



# Recycler Communications Program

Supported by ABR & ILA

Pb2025 | June 2025

# Program Goal and Background

- Objective

- Establish a clear, fact-based picture of the lead battery recycling industry – its essential role, environmental leadership, and safety record – while increasing global understanding and public trust.

- Background – We Needed to Build the Foundation

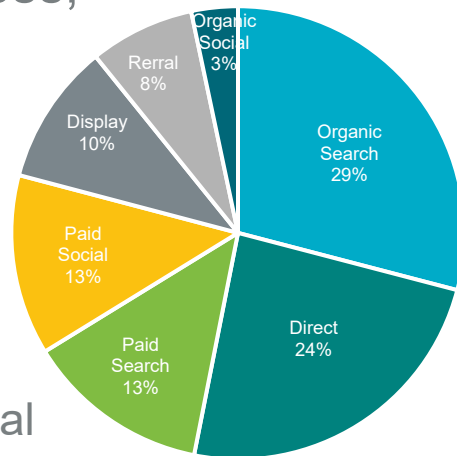
- Launched March 2022
- Began with ABR rebranding to strategically support the campaign, key messaging development, and website development
- Transitioned to content development and distribution
- Started initial social channels in 2023
- 2023 survey of member companies to collect data points to be used in the materials and on the website
- This also builds a model for international adaptation, including Europe

A photograph of a battery manufacturing facility. In the foreground, there are several black battery modules arranged in rows, each with multiple circular holes and secured with silver bolts. In the background, a long conveyor belt system is visible, with various mechanical components and sensors. The scene is brightly lit, typical of an industrial environment.

# What We've Accomplished

# Program Impact: By the Numbers

- We started from the ground up in 2023, targeting a narrow audience of local community stakeholders. Every engagement reflects real progress in awareness, trust, and visibility.
- Continued Year-Over-Year Focused Growth
  - **Sessions:** 10,485 (↑ 22.5%)
  - **Users:** 8,902 (↑ 31.9%)
  - **Pageviews:** 16,503 (↑ 13.0%)
  - **Key Channels:** Organic Search, Direct, Paid Search/Social
  - **Top Locations:** U.S. (61%), India, Canada, China, UK, Germany, Mexico, France, Brazil, Japan, South Korea, Sweden



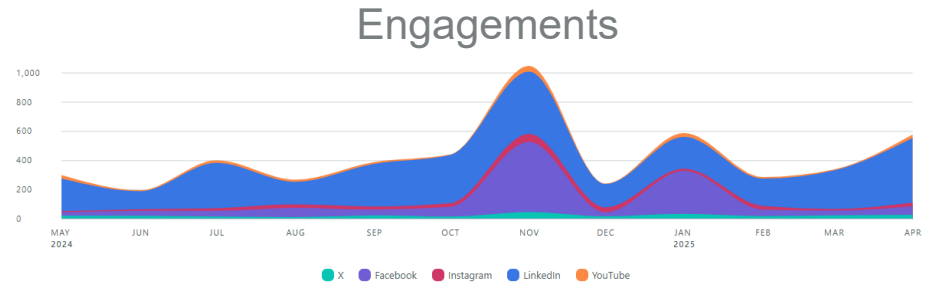
# Social Media Growth & Engagement

## ■ Continued Follower Growth

- LinkedIn: 1,279 (↑ 38.6%)
- Facebook 1,306 (↑ 25.7%)
- X/Twitter: 241 (↑ 9%)
- Instagram: 160 (New in 2025)

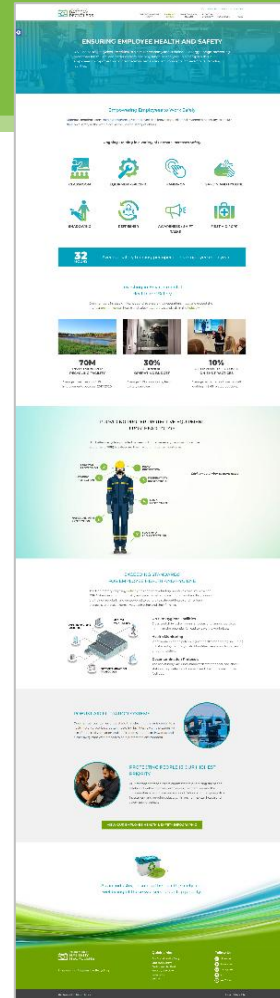
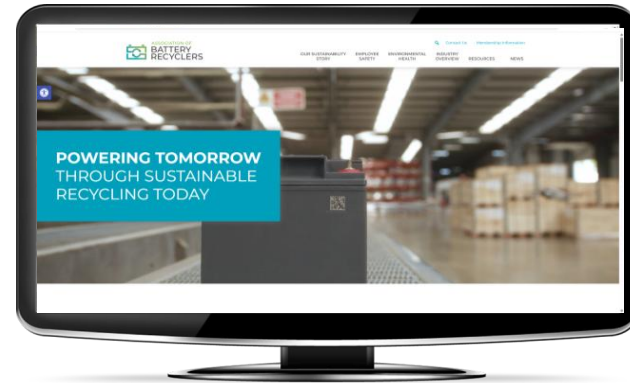
## ■ Social Highlights (Paid & Organic)

- 888 total posts
- 400,000+ impressions
- Engagement rates up to 8.6% average



# Communication Foundation

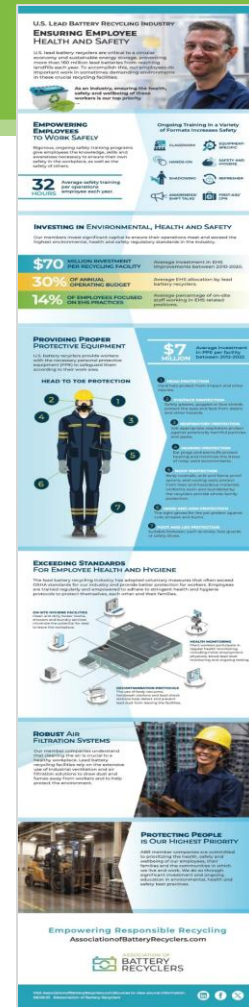
- Website: Foundation of Our Communication Strategy
  - Serves as the central hub for facts, real-world stories, and search-driven discovery
  - Core Sections:
    - Industry Overview
    - Sustainability & Circular Economy
    - Employee Safety
    - Environmental Health
    - News & Member Spotlights
    - Resource Library
  - Supports ongoing content publishing to boost SEO and engagement
  - Can be adapted quickly as needed to respond to industry needs
  - Updated regularly to serve both public audiences and members





# Strategic Content Creation & Distribution

- Industry Resource Library
  - 50+ social graphics for member use
  - Customizable infographics, social graphics, videos, and factsheet
  - Assets designed for:
    - Proactive internal and external education
    - Rapid response to media or public inquiries
  - Content reflects shared priorities: employee and environmental safety, community benefit, industry transparency
  - These assets empower members to communicate with confidence and consistency



# High-Impact Video Campaigns

- Circular Economy Video
  - 35,000+ YouTube views, 10,000+ social
  - Virtual set, customizable
  - Award-winning production
  - European version
- Health and Safety Video
  - Filmed at East Penn and Gopher Resource
- Industry Overview Video
  - Award-winning production





# Positioned for Global Transferability

- Building a Global Communications Blueprint
  - Framework and creative assets being adapted for Europe
  - Leverages global messaging on sustainability, circular economy, and safe recycling
  - Shared digital strategy and campaign management approach
  - ABR website supports global access and materials distribution



# Looking Ahead

- Continued Program Expansion and SEO Strategy
- New Web Content
  - Recycling Process
  - Where to Recycle
  - Key Role of the Industry in the Battery Chain
  - Economic Impact / Jobs
- Expanded Member Outreach and Content Co-Creation
- 2026 Planning and Impact Measurement



# Thank You!

Together, we're building trust and awareness in a vital, sustainable industry. With support from ABR and ILA.

