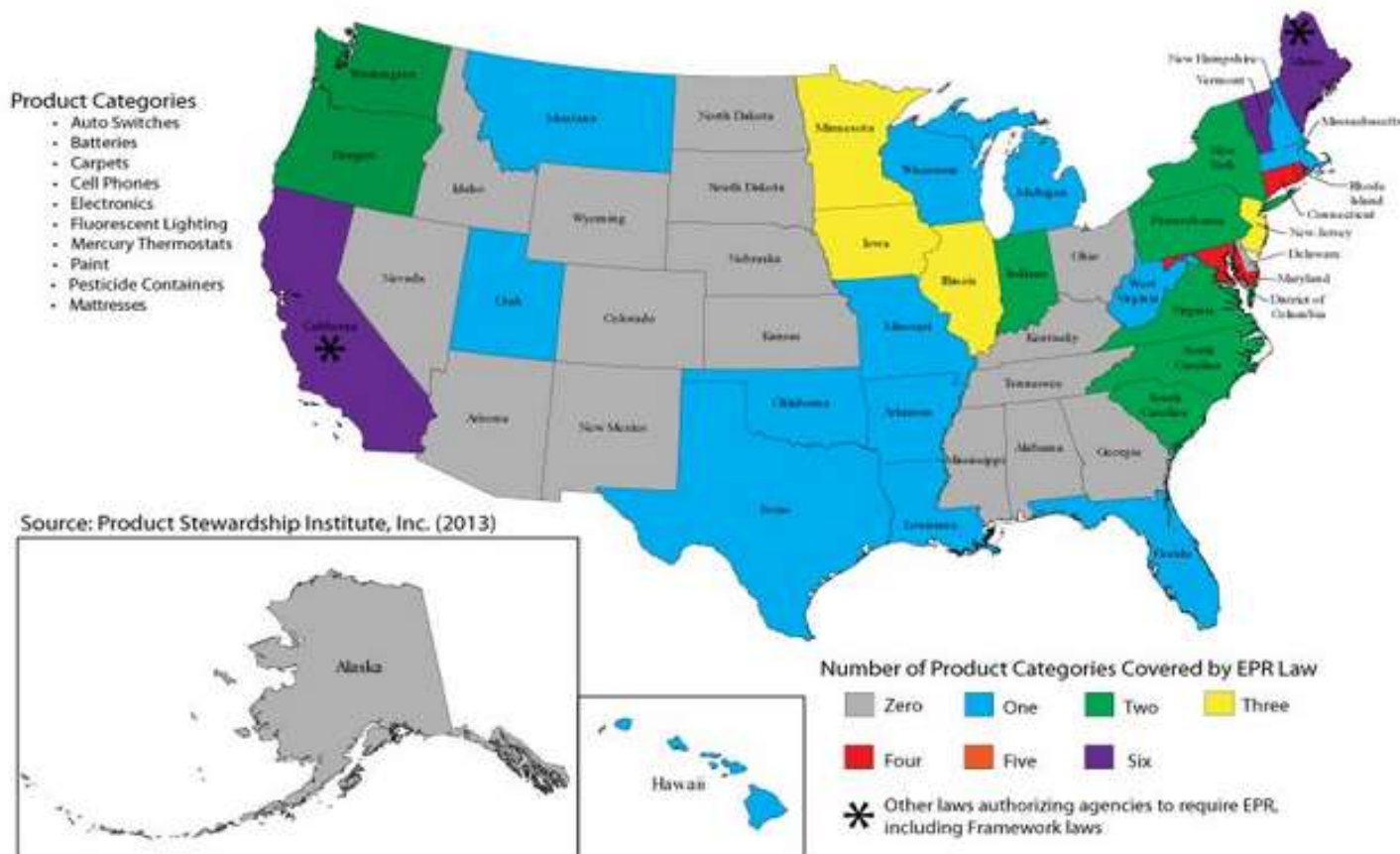
Product Stewardship Overview

- Simply put, product stewardship is a policy of minimizing the environmental impacts of products in the marketplace.
- Call2Recycle conducted a quick, non-scientific phone survey with adults (aged 19-73, with a variety of education levels, living in different states) and asked them two questions: first, *What is recycling?* and second, *What is product stewardship?*
 - Everyone new what recycling meant, how & why it is done
 - Half of those surveyed were so unfamiliar with “product stewardship” that they wouldn’t even venture a guess as to meaning
- And yet, product stewardship, particularly in terms of legislation, is becoming more prevalent.



U.S. Product Stewardship Laws by State

as of August, 2013



2013 Product Stewardship Legislation - Batteries

- **Rechargeable Legislation**

- Washington

- HB 1364 / SB 5457 did not move out of the Senate Energy, Environment and Telecom committee

- Oregon

- HB 2938 did not pass the House Energy and Environment Committee

- **CBR / Primary Battery Legislation**

- Minnesota (HF 865) & California (AB 488)

- Driven by concern of free-riders
- Both failed



Product Stewardship Concern – Free Riders

- 40% of the Call2Recycle battery waste stream comes from companies not participating in the Call2Recycle program
- Participating companies are carrying the financial burden for these “free-riders”
- Product stewardship legislation needs to have “right-of-action” as a way for product stewardship programs to garner support from “free riders”



Model Product Stewardship Legislation – Rechargeable Batteries

- Submitted in both Washington and Oregon
- Proposed bills aimed to formalize key principles for a product stewardship program:
 - Require collections be handled safely and in compliance with all appropriate state and federal regulations
 - Ensure that collection locations are easily accessible to the public
 - Promote public education to help optimize collections
 - Create a level playing field for retailers, manufacturers and other interested parties



Battery Collections 2010-2012

- Oregon recycled 258,788 pounds
- Washington recycled 662,228 pounds
- British Columbia recycled 1,862,447 pounds
- In the same time period, British Columbia recycled over **2 times** the pounds of batteries than Oregon and Washington combined



Product Stewardship Success – British Columbia

- **2009** – total pounds collected = 59,204
- **2010** – product stewardship legislation enacted July 1st that includes batteries
 - total pounds collected increases by **420%** with rechargeable battery collections increasing by **68%**
- **2012** – total pounds collected = 785,159 pounds



QUESTIONS?

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