LITHIUM-ION BATTERY RECYCLING PRIZE



U.S. DEPARTMENT OF ENERGY

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A Public Document

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Submission Title: Choice + Voice = Action

Submission Track: Other

Abstract: (<100 Word)

When it comes to their Lithium ion battery powered devices, consumers want better choices in how to repurpose or dispose of them. Most consumers know that tossing their device out with their household trash is irresponsible. However, their local municipality likely does not accept these devices and they also do not feel comfortable dropping them into a cardboard recycling box at a big-box retailer. To help them make an informed choice, consumers need an organization that can serve as a **trusted advisor** who can match them to the best option and share their concerns and preferences with industry stakeholders.

