

RECHARGING THE PLANET.  
RECYCLING YOUR BATTERIES.™



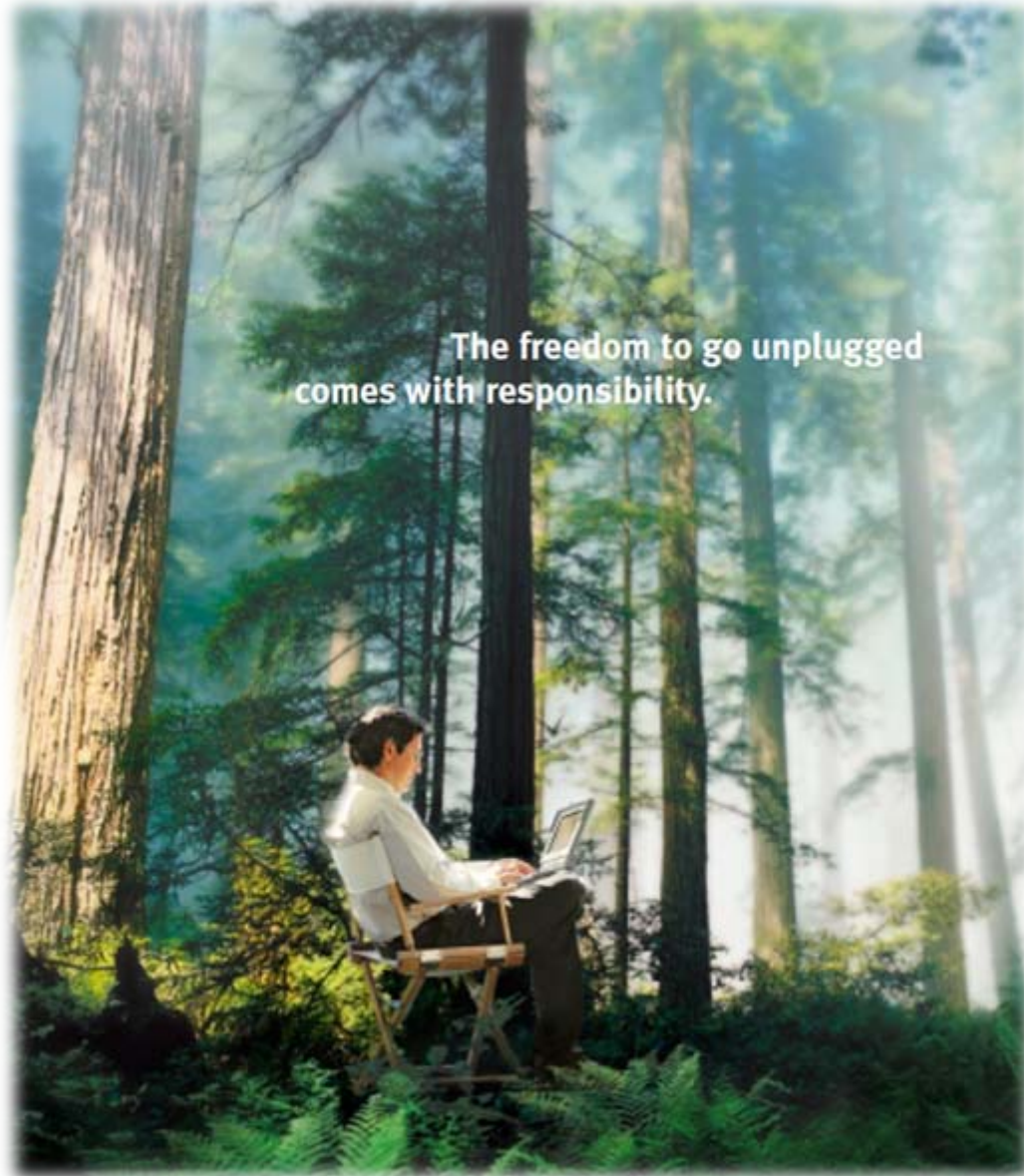
# Reuse, Reuse, Reuse, then Recycle! Lessons Learned from a Successful Recycling Program

## ReuseConex

Linda Gabor VP, Marketing & Account Management

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The freedom to go unplugged  
comes with responsibility.



# Overview

- Breaking Through the Green Clutter
- Challenge of Educating Consumers
- Which Comes First? Reuse or Recycling?
- Countering the Challenges
- Reuse & Recycling
- New Products, New Opportunities



## First, who are we?

- **Founded in 1994 to deal with States/EPA/Congress on Universal Waste**
- **Operated by the non-profit Rechargeable Battery Recycling Corporation (RBRC)**
- **First and most successful product stewardship program in North America**
- **Free to consumers, retailers and participants; 100% funded by manufacturers**
- **Over 60 Million Pounds of Rechargeable Batteries and Cell Phones Collected Since Inception**



# Breaking Through Green Clutter

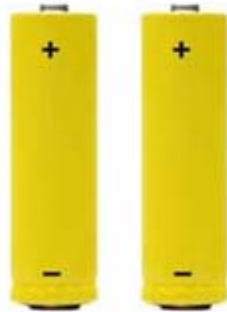


If we build it, they still may not come...



# Challenges of Educating Consumers

- A Battery is a Battery is a Battery – or is it Rechargeable (i.e., Reusable) vs. Alkaline



- Products in Products in Products....



- Hoarding is *not* reusing



- Consumer Adoption Can Be Slow



## Challenges of Educating Consumers



**Knees Can't Read**



**Recycling Bin Doesn't Match Product**



## Challenges of Educating Consumers



**Safety Concerns**



**Accessibility**



## Countering the Challenges: Educate!

- Educating consumers on which comes first: Reuse or Recycling?
- Lengthening the life of a rechargeable battery or cell phone
- Choosing rechargeables over alkalines when it makes sense
- Supporting policymakers in their efforts to support reuse and recycling



# Countering the Challenges: Educate!



Program Ads



Web & Social Media



Live Events



# Countering the Challenges: Strategic Partners



# Partner Organizations with a Green Strategy Can Make All the Difference



Organized



Self-Explanatory



Efficient



## A Well-Developed Collection Strategy Can Help Spur Growth & Consumer Loyalty



## Recycled & Reused

- All rechargeable batteries shipped to INMETCO for processing
- Metals from batteries are used to create new batteries or new stainless steel products



- Lead
- Cadmium
- Nickel
- Cobalt

**New Battery  
Production**



- Nickel

**Stainless  
Steel**



- Cardboard

**New Paper  
Products**



- Plastic Casings

**New Plastic  
Products**



- Cell Phones

**Refurb Cells  
& Donations**

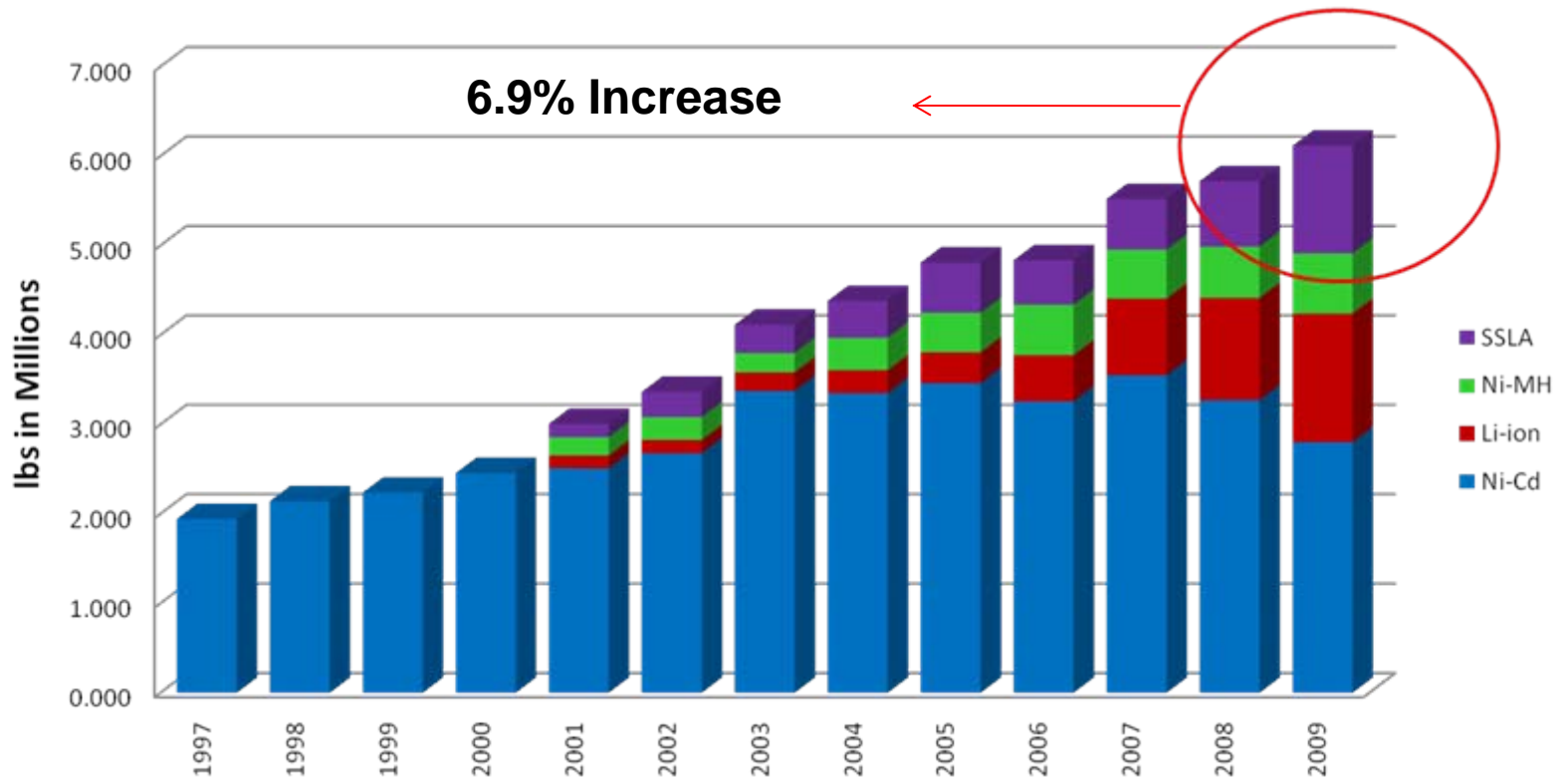


- Scrap Metal

**New Metal  
Products**



# The Results?



**Over 6.2 million pounds collected in 2009**



## What's Next?

- All Batteries
  - Public Demand vs. Industry Perception
- Small Electronics, Power Tools



# QUESTIONS?



**Linda Gabor**  
**VP, Marketing & Account Management**  
**Call2Recycle®**  
**1000 Parkwood Circle, Suite 450**  
**Atlanta, GA 30339**  
**678-419-9990**  
**lgabor@call2recycle.org**

