

Trash on Fire: A Lithium Battery Public Education Campaign

SWANA FL Winter Conference
February 21, 2024



Learn More:



Outline

- Lithium Batteries: What's the problem?
- Industry response to the problem
- SWA & PBCFR public education campaign to address the problem
- Examples of campaign collateral
- Types of lithium batteries
- Best safety practices



Learn More:



Lithium Batteries: What's the Problem?

Fire Hazard

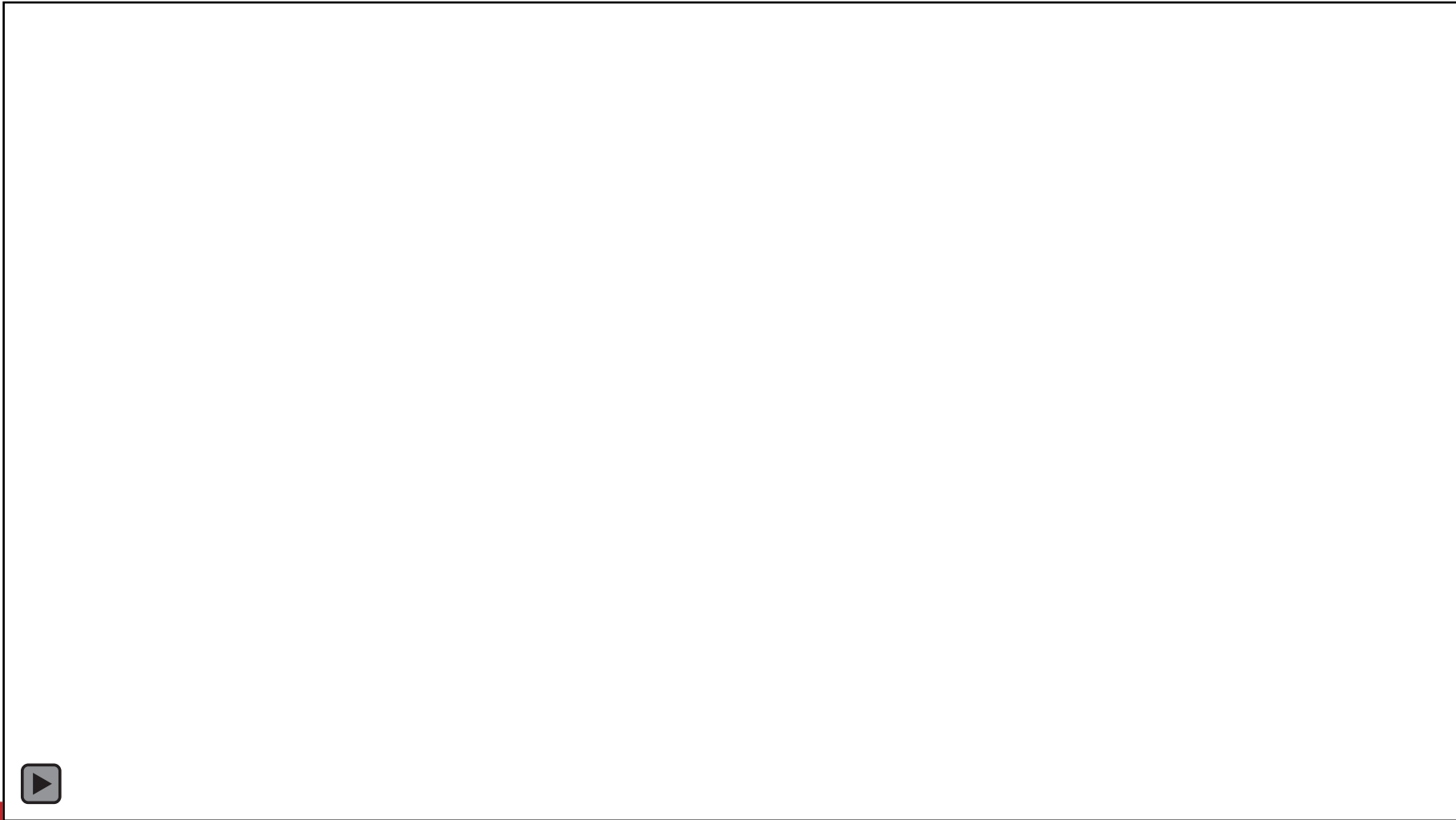
- Incendiary nature of lithium batteries
 - High temperature exposure
 - Thermal runaway
- Lithium batteries in the waste stream
 - Damaged batteries
 - Contact triggers
 - Fires in solid waste facilities nationwide



Learn More:



Lithium Battery vs Water



Learn More:



Lithium Batteries: What's the Problem?

- **Increased usage** of lithium battery products
- Lithium batteries can be found in (not an exhaustive list):
 - Electronic devices
 - Power tools
 - Remote car keys
 - Vaping devices
 - Game controllers
 - Digital cameras
 - Portable power packs
 - Greeting cards
 - Electric toothbrushes
 - Toys
 - Medical equipment
 - Smoke/Carbon monoxide alarms
 - E-bikes and e-scooters
 - Drones



Learn More:



Industry Response

- Increasing visibility and concern
- 2019: SWANA supports California bill AB 1509 (Lithium-Ion Battery Fire Prevention Act):
 - Protection of workers
 - Support of recycling infrastructure
 - Ensure manufacturers and retailers share responsibility for safe handling and recycling of their products
- 2019: CalRecycle held hearing to consider new battery labeling requirements
- 2024: New Jersey first state to enact EPR law for EV batteries
- New alternative battery technology – a long way off
- Need legislation and more extended producer responsibility laws



Learn More:



Educating the Public

- Garbage cart stickers directive
- Research: Public education is key.
- No coordinated, nationwide response to problem
- Comprehensive marketing and communications plan
- Secured partnership with Palm Beach County Fire Rescue: Education campaign
- Sought support from municipalities: Garbage cart stickers, messaging



Learn More:



Educating the Public

Campaign
Logo



Learn More:



Educating the Public

Homepage Banner

FIRE HAZARD

Lithium Batteries

Drop at Home Chemical and Recycling Center
or retailer near you



Battery Smart. Fire Smart.





Learn More:



Educating the Public

The screenshot shows the SWA website interface. At the top left is the SWA logo. A navigation menu includes Government, Departments, Disposal, Business, How Do I...?, and Hurricane Information. Below this is a search bar and a secondary menu with links like Customer Service, My Pick-Up Days, Garbage, Recycling, Yard Waste, Bulk Waste, Hazardous Waste, and Public Records. A large banner image shows a pile of trash. The main content area features a sidebar with categories like Electronics, Paints & Coatings, Used Cooking Oil, Used Motor Oil, Compressed Gas Cylinders, Batteries, Lighting, Medical Waste, Prescription Medicines, and Boaters. The main article is titled 'Lithium Batteries' and includes a 'FIRE HAZARD' warning, the text 'Lithium Batteries Drop at Home Chemical and Recycling Center or retailer near you', and a 'Battery Smart. Fire Smart.' slogan with icons of various battery types. A 'RECYCLING SEARCH' button is also visible. The article text explains the fire risk associated with lithium batteries.



Dedicated Webpage:
swa.org/lib



Learn More:



Educating the Public

Lithium Battery Drop-off Locations

- Seven SWA sites (HCRCs)
- Retailers (Home Depot, Lowe's, Best Buy, Staples, Batteries Plus Bulbs)
- Find locations at swa.org/lib



Learn More:



Educating the Public

Social Media Posts



Solid Waste Authority of Palm Beach County

Published by Stephanie Zieden-Weber Haas · April 27 ·

Did you know that lithium batteries can be found in greeting cards, toys and even electric toothbrushes? Never throw these batteries into the garbage or recycling bins. Do your part and a fire won't start! Visit swa.org/lib to learn more about fire hazards and proper disposal. [#batterysmartfiresmart](https://twitter.com/batterysmartfiresmart)

It is the policy of the Solid Waste Authority of Palm Beach County not to resolve customer complaints or respond to inquiries on social media. If you have a collection-related issue in unincorporated Palm Beach County, please contact our Customer Service team at 561-697-2700 or contactcis@swa.org to have your issue resolved in a timely manner.



Solid Waste Authority of Palm Beach County

Published by Stephanie Zieden-Weber Haas · April 19 ·

The #SWA has seen fires at our facilities due to the improper disposal of lithium batteries. Drop off these batteries at one of seven Home Chemical and Recycling Centers in #PBC. [#batterysmartfiresmart](https://twitter.com/batterysmartfiresmart)

Learn more: swa.org/lib

It is the policy of the Solid Waste Authority of Palm Beach County not to resolve customer complaints or respond to inquiries on social media. If you have a collection-related issue in unincorporated Palm Beach County, please contact our Customer Service team at 561-697-2700 or contactcis@swa.org to have your issue resolved in a timely manner.

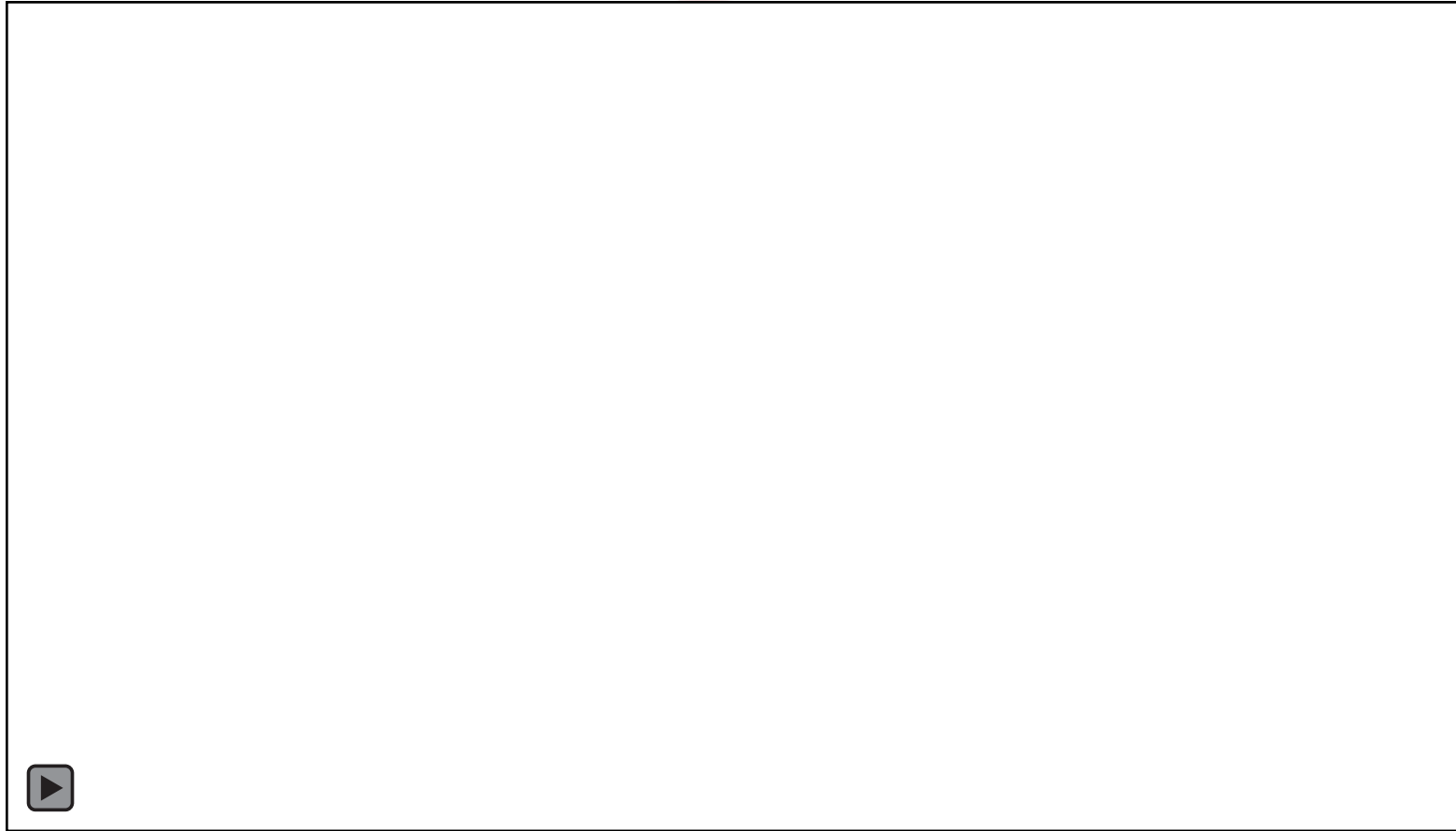


Learn More:



Educating the Public

:30 Ad



Learn More:



Educating the Public

Flyer/
Poster

FIRE HAZARD

Lithium Batteries

Battery Smart. Fire Smart.



Lithium batteries can be found in the following products (not an exhaustive list):
mobile phones | laptops and tablets | computer peripherals | bluetooth devices | smart wearables | power tools
remote car keys | vaping devices | game controllers | digital cameras | portable power packs | greeting cards
electric toothbrushes | toys | medical equipment | smoke/carbon monoxide alarms | e-bikes and e-scooters

Drop at Home Chemical and Recycling Center
or retailer near you

Learn More:



561-697-2700
swa.org/lib



8/23



Learn More:



Educating the Public

Bin Stickers



Learn More:



Educating the Public

Truck Wrap



Learn More:






TODAY

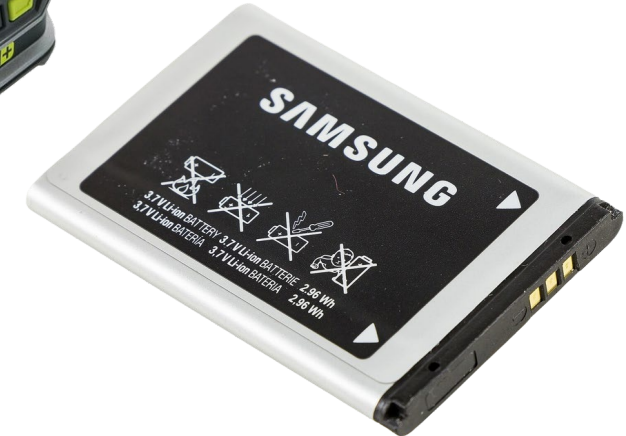


Learn More:





Rechargeable Lithium Batteries



Learn More:





Single-Use Lithium Batteries



Learn More:



Best Safety Practices



- Always follow manufacturer's instructions
- Nationally-recognized testing laboratory label
- Stop using items showing signs of failure!
- Register product with manufacturer



Learn More:



Safe Charging Habits



- Avoid over-charging
- Monitor while charging
- Charge on hard, solid surfaces
- Disconnect at bedtime
- Use product-specific chargers
- Avoid after-market products

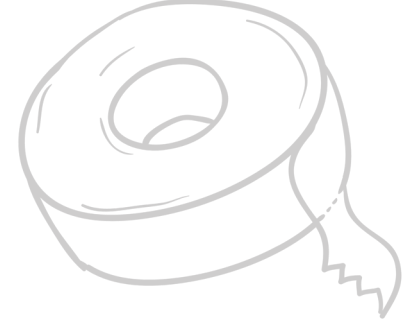


Learn More:





Tape Terminals Before Disposal



Do it safely ...



Use:
Clear
Packing



Avoid:

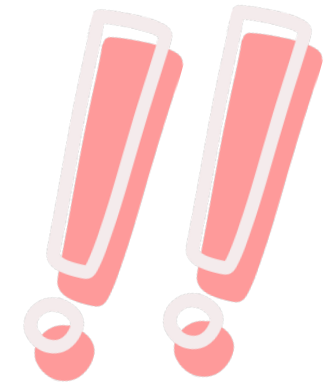
- Masking
- Gift Wrapping
- Painter's



Learn More:



Damaged, Defective & Recalled



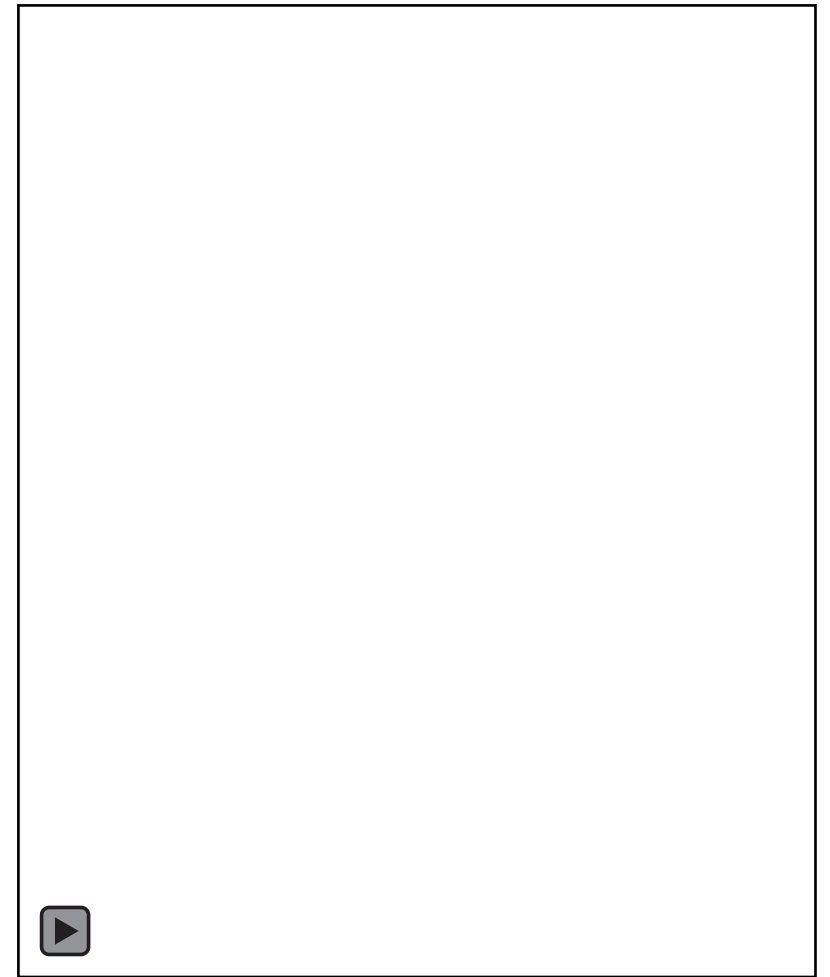
- Handle with caution
- Store separately from other batteries
- Place in kitty litter or sand; Bring to SWA HCRC
- Or ...Contact for kit (fee-based, mail-in options)
 - **Call2Recycle**
 - **Battery Recyclers of America**
 - **Earth911**



Learn More:



DO NOT try this...



Learn More:



Thank you!

Questions?



Learn More:

