

Interessenorganisation Batterieentsorgung INOBAT



E-waste study tour Collection and Recycling of batteries

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Legal situation

- Consumers must bring back all batteries and R/C's
- Sales points must take back all batteries and R/C's
- Cost for collection and recycling are financed by a levy on batteries.

Results

- Battery market 2008: 3470 tons
- Collection 2008: 2451 tons
- Collection rate: 70 %

Government target >>> 80%

How to achieve this extremely high target?

Emphasis on 2 points:

1. To increase the number of collection points at communities
2. To continue our information campaign “no excuse”



1. Collection points at communities

Although consumers can bring back used batteries to points of sales, there is a majority who would prefer collection points at communities, where they can dispose of other household waste as paper, glass etc.

In order to increase the number of communities with collection facilities for batteries we decided to get into contact with them, offering support with information and financial help for creating new or renovating existing facilities for battery collection.

- Contacted 1600 communities with a questionnaire
- Concentration on communities with less than 10'000 inhabitants



Action plan

- Contact local authorities for placing our infobus at the best possible site.
- Advertising campaign to support the roadshow
- Local newspapers, TV and Radio stations receive documentations from our advertising agency
- Information in publications of communities
- Contact local schools, organize competitions and games to motivate teachers for visiting the infobus with their classes



Realisation:



young and old people are attracted



the roadshow team is preparing a new action



Information material is presented



Children amuse themselves on a lounge pillow, one of the competition prizes



Adults enjoy it as well



Results

So far successful start. Even in small communities we notice a high public interest if medias are reporting of the event.

And the local authorities are forced to get into action.



2. Public advertising campaign

Market studies show that a majority of consumers know about battery collection.

Still, 30% of used batteries and R/C's are not coming back.

In order to motivate especially the young battery users not to throw away batteries, the message of our actual advertising campaign is

“you need a very good excuse for not bringing back your batteries”