

Battery Recycling at Retail

A Best Practice Guide

Provided by Call2Recycle Canada, Inc.

call2recycle®

Leading the charge for recycling.™



Recycling Programs at Retail: An opportunity to drive store traffic

Retailers offering recycling programs have an opportunity to drive **profitable** store traffic to their retail locations.



- Providing a recycling centre in your stores creates an opportunity to **attract** active recyclers to your stores
- Battery recyclers hold onto their battery stash until they have collected enough to recycle

- Customers who recycle at your stores, plan the recycling event into their shopping trip. These recyclers, your customers **stay to shop**.
- 25% of these consumers recycle batteries where they **purchased** them
- Retailers offering multi-product take-back have an opportunity to further enhance and streamline merchandising practices and messaging across the products which they recycle.
- Consumers who recycle, value retailer participation in battery take-back; influences your store traffic and bottom line
- Enhances brand perception with your customers- demonstrates that your organization is supporting the circular economy

Consumers recycle batteries where they purchased them



Key Success Factors

- ① Executive level support and engagement of recycling initiatives – a champion committed to success
- ② Strong support from recycling partner organizations
- ③ Track and regularly review performance metrics – scorecard detailing performance vs. targets
- ④ Program engagement and support at individual retail locations
- ⑤ Recycling events scheduled to support recycling initiatives throughout the organization



Battery Recycling Playbook

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Communicate Explicitly and Effectively

- ✓ Provide customers with messaging to inform of your location(s) as participating battery collection site
- ✓ Place collection containers in a designated, convenient / easily accessible retail site location that does not interfere with store operations
- ✓ Provide visible signage which communicates recycling station location within each retail site to your customers

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Engage and Motivate Your Customers to Recycle

- ✓ Engage customers in recycling events and capitalize on seasonal events throughout the year to drive collections (ex. Daylight Savings / Moving Day/ Waste Reduction Week)
- ✓ Utilize promotional events and incent customers to participate in recycling events
- ✓ Promote recycling events through various media channels – flyers, in-store promotions, social media
- ✓ Provide regular collection site location updates to Call2Recycle – these updates are reflected in continuous updates of our recycling site locator on our website

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Simplify the Task

- ✓ Provide clear instructions for your customers and staff on how to safely collect and recycle batteries
- ✓ Provide the appropriate materials to assist your customer with the battery recycling process

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Visually Appealing and Easy to Use Recycling Centre

- ✓ Signage should be located at the bin locations with easy to understand recycling guidelines
- ✓ Provide recycling materials required, need to be readily accessible for your customers
- ✓ Provide the appropriate bins for each recycling station- “Recycling Ready”

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Demonstrate Corporate Commitment to Recycling

- ✓ Educate Employees to assist them in understanding the benefits of promoting recycling within their retail location
- ✓ Regularly monitor recycling centres to ensure bins are not full and appropriate materials are available to support safe recycling practices
- ✓ Check full recycling boxes for compliance prior to sealing for shipping and send boxes on regular basis. Do not store for extended periods of time
- ✓ Engage designated employees in recycling training programs – (Safety, Communication)
- ✓ Provide regular updates to Call2Recycle of changes to key contacts at each corporate location
- ✓ Reward motivated employees for participation and performance in corporate recycling initiatives
- ✓ Showcase recycling initiatives and milestones across the organization via communications
- ✓ Create scorecards to measure and report key recycling metrics for each location

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Satisfy Regulatory Requirements

- ✓ Steward membership with Call2Recycle Canada ensures members’ collection sites are compliant with provincial recycling legislation
- ✓ Each organization is responsible for the safe collection and recycling of batteries in accordance with regulatory requirements – guidelines that are provided should be clearly communicated and followed.

Contact us at 1.888.224.9764 to enhance your retail battery collection and recycling program.