



## Final Conference

29<sup>th</sup> January 2025

# Conclusions from the design and testing of incentives to increase the collection of small WEEE and batteries




This project is co-financed by the LIFE Programme 2021-2027 of the European Union for the Environment and Climate Action under the project number 101104443 - LIFE22-PLP-BE-LIFE-ECOSWEEE.

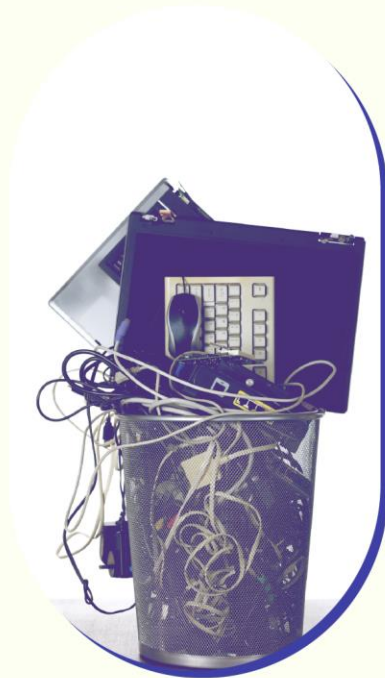




Final Conference  
**Welcome**

29/01/2025

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# AGENDA



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08:30	<b>Registration and Coffee</b>
09:00	<b>Welcome by Project Coordinator</b> (Lucía Herreras-Martínez, WEEE Forum)
09:10	<b>Keynote Address by DG Environment</b> (Guillemette Vachey, European Commission)
09:20	<b>ECOSWEEE Achievements and Outcomes</b> <ul style="list-style-type: none"><li>○ Design and Delivery of Pilots (Dimitris Kritikos, WEEE Forum)</li><li>○ Results and recommendations (Elise Vermeersch, UNITAR)</li></ul>
10:10	<i>Q&amp;A Session</i>
10:20	<b>Incentive Implementation Stories</b> <ul style="list-style-type: none"><li>○ Financial Incentives (Dragoş Călugăru, Ecotic, Romania)</li><li>○ Improving convenience (Simonetta Cota, ERION, Italy)</li><li>○ Charity donation (Leo Donovan, WEEE Ireland, Ireland)</li></ul>
11:05	<i>Q&amp;A Session</i>
11:25	<b>Coffee Break</b>
11:45	<b>Panel Discussion: Incentive schemes to encourage collection of small E-waste and Batteries</b> <p>Moderator: Pascal Leroy, WEEE Forum</p> <p>Panel:</p> <ul style="list-style-type: none"><li>○ Guillemette Vachey, European Commission</li><li>○ Korrina Hegarty, APPLiA (Belgium)</li><li>○ Davide Rossi, AIREs (Italy)</li><li>○ René Eijsbouts, OPEN (Netherlands)</li></ul>
12:30	<b>Networking Lunch</b>

## Project video

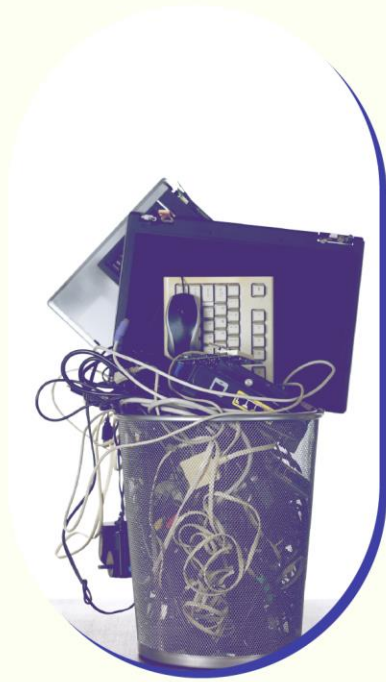


[ecosweee-life.eu/wp-content/uploads/2024/12/ECOSWEEE\\_V5-1-1-1.mp4](https://ecosweee-life.eu/wp-content/uploads/2024/12/ECOSWEEE_V5-1-1-1.mp4)



# Keynote Address by DG Environment

Guillemette Vachey, European Commission



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# ECOSWEEE

## Final conference

*Guillemette Vachey*

*European Commission*

*DG ENVIRONMENT*

*Unit B3: From Waste to Resources*

*Policy officer - WEEE*

*Wednesday, 29 January 2025*



# Circular Economy action plan



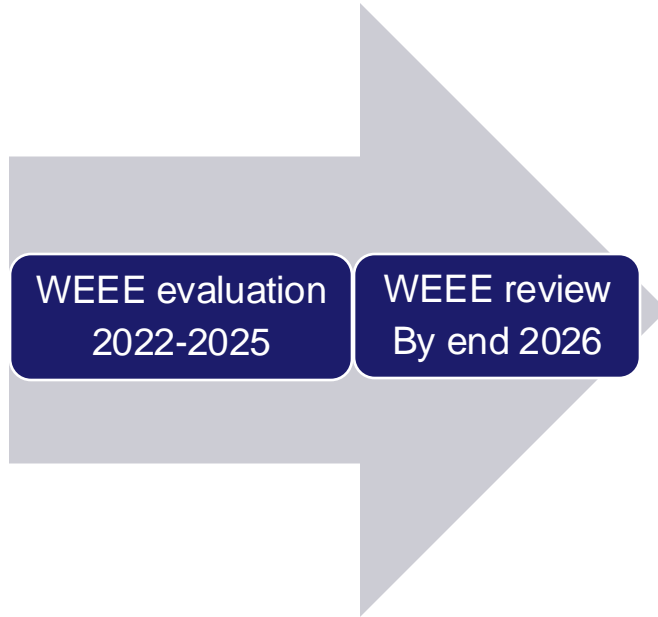
# Critical Raw Materials Communication

- *Review the Waste Electrical and Electronic Equipment Directive to, inter alia, **address CRM-rich equipment.***
- *Provide **recommendations** to Member States on measures targeting **small and CRM-rich consumer electronics**, to improve the **return and take-back** of used and waste mobile phones, tablets and laptops.*





# WEEE Directive



4 main challenges:

- Collection ←
- Recovery of CRMs ←
- Extended Producer Responsibility
- Treatment



# Thank you

European Commission  
Directorate-General ENVIRONMENT  
Directorate B - Circular Economy  
ENV.B.3 – From Waste to Resources



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# Achievements and Outcomes

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# Design and Delivery of Pilots

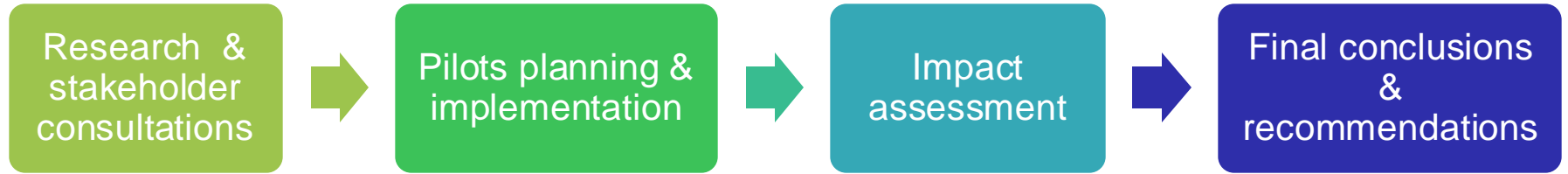
29/01/2025



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# Project's process



# Pilot Design

Targeted area characteristics

Type of waste/equipment

Target group and scale

Incentives – Strategies tested

Description of activities

Supportive awareness campaign

Resources

Actors involved

Financial information

Metrics, KPIs, Goals, Results

Difficulties & Enablers

Conclusions and Learnings



# Overview of Pilots



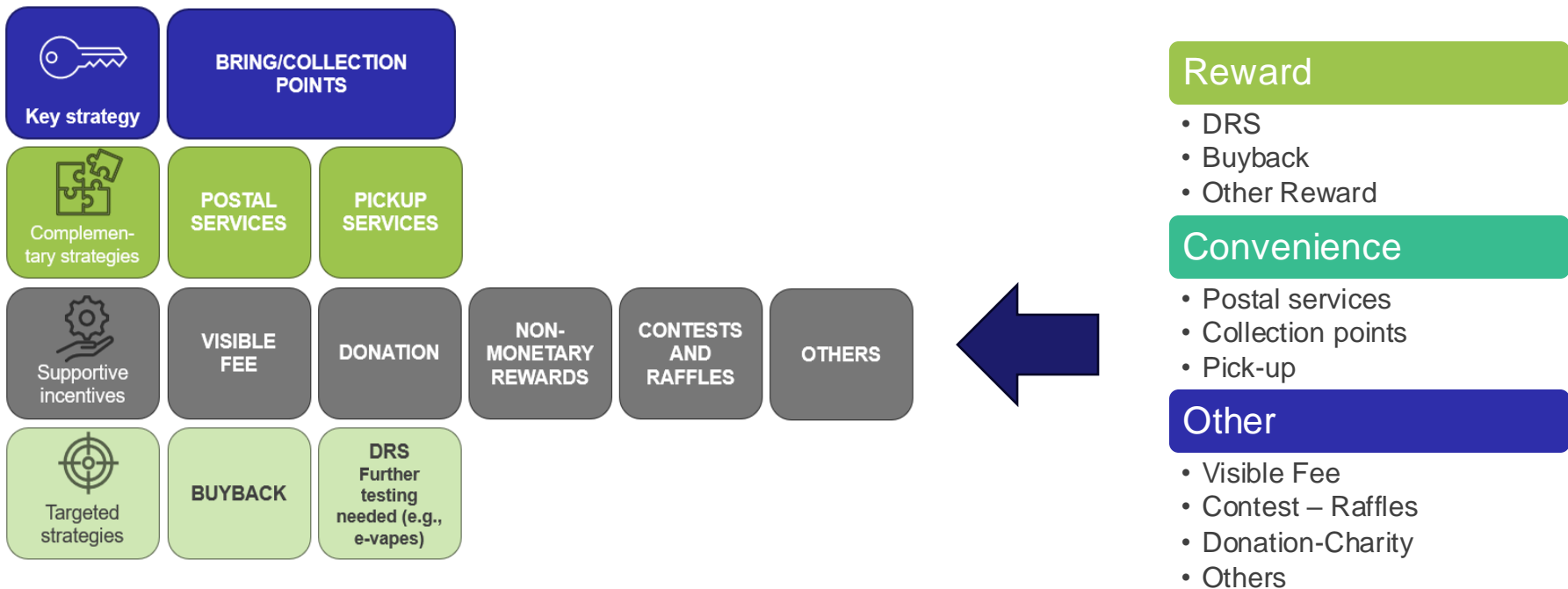


**9 new pilots,**  
**11 ongoing campaigns**  
**20 in total**

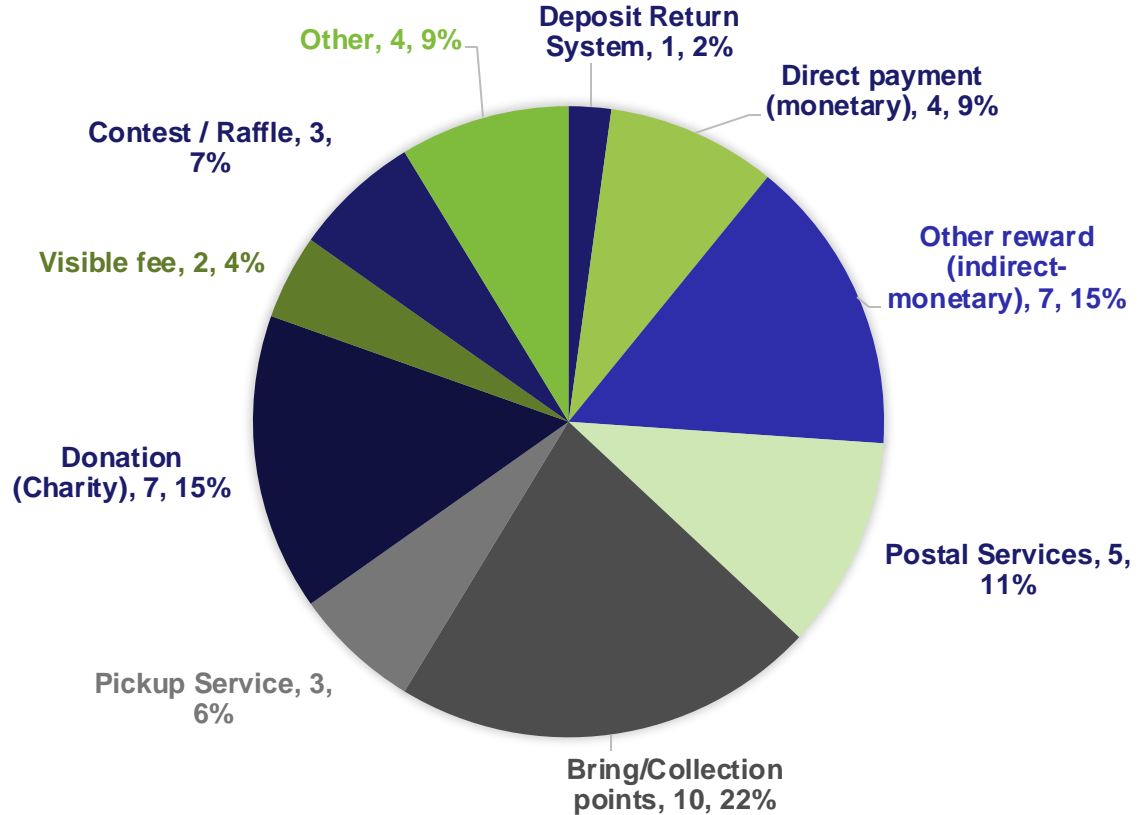
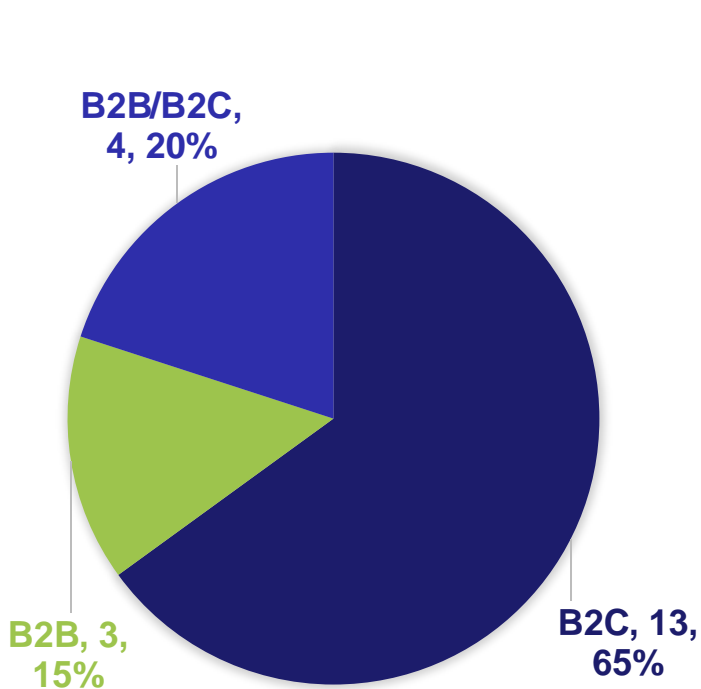
- Participating countries
- ⓧ Number of new pilot campaigns
- ⓧ Number of ongoing campaigns



# Overview and classification of incentive strategies



# Strategies - Incentives mix



## Street Containers

## Mobile Collection

## Mobile Collection

## E-vapes collection

## E-vapes collection

## Bins at parcel lockers



WEEE  
Batteries

WEEE  
Batteries

WEEE  
Batteries

WEEE

WEEE

WEEE  
Batteries

B2C

B2C

B2C

B2C

B2C/B2B

B2C

Collection points

Collection points

Collection points  
Secure Data deletion

Collection points  
Direct payment\*

Collection points  
Postal services\*

Collection points

2016-2020  
(ongoing)

2018-2020  
(ongoing)

6 months  
(ongoing)

6 months  
(ongoing)

15 months  
(ongoing)

5 months

Nationwide, SI

Nationwide, SI

Municipality of  
Harleem, NL

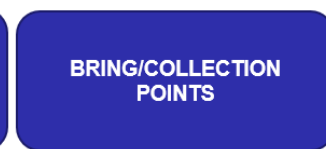
Nationwide, PT

Nationwide, CH

Milan-Rome, IT



\* incentives for retailers



## Recycle IT, with a click!



WEEE

B2C

### Postal Services

Pick-up Service

### Collection points

Other reward  
(marketplace points)

12 months  
(ongoing collection bins)

Nationwide, GR



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## Pick-up



WEEE

B2B

### Pick-up Service

2 years 4 months  
(ongoing)

Nationwide, BE

## AFM Téléthon



WEEE

B2B

### Donation (Charity)

Postal Services  
Other rewards (CSR  
Compliance)

3 months annually  
(ongoing since 2012)

Nationwide, BE

## Jedonnemon telephone.fr



WEEE  
UEEE

B2C

### Postal services

Donation (charity)  
Secure Data deletion

4 years 4 months  
(ongoing)

Nationwide, FR

## RedoIT



WEEE

B2B

### Pick-up Service

Direct payment  
Collection points  
Secure data deletion  
Open book accounting

2 months  
(ongoing)

Oslo, NO



## Visible Fee



WEEE

## Visible Fee



WEEE  
Batteries

## Recycle for Good



Batteries

## la collecte.tech



WEEE  
UEEE

## School competition



WEEE  
UEEE

## Exchange corners



UEEE

B2C

B2C

B2C/B2B

B2B

B2C

B2C

## Visible Fee

## Visible Fee

## Donation (charity)

## Donation (charity)

## Contest/Raffle

## Other reward (appliance)

Contest-Vouchers  
Collection points

Pick-up service  
CSR Compliance  
Tax reduction

Other reward-concert  
Donation (charity)

Collection points (UEEE)  
Donation

5 months

1 month  
(implementation)

Annual campaign  
(ongoing since 2008)

2 years  
(ongoing)

3 weeks

9 months  
(ongoing)

6 Retail stores, IE

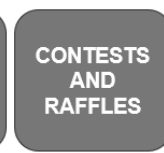
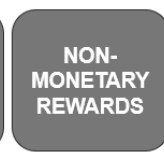
2 Retail stores, IT

Nationwide, IE

7 regions, FR

Ljubljana, SI

Ljubljana, SI



# Bring your Old Mobile/Tablet/Laptop to Altex



WEEE  
UEEE

B2C

**Other reward (voucher)**  
Direct payment

1 day  
(vouchers spent)

Nationwide, RO



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# Recycle the ones that ring no more



WEEE  
UEEE

B2C

**Direct payment**  
Contest/Raffle  
Other reward (appliance)

4 months

Nationwide, SI

# Deposit Return System



WEEE  
Batteries

B2C

**Deposit Return System**  
Other reward (gift card)

5 months

1 retail store, Milan, IT



Targeted  
strategies

BUYBACK

DRS  
Further  
testing  
needed (e.g.,  
e-vapes)



# Learnings from Pilots



# Lack of convenience often raised by consumers for not disposing of their waste properly



High/Low visibility



Synergies with other waste



Density/Volume vs Cost



Raise Awareness



Safety Concerns



Need time to become familiar

## Collection points

## Lack of consumer awareness significantly hinders separate collection

- Collaboration between **key actors**:  
Producers, Retail, PROs (EEE and batteries)
- **Incentives** for retailers
- Use of **established collection routes**
- **Slow return rate**
- **Campaigns** - High cost, Comms challenges
- **Container specifications** – Fire risks



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# E-vapes

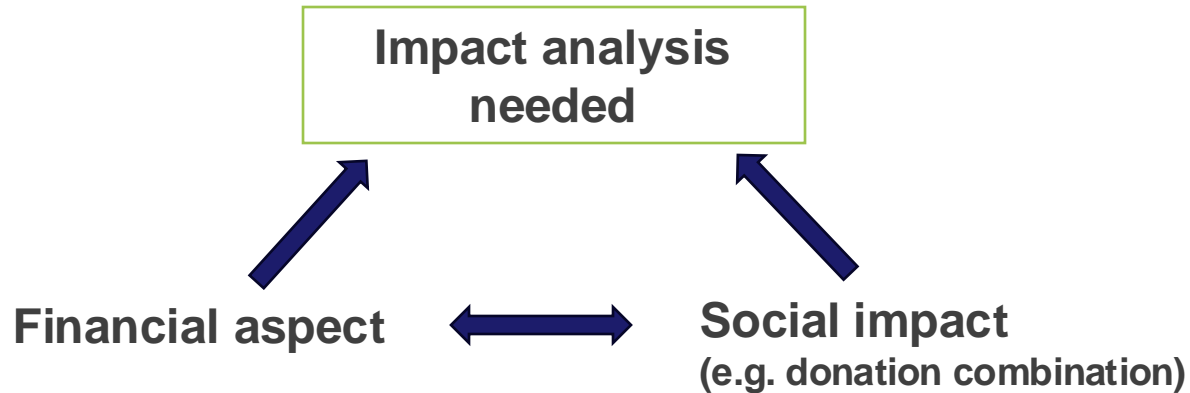


Key strategy

Can increase participation of consumers.  
Not complex – easy design & implementation

**Types of rewards:**

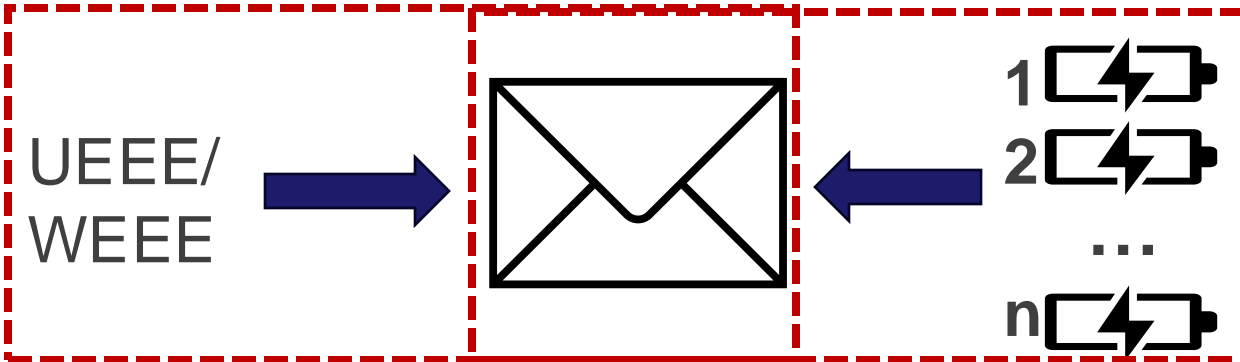
*Marketplace points, Gift cards, Tax reductions,  
Exchange appliances, Vouchers.*




Other  
rewards  
(indirect monetary)

Provides convenience for consumers and retailers, complementary to regular collection.

 Staff training!



Legislative framework?

Lithium batteries safety concerns 

Traceability

# Postal services



Complementary strategies

# Consumer awareness raising tool

## Challenges

Measure  
impact  
short term

Approval  
from  
authorities

Collaboration  
of key actors

Complexity  
if multiple  
PROs exist

## Learnings

Clear and  
continuous  
communication

Retailers were  
key on the  
implementation  
Training staff

Value is  
sometimes too  
low to catch  
attention

Hoarding more  
on WEEE  
Different on  
batteries

# Visible Fee

Can incentivize people especially when linked with social causes.

Combination of incentives

Community involvement

Yearly campaigns - Tradition

Emotional appeals

Customizing messaging

Financial support

Well-known charities - Trust

Engaging previous participants

Involve children - schools



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Supportive strategies

# Donation



## Important raising awareness effect.

- Conducted annually, fostering a sense of routine and build anticipation
- Children become vectors for dissemination
- Timing consideration
- Appeal on the emotional side of consumers



## Contests - Raffles

Operational expertise and knowledge of existing untapped waste is key.

## Challenges

- Efficient logistics
- Identify companies e.g. SMEs
- Identify responsible persons
- Marketing and Outreach
- Trust & Traceability
- Training for collectors



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# Pick-up Services



Complementary strategies

# Combination of incentives can increase participation and engagement



## Other incentives



Complementary strategies

# Operational, financial and communication challenges due to complexity

Long Lifespan  
of EEE vs  
Short duration  
of project

Generation and  
Management of  
large funds

Retailer /  
Collection point  
engagement

Administrative  
processes

Consumer  
communication

Legislative  
framework

# Deposit Return System

# Established commercial initiatives work better, especially for items with market value



High Value (newer)

- EEE scope
- Market for newer models exists (producers, refurbishers)
- Involvement of retailer is crucial
- Significant funds needed, not sustainable for PROs



Low Value (older)

- WEEE scope
- Small reward works as incentive
- Significant funds needed, not sustainable for PROs (e.g. lower value – larger quantities)

# Buyback



# Thanks for your attention!



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# Project conclusions and recommendations

29/01/2025

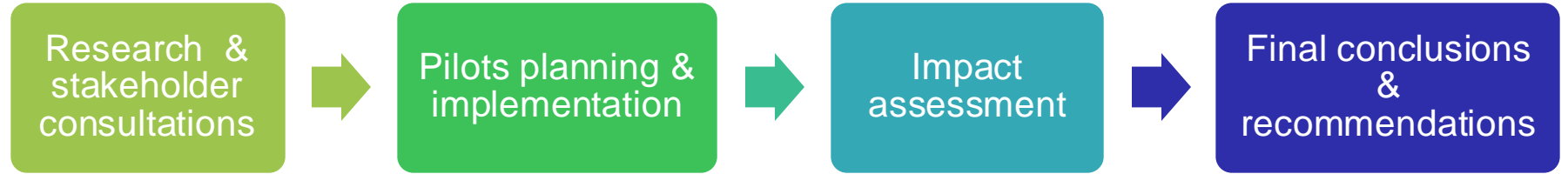


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# Project's process



# Methodology of the pilots' impact assessment

Key objectives were to determine:



Most effective pilots in increasing collection and reuse

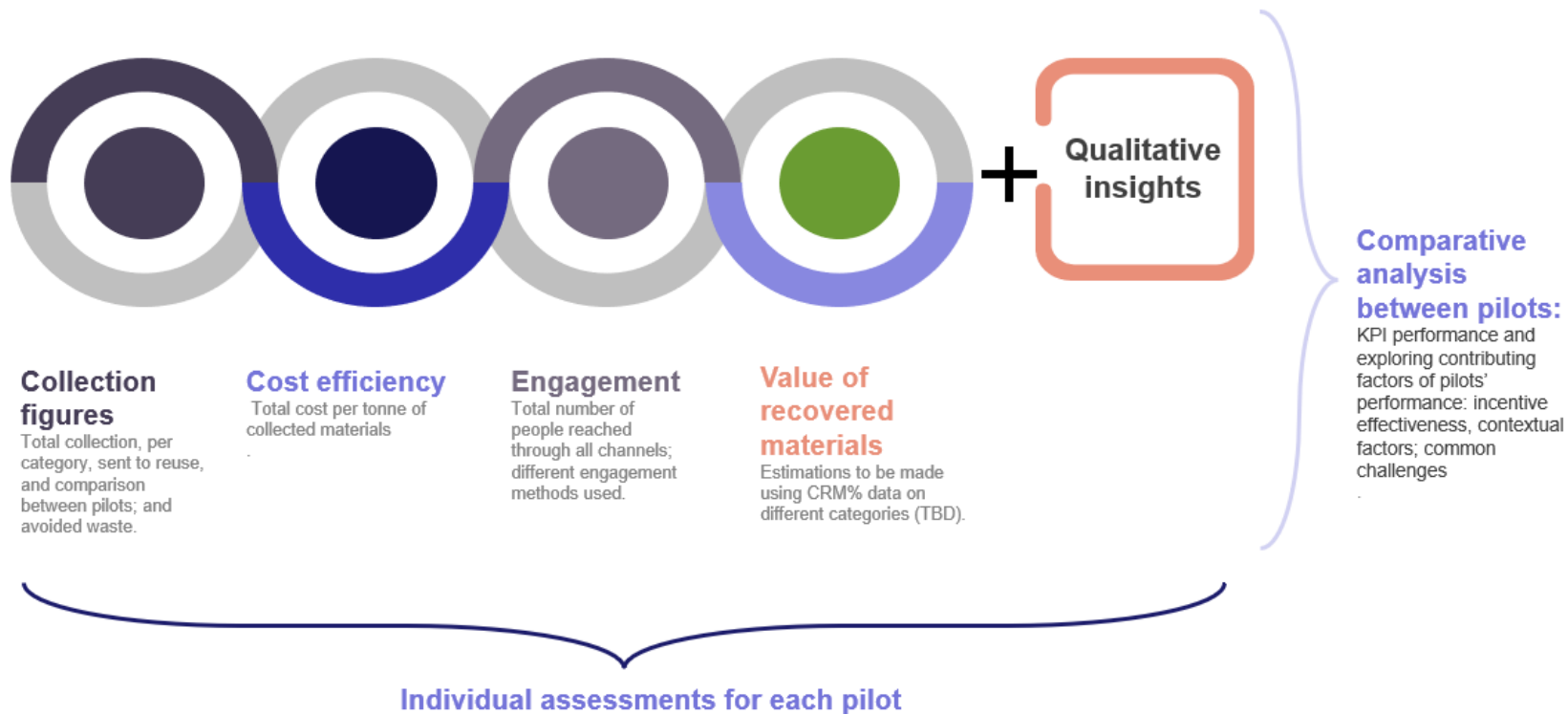


Contextual factors that impacted the effectiveness of the pilots

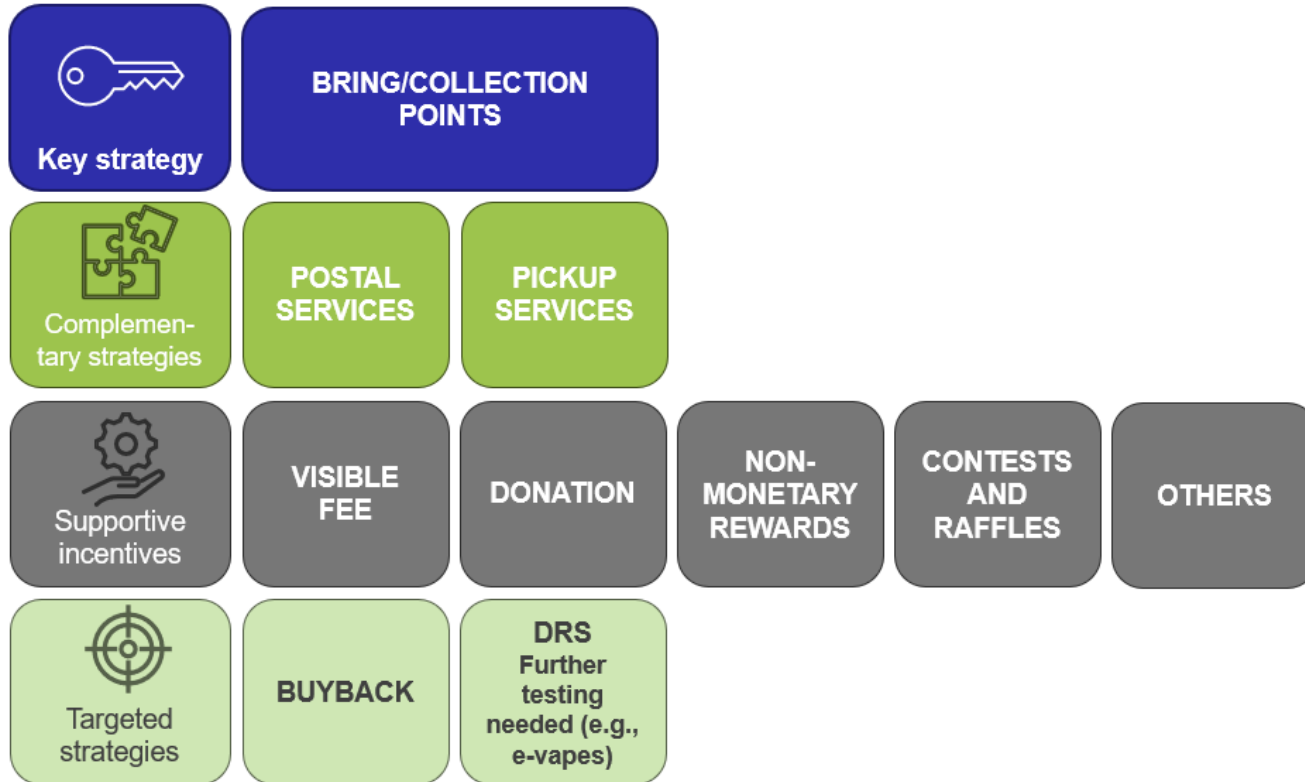


Compare and identify best practices and recommend scalable solutions for enhancing collection

# Methodology of the pilots' impact assessment



# Overview and classification of incentive strategies



## Key strategy: Bring / Collection points



**Street collection in strategic places is a recommended strategy that has proven efficient in many countries**



**Mobile collection is recommended in areas with limited collection service available but minimum traffic**



**Establishing e-vapes collection points is highly recommended to address the e-vapes challenge (low collection, low awareness)**



**The use of parcel locker is not general recommended due to the safety concerns and legal restrictions**

# Complementary strategies



**Postal service is a recommended strategy as complement to the collection point network.**



**Pickup service is a recommended strategy, especially for organizations, including companies, schools, retirement homes.**

# Supportive incentives and strategies



**Donation is an effective tool to attract attention**  
subject to cost limits



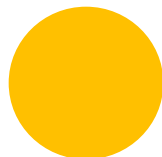
**School contests is a recommended strategy** to increase collection and youth education subject to cost limits



**Other types of incentives enhancing transparency** are recommended to foster engagement



**“Visible fee” is recommended** as a mean to increase transparency and consumers’ awareness and commitment



**Non-monetary reward is recommended as a supplementary incentive to other strategies**  
subject to cost limits

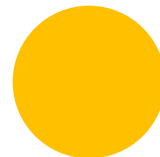


## Targeted strategies



**Buyback is not recommended as a general collection strategy by PROs**

Limited to specific types of e-waste for a given time



**Not recommended to implement a DRS to all EEE/WEEE categories and batteries**

Requires further testing

## Other factors influencing the collection



## Focus: retailers' role



# Key takeaways

1. Convenience is the keystone of the small WEEE and portable battery collection
2. Collection points must be strategically selected based on visibility, traffic, accessibility, etc.
3. E-vapes collection point is especially important
4. Parcel locker may be further tested for online retailers for one-for-one returns
5. Postal services must be integrated in the established logistic to make it cost-efficient

# Key takeaways

6. Pickup services is recommended for collective sources of WEEE
7. Strategies aimed at improving awareness, visibility, nudging, trust are supportive incentives.
8. Buyback faces competition from well-established players in the second-hand market but can be a possible option to attract specific types of WEEE for a given time.
9. DRS showed many difficulties & requires further testing for specific short-time/hazardous e-waste

# Key takeaways

10. Consumers are responsive to several incentives but should not rely on the incentive to continue the behaviour
11. Incentives can stimulate participation but are never the sole success driver
12. Collection strategy should be:
  - Complemented with robust awareness campaigns and targeted outreach
  - Supported by the relevant actors + legal framework
  - Leverage existing logistics and infrastructure to improve cost efficiency

All published reports are available at:  
<https://www.ecosweee-life.eu/resources/#deliverables>



# Thanks for your attention!



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# Q&A Session



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# Incentive Implementation Stories

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€10 Voucher against  
your old device

**PILOT in ROMANIA**



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# Market study – 2023 – on mobile phones/tablets

**21% of replaced mobile phones are functional, 56% with some problems, 21% completely broken**

**50% of replaced mobile phone are kept at home, 27% are given to reuse**

**Reason of keeping:**

- reserve – 49%**
- data – 39%**

**41% declared that they have multiple unused small devices at home.**

## 2024 PILOT

### 1. Mechanism

**10 EUR Voucher for old mobile phone / tablet /laptop**

Only in stores – Altex Retail – 132 EEE stores

Max 3 devices/person

2500 vouchers

**+ possible residual value from buy-back.ro**

### 2. Timeline

Campaign announced to public for 16-31 of May 2024.

### 3. Data gathering

Mobile application with questions use in stores at the exchange (device against voucher).

Buyback.ro data on devices evaluation.



**BUYBACK** 

Vinde simplu și rapid un telefon  
pe care nu-l mai folosești



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## ALTEX ROMANIA

**ALTEX is the biggest Electro-IT Retail in Romania offline and online - 50% market share.**

1.5 billion EUR turnover.

For more than 10 years they give vouchers in buy-back campaigns for Washing Machines and Fridges.

They advertise that they deliver with 2 persons and help you get rid of old appliances you don't need.

All stores have recipients for collection of small WEEE, lamps and batteries.

They collect close to 20.000 tons of WEEE in one year – 15% of Romania's results.



# Website

The screenshot shows the Altex website homepage. At the top, there is a navigation bar with the Altex logo, a search bar containing the text "Cauta produsul dorit", and user account options: "Cosul meu", "Favorite", and "MP Cont". Below the navigation bar is a red menu bar with categories: "Produse", "Promotii", "Resigilate", "Finantare", "Suport clienti", and "Magazine".

The main promotional banner features logos for ECOTIC, ECOSWEE, and the European Union, with the text: "Vino în magazinele Altex cu telefonul, tableta sau laptopul vechi și primești pe loc un **VOUCHER de 50 LEI\***". To the right of the text is an image of various electronic devices including a laptop, a tablet, and several smartphones.

Below the banner are four service icons with descriptions:

- Transport la orice produs
- Te-ai razgandit? Poti returna produsul in 14 zile
- Primești de 2 ori diferenta la orice produs
- Protejeaza-ti investitia cu extragarantie.

\*Voucherul poate fi folosit la achiziția oricărui produs din magazinul Altex emitent. Campania este valabilă între 16-31.05.2014 sau până la epuizarea celor 7500 de vouchere alocate și se desfășoară conform regulamentului disponibil în magazinele Altex și pe altex.ro.

# In-store





# Results:

## Vouchers run out in 24 hours!

**Devices received:** 91% mobile phones, 6% tablets, 3% laptops

4% present interest for repairs and put back on the market

## 79 LAPTOPS

89% unused for more than 3 years

10% declared functional

5 laptops (6.3%) were fit for repairs and put back on the market

## 152 TABLETS

87% unused for more than 3 years

9% declared functional

11 tablets (7.2%) were fit for repairs and put back on the market

## 2314 MOBILES PHONES

44% non-smart

91% unused for more than 3 years

99% models over 5 years old

5% declared functional

**No devices were eligible for a purchase value**

88 (3.8%) devices present interest for repairing and donations, mostly non-smart

# Key takeaways

## 1. Working with retailers

There are always issues related to communication and implementation with a big retailer (132 stores x 2 shifts + area managers + project manager).

They are not so keen to be part of this kind of project.

## 2. Software Application

Make sure that the supplier tested all the versions of actions that could take place simultaneously. Real life exercise could have been prevented some problems.

## 3. €10 is an attractive amount that trigger people to get rid of (very) old and unused mobile phones

## 4. Surplus value did not attract newer devices – possibly due to strong competition in this field

## Key takeaways

**5. Punctual buy-back campaigns make sense in targeting hoarded small appliances. It implies high costs.**

**6. Second-hand and refurbishment sectors play a relevant role for consumers in mobile phones market. Data from these operators might be quite interesting.**

# Thanks for your attention!



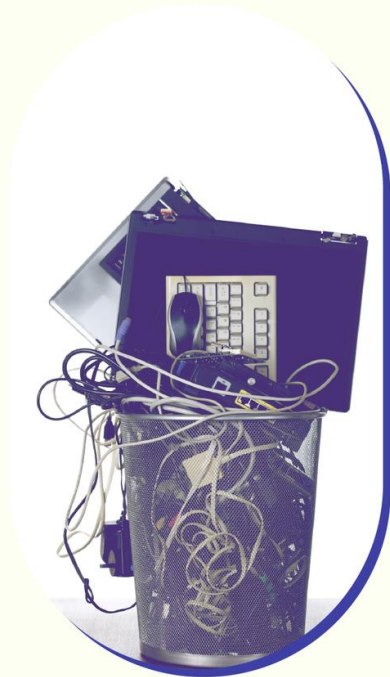
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Erion

# Improving convenience

29/01/25



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# Postal Service Pilot

- **WASTE TARGETED (WEEE R4, portable batteries)**
- **SOURCE OF WASTE B2C**
- **AREA OF COVERAGE Local :**
  - 2 POSTAL OFFICES: Basiano and Pozzo d'Adda
  - POSTE ITALIANE HQ in Rome
  - 1 PICKUP POINT OF Poste Italiane NETWORK: Computerland
- **TARGET INVOLVED:**
  - citizens using Postal services (postal parcel pickup and shipping)
  - employee of the HQ
  - customers/ electronics buyer
- **TIMING: July - October**



## Description of main activities

- In the locations identified as parcel pickup points within the Poste Italiane network, bins have been placed for collecting e-waste (RAEE) and used batteries.  
At the POSTE ITALIANE HQ, the bins are placed near the lockers.
- The action of disposing of e-waste and batteries is linked to either the delivery or pickup of a package, whether purchased from e-commerce or not.







Positions of lockers in Poste Italiane offices



Computerland



https://aiutaci migliorare.poste.it/web/gbXhJrpZdyfa8XJAS20Pz9PQJTzhN5R8

Posteitaliane

Qual è la tua età?

- Meno di 24
- Tra 25 e 34
- Tra 35 e 60
- Più di 60

*Il sondaggio è anonimo, i dati saranno trattati solo in forma aggregata.*

### PROGETTO SPERIMENTALE PER LO SMALTIMENTO DEI RIFIUTI DA APPARECCHIATURE ELETTRICHE ED ELETTRONICHE

In linea con la nostra strategia di sostenibilità e con la costante attenzione della nostra Azienda all'ambiente prende avvio una nuova iniziativa legata alla gestione dei rifiuti da apparecchiature elettriche ed elettroniche (RAEE) e più esattamente:

**Dal 1 luglio al 30 settembre 2024** sarà infatti possibile conferire i rifiuti che rientrano nella categoria degli RA, negli appositi contenitori presenti presso la sede centrale, in viale Europa 1/5, gli uffici postali di **Bassano** e **Pozzo d'Adda** e la **stazioncina** di via **Spartaco 2** a Milano.

Per la raccolta sperimentale potrai conferire i piccolissimi apparecchi elettronici che non funzionano più o di cui vuoi disfarti e le batterie esauste!

Il progetto, promosso dalla **Comunità Europea**, è avviato in via sperimentale da Poste Italiane in collaborazione con **Erion**, società leader nella gestione dei rifiuti da apparecchiature elettriche ed elettroniche.

L'iniziativa si inserisce nell'ambito del progetto di ricerca LIFE, finanziato e coordinato dal WEEE Forum che mira a testare strategie per aumentare il tasso di raccolta dei RAEE di piccole dimensioni e delle batterie portatili e ad ottenere raccomandazioni politiche che contribuiscano alla stesura del nuovo regolamento sui RAEE.

Per saperne di più, consulta la pagina dedicata della intranet.

Sostenibilità  
RaccoltaSperimentale

**Noi di Poste**

1. Online survey

posteitaliane.sharepoint.com/.../Noi di Poste Italiane

Home | Poste | PosteAssand | PosteFor | Amministrazione | Modifica

Cerca nel sito

Pubblicata in data 6/20/2024

1. Intranet PI



Co-funded by  
the European Union



People reached:

~ 62K

5K

200

Quantities collected:

46,6 kg

## Results



People reached with DEM  
(only postal offices)



People reached with  
extranet (HQ PI)



Survey respondent



43,2 Kg WEEE  
3,4 Kg batteries

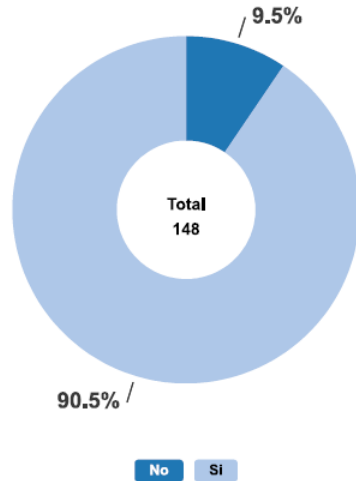


## Difficulties and enablers:

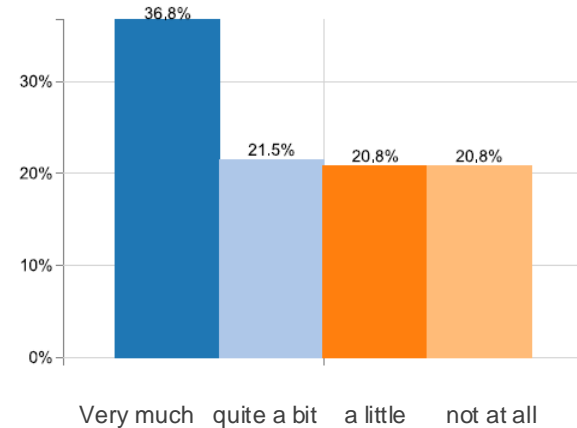
1. Partner involvement; bureaucratic time, big company slow approach in decision making
2. Allocation of responsibilities (waste detention, safety and risk management...)
3. Employment of public land
4. Reach customers: since the initiative is not being activated nationally but locally

Before the initiative, how aware were you of the environmental impact of improper disposal of batteries and WEEE ?

156  
respondent



How much has the initiative improved your knowledge of the environmental impact caused by improper disposal?



# Key takeaways

1 **Design of the collection point:** optimizing cost/ effort/ CO2 emission with a strong focus on communication

Infrastructure (e.g., fire safety, public access) and relevant authorities (which may permit waste collection in selected facilities) are key factors in expanding the collection network

2 **Communication activities:** how to ensure participation and engagement

# Thanks for your attention !



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WEEE IRELAND

# Recycle for Good

Social Incentive through Charity Donations



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# Recycle for Good

**Pilot Duration:** September 2023 – June 2024

**Targeted Waste:** Small Portable Batteries

Target Audience: School Children and their Communities, Public

**Nationwide Pilot Coverage:** Operating Over 75% of the Irish Market

**Incentives Used:** Social Incentive through Charity Donations, Prizes, Promotion and PR



## Context

- The aim of the ongoing pilot was to demonstrate the **positive impact of social incentives** and emotional connections and the success of this in driving waste portable battery takeback for recycling.
- WEEE Ireland's **corporate charity partner** of LauraLynn Childrens' Hospice Charity since 2011.
- LauraLynn is the only children's hospice in the country, the pilot draws on **personal compassion** to incentivise battery takeback through a yearly contribution.
- The contribution **acknowledges the effort of the Irish public** to collect portable batteries in Blue battery Boxes and 'Recycle for Good'.



## Charity Campaign

- The programme supports an **annual contribution** made by the Scheme to the LauraLynn Charity. In 2024, the charity received a donation of €30,000. To date contributions from WEEE Ireland have totalled €590,575 since 2011.
- The Charity Campaign focuses on **schools, their families and communities** to teach students about the significance of battery recycling, its environmental impact, and supporting the children's charity.
- In addition to the donation to the Charity participating schools are in with a chance to win a **€2,000 sports voucher**.



Recycle for good...

PROUDLY SUPPORTING  
LauraLynn  
WASTE FOR GOOD (WFG) PARTNER

weeeireland.ie

Recycle Waste Batteries At School or College...



weeeireland  
APPROVED RECYCLING SCHEME

**DON'T BIN BATTERIES!  
RECYCLE FOR FREE!**



# 2023-2024 School Battery Recycling Competition Results Overview



## Participation Results

<b>418</b>	<b>25,267</b>	<b>236</b>	<b>337</b>	<b>107</b>
Participating Schools Vs 2022-2023	KG Collected Vs 2022-2023	Schools with Coll Vs 2022-2023	Schools with Del Vs 2022-2023	Avg kg/school Vs 2022-2023
340	25,349	227	280	112
23% ↑	-0% →	4% →	20% ↑	-4% →

## PR Results

<b>66</b>	<b>6.0M</b>
PR Articles Vs 2022-2023	PR Reach Vs 2022-2023
69	3.1M
-4% →	91% ↑

## Social Results

<b>1.4M</b>	<b>4,552</b>
Social Impressions Vs 2022-2023	Social Engagements Vs 2022-2023
824.0K	1,430
69% ↑	218% ↑

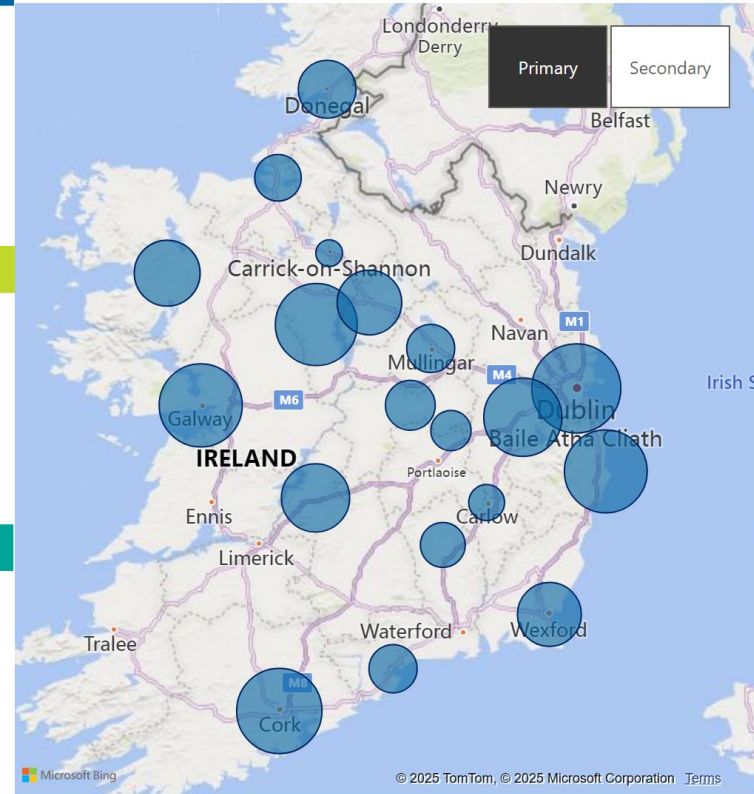
## Web and Newsletter Results

<b>7,633</b>	<b>37%</b>
Website Page Traffic Vs 2022-2023	Newsletter Open Rate Vs 2022-2023
5,558	36%
37% ↑	1% →

## Engagement Results

<b>17%</b>	<b>7.4M</b>
Schools Engaged Vs 2022-2023	Times Seen Read Heard Vs 2022-2023
14%	4.0M
3% →	86% ↑

## Total Weight (Kg) by County





## Key takeaways

- Building on the success of **existing partnerships**
- Identify a charity that is close to the **people's hearts**.
- There needs to be a **comprehensive takeback network**, at retail, business and education collection points to facilitate the return of portable batteries so that the public can support their favoured Charity.
- The success of the Charity message can be enhanced if supported by a **celebrity ambassador**.
- Its important that the Charity message is supported by a well funded **media campaign**.



# Thanks for your attention !




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# Q&A Session



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# Coffee Break

Return at 11.45



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# Panel Discussion:

## Incentive schemes to encourage collection of small E-waste and Batteries



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# Networking Lunch

Return at 13.30



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