

Study offers guidance for battery collection initiatives

Sept. 23 -- A new study is offering guidance to evaluate and strengthen battery collection initiatives.

The study was released by the Product Stewardship Institute and the Call2Recycle battery and cell phone collection program.

The report, "Battery Performance Metrics: Recommendations for Best Practice," examines different ways that stewardship performance is gauged. It is available at: http://www.call2recycle.org/doc_lib/BatteryMetrics.pdf.

"Our collection program has earned substantial recognition from municipalities, retailers and consumers alike, yet we still seek measures to help us continually improve our program and fulfill our mission to protect the environment," said Carl Smith, president and CEO of RBRC, which operates Call2Recycle.

"Our goal is to influence stakeholders to agree on a set of appropriate performance metrics and establish processes that will standardize measurement for many organizations committed to collecting and recycling products," he said.

"Measuring performance is critical to collecting and recycling more batteries," said Scott Cassel, executive director of Product Stewardship Institute.

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