



LITHIUM-ION BATTERY SAFETY CAMPAIGN STAKEHOLDER TOOLKIT

To be used from 8 October 2024 to 31 January 2025

LITHIUM-ION BATTERY SAFETY CAMPAIGN

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Thank you for your support

The Organisation for Economic Co-operation and Development (OECD) global awareness campaign aims to protect consumers from unsafe lithium-ion batteries by raising public awareness of how to use them safely and educating businesses on their responsibilities.

This toolkit enables all stakeholders to align their messaging and speak with one voice, so that our audiences receive a consistent message. Following these guidelines will help to build a strong, recognisable and effective campaign.

LITHIUM-ION BATTERY SAFETY CAMPAIGN

ABOUT THE CAMPAIGN

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Context

Lithium-ion batteries are essential to daily life. But many consumers are not aware that lots of everyday products use them, including:

- mobile phones, tablets and laptops
- household appliances and tools
- children's toys and game consoles
- e-vehicles, e-bikes and e-scooters
- vapes and e-cigarettes

Lithium-ion batteries pose a safety risk as they can quickly overheat, leading to fire or explosion in extreme cases. This can result in serious injuries, including burns, chemical exposure and smoke inhalation. Laptops, e-bikes and e-scooters tend to cause the largest number of injuries.

Objectives

The campaign aims to:

- raise awareness of the everyday products containing lithium-ion batteries and their risks
- educate consumers on buying, using, charging, storing and disposing of lithium-ion batteries properly
- inform businesses of their responsibilities to sell safe products and communicate safety information to consumers

Audiences

Our target audiences are consumers (the public) who use products powered by lithium-ion batteries and all businesses that sell these products, including online marketplaces. The two audiences have different needs, so we must emphasise different messages when communicating with them. There are separate campaign assets for each audience, which should be used for the duration of the campaign.

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KEY MESSAGES

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These are the key messages for each audience. You can also use your own channels to convey more specific messages about products or regulations that are relevant to your country.

Consumer audience

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

Business audience

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

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HOW YOU CAN SUPPORT THE CAMPAIGN

For all social media activity, use the campaign hashtag #BatterySafety. Tag the accounts for the OECD, the UK's Office for Product Safety and Standards (OPSS), and Colombia's Superintendencia de Industria y Comercio (SIC) so we can share your posts.



[OECD](#)

[OPSS](#)

[SIC](#)



[OECD](#)

[OPSS](#)

[SIC](#)



[OECD](#)

[OPSS](#)

[SIC](#)



[OECD](#)

[OPSS](#)

[SIC](#)

Post new content about the campaign on social media using the assets and suggested posts in this toolkit.

Share and like our social media content posted from OECD, OPSS and SIC channels.

An OECD campaign webpage will be available for the duration of the campaign. Signpost your audience to this page by including the URL with a call to action in your posts: <https://oe.cd/batterysafety>

LITHIUM-ION BATTERY SAFETY CAMPAIGN

EXAMPLE SOCIAL MEDIA POSTS

These are examples of how to apply the key messages and hashtag to social media posts. Tailor the content to your audience by adding any country-specific messages alongside the key messages.

📖 Lithium-ion batteries are rechargeable batteries that power everyday products such as phones, laptops and e-bikes. They can overheat and pose a fire risk. ⚠️ Make [#BatterySafety](#) a priority.

📖 Lithium-ion batteries can overheat and pose a fire risk. It's important to educate yourself before using products with these batteries. ⚠️🔥 Find out more: <https://oe.cd/batterysafety> [#BatterySafety](#)

⚠️ It's vital to prioritise safety when using products with lithium-ion batteries. The [@OECD](#), [@OfficeforSandS](#) and [@sicsuper](#) have launched a [#BatterySafety](#) campaign to raise awareness of the risks. ✅ Read more: <https://oe.cd/batterysafety>

LITHIUM-ION BATTERY SAFETY CAMPAIGN

CONSUMER CAMPAIGN ASSETS

You can download all campaign assets [here](#).

They are available in English, French and Spanish.

The assets for a consumer audience are:

Animation: What lithium-ion batteries are and how to use them safely

Carousel: Top tips to stay safe using products with lithium-ion batteries

Static: All products – fire risk

Static: All products – safe disposal

Static: Mobiles, tablets and laptops

Static: E-bikes and e-scooters

Static: Vapes and e-cigarettes

These assets should be used for the duration of the campaign.

[CLICK HERE TO DOWNLOAD CAMPAIGN ASSETS](#)

LITHIUM-ION BATTERY SAFETY CAMPAIGN

CONSUMER CAMPAIGN ASSETS


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Animation

The animation gives an overview of all key messages for consumers. It covers what lithium-ion batteries are, the risks associated with them, and top tips for using them safely.

[CLICK HERE TO DOWNLOAD CAMPAIGN ASSETS](#)

Example social media post for animation

 Lithium-ion batteries are found in many of our everyday products.

 View these top tips on how to use them safely. 

Learn more about [#BatterySafety](#) and what [INSERT COUNTRY] is doing to protect and empower customers: <https://oe.cd/batterysafety>



LITHIUM-ION BATTERY SAFETY CAMPAIGN

CONSUMER CAMPAIGN ASSETS

Carousel

The carousel covers a series of top tips to help consumers use, charge, store and dispose of lithium-ion batteries safely. The statics in the carousel should always be kept together as one message. However, individual statics can be removed if they are not prioritised in your country.

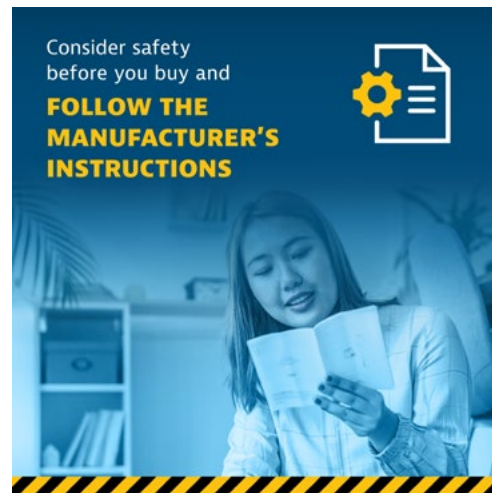
CLICK HERE TO DOWNLOAD CAMPAIGN ASSETS

Example social media post for carousel

⚠ Are you using and charging your lithium-ion battery products safely?

➡ Swipe to discover our top tips and learn more by visiting:
<https://oe.cd/batterysafety>

#BatterySafety



LITHIUM-ION BATTERY SAFETY CAMPAIGN

CONSUMER CAMPAIGN ASSETS

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Statics

There are five standalone statics. Two are general messages about fire risk and safe disposal for all products. Three are product-specific messages for:

- phones, tablets and laptops
- e-bikes and e-scooters
- vapes and e-cigarettes

CLICK HERE TO DOWNLOAD CAMPAIGN ASSETS

Example social media post for product-specific statics

Lithium-ion batteries power mobiles, tablets and laptops but can pose a fire risk. 📱 💻

⚠️ Don't charge them on flammable surfaces such as sofas or beds, and always unplug when fully charged as they can become very hot. [INSERT COUNTRY-SPECIFIC NUMBER] incidents were reported last year.

Prioritise [#BatterySafety](https://oe.cd/batterysafety) and learn more about these risks on our website: <https://oe.cd/batterysafety>



LITHIUM-ION BATTERY SAFETY CAMPAIGN

BUSINESS CAMPAIGN ASSETS

You can download all campaign assets [here](#).

They are available in English, French and Spanish.

The assets for a business audience are:

Animation: Prioritise lithium-ion battery safety for your customers

Carousel: Know your responsibilities when selling products with lithium-ion batteries

Static: Non-compliance

These assets should be used for the duration of the campaign.

[**CLICK HERE TO DOWNLOAD CAMPAIGN ASSETS**](#)

LITHIUM-ION BATTERY SAFETY CAMPAIGN

BUSINESS CAMPAIGN ASSETS

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Animation

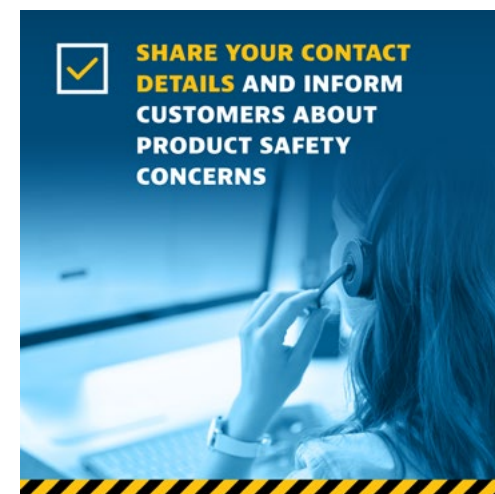
The animation gives an overview of all key messages for businesses. It covers what their responsibilities are and the consequences of not complying with lithium-ion battery safety.

CLICK HERE TO DOWNLOAD CAMPAIGN ASSETS

Example social media post for animation

⚠️ 📋 As a business owner, you have a responsibility to keep your customers safe when selling products containing lithium-ion batteries.

💡 Learn more about how to comply with safety standards and make [#BatterySafety](https://oe.cd/batterysafety) a priority ➡️
<https://oe.cd/batterysafety>



LITHIUM-ION BATTERY SAFETY CAMPAIGN

BUSINESS CAMPAIGN ASSETS

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Carousel

The carousel covers the various responsibilities that businesses have to keep consumers safe. The statics in the carousel should always be kept together as one message. However, individual statics can be removed if they are not prioritised in your country.

[CLICK HERE TO DOWNLOAD CAMPAIGN ASSETS](#)

Example social media post for carousel

Do you sell products containing lithium-ion batteries? ⚠️ 🔋

It's your responsibility to keep your customers safe and informed of the risks.

Learn more and make [#BatterySafety](#) a priority ➡️
<https://oe.cd/batterysafety>



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BUSINESS CAMPAIGN ASSETS

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Static

There is one standalone static with a general message about the consequences of non-compliance.

CLICK HERE TO DOWNLOAD CAMPAIGN ASSETS



Example social media post for static

Lithium-ion batteries can pose a fire risk if not used or stored safely. ⚠️🔥

It's your responsibility to prioritise #BatterySafety for your customers. Non-compliance can lead to fines, product bans and reputational damage for your business.

✅ Learn more about how you can protect your customers:
<https://oe.cd/batterysafety>

LITHIUM-ION BATTERY SAFETY CAMPAIGN

CO-BRANDING

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Logo placement

You have the option to add your own logo to the campaign assets, alongside the OECD, OPSS and SIC logos.

On the statics, your logo must sit in the bottom right corner.
On the carousel and animation, it should sit on the last frame.

Use a white version of your logo on the dark blue background, and a black version on the yellow background.



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CO-BRANDING

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Incorrect use

Adding your own logo incorrectly can undermine the cohesion and consistency of the campaign. Here are some examples of incorrect logo use.



Correct



Don't distort or stretch your logo



Don't put your logo in a different size to the other logos



Don't place your logo at an angle



Don't put your logo in a different colour to the other logos



Don't add any other elements



THANK YOU

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