

## Leading, effective and facilitating

The title of this annual report is a reflection of LightRec's ambitions for the future. We aim to strengthen the relationship with our members and important groups of stakeholders, and further position ourselves as a knowledge partner in innovation and the optimisation of collection and recycling processes. At the same time, we aim to further improve the efficiency and effectiveness of our collection structure, including through better agreements with our partner in collection.

We are building on a solid foundation, with an intricate collection network for consumers, intense collaboration with installation businesses, wholesalers, renovation and demolition companies, and a robust financial reserve to guarantee the collection of lamps and luminaires in the years to come.

*Maurice Spee*

Maurice Spee, Chairman of the Board of LightRec

## We can only do this together

Over the past twelve years, producers and importers, together with their partners in the chain and with other stakeholders such as the government, have built an effective collection system for discarded low-energy lighting products. Each of the partners has shared in the costs, in proportion to their position in the market. In the past few years, the fair distribution of costs has been supported by a government decision to declare the underlying agreement generally binding ('Algemeen Verbindend Verklaring' or 'AVV').

LightRec has requested an extension of the AVV for lamps in 2018 and expects a positive decision from the government in September 2019. This will enable us to maintain the existing collection system.

# Highlights 2018



## Awareness continues to grow

In the past year we have collected over 5,250 tonnes of discarded lamps and luminaires, an increase by 19% versus 2017. The steady improvement of disposal behaviour is boosted by long- and short-running communications campaigns, in which LightRec has further invested in 2018.



## Excellence in collection rewarded

As in prior years, LightRec has in 2018 been able to honour several businesses and organisations who are taking the lead in the collection of lamps and luminaires. Praxis, Technische Unie and Vink Aannemingsmaatschappij received the 'Gouden Bakkie' Award.



## Campaign for consumer luminaire collection

Last year saw the introduction of separate collection of consumer luminaires. To create awareness of this among Dutch consumers, Lightrec and its executive organisation, Wecycle, initiated a large-scale television campaign in 2018, called 'Doe Maar Lekker Apart' ('stand out and separate').



## Special campaigns

In 2018, Wecycle launched a special campaign aimed at Polish, Bulgarian and Romanian workers in the construction, demolition and installation industries, encouraging them in their own language to separately dispose of lamps and luminaires.

In addition, Wecycle handed out 25 sponsoring cheques, each with a value of €1,000. This enabled the citizens of 285 municipalities to support a local charity of their choice as they disposed of discarded energy-saving lamps at their local recycling points.



## A new strategy

In response to the fast-growing market for LED lighting, changes in the industry and the significant impact of these on LightRec's mission and activities, the Board has further refined the foundation's policy strategy and related communications strategy.

# Challenges for 2019

The overarching challenge is to increase the collection volume towards 65% of what comes onto the market. The collection of conventional lighting products is on course: 80% is being processed responsibly. In the LED segment, however, a gap in collection seems to be coming about: LED lamps and luminaires are coming onto the market in large quantities, but due to their longer lifespan the collection target of 65% will be impossible to achieve in the next few years.

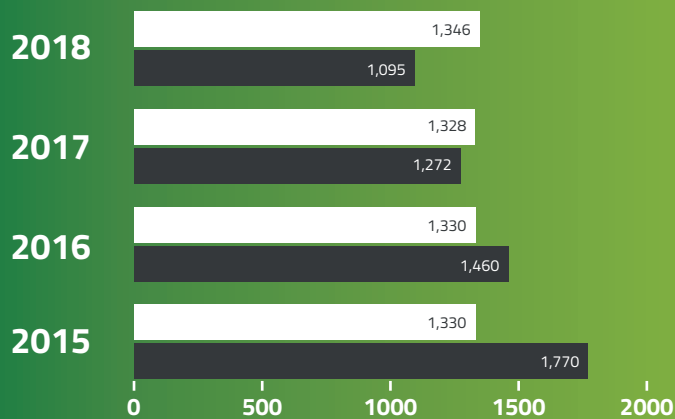
LightRec continues to invest substantially in the intensification of the collection and recycling of low-energy lamps and luminaires. This will reflect in a strong increase of the costs of processing as well as an increase in spending towards more intensive campaigns aimed at professionals and consumers.

# Collected lamps and luminaires

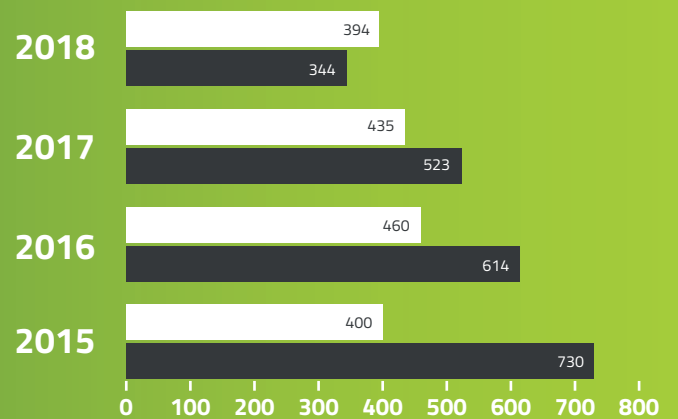
2015-2018 (in tonnes)

● Collected ● Put on market

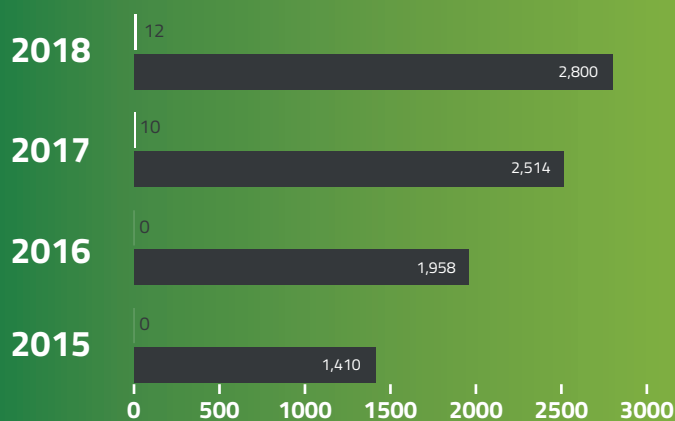
## Fluorescent tubes



## Energy-saving and other lamps



## LED



## Luminaires\*



\* Before August 2018: only professional luminaires (construction and demolition industry).

From August 2018: also very large volumes of consumer luminaires (legally required since August 2018).



## Costs

Costs for collection, transport and recycling  
Other costs (including Action plan Lightrec)  
**Total**

Budget 2019	Actual 2018	Actual 2017	Actual 2016
(€)	(€)	(€)	(€)
2,940,100	2,487,019	2,305,423	2,502,748
415,800	121,778	90,033	179,885
<b>3,355,900</b>	<b>2,608,797</b>	<b>2,395,456</b>	<b>2,682,633</b>



## Collected volume

Fluorescent tubes  
Energy saving and other lamps  
LED lamps  
Luminaires  
**Total**

Budget 2019	Actual 2018	Actual 2017	Actual 2016
(in tonnes)	(in tonnes)	(in tonnes)	(in tonnes)
1,140	1,116	1,124	1,117
598	636	649	675
18	0	0	0
5,087	3,498	2,620	2,095
<b>6,843</b>	<b>5,250</b>	<b>4,393</b>	<b>3,887</b>



## Marketing expenses and publicity campaigns

Wecycle publicity campaigns  
Communication  
**Total**

Budget 2019	Actual 2018	Actual 2017	Actual 2016
(€)	(€)	(€)	(€)
126,000	192,912	119,131	79,320
175,000	195,305	173,318	157,317
<b>301,000</b>	<b>388,217</b>	<b>292,449</b>	<b>236,637</b>



## Consumer and professional campaigns

Installer / professional campaigns  
Retail / consumer campaigns  
**Total**

Budget 2019	Actual 2018	Actual 2017	Actual 2016
(€)	(€)	(€)	(€)
670,000	443,399	566,649	308,393
1,546,000	1,136,793	549,816	382,681
<b>2,216,000</b>	<b>1,580,192</b>	<b>1,116,465</b>	<b>691,074</b>