2013 Used Oil/HHW Training & Conference: BATTERY and PHARMACEUTICAL Management

SANTA CLARA COUNTY PROGRAM OCTOBER, 29 2013

ROB D'ARCY
RECYCLING AND WASTE REDUCTION
DIVISION MANAGER

Current Battery Program Structure

- HHW Permanent Collection Facilities
 - San Martin
 - Sunnyvale
 - 41 operating days
- Temporary HHW Collection Events
 - o 15 locations each year
- Retail Recycling Partner Network
 - 75 retail partner locations
 - ➤ Over 117 countywide collection points

Data Collection

Batteries

- Segregated waste streams
 - By battery type
 - By collection location/type
 - By weight
- Segregated Cost
 - Sorting
 - Pick-up labor
 - Recycling

Pharmaceuticals

- Segregated waste stream at HHW Facilities
 - By liquid
 - By solid
 - 1,500 lbs. per/mth
- Segregated waste stream by Sheriff's Office
 - Liquid and solid together
 - o 2,000 lbs. per month

Retail Battery Data

(Single-use alkaline batteries only)

Partner pick-up cost

- Jan \$4720.63
- Feb- \$3994.38
- Mar \$4392.50
- Apr \$4090.63
- May \$4930.63
- Jun \$3556.88

Sorting Cost

- Jan \$1312.00
- Feb \$1584.00
- Mar \$1264.00
- Apr \$1056.00
- May \$1464.00
- Jun \$896.00

42,279 lbs Avoided recycling cost = \$20,000

Retail Pick-up Cost

Month	Pick-up Cost	Pounds Collected	Pick-up Cost per pound
Jan	\$4,721	8,859	\$0.53
Feb	\$3,994	6,787	\$0.58
Mar	\$4,392	7,069	\$0.62
April	\$4,090	5,843	\$0.69
May	\$4,930	8,627	\$0.57
June	\$3,557	5,094	\$0.69
Total	\$25,684	42,279	\$0.61

Sorting Labor: \$7,576 or \$0.18 per pound Call2Recycle Reimbursement = \$2,170

Corporation for Battery Recycling

- Energizer
 - Duracell

Panasonic

2014 Awareness Campaign Geography

- Two market scenarios for Pilot Program have been selected and budgeted
- Santa Clara County (San Jose, CA)
 - Population 970,000
- Onondaga County (Syracuse, NY)
 - o Population 144,000
- Representative of large and small media markets
- Geographically dispersed (East Coast, West Coast)
- Self-contained media markets and scalable on a National basis

Objectives & Approach

This program was conceived to test a co-branded marketing effort to introduce an industry led national battery recycling program

- Build awareness for the program
- Inspire voluntary participation
- Confer reputational value and competitive advantage to 3 brands

Communications Plan

OWNED MEDIA

Website
Social Media Messaging
Social Media Promotions
Videos

Branded Bins

EARNED MEDIA

Messages & On-going Narrative Launch Event & Events Community Outreach & Sponso

PR Media Outreach

PARTNER MEDIA

Websites Social Media Retail POS Community Events Partner Toolkit

d RE

PAID MEDIA

Digital Advertising Traditional Advertising (TV, Radio, Print, OOH)

Use a combination of owned, earned, paid and partner media to generate awareness and participation in the program

CREATE

RecreateBatteries.org

Program Identity Branded Battery Bins Full Size Bins & Counter Bins, depending on retailer

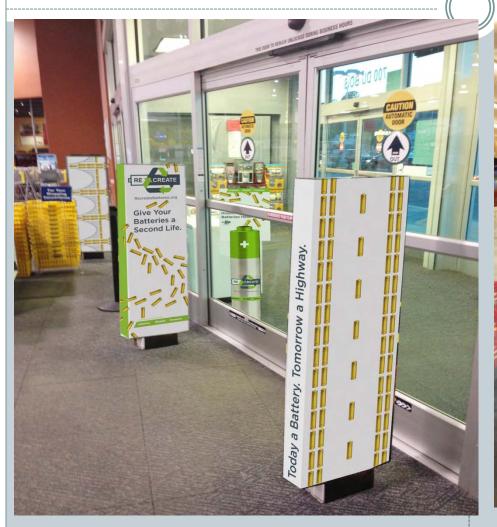




Retail POS



Best Buy – In store advertising





The Power of Social

- Social Media will be key to the success of the ReCreate program and a primary channel to drive awareness and adoption by consumers. It can uniquely:
- Engage people in the story and provoke word of web communication
- Build a grassroots community among sustainability-minded audiences, youth audiences, etc.
- Provide a low-cost means to sustain engagement over time
- Offer unique creative opportunities to run local Challenges, gamebased interactions, etc.











olkit

Members and their Customers with pilot toolkit materials to implement xibly within the context of their own brands. This may include:

