

bebat

# ANNUAL REPORT 2017

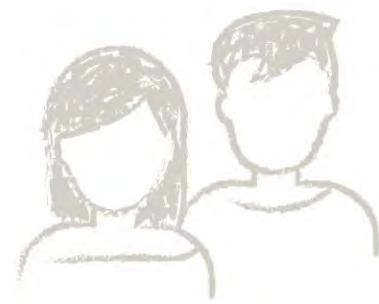
for used batteries & accumulators





# 01

## Basic figures



**2,216**

PARTICIPANTS



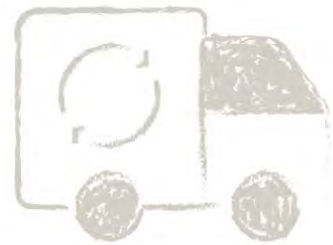
**3,067 tonnes**

COLLECTED WEIGHT



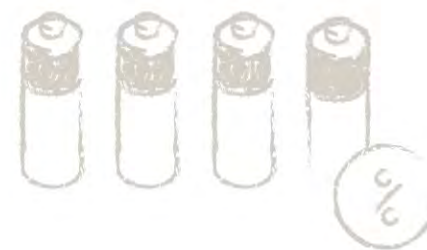
**24,578**

COLLECTION POINTS



**22,869**

COLLECTIONS



**60.60%**

COLLECTION PERCENTAGE



**89.8%**

COLLECTION EFFICIENCY



**In 2017 we collected 3,067 tonnes of batteries. It was highly unlikely that the 2017 collection results would equal the 2016 result. Compared to the 2015 results, the collected quantity in 2017 has risen by 309 tonnes or 11%. Compared to 2016 the results are down by 12%. This decrease is mainly due to the exceptional collection result of the successful K3 collection campaign in Flemish schools in 2016.**

In 2017 the notion 'Ik speel het eerlijk en veilig' ('An honest and safe collection') was successfully introduced in our schools. Several actions which in the past concentrated primarily on the collected quantities were now enriched with a focus on the quality and safe character of the collection e.g. through a vlog by K3 urging everyone to collect batteries in a fair and safe manner, a poster indicating which batteries can be collected at school, masking tape for button cells, a dedicated battery encyclopaedia 'Batterypaedia', ... The new approach was very well received by both schools and parents. In 2018 this concept will be rolled out to our other collection channels.

**WE ARE  
WITH MORE  
THAN 2,200  
PARTICIPANTS**

After many years of loyal service, the online declaration platform myBatbase was replaced by a state-of-the-art CRM system that is more user-friendly and simplifies the declaration process. Incidentally, the entire registering procedure can now be handled online, which immediately resulted in more than eighty new members in just a few months' time. In early 2018, following the introduction of the new declaration platform, the environmental contributions were lowered and differentiated according to battery type, chemical content and weight. This is not illogical as certain battery types are more expensive to collect and process, and also involve safety risks.

Also, the number of members has grown significantly to more than 2,200. The new members are mostly active in e-mobility and online sales.

Hybrid, plug-in and electric vehicles (EV) are becoming increasingly popular. The automotive industry expects that by 2020 no fewer than 10% of all new vehicles will be (partly) powered by batteries. The EV battery market is growing exponentially, resulting in an increasing demand for second-life applications and recycling solutions.



EV batteries hold no secrets for Bebat because in the last 5 years we have also specialised in the EV market. With over 10,000 EV batteries collected and recycled we know the specific needs of the car, bus, truck and motorbike manufacturers. As every situation is unique, Bebat proposes a custom-tailored solution for every manufacturer or importer (compliance, logistics, full service).

In short, there are plenty of new challenges and opportunities. Bebat is champing at the bit!

Peter Coonen  
Managing Director

Yves Van Doren  
Chairman of the Board of Directors



## 03 Mission

# SUSTAINABLE USE, COLLECTION & RECYCLING

At Bebat we work for a better environment by collecting ever increasing quantities of used batteries and 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.





# 04 Organisation

Bebat is a non-for-profit association (vzw) established in 1995 by the 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 be handed in at one of 24,000 collection points, convenient and free of charge. Bebat organises their collection as well as the sorting and recycling process.

**MORE THAN  
24,000  
COLLECTION  
POINTS**

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



## MEMBERS

- ☞ Duracell
- ☞ Memorex
- ☞ Panasonic
- ☞ Varta
- ☞ Commission Automotive



## OBSERVERS

- ☞ OVAM (Openbare Vlaamse Afvalstoffenmaatschappij)
- ☞ Leefmilieu Brussel
- ☞ DSD (Département du Sol et des Déchets)
- ☞ FEE
- ☞ TRAXIO
- ☞ COMEOS



# 05 Participants

WHAT DOES BEBAT DO FOR ITS PARTICIPANTS?



## 1. REPORT

Registering and reporting the number of batteries brought onto the market.



## 2. COLLECTION NETWORK

Organising and maintaining a nationwide collection network.



## 3. SENSITIZE

Raising consumer awareness and undertaking preventive actions.



## 4. COLLECTION OBJECTIVE

Reaching the legal collection targets.



## 5. REPORTING WEIGHT

Reporting the collected weight.



## 6. RECYCLING CORRECTLY

Recycling the collected batteries in an appropriate manner.



## 7. RECYCLING EFFICIENCIES

Achieving and reporting on the legal recycling rates.



# 05 Participants



Total number of participants.

1,774	1,962	2,216
2015	2016	2017



Number of participants to bring separate batteries onto the market.

207	253	317
2015	2016	2017



Number of participants to submit a simplified declaration.

774	988	1,235
2015	2016	2017



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

908	1,012	1,189
2015	2016	2017



Number of participants to submit a non-simplified declaration.

1,000	974	981
2015	2016	2017



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

659	697	710
2015	2016	2017



## 06 Audits

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

The audits are key in ensuring that all participants make a fair contribution to the Bebat system. Member companies are audited at least once every 3 years.

**172** FULL AUDITS

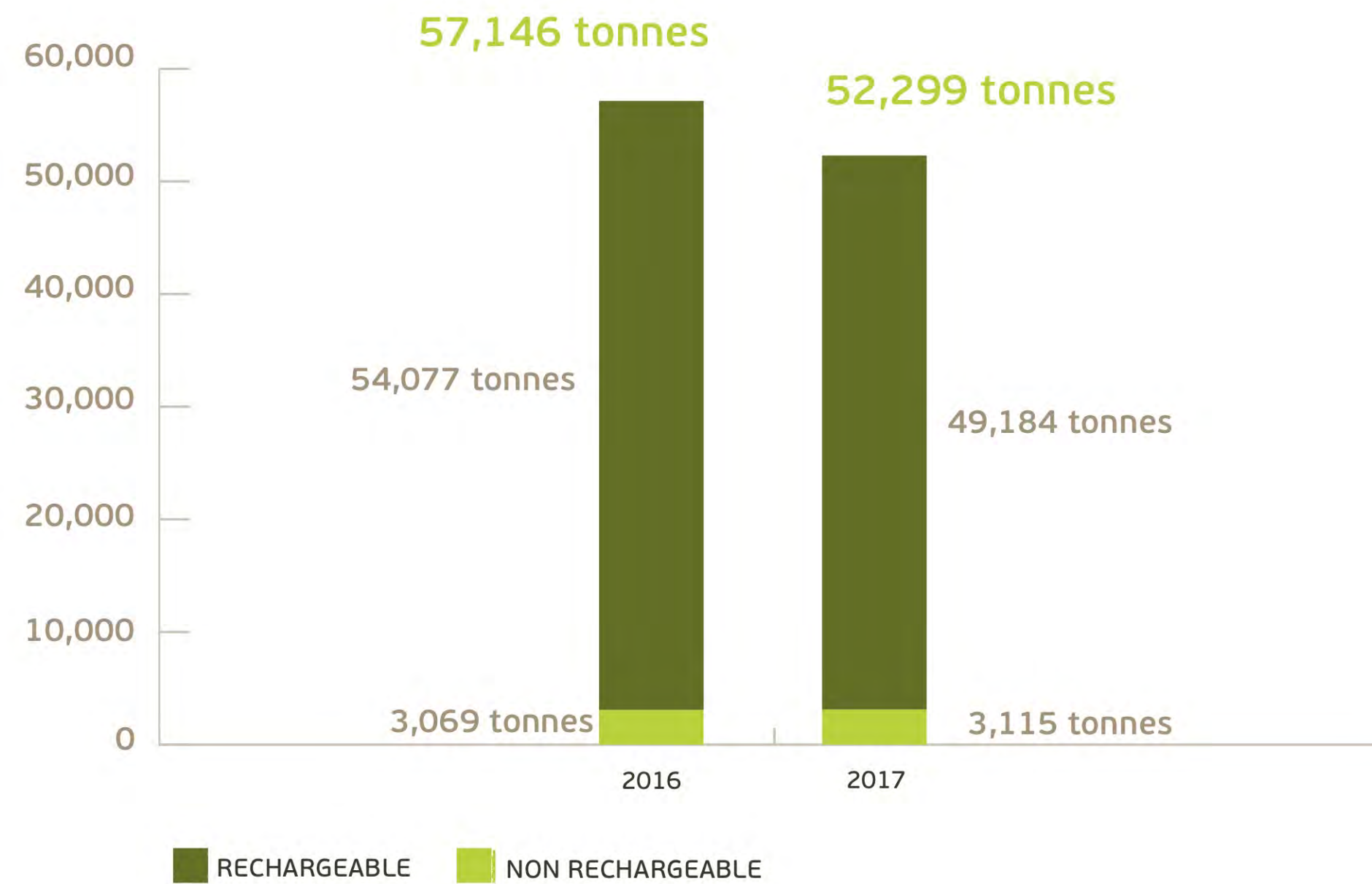
**367** LIMITED

**539** TOTAL

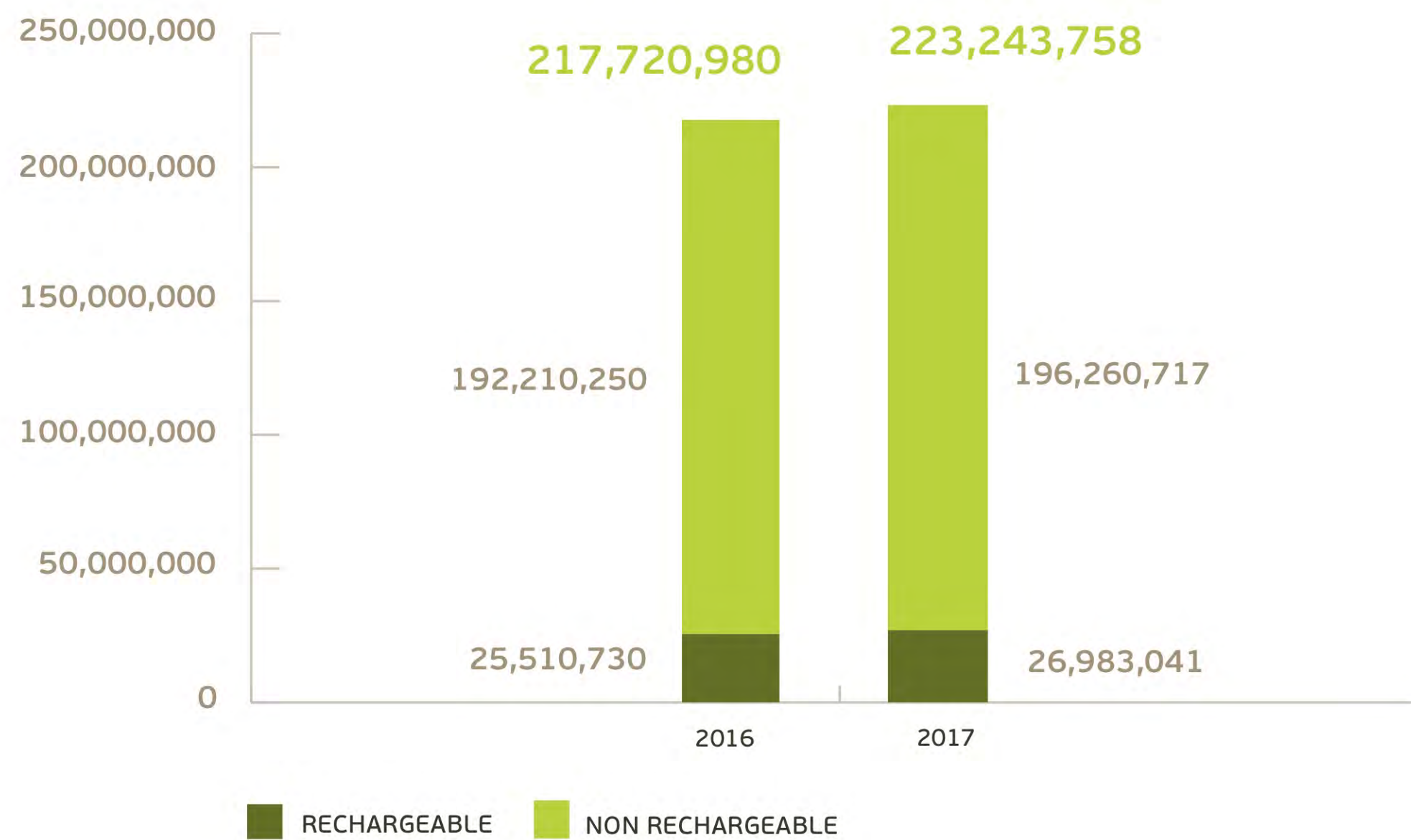


## Batteries brought onto the market

RECHARGEABLE VERSUS NON-RECHARGEABLE



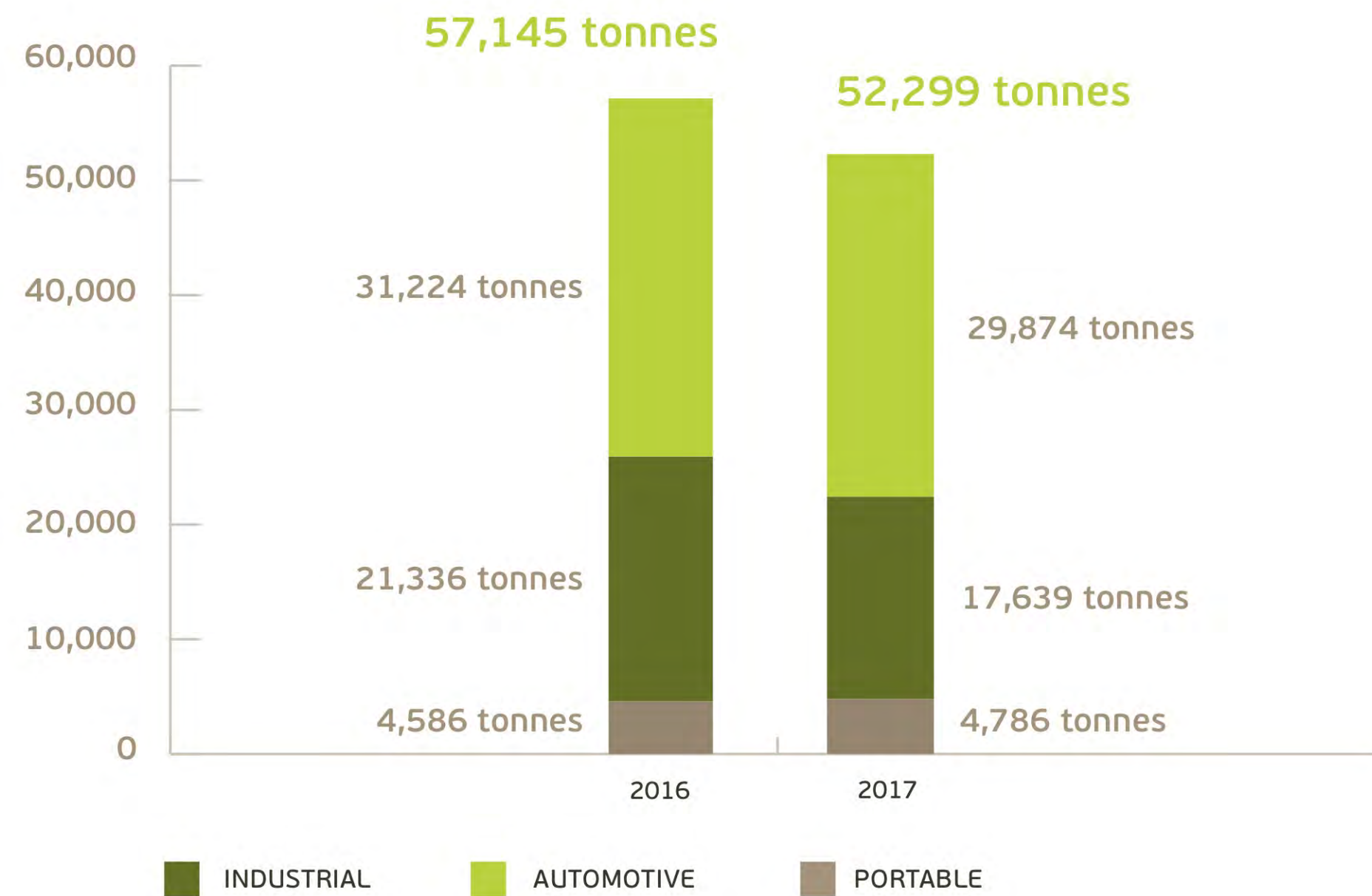
RECHARGEABLE VERSUS NON-RECHARGEABLE (NUMBER OF UNITS)



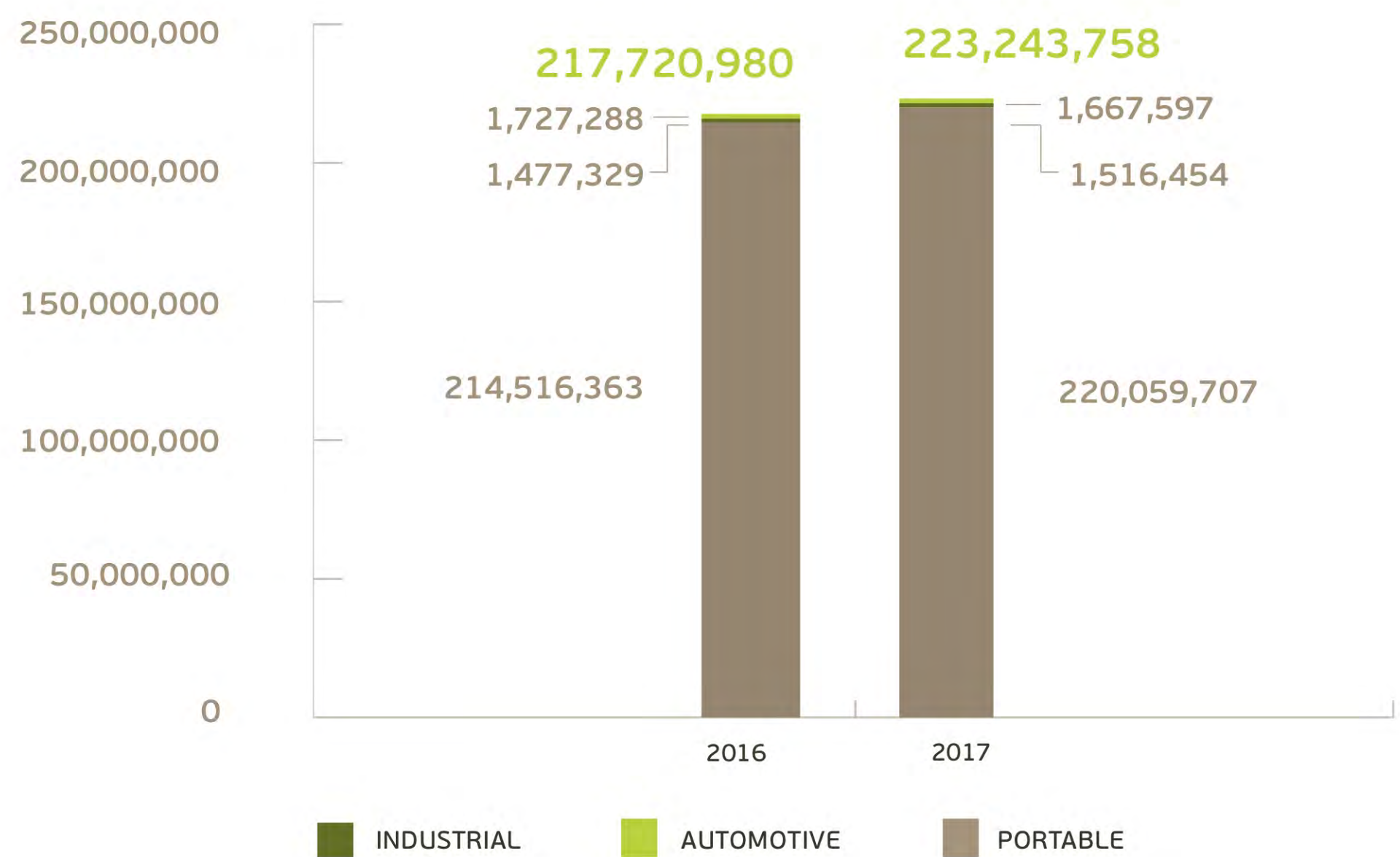


# 07 Batteries brought onto the market

PORTABLE - INDUSTRIAL - AUTOMOTIVE (WEIGHT)



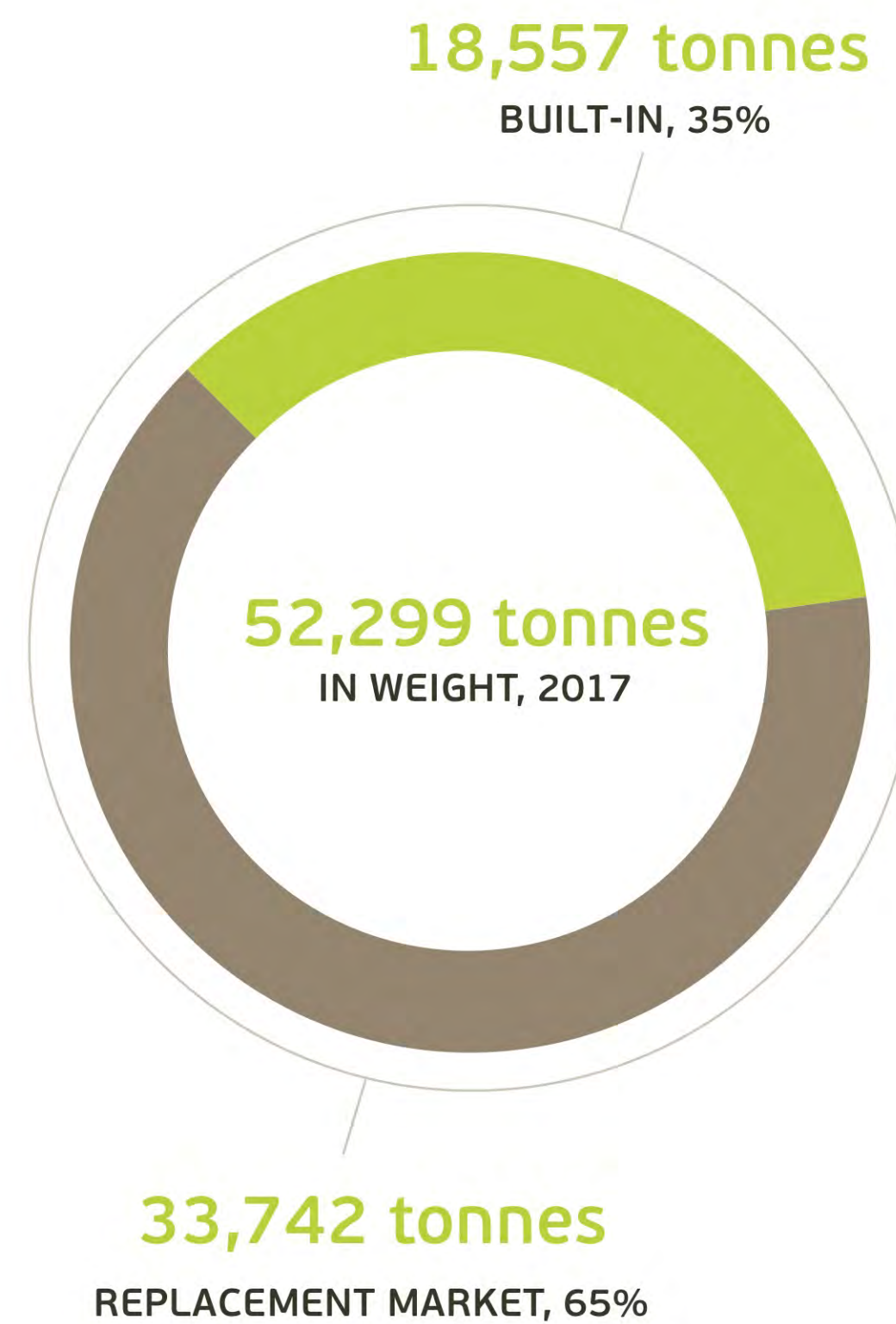
PORTABLE - INDUSTRIAL - AUTOMOTIVE (NUMBER OF UNITS)



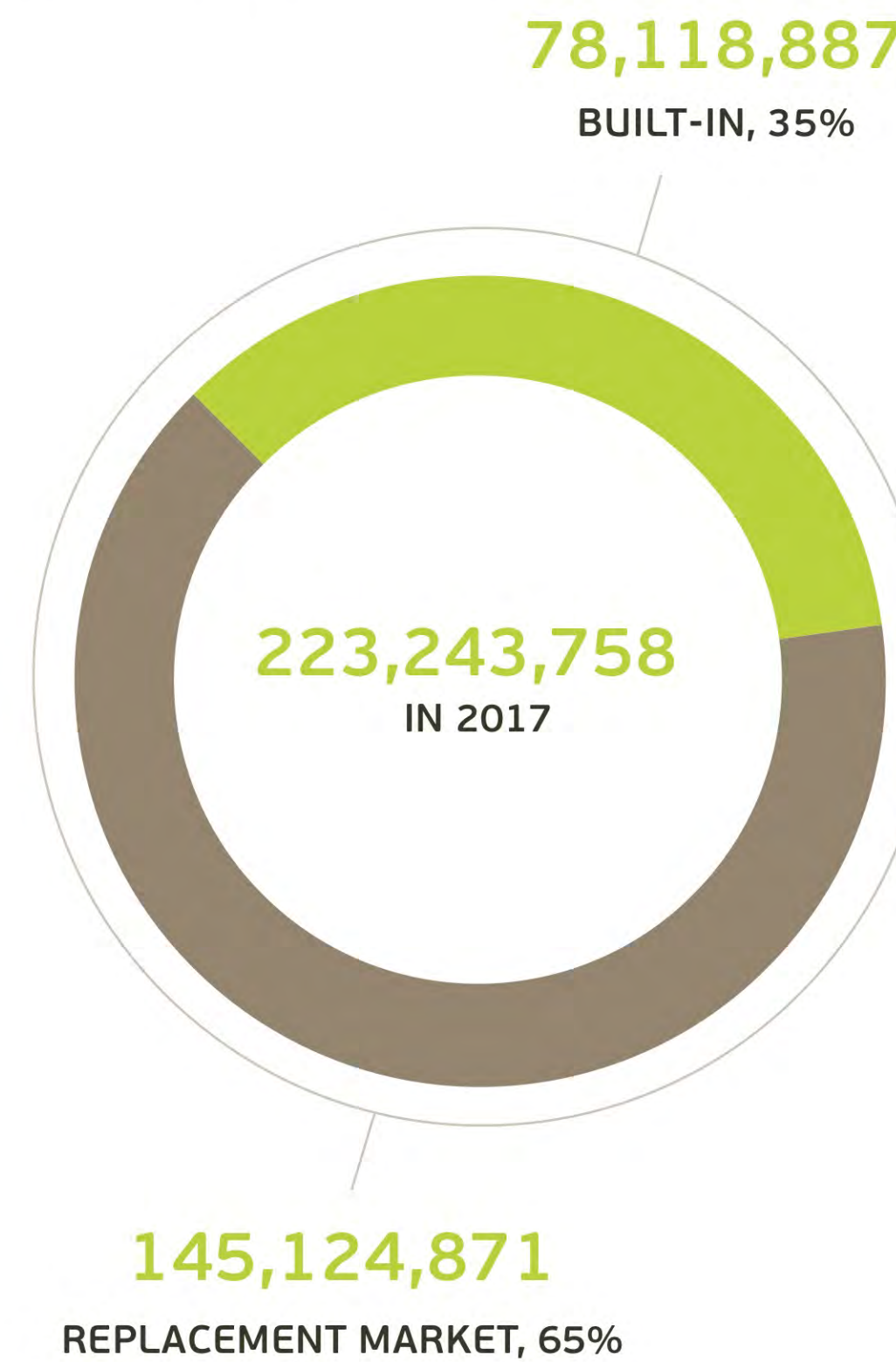


## Batteries brought onto the market

BUILT-IN VERSUS REPLACEMENT MARKET IN WEIGHT



BUILT-IN VERSUS REPLACEMENT MARKET IN NUMBER OF UNITS





07

## Batteries brought onto the market

### CONCLUSION

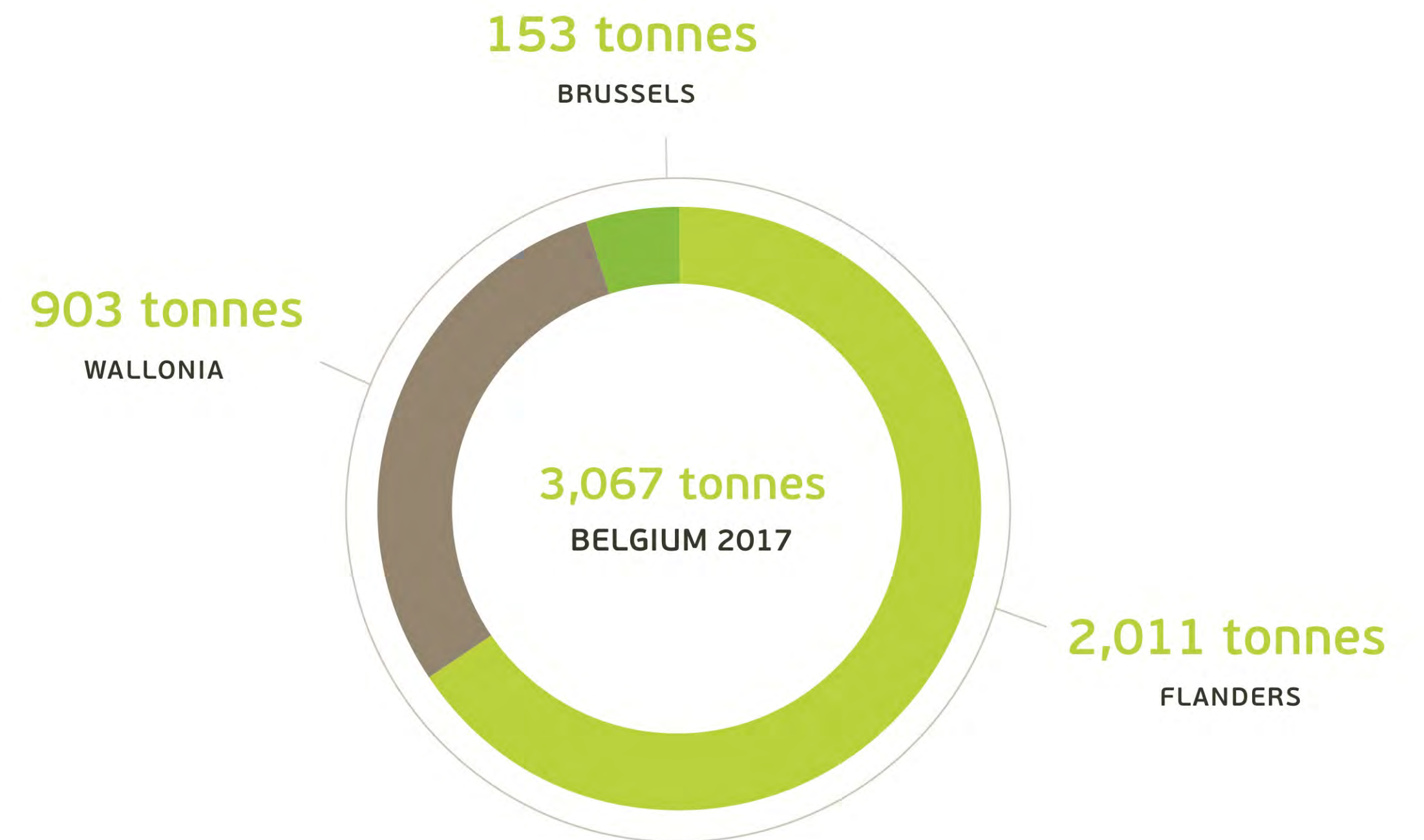
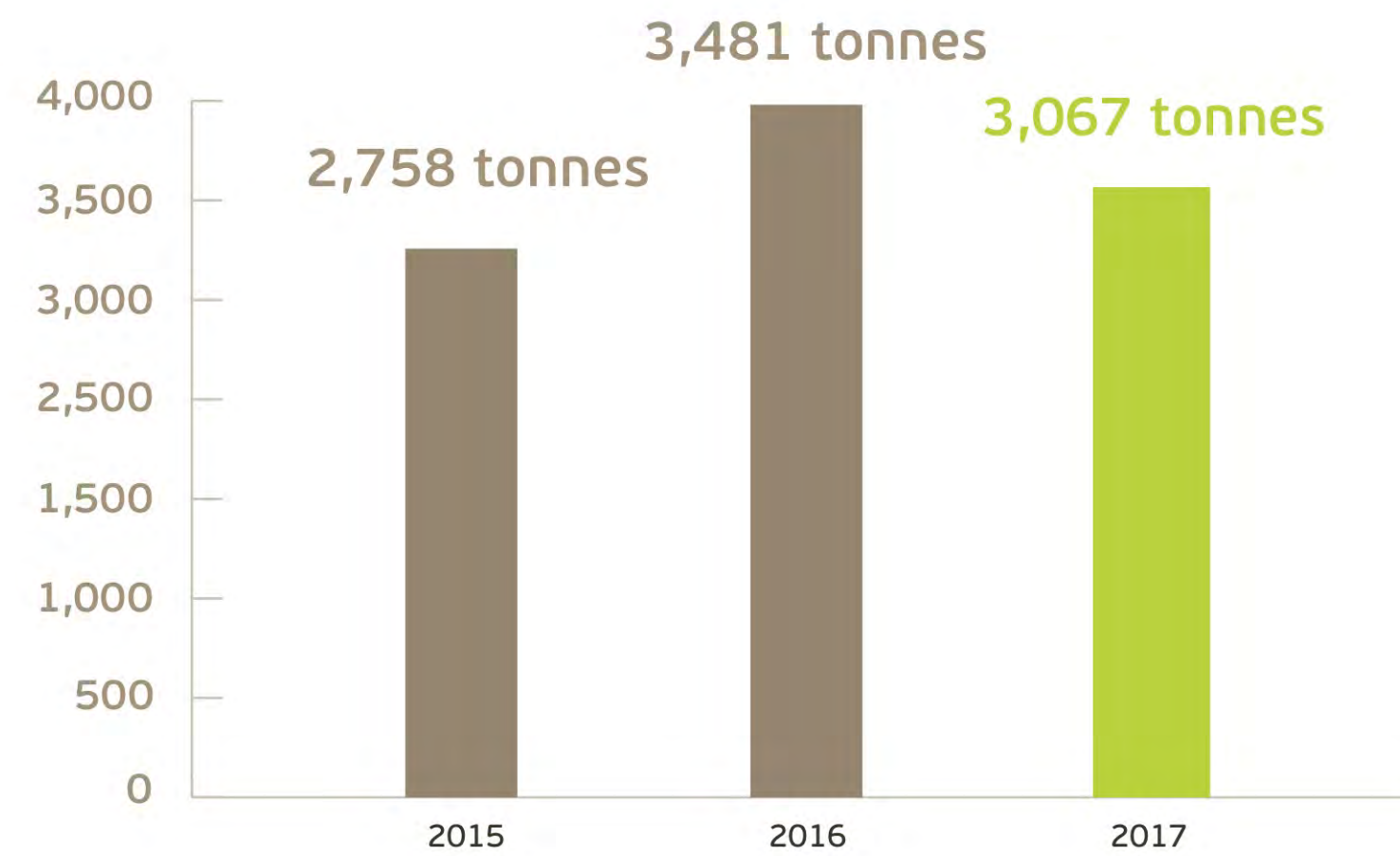
Compared to 2016, the number of batteries brought onto the market in 2017 (portable, industrial and automotive) grew by 5,522,778 units (2.5%). This increase is largely due to primary batteries as well as rechargeable lithium batteries. The marketed weight has dropped by 8.5%. This result is primarily explained by a sharp decline in lead-acid and nickel-cadmium batteries. 35% of the batteries brought onto the market - both in terms of units and in weight - are included in a device.

**AN INCREASE  
OF 5,522,778  
BATTERIES  
COMPARED TO  
2016**



# 08 Collection results

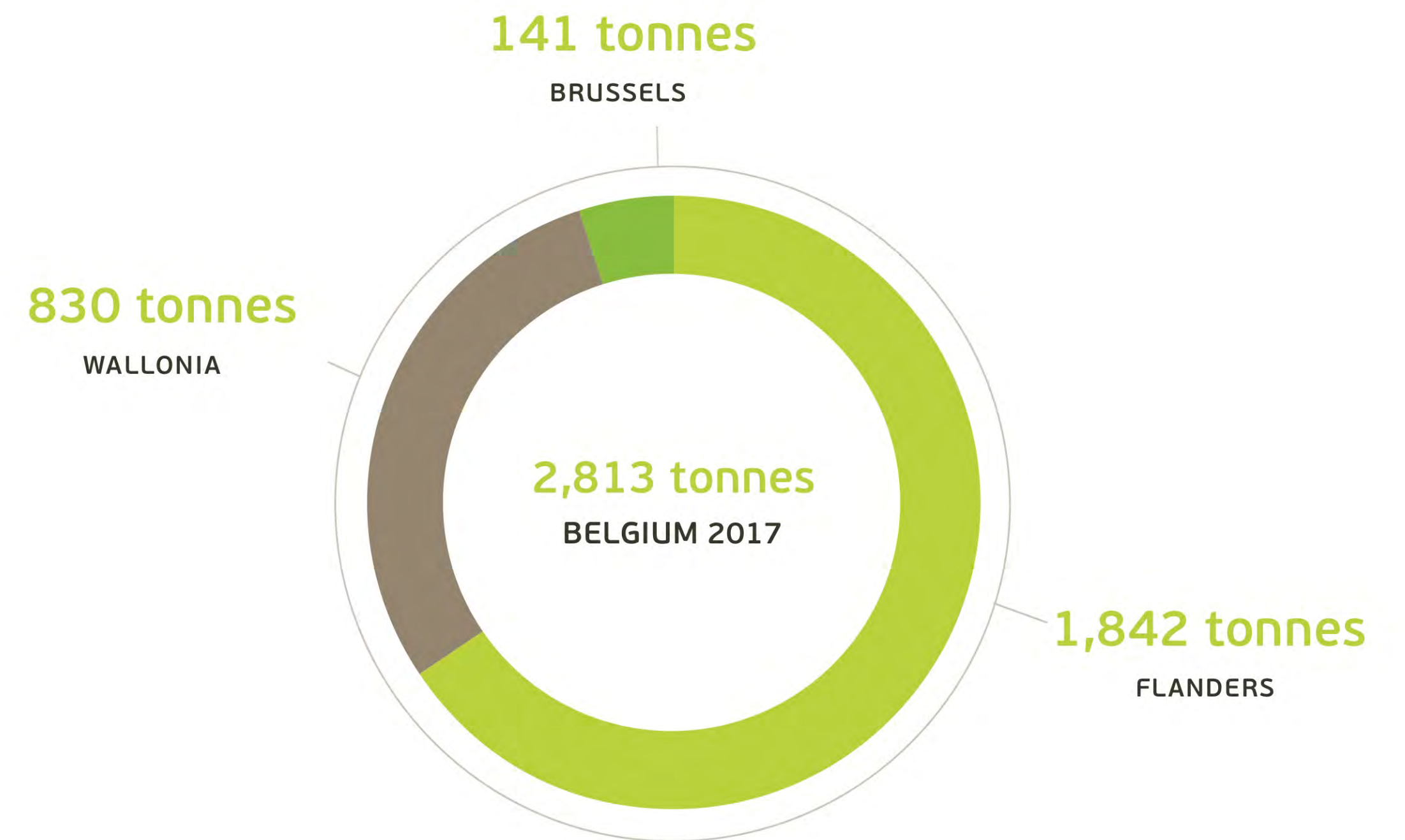
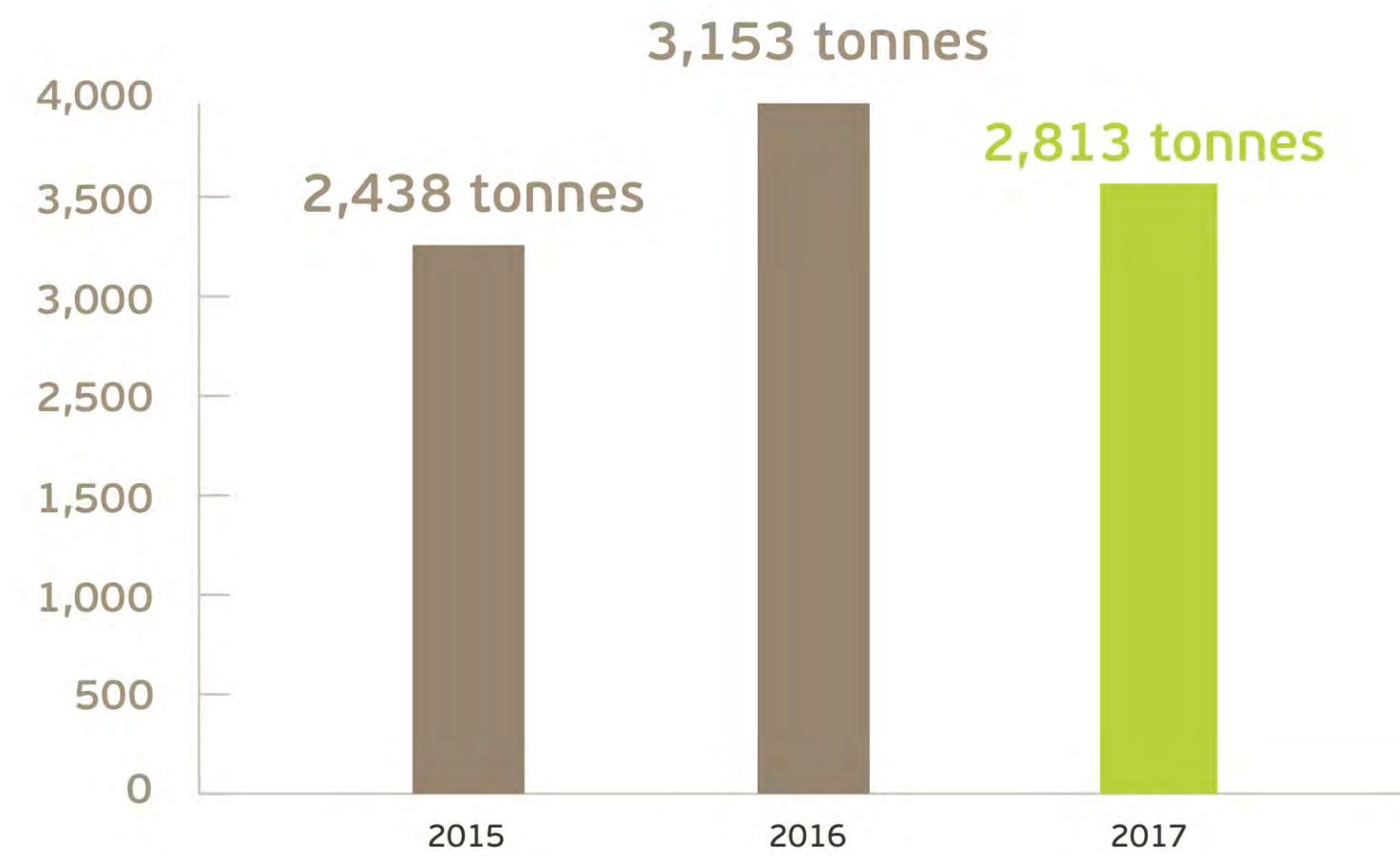
TOTAL COLLECTION RESULT IN WEIGHT





# 08 Collection results

COLLECTION RESULTS PORTABLE BATTERIES IN TERMS OF WEIGHT

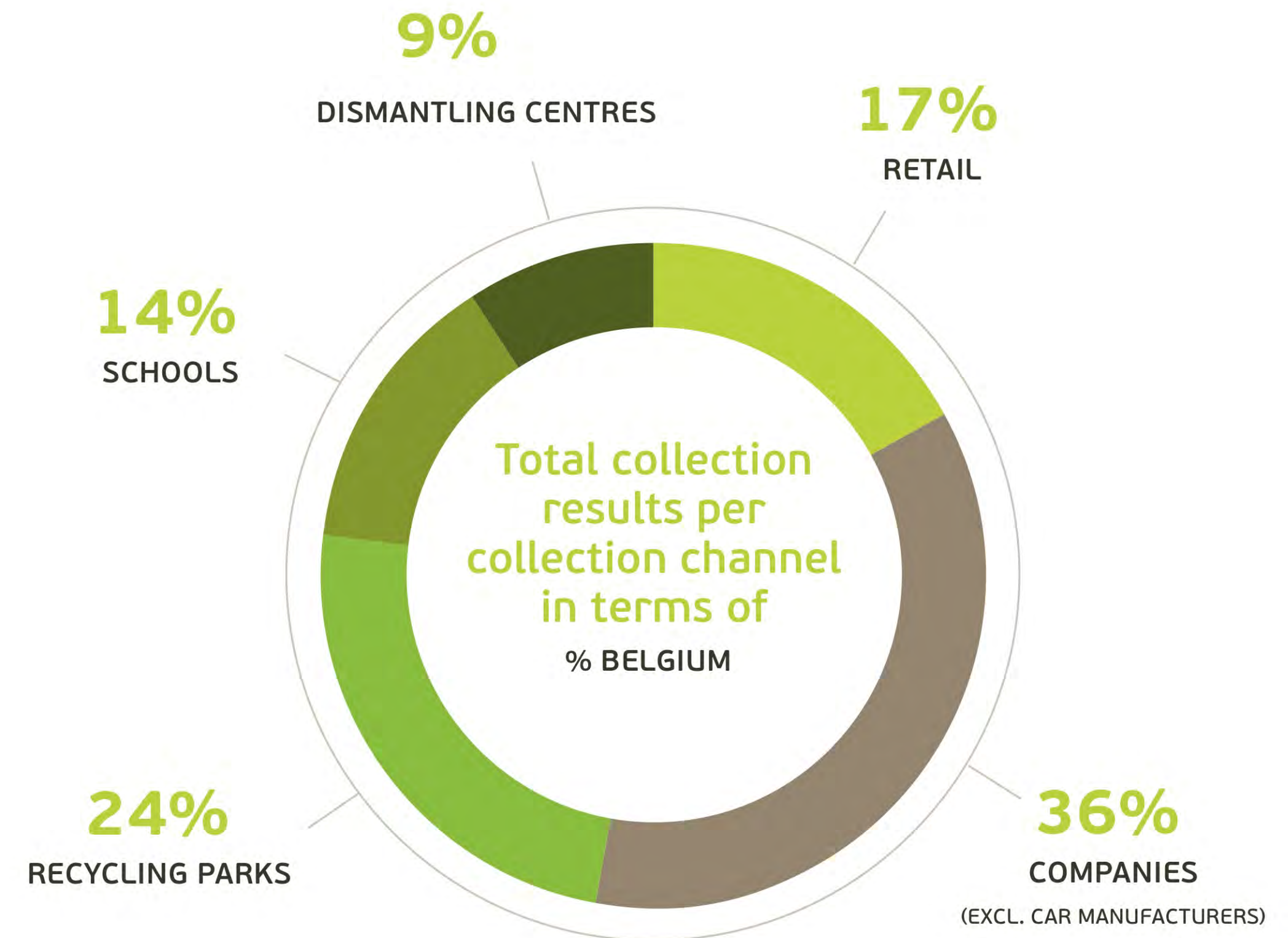




# 08 Collection results

In 2017, more than 129,000,000 batteries were collected. The amount of collected batteries in Belgium fell by 12% or 414 tonnes. This decrease is mainly due to the exceptional collection result of the successful K3 collection campaign in Flemish schools in 2016. It was highly unlikely that the 2017 collection results would equal the 2016 result.

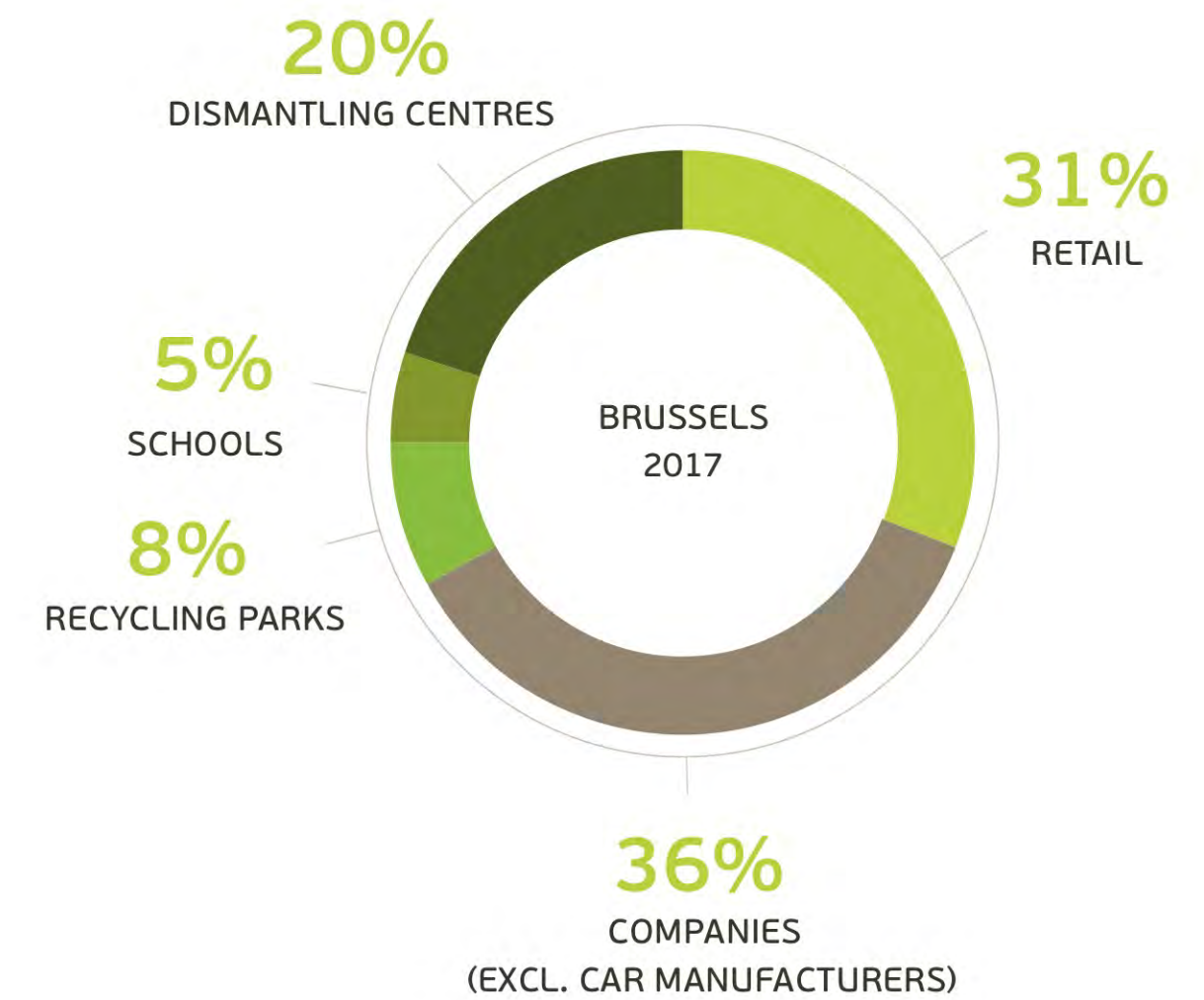
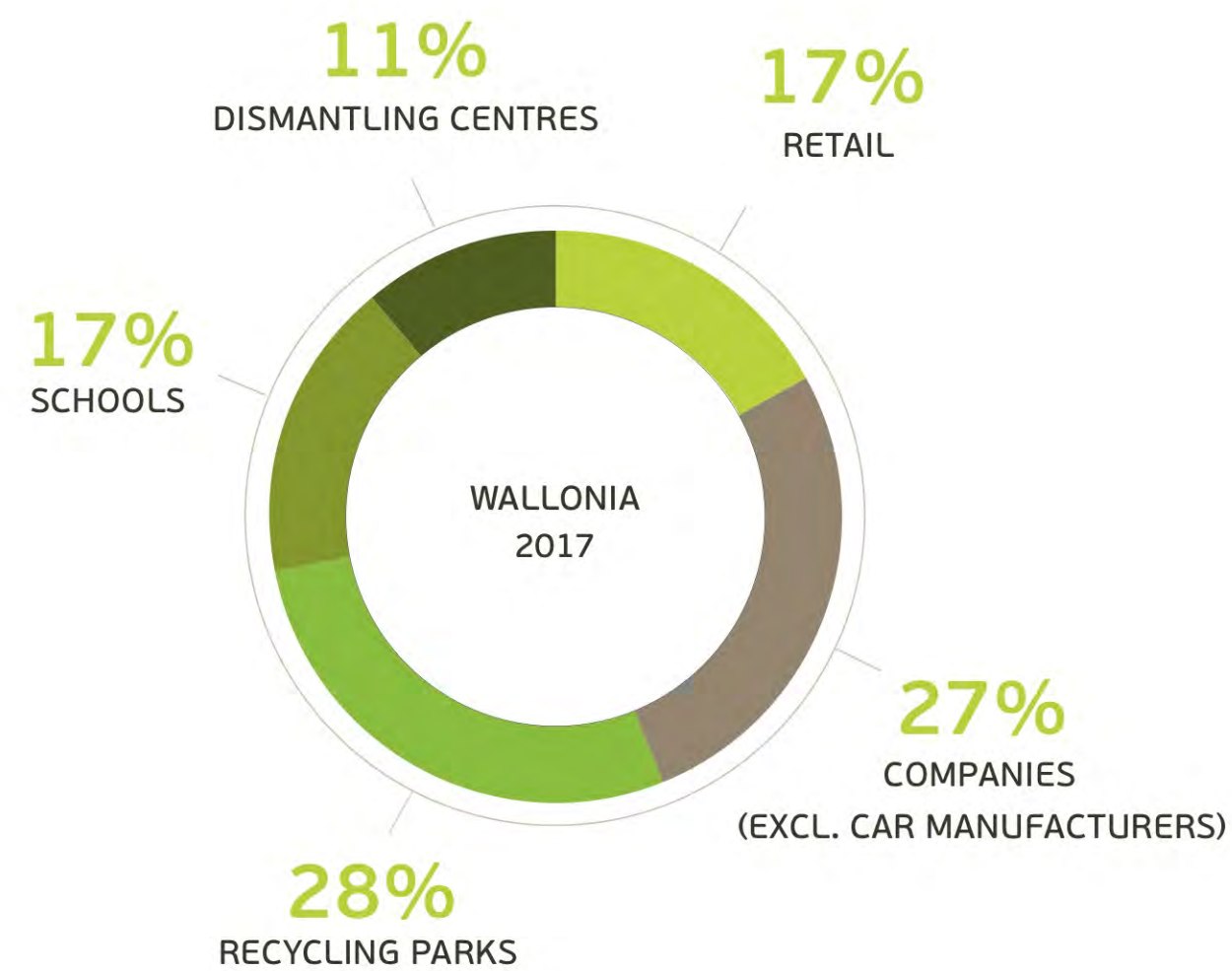
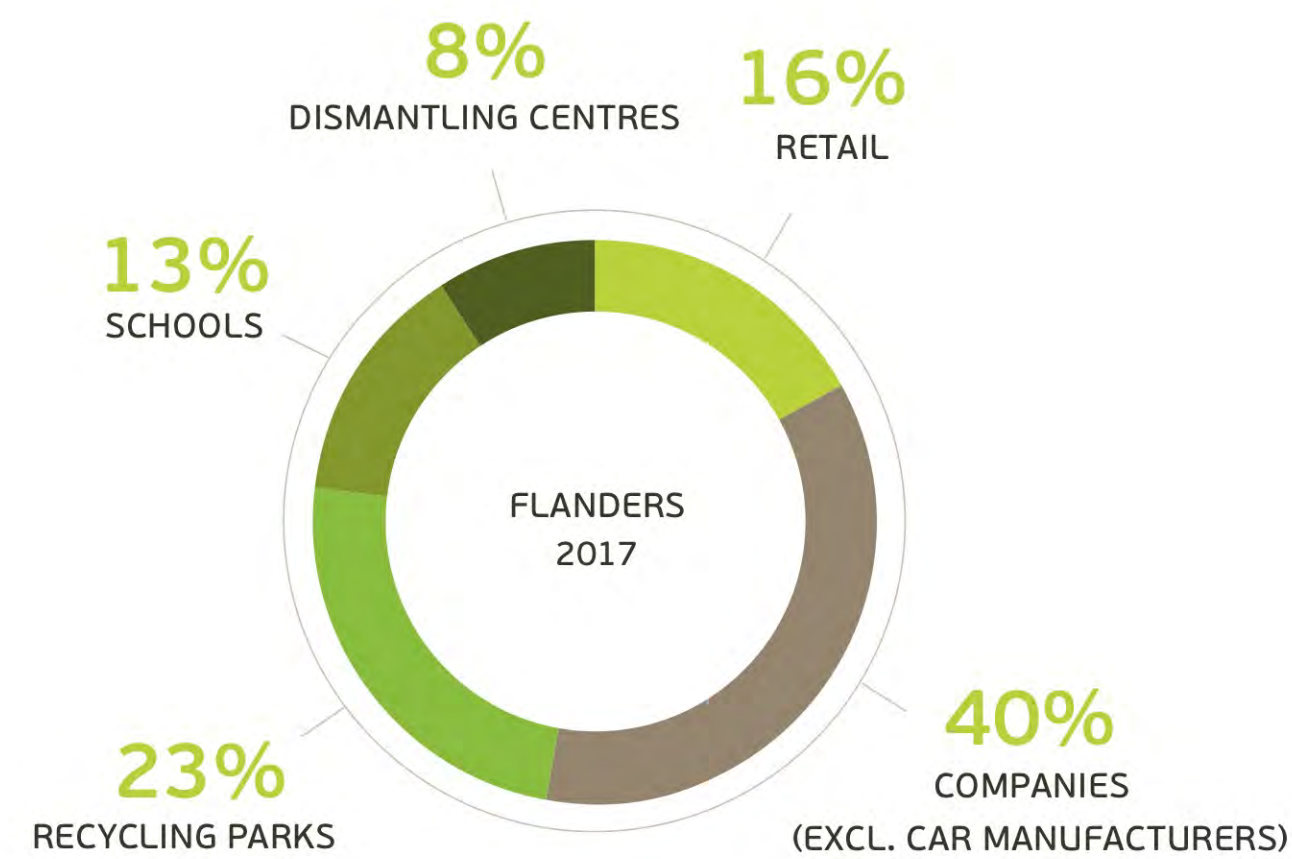
Compared to the 2015 results, the collected quantity in 2017 has risen by 309 tonnes or 11%. In retail there is a marked increase of 24% compared to 2016. We've also noted a sharp rise in collected weight at the recycling parks (+10%) and the dismantling centres (+22%). Apart from the significant drop of the collection results in schools (-57%) we also recorded a slight decrease in collection from companies (-6%). In addition, some 9,000 kg was collected from car manufacturers.





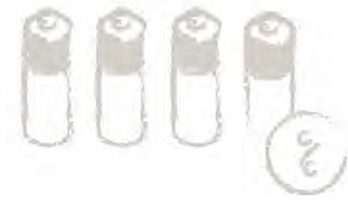
# 08 Collection results

OVERALL COLLECTION RESULTS PER COLLECTION CHANNEL IN TERMS OF % - REGION





# 09 Collection percentage



## 60.60%

COLLECTION PERCENTAGE 2017 BELGIUM

According to the legal calculation method in Belgium, 60.6% is the collection percentage Bebat achieved in 2017. However, this certainly doesn't mean that the remaining 39.4% of batteries end up in the environment.

The legal calculation method takes insufficient account of the long life of the average battery, viz. 6 years. With 60.6%, Bebat easily meets the legal objective for Belgium and far surpasses the European objective of 45% for 2017. Belgium is the undisputed front runner, both in Europe and the rest of the world.



## 89.8%

COLLECTION EFFICIENCY PERCENTAGE

As the legal calculation method does not paint a realistic picture 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 that are available for collection.



## 9,000,000

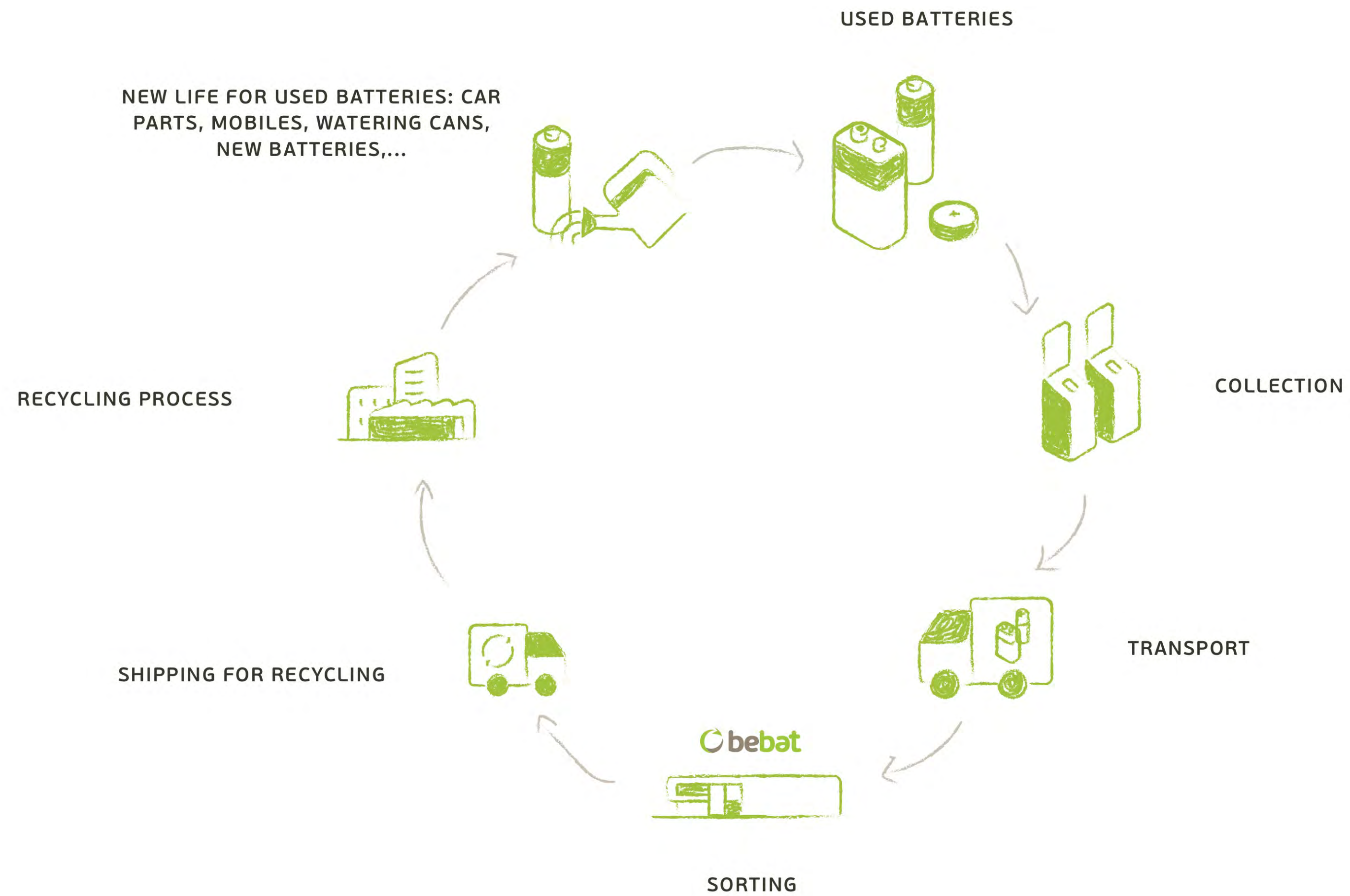
NUMBER OF CONSUMER MOVEMENTS

Devices keep getting smaller; as a result, batteries are getting lighter and the average weight of the batteries that Bebat collects keeps dropping.

This means that if Bebat is to collect the same weight in batteries, consumers must hand in more batteries and visit a collection point more often. In 2017 we generated over 9,000,000 consumer movements.



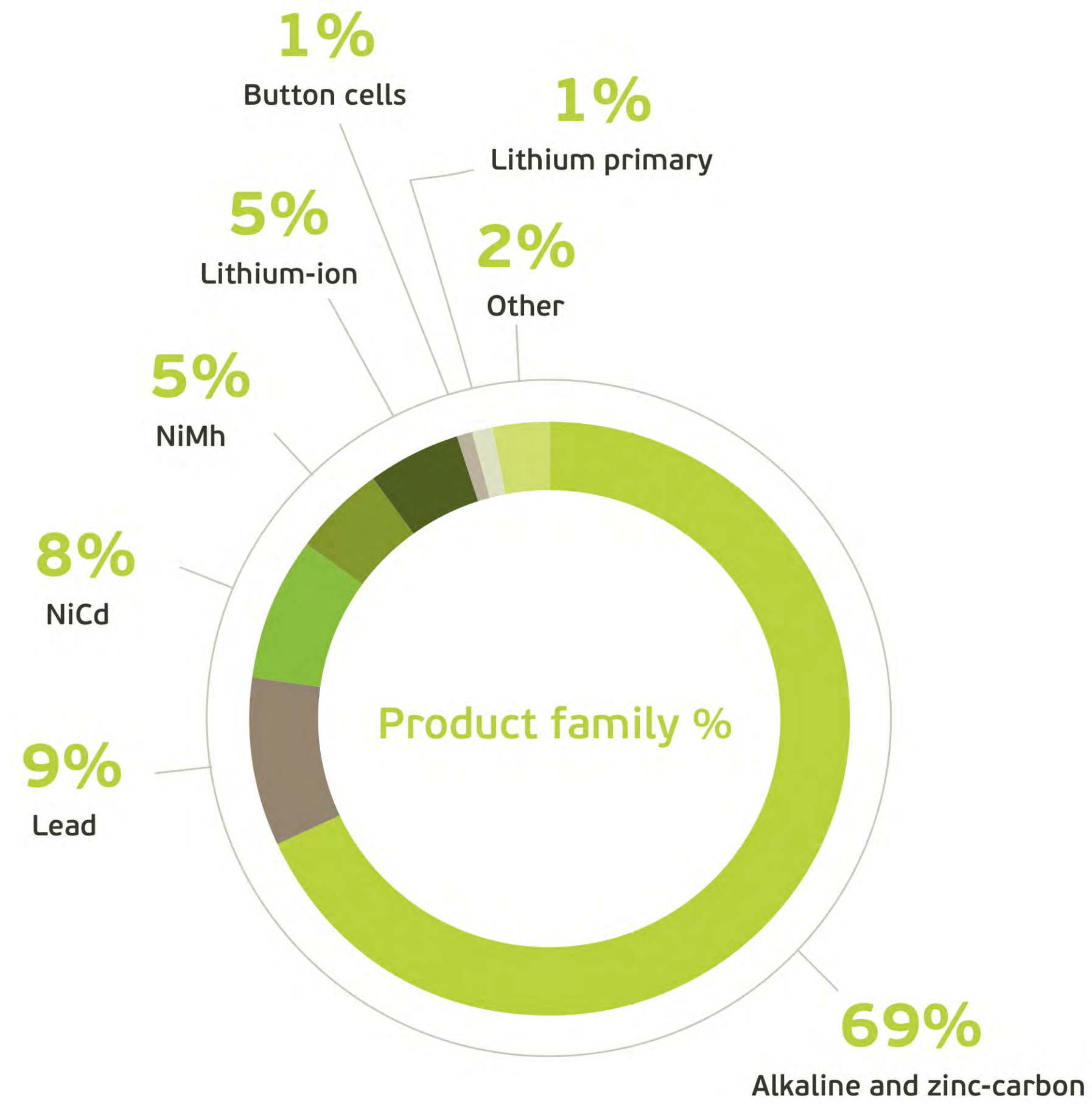
# 10 A new life for used batteries





# 11 What do we sort?

SORTED WASTE STREAMS %  
PRODUCT FAMILY %





# 12

## Processing and recycling plants



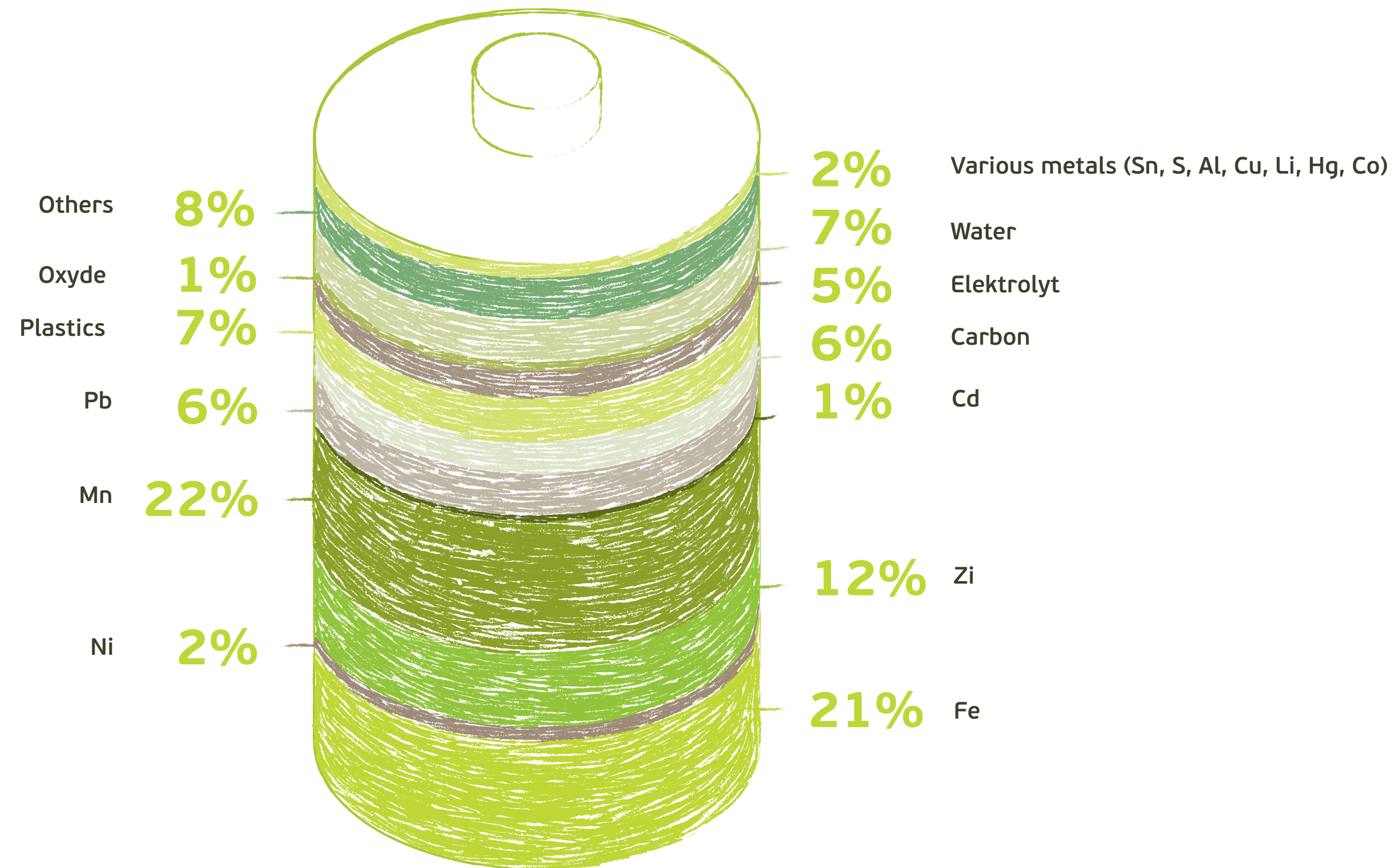


WHICH  
MATERIALS  
COULD BE  
RECOVERED?





## Which materials could be recovered?





# 14 What can be manufactured with the recovered metals?



=

**256**

USED BATTERIES



=

**2,132**

USED BATTERIES



=

**13**

USED BATTERIES



=

**500,000**

USED BATTERIES



=

**1,421**

USED BATTERIES



=

**120**

USED BATTERIES



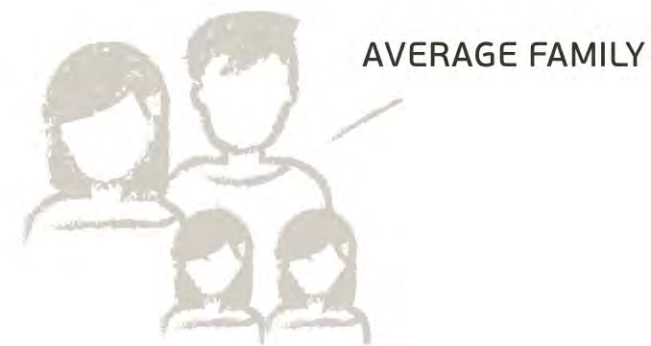
# 15

## The average Belgian in batteries



**2 or 3 times**

The number of times a year the average Belgian hands in his batteries at a Bebat collection point



**125** batteries at home  
**13** of which are empty

**19 batteries**

buys a Belgian on average per year



**12** are bought separately



**7** are mounted in a device or vehicle

 **bebat**

**95%**

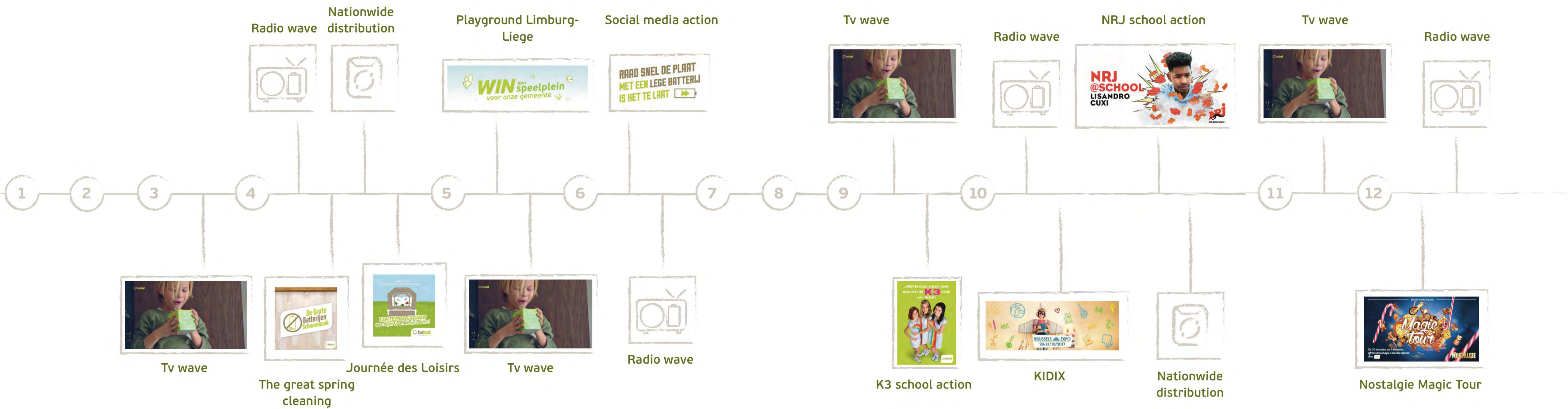
are familiar with the Bebat system

**90%**

know the Bebat brand as opposed to just 51% in 2010



# 16 Marketing campaigns





# 16 Media campaigns

## FIGURES TV CAMPAIGN:

**In 2017 we launched a new TV campaign.**

Nearly 7 in 10 respondents spontaneously remember seeing the commercial.

97% of respondents find the commercials very clear. 65% of respondents

rank the commercial among the

best they have seen.

86% of respondents take a personal

interest in the commercial. 88%

of respondents find the commercial

convincing.

Thanks to these results, our

campaign was one of the most

effective in the non-for-profit.

**WITH THESE RESULTS, OUR  
CAMPAIGN WAS ONE OF THE  
BEST-SCORING CAMPAIGNS  
IN THE NON-FOR-PROFIT.**

source: TNS Dimarso 02/2017

## FIGURES RADIO CAMPAIGN:

**In 2017 we also launched a new radio commercial.**

Nearly 7 in 10 respondents spontaneously remember hearing the commercial.

92% of respondents find the commercial very clear. 69% of respondents rank

the commercial among the best they have heard. 83% of respondents take

a personal interest in the commercial. 86% of respondents find the

commercial convincing.

Thanks to these results, our

radio campaign was also one

of the most effective in

the non-for-profit.

**WITH THESE RESULTS, OUR  
RADIO CAMPAIGN WAS  
ALSO ONE OF THE BEST-  
SCORING CAMPAIGNS IN  
NON-FOR-PROFIT.**

source: TNS Dimarso 02/2017



# 16

## Actions in the spotlight

### K3 SCHOOL ACTION

Via direct mail, infomercials, radio and social media, both boards and pupils of elementary schools in Flanders were asked to hand in as many kg of used batteries per pupil as possible during the campaign period (from September 25 to October 20).

The school with the highest number of kg per pupil won a private showing of the new K3 movie in the presence of K3. The top 5 schools were rewarded with a Romp Day.



### RESULTS

**359** participating schools

**83 tonnes** of batteries were collected

**461,591** people reached on Facebook

### NRJ @ SCHOOL

Via direct mail, radio and social media, both school boards and pupils of secondary schools in Brussels and Wallonia were asked to hand in as many kg of used batteries per pupil as possible during the campaign period. The school with the highest number of kg per pupil won a private school concert by Lisandro Cuxi.



### RESULTS

**31** participating schools

**12 tonnes** of batteries were collected

**66,347** people reached on Facebook



# 16

## Actions in the spotlight

### ROMP DAY

Via direct mail, both school boards and pupils of elementary schools and kindergartens in Brussels and Wallonia were asked to hand in as many kg of used batteries per pupil as possible during the campaign period (from 18 April through 12 May), and this in a safe and appropriate manner. The school with the highest number of kg per pupil won a special Romp Day organised at their school.



### RESULTS

**185** participating schools

**50 tonnes** of batteries were collected

### 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 most weight per resident wins a brand-new playground. In 2017 the competing provinces were Limburg and Liège.



### RESULTS

#### LIMBURG

**30** municipalities took part (70%)

**29 tonnes** collected

Gingelom was the winner with

**137.67 gr** / resident

#### LIEGE

**47** municipalities took part (56%)

**45 tonnes** collected

Olne was the winner with a whopping

**257.14 gr** / resident



## Actions in the spotlight

### NOSTALGIE MAGIC TOUR

Bebat and radio station Nostalgie launched an appeal to bring in as many used batteries and second-hand toys as possible during the week of 30 November - 6 December. The aim was to surprise underprivileged children with a nice St. Nicholas gift.



#### RESULTS

A total of 20,347 kg in toys were handed in and 282,740 empty batteries were collected a 273% increase over 2016 or a total of 16,175 kg in 1 week's time.

**282,740  
EMPTY  
BATTERIES  
COLLECTED**

### VILLA PILA

With "Villa Pila", Bebat created a free educational programme for school children aged 8 to 12.



Our site in Tienen includes an educational visitor centre where specialised staff offer school children detailed information on energy in general and the lifecycle 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.

#### RESULTS

Villa Pila receives 4 schools per week (school days only with the exception of Wednesdays) with an average 40 pupils per visit. Over 3,500 children visited Villa Pila over the 2016-2017 school year. Villa Pila is fully booked for the 2017-2018 school year.

**MORE  
THAN 3,500  
STUDENTS  
VISIT**



## PREVENTION

In 2017 the notion 'Ik speel het eerlijk en veilig' ('An honest and safe collection') was successfully introduced in our schools.

Several actions which in the past concentrated primarily on the collected quantities were now enriched with a focus on the quality and safe character of the collection e.g. through a vlog by K3 urging everyone to collect batteries in a fair and safe manner, a poster indicating which batteries can be collected at school, masking tape for button cells, a dedicated battery encyclopaedia 'Batterypaedia', ...



In 2017 targeted prevention and raising awareness were our main focus on social media as well. Moreover, a handy leaflet was put together on the proper use of starter batteries.



