

RECHARGING THE PLANET.  
RECYCLING YOUR BATTERIES.™



# The BC Experience The Need for Collaboration

BC EPR Conference

Joe Zenobio, Executive Director

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## History of Call2Recycle

- Organization – the Rechargeable Battery Recycling Corporation (RBRC) – established as a non-profit in 1994 by the battery industry
- Created as a strategy to mute regulation of NiCd battery sales and disposal
- Started in Canada in 1997
- Has collected almost 200,000 kg of batteries in British Columbia since 2000
- Has collected 26 million kg of batteries in North America since inception
- Among licensee (participating manufacturers) are Energizer, Duracell, Panasonic, Black & Decker, Makita, Sony, Hewlett-Packard, Apple, etc.



## British Columbia Performance Highlights

- Collected 29,000 kg rechargeable batteries through September -- an increase of 52% over same period in 2009
- Surpassing BC collection targets by 5%
- 40% of collections are power tool batteries
- 1300+ existing collection locations including retailers, government and business
- June 2010 launch program expansion to primary batteries - over 41 million media hits (sample article follows)
- Manage 150+ phone / email inquiries per month
- Signed up 39 new hardware sites since July 1 launch
- Sponsor of Recycling Council of BC
- Batteries recorded, sorted and repackaged in Trail, BC (Toxco)

*6 Media Outlets Attended the Launch, including Vancouver Sun, CBC TV, Global TV*

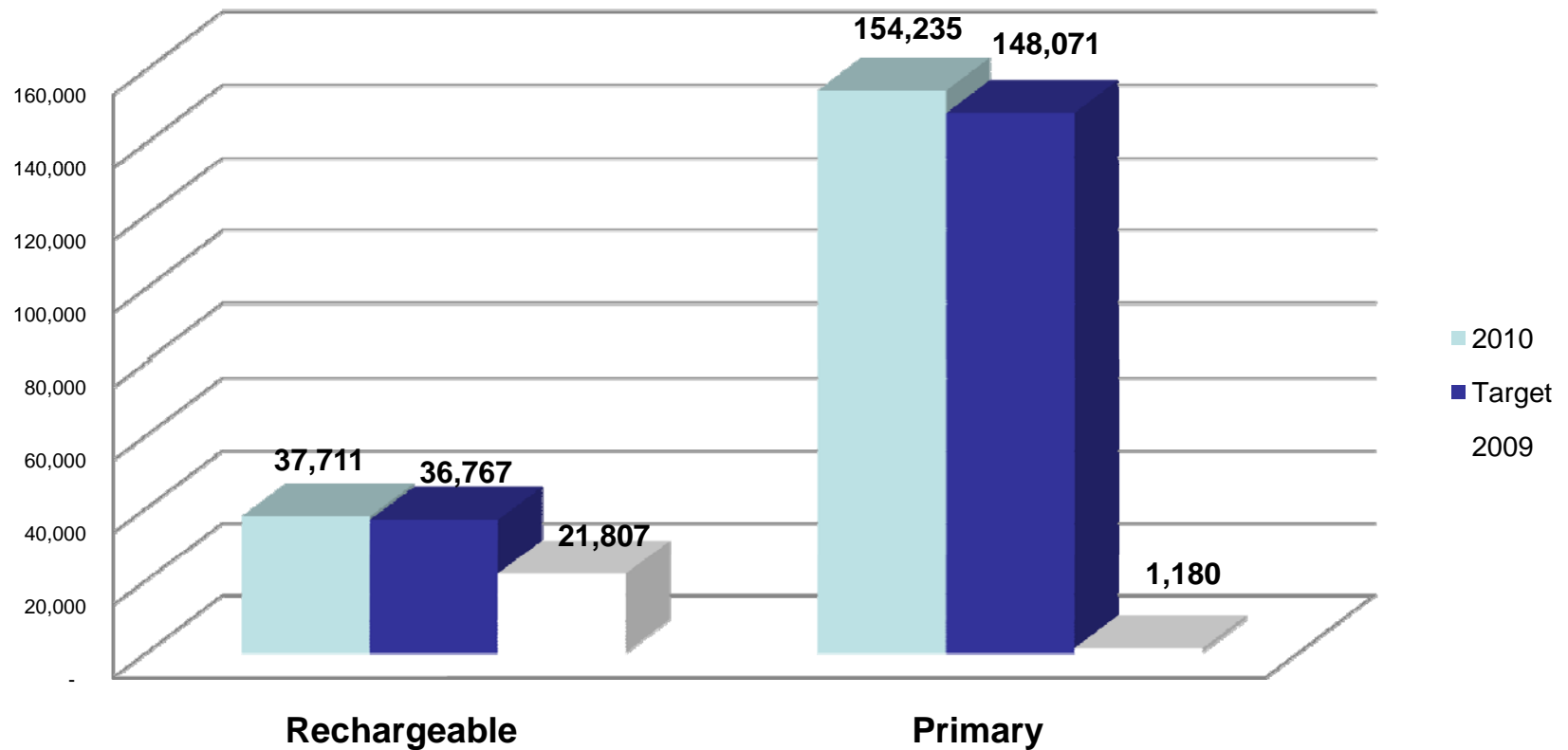


*Coach "Carl" Behind the Old Timers' Hockey Bench, Victoria, BC. February 2010*



# Our Success To Date Under Phase II

BC Collections: July 1 - October 31



## Our Biggest Challenges...

- Batteries do nothing by themselves – they work to power other products. Collecting them requires separating them from the products they power.
- Other covered material include products with batteries – how do we ensure that they are collected, accounted for and properly disposed?
- There are batteries EVERYWHERE. Button cells on boards of switches; backup power supplies in buildings; and embedded cells in medical equipment implanted in our bodies. How do we count, handle, and, [insert look of fear here] collect?



## Solution to the Challenges – Collaboration

### Collaboration with:

- Government
- Customers/Licensees
- Channels (i.e.. retailers, municipalities)
- Other EPR organizations
- Associations (RCC, CCGD, Electro Fed)

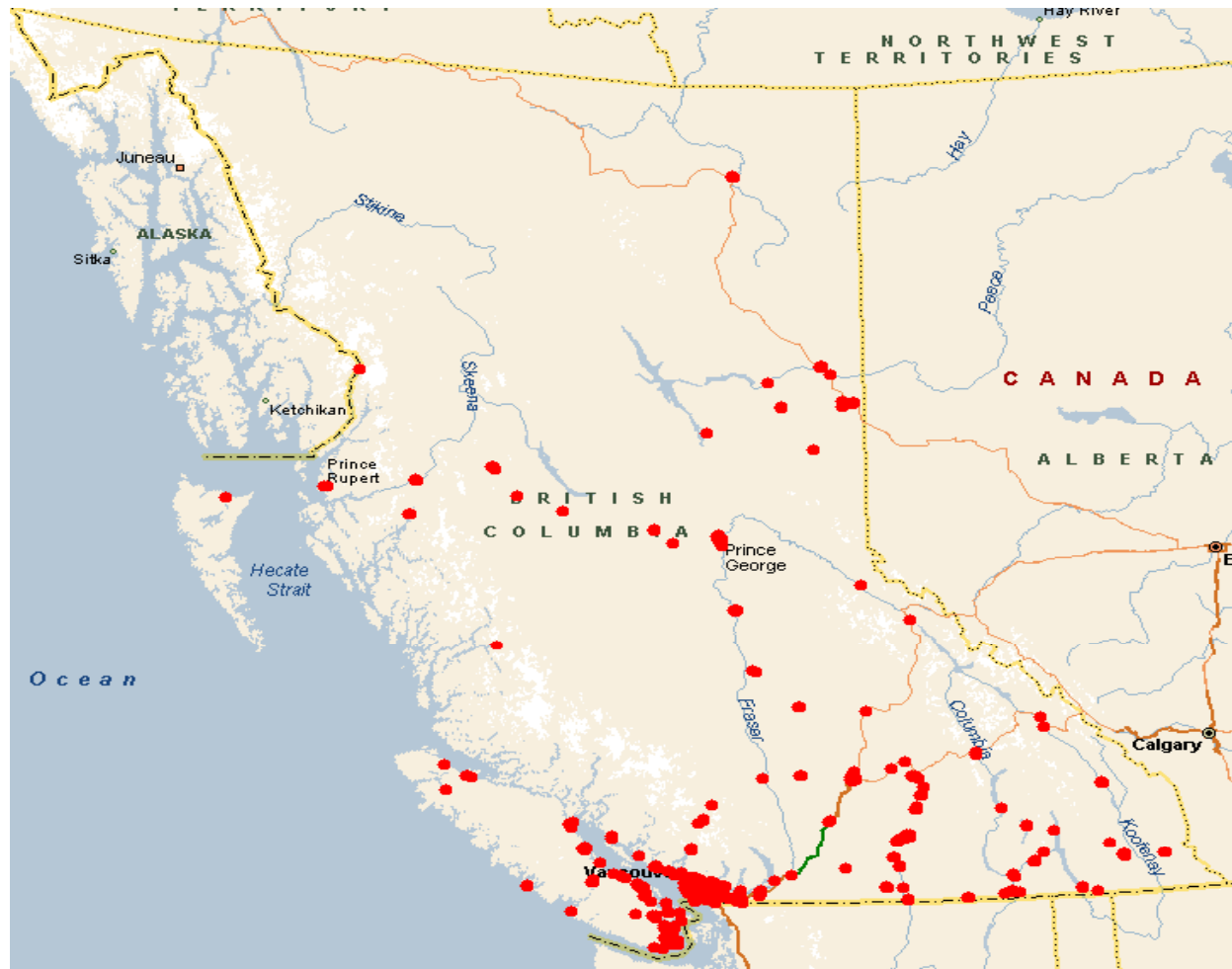
### Marketing Programs with:

- Grass Roots targeting and focus
- Community
- Conjunction with Partners



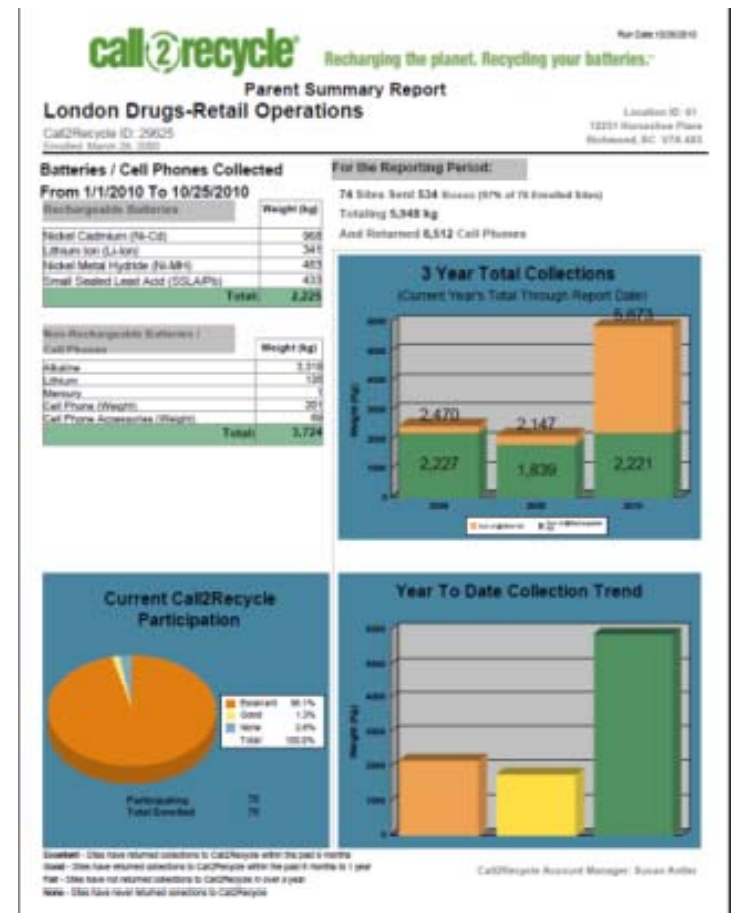
# Current British Columbia Infrastructure

1300+ Collection Sites – 4 “Channels” - Collaboration



# Reporting - Some Suggested Solutions

- Create uniform reporting formats across materials
- Define and exclude certain categories of batteries
- Require that plans share data for common materials
- Designate a single source for compiling and reporting data
- Focus more time on the touch points between plans and not simply the individual plans themselves



# British Columbia Launch of an All-Battery Program

## New recycling drive targets batteries, cellphones

BY YOLANDE COLE  
STAFF REPORTER

B.C. residents are being encouraged to recycle their used cellphones and batteries as part of a new provincial collection program.

As part of the Call2Recycle program, which will be launched on July 1, batteries can be dropped off at one of nearly 1,600 recycling sites at stores, businesses and public agencies across B.C.

"This will make it easier for consumers who have either a small battery or alkaline battery or cellphone that they're not using any more . . . to be able to recycle it, and by having this system they're able to phone, find out where the nearest location is, go over there and drop it off," said John Yap, B.C. minister for Climate Action.

While the Call2Recycle program has allowed people to recycle reusable batteries since 1997, the newly expanded provincial initiative will allow residents to drop off all kinds of batteries — up to five kilograms — as well as cellphones.

Carl Smith, president and CEO of Call2Recycle, said some batteries contain hazardous chemicals such as mercury, cadmium and lead. The recycling program helps to dispose of these products in a safe way, and keeps products out of landfills and waste streams.

"Everybody now recognizes that whether it's because of the commitment to zero waste, or toxics in the environment, that we need to do all we can to properly recycle," said Smith.

The locations of the recycling boxes



John Yap, B.C. minister for Climate Action, drops off some dead batteries ahead of the new Call2Recycle program. MARK VAN MANEN — PNG

can be found at [www.call2recycle.ca](http://www.call2recycle.ca) or by calling 1-888-224-9764.

The program will eventually be expanded to allow for the recycling of other materials such as thermostats.

Yap said the recycling initiative is part of a broader goal of reducing greenhouse gas emissions.

"If we can recycle as much as we can of some of the metals, that reduces our overall carbon footprint because we don't have to use some virgin minerals from the initial source," he said. "So the more we recycle . . . the better it is for our sustainability."

At a Vancouver Board of Trade

talk Tuesday, Yap also announced \$26 million for the Public Sector Energy Conservation Agreement, which was launched in 2007 and designed to create jobs and reduce carbon pollution.

The funding will be divided between four categories: \$6 million for heating, ventilation and

air-conditioning retrofits in K-12 schools; \$2 million toward solar thermal projects; \$12 million toward rural and urban district energy-saving systems; and \$5 million for an open call for proposals to all provincial public-sector organizations to fund energy retrofit programs. [ycole@theprovince.com](mailto:ycole@theprovince.com)



## QUESTIONS?

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