

“the perception and behaviors of citizens in the disposal of waste light bulbs, lighting appliances and other WEEE”

MultiCountry Survey
Summary of results and statements

29th June 2020



Ecolamp, that is the main Italian scheme collecting light sources and the only scheme specialized in lighting end-of-life products, has asked to GfK a Market Research concerning multi-Countries Consumers' recycling habits in order to study the current situation and to improve it.

Methodology: CAWI (Computer Aided Web Interviews)

Countries Involved: Italy, Austria, Germany, Netherlands and Spain

Fieldwork: 13rd - 27th January, 2020

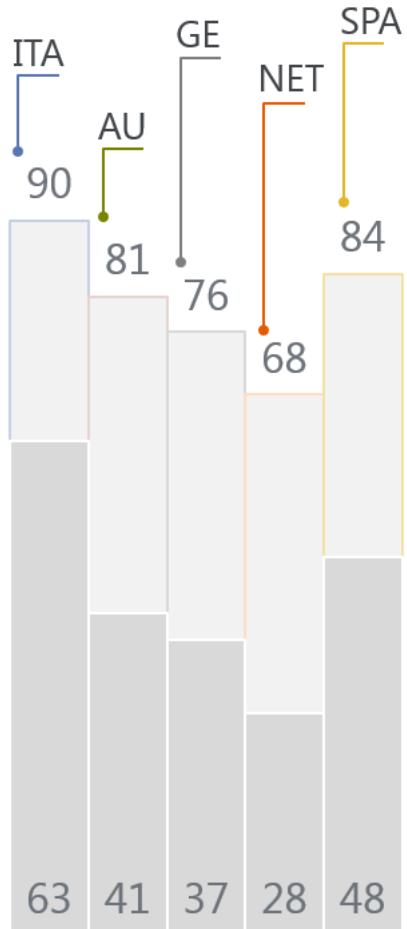
Target: Men & Women 16-70 years old

Sample (number of interviews): Italy: 1.010, Austria: 1.002, Germany: 1.001, Netherlands: 1.001, Spain: 1.006

note: all Samples have been brought back to 1.000 interviews and weighted on socio-demo parameters - sex X age and geographical area - in order to guarantee a representative National sample

Part 1: General attitudes and opinions

Topic: Opinion about Recycling/separate waste Collection



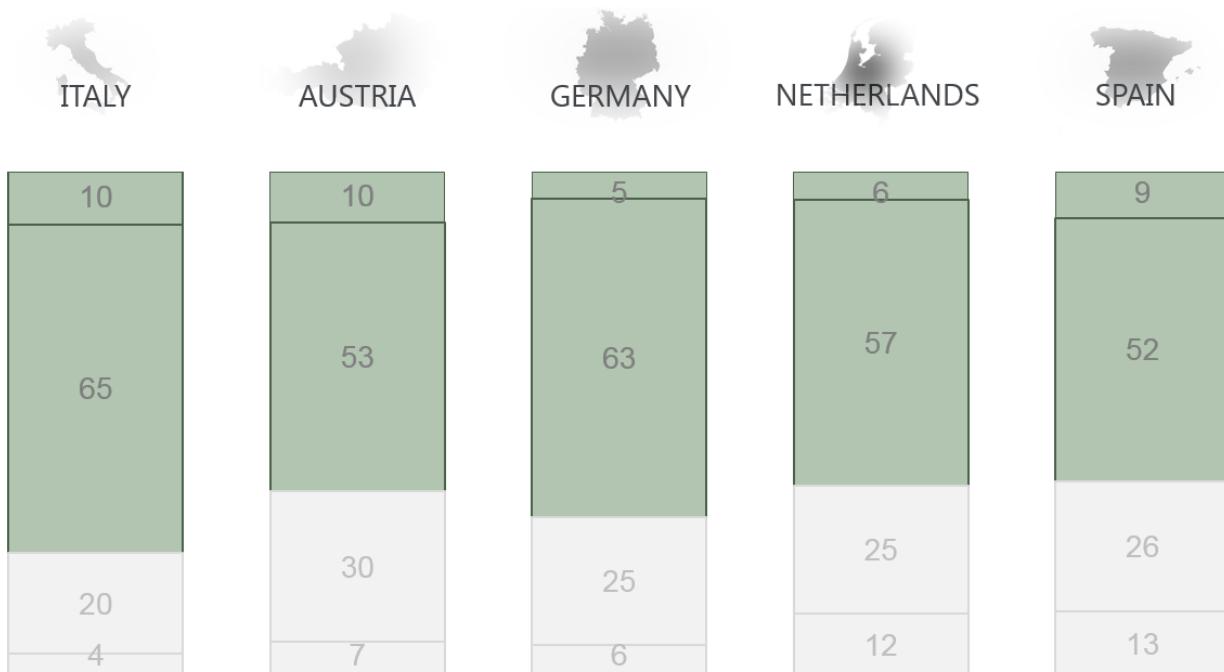
Question:

to what extent do you agree or disagree with this statement: "Today it is one of the **best behaviors/actions** which is good for Environment"

Eucolight statement:

Separate waste collection and recycling is presently perceived as one of the best behaviors and actions. It is considered good for the environment **by 2/3** or more of the European citizens interviewed

Topic: What is your self perception? How much do you think you do for recycling?



Eucolight statement:

About 2/3 (61% to 75%) think that they do everything they can and do even more than they should/ can do for recycling.

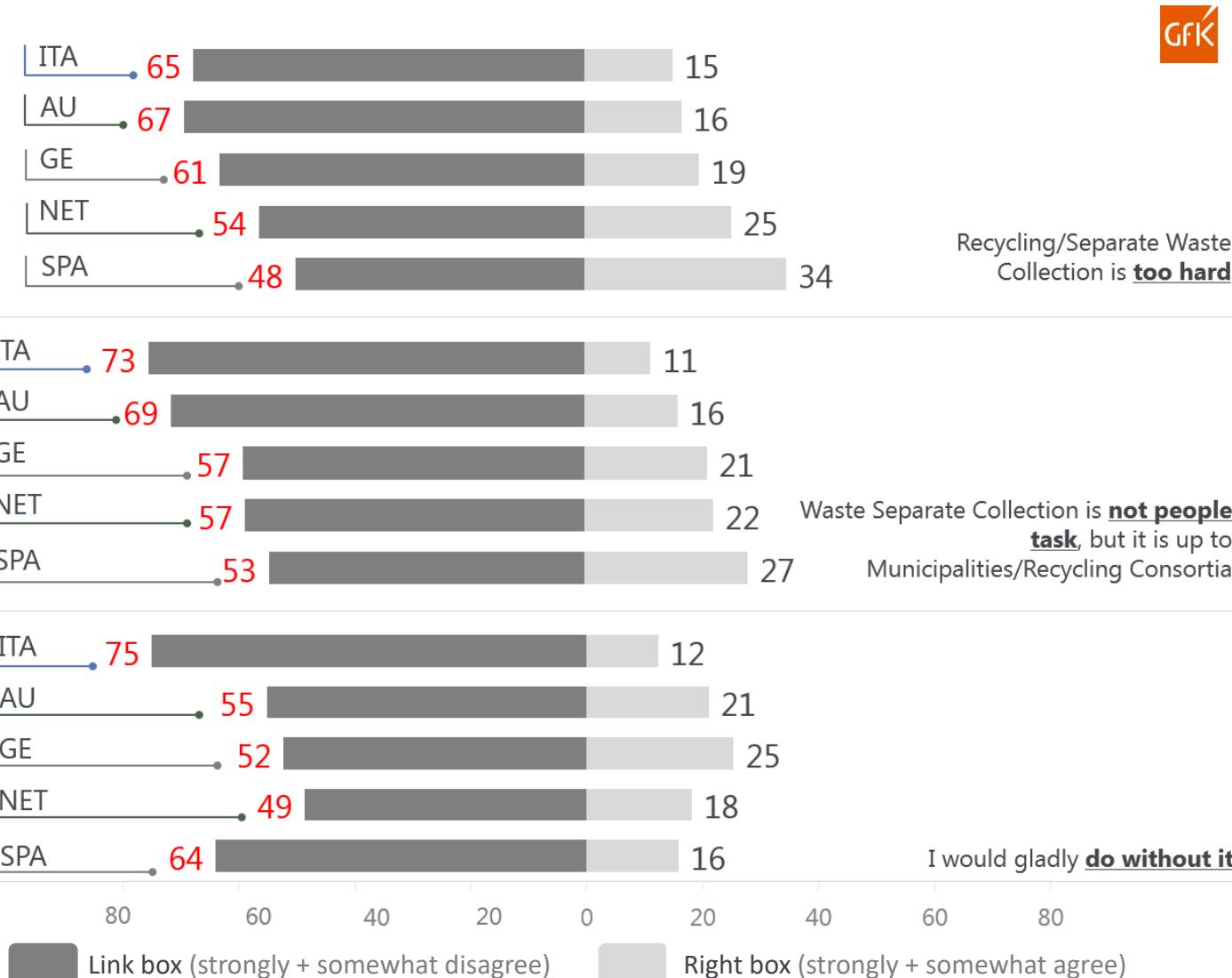
I do even more than I should/can do
 I do everything I can

I do a lot but I could do more
 I do not do enough + I do little/less than I should/can do + I do nothing

Topic: Acceptance and motivation for separate waste collection

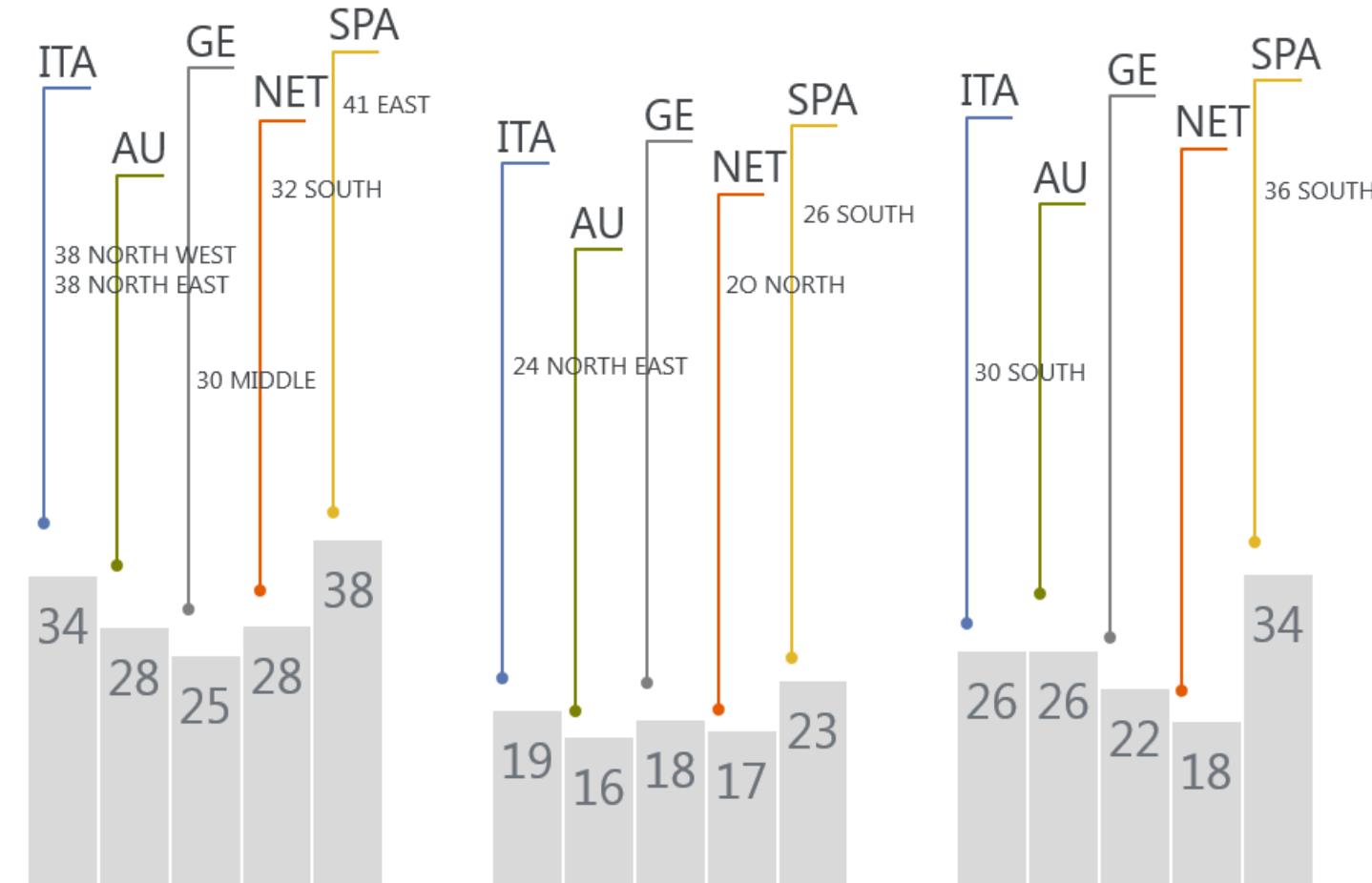
Result - The opinion pole shows that separate waste collection:

- is hard only for 15% to 34%. It is not hard for 48% to 67%.
- Only 11% to 27% agree that separate waste collection should not be people task. Whereas the majority, 53% to 73%, does not agree.
- Moreover only 12% to 25% agree that they could gladly do without separate waste collection whereas 49% to 75% do not agree.



Part 2: Lamps and luminaires disposal awareness

Topic: Awareness on lamps



Every time I buy a light bulb I choose a product which is environmentally sustainable

I'm always confused when it comes to disposing of light bulbs ... I never know where to throw LED lamps, where to throw halogen lamps ... where to put what!

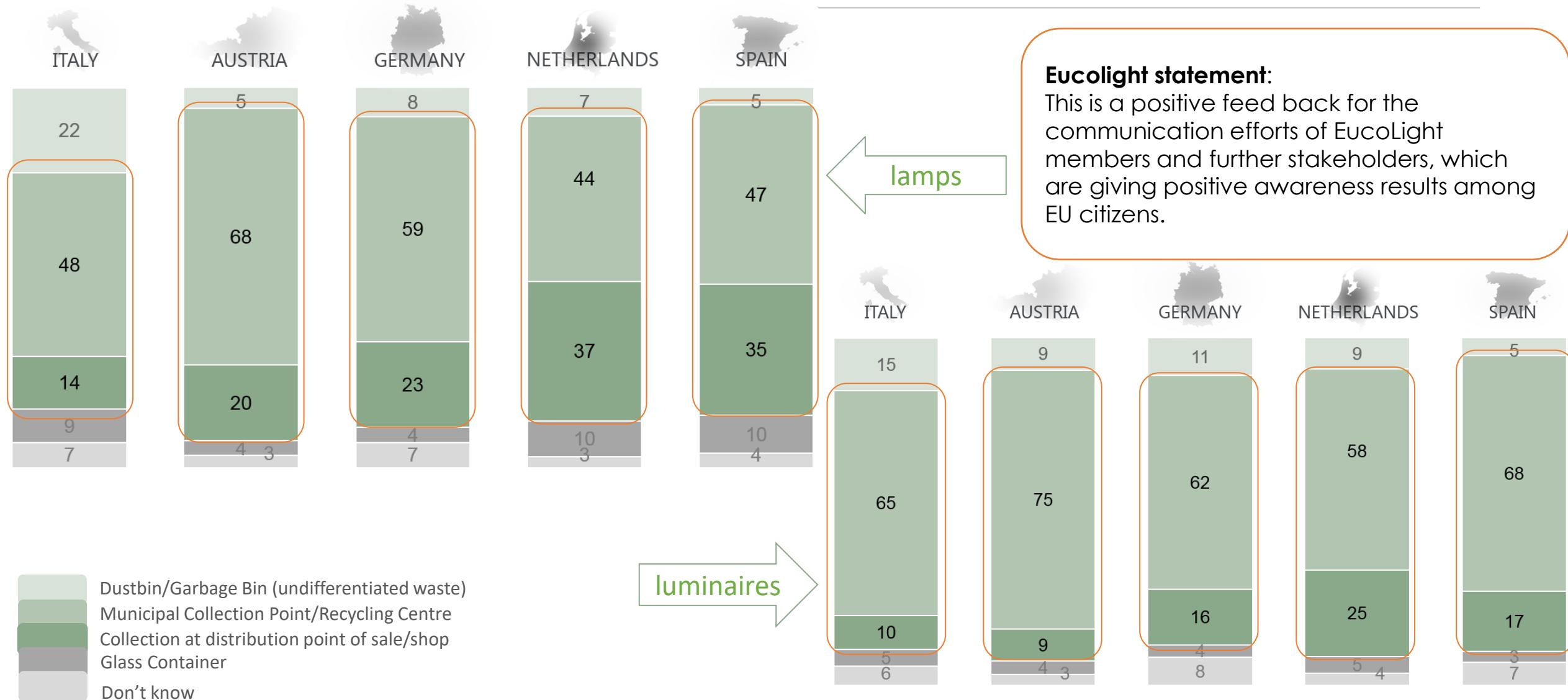
There is not enough information about proper disposal of light bulbs and Small household Appliances. Too much left to chance

Eucolight statement:

Although it is a minority, the survey shows that about a fifth of the EU citizens interviewed still have severe difficulty in properly disposing light bulbs. They are **confused about where to put what**. Therefore it needs joined efforts to inform also groups of the society, which are more difficult to reach.

Moreover 18% to 34% **strongly agree that there is not enough information on proper disposal of light bulbs and small household appliances**. Consequently this seems to suggest that all the main stakeholders (authorities, municipalities, producers, recycling schemes) trade and collection points need to continue and intensify their information efforts.

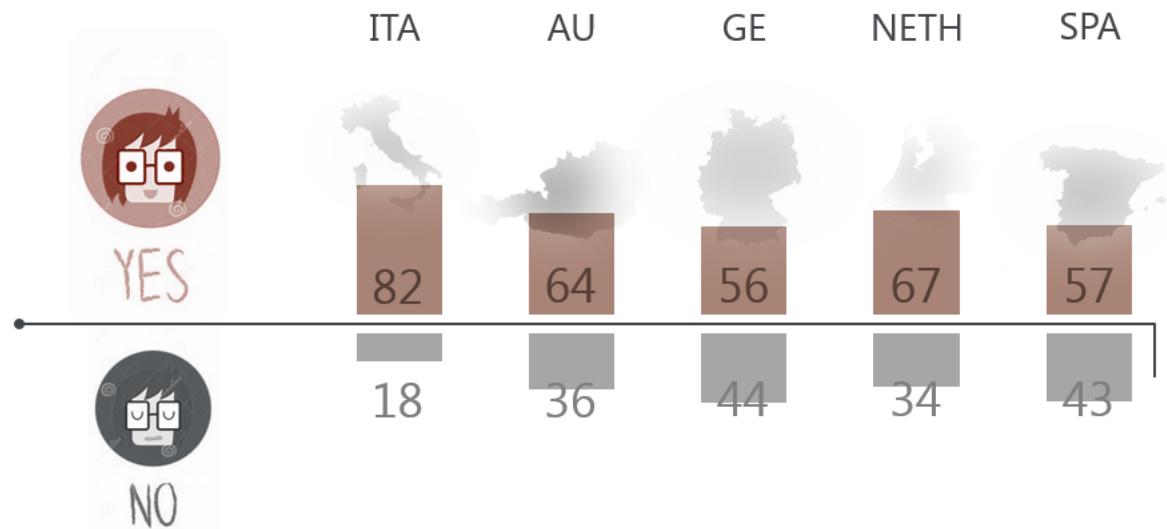
Topic: Knowledge of correct disposal of lamps and luminaires



Part 3: Municipal Collection Points

Topic: Special containers for WEEE at municipal collection points

Are You
already
Aware?

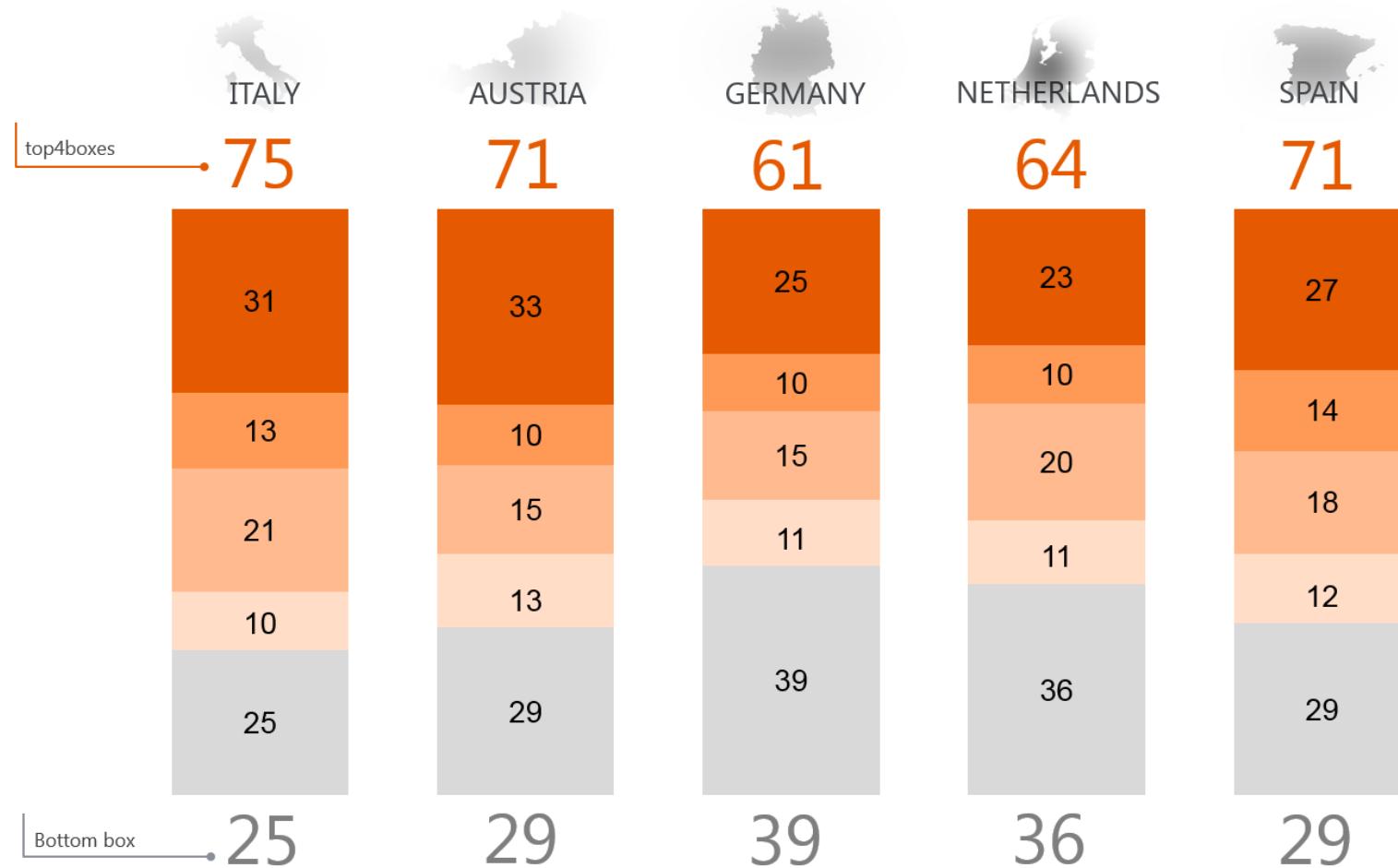


Result : 56% to 82% are aware of special containers for WEEE at municipal collection points. Whereas 44% to 18% are not.

EucoLight statement: The majority of EU citizens interviewed are aware that municipal collection points have special containers for WEEE collection.

Topic: Use of municipal collection points for lamps

Lamps (fluorescent, neon, LED)



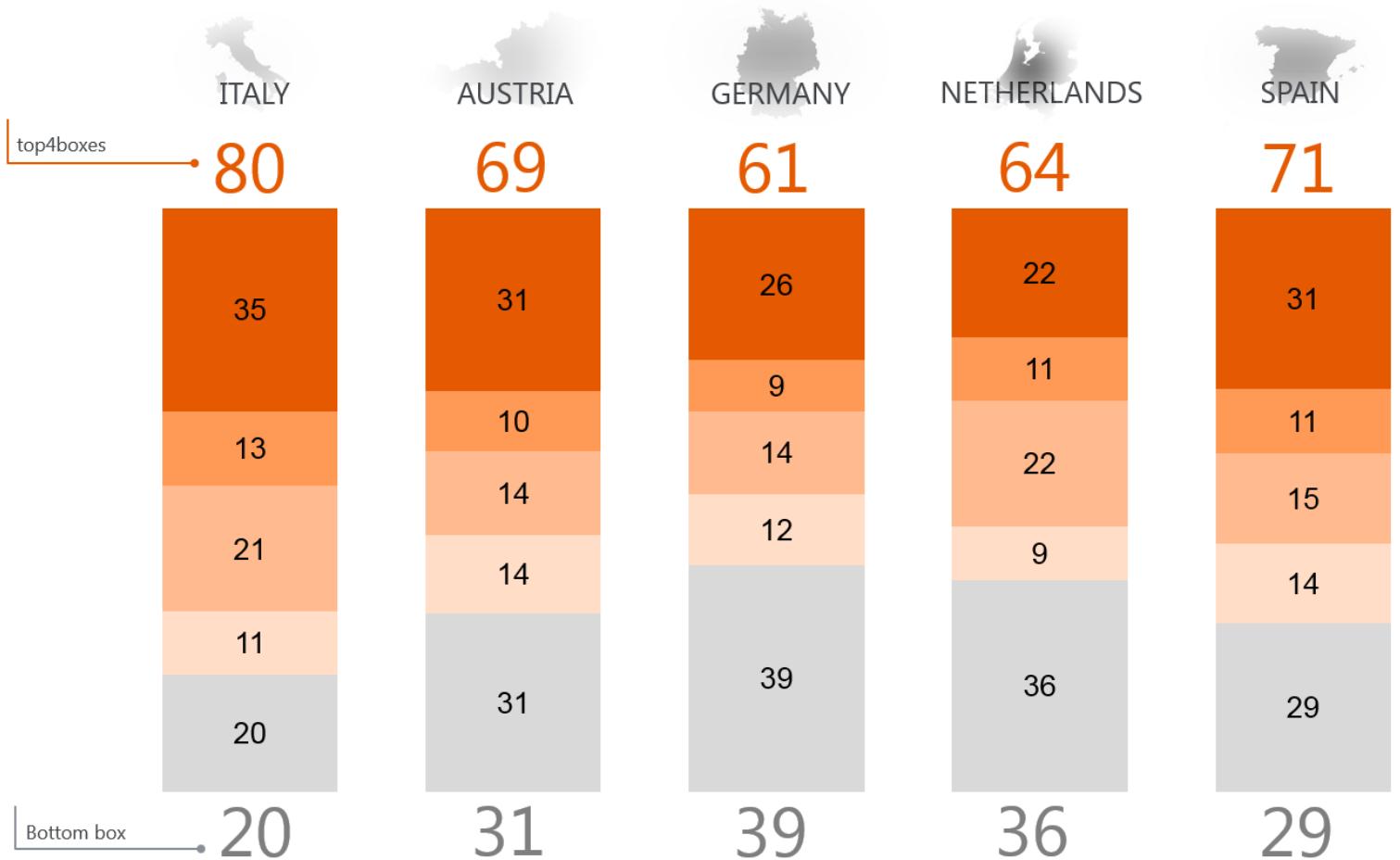
EucoLight statement:

The municipal collection point is used as favorite collection point by the majority even if still, from 25% to 39%, never used it.

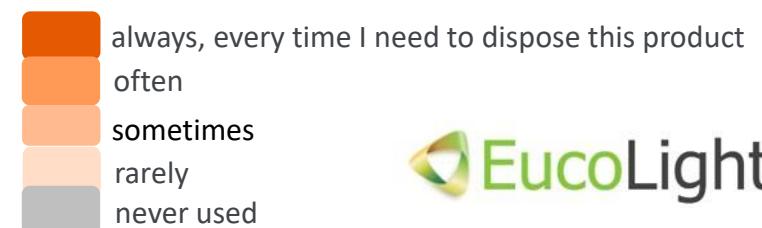


Topic: Use of municipal collection points for luminaires

Lighting Appliances (table lamp, ceiling fixtures, outdoor lighting fixtures ...)



Similar results for luminaires: 61% to 80% use it from rarely up to always, whereas 20% to 39% never used it



Topic: Opinion on municipal collection points

EucoLight statement:

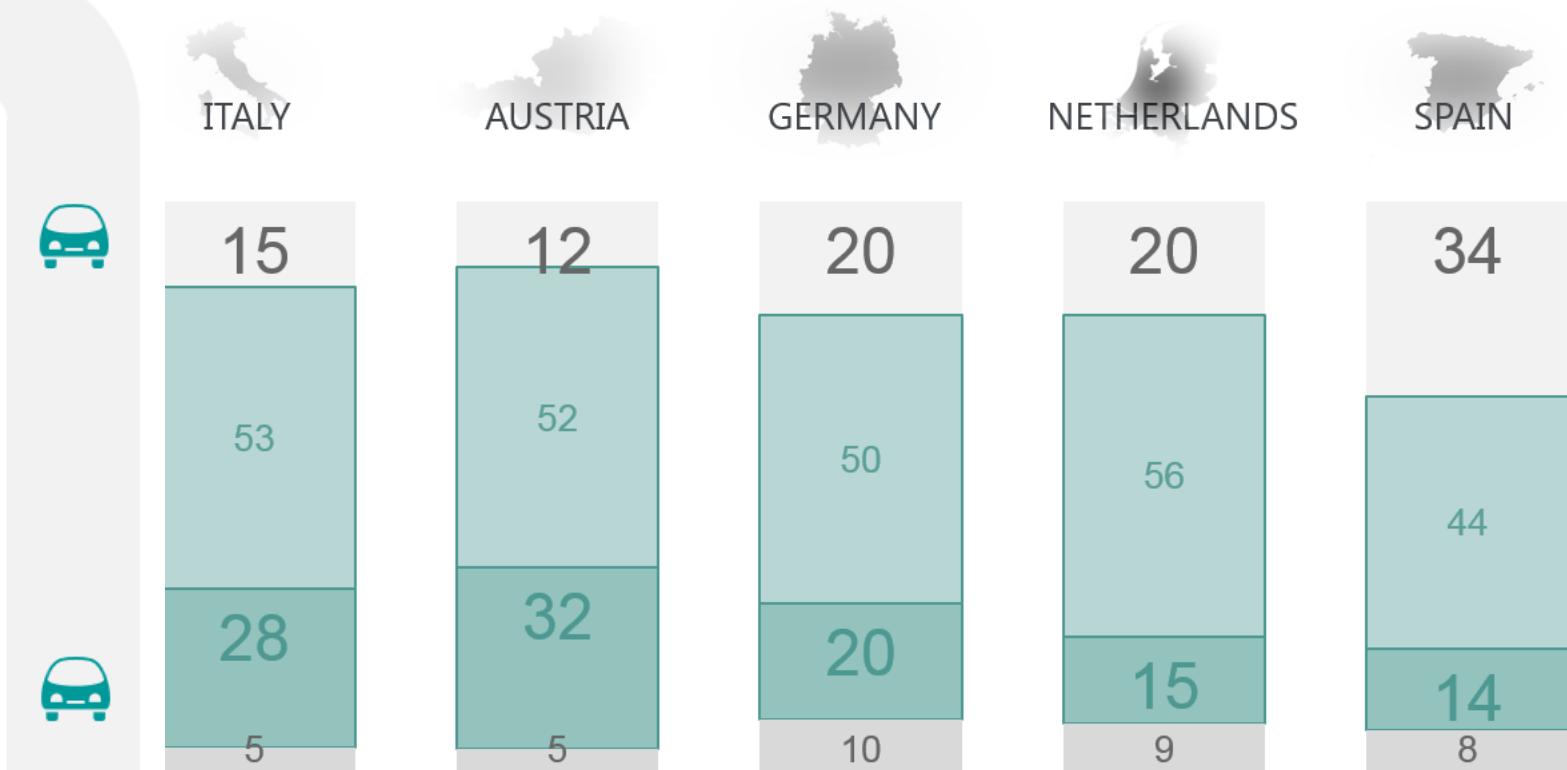
The majority of EU citizens interviewed consider municipal collection points in acceptable or good distance from home, find the opening hours acceptable or good, as well as the information about location and timetable. In summary, the municipal collection is positively seen.

More in detail...

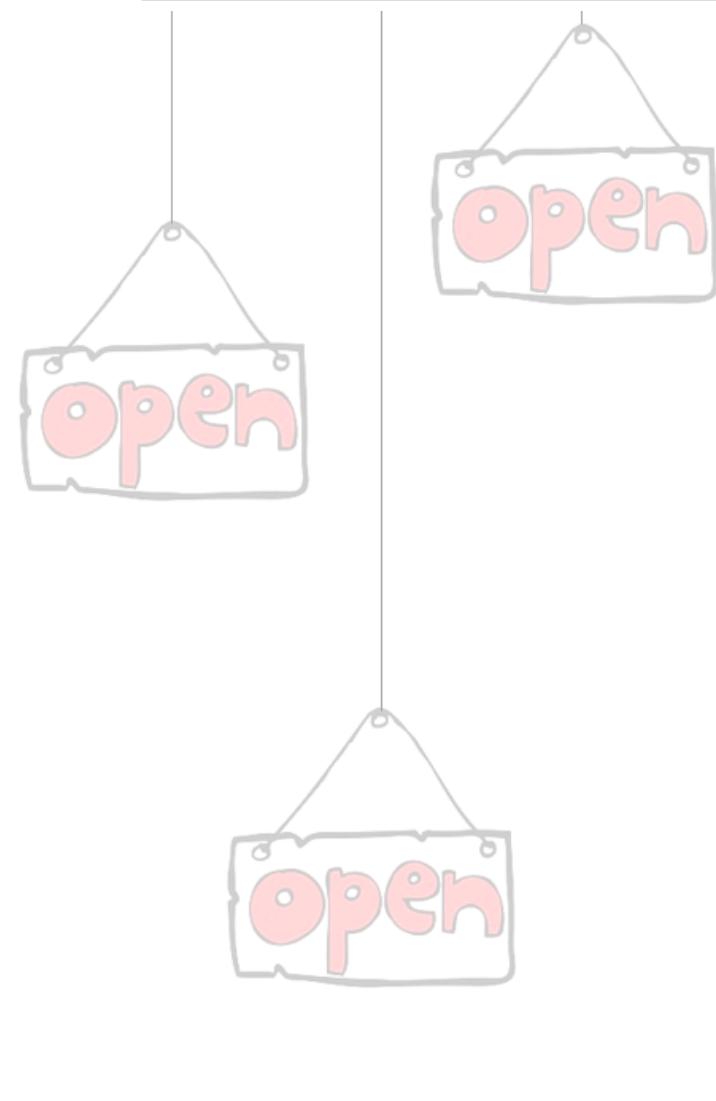
Topic: Opinion on municipal collection points (distance)



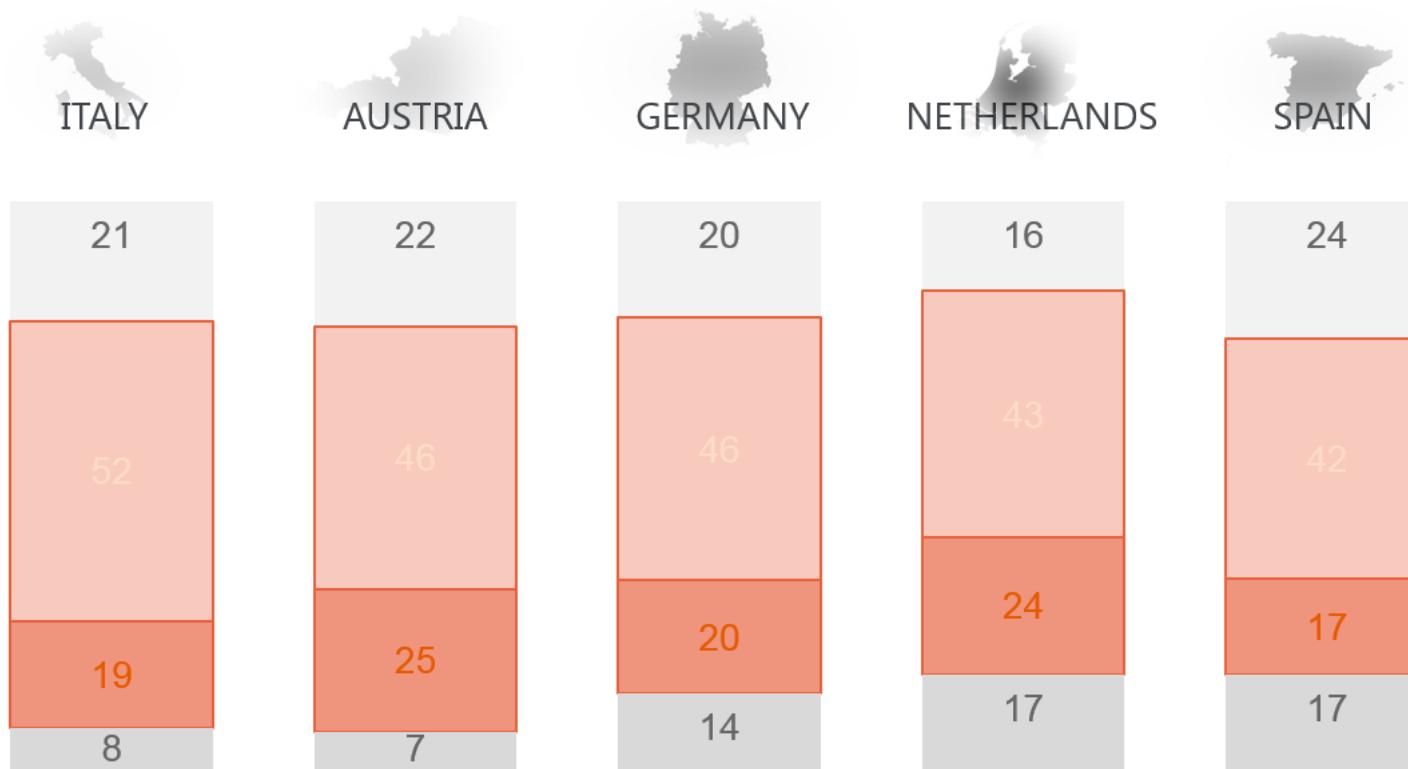
Result: 58% to 84% consider municipal collection points in a **comfortable distance from home.**
15% to 34% do not.



Topic: Opinion on municipal collection points (opening)



Result: 59% to 71% consider the **opening hours of municipal collection points acceptable or good. 16% to 24% do not agree and state they are too limited.**

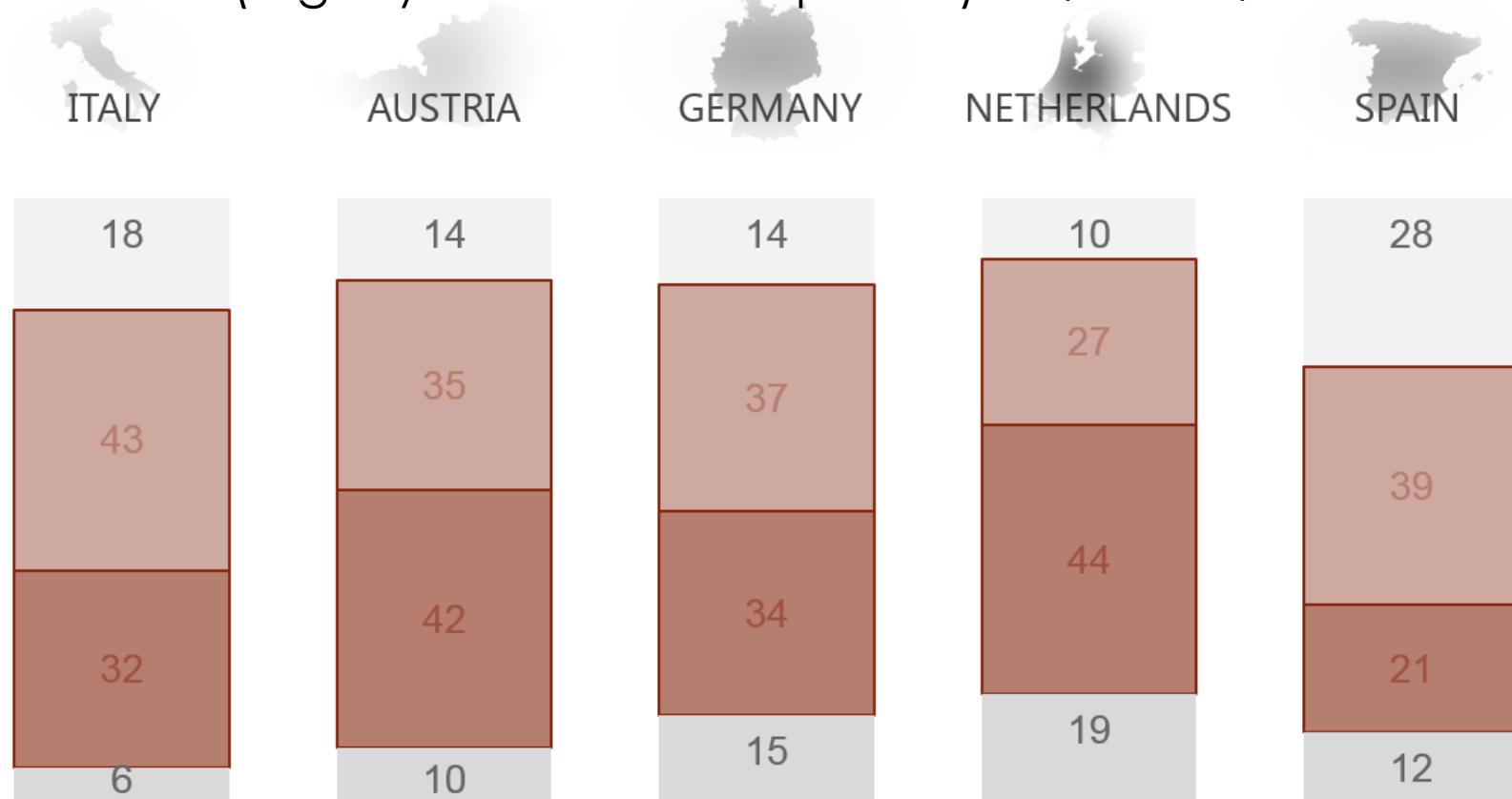


Topic: Opinion on municipal collection points (infos)



AVAILABILITY INFORMATION

Result: 60% to 77% find information about location and timetable of municipal collection points well or easily available (e.g. by internet or telephone). 10% to 28% do not.



difficult to find Information about location and timetable

rather well Available (telephone/on-line)

easily Available (telephone/on-line)

don't know

Part 4: Store collection

Topic: Awareness of obligations for stores

Result

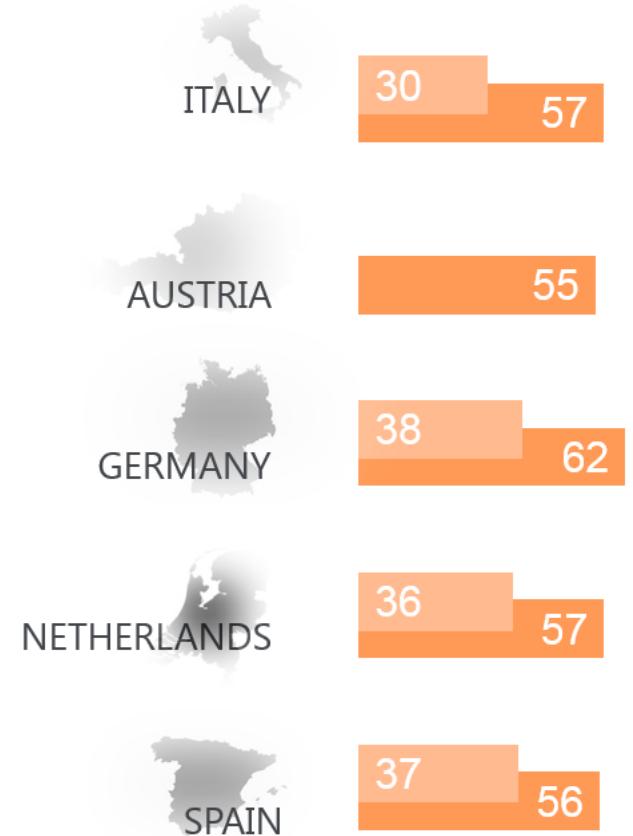
- Obbligation to **take back small WEEE without any obligation to purchase 1:0**
30% to 38% have seen/visited stores where it is applied.
- Obbligation to **take back WEEE, when buying equivalent new EEE 1:1**
55% to 62% have seen/visited stores where it is applied

 1-to-0

when the small WEEE can be given without any obligation to purchase

 1-to-1

when the simultaneous purchase of a new equivalent product is required

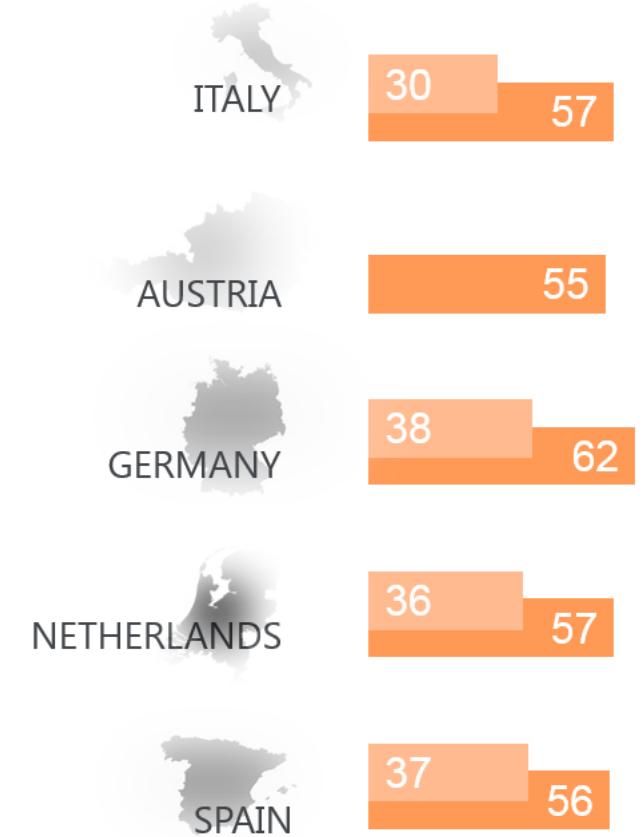


Topic: Awareness of obligations for stores

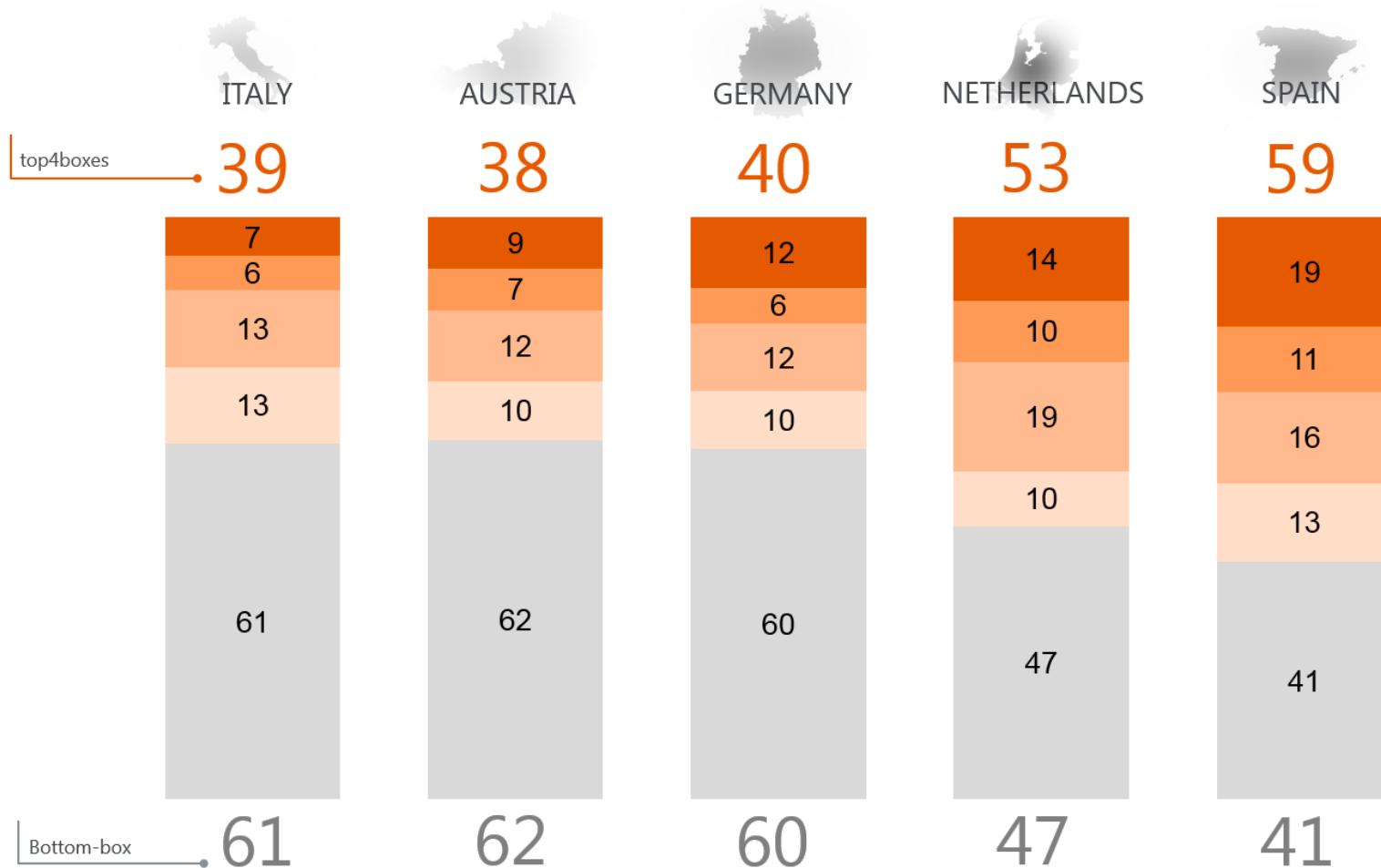
EucoLight statement:

EU citizens interviewed are only partly aware that the take back obligation is applied in stores. The obligation of stores to accept small WEEE (<25cm) for disposal without any purchase is realized by about 1/3 interviewees. The application of the obligation of stores to take back an equivalent WEEE, when buying a new EEE, is realized by about 60%.

There is room for improvement in all 5 EU countries.



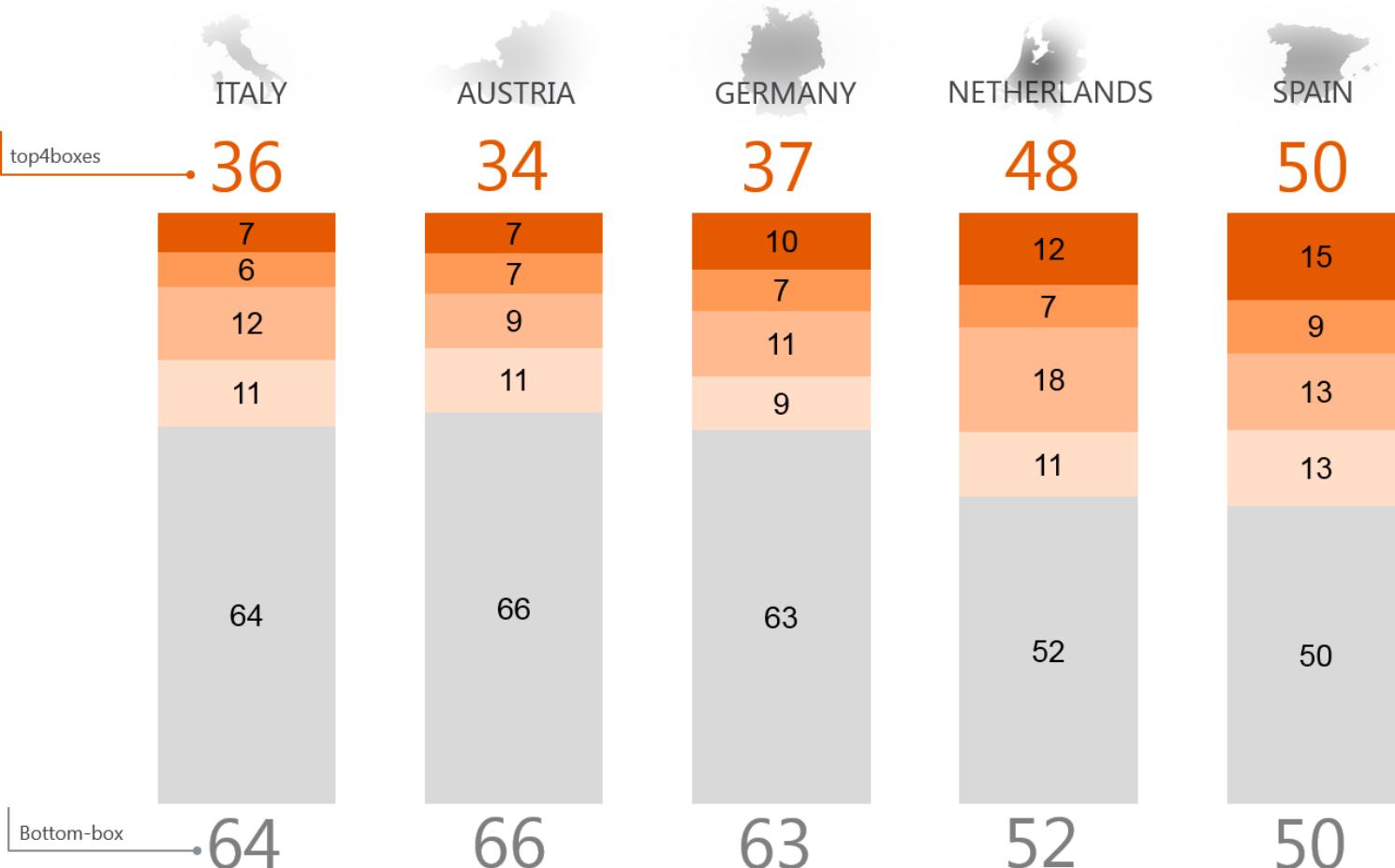
Topic: Use of in-store collection for lamps



Result: 38% to 59% use collection points in stores for lamps recycling, from rarely up to always, whereas 41% to 62% never used the in-store collection points.

Topic: Use of in-store collection for luminaires

Lighting Appliances (table lamp, ceiling fixtures, outdoor lighting fixtures ...)

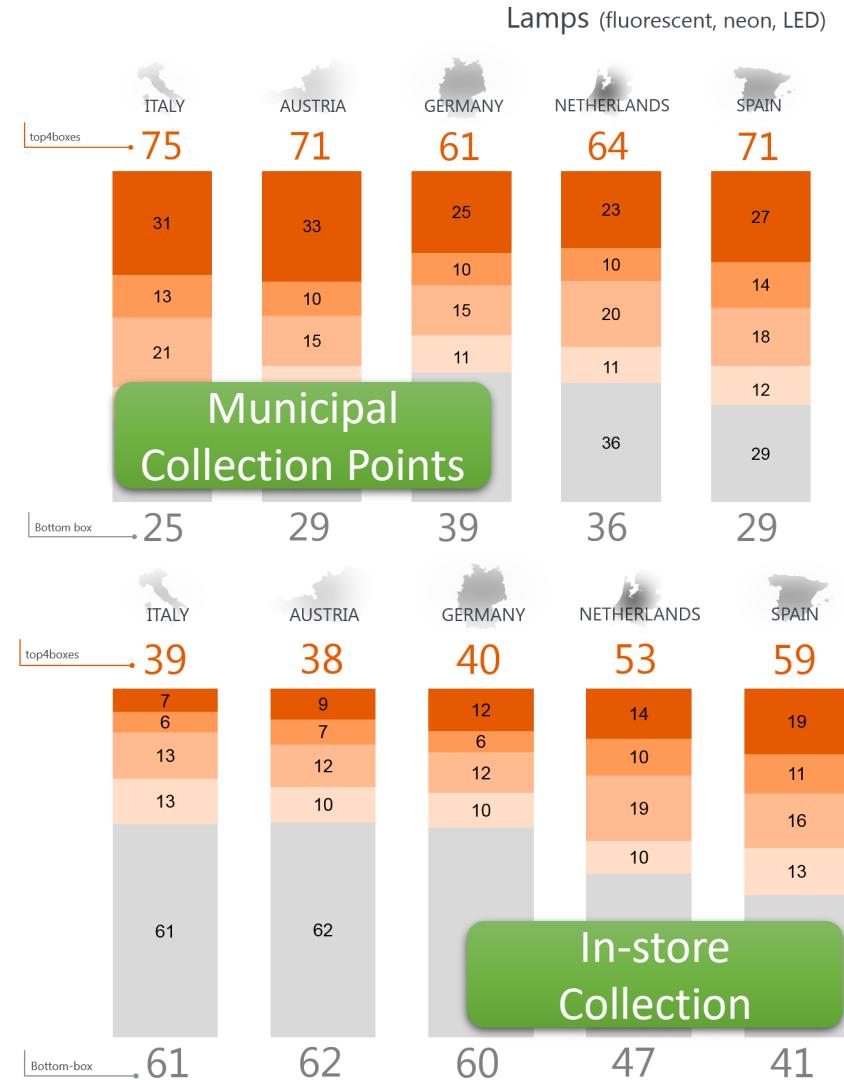


Result: for luminaires 34% to 50% use collection points in stores,
from rarely up to always, whereas
50% to 66% never used it.

Topic: Use of in-store collection for lamps and luminaires

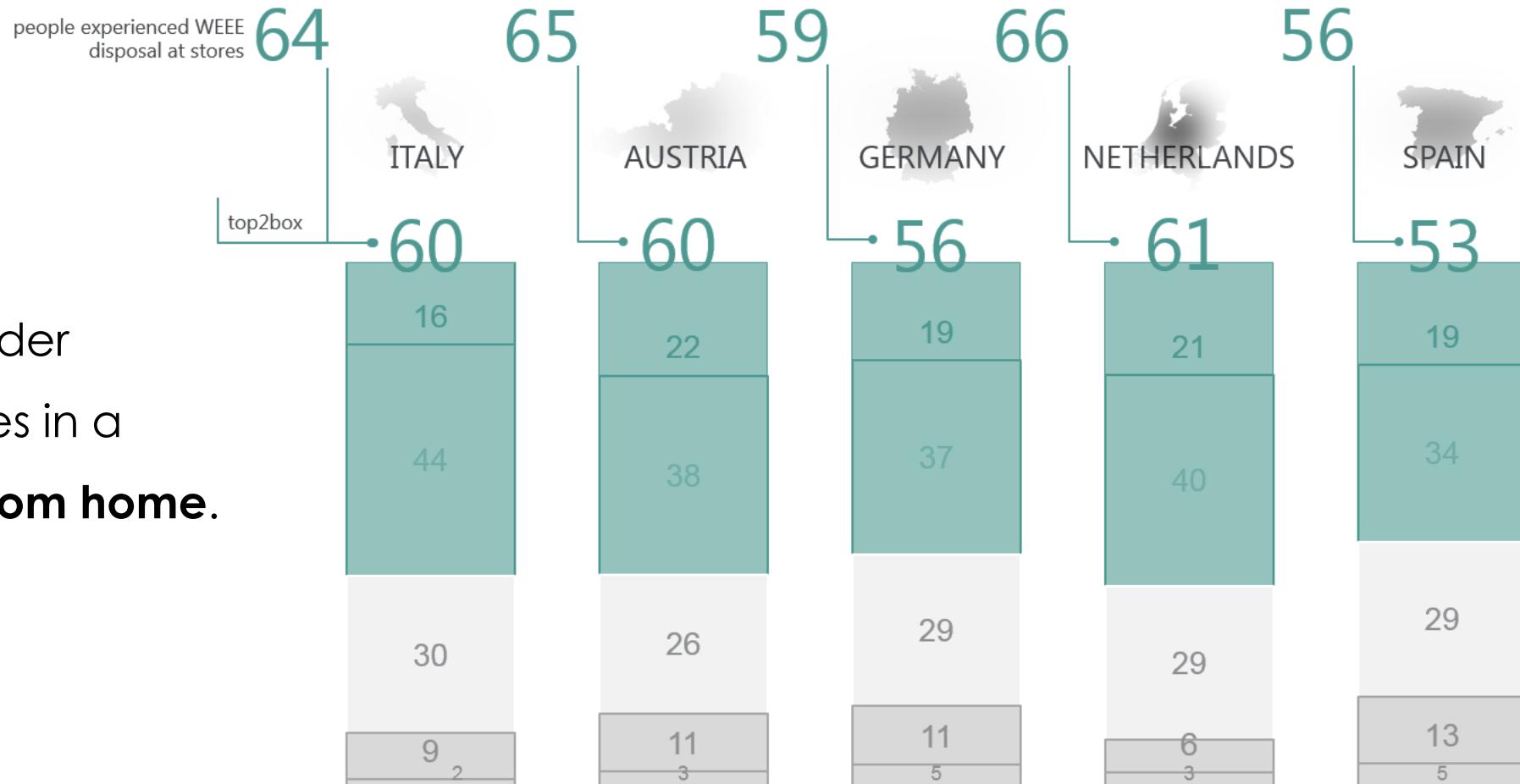
EucoLight statement:

The store collection for lamps is used on average by about half of EU citizens interviewed (38% to 59%). In countries like Austria and Italy, where in-store collection is less used, the municipal collection points are more used. In the other countries we can observe a greater balance between the use of municipal collection points and in-store collection, given a general high knowledge of the correct places of WEEE disposal. For luminaires the use of in-store collection points is even lower: 34% to 50% of the interviewees.

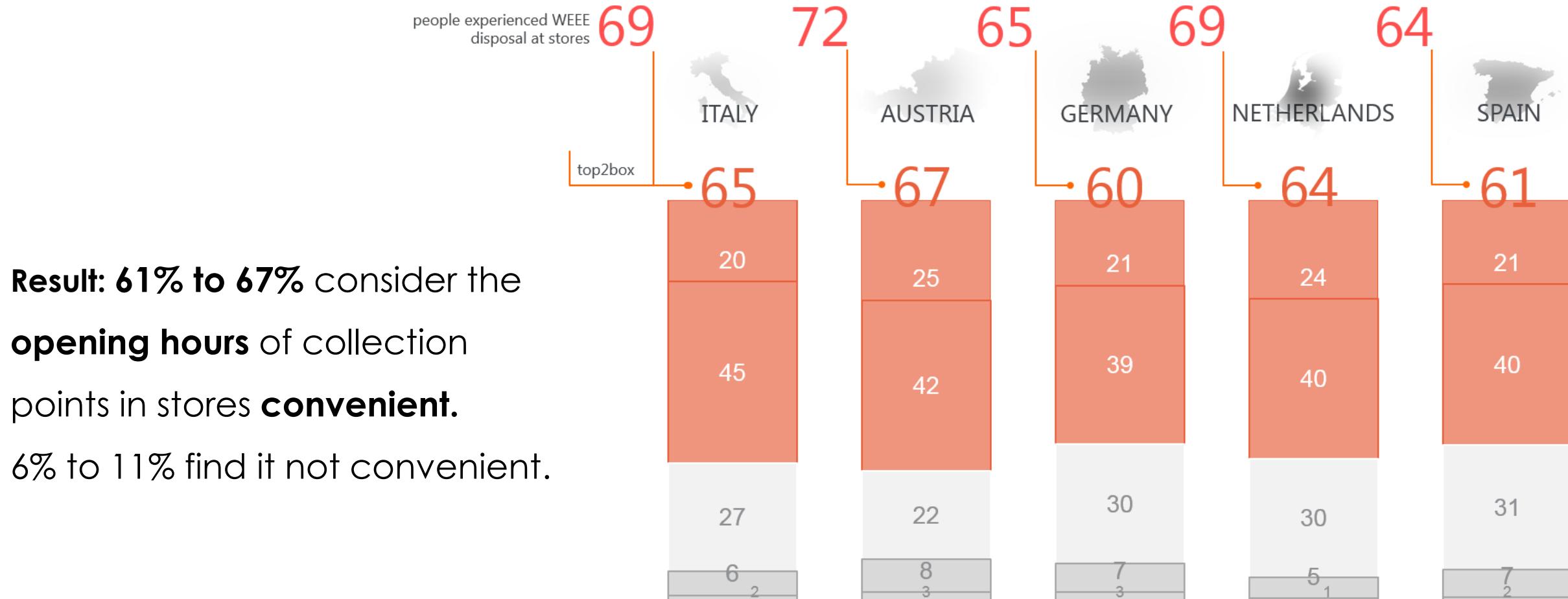


Topic: Opinion about in-stores collection (distance)

Result: 53% to 60% consider collection points in stores in a comfortable distance from home.
11% to 18% do not.



Topic: Opinion about in-stores collection(opening hours)



Topic: Opinion about in-stores collection(application)

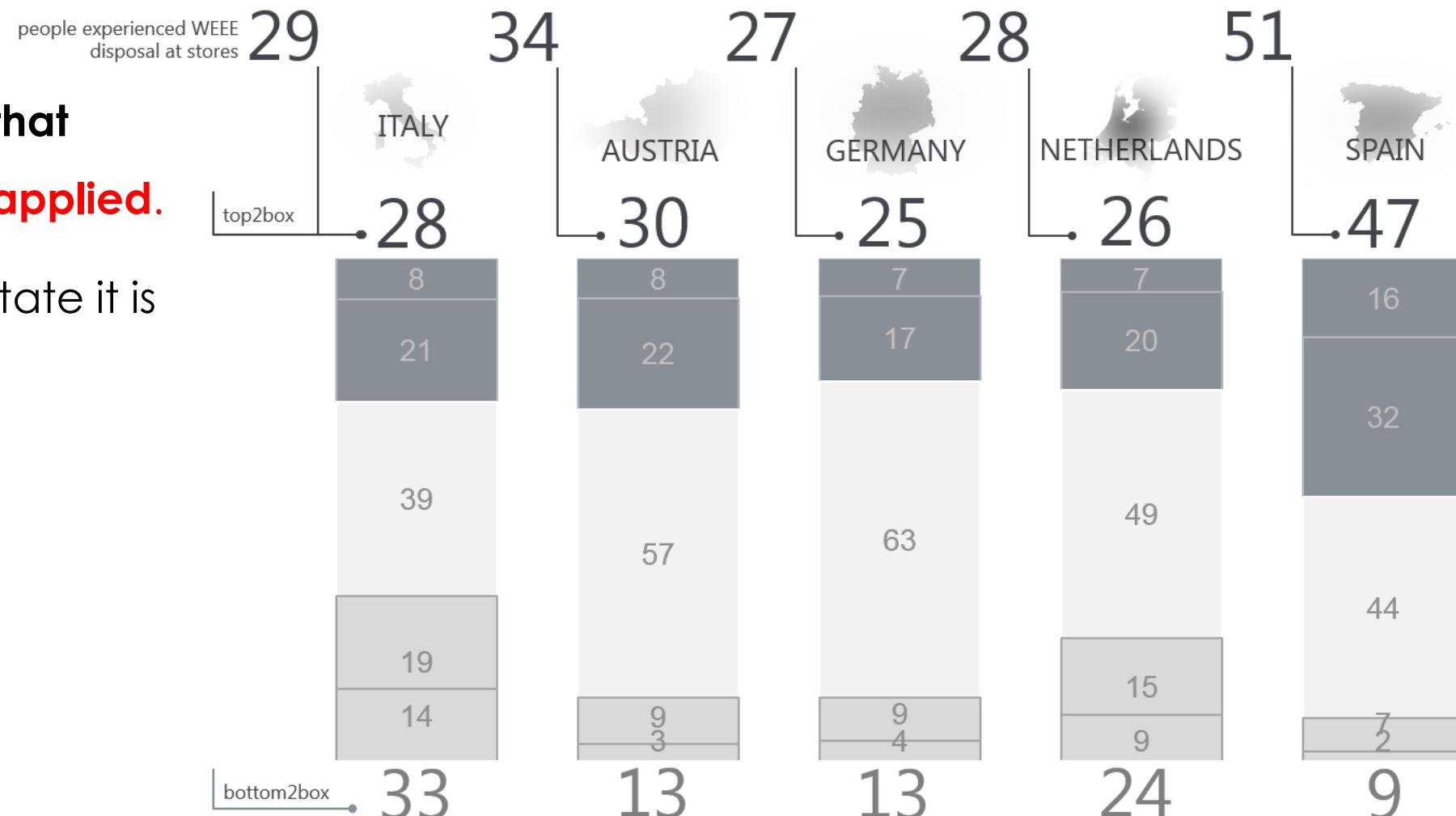
Result: 25% to 47% agree that collection in stores is not applied.

9% to 33% disagree and state it is applied.

strongly agree
somewhat agree

neither Agree nor Disagree

somewhat disagree
strongly disagree

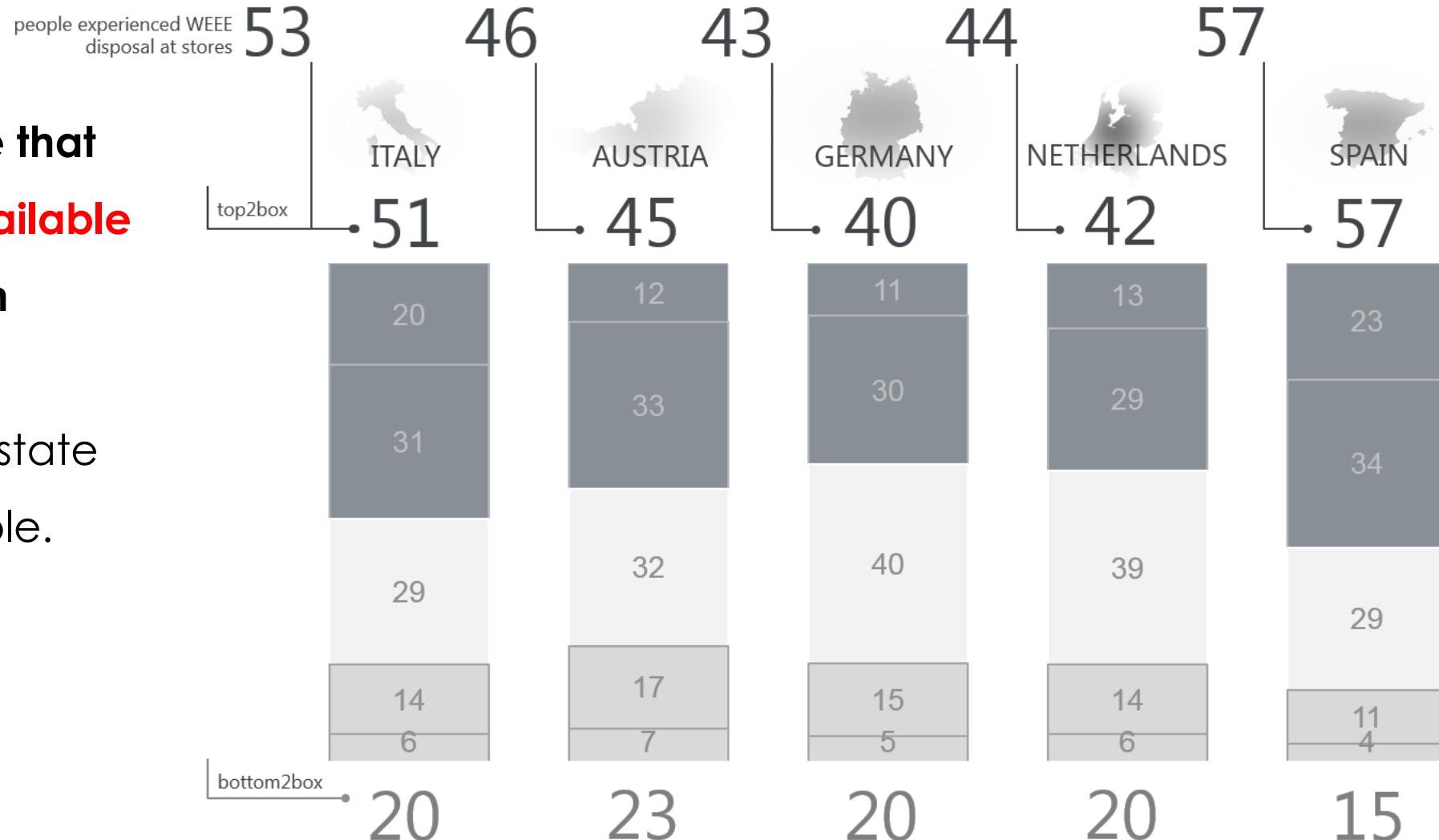


Topic: Opinion about in-stores collection (info available inside the store)

**Result: 40% to 57% declare that
there is no information available
or indication for collection
inside the stores.**

15% to 23% disagree and state
that information is available.

- strongly agree
- somewhat agree
- neither Agree nor Disagree
- somewhat disagree
- strongly disagree



Topic: Opinion about in-stores collection(staff informed)

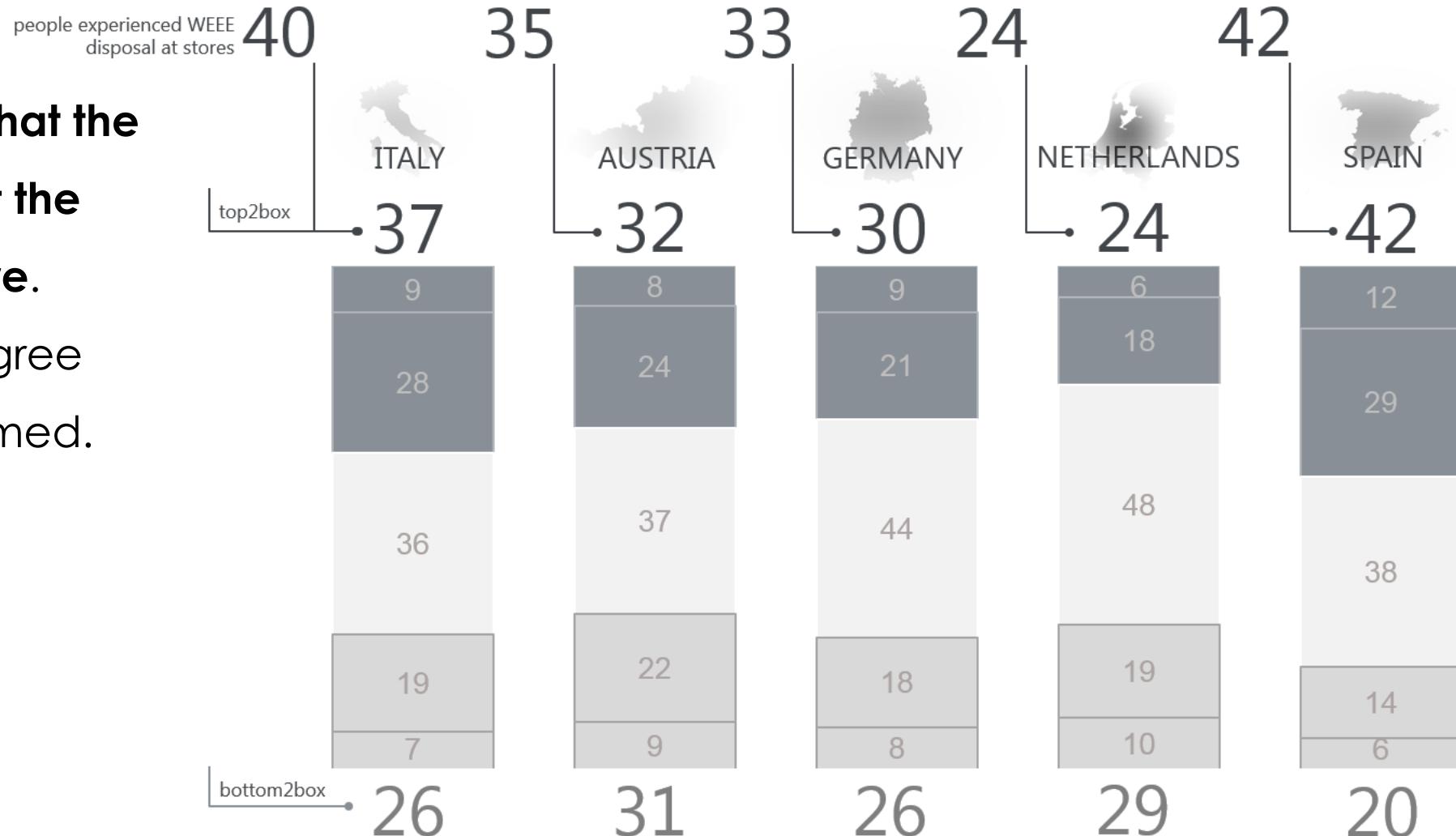
Result: 30% to 42% agree that the staff is not informed about the WEEE collection in the store.

Whereas 20% to 31% disagree and state the staff is informed.

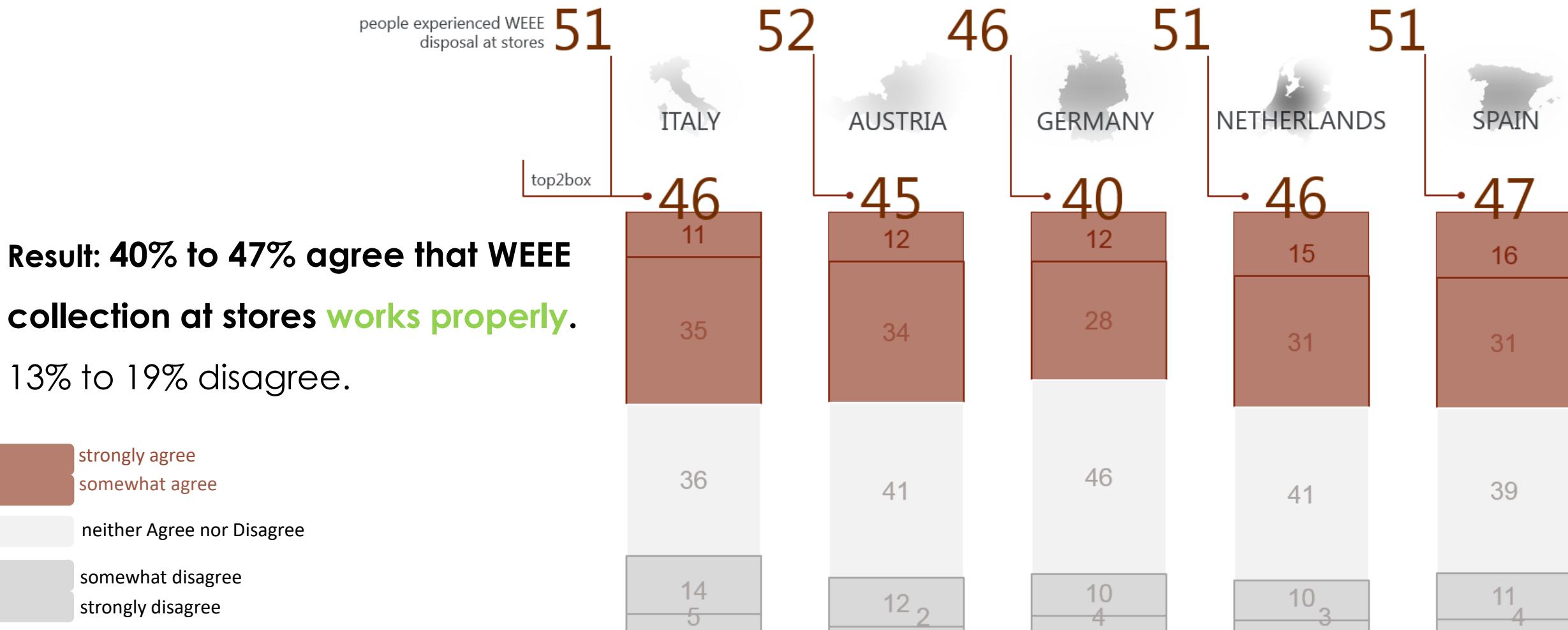
strongly agree
somewhat agree

neither Agree nor Disagree

somewhat disagree
strongly disagree



Topic: Opinion about in-stores collection(it works?)



Topic: Opinion about in-stores collection

EucoLight statement:

40% to 47% of EU citizens interviewed agree that WEEE collection at stores works properly. Room for improvement is about the availability of information for WEEE collection in the store as well as informed staff. Indeed, 30% to 42% state the staff in stores is not informed on WEEE collection. 40% to 57% state there is information missing on the WEEE collection in the store. 25% to 47% state that WEEE collection in stores is not applied.

Moreover the majority of EU citizen interviewed agree that the collection points in stores are in a comfortable distance (53% to 60%) and that the opening hours of stores are convenient (61% to 67%).

In summary this shows that WEEE collection of stores is well perceived, but could be applied better by focusing on more accessible information in the stores and better informed staff.

Some final conclusions

- ❖ The data appears to confirm the **effectiveness of communication and awareness campaigns**, along with the **growing environmental culture and willingness to apply eco-sustainable behaviors**. Results suggest a need to intensify information and communication activity to reach those, between 5% and the 22% of the sample, who are not aware of the need to separate lamps and other WEEE from general waste.
- ❖ **A need for more information has been also explicitly expressed** by the citizens interviewed. They consider the opening hours and the distance of the places of disposal for WEEE on average to be adequate. But between 40% and 57% reported a lack of information available in store or between 24% and 42% (depending on the Country of reference) provided by the staff.
- ❖ A large majority in all five countries (between 76% and 84%) say that Producers, distributors, stores, and online-marketplaces of WEEE should inform about their collection and recycling services. This will help to raise the awareness for proper recycling behavior.