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February 6, 2023

Jen Holliday
Director, Public Policy & Communications
Chittenden Solid Waste District
1021 Redmond Rd
Williston, VT 05495

Subject: Response for Request for Information for VT H.67

Dear Ms. Holliday,

On behalf of Call2Recycle, Inc., please find below a response to your request for information related to the services Call2Recycle provides as a recognized U.S. producer responsibility organization (PRO).

Call2Recycle, Inc. (Call2Recycle) is a non-profit 501(c)4 battery stewardship organization founded in 1994 by the rechargeable battery industry who recognized the need to manage end-of-life disposal of its products and voluntarily came together to assume this responsibility. Since then, the Call2Recycle collection and recycling program has advanced to fulfill producers' expansive and diverse regulatory obligations and provide an environmentally responsible and safe system to manage batteries (of all sizes and chemistries) at end-of-life.

Call2Recycle is primarily funded by over 200 battery and battery-powered product manufacturers (stewards) to responsibly collect and recycle rechargeable batteries (along with primary batteries in select jurisdictions like Vermont). Call2Recycle's program offers battery management for portable primary (weighing less than 2 kg) and rechargeable batteries (having less than 300-watt hours and weighing up to 5 kg) as well as electric transport batteries, such as those used in electric bicycles (e-bike) and electric vehicles (EV). With the support of 32 OEMs representing 52 brands, Call2Recycle also operates a voluntary e-bike battery collection and recycling program on behalf of the industry and in collaboration with PeopleForBikes.

Call2Recycle has long been an industry leader in the safe, responsible, and compliant management of batteries at end-of-life. Call2Recycle's 25+ years of experience and successful approach to battery stewardship, not only has been recognized across the United States, but served as the catalyst in being selected as the state-approved PRO for primary batteries in Vermont.

Below is an overview of the role and services that Call2Recycle offers as a PRO to participating manufacturers in the Vermont primary battery collection and recycling program:

- **Ensures producer compliance with the law:**
 - Plan development, submission, and management
 - Delivers quarterly or semi-annual program updates to designated agency
 - Produces and submits annual reports detailing program activities and results
 - Budget development and operating to approved budget

- **Maintains a unified voice through an Outreach & Education plan to multi-stakeholders, including but not limited to, producers, collection sites, consumers, and government entities**
 - Develops and deploys outreach strategies utilizing a multi-prong approach, including owned digital properties, paid and organic media channels, and conferences/events.
 - Provides creative and communication assets to enhance audience and message reach
 - Measures and reports on plan results
- **Leads the safe and responsible collection of material/product through a robust collection network**
 - Develops, tests, purchases, and fulfills a wide range of essential collection containers
 - Identifies, qualifies, and manages a diverse reverse logistics infrastructure
 - Recruits and engages with collection sites to maximize program participation
 - Creates and deploys program training materials
 - Maintains an online drop-off locator which averages over 1.5M views annually.
- **Oversees an expansive network for product and material processing**
 - Manages sorting, transportation, and processing that optimizes the environmental benefits and adheres to the highest standards of quality and service
 - On-going downstream vendor management to ensure compliance with industry standards
 - Tracks collection containers and records product/material received (by chemistry, by weight)
 - Provides site-level material reports to participating collection sites

Thank you for your request. We would welcome the opportunity to expand on the above or answer additional questions you or the Committee may have.

Best regards,



Linda Gabor

EVP, External Relations

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