

Battery newsletter

December 2014

Current events, background, positions

A successful year: collection rate exceeds 45 per cent

Pilot project confirms GRS safety concept is easy to implement

Dear Readers,

2014 has been an extremely successful year for our foundation so far. We are very pleased to have achieved a collection rate of 45.2 per cent, as indicated in the latest annual performance review. This is the first time we have managed to reach and even exceed the statutory collection rate of 45 per cent that will apply from 2016.

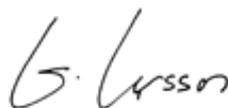
At the same time, we introduced pioneering steps in Germany for the safe disposal of all portable electric and rechargeable batteries available on the market this year. Over twelve months, until the end of June 2014, the feasibility of the new GRS safety concept for the separate collection of lithium and other high-energy batteries was tested in a pilot project with the central municipal associations. This involved the participation of public waste management organisations in ten selected cities and regions. The present results are extremely encouraging, demonstrating that our safety concept is both practical and easy to arrange. For us, this is an important milestone on the way to establishing a forward-looking safety concept at a nationwide level that will set the standard.

We can also report positive news for another trial project: at the beginning of the year, GRS Batterien joined forces with the central municipal associations (the German Association of Local Utilities, the Association of German Cities and the German County Association) as well as stiftung ear to develop a management and communication system. The aims of the ongoing project are to improve the collection results for waste electrical equipment and used batteries and to ensure that such products are returned correctly and their quantities recorded.

The resulting recommendations for action and communication activities can be used both regionally and nationally. The campaign developed as part of this joint project is called "Aus Alt wird Neu" ("From Old to New"), and it has just been presented to the project advisory committee. The response to the communications strategy has been unanimously positive. Before long, you will be able to see the charming comic motifs, supported by catchy phrases that we hope will make people smile while reminding them of the need to dispose correctly of old electrical equipment and used batteries. And the common message of everyone involved? Only in this way can we guarantee that waste equipment is recycled, resources are protected and threats to the environment are avoided.

Last but not least, I would like to mention another ex-ample of the promising synergies created by our work: under the umbrella of the foundation, the advisory board of GRS Batterien has established Gemeinsames Rücknahmesystem Servicegesellschaft mbH. The goal here is to make good use of the excellent knowledge of the foundation in order to expand its range of services and to generate additional synergies for the collection of used batteries. This will be a particular challenge in the coming year, and one that we – as always – look forward to tackling in close collaboration with our partners.

Best regards,




Georgios Chryssos
 Managing director
 GRS Batterien Foundation

Safety concept passes the practical test

The results are in after a year-long pilot project for the professional collection of used batteries

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The amount of lithium batteries and other high-energy batteries in circulation will significantly increase in the future – as will the return volume of these safety-critical cells. The reason for this is that more and more high-performance battery systems are being used in all areas of life. In order to continue ensuring the safe collection and disposal of batteries in Germany, GRS Batterien developed a pioneering safety concept for the separate collection of high-energy batteries based on the existing legal framework for dangerous goods and safety evaluations. For twelve months, this groundbreaking concept was tested in a pilot project involving public waste management organisations in ten cities and regions.



The background is as follows: at present, most lithium and other high-energy batteries are collected as part of the systems in place among specialist retailers and public waste management organisations after they have been used or returned by the consumer. Lithium and other high-energy batteries are disposed of by the end user either separately as used batteries in line with the Battery Act (BattG) or contained inside an electronic device under the German Electrical and Electronic Equipment Act (ElektroG).

The present results confirm the experience gained running a collection system through bike dealers for more than three years: despite some very complex requirements due to dangerous goods regulations, the present safety concept both is practical and easy to implement.

“For GRS Batterien, this pilot project was of vital importance,” explains Georgios Chryssos, managing director of the foundation. “This important practical test proves that the new collection system developed by GRS Batterien really works. It also shows that it can be managed for the relevant target group on the appropriate scale and in different formats.”

The technical and logistical recommendations resulting from the pilot project are being integrated into the current concept. The aim is to offer collection points a system that complies with ADR (the European Agreement concerning the International Carriage of Dangerous Goods by Road) as well as measures to implement that system. We also intend to establish a national network of qualified acceptance points. With a comprehensive return system for all kinds of portable and industrial batteries (including the ADR-compliant return of damaged lithium batteries weighing over 500 grams depending on type), GRS Batterien will remain in a position to ensure the safe collection and disposal of all types of batteries in Germany.



A successful start for the pilot project campaign “From Old to New”

Waste electrical equipment, waste batteries and flat rechargeable batteries do not belong in the dustbin. Everyone knows that. Nevertheless, old electrical appliances and even batteries are often disposed of incorrectly, causing environmental damage on the one hand and wasting valuable resources on the other. A new pilot project with the newly unveiled campaign “From Old to New” aims to help change this situation by increasing the collection rate for waste electrical equipment and batteries over the long term with strategic management and communication activities.

This joint project is being organised by the central municipal associations (the German Association of Local Utilities, the Association of German Cities and the German County Association) together with GRS Batterien Foundation and stiftung ear. The series of modular measures and the recommendations for action defined by the project should be centrally coordinated and managed, possibly by the parties concerned (municipalities, manufacturing organisations, stiftung ear and GRS Batterien Foundation) and applied at a regional and national level.

An integral part of the pilot project was to form a project advisory committee at the outset of the initiative with representatives from the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety, the Federal Environmental Agency, the German Electrical and Electronic Manufacturers’ Association (ZVEI), the Joint Working Group of the Federal States on Waste (LAGA), the consumer protection agency, the central municipal associations, public waste management

organisations and research institutes. The committee will oversee the project for its duration.

Furthermore, before a communication strategy was developed, interviews were conducted with experts in selected European countries to determine which management and communication measures were already being used with respect to unwanted electrical equipment and used batteries and what experiences had been made in this area. A comprehensive scientific study was also performed to analyse the factors that affect the collection rate and to research existing collection systems and channels of communication. This and other research, including an in-depth analysis of the relevant target groups and their behaviour as regards waste separation and disposal, formed the basis for an effective and efficient communication strategy. The current status of the campaign was presented to a meeting of the project advisory committee on November 12. The response was very positive, partly thanks to the catch campaign slogan “From Old to New” and the appealing, modern look of the images used. It will soon be possible to see the comic motifs of a cordless drill, an electric toothbrush or a washing machine in four pilot regions. The witty, memorable text should appeal to the conscience of consumers, reminding them to dispose of electronic equipment safely, using a professional service at the appropriate collection points. In the New Year, the newly developed concept will first appear for six months in the four trial regions, where it will be optimised and ultimately scientifically studied to determine its effect on the public.



*Dank dir war die Renovierung ein Kinderspiel.
Deine Entsorgung wird genauso einfach.*

ELEKTROSCHROTT, LEERE BATTERIEN UND AKKUS GEHÖREN RECYCLT!
So schützt du die Natur und hilfst zugleich, wertvolle Rohstoffe zurückzugewinnen. In unseren vier kommunalen Recyclinghöfen entsorgen wir deine Allgeräte, 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

Foundation services to be expanded

Advisory board decides to establish Gemeinsames Rücknahmesystem Servicegesellschaft mbH

The successful work of GRS Batterien Foundation is bearing fruit: the advisory board has agreed to establish Gemeinsames Rücknahmesystem Servicegesellschaft mbH (GRS Service GmbH) under the umbrella of the foundation. The new company was founded in October in a move that aims to take advantage of the foundation's high level of expertise in handling waste products subject to hazardous goods regulations and to expand the range of services on offer.

Managing director of GRS Batterien Georgios Chryssos explains, "Gemeinsames Rücknahmesystem Servicegesellschaft mbH was also established to generate synergies and economies of scale that will reduce costs. After all, we want to remain in a position where we can provide an open and comprehensive disposal system at a competitive price."

The mission of the new company, which like GRS Batterien is based in Hamburg, is to provide services related to the return and disposal of waste batteries and other waste products and to organise relevant information and communication activities.

GRS Batterien Foundation was established in 1998 and has its roots in the Battery Act. For many years it has

ensured that its customers meet their legal requirement to collect used batteries. The foundation sets the standard across Europe for the high-quality, legally compliant collection and recycling of waste batteries. However, new challenges are arising from the growing use of high-energy batteries with lithium technology.

The logistical solutions and safety standards developed by the foundation on this front are now in demand by industry all over Europe and by other collection systems. As a leader in technology, GRS Batterien provides a highly specialised range of services to key market segments with significant development potential, such as the electric mobility and renewable energy sectors.

Increasingly, the market environment of the foundation is characterised by rising disposal costs and noticeable price competition with international disposal systems and those that are geared towards multiple products. In order to ensure that the basic regulatory mission of the foundation is met in this new market environment, there is a need for measures to strengthen the competitiveness of the joint collection system as a whole.

A new addition to the GRS Batterien team

Patrick Dieninghoff becomes commercial director

In July, Patrick Dieninghoff joined the team at GRS Batterien. He holds a diploma in business management and oversees the areas of finance, administration and IT at the foundation. Patrick Dieninghoff has worked in a variety of commercial roles, including positions with an international electronics company and in the medical technology sector. Serving as CFO, he recently drove the development and expansion of the collection system for waste equipment in the lighting industry. We are very pleased to be working with Mr Dieninghoff and wish him every success!



Patrick Dieninghoff
New commercial director
GRS Batterien

Imprint

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