Who is Call2Recycle®?

- Non-profit, public service organization founded in 1994 to deal with emerging state and federal regulation on batteries
- First battery product stewardship program in North America
- Voluntary stewardship program approved by governments in North America (New York / Minnesota / British Columbia / Quebec / Manitoba) operating in 61 jurisdictions
- Collection and recycling program offered at **NO COST** to consumers, retailers and participants; 100% funded by battery manufacturers/brand owners
- First battery recycling program to obtain Responsible Recycling© (R2) certification. ISO 14001 and e-Stewards recognition by the Basel Action Network (BAN).
How is Call2Recycle Funded?

- Over 240 industry stewards accept responsibility for the end-of-life of its batteries and/or battery-powered products through financial support to Call2Recycle

- Rechargeable battery and product manufacturers pay a licensing fee, based on U.S. & Canada sales, for the rights to imprint Call2Recycle battery recycling seals onto on its batteries, products, websites, packaging, to comply with state/ prov. laws.

- A toll-free number on the seal allows consumers to locate more than 34,000 public collection sites across the U.S. & Canada.
North American: Battery Collection Performance

3-Year Battery Collection Trends with Annual Growth Rate

- 2011: Rechargeable - 7,617,352 pounds, Primary - 1,262,474 pounds, Total - 8,879,826 pounds
- 2012: Rechargeable - 7,856,645 pounds, Primary - 2,462,879 pounds, Total - 10,319,524 pounds
- 2013: Rechargeable - 8,081,367 pounds, Primary - 3,515,117 pounds, Total - 11,596,484 pounds

Annual Growth Rates:
- 2011 to 2012: 16.2%
- 2012 to 2013: 2.9%
Increased Efficiencies Continued

Call2Recycle Collections vs Program Cost per Lb.

- Battery Collections (Lbs)
- Cost Per Pound

<table>
<thead>
<tr>
<th>Year</th>
<th>Battery Collections</th>
<th>Cost Per Pound</th>
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<tbody>
<tr>
<td>2007</td>
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<tr>
<td>Forecast 2014</td>
<td>$1.45</td>
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</table>
Laws Requiring Manufacturers/Brand Owners to Fund Collection & Recycling

Florida (Ni-Cd & SSLA)
Iowa (Ni-Cd & SSLA)
Maine (Ni-Cd & SSLA)
Maryland (Ni-Cd & SSLA)
New Jersey (Ni-Cd & SSLA)
Ontario (all primary only)

New York (all rechargeable)
British Columbia (all consumer)
Manitoba (all consumer)
Minnesota (all rechargeable)
Quebec (all consumer, except SSLA)

Call2Recycle Designated Steward – B.C. / Manitoba / Quebec / New York / Minnesota / Florida
Recent Updates

**State of New York**
- Call2Recycle plan approved by Dept. of Environmental Conservation (August 2, 2013)
- Applies to all rechargeable chemistries

**State of Minnesota**
- Manufacturers are required to have an in-place collection and management program
- Applies to all rechargeable chemistries

**State of Vermont**
- Manufacturers are required to have an in-place collection and management program
- Applies to all primary battery chemistries
Determining Accessibility

- Define a public facing collection site
- Identify who is participating as a public collection site
- Analyze collection site network (Conventionally, a 10-mile radius has been used as the appropriate radius.)

As of mid-2014, 89% of the U.S. population was covered in Call2Recycle’s accessibility measurement
How Does this Compare with Other Programs?

- When Earth911 contacted local communities in 2011 to learn about their curbside recycling programs, one question asked was “What percentage of residents have access to the program?”
  - On average, only 70% were eligible to participate

- The plastic bag and film industry reports that 91% to 93% of the U.S. population has access to plastic bag recycling and 72% to 74% also have access to plastic film recycling via curbside collection or because they live within 10 miles of a drop-off facility.
Battery Recycling Accessibility in Wisconsin

- 88% accessibility rate for the state
- 350+ active public sites
- 94% retail, 5% government (government participation is very low)
- YTD in 2014, public retail sites have collected over 42,000 lbs. of rechargeable batteries (125 lbs. average)
- YTD Government sites collected 2,200 lbs. (712 lbs. average)
Key Learnings from Product Stewardship

- **Batteries Are Different**
  - Desire to copy other initiatives that a state has already accomplished

- **Definitions**
  - No consistent definition of a battery, producer, sales and exclusions

- **Municipalities Drive Policy**
  - Municipal governments seeking to offset abandoned costs drive stewardship legislation

- **Access vs. Rates**
  - Access appears more important than collection rates (e.g., Vermont, Connecticut, Minnesota)
Key Learnings from Product Stewardship (cont’d)

- **Opposition from Key Lobbies**
  - Toy Industry, Telecoms, Medical Devices, Business Lobbies

- **Harmonization is a Myth**
  - No jurisdiction has sought to be consistent with what other jurisdiction have done

- **Stakeholders Requiring Attention**
  - Retailers, Tech Industry, Waste Haulers, Environmental Organizations

- **Compliance**
  - Even with mandatory compliance, states generally don’t enforce
Battery Industry Point of View

- The industry can’t / doesn’t want to support more than 2 legislative efforts per session due to resource constraints.

- Seeks to identify states that:
  - Have a champion that can carry the bill
  - Are generally favorable to industries coming forth with a solution
  - Where the state agency is both open to outside input AND will enforce the bill

- The intent is NOT to pass legislation in all states – choose the ones that collectively create a critical mass to support a nationwide program
Summary

- Wisconsin can significantly improve battery collection and recycling
- Significant improvement can only occur through state mandate
- Expect significant opposition from key companies, industries and lobbies
- Gaining ACTIVE industry support will require evidence that there is sufficient momentum to support passage
- Municipal governments will have to actively advocate and not just support legislation
- Don’t expect industry to get behind something until the 2016 session
Questions?

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