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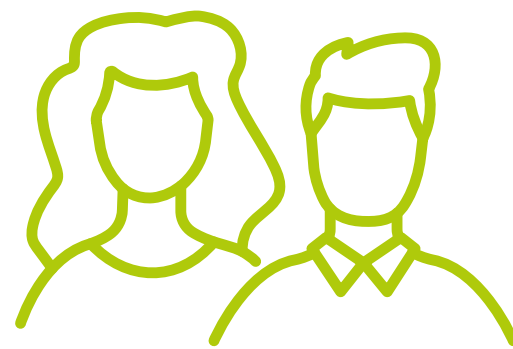
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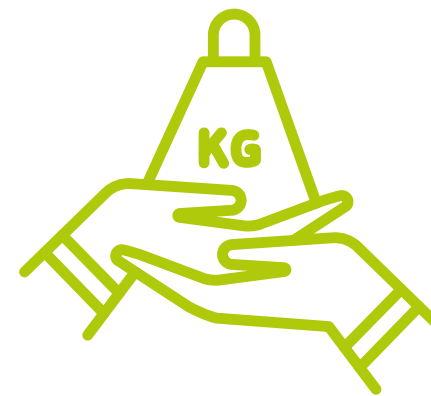


# Basic figures



**4,761**

Participants



**4,029 tonnes**

Collected weight



**22,672**

Collection points



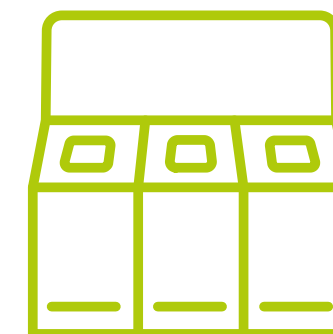
**29,273**

Collections



**60.3%**

Collection rate



**>90%**

Collection efficiency



# 2024 by the numbers

## Record collection in an evolving market

2024 brought significant challenges. Nonetheless, Bebat achieved a new record: we collected **4,029 tonnes** of batteries – marking a **+3% increase compared to 2023**. This success was made possible thanks to the commitment of all Belgians and our team, as well as our **smart collection** strategies and **impactful campaigns** that encouraged consumers to bring in their used batteries.

### Lithium batteries on the rise: our approach pays off

In 2024, the market continued to shift: sales of household batteries declined, while rechargeable lithium and industrial batteries saw a strong growth. This shift requires new collection strategies. We intensified our efforts on lithium batteries, and did so successfully: collection rose by **+20%**, adding **nearly 100,000 kg**. As these batteries are increasingly found in **electrical devices and vehicles**, they remain a top priority for Bebat. While collection numbers fell short of expectations in the first half of the year, a strong recovery followed in the second half. With battery lifespans now reaching 10 to 12 years, we are in a transition phase. **Our strategy is evolving accordingly.**

### Winning campaigns

For our innovative and human-centred approach. The introduction of the new battery icon made 'hidden' batteries in devices more visible:

**Effie Award** – For our innovative and human-centred approach. The introduction of the new battery icon made 'hidden' batteries in devices more visible.

**BORA Silver Award** – In the *Celebrity or Influencer Partnership* category, for the Detection Dog campaign featuring former Prime Minister Alexander De Croo.

**Sound of Change** – Our radio campaign *RAPLAPL-AAA* in French was awarded for its creativity, impact, and sustainability.

We made our mark digitally as well: our **Recycle! app** surpassed **one million active users** – proving to be an important tool for consumers to help sort waste more efficiently.

Our brand awareness rose to **39% spontaneous recognition**, a strong increase. Meanwhile, our aided brand recognition remains very high at around 90%. A clear sign that our campaigns are not only impactful but truly resonate with people and activate them.

### Villa Pila & MyBebat

In 2024, **Villa Pila**, Bebat's visitor centre, specifically designed for pupils from the 3<sup>rd</sup> to 6<sup>th</sup> year of primary school, underwent a **complete makeover**. With the addition of the Great Battery Wall, hands-on experiments, an interactive recycling film, and a behind-the-scenes look at Sortbat, visitors are fully immersed in the world of batteries.

The **MyBebat** customer portal also received an update, offering participants and collection points faster and easier access to all necessary information.

### Ready for 2025: innovation and safety

The battery market is evolving rapidly: from batteries built into devices to EV-batteries and batteries for large-scale storage (ESS). New battery types demand new solutions and Bebat is responding with an even stronger focus on **B2B collection and lithium expertise**.

We are investing in AI-driven sorting technology and enhancing safety with new storage containers for large EV-batteries. At the same time, we continue to work closely with governments, collection points and recycling partners, and actively share our knowledge and expertise across the industry. **This allows us to remain a leader in Europe.**

Together, we continue to build a sustainable battery future!



Peter Coonen  
Managing Director



Yves Van Doren  
Chairman of the Board of Directors



# 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, safe and efficient as possible. We encourage reuse whenever possible.
- We stimulate sustainable use, collection and recycling through a wide-ranging and transparent communication strategy.



# Organisation

**Bebat is a non-profit organisation (NPO) established in 1995 by the battery manufacturers to enable companies to meet the take-back obligation.**

Bebat gives a new life to used batteries and ranks among the world leaders in the collection of used batteries. At our more than 22,000 collection points, used batteries can be handed in easily and free of charge. Bebat organises their collection as well as the sorting and recycling.

The Bebat management board is formed by representatives of the following companies, organisations and government authorities:

## Observers

- DSD (Département du Sol et des Déchets)
- Bruxelles Environnement – Leefmilieu Brussel
- The OVAM (Openbare Vlaamse Afvalstoffenmaatschappij)
- COMEOS
- TECHLINK
- TRAXIO

## Members

- Commission Automotive
- Duracell
- Advanced Power Solutions
- Varta
- Commission ESS (Energy Storage Systems)



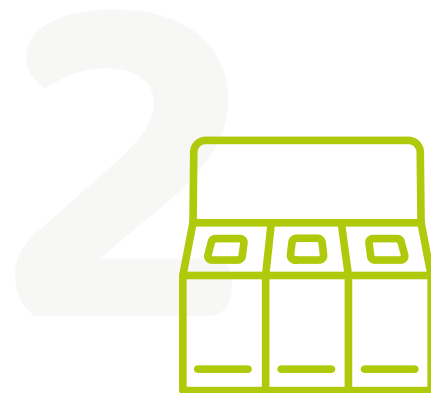
# Participants

What does Bebat do for its participants?



**Report**

Registering and reporting the number of batteries put on 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.

# Total number of participants

PARTICIPANTS

2024  
**4,761**

2023  
**4,868**

2022  
**4,591**



Number of participants with an annual declaration.

**3,294**

2022

**3,445**

2023

**3,355**

2024



Number of participants with a monthly declaration.

**1,297**

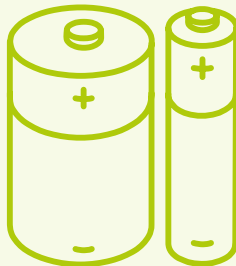
2022

**1,423**

2023

**1,406**

2024



Number of participants to only put separate batteries on the market.

**1,294**

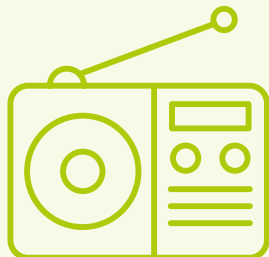
2022

**1,402**

2023

**1,415**

2024



Number of participants to only put batteries on the market that are built into a device.

**1,847**

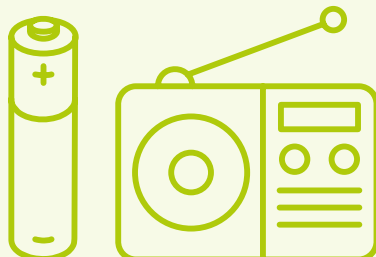
2022

**1,941**

2023

**1,752**

2024



Number of participants to put on the market both separate batteries and batteries built into a device on the market.

**1,450**

2022

**1,526**

2023

**1,594**

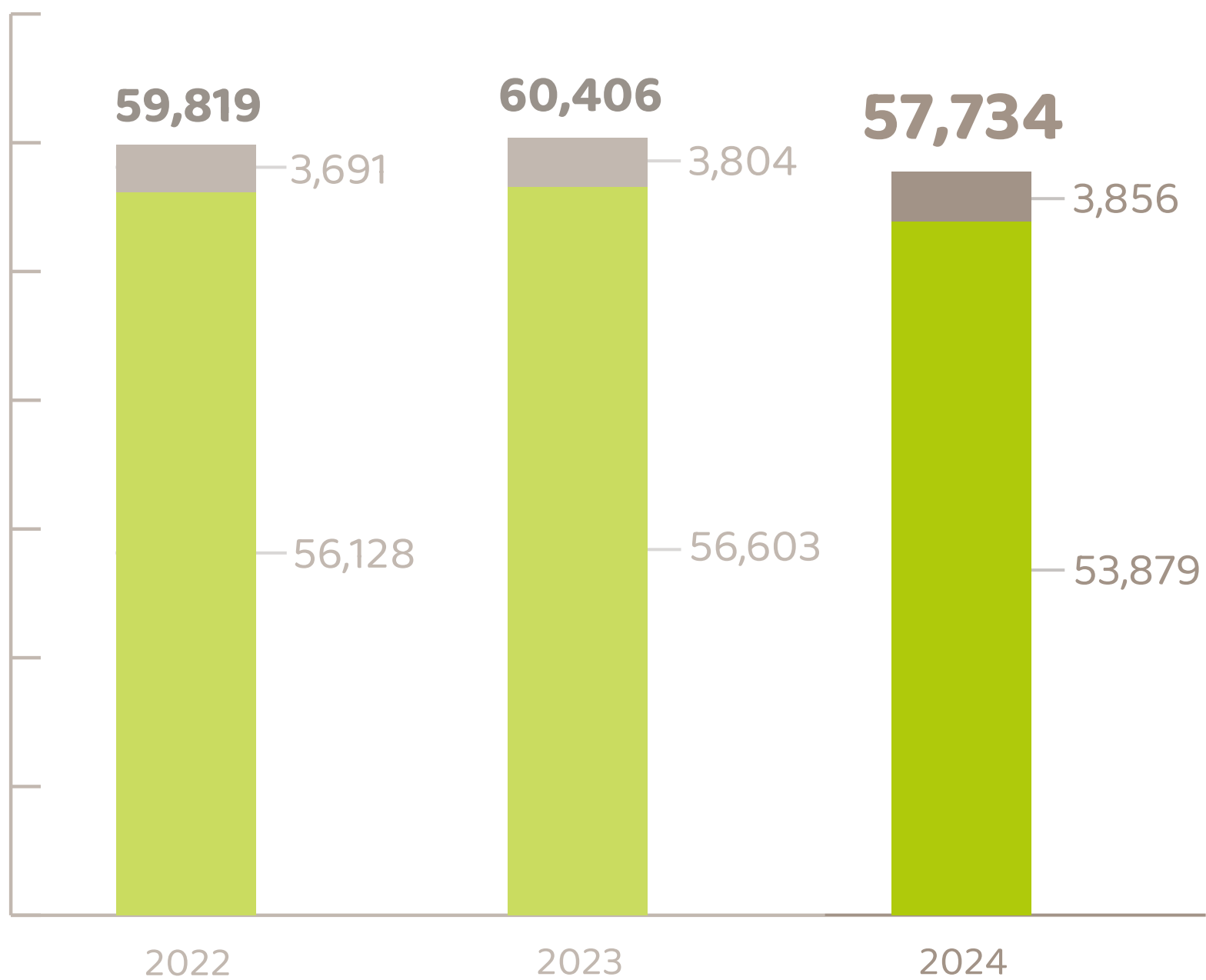
2024



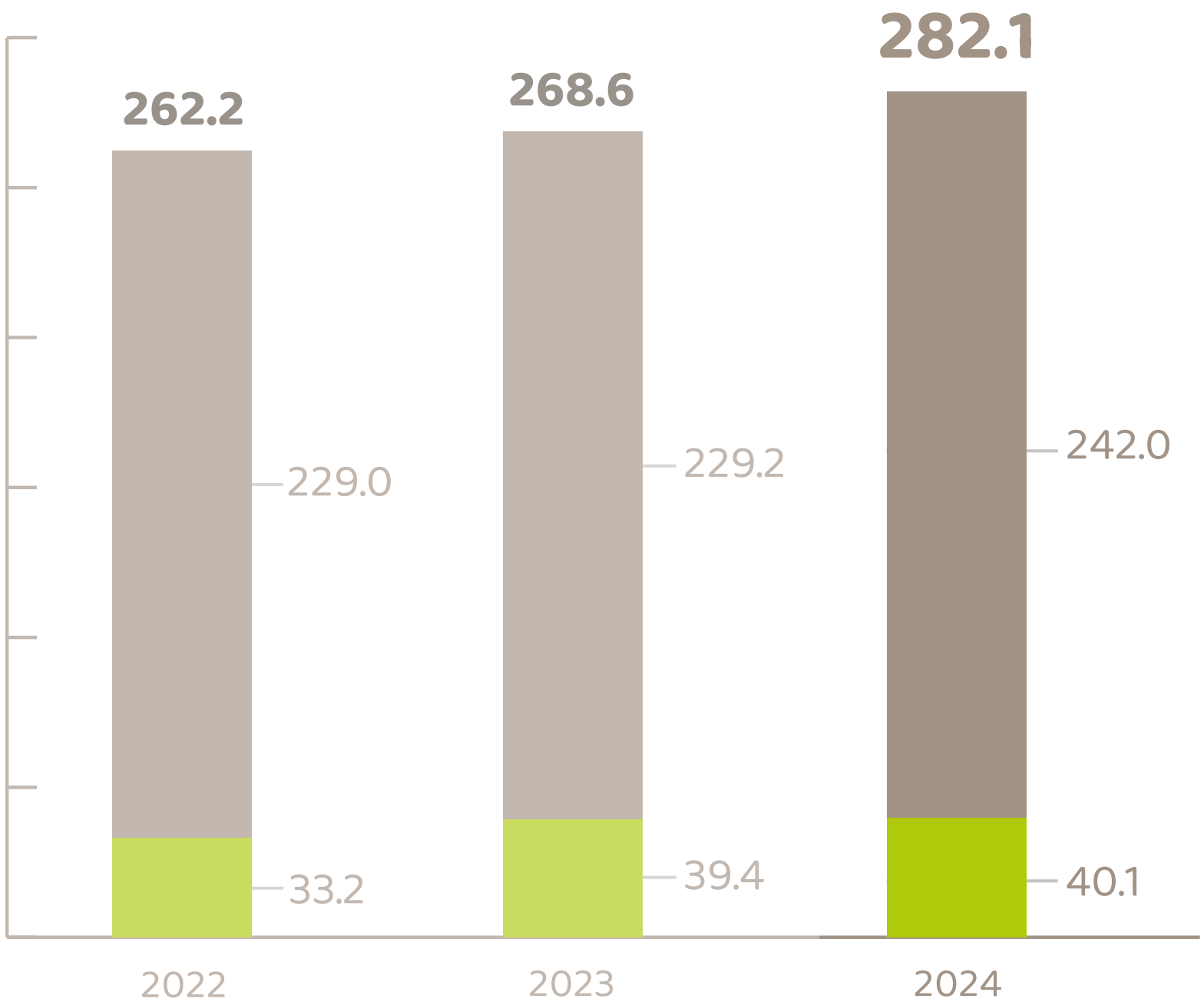
# Batteries put on the market

# Built-in versus replacement market

Weight (in tonnes)\*



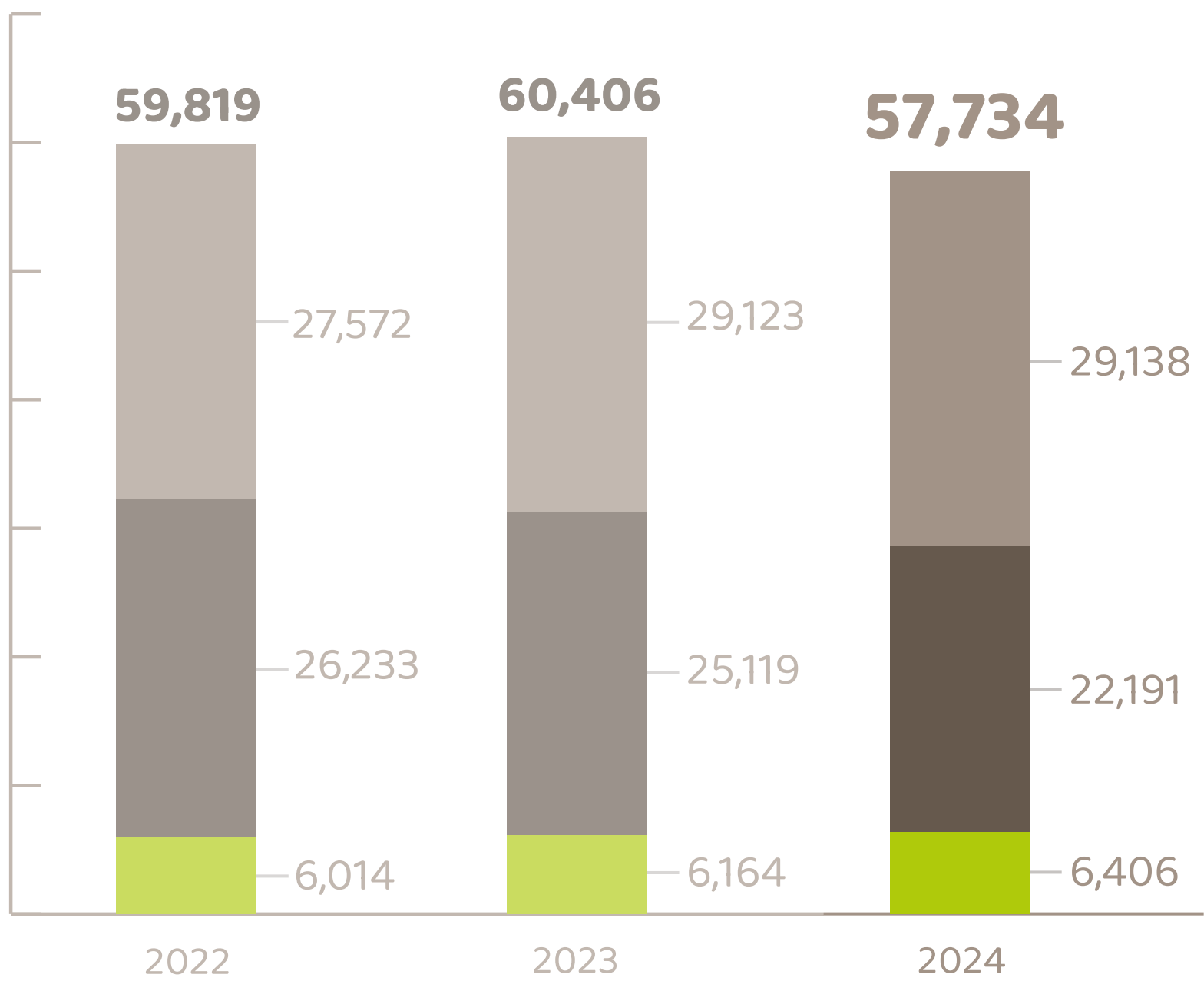
Numbers (in millions)\*



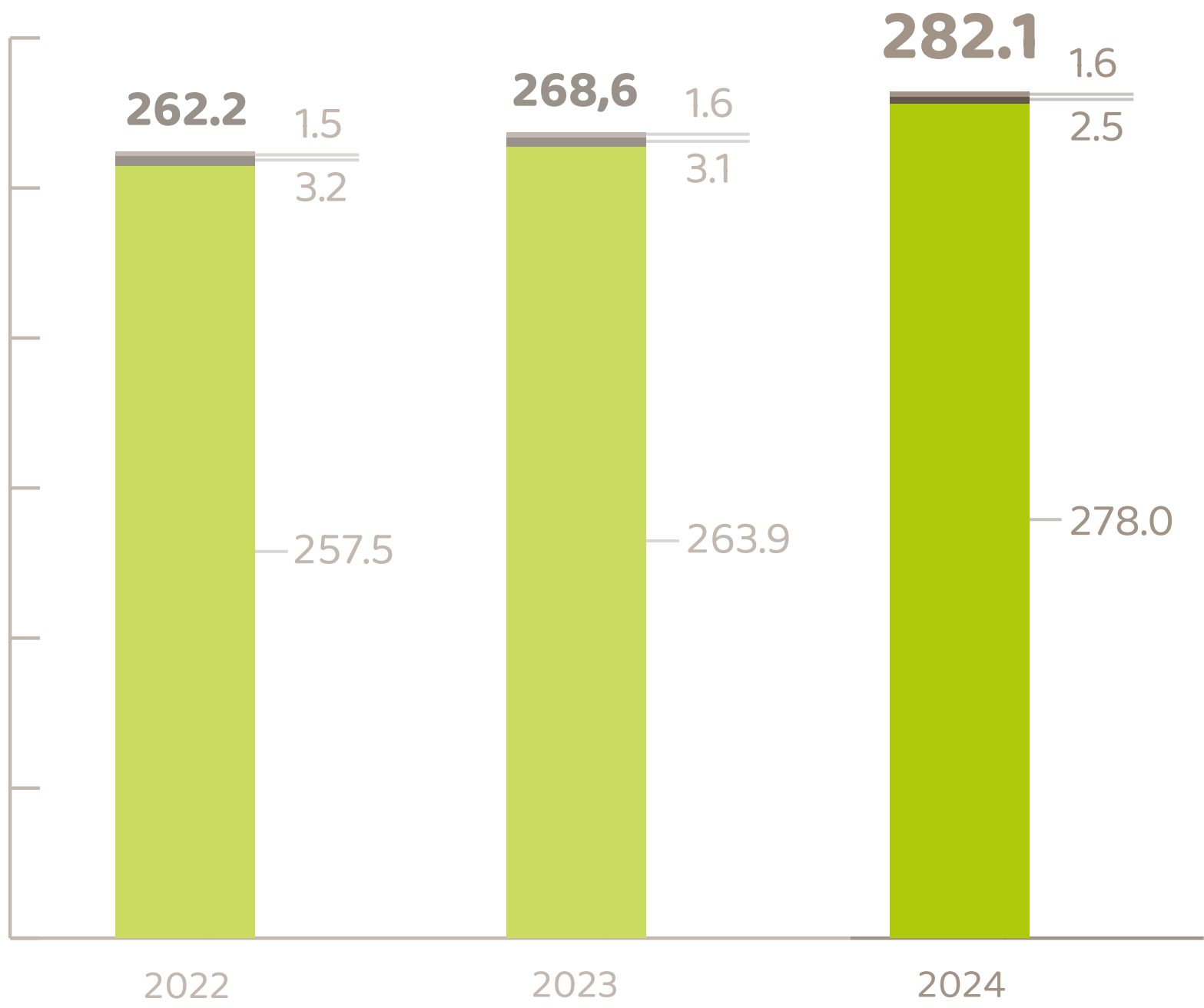
Rechargeable Non-rechargeable

\*Note when using the figures: the figures are sometimes rounded to the unit. This may cause discrepancies between the totals displayed and the sum of the individual digits.

Weight (in tonnes)\*



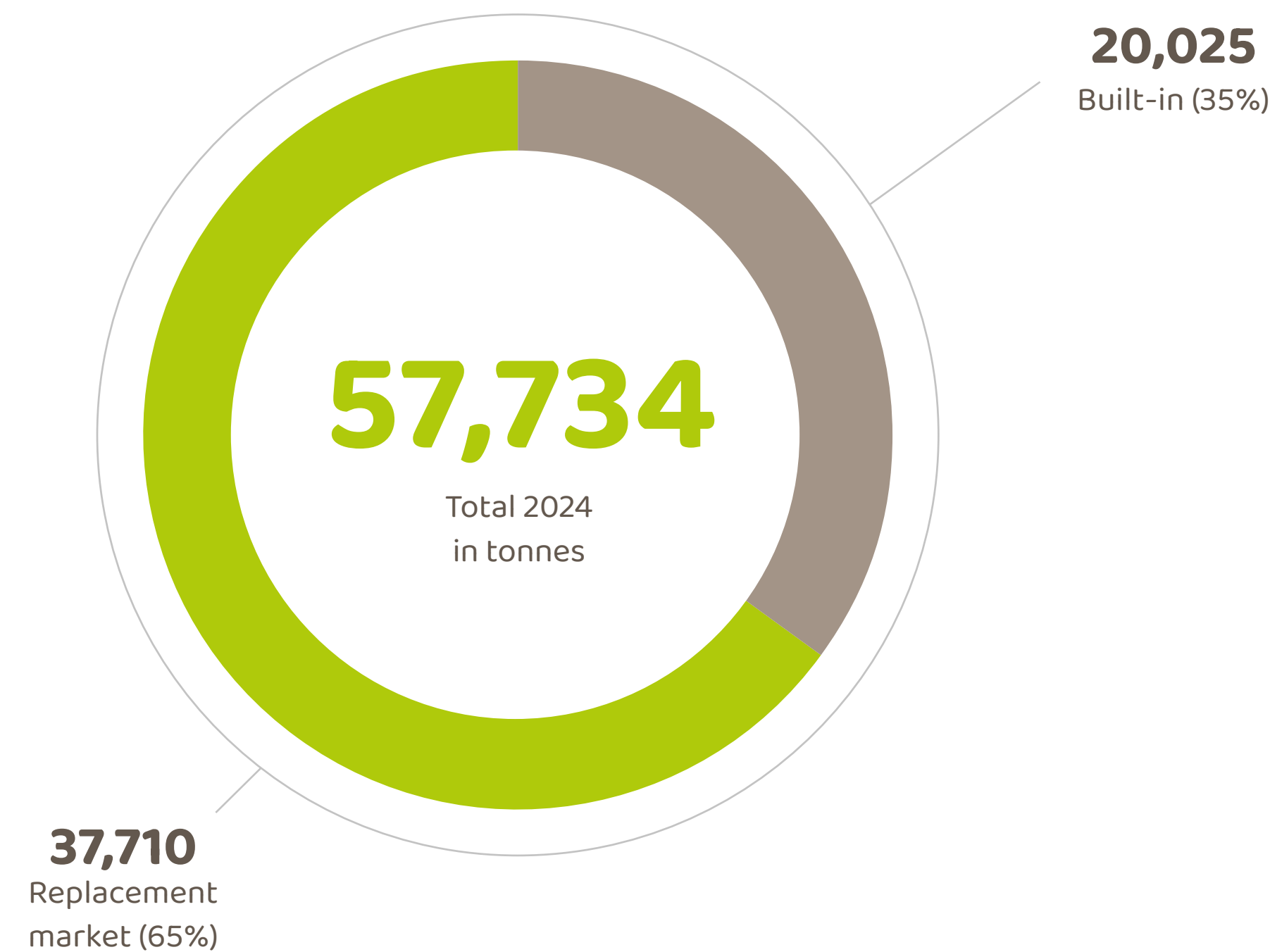
Number (in millions)\*



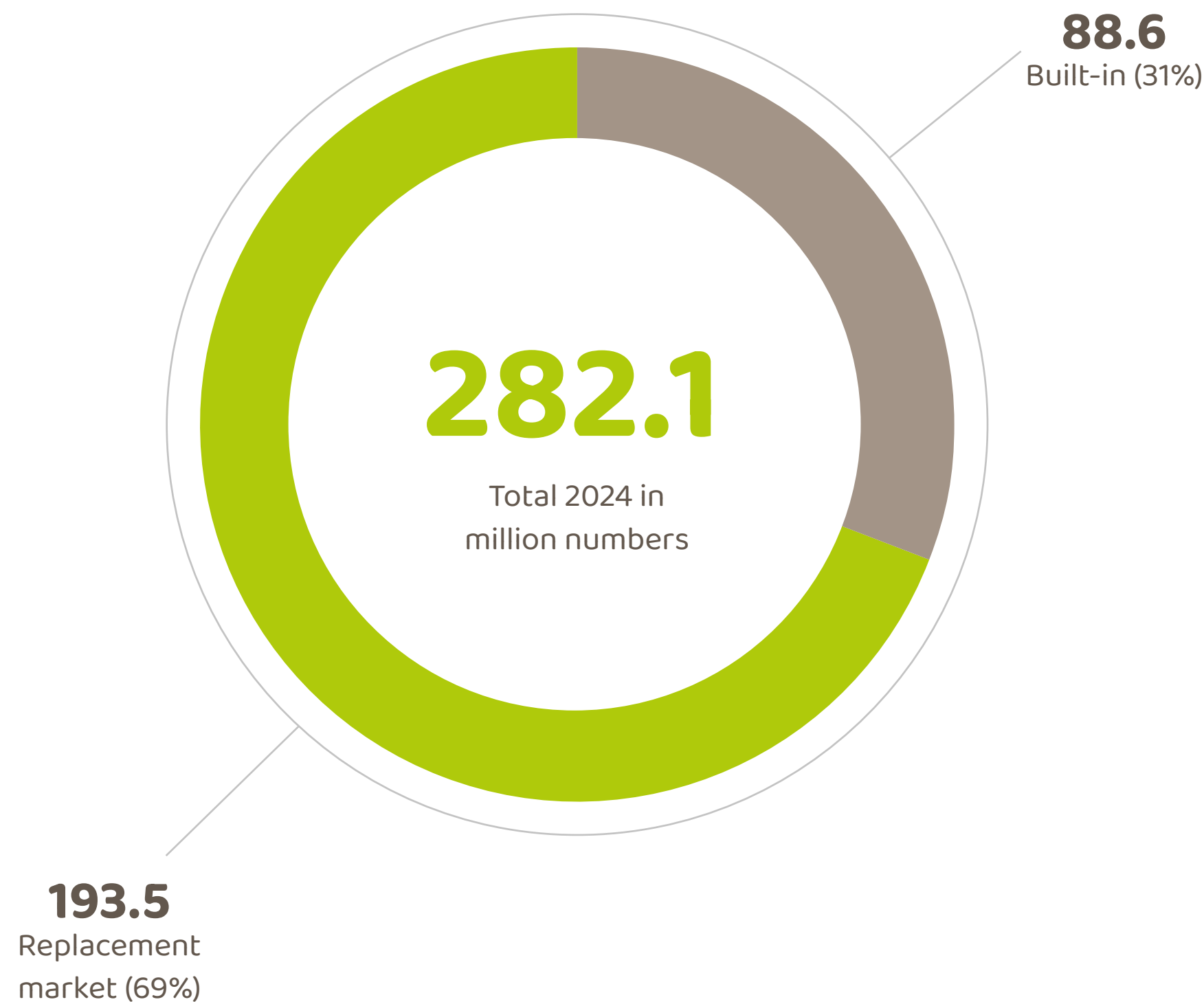
\*Note when using the figures: the figures are sometimes rounded to the unit. This may cause discrepancies between the totals displayed and the sum of the individual digits.

# Built-in versus replacement market

Weight (in tonnes)\*



Number (in millions)\*



\*Note when using the figures: the figures are sometimes rounded to the unit. This may cause discrepancies between the totals displayed and the sum of the individual digits..



# Conclusion

In 2024, the number of batteries put on the market is 282,093,673 units. This is an increase of 13,502,507 batteries (+5%) compared to 2023. This increase is primarily caused by an increase in lithium non-rechargeable (+11%), alkaline (+6%) and lithium rechargeable (+5%), but is weakened by a decrease in zinc-air (-12%), NiMH (-7%) and nickel-cadmium (-9%).

In 2024, 57,734 tonnes of batteries were put on the market. The total weight put on the market in 2024 has decreased by 2.672 tonnes compared to 2023. This corresponds to a decrease of 4%. This decrease is the result of the sharp drop in sales of industrial batteries (-12%). The decrease is slightly mitigated by an increase in the weight of portale batteries (+4%).

Within non-rechargeable batteries, there is a drop in zinc-carbon (-3%) and zinc-air (-1%) batteries. The weight of alkaline batteries put on the market remains stable. The weight of silver oxide and primary lithium batteries increases by 24% and 31% respectively. For general rechargeable batteries, we

notice an increase in the weight of nickel-cadmium (+44%) and lithium rechargeable batteries (+9%) and lead batteries (+6%). There has been a decrease in the weight of NiMH (-36%), lead (-2%) and propulsion car batteries (-61%) compared to 2023. Finally, there has been an 11% decrease in the weight of bicycle batteries put on the market and a 17% decrease in the weight of ESS batteries put on the market.

The weight of portable batteries placed on the market increases by 243 tonnes, or 4%. The largest absolute increases are seen in primary lithium batteries, general rechargeable lithium batteries, and lead batteries.

The weight of industrial batteries put on the market decreases by 2,929 tonnes or 12%. This decrease is mainly due to the sharp decline in propulsion car batteries (-61%) and the decrease in ESS batteries (-17%). The weight of automotive batteries has increased by 14 tonnes compared to 2023.



# Collection results

4,029 tonnes



Flanders

Wallonia

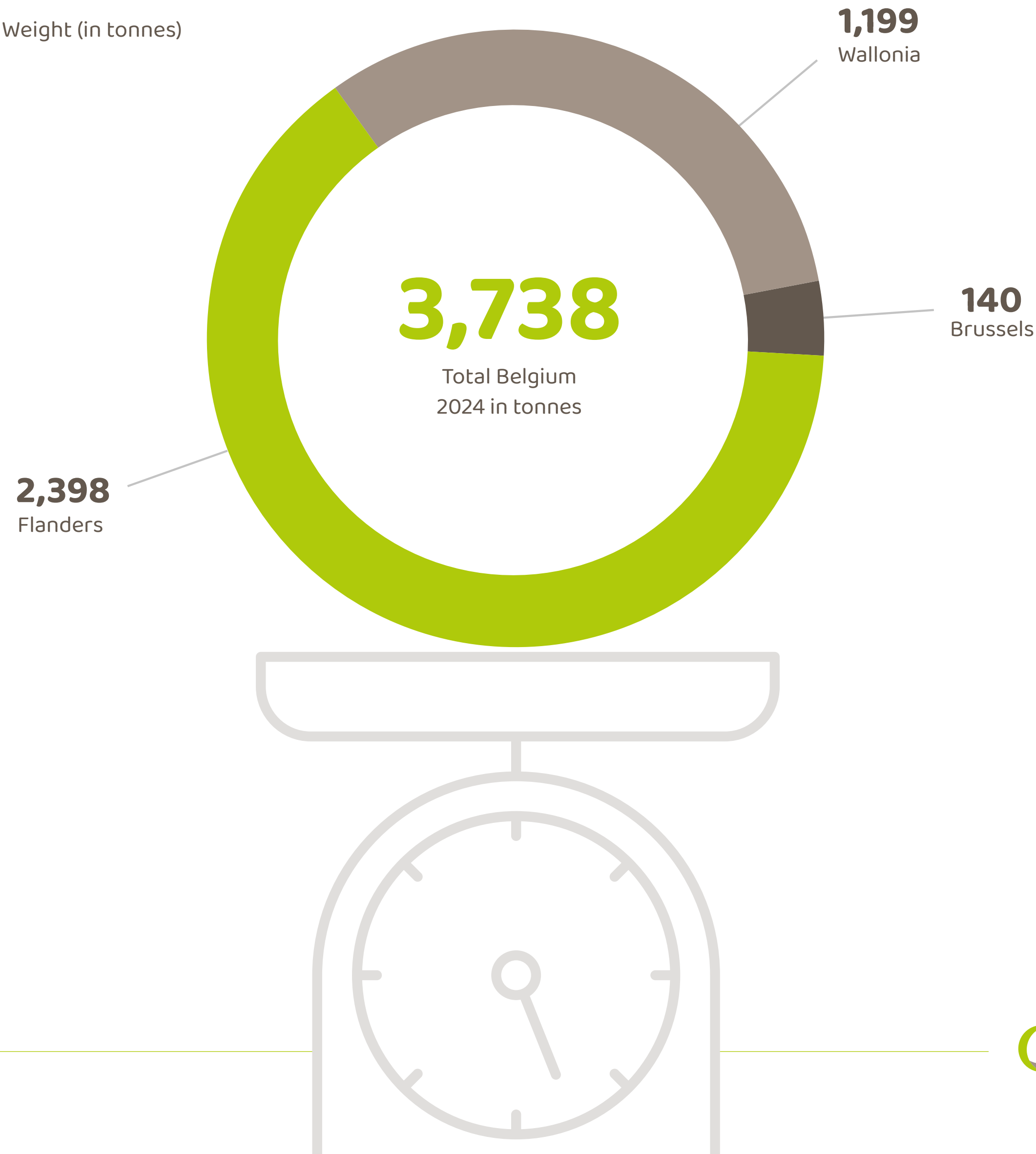
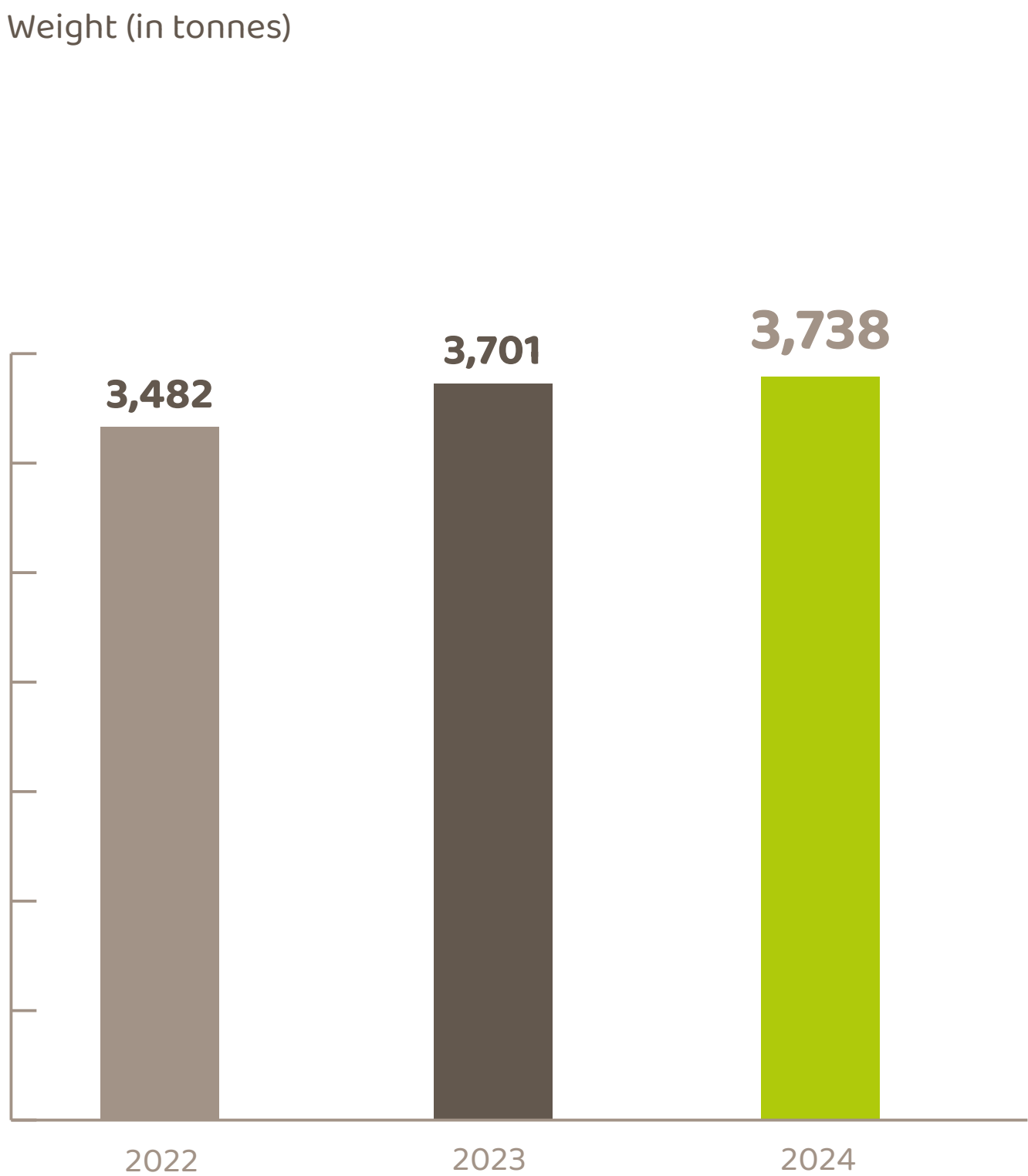
Brussels



4,029 tons. That's about 13,000 grand pianos all together.

\*Note on the use of figures: the figures shown are sometimes rounded to the nearest unit. This may cause discrepancies between the totals shown and the sum of the individual figures.

# Collection results portable batteries in terms of weight



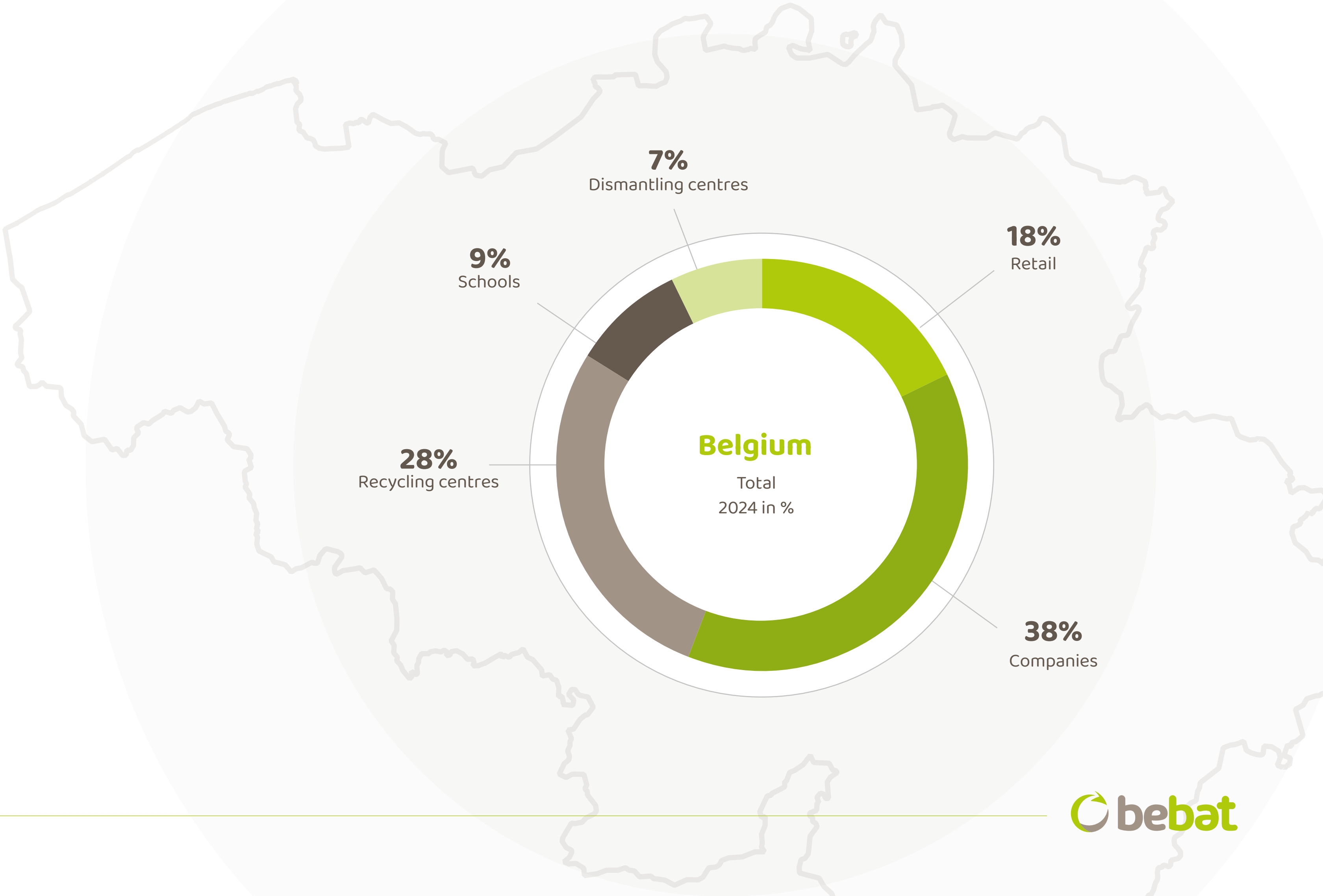
\*Note on the use of figures: the figures shown are sometimes rounded to the nearest unit. This may cause discrepancies between the totals shown and the sum of the individual figures.

# Overall collection results per collection channel in % - Belgium

**In 2024, the total of batteries collected in Belgium increased by 3%, or 122 tonnes.**

This is mainly due to increased collection in companies.

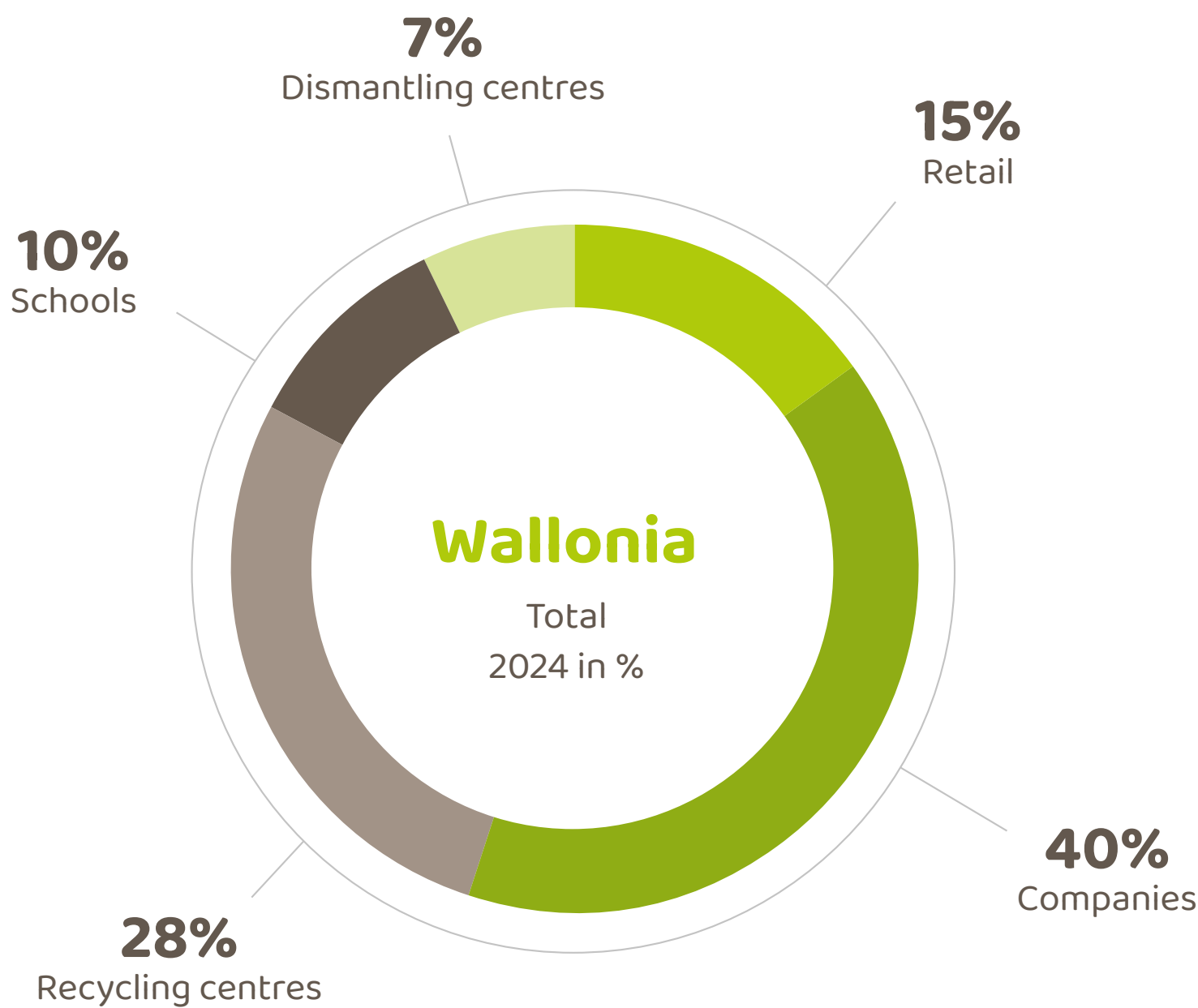
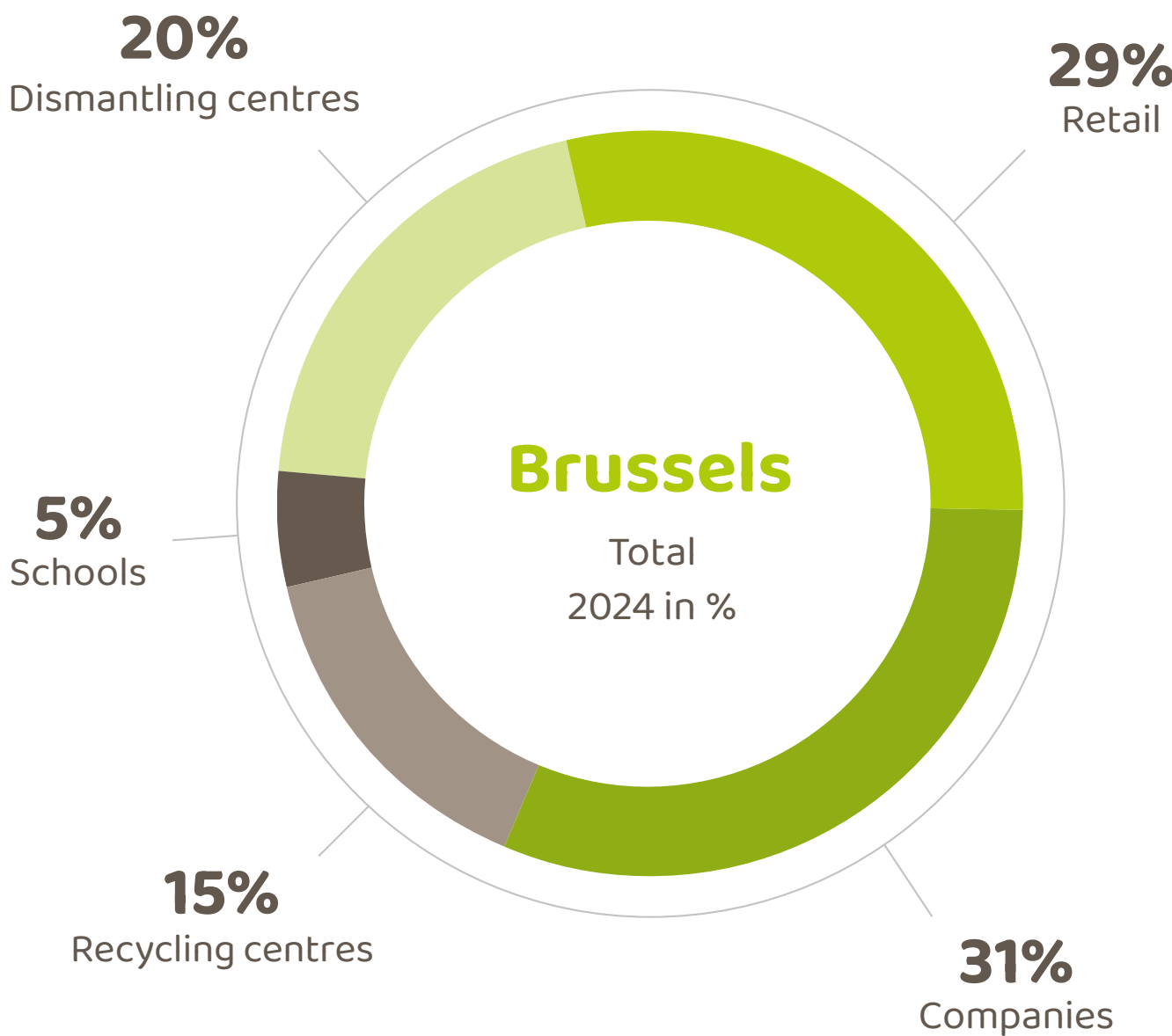
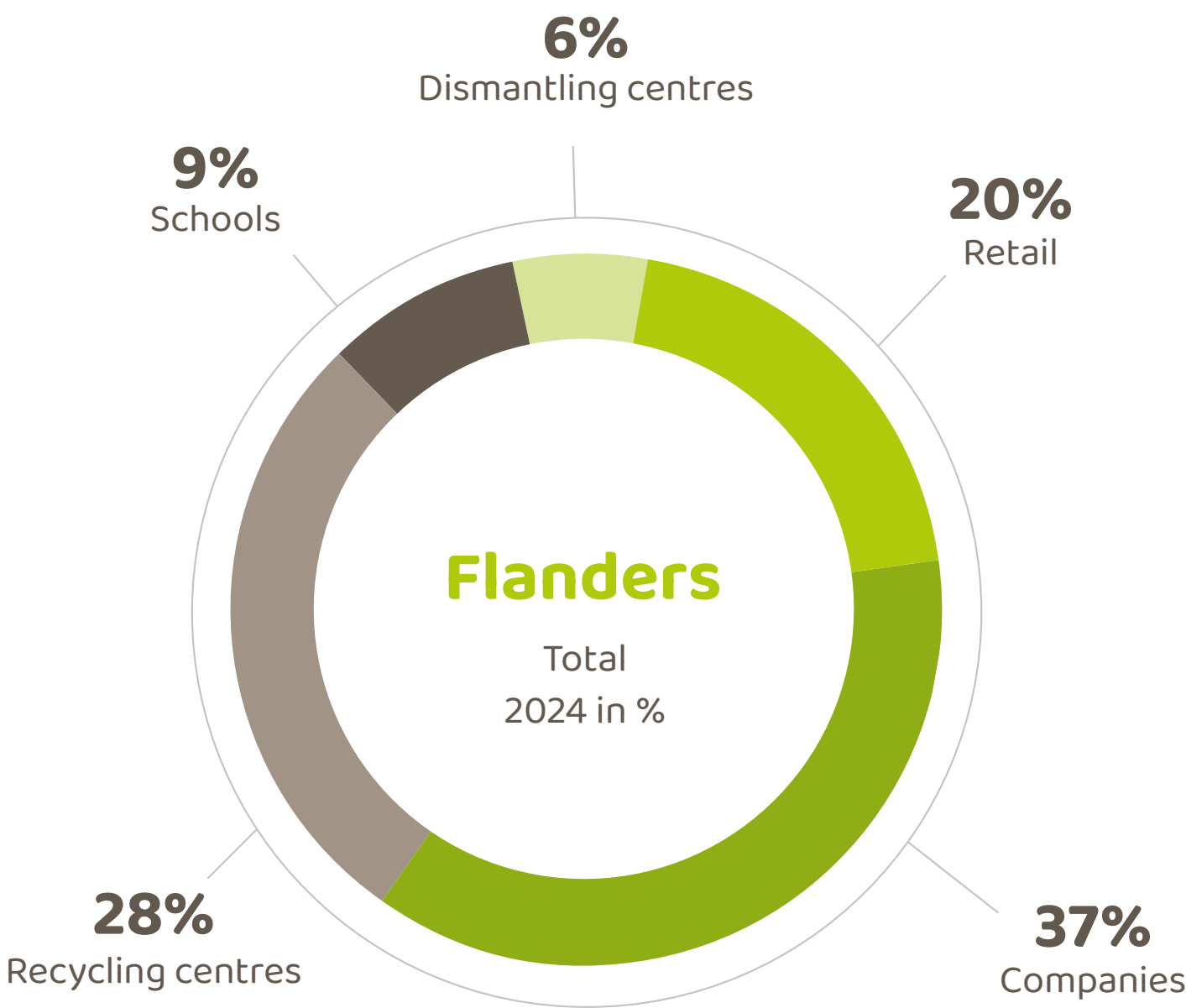
The 3% increase in 2024 for all regions combined across channels is in line with the efforts and initiatives we kept undertaking throughout 2024 to maximise collection rates.



# Overall collection results per collection channel in % - Region

The figures below represent the collection results for each collection channel and by region.

In Flanders, companies continued to be the most important collection channel (37%), followed by recycling centres (28%) and retailers (20%). In Wallonia, companies (40%), recycling centres (28%) and retailers (15%) were also major collectors in 2024. In Brussels, the primary collection channels were companies (31%), retail (29%) and dismantling centres (20%).





# Collection rate

# 60.3%

## Collection rate 2024 Belgium

According to the official calculation method used in Belgium, the collection rate achieved by Bebat in 2024 is 60.3%. However, this absolutely does not mean that the remaining 39.7% of batteries ends up in the environment. In 2024, the collection rate increases by 0.05%, from 60.29% to 60.34%. This is mainly due to the increase in the collected weight of portable batteries, amounting to 37 tonnes.

In recent years, we have noted significant growth in lithium rechargeable batteries put on market. These have a much longer life span than the reference period of three years used to calculate the collection rate. Bebat expects that the weight of rechargeable lithium batteries will continue to significantly increase even more in the coming years. It is clear that the current method of calculating the collection rate is no longer adequate and that the introduction of a collection rate calculation methodology based on what is available for collection is absolutely necessary.

With a collection rate of 60.3%, Bebat easily meets the statutory target for Belgium and exceeds the European target of 45% for 2024. Thanks to these results, Bebat retains its top ranking, both in Europe and in the rest of the world.



This means that on average, all Belgians visited a collection point once during the year!

# >90%

## Percentage recycling efficiency

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 more than 90% of the batteries that consumers want to dispose of.

# 12,800,000

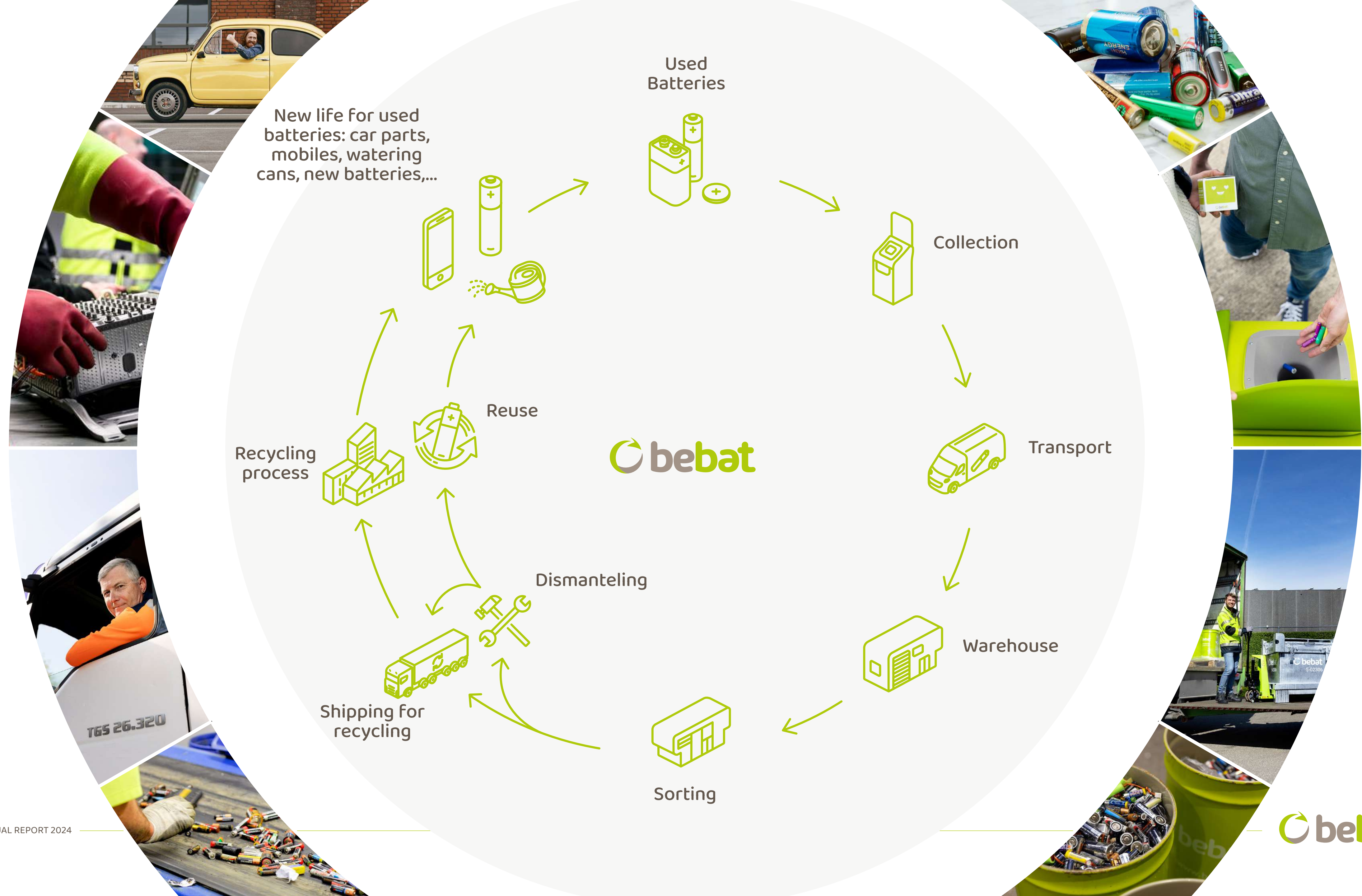
## Number of consumer movements

Appliances are becoming increasingly smaller, resulting in increasingly lighter batteries and a continuously lower average weight of the batteries collected by Bebat.

To collect the same weight, consumers must return more batteries and, consequently, visit the collection points more often. In 2024, we generated more than 12,800,000 consumer movements.



# A new life for used batteries

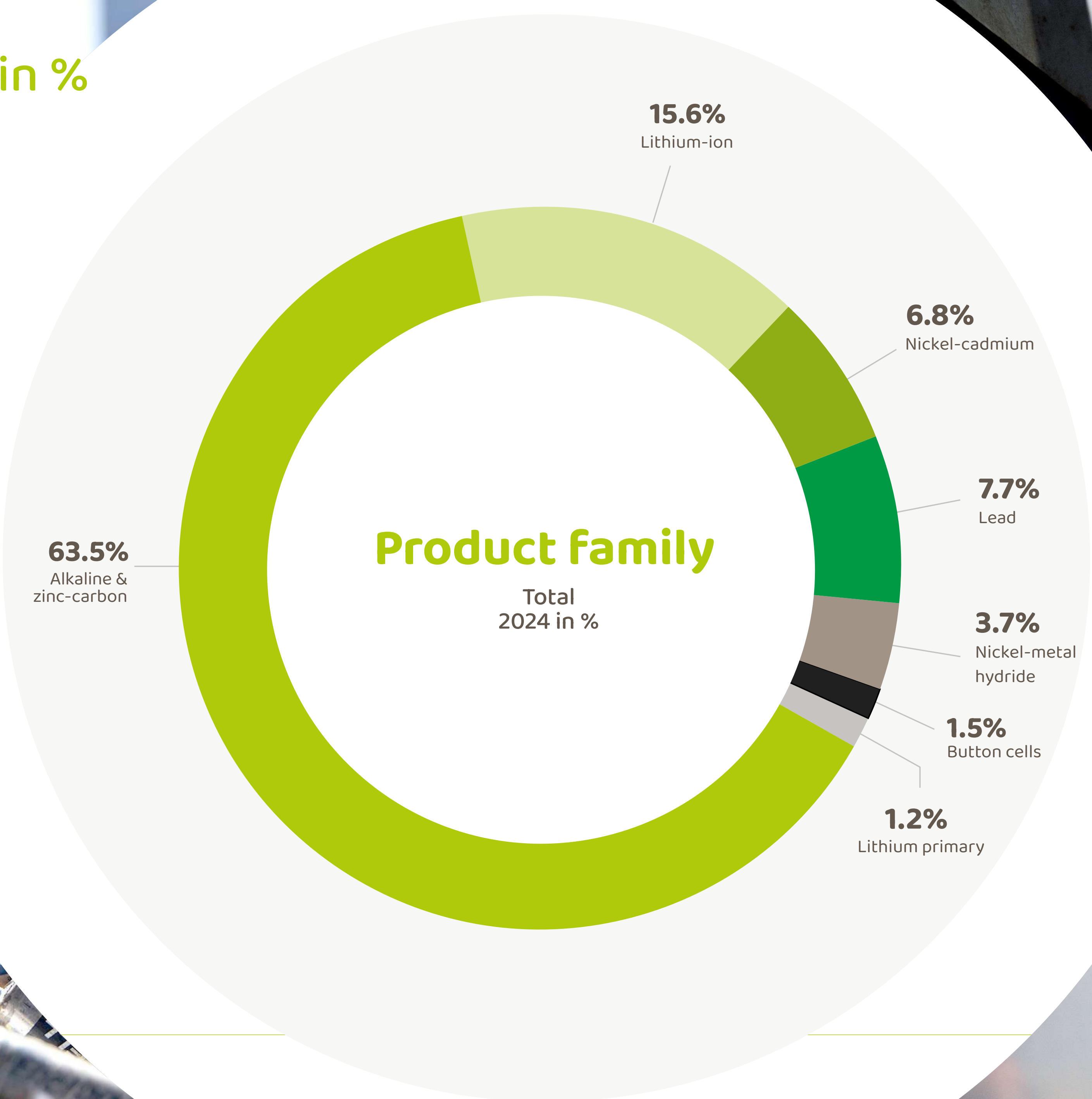




**What  
do we  
sort?**

# Sorted streams in %

WHAT DO WE SORT?





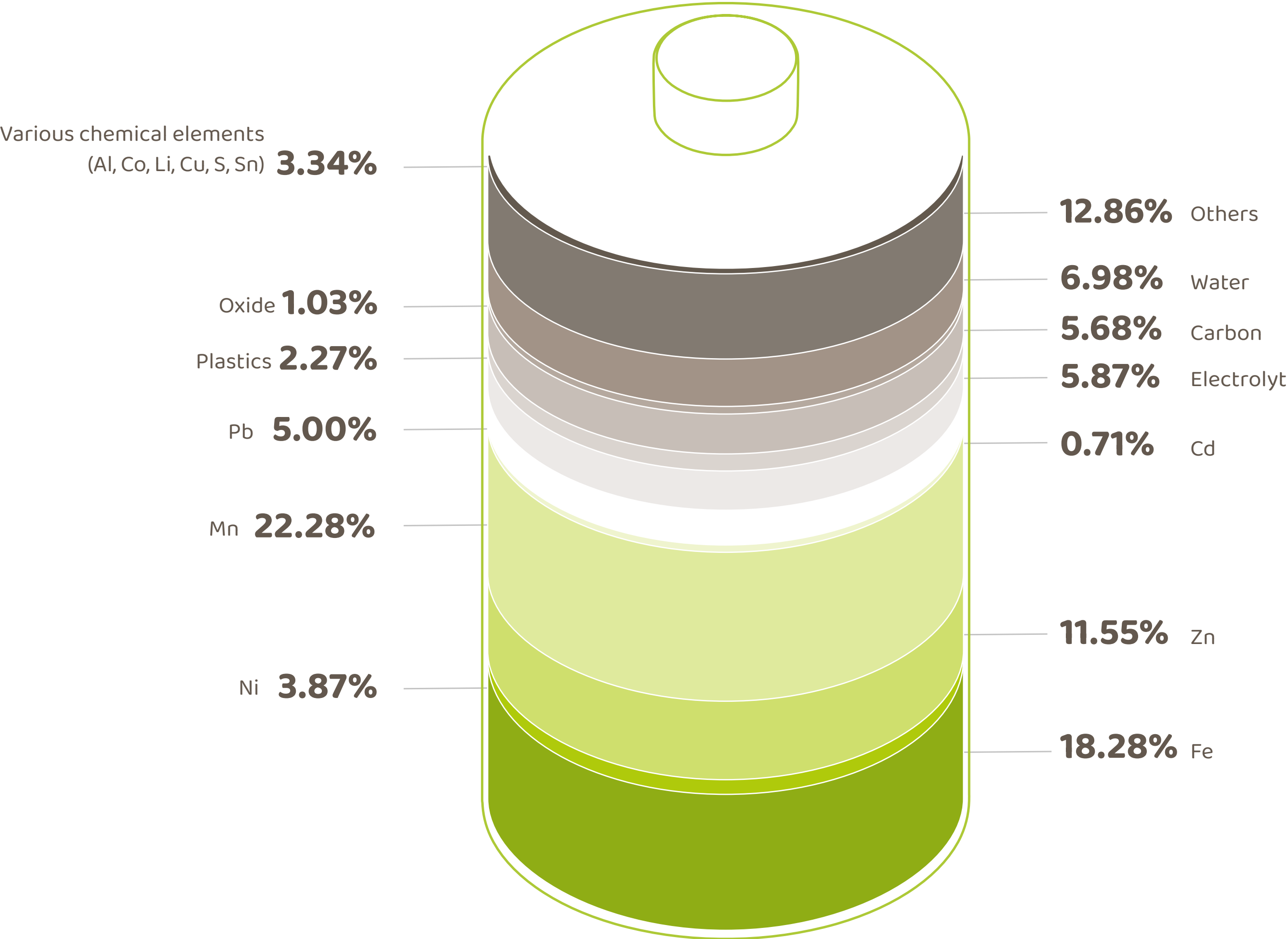
# Processors





# Recovering metals

# Which materials can potentially be recovered?



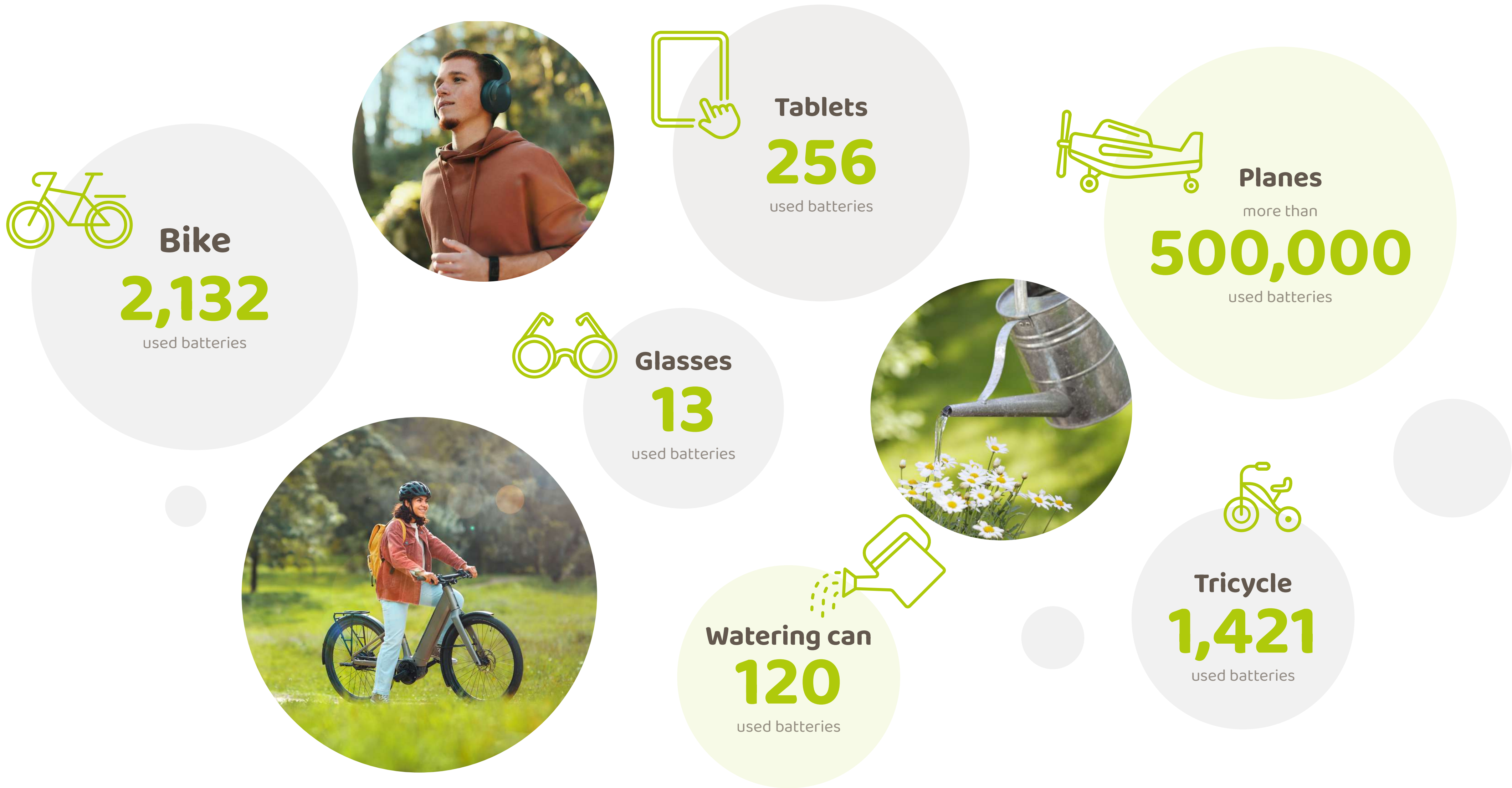
 **Too strong!**



# Recovered materials

# What can we manufacture with the recovered materials?

RECOVERED MATERIALS





# The Belgian and batteries



## 24 batteries

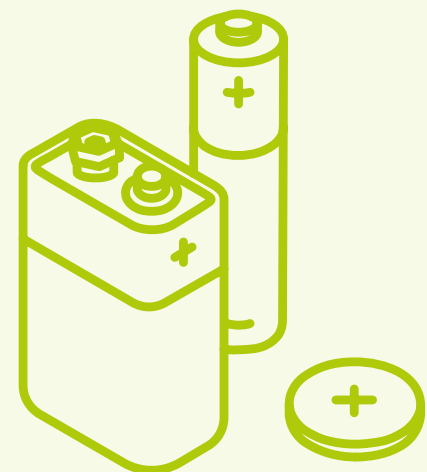
On average, a Belgian buys 24 batteries per year. This amounts to 545 grams (\*).

Among these, 8 are built into a device.  
16 batteries are bought separately in the store.



## 7 in 10

of Belgians say they bring their batteries to a collection point at least once a year.



## 128 batteries

A typical family has an average of 128 batteries in their home.

58 separate batteries, 71 in devices, of which 29 are used.



## 80%

of Belgians claim to bring their batteries to a Bebat collection point.

On average, Belgians store 72% of their used batteries and bring them to a collection point regularly.

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Bebat 2024 declarations of batteries put on the market.  
N.I.S. official population figures 01/01/2024.  
IVOX battery study 2024.  
Various household waste analyses 2011-2024.

(\*) Portable batteries only, not including industrial batteries

## 97%

are familiar with the Bebat system.

## > 7 in 10

of Belgians use the boxes that Bebat makes available for use.

## 75%

of Belgians believe that Bebat is sustainable and environmentally friendly in everything they do.



# Marketing campaigns

Campaigns in the spotlight

# People-centered

In 2024, we expanded our campaign around the theme “people-centred”. With an emotional message, we emphasized that collecting batteries correctly is not only good for nature but also for all of us. In this spot, our “battery icon” also played a central role. We showed that batteries can be present everywhere in our lives, in all shapes and sizes, visible and non-visible.



## Period

- February - March 2024
- May - June 2024
- August - September 2024
- October - November 2024



## Media

- TV
- Online video
- Radio
- Online audio
- Social media





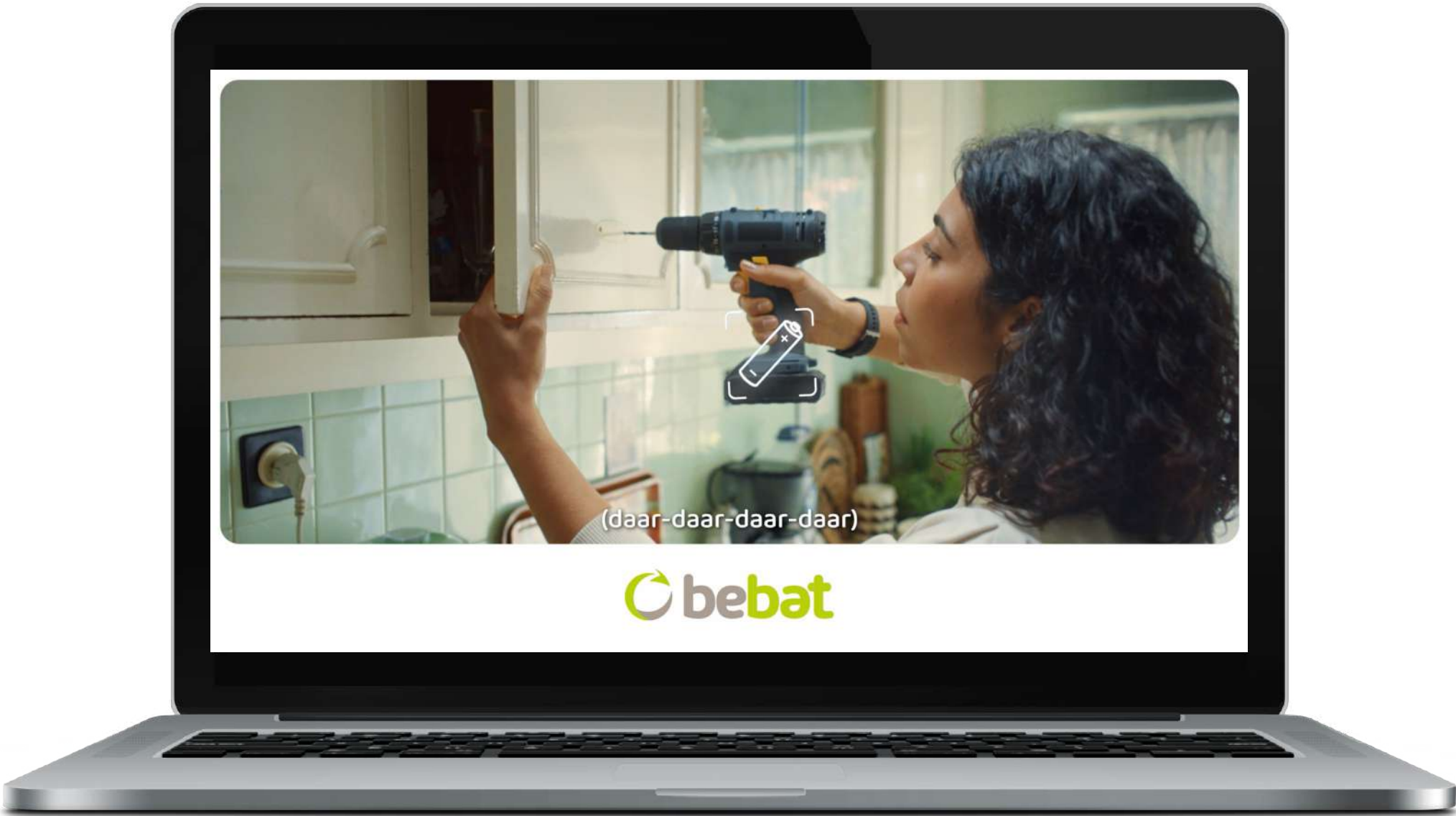
## Results North

- TV
  - Wave 1: 3,523,317 people reached
  - Wave 2: 3,633,567 people reached
  - Wave 3: 3,520,773 people reached
  - Wave 4: 3,498,742 people reached
- Online video
  - Wave 1: 2,564,621 impressions
  - Wave 2: 2,148,418 impressions
  - Wave 3: 2,507,343 impressions
  - Wave 4: 1,314,456 impressions
- Radio
  - Wave 1: 4,244,903 people reached
  - Wave 2: 4,306,343 people reached
  - Wave 3: 4,323,984 people reached
  - Wave 4: 4,010,481 people reached
- Online audio
  - Wave 1: 460,037 impressions
  - Wave 2: 533,576 impressions
  - Wave 3: 620,701 impressions
  - Wave 4: 249,267 impressions
- Social media
  - Wave 1: 5,036,184 impressions
  - Wave 2: 3,100,564 impressions
  - Wave 3: 4,664,845 impressions
  - Wave 4: 4,862,577 impressions



## Results South

- TV
  - Wave 1: 2,408,060 people reached
  - Wave 2: 2,432,950 people reached
  - Wave 3: 2,181,815 people reached
  - Wave 4: 2,366,551 people reached
- Online video
  - Wave 1: 1,888,334 impressions
  - Wave 2: 1,600,978 impressions
  - Wave 3: 1,600,928 impressions
  - Wave 4: 842,653 impressions
- Radio
  - Wave 1: 2,775,821 people reached
  - Wave 2: 2,738,534 people reached
  - Wave 3: 2,690,486 people reached
  - Wave 4: 2,432,249 people reached
- Online audio
  - Wave 1: 418,206 impressions
  - Wave 2: 344,181 impressions
  - Wave 3: 418,584 impressions
  - Wave 4: 337,032 impressions
- Social media
  - Wave 1: 3,230,318 impressions
  - Wave 2: 2,277,784 impressions
  - Wave 3: 5,006,270 impressions
  - Wave 4: 3,630,762 impressions



# Used batteries? Collect them all

In 2024, we organized another large-scale collection campaign. The theme of this campaign: “Lege batterijen? Breng ze allemaal binnen” and “Piles et batteries usagées ? Rapportez les toutes”. We showed that we constantly use batteries in our lives, but they are not always visible, for example, because they are built into a device. We reminded people that they should hand in all used batteries – even the non-visible ones – for recycling at a Bebat collection point. The campaign also drew extra attention to the quantity and variety of batteries in our daily lives.



## Period

April - May 2024



## Media

- Radio
- Online audio
- Out-of-home
- Online display
- Social media





## Results North

- Radio  
4,485,075 people reached
- Online audio  
746,117 impressions
- Online display  
6,574,484 impressions
- Social media  
12,920,975 impressions



## Results South

- Radio  
2,883,539 people reached
- Online audio  
391,059 impressions
- Online display  
3,952,667 impressions
- Social media  
6,902,103 impressions



# Have your batteries sung their last song? Collect them all

In the summer, we often have holiday plans. As a result, we don't really think about recycling our used batteries. That's why Bebat wanted to keep the recycling of used batteries top-of-mind during this period. With the slogan "Zijn je batterijen uitgezongen? Breng ze snel binnen" and "Piles et batteries raplaplAAA ? Rapportez-les-toutes", we added a musical touch to this campaign, which was also reflected in the two campaign visuals. Additionally, in Flanders, we collaborated with Tien Om Te Zien and Joe Summer Island, which reinforced our campaign and in doing so we also ensured on-site collection.



**Period**  
July - August 2024



- Media**
- Out-of-home
  - Radio
  - Online audio
  - Online video
  - Collaboration with Tien Om Te Zien
  - Collaboration with Joe Summer Island





# Results North

- Radio  
4,621,223 people reached
- Online audio  
793,944 impressions
- Online video  
2,856,147 impressions  
2,368,577 views
- Collaboration with Tien Om Te Zien:  
TV: 209 GRP  
Online video: 972,262 impressions



# Results South

- Radio  
2,925,436 people reached
- Online audio  
826,194 impressions
- Online video  
1,671,802 impressions  
2,068,686 views



# School action: Plopsa

In the autumn of 2024, we launched our school competition, where all Belgian schools were challenged to collect as many used batteries as possible. The winners could win a day at Plopsa for their entire class or school, with the highlight being a magical day with Maya at Plopsa Coo or a concert by K3 at Plopsaland De Panne.



## Period

September - December 2024



## Media

- Website
- Social media
- E-mails



## Results

- 496 schools registered
- 190 winning schools, resulting in 17,719 happy winners
- 124,148 kg of batteries collected by participating schools



# Back Friday

In 2024, Bebat and Recupel jointly launched the Back Friday campaign! Consumers could easily give their used batteries and broken or unused electrical appliances a new life by bringing them in. This could be done at one of the many Bebat and/or Recupel collection points, but also at one of our 24 temporary collection points. The campaign also called for removing used batteries from devices as much as possible, so that devices and batteries could be recycled separately.

The campaign consisted of two parts: a national action and a regional approach, to attract as many people as possible to the temporary collection points.



## Period

September - October 2024



## Media

National campaign

- Radio
- Online audio
- Out-of-home
- Online video
- Social media

Regional campaign

- Direct mailing
- Out-of-home
- Social media
- Search





# Results

In addition to the collection at our collection points, 1,814 kg of used batteries were collected at the 24 temporary collection locations.



## National campaign

- Radio  
North: 4,542,706 people reached  
South: 2,994,049 people reached
- Online audio  
685,830 impressions
- Online video  
8,610,973 impressions  
6,184,358 views
- Social media  
11,105,426 impressions



## Regional campaign

- Direct mailing  
756,232 flyers distributed
- Social media  
5,134,370 impressions  
1,553,249 people reached
- Search  
13,411 impressions  
1,212 clicks



# Don't let your used batteries haunt you

We developed a topical campaign around Halloween, where all residents of Belgium were encouraged and motivated to collect and bring in their used batteries to a collection point. Under the slogan “Laat je lege batterijen niet rondspoken.” and “Ne laissez pas les piles vous hanter.”, we conducted a short-term campaign on digital out-of-home, audio, online video, and social media.



## Period

28 - 31 October 2024



## Media

- Digital out-of-home
- Radio
- Online audio
- Online video
- Social media





## Results North

- Digital out-of-home  
2,696,565 impressions
- Radio  
3,756,426 people reached
- Online audio  
333,132 impressions
- Online video  
1,027,936 impressions  
552,759 views
- Social media  
3,909,504 impressions



## Results South

- Digital out-of-home  
2,288,095 impressions
- Radio  
2,173,597 people reached
- Online audio  
282,559 impressions
- Online video  
570,539 impressions  
292,326 views
- Social media  
2,692,382 impressions



# Batteries are everywhere, but how do you handle them correctly?

In the autumn of 2024, we launched an sensitization campaign with the slogan ""Batterijen zijn overal, maar hoe ga je er correct mee om?" and "Les piles et batteries sont partout, mais comment bien s'en occuper ?". We developed three informative videos in which we provided tips on the correct use of different types of batteries. These videos were distributed through various communication channels such as television, social media, and online video. Additionally, we also published several informative articles in collaboration with news sites, where many tips and tricks were discussed.



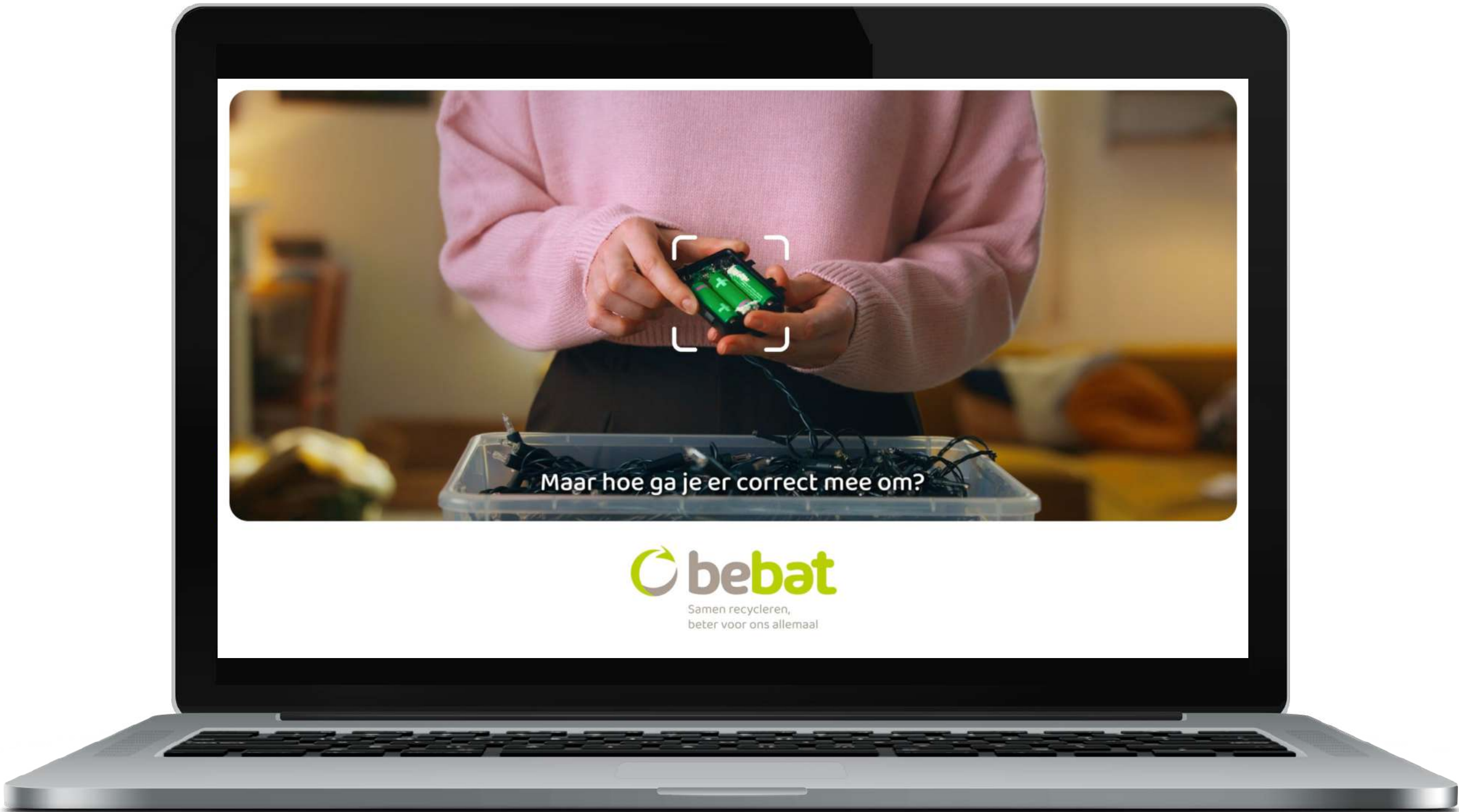
## Period

November - December 2024



## Media

- TV
- Online video
- Social media
- Native advertising





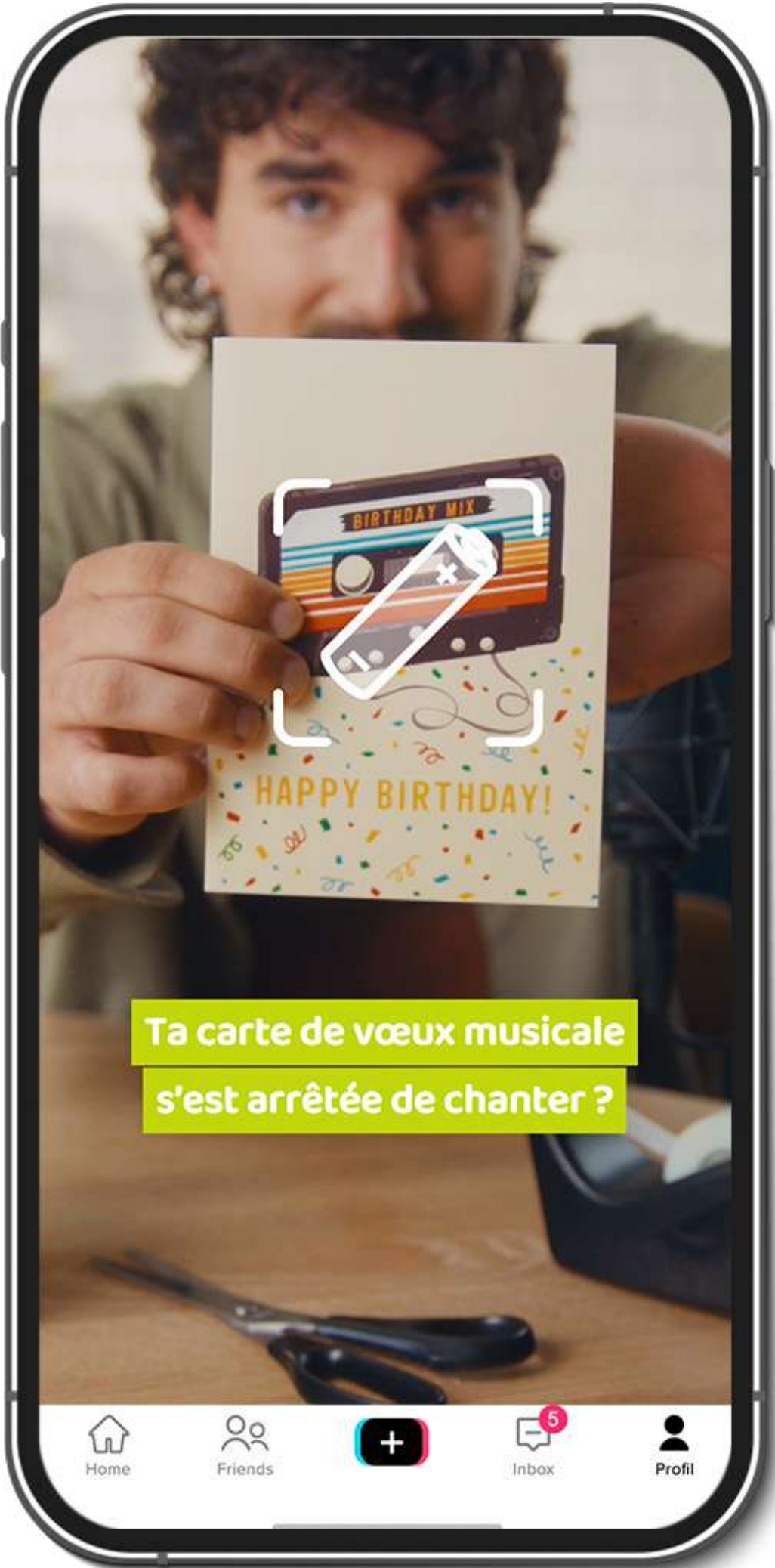
## Results North

- TV  
3,771,470 people reached
- Online video  
2,529,149 impressions  
2,052,275 views
- Social media  
Meta: 2,506,234 impressions  
TikTok: 1,735,970 impressions  
Pinterest: 572,303 impressions
- Native advertising  
3 articles on 4 news sites with  
more than 66,000 page views



## Results South

- TV  
2,592,075 people reached
- Online video  
2,175,909 impressions  
1,358,619 views
- Social media  
Meta: 2,081,281 impressions  
TikTok: 2,172,234 impressions  
Pinterest: 650,958 impressions
- Native advertising  
3 articles on 2 news sites with  
more than 15,000 page views



# Nostalgie Magic Tour

Nostalgie and Bebat joined forces again for the Nostalgie Magic Tour 2024. For six days, we challenged listeners to collect as many toys and used batteries as possible. We recycled the used batteries and donated the toys to underprivileged children.



**Period**  
2 - 7 December 2024



**Media**  
→ Radio  
→ Social media  
→ Online bannering



**Result**  
→ 4,757 kg of used batteries collected





Recycling together,  
better for all of us