



# Annual report **2018**



# 01

## Basic figures



**2,765**

Participants



**3,208 tonnes**

Collected weight



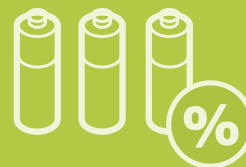
**25,166**

Collection points



**23,968**

Collections



**61.6%**

Collection rate



**90%**

Collection efficiency

## 02

### Editio



**In 2018, Bebat collected 3,208 tonnes of used batteries with the cooperation of all Belgians, a 5% increase since 2017. Our 2018 collection rate was about 61.6% compared to 60.6% in 2017. This far exceeds the collection target of 45% in Flanders and 50% in Wallonia and Brussels.**

At the end of 2017, the 'MyBatbase' declaration platform for participants was given a new look and since then it has been possible to register fully online. This transition also yielded positive results in 2018: the number of participants rose to 2,765 that year. The platform attracted no fewer than 549 new members, which include 96 foreign web stores. It is a result we can be proud of.

The increased collection rate is partly due to Bebat's dense collection network of 1 collection point for every 500 inhabitants. In 2018, our field promoters installed many new collection points to include batteries from newly introduced devices such as pedelecs, drones and electronic cigarettes. Our collection point satisfaction surveys again achieved an average score of 90% in 2018.

2018 was also the year of e-mobility. Bebat participated in the Autotechnica trade fair in March. It was the perfect opportunity for Bebat to share its knowledge and allow visitors to experience the dismantling of an Electric Vehicle (EV) battery live at the Bebat stand. Bebat offers a range of services tailored to all EV customers: cars, trucks, buses, boats, bicycles, scooters and other (micro-)mobility provider.

Bebat's marketing activities are effective: only 1% of Belgians do not know where to hand in their used batteries and 95% of Belgians are aware of the Bebat collection system. In early 2018, a blog was launched to provide accurate and relevant

information about batteries to specific target groups and to strengthen our online presence. A new article was posted on the blog every week and people clearly appreciated them. The blog quickly became very popular and attracted 38,000 readers in just one year.

In 2019, we will focus our attention on removing certain obstacles within our existing operations in order to make it even easier to use Bebat's services. For example, we are launching Bebat Collect, a mobile app that enables collection points to request a collection in seconds. E-mobility is gaining even more importance and the new software application Reneos was developed to ensure efficient EV battery collection throughout Europe in collaboration with our foreign colleagues. We are launching a new marketing strategy with a new television commercial, which means that we are bidding farewell to our friends the butterflies and are now welcoming 'a small gesture'.

2018 was a good year for Bebat and we have a lot of ideas and projects for 2019. We will make sure that your small gesture makes a big difference in 2019. You will join us, won't you?

**Peter Coonen**

Managing Director

**Yves Van Doren**

Chairman



## 03

### Mission

- ✓ At Bebat we work for a better environment by collecting ever more used batteries and recycling them ever better.
- ✓ 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-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 ranks among the world leaders in the collection of used batteries. Used batteries can be handed in at one of 25,000 collection points, convenient and free of charge. Bebat organises 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:

### Members

- Commission Automotive
- Duracell
- Memorex
- Panasonic
- Varta

### Observers

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



# 05

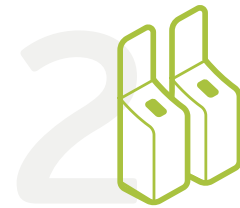
## Participants

What does Bebat do for its participants?



### Report

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



### Collection network

Organising and maintaining a nationwide collection network.



### Raise awareness

Raising consumer awareness and taking preventive actions.



### Collection objective

Reaching the legal collection targets.



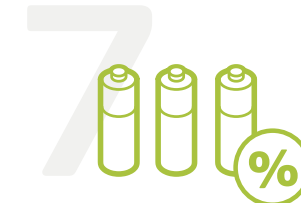
### Reporting weight

Reporting the collected weight.



### Recycling correctly

Recycling the collected batteries in the appropriate manner.



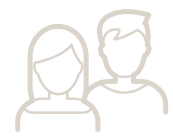
### Recycling efficiencies

Achieving and reporting on the legal recycling rates.



## 05

### Participants



Total number of participants.

<b>1,962</b>	<b>2,216</b>	<b>2,765</b>
2016	2017	2018



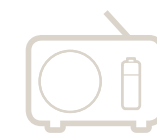
Number of participants to bring separate batteries on the market.

<b>253</b>	<b>317</b>	<b>585</b>
2016	2017	2018



Number of participants to submit a simplified declaration.

<b>988</b>	<b>1,235</b>	<b>1,772</b>
2016	2017	2018



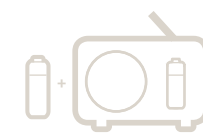
Number of participants to only bring batteries on the market that are installed in a device.

<b>1,012</b>	<b>1,189</b>	<b>1,248</b>
2016	2017	2018



Number of participants to submit a non-simplified declaration.

<b>974</b>	<b>981</b>	<b>993</b>
2016	2017	2018



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

<b>697</b>	<b>710</b>	<b>932</b>
2016	2017	2018



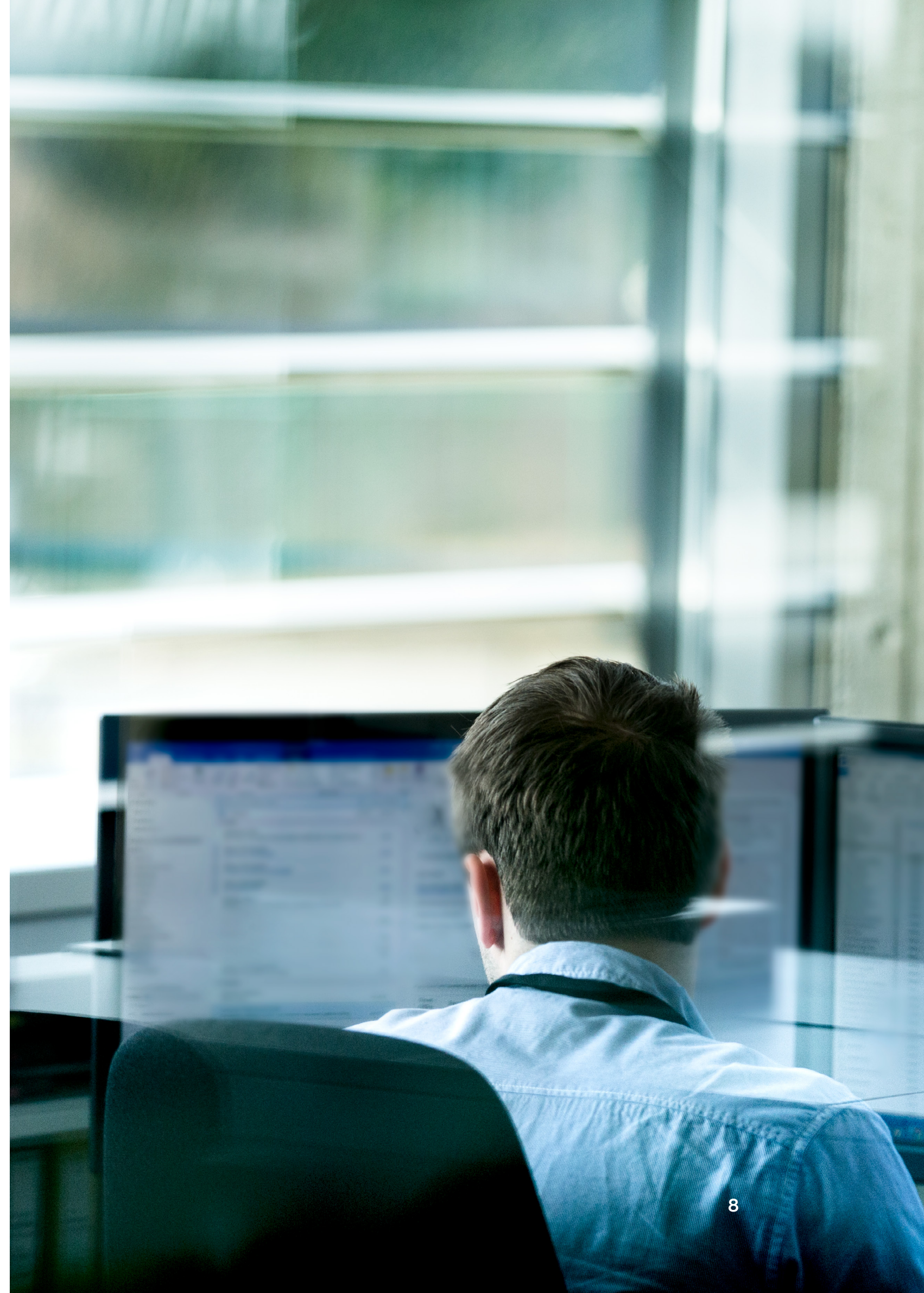
## 06

# Audits

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

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

Full audits	196
Simplified audits	615
<hr/>	
<b>TOTAL</b>	<b>811</b>



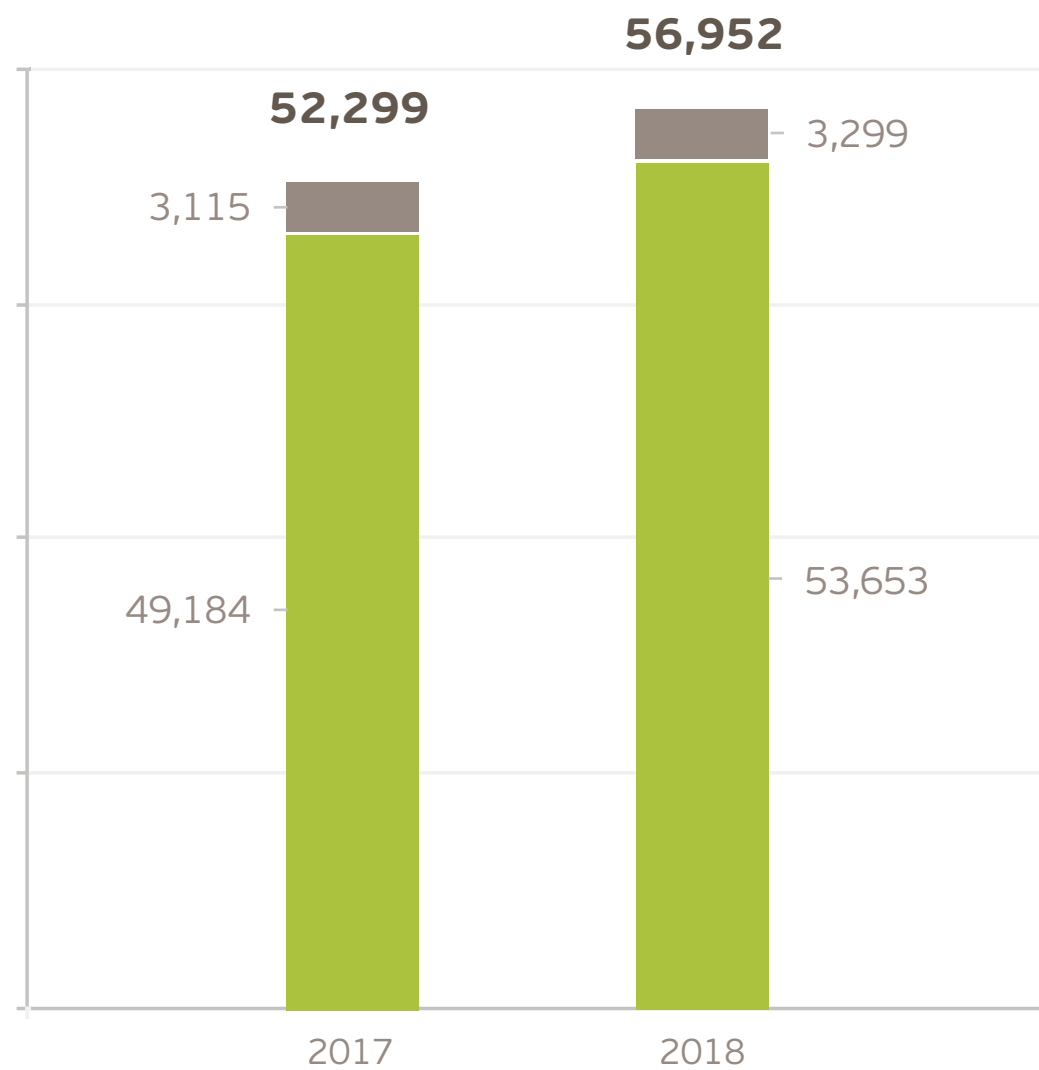


## 07

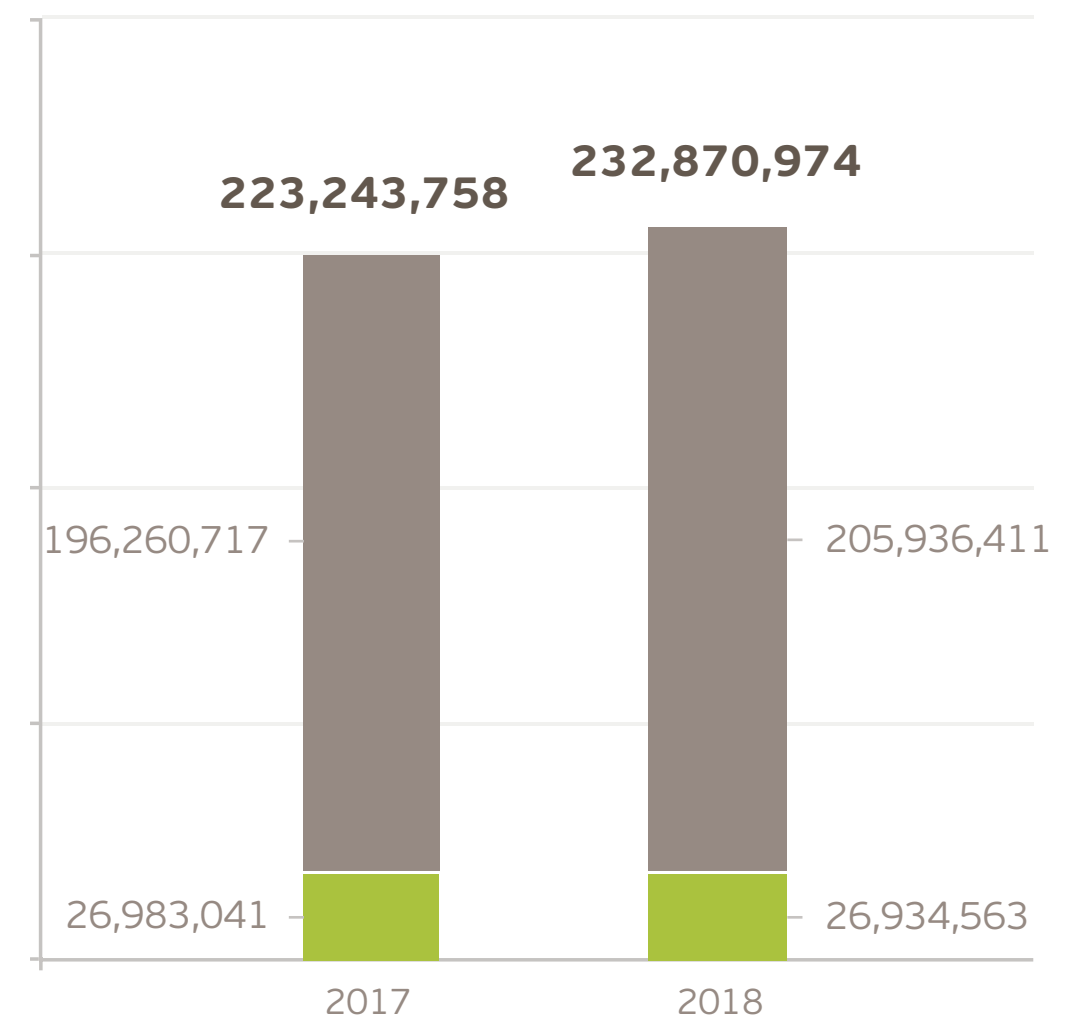
# Batteries brought on the market

Rechargeable versus non-rechargeable

Weight (in tonnes)



Number of batteries (in units)







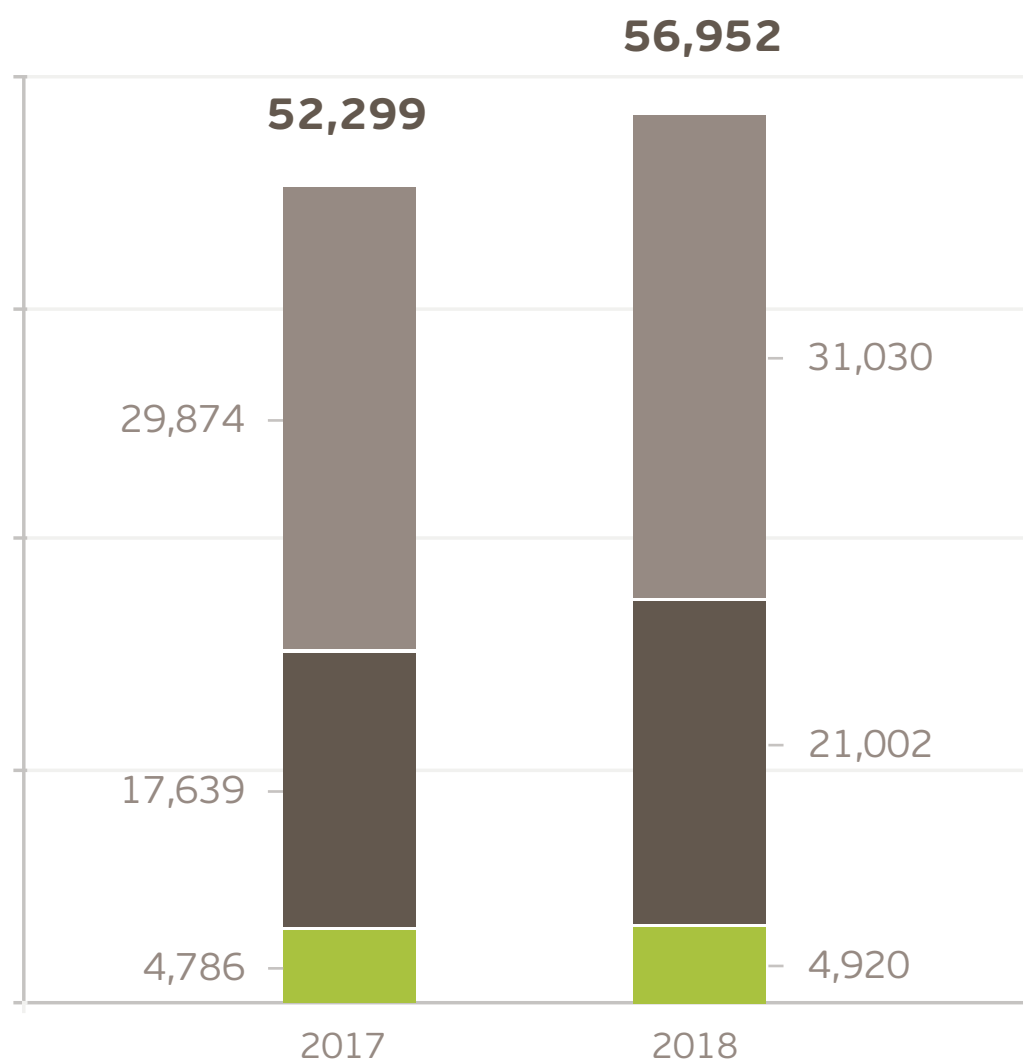


# 07

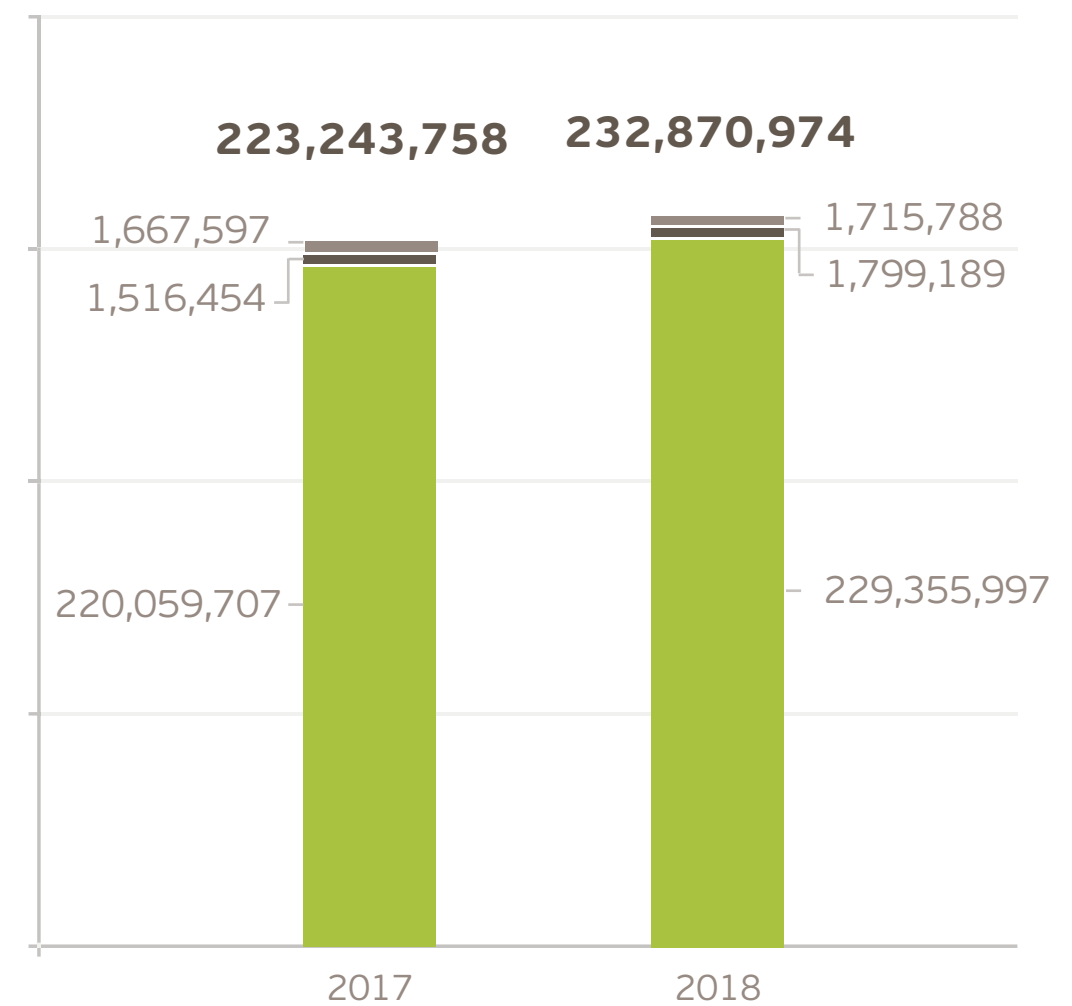
## Batteries brought on the market

Portable - Industrial - Automotive

Weight (in tonnes)



Number of batteries (in units)







**bebat**

Batterijen / Piles et accus



**bebat**

Geef je lege batterijen  
een nieuw leven en  
neem deel aan de Bebat Tombola\*

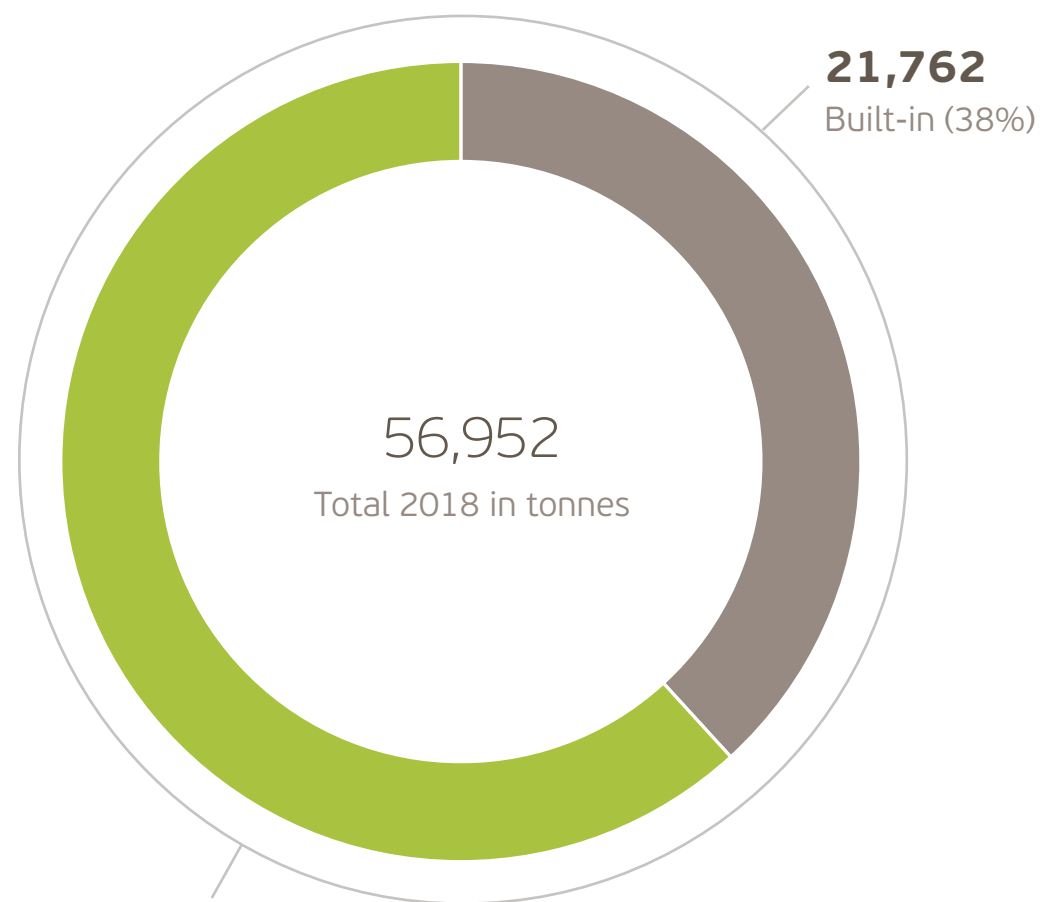


## 07

# Batteries brought on the market

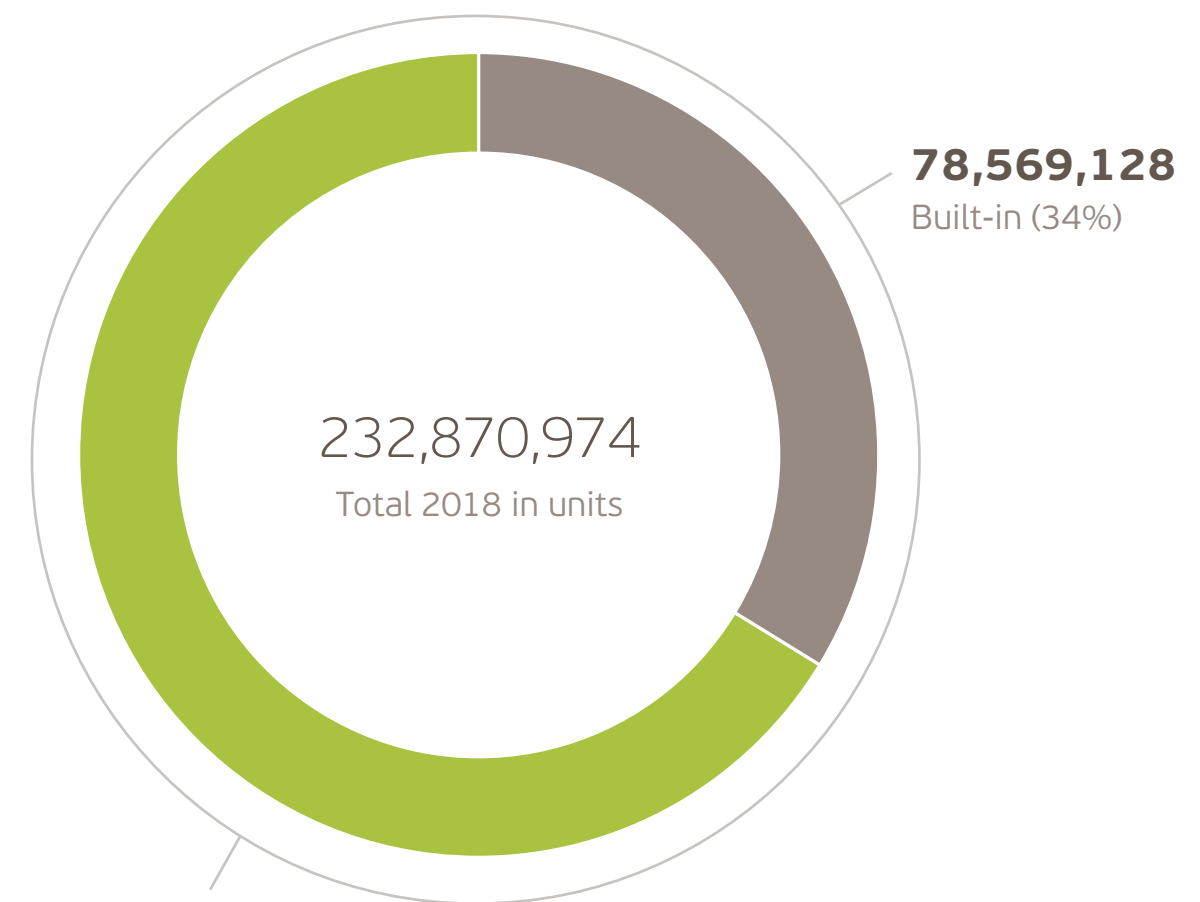
Built-in versus replacement market in

Weight (in tonnes)



**35,189**  
Replacement market (62%)

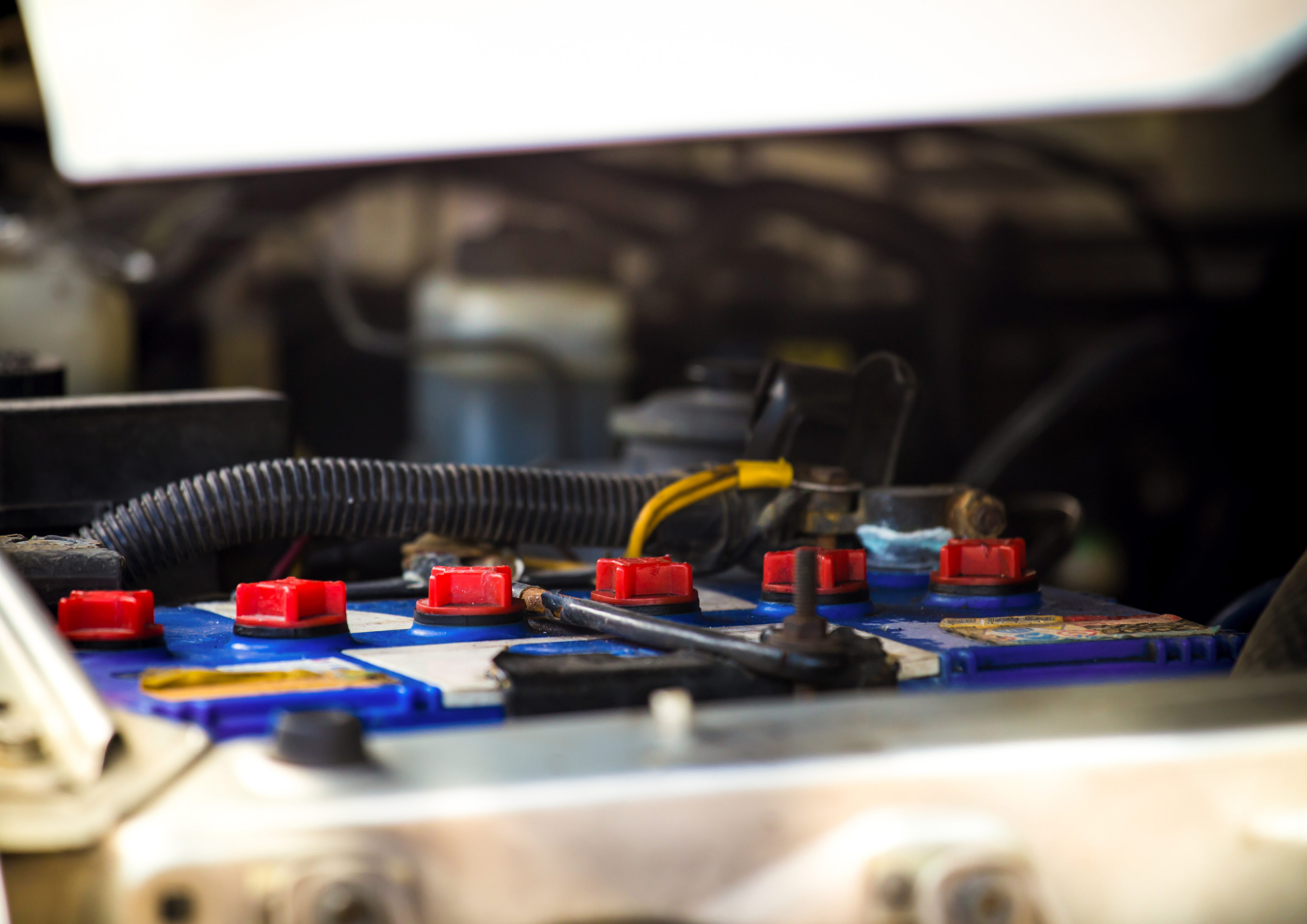
Number of batteries (in units)



**154,301,846**  
Replacement market (66%)

**78,569,128**  
Built-in (34%)







## 07

# Batteries brought on the market

## Conclusion

**In 2018, the weight of primary batteries put on the market increased by 5.9% compared to 2017 and that of rechargeable batteries by 9.1%.**

Within non-rechargeable batteries, zinc carbon (11.3%), alkaline (4.9%), silver oxide (19.2%) and zinc-air batteries (7.9%) rose. The weight of batteries put on the market to drive EFV increased by 46.7%, for electric bicycles by 26.1% and for other rechargeable batteries by 7.2%.

The declarations for lead-acid batteries account for 83.8% of the total declared weight. The total tonnage of lead-acid batteries marketed consists mainly of automotive batteries (64.4%), 35.43% of industrial batteries and only 0.17% of portable batteries. Within the industrial batteries group, lead-acid batteries account for 80.5% of the total weight. Industrial batteries are therefore mainly lead-acid batteries. Automotive batteries consist almost exclusively of lead-acid batteries (99.8%).

Rechargeable batteries only become available for collection after a long period of

time (5 to 10 years on average, with spillovers of up to 20 years). In addition, the strongly increasing lead-acid batteries put on the market have a positive economic value. As a result, they only enter Bebat's collection system to a very limited extent. Many batteries with a positive value are exported abroad outside the Bebat system, whether or not together with an appliance, or taken directly to the processor.

**An increase  
of 5,9%  
relative to  
2017**



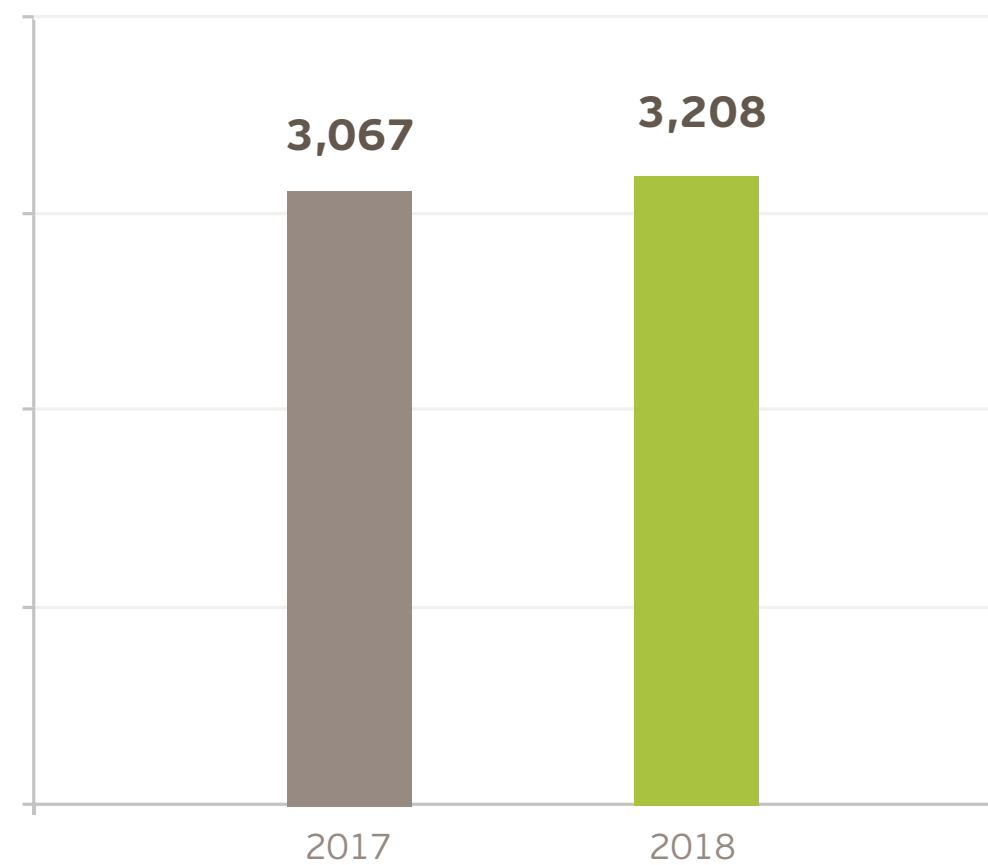


## 08

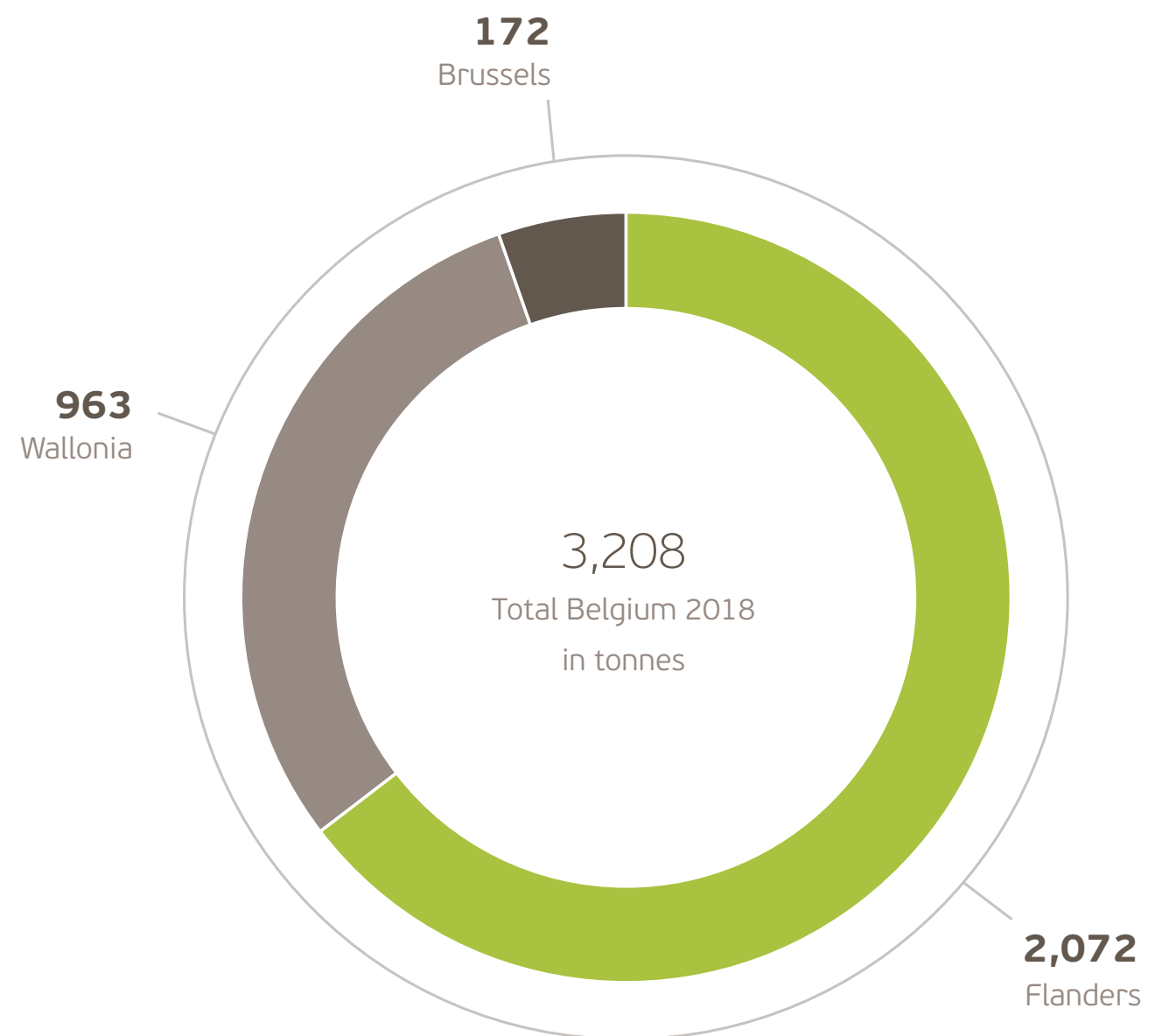
### Collection results

Total collection result in terms of weight

Weight (in tonnes)



Weight (in tonnes)



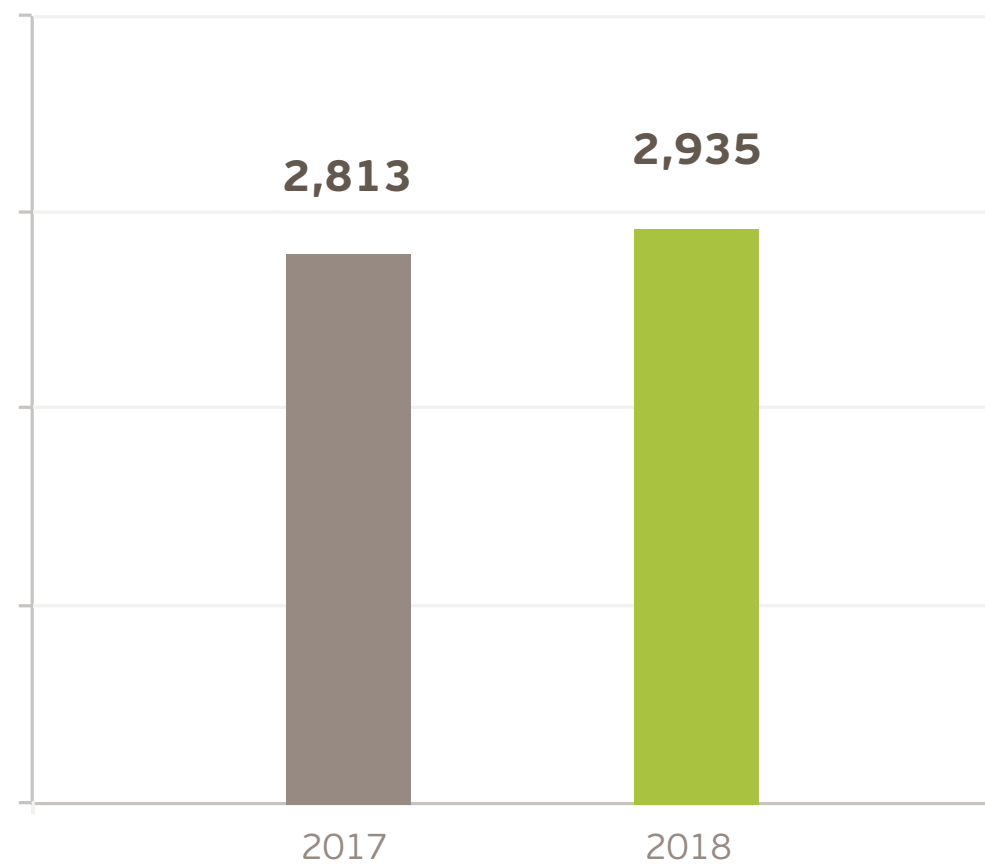


## 08

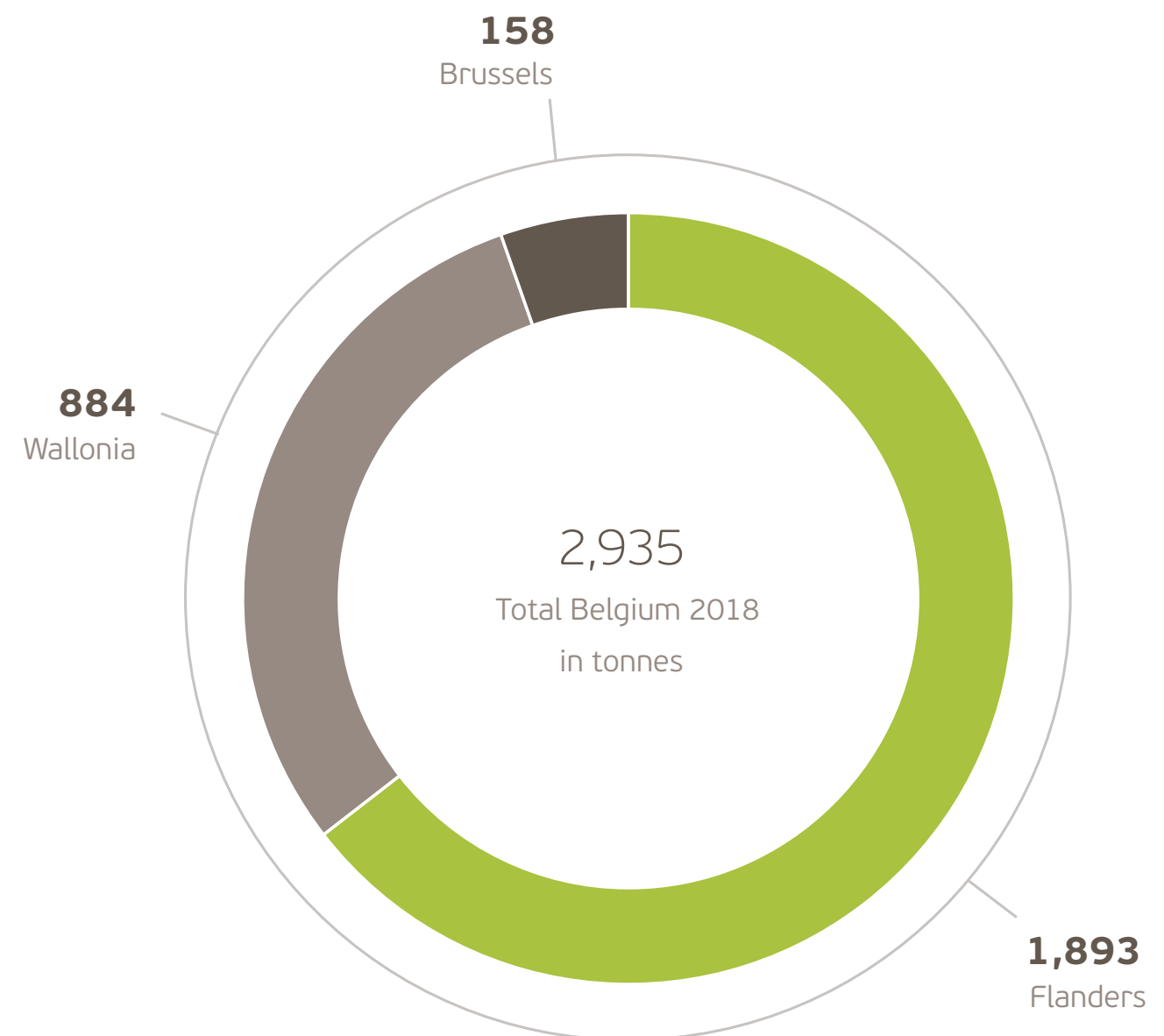
### Collection results

Collection results portable batteries in terms of weight

Weight (in tonnes)



Weight (in tonnes)





## 08

# Collection results

Overall collection results per collection channel in terms of % - Belgium

**More than 134,000,000 batteries were collected in 2018. In 2018 the total number of collected batteries in Belgium rose by 5% or 141 tonnes. This result is mainly owed to:**

- **An increased volume in the dismantling centres (+44%)**
- **The continuous raising of public awareness to motivate people to hand in their batteries. This is obvious from a 16% bump in retail and 8% in recycling centres**

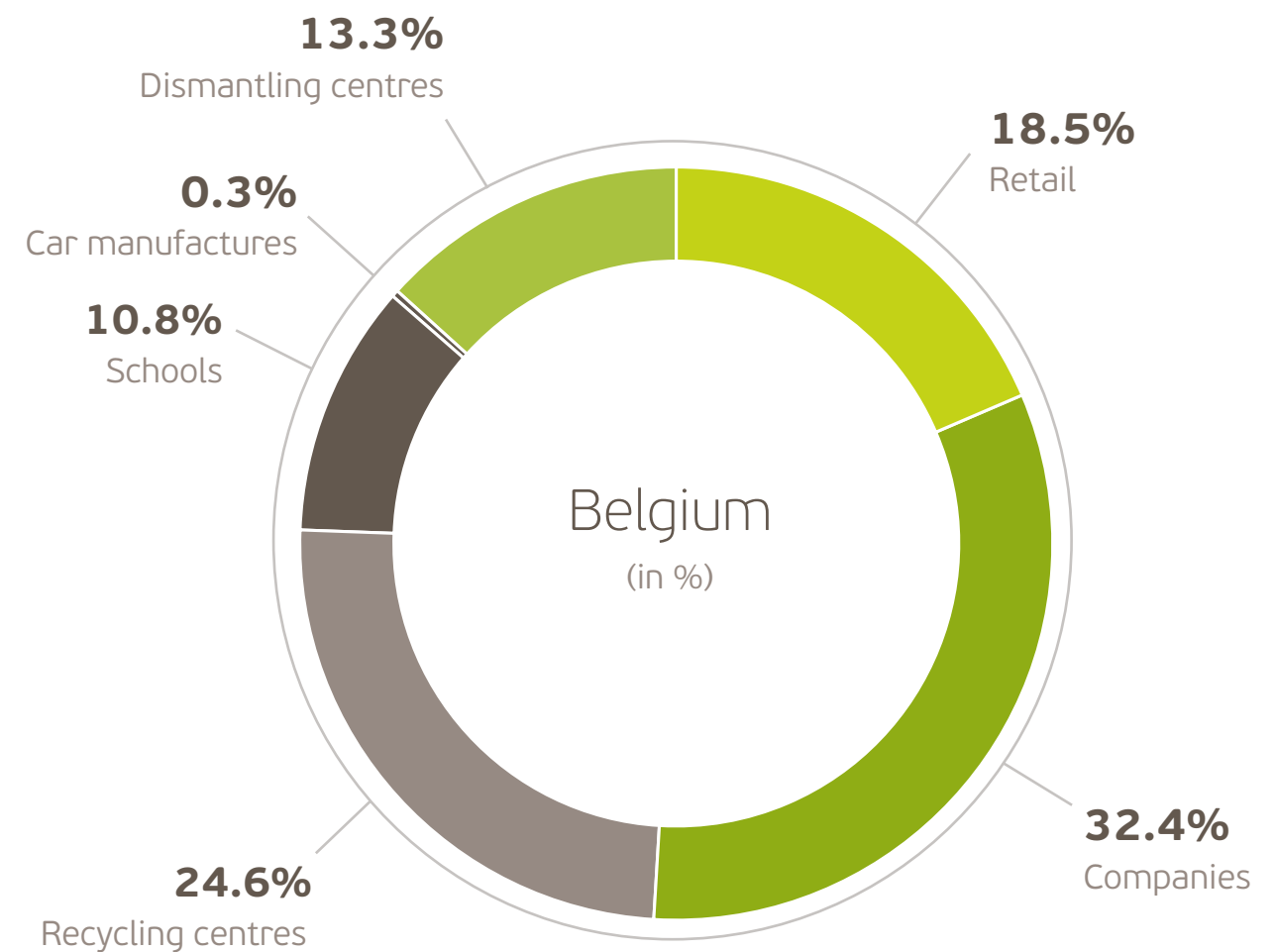
The less favourable collection figures in schools can be explained by the lack of special campaigns or actions in this channel in 2018.

A 5% growth for the sum of all regions and across all channels is an excellent result. The figures below indicate the collected weight per collection channel, per region and for the whole of Belgium.

Since 2014, it has been decided to separate the batteries for EFV (batteries for hybrid and electric vehicles) collected by and for car manufacturers. In previous annual reports, this figure was included in the collection figure for the “companies” channel. In 2012 and earlier, the collection of batteries for EFV was limited and incidental and was not recorded separately. Moreover, in this annual report only EFV batteries from the Belgian market are taken into account.

The figures below show the weight corresponding to each collection channel, by region and for the whole of Belgium.

In Flanders, companies are still the most important collection channel (36%), followed by recycling centres (25%) and retail (18%). In Wallonia, the recycling centres (27%) and companies (26%) remained the top two collectors this year. In Brussels, companies (29%) and retail (31%) are still the main collection channels.

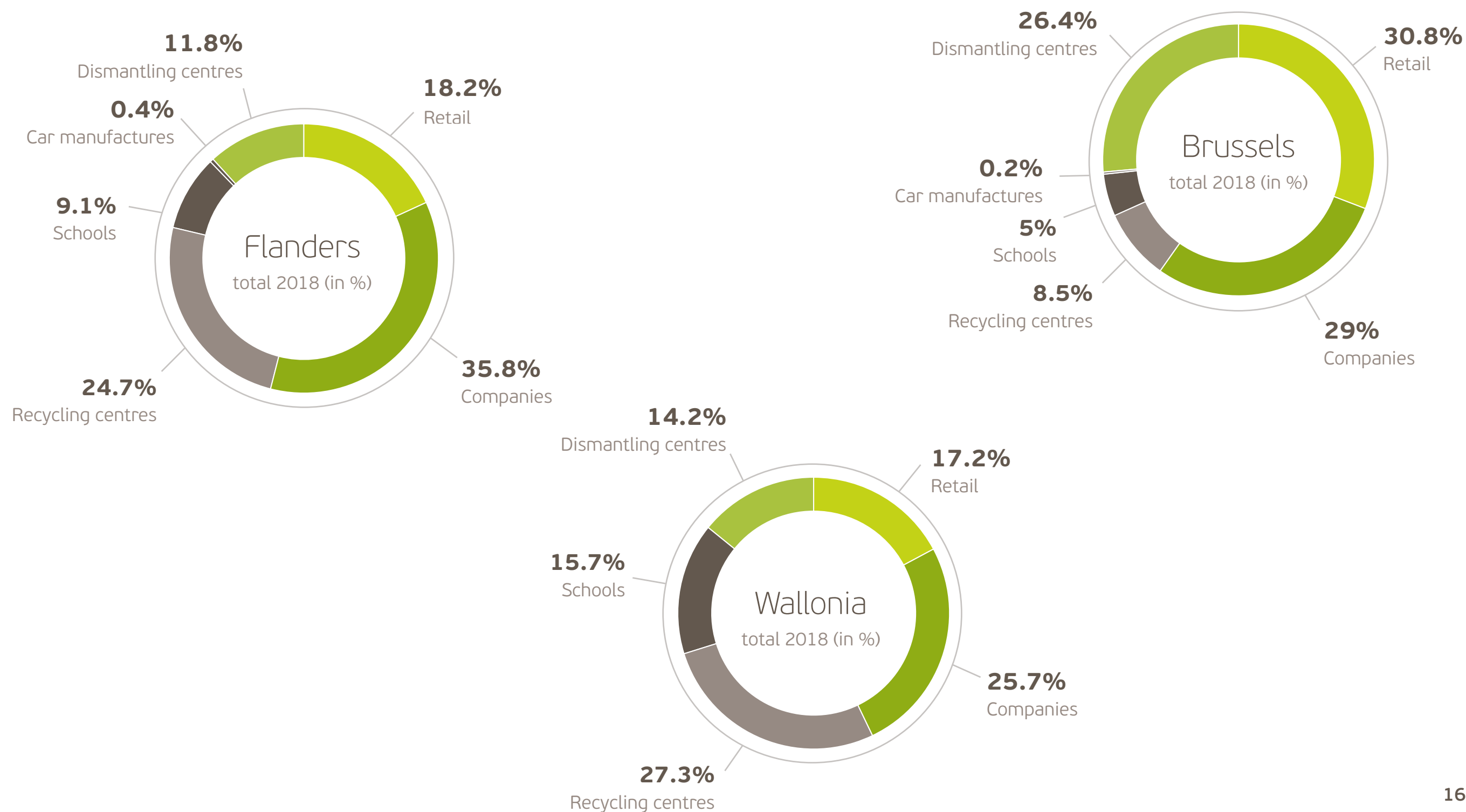




## 08

### Collection results

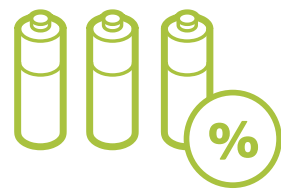
Overall collection results per collection channel in terms of % - Region





## 09

### Collection rate



61.6%

Collection rate 2018 Belgium

**According to the legal calculation method in Belgium, 61.6% is the collection rate Bebat achieved in 2018. However, this certainly doesn't mean that the remaining 38.4% 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 61.6%, Bebat easily meets the legal objective for Belgium and far surpasses the European target of 45% introduced in 2018. Belgium is the clear front runner both in Europe and the world.

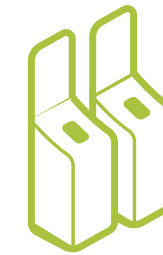


90%

Collection efficiency rate

**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 90% of all batteries that are available for collection, as they have been discarded by the consumer.



9,650,000

Number of consumer movements

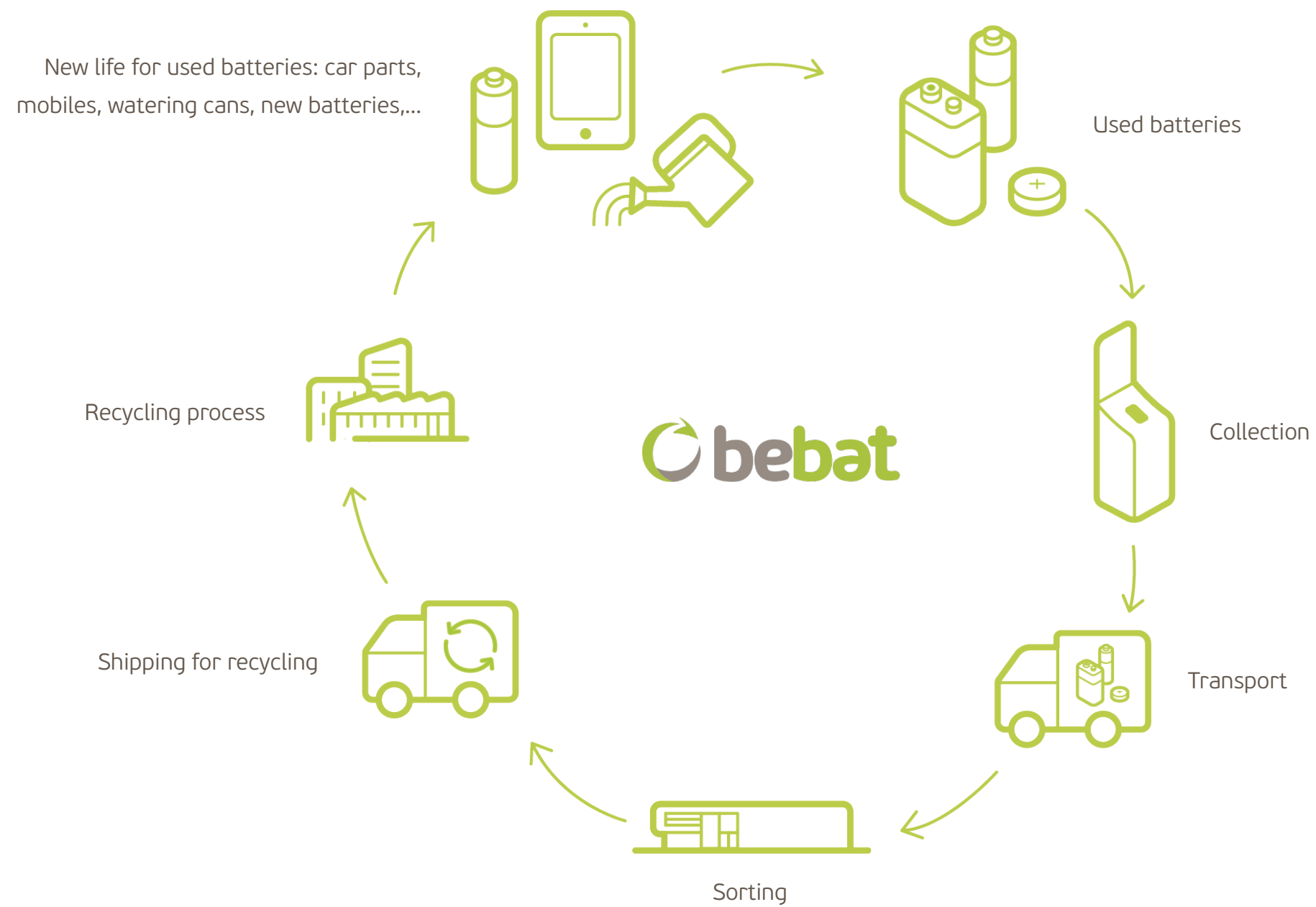
**Devices keep getting smaller; as a result, batteries are getting lighter and the average weight of the batteries that Bebat collects keeps dropping.**

For Bebat to collect the same weight in batteries, consumers must hand in more batteries and visit a collection point more often. In 2018 we generated over 9,650,000 consumer movements.



# 10

## A new life for used batteries

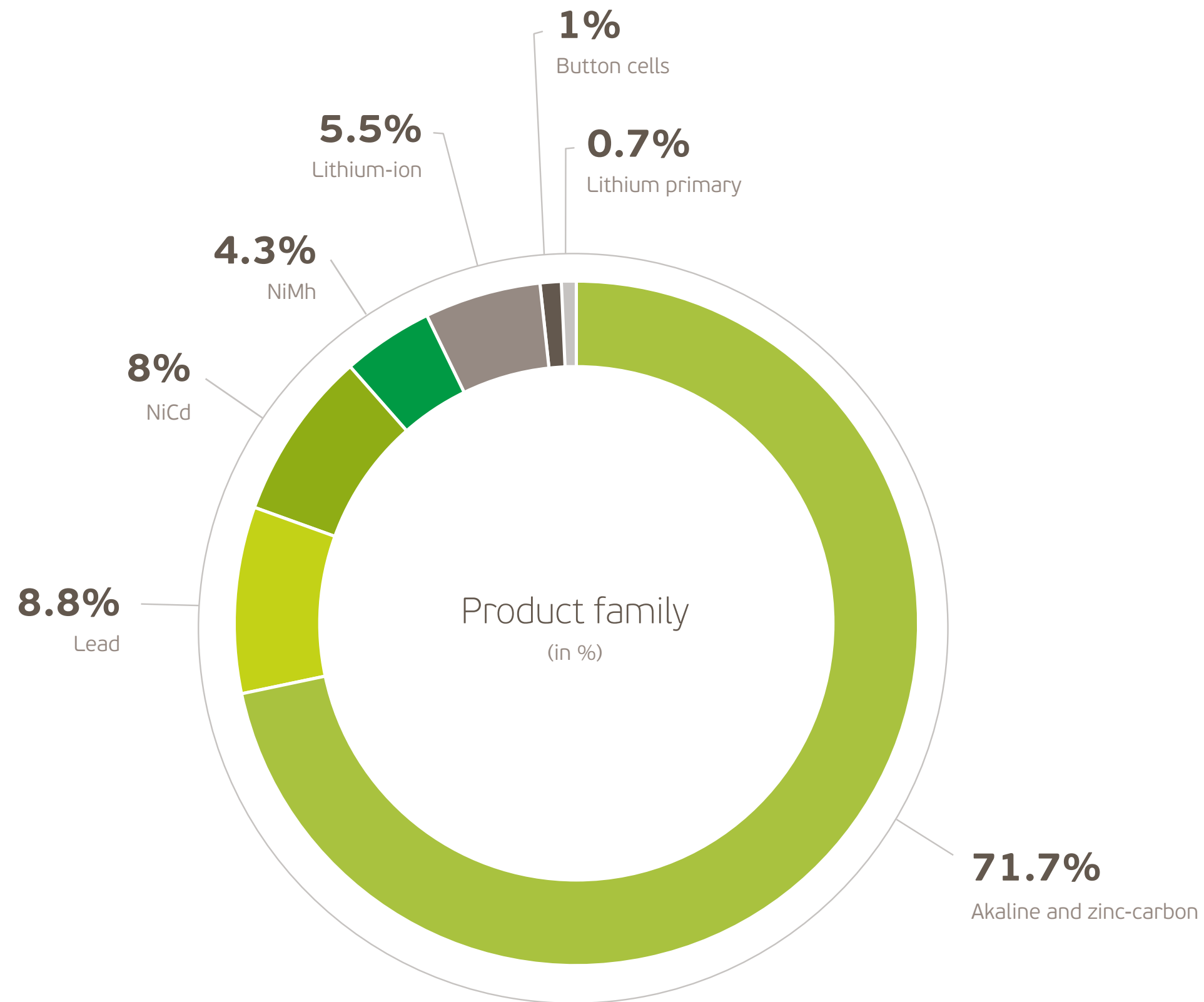




# 11

## What do we sort?

Sorted waste streams in %





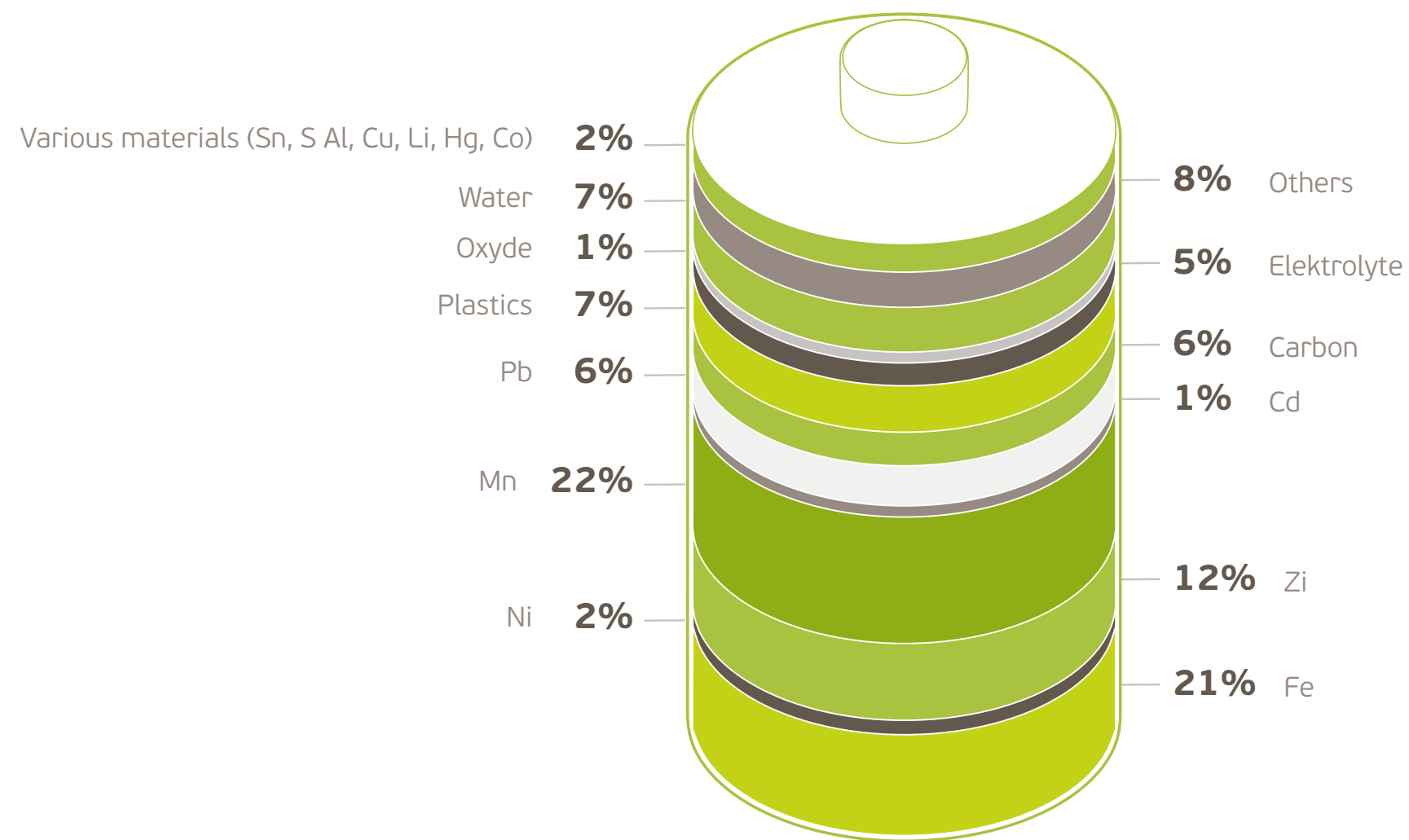




# 13

## Recovering metals

Which materials can potentially be recovered? (in %)





# 14

## Recovered metals

What can we manufacture with the recovered materials? (in %)



=

**Tablet**

**256** used batteries



=

**Plane**

more than **500,000** used batteries



=

**Bike**

**2,132** used batteries



=

**Tricycle**

**1,421** used batteries



=

**Glasses**

**13** used batteries



=

**Watering can**

**120** used batteries



# 15

## The average Belgian and batteries

- ✓ **2 or 3 times**  
The number of times a year the average Belgian hands in his batteries at a Bebat collection point
- ✓ **131 batteries**  
An average family home contains 131 batteries, 26 of which are empty
- ✓ **20 batteries**  
buys a Belgian on average per year. 12 are bought separately, 7 are mounted in a device or vehicle.
- ✓ **99%**  
of the belgians know that they cannot dispose of batteries in household waste
- ✓ **95%**  
are familiar with the Bebat system
- ✓ **90%**  
know the Bebat brand as opposed to just 51% in 2010

sources:

Declarations of batteries put on market Bebat 2018

Belgian population NIS 01/01/2018

Study IVOX 2018

Various household waste analyses 2011-2014





# 16

## Marketing campaigns

### Music for life

1 December - 15 December







## 16

### Marketing campaigns

#### TV campaign

**Nearly 8 in 10 respondents spontaneously remember seeing the commercial. Upon seeing the commercial, nearly 8 in 10 respondents consider handing in their used batteries at a Bebat collection point.**

More than 7 in 10 respondents call themselves a fan of recycling used batteries once they have seen the commercial. 82% of respondents take a personal interest in the commercial. 86% of respondents find the commercial convincing. Thanks to these results, our campaign was one of the most effective in the non-profit sector.

source: Insites 11/2018

#### Radio campaign

**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-profit sector.

source: TNS Dimarso 02/2017



# 16

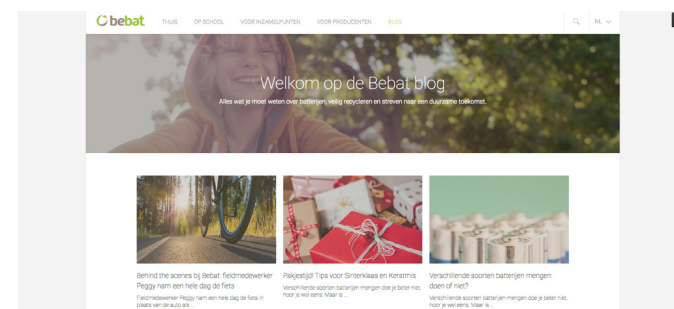
## Marketing campaigns

Actions in the spotlight

### Blog

This year, in addition to its B2C marketing activities, Bebat has increasingly focused on B2B marketing, on the one hand to boost the recruitment of new participants but on the other hand also with a view to sharing its knowledge and expertise on batteries.

As a first step in this strategy Bebat successfully launched its own blog. This blog specifically targets various B2B target groups such as participants and collection points, or users of specific battery types such as e-bikes, drones, etc., with a primary focus on expertise and prevention.



### Results

44 articles

Over 38,000 views

### Mei maand van de lege batterij

This action ran on Facebook from 1-31 May. Through tongue-in-cheek posts this action sought to make consumers aware of how many empty batteries they have in their homes and to motivate them to hand in these batteries.

In addition there was a competition where entrants had to guess how many batteries would be collected in May. Entrants stood to win an e-bike, a tote bag or a mobile phone charger powered by the sun.



### Results

4,432,556 people reachedt

747,084 video views

31,393 consumers clicked on to the content (website)

A total of 13,813 people took part in the action

# 16

## Marketing campaigns

Actions in the spotlight

### Picnic table action

For this campaign all municipalities in the provinces of East Flanders and Namur received a leaflet and an accompanying letter inviting them to enter the competition. The municipality to collect the highest battery weight per resident between 1-30 June 2018 would win a brand-new picnic tables.



#### Results East Flanders

**34** participating municipalities

**14,884.19** kg in batteries collected

Nazareth was the winner with **54.29** grams per resident

#### Results Namur

**11** participating municipalities

**2,472.03** kg in batteries collected

Cerfontaine won with **65.51** grams per resident

### Music for life

**Music For Life, also known as the Warmest Week, started out as an annual event organised by Flemish radio station Studio Brussel. In 2018 it became an overarching project by Flemish public service broadcaster VRT enabling listeners and businesses to raise funds for various charities. The 2018 edition took place the week before Christmas in Domein Puyenbroeck in Wachtebeke.**



Bebat selected Bednet as its charity and organised the 'Batteries for Bednet' action, challenging all Flemish citizens to hand in as many used batteries as possible at collection points and recycling parks between 1-15 December.

#### Results

**13,820** kg more collected than in the same period last year. The campaign video racked up more than one million views. The campaign reached more than **3,8 million** Flemish citizens..



# 16

## Marketing campaigns

Actions in the spotlight

### 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 3-8 December. The aim was to surprise underprivileged children with a nice St. Nicholas gift.



#### Results

A total of **1,6420.90 kg** empty batteries was collected – **245 kg more** than in 2017.

### 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 a specialised animator informs school children in detail on energy in general and 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.



#### Results

On average, 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 2017-2018 school year.

# 16

## Marketing campaigns

Actions in the spotlight

### Prevention

The Bebat blog focused heavily on prevention and the correct use of batteries. Interesting tidbit: ‘SOS leaky batteries’ is our most popular blog. In addition tips were posted on the Bebat Facebook page. Every blog post within the scope of prevention and safety was also posted on the Facebook page.

### Results

The Bebat Facebook page has a reach of **1.6 million people**. Bebat has slightly over **20,000** followers on Facebook.





