

Battery Safety
Campaign 2023/4

Usage Guide

NEVER BIN YOUR BATTERIES





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Campaign overview

Our safety campaign encourages taping, correct storage and safe disposal of used batteries.

Key goals include:

- + encourage recycling with B-cycle
- + help prevent the ingestion or insertion of button batteries
- + help prevent fires in general waste and recycling infrastructure
- + protect people, the planet and recover precious resources.

Our audience is diverse, so the campaign has been created with this in mind and uses direct messaging and playful visuals to appeal to a broad audience base.





Never
bin your
batteries

Battery Safety Campaign

Never bin your batteries

Key message

Binned batteries harm the environment and pose fire risks. Recycle with B-cycle instead.

Call to action

DON'T TOSS THEM in general waste and recycling bins

TAPE THEM using clear sticky tape

TAKE THEM to your nearest B-cycle accredited drop off point



Assets & usage

Key visual

Approach

This campaign captivates the viewer with an emotive image that aligns perfectly with the weight of our message. The call-to-action is placed in a single banner at the bottom for clarity and easy comprehension.

For partners

Unlike our campaign poster, see page 8, this asset should be used across websites, newsletters and EDMs where space and/or clarity of message are of concern. This media is in jpg. format and has no QR code or space for a partner logo.

Specifications

The digital key visual has been provided as 800px wide as a PNG file. You can access it by clicking the link below.

The three illustrations from the bottom right of the digital key visual can also be downloaded in the form of a PNG.

[Download](#)

DIGITAL KEY VISUAL



Campaign video

Approach

This video encapsulates the campaign and key message in an easy-to-follow and engaging format.

Specifications and usage

The video has been provided at 16:9 scale and can be used on websites, video hosting channels such as youtube, and on social media.

Download



Social post copy options

1. It has been reported that used batteries are causing three fires a week in our waste and recycling collection trucks. Help us prevent this by B-cycling your used batteries responsibly. #BatteryRecycling #NeverBinYourBatteries [Video Link]
2. Your actions matter! By keeping used batteries out of general waste and recycling bins you make a difference by preventing fires and minimising collection costs. #EcoFriendly #RecycleResponsibly [Video Link]
3. Watch our video to see how battery recycling is creating safer and more sustainable homes across Australia. #FireSafety #NeverBinYourBatteries [Video Link]
4. Hoarding used batteries in the drawer next to the sink? There is a safer way! Help us give new life to used batteries – watch this video to find out how. #Sustainability #BatteryRecycling [Video Link]
5. Building a cleaner, safer Australia, one recycled battery at a time. Watch this video and take the first step towards positive change. #RecycleForChange #NeverBinYourBatteries [Video Link]

Poster

Approach

The campaign grabs the attention of the viewer with our lovable recycling hero, ‘Binjamin’. The character provides a fun, engaging way of talking about used batteries, responsible recycling and safe storage.

The call-to-action is placed in a single banner at the bottom for clarity and easy comprehension.

For partners

If you wish to add your logo to the poster, it can be added below the B-cycle logo as shown on the right. Brand guidance on minimum clear areas must still be followed and can be accessed [here](#). Please note the B-cycle green has been provided as a spot colour (PMS 389), and our recommendation is to print this to achieve the best result. If spot colours are not available for print, this colour may be converted to CMYK 15 0 99 0. The poster has been provided in A3 and A4 sizes with and without crop marks and a bright white matte coated stock is recommended to achieve the best result.

Download

POSTER (A3)



POSTER (A4)



Note: Colour will appear differently when printed.

Social media

Approach


There are two social media posts that accompany this campaign. The first is a video that acts as a campaign summary, and the second is a gif highlighting the key campaign message. Each asset has been paired with a message – shown on the right.

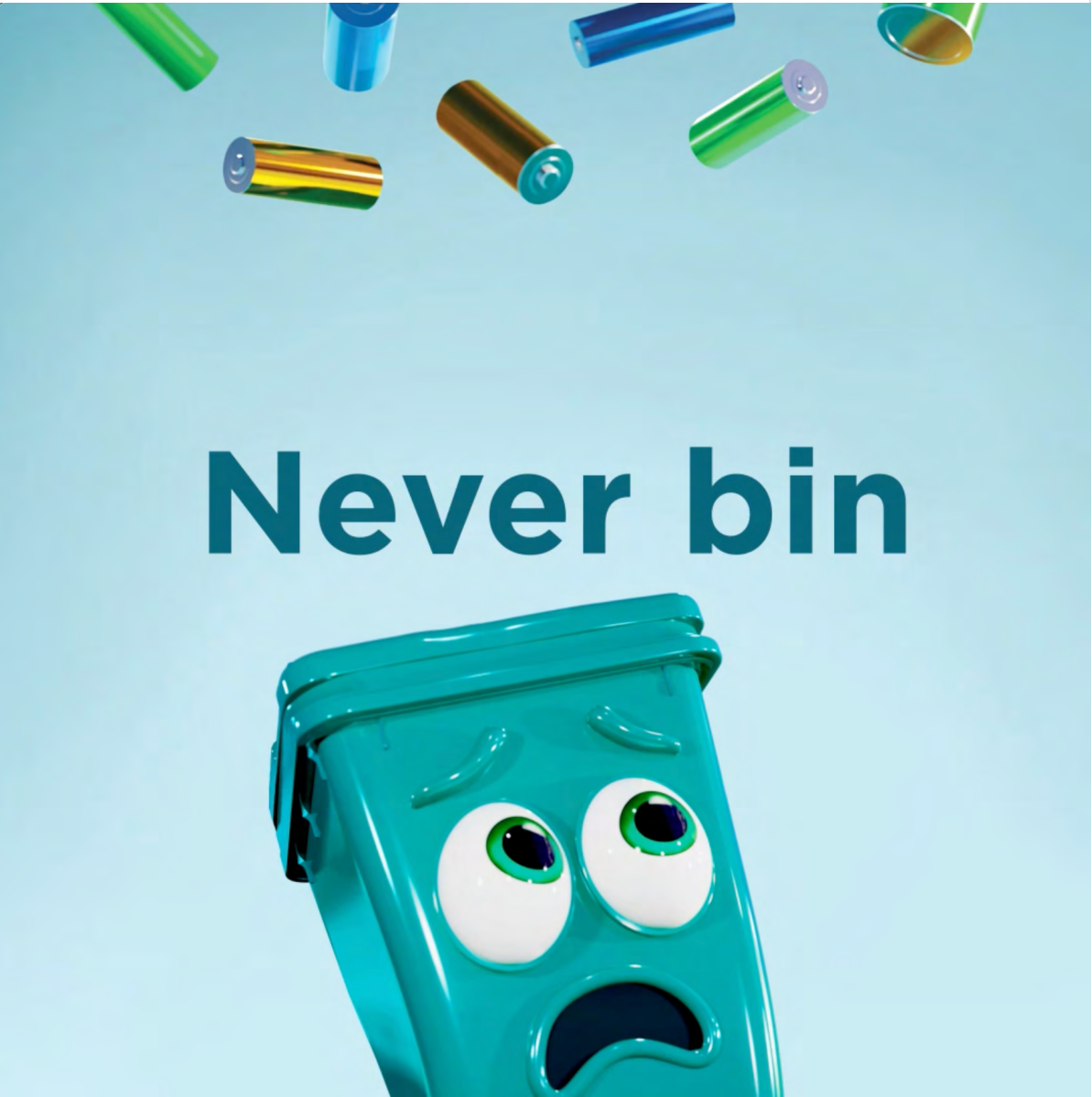
Specifications

Each post has been provided in two sizes, optimised for Facebook, Instagram (1080x1080px) and Linkedin (1200x628px). You can access them all by clicking the link below.

[Download](#)

CAMPAIGN SUMMARY (VIDEO)

 bcycle



Every recycled battery contributes to a cleaner planet. Let’s all do our part and keep them out of general waste and recycling bins #BatteryRecycling

KEY CAMPAIGN MESSAGE (GIF)

 bcycle



Did you know more than 95% of a battery can be recycled? Help put batteries to better use with B-cycle. #RecycleResponsibly #DontBinYourBatteries

EDM banners

Approach

There is a distinctive call to action for the campaign. ‘Don’t toss them, tape them and take them’. Alliteration, onomatopoeia and tricolon combine to create a memorable campaign action. Please use these banners in your EDM communications where appropriate.

Specifications

Each banner has been provided in two sizes, 600px wide and 1200px wide and you can access them by clicking the link below.

[Download](#)

KEY VISUAL BANNER



CALL TO ACTION BANNER



Brochure

Approach

We’ve created a handy brochure as part of the campaign, that details the risks of not taping batteries and the benefits of recycling them.

For partners

If you wish to add your logo to the brochure, it can be added to the right of the B-cycle logo as shown on the right. Brand guidance on minimum clear areas must still be followed and can be accessed [here](#). Please note the B-cycle green has been provided as a spot colour (PMS 389), and our recommendation is to print this to achieve the best result. If spot colours are not available for print, this colour may be converted to CMYK 15 0 99 0. The brochure has been provided at DL size with and without crop marks, and directions for correct fold/page order are shown on the right. Please note on the artwork file, that dashed lines indicate folds and a bright white matte coated stock is recommended to achieve the best result.

Download



Note: Colour will appear differently when printed.

Fact sheet

Use the ‘Never Bin Your Batteries’ key messaging document to assist you with copy for news articles, blog entries, social posts, website content etc.

Side A contains specific information about the focus area and **Side B** has more general information about batteries and their impact on Australia and the globe.

This is an internally-facing document and should not be printed or used for external comms.

Download

SIDE A



Never bin your batteries

Battery safety awareness campaign key messages

Why is binning batteries dangerous?

- + Throwing used batteries away in general waste and recycling bins is a serious fire hazard.
- + Any battery that holds a charge can spark and cause a fire. Lithium batteries are particularly dangerous. If crushed inside a collection truck they can self-ignite and cause explosive fires.
- + Industry estimates there are three fires a week in waste and recycling collection trucks attributed to batteries. This comes at a huge cost to councils, industries and communities.
- + Button batteries are a particular fire risk because they have a large battery terminal that can easily spark. They can also cause internal burns if swallowed by small children and pets.

Talking about binning batteries

- + Used batteries can have devastating impacts when they're thrown in the bin.
- + B-cycling batteries is:
 - Good for the environment** - helps to reduce toxic landfill waste.
 - Good for the future** - precious resources like lithium, cobalt, and manganese can be reused to make batteries and other metal products.
 - Good for you** - getting used batteries out of your home means you are helping protect the environment from toxic materials, keeping children and pets safer, and reducing the risk of fires.
- + Don't toss used batteries in general waste and recycling bins. Tape them using clear sticky tape and take them to your nearest B-cycle accredited Drop off point.

How B-cycle helps

- + Never toss used batteries in your general waste and recycling bins. B-cycle them instead. Find your nearest Drop off point at bcycle.com.au.
- + Drop off your used batteries safely at a B-cycle accredited Drop off point. To find one near you, head to bcycle.com.au and enter your postcode and battery type.

Batteries in Australian homes


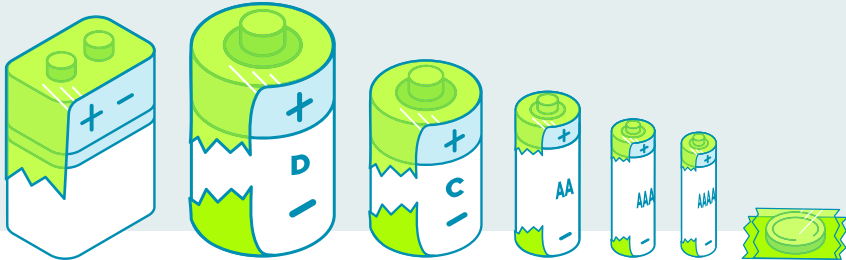
- + There are an estimated **5.7 MILLION** used batteries in households across the country with the potential to cause serious harm.
- + In Australia, an estimated **20 CHILDREN PER WEEK** present to a hospital emergency department suspected of having ingested or inserted a button battery. Children aged 0-5 years are particularly vulnerable.



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

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SIDE B



Battery safety at home

- + Keeping batteries out of general waste and recycling bins prevents fires and environmental contamination.
- + Store taped batteries in a fire-resistant container like a glass jar. To avoid pressure build-up, keep the lid loose so air can escape.
- + Keep new and used batteries out of reach of young children.
- + Keep devices operated by button batteries out of reach of children when not in use.
- + Be careful not to overcharge battery-operated devices.
- + New batteries should remain in their original packaging and should not be stored longer than 6 months.
- + Take used batteries to a B-cycle accredited Drop off point for responsible recycling.

What batteries can be B-cycled?

- + Regular household batteries, like the standard-sized batteries used to power household items such as AA, AAA, C, D etc.
- + Button batteries, like the ones you might find in a television remote or car keys.
- + Rechargeable batteries, like the standard-size, handheld rechargeable batteries of all types, up to 5kg.
- + Removable batteries, like the ones found in products like power tools and digital cameras.

The future of batteries

The World Bank finds that by 2050:

- + Demand for battery materials will increase by **ALMOST 500%**.
- + Over **3 BILLION TONNES** of minerals and metals will be needed to deploy wind, solar and geothermal power.

Hope on the horizon


- + Thanks to B-Cycle **32% MORE AUSTRALIANS** are recycling their used batteries at a battery collection point.

The battery landscape

- + The global battery market was valued at **\$111.86 BILLION** in 2021 and is projected to reach **\$423.90 BILLION** by 2030.
- + Every year **737 MILLION BATTERIES** are purchased in Australia. That's the equivalent weight of about **34,000 AFRICAN ELEPHANTS**.

The problem with batteries is...

- + Incorrect disposal of used batteries can release toxic substances like lead and mercury, harming the environment and causing health problems in humans and animals.
- + Used batteries can't go in your regular waste or recycling bins, as they can be a fire hazard.
- + Used batteries, especially small button batteries, are a safety hazard for children. If button batteries are ingested or inserted they can cause severe internal burns.



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For more information please visit bcycle.com.au

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Sticker

Approach

This sticker is for application on garbage trucks and wheelie bins to encourage behaviour change at the source of the problem.

For partners

If you wish to add your logo to the sticker, it can be added to the right of the B-cycle logo as shown on the right. Brand guidance on minimum clear areas must still be followed and can be accessed [here](#). Please note the B-cycle green has been provided as a spot colour (PMS 389), and our recommendation is to print this to achieve the best result. If spot colours are not available for print, this colour may be converted to CMYK 15 0 99 0. The sticker is 35x35cm in size and has been provided with 5mm bleed. Please note on the artwork file, that the dashed magenta line indicates the dieline, and a bright white matte coated all-weather stock is recommended to achieve the best result.

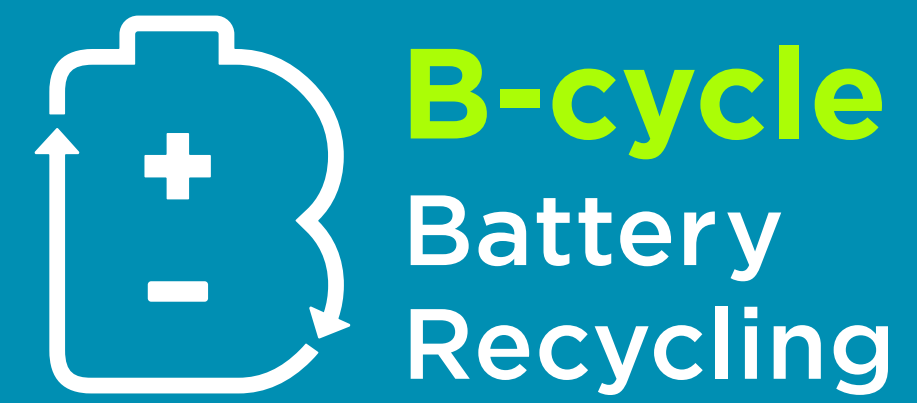
[Download](#)



Note: Colour will appear differently when printed.

Questions

If you have questions about how to use any of the assets,
please contact cara@bsc.org.au.



bcycle.com.au | 1300 853 820