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**DIRECTORATE FOR SCIENCE, TECHNOLOGY AND INNOVATION
COMMITTEE ON CONSUMER POLICY**

Working Party on Consumer Product Safety

Work Plan for OECD 2024 Global Awareness Campaign on Lithium-ion Battery Safety

Messaging and communication strategy

The attached presents a revised work plan for the OECD 2024 Global Awareness Campaign on lithium-ion battery safety, to be launched at the CCP Ministerial meeting in October 2024 and to run until end January 2025. It was prepared by the country co-leads of the campaign, Colombia and the United Kingdom, with assistance from the Secretariat and in consultation with the Advisory Group (AG) for the campaign. The draft incorporates comments received at AG meetings in January, February and July 2024.

This work contributes to work Intermediate Output Result (IOR) 2.2 under the 2023-2024 Programme of Work and Budget.

ACTION REQUIRED: At the WPCPS's meeting on 10 October 2024, delegates will be invited to share their planned activities during the campaign.

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Note by the Secretariat

Each year, the OECD co-ordinates a global awareness campaign on consumer product safety under different theme. Such campaigns provide an opportunity for OECD Members, partner economies and other stakeholders to address global product safety concerns in a consistent manner, within and across borders.

At the Working Party on Consumer Product Safety (WPCPS)'s meeting in April 2023, delegates agreed to conduct an international campaign on lithium-ion battery safety. The event, in which 23 jurisdictions¹, Consumers International and some businesses will participate, will be launched at the OECD Committee on Consumer Policy (CCP) Ministerial meeting on 8-9 October 2024, and will run until 31 January 2025.

The attached presents a work plan for the 2024 campaign. It was prepared by the campaign co-leads (Colombia and the United Kingdom) with assistance from the OECD Secretariat. The messaging reflects discussions with the WPCPS at its meetings in November 2023 and April 2024, and with the WPCPS's Advisory Group for the campaign in January, February, and July 2024.

Action Requested: ***At the WPCPS's meeting on 10 October 2024***, Delegates are invited to share their planned activities during the campaign.

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1. Background

1.1. The growth of lithium-ion batteries in consumer products

1. Lithium-ion batteries have become essential across many industries and ubiquitous in daily life. Consumers increasingly rely on products fuelled by lithium-ion batteries and the convenience and environmental advantages offered by rechargeable technology.

2. The global lithium-ion battery market is expected to grow from 59.8 billion USD in 2022 to 307.8 billion USD by 2032 (ACCC, 2023^[1]). A strong increase in manufacturing capacities to produce lithium-ion batteries will likely support their market dominance in the next (Stampatori, Raimondi and Noussan, 2020^[2]). The commercial success of lithium-ion batteries is due to their small size, high energy density, and power efficiency that exceeds other battery types. They are used to power a wide range of consumer electronic devices, including:

- personal devices such as mobile phones, tablets, laptops;
- household appliances and tools;
- children's toys and game consoles such as ride-on cars, remote-controlled cars and airplanes, and portable video game consoles;
- personal transportation devices such as e-vehicles, e-bikes and e-scooters;
- renewable energy storage systems; and
- vapes and e-cigarettes.

3. The lightweight and compact design of lithium-ion batteries enhances portability, making them key to the convenience and mobility that consumers seek in modern products. Additionally, their rechargeability aligns with environmental objectives to consume more sustainably and reduce disposable battery waste.

4. Despite the prevalence of lithium-ion batteries, many consumers are not aware that the products they use include the batteries. For example, a survey (UL Standards and Engagement, 2023^[3]) in the United States shows that 48% of adults admit to knowing nothing about their familiarity of lithium-ion batteries. The survey also reveals that 43% of e-bike owners are unaware their e-bike contains a lithium-ion battery.

1.2. Risks associated with lithium-ion batteries

5. Owing to their composition, lithium-ion batteries present inherent risks to consumers requiring attention from consumer authorities and a need to raise consumer awareness. One prominent concern revolves around the potential for overheating and thermal runaway. Due to the chemical composition of lithium-ion batteries, uncontrolled heat generation can occur, leading to the release of toxic gases and, in extreme cases, fire or explosion resulting in serious injuries and property damage. Incidents and product

recalls, such as for smart phones², e-mobility devices³, and solar storage batteries⁴ underscore the urgency of addressing these risks and implementing stringent safety measures.

6. Other injuries associated with lithium-ion batteries include burns, chemical exposure and smoke inhalation (ACCC, 2023^[1]). Batteries that are damaged, defective, or lack proper certification pose an elevated risk of initiating thermal runaway incidents, heightening the likelihood of fires, explosions and other harms.

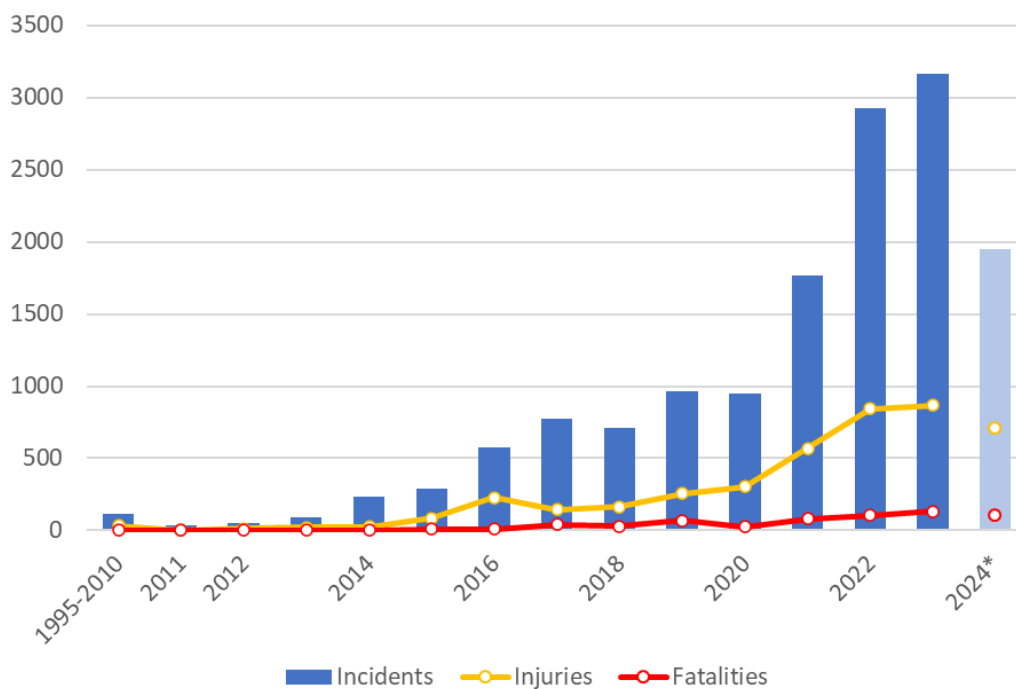
7. The flammable nature of the electrolyte within lithium-ion batteries is a critical risk factor. Any breach in the battery casing can expose the flammable liquid to the external environment, increasing the likelihood of fire incidents, especially when batteries are damaged or subjected to extreme conditions. Consumer actions, such as proper handling, storage awareness, and adherence to safety guidelines have become crucial in mitigating these potential hazards. In addition, businesses are to play an important role in ensuring that of lithium-ion batteries are safe. There are various safety actions by businesses such as supplying safe products, providing guidance on safe product use, and taking recall processes if they identify safety risks. (University of Washington, 2018^[4])

8. Moreover, the cyclic nature of charging and discharging in lithium-ion batteries contributes to gradual degradation over time. This degradation not only reduces the battery's capacity but also poses risks of releasing volatile compounds.

9. Recent reporting by UL Solutions shows the increase in lithium-ion battery incidents resulting in injuries and fatalities (Figure 1). According to this reporting, consumer products, such as laptops, and micro-mobility devices account for the largest share of total injuries and fatalities.

Figure 1. Increase in lithium-ion battery incidents over time

Note: Data include incidents reported up to August 2024⁵.



Source: [Lithium-ion Battery Incident Reporting | UL Solutions](#)

10. A comprehensive approach involving businesses, regulatory bodies, and informed consumers is imperative to navigate and mitigate the risks associated with the widespread use of lithium-ion batteries. As part of this, strengthening consumer education is essential to inform consumers about risk factors and ways to mitigate risks associated with lithium-ion batteries (including recognising signs of degradation as well as safe use, recycling and disposal practices).

11. In addition, as many consumers are not aware of lithium-ion batteries in their daily-used products, they may not be able to take relevant actions. Thus, initiatives aimed to raise consumer awareness and understanding of the risks should focus not only on the safety of lithium-ion batteries themselves but also on the products including the batteries.

12. The safety of lithium-ion batteries is crucial for the ongoing advancement of electric mobility and renewable energy storage. Safety incidents can impact consumer confidence and slow down the adoption of sustainable technologies. A proactive approach to product safety not only protects users and contributes to sustainability goals relying on lithium-ion battery-based solutions.

13. The risks associated with lithium-ion batteries transcend international borders, making it critical for a collective effort to address and mitigate potential hazards. The campaign provides a unique opportunity for jurisdictions worldwide to unite and speak with one cohesive voice, emphasising the shared commitment to raising awareness about the inherent risks associated with products containing lithium-ion batteries.

2. Campaign objectives, messages, and timeframe

2.1. Objectives

1. The 2024 campaign will aim to enhance the safety of consumer products containing lithium-ion batteries, by:
 - i) **raising awareness** about their prevalence and inherent risks;
 - ii) **empowering consumers** through education materials and tips when buying, using, charging, maintaining, storing and safely disposing lithium-ion batteries;
 - iii) **promoting a collective effort among jurisdictions** to address the global challenge of protecting consumers from unsafe lithium-ion batteries and the products containing them;
 - iv) **offering** an opportunity for consumer authorities to align their messaging and speak with **one unified voice** regarding the risks associated with these products; and
 - v) **enhancing business⁶ understanding of relevant requirements** for selling products powered by lithium-ion batteries, including across borders, and communicating relevant safety information to consumers. This includes third party sellers in the case of online marketplaces.

2.2. OECD messaging

2. Building on the approach of previous campaigns, the 2024 campaign aims to deliver a series of **clear and concise global messages**. These messages will highlight the inherent risks associated with lithium-ion battery powered products and guidance on how to reduce them. Based on the above, the campaign will cover the following topics:

Consumer campaign:

- **What are lithium-ion batteries and the products containing them?** Explanation of what lithium-ion batteries are and examples of products containing them;
- **Tips for using and charging lithium-ion batteries in a safe way;** and
- **Tips to properly store and correctly recycle or dispose of lithium-ion batteries.**

Business campaign:

- **Requirements to follow regarding the sale of lithium-ion products** (e.g. providing necessary safety warnings);
- **Tips for communicating safety risks to consumers** at the point of sale, and after sales, including in relation to battery recycling or disposal; and
- **Tips regarding staying updated and working with others in the supply chain to ensure safety.**

3. All campaign participants are to use the OECD-agreed campaign messaging. The messages may be used to develop campaign materials such as social media content, media releases, and infographics, as appropriate. Curated messages can be found below.

4. Recognising the various voluntary and regulatory frameworks that may apply in different jurisdictions, campaign participants may choose to supplement agreed global messages with other information about specific frameworks and processes, or particularly risky product categories, in their jurisdiction.

5. Similarly, jurisdictions are encouraged to include local information, such as local recall portals or listings and business and consumer channels to report unsafe products, to assist consumers in acting where they identify a risk or concern.

2.2.1. Key messages for consumers

6. The campaign aims to educate consumers about lithium-ion batteries, raising their awareness of the range of everyday products that contain them, as well as the risks they may pose. It also gives advice on safe purchase, use, charging and disposal of these batteries. It comprises general agreed key messages on lithium-ion battery products (see Box 1).

Box 1. Key messages for consumers

Key messages

- Lithium-ion batteries power lots of our everyday products, such as phones, laptops, e-bikes and e-scooters.
- Lithium-ion batteries can overheat and pose a fire risk.

Top tips

Follow these top tips to stay safe using products with lithium-ion batteries.

- Consider safety before you buy.
- Use the recommended charger and battery for your product.
- Follow the manufacturer's instructions.
- Check for product recall information.
- Monitor products while charging and unplug when fully charged.
- Never use modified or damaged batteries.
- Stop using batteries, products and chargers that are overheating, swelling or leaking.
- Store products in safe places.
- Recycle or dispose of batteries safely, and never throw them in household waste.

Other specific messages

1. General messages

- Lithium-ion batteries power our everyday products but can overheat and pose a fire risk.
- Lithium-ion batteries power our products. Recycle or dispose of them safely, and never throw them in household waste.

2. Mobiles, tablets and laptops:

- Lithium-ion batteries power mobiles, tablets and laptops. Don't charge them on flammable surfaces and always unplug when fully charged.

3. E-bikes and e-scooters:

- Lithium-ion batteries power e-bikes and e-scooters. Don't charge them in areas that block escape routes.

4. Vapes and e-cigarettes:

- Lithium-ion batteries power vapes and e-cigarettes. Recycle or dispose of them safely, and never throw them in household waste.

7. Jurisdictions will have capacity to supplement the key messages with additional messages that target the risks most relevant to their country or share relevant statistics regarding lithium-ion batteries.

2.2.2. Key messages for business

8. The campaign will encourage retailers and online marketplaces to prioritise the safety of products powered by lithium-ion batteries and to be aware of the safety regulations and global and local recalls. It also prompts businesses to communicate adequate safety information to consumers to assist them in making safe and informed choices when purchasing, using and disposing of lithium-ion battery products.

9. With this in mind, the messages in Box 2 are prepared for retailers and online marketplaces.

Box 2. Key messages for businesses (applying to both retailers and online marketplaces)

Key messages

- Know your responsibilities to keep customers safe when selling products with lithium-ion batteries.
- Non-compliance with lithium-ion battery safety can lead to serious injury for your customers, plus fines, product bans and reputational damage for your business.

Top Tips

- Only sell products that meet all relevant safety requirements.
- Stay up-to-date with safety information and product recalls.
- Check warning signs on products with lithium-ion batteries.
- Supply instructions on safe charging, storage and disposal of batteries.
- Share your contact details and inform customers about product safety concerns.

10. The above messages aim to serve as a basis for the development of checklists for retailers and online marketplaces, and social media posts to highlight specific sub-messages. Campaign participants may wish to supplement the agreed OECD messaging with other messages that target the risks most relevant in their jurisdictions. They may also highlight the need for online marketplaces to consider measures or initiatives for specific product categories of concern, either in social media posting or other messaging.

2.3. Timeframes

11. The campaign will be launched at the Ministerial meeting on 8-9 October 2024. It will be implemented by each participating jurisdiction at the time of its choosing between **mid-October 2024 to end-January 2025**. This time period spans International Product Safety Week (14-20 October 2024), key online shopping events in November and December (for example, Black Friday and pre-Christmas sales), and New Year sales.

12. More specifically, preparations for the event will be conducted under the following timetable:

ACTIVITY	TIMING
<ul style="list-style-type: none"> Final campaign materials to be disseminated to jurisdictions 	By mid-September 2024
<ul style="list-style-type: none"> Development of jurisdictions' communication materials (e.g. videos, posters, media releases) at local and regional level Engagement with stakeholders, to promote the campaign 	By the time of campaign launch
<ul style="list-style-type: none"> Launch of the Campaign 	8-9 October 2024
<ul style="list-style-type: none"> Duration of the Campaign 	Mid-October 2024 to end-January 2025
<ul style="list-style-type: none"> Roundtable on results from the campaign 	WPCPS 29 th meeting - April 2025

Key dates for noting:

<ul style="list-style-type: none"> CCP Ministerial meeting 	8-9 October 2024
<ul style="list-style-type: none"> 28th meeting of the WPCPS 	10 October 2024
<ul style="list-style-type: none"> EU's International Consumer Product Safety (ICPS) Week 	14-20 October 2024

3. Communication strategy

3.1. Communication materials

13. The campaign includes materials for consumers, retailers and online marketplaces following the same framework proposed in previous campaigns. Resources including static visual assets, animations and carousels is shared with jurisdictions. A communications toolkit for the campaign is also provided for guidance.

14. The campaign materials features content presented in the clearest and simplest manner possible, ensuring easy interpretation by consumers and businesses worldwide. Additionally, the accompanying images for the campaign will be attention-grabbing. Examples of materials are shown in Box 3

15. These materials are shared in OECD official languages (English and French). Colombia has developed the materials in Spanish. Some materials may be edited by jurisdictions so that they can translate text as needed and include a jurisdiction logo.

16. In addition to the campaign visuals, each participating jurisdiction will be responsible for developing their own campaign materials and encouraged to share them with other participants. Such materials may include:

- media and/or press releases
- web content
- short videos or animations
- social media posts and engagement (in line with OECD-agreed messages)
- shared safety tips, messaging and hashtags in various languages (in line with OECD-agreed messages and hashtags)
- blog posts
- editorials and articles in relevant magazines and newspapers

Box 3 Examples of campaign visual assets

Animations

For consumers



For businesses



Carousels

For consumers



For businesses



Static assets

For consumers



For businesses



3.2. Communication channels

17. The campaign may be conducted through the following communication channels:

- **Social media:**
 - Jurisdictions may choose to promote the campaign *via* their social media channels (such as LinkedIn, X (formerly known as Twitter), Facebook and Instagram).
 - Participants are encouraged to use the **OECD-agreed hashtag** whenever possible: **#BatterySafety**, which participants are invited to translate into their own language.

- The campaign could be shared with other international organisations, such as UNCTAD, ASEAN or the Consumer Safety and Health Network of the Organisation of American States (OAS), to ensure a broader global reach.
- **Mainstream media:** The campaign launch may be marked by a media release in each or some of the participating jurisdictions.
- **OECD webpage:** The campaign webpage on the OECD website will be opened at the time of the campaign launch.
- **Product safety regulators' websites** and email lists: Jurisdictions may choose to establish a webpage to promote the campaign and send an email to subscribers of mailing lists during the campaign (where this functionality is available).
- **Trusted allies and influencers:** Trusted allies (e.g., other local consumer regulators, consumer and safety organisations and representative bodies for retailers) and influencers have the potential to reach consumers *via* their blogs, broadcast and social media accounts. Jurisdictions are encouraged to identify relevant voices who may amplify campaign messaging.
- **Online marketplaces:** Jurisdictions are encouraged to reach out to their local online platform contacts not only to directly communicate messages related to their business but also to amplify campaign messaging. The key messages for online businesses and consumers can also be distributed through the online platforms, to share with their users.

4. Evaluation

18. At the WPCPS's 29th meeting in April 2025, delegates will be invited to report on their campaign activities. This may include impact evaluation data of local campaigns, and any insights from the global campaign.

References

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- University of Washington (2018), *Lithium Battery Safety*, <https://www.ehs.washington.edu/resource/lithium-battery-safety-732> (accessed on 12 September 2024). [4]

Notes

¹ Australia, Austria, Argentina, Belgium, Bulgaria, Canada, Chile, Colombia, Costa Rica, European Union, France, Italy, Israel, Japan, Korea, Latvia, Lithuania, Peru, Portugal, Singapore, Switzerland, United Kingdom, and United States (as of 24 September 2024).

² For example, see (Gikas and Beilinson, 2017^[5]).

³ For example, an e-bike was recalled due to fire, explosion and burn hazards. See (Clifford, 2022^[6]).

⁴ See, for example, (ACCC, 2024^[7]).

⁵ Based on reported total incidents per year for the following jurisdictions: Argentina, Australia, Austria, Bangladesh, Belarus, Belgium, Benin, Brazil, Brunei Darussalam, Cambodia, Canada, Cayman Islands, Chad, Chile, People's Republic of China, Colombia, Costa Rica, Croatia, Cuba, Cyprus, Czechia, Denmark, Dominican Republic, Finland, France, French Guiana, French Polynesia, Germany, Guam, Hong Kong, Hungary, Iceland, India, Indonesia, Iraq, Ireland, Israel, Italy, Jamaica, Japan, Jordan, Kazakhstan, Korea, Latvia, Luxembourg, Malaysia, Mexico, Monaco, Mongolia, Morocco, Mozambique, Nepal, Netherlands, New Zealand, Nigeria, Norway, Pakistan, Panama, Peru, Philippines, Poland, Portugal, Réunion, Romania, Russia, Saudi Arabia, Singapore, South Africa, Spain, Sri Lanka, St. Kitts and Nevis, Sweden, Switzerland, Chinese Taipei, Thailand, Türkiye, United Arab Emirates, United Kingdom, Ukraine, Uruguay, United States, US Virgin Islands, Venezuela, Viet Nam, Zambia, and Zimbabwe.

⁶ For the purposes of this campaign, the audience “business” includes any economic actor involved in the supply of products to consumers, including online marketplaces.