

## Sainsbury's

*Sainsbury's strategy has been supported by regular staff updates and briefings, which highlight performance in recycling of batteries and offer tips and advice on managing the service and supporting in store collection promotions.*

### The Valpak Collection Network

Retailer waste battery take back obligations came into force in February 2010, and Valpak worked hard to ensure that containers were in place prior to this enforcement. Our list of retailers account for 18,500 collection locations, each of which have at least one battery collection box or, in the case of Sainsbury's and Spar, a batteries collection tube. Our retail members range from independent local shops to some of the largest names on the high street. We have provided our retail members with promotional materials and safe storage guidance, all of which are available on our consumer facing recycle-more website, alongside batteries collection containers and services.

In addition, Valpak's network of battery collection points are publicised on [recycle-more.co.uk](http://recycle-more.co.uk), which is helping to increase consumer awareness of battery recycling.

### Collections at Sainsbury's

Sainsbury's reaction to providing the take back service, as required by the regulations, was extremely positive. Sainsbury's decided to use the legislation to not just comply, but to enhance the customer service that they can provide through their stores network.

They have 890 stores across the UK and decided to place a 20 litre clear and black batteries collection tube into

each of their retail outlets. This container provides a very visible, safe and neat solution to highlighting the importance of batteries recycling to both their staff and their customers.

In an attempt to collect as many batteries as possible, Sainsbury's decided to provide their customers with special outdoor collection containers at 211 of their store car parks, as well as opting to offer this collection service at 257 Sainsbury's petrol stations. The outdoor containers provide recycling facilities for both batteries and fluorescent energy saving light bulbs. This has provided consumers with combined recycling services for two problematic materials.

### Collection Success

During 2010, the Sainsbury's collection scheme managed to divert 157 tonnes of used batteries from landfill, which equates to approximately 7 million household batteries collected. This is an extremely substantial collection rate, which amounts to an average of 176 kg of batteries being collected per store.

The target for batteries compliance rose to 18% in 2011 and this target will require continued efforts to remind customers to think about why, where and when they can recycle their used batteries. The retailer's network of collection points makes this much easier for shoppers.

