



**Annual Report 2015** for used batteries and accumulators

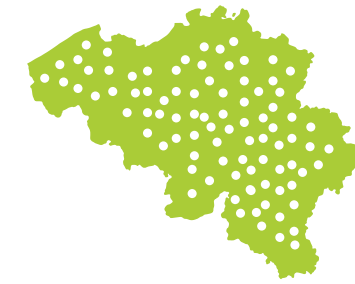
# 1. Basic Figures



Participants  
**1,774**



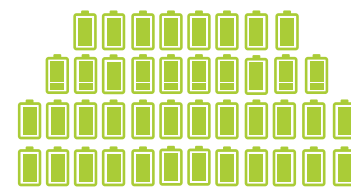
Collected weight  
**2,758 tonnes**



Collection points  
**23,435**



Collections  
**26,546**



Collection  
percentage  
**55.5%**



Collection  
efficiency  
**89.8%**

## 2. Edito

**“** This annual report demonstrates that all Belgians – consumers, participants and collection points – are doing a good job in terms of battery collection and recycling.

We would like to thank everyone for their help in handing in and recycling over 110 million batteries, a new record that consolidates our position as one of the world leaders. As a result, it is not surprising that Bebat has exceeded by far the collection objectives.

Over the past few years, batteries have become increasingly lighter while delivering more power. We owe this in part to the use of new materials, which is good news for the environment.

Our core tasks for next year remain the same: collect ever larger quantities of batteries and recycle them with growing efficiency. This is only possible by making the collection and recycling process as effective as possible by means of our Recycling Points, the smart displays at our collection points and the new online platform for schools, myBebat.be.



New types of batteries are increasingly marketed such as bicycle batteries, batteries for hybrid and electric vehicles, batteries for the storage of solar energy and a broad spectrum of batteries for personal e-mobility. Bebat is looking forward to meeting these challenges and aims to also give these new batteries a second life by offering safe and user-friendly solutions.

Of course, we will also continue to advocate the sustainable use, collection and recycling of batteries through wide-ranging and transparent communication, a strategy that will include new media and action campaigns in 2016, a B2B campaign for professional users, a revamped website and a bigger focus on social media.

We are ready to keep working for a better environment in 2016 and we are counting on you to help us achieve our objectives and make a difference, one battery at a time.

Recycling together. Better for nature.

**”**

Peter Coonen  
Managing Director

Yves Van Doren  
Chairman of the Board  
of Directors

# 3. Mission



At Bebat we work for a better environment by collecting larger and larger quantities of used batteries and by continually upgrading the recycling process.

We make the collection and recycling process as easy and efficient as possible.

We stimulate sustainable use, collection and recycling through a wide-ranging and transparent communication strategy.

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# 4. Organisation

Bebat is a not for profit association (vzw) established in 1995 by battery manufacturers to enable companies to meet the take-back obligation. Bebat gives new life to used batteries and is one of the world leaders in the collection of used batteries. Used batteries can conveniently and free of charge be handed in at more than 23,000 collection points. Bebat organizes their collection as well as the sorting and recycling process.

The governing bodies of Bebat consist of representatives from the following companies, organisations and public bodies:

## Administrative Bodies

### Members

Duracell

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Energizer

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Memorex

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Panasonic

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Varta

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### Observers

OVAM (Openbare Vlaamse Afvalstoffenmaatschappij)

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BIM (Leefmilieu Brussel)

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OWD (Office wallon des déchets)

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FEE

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FEDERAUTO

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COMEOS

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# 5. Participants



## What does Bebat do for participants?

- 1 | Registering and reporting the number of batteries brought onto the market.
- 2 | Organising and maintaining a collection network across the entire Belgian territory.
- 3 | Raising consumer awareness and launching preventive actions.
- 4 | Reaching the legal collection targets.
- 5 | Reporting the collected weight.
- 6 | Recycling the collected batteries in an appropriate manner.
- 7 | Achieving and reporting on the legal recycling rates.



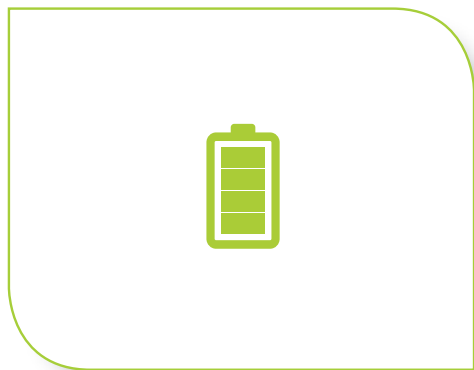
Total number of participants.



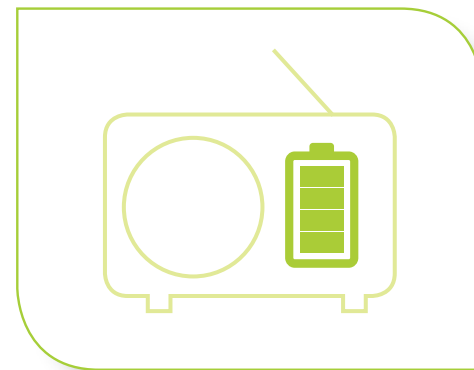
Number of participants to submit a simplified declaration.



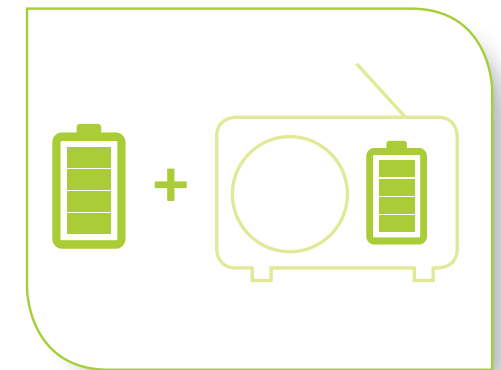
Number of participants to submit a non-simplified declaration.



Number of participants to bring separate batteries onto the market.



Number of participants to only bring batteries onto the market that are installed in a device.



Number of participants to bring onto the market both separate batteries and batteries installed in a device.

## 6. Audits



Full audits	<b>169</b>
Standard audits	<b>496</b>
<b>Total</b>	<b>665</b>

Bebat helps its participants meet their legal obligations. We try to make the process as simple as possible and to communicate in a transparent manner.

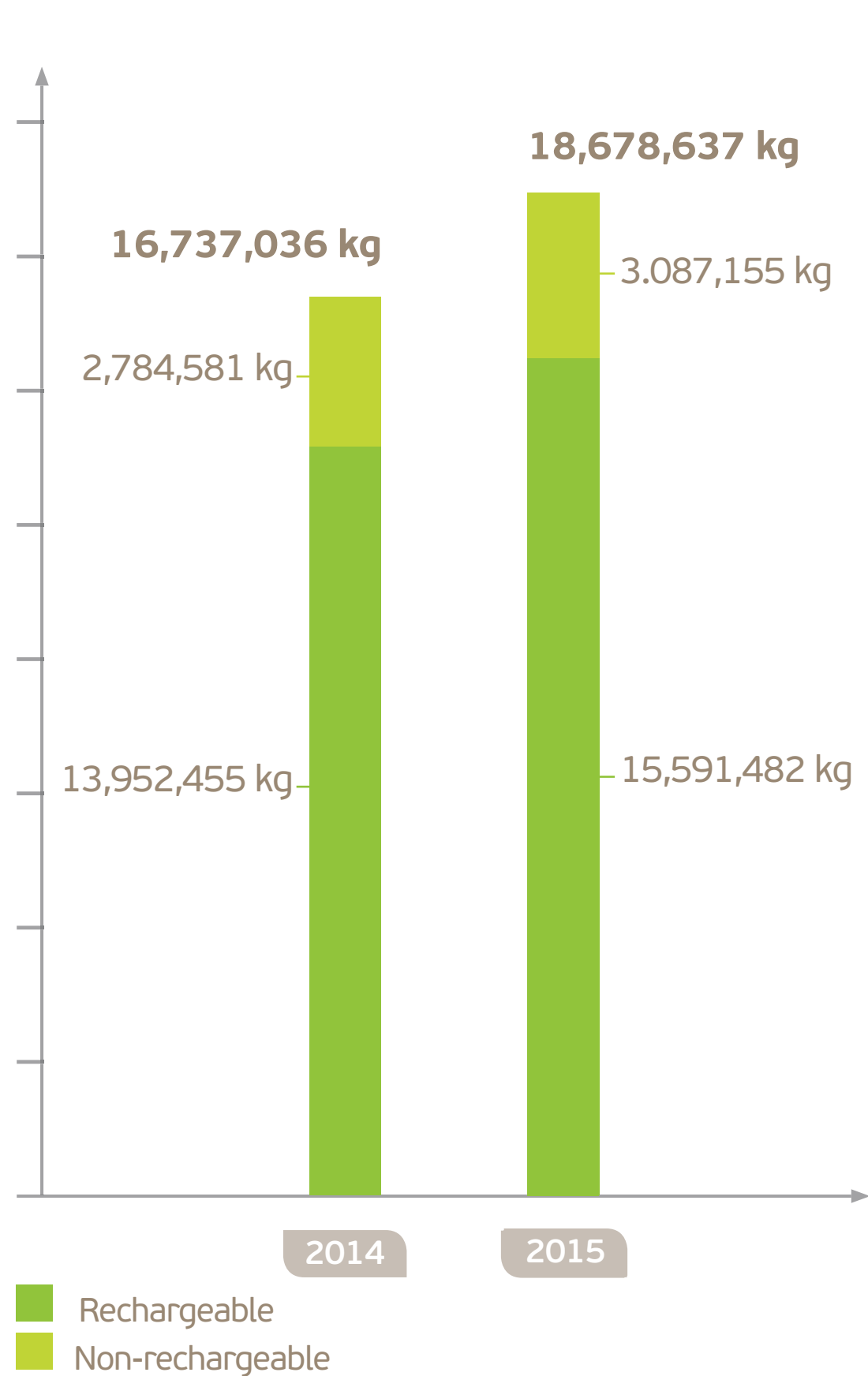
Audits are important to make sure that all participants contribute fairly to the system. Each participant is audited at least once every 3 years.



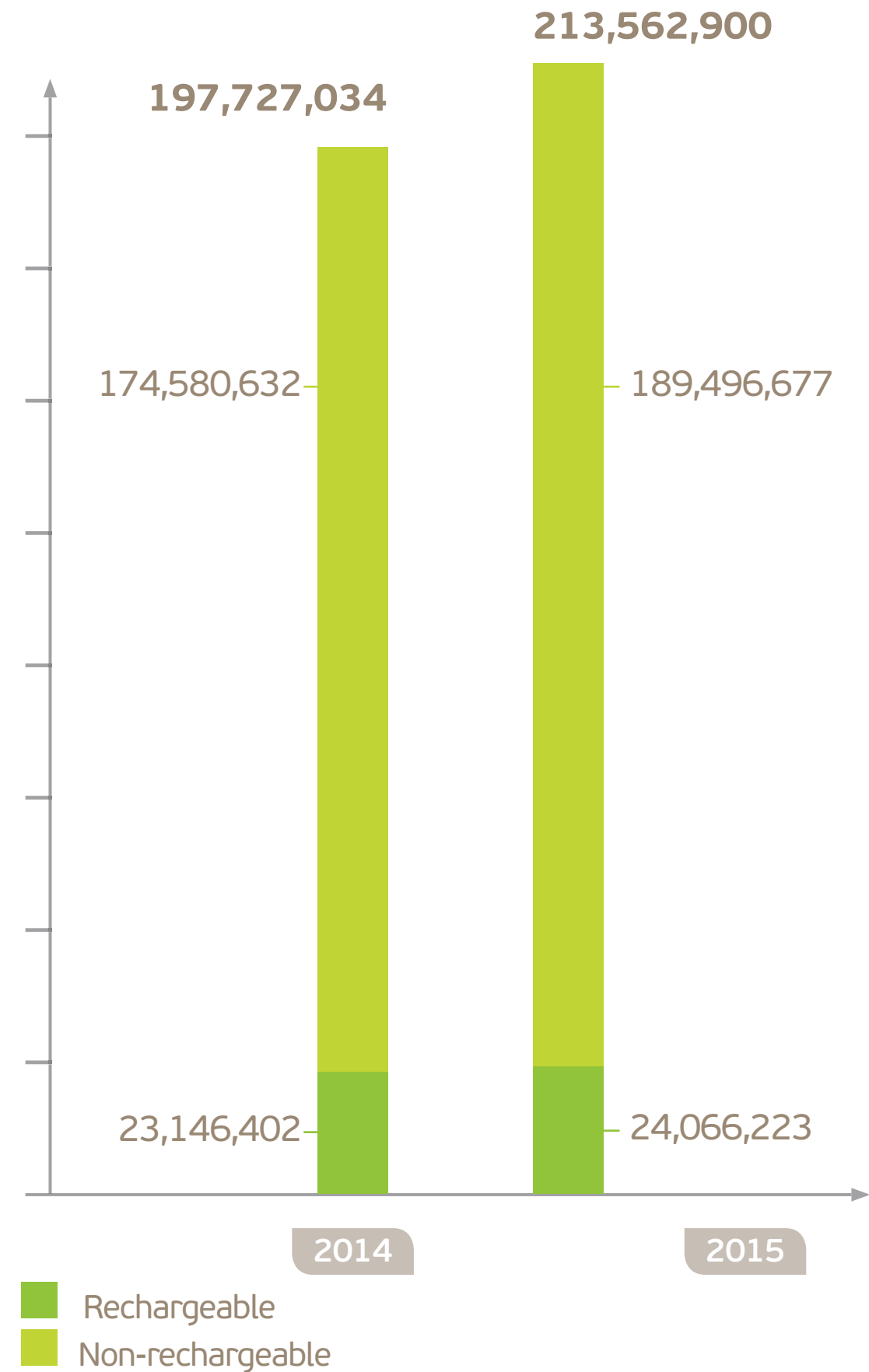
# 7. Batteries brought onto the market

## 7 a. Rechargeable versus non-rechargeable

Weight

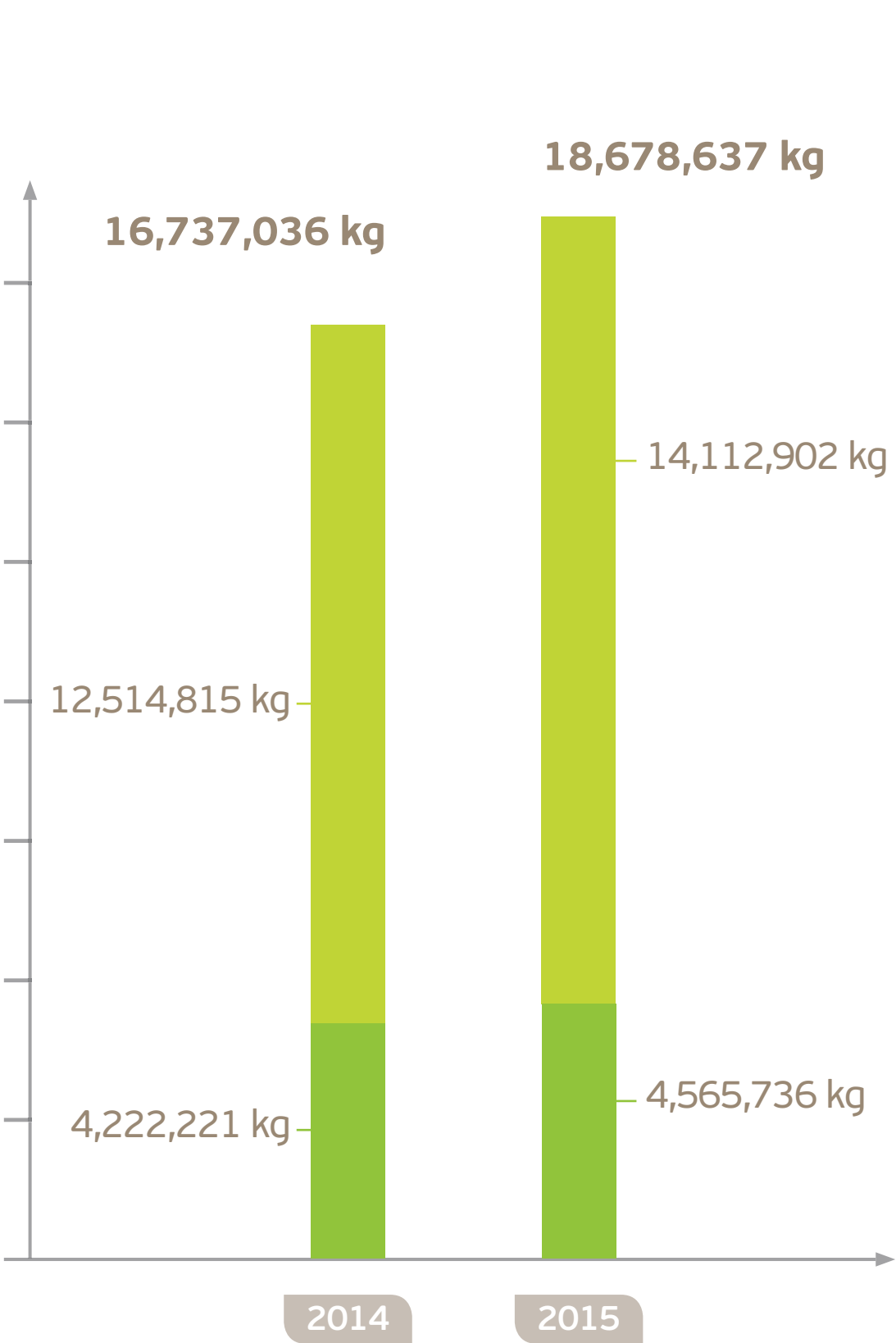


Number of units

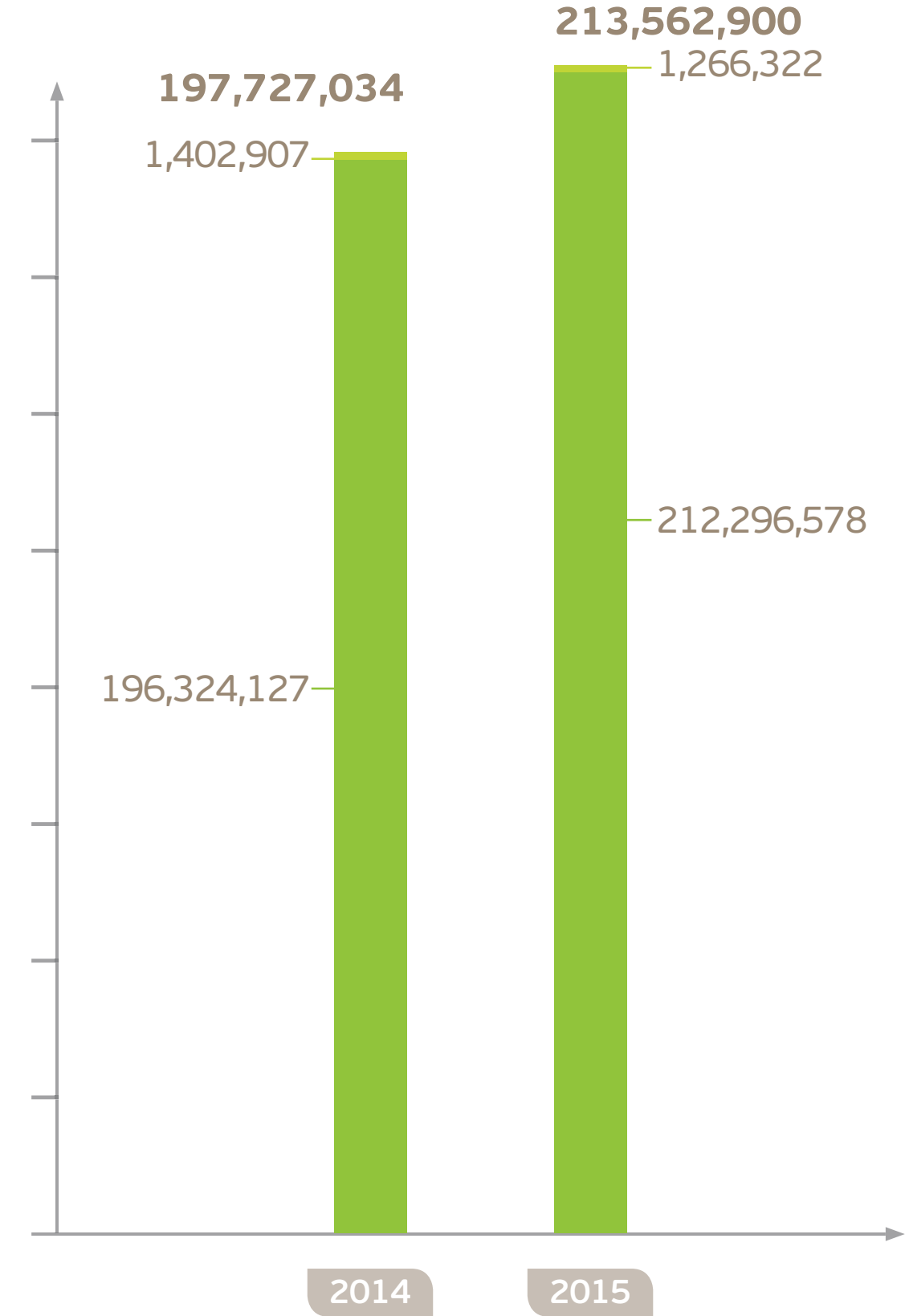


# 7b. Portable versus industrial

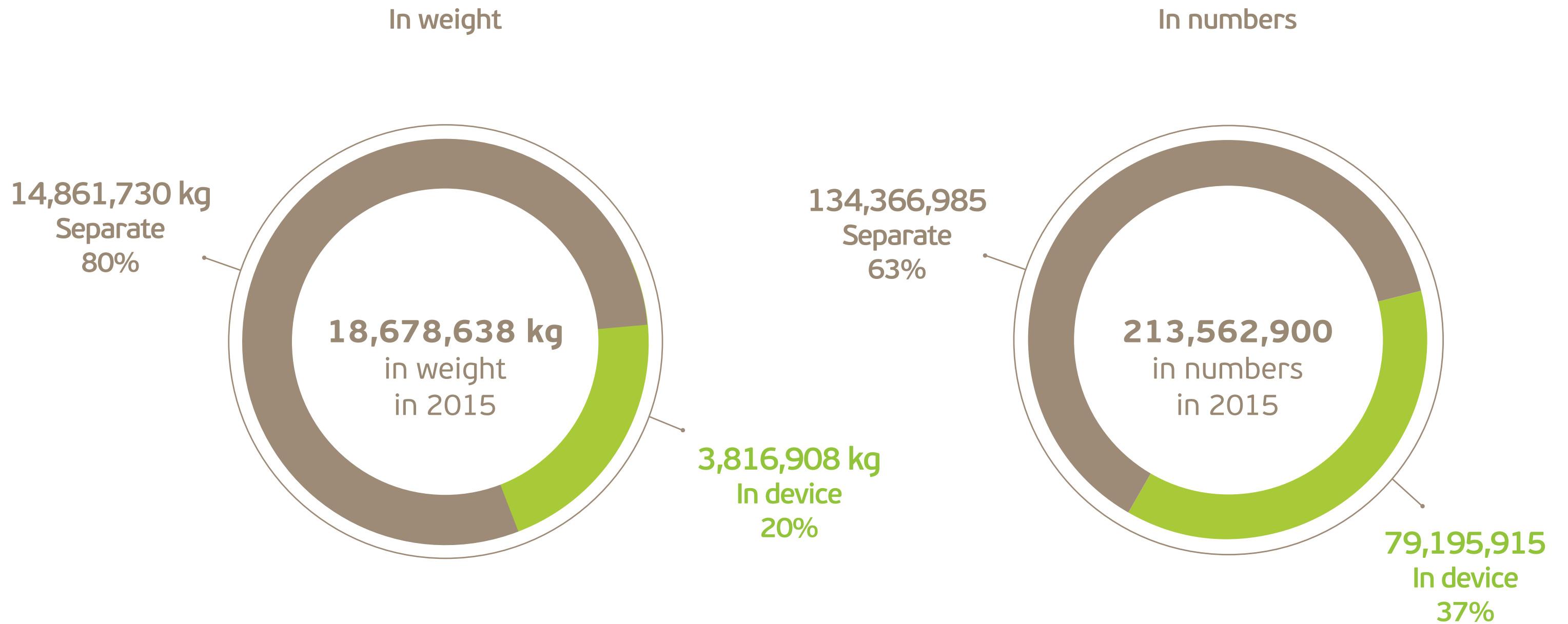
## Weight



## Number of units



## 7c. Installed in devices versus sold separately



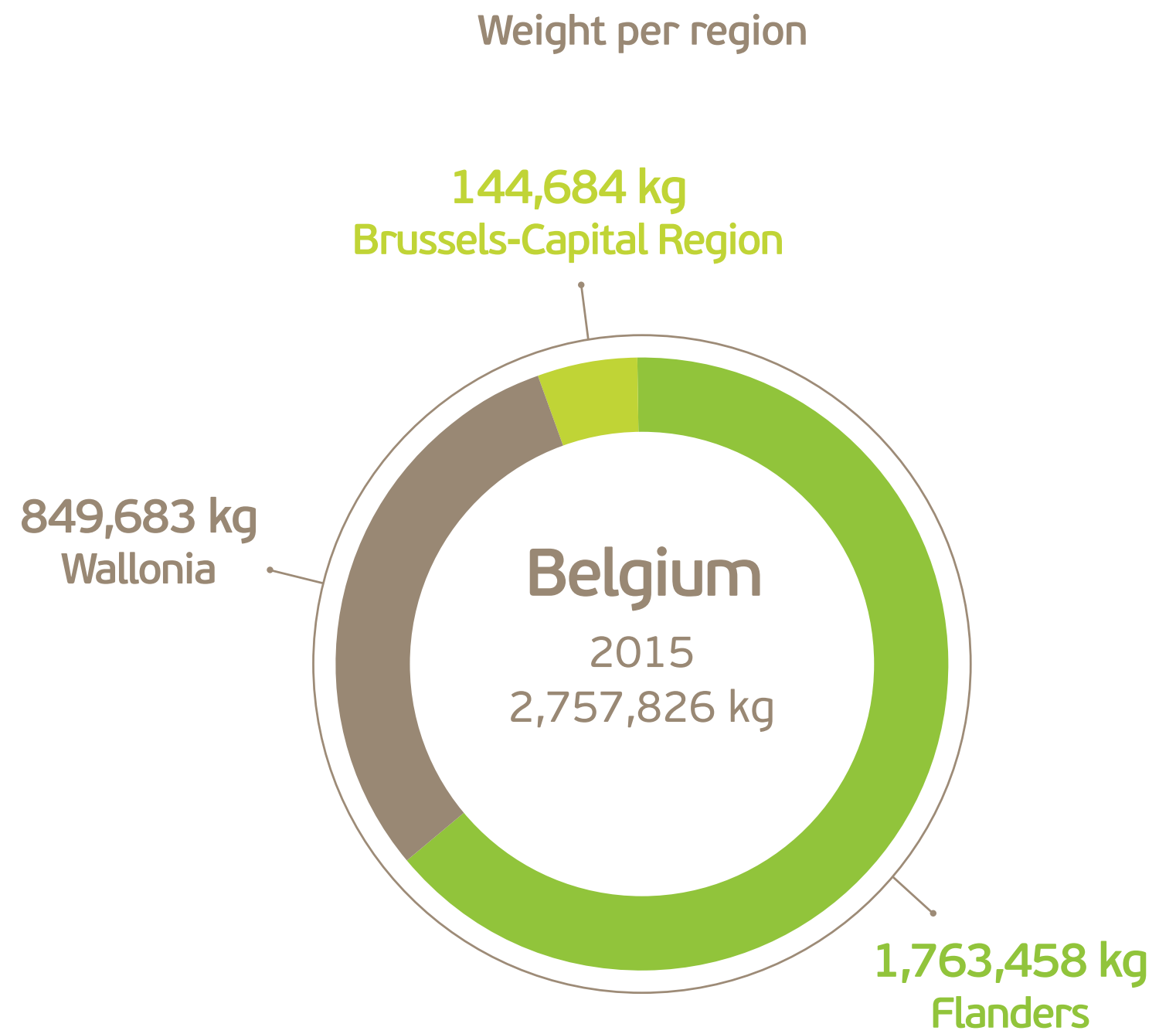
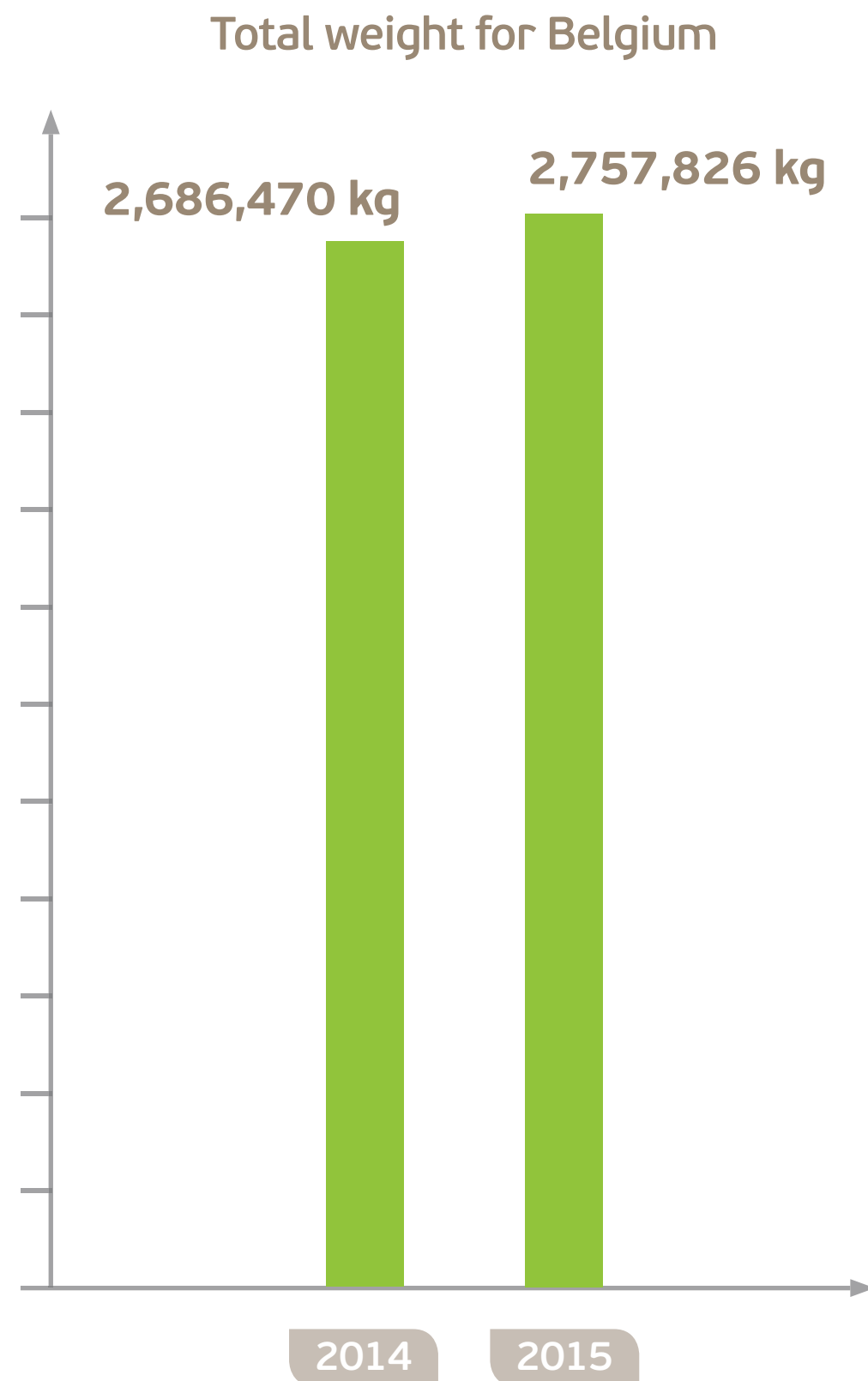
### Conclusion

2015 saw an 8% rise in the number of batteries brought onto the market, the strongest growth rate in the last 10 years. This marked increase can mainly be attributed to primary

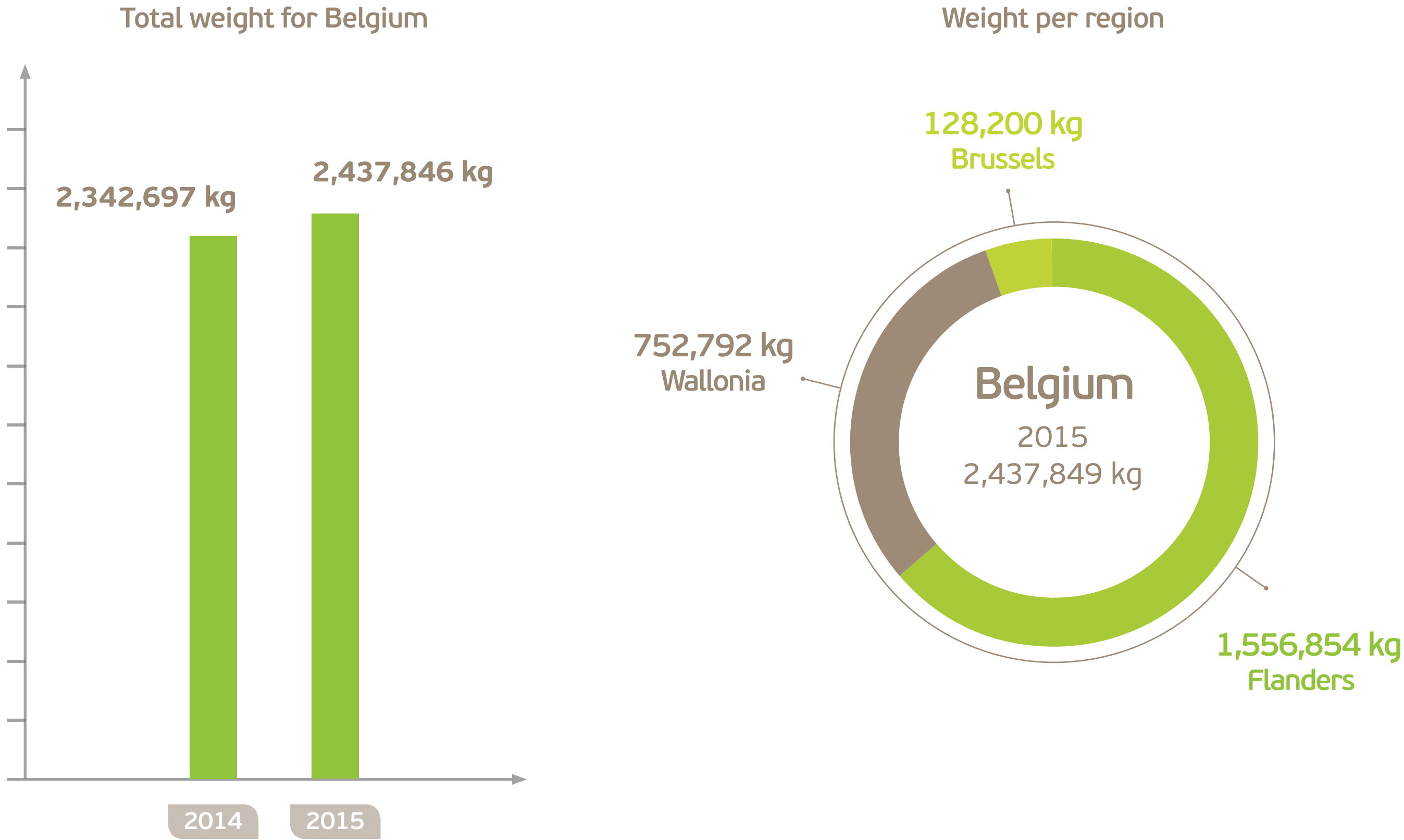
batteries. The marketed weight has risen by 11.6%. 37% of the batteries brought onto the market (number of units) are included in a device. In terms of weight, this equals 3,816,908 kg.

# 8. Collection Results

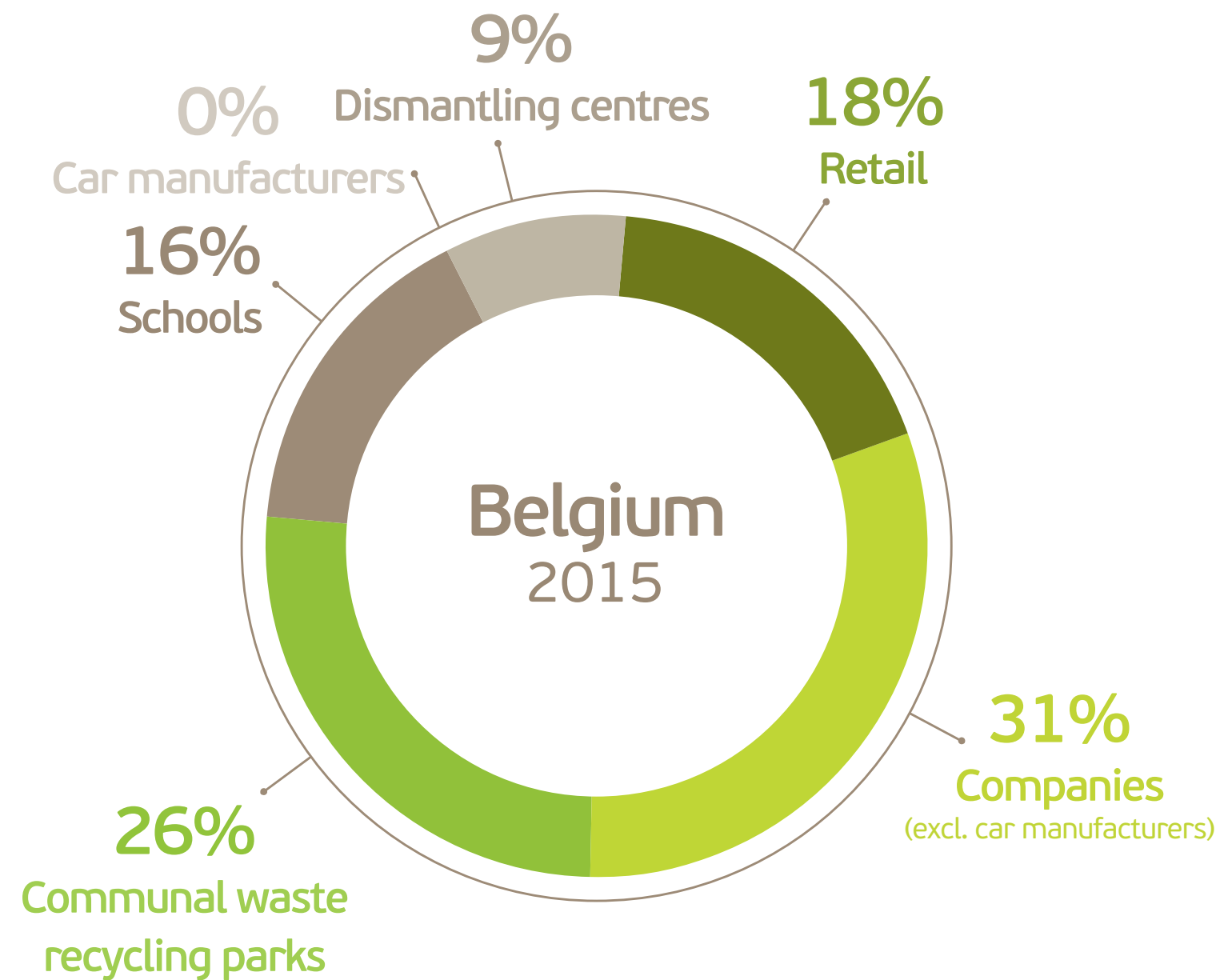
## 8a. Overall collection results in terms of weight



# 8b. Collection results portable batteries in terms of weight



## 8c. Overall collection results per collection channel in terms of % - Belgium



### Conclusion

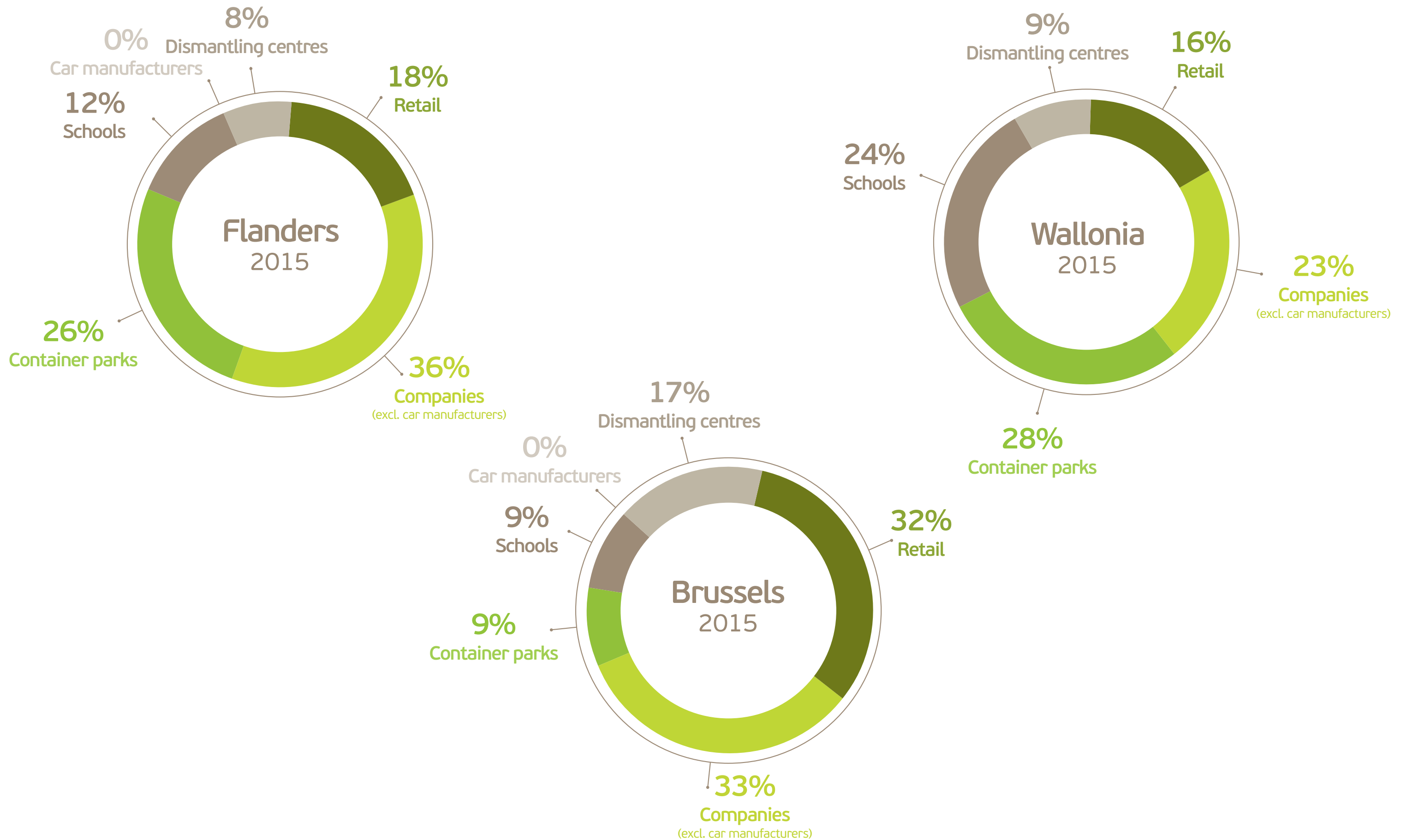
In 2015, more than 115,000,000 batteries were collected. The collected volume in Belgium has risen by 3% or 71 tonnes. We owe this increase to the improved results of the traditional collection

points (17 tonnes), the dismantling centres<sup>1</sup> (52 tonnes). Moreover, car manufacturers collected 2 tonnes of used batteries. Overall this is the best result Bebat has achieved so far.

<sup>1</sup> centres where discarded electric and electronic devices are recycled and where the batteries are removed



## 8d. Overall collection results per collection channel in terms of % - regions



# 9. Collection Percentage



**55.5%**

Collection percentage 2015  
Belgium

Bebat achieved a 55.5% collection percentage computed accordingly to Belgian legislation. However, this does not mean that the remaining 44.5% of batteries end up in the environment (see below). The legally foreseen computing method does not take into account the increasingly longer life of the average battery, viz. 6 years. This percentage easily meets the legally defined Belgian thresholds and by far surpasses the European norm of 25% established in 2015. Belgium is the clear front runner both in Europe and the world.



**89.8%**

Collection efficiency 2015

Since the legal computing method fails to give a realistic view of the actual collection efficiency, Bebat frequently has household waste streams tested for the presence of batteries. Several studies have shown household waste to contain just 1 battery per 100 kg of waste. This means that Bebat collects 89.8% of all batteries available for collection.

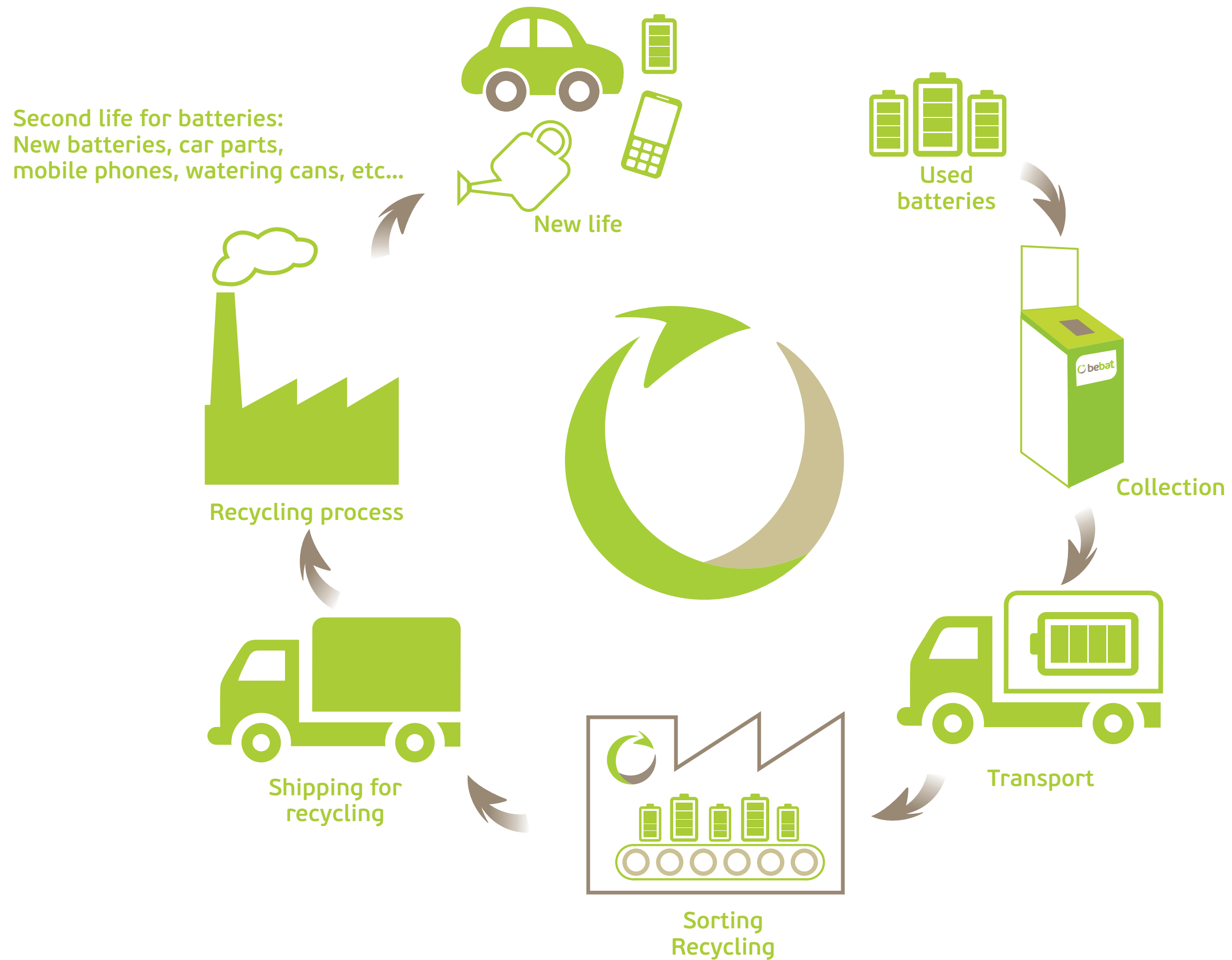


**8,000,000**

Consumer movements  
2015

Devices keep getting smaller; as a result, batteries are getting lighter and the average weight of the batteries that Bebat collects keeps dropping. For Bebat to collect the same weight in batteries, consumers must hand in more batteries and visit a collection point more often. In 2015 we generated over 8,000,000 consumer movements, or 315,000 more than in 2014.

# 10. A new life for used batteries

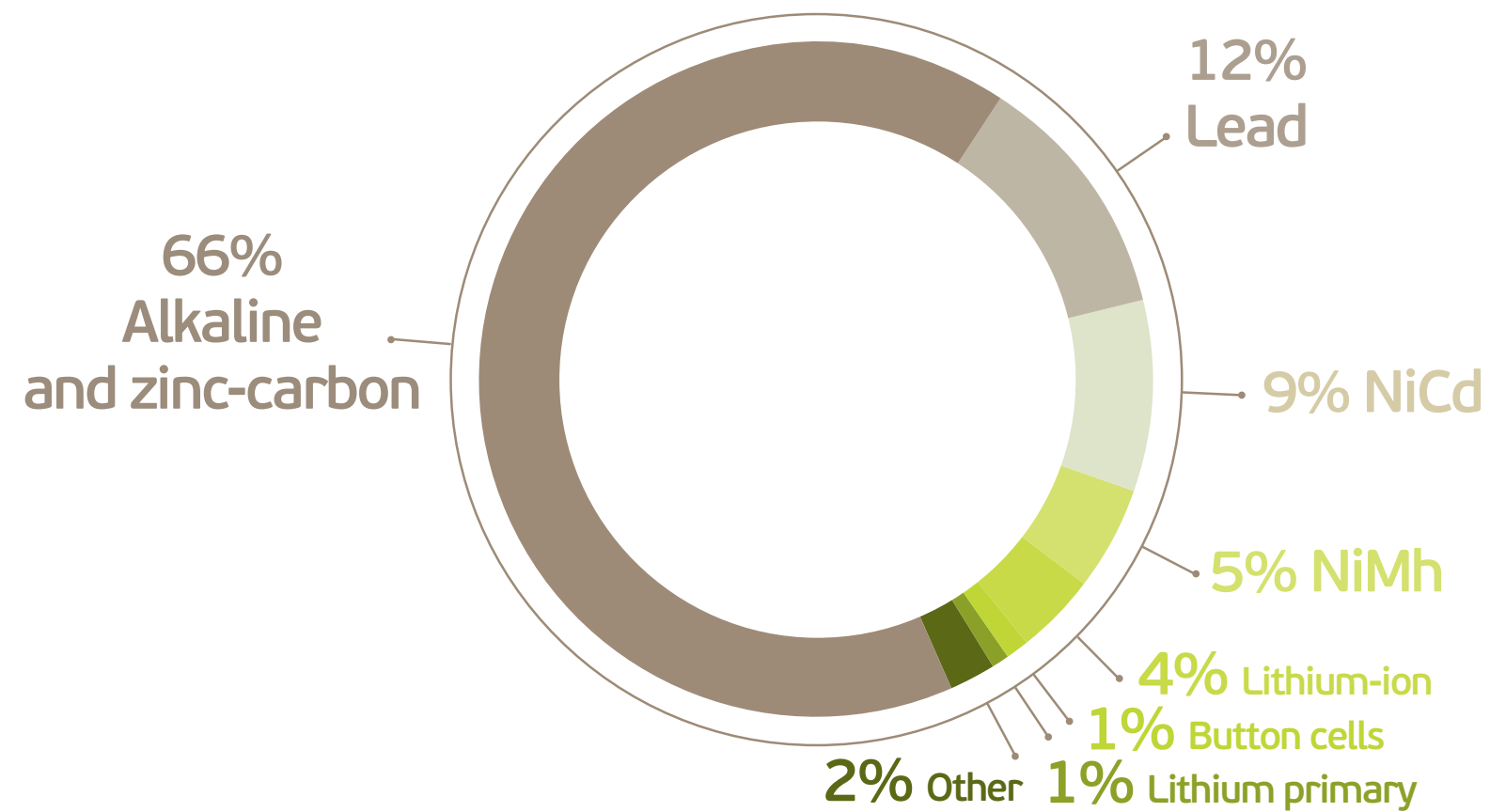


# 11. What types of batteries do we sort?

Sorted waste streams %

2015

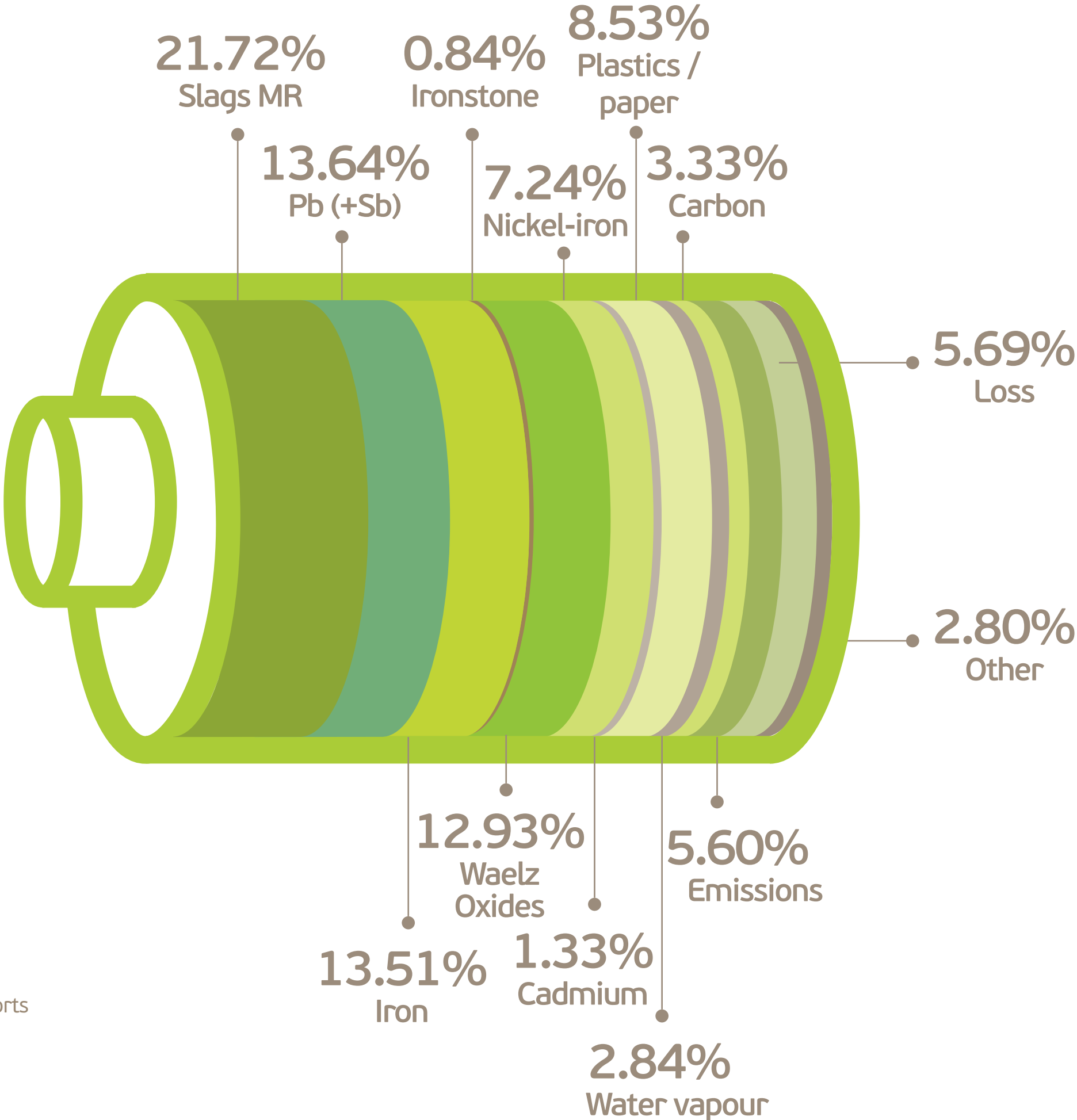
Product family	%
Alkaline and zinc-carbon	66%
Lead	12%
NiCd	9%
NiMh	5%
Lithium-ion	4%
Button cells	1%
Lithium primary	1%
Other	2%



# 12. Processing and recycling plants



# 13. Which metals could be recovered?



Source: recycling efficiency reports



# 14. What can be manufactured with the recovered metals?

**256** empty batteries

=



**2,132** empty batteries

=



**13** empty batteries

=



**500,000**

empty batteries

=



**1,421**

empty batteries

=



**120** empty batteries

=



# 15. The average Belgian in batteries



the average Belgian hands in his batteries at a Bebat collection point **2 to 3 times** a year

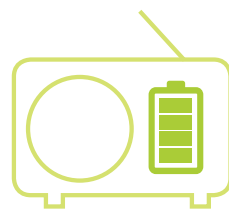


An average family home contains **129** batteries **17** of which are empty

The average Belgian buys **19** batteries per year



**12** are bought separately



**7** are mounted in a device



<b>95%</b>	:	<b>90%</b>
are familiar with the Bebat system	:	know the Bebat brand as opposed to just 51% in 2010

# 16. Media campaigns

Collection campaign  
Jim



Collection campaign  
Plug RTL



Collection campaign



Radio campaign wave 1



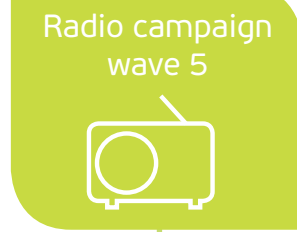
Radio campaign wave 2



Radio campaign wave 3



Radio campaign wave 4



Radio campaign wave 5

Container park action



VTM KZOOM  
Toy factory



02  
2015

03



Nationwide distribution



TV campaign wave 1

04

05



Nationwide distribution

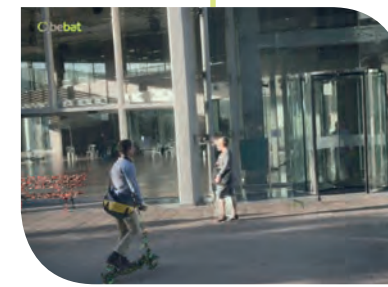


TV campaign wave 2

06

07

08



TV campaign wave 3

09



Averbode schools

10



Nationwide distribution



TV campaign wave 4

11

12



Nostalgie Magic Tour

1  
2016

## Results TV campaign

In 2015 we launched a new TV campaign. Close to **8** out of **10** respondents spontaneously remember seeing the commercial.

**80%** of respondents find the commercials very clear.

**60.1%** of respondents rank the commercial among the best they have ever seen.

The ad struck a nerve with **89%** of respondents.

**88%** of respondents find the commercial convincing. In March 2015 it was named commercial of the month by Medialaan viewers.

**Thanks to these results our campaign was one of the most effective in the non for profit sector.**

source: TNS Dimarso 10/2015 - Topspots Medialaan 03/2015

## Results radio campaign

In 2015 we also launched a new radio commercial. Close to **7** out of **10** respondents spontaneously remember hearing the commercial.

**96%** of respondents find the commercial very clear.

**78%** of respondents rank the commercial among the best they have ever heard.

The ad struck a nerve with **94%** of respondents.

**94%** of respondents find the commercial convincing. The commercial obtained the 2nd highest DIVA test score of 2015.

**Thanks to these results, our radio campaign was also one of the most effective in the non for profit sector.**

source: TNS Dimarso 12/2015 - VARIA 158 February/April 2016

**Brand awareness 90%**

# Actions in the spotlight

## Win a concert at your school



Bebat challenges schools in Flanders, Wallonia and Brussels to collect as many batteries as possible in three weeks' time. The school to collect the most weight per pupil wins an exclusive concert on the school premises.

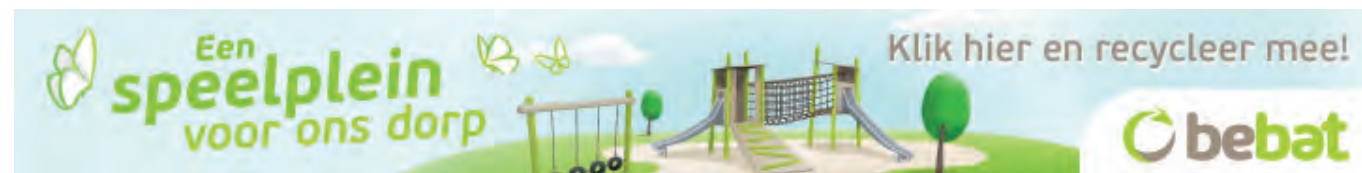
### Result

**Flanders and Brussels:** 150 participating schools collected a whopping 45,973 kg. The winning school, Eerstegraadsschool Neeroeteren, hosted a Saafi & Spreej concert.

**Wallonia and Brussels:** 123 participating schools collected 44,333 kg. Noah Moon performed in the winning school, L'école de la Pairotte from Monceau sur Sambre.

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## Playground action



Bebat challenges the towns and cities of one or several provinces to collect a maximum volume of batteries in a single month. The city to collect the highest number of batteries per resident in one month's time wins a brand-new playground. In 2015 Antwerp was the lucky province.

### Result

**Antwerp:** 47 towns/cities entered the competition (70%)

**Collection result:** 39,346 kg

**Winner:** Borsbeek with 257.67 gr per resident



## Recycling park action



To celebrate its 20th anniversary, Bebat mounted a special container park action from August 15<sup>th</sup> to September 15<sup>th</sup>. Bebat pledged to plant one tree per 20 kg of used batteries collected in the container parks.

### Result

The container parks collected a total of 74,905 kg of used batteries: 44,943 kg in Flanders and 29,962 in Wallonia, equaling 3,745 trees. Bebat chose to round up this total to an even 4,000 trees, which were planted on different locations in Belgium in the course of 2015 by nature conservation organisations Natuurpunt and Natagora.

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## Nostalgie Magic Tour



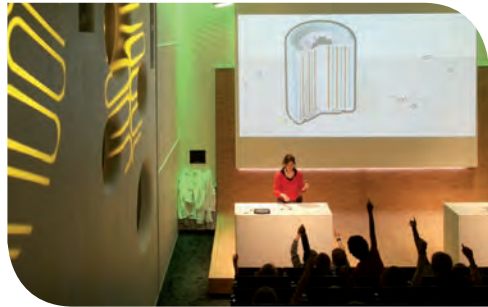
Bebat and radio station Nostalgie launched an appeal to hand in as many used batteries and second-hand toys as possible during the week of 1-6 December. The aim was to surprise underprivileged children with a nice 'St. Nicholas' gift.

### Result

212,695 used batteries were collected: 23% more than in 2013 or 4,892 kg in 1 weeks' time. A total of 16,086 kg in toys were handed in.



## Villa Pila



“Villa Pila” was created as a free educational programme for school children aged 8 to 12. Our site in Tienen includes an educational visitor centre where specialised staff offers school children detailed information on energy in general and on the life cycle of batteries (operation, collection, sorting and processing) in particular. In the aim of prevention, every visitor receives a leaflet detailing the correct use of batteries.

### **Result**

On average, Villa Pila receives 4 schools per week (school days only with the exception of Wednesdays) with an average of 40 pupils per visit. Over 3,500 children visited Villa Pila throughout the 2014-2015 school year. The 2015-2016 school year is fully booked, with over 4,000 pupils scheduled to visit Villa Pila by the end of June 2016.

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## Prevention

Bebat leaflets provide clear advice as to preferential use of batteries for specific applications. This text reflects the consensus among all parties to the Environmental policy agreement.

### **Result**

These leaflets are distributed at all Bebat events, during visits to Sortbat and to all schools that visit Villa Pila.