

# Lithium-Ion Battery Recycling Event Details and Timeline

Environmental Sustainability Rotary Action Group (ESRAG), in collaboration with Redwood Materials, is supporting local community events to collect household lithium-ion batteries and lithium-ion battery powered devices for recycling. Our goal is to help you get people to your recycling event by educating, engaging and motivating consumers in your community to use a convenient drive through event to dispose of their lithium-ion batteries and devices. The following is a simplified timeline for a Turnkey Project which can be easily adopted and executed by Rotary Clubs or Rotary Clubs partnering with other organizations.

Ideally, it would be great to hold these events 1-2 times per year

## Battery Recycling Event Timeline

### 4-6 weeks Prior

- Contact Redwood Materials (RM) and give them 1-3 dates you prefer. RM must confirm, in writing, their availability to support you for your requested date(s), prior to your project moving ahead
- Secure a local location for your event. See below for event site selection tips
- Submit \$250 to ESRAG for website and marketing materials.
- Start recruiting your volunteers
- Advise your Rotary District, so they can put it into their newsletter, and it will inform other clubs
- Contact other Rotary Clubs in adjacent communities, inquire if they want to participate with their own recycling event on the same date. This is beneficial for you, and more cost effective for RM to drop off and pick up the barrels.

### 3-4 weeks Prior

- Start your marketing campaign
- Confirm your volunteers – 2 to 4 Rotarians and 6+ volunteers
- Contact your local police and inform them about the event (optional)

### 2-3 weeks Prior

- Locate Day-of-Event equipment
- Put up posters
- Place announcements in local schools, local event calendars, and on social media
- Place ads in newspapers
- Submit articles to your local newspapers (best to let them know as much in advance as possible, so they will hold a place for an article)

- In thinking about your date, consider holding your event the shortly after a big community event (Farmers Market, Festival, etc.) where you can handout flyers and talk to the local people. (This helps them understand that for each battery recycled, the recovered precious metals go directly into electric car batteries)

### **Day of Event**

- RM will coordinate with you for the drop off/pick-up dates/times for the barrels
- Place directional event signage
- Place your Rotary Banner out front, if you have one
- Place traffic cones
- Have at least one person assigned to count the cars and document how they heard about the event

### **Securing a Location for your Event**

- School, church, corporation parking lots work very well. They are centrally located, may have good lighting and often have one-way directional entrance and exit.
- The parking lot should be large enough to provide a reasonable traffic flow to avoid traffic back-up on the entering street. Your local Police department can be helpful in traffic flow mapping. It is a good idea to let them know about the event 2 months prior. They may be able provide cones to mark the flow of traffic, if needed.
- Some locations have solar panels covering the parking lot, which helps to protect the volunteers and barrels from sun and rain. If there is no cover, you will need to secure a tent or awning to ensure the volunteers are comfortable, and the collection bins stay dry.
- Permission or a permit will be needed from the School District, corporation or the public space where you decide to host the event. It is advised to get this permission/permit in writing and follow up every two weeks until you receive confirmation.
- You will need 1-2 parking spaces for the barrels if you use barrels. If you are using the Obexion boxes, you need to let Redwood Materials know where to send them. They hold 30 pounds each. It is preferred if you can find a well-lighted site where the barrels can remain until Monday morning to be picked up.

**Contact Redwood Materials to confirm dates and locations for your event(s). *RM must confirm their support for your date before the project moves ahead.***

### **Redwood Materials Contact:**

Sonja Koch [Sonja@redwoodmaterials.com](mailto:Sonja@redwoodmaterials.com)

### Please provide Redwood Materials

1. Rotary Club Name
2. Club City and Rotary District
3. Contact person(s) name(s) including email and cell phone
4. Preferred Dates

Upon confirming your event date, make a payment of \$250 per club. Pay by check or with credit card in step 3 on the [website](#)

### Marketing Materials and Marketing Campaign Includes

- Your event announcement on the website [www.lithionrecycle.com](http://www.lithionrecycle.com), ESRAG and RM, plus ongoing support for the website
- Your customized posters will include a QR code which will take visitors to the website for frequently asked questions and other important information, such as where to find lithium-ion batteries in your house and garage.
- Prewritten newspaper articles and newspaper/web advertisements
- Short blurb/description of the event which you can utilize in all newsletters
- Power Point presentation used to educate your club or volunteers.
- Project timeline with step-by-step instructions
- Checklist to be used on the day of the event, count the cars and learn where they heard about your event
- All marketing materials and the website have been created in collaboration with and have the approval of Redwood Materials and meet Rotary International branding standards.
- The logos follow Rotary International branding guidelines
- Social media has proven to be very powerful. There are instructions and what to use to advertise on Social Media in the package.
- Marketing flyers/posters (2 different ones to choose from) are in 3 sizes; letter, poster and sandwich board. You can customize your marketing materials using Canva templates, which are in the package.
- **Ideal flyer/poster distribution time is 2-3 weeks before the event.** The greater the community awareness of your event, the greater success you will have.

### Where to Market

- Put up flyers/posters in store fronts, restaurants, services, local businesses, telephone poles etc. Anywhere there is good foot traffic flow for your community. Empty store fronts work too.
- Your Rotary Club's website, newsletter and at meetings. We make it very easy for our members to participate by bringing a box to meetings to collect items prior to the event.

- Your district's website
- Community and school environmental groups
- All Schools: Pre-schools, elementary, middle-school, high schools. The schools have e-newsletters, some schools do have weekly newsletters which physically go home with the children.
- Ask if the school will print a short blurb (a separate paragraph provided which describes what and why you are holding these events) in their communication to students, faculty, and parents each week for **2-3 weeks** prior to the event. We have created the blurb for you (see marketing material)
- At local events prior to your recycling event. Use a handout and have Rotarians, Rotaractors and/or Interactors talk about the event with people attending. Make sure they let people know the batteries go directly to Redwood Materials and then into Electric Vehicle (EV) batteries.
- Students may be interested in volunteering for the event. They also do a great job in educating their parents
- Hardware stores
- Churches, synagogues, mosques, etc.
- Real Estate agencies - they send to their clients and past clients, most Realtors® also send out monthly letters
- Chamber of Commerce and Village Associations
- Retirement communities
- Fitness Centers
- Local social media websites including Patch, Next Door, Freecycle, Facebook Events
- Look into posting the event on Eventbrite so that you can track to see if people will sign up that they are coming. Registering for the event is free.
- Event calendars in your area
- Google events
- Craigslist
- Yelp
- Local blogs and community papers

### Volunteers

- Rotarians (a must), Interactors, Rotaractors, Girl/Boy Scouts, high school students, environmental club groups. 8-10 volunteers are recommended: 1-2 at the location entrance, one directing traffic to drop-off point and at least one volunteer per bin to collect, sort and bag products as needed.
- You will likely get items which are not lithium-ion batteries. This is expected and RM will recycle them responsibly.
- All day of the event volunteers must watch the safety video before they participate in the event.

- Have each person sign a release so we can use pictures that include them. If the volunteer is under 18, send to them ahead of time to get their signature and their parents signature.

### **Equipment Needed Day of Event**

- Directional signs on sandwich boards to be placed at major intersections pointing in the direction of the event. Place them the morning of your event. We borrowed sandwich boards from another organization and had laminated posters made and attached to the sandwich board stating “Li-ion Battery Recycle Event →” and “Li-ion Battery Recycle Event ← ”
- Templates for these signs are in the marketing package.
- A sign at the entrance stating Lithium-ion Battery Recycling Event and your Rotary club logo
- It is useful to have a sign at the drop off: “Please stay in your vehicle”
- Place your Rotary banner out front or somewhere highly visible. It is a wonderful branding awareness opportunity for your Club
- Gloves for handling the materials (optional)
- Identifiable clothing for the recycle volunteers: yellow or orange vests, Rotary shirts, bright colored or special t-shirts: make it easy for donors to seek help and know who is working the event
- Traffic cones to help guide the flow of traffic (our local police supplied them)
- Tent or other protection if inclement weather, will protect the bins and volunteers

### **Products that contain lithium-ion batteries include:**

- Any rechargeable consumer product
- iPads and other tablets
- iPhones/cell phones
- Laptops
- Bluetooth headphones
- Rechargeable toothbrushes
- Rechargeable power tool batteries
- Rechargeable vacuum/dust buster batteries
- Vaping devices
- Rechargeable TV remotes
- Video game controllers
- Rechargeable shavers
- Rechargeable kitchen appliances (i.e., hand mixers, blenders)

- e-Readers
- Vaping devices
- Smart watches
- Rechargeable security cameras
- See graphic for more details

**Other Very Important Things:**

- Don't forget to have at least one volunteer with a clip board to record the number of cars and how they heard about the event
- Be sure to clean up after the event. Make sure at least one Rotarian is at the event location when the barrels are picked up. Barrels containing donated items should be bolted and the tamper-proof tags should be attached if they will stay in the location until Monday morning.
- Provide coffee, water and something to eat for our volunteers.
- A folding table is good to have for coffee, water, food and supplies
- Bring large bags for trash
- To budget for the event, obtain prices for printing the posters, handouts, directional signs and for beverages and food for the event
- Make sure to have someone take photos, especially action shots. Every person must sign a release to use the photos and, if the person photographed is under 18, a parent signature is required. The form is in your marketing package.