



Leading the charge for recycling.™

February 29, 2024

Mia Roethlein
Environmental Analyst
Vermont Department of Environmental Conservation
1 National Life Drive, Montpelier, VT 05620

RE: Call2Recycle 2024 Proposed Improvement Actions to Increase Battery Collections for Vermont Primary Battery Program

In 2023, Call2Recycle's proposed goal for collection rate was 25% or approximately 149,000 pounds. The program achieved 22% or 117,501 pounds. Due to the lower collection numbers, Call2Recycle is addressing in this cover letter the actions we will be taking in 2024 to increase the collection rate and total pounds collected in 2024.

Timing of Battery Shipments at End of Year

A loss of approximately 17,500 pounds in 2023 as compared to 2022 was from one solid waste site. About 15,000 pounds were shipped from that site in 2023 however they are waiting to be sorted as of 1/1/2024 so we cannot include those in our 2023 numbers. In other words, about 15,000 pounds have been shifted to 2024 numbers. This issue with battery shipments not being recorded in the same year will be addressed in 2024 so that the majority of collections in a given year can be allocated to that same year to avoid the moving between years for improved accuracy.

Increases in Mix of Collection Sites

The accessibility rate in the state of Vermont is at an all-time high (98% of residents live within 10 miles of a collection site). However, given recent IPSOS survey findings and reviewing our list of public and private collection sites, Call2Recycle will pursue a new mix of sites that includes private sites that generate a high volume of single use batteries, such as universities, medical centers and long-term care facilities and we will reach out once again to grocery stores to add at least one major grocer as a public site (per consumer feedback they prefer recycling at grocers in IPSOS). Lastly, we are working with the state's largest waste hauler to add more of their sites to collect batteries.

Education & Outreach Focus

Call2Recycle is changing our ad agency to oversee the education & outreach campaign in the state. We feel it is time to rethink and refresh the approach to educating consumers to increase the incidence of recycling batteries. Additionally, we will work with the state's largest hauler to investigate running a campaign with this company as IPSOS findings revealed that many consumers prefer to hear about recycling from their waste haulers. Lastly, we will also partner with the solid waste districts to ensure their education and outreach driven by their 5 year district plans include specific focus on battery recycling education especially in regions where we have seen lower incidence rates.





Leading the charge for recycling.™

Call2Recycle is committed to ensuring primary battery collections in the state of Vermont are successful. We will employ all of these tactics to ensure the 2024 program and future years are successful in increasing battery collections in the state.

Sincerely,

A handwritten signature in teal ink that reads "Carin Stuart".

Carin Stuart
Steward Relations Manager
Call2Recycle, Inc.



2023

VERMONT PRIMARY BATTERY STEWARDSHIP ANNUAL REPORT

REPORTING PERIOD: JANUARY - DECEMBER 2023

SUBMITTED: FEBRUARY 29, 2024

PREPARED FOR:

VERMONT AGENCY OF NATURAL RESOURCES DEPARTMENT OF
ENVIRONMENTAL CONSERVATION WASTE MANAGEMENT AND
PREVENTION DIVISION

DAVIS BUILDING - 1ST FLOOR
ONE NATIONAL LIFE DRIVE
MONTPELIER, VT 05620-3704

PREPARED BY:

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Call2Recycle, Inc.

Changing habits. Inspiring action.™

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2023 Program Highlights

In 2023, Call2Recycle is in the third year of the next five-year term as the stewardship organization for the Vermont Primary Battery Stewardship Program. 2022 was the first full year in which pre-pandemic activity resumed for businesses and consumers in the United States. In 2022, collections were the highest collection numbers for the program both in terms of pounds collected (149,884 lbs.) and collection rate (25%). In 2023, the program experienced a drop in both total pounds collected (117,501) and in the collection rate (22%). More than half of the drop in collections was due to lower volume at a single collection site and this was due to shipments late in December which are received at our sorting facility in 2024. In terms of awareness and incidence, more Vermonters are aware they can recycle primary batteries (61% up 4 points from 2022), but incidence has declined (down 8% from 2022). This drop coincides with consumers, mostly women, storing batteries for a more convenient time to drop off for recycling. Additionally, convenience has been cited as a reason to store their batteries where Vermonters prefer a drop off location near work or at the grocery store.

Education & Outreach

In 2023 there was a focused effort to reach the 35-54-year-old demographic to increase awareness and incidence for recycling batteries. Call2Recycle worked with the marketing communications firm, HMC (based in Richmond, VT) to refine Vermont specific creative assets and determine the best mix of non-traditional and traditional media. Messaging continued to use three pillars - community, environment, and safety - anchored by imagery reflecting Vermont's natural landscape. The multi-platform social media campaign created 6.6M impressions, more than twice the amount in 2022. There was a corresponding 4-point increase in consumer awareness in Vermont. Due to Google analytics changing their algorithm for web tracking and analysis mid-2023, we cannot compare web visits between 2022 and 2023.

EPR Partnerships

To bolster recycling for multiple materials in Vermont, Call2Recycle collaborated with the other Vermont Extended Producer Responsibility (EPR) programs, including paints, electronics, light bulbs, and thermostats, to create public information television segments and outreach materials.

Plan Renewal

On January 21, 2021, Vermont Agency of Natural Resources approved Call2Recycle's new five-year plan for the Vermont Primary Battery Stewardship Program.

At Home Mailer

In October, Call2Recycle launched an At-Home mailer collection pilot in Vermont. At the end of the year, 95 pounds of primary batteries were returned over the 12-month trial period. 163 mailers were ordered with 29 mailers returned or a return rate of 17.7% at the close of the trial. The cost per pound to collect was \$136.58/lbs. which is not feasible to expand this at-home mailer trial to additional locations in the state.

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10 V.S.A. § 7585. ANNUAL REPORT; PLAN AUDIT - Annual report. On or before March 1, 2018, and annually thereafter, a producer or a primary battery stewardship organization shall submit a report to the Secretary that contains the following:

(1) the weight of primary batteries collected by the producer or the primary battery stewardship organization in the prior calendar year;

In 2023, Call2Recycle, Inc. collected 117,501 pounds of primary batteries Vermont. This was a decrease of 21.6% over the total amount of primary batteries collected in 2022. Below please find the 2022 & 2023 primary battery recycling data.

Primary Battery Recycling Collection (Lbs)				
Material Type	2022	2023	Change in Lbs.	% Change
Alkaline (Including Carbon Zinc & Silver Oxide)	146,655	114,602	(32,053)	(22.0%)
Lithium	3,222	2,899	(323)	(10.0%)
Mercury	7	0	(7)	(100%)
Total	149,884	117,501	(32,383)	(21.6%)

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(2) the estimated percentage, by weight, of rechargeable batteries collected by the producer or the primary battery stewardship organization in the prior calendar year.

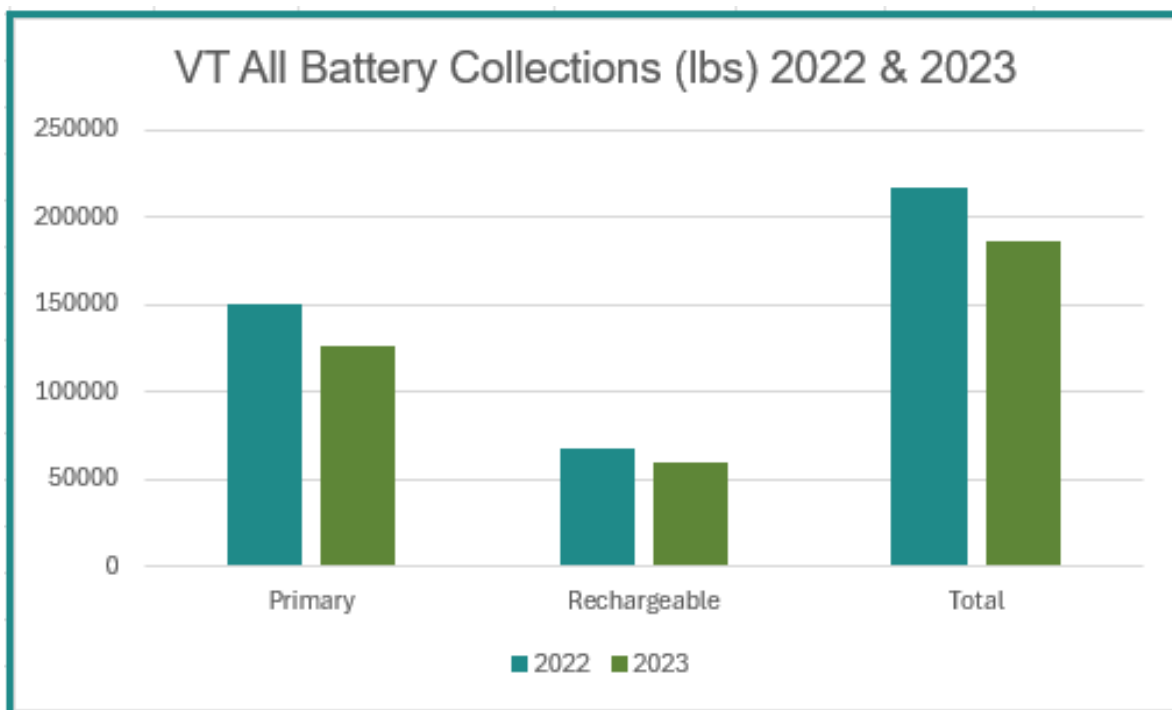
In 2023, Call2Recycle, Inc. collected 59,467 pounds of rechargeable batteries in Vermont, which is a decrease of 7.7% of the total amount of rechargeable batteries as compared to 2022. Below please find the rechargeable battery recycling data for both 2022 & 2023.

Rechargeable Battery Recycling Collection (Lbs)				
Material Type	2022	2023	Change in Lbs.	% Change
Small Sealed Lead Acid (SSLA/Pb)	22,200	22,510	310	1.4%
Nickel Cadmium (Ni-Cd)	17,197	14,646	(2,551)	(14.8)
Lithium Ion (Li-Ion)	19,480	16,958	(2,522)	(12.9)
Nickel Metal-Hydride (Ni-MH)	5,551	5,353	(198)	(3.6%)
Totals	64,428	59,467	(7,864)	(7.7%)

In 2023, Call2Recycle, Inc. collected 176,968 pounds of primary and rechargeable batteries (combines in Vermont, a 17.4% decrease from 2022. Below please find the combined battery recycling data for both 2022 & 2023.

Combined Battery Recycling Collection (Lbs)				
Material Type	2022	2023	Change in Lbs.	% Change
Primary	149,884	117,501	(32,383)	(21.6%)
Rechargeable	64,428	59,467	(4,961)	(7.7%)
Total	214,312	176,968	(37,344)	(17.4%)

2023 Vermont Primary Battery Stewardship Annual Report



(3) *The percentage of primary batteries collected in the prior calendar year that are from producers who are not participating in any approved stewardship plan, based on periodic sorting of primary batteries by the reporting producers;*

Throughout the year, Call2Recycle, Inc. conducted periodic audits of batteries collected from Vermont collection sites. The audits captured brand name, chemistry, and weight sorted. Below please find the results of the audits combined with the percentage of batteries from non-participating producers:

Vermont Battery Audit ¹	Number of Brands	Weight Sorted (Lbs.)	% of Overall Weight
Participating Brands	23	4,169	86%
Non-Participating Brands ²	310	685	13%
Exempted Brands ³	3	5	1%

1 Each category is mutually exclusive.

2 Brands received through the Call2Recycle program that are not participating in an approved program.

3 Exempt brands were granted exemption status from the Agency as defined under the law.

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Measuring the percent of primary battery brands collected from non-participating producers can be complex and misleading because once a battery is collected for recycling, Call2Recycle must fund the proper recycling of that battery even though that battery may be exempt from the law. Examples of exempt batteries are ones sold in products, batteries sold specifically for hearing aids, or batteries sold directly to the business or industrial sector.

In addition, once a battery is collected for recycling, it is impossible to know if that battery, sold by a participating steward is covered under the law – as it may be sold in a product or directly to the business sector – therefore, the 13% shown above can be misleading.

(4) the collection rate achieved in the prior calendar year under the primary battery stewardship plan, including a report of the estimate total sales data by weight for primary batteries sold in the State for the previous three calendar years;

Fifteen (15) obligated stewards selling covered primary batteries into the State of Vermont participated in Call2Recycle, Inc.’s approved primary battery stewardship plan. This is down by 2 stewards in 2022. Below details the estimated total weight of covered primary batteries as defined under the law, sold by producers participating in Call2Recycle, Inc.’s plan, total weight collected of all primary batteries (participating, non-participating and exempt) and the 2023 achieved collection rate for producers participating in Call2Recycle, Inc’s plan:

Primary Battery Collection Rate	
Total Weight of Covered Batteries Sold into VT by Producers Participating in Call2Recycle, Inc. (3 Year Average)	544,570
Total Weight of All Primary Batteries Collected	117,501
Collection Rate Proposed for 2023 in Call2Recycle's Plan	25%
Call2Recycle, Inc. Collection Rate Achieved in 2023 on behalf of Participating Producers	22%

(5) the locations for all collection points set up by the primary battery producers covered by the primary battery stewardship plan and contact information for each location;

Call2Recycle, Inc. provides an easy, responsible, and no-cost solution for consumer battery drop-off at retailers, municipalities, and solid waste management facilities. Below please find the list of these sites and contact information for each site:

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Account Name	Address	County	Main Phone
A.B.L.E. Waste	512 E. Woodstock Rd, Woodstock, VT, 05091	Windsor	8026723569
A.B.L.E. Waste Fast Trash	Bridgewater Town Garage, Bridgewater Corners, VT,	Windsor	8026744474
Addison County Solid Waste Management District	05035 1223 Route 7 South, Middlebury, VT, 05753-8800	Addison	8023882333
Alburgh Transfer Station	10 Dump Road, Alburgh, VT, 05440	Grand Isle	8027966078
Aubuchon Hardware	50 Shelburne Shopping Park, Shelburne, VT, 05482-7488	Chittenden	8029853349
Aubuchon Hardware	40 Main St, Montpelier, VT, 05602	Washington	8022231700
Battenkill Bicycles	99 Bonnet Street, Manchester Center, VT, 05255	Bennington	8023622734
Bennington Transfer Station	111 South St. Suite 203, Bennington, VT, 05201	Bennington	8024478737
Benson Transfer Station	503 Glenn Rd, Benson, VT, 05743-9477	Rutland	8023425701
Bibens Ace Hardware	1127 North Ave, Burlington, VT, 05408	Chittenden	8028810056
Bibens Ace Hardware	15 Essex Way, Essex, VT, 05452	Chittenden	8028708120
Bibens Ace Hardware	1961 Williston Rd, South Burlington, VT, 05403	Chittenden	8028660969
Bibens Home Center Inc.	362 River Rd, North Springfield, VT, 05150	Windsor	8028862288
Bicycle Express - Waterbury VT	23 Commercial Dr, Waterbury, VT, 05676	Washington	8028828289
Bisbee's Hardware	109 Mad River Green, Waitsfield, VT, 05673-7297	Washington	8024963635
Bridgewater Town Garage	65 School House Road, Bridgewater, VT, 05034	Windsor	8026725379
Broughton True Value Hardware	3437 VT Route 22A, Bridport, VT, 05734-4416	Addison	8027582477
Brown and Roberts Ace Hardware	182 Main St, Brattleboro, VT, 05301-2892	Windham	8022574566
Cambridge Transfer Station	Route 104, Cambridge, VT, 05444	Lamoille	8028914050
Casella Coventry Landfill/CWM Transportation, Inc.	21 Landfill Ln, Newport, VT, 05855-4504	Orleans	8023348300
Casella Waste Earthwise Transfer	6911 Main St, Waitsfield, VT, 05673-6023	Washington	8024966394
Casella Waste Management Depot	408 E Montpelier Rd, Montpelier, VT, 05602-8255	Washington	8022240124
Cavendish Transfer Station-Town Offices	37 High St, Cavendish, VT, 05142-4430	Windsor	8022267291
Chittenden Transfer Station	300 Holden Rd, Chittenden, VT, 05737-9800	Rutland	8023425701
Country Home Center	85 Center Rd, Morrisville, VT, 05661-8585	Lamoille	8028883177
Craftsbury Transfer Station	40 Creek Rd, Craftsbury, VT, 05826-9528	Orleans	8024966394
CSWD Burlington Drop-Off Center	339 Pine St, Burlington, VT, 05401-4739	Chittenden	8028728100
CSWD Environmental Depot	1011 Airport Parkway, South Burlington, VT, 05403	Chittenden	8028654663
CSWD Essex Drop-Off Center	218 Colchester Rd, Essex Junction, VT, 05452-2405	Chittenden	8028728100
CSWD Hinesburg Drop-Off Center	907 Beecher Hill Rd, Hinesburg, VT, 05461-9135	Chittenden	8028728100
CSWD Milton Drop-Off Center	36 Landfill Rd, Milton, VT, 05468-3886	Chittenden	8028728100
CSWD South Burlington Drop-Off Center	87 Landfill Rd, South Burlington, VT, 05403-5702	Chittenden	8028728100
CSWD Williston Drop-Off Center	1492 Redmond Rd, Williston, VT, 05495-7701	Chittenden	8028728100
CVSWMD - ARCC	540 N Main St, Barre, VT, 05641-2504	Washington	8024761900
Damon Hall	1 Quechee Road, Hartland, VT, 05048	Windsor	8024362444
Dover Transfer Station	11 Landfill Road, West Dover, VT, 05356	Windham	8027807986
Earl's Cyclery	2069 williston rd, south burlington, VT, 05403	Chittenden	8028649197
EZ Way Rental Center	115 County St, Bennington, VT, 05201-1809	Bennington	8024428393
Fair Haven Transfer Stn	175 Fair Haven Ave, Fair Haven, VT, 05743	Rutland	8022658291
Fairlee Transfer Station	Dump Road off U.S. Rte 5 South, Fairlee, VT, 05045	Orange	8023334363
Green Mountain Bikes	105 N. Main St., Rochester, VT, 05767	Windsor	8027674464
Green's Ace Hardware	10 Railroad St, Enosburg Falls, VT, 05450	Franklin	8029337500
Hartford Recycling Center	2590 N Hartland Rd, White River Junction, VT, 05001-	Windsor	8022955740
Hartland Town Offices	9819 1 Quechee Road, Hartland, VT, 05048	Windsor	8022955740
Interstate All Battery Center of Rutland	71 River St, Rutland, VT, 05701-3935	Rutland	8027869075
J & H Do It Best	20 The Sq, Bellows Falls, VT, 05101-1335	Windham	8024634140
Jerihill Ace Hardware	249 VT Route 15, Jericho, VT, 05465-9641	Chittenden	8028991277
Johnson Hardware and Rental	1442 VT Route 15 W, Johnson, VT, 05656-9647	Lamoille	8026357282
Johnson Transfer Station	941 Wilson Rd, Johnson, VT, 05656-9304	Lamoille	8022539503
Kenyons Hardware and Farm Supply	93 N Main St, Northfield, VT, 05663-6742	Washington	8024859676
Larrabee's Building Supply	1410 US-2, West Danville, VT, 05873	Caledonia	8026843622
Londonderry Hardware	5700 VT Route 100, Londonderry, VT, 05148-9537	Windham	8028243926
Lowe's	189 Hanneford Dr, South Burlington, VT, 05403-6956	Chittenden	8023189052
Lowe's	10 Susie Wilson Rd, Essex Junction, VT, 05452-2807	Chittenden	8026629131
Ludlow Transfer Station	336 Route 100 S, Ludlow, VT, 05149-9510	Windsor	8022282846
Ludlow Transfer Station-Town Offices	37 Depot St, Ludlow, VT, 05149-1300	Windsor	8022282846
Manchester Town Clerk Office	40 Jeff Williams Way, Manchester Center, VT, 05255	Bennington	8023621313
Menard's Family True Value	780 Brooklyn St, Morrisville, VT, 05661	Lamoille	
Middletown Springs Transfer Station	8 Fire House Ln, Middletown Springs, VT, 05757	Rutland	8023425701
Milton Ace Hardware	5 Southerberry Dr, Milton, VT, 05468-4537	Chittenden	8028934100
Morrisville Transfer Station	832 Cochran Road, Morrisville, VT, 05661	Lamoille	8022539503
NEKWMD - Ryegate Recycling Ctr	269 School St, East Ryegate, VT, 05042	Caledonia	8026263532
NEKWMD - Waterford Recycling	Duck Pond Rd, Lower Waterford, VT, 05819	Caledonia	8026263532
NEKWMD - Westfield Recycling	757 VT Route 100, Westfield, VT, 05874-9666	Orleans	8026263532
NEKWMD - Westmore Recycling	6988 VT Route 5A, Westmore, VT, 05860	Orleans	8026263532
NEKWMD - Wheelock Recycling	Route 122, Lyndonville, VT, 05851-6000	Caledonia	8026263532

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Account Name	Address	County	Main Phone
NEKWMD Albany/Irasburg Depot	161 Route 58 E, Irasburg, VT, 05845-9666	Orleans	8026263532
NEKWMD Barnet Recycling Ctr	End of Town Highway 14, Saint Johnsbury, VT, 05819-	Caledonia	8026263532
NEKWMD Brighton Recycling Ctr	8590 621 Railroad St, Island Pond, VT, 05846-9626	Essex	8026263532
NEKWMD Cabot Recycling Ctr	153 Sawmill Rd, Lower Cabot, VT,	Washington	8026263532
NEKWMD Concord Recycling Ctr	110 Brook Rd, Concord, VT, 05824	Essex	8026263532
NEKWMD Danville Recycling Ctr	448 Peacham Road, Danville, VT, 05828	Caledonia	8026263532
NEKWMD Derby Recycling Ctr	3427 US Route 5, Derby, VT, 05829	Orleans	8026263532
NEKWMD Derby Recycling Ctr	3427 US Route 5, Derby, VT, 05829	Orleans	8026263532
NEKWMD Glover Recycling Ctr	1600 Dry Pond Rd, Glover, VT, 5839	Orleans	8026263532
NEKWMD Greensboro Recycling Ct	Town Hwy 8, Greensboro, VT, 05841	Orleans	8026263532
NEKWMD Holland Recycling Ctr	3157 Valley Rd, Holland, VT, 05830	Orleans	8026263532
NEKWMD Jay Recycling Ctr	1375 Cross Rd, North Troy, VT, 05859-9818	Orleans	8026263532
NEKWMD Lunenburg Recycling Ctr	Transfer Station Rd, Lunenburg, VT, 05906	Essex	8026263532
NEKWMD Morgan Recycling Ctr	285 Hatton Hts, Morgan, VT, 05853-9601	Orleans	8026263532
NEKWMD Morgan Recycling Ctr	285 Hatton Hts, Morgan, VT, 05853-9601	Orleans	8026263532
NEKWMD Newark Recycling Ctr	1358 Newark St, West Burke, VT, 05871-9733	Caledonia	8026263532
NEKWMD Newport Town Recycling	Rt 105, The Old Town Garage, Newport Town, VT, 05857	Orleans	8026263532
NEKWMD Norton Recycling Ctr	249 VT Route 114 S, Norton, VT, 05907	Essex	8026263532
NEKWMD Peacham Recycling Ctr	Town Highway #2, E Peacham, VT,	Caledonia	8026263532
Nelson Ace Hardware	188 N Main St Ste 4, Barre, VT, 05641-4370	Washington	8024765700
Newport Ambulance Inc	830 Union St, Newport, VT, 05855-5523	Orleans	8023342023
Norman Williams Public Library	10 The Green, Woodstock, VT, 05091	Windsor	8024572295
Northeast Kingdom Waste Mgt District	224 Church St, Lyndonville, VT, 05851-9616	Caledonia	8026263532
Northwest VT Solid Waste Management District	158 Morse Dr., Fairfax, VT, 05454	Franklin	8025245986
Norwich Transfer Station	24 New Boston Road, Norwich, VT, 05055	Windsor	8026491192
NWSWD - Bakersfield	380 Main St Route 108, Bakersfield, VT, 05441-9998	Franklin	8025245986
NWSWD - Montgomery	86 Mountain Rd, Montgomery Center, VT, 05471-3130	Franklin	8025245986
NWSWD - North Hero	362 W Shore Rd, North Hero, VT, 05486-4514	Grand Isle	8025245986
NWSWD - St. Albans City	83 Rewes Dr, Saint Albans, VT, 05478-2000	Franklin	8022225280
Oakes Lumber & Hardware	975 Lower Plain, Bradford, VT, 05033	Orange	8022256736
Onion River Outdoors	89 Main Street, Montpelier, VT, 05602	Washington	8028617533
Outdoor Gear Exchange	37 Church St, Burlington, VT, 05401	Chittenden	8024836500
Pittsford Town Offices	426 Plains Rd, Pittsford, VT, 05763-9109	Rutland	8024573861
Pomfret Town Offices	5218 Pomfret Road, North Pomfret, VT, 05053	Windsor	8027664971
Poulin Lumber Inc	3639 US Route 5, Spartanburg, VT, 05829-9490	Orleans	8023791470
Pownal Transfer Station	511 center street, Pownal, VT, 05261	Bennington	8023791470
Pownal Transfer Station	511 Center St, Pownal, VT, 05261	Bennington	8023621952
R.K. Miles, Inc	618 Depot St, Manchester Center, VT, 05255-9807	Bennington	8022224748
RED CLOVER BIKES	446 US ROUTE 5 N, Fairlee, VT, 05045	Orange	8023163120
REI - Williston	244 Retail Way, Williston, VT, 05495	Chittenden	8028518333
ReSOURCE Household Goods	590 E Main St, Hyde Park, VT, 05655-9267	Lamoille	8024790101
Reynolds and Son Inc.	47 Bridge St, South Barre, VT, 05670	Washington	8028728100
Richmond Drop-Off Center	80 Rogers Ln, Richmond, VT, 05477-7748	Chittenden	8028631177
Russell Supply	9 Gregory Dr, South Burlington, VT, 05403-6061	Chittenden	8027739231
Rutland County Solid Waste District HHW Depot	14 Gleason Rd, Rutland, VT, 05701-9001	Rutland	8027479013
Rutland Town Transfer Stn	218 Northwood Park Rd, Rutland, VT, 05736	Rutland	8027638268
Sharon Town Offices	69 VT-132, Sharon, VT, 05065	Windsor	8028630404
Shred-Ex, LLC	529 Jasper Mine Rd, Colchester, VT, 05446-7526	Chittenden	8026583313
Skirack	85 Main St, Burlington, VT, 05401	Chittenden	8023425701
Solid Waste Alliance Communities	515 N End Rd, Tinmouth, VT, 05773	Rutland	8023425701
Solid Waste Alliance Communities	36 Blacksmith Ln, Sudbury, VT, 05733-9564	Rutland	8023425701
Solid Waste Alliance Communities	10 Park Ave, Middletown Springs, VT, 05757-4021	Rutland	8028622199
Staples #0166	861 Williston Rd, South Burlington, VT, 05403-5724	Chittenden	8027730116
Staples #0354	300 S Main St, Rutland, VT, 05701-4907	Rutland	8024423919
Staples #0712	5 Kocher Dr, Bennington, VT, 05201-1924	Bennington	8024762788
Staples #0822	168 Ames Dr, Barre, VT, 05641-2373	Washington	8028720260
Staples #1195	1375 Maple Tree Pl, Williston, VT, 05495-8210	Chittenden	8022575596
Staples #1272	768 Putney Rd, Brattleboro, VT, 05301-9005	Windham	8026744474
Strafford Recycling Center	159 VT Rte 132, South Strafford, VT, 05070-7738	Orange	8024479997
The Home Depot	121 N Bennington Rd, Bennington, VT, 05201-1645	Bennington	8027866900
The Home Depot	299 US Route 4 E, Rutland, VT, 05701-9034	Rutland	8028720039
The Home Depot	759 Harvest Ln, Williston, VT, 05495-7269	Chittenden	8023348370
The Pick and Shovel	54 Coventry St, Newport, VT, 05855-2126	Orleans	8028650090
The Radio North Group	12 Gregory Dr Ste 4, South Burlington, VT, 05403-6058	Chittenden	8023883020
The UPS Store	105 Court St, Middlebury, VT, 05753-1475	Addison	8027852922
Thetford Recycling Center	4659 Route 113, Thetford Center, VT, 05075	Orange	

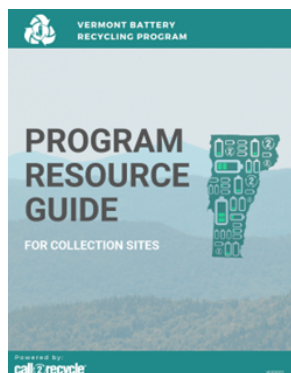
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Account Name	Address	County	Main Phone
Tinmouth Town Transfer Station	537 Route 140, Tinmouth, VT, 05773	Rutland	8023425701
Town of Burke	212 School St, West Burke, VT, 05871-9009	Caledonia	8026269622
Town of Cavendish	354 Route 131, Cavendish, VT, 05142	Windsor	8022267743
Town of Hartland	Town Offices (Damon Hall), Hartland, VT, 05048	Windsor	8026749235
Town of Newbury	4982 Main St N, Newbury, VT, 05051-9802	Orange	8028669008
Town of Pomfret	Town Offices, North Pomfret, VT, 05053	Windsor	8026744474
Town of Sharon	Town Offices, Sharon, VT, 05065	Windsor	8026744474
Town of Springfield	100 Recycle Road, Springfield, VT, 05156-2140	Windsor	8028855827
Town of Wardsboro	77 Dump Rd, Wardsboro, VT, 05355-6707	Windham	8028966542
Vermont Bicycle Shop	105 N Main St., Barre, VT, 05641	Chittenden	8026228222
Vermont Bike & Brew	242 Academy Rd, Thetford, VT, 05074	Orange	8022742277
Vershire Recycling Center	6894 VT Route 113, Vershire, VT, 05079-9604	Orange	8026852227
Vershire Town Office	6897 VT Route 113, Vershire, VT, 05079	Orange	8026852227
Waterbury True Value Hardware	838 Waterbury Stowe Rd, Waterbury, VT, 05676-	Washington	8022448905
Weathersfield Recycling Center	9730 5024 Route 106, Perkinsville, VT, 05151	Windsor	8022635651
West Fairlee Town Offices	870 Rte. 113, West Fairlee, VT, 05083	Orange	8023339696
Weston Town Office	12 Lawrence Hill Rd., Weston, VT, 05161-0098	Windsor	8028246645
Whitingham Transfer Station	4189 VT Route 100, Whitingham, VT, 05361	Windham	8023687876
Windham Solid Waste Management District	327 Old Ferry Rd, Brattleboro, VT, 05301-9175	Windham	8022570272
Windsor Municipal Building	29 Union St, Windsor, VT, 05089-1503	Windsor	8026746786
Woodstock Ace Hardware	452 Woodstock Rd, Woodstock, VT, 05091-9759	Windsor	8024573291
Worcester Transfer Station	43 Calais Rd, Worcester, VT, 05682	Washington	8022539503

2023 Vermont Primary Battery Stewardship Annual Report

(6) examples and description of educational materials used to increase collections;

In 2023, Call2Recycle, Inc. employed an integrated, multi-channel approach to educate stakeholders, maintain awareness of battery recycling in Vermont, and encourage Vermonters to act and recycle their used batteries. Below is an outline of 2023 program activities:



Program Resource Guide

In 2022, Call2Recycle developed and distributed a new digital Program Resource Guide (Figure 1) to help collection sites navigate and enhance their participation in the program. The all-inclusive guide offers a program overview, safe battery handling, preparation, and packaging instructions, and educational materials, among other information. In 2023, Call2Recycle began a campaign to remind collection sites of the materials that can be used to promote battery collections around key battery recycling dates and during special events.

Figure 1

Point of Sale Material

Call2Recycle offered collection sites with point-of-sale material (Figure 2): a shelf talker for placement near the battery display and a cling for affixing to a counter or window to identify their location as a battery drop-off location. Both items are available via [online order form](#).



Figure 2

At Home Mailer

In fall of 2022, Call2Recycle launched an “at-home” mailer pilot program where Call2Recycle mailed postcards to residents in Bennington and Londonderry counties to inform residents of this new program and instructions on how to order an at home mailer collection kit. During a one-year period, 163 at home mailers were mailed out to residents in Vermont. From November 2022 to November 2023, 29 mailers (or 17.7%) were returned to Call2Recycle with single-use batteries inside. A total of 94.3 pounds of single-use batteries were collected which equated to \$136.58 per pound collection for this pilot program. As a result, this specific program is overly costly to continue testing in the state of Vermont.



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Collaborative EPR Outreach

In 2023, Call2Recycle renewed outreach efforts in partnership with other legislated Vermont Extended Producer Responsibility (EPR) programs: electronics, paint, fluorescent light bulbs, and mercury thermostats. A mix of outlets were utilized to disseminate information about these materials requiring “Special Recycling,” including 15-second and 30-second television commercials on WCAX TV, digital ads on Front Porch Forum, OTT – Statewide Spanish, and brochure distribution (Figure 3), which is available in multiple languages.



Figure 3

Paid Digital

Call2Recycle again partnered with local Marketing Communications agency, HMC, to create a statewide digital campaign (Figure 4) with a concentration on engaging Vermonters aged 35-54. The campaign included paid search and a mix of feed and stories on Facebook, Instagram, Snapchat and X (Formally Twitter). The creative used was an extension of the 2022 Vermont imagery concept which we call the “Re-Re: campaign; however, updated to reflect the natural environment found in Vermont with a direct “call to action” to Respect, Restore and Reflect” both the environment and safety concerns with the disposal of lithium-ion batteries. Using images of the Vermont landscape to showcase the natural beauty of Vermont, the refresh reinforced the safety message to keep batteries out of the blue bins and garbage to protect Vermont while emphasizing the ‘how and where’ for battery recycling, directly driving the audience to the drop-off locator.



Figure 4

2023 Vermont Primary Battery Stewardship Annual Report

Outreach Metrics

Call2Recycle implemented continuous outreach and promotional activities to ensure battery recycling remains top-of-mind for consumers and stakeholders across Vermont. Specifically, Call2Recycle implemented activities that were measurable to assess progress for this five-year term of the program. These activities included the following:

- **Social Media Websites and Campaigns**

The social media websites included Facebook/Instagram, X (formerly Twitter), YouTube, Front Porch Forum, and Google. Call2Recycle engaged in both organic and paid social campaigns. In total, over 6.6M impressions were attained in a broad campaign to refresh the Vermont Primary Battery Stewardship Program brand. See impressions, posts, and click-through rates (CTR).

- **EPR Partnerships**

Call2Recycle partnered with the other Vermont EPR programs on television and Front Porch Forum campaigns from January through November. This resulted in 1,228,000 impressions that educated consumers on how to recycle batteries.

- **Dedicated Vermont Landing Page and Locator**

Call2Recycle maintains a Vermont-specific landing page at www.call2recycle.org/vermont, which includes promotional and educational materials, as well as access to its online locator. The locator encourages users to enter their zip code for the nearest Call2Recycle drop-off locations. The online drop-off locator was used 20,821 times in 2023. The visits to the Call2Recycle dedicated Vermont page were 9,386. Comparisons to 2022 visits are not provided as Google analytics changed their algorithm for web tracking and analysis mid-2023 therefore we cannot compare web visits between 2022 and 2023.

Vermont 2023 Outreach Metrics			
Social Media Websites	Fans & Followers	Posts/Tweets	Engagement
Facebook	330	67	6%
X (formerly Twitter)	176	71	1.08%
Social Campaigns	Impressions	Clicks	CTR
Paid Google Search	8,282	1,685	20.35%
Paid Facebook/Instagram	3,705,740	5,259	0.14%
Paid YouTube	461,959	174	0.04%
Total	4,175,981	7,118	
Website Visits	2021	2022	2023*
Vermont Landing Page	4,827	15,809	9,386
Call2Recycle Locator	30,311	28,799	20,821

*2023 website metrics cannot be directly compared with previous years as Google Analytics released the new GA4 web tracking replacing the previous standard, Universal Analytics, drastically changing results.

2023 Vermont Primary Battery Stewardship Annual Report

Consumer Survey to Measure Effectiveness:

In the Fall of 2015, Call2Recycle, Inc. conducted its first survey in Vermont to benchmark consumer awareness of single-use battery recycling. The survey has been repeated each Fall to measure the effectiveness of Call2Recycle’s education and outreach initiatives to gauge awareness (% aware that single-use batteries can be recycled) and incidence (% who have actually recycled their single-use batteries). Below please find the results of two high-level measures from the surveys for the last seven years:

High-Level Consumer Survey Results	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023
Awareness % of Vermonters that know single-use batteries can be recycled	57%	56%	61%	59%	57%	57%	61%
Incidence % of Vermonters that have recycled single-use batteries in past 12 months	40%	41%	49%	44%	50%	49%	41%

In 2023, we saw an increase in the percent of Vermonters who know single-use batteries can be recycled (61%) but a decrease in Vermonters who recycled their single-use batteries in the past 12 months (41% to 49%).

(7) the manner in which the collected primary batteries were managed

Used batteries were collected for recycling through an established network of sites throughout Vermont. Once collected and packaged for shipment, these batteries were shipped directly to its contracted sorter, Cirba Solutions (formerly, Battery Solutions Recovery, LLC).

Shipments of used batteries are recorded by site, sorted by chemistry, consolidated into truckload shipments, and sent to Call2Recycle’s qualified processing network. Below please find the physical flow (Figure 6) representing the robust network of downstream vendors who meet Call2Recycle’s service standards and are approved to accept each type of battery chemistry collected by Call2Recycle for proper recycling.

2023 Vermont Primary Battery Stewardship Annual Report

Call2Recycle Physical Flow: United States



Public & Private

Public agencies
Retailers
Businesses
Municipalities



Sorting Partners

Cirba Solutions
Mesa, AZ
Wixom, MI

Inmetco
Ellwood City, PA

Wistron GreenTech
McKinney, TX



Approved Downstream Vendors

Li-Ion

Interco
Madison, IL

Li-Cycle
Rochester, NY

Recycling Coordinators, Inc.
Akron, OH

Redwood Materials
Carson City, NV

Retriev
Lancaster, OH

SungEel Hitech Co.
Incheon, South Korea

Umicore
Hoboken, Belgium

Ni-Cd, Ni-MH, Ni-Zn

Evergreen Battery Recycling (Ni-Cd only)
Youngstown, OH

Inmetco (Ni-MH and Ni-Zn only)
Ellwood City, PA

Interco (Ni-MH only)
Madison, IL

Kobar
Republic of Korea

NRCC
Osaka Japan

Recycling Coordinators, Inc.
(Ni-MH and Ni-Zn only)
Akron, OH

Redwood Materials (Ni-MH only)
Carson City, NV

Retriev (Ni-Cd only)
Lancaster, OH

SNAM (Ni-Cd only)
Viviez, France

SSLA/Pb Dry Cell

Gopher Resource
Eagan, MN

RSR-Quemetco, Inc.
Indianapolis, IN

Alkaline, Carbon Zinc, Lithium Primary

Cirba Solutions Recovery
(Alkaline only)
Wixom, MI

Inmetco (Alkaline)
Ellwood City, PA

RMC (Alkaline only)
Port Colborne, ON, Canada

Redwood Materials
(Lithium Primary only)
Carson City, NV

Retriev
(Lithium Primary only)
Trail, BC

Cellphones

The Wireless Alliance
Boulder, CO

2023 Vermont Primary Battery Stewardship Annual Report

(8) any material changes to the primary battery stewardship plan approved by the Secretary pursuant to section 7586 of this title; and

Call2Recycle made no material changes to the primary battery stewardship plan in 2023.

(9) the cost of implementation of the primary battery stewardship plan, including the costs of collection, recycling, education, and outreach.

Call2Recycle, Inc.'s annual audited financial statements are not finalized until early May each year. Below please find the unaudited financial statement specific to the primary battery stewardship program:

Call2Recycle, Inc. (Vermont Primary Battery Program) Statement of Revenue & Expenses For the Year-Ended December 31, 2023 (Unaudited)			
	2023 budget	2023 actual	Variance
REVENUE			
Steward Fees	\$ 453,128	\$ 400,696	\$ (52,432)
TOTAL REVENUE	\$ 453,128	\$ 400,696	\$ (52,432)
EXPENSES			
Total Operations	\$ 160,920	\$ 126,524	\$ (34,396)
Salary & Benefits	\$ 63,000	\$ 63,000	\$ -
Education & Awareness	\$ 100,000	\$ 95,000	\$ (5,000)
Professional Fees	\$ 24,775	\$ 24,775	\$ -
Travel, Meals & Lodging	\$ 5,000	\$ 900	\$ (4,100)
Overhead	\$ 13,720	\$ 13,720	\$ -
Periodic Sorting	\$ 10,000	\$ 15,000	\$ 5,000
ANR	\$ 15,000	\$ 15,000	\$ -
TOTAL EXPENSE	\$ 392,415	\$ 353,919	\$ (38,496)
Increase in net assests (operating)	\$ 60,713	\$ 46,777	\$ (13,936)
Collections			
Primary (lbs)	149,000	117,152	-31,848
Total (lbs)	149,000	117,152	-31,848



Figure 5

The safe handling, transport, and disposal of used batteries, specifically lithium-based, continues to be a focus of Call2Recycle’s collection efforts. To help ensure collection sites receive proper training on how to safely package used batteries for transportation, Call2Recycle, Inc. continued to require online safety training (Figure 5) for all participating collection sites, providing safety trainings via online video and quiz.

To further promote battery safety, Call2Recycle, Inc. staff participated in battery safety training sessions for Solid Waste Management Entities, as well as Household Hazardous Waste Coordinators’ quarterly meetings hosted by the State. The focus of these activities was to reinforce the safe handling, packaging, and shipping of used batteries.

To help Vermonters prevent battery-related incidents, Call2Recycle created customized Vermont-specific Avoid the Spark, Be Battery Safety Smart campaign materials. Available at www.avoidthespark.com, Vermont collection sites and residents can now find battery safety guidelines, a disposal guide for specific types of batteries, and promotional materials including a video, social media posts, and logos. (Figure 6)

Avoid the Spark!



Figure 6



Figure 7

Damaged, Defective or Recalled Batteries

Damaged, defective and recalled (DDR) lithium-based batteries (Figure 7) require special handling per transportation regulations and cannot be placed in a typical Call2Recycle collection box. Therefore, Call2Recycle offers collection sites a fee-based compliant solution. In Vermont, Call2Recycle has provided special DDR containers to several sold waste entities to safely and compliantly ship these batteries for recycling.

2023 Vermont Primary Battery Stewardship Annual Report

Producers & Brands Covered by Call2Recycle, Inc.’s Approved Plan

In 2023, fifteen (15) obligated stewards, representing over 45 brands, financed Call2Recycle’s primary battery collection and recycling program in Vermont. Below please find the list of obligated stewards and brands these stewards are “covering.”

Name	Brands	Address	Contact Information
Ace Hardware Corporation	ACE	2200 Kensington Court Oak Brook, IL 60523	Leigh Levinson 866.290.5334
Albertson’s	Signature Care, Signature Select	250 Parkcenter Blvd., Boise, ID 83706	Angela Levin 510-514-2639
Amazon.com	Amazon Basics	410 Terry Avenue North Seattle, WA 98109	Heather Zakour 206.266.1000
Best Buy Co., Inc	Insignia	7601 Penn Ave S Minneapolis, MN 55423-3683	Tim Dunn 888.237.8289
Delhaize America	Home 360; Smart Life	2110 Executive Dr. Salisbury, NC 28147	George Parmenter 800.442.6049
Dollar General	DG Home	100 Mission Ridge Goodlettsville, TN 37072	Eric Voyles 615.855.4000
Dorcy International	Diehard, Dorcy, Mastercell	2700 Port Rd Columbus, OH 43217	Kathy Verhoeven 614.497.5830
Duracell US Operations	Duracell Activair, Duracell Coppertop, Duracell Coppertop Ultra Power, Duracell Mallory, Duracell Optimum, Duracell Power Pix, Duracell Prismatic, Duracell Procell, Duracell Quantum, Duracell Ultra, Duracell Ultra Advanced	14 Research Dr Luanne Lombardo Bethel, CT 06801-1040	Steven Wicelinski 800-551-2355
Energizer Battery Manufacturing, Inc	Energizer Eveready Rayovac	25225 Detroit Rd Westlake, OH 44145	Kevin Rejent 314-985-5200
HD Supply Holdings, Inc.	HD Supply	3400 Cumberland Blvd SE Atlanta, GA 30339-5940	Armando Diaz 770.852.9000
Interstate Batteries Recycling, LLC	Interstate, Workaholic, PowerVolt, Power Patrol	12770 Merit Drive Dallas, TX 75251	Tod Lyons 888.772.3600
Panasonic Corporation	Panasonic, Panasonic Pro, Panasonic Evolta	2 Riverfront Plaza Ste 200 Newark, NJ 07102	Kazuhiro Suzuki 201.348.7000
Target Corporation	Up&Up	33 S 6th St Ste CC-3625 Minneapolis, MN 55402	Catherine Wernecke 800.440.0680
Tractor Supply	JobSmart	5401 Virginia Way Brentwood, TN 37027	Pat Perry 615.440.4000
True Value Company	True	8600 W Bryn Mawr Ave Chicago, IL 60631-3579	William Schwab 773.695.5000

Accessibility

To optimize battery and cellphone recycling across the country, Call2Recycle, Inc. developed a standard for measuring public recycling accessibility for these items. This accessibility rate measures the percent of a state’s population that lives within a 10-mile radius of an available Call2Recycle, Inc. drop off location.

For 2022, Call2Recycle maintained a 96% accessibility rate in Vermont. Please see the adjacent map (Figure 8) for specific details.

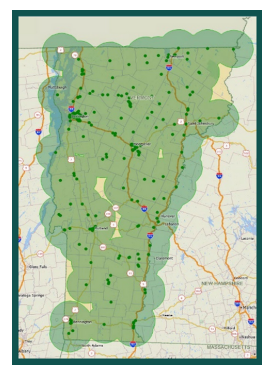


Figure 8

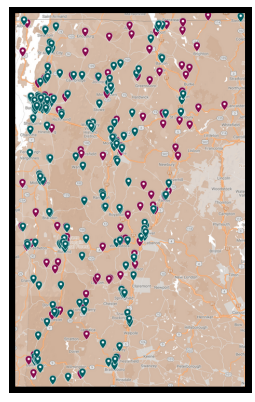


Figure 9

Call2Recycle maintains a mixture of private (not eligible to the public) and public sites in Vermont. Figure 9 shows this mixture of sites with purple sites public and teal sites private.

Customer Service Activity

Call2Recycle, Inc.’s customer service team handles hundreds of daily inquiries from collection sites and consumers weekly. In 2023, Call2Recycle’s customer service team fielded the following inquiries and new site enrollments for Vermont:

Vermont Activity	2023 Totals
Calls or Service Tickets (web-based, emails, etc.) from VT Collection Sites into Call2Recycle Customer Service	309
New Collection Sites Added	37
Rate of New Sites that Recycled Batteries in 2023	19%
Call2Recycle Collection Boxes Sent to VT collection sites	3,304
Call2Recycle Collection Boxes Returned from VT collection sites	2,037

Appendix – Vermont Consumer Survey (Fall 2023)

Full results available upon request.

Executive Summary: Vermont 2023

AWARENESS



Compared to last year, more Vermont residents believe that consumer household batteries can be recycled (72%, up 4 points).

Still, a quarter of Vermont's residents don't know whether household batteries can be recycled. There is, however, heightened awareness and certainty among residents regarding the recyclability of rechargeable batteries in 2023.

While there are no significant differences in awareness levels across age, there are marked differences when it comes to gender.

3 – © Ipsos

GENDER



This year, there are notable differences when it comes to gender and household battery recycling in Vermont.

Vermont men are more likely than women to believe that household batteries can be recycled, and women are more likely to be unsure, or think they can't be recycled at all – this is also the case when it comes to awareness of E-bike batteries.

This uncertainty and lack of awareness translates into recycling behaviours. Fewer Vermont women are recycling their household batteries, and more women are storing or throwing their batteries into the trash. Vermont women cite lack of knowledge and uncertainty as the main reasons for these behaviours.

RECYCLING BEHAVIOUR



Vermont residents are recycling similar quantities of household batteries compared to 2022. Last year, compared to the year before, fewer Vermont residents were storing fewer amounts of batteries, and more residents were throwing more batteries away. This year, we see the inverse, a more positive trend.

On average, the proportion of batteries being thrown away has decreased, down 9-points from last year. These batteries are likely accounted for in the 8-point increase in the proportion of batteries being stored by Vermont residents. This trend is mirrored by the decreased number of Vermont residents who are throwing away *all* their batteries, and the decrease in those who are storing *none*.



Executive Summary: Vermont 2023

... continued

ATTITUDES



Having positive attitudes towards recycling continues to be a trend for Vermonters this year. 9 in 10 agree recycling batteries preserves the environment, that there is an environmental benefit to recycling batteries, and that recycling is important.

Although Vermont residents are supportive of recycling in general, and battery recycling in particular, 8 in 10 Vermonters this year say sometimes it's just easier to throw something out than to recycle it (up 8-points).

Still, Vermonters are recycling similar amounts of batteries in 2023, and they are more likely this year to agree that consumer household battery recycling is convenient (57%). This is a good sign because we know that inconvenience and lack of awareness are often the top barriers to recycling household batteries.

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CONVENIENCE



Vermont residents who store batteries typically cite waiting for a more convenient time to recycle as their primary reason, and those who throw them away often do so for the sake of convenience. Of those who throw their batteries away, a quarter attribute their actions to the absence of a convenient recycling option in their community.

These insights tell us the importance of enhancing battery recycling processes in Vermont. Addressing barriers to convenience can positively influence Vermonters' battery recycling behaviours. In particular, Vermont residents would like recycling locations closer to their places of work or to have a pick-up service for their household batteries.

INFORMATION & PURCHASE



This year, Vermonters continue to get information about battery recycling from their local trash company or recycling center, online, or by searching for it themselves; they prefer these delivery mechanisms, along with local sources and information received by mail.

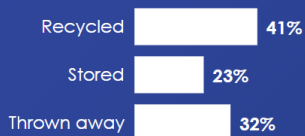
Vermont women, and those aged 35+ are more likely to say they don't get battery recycling information at all.

Most Vermont residents don't remember where they bought their rechargeable batteries, but those who do listed online as number one. When it comes to single-use batteries, grocery stores are the top choice for Vermonters.



Executive Summary: Vermont 2023 ... continued

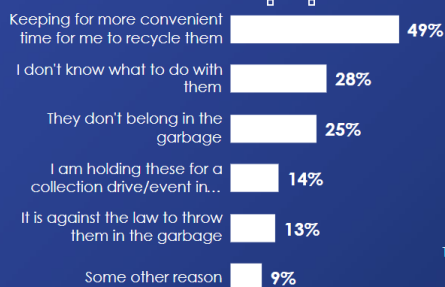
SINGLE-USE BATTERIES



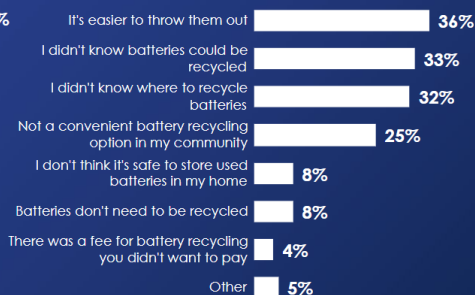
RECHARGEABLE BATTERIES



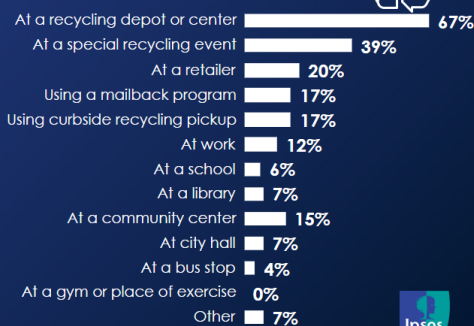
STORING BATTERIES



THROWING OUT BATTERIES



RECYCLING LOCATIONS



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