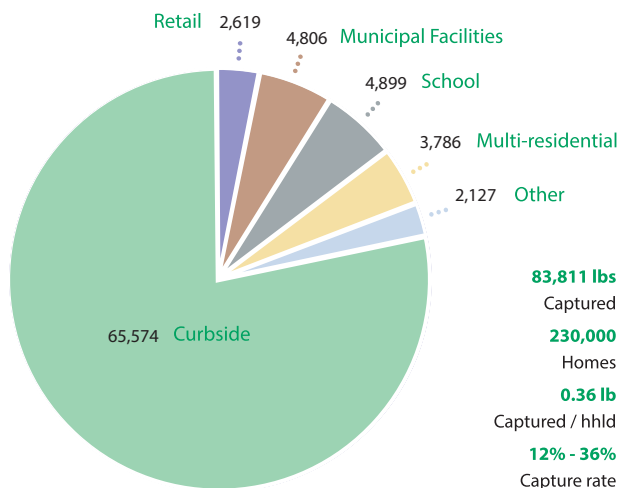


## A MULTIFACETED APPROACH TO COLLECTION INCREASES DIVERSION

Municipalities with a robust public collection network at municipal facilities and retail outlets, coupled with curbside collection, are capturing more consumer batteries.

### 83,811 lbs. COLLECTED FROM RESIDENTS IN 2019



It is estimated that each household accumulates 1 to 3 pounds of single-use batteries each year or 230,000 lbs to 690,000 lbs of single-use batteries from a community this size.

Curbside collection does not displace tonnage from other collection sources. Instead, it provides municipalities with a new stream that would have otherwise gone to landfill. The added promotion increases the capture rate from all other sources.

**Contact RMC to find out how many batteries are being captured across your municipality.**

## RECYCLING EFFICIENCY AND DIVERSION RATE

RMC has been independently audited under the CSA Group Guideline CSA SPE-890-15. The guideline establishes a set of common definitions, performance metrics and reporting requirements to facilitate best practices for accountable management of end-of-life (EOL) waste materials. This includes consumer batteries from point of collection to final disposition.

The RMC 3500 recycling technology for alkaline batteries achieved a recycling efficiency score of 84% and an overall diversion score of 87%. That means 84% of the resources inside each alkaline battery processed using RMC's technology are reused in applications that the materials were originally mined for.

For more information about RMC and how they can help you provide curbside collection to your residents, please visit:



[www.rawmaterials.com](http://www.rawmaterials.com)



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## BATTERIES DEAD? RECYCLE INSTEAD!



Proudly Recycled in Ontario by RMC's Patented Process

• Recycling Rate is 84% • Diversion Rate is 87%

Independently audited and verified by CSA's guideline SPE-890-15

A Municipal Guide to Ontario's Curbside Battery Recycling Program

For more information, please contact:  
**Raw Materials Company**  
 Email: [curbside@rawmaterials.com](mailto:curbside@rawmaterials.com)  
 Phone: 1(888)-937-3382

A municipal partner's waste audit revealed a 27% decrease in improper battery disposal after three years of curbside battery collection.

## BENEFITS TO CURBSIDE BATTERY RECYCLING

### High Collection Rate

- Ontario municipalities are capturing 0.15 to 0.47 pounds per household via curbside collection.

### New Tonnage

- Municipalities that provide curbside collection report increased collections at depots and public facing collection points. Curbside collection does not displace tonnage from one stream to another.

### Convenient Way for Residents to Recycle Household Batteries

- 95% of Ontarians who admitted to trashing their batteries said they would recycle if it were more convenient.



## HOW DOES IT WORK?

- 1 Participating residents and businesses receive a bag with orange markings in their mailbox or left behind in the blue box.
- 2 Following the instructions printed on the battery bag and the supporting municipal P&E campaign, residents round up their household batteries and place them inside, sealing the bag with the zip tab.
- 3 On the resident's scheduled blue box collection day that falls during the collection period, they set the bag out with their recycling for collection by the service provider.



95% Of those who trash their batteries said they would recycle if it was more convenient

Household Batteries include:  
AAA, AA, C, D,  
Button cell, 9 Volt

## RAW MATERIALS COMPANY PROVIDES:

### Support with all Aspects of the Program

#### • Customizable Promotions Kit

Media Release, Fact Sheet, Backgrounder, Radio Scripts, PSA's, Print, Advertisements, Online Banner Ads.

#### • Logistical Support

RMC will provide 20 litre pails for the collection crew and 45 gallon drums for consolidation. Once collection is complete, RMC will arrange transportation.

### Municipality Provides:

#### • Promotion & Education

With access to ready-made, customizable Promotions Kit including a large selection of stock images and linkable online content.

#### • Logistics

