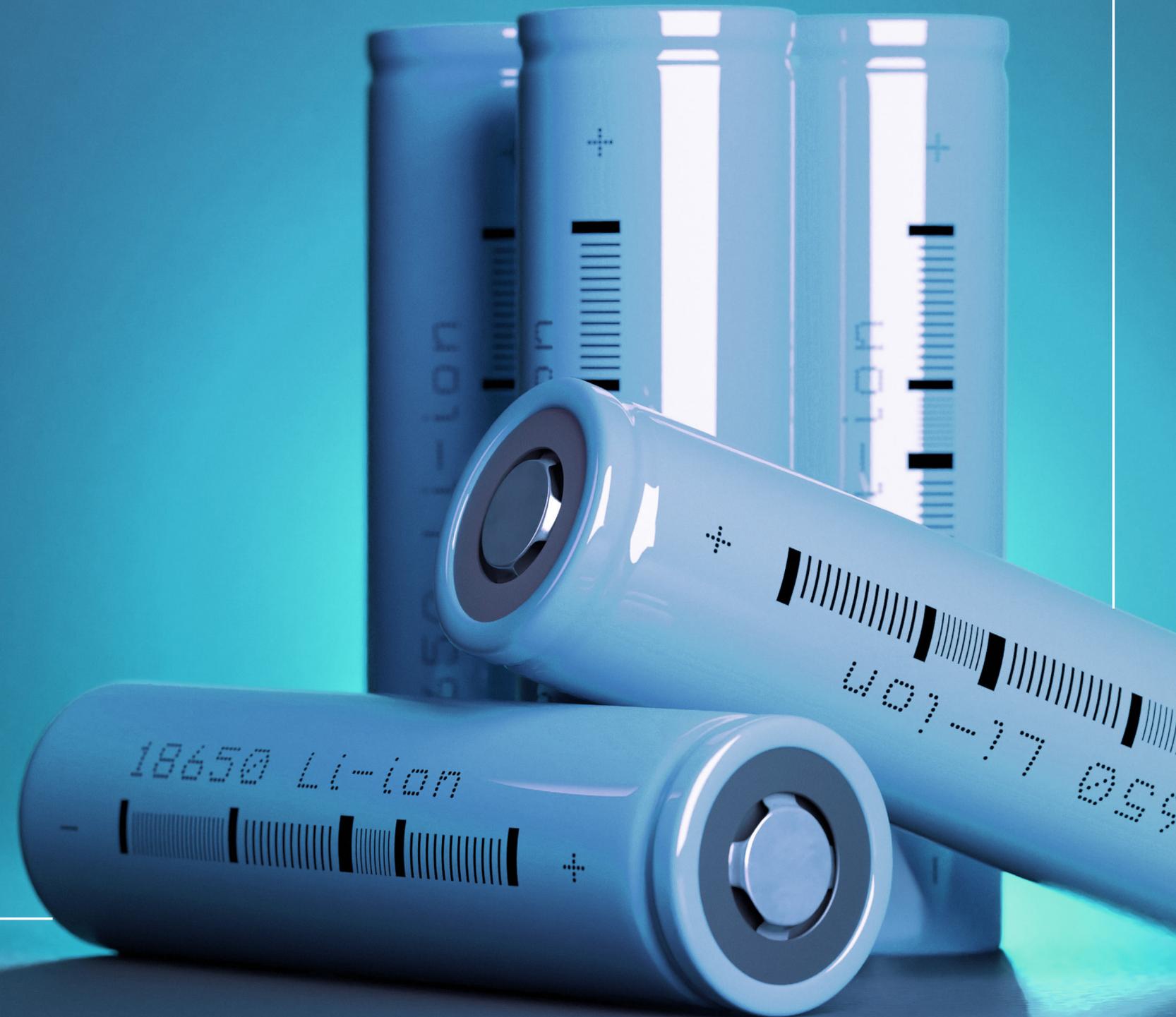


# Positive Charge Report

The impact of Australia's innovative battery stewardship scheme in its first six months of operation in 2022



## INTRODUCTION

# B-cycle launched in January 2022 to give new life to dead batteries

B-cycle is an industry-led product stewardship scheme, providing benefits to both society and the environment.

The Scheme is run by the Battery Stewardship Council (BSC), is authorised by the Australian Competition and Consumer Commission (ACCC), and is accredited as a Federal Government Product Stewardship Scheme.

B-cycle means robust accreditation, traceability and verification. It brings together battery importers, retailers, recyclers (and of course, everyday Australians) to create a circular economy for battery materials.

This report outlines the scheme operation and outcomes for the first 6 months since the launch in January 2022.





## FOREWORD FROM THE CHAIR

The commencement of B-cycle has been a very important milestone in the adoption of a circular economy for batteries in Australia.

Handheld batteries, including those in power tools, have been the initial focus for B-cycle, and are present in enormous numbers across homes, offices, factories, hospitals and schools in every community throughout Australia. Despite the fact that batteries are recyclable, battery mismanagement and inappropriate end-of-life disposal in our regular waste collection systems, has led to most going to landfill resulting in the waste of valuable resources and with significant safety, environment and health risks to us and future generations.

Through B-cycle, industry is seeking to provide all Australians with multiple opportunities to readily dispose of consumer and other batteries, ensuring they go to safe and secure recycling. Although this report highlights a strong initial response from the Australian community, it marks just the beginning of a longer journey to achieve our objectives of ensuring that batteries do not go to landfill and that we build a strong and vibrant domestic battery recycling industry.

From the solid foundation that is being built for consumer and power tool batteries, the Council is moving quickly in collaboration with a number of industry sectors to ensure the diverse range of other larger batteries are brought into the B-cycle Scheme as soon as practicable.

Whilst the initial community and industry response has been very encouraging, we face a number of significant challenges that will have to be addressed. At an organisational level, the objective to maximise the Drop off point for battery collection and the need to expand our domestic recycling industry has certainly stretched our management system. We recognise this has presented issues for the recycling industry as it scales up and adjusts to a role in product stewardship with its increased focus on transparency and accountability.

Perhaps the greatest challenge for companies in the battery value chain will be adjusting to the rapidly expanding role that is emerging in the transport and energy storage sectors as communities and governments across the globe adopt new economic and resource usage policies to reduce greenhouse gas emissions. In these sectors battery utilisation is projected to grow exponentially over the next few decades and this places significant and increased pressure on resource use and the need for efficient recycling of valuable materials.

This growth is also leading to concerns about the impact of new energy systems on the long-term availability of resources and the economic and environmental impacts of the extraction and use of critical metals and other elements.

Lithium-based batteries are the clear focus of commercial attention at present but there are several other metallic and non-metallic elements that are critical to the function of battery systems and which provide the basis for alternative battery chemistries. The Council has commenced a dialogue with governments and the transport and sustainable energy industries on the framework for stewardship of these larger battery systems.

Collection systems for these very large batteries, the possibility of differing or exotic chemistries, the opportunity for reuse and the existence of

proprietary battery take-back programs are some of the new challenges that will have to be addressed in the stewardship framework.

The foundation that has been laid this year through B-cycle provides an exciting opportunity for industry and governments to learn and adopt strategies to meet the energy challenge of the future.

**“The role for product stewardship with its underpinning philosophy of a circular economy has never been greater.”**



**Gerry Morvell**  
BSC Board Chair

# CEO REPORT

I am pleased to release our first significant progress report spanning the first six months of the B-cycle Scheme's operation. Moving forward, this will be an annual report on our activities and outcomes.

Our intent is to be accountable to our members, government, and community, and to ensure that the Scheme delivers on its commitments and demonstrates value and efficiency.

The BSC team has worked diligently over the past year to translate the Scheme Design, which is authorised by the Australian Competition and Consumer Commission, into reality. Our aim has been to shape a distinctive stewardship model that gives Australians access to safe battery recycling options but also provides a new way of doing business in the Stewardship arena. Our primary motivation has been to create a scheme that radically increases battery collection and recycling in a safe and transparent manner.

## B-cycle has initiated a paradigm shift

The B-cycle accreditation model provides a paradigm shift in stewardship arrangements. It showcases the rapid change that can occur if industry is mobilised to participate, rather than relying on the traditional service provider approach.

This report illustrates how we have used this leveraging model to successfully increase accessibility to battery recycling opportunities across the country, including the expansion of onshore recycling activities.

## Battery brands are stepping up

Engagement of 90%+ of Australia's loose and power tool battery brands in the Scheme illustrates the importance and value of stewardship in the battery market. Not only is it delivering on corporate social responsibility objectives and attracting customers, it also points to the growing scarcity of battery metals and the importance of investing in a strong recycling sector that is able to secure quality materials for future generations.

## Led by early adopters, the industry culture is changing

The Scheme launched at a time when it was easy to point to examples of illegal stockpiling, unsafe practices, facility fires, and lack of accountability. As a result, we introduced a rigorous accreditation process to assure ourselves and stakeholders that the batteries collected are safely and responsibly recycled.

We would particularly like to acknowledge the efforts of the early adopters and fast followers in the recycling industry, who contributed ideas and constructive input in the initial phase of developing and refining the collection tracking and rebate management process. Without you, this program would not have achieved such impressive outcomes in its first six months.

## Creating something new comes with challenges

In February, with the help of Republic of Everyone and The Bravery, we arranged a virtual launch event as a response to COVID-19 restrictions. The Scheme was launched without the BSC having ever met face to face as a team!

With the development of the rebate claim tracking and verification system we needed to adapt and evolve our approach to address user needs for efficiency and workflow, and maintain BSC's

commitment to verifying the chain of custody for collected batteries through to recycling.

We appreciate that change is not always easy and that this process has required an investment of time and resources from participants. In this context, we commit to working with our partners to continually improve the efficiency of this process while retaining the integrity of the outcomes.

## A successful launch was made possible by our partners and community

We would also like to acknowledge that the launch of the B-cycle Scheme has only been possible because of the hard work of many of our partners over a much longer timeframe. In particular, we have benefited from the support of our operational partners – Republic of Everyone, The Bravery, William Buck, Activ Group, and Equilibrium.

There are many BSC members and B-cycle participants that have supported our efforts, and while it is impossible to acknowledge them all, the following have provided significant contributions in this initial deployment phase: Mike Brendle, Peter Bruce, Margaret Donnan, Kylie Hughes, Craig McIntosh, Andrew Mackenzie, Ajay Singh, David Pattinson, Ben Pritchard, David Stout, Mariusz Surmacz, Katharine Hole, Andy Jackson, Spyro Kalos, Samantha Corrigan, Chris Tangey, Jocelyn Foong, Simon Cox, Doug Rowe, and Nick Dodd.

The outcomes of our discussions have enabled a scheme that is innovative in its approach, and which will have far-reaching impacts on battery recovery, industry development, safety, and innovation. It has often been the most difficult discussions and hardest questions that have led to the most interesting aspects of the B-cycle Scheme. I am also pleased and proud to acknowledge the hard work, dedication and professionalism of my team, Brett Buckingham, Jade Barnaby, and Kirstyn Krausz, who together with

Gerry and I, have shaped a program that does justice to our shared mission to inject a positive charge in the world of battery stewardship.

## Where to next?

BSC is excited to capitalise on these early successes and challenges, and we will continue to improve our processes, address the burning issues presented by our participants, and ensure that we stimulate further expansion of the network and improve safety in all aspects of the battery lifecycle. Over the coming months, we will be releasing important research to understand lifecycle impacts, assess the market, and evaluate the economics of the Scheme.

We are moving to include e-bike and portable energy storage batteries in the Scheme and are now in discussions with the Battery Energy Storage Systems and Electric Vehicle sectors to explore how we might adapt this unique model to facilitate the stewardship of those batteries when they reach end of life.

**“I invite you to be part of our positive charge.”**

**Libby Chaplin**  
Chief Executive  
Officer



## 6-MONTH HIGHLIGHTS

**900,000+ kg** Batteries collected for recycling

**91%** Loose battery market participation

**3,200+** Drop off points across 8 States and Territories

**90%** Power tool battery market participation

**65,000+** Searches for Drop off points

**48** Accredited importers

**150,000+** YouTube views of the B-cycle video since launch

**28** Accredited retailers

**16%+** Collection rate

**8** Accredited collectors and recyclers



# A timeline of success, trust and transparency

## 2013 – 2017

- + **The Federal Government** makes batteries a priority for product stewardship
- + **Industry working group** is formed and consultation begins
- + **The Australian Battery Recycling Initiative (ABRI)** pilots research to explore consumer behaviour, collection channels, costs, and stewardship options
- + Funding by the QLD Government on behalf of all jurisdictions

## 2018

- + All governments **call to fast-track** battery stewardship
- + **The Battery Stewardship Council (BSC) is formed** as a not-for-profit company
- + BSC **collaborates with industry** to design a national Scheme

## 2020

- + BSC conducts **extensive industry consultation** to finalise the approach and secure engagement from industry
- + Industry associations **Australian Battery Recycling Initiative (ABRI), Consumer Electronics Suppliers' Association (CESA) & National Retail Association (NRA)** assist in refining approach and engaging with industry
- + **Authorisation from the Australian Competition and Consumer Commission (ACCC)** for an industry-led stewardship scheme is received

## 2021

- + BSC receives **\$1 million Federal Government grant and complementary industry funding** to establish the Scheme
- + Government gives their tick of approval with the announcing of B-cycle as a **nationally accredited voluntary stewardship scheme**
- + **New Board appointed** with representation from entire battery value chain
- + **Accreditation and Participant onboarding** begins

## 2022

- + **Importer levy payments** begin in January
- + **The consumer launch in February** covers loose household batteries and easily removable proprietary batteries
- + **Rebate payments** for the recycling network begin in April

## LOOK AHEAD

- + **Additional battery types** are being phased in, including e-bike batteries, and portable energy storage batteries
- + BSC continues to **expand industry participation** and weed out free riders
- + **Industry consultation** is underway on Electric Vehicle (EV) batteries, and residential and grid-scale battery energy storage systems



## RISKS & OPPORTUNITIES

# Why B-cycle Matters

Prior to the inception of B-cycle over 90% of Australia’s used batteries ended up in landfill, leaching minerals into our soil and waterways and wasting finite resources.



RISK	OPPORTUNITIES
 <p>The World Bank 2020 “Minerals for Climate Action” Report predicts that demand for <b>battery minerals will jump by 500% by 2050</b>, placing pressure on current supplies of raw battery minerals.</p>	 <p>Establishing an <b>independent and transparent stewardship scheme</b> for used batteries now is essential for the <b>recovery of finite minerals</b> and to <b>protect our energy security</b> for generations to come.</p>
 <p>With no stewardship scheme in place, battery-related fires in the general waste stream, recycling trucks, and material transfer stations have been on the increase.</p>	 <p>B-cycle addresses the growing risk of battery fires by defining collection bin protocols, publishing safety fact sheets on storage and safe handling of used batteries, and supporting a growing network of <b>over 3,200 Drop off points</b> to safely recover used batteries.</p>
 <p>Button batteries present a significant risk to human health with <b>1 child per month</b> presenting to hospital after <b>ingesting a button battery</b>.</p>	 <p>B-cycle begins implementation of our Button Battery Safety Strategy including publishing of safety information and <b>internationally recognised</b> instructional videos on <b>how to avoid button battery dangers</b>.</p>

Early intervention in the form of stewardship has been needed to overcome these risks and harness opportunities. The Scheme enables funding to offset the cost of collection and recycling of batteries to encourage investment has been essential.

**B-cycle Matters, more than you might know.**

## MISSION & GOALS

# In the first 6 months, we took big steps towards our mission

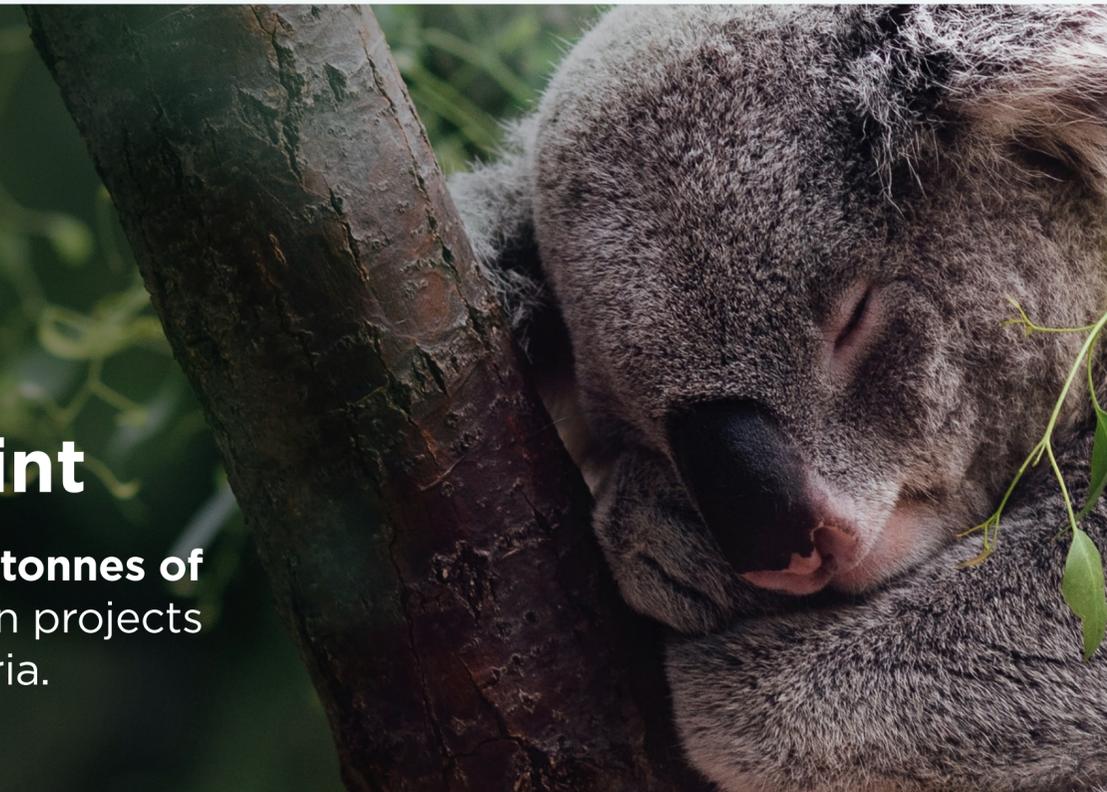
To create a circular economy for batteries as a leading model for product stewardship.

We will do this by making B-cycle a successful and respected scheme that will conserve resources, reduce environmental and health impacts, and improve safety.



## We're cleaning up our carbon footprint

So far, B-cycle is offsetting **300 tonnes of CO2e annually**, with reforestation projects in Boon Wurrung Country, Victoria.



### Our Long-Term Strategic 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

### Our Goals for 2022

- + Secure the financial stability of the Scheme by maximising participation, reviewing levy rates, and managing cashflow within the foundational battery categories
- + Expand the Scheme to include other battery categories, e.g. portable energy storage batteries
- + Consult with industry to identify stewardship arrangements for Energy Storage and Electric Vehicle batteries to be included in the Scheme
- + Deploy robust verification processes to validate that participant obligations are met and Scheme integrity is maintained
- + Deliver a safe national network for battery collection and recycling

# Our participants

“We are fortunate enough to be at the forefront of the electric revolution and we believe that it is our responsibility to support B-cycle and fundamentally change the narrative around battery sustainability in Australia. Good business, by every metric, shouldn't cost the earth.”



“Total Tools are a proud supporter of the B-cycle initiative and want to play our part in reducing harmful materials ending up in landfill. We care for our community and are committed to engaging with key partners to ensure we provide customers with a convenient Drop off point at each of our stores Nationally”



“Our customers expect sustainability in the battery lifecycle. Joining B-cycle makes Super Retail Group part of Australia's battery solution and provides us an opportunity to make a difference.”



“As a business that is committed to servicing industry and protecting the environment, Ecocycle is proud to be part of the B-cycle initiative. It enables us to reduce our ecosystem's exposure to toxic chemicals by diverting batteries from landfill, while recovering finite resources to ensure the future of Australia's energy security.”



“Envirostream is at the forefront of battery recycling and our clients are increasingly looking for the level of transparency and accountability being provided by B-cycle – indeed we see it as an important development in the way our business is being conducted in this sector.”



## HOW B-CYCLE WORKS

# An innovative open-source model

B-cycle involves everyone in the supply chain including battery brands, retailers, Drop off points, and the whole recycling network.

Unlike battery recycling services or take-back programs, B-cycle provides independent assurance that all batteries collected are actually recycled with robust traceability and accreditation for all participants. B-cycle's transparent process gives confidence that batteries are safely managed, recycled and remade into something new.

Rather than establishing a new collection network, the B-cycle Scheme is designed to stimulate growth by leveraging existing collection channels and encouraging new entrants into the market.

This is achieved by using a rebate model to offset the costs associated with collection, sorting and processing until such time as the volumes of batteries being collected improve the economics of battery recycling.



## THE B-CYCLE OF LIFE

# The B-cycle of Life

All industry participants sign a Battery Stewardship Commitment, with obligations ensuring safety and transparency across the battery lifecycle, and audits that verify compliance and give assurance of mineral recovery from used batteries.

Participants give purchase and supply preference to others in the network via enterprise-to-enterprise agreements to reduce free riders.



### Importers

Provide funding to allow the Battery Stewardship Council to operate B-cycle

- + A levy on imported batteries is paid to the BSC
- + The levy collection is managed by an independent accountancy firm to ensure confidentiality
- + The levy is passed through the supply chain via product pricing



### Retailers

Sell and promote accredited battery brands

- + The B-cycle brand provides confidence to consumers that responsible management and resource recovery occurs
- + B-cycle accreditation helps consumers choose participating battery brands
- + Retailers may also provide Drop off points



### Consumers

Use their batteries, then deposit used batteries at B-cycle Drop off points

- + B-cycle's open-source model for Drop off point accreditation provides consumers (individual, organisations and government) with more choice to recycle used batteries
- + B-cycle helps consumers to know how to safely store batteries prior to recycling



### Recycling Network

Rebates offset the cost of collection, sorting, and processing

- + The most significant barrier to an effective battery recycling industry is overcoming the cost of the collection and transport of used batteries
- + At least 75% of the Levy paid by importers goes directly to rebates to reduce the costs associated with collection, sorting and processing of used batteries



### Resource Recovery

Ensuring finite materials are recovered for use in manufacturing new products

- + Over 95% of the materials in a battery can be recycled and recovered for reuse
- + Recovering these finite materials ensures Australia's energy security into the future



### Governments

Play a critical role in facilitating stewardship

- + Ensuring waste and energy policies, and incentives, are linked to participation in an accredited battery stewardship scheme
- + Improving safety by partnering with B-cycle to enable consistent messaging and harmonised regulation

## CONSUMER OUTCOMES

# Addressing the loose battery challenge



**150M**

150 million used batteries are ready for B-cycling in households across Australia

**95%**

95% of Australians would consider taking them to a Drop off point

**63%**

But lack of awareness has been a major barrier – 63% of people threw batteries into their household bins before B-cycle launched

OUR NATIONAL LAUNCH CAMPAIGN DROVE  
AWARENESS AT SCALE

46,000,000

Media opportunities for people  
to see the B-cycle brand

35,904

Website visits on  
launch day

26,000

Views of the B-cycle video  
via YouTube on launch day

150,000+

Views since then

BUT AWARENESS  
ALONE ISN'T ENOUGH

2 out of 3

Australians said that **lack of a nearby Drop off point** was the main barrier to recycling batteries

NOW, WITH

3,200

**Drop off points and counting,**  
B-cycling is easier than ever

Australians have used our website  
to **search for their nearest Drop  
off location 60,000+ times**

THIS IS GOOD NEWS  
FOR RETAILERS

3 out of 4

Australians said that a B-cycle  
Drop off point would give them  
**more incentive to visit a store,**  
and **84% nominated supermarkets  
as their 1st choice location**

## DROP OFF POINT MAP

# Launching with an extensive network of Drop off points

There are thousands of locations across Australia - and more Drop off points are joining B-cycle each month.

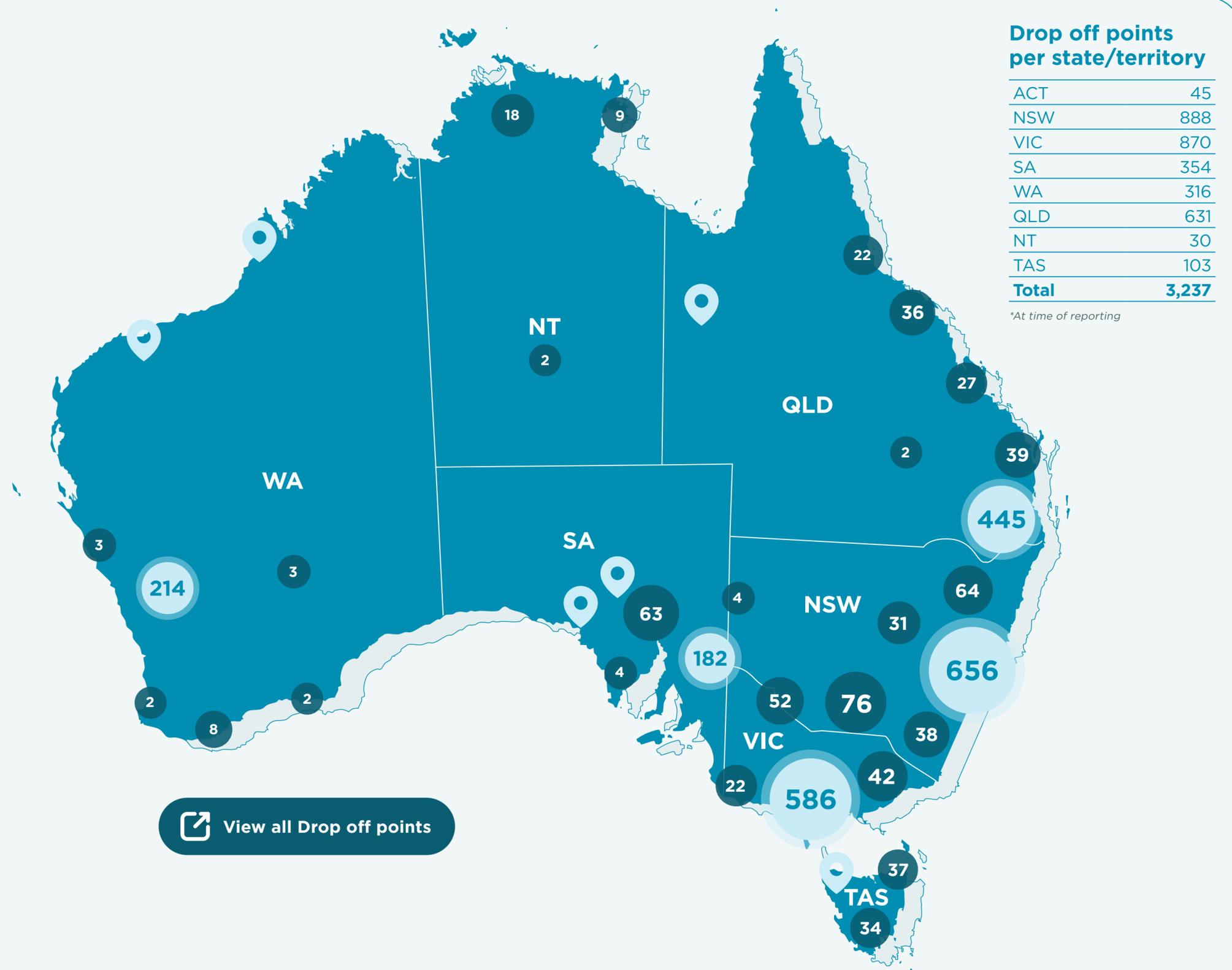
B-cycle has increased the number of Drop off points for Australians to recycle batteries by three-fold

### Prior to Scheme

Approximately 1,000 Drop off points available nationally

### Now

B-cycle is supported by more than 3,200 public and private accredited Drop off points available nationally



## INDUSTRY OUTCOMES

# Choice and certainty towards a sustainable future

The power to lead change is in the hands of all industry participants

With the launch of B-cycle, battery importers can be confident that **100% of the Levy funds go** directly to supporting the B-cycle Scheme and nothing else.

Industry can take solace that as their business grows, **the B-cycle accreditation and audit processes** ensure the environmental challenge of safely recycling used batteries is well in hand.

In the first 6 months, B-cycle has seen impressive participation with over **100 accredited organisations** including **48 Importers and 28 Retailers**.

**There's still a long way to go** for Australia to catch up with the rest of the world but B-cycle has a track record of **securing broad industry participation** for battery stewardship.

We estimate that **91% of loose battery imports** are now covered by the Scheme, and **90% of power tool battery imports** are covered, with contributions of over **\$10 million per annum** in Levy payments.

With a strong launch of the B-cycle Scheme, consumers have actively used the **3,200+ accredited Drop Off points** across all States and Territories.

As B-cycle unfolds and the collection and reprocessing of used batteries expands, importers will have **transparency as to the final fate** of the batteries they brought to market.

**8 Accredited Collectors and Recyclers** have processed over **900 tonnes of used batteries in the first six months of B-cycle operations**. **Over \$4 million in rebate payments** have been paid to date to collectors and recyclers, **supporting the growth and development** of the recycling sector.



## B-CYCLING OUTCOMES

# What happens to B-cycled batteries?

The following insights from our collection and recycling network explain what happens to batteries from the time they are collected through to when they are processed for recycling and reuse.

B-cycle is working with our accredited partners to better understand the recycling outcomes of our batteries, and as our Scheme evolves, we anticipate a higher level of detail to become available to share with our team, our partners and the community in our annual reports.



# B-cycle has super charged the collection landscape

Within the first six months of the B-cycle Scheme's operation, we have seen 918 tonnes of batteries collected for recycling, from 3,200+ Drop off points across 8 states and territories. These batteries come from both cities and regional areas, with an increased regional collection rebate to support regional communities proving to be effective.

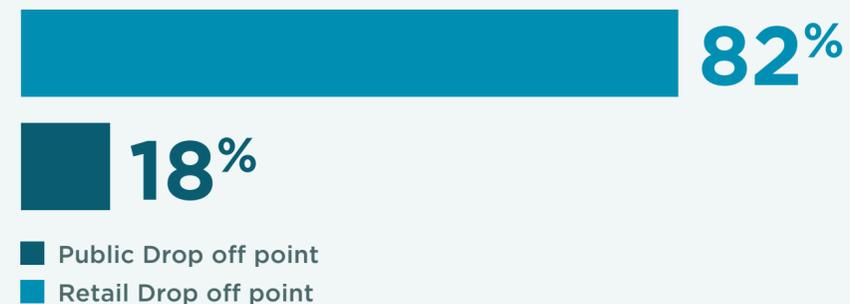
## A doubling in collection rates

Collection rate is a traditional measure of success for product stewardship schemes, and since the launch of the B-cycle Scheme the collection rate of in-scope batteries has doubled. The below tables compares the collection rates of eligible B-cycle in-scope batteries prior to launch of the B-cycle Scheme (based on data from the Australian Battery Market Analysis Report 2018) and B-cycle 2022 Scheme data from our first six months of operation.

	Annual Collection prior to B-cycle	Scheme 2022 (1st 6 months)
In-scope batteries available for collection (waste arising)	11,185,000kg	5,588,000kg
In-scope batteries collected	872,000kg	918,000kg
Collection Rate	7.8%	16.4%

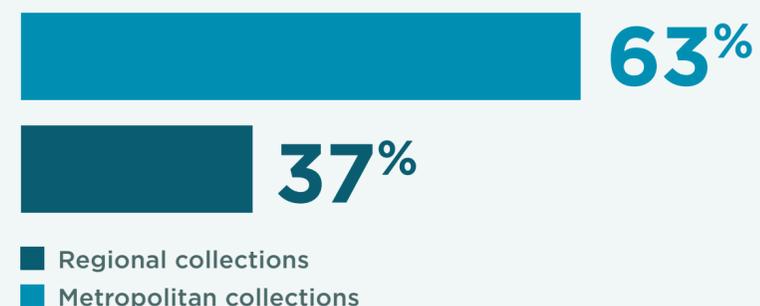
## Retail collections leading the charge

82% are collected are from retail Drop off point.  
18% are collected through other public Drop off point.



## Incentivising the growth in collections

B-cycle is incentivising collections with a Metro/Regional rebate model designed to offset transport costs. To support national accessibility during start up the B-cycle, regional rebate currently covers regional areas as well as Tasmania, Western Australia, and Northern Territory.



## Type of batteries collected

The below table shows the breakdown of the chemistry of batteries collected in the first six months.

Type of batteries	%
Lithium-ion	15
Alkaline	72
Nickel-Metal Hydride	3
Nickel-Cadmium	4
Button cells	0.1
Non-conforming products / materials	
Lead acid	2.1
Waste/ other out of scope batteries	3.8
<b>Total</b>	<b>100</b>

# The journey from drop off to new life

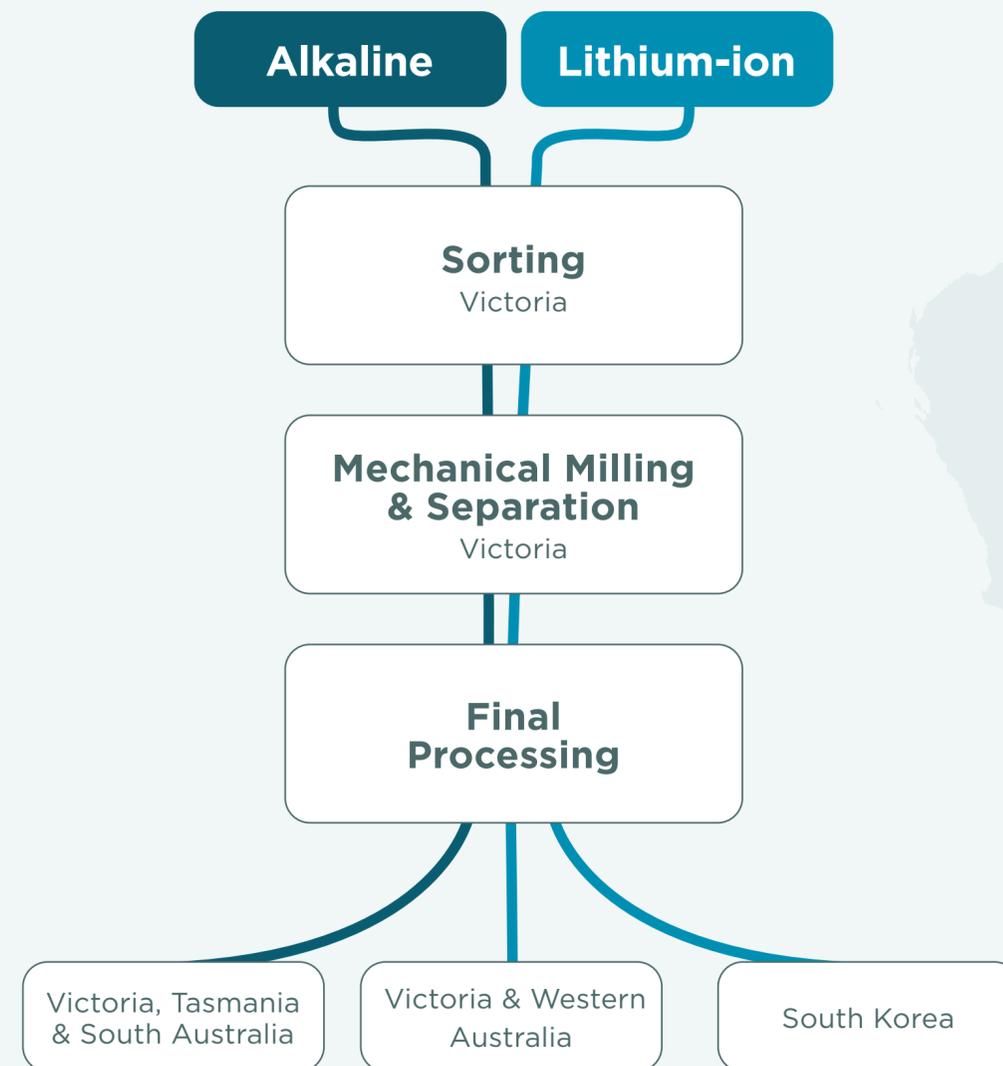
Once batteries have been collected, they are then sorted, separated and processed, most of which happens here in Australia, before being used to make something new.

We are pleased to report that most of a battery is recovered for its metals. Batteries also include small amounts of plastics, only some of which is recyclable.

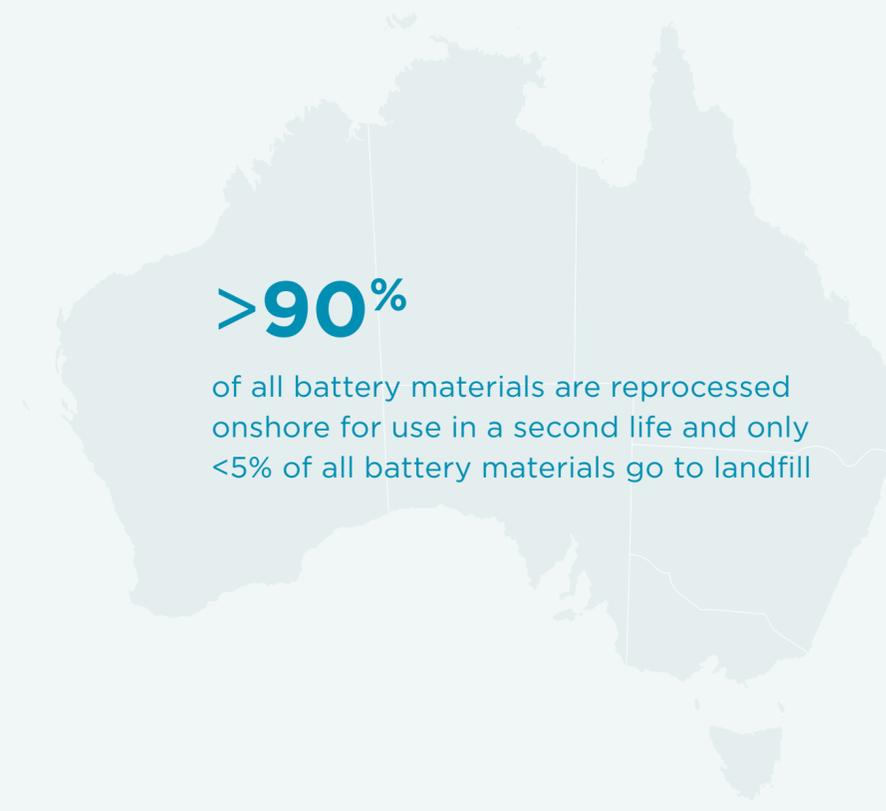
We have done an analysis of the two main battery types collected – lithium-ion and alkaline, which make up more than 85% of our battery collection and processing. Of these two battery types, 95% of their battery materials are recovered onshore, with only 5% (Black Mass) being exported for recovery.

Of the 95% of materials that are reprocessed onshore, greater than 90% go to a second life with less than 5% going to landfill.

## Processing journey



## Final outputs



- Zinc (including compounds)
- Manganese
- Black Sand (for cement production)
- Plastic (for recycling)
- Steel
- Waste
- Copper
- Aluminium
- Black Mass (includes Lithium, Graphite, Cobalt, etc)

**<5%**  
of total battery material is reprocessed overseas

- Black Mass (includes Lithium, Graphite, Cobalt, etc)

# Our participants

“As one of Australia’s leading retailers, we are looking forward to leading the charge in this pivotal moment for battery recycling for both the retail sector and our customers”



“We recognise our responsibility to minimise our impact on the environment and have implemented a range of initiatives to reduce waste and plastics, and have achieved our goal to be powered with 100% renewable electricity. Having proudly been the first Australian supermarket to introduce a battery recycling service in 2013 and, as an industry partner of B-cycle, we welcome the opportunity to work with the Battery Stewardship Council to help increase battery collection and recycling in Australia to minimise environmental, health and safety impacts of used batteries.”



“Duracell recognises the importance of sustainability and is proud to be one of the founders of the ‘B-cycle’ Stewardship Scheme in Australia. In our sustainability journey, Duracell goes beyond the regular stewardship scheme. At Duracell we also make sure that our cardboard packs are made from recycled material and are fully recyclable, while all our blisters are made from recycled PET. Becoming a fully accredited ‘B-cycle’ stewardship scheme participant aligns with our values of category leadership and innovation, and it is a visible sign of Duracell’s strong and long-term commitment to the sustainable batteries collection and recycling program.”



“Milwaukee Tool is committed to reducing our environmental impact and giving users the confidence that Milwaukee® represents a circular economy. We are proud to be aligned with the B-cycle battery recycling scheme to help deliver effective waste management. B-cycle’s independent accreditation and rigorous standards assure consumers that every end-of-life battery they recycle is remanufactured into new materials, and they are actively helping to improve the environment for future generations.”



# BUTTON BATTERY SAFETY

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

In Australia and globally, there is a growing record of injuries and deaths from button batteries. In addition to this safety risk to children, button batteries present a further risk when disposed of via the household waste stream. Although the disposal of button batteries in the household waste stream is an effective method to reduce the health risk it does increase the risk for fires in the waste stream.

## Button Battery Advisory Group

Over the past year, BSC has engaged subject matter experts to assist us in developing and implementing the Button Battery Safety Strategy which was a condition of the Scheme's authorisation by the Australian Competition and Consumer Commission.

This group has provided much-needed insights into this very serious issue and their efforts and constructive engagement has been invaluable. Our thanks to:

[Cindy Meadley & Meagan Carroll](#) | Australian Competition and Consumer Commission

[Susan Teerds](#) | Kidsafe

[Ruth Barker](#) | QLD Injury Surveillance Unit

[Barbara Kerlen](#) | National Retailers Association

[Andrew Mackenzie](#) | Australian Battery Recycling Initiative

## The Strategy

The Button Battery Safety Strategy focuses on the following strategic objectives.

**1. Enhance awareness** through a campaign focusing on the human and environmental risks associated with button batteries and the importance of safe recycling.

**2. Change behaviour** through a program to educate the community with specific, action-oriented steps focused on the improvement of button battery safety throughout the button battery lifecycle.

**3. Develop storage and container protocols** to ensure safe and secure management of used button batteries in the home and during transport to recycling drop off points.

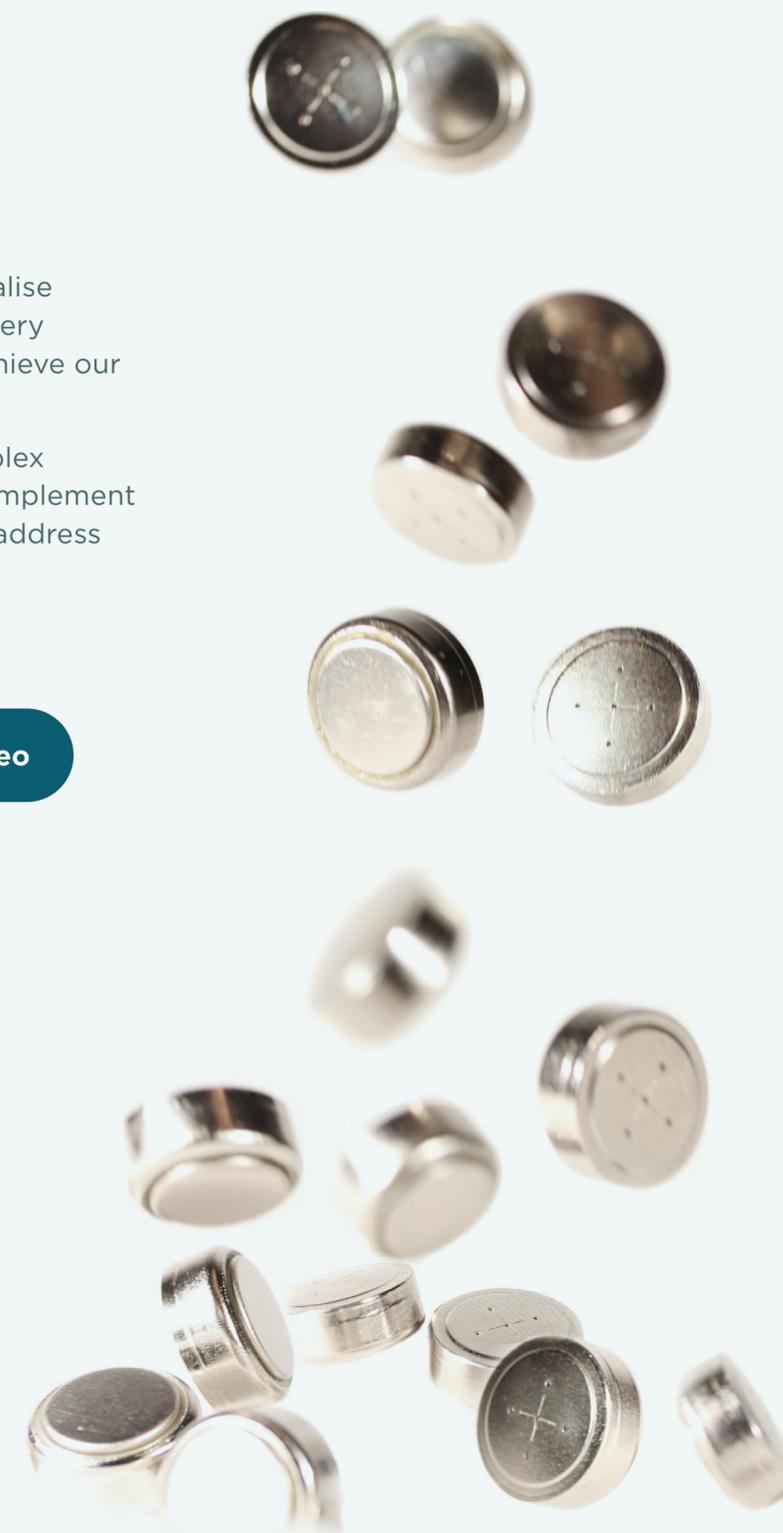
Button Battery safety messaging forms a key part of our activities and is integrated into the B-cycle website, into media and training activities, as well as our Accreditation Protocols.

In February we launched the B-cycle Button Battery Safety video to highlight the importance of taping button batteries to reduce the risk of a child ingesting a button battery. This video was taken up by the European Society for Paediatric Gastroenterology Hepatology and Nutrition (ESPGHAN) to promote International Button Battery Safety Week in June.

Over the coming year BSC will finalise and deploy a targeted button battery safety communications plan to achieve our strategic objectives.

BSC recognises that this is a complex problem, and we will continue to implement this strategy with our partners to address this important issue.

 [Button Battery Safety Video](#)



# THE B-CYCLE COMMUNITY

B-cycle was born of the belief that given the right framework, industry will engage, take charge, and address the challenging problem of used batteries

Industry is leading the charge with more than 100 forward-thinking organisations, Government entities, and industry and community associations, voluntarily coming together to form the B-cycle community.

We applaud their support, contributions, and hard work, which has created a successful, voluntary, industry-led stewardship scheme.

In particular we wish to call out the following accredited Importers, Retailers, Collectors, and Recyclers.

By buying battery products and services from these organisations, you can be part of the B-cycle solution.



Activ Group  
 AEG  
 AGFA  
 AIRCO Fasteners Pty Ltd  
 ALDI Stores  
 AMES Australasia  
 Arlec Australia  
 Babies R Us  
 Battery World Australia Pty Ltd  
 Benzina Zero Australia Pty Ltd  
 Bosch  
 Bribie Green Batteries  
 Briggs & Stratton Australia Pty Ltd  
 Bruno's Batteries  
 Bunnings Group Limited  
 Canon  
 Cleanaway  
 Close the Loop Operations Pty Ltd  
 Coles Group  
 Costco Wholesale Australia Pty Ltd  
 DeLonghi Australia  
 Duracell  
 Dura Sales  
 EcoBatt  
 Ecycle Solutions Pty Ltd

EGO  
 Electric Vehicles Pty Ltd  
 Energizer  
 Envirostream  
 Eveready  
 Fein  
 Festool  
 Foodland Supermarkets  
 Forbes Batteries & Electronics  
 Giant Bicycles Australia  
 GP Batteries  
 HBPlus Battery Specialists  
 HIKOKI Power Tools Australia P/L  
 Holman Industries  
 Honda Australia Motorcycles & Power Equipment Pty Ltd  
 Husqvarna Australia  
 Kmart Australia  
 Makita Australia  
 Masport Ltd  
 Master Instruments  
 Metabo Australia Pty Ltd  
 Milwaukee Tool  
 MM Electrical Merchandising  
 Nyrstar

OE Elsafe  
 Officeworks  
 Ozito Industries  
 Panasonic  
 Pental Ltd  
 Ramcar Australia and New Zealand  
 Rilü Trading Pty Ltd  
 Rockwell  
 Ryobi  
 Sell & Parker  
 SKIL  
 Sony Australia Limited  
 Stanley Black & Decker  
 STIHL  
 Supercharge Batteries  
 Super Retail Group  
 Tool Kit Depot  
 Toro  
 Toys R Us  
 UBCO Australia Pty Ltd  
 UCC Australia Pty Ltd  
 Varta  
 Woolworths  
 Worx

## BSC BOARD

### Representation from across the entire supply chain

Any successful venture requires consultation, leadership, insight, and guidance from all parts of the ecosystem. The BSC Board has representation from the entire supply chain including importers, retailers, recyclers, government and independent voices.

### International Advisory Panel

BSC has been learning from those with more experience and would particularly like to thank the ideas and considered feedback on Scheme implementation issues provided by our International Advisory panel members:

Carl E. Smith | North America | Call2Recycle, Inc.  
George A. Kerchner | USA | The Rechargeable Battery Association | Willy Tomboy | Belgium  
Benny Van den Steen | Bebat | Belgium  
Alain Vassart | European Battery Recycling Association



**Gerry Morvell**

BSC Board Chair



**Kylie Hughes**

QLD Department of Environment and Science



**Michael Brendle**

Milwaukee Tool



**Peter Bruce**

Woolworths



**Andrew Mackenzie**

Australian Battery Recycling Initiative



**Libby Chaplin**

BSC Chief Executive Officer



**Margaret Donnan**

Independent



**Mariusz Surmacz**

Duracell



**David Stout**

National Retailers Association



**Ben Pritchard**

Australian Battery Recycling Initiative



**Craig McIntosh**

BSC Chief Financial Officer



**Jon Kirby**

Energizer

# BSC TEAM

## The BSC Leadership Team

With decades of sustainability experience ranging from Government, industry and international exposure, the BSC Leadership Team is well placed to take B-cycle forward and address the challenges of a new future head on.



**Libby Chaplin**

Chief Executive Officer



**Gerry Morvell**

Chair



**Kirstyn Krausz**

Executive Assistant to  
Libby Chaplin, BSC CEO



**Brett Buckingham**

Director: Engagement &  
Technology



**Craig McIntosh**

Chief Financial Officer



**Jade Barnaby**

Director: Best Practice &  
Innovation

# Join B-cycle

- + Be promoted as an accredited choice to consumers, industry and Government
- + Access B-cycle branding and promotional materials
- + Leverage commercial relationships with other accredited Battery Stewards
- + Demonstrate authentic leadership to your stakeholders

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## Contact us

contact@bsc.org.au  
1800 853 820

## Importers and retailers

Brett Buckingham Director:  
Engagement & Technology

## Recycling network

Jade Barnaby Director:  
Best Practice & Innovation

 [bcycle.com](https://bcycle.com)

