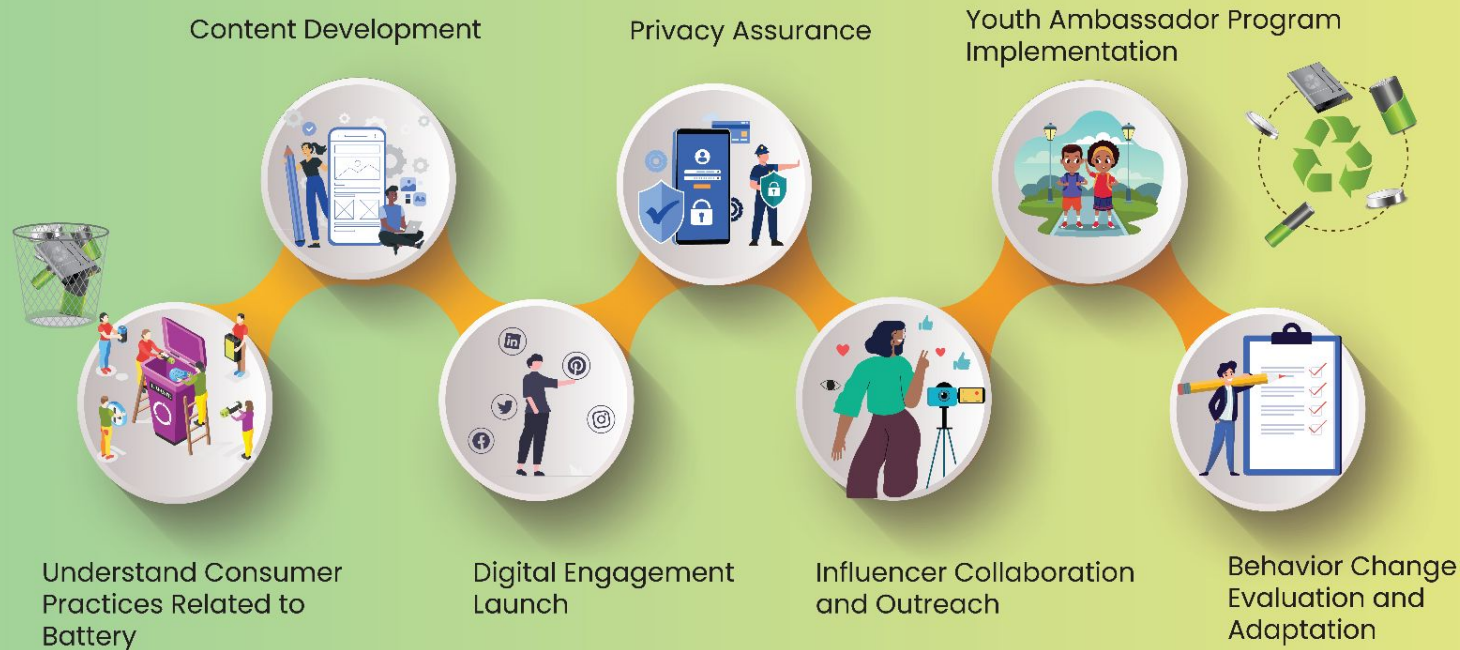


# Enhancing Battery Recycling Participation through Consumer Education and Behavior Change

**Prime Recipient:** Bamboo Charge LLC

**Principal Investigator:** Dr. Azita Soleymani



**Technology's Impact and Community Benefits:** Significantly increase consumer participation in existing battery recycling programs and increase the collection rate of consumer electronic batteries, contributing to sustaining domestic sources of battery-grade materials, mitigating environmental hazards and job growth while addressing equity and environmental justice concerns.

**Technology Summary:** Leveraging digital engagement tools, educational technology Apps games, and the influence of young ambassadors to boost consumer participation in battery recycling. Our project includes a research phase to understand consumer practices and behaviors related to battery recycling, allowing us to tailor our approach for greater participation.