



2022

VERMONT PRIMARY BATTERY STEWARDSHIP ANNUAL REPORT

REPORTING PERIOD: JANUARY – DECEMBER 2022

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PREPARED FOR:

Vermont Agency of Natural Resources Department of
Environmental Conservation Waste Management and
Prevention Division Davis Building – 1st Floor
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Call2Recycle, Inc.

Changing habits. Inspiring action.™

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2022 PROGRAM HIGHLIGHTS

In 2022, Call2Recycle is now in the first year of the next five-year term as the stewardship organization for the Vermont Primary Battery Stewardship Program. While 2020 saw a significant reduction in primary battery recycling due to the Covid-19 pandemic, 2021 saw a strong rebound likely due to pent up storage of used batteries being placed in collection boxes as the pandemic restrictions eased. In 2022, collections were slightly higher than 2021 numbers likely contributing from the new mix of outreach and education. This growth can be attributed to Call2Recycle's shift in education and outreach targeting the 18–34-year-old demographic and all Vermonter's continued belief in the importance of battery recycling. In 2022, 149,884 lbs. of primary batteries were collected, the highest weight in the Vermont program's history, with the corresponding highest recycling rate of 25%.

Education & Outreach

In 2022 there was a focused effort to reach the 18–34-year-old demographic to increase knowledge with resulting action in this age group. Call2Recycle continues to work 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 3M impressions, one-third more than 2021. There was a corresponding 230% increase in Vermonters accessing the dedicated Call2Recycle Vermont webpage while maintaining the same level of activity to the online locator to find their nearest drop-off battery collection site.

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, over 53 pounds of primary batteries were returned over 3 months; however, collection boxes remain in households and continue to be returned. Call2Recycle is continuing to gather collection data and insights and will perform an analysis in early 2023 to assess an expanded At Home Mailer project.

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;

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In 2022, Call2Recycle, Inc. collected 149,884 pounds of primary batteries in Vermont. This was an increase of 1% over the total amount of primary batteries collected in 2021. Below please find the 2021 & 2022 primary battery recycling data:

Primary Battery Recycling Collections (lbs.)				
Material Type	2021	2022	Change in Lbs.	% Change
Alkaline (Includes Carbon Zinc & Silver Oxide)	143,447	146,655	3,208	2%
Lithium Primary	4,893	3,222	(1,671)	(34%)
Mercury	0	7	7	-
Totals	148,340	149,884	1544	1%

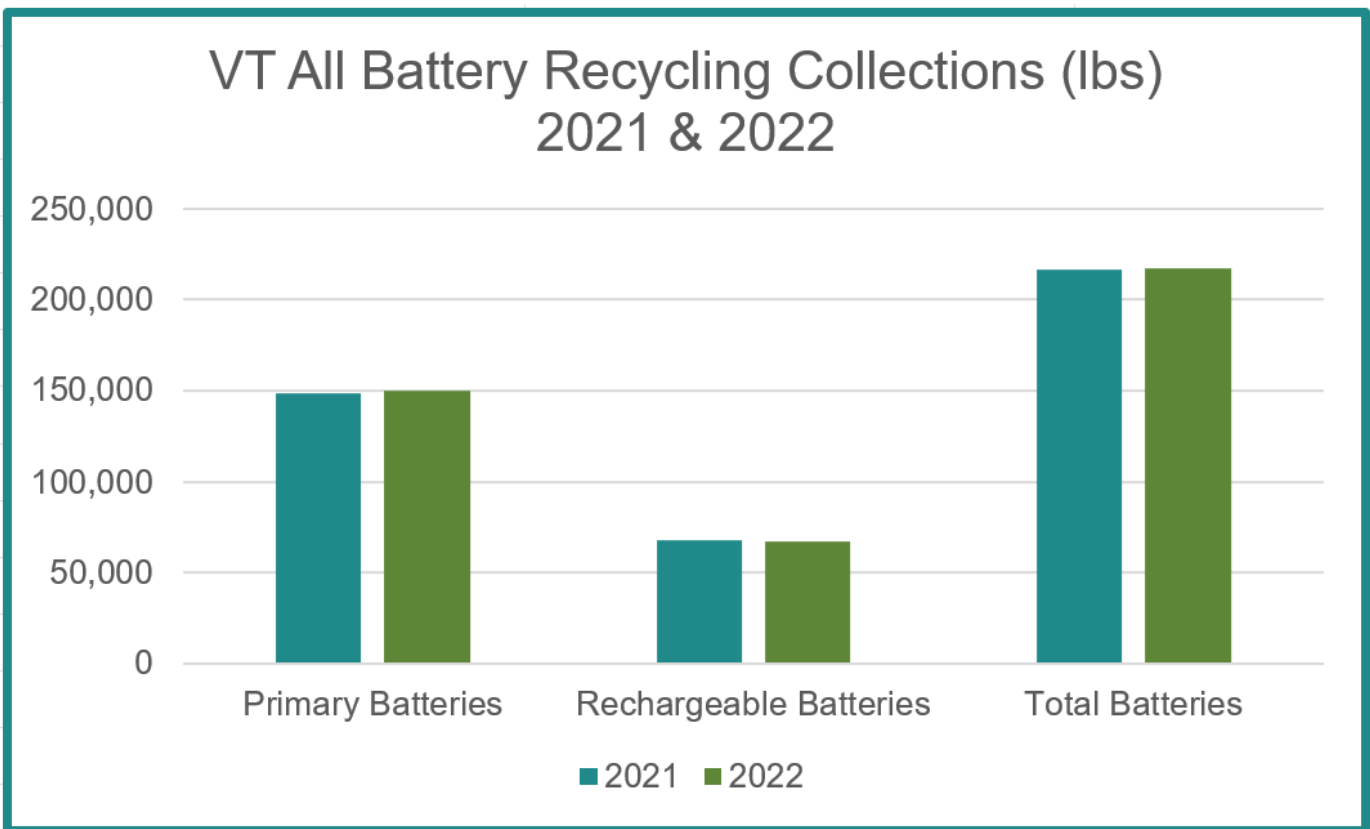
(2) the estimated percentage, by weight, of rechargeable batteries collected by the producer or the primary battery stewardship organization in the prior calendar year;

In 2022, Call2Recycle, Inc. collected 67,331 pounds of rechargeable batteries in Vermont, which is a decrease of 1.6% of the total amount of rechargeable batteries as compared to 2021. Below please find the rechargeable battery recycling data for both 2022 & 2021:

Rechargeable Battery Collections (lbs.)				
Material Type	2021	2022	Change in Lbs.	% Change
Small Sealed Lead Acid (SSLA/Pb)	28,420	22,200	(6,220)	(21%)
Nickel Cadmium (Ni-Cd)	18,565	17,197	(1,368)	(7%)
Lithium Ion (Li-Ion)	15,991	19,480	3,489	21%
Nickel Metal-Hydrate (Ni-MH)	5,448	5,551	103	2%
Totals	68,424	67,331	(1,093)	(2%)
% Rechargeable of Total	32%	30%	(2%)	

In 2022, Call2Recycle, Inc. collected 217,215 pounds of primary and rechargeable batteries (combined) in Vermont, a 0.21% increase from 2021. Below please find the combined battery recycling data for both 2021 & 2022:

Combined Battery Recycling Collections (lbs.)				
Material Type	2021	2022	Change in Lbs.	% Change
Primary Batteries	148,340	149,884	1544	1%
Rechargeable Batteries	68,424	67,331	(1,093)	(2%)
Total Batteries	216,764	217,215	(451)	0.21%



(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:

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Vermont Battery Audit ¹	Number of Brands	Weight Sorted (lbs.)	% of Overall Weight
Participating Brands	32	2609	65.2%
Non-Participating Brands ²	258	1387	34.7%
Exempted Brands ³	1	1	0.1%

¹Each category is mutually exclusive.

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

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

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 34.7% 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;

Seventeen (17) obligated stewards selling covered primary batteries into the State of Vermont participated in Call2Recycle, Inc.'s approved primary battery stewardship plan.

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 2022 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) *	564,413
Total Weight of All Primary Batteries Collected	149,884
Collection Rate Proposed for 2022 in Call2Recycle's Plan	23%
Call2Recycle, Inc. Collection Rate Achieved in 2022 on behalf of Participating Producers	25%

*The total weight of batteries sold into Vermont is based off available national sales data from reporting stewards – this number is a very rough estimate.

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(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:

Account Name	Address	County	Contact	Telephone
Addison County Solid Waste Management District	1223 Route 7 South, Middlebury, VT 05753-8800	Addison	Donald Maglienti	(802) 388-2333
Broughton True Value Hardware	3437 VT Route 22A, Brideport, VT 05734-4416	Addison	Monica Bailey	(802) 758-2477
EZ Way Rental Center	115 County St, Bennington, VT 05201-1809	Bennington	Mike Thompson	(802) 442-8393
The Home Depot	121 N Bennington Rd, Bennington, VT 05201-1645	Bennington	General Manager Normajean Marchegiani	(802) 447-9997
Readsboro Transfer Station	301 Phelps Ln, Readsboro, VT 05350-9638	Bennington	Marchegiani	(802) 423-7010
Manchester Town Clerk Office	40 Jeff Williams Way, Manchester Center, VT 05255	Bennington	Anita Sheldon	(802) 362-1313
Pownal Transfer Station	467 Center St, Pownal, VT 05261-9637	Bennington	Tom Shuey	(802) 379-1470
Staples	5 Kocher Dr, Bennington, VT 05201-1924	Bennington	General Manager	(802) 442-3919
R.K. Miles, Inc	618 Depot St, Manchester Center, VT 05255-9807	Bennington	Zack Dupuis	(802) 362-1952
Pownal Transfer Station	645 Maple Grove Rd, Pownal, VT 05261	Bennington	General Manager	(802) 379-1470
Southern Vermont Audiology	69 Union Street, Manchester, VT 05254	Bennington	General Manager	(802) 366-8020
Battenkill Bicycles	99 Bonnet Street, Manchester Center, VT 05255	Bennington	Barrack Evans	(802) 362-2734
NEKWMD Norton Recycling Ctr	249 VT Route 114 S, Norton, VT 05907	Bristol	General Manager	(802) 626-3532
NEKWMD Newark Recycling Ctr	1358 Newark St, West Burke, VT 05871-9733	Caledonia	General Manager	(802) 626-3532
Larrabee's Building Supply	1410 US-2, West Danville, VT 05873	Caledonia	Jason Larrabee	(802) 684-3622
Town of Burke	212 School St, West Burke, VT 05871-9009	Caledonia	General Manager Shannon	(802) 626-9622
Northeast Kingdom Waste Mgt District	224 Church St, Lyndonville, VT 05851-9616	Caledonia	Choquette	(802) 626-3532
NEKWMD - Ryegate Recycling Ctr	269 School St, East Ryegate, VT 05042	Caledonia	General Manager	(802) 626-3532
NEKWMD Danville Recycling Ctr	279 Highland Ave, Danville, VT 05828-9667	Caledonia	General Manager	(802) 626-3532
NEKWMD - Waterford Recycling	Duck Pond Rd, Lower Waterford, VT 05819	Caledonia	General Manager	(802) 626-3532
NEKWMD Barnet Recycling Ctr	End of Town Highway 14, Saint Johnsbury, VT 05819-8590	Caledonia	General Manager	(802) 626-3532
NEKWMD - Wheelock Recycling	Route 122, Lyndonville, VT 05851-6000	Caledonia	General Manager	(802) 626-3532
NEKWMD Peacham Recycling Ctr	Town Highway #2, E Peacham, VT	Caledonia	General Manager	(802) 626-3532
Lowe's	10 Susie Wilson Rd, Essex Junction, VT 05452-2807	Chittenden	General Manager	(802) 662-9131
Chittenden Solid Waste District	1011 Airport Pkwy, South Burlington, VT 05403-5804	Chittenden	Joshua Estey	(802) 865-4663
Vermont Bicycle Shop	105 N Main St., Barre, VT 05641	Chittenden	Darren Ohl	(802) 622-8222
Bibens Ace Hardware	1127 North Ave, Burlington, VT 05408	Chittenden	Scott Greenip	(802) 881-0056
The Radio North Group	12 Gregory Dr Ste 4, South Burlington, VT 05403-6058	Chittenden	Danielle Pheeney	(802) 865-0090
Staples	1375 Maple Tree Pl, Williston, VT 05495-8210	Chittenden	Manager General	(802) 872-0260
Williston Drop-Off Center	1492 Redmond Rd, Williston, VT 05495-7701	Chittenden	General Manager	(802) 872-7109

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Bibens Ace Hardware	15 Essex Way, Essex, VT 05452	Chittenden	James Deberville	(802) 870-8120
Lowe's	189 Hanneford Dr, South Burlington, VT 05403-6956	Chittenden	Brian Donnelly	(802) 318-9052
Bibens Ace Hardware	1961 Williston Rd, South Burlington, VT 05403	Chittenden	Roland Ostrout	(802) 866-0969
Earl's Cyclery	2069 Williston Rd, south Burlington, VT 05403	Chittenden	Colby Lake	(802) 864-9197
Essex Drop-Off Center	218 Colchester Rd, Essex Junction, VT 05452-2405	Chittenden	General Manager	(802) 878-3152
Jerihill Ace Hardware	249 VT Route 15, Jericho, VT 05465-9641	Chittenden	Walt Tummons	(802) 899-1277
Burlington Drop-Off Center	339 Pine St, Burlington, VT 05401-4739	Chittenden	General Manager	(802) 863-3827
Milton Drop-Off Center	36 Landfill Rd, Milton, VT 05468-3886	Chittenden	General Manager	(802) 893-6551
Wires Computing	383 College St., Burlington, VT 05401	Chittenden	General Manager	(802) 448-0403
Milton Ace Hardware	5 Southerberry Dr, Milton, VT 05468-4537	Chittenden	Walt Tummons	(802) 893-4100
Aubuchon Hardware	50 Shelburne Shopping Park, Shelburne, VT 05482-7488	Chittenden	Scott Law	(802) 985-3349
Shred-Ex, LLC	529 Jasper Mine Rd, Colchester, VT 05446-7526	Chittenden	Ceilidh Munroe	(802) 863-0404
The Home Depot	759 Harvest Ln, Williston, VT 05495-7269	Chittenden	Dan	(802) 872-0039
Richmond Drop-Off Center	80 Rogers Ln, Richmond, VT 05477-7748	Chittenden	General Manager	(802) 434-2712
Skirack	85 Main St, Burlington, VT 05401	Chittenden	Ross MacGillivray	(802) 658-3313
Staples	861 Williston Rd, South Burlington, VT 05403-5724	Chittenden	General Manager	(802) 862-2199
South Burlington Drop-Off Ctr	87 Landfill Rd, South Burlington, VT 05403-5702	Chittenden	General Manager	(802) 865-6221
Russell Supply	9 Gregory Dr, South Burlington, VT 05403-6061	Chittenden	Jason Colby	(802) 863-1177
Hinesburg Drop-Off Center	907 Beecher Hill Rd, Hinesburg, VT 05461-9135	Chittenden	General Manager	(802) 482-4840
NEKWMD Concord Recycling Ctr	110 Brook Rd, Concord, VT 05824	Essex	General Manager	(802) 626-3532
NEKWMD Brighton Recycling Ctr	621 Railroad St, Island Pond, VT 05846-9626	Essex	General Manager	(802) 626-3532
Green's Ace Hardware	10 Railroad St, Enosburg Falls, VT 05450	Franklin	Tessa Tibbits	(802) 933-7500
Northwest VT Solid Waste Management District	158 Morse Dr., Fairfax, VT 05454	Franklin	Shannon Plant	(802) 524-5986
NWSWD - Bakersfield	380 Main St Route 108, Bakersfield, VT 05441-9998	Franklin	General Manager	(802) 524-5986
NWSWD - St. Albans City	83 Rewes Dr, Saint Albans, VT 05478-2000	Franklin	General Manager	(802) 524-5986
NWSWD - Montgomery	86 Mountain Rd, Montgomery Center, VT 05471-3130	Franklin	General Manager	(802) 524-5986
Alburgh Transfer Station	10 Dump Road, Alburgh, VT 05440	Grand Isle	General Manager	(802) 796-6078
NWSWD - North Hero	362 W Shore Rd, North Hero, VT 05486-4514	Grand Isle	General Manager	(802) 524-5986
NEKWMD - Westmore Recycling	6988 VT Route 5A, Westfield, VT 05860	Hampden	General Manager	(802) 626-3532
Johnson Hardware and Rental	1442 VT Route 15 W, Johnson, VT 05656-9647	Lamoille	Alan Lehouiller	(802) 635-7282
ReSOURCE Household Goods	590 E Main St, Hyde Park, VT 05655-9267	Lamoille	Travis Quetel	(802) 851-8333
Menard's Family True Value	780 Brooklyn St, Morrisville, VT 05661	Lamoille	Michelle Menard	
Country Home Center	85 Center Rd, Morrisville, VT 05661-8585	Lamoille	Paul Badger	(802) 888-3177
Johnson Transfer Station	941 Wilson Rd, Johnson, VT 05656-9304	Lamoille	General Manager	(802) 253-9503
Cambridge Transfer Station	Route 104, Cambridge, VT 05444	Lamoille	General Manager	(802) 891-4050
Strafford Recycling Center	159 VT Rte 132, South Strafford, VT 05070-7738	Orange	General Manager	(802) 674-4474
Tool Barn, Inc	2320 US Route 5 N, Fairlee, VT 05045-9752	Orange	Dan Perry	(802) 222-9311
RED CLOVER BIKES	446 US ROUTE 5 N, Fairlee, VT 05045	Orange	Sarah Pushee	(802) 222-4748
Thetford Recycling Center	4659 Route 113, Thetford Center, VT 05075	Orange	General Manager	(802) 785-2922
Town of Newbury	4982 Main St N, Newbury, VT 05051-9802	Orange	General Manager	(802) 866-9008

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Vershire Recycling Center	6894 VT Route 113, Vershire, VT 05079-9604	Orange	Gene Craft	(802) 685-2227
West Fairlee Town Offices	870 Rte. 113, West Fairlee, VT 05083	Orange	General Manager	(802) 333-9696
NEKWMD Jay Recycling Ctr	1375 Cross Rd, North Troy, VT 05859-9818	Orleans	General Manager	(802) 626-3532
NEKWMD Glover Recycling Ctr	1600 Dry Pond Rd, Glover, VT 05839	Orleans	General Manager	(802) 626-3532
NEKWMD Albany/Irasburg Depot	161 Route 58 E, Irasburg, VT 05845-9666	Orleans	General Manager	(802) 626-3532
Casella Coventry Landfill/CWM Transportation, Inc.	21 Landfill Ln, Newport, VT 05855-4504	Orleans	Trish Geoffroy	(802) 334-8300
NEKWMD Morgan Recycling Ctr	285 Hatton Hts, Morgan, VT 05853-9601	Orleans	General Manager	(802) 626-3532
NEKWMD Morgan Recycling Ctr	285 Hatton Hts, Morgan, VT 05853-9601	Orleans	General Manager	(802) 626-3532
NEKWMD Holland Recycling Ctr	3157 Valley Rd, Holland, VT 05830	Orleans	General Manager	(802) 626-3532
NEKWMD Derby Recycling Ctr	3427 US Route 5, Derby, VT 05829	Orleans	General Manager	(802) 626-3532
Poulin Lumber Inc	3639 US Route 5, Spartanburg, VT 05829-9490	Orleans	Brad Richardson	(802) 766-4971
Craftsbury Transfer Station	40 Creek Rd, Craftsbury, VT 05826-9528	Orleans	General Manager	(802) 496-6394
The Pick and Shovel	54 Coventry St, Newport, VT 05855-2126	Orleans	Greg Hamblett	(802) 334-8370
NEKWMD - Westfield Recycling	757 VT Route 100, Westfield, VT 05874-9666	Orleans	General Manager	(802) 626-3532
Newport Ambulance Inc	830 Union St, Newport, VT 05855-5523	Orleans	Jeff Johansen	(802) 334-2023
NEKWMD Newport Town Recycling	Rt 105, The Old Town Garage, Newport Town, VT 05857	Orleans	General Manager	(802) 626-3532
NEKWMD Greensboro Recycling Ct	Town Hwy 8, Greensboro, VT 05841	Orleans	General Manager	(802) 626-3532
NEKWMD Lunenburg Recycling Ctr	Transfer Station Rd, Lunenburg, VT 05906	Orleans	General Manager	(802) 626-3532
Solid Waste Alliance Communities Rutland County Solid Waste District HHW Depot	10 Park Ave, Middletown Springs, VT 05757-4021	Rutland	General Manager	(802) 342-5701
Fair Haven Transfer Stn	175 Fair Haven Ave, Fair Haven, VT 00057	Rutland	Daniel Hofman	(802) 773-9231
Rutland Town Transfer Stn	218 Northwood Park Rd, Rutland, VT 05736	Rutland	General Manager	(802) 265-8291
The Home Depot	299 US Route 4 E, Rutland, VT 05701-9034	Rutland	General Manager	(802) 747-9013
Chittenden Transfer Station	299 US Route 4 E, Rutland, VT 05701-9034	Rutland	General Manager	(802) 786-6900
Staples	300 Holden Rd, Chittenden, VT 05737-9800	Rutland	General Manager	(802) 342-5701
Pittsford Town Offices	300 S Main St, Rutland, VT 05701-4907	Rutland	General Manager	(802) 773-0116
Gilmore Home Center	426 Plains Rd, Pittsford, VT 05763-9109	Rutland	John Haverstock	(802) 483-6500
Benson Transfer Station	427 Route 4 A, Bomoseen, VT 05732-4437	Rutland	General Manager	(802) 468-5676
Solid Waste Alliance Communities	503 Glenn Rd, Benson, VT 05743-9477	Rutland	General Manager	(802) 342-5701
Tinmouth Town Transfer Station	515 N End Rd, Tinmouth, VT 05773	Rutland	General Manager	(802) 342-5701
Interstate All Battery Center of Rutland	537 Route 140, Tinmouth, VT 05773	Rutland	General Manager	(802) 342-5701
Middletown Springs Transfer Station	71 River St, Rutland, VT 05701-3935	Rutland	Martin Keith	(802) 786-9075
Morrisville Transfer Station	8 Fire House Ln, Middletown Springs, VT 05757	Rutland	General Manager	(802) 342-5701
Bisbee's Hardware	832 Cochran Road, Morrisville, VT 05661	Wake	General Manager	(802) 253-9503
NEKWMD Cabot Recycling Ctr	109 Mad River Green, Waitsfield, VT 05673-7297	Washington	General Manager	(802) 496-3635
Staples	153 Sawmill Rd, Lower Cabot, VT	Washington	General Manager	(802) 626-3532
Nelson Ace Hardware	168 Ames Dr, Barre, VT 05641-2373	Washington	General Manager	(802) 476-2788
Onion River Outdoors	188 N Main St Ste 4, Barre, VT 05641-4370	Washington	Donna Davis	(802) 476-5700
Bicycle Express - Waterbury VT	20 Langdon St, Montpelier, VT 05602	Washington	Jason Schippert	(802) 225-6736
	23 Commercial Dr, Waterbury, VT 05676	Washington	Matt Green	(802) 882-8289

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ReSOURCE Household Goods	30 Granite St, Barre, VT 05641-4142	Washington	Dan Frost	(802) 477-7800
Aubuchon Hardware	40 Main St, Montpelier, VT 05602	Washington	Henry Witte	(802) 223-1700
Casella Waste Management Depot	408 E Montpelier Rd, Montpelier, VT 05602-8255	Washington	Courtney Judkins	(802) 224-0124
Worcester Transfer Station	43 Calais Rd, Worcester, VT 05682	Washington	General Manager	(802) 253-9503
Reynolds and Son Inc.	47 Bridge St, South Barre, VT 05670	Washington	Brad Morse	(802) 479-0101
CVSWMD - ARCC	540 N Main St, Barre, VT 05641-2504	Washington	Bob Freeman	(802) 476-1900
Casella Waste Earthwise Transfer	6911 Main St, Waitsfield, VT 05673-6023	Washington	General Manager	(802) 496-6394
Waterbury True Value Hardware	838 Waterbury Stowe Rd, Waterbury, VT 05676-9730	Washington	General Manager	(802) 244-8905
Kenyons Hardware and Farm Supply	93 N Main St, Northfield, VT 05663-6742	Washington	Kristy Kenyon	(802) 485-9676
Brown and Roberts Ace Hardware	182 Main St, Brattleboro, VT 05301-2892	Windham	Ed Morse	(802) 257-4566
J & H Do It Best	20 The Sq, Bellows Falls, VT 05101-1335	Windham	Heather Haskins	(802) 463-4140
Windham Solid Waste Management District	327 Old Ferry Rd, Brattleboro, VT 05301-9175	Windham	Anita Grant	(802) 257-0272
Whitingham Transfer Station	4189 VT Route 100, Whitingham, VT 05361	Windham	Jen Herzig	(802) 368-7876
Green Mountain Pharmacy	5700 RT 100, Londonderry, VT 05148	Windham	Sara Niklas	(802) 824-3344
Londonderry Hardware	5700 VT Route 100, Londonderry, VT 05148-9537	Windham	General Manager	(802) 824-3926
Staples	768 Putney Rd, Brattleboro, VT 05301-9005	Windham	General Manager	(802) 257-5596
Town of Wardsboro	77 Dump Rd, Wardsboro, VT 05355-6707	Windham	General Manager	(802) 896-6542
A.B.L.E. Waste Fast Trash	Bridgewater Town Garage, Bridgewater Corners, VT 05035	Windsor	General Manager	(802) 674-4474
Hartland Town Offices	1 Quechee Road, Hartland, VT 05048	Windsor	General Manager	(802) 295-5740
Town of Springfield	100 Recycle Road, Springfield, VT 05156-2140	Windsor	Dan Farrar	(802) 885-5827
Weston Town Office	12 Lawrence Hill Rd., Weston, VT 05161-0098	Windsor	General Manager	(802) 824-6645
Norwich Transfer Station	24 New Boston Road, Norwich, VT 05055	Windsor	General Manager	(802) 649-1192
Bethel Royalton Transfer Station	2460 VT 14, South Royalton, VT 05068	Windsor	John Leighton	(802) 763-2232
Hartford Recycling Center	2590 N Hartland Rd, White River Junction, VT 05001-9819	Windsor	Chris Holzwarth	(802) 295-5740
Windsor Municipal Building	29 Union St, Windsor, VT 05089-1503	Windsor	General Manager	(802) 674-6786
Ludlow Transfer Station	336 Route 100 S, Ludlow, VT 05149-9510	Windsor	General Manager	(802) 228-2846
Town of Cavendish	354 Route 131, Cavendish, VT 05142	Windsor	General Manager	(802) 226-7743
Bibens Home Center Inc.	362 River Rd, North Springfield, VT 05150	Windsor	Peter Torney	(802) 886-2288
Ludlow Transfer Station-Town Offices	37 Depot St, Ludlow, VT 05149-1300	Windsor	Patty Potter	(802) 228-2846
Cavendish Transfer Station-Town Offices	37 High St, Cavendish, VT 05142-4430	Windsor	Bruce Mcenaney	(802) 226-7291
Woodstock Ace Hardware	452 Woodstock Rd, Woodstock, VT 05091-9759	Windsor	Lee Lyman	(802) 457-3291
Weathersfield Recycling Center	5024 Route 106, Perkinsville, VT 05151	Windsor	General Manager	(802) 263-5651
A.B.L.E. Waste	512 E. Woodstock Rd, Woodstock, VT 05091	Windsor	General Manager	(802) 672-3569
Pomfret Town Offices	5218 Pomfret Road, North Pomfret, VT 05053	Windsor	General Manager	(802) 457-3861
Bridgewater Town Garage	65 School House Road, Bridgewater, VT 05034	Windsor	General Manager	(802) 672-5379
Sharon Town Offices	69 VT-132, Sharon, VT 05065	Windsor	General Manager	(802) 763-8268
Town of Hartland	Town Offices (Damon Hall), Hartland, VT 05048	Windsor	General Manager	(802) 674-9235
Town of Pomfret	Town Offices, North Pomfret, VT 05053	Windsor	General Manager	(802) 674-4474
Town of Sharon	Town Offices, Sharon, VT 05065	Windsor	General Manager	(802) 674-4474

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

In 2022, 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 2022 program activities:

Program Resource Guide

To help collection sites navigate and enhance their participation in the program, Call2Recycle developed and distributed a new digital Program Resource Guide (Figure 1). The all-inclusive guide offers a program overview, safe battery handling, preparation, and packaging instructions, and educational materials, among other information. With the launch of this guide, collection sites now have detailed program information in one succinct document to boost battery collection and recycling in their community.

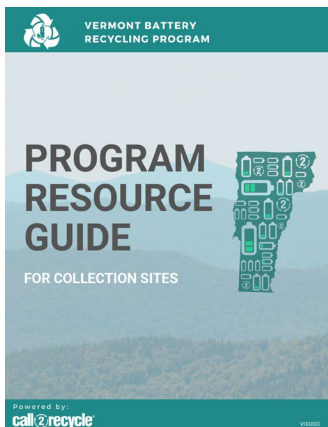


Figure 1

Point of Sale Material

Call2Recycle began offering 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

Collaborative EPR Outreach

In 2022, 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 18-34. The campaign included paid search and a mix of feed and stories on Facebook, Instagram, Snapchat and TikTok. The creative used was an extension of the 2021 Vermont imagery concept; however, updated with more bold colors and direct language, which we called “Recycle for Vermont”. Using footage to create a double exposure effect, 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.

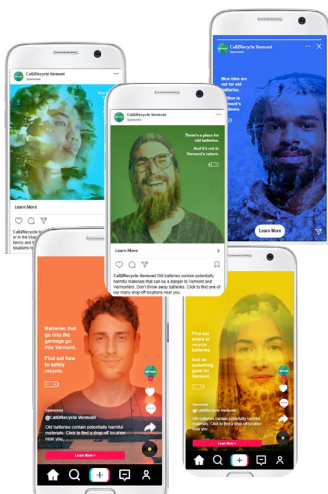


Figure 4

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, Twitter, Snapchat, TikTok, Front Porch Forum, and Google. Call2Recycle engaged in both organic and paid social campaigns. In total, over 3M 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 in April, May, August, September, and November, resulting in 192 spots aired and more than 1,500 clicks to the website.

- **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 28,799 times in 2022, compared to 30,311 times during 2021. The visits to the Call2Recycle dedicated Vermont page were 15,809 up from 4,827 in 2021 which is a 230% increase.

Vermont 2022 Outreach Metrics			
Social Media Websites	Fans & Followers	Posts/Tweets	Engagement
Facebook	249	44	4.04%
Twitter	177	51	2.92%
Social Campaigns	Impressions	Clicks	CTR
Paid Google Search	26,266	4,341	16.53%
Paid Facebook/Instagram	1,170,757	12,387	1.45%
Paid Snapchat	931,752	1,885	0.20%
Paid TikTok	873,510	5,922	0.68%
Total	3,002,285	24,535	TBD
EPR Partnership	# TV Spots	Clicks	
Battery Engagement	192	1,505	
Website Visits	2020	2021	2022
Vermont Landing Page	1,330	4,827	15,809
Call2Recycle Locator	9,794	30,311	28,799

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:

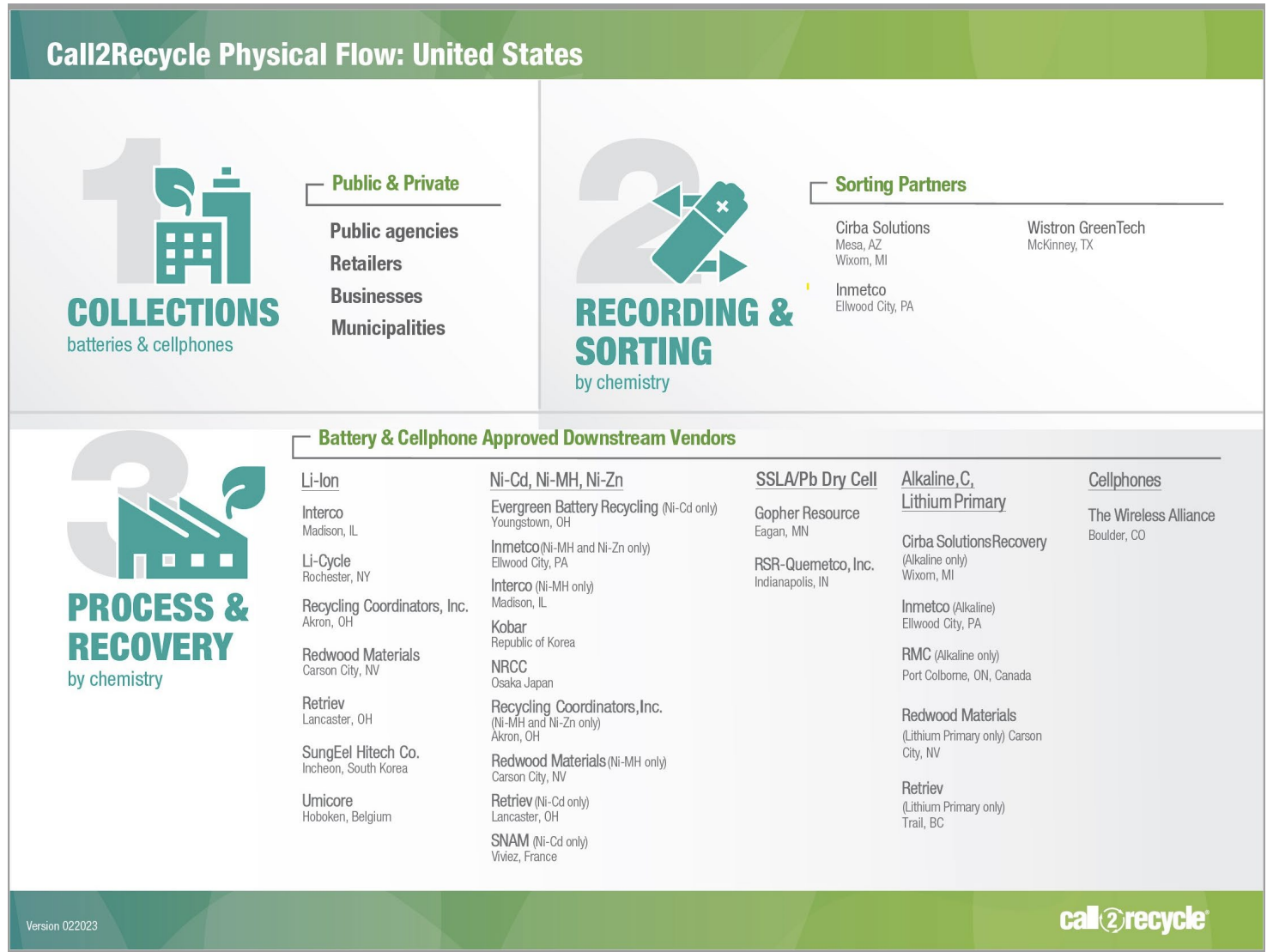
High-Level Consumer Survey Results	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Awareness % of Vermonters that know single-use batteries can be recycled	54%	57%	56%	61%	59%	57%	57%
Incidence % of Vermonters that have recycled single-use batteries in past 12 months	40%	40%	41%	49%	44%	50%	49%

In 2022, we saw no change in the percent of Vermonters who know single-use batteries can be recycled (57%) as well as Vermonters who recycled their single-use batteries in the past 12 months (50% to 49%), maintaining the highest percentage in the program's history.

(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.





3 PROCESS & RECOVERY

by chemistry

Battery & Cellphone Approved Downstream Vendors

Li-Ion	Ni-Cd, Ni-MH, Ni-Zn	SSLA/Pb Dry Cell	Alkaline, C, Lithium Primary	Cellphones
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	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	Gopher Resource Eagan, MN RSR-Quemetco, Inc. Indianapolis, IN	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	The Wireless Alliance Boulder, CO

Version 022023



Figure 3

VERMONT PRIMARY BATTERY STEWARDSHIP ANNUAL REPORT – 2022 Rev2

(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 2022.

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

As noted during the stakeholder review and plan approval process, 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, 2022 (Unaudited)			
	Actual	Budget	Variance
REVENUE			
Stewards Fees	\$400,000	\$468,584	\$(68,584)
Total revenue	400,000	468,584	(68,584)
EXPENSE			
Battery Collection	\$164,872	\$162,800	\$(2,072)
Primary Battery Processing	\$34,175	\$33,844	\$(331)
Salary & Benefits	\$100,000	\$100,000	\$-
Marketing	\$85,986	\$108,717	\$22,731
Professional fees	\$15,988	\$21,900	\$5,912
Office Expense	\$1,103	\$1,520	\$417
Occupancy	\$925	\$772	\$(153)
Insurance	\$379	\$363	\$(16)
Travel, Meals & Lodging	\$492	\$180	\$(312)
Total expense	403,919	430,096	26,176
Increase in net assets (operating)	(3,919)	38,489	(94,760)
Statement of Collections	Actual	Budget	Variance
	149,884	148,000	1,884

*As of this report, a few stewards have not yet reported their final 2022 numbers. Once finalized, an update with the audited data can be sent to the Agency for review (May 2023).

Safety Training



Figure 4

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 7) 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.

Avoid The Spark!



Figure 5

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 8)



Figure 6

Damaged, Defective or Recalled Batteries

Damaged, defective and recalled (DDR) lithium-based batteries (Figure 9) 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 solid waste entities to safely and compliantly ship these batteries for recycling.

VERMONT PRIMARY BATTERY STEWARDSHIP ANNUAL REPORT – 2022 Rev2

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

In 2022, seventeen (17) 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
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
Do It Best	Do It Best	6502 Nelson Rd Fort Wayne, IN 46803	Steve Markley 260.748.5300
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	Richard Abramowitz 203.796.4000
Energizer Battery Manufacturing, Inc	Energizer Eveready Rayovac	25225 Detroit Rd Westlake, OH 44145	Marc Boolish 800.383.7323
Family Dollar Stores of Vermont, Inc.	Family Dollar	P.O. Box 1017, Charlotte, NC 28201	Camille Charbonnet 844.636.7687
HD Supply Holdings, Inc.	HD Supply	3400 Cumberland Blvd SE Atlanta, GA 30339-5940	Armando Diaz 770.852.9000
Harbor Freight Tools USA, Inc.	Bauer Cen-Tech Chicago Electric Drill Master Earthquake XT Gordon Hercules Luminar Outdoor Luminar Work	26541 Agoura Rd Calabasas, CA 91302-2093	Tim Delaney 805.388.1000

VERMONT PRIMARY BATTERY STEWARDSHIP ANNUAL REPORT – 2022 Rev2

Name	Brands	Address	Contact Information
	Thunderbolt Viking		
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 10) for specific details.

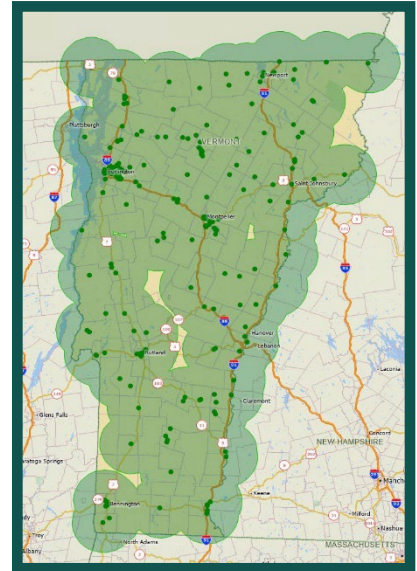


Figure 7

Customer Service Activity

Call2Recycle, Inc.'s customer service team handles hundreds of daily inquiries from collection sites and consumers weekly. In 2022, Call2Recycle's customer service team fielded the following inquiries and new site enrollments for Vermont:

Vermont Activity	2022 Totals
Calls or Service Tickets (web-based, emails, etc.) from VT Collection Sites into Call2Recycle Customer Service	304
New Collection Sites Added	189*
Rate of New Sites that Recycled Batteries in 2022	3%
Call2Recycle Collection Boxes Sent to VT collection sites	3,409
Call2Recycle Collection Boxes Returned from VT collection sites	1,776

*183 sites were new "Active Collection Sites" that were a result of a request for a Home Mailer to a Vermont residence.

Appendix – Vermont Consumer Survey (Fall 2022)

Full results available upon request.

Executive Summary: Vermont 2022

AWARENESS



Nearly 7 in 10 Vermont residents believe that consumer household batteries can be recycled. However, one quarter continue to remain unsure.

Overall, awareness is higher among men and those aged 55+. Women are more likely to be unsure about the recyclability of both single-use and rechargeable batteries, and those aged 18-34 are less likely to think rechargeable batteries, in particular, can be recycled.

Vermont residents continue to cite concerns with convenience and lack of knowledge as a justification for throwing their batteries away.

3 – Ipsos

RECYCLING BEHAVIOUR



Vermont residents are significantly less likely to be storing household batteries, and to be storing a smaller quantity, when compared to last year. This may be a result of the increased number of batteries that are being thrown away on average. While a quarter of Vermonters say there isn't a convenient recycling option in their area, this number has decreased from 2021.

Behaviours are in line with trends in awareness. Men are more likely to recycle all or some of their batteries, and women are more likely to store them.

Fewer younger Vermonters are recycling fewer numbers of batteries. We see positive recycling behavior trending better with age. Those aged 55+ are more likely to recycle and less likely to throw their household batteries away.

ATTITUDES



Vermonters continue to have positive attitudes towards recycling. Nine in ten agree that there is an environmental benefit to recycling batteries, that recycling batteries preserves the environment for future generations, and that recycling is important (89%). They also agree that it is their civic duty to recycle (88%).

These attitudes remain positive, despite only half of residents agreeing that consumer household battery recycling is convenient. Only 6 in ten think that their town or city makes it easy to recycle.

Men engage less with environmental care than women as they are more likely to agree that recycling batteries doesn't impact climate change.



Executive Summary: Vermont 2022

... continued

INFORMATION & PURCHASE



Vermont residents are currently getting information about battery recycling from their local trash company or recycling center, searching for it themselves, or looking online. This in line with their top choices for information delivery as residents want to receive this information from their local trash company or their local government.

Women are significantly less likely to say they have not received any battery recycling information, which is consistent with their decreased levels of awareness of battery recyclability in general.

Most Vermont residents don't remember where they purchased their rechargeable batteries, but for those that do, online and in home improvement stores are the top choices to purchase rechargeable batteries. For single-use batteries, grocery stores and online are the most popular options.

4 – Ipsos

SAFETY & PRECAUTIONS



Vermont residents who stored their batteries were most likely to use a plastic bag or container, followed by a desk drawer, or a special recycling container.

The majority of Vermonters claim they didn't know they needed to take precautions when storing batteries (78%), while just under a quarter say they always take precautionary measures (23%).

After being advised by the risks of sparks when storing batteries, almost half of Vermont respondents say they are more likely to take precautions. Women are significantly more likely than men to say this knowledge makes them less likely to want to store batteries at home.

ADVERTISING AWARENESS



Three quarters of Vermonters (75%) are not aware of the availability of an E-bike battery recycling program. Only 2 in ten (13%) know it is available in their area.

Only three in ten Vermont residents are familiar with the phrase "Collect, protect, drop off". Men and those aged 18-34 are significantly more likely to be familiar with this phrase.

Most residents (82%) have no recollection of battery recycling advertising, but those who do say they saw it mainly on the internet (16%).



Executive Summary: Vermont 2022 ... continued

SINGLE-USE BATTERIES



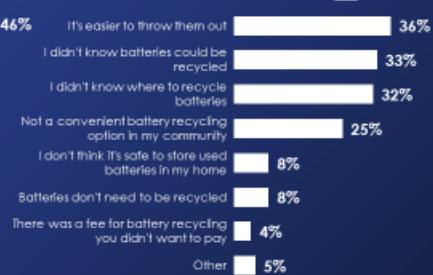
RECHARGEABLE BATTERIES



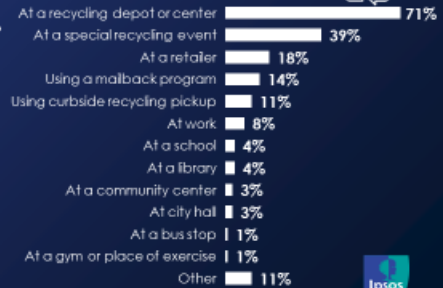
STORING BATTERIES



THROWING OUT BATTERIES



RECYCLING LOCATIONS

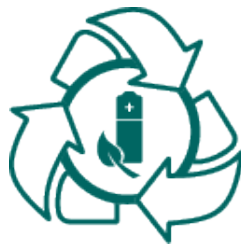


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Call2Recycle, Inc.

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