WELCOME PHASE III PARTICIPANTS

Congratulations! We are happy to have your team be part of the third and final phase of the Lithium-Ion Battery Recycling Prize.

We encourage you to highlight your team and technology areas, promote the competition, and drive interest in following your progress (media, partners, and others who might become interested in your success). To prepare, please review these communication guidelines and feel free to use this content as a template.

Create your own social and blog posts to share developments, progress, and happenings. Be creative—capture the evolution of your solution in new and inventive ways. If you have something special planned, please let us know so we can help amplify your work.

1. **Get social!** Review our strategy and establish social media accounts if you don't have them already—especially Twitter and LinkedIn. Include links in your posts to your HeroX profiles or DOE and NREL announcements so people can follow along! Please tag @AMCprizes on Twitter and use #BatteryRecyclingPrize so your posts can be part of the conversation.
2. **Coordinate and connect with us.** Communicate with our team as you coordinate media outreach. Please email us your Twitter handles and LinkedIn URLs so we can connect and re-share your content.
3. **What's your story?** Begin collecting photos and videos of your team—your "aha moments" and big milestones—and send them to BatteryRecyclingPrize@nrel.gov. We will share your success stories as you connect with Network members and make progress.

Don't hesitate to reach out with questions about these communications materials and recommendations.

Thank you,
Lithium-Ion Battery Recycling Prize Team
BatteryRecyclingPrize@nrel.gov

Supported by the U.S. Department of Energy Vehicle Technologies Office and Advanced Manufacturing Office; Administered by the National Renewable Energy Laboratory

MEDIA OUTREACH STRATEGY

We highly encourage teams to reach out to local and trade media and pitch your own story—the story of technology innovators streamlining the recycling process of lithium-ion batteries.

This content will help to build a narrative about your involvement in our program, progress you have made with your winning solution, and notable outcomes that could attract potential investors or partners. This is your chance to start putting your faces and technologies in front of industry members!

The goal of promoting your involvement in the Battery Recycling Prize is to:

- Increase interest in your teams and technologies
- Reach potential investors and partners who want to collaborate with you early and beyond competition
- Share your successes and milestones
- Develop a following of industry members interested in your technologies
- Acknowledge members of the American-Made Challenges Network who are part of your success
- Build awareness about the program.

Why Does This Matter?

We know you have a lot on your plate as you prepare for your final submission. However, self-promotion and media outreach are critical to increasing your exposure to potential investors and partners. You are your best spokesperson. Help us help you by sending us your successes and promoting your team far and wide.

Social Media

Social media promotion is more effective, trackable, and engaging when you apply the following, where possible:

- Include an image of your team whenever possible, or use one of the Battery Recycling Prize graphics/logos
- Use #BatteryRecyclingPrize on all social media channels to promote the competition and make your post more searchable
- Tag @AMCprizes in all posts and @NREL and/or @ENERGY as appropriate, along with relevant network members with whom you are working
- Use Bitly to shorten links to prevent overly long links from “interrupting” the readability of your post.

EXAMPLE SOCIAL MEDIA

Twitter (280 characters)

Announcement:

Have you heard? [TEAM NAME] is a Phase II winner of the @AMCprizes #BatteryRecyclingPrize. We will use the $357,000 cash prize to further our innovative concept to recover #LithiumIon batteries in Phase III of the competition. [LINK TO CONTENT]

We are thrilled to announce that our team is a Phase II winner of the @AMCprizes #BatteryRecyclingPrize. Our proposal to drive recovery of #LithiumIon batteries will advance to Phase III of the prize. Learn more: [LINK TO CONTENT]

We did it! Our team is participating in the third and final phase of the @AMCprizes #BatteryRecyclingPrize to drive recovery of spent and discarded #LithiumIon batteries. Follow our journey! [LINK TO CONTENT]

Wow! Our transformative idea recently won Phase II of the @AMCprizes #BatteryRecyclingPrize! We are working with [TAG PARTNERS] to further our concept to recover #LithiumIon batteries in Phase III of the prize. [LINK TO CONTENT]

Did you know? Our team won $357,000 in Phase II of the @AMCprizes #BatteryRecyclingPrize with our innovative idea to drive recovery of spent and discarded #LithiumIon batteries! We look forward to continuing to grow this project in Phase III of the prize. [LINK TO CONTENT]

Phase III Updates:

We are hard at work advancing the recovery of spent and discarded #LithiumIon batteries in Phase III of the @AMCprizes #BatteryRecyclingPrize. [INSERT PICTURE]

Big things are happening at [ORG NAME]! We are collaborating with [TAG PARTNERS] to develop a pilot-scale demonstration of our idea for Phase III of the @AMCprizes #BatteryRecyclingPrize.

Have you heard about our idea to [INSERT CONCEPT SUMMARY]? We are competing in Phase III of the @AMCprizes #BatteryRecyclingPrize for a shot at the $2M cash prize pool. Follow our progress! [LINK TO CONTENT]

Facebook/LinkedIn

[TEAM NAME] is honored to be a Phase II winner of the Lithium-Ion Battery Recycling Prize. As one of seven teams advancing to the third and final phase of the competition, we will help drive recovery of spent and discarded lithium-ion batteries with our idea to [INSERT CONCEPT SUMMARY]. [LINK TO CONTENT]

Did you know that Lithium-ion batteries are recycled at a rate of only 5%? We are working to change that as part of the Lithium-Ion Battery Recycling Prize. Our idea to [INSERT CONCEPT SUMMARY]

recently won Phase II of the competition. We look forward to continuing to grow our concept in the third and final phase. Follow our journey: [LINK TO CONTENT]

Have you heard? Our team was recently awarded $357,000 as Phase II winners of the Lithium-Ion Battery Recycling Prize. We are already hard at work on continued development of our concept to create a pilot-scale demonstration in Phase III. [LINK TO CONTENT]

Our transformative idea to [INSERT SHORT CONCEPT SUMMARY] recently won big as part of Phase II of the Lithium-Ion Battery Recycling Prize. Our experience in [TOPIC] positions our team to take home a grand prize in Phase III of the competition. [LINK TO CONTENT]

Big things are happening at [ORG NAME]! We are collaborating with [TAG PARTNERS] to develop a pilot-scale demonstration for the Phase III of the Lithium-Ion Battery Recycling Prize. Our idea to [INSERT CONCEPT SUMMARY] will help drive recovery of spent and discarded lithium-ion batteries. Follow our progress: [LINK TO CONTENT]

EXAMPLE NEWSLETTER BLURBS & EMAIL BLASTS

Newsletter (Short)

[TEAM NAME] is competing in Phase III of the Lithium-Ion Battery Recycling Prize!

Team [TEAM NAME] is one of seven teams competing in the third and final phase of the Lithium-Ion Battery Recycling Prize, a $5.5-million phased competition sponsored by the U.S. Department of Energy, is intended to drive recovery of spent and discarded lithium-ion batteries. Our team will focus on [TOPIC] to improve battery collection processes. Follow our progress: [LINK TO CONTENT]

Newsletter (Long)

[TEAM NAME] is competing in Phase III of the Lithium-Ion Battery Recycling Prize!

Team [TEAM NAME] is one of seven teams competing in the third and final phase of the Lithium-Ion Battery Recycling Prize, a $5.5-million phased competition sponsored by the U.S. Department of Energy, is intended to drive recovery of spent and discarded lithium-ion batteries. In Phase III, our team will develop a pilot-scale demonstration of [INSERT 2-3 SENTENCE CONCEPT SUMMARY]. Up to four grand prize winners will be identified in Phase III. Follow our progress: [LINK TO CONTENT]

Email Blast (Short)

Subject: [TEAM NAME] is competing in Phase III of the Lithium-Ion Battery Recycling Prize!

Hello,

We are excited to announce that [TEAM NAME] is among the seven teams invited to advance to Phase III of the Lithium-Ion Battery Recycling Prize, a $5.5-million phased prize competition from the U.S. Department of Energy and the National Renewable Energy Laboratory designed to drive recovery of spent and discarded lithium-ion batteries.

We are collaborating with [PARTNERS] to leverage our experience in [TOPIC] and improve lithium-ion battery collection processes. As winners of Phase II, we received a $357,000 cash prize, as well as $100,000 for voucher work to continue the development of our concept.

Follow our progress as we develop a pilot-scale demonstration of our innovative concept! Learn more. [LINK TO CONTENT].

Thank you,
[TEAM NAME]

Email Blast (Long)

Subject: [TEAM NAME] is competing in Phase III of the Lithium-Ion Battery Recycling Prize!

Hello,

We are excited to announce that [TEAM NAME] is among the seven teams invited to advance to Phase III of the Lithium-Ion Battery Recycling Prize, a $5.5-million phased prize competition from the U.S. Department of Energy and the National Renewable Energy Laboratory designed to drive recovery of spent and discarded lithium-ion batteries.

[INSERT 2-3 SENTENCE CONCEPT SUMMARY].

We are collaborating with [PARTNERS] to leverage our experience in [TOPIC] and improve lithium-ion battery collection processes. As winners of Phase II, we received a $357,000 cash prize, as well as $100,000 for voucher work to continue the development of our concept.

Follow our progress and support our success as we develop a pilot-scale demonstration of our innovative concept! Learn more. [LINK TO CONTENT].

Thank you,
[TEAM NAME]

COMMUNICATIONS GUIDELINES

The Lithium-Ion Battery Recycling Prize relies on the strength of its brand identity to build awareness of its important work throughout the energy community. Adherence to these principles helps to support the funding and association with DOE and NREL programs, and progress toward realizing its vision and goals. Please abide by the following guidelines when creating reports and communications materials.

Naming Guidelines

Participants are encouraged to use the following naming conventions to identify and distinguish work performed with the Lithium-Ion Battery Recycling Prize. Correct use of program and office names convey credibility, quality, and accuracy.

Phase III of the Lithium-Ion Battery Recycling Prize
Full name for use in first text reference on each new page of a document. Subsequent references may use:

- Phase III of the Battery Prize
- Third and final phase of the Battery Prize
- Battery Recycling Prize Phase III

Other notable offices involved within the prize include:

- U.S. Department of Energy (DOE)
- Office of Energy Efficiency and Renewable Energy (EERE)
- Vehicle Technologies Office (VTO)
- Advanced Manufacturing Office (AMO)
- National Renewable Energy Laboratory (NREL)

Program Attribution and Language

When creating communications materials about your participation in the Battery Recycling Prize, including blog posts, web pages, and fact sheets, please add the following statement. This statement is intended to be used by all program participants to create consistency across all program facets and participants. Please use this statement in its entirety.

About the Battery Recycling Prize

The $5.5-million Lithium-Ion Battery Recycling Prize is sponsored by the U.S. Department of Energy's Office of Energy Efficiency and Renewable Energy Vehicle Technologies Office and the Advanced Manufacturing Office. The Prize complements DOE's research conducted at the ReCell Lithium Battery Recycling R&D Center, as well as efforts to develop the next generation of advanced electric vehicle battery technologies that significantly reduce cost, weight, volume, and dependence on critical materials such as cobalt. The National Renewable Energy Laboratory (NREL) serves as the administrator of the Prize. To learn more about the Battery Recycling Prize, please visit https://americanmadechallenges.org/BatteryRecycling.

Program Talking Points

- Phase III of the Battery Recycling Prize is the third and final phase of the prize.
- The seven phase III participants are expected to demonstrate their ability to recover LIBs and verify the feasibility of achieving the end-to-end solution's projected impact when fully scaled.
- Up to four final winners of Phase III will receive up to $2,000,000, distributed equally among the winners.
- The Battery Recycling Prize is designed to address critical material supply issues for lithium-ion batteries across multiple applications by incentivizing American entrepreneurs to develop and demonstrate a process that, when scaled, has the potential to profitably capture 90% of all lithium-ion battery technologies in the United States.
    - Lithium-ion batteries are recycled at a rate of less than five percent, unlike lead-acid batteries, which are collected and recycled at a rate of 99 percent[1].
- There is a growing demand in the United States for lithium-ion batteries used in electric vehicles, consumer electronics, and grid storage; the Battery Recycling Prize aims support the reduced reliance on critical materials and avoid potentially negative environmental and humanitarian impacts.
- Innovation in lithium-ion battery recycling is needed to accelerate industry progress, identify opportunities, and drive down manufacturing costs to position the United States on the leading edge of battery recycling advances.
- This competition supports American entrepreneurs as they develop transformative approaches and technology ideas to collect, sort, store, and transport spent and discarded batteries cost effectively and efficiently for eventual recycling and recovery of critical materials.
- Through increased exposure, interaction, and collaboration across communities, the Battery Recycling Prize will stimulate revolutionary approaches and innovations that overcome the techno-economic and organizational complexities of lithium-ion battery recycling.

Social Media

Competitors are encouraged to like, retweet, and share Battery Recycling Prize social media posts to promote content using approved hashtags and mentions in social media. Tagging @AMCprizes, NREL, and @ENERGY and using #BatteryRecyclingPrize amplifies your efforts.

Battery Recycling Prize Media Channels
Website: https://americanmadechallenges.org/batteryrecycling/

- HeroX site: https://www.herox.com/BatteryRecyclingPrize
- Twitter: @AMCprizes
- Hashtags: #BatteryRecyclingPrize

[1] https://www.epa.gov/sites/production/files/2016-11/documents/2014_smmfactsheet_508.pdf

NREL Media Channels

- Website: https://www.nrel.gov/
- LinkedIn: www.linkedin.com/company/11311/
- Twitter: @NREL
- Facebook: www.facebook.com/nationalrenewableenergylab
- Instagram: @nationalrenewableenergylab

DOE Media Channels

- Website: https://www.energy.gov/eere/office-energy-efficiency-renewable-energy
- LinkedIn: https://www.linkedin.com/showcase/the-office-of-energy-efficiency-and-renewable-energy/
- Twitter: @ENERGY
- Twitter: @EEREgov
- Facebook: https://www.facebook.com/eeregov

Branding and Logo Usage

The Battery Recycling Prize logo should be used to help communicate your role as a competitor in PowerPoint presentation slides, on your website, or in other materials you use to communicate the competition. When using the Battery Recycling Prize logo, please follow these guidelines:

- The preferred use of the logo is full color on a white background;
- Color specifications should closely match the colors provided;
- Do not stretch or rotate the logo;
- Do not break up the logo or use elements of the logo independently; and
- The logo should only appear once on any PowerPoint slide, printed collateral, or webpage.