

**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**
  - 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
  - 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)**
  - 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



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

# 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, game-based interactions, etc.



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

