

RECHARGING THE PLANET.  
RECYCLING YOUR BATTERIES.™



# EPR & Batteries What We've Learned From Canada

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## Presentation Overview

- Summary of Call2Recycle®
- Contrast / Compare Ontario versus British Columbia
- Key Lessons for US Efforts
- Other Best Practices
- Batteries in Products
- Questions / Comments / Discussion



## Who is Call2Recycle®?

- Founded in 1994 to address a growing quilt of state regulations, operated by RBRC
- First and most successful product stewardship program in North America
- First voluntary stewardship program approved by governments in North America (British Columbia / Ontario / Manitoba / New York)
- All consumer batteries (primary and rechargeable) collected in Canada
- Free to consumers, retailers and participants; 100% funded by manufacturers
- 60+ million pounds of batteries collected since inception



# Ontario versus British Columbia: the Regulations

In **BC**, the regulation is 6 pages and includes the following regarding batteries:

- (j) batteries that could be used in an electrical or electronic product listed in this section or section 2, including primary batteries and rechargeable batteries.

In **Ontario**, beside the 24-page regulation, there are multiple documents including:

- A 42-page document on calculating fees.
- A Two-Volume Series, over 350 pages, of a consolidated MHSW plan, with 35 pages devoted to batteries.
- A 20-page primer for managing Industry Funding Organizations (IFOs) and a 43-page document outlining rules for Industry Stewardship Plans (ISPs)
- And several other documents on processes, standards, etc., to implement the Waste Diversion Act (WDA).



# Ontario versus British Columbia: the Structures

## Ontario

**Minister of the Environment**



**Waste Diversion Ontario (WDO)**



**Stewardship Ontario (SO)**



**Call2Recycle®**

## British Columbia

**Minister of the Environment**



**Call2Recycle®**



## Ontario versus British Columbia: What Have We Learned for the US?

- Enable and not regulate
- One size rarely fits all
- Leverage synergies amongst materials
- Costs matter
- Reason must rule
- Worry about outcomes and not process
- Care about broader environmental impacts
- Appreciate that no one Province (or State) is the center of the Universe



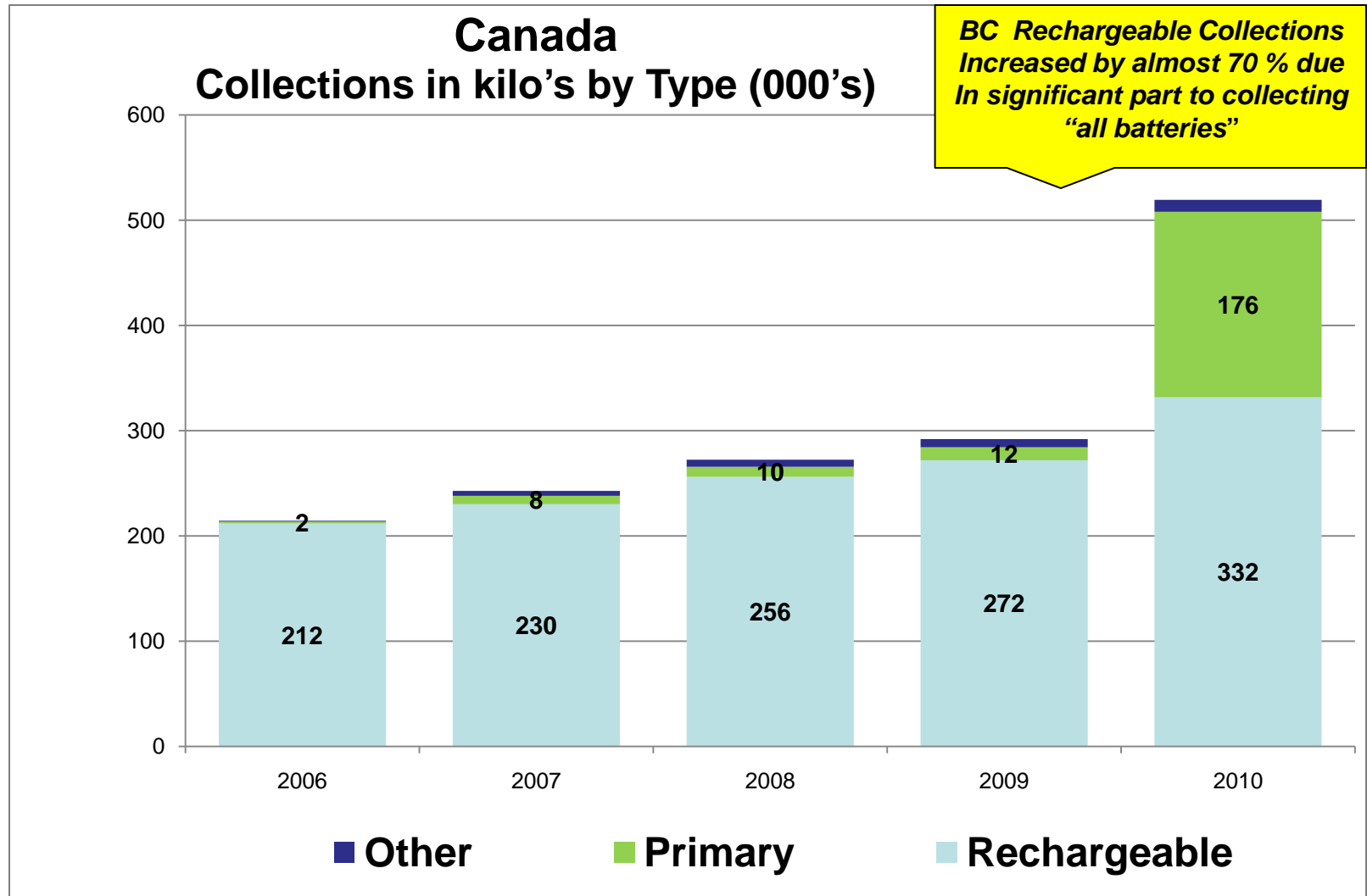
**Sustainable**

*sus-tain-a-ble*

Capable of being continued with  
minimal long-term effect  
on the environment



# After 6 Months, the BC Result...



# EPR for Batteries: Other Best Practices

- **Performance Measurements**

- **KPI's (Ontario)**

- Contractually imposed
    - Location of sites, budget, recycling efficiency, education spending, advance review of all communications, monthly reporting, accessibility, collections by chemistry, R&D spending, “preferred” site, financial audit, etc.

- **Compliance Testing (BC)**

- A letter approving the plan as submitted
    - “Did you collect what you say you’ve collected?”
    - “Do you have the sites you say you have?”
    - No financial audit unless eco-fees are used

- **Reputations are More Valuable than Penalties**



## EPR for Batteries: Other Best Practices

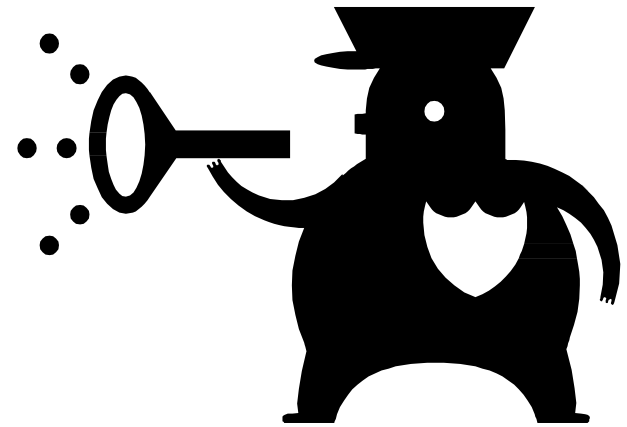
- **Industry Compliance**

- **Ontario**

- Set up a government sponsored organization paid for by stewards that collects sales information, determines payments and ensures compliance

- **Alternatively**

- Legislate a “private right to action” (like Prop 65) that allows the stewards to pursue “free riders” to ensure a level playing field





## QUESTIONS?



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