



# Recycle to Read Batteries Campaign Guide

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## Background

### **What is Recycle to Read?**

Recycle to Read is a campaign designed to give schools and communities an opportunity to recycle to get new books to support children's literacy.

The programme is collecting items not typically collected from households for recycling, such as toys, textiles, and batteries, through school and retail collections. Participating schools are rewarded with exclusive discounts and vouchers to buy a fantastic range of fiction and non-fiction books suitable for early years through to 11-year-olds, from the Harper Collins [Recycle to Read book catalogue](#).

### **Why recycle batteries?**

Every year in the UK, more than 600 million batteries are thrown away. Overtime they can corrode and leak hazardous substances into the environment. Some even explode!

Batteries contain metals that can take extensive time and resource to source. Recycling recovers these metals, so they can be re-used and made into new batteries or other items like mobile phones, TV's etc.

The [Recycle to Read Batteries Campaign](#) is giving schools the opportunity to collect used household batteries for recycling, to care for the environment and get book rewards to support children's literacy. This quick guide is designed to provide an overview of how to get the most out of the campaign.

## *Why take part?*

There are a range of prizes and rewards available for participating schools and families.

### **School prizes**

- The first 50 schools to return battery boxes will each get £30 worth of book vouchers.



- All schools that return a full battery box will be able to access a minimum of 20% discount off books in the Harper Collins Recycle to Read book catalogue ([www.Collins.co.uk/recycletoread](http://www.Collins.co.uk/recycletoread)).

## **Book vouchers**

If your school has had a Recycle to Read collection, you will receive an email containing your collection results, Recycling Reward Points and book voucher codes awarded or earned (if any) within 14 working days of the collection or prize draw.

Book voucher codes issued by Recycle to Read during the school year 2023/24, expire 30 July 2025 unless a different date is provided at the time of issue.

*Read the full [Recycle to Read FAQ's](#) for more information about recycling rewards and book vouchers.*

## **How does the campaign work?**

After you have signed up, we'll send you a collection box and poster pack\*. The box comes flat-packed, so will need to be constructed. Place it in a central supervised location such as manned receptions, considering risks associated with battery collections. When the box is full, arrange for it to be picked up and sent for recycling. You'll be left with a new box so you can continue collecting.

As well as the posters in your pack, we've put together a suite of downloadable resources to help you teach pupils the important role recycling plays, and to inspire them to engage with your battery collection campaign.

## **What's in the campaign pack?**

If you're one of the first 300 schools to sign up for the campaign - we will send you a pack that contains:

- 1 x Quick Guide
- 1 x Flat-Packed Battery Collection Box
- 1 x Collection Point Poster (A4)
- 1 x Campaign Poster (A3)
- 1 x Mission Poster (A3)



- 1 x Battery Recycling Infographic Poster (A2)
- 1 x School Battery Recycling Totaliser (A3)
- 1 x Class/ Group Battery Recycling Log (A4)

Don't worry if you're not one of the schools to get a printed pack, we have made all the items available digitally, so they can be [downloaded from the Pod](#) and are suitable for printing.

There are also a wide range of resources on the Pod to support pupil engagement in the topic of waste and recycling ([jointhepod.org](http://jointhepod.org)).

## Preparing for the campaign

### What to do when your campaign pack arrives:

- Build the collection box (instructions are on the box)
- Put your box in a suitable central location and use the collection point poster to mark the spot! (*We suggest the school reception area*)
- Decide how many collection points you're going to have. Either just use the box we've provided or make additional smaller containers and place them around the school (a job for the eco-team perhaps), and then transfer the batteries into the main box as they become full. If you do the latter, you might want to download and print additional copies of the [battery collection point poster](#).
- Print and place copies of the [list of batteries we can collect](#) at each collection point.
- You can use the class log and [totaliser poster](#) to run your own school collection competition, Please keep in mind risks associated with batteries, see 'Tips for getting ready for the campaign' section below.
- Display the posters around the school to encourage everyone to want to take part.
- Take a look at the [additional campaign resources](#) we have for you to download and decide which ones you might want to use.



## Campaign resources

We've put together a wide range of topic-based education resources to support whole school, class or eco-team engagement to help you get the most from your campaign.

- [Parent mail template](#) – This can be adapted and helps tell parents about what you're doing so they can help pupils find and bring in used batteries from home.
- [Battery recycling film](#) – This is a short, fun and engaging animation that explains the battery recycling process.
- [Assembly presentation](#) – This can be adapted and is a great way to kick-start the campaign and to tell your school community what it's about and how they can get involved.
- [Eco-Team Mission](#) – This can be used to help enlist your eco-team's help.
- [Battery fact sheet](#)
- [Battery recycling Infographic poster](#)
- [Class Battery Recycling Log](#)
- [Campaign poster](#)
- [Collection point poster](#)
- [School Battery Totaliser](#)
- [Battery collection list](#)

## Tips for getting ready for the campaign:

- Tell your school office to expect your pack and to notify you when it arrives. You may also want to ask them to keep an eye on the box during your campaign and to arrange for it to be collected - once it's full!
- Notify your colleagues that the school is going to be collecting batteries for recycling.
- Share the news with your Eco-Team if you have one. Teachers tell us the Eco-Team can be a real asset in helping you run a campaign like this as they can help with quite a lot of the tasks.
- We've put together the [Eco-Team Mission](#) to help you enlist their help!  
It explains why recycling batteries is important and suggests some jobs they might want to lead on, including:
  - Putting up the posters
  - Delivering the assembly



- Filling in the [Class Battery Recycling Log](#) each week and updating the [School Battery Totaliser](#) poster
- Nominating the top collecting class each week (why not give the winners a reward – such as 10 minutes extra breaktime that week)
- Thinking of ideas to get the school collecting more batteries, such as running a battery box design competition. Pupils could make one at home from waste materials like used tissue boxes or cereal packets, and use it to store the used batteries they're collecting to bring in to school.
- Consider having the Eco-Team make battery boxes in this way, for each of your classrooms.

We recommend undertaking a risk assessment before undertaking any collections activity to ensure it is compliant with your schools H&S protocol. Although risks associated with hosting household battery collection points are considered to be low, it is advised that all battery collection points inform their insurers of the collection system, providing risk assessments. Further guidance on safe collection and storage can be found here: [Valpak Battery Collections Guide](#). Guidance on child health and safety considerations can be found here: [Valpak Child Health and Safety Guide](#).

### **Batteries we CAN accept:**

We are collecting common household batteries:

- AAA, AA, C, D, 9V and 6V Batteries, button batteries

*All lithium and button batteries should have sticky or masking tape covering their connectors. Button batteries can be placed in a line between two sections of sticky tape.*

### **Batteries we CANNOT accept:**

- Damaged or leaking batteries
- Very dirty batteries
- Car Batteries
- Industrial Batteries
- Batteries with connecting wires (unless taped to the side of the battery)



*Although we're not asking for them, we will collect things like; mobile phone and similar device specific batteries, as well as laptop and power tool batteries, if they are put in your collection box.*

## **What to do when the battery box is full**

When your box is full, please contact the Valpak team on **0161 989 9636** or email [valpak@pbri.co.uk](mailto:valpak@pbri.co.uk). Tell them it is a 'Recycle to Read' collection. Make your box available for collection at the main school reception. The collections will occur during school opening hours without advanced notice. On the collection day you will receive a collection receipt, and your collection box will be emptied ready to fill again.



## **What happens once the batteries are taken away?**

The used batteries are taken to a sorting facility where firstly, any button batteries are removed for specialized treatment as they can contain hazardous materials. The other batteries pass through a sorting machine that takes images of each battery to identify which category of battery they are. These categories are based on the chemistry used to hold their charge.

The sorted batteries are then ready to be sent to specialist refineries in the UK or Europe (there is limited battery refinery capacity in the UK). Each category of battery contains different materials and are shredded and processed separately.

Mechanical heat and chemical treatments are used to recover the valuable and rare resources in the shredded batteries which can be used to make new things.



We have created a [battery recycling film](#) and an [infographic](#) poster explains the process in more detail.

## *Help and Support*

We have put together a full list of frequently asked questions – which you can find [here](#)

Terms and conditions for the campaign and the competitions – can be found [here](#)

We hope you will find this guide and our campaign resources helpful in preparing for and running your campaign.

If you have any further questions, please [contact us](#)

