



Consumer motivations to take back spent batteries and spent electronic and electrical equipment

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*A consumer survey co-financed by
ADEME, Screlec and CollectNiCad
Convention N° 00 02 098*

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Consumer motivations to take back spent batteries and electronic and electrical equipment

*Part 1 Qualitative study in four EU countries
(Belgium , Netherlands, Germany, France)*

Part 2 Quantitative study in France



Methodology of the survey

Qualitative Survey in B, NI, D, F.

Two groups discussions of ten participants took place in each country in the Autumn 2000.

The qualitative survey was supported by a common Technical Guidance document delivered to the Country Group Leader

Quantitative survey in F.

The survey was conducted in November and December 2000, among a sample of 1011 individuals representative of the French population

Data have been collected through 1011 «face to face» interviews with a selection of citizens representative of the French population according to INSEE



MAIN FINDINGS



The World of Cordless Electrical Energy

The Cordless Lifestyle

- Across all 4 countries there is a general trend in lifestyle largely in favour of cordless appliances.
- Associated to values of freedom and convenience
- Growing demand from consumers in all countries.
- An average of 4 to 5 cordless appliances are present in on Household.
- Trend to growth

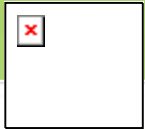
Quantitative Study on Cordless Equipment

Equipment List Electronic Eqt.

- (1) Camcorder
Digital Camera
- (2) CD and K7 Players
- (5) Home Cordless Tel.
- (6) Mobile Phone
- (7) Portable Computer
- (8) Pocket Organisers

Equipment List Household Eqt.

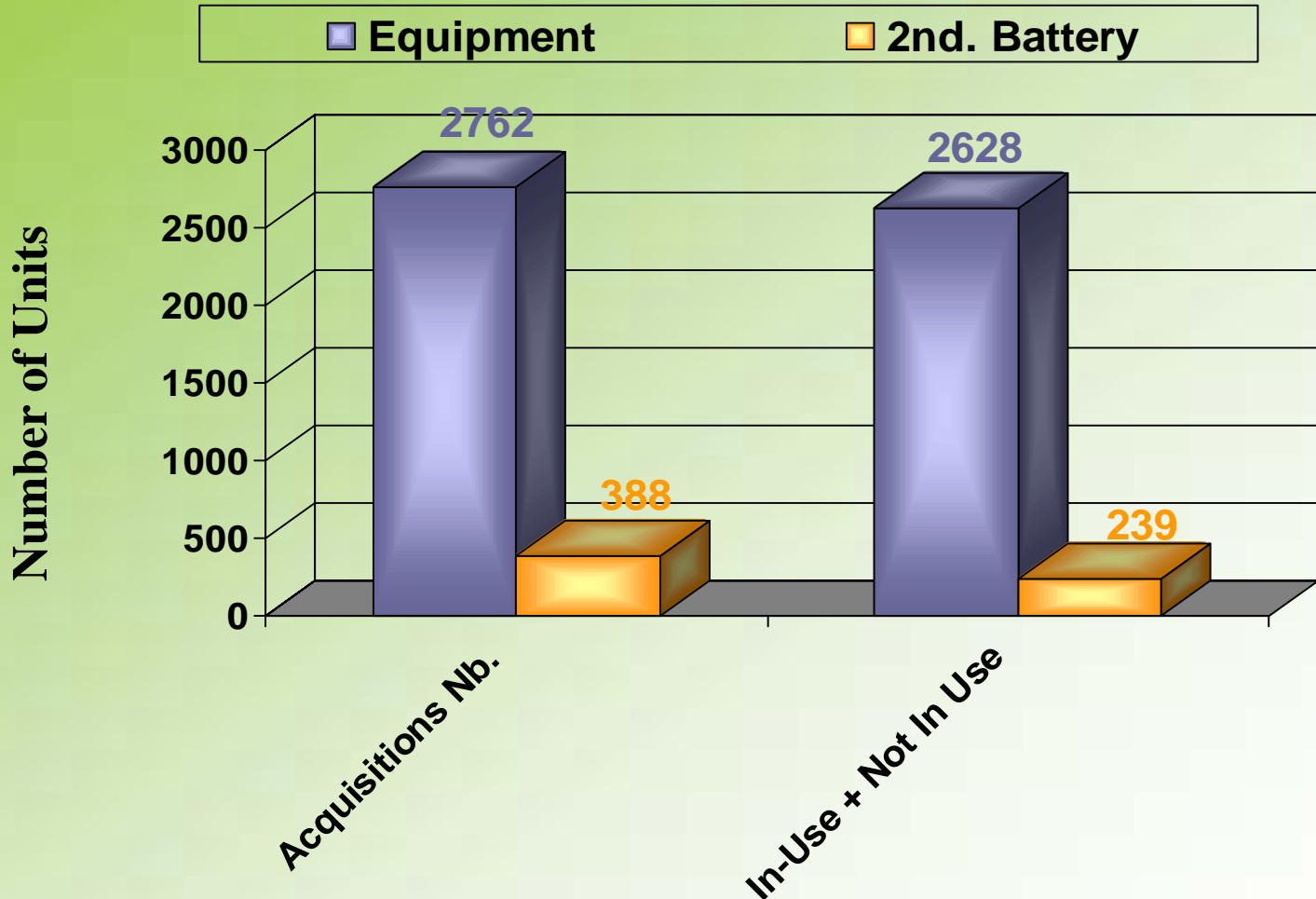
- (3) DustBuster
- (4) ToothBrush
Shavers
Daily Hair Remover
- (9) Cordless P.Tools &
Gardening Eqt.
- (10) Toys
- (11) Home Alarm Systems



Equipment with Rechargeable Battery and Charger +
Replacement Battery

Quantitative Study on Cordless Equipment

(Basis : 1011 household interviews)



Acquisitions over the last 15 years
Cordless Equipment with Rechargeable Batteries





The World of Cordless Electrical Energy

Batteries : Consumers demand requests more information and performances

- Batteries are generally perceived as an old fashioned technology
- The exception is represented by the world of computing and communication where the consumer is aware of progress offered by new types of batteries
- There is nevertheless a demand for increased performances for lifetime and the overall power delivery capacity (more and lasting longer)
- Battery content (type and performances) is not a sales argument



The world of Batteries for Cordless Appliances

Batteries : Consumers demand requests more information and performances

- Consumers do not ask specific questions about batteries nature or performances
- In fact, there is almost no “technical” knowledge about batteries, whether primary or rechargeable. Consumers ignore how they work.
- There has been some mention in the groups of “heavy metal”, mercury, cadmium, lithium, but no one knows exactly what is behind those terms and what the consequences might be in terms of usage or energy storage capacity.



About rechargeable and primary batteries



Cost and Environment



■ In France and in Germany and in terms of “environmental image”, primary batteries are perceived as being more harmful to the environment than the rechargeable ones:

- Primary are “one use” type of batteries
- Rechargeable are associated with new types of equipment and they are “re-usable”

■ In Belgium and Holland the perception of potential dangers to the environment is similar for both types of batteries.

■ The Dutch consumer feels that primaries might be cheaper than rechargeable.



Willing to take back batteries to a collection point ?

Base : 1011 interviews

Country : France

Current
practise

28%

Yes, ready
to

36%

Yes, willing
to

26%

Not really

6%

Not at all

4%

90 %

10 %





Storage and elimination of used batteries

Primary Batteries

■ **Belgians** store their primary batteries and bring them back to the collection point.

Awareness of the collection system is high.

■ **In France**, people are aware of the existence of collection points.

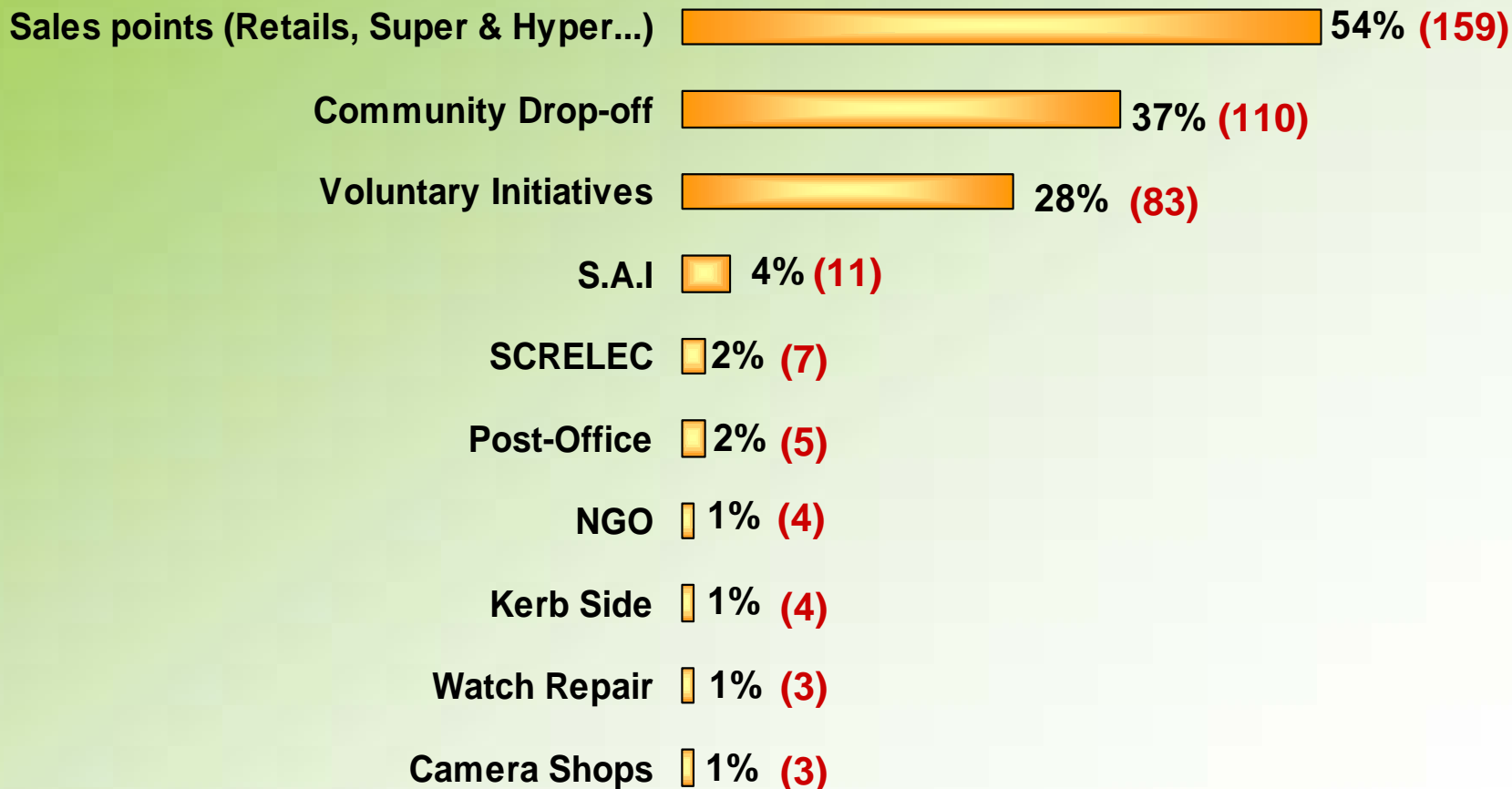
Participation is the fact of a minority.

■ **In Germany : two generations with different approaches**

Knowledge of collection organisations

Base : 294 positive answers on the knowledge of collection organisation

Country : France





Rechargeable batteries and cordless appliances.

The equipment and the battery considered as one single item

■ The purchase price remains associated to the equipment even if it is no longer in use.

It is an emotional and economic issue.

The perception that it can be useful to someone else is very strong

There is a residual added value

■ Those arguments are verified in all countries

■ The absence of knowledge/information on take back location for appliances is clear.

Reasons are numerous :

- No information (F)
- Containers for batteries not adapted to the size of equipment (D)
- No specific motivation (NI)
- Easy access to DustBin (Lazyness...)

■ Equipment is still considered as useful even if not in use daily

A broken equipment has still a residual value

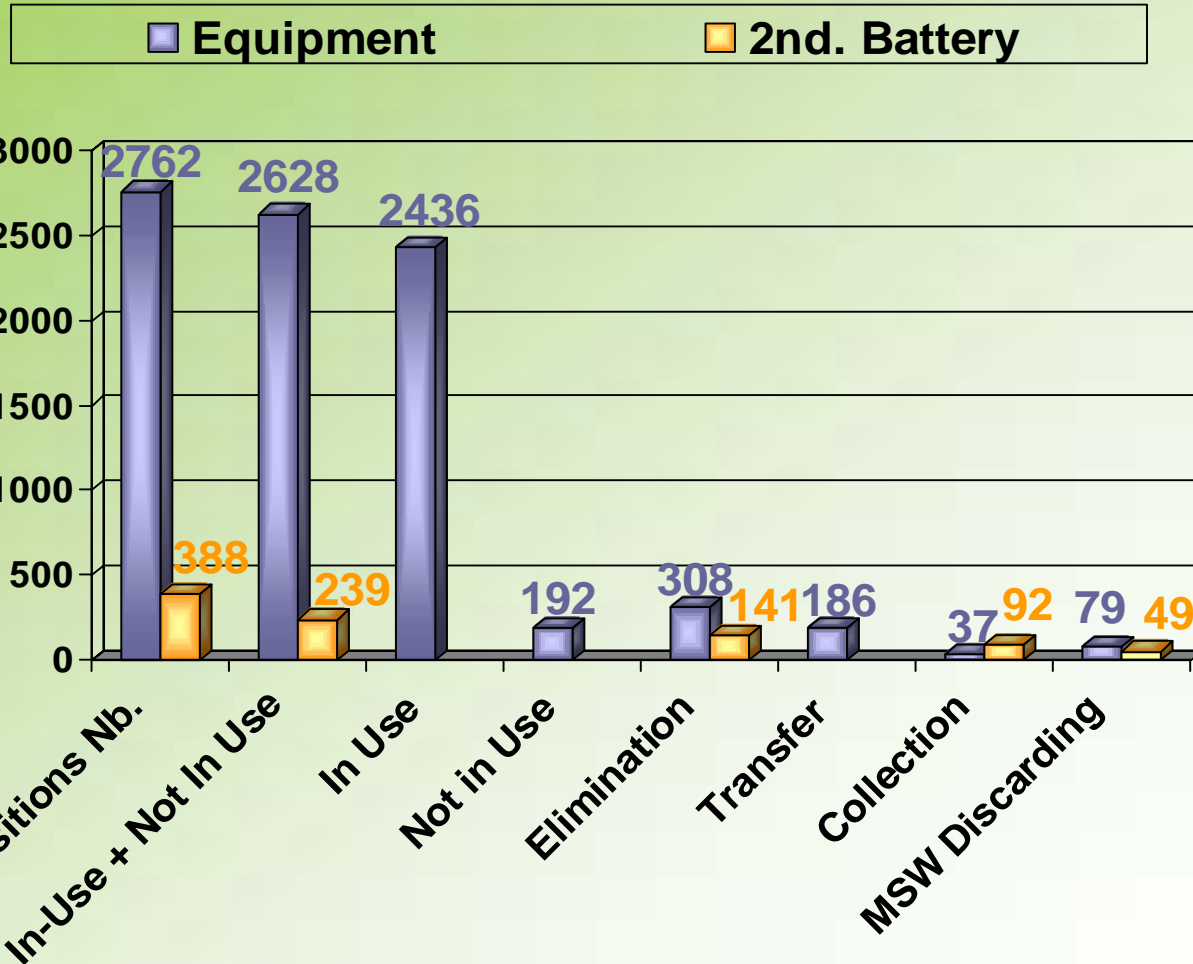


Large Home Storage

Quantitative Study on Cordless Equipment

15 years of cumulative acquisitions

Number of Units





What are the conditions for take back ?



Basis : 207 answers as : Yes , willing to, but under certain conditions

Country : France



Sales point proximity  65% (134)



Eqt. Manufacturers pay a return value  41% (84)


Collection location is not convenient  9% (18)





Can be re-used  6% (13)

Due to residual value  5% (11)



Equipment too heavy or too voluminous  1% (2)

Collection point different from sales point  1% (2)

Address of acquisition shop forgottent  1% (1)

Others  1% (2)



Awareness of collection and recycling programmes

- **Belgium** is clearly the leading country
 - The communication campaigns for collection and recycling is efficient
 - The participation is facilitated by the tool (practical and simple carrier) :
 - plastic / paper bag distributed in individual mailbox
 - bonus/lottery “personalised”
 - However the system is far less clear for rechargeable appliances.

- In **Germany** there is a disparity between regions in the implementation of the collection policy
 - Little awareness of the communication campaigns
 - No clear information –in terms of reminding by the consumers at least – about the collection system.



Awareness of collection and recycling programmes

■ In *Holland*, the lack of information and of involvement from the “citizens” are critical issues.

- No relationship perceived between individual behaviour and overall nationwide result

■ In *France*, the level of information is quite low.

- The “issue” is not well identified in consumers mind
- Some people think that batteries are even dangerous to handle,
- The type of damage to the environment is totally unknown.
- People have almost no information about the collection system
- Even if they find some containers for used batteries in some stores.

Awareness of collection and recycling programmes

- Regarding appliances, the information level is close to zero about collection and recycling.
- Consumers just feel that they should not put broken appliances into the waste stream, but have no idea of where they could dispose of them.
- In all country there is an absence of awareness of legal obligation to participate to collection and recycling of batteries/ appliances.
- In all countries –and also in Belgium about appliances - there is a demand for more information about
 - the necessity to collect and recycle (the real risk for environment)
 - the existing collection system



Conclusions

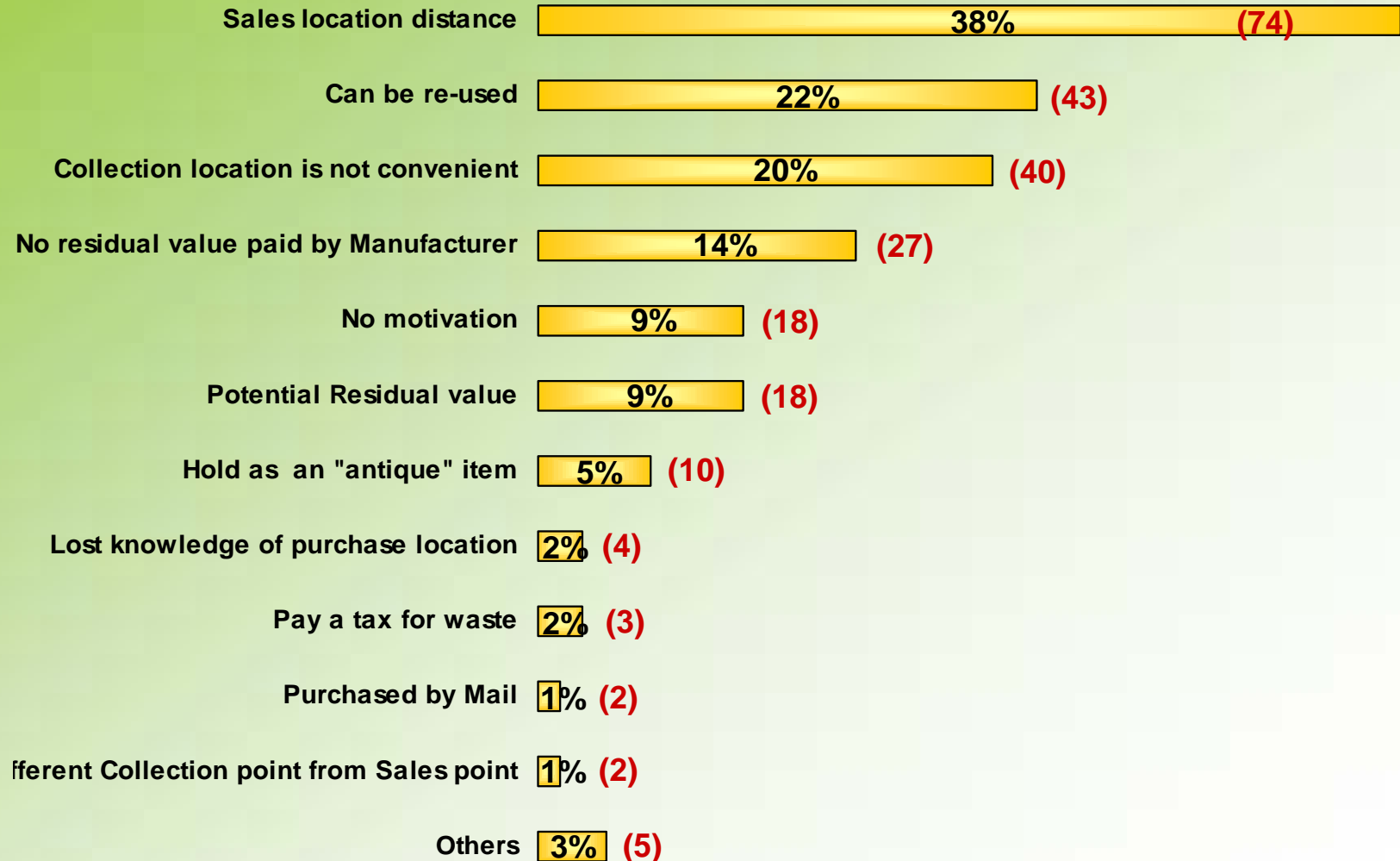
For Primary Batteries collection, there are four basic rules to consumers awareness in order to secure his active participation to Collection programs.

- **information** → **education**
- **simplicity** → **one message take back all**
- **proximity** → **nearest – distance & time**
- **personalised motivation** → **hedonist**



What are the barriers for take back ?

Basis : 197 answers as : I rather not take back spent equipment –
Country : France



Conclusions

For cordless appliances and batteries,

Cordless Electrical and Electronic Equipment are not disposed of easily, there is a large stock of cordless appliances, increasing yearly. Insufficient information, barriers to collection and low motivations of individuals are factors influencing an appropriate end of life management.

As for batteries, the same basic rules should apply :

- information
- education
- simplicity
- one message take back all
- proximity
- nearest – distance & time
- personalised motivation
- hedonist

The legal aspects should be clearly delivered by authorities to citizens.

In addition the emotional, practical and economic dimensions of the “residual value” could be used to motivate consumers to participate in Take Back programs.

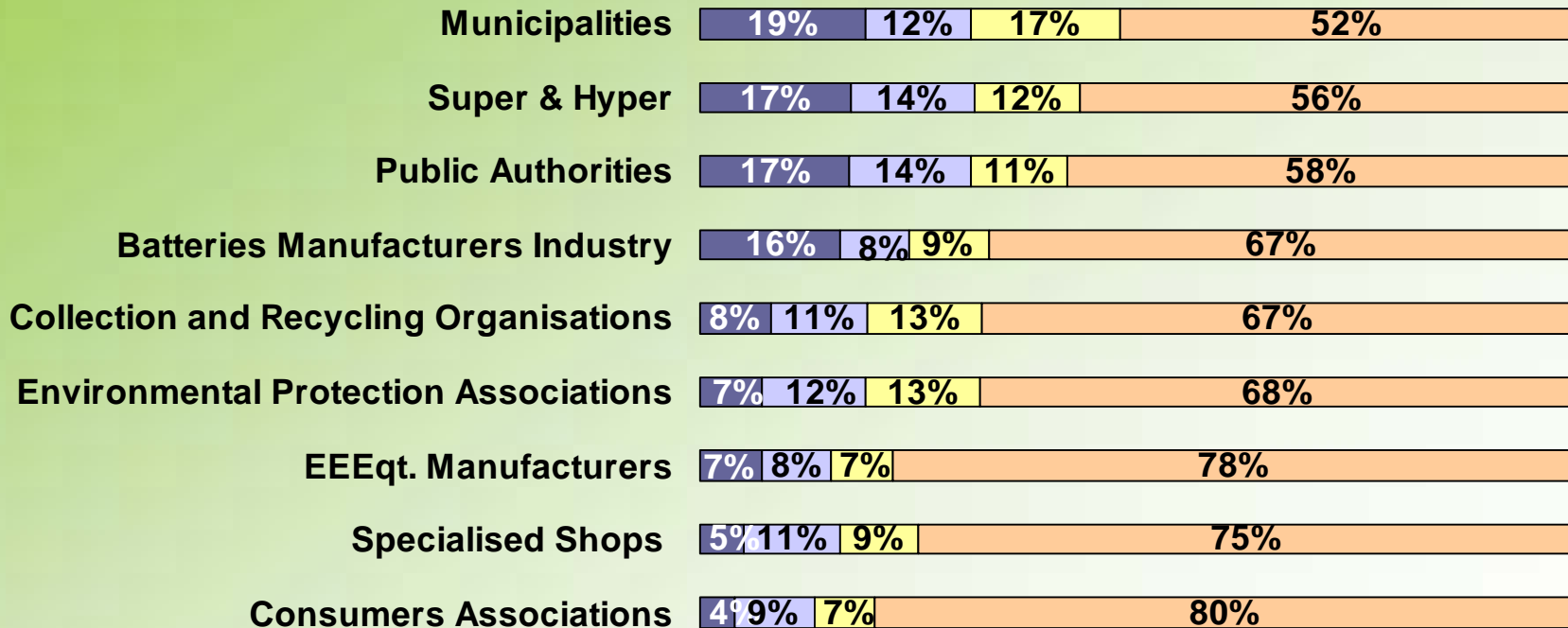


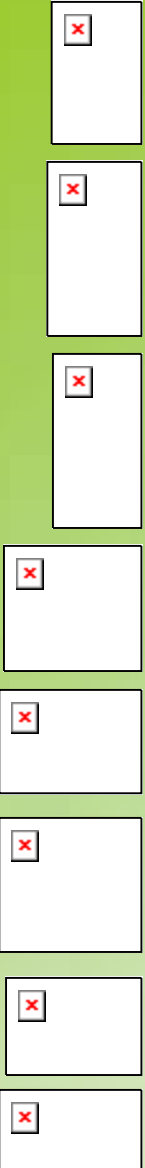
Relevant organizations to deliver the information

Basis : 1011 interviews

Country : France

■ 1st ■ 2nd ■ 3rd ■ No Answer





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