Solid Waste Association of North America (SWANA)

Excellence Award for Public Education 2013

Batteries dead? Recycle instead!

Submitted by:

The Regional Municipality of Durham
Executive Summary

In 2012, the Region of Durham’s Waste Management Department launched a curbside battery recycling program - the first of its kind for a Regional Municipality in Canada.

The promotional campaign “Batteries dead? Recycle instead!” was developed to inform residents about this initiative, and encourage them to participate by setting out their dead batteries in a brightly coloured recyclable orange bag. Residents were then asked to put the bag at the curb on top of blue box materials during the designated collection weeks (Nov. 12 - 16, 2012 and Mar. 18-22, 2013). This special collection service coincided with daylight savings time changes and reminders from local fire officials about changing batteries in household smoke detectors.

Newspaper advertisement
1.0 Statement of Intent

The Region of Durham provided residents the opportunity to participate in a program for the curbside collection of single use batteries. In the first program of its kind for a Regional Municipality in Canada, residents were able to place intact, single-use household batteries in specially designed bags and put them at the curb with their blue box materials for collection during designated weeks.

The Region’s campaign “Batteries dead? Recycle instead!” was developed to inform residents about the one week initiative and encourage them to recycle their batteries through this curbside program rather than tossing them in the garbage.

A targeted public education effort was developed that included radio, print, television and social media communications. To generate additional publicity and excitement about the battery recycling program, the Region of Durham made an attempt to break the existing Guinness World Records® for the most batteries collected in a 24-hour period. Durham Region broke the existing Guinness World Records by collecting 5,090 kg (11,221.5 lbs.) in 24 hours and went on to collect a total of 39,000 kg (85,980 lbs.) of batteries over the course of two (one week) collection periods which represents almost twice as many batteries than the combined battery collection in one year at all four of Durham’s hazardous waste collection depots.

The positive results from this program are examples of activities that successfully engaged a target audience and changed its behaviour regarding a specific solid waste management issue. This was done through a well designed, focused and executed public education campaign.

Durham Region is submitting this campaign under the 2013 SWANA Public Education Excellence Award category to share our experience with other municipalities and to challenge them to break Durham Region’s Guinness World Record. Initiatives such as this are part of the Region’s efforts to achieve a 70 per cent diversion target for municipal solid waste.
2.0 Research/Planning

Recent residential waste audits and manufacturing data suggest that Ontarians use between one and three pounds of single-use batteries per person each year. An average four person household can generate up to 5 kg (12 lbs.) of waste single-use batteries annually.

The Regional Municipality of Durham accepts single-use batteries at its Waste Management Depots and annual drop off events held within area municipalities. In addition, many retailers accept single-use batteries as part of Retailer Take Back programs. Despite these options, the majority of waste single-use batteries generated in Durham Region and throughout Ontario are still being disposed of in landfill.

In an ambitious move to dissuade residents from tossing dead batteries out with the garbage, Durham launched a Region-wide curbside battery recycling collection to coincide with the annual “Fall Back” and “Spring Forward” daylight savings time changes and promotion of changing batteries in smoke alarms and carbon monoxide detectors.

(from left): Craig Bartlett, Manager, Waste Operations; Mirka Januszkiewicz, Director of Waste Management; and Peter Veiga, Supervisor of Waste Operations at the program launch.
Batteries contain many valuable resources such as zinc, manganese, steel and potassium. By recycling batteries, Durham residents are supporting the local recycling industry and preserving our natural resources.

With authorization from Regional Council, staff entered into a partnership with Raw Materials Company Inc. (RMC), Covanta Energy Corporation (Covanta), Indaco Manufacturing Ltd. (Indaco), Green for Life (GFL), Miller Waste Systems (Miller) and Stewardship Ontario (SO) to design a curbside collection of single use dry cell batteries for Durham Region residents.

The result was the birth of the “Batteries dead? Recycle instead!” campaign.

When considering the best strategies to use in developing our public education campaign, there were some obvious challenges. A major challenge is to get “buy in” or participation from residents, as the Region’s waste diversion programs depend on voluntary cooperation. We need to encourage participation to meet the objective of diverting 70 per cent of residential waste from landfill.

To give us a better understanding of which promotion and education tools to use, we first had to summarize key program messages to communicate:

- This special collection service will only be provided twice a year, coinciding with the daylight savings time changes – when people usually change batteries in smoke alarms.
- Durham residents will receive a bright orange bag with specific instructions for battery collection. Batteries should be stored in these bags until curbside collection, schedule for the weeks of Nov. 12 to 16, 2012 and March 18-22, 2013.
- The bag containing the unwanted batteries can then be placed outside at the curb on your regular collection day on top of your blue box.
- By recycling the components found in used batteries, we are taking another step towards increasing our diversion rates. Every little step counts.
- This new program will provide a convenient, simple solution for residents to properly recycle their old batteries.
- The Region of Durham is the first municipality in Ontario to offer curbside battery collection for recycling.
- The Region of Durham’s special Household Hazardous Waste collection events make it convenient for residents to properly recycle of unwanted batteries, since batteries should never be disposed of in regular household trash.
- Additional battery drop-off locations can be found at www.makethedrop.ca
- The Regional Municipality of Durham is committed to reaching the target of 70 per cent diversion.

Regional Municipality of Durham
Prior to the program launch, Durham Region already had strong communication with its residents about its various waste reduction initiatives. The Region makes extensive use of newspaper and radio ads, social media, television, billboard and transit advertising to convey our messages. These promotional mediums prove to be quite effective.

The planning goals of developing a successful curbside battery recycling program include:

- Creating a program with a “made in Durham” look and feel that is easily understandable for residents.
- Taking advantage of local media where possible.
- Developing strategic programming schedules for newspaper and radio advertisements, and television ads.
- Coordinating timing and scheduling so that the media emphasize the same message at the same time as advertising tools and marketing materials.
- Exploring alternative communication tools not previously used for existing programs, such as social media.

The campaign was developed to educate a very diverse population of approximately 600,000 residents in 200,000 households about this new and convenient program within the community. All residents with used or unwanted batteries and were receiving curbside collection services in Durham Region were encouraged and reminded to partake in the battery recycling collection.

The success of the battery recycling program can be measured in part, by the cooperation and participation of our residents. In all there was a total of 39,000 kg (85,980 lbs.) of batteries collected during the special collection periods.

The Region has a specialized database system in place to record all incoming calls, emails and forms submitted online through our website. The database also tracks the nature of inquiries and the location of inquirers.

Monthly web tracking reports are also used to analyze information such as how much traffic our site gets, where the traffic is coming from, how visitors find our site, what pages are being viewed and so on. These reports allow us to compare rates from month to month and measure changes due to specific communication messages during that time.

Both Facebook and Twitter were utilized to distribute messaging and engage the community in the program. By using social media we were able to measure how effective our messaging was and the dialogue it stimulated.
3.0 Implementation/Execution

The Region-wide program for the curbside collection of household single-use batteries was approved by Regional Council on September 5, 2012. Collection services were to be provided twice; one week in the fall and one week in the spring. They were intended to coincide with the annual “Fall Back” and “Spring Ahead” daylight savings time changes and the promotion of changing batteries in smoke and carbon monoxide detectors.

Prior to the scheduled fall collection, Durham residents were mailed a bright orange battery collection bag on which participation instructions were printed. The bag contained a copy of the ‘Durham Works’ Newsletter that provided additional information on the program.
To participate in the fall collection, residents were asked to collect household batteries, and place them loosely into the orange battery bag provided and to seal the bag for collection. They were also instructed to place the sealed bag on top of their blue box on their regular collection day for collection during the week of November 12-16, 2012. Prior to the second scheduled spring collection in 2013, Durham residents received a second battery bag affixed to their blue boxes two weeks prior to the scheduled battery collection the week of March 18-22, 2013.

In an attempt to generate additional publicity and excitement about the battery recycling program, the Region of Durham made an attempt to break the existing Guinness World Records® for the most batteries collected in a 24-hour period. Durham Region collected 5,090 kg (11,221.5 lbs.) in 24 hours – smashing the previous record of 181 kg (400 lbs 14 oz) and went on to collect a total of 39,000 kg (85,980 lbs.) of batteries over the course of two collection periods which represents almost twice as many batteries than the combined battery collection in one year at all four of Durham’s hazardous waste collection depots. The record breaking attempt generated an abundance of feel good publicity.
Samples of these promotional and educational tools are included as Attachments to this submission.

Media Relations

- News releases leading up to the collection week were strategically issued to increase public awareness of the Battery Recycling program.
- Story ideas for feature stories and editorials in local community newspapers were pitched to Assignment Editors.
- Both Facebook and Twitter were utilized to distribute messaging and engage the community in this challenge. As the collection week approached, the planned media messages intensified.
- Cross promotion on Stewardship Ontario’s Twitter and Facebook sites.
- Local media was present and reported live updates on www.durhamregion.com during the Region’s Guinness World Records® attempt on November 15, 2012.
- Massive media coverage with local media outlets.
- International coverage through Batteryjobs.com, Battery Recycling Association of North America (BRAVA) and World Records Academy.

Advertising

- Newspaper advertising – newspaper advertisements were initiated in all local papers to promote and educate residents on the battery recycling program.
- A television commercial was produced and aired on local television along with interview style segments on daily talk shows. Regional Chair Roger Anderson participated. All messaging focused around the battery recycling program.
- Radio advertising to encourage participation in the battery recycling collection program ran on three local radio stations during the weeks leading up to the collection date. Radio interviews were also conducted.

Public Education Campaign

- Posters were delivered to local retailers, municipal offices and community centres promoting the battery recycling program.
- Staff used space available for articles and advertisements in “Durham Works”, a newsletter produced by the Durham Region Works Department for distribution to all Regional taxpayers twice per year.
- Thirty-five mobile signs were strategically placed throughout the Region along high traffic routes. The mobile signs provided information to
residents on when to participate in the program and relevant contact information.

- Durham Region’s website was also updated to include information. All external promotional material listed the Region’s website address for more information: www.durham.ca/battery.

35 mobile signs were placed throughout the Region.
## Events Timeline

<table>
<thead>
<tr>
<th>MEDIA</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Newspaper Ads</strong></td>
<td></td>
</tr>
<tr>
<td>Batteries dead? <strong>Recycle instead!</strong></td>
<td>Nov. 1, 2012</td>
</tr>
<tr>
<td>Batteries dead? <strong>Recycle instead!</strong></td>
<td>Nov. 8, 2012</td>
</tr>
<tr>
<td><strong>Radio Ads</strong></td>
<td></td>
</tr>
<tr>
<td>Radio Battery Ad #1</td>
<td>Nov. 1-3, 2012, Mar. 3-9, 2013</td>
</tr>
<tr>
<td>Radio Battery Ad #2</td>
<td>Nov. 4-8, 2012, Mar. 10-16, 2013</td>
</tr>
<tr>
<td>Radio Battery Ad #3</td>
<td>Nov. 9-10, 2012, Mar. 17-22, 2013</td>
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<tr>
<td>Radio Battery Ad #4</td>
<td>Nov. 11-15, 2012</td>
</tr>
<tr>
<td><strong>Television</strong></td>
<td></td>
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<tr>
<td>Rogers TV</td>
<td>Nov. 1–15, 2012</td>
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<tr>
<td>Chex TV</td>
<td>Nov. 1-15, 2012</td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td></td>
</tr>
<tr>
<td>Social media (Twitter, Facebook)</td>
<td>Oct. 11 – Nov. 15, 2012, Mar. 3-22, 2013</td>
</tr>
</tbody>
</table>

*Regional Municipality of Durham*
Budget

The Region of Durham partnered with several organizations to develop and deliver this program in order to capitalize on each partner’s strengths and to minimize costs to all involved. The Region’s partners included Raw Materials Inc., Miller Waste Systems, Green for Life Environmental Corp., Covanta Energy, Stewardship Ontario and Indaco Manufacturing, Inc.

Raw Materials Company Inc. is a Canadian-owned company that provided the recycling services for the collected batteries. Miller Waste Systems and Green for Life, are the Region’s two contractors for blue box collection. They provided collection services in support of this recycling initiative. Covanta Energy Corporation is the Region’s solid waste incinerator contractor and offered financial support to provide the collection tools for this program. Indaco, a local plastic and compostable bag manufacturer, provided the bags for collection at a reduced rate and recycled the bags after the collection was over. Finally, Stewardship Ontario, a stewardship funding organization overseeing part of Ontario’s municipal hazardous and special waste program plan, provided transportation, processing and communication support to the battery collection program.

In order to reduce costs, the initial collection of battery bags were delivered with the regularly scheduled mailing of the Works Department’s Durham Works Newsletter’. The newsletter and battery bag were sent as unaddressed ad mail via Canada Post – inside the battery bag, residents found a copy of ‘Durham Works’ featuring a front page article on the new battery collection program. For the second collection period, battery bags were distributed by the Region’s collection contractors. The remainder of the public education expenses was funded by the 2012 and 2013 waste management promotion and education budgets.
<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>COST*</th>
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<tbody>
<tr>
<td><strong>Newspaper</strong></td>
<td></td>
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<tr>
<td>Metroland (5 advertisements)</td>
<td>$26,592</td>
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<tr>
<td>Oshawa Express (3 advertisements)</td>
<td>$2,315</td>
</tr>
<tr>
<td>Focus on Scugog (1 advertisement)</td>
<td>$465</td>
</tr>
<tr>
<td>Scugog Standard (3 advertisements)</td>
<td>$1,512</td>
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<tr>
<td>CAPS (1 advertisement)</td>
<td>$300</td>
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<tr>
<td><strong>Radio</strong></td>
<td></td>
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<tr>
<td>Durham Radio (3 stations, 250 ads over 5 weeks)</td>
<td>$23,200</td>
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<tr>
<td><strong>Other</strong></td>
<td></td>
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<tr>
<td>Mobile Signs (35 around the Region)</td>
<td>$15,662</td>
</tr>
<tr>
<td>Purchase of Battery Bags</td>
<td>$18,360</td>
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<tr>
<td>Posters</td>
<td>$445</td>
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<tr>
<td><strong>Television</strong></td>
<td></td>
</tr>
<tr>
<td>Rogers TV</td>
<td>$1,500</td>
</tr>
<tr>
<td>CHEX TV</td>
<td>$700</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$91,051</td>
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</tbody>
</table>

*Costs are approximate.
4.0 Results/Evaluation

The success of the preliminary battery recycling program can be measured in part by the cooperation and participation of our residents.

Durham’s program for the curbside collection of single-use batteries has:
- Successfully diverted 39,000 kg (85,980 lbs.) of batteries from landfill in its first year.
- Strongly encouraged residents to recycle dead household single-use batteries.
- Created worldwide awareness about the importance of battery recycling.
- Ensured that batteries were recycled locally and responsibly.
- Helped Durham Region move towards 70 per cent waste diversion goal.
- Rewarded the Region of Durham residents with a Guinness World Record®.

Although the battery collection program has met its original goals of raising awareness about battery recycling, increasing convenience of battery recycling and maximizing the recycling of batteries, there is always room for improvement. Some of the enhancements Durham Region would like to explore relate to continuous improvement, cost containment and future program expansion. They include:
• Further streamlining our media schedule to keep the battery collection initiative fresh and encouraging, on a smaller budget
• Increasing web presence with more interactive web tools
• Look at other means of bag distribution methods to reduce costs. One option would be to have residents participate using their own resealable bag. We need to answer the question of whether providing a dedicated bag was an important factor for participation?
• Increase diversion by introducing the program in the Region’s Multi-Residential buildings

The Region of Durham is a major urban community leading in the implementation of aggressive waste diversion programs and initiatives. A combination of the Region’s excellence in public education and the cooperation of residents within its communities has made the battery recycling program a huge success.
SWANA Excellence Award for Public Education 2013

Attachments

The following attachments are provided with this submission as typical examples of those promotion and education that made this new innovative Regional initiative a success.

Attachment #1 – News Release
Attachment #2 – Newspaper ads
Attachment #3 – Radio ad
Attachment #4 – Television ad
Attachment #5 – Durham Works Newsletter
Attachment #6 – Media Coverage for Battery Collection
Attachment #7 – Guinness World Records® Certificate
WHITBY, ON – Today the Regional Municipality of Durham, Works Department launched its Battery Recycling Pilot Program—the first of its kind in Ontario.

“I would like the residents of Durham to take advantage of this new and innovative program,” said Roger Anderson, Regional Chair and Chief Executive Officer. “About 28 per cent of consumers throw their batteries in the garbage. By implementing this program, we are hoping the convenience of curbside collection will encourage people to recycle their unwanted batteries and contribute towards a greener Durham.”

The program allows Durham residents who receive curbside collection services, the opportunity to place their unwanted intact, single-use household batteries in specially designed battery bags and put them at the curb on top of blue box materials during next week’s designated collection week (Nov. 12 to 16). The battery bags will be delivered to residents this week along with a copy of Durham Region Works Department’s publication, Durham Works. This special collection service will only be offered twice a year, coinciding with daylight savings time changes and reminders from local fire officials about changing batteries in household smoke detectors. Residents will receive another bag prior to the spring collection in March 2013.

“We know that 86 per cent of a battery is actually recyclable and recoverable,” said Nester Pidwerbecki, Chair of the Durham Region Works Committee. “We want to inform residents of the benefits to recycling batteries. By recycling our unwanted batteries we are taking another step towards increasing Durham Region’s diversion rate, which is currently at an already impressive 53 per cent.”
Residents who do not receive curbside collection service from the Region of Durham, including those in apartment buildings or condominiums or those who miss the collection, are encouraged to visit www.makethedrop.ca to find the nearest battery recycling drop-off location, which can be used throughout the entire year. Those with leaking or wet cell batteries should place their batteries in a leak-proof container and deliver them to a Regional waste management facility.

The Region of Durham has partnered with several organizations to provide this pilot program to residents, including Stewardship Ontario, which will be providing transportation and processing support to the battery collection pilot program. Raw Materials Company Inc. (RMC), a Canadian-owned company that is providing the recycling services for the collected batteries. Miller Waste Systems and Green for Life, the Region’s two contractors for blue box collection, are providing additional collection services in support of this recycling initiative. Covanta Energy Corporation is providing financial support to provide the collection tools for this program. Indaco, a local bag manufacturer, is providing the battery collection bags and will be recycling the bags after they are used.

The Region of Durham’s Battery Recycling Pilot Program, “Batteries Dead, Recycle Instead” is part of Orange Drop, a program operated by Stewardship Ontario. For more information on this pilot program or other waste initiatives, please visit www.durham.ca/battery. Please note: the special battery bags will also be available for pick up at municipal offices and fire stations across the Region.

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Media inquiries:
THE REGIONAL MUNICIPALITY OF DURHAM:
Joanne Paquette – Manager, Communications
905-668-7711 ext. 3732 or joanne.paquette@durham.ca

If this information is required in an accessible format, please contact 1-800-372-1102 ext. 2834.
Attachment #2 – Newspaper Ads

Batteries dead? Recycle instead!

During the week of Nov. 5, Durham residents will receive the Durham Works newsletter in a bag with orange markings. Save this bag for battery collection. Batteries should be stored in this bag until your Blue Box collection day on the date below:

COLLECTION NOV. 12-16 ONLY

This special collection will be provided twice a year, coinciding with daylight savings time changes.

Residents who miss the collection date, or live in apartments or condominiums, are encouraged to visit www.makethedrop.ca to find the nearest battery recycling drop-off location that can be used any time of year.

If this information is required in an accessible format, please contact 905-579-5264 or 1-800-667-5671.

Batteries dead? Recycle instead!

Durham residents will receive a battery bag with orange markings with the next Durham Works newsletter. Save this bag for battery collection.

Step 1
Place sealed battery bag on top of your recycling box.

Step 2
Place used or unwanted single-use, dry cell batteries inside the battery bag.

Step 3
Seal the battery bag using the zip tab.

Step 4
Place sealed battery bag on top of your recycling box on the collection date below:

COLLECTION NOV. 12-16 ONLY

Residents who miss the collection date, or who live in apartment or condominiums, are encouraged to visit www.makethedrop.ca to find the nearest battery recycling drop-off location that can be used any time of year.

If this information is required in an accessible format, please contact 905-579-5264 or 1-800-667-5671.
Attachment #3 – Radio Ad

CLIENT: DURHAM WORKS
AIR DATE: Nov 1 - 3
LENGTH: 30

SCOTT DA#: KX/CKDO/ROCK
SALES REP: JOHN
COPYWRITER: SUPPLIED

BATTERY AD #1

ANNOUNCER:

BATTERIES DEAD...RECYCLE INSTEAD. NEXT WEEK YOU’LL RECEIVE A BATTERY COLLECTION BAG WITH YOUR COPY OF THE DURHAM WORKS NEWSLETTER. STORE YOUR BATTERIES IN THESE BAGS UNTIL YOUR CURBSIDE COLLECTION DAY THE WEEK OF NOVEMBER TWELFTH. THIS SPECIAL COLLECTION WILL BE PROVIDED TWICE A YEAR COINCIDING WITH DAYLIGHT SAVINGS TIME CHANGES – THE SAME TIME WE ARE REMINDED TO CHANGE THE BATTERIES IN YOUR SMOKE ALARMS. START SCOURING THOSE JUNK DRAWERS FOR ALL YOUR USED BATTERIES. LEARN MORE AT DURHAM DOT CA SLASH BATTERY.
Attachment #4 – Television Ad

To view, please go to:


Regional Municipality of Durham
Durham Region now offers battery recycling with a special curbside collection!

The Region of Durham is pleased to introduce a new pilot program that allows residents to recycle their household batteries! The program offers residents the convenience of curbside collection for used or unwanted household batteries, while allowing battery materials to be recovered and reused in other technologies. This special collection service will only be provided twice a year, coinciding with daylight saving time changes.

The pilot program will run the week of Nov. 12. Please put your battery bag out for collection on this week only.

The Works Department is providing Durham households with a brightly marked battery bag. It can be used to store unwanted batteries until collection day. By recycling batteries through the Region’s battery collection program, residents can remove potentially hazardous materials from landfill and incineration. Households will receive another battery bag prior to the spring collection in March 2013.

Save that bag!

This service will not be provided weekly; it will only occur twice a year coinciding with daylight saving time changes—when residents normally change batteries in their smoke and carbon monoxide detectors.

Due to regulatory requirements, only undamaged, single-use, dry cell batteries are accepted for curbside collection. Residents with damaged or leaking batteries or wet cell batteries (such as automotive) should place the batteries in a leak-proof container and deliver them to a Regional waste management facility for recycling.

Residents who miss their collection, or live in apartment buildings and condominiums, without curbside collection service from the Region of Durham, are encouraged to visit www.makedropoff.ca to find the nearest battery recycling drop-off location.

The Region of Durham has partnered with several organizations to provide this pilot program to residents, including Raw Materials Company Inc. (RMC), a Canadian-owned company that is providing the recycling services for the collected batteries. Miller Waste Systems and Green for Life, the Region’s two contractors for blue box collection, are providing additional collection services in support of this recycling initiative. Coats Energy Corporation is providing financial support to provide the collection tools for this program. Inetco, a local bag manufacturer, is providing the battery collection bags and will be recycling the bags after they are used. Also, Stewardship Ontario will be providing transportation and processing support to the battery collection pilot program.
### Media Coverage for Battery Collection

<table>
<thead>
<tr>
<th>#</th>
<th>Date</th>
<th>Headline</th>
<th>Media Outlet</th>
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<tbody>
<tr>
<td>3.</td>
<td>Oct. 12, 2012</td>
<td>Durham households to receive battery collection bags in October</td>
<td>Metroland-Durham Division</td>
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<tr>
<td>4.</td>
<td>Oct. 18, 2012</td>
<td>Whitby launches battery recycling program</td>
<td>Metroland-Durham Division</td>
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<tr>
<td>6.</td>
<td>Oct. 26, 2012</td>
<td>Curbside battery collection offered to Durham residents</td>
<td>Metroland-Durham Division</td>
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<td>7.</td>
<td>Nov. 5, 2012</td>
<td>Durham residents encouraged to recycle their old batteries</td>
<td>Durham Radio News</td>
</tr>
<tr>
<td>8.</td>
<td>Nov. 10, 2012</td>
<td>Durham ever ready for battery recycling</td>
<td>Metroland-Durham Division</td>
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<tr>
<td>9.</td>
<td>Nov. 14, 2012</td>
<td>Durham powers up with battery recycling initiative</td>
<td>Metroland-Durham Division</td>
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<tr>
<td>10.</td>
<td>Nov. 15, 2012</td>
<td>Durham charges into record books</td>
<td>Metroland-Durham Division</td>
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<tr>
<td>11.</td>
<td>Nov. 15, 2012</td>
<td>Durham's attempt to break a world record-Region trying to collect the most batteries in a 24-hour period</td>
<td>Metroland-Durham Division</td>
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<tr>
<td>12.</td>
<td>Nov. 15, 2012</td>
<td>FINAL UPDATE: Durham Region destroys Guinness record for most batteries collected in a day</td>
<td>Metroland-Durham Division</td>
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<tr>
<td>13.</td>
<td>Nov. 15, 2012</td>
<td>Durham’s attempt to break a world record</td>
<td>BatteryJobs</td>
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<td>14.</td>
<td>Nov. 20, 2012</td>
<td>Durham sets world record for battery recycling</td>
<td>Solidwastemag.com</td>
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<td>15.</td>
<td>Nov. 20, 2012</td>
<td>Durham charges into record books</td>
<td>Metroland-Kawartha Division</td>
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<td>16.</td>
<td>Nov. 21, 2012</td>
<td>Region smashes world record</td>
<td>Oshawa Express</td>
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<tr>
<td>17.</td>
<td>Nov. 26, 2012</td>
<td>Region of Durham sets record with battery collection</td>
<td>Durham Radio</td>
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<tr>
<td>18.</td>
<td>Nov. 28, 2012</td>
<td>Region smashes world record</td>
<td>Battery Recycling Association of North America</td>
</tr>
<tr>
<td>19.</td>
<td>Dec. 1, 2012</td>
<td>Targeting a Guinness Record; Durham Region battery collection is a smashing success</td>
<td>The Toronto Star</td>
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<td>20.</td>
<td>Jan. 14, 2013</td>
<td>Most batteries collected in a day</td>
<td>World Record Academy</td>
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<tr>
<td>21.</td>
<td>Feb. 27, 2013</td>
<td>Start saving dead batteries</td>
<td>The Oshawa Express</td>
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<tr>
<td>23.</td>
<td>Feb. 28, 2013</td>
<td>Works department launching another round of curbside battery pick-up in Durham</td>
<td>Durham Radio News</td>
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### Battery Collection in Durham Region

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
<th>Source</th>
</tr>
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<tbody>
<tr>
<td>March 13, 2013</td>
<td>Battery collection returns next week in Durham Region</td>
<td>Durham Radio News</td>
</tr>
<tr>
<td>March 13, 2013</td>
<td>Durham Region Battery Collection Pilot Program</td>
<td>Solid Waste and Recycling Magazine</td>
</tr>
<tr>
<td>March 13, 2013</td>
<td>Battery collection charges into record books</td>
<td>The Oshawa Express</td>
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<tr>
<td>March 18, 2013</td>
<td>Battery recycling in Durham next week</td>
<td>Metroland – Durham Division</td>
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<tr>
<td>March 21, 2013</td>
<td>Battery record made official</td>
<td>The Scugog Standard</td>
</tr>
</tbody>
</table>

2. No link available
4. [http://www.durhamregion.com/article/1520221--whitby-launches-battery-recycling-program](http://www.durhamregion.com/article/1520221--whitby-launches-battery-recycling-program)
5. No link available

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**Regional Municipality of Durham**


25. no link available


28. no link available
The most batteries collected in 24 hours at a single location is 5,090 kg (11,221 lb 8 oz) and was achieved by the Regional Municipality of Durham (Canada) in Whitby, Ontario, Canada, on 15 November 2012.

Regional Municipality of Durham
2013 PUBLIC EDUCATION EXCELLENCE AWARD

RELEASE FORM

Release Statement: I certify that the information provided in this 2013 Excellence Award application is accurate and correct to the best of my knowledge. I understand that nominations become the property of SWANA. SWANA reserves the right to publish any or all of my application. My signature gives SWANA the right to reprint or make available for purchase any portion of this application.

Printed Name of Representative: Craig Bartlett
Organization Name: Regional Municipality of Durham
Signature: [Signature]
Date: May 23, 2013

Regional Municipality of Durham