

# Battery newsletter

December 2015

Current events, background, positions

2015 in review: GRS Batterien Foundation is in a strong position

## Strategic measures to ensure collection targets continue to be met in the future

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Dear Readers,

We can once again look back on a successful year for our foundation. As in previous years, we anticipate a collection rate above the statutory target of 45% for 2015.

In order to ensure that collection targets continue to be met in the long term, the G2 communication project has identified what factors make for successful communication in recent months, examining the impact of various communication activities and channels. Looking ahead, GRS Batterien will take targeted measures that draw on the insights gained from the pilot project described in this issue of the battery newsletter with aims such as working even more intensively to inform end consumers about returning batteries, also in cooperation with other portable battery collection schemes.

Lithium batteries and other high-energy batteries continue to pose a particular challenge for portable battery collection systems given that they are in steadily growing demand. Especially against this background, it is likely that safety requirements will once again increase with respect to both collection and transport for these systems. GRS Batterien has responded early to this development by drafting and implementing the GRS safety standards. Furthermore, we still believe one of our main tasks is to provide the best possible support to each of our partners involved in the collection of used batteries. That is why we regularly post detailed information about the safe and legally compliant return of used batteries on the safety forum together with any relevant changes.

Thanks to continuous quality improvement, we are working to ensure safe disposal in Germany today and for the future. In this sense, I would like to use this opportunity to announce a small change in the months ahead: we are going to reduce the size of our collection boxes slightly to guarantee that the total allowed weight of containers is not exceeded. Collection points and our logistics partners stand to benefit from this development, which is necessary due to transport regulations – the reduced weight of containers will make them easier to handle.

There is a close connection between battery returns and the collection of waste electrical and electronic equipment. It follows that GRS Batterien supports public waste management authorities as well as other parties involved in collection when it comes to the safe and legally compliant collection of batteries from waste electrical and electronic equipment. To this end, the foundation has developed practical guides and information packs that are provided free of charge.

A new year has begun. I very much look forward to continuing our good working relationship and to consolidating our shared battery collection success in 2016!

Best regards,



**Georgios Chryssos**  
Managing director  
GRS Batterien  
Foundation

Recommendations based on the G2 communication project

## GRS Batterien central information platform to provide key content to municipalities and stakeholders

Together with stiftung ear, central municipal associations (the Association of German Cities and the German County Association) and the German Association of Local Utilities (VKU), GRS Batterien launched a pilot project last year to develop and implement new, purposeful control and communication measures, and to test their impact. The aim of the 'Aus Alt wird Neu' (From old to new) campaign – a communication project carried out in selected regions – is to increase the collection rate of WEEE and used batteries for the long term. In 2015, the developed concept was successfully used and optimised in all four pilot regions.

A scientific investigation was a core element of the G2 project. Consequently, campaign development was aided by the results of detailed research into the communication measures used in other EU countries as well as the insights gained from discussion groups with consumers. Telephone surveys carried out in the four pilot regions during 2014 and 2015 provided a systematic analysis of the impact of communication on local residents. The results of the project and the resulting recommendations for action were presented to the project advisory board in October.



*Ihr habt lange durchgehalten. Richtig entsorgt steckt aber noch mehr in euch.*

**AUS ALT  
DEINE RÜCKNAHMESTELLEN  
WIRD NEU**

**ELEKTROSCHROTT, LEERE BATTERIEN UND AKKUS GEHÖREN RECYCELT!**  
So schützt du die Natur und hilfst zugleich, wertvolle Rohstoffe zurückzugewinnen. In unseren vier kommunalen Recyclinghöfen entsorgen wir deine Altgeräte, Batterien und Akkus sicher, fachgerecht und kostenlos. Komm einfach vorbei – oder nutze die Rückgabemöglichkeiten von Herstellern und Handel. WEITERE INFOS UNTER [AUS-ALT-WIRD-NEU.ORG](http://AUS-ALT-WIRD-NEU.ORG)

Wirtschaftsbetriebe **DUISBURG**

The results indicate that the population felt well informed or very well informed on waste issues in both 2014 and 2015 (two-thirds of all respondents in 2015), which suggests a relatively high level of awareness. It was also found that people tend to think mainly in regional terms when it comes to waste disposal, viewing public waste management authorities as the key professional partner. Acceptance of the communication tools used by such authorities was therefore good. There was confirmation of the thesis that nationwide campaigns lacking a regional reference are not adequate for bringing about profound changes in public thinking or behaviour. 'If we want to raise awareness and make people think and act in a sustainable way, we have to focus our educational work first and foremost on young citizens – children,' explains Georgios Chryssos, managing director of GRS Batterien Foundation,

summarising the results of the G2 project. At the final advisory board meeting, it was therefore agreed that the next objective would be to place greater emphasis on the socio-political relevance of this topic once again. Political parties should be made more aware, while educational initiatives such as Inspector Energy (the mobile school project of GRS Batterien) should be systematically expanded. It was decided that another important goal would be to offer even more intensive support to local authorities in their communications – for example, by providing standardised content about the German electrical and electronic equipment act and the battery act through manufacturers and collection systems. By establishing a central information platform, the foundation aims to provide municipalities and other key stakeholders with relevant content of this kind.

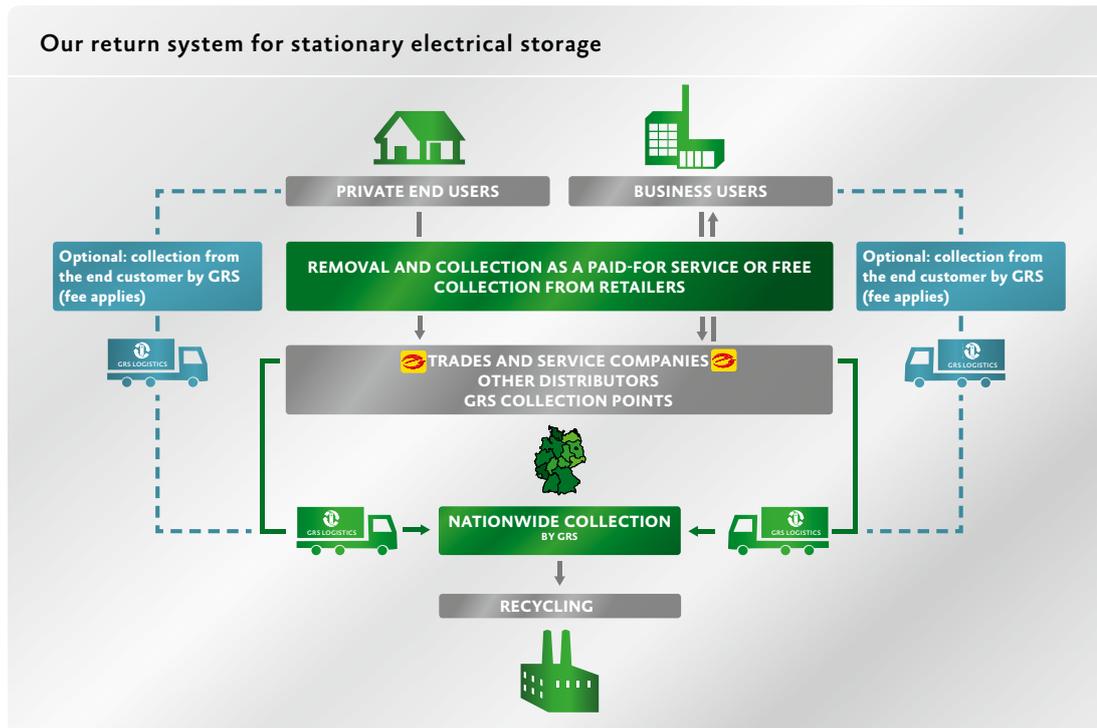
GRS Batterien provides an industry solution for PV storages

## A new system for returning stationary energy storages leads to significant simplification

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There is now an industry recycling system for the strongly growing market of stationary energy storages using lithium battery technology, which is used in photovoltaic systems and other applications in the renewable energy sector. This is set to benefit manufacturers and distributors alike. Gemeinsame Rücknahmesystem Servicegesellschaft mbH (GRS), a wholly owned subsidiary

of GRS Batterien Foundation, offers a suitable solution for all manufacturers and distributors with a legal obligation to collect used batteries with individual contracts and the same conditions. This includes the provision of transport containers that comply with dangerous goods regulations, the collection, handling and recycling of waste industrial batteries, and compliance with the exi-



sting requirements in terms of disclosure, information and notification.

The solution meets all the legal requirements of the battery act and was developed by GRS together with the German Solar Industry Association (BSW), the Electrical and Electronic Manufacturers' Association

(ZVEI) and the Central Association of German Electrical and IT Trades (ZVEH). Manufacturers who do not belong to any of these organisations can also take part in the system. All they need to do is sign a contract with GRS. For more information (in German), visit [www.grs-batterien.de/PV-Speicher](http://www.grs-batterien.de/PV-Speicher).



„Die Rücknahmesysteme“

## Impartial communication about battery disposal

GRS Batterien Foundation is a joint collection system for used portable batteries with the support of the Federal Ministry for the Environment. The battery act (BattG) requires manufacturers who do not belong to the joint collection system to contribute to the costs for competitively neutral information campaigns. From now on, a standard and neutral name will be used on this front: „Die Rücknahmesysteme“ (the collection schemes).

„Die Rücknahmesysteme“ will deliver impartial communication to consumers in the form of information

campaigns and educational opportunities. The goal is to make a significant joint contribution to improving the collection rates and thus to contribute to environmental protection and the sustainable use of batteries and rechargeable cells. Against this background, a range of measures were carried out last year as part of the G2 communication project, including targeted consumer communication through public waste management authorities. More information can be found at [www.dieruecknahmesysteme.de](http://www.dieruecknahmesysteme.de).

Take part in the safety forum

## ADR changes available online

Following the end of transitional periods on 1 July 2015, application of the provisions of ADR 2015 is now mandatory. GRS Batterien Foundation believes it is important to inform all parties involved in the collection of used batteries about such changes. To this end, bulletins have been adapted in the safety forum, bringing them fully up to date with legislation. The GRS Batterien safety forum is aimed at all partners involved in the collection of used batteries and is also open to collec-

tion points and manufacturers who hand over returned batteries to manufacturer-specific collection systems. The forum now has more than 500 registered users and allows people to ask questions pertaining to hazardous goods and the handling of used batteries. All enquiries are answered by professional experts from DEKRA Automobil GmbH. Interested parties can register easily and for free on [www.batterie-sicherheitsforum.de](http://www.batterie-sicherheitsforum.de).

Reinforcement for GRS Batterien

## Stefan Elsner takes over as head of purchasing and logistics

Stefan Elsner joined the team at GRS Batterien in October 2015. He has an academic background in business studies and is now responsible for purchasing, logistics and operational handling. Stefan Elsner most recently served as head of purchasing for ZENTEK in Cologne. He has many years' experience in the systems business and will be a valuable addition to our team thanks to his outstanding skills in service network management. We look forward to working with Mr Elsner and wish him every success!



**Stefan Elsner**  
*New head of purchasing and  
logistics at GRS Batterien*

### Imprint

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