



Battery Stewardship Council



Battery stewardship

How you can support it and it can support you

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B-cycle

Oct 2023

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Who is the BSC & what is B-cycle?

BSC is a **not-for-profit** which brings together everyone in the battery value chain to improve battery stewardship.

B-cycle is a voluntary stewardship scheme **authorised** by the ACCC and **accredited** by the Australian Federal Government.

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This Scheme is authorised by the Australian Competition & Consumer Commission (ACCC), accredited by the Australian Government, and has received financial support from the Australian Government and industry.



Our mission

To create a circular economy for batteries as a leading model for product stewardship.

Our long term goals

- + Zero battery waste to landfill through strong community accessibility, acceptance and engagement in recycling
- + Safety risks of batteries to be successfully managed by the community and industry
- + A domestic battery recycling industry that is self-sustaining, profitable and growing
- + Sustained financial security and efficiency for the Scheme

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B-cycling matters

Australians are buying more and more batteries

This year Australian's will purchase enough batteries* to circle planet Earth 7 times (280,000 kilometres)

By 2050 this will increase to 37 times!

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B-cycling matters

Batteries are changing the way we live and work

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B-cycling matters

Batteries also present significant challenges at end of life

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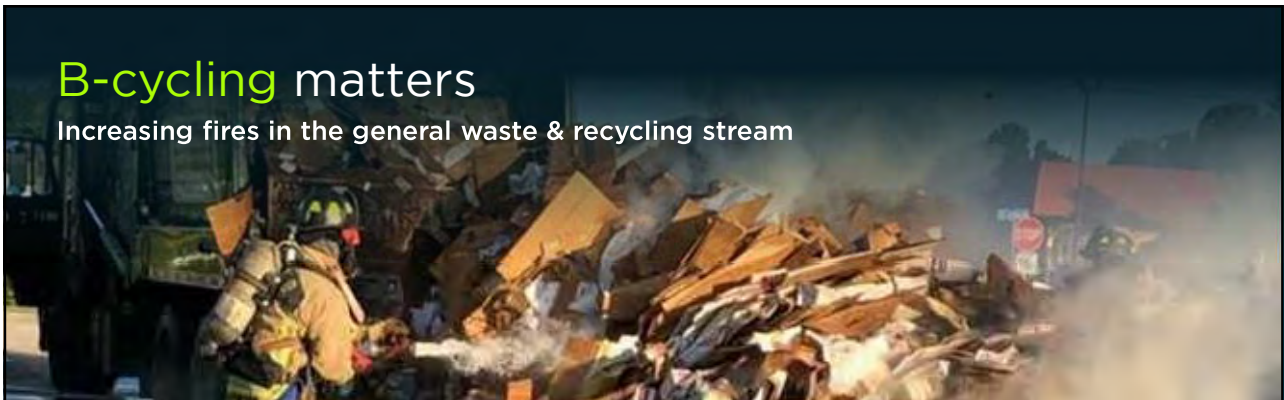


B-cycling matters

Button Battery Safety is top of mind

In Australia, one child a month is seriously injured after swallowing or inserting a button battery, with some of them sustaining lifelong injuries or fatalities.

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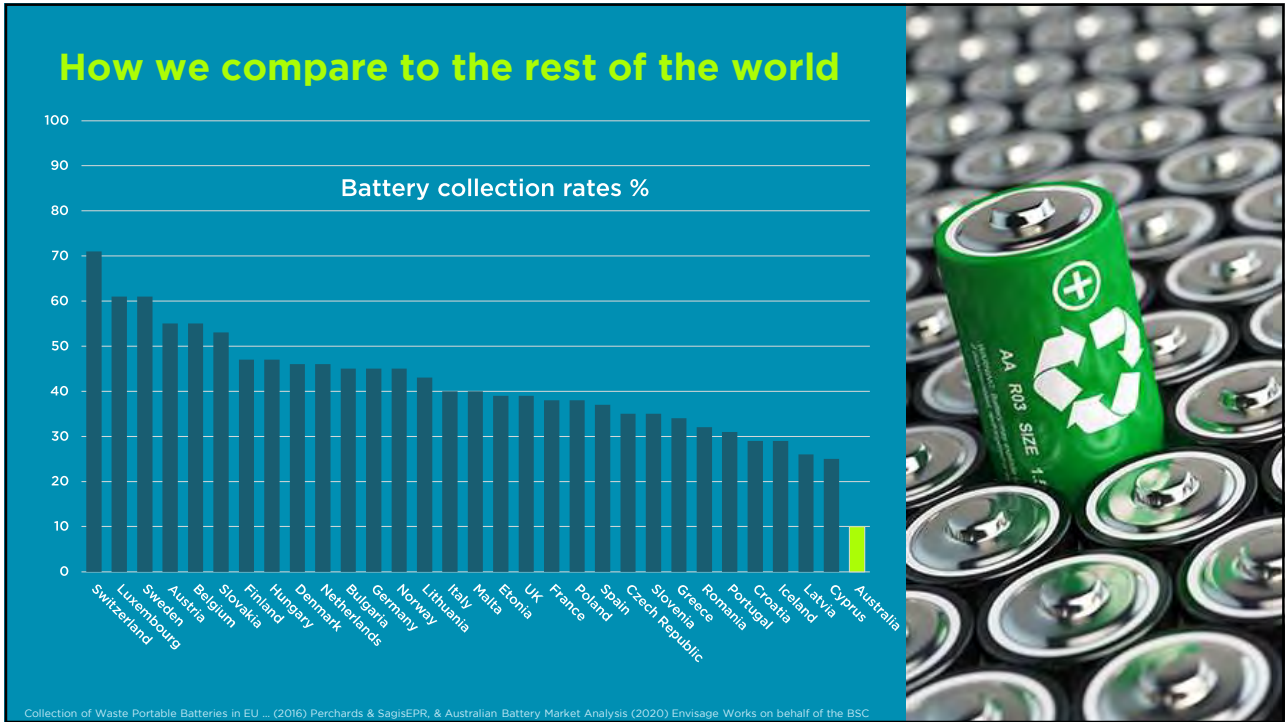
B-cycling matters

Increasing fires in the general waste & recycling stream

One major waste collection company reported 15 fires in one month alone confirmed to have been started by a battery.

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Battery Stewardship Council



B-cycle

BSC and our partners are **Re-thinking** how we manage dead batteries

Introducing B-cycle
A disruptive stewardship Scheme

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How B-cycle works

1. LEVY ON BATTERY IMPORTS / MANUFACTURE

- + Levy on imported batteries.
- + Capped at 4 cents for each EBU (24 grams)
- + Levy passed on in the price
- + Independently managed and reported by a third party.



2. BATTERY SALES & COLLECTION

- + Retailers sell and promote participating battery brands.
- + Organisations and associations set up accredited Drop off points to collect used batteries .



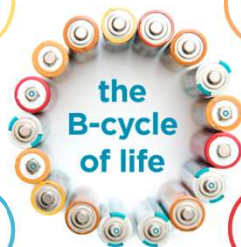
3. REBATES TO ADDRESS MARKET FAILURE

- + Collection (transport):
- + Metro \$2.50/kg
- + Regional \$3.50/kg
- + Sorting \$1.00/kg
- + Processing \$1.00/kg



4. ACCREDITATION FOR SAFETY & TRANSPARENCY

- + Battery Steward Commitment.
- + Accreditation obligations at each stage of the battery lifecycle.
- + Verified through announced and unannounced audits.



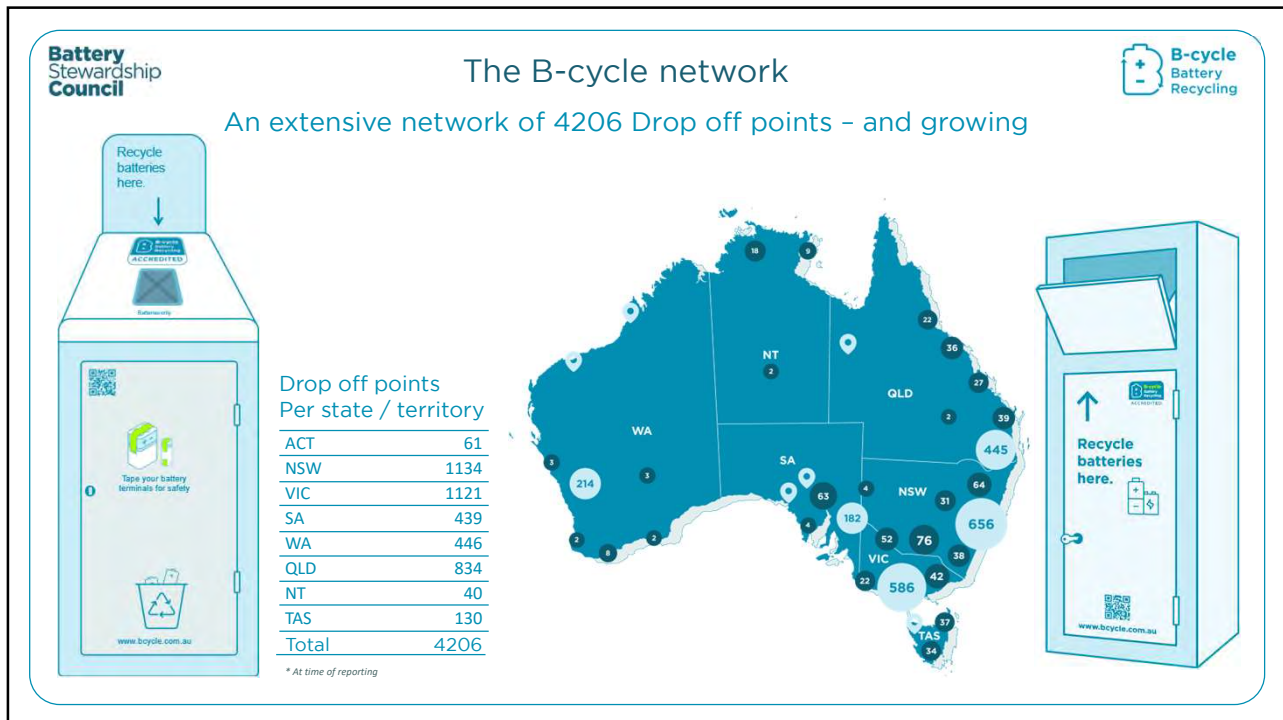
EBU - Equivalent Battery Unit of 24 grams.

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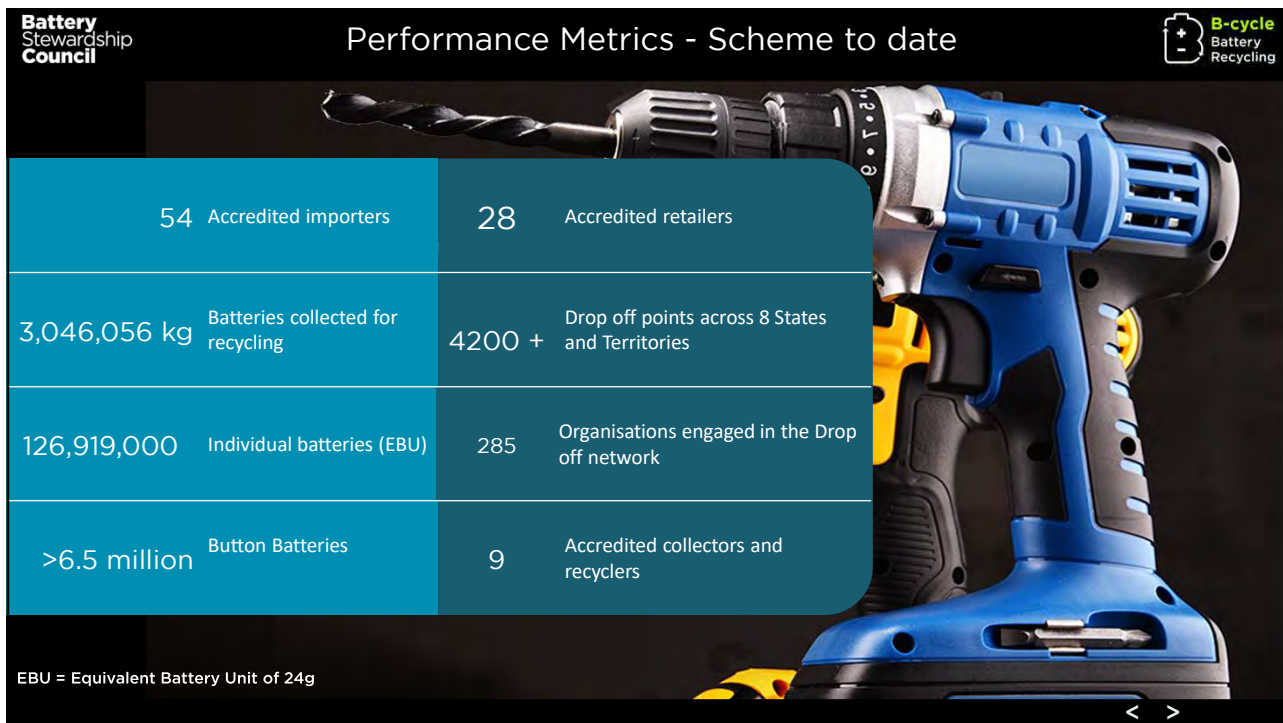


Australian Government Accredited Product Stewardship Scheme

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B-cycle's Communication and education goals

2023

1. **Raise awareness**
... about the human and environmental risks associated with batteries and the importance of safe recycling.
2. **Change behaviour**
... by educating the community with specific, action-oriented steps focused on the improvement of battery safety throughout the battery lifecycle.
3. **Grow visibility**
... of the Scheme, helping to maintain participant retention and bringing new importers onboard.




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2023 campaign

Battery Public Safety Campaign

The BSC will launch a national awareness campaign on battery safety in Oct 2023.

Key messages are :

This Tapes Saves Lives.



Don't loss them

in household recycling and waste bins

Don't Bin Your Batteries



Tape them

using clear sticky tape

Take them



Take them

to your nearest B-cycle accredited Drop off point




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2023 campaign

Battery Public Safety Campaign



Communications and Education

1. The campaign will target all Australian households and all batteries.
2. We will leverage frontline influencers such as local councils, community services, public facilities, the rubbish and collection network, and emergency services.
3. If we provide councils and other services with educational materials, we can reach a large proportion of Australian households.

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How can you be part of the stewardship solutions?

01

Become a battery steward!
Join B-cycle

02

Specify B-cycle accreditation in waste, recycling & mobility contracts.

03

If you are buying batteries, priorities Stewardship Procurement: Check the brand is part of the B-cycle solution.

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BatteryStewardshipCouncil



Thank you

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