



# Battery Recycling with Municipalities: A Best Practice Guide

Inform and inspire your community to act on good recycling intentions not just think about them.

Residents often turn to their communities to return items, like batteries, that they know should be recycled, but may not know how to do it. While implementing and managing a battery recycling program can seem overwhelming, it doesn't have to be. In fact, when done right, it can provide positive results for both the community and the environment.

Research has shown:



Consumers will recycle if they know how and why



Consumers will recycle if it's easy



Consumers will recycle if it's convenient



One of the biggest challenges any municipal program discovers is changing behaviour and inspiring residents to take the time to recycle. Therefore, municipal battery collection programs require continuous public education on safe battery recycling options both for residents and for businesses in the community. This communication should include:

- Which batteries can be recycled
- Where they can be dropped off for recycling
- Why batteries must be safely recycled
- How to recycle batteries safely

## What can municipalities do to implement a successful battery recycling program?

- 1 Designate a champion who is committed to success and can help drive engagement
- 2 Educate regularly to ensure residents know how and where they can recycle, including special recycling events
- 3 Track and frequently review performance metrics – scorecard battery collection performance
- 4 Engage community support through consistent program launches

Every recycling initiative is unique! Consult our reference document (page 2) for tips! The environment is important to all of us, batteries should not be thrown in the trash.





# Battery Recycling Playbook for Municipalities

## Educate Continuously and Explicitly



- ✓ Provide residents and businesses with tools for locating recycling sites. Provide visible signs at each depot to communicate the types of batteries accepted.
- ✓ Promote the recycling of batteries through local newsletter, newspapers, social media, radio, and television.
- ✓ Inform consumers about the benefits of recycling: Reduction at source, Reuse, Recovery of waste.

## Engage and Motivate Residents to Recycle



- ✓ Engage residents throughout the year through targeted or seasonal driven campaigns such as Spring Cleaning and Earth Day
- ✓ Utilize promotional events and incent residents to participate in recycling events
- ✓ Post local recycling events on municipal website
- ✓ Provide regular collection site location updates to Call2Recycle – these updates are reflected in continuous updates of our recycling site locator on our website

## Simplify the Task



- ✓ Communicate clear instructions on how to safely store, collect and recycle various battery types
- ✓ Provide appropriate materials to assist with the safe recycling process. When in doubt, individually bag or tape to stay safe!
- ✓ Make sure batteries are drop-off ready. Proper preparation can save staff time and resources
- ✓ When drums or boxes are full – contact Call2Recycle for pick-up – limit on-site storage time

## Offer Accessible & Convenient Options



- ✓ Situate depots near/or at the same location of other Recycling centres in a clean and weather protected area
- ✓ If you offer curbside collection, communicate collection dates in advance and provide recycling bags to residents to use
- ✓ Use Call2Recycle’s Website Locator ([www.call2recycle.ca/locator](http://www.call2recycle.ca/locator)) to locate public collection sites
- ✓ Publish municipal locations and websites to provide residents with information on where to recycle their batteries near their residence
- ✓ Communicate municipal collection sites: Libraries, Municipal Offices, etc. Where batteries can be safely recycled

## Monitor and Celebrate Progress



- ✓ Establish and communicate recycling targets
- ✓ Return full collection boxes in a timely fashion -Call2Recycle will automatically send box replacements
- ✓ Identify any key issues in the collection process and resolve quickly
- ✓ Create performance scorecard to measure meaningful metrics
- ✓ Reward residents for participation and performance (milestone based)

Contact Customer Service at 1-888-224-9764 or [customerservice@call2recycle.ca](mailto:customerservice@call2recycle.ca) to enhance your municipal battery collection and recycling program.