



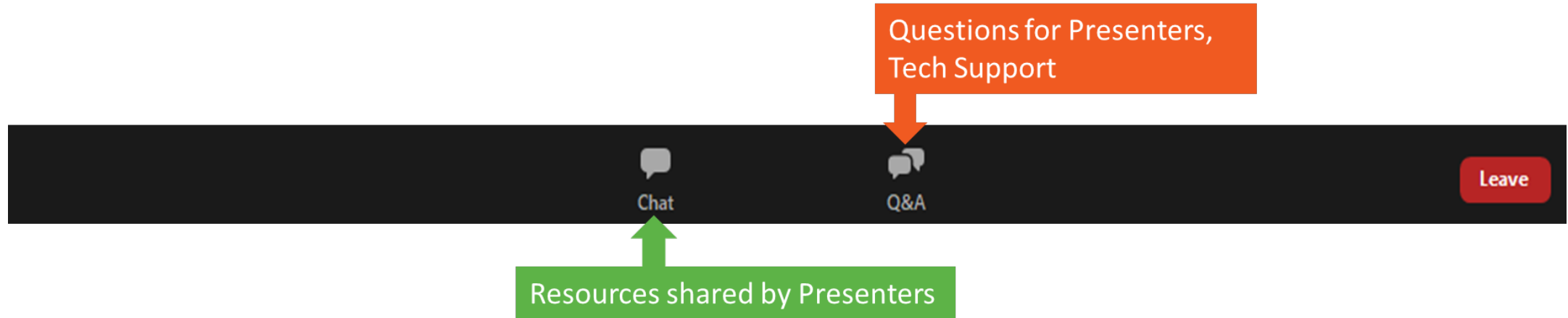
Small Format Batteries Collection Best Practices Working Session: Education and Outreach

June 20, 2024

U.S. Environmental Protection Agency (EPA)



Webinar Logistics



- **To ask a question:** Type your questions for presenters in the Q&A box. We will answer questions at the end of each presentation.
- **Technical difficulties:** If you are having technical difficulties, please send a message through the Q&A box or email Kyra.Hall@erg.com.



Polling Logistics

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Welcome

Pat Tallarico, ERG Team and **Ellen Meyer**, EPA

Agenda Overview

1. Opening remarks, logistics, and agenda review
2. Office of Manufacturing and Energy Supply Chain
 - **Amanda McAlpin**, Department of Energy
3. Education and Outreach Efforts in Illinois
 - **Theresa Greinig**, Solid Waste Agency of Northern Cook County
4. Education and Outreach Efforts in South Carolina
 - **Richard Chesley**, South Carolina Solid Waste Reduction and Recycling
4. Education and Outreach Efforts in Onondaga County, NY
 - **Maria Bianchetti**, Onondaga County Resource and Recovery Agency
5. Evaluating Impact and Success of Public Education Campaigns
 - **Julia Colehour**, C+C
 - **Amanda Godwin**, C+C
6. Questions/comments
7. Wrap up/next steps



Collection Best Practices

Best practices will focus on:

- Identifying and increasing accessibility to battery collection locations
- Promoting consumer education
- Reducing hazards from improper disposal (fires)

Best practices will be:

- Technically and economically feasible
- Environmentally sound and safe for workers
- Beneficial to increasing the recovery of critical minerals



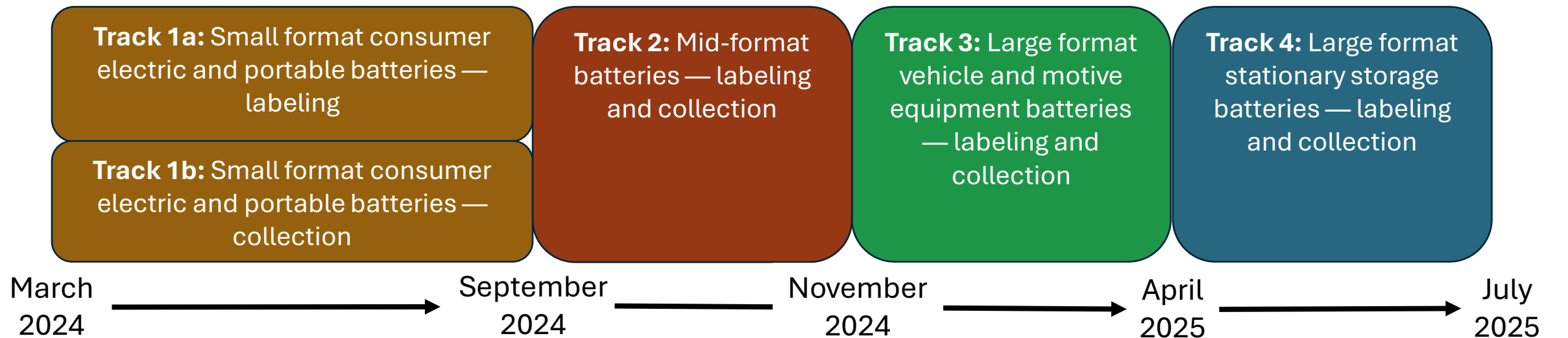
Scope of Batteries

Category	Small format consumer electric and portable batteries		Mid-format batteries	Large format vehicle and motive equipment batteries	Large format stationary storage batteries
Type	Single use (Primary)	Rechargeable (Secondary)	Rechargeable	Rechargeable	Rechargeable
Use	Removable or embedded in electronics and electric devices, such as watches, hearing aids, cameras, key fobs, toys, portable radios, flashlights.	Removable or embedded in electronics and electric devices, such as phones, computers, appliances, small uninterruptible power supplies (UPS), power tools, power banks.	<p>E-mobility including e-bikes, e-scooters.</p> <p>Outdoor power equipment.</p> <p>Portable power stations.</p>	<p>All scales of automotive starting and motive vehicle batteries.</p> <p>Materials handling equipment (forklift, crane, etc.)</p> <p>Recreational (golf carts, marine equipment, recreational vehicles, etc.)</p>	<p>Residential, including power wall, backup generators.</p> <p>Grid, including utility, solar, wind.</p> <p>Off grid and microgrid.</p> <p>Commercial, including building systems, data centers, server rooms, medical and hospital equipment, retail backup power.</p>



Conversation Timeline

- A sequenced approach to conversations
- Small format labeling and collection conversations will proceed concurrently
- Leveraging existing, in-person industry meetings to test ideas and share updates



Office of Manufacturing and Energy Supply Chains

Amanda McAlpin, U.S. Department of Energy



MESCC

OFFICE OF MANUFACTURING AND ENERGY SUPPLY CHAINS

The Office of Manufacturing and Energy Supply Chains

INVESTING IN AMERICA'S ENERGY FUTURE

Amanda McAlpin

Batteries and Critical Materials Recycling

Supply Chain Deployment Manager

June 2024

Office of Manufacturing and Energy Supply Chains (MESCC) is all about de-risking energy supply chains



VISION

To eliminate vulnerabilities in US Clean Energy supply chains, while driving unparalleled social, economic, and environmental impact through our programs & awards

MESCC'S CORE FUNCTIONS

Manufacturing Investing

Strengthening and securing the energy supply chains America needs for a secure, clean and equitable energy system

Workforce Investing

Supporting workforce skills development by directly funding cutting-edge energy manufacturing training programs

Manufacturing Analytics Backbone

Robust modeling to guide and support DOE strategy and investments, private sector collaborative investments, and federal policy recommendations



MESC's State and Local Programs for Battery and Critical Mineral Recycling

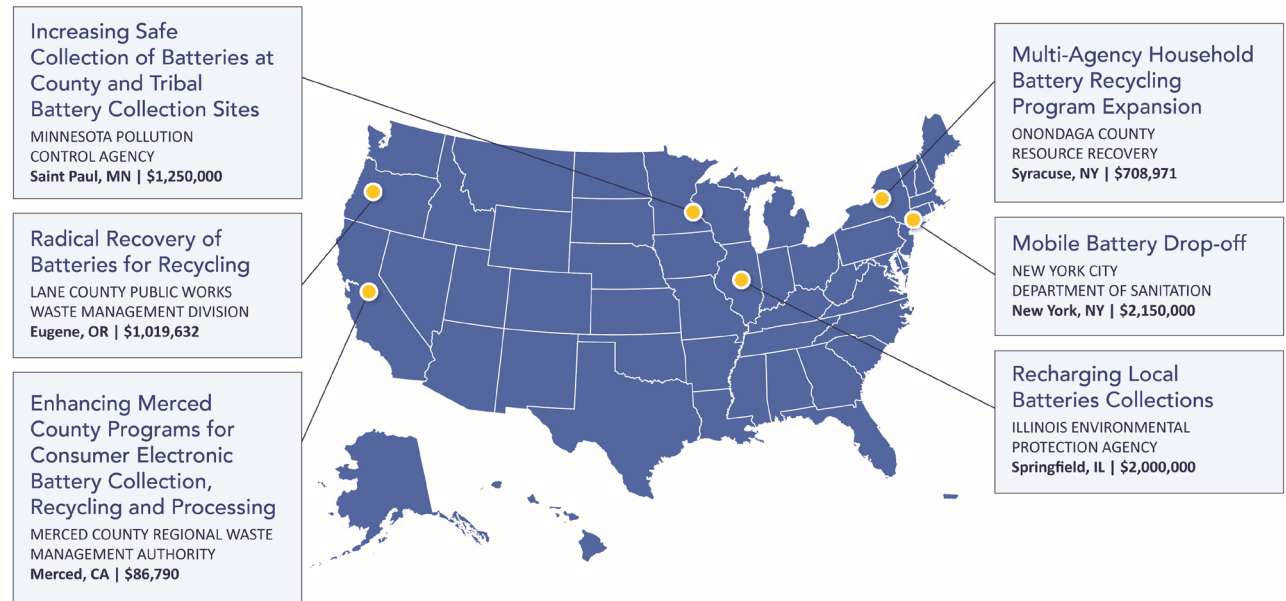
\$50M to states and local governments for local battery recycling efforts

- Bipartisan Infrastructure Law (Section 40207 (f)(3)) funded.
- Competitive grant to states or local governments program to assist in the establishment or enhancement of [battery collection, recycling, and reprocessing programs](#).
- Up to \$10 million per grant. At least a 50% cost share required.

STAY TUNED!

Remaining program funding available soon for state and local governments to support consumer battery recycling!

Round 1 Selections (2024): 6 projects, \$7.2 M in federal funds



Connect with MESC:
mesc@hq.doe.gov

Battery and Critical Mineral Recycling Program:
batteryrecycling@hq.doe.gov



MESC's State Manufacturing Leadership Program

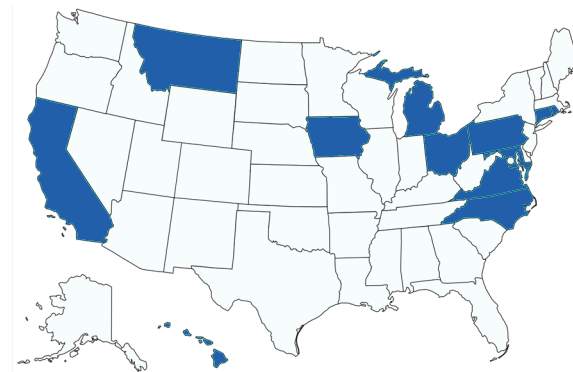
\$50M to states to support smart manufacturing adoption for small-and medium-sized manufacturers (SMMs)

- Bipartisan Infrastructure Law (Section 40534) funded.
- Competitive grants to states to build or expand programs that **support SMMs** to:
 - Implement **smart manufacturing technologies** and practices, or
 - Access **High-Performance Computing (HPC)** resources.
- Up to **\$2 million per grant** with up to a 3-year term. At least a 30% cost match required.

STAY TUNED!

Remaining program funding available soon for states to help SMMs access smart manufacturing technologies!

Round 1 Selections (2023): 12 projects, \$22M in federal funds



State Program Breakdown:

- 9 New Programs
- 3 Expansions of Existing Programs
- 12 Supporting Smart Manufacturing access
- 4 Supporting access to HPC resources

State Program partners include:

- Manufacturing USA institutes/satellites
- NIST-MEPs
- Industrial Assessment Centers
- Community Colleges/Networks
- Minority, Women, or Veteran-Serving Orgs
- Unions
- Historically Black Colleges and Universities

Anticipated Round 1 Impact:

>\$450M	Economic Impact for SMMs
3,500	SMMs receiving TA or project scoping
1,200	Smart manufacturing assessments
280	Direct financial assistance to SMMs



MESC

OFFICE OF MANUFACTURING AND ENERGY SUPPLY CHAINS

Thank you

Visit us
energy.gov/MESC

Connect with MESC:
mesc@hq.doe.gov

State Manufacturing Leadership Program:
statemanufacturingleadership@hq.doe.gov



Amanda McAlpin

Amanda.mcalpin@hq.doe.gov

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What are the key barriers to effective battery recycling in your communities?

ⓘ Start presenting to display the poll results on this slide.

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Which of the following is the primary driver for your education and outreach efforts:

① Start presenting to display the poll results on this slide.

Education and Outreach Efforts in Illinois

Theresa Greinig, Solid Waste Agency of Northern Cook County

From Concept...To Reality



Goal: To develop a consumer awareness campaign for household batteries in Illinois.

Focus: Understanding the benefits, dangers, and proper management of household lithium batteries.

Illinois Battery Awareness



Batteries are incredibly useful and convenient sources of power. However, they can pose dangerous challenges.

Therefore, mindful purchasing, proper use, and responsible home management is vital.



The Illinois Battery Awareness Campaign

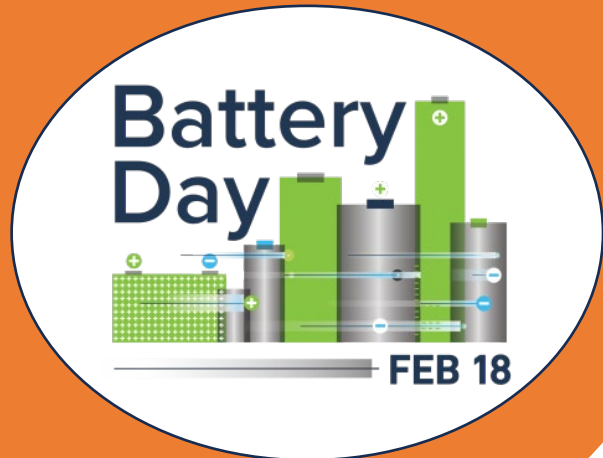




Goal: To develop a consumer awareness campaign for household batteries in Illinois.

Focus: Understanding the benefits, dangers, and proper management of household lithium batteries.

Creating the Illinois Battery Awareness Campaign...



Illinois initiative began in mid December 2023.

This completely volunteer effort consisted of counties, waste and recycling companies, and battery recyclers.

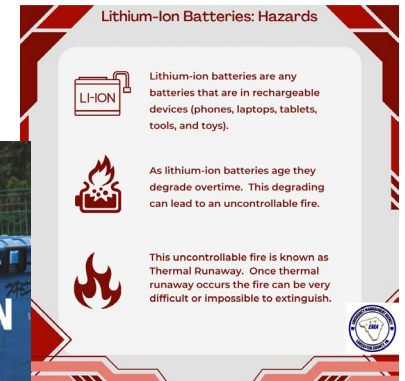
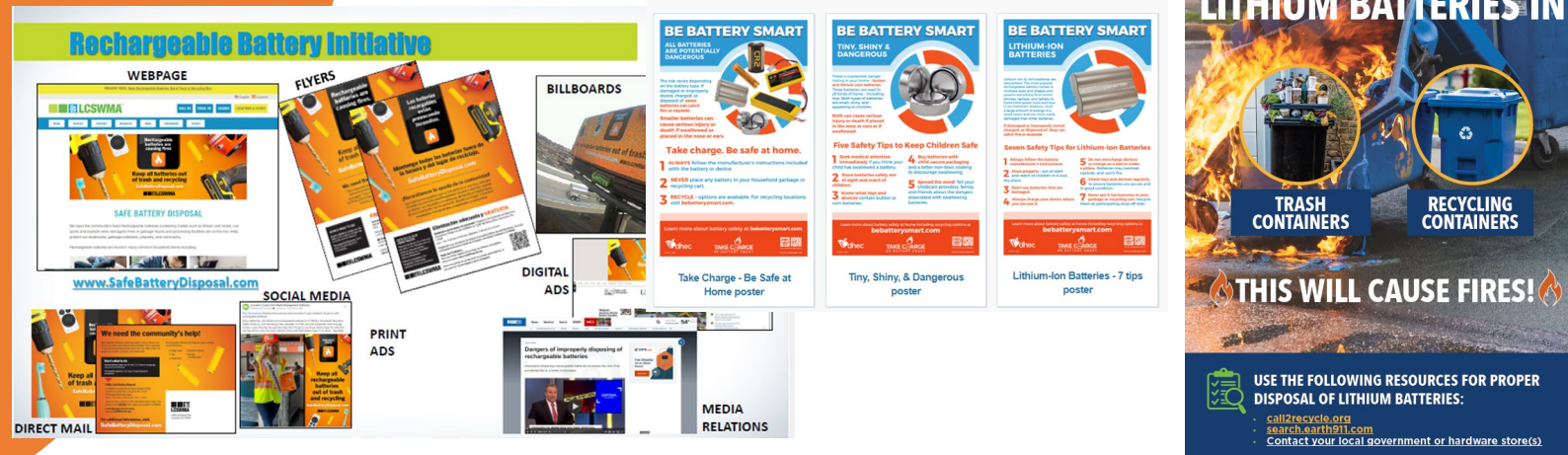
The committee set a lofty goal of releasing a campaign, in celebration of **National Battery Day, February 18.**



Creating the Illinois Battery Awareness Campaign...

First Pieces of Campaign Planning

- Review states, agencies, counties, and small organizations that have existing awareness campaigns
- Brainstorm content for Illinois campaign
- Breadth of campaign: statewide or regional?
 - addressing access to collection points throughout the state
- Identifying communication channels



Campaign Development:

- Consensus of content
 - Content drafts and review
- Locating / creating a digital host for campaign
- Small group break out for social media focus

Challenges Identified:

- Funding
- Distribution of information
- Branding
- Addressing changes once legislation passes



Focused Components of Campaign:

- Website with designated URL
- Social Media
- Promotion of Resources



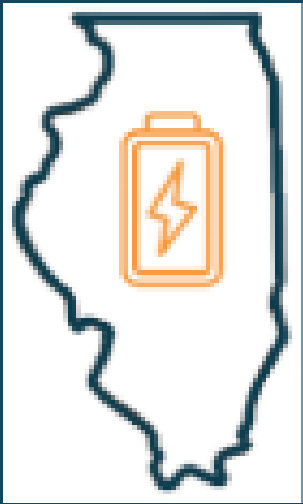
Nemesis:

- Addressing holes in industrywide information
 - Collection point availability and equity
 - DDR management



Persistence and dedication paid off!

Illinois Battery Awareness



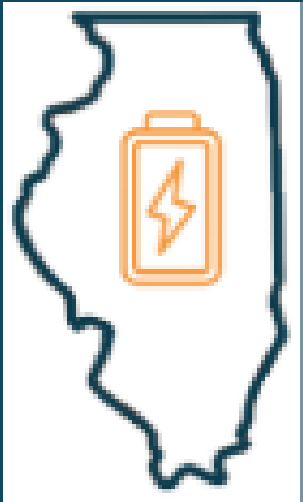
Batteries are incredibly useful and convenient sources of power. However, they can pose dangerous challenges.

Therefore, mindful purchasing, proper use, and responsible home management is vital.



Batteries Are Everywhere

#KnowBeforeYouThrow



Resources to Share:

- Main battery Informational website: illinoispsc.org/batteries
- QR code linking to website
- Social media posts - on Facebook and Instagram, search “[Illinois Battery Awareness](#)”



Illinois Battery Awareness

- Accessible Google Drive containing all social media slides and headliner text associated with each
- PDF flyer

Batteries Are Everywhere

#KnowBeforeYouThrow



illinoispsc.org/batteries

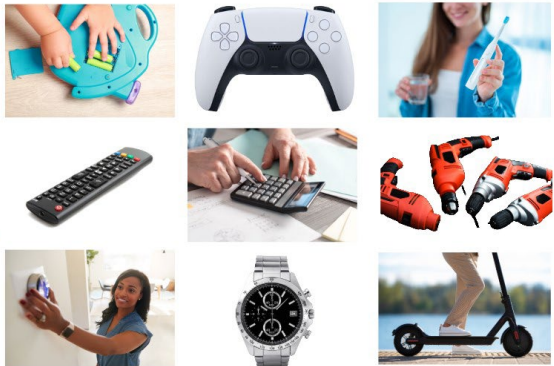
Overview: Household Batteries

- Primary and Secondary
- Responsible Purchasing, Use and Home Management of Rechargeable Batteries
- Managing EOL Batteries *Correctly*
- Suspicion or Reality of Damaged Battery Management
- Outreach and Assistance Resources
- Feedback Form
- Battery Resources
 - Battery FAQs
 - Battery Chemistries
 - Illinois in the Headlines
 - Want to Know More?

Search: Illinois Battery Awareness Facebook and Instagram

Batteries are Everywhere

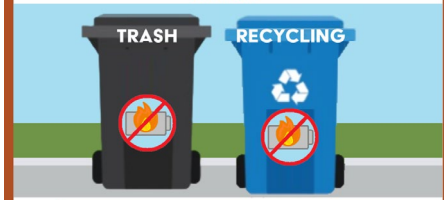
#KnowBeforeYouThrow



Never place rechargeable or lithium batteries in your trash or recycling cart. Drop off at designated collection sites.

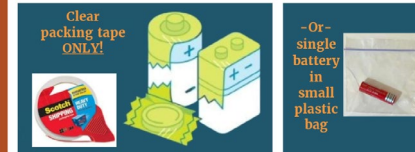


Never Place
LITHIUM BATTERIES or
RECHARGEABLE BATTERIES
in the



Batteries Are Everywhere
#KnowBeforeYouThrow

Responsible Management =
Protect All Terminals



Take to a Battery Collection Site

Batteries Are Everywhere
#KnowBeforeYouThrow

Damaged, defective, and
recalled batteries are
DANGEROUS!



Batteries Are Everywhere
#KnowBeforeYouThrow

I'm Done. Now What?
NOT trash, NOT Recycle
.... use a designated battery drop-off



Batteries Are Everywhere
#KnowBeforeYouThrow

NO Lithium Batteries in Trash
or Recycle Bins!
They cause FIRES!



Batteries Are Everywhere
#KnowBeforeYouThrow

Great POWER
means
Recycling Responsibly



Batteries Are Everywhere
#KnowBeforeYouThrow
<https://illinoispsc.org/batteries/>

Illinois Portable and Medium Format Battery Stewardship Act (SB3686)



Illinois Portable and Medium Format Battery Stewardship Act (SB3686)

The bill passed the Illinois House and Senate Friday, May 24, and is headed to the Governor's desk for signature!



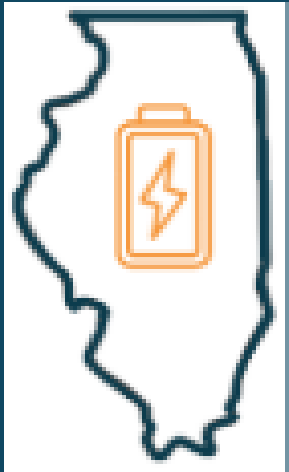
DIVE BRIEF

Battery EPR bill heads to Illinois governor's desk

The bill had industry support from NWRA, LRS and other haulers, who see the legislation as a way to more responsibly manage batteries and prevent fires.

Published June 12, 2024

Illinois Battery Awareness



Theresa Greinig

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Email: theresa@swancc.org



Education and Outreach Efforts in South Carolina

Richard Chesley, South Carolina Department of Health and Environmental Control



South Carolina Department of Health and Environmental Control

Take Charge: Be Battery Smart

U.S. EPA Webinar | June 20, 2024



TAKE CHARGE

BE BATTERY SMART



**Batteries are
everyday
essentials.**

Often overlooked, however,
is the simple fact that
**batteries can be a
hidden household
hazard.**

If improperly installed, charged, stored, used, damaged, or disposed of, some batteries can catch fire or explode, putting your family and others (e.g., workers) at risk.



Also often overlooked are the **recycling opportunities for batteries - particularly rechargeable batteries -** including the most popular rechargeable, **lithium-ion batteries.**



To address these issues, **DHEC**, in partnership with the **Recycled Materials Association**, developed the "**Take Charge! Be Battery Smart**" outreach campaign to raise awareness of both the **safety concerns** and the **recycling opportunities** that are available and growing in number.



TAKE CHARGE

BE BATTERY SMART

How We Started



ISRI works with South Carolina on battery fire prevention

Recycling organization is part of statewide public information effort focused on importance of properly recycling household batteries.



Left to right: South Carolina Lieutenant Governor Pamela Evette; Myra Reece of the South Carolina DHEC; and Barry Wolff, with the Southeast Region of ISRI.

Photo courtesy of ISRI

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A promotional poster for the "GREAT LAKES REGIONAL CONFERENCE". The text includes "Erie Bayfront Convention Center | AUGUST 27-29" and "SUMMER'S ULTIMATE NETWORKING EVENT Golf, Fishing and Sailing". The poster features a scenic illustration of a lake with a forested shoreline and a blue sky. A circular logo with a map of the Great Lakes region is in the bottom right corner. A yellow button at the bottom right says "REGISTER NOW!". The logo for the "Recycled Materials Association" is in the top right corner.

DHEC launches 'Be Battery Smart' Campaign for South Carolina


Nov 7, 2023 6:35 PM EST by ABC Columbia Site Staff



COLUMBIA, S.C. — The Department of Health and Environmental Control (DHEC) launched a campaign on battery safety today at the State House.

The “Take Charge: Be Battery Smart” Campaign focuses on the risks household batteries can pose to people’s health, safety, and the environment when not properly handled or disposed of.

Most South Carolina residents have opportunities to recycle batteries at no cost and are encouraged to learn more about battery recycling in their communities.



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Weather

Columbia, SC

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Mostly Cloudy

74°

South Carolina launches 'Take Charge: Be Battery Smart' campaign to promote battery safety and recycling

by Dejon Johnson | Tue, November 7th 2023 at 1:16 PM

Updated Tue, November 7th 2023 at 3:19 PM



5
VIEW ALL PHOTOS

"Take Charge: Be Battery Smart" focuses on the risk household batteries can post to health, safety and the environment, when they are not handled or properly disposed of. (WACH)



TOPICS: [BATTERY SAFETY](#) [RECYCLING](#) [SOUTH CAROLINA](#) [CAMPAIGN](#) [HOUSEHOLD BATTERIES](#) [ENVIRONMENT](#) [EDUCATION](#) >

South Carolina launched a public education campaign about the importance of household battery safety and recycling on Tuesday

[Home](#) » [Recent News](#) » [South Carolinians Reminded to "Be Battery Smart" in Observation of National Battery Day](#)

South Carolinians Reminded to "Be Battery Smart" in Observation of National Battery Day

Fri, 02/16/2024

The South Carolina Department of Consumer Affairs joins the South Carolina Department of Health and Environmental Control and Palmetto Poison Center in promoting the safe use and recycling of household batteries.

COLUMBIA, S.C. — In recognition of [National Battery Day](#) on February 18, South Carolinians are encouraged to "[Take Charge: Be Battery Smart](#)" and learn about the importance of properly using and recycling common household batteries.

Batteries are necessary for many household essentials and have become an essential part of everyday life. While household batteries are safe to use when following the manufacturer's instructions, batteries that are damaged or improperly stored, used or disposed of – particularly rechargeable lithium-ion batteries – can explode, catch fire, and pose other health risks.

To help promote battery safety awareness, the South Carolina Department of Health and Environmental Control (DHEC) and [ISRI, the Voice of the Recycled Materials Industry™](#), launched the "Be Battery Smart" [public education campaign in November 2023](#), with support from Lt. Governor Pamela Evette.

"The 'Take Charge: Be Battery Smart' campaign was developed to address a lack of general awareness about the potential hazards associated with household batteries," **said Richard Chesley, DHEC's Section Manager for the Office of Solid Waste Reduction & Recycling.** "Lithium-ion batteries, which are the most popular type of rechargeable battery, are especially easy to puncture and can cause fires in the home, garbage trucks, recycling centers, and landfills. We also want residents to know that batteries should be properly recycled to limit their potential harm to people and the environment."

Most South Carolina residents have opportunities to recycle batteries at no cost and are encouraged to learn more about battery recycling in their communities.

The [Call2Recycle program](#) offers about 16,000 drop-off sites nationwide for household battery recycling, including Best Buy, Lowe's and The Home Depot. The retailer Batteries Plus also offers recycling options. Additionally, some South Carolina counties have

Build a Comprehensive Website



Be Battery Smart



• Be Battery Smart

Batteries are everyday essentials.

Often overlooked, however, is the simple fact that batteries can be a hidden household hazard.

If improperly installed, charged, stored, used, damaged, or disposed of, some batteries can catch fire or explode, putting your family and others at risk. If swallowed, button and coin batteries can cause injuries and death.

Downloads & Links

[Be Battery Smart - Recycle Right and Safely](#)

[Be Battery Smart - Be Safe at Home](#)

[Be Battery Smart - Button and Coin Battery Safety](#)

[Be Battery Smart - Battery Identification](#)

[Be Battery Smart - Lithium-Ion Batteries](#)

[Be Battery Smart - Resources](#)

[About ISRI](#)

Web Content

The risks and safety tips are addressed on the Web:

- **Installation**
- **Use**
- **Charging**
- **Storage**
- **End-of-Life Management**

Be Battery Smart - Be Safe at Home



All batteries – both single-use and rechargeable – can be dangerous to your health and home if the manufacturer’s instructions are not followed.

The recommendations below, however, focus on rechargeable batteries. Follow these steps to help reduce the risks associated with batteries. Additional safety information for lithium-ion batteries is available [here](#) as well as button or coin batteries [here](#).

Share This Resource

Downloads & Links

[Be Battery Smart](#)

[Be Battery Smart - Recycle Right and Safely](#)

[Be Battery Smart - Button and Coin Battery Safety](#)

[Be Battery Smart - Battery Identification](#)

[Be Battery Smart - Lithium-Ion Batteries](#)

Resources

- **Comprehensive Website**
- **Baseball Card**
- **Keep Calm Poster**
- **School Guide**
- **Residential Guide**
- **'Action' Lesson**
- **Fact Sheets**
- **Partnerships**
- **Social Media**
- **Traditional Media**
- **Grant Funding**
- **Sparky Costume**

Key Dates: National Battery Day, Earth Day, America Recycles Day, and Holidays
<https://dc.statelibrary.sc.gov/items/dbdaf06f-944b-4d2d-974d-7a250c6aca3d>

Resources

BE BATTERY SMART

IT'S GOOD TO BE A KNOW-IT-ALL



Got a tablet, laptop, hand-held video game, smart watch, or cell phone?

Rechargeable lithium-ion (LI-ion) batteries supply power to all of those devices and more.

If improperly charged, stored, used, thrown away, or recycled, these batteries can catch fire or explode.

Be Battery Smart.

- 1 Always follow the manufacturer's instructions. Different devices may have different requirements.
- 2 Never charge a device under your pillow, on your bed, or on a couch.
- 3 Don't overcharge devices or leave them charging overnight. Unplug them once they are fully charged.
- 4 Don't use batteries that are swollen, leaking, dented, or show other signs of damage.
- 5 Never place batteries in your household garbage or recycling cart. Recycle properly.

bebatterysmart.com

The Be Battery Smart outreach campaign is a partnership between the S.C. Department of Health and Environmental Control (DHEC) and the Institute of Scrap Recycling Industries (ISRI).





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IDENTIFYING & SAFELY MANAGING Household Batteries

Batteries come in various shapes, sizes, and chemistries - which sometimes makes identifying them confusing.

Identifying batteries is important because some contain metals such as mercury and lead, which pose a threat to human health or the environment if improperly managed. The table below identifies batteries commonly found in households.

Each of the batteries listed is recyclable, but proper management depends on what services are available in your community. To learn more, visit bebatterysmart.com.

BATTERY TYPE	USES AND DESCRIPTION
Alkaline & Zinc-Carbon 	<ul style="list-style-type: none"> • Single-use • Used in alarm clocks, calculators, flashlights, remote controls, and children's toys • Include 9-volt, AA, AAA, C, D, and some button cells
Button-Cell or Coin 	<ul style="list-style-type: none"> • Button batteries - single-use; coin batteries - rechargeable • Used in watches, calculators, keyless entry systems, hearing aid devices, pointers, glucometers, and LED accessories • Tiny, shiny, round, silver-colored
Nickel Metal Hydride 	<ul style="list-style-type: none"> • Button batteries - varying chemistries including silver oxide, lithium, and zinc air; coin batteries - alkaline or lithium • FYI: These small batteries can cause serious injuries if swallowed <p>Learn more at bebatterysmart.com.</p>

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Be Battery Smart



Batteries are every day, everywhere essentials.

Batteries come in various types and sizes to fit different products including flashlights, toys, smoke detectors, laptops, smart phones and watches, TV remotes, electronic games, e-bikes and scooters, and more. If damaged or improperly charged, stored, disposed of or recycled, batteries can harm you and others.

Here are some general rules.

- Always follow the manufacturer's directions on your battery.
- Store single-use (disposable) batteries in original packaging. Store rechargeable batteries in a cool, dry place.
- Do not store household batteries with other metal objects including staples and loose change.
- Store all batteries out of sight and reach of children.
- Never place ANY batteries (rechargeable nor alkaline) in your household garbage or recycling container. Rechargeable batteries such as lithium-ion batteries (used in laptops, tablets, and many children's toys and devices) contain heavy metals. Batteries also can explode and catch fire.
- Batteries should be recycled properly. Rechargeable and alkaline batteries can be recycled at specific sites and/or special collection programs.

Learn more at bebatterysmart.com

The Be Battery Smart outreach campaign is a partnership between the S.C. Department of Health and Environmental Control (DHEC) and the Institute of Scrap Recycling Industries (ISRI).






Resources



scdhec

**ON NATIONAL BATTERY DAY
BE BATTERY SMART**

-  Always follow manufacturer's directions on product.
-  Store in a cool, dry place, away from children.
-  Properly recycle or dispose of when no longer needed.

**FOR MORE TIPS TO BE BATTERY SAFE,
GO TO BEBATTERYSMART.COM**

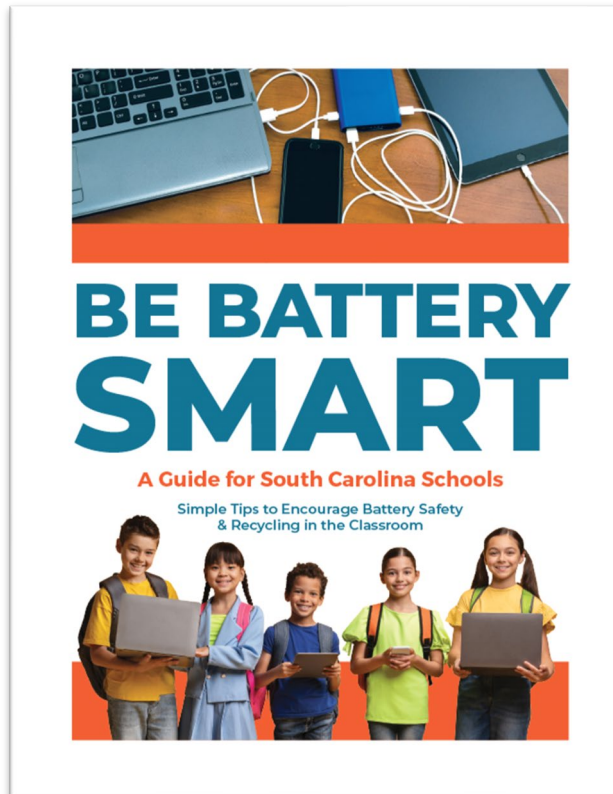
Liked by dontwastefoodsc and others
scdhec In recognition of National Battery Day on Feb. 18, South Carolinians are encouraged to "Take Charge: Be Battery Smart" and learn about the importance of properly using and recycling common household batteries.



scdhec

Liked by jamilegillians5 and others
scdhec Yesterday SC Lieutenant Governor @PamelaEvette joined Myra Reece, director of DHEC Environmental Affairs, and Cheryl Coleman, Senior Vice President of Sustainability and Advocacy for @ISRI, to launch "Take Charge: Be Battery Smart."

Resources





South Carolina Department of Health and Environmental Control



**Palmetto
Poison Control Center**

Learn more about the **Be Battery Smart** campaign, visit **BeBatterySmart.com**.



South Carolina Department of Health and Environmental Control

Thank you!

Richard Chesley

cheslerl@dhec.sc.gov

(803) 898-1327

1-800-768-7348

BeBatterySmart.com

Stay Connected



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- Two ways to join:
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What types of small format batteries do you collect or plan to collect?

① Start presenting to display the poll results on this slide.

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What tools would be most helpful in your education and outreach efforts:

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If you responded other, please expand on what tools would be most helpful in your education and outreach efforts:

① Start presenting to display the poll results on this slide.

Education and Outreach Efforts in Onondaga County

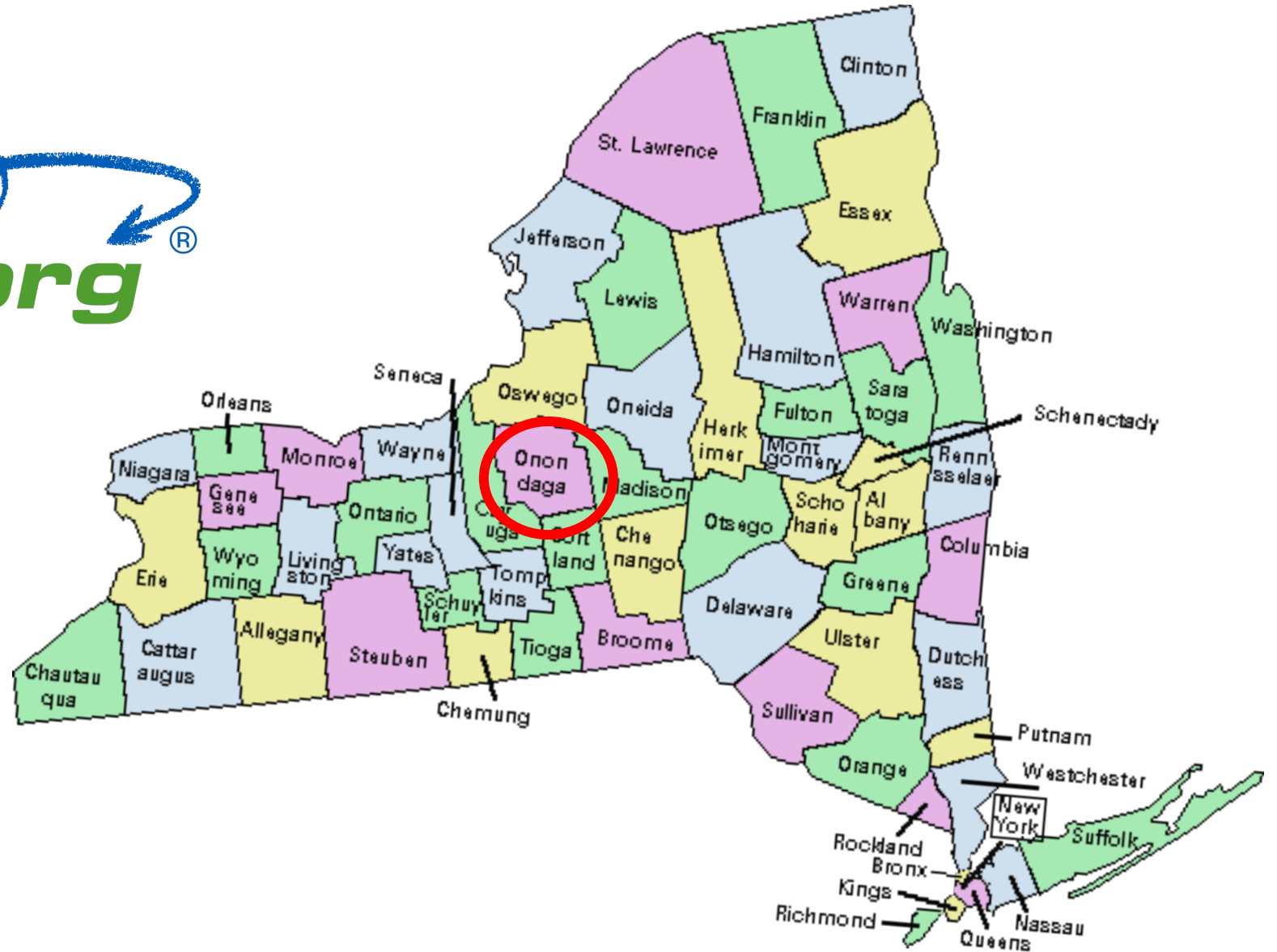
Maria Bianchetti, Onondaga County Resource and Recovery Agency



HOUSEHOLD BATTERY RECYCLING PROGRAM OUTREACH AND EDUCATION

OCRRA, Onondaga County, NY

Onondaga County, New York



OCRRA's Household Battery Collection Program



5. Prohibited Waste

A. OCRRA shall prohibit wastes that cannot be burned due to physical/technical and environmental reasons. Excluded from this facility shall be yard waste (leaves, grass, brush/branches and stumps/tree sections) source separated batteries, white goods, hazardous waste and other

Former Household Battery Collection



Photo Credit: OCRRA, Syracuse, 2019.

Gray Mathieson of Syracuse shows how to properly set alkaline batteries out for curbside collection, by placing them in an OCRRA provided yellow bag and putting them on top of his trash can in the month of July. Email OCRRA at info@OCRRA.org to get a free yellow battery recycling bag today!



BATTERY COLLECTION BAG **Alkaline Batteries ONLY!**

*Household batteries may contain toxic metals.
Please do not put them in your trash or blue bin.*

1) ACCEPTABLE BATTERIES:

- Alkaline only
- A, AA, AAA, AAAA, C, and D cells, 6-volt, 9-volt

No Button Batteries (from watches and hearing aids)

No Rechargeable Batteries (from cell phones, laptops, cordless phones or power tools)

2) Use this bag in JULY to properly dispose of **ALKALINE** batteries.

- Place sealed bag on top of your garbage can or closed trash bag, NOT IN BLUE BIN. (Apartment residents: ask your manager for directions for collection.)

or

3) Year-round drop off of ALL household batteries, including button and rechargeable batteries, to:

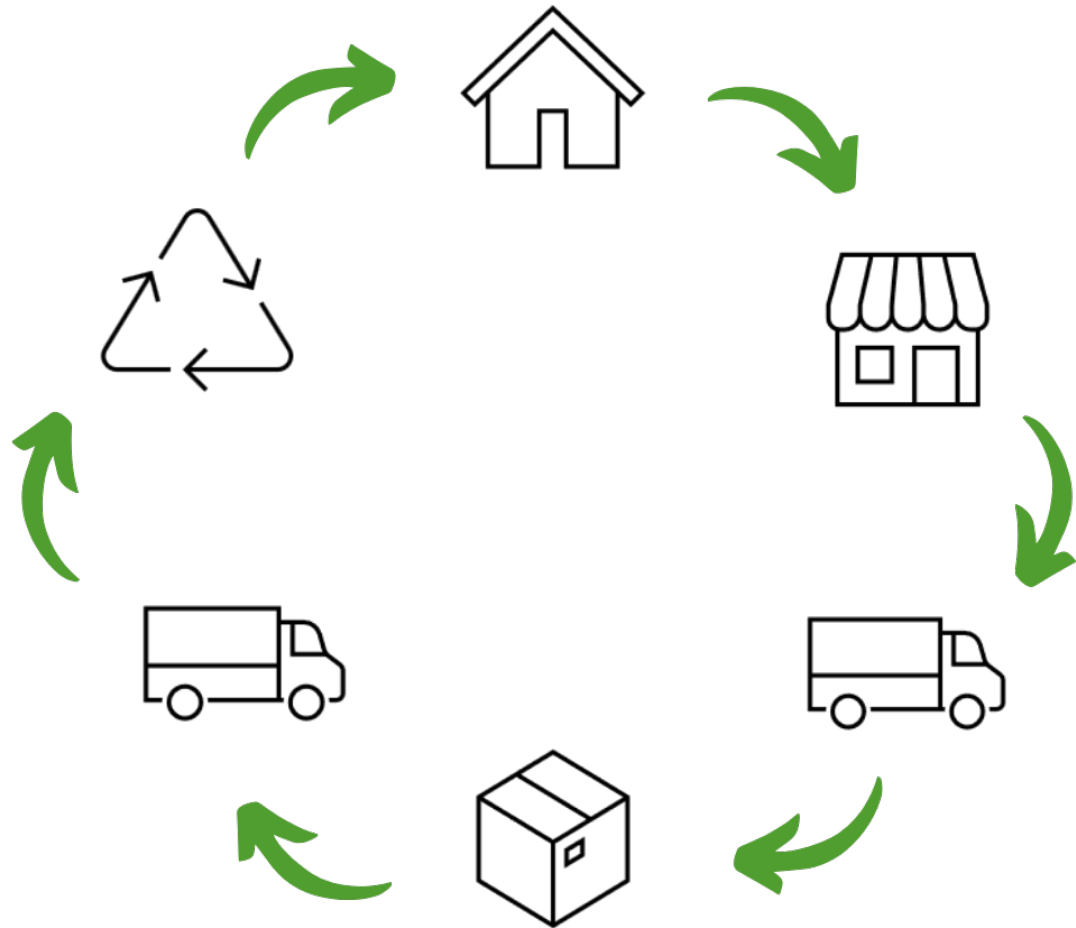
- OCRRA's Rock Cut Road Transfer Station
Tues. – Sat., 7:00 am to 2:30 pm, or
- All Wegmans locations in Onondaga County

Need extra bags? Have questions?
Call 453-2866 or visit www.OCRRA.org

Thanks for doing your part to help preserve our environment!

This bag was made in the USA from 100% recycled material.

Battery Program Structure



call2recycle®

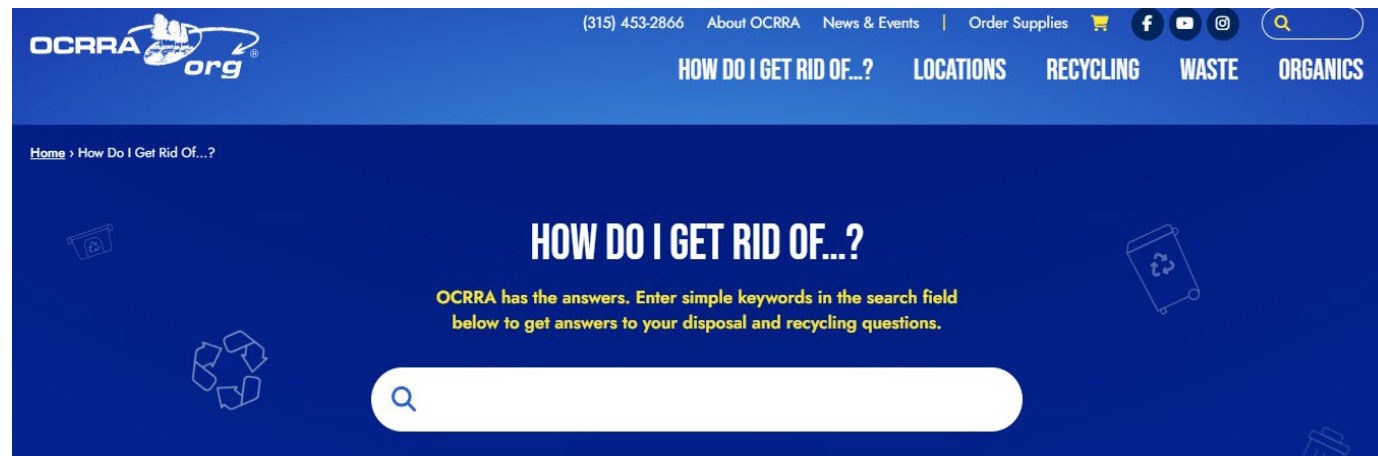
Leading the charge for recycling.



Battery Bin Design



Battery Program Outreach and Education



Newsletter Articles

Where Can You Recycle Batteries in Onondaga County?

Maria Bianchetti, Recycling Operations Manager

If you bring household batteries (alkalines, rechargeables, button/coin batteries) to OCRRA drop-off locations they all get recycled. While they NEVER belong in home recycling bins, OCRRA makes it easy to recycle household batteries at thirteen convenient locations in Onondaga County.

State law prohibits rechargeable batteries in trash. They can spark fires that endanger workers who collect curbside materials and damage transport vehicles and facilities where materials are managed. They often look like typical alkaline batteries (but are labeled as “rechargeable”). You may find them in electronics and power tools as well.

All Wegmans and Green Hills locations have brand new kiosks labeled with clear instructions for depositing each type of battery. All kiosks accept only household alkaline, rechargeable and button/coin batteries (like the ones found in hearing aids or calculators).

Sealed lead acid batteries, such as batteries found in cars and Power Wheels toys are not accepted at

these kiosks; they can be returned to any location that sells them. Also, batteries found in e-bikes and e-scooters are not accepted in the kiosks. Use the searchable database on www.OCRRA.org to find a list of places that accept them for recycling.

Visit www.OCRRA.org/batteries for more details about the types of batteries accepted in our kiosks.

Battery drop-off locations :

- Wegmans (all Onondaga County stores; foyer area)
- Green Hills Farms (5933 S. Salina St., Syracuse; foyer area)
- Civic Center (421 Montgomery St., Syracuse; basement by escalator)
- WrightwayHardware(9236OswegoRd.,Baldwinsville)
- Nightingale’s Tully Lakes Hardware (6 Elm St., Tully)
- Nightingale Mills Ace Hardware (4068 S. Street Road, Marcellus)

Maria Bianchetti can be reached at mbianchetti@ocrra.org.



Photo Credit: OCRRA, Syracuse, 2024.

OCRRA's battery drop-off bins have labels to help you sort common household batteries. While these batteries never belong in your home recycling bin, they can be recycled if they are dropped off at our partner locations.

Website Updates

HOUSEHOLD BATTERIES

Household batteries may contain toxic metals and should never be put in your trash or recycling bin. Batteries come in all shapes, sizes and types; each with different disposal requirements. [Learn](#) how to tell battery types apart.

HOW TO PROPERLY MANAGE BATTERIES

The July curbside battery recycling program where residents leave alkaline batteries in yellow bags on top of their trash has ceased as of 2020. However, there are many year-round options to properly manage [alkaline](#), [rechargeables](#) and [button/coin](#) batteries (including hearing aid and watch batteries). **Batteries must be SORTED into these [three categories](#) before drop-off.**

1. SORT AND DROP OFF AT:

- Wegmans (all Onondaga County stores; foyer area)
- Green Hills Market (5933 S. Salina St, Syracuse)
- Civic Center (421 Montgomery St, Syracuse; basement by escalator)
- Wrightway Hardware (9236 Oswego Rd., Baldwinsville)
- Nightingale's Tully Lakes Hardware (6 Elm St., Tully)
- Nightingale Mills Ace Hardware (4086 South Street Road, Marcellus)

Please separate rechargeable batteries from alkalines and button batteries. Put each rechargeable in a separate plastic bag. Lithium-ion batteries may be alkaline OR rechargeable. Check label to determine correct drop point. Any plastic bag will do, you do not need to use a yellow battery bag. With the July program ceasing, no yellow bags will be mailed to residents. If you have a LEAKING battery, contact Battery World at (315) 437-1404 for best management practices.

This drop-off is for households only, batteries from businesses are not accepted. [Click here](#) for business options.

Website Updates

2. RECHARGEABLE BATTERIES HAVE ADDITIONAL DROP POINTS

Over 50 local places accept rechargeable batteries (including lithium-ions that are labeled “rechargeable”) for recycling at no charge, both from residents and businesses. Check out this [drop-off locator](#) to find a spot near you!

NYS Law mandates that rechargeable batteries be recycled. Trashing rechargeable batteries is an offense that can lead to a fine.

OCRRA and Call2Recycle teamed-up to provide additional rechargeable battery recycling options to the community, while reducing operating costs. Learn more about this [mutually beneficial partnership](#).

3. RECHARGEABLE E-MOBILITY BATTERIES HAVE ADDITIONAL DROP POINTS

At this time, batteries found in e-bikes and e-scooters are not covered under the NYS law governing management of rechargeable batteries, though they are also rechargeable. These [e-mobility batteries](#) can be managed in various ways. Visit our searchable database for more information.

Website Updates

HOW TO TELL BATTERY TYPES APART








Alkalines come in many different shapes and sizes. Many typical household batteries you would use in a remote control, radio, toy, smoke detector, etc. are alkalines. (AA, AAA, C, D, 6V, 9V, etc.) Some alkaline batteries look a lot like rechargeables (including lithium-ions) and the only way to tell the difference is to read the label.

Button and coin batteries are small, flat, circular batteries often found in hearing aids, watches, calculators, etc.

Rechargeables are found in power tools, laptops, phones and other electronic equipment. Also, some look like alkalines, but are rechargeable. Check labels to determine if they are rechargeable. Rechargeable batteries can also be found in e-mobility devices such as e-bikes or e-scooters. These batteries cannot go in OCRRA collection bins. Visit this [link](#) to learn how to properly manage them.



Handouts

 <p>CURBSIDE RECYCLING</p> <p>DON'T BAG RECYCLABLES</p>	 <p>PAPER</p> <ul style="list-style-type: none"> Newspapers, magazines, catalogs and softcover books <i>Keep loose, don't tie.</i> Papers and mail (including window envelopes) Boxes: cardboard, takeout pizza, pasta, cereal, etc. (no boxes that go in the fridge or freezer) <i>Empty and flatten.</i> 	 <p>PLASTIC (IGNORE NUMBERS; RECYCLE BY SHAPE)</p> <ul style="list-style-type: none"> Bottles: beverage, soap, shampoo, spray, etc. (no bottles that held toxics) <i>Empty, rinse and reattach cap.</i> Jars: mayonnaise, sauce, nuts, jelly, parmesan cheese, etc. <i>Empty, rinse and reattach cap.</i> Jugs (items with a handle): milk, orange juice, water, laundry detergent, etc. <i>Empty, rinse and reattach cap.</i> Stackable tubs (dairy/dairy alternative only): butter, yogurt, cottage cheese, etc. <i>Empty, rinse and reattach lid.</i> 	 <p>METAL</p> <ul style="list-style-type: none"> Food and beverage cans <i>Empty, rinse and place lid inside can.</i> Aluminum foil and disposable aluminum pans and plates <i>Must be clean and wadded up.</i> Aerosol cans Must be empty. No cans that held toxics; they should go in the trash. 	 <p>GLASS</p> <ul style="list-style-type: none"> Food containers: salsa, jam, sauce, salad dressing, etc. <i>Empty, rinse and reattach lid.</i> Beverage bottles (any color) <i>Empty, rinse and reattach cap.</i>
 <p>DROP OFF TO RECYCLE</p>	<ul style="list-style-type: none"> Shredded paper <i>For details, visit ocrra.org/shredded-paper or put in the trash</i> 	<ul style="list-style-type: none"> Plastic bags (clean and dry) <i>Recycle at large grocery and retail stores</i> Electronics <i>For details, visit ocrra.org/ewaste</i> 	<ul style="list-style-type: none"> Batteries <i>For details, visit ocrra.org/batteries</i> Propane tanks <i>For details, visit ocrra.org/propane-tanks</i> 	<ul style="list-style-type: none"> Light bulbs <i>For details, visit ocrra.org/fluorescent-bulbs Place LED and incandescent bulbs in the trash</i>
 <p>TRASH</p>	<ul style="list-style-type: none"> Frozen and refrigerated food boxes Soda/beer boxes Takeout or fast food boxes Egg cartons (any type) Items with glitter or foil Plates and cups Tissue paper Hardcover books 	<ul style="list-style-type: none"> Any plastics not listed above Tanglers: cords, hoses, etc. "Clamshells": berry, salad, bakery cartons Takeout or fast food boxes Disposable cups and utensils Prescription vials Diapers, wipes and toys Containers that held toxics 	<ul style="list-style-type: none"> Any metals not listed above Needles (need special prep) Visit ocrra.org/sharps Small appliances: toasters, vacuums, etc. Combination metal-cardboard canisters: peanuts, cocoa, oatmeal, coffee, etc. Empty metal paint cans 	<ul style="list-style-type: none"> Broken glass Drinking glasses Dishes and mugs Ovenware and ceramics Window and picture glass Mirrors

Household Battery Recycling Drop-Off Locations

Bring **Alkaline**, **Button** and **Rechargeable** batteries to:

- **Wegmans** (all Onondaga County stores; foyer area)
- **Green Hills Farms** (5933 S. Salina St., Syracuse)
- **Civic Center** (421 Montgomery St., Syracuse; basement by escalator)
- **Wrightway Hardware** (9236 Oswego Rd., Baldwinsville)
- **Nightingale's Tully Lakes Hardware** (6 Elm St., Tully)
- **Nightingale Mills Ace Hardware** (4068 S. Street Road, Marcellus)

Alkaline Batteries come in different shapes and sizes and are found in household items like remote controls, radios and smoke detectors. (AA, AAA, C, D, 6V, 9V, etc.)



Button and Coin Batteries are small, flat, circular batteries often found in items like hearing aids, watches and calculators.



Rechargeable Batteries are found in power tools, laptops, phones and other electronic equipment.



Business Batteries
not accepted



315-453-2866
info@ocrra.org

US Department of Energy Grant Project



U.S. DEPARTMENT OF
ENERGY



MESCC

OFFICE OF MANUFACTURING AND ENERGY SUPPLY CHAINS

Grant Program Outreach and Education



Thank you!

Maria Bianchetti

mbianchetti@ocrra.org

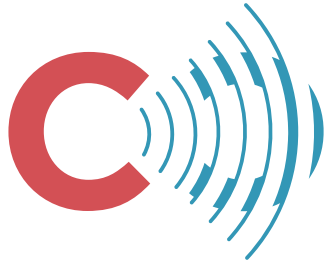
315-295-0732



Evaluating Impact and Success of Public Education Campaigns

Julie Colehour, C+C

Amanda Godwin, C+C



Evaluating Impact of and Success of Social Marketing Campaigns

June 2024



Social Marketing Overview

The discipline of social marketing focuses on developing a strategic marketing mix to influence behavior change for sustainable, healthy, and equitable communities.

Or

Changing behaviors for good

SOCIAL MARKETING
INFLUENCING BEHAVIORS FOR GOOD



Social Marketing Truths

- Awareness does not lead to behavior change
- Education alone does not change behaviors
- People do not change their behaviors because it is “the right thing to do”
- People do change their behaviors when the benefit and/or motivator to them outweighs the barrier

PITFALL TO AVOID



Social Marketing Curve



Social Marketing Planning Process

➔ Step 1: What is Success? Identify Purpose, Goals & Objectives

Step 2: Stop, Look and Listen. Defining Research Needs

Step 3: The What. Identify the Desired Behavior Change

Step 4: The Who. Choose Priority Audience

Step 5: Why They Do What They Do. Map Barriers, Benefits & Motivators

Step 6: The How. Plan your Social Marketing Interventions

Step 7: What's the Hook? Create an Effective Message Strategy

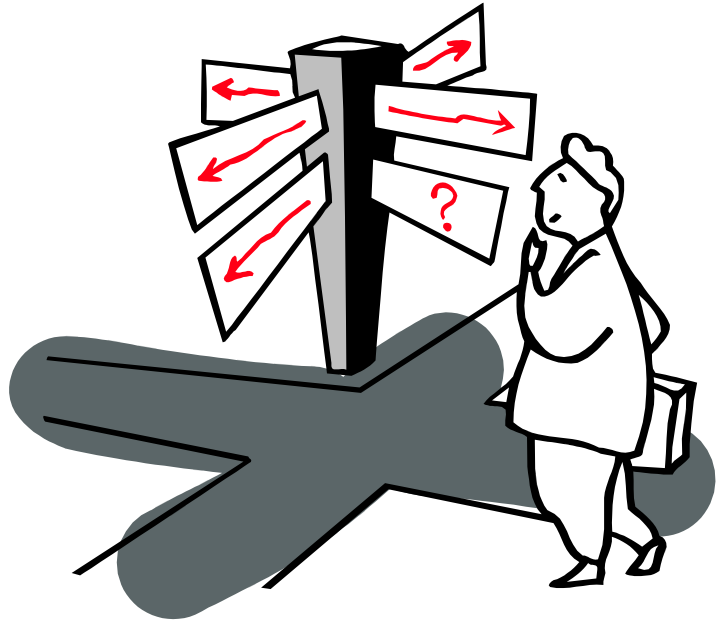
Step 8: Who Else Can Help? Identify and Enlist Partners

Step 9: Chart the Right Path. Develop your Marketing & Pilot Plan

➔ Step 10: Are We There Yet? Create an Evaluation Plan



Step #1: Identify Purpose, Goals & Objectives



*“If you don’t know
where you are going,
any road will get you
there.”*

*- Alice in Wonderland
(paraphrased)*



Step #1: Identify Purpose, Goals & Objectives

- Purpose is why you are doing what you are doing
- Goals are long-term and broad – what does success look like 2-5-10 years from now?
- Your Purpose and Goals should be determined before the planning process begins
- Objectives are a measurable way to reach each goal
 - Measuring objectives is the foundation of your evaluation plan
 - Objectives should focus on the desired behavior changes
 - No set number of objectives for each goal



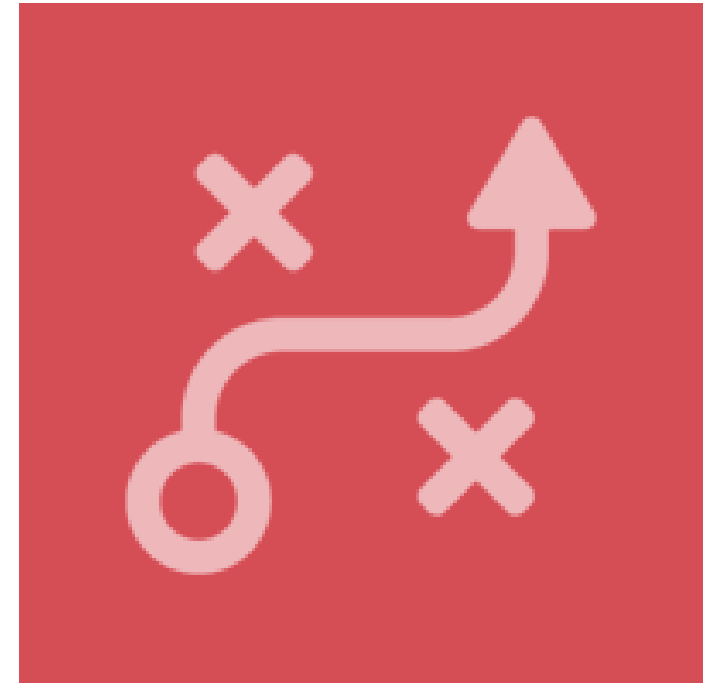
PITFALL TO AVOID: OBJECTIVES THAT ARE NOT MEASURABLE

- Make sure your objectives are measurable
- Decide how you are going to measure
 - What data do you need?
 - How are you going to collect it?
 - Do you have the necessary baseline data to measure change?
- If your objective is not measurable, need to redefine and pick ones that can be measured



Step #10: Creating an Evaluation Plan

- Create an evaluation plan before starting implementation
- Goal is to measure actual behavior change
- Decide how you will measure against each objective
- Set an evaluation timeline
- Look for trends in data
- Course correct if necessary



Organizing your Evaluation Plan

	Inputs:	Resources allocated to the campaign (e.g. staff time and budget)
➔	Outputs:	Program activities conducted (e.g. # of events, impressions, media stories, partners)
➔	Outcomes:	Behavior adoption (e.g. number of batteries recycled)
➔	Impact:	Changes that align with your campaign's purpose (e.g. fires reduced, toxic materials diverted from landfills)



First Step: Ask yourself, is anyone already collecting the data I need?

- Find and mine existing research sources:
 - Local Solid Waste Agencies
 - Waste Hauler data
 - EPR Producer Responsibility Organizations
 - Local universities/graduate students
 - CBO/nonprofit organizations/foundations
 - Local media
 - Census & other federal government sources
 - Omnibus surveys



Measuring Outputs (Program Activities Conducted)

- Paid media impressions
- Social media engagement
- Click-through rates
- Website analytics (time spent on site, bounce rates etc.)
- Event attendance
- Partners engaged
- Materials distributed
- Earned media stories
- Etc.

Caution: While these are all good indicators, none correlate to actual behavior change



Measuring Outcomes (Behavior Adoption)

Type of Research	How Used	Considerations
Quantitative surveys (phone, online, mail)	<ul style="list-style-type: none">• Gather statistically significant data• Baseline and follow-up data• Measure self reported behaviors an/or changes in attitudes and awareness	<ul style="list-style-type: none">• Self-reporting bias• Cell phones• Screening questions• Online self-selection• Online can show visuals
Behavioral Data/Observation	<ul style="list-style-type: none">• To measure actual behavior changes• Observe and record behavior	<ul style="list-style-type: none">• No self-reporting bias concerns• Often expensive to gather and analyze• Sample observations and extrapolate
Waste/Recycling Sorts	<ul style="list-style-type: none">• Measure the number of batteries recycled or in trash; look for changes	<ul style="list-style-type: none">• Ideal is to calculate “capture rate” so you isolate other factors like time of year• Requires continued monitoring to track changes over time



PITFALL TO AVOID: SELF-REPORTING BIAS

- Be aware that people often don't accurately report their behaviors
- Overcome this by looking for ways to measure actual behavioral change (e.g. observational research, waste diverted, etc.) rather than self-reporting
- If you have to use self-reported data, make sure you have baseline data and then measure the change pre and post

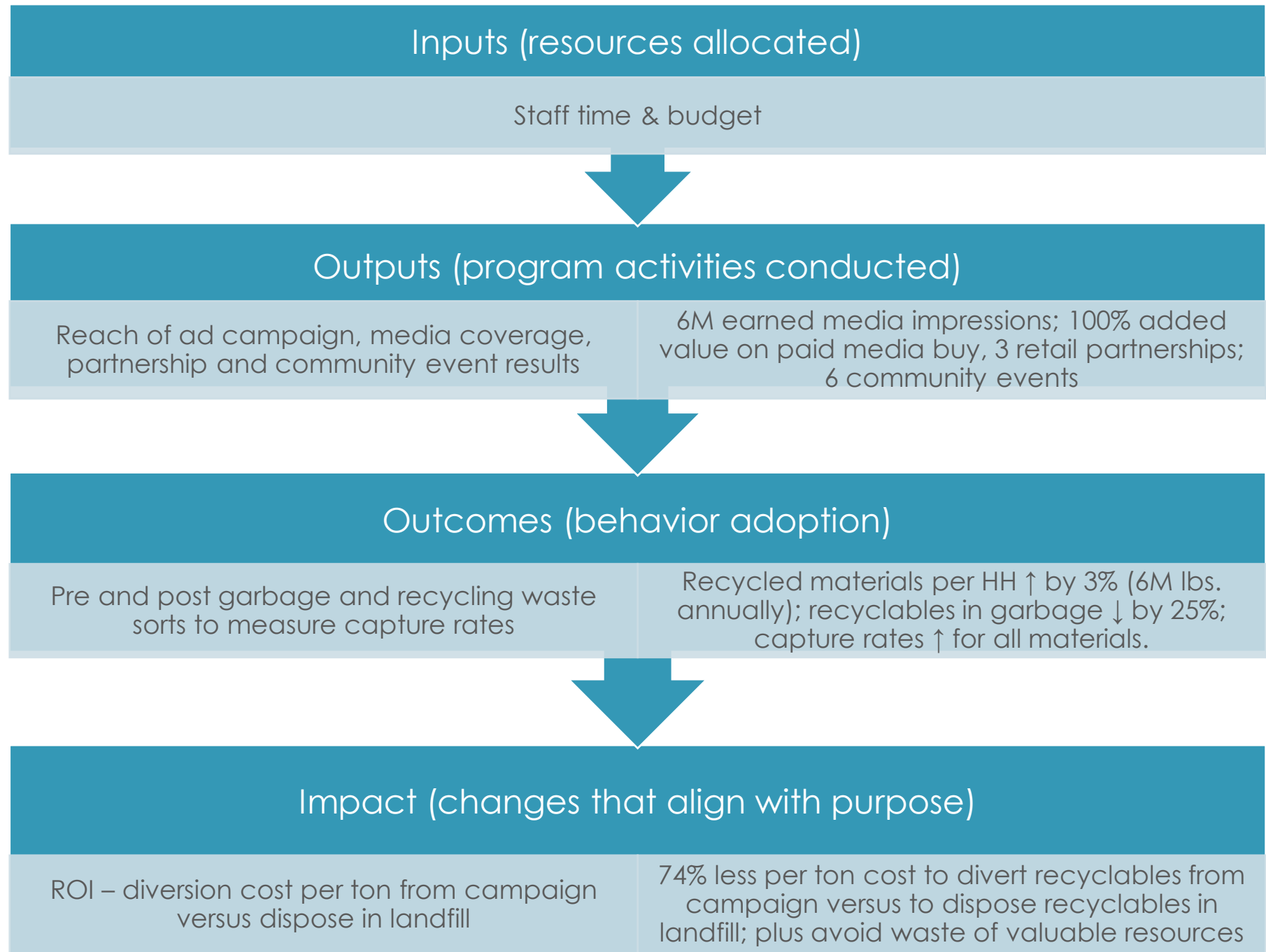


Measuring Impact

- Tracking data that points back to your purpose:
 - Changes in pollution levels
 - Number of fires
 - Can be hard to attribute to campaign
- Extrapolate from behavior change (Outcome) data
 - Estimate impact on toxic materials or pollution avoided
 - Estimate quantity of materials captured through recycling
 - Estimate fire injuries avoided



Example: King County WA, Recycle More



THANK YOU

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Questions/comments

Pat Tallarico, ERG Team

Wrap up/next steps

Pat Tallarico, ERG Team

Upcoming Small Format Consumer Electric and Portable Batteries Working Sessions

Meeting Focus	Meeting Topic	Meeting Date	Meeting Time	Format
✓ Labeling and Collection	Kickoff: Current Landscape and Engagement Overview	March 19, 2024	2:00-3:30 PM EDT	Virtual
✓ Collection	Collection Systems and Locations	April 11, 2024	2:00-4:00 PM EDT	Virtual
✓ Labeling and Collection	Tribal Waste Management Webinar	May 2, 2024	1:00-3:00 PM EDT	Virtual
✓ Collection	Safe Collection, Storage, and Transport	May 14, 2024	2:00-4:00 PM EDT	Virtual
✓ Labeling	In-Person Meeting Participant Prep Call (placeholder)	June 6, 2024 (TBD)	TBD	Virtual
✓ Labeling	In-person Intensive Session: Label Contents	June 12-14, 2024	9:00 AM-4:00 PM EDT	In-Person
Collection	Education and Outreach	June 20, 2024	2:00-4:00 PM EDT	Virtual
Labeling	Report Out from In-Person Intensive and Additional Input	July 16, 2024	3:30-4:30 PM EDT	Virtual



Next Steps

- Register for the July 16 Small Format Batteries: Report Out from the EPA's In-Person Labeling Working Session
https://www.zoomgov.com/webinar/register/WN_z3P4pjbQnG_OjzDt7ak6Q#/registration
- Email batteries@epa.gov if you have an interesting story to tell about battery collection

