



B-cycle Progress Report

July 2024

Battery
Stewardship
Council



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The B-cycle of life

How it works



Everyone in the
battery life cycle
has a specific role
to play.



Progress report

Participation



Participation ~ Importers and Retailers



58



B-CYCLE ACCREDITED IMPORTERS

Size of the battery market excluding lead acid:
25,000 Tonnes in total
20,000 currently in scope

23



6

2

6

21

90%

Loose battery
market
participation

60%

Power tool
battery market
participation

6%

e-mobility
battery market
participation

32

Accredited
Retailers

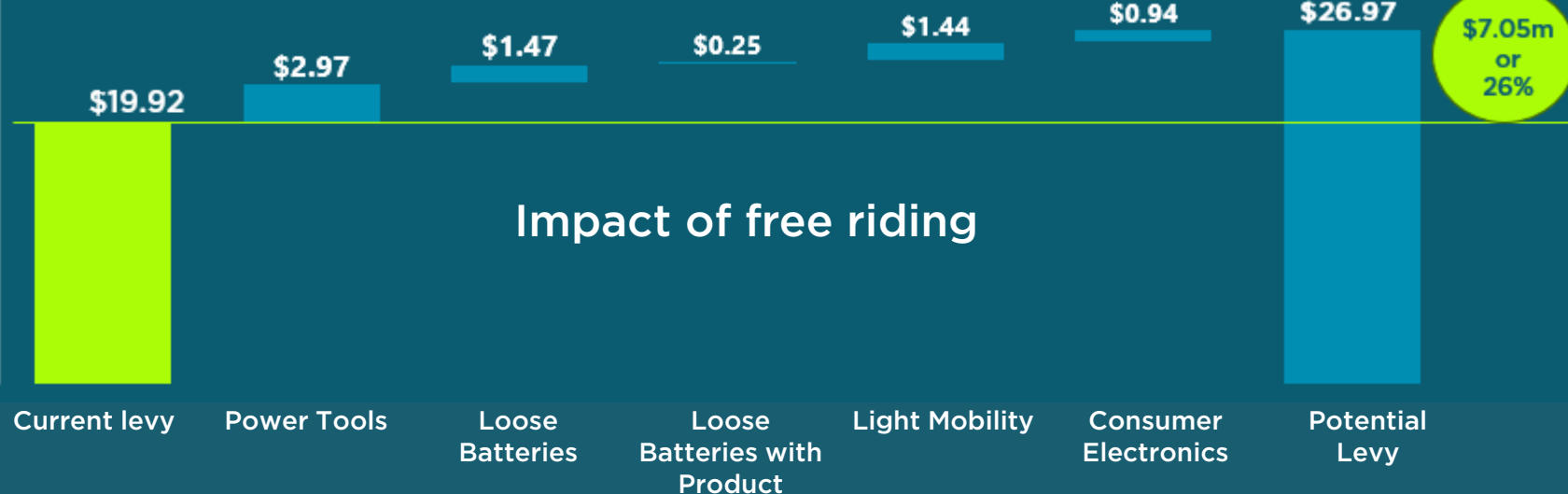


\$31 m

levies received
since launch

\$30
\$25
\$20
\$15
\$10
\$5
\$0

FY24 Annual levy est. (\$'000,000)



Impact of free riding



\$26m

in rebates paid
since launch

Progress report

Collection network outcomes

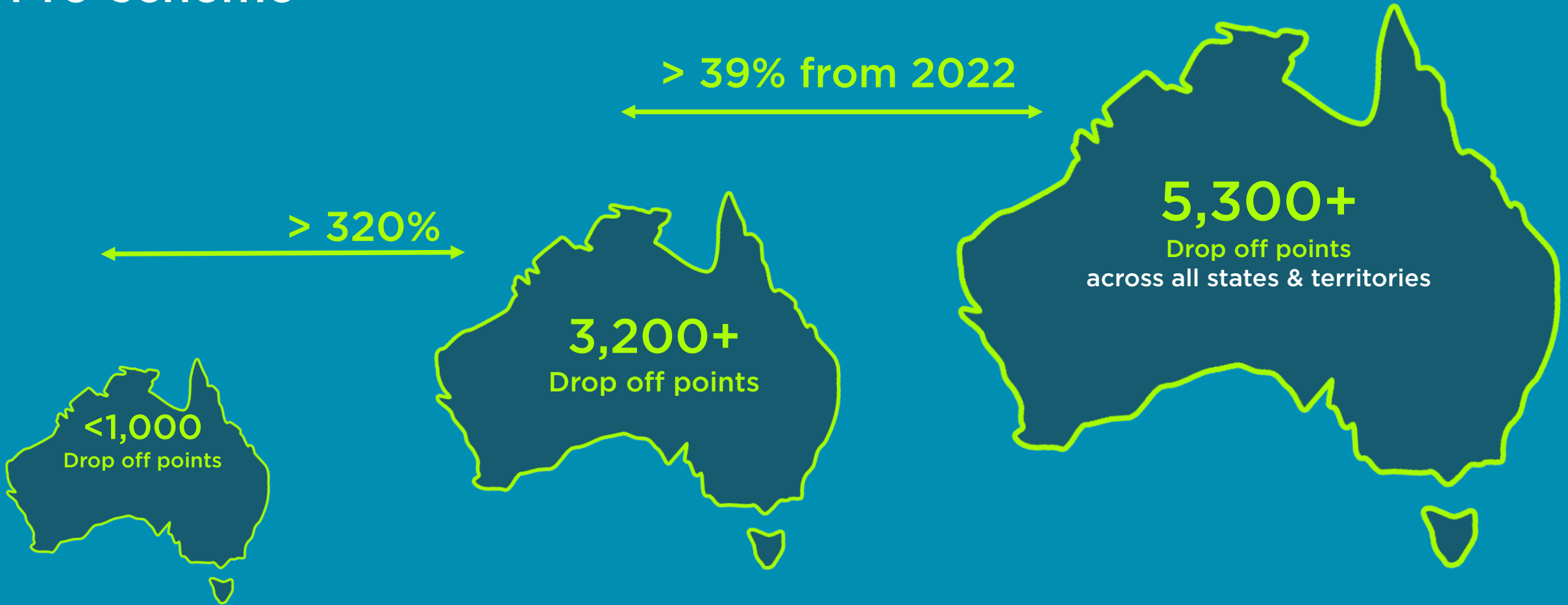


B-cycle expansion of Drop off points 2022 - 2024

Pre-scheme

Jan 2022

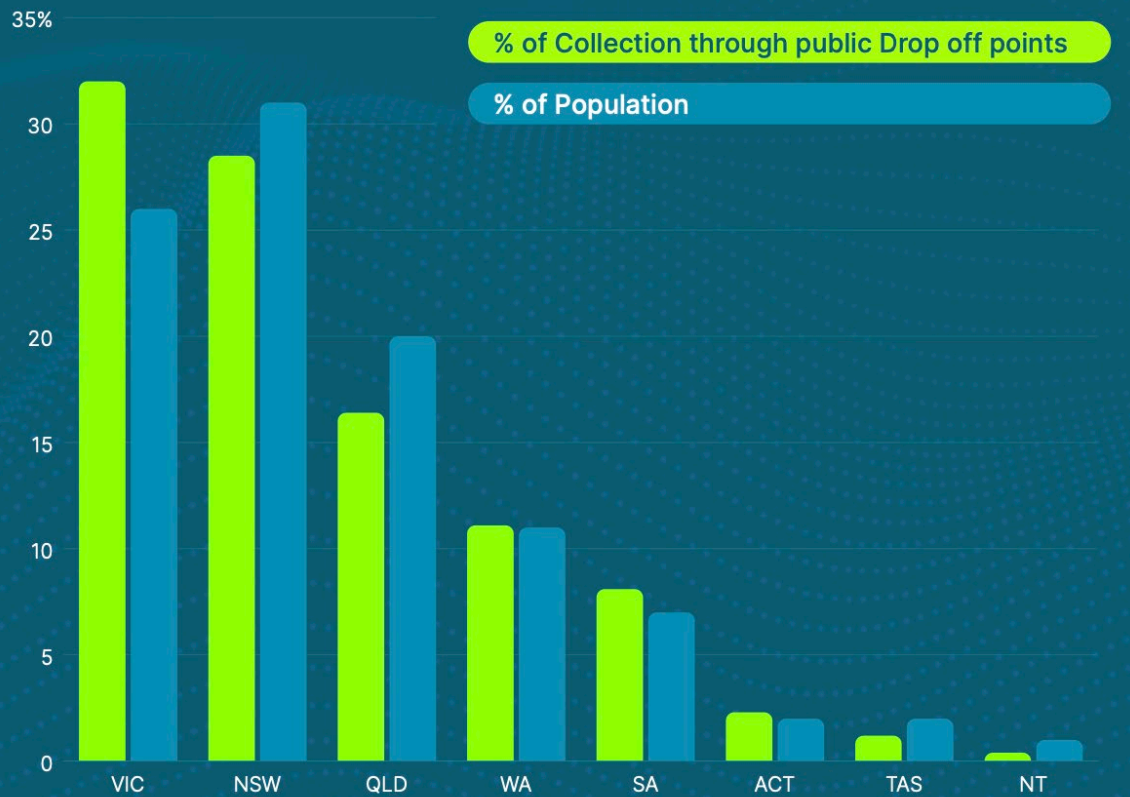
June 2024



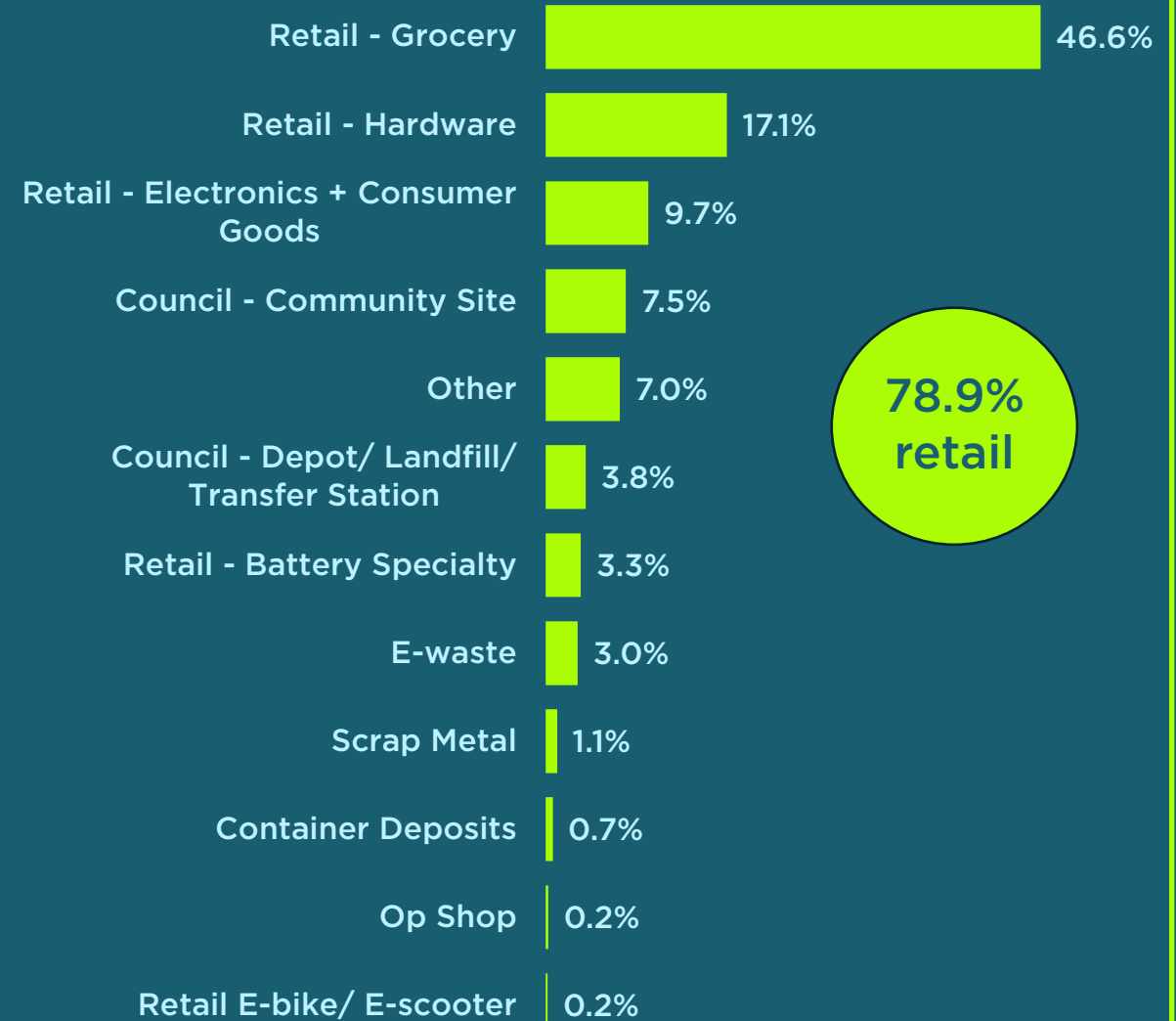
Since launch in Jan 2022, B-cycle has increased access to battery recycling by **>500%**.

Collections Jan - Mar 2024

% OF DROP OFF POINTS BY JURISDICTION

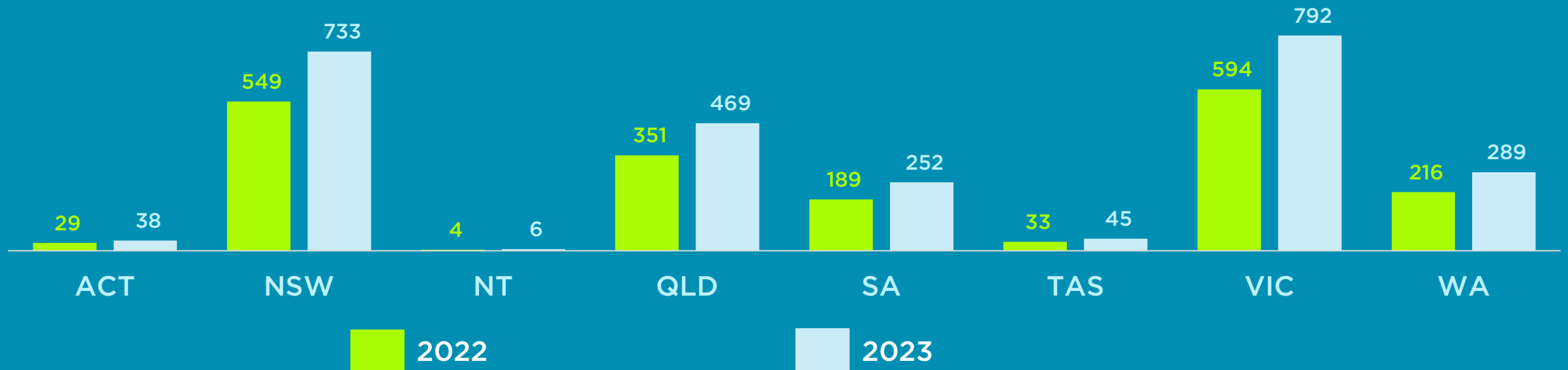


COLLECTIONS BY TYPE OF DoP



B-cycle collections by the numbers

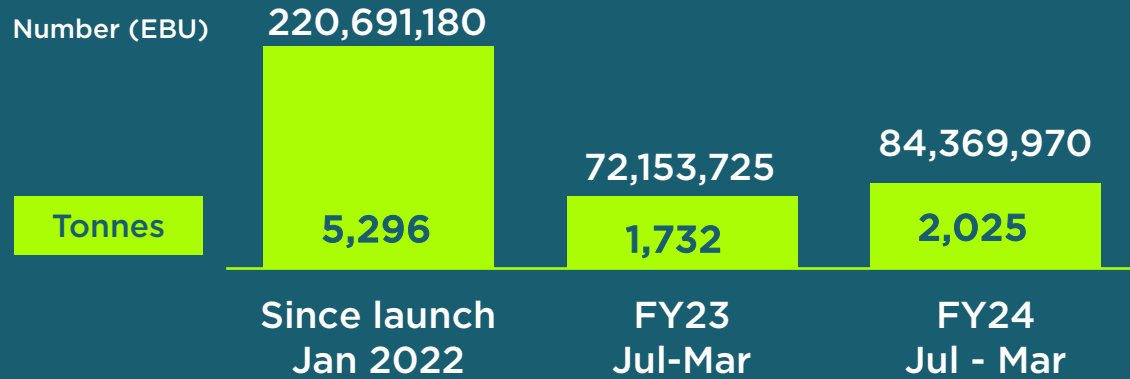
Weight of batteries collected by jurisdiction 2022 vs 2023 (tonnes)



Battery Collections per capita by weight (kg) & by jurisdiction

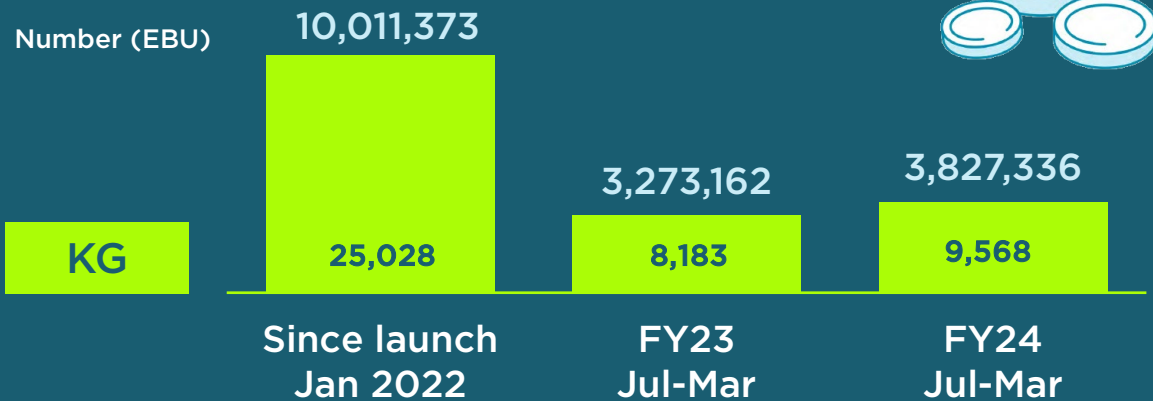


COLLECTION OF IN-SCOPE BATTERIES (TONNES)

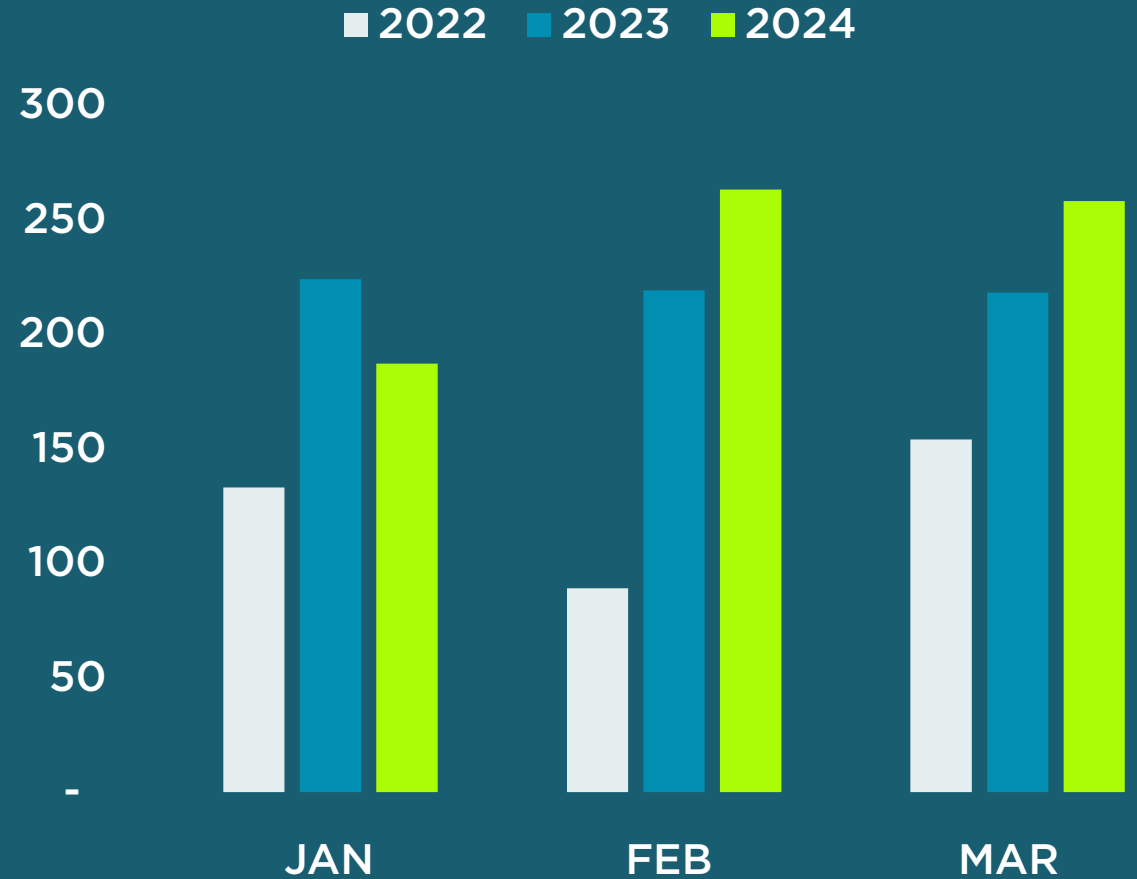


EBU = Equivalent battery unit

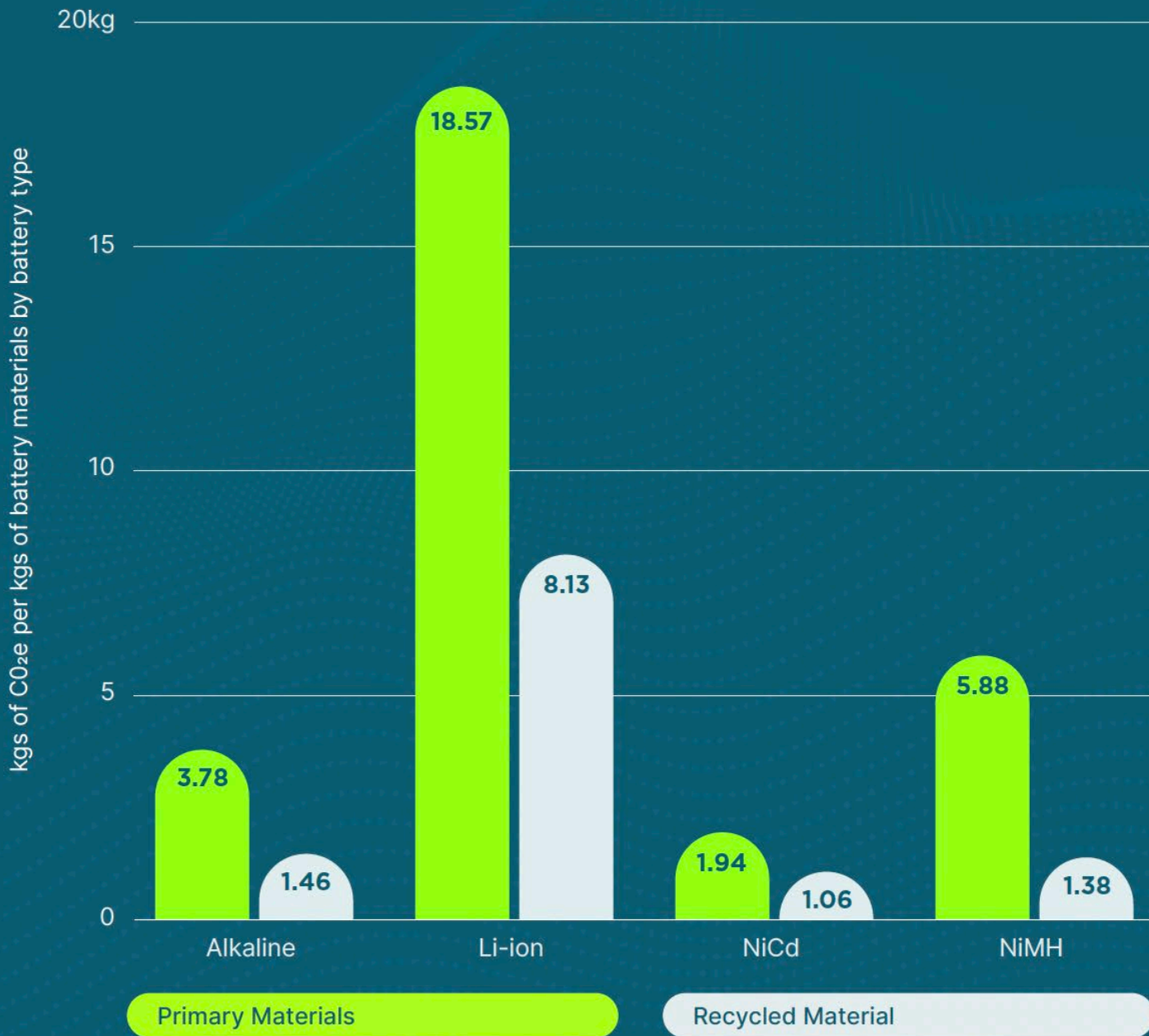
COLLECTION OF BUTTON BATTERIES (KG)



ACTUALS (TONNES) QUARTER 2022-2024



The environmental benefits of battery recycling



Using recycled materials to manufacture new batteries can **reduce CO₂ emissions by up to 50%**

Battery materials recovered from recycled batteries significantly reduce greenhouse gas emissions compared to materials mined from primary sources.

Source: Battery Life Cycle Analysis prepared for the BSC by the Institute for Sustainable Futures.

Available for download from the B-cycle website: [bcycle.com.au/Resources/B-cycle Publications](https://bcycle.com.au/Resources/B-cycle%20Publications)

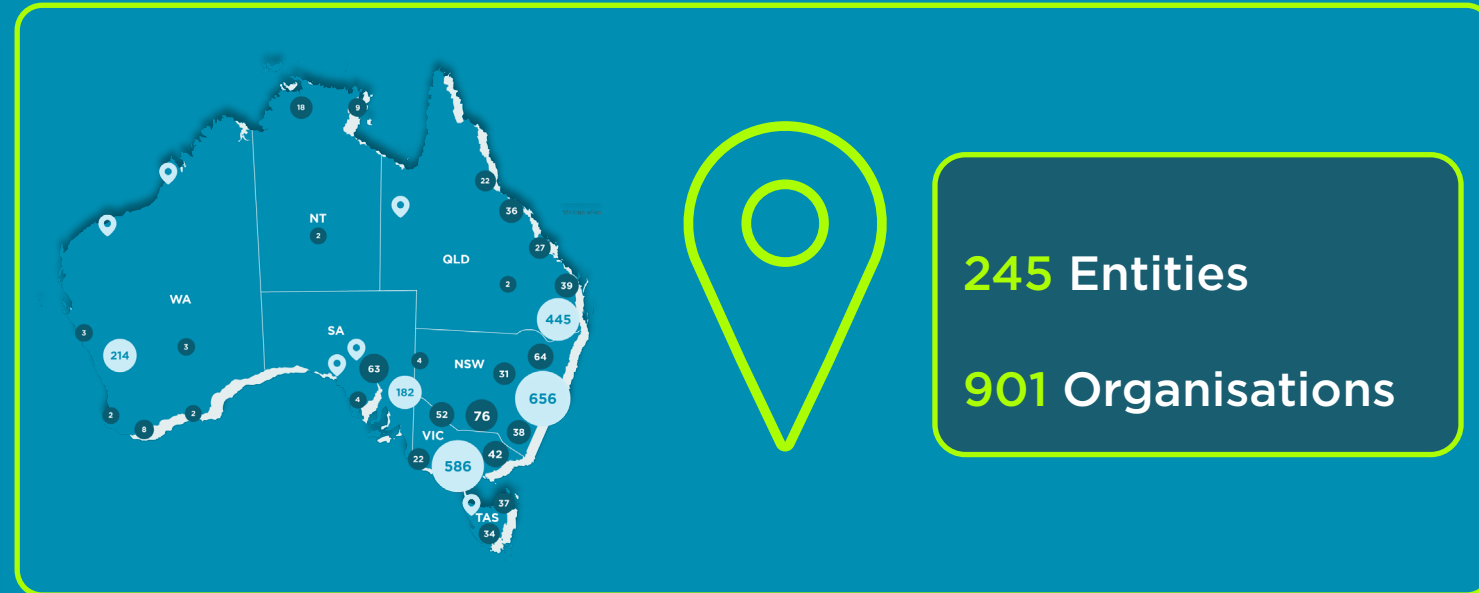
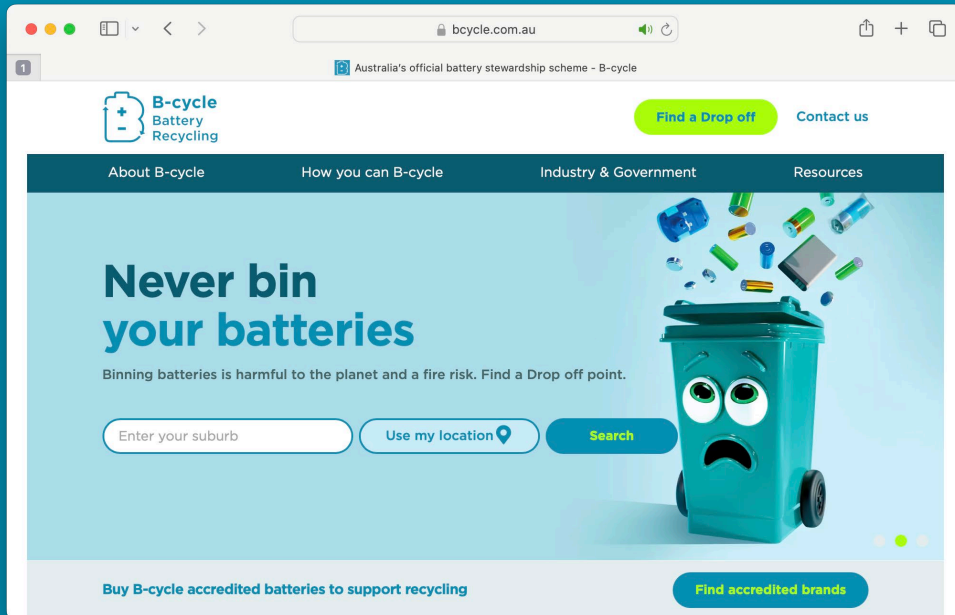
Progress report

Network accreditation
update





Participation ~ Drop off points across all states



Our accountability to the B-cycle community

Accreditation and conformance audits are essential for transparency, accountability, and processes verification of the B-cycle Scheme.

B-cycle requires all accredited Collectors, Sorters, and Recyclers to meet rigorous Accreditation Protocols that are verified through a number of practices, in particular, annual conformance audits.

In 2022/23, BSC completed over 35 accreditation and conformance audits in partnership with our independent auditors.

With these audits, the BSC and its accredited Participants are able to identify and improve activities and systems that will benefit the entire B-cycle Scheme, industry, the environment, and the community.

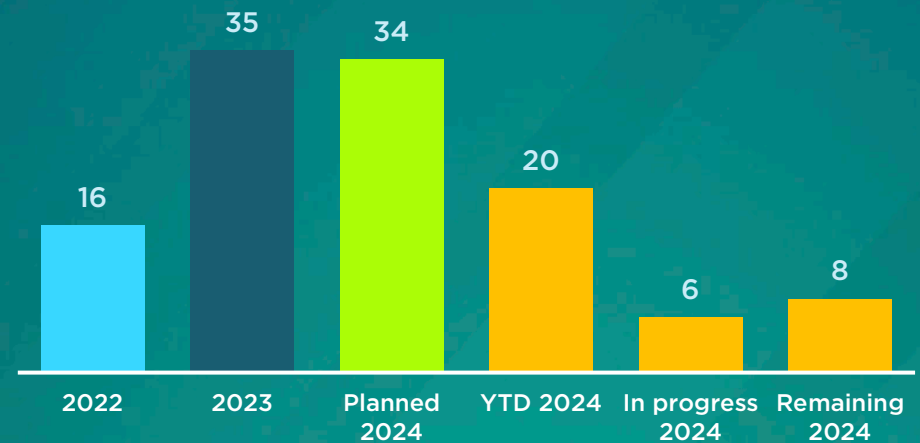
In 2023/24, BSC seeks to continue an ambitious auditing schedule, including implementing Drop off point health checks and unannounced audits of Collectors, Sorters, and Recyclers.

The BSC acknowledges the ongoing support, collaboration, and cooperation of all our Participants in our accreditation program as we continue to work together to develop B-cycle into one of the safest and most effective battery stewardship programs globally.

BSC's Chain of Custody



Collection network audits conducted and planned CY2024



Changing behaviour





Raising awareness to drive change

Improving awareness about battery safety and reducing the inappropriate disposal of batteries in general waste and recycling bins is key to the B-cycle mission. The consequences of not managing this rapidly expanding waste stream are significant:



When used batteries end up in landfill they leak and corrode, leaching toxic materials into our ecosystem and waterways.



There has been an exponential rise in battery fires in general waste and recycling. One of the major waste collection companies reported 15 fires in one month that were confirmed to have been started by a battery.



Australians reveal a limited understanding of safe battery handling and storage, with more than half of adult Australians still disposing of batteries incorrectly in general waste and recycling bins.



20 children present to an emergency department each week in Australia, suspected of having ingested or inserted a button battery. One child a month sustains serious injuries.

The good news is that when made aware of the B-cycle Scheme, 95% of Australians said they would be willing to take the batteries to a collection point.

Call to Action for all Australians

- + Never put used batteries in general waste and recycling bins
- + Tape the terminals using clear sticky tape
- + Take them to your nearest B-cycle accredited Drop off point

These are lifesaving actions



Batteries are changing the way we live and work. This year, Australians will purchase enough equivalent batteries to circle planet earth 7 times.

By 2050 this will increase to 37 times. This underlines the importance of B-cycle.



Never bin your batteries campaign

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 & recycling bins
- + TAPE THEM using clear sticky tape
- + TAKE THEM to your nearest B-cycle accredited Drop off point

Never bin your batteries

Don't toss them
In general waste or recycling bins



Tape them
using clear sticky tape



Take them
to your nearest
B-cycle accredited
Drop off point



Binning your batteries is a fire risk and is harmful to people and the planet.



This tape saves lives campaign

Key message

Taping used batteries keeps children safer and reduces the risk of fires

Call to action

- + DON'T TOSS THEM in general waste & recycling bins
- + TAPE THEM using clear sticky tape
- + TAKE THEM to your nearest B-cycle accredited Drop off point

This tape saves lives

Taping used batteries keeps children safer and reduces fire risks.

Don't toss them
in general waste or recycling bins



Tape them
using clear sticky tape



Take them
to your nearest B-cycle accredited Drop off point



Battery safety awareness campaign assets

- + Posters
- + Videos
- + Fact sheets
- + Brochures
- + Social media
- + Stickers





Battery behaviours

Australian community research

BSC & Mobium Group

April 2024



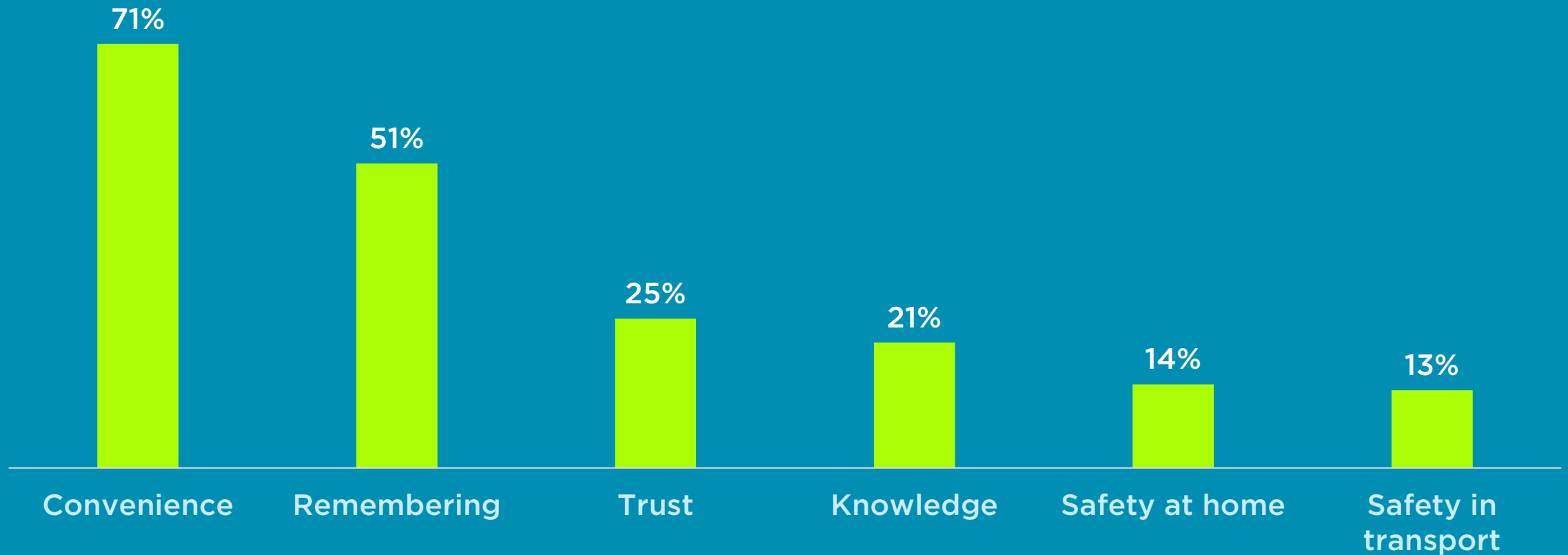
Battery behaviours

- + **Research measures**
 - + **Battery safety literacy of the Australian public**
 - + **Understanding of the risks associated with button batteries**
 - + **Behaviours and attitudes towards battery safety**
 - + **B-cycle brand awareness**
 - + **Preferences for purchasing from participating brands and retailers**

1. Awareness of B-cycle in the community continues to increase.
2. There is a strong correlation between awareness and participation – over 60% who previously knew about the program say they use it.
3. Drop off points are a key source of B-cycle awareness.
4. Brands and retailers which participate in battery recycling programs can accrue positive influence in consumer decision making

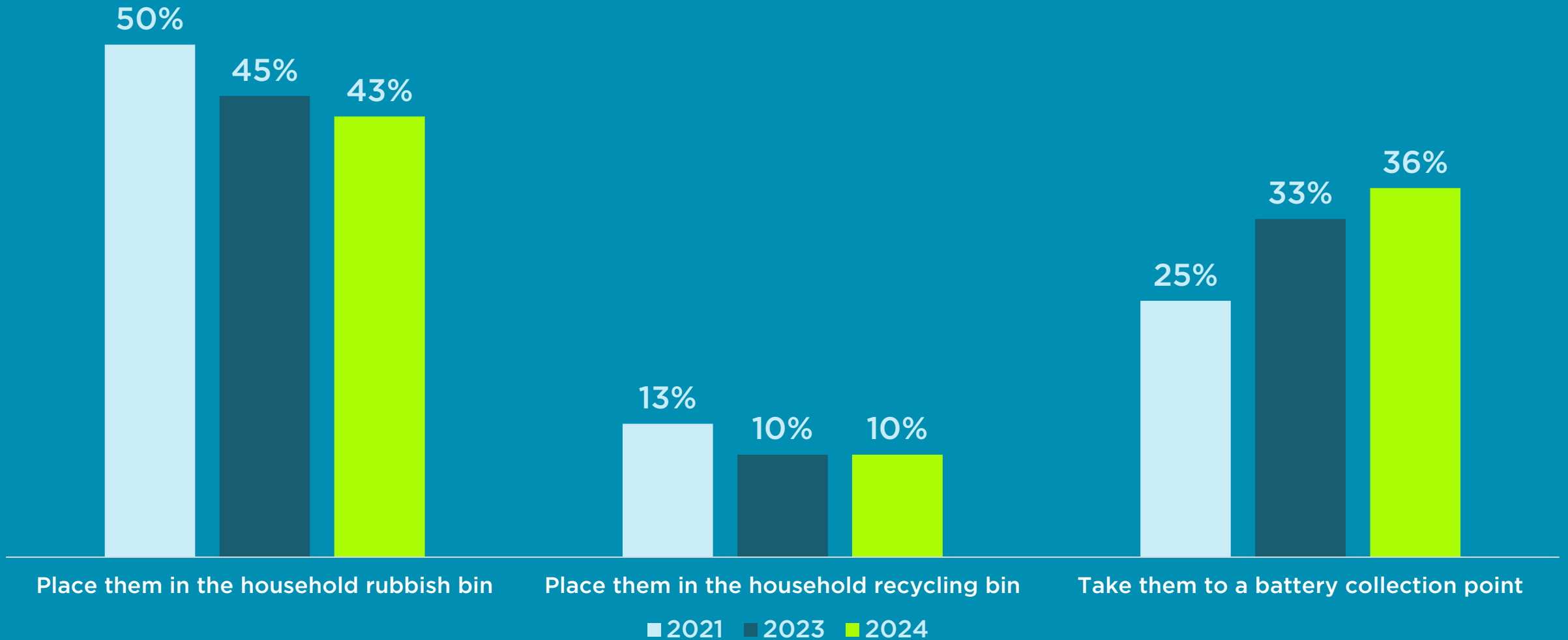
What are the potential obstacles for consumers?

“ Which of the following might be barriers to you participating in B-cycle?”



What are Australian households doing with their used batteries?

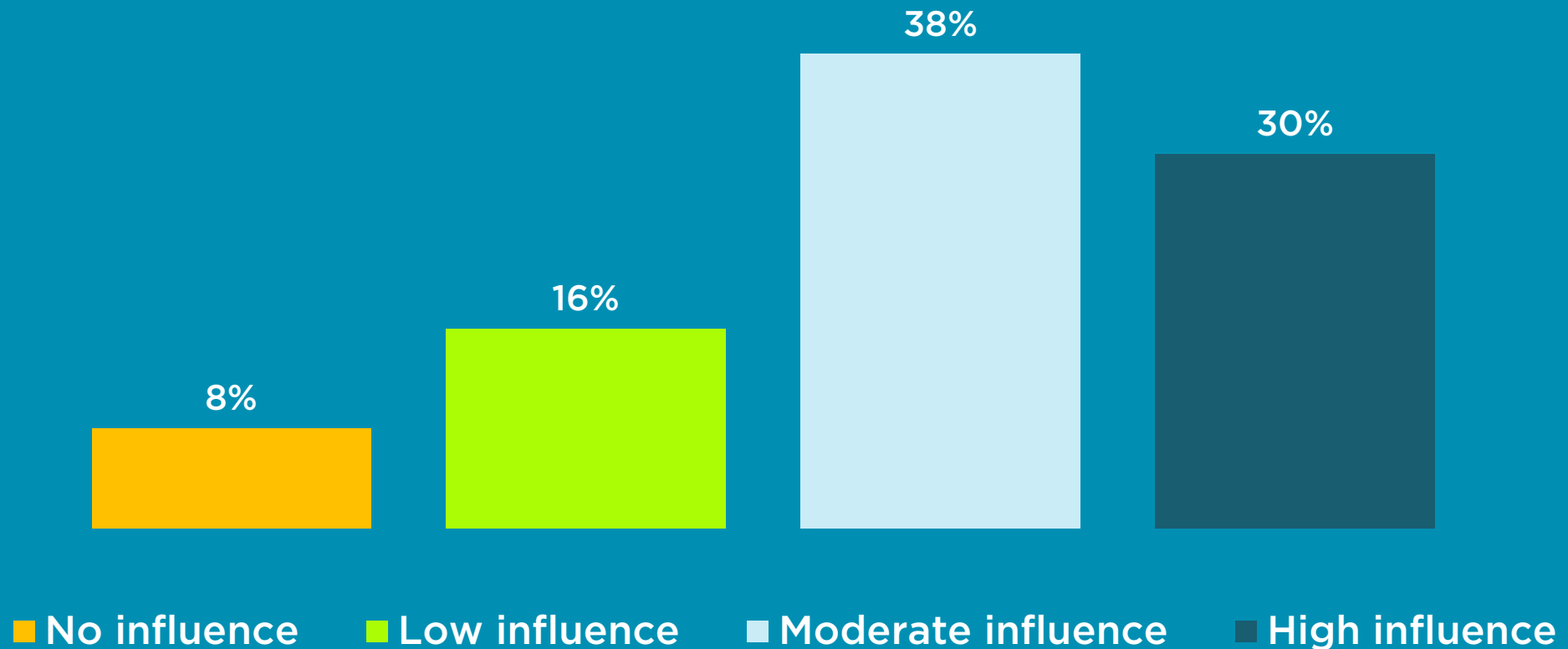
More people take their used batteries to a B-cycle Drop off point



Participation in battery recycling positively influences consumers

“Would the fact that a certain retailer or store sells battery brands that are part of the B-cycle scheme influence your decision to visit that store?”

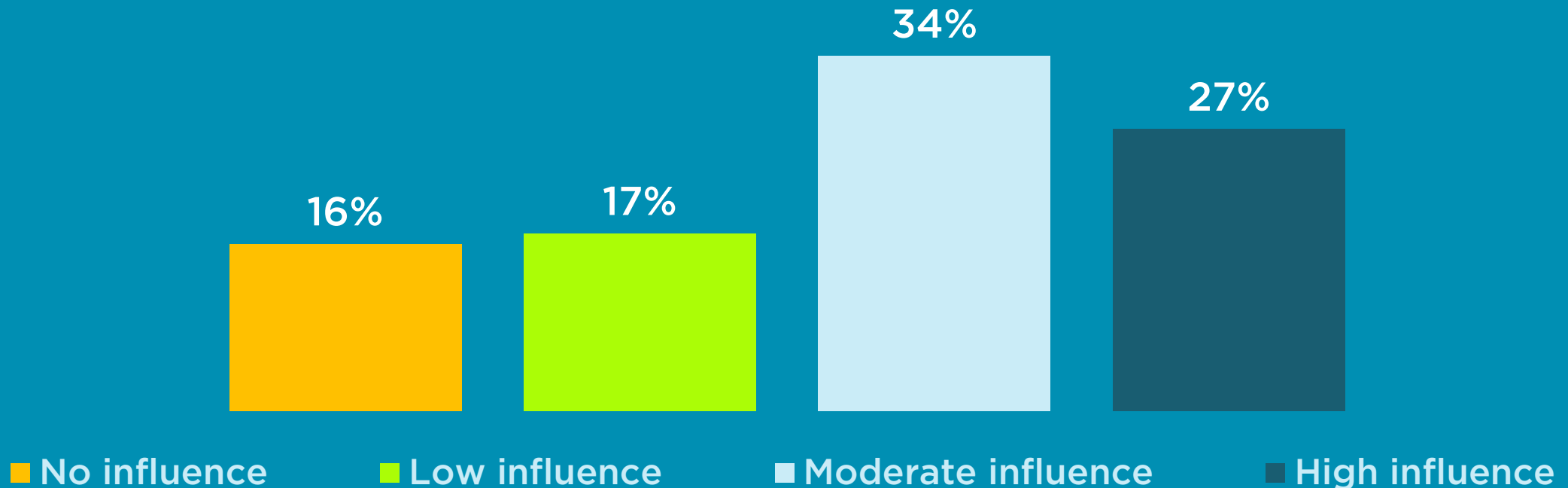
77% said that if an outlet hosted a B-cycle Drop off point it would have some level of positive influence on them visiting.



Influence in stocking battery brands participating by B-cycle

“Would the fact that a certain retailer or store sells battery brands that are part of the B-cycle scheme influence your decision to visit that store?”

79% say that if a retailer stocked battery brands aligned to B-cycle that it would have some impact on their choice of store.



Change is coming



Appropriate funding
model to pay for
Scheme operations

Scheme review



Participation of
importers,
manufacturers &
distributors

(including online sales)

Regulatory reform

Regulatory reform for stewardship success

The objective of the Recycling and Waste Reduction Act 2020 (RaWR Act) is to create a shared responsibility for managing products, waste from products, and waste material to:



Reduce their impact on human and environmental health



Realise the community and economic benefits of taking responsibility for them



Develop a circular economy that maximises their continued use and account for environmental impacts

The BSC is advocating for regulatory reform to address core stewardship challenges. For any scheme getting started or seeking to expand into new product categories, the pathway requires industry participation to obtain scheme funding. Without it, no scheme can operate successfully.

The RaWR Act makes it clear this is to be achieved by encouraging and regulating manufacturers, importers, distributors, designers, and other persons to take responsibility for a product.

A stewardship outcome requires regulatory intervention, but it is important to identify the challenges first, and then determine what level of encouragement or regulation is required.

Having navigated the establishment and deployment of a voluntary scheme, the BSC is well placed to understand the challenges and how a simplification of regulatory interventions could transform stewardship with minimal delay and reduced cost to government, industry, and consumers.

Currently the RaWR Act has only three options for fostering product stewardship: Voluntary, Co-regulated, and Mandatory. None of these options address the core challenge of free riders being experienced on the ground by industry schemes.

Products needing action are identified by the Minister by listing them as a priority product. This provides a signal to industry that action is needed or regulation in the form of Co-regulated or mandatory is to follow.

In regulated schemes, liable parties are compelled to participate, but industry is not able to adjust or change as the landscape changes. Voluntary schemes provide industry with the flexibility to drive the scheme forward, yet the challenges presented by free riders are hard to avoid.

The core challenge is to secure full industry participation in a scheme, while still allowing industry the flexibility to change and adapt the scheme to achieve stewardship outcomes as circumstances and the market dictate.

This proposal offers a small refinement to the RaWR Act to address the core challenge for maximising the effectiveness of stewardship outcomes.

The BSC welcomes further dialogue with Governments and industry regarding this proposal, further information can be found on the B-cycle website.

Regulatory Reform 

**Feedback
from
participants**





Our mission:

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

To accomplish this, we will ensure B-cycle continues to be a trusted and successful Scheme that conserves resources, reduces environmental and health impacts, and improves safety.

Participant perspectives



“Sustainability and responsibility are at the core of ALDI’s values and operations. We’re striving to Make a Good Difference to the planet and our partnership with B-cycle represents part of this commitment. By offering our customers B-cycle drop off points at every one of our stores, we’re pleased to play a role in supporting a circular economy for batteries as well as minimising the harm they can cause to the environment.

In 2013, ALDI became the first Australian supermarket to offer a national battery recycling service. Our partnership with B-cycle has enabled us to accelerate this program, and we have now recycled over 1300 tonnes of batteries through our stores.”

Daniel Baker

Director — National Sustainability
ALDI Stores



“Chervon Australia, owner of brands EGO, SKIL & FLEX, is a proud participant in the B-cycle Scheme. Customers can have confidence that when they purchase our products they are contributing to the overall health of our planet. While the environmental damage of petrol guzzling vehicles is well known, the harm of petrol-powered tools, which we use daily, is often overlooked. As a leading battery power equipment manufacturer, Chervon not only has no vested interest in petrol but is committed to the responsible end of life management of our batteries.”

Barry Crowhurst

General Manager
Chervon Australia



“Gregory’s Recycling is a strong advocate for battery recycling and as a participant of the B-cycle scheme, we are helping to raise awareness about the potential harm which can be caused by improper disposal of batteries. Keeping batteries out of general waste streams is vital for keeping our environment safe.”

Taylor Gregory

General Manager
Gregory’s Recycling



“We are now receiving Li-Ion batteries from power tools at the end of their working life from our customers all over Australia. We have partnered with Envirostream in Victoria to design the right processes and select the correct packaging to safely transport batteries to them for recycling. Our customers respond positively to absorbing the battery levy when we describe why it’s in place and how we all need to play our part to increase recycling rates of Li-Ion. We’re proud to be associated with the Battery Stewardship Council and it’s closely aligned with our company’s promise to be our customers’ best partner for productivity, safety and sustainability.”

Dr Martin Stirling

Head of Worker Health & Safety Circularity
and After Market Services
Hilti (Aust) Pty Ltd



“With Makita being a leader in the lithium-ion power tool and outdoor power equipment category, it has been incredibly important for our business to drive strong support of sustainability through the B-cycle scheme. We are encouraged by the fantastic uptake in battery recycling since the scheme has started, and we look forward to working closely with B-cycle over the coming years to drive further acceptance of battery recycling within our industry.”

Adam Baker

General Manager of Marketing
Makita Australia



“As a small importer, Market Brands Pty Ltd is a proud partner of the Battery Stewardship Council and are thrilled to contribute to the responsible management of batteries. We encourage all Australians to play their role in reducing waste with the safe recycling of their used batteries.”

Alan Hall

Managing Director
Market Brands Pty Ltd



“B-cycle have been the perfect partner for our ANIMATE and QIKPAC battery stewardship programme, providing the pathway to ensure our lithium-ion batteries are returned and recycled, maximising the use and reuse of precious resources”.

Tim Sindle

Engineering Manager
OE Elsafe



“Panasonic Australia is pleased to support the B-cycle Scheme and contribute to the Battery Stewardship Council's commitments in safe battery recycling for the benefit of our environment. This complements the positive steps we are already taking to meet the 2025 National Packaging Target and phase out expanded polystyrene (EPS) for our consumer products.”

“We strive to make meaningful changes in all aspects of our operations and production chain to support a circular economy. Our battery manufacturing plant in Thailand has been carbon neutral since 2022 and we will be producing environmentally-friendly battery packaging, starting with our alkaline products.”

“Our product range is also ever-evolving with solutions that are kinder to the environment. For example, our enloop rechargeable batteries – which are pre-charged in the factory utilising solar power – are helping reduce toxic landfill waste caused by single-use batteries while also being a cost-effective option for users.”

Paul Reid

Managing Director
Panasonic Australia

Participant perspectives (continued)



“Powercell continues as a willing member and active participant of the B-cycle Scheme and looks forward to doing our part to make a meaningful contribution to ensure a sustainable and successful scheme. There is no doubt that the B-cycle scheme is a step in the right direction and since commencement has made a positive impact on the stewardship and recycling of battery products in Australia.”

Simon Cox

Director & General Manager
Powercell



“At PowerShield, we believe in harnessing the power of innovation not just for technology’s sake, but for the future of Australia. Being the only Uninterruptible Power Supply company on the Battery Stewardship Council, our involvement goes beyond mere participation; we are committed to raising awareness among our peers and the broader community about the importance of a circular battery life approach. Our vision is that everyone has access to smooth power every day, achieved sustainably. By actively participating in the B-cycle Scheme and collaborating with partners who share our values, we’re echoing this commitment and endeavouring to lead the charge in reshaping industry practices for a cleaner, greener Oceania.”

Anita Carbone

Marketing and Communications Manager
PowerShield



“We are proud to be a B-cycle-Accredited Battery Steward and to work with Ecobatt to support battery recycling efforts in Australia. We believe that it is our responsibility to take steps to reduce our impact on the environment and to encourage others to do the same.”

Rosemary Shisler

Marketing Manager Oceania
SALTO Systems



“Sell & Parker is proud to be part of the B-cycle initiative and its design to keep batteries out of the waste stream. Lithium batteries incorrectly discarded in the waste stream have caused fires that damage the environment and waste recycling facilities. Support for the B-cycle stewardship scheme is critical to address the li-ion fire issues and ensure valuable resources are recovered and reused.”

Morgan Parker

Director
Sell & Parker

Battery Stewardship Council

Thank you



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.

