

Welcome to the world of **discarded appliances, lamps and batteries**

238,515 tons of electrical waste and batteries collected for recycling

6,694 producers and importers

A **7.7** for our Wecycle campaigns

Appreciation
EPR 2.0



1. FOREWORD

2024 marked a milestone year for Stichting OPEN, celebrating 25 years of Extended Producer Responsibility (EPR) in the Netherlands. The year brought significant progress in e-waste collection, reuse, and high-quality recycling, while also setting the stage for new challenges. A key development was the phasing out of the 65% collection target in favor of a broader focus on product lifespan extension and reuse. The foundation initiated a task force to redefine these targets, aiming for a circular economy supported by both national and European policies.

Our focus remains: more collection, more opportunities for reuse, and more high-quality recycling, enabling us to achieve a strong position in the circular economy. Together, we continue building UPV 2.0.



2. FOCUS ON COLLECTION AND ACCESSIBILITY

Stichting OPEN continued its radical focus on maximizing e-waste collection with over 30,000 Wecycle drop-off points across the Netherlands. Efforts included expanding corporate collection services, improving municipal benchmarks, and rolling out new user-friendly collection furniture. Initiatives to include more product types and certify more processors under the CENELEC standard supported the aim of achieving higher collection rates despite rising costs and safety concerns, especially for battery-containing devices.

3. STRONGER TOGETHER: OPTIMIZING RECYCLING WITH PARTNERS

The foundation collaborated with certified partners to ensure safe and efficient recycling through a national collection network. With more than 80% material recycling achieved in 2024, innovations like AI-driven sorting for screens and solar panels played a key role. The introduction of a future-proof battery sorting line and preparations for new waste streams, such as home batteries, signal OPEN's commitment to a robust and adaptive recycling infrastructure.



4. INVESTING IN REUSE PREPARATION

To enhance circularity, Stichting OPEN invested in reuse pilots for products like laptops and coffee machines. Collaboration with refurbishers and local recycling centers demonstrated the ecological and economic potential of reuse, though challenges remain in identifying suitable devices. Efforts focused on training, AI-based sorting, and establishing a certified partner network, all contributing to a long-term vision where reuse becomes a norm in e-waste processing.

5. FROM PRODUCER RESPONSIBILITY TO SHARED RESPONSIBILITY

As EPR turned 25, OPEN emphasized the need to shift toward shared responsibility involving producers, consumers, governments, and civil society. With e-waste volumes rising and raw material pressures growing, the foundation advocates for a new framework that integrates circularity throughout the value chain. OPEN aims to evolve from a compliance body into a system thinker, promoting collaboration and innovation across sectors.



6. ADVOCACY AND POLICY COLLABORATION

2024 saw the Dutch government adopt a more realistic 85% collection target based on WEEE generated, replacing the outdated 65% benchmark. Stichting OPEN played a central role in lobbying for this change and continued to push for more circular metrics. Key policy dialogues included the National Circular Economy Programme and a proposed mandatory take-back obligation to reduce illegal flows. Vapes emerged as a new concern, triggering urgent actions for safe collection and recycling.



7. EDUCATION AND AWARENESS: "HAND IT IN AND START SOMETHING NEW"

Through its Wecycle brand, Stichting OPEN ran public campaigns to increase awareness and participation in recycling. These included seasonal campaigns, events, and a strong focus on schools, youth, and companies. Special attention was given to the safe disposal of batteries and small electronic items, with creative campaigns like "Doe maar apart" raising awareness about fire risks and material recovery.

8. COST CONTROL AND EFFICIENCY

With growing e-waste volumes, Stichting OPEN focused on keeping costs manageable while meeting legal obligations. Producers and importers fund the system through mandatory contributions. Cost control measures included volume bundling, targeted subsidies, and differentiated tariffs. Nonetheless, increased safety requirements and fluctuating material prices continue to challenge financial sustainability. In 2024, total system costs amounted to over €84 million.

If you want to read **the entire annual report 2024** in English, please contact us.

Devices and lightbulbs

This factsheet presents the key facts and figures for 2024.
Want to know the stories behind the numbers? Read our summery.

ON THE MARKET

4,757 of importers/producers affiliated with us

652,015 tons of devices brought on the market (Put-on-Market, PoM)

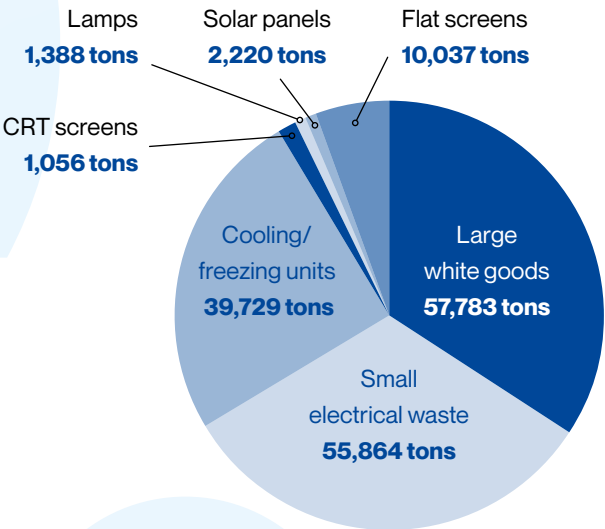
More than 345 million of new devices on the Dutch market

TOP 5 MOST COLLECTED DEVICES IN TONS

1. Cooling and freezing appliances
2. Washing machines
3. Dishwashers
4. Small household, kitchen and care appliances
5. Small audio and video equipment

RECYCLING

Figures excluding market (via Incentive Scheme)



685,000 TONS OF CO₂ EMISSIONS AVOIDED

IMPACT AND RESOURCE RECOVERY

99% of all collected devices and recovered materials were put to beneficial use through reuse, recycling, or energy recovery.

RECYCLING RATE PER CATEGORY VS LEGAL TARGET

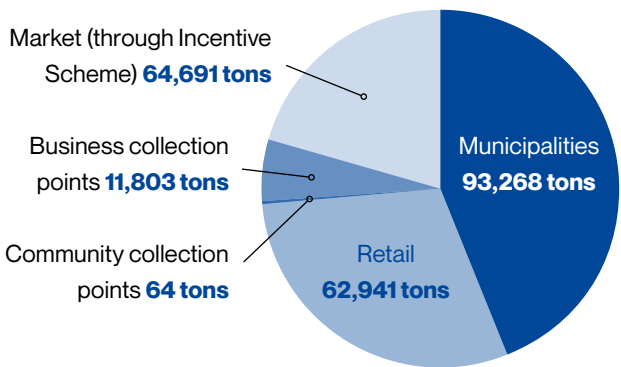
Temperature exchange equipment	Recycling Rate: 82% LT* 80%
Screens and monitors	Recycling Rate: 73% LT* 70%
Lamps	Recycling Rate: 86% LT* 80%
Large appliances	Recycling Rate: 84% LT* 80%
Small appliances	Recycling Rate: 74% LT* 55%
Small ICT equipment	Recycling Rate: 80% LT* 55%

*Legal Target

COLLECTION

232,767 tons in total collected by us

WHERE DID WE COLLECT THESE TONS?



Consumers could come to one of the **7,859 Wecycle drop-off points**

Companies could make use of one of the **262 Wecycle for companies drop-off points**

4,000 orders at Wecyclevoorbedrijven.nl to have electronic waste collected free of charge

13 transport partners

226 participants in the Incentive Scheme

52 processors in the Incentive Scheme

1,000 new companies submitted a collection request at Wecyclevoorbedrijven.nl

13 sorting centers

86%

of Dutch people know where to find their local municipal recycling center

SATISFACTION RATINGS

Wecycle **7.7**
In-store drop-off bin **7.7**
Municipal recycling center **7.8**

PLATFORM REACH AND PUBLIC AWARENESS

- 5,300** new visitors to the Wecycle platform
- 24.7 times** average campaign exposure per inhabitant
- 68%** aided brand awareness of Wecycle
- 80,000** school newspapers distributed
- 8** newsletters sent to producers/importers
- 261** new publications added to the circular knowledge platform

NUMBER OF JEKKO BINS DISTRIBUTED IN 2024, BUSINESS AND CONSUMER

Jekko bins **12,452**



ANNUAL REPORT 2024 | THE FACTS AND FIGURES

Batteries

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ON THE MARKET

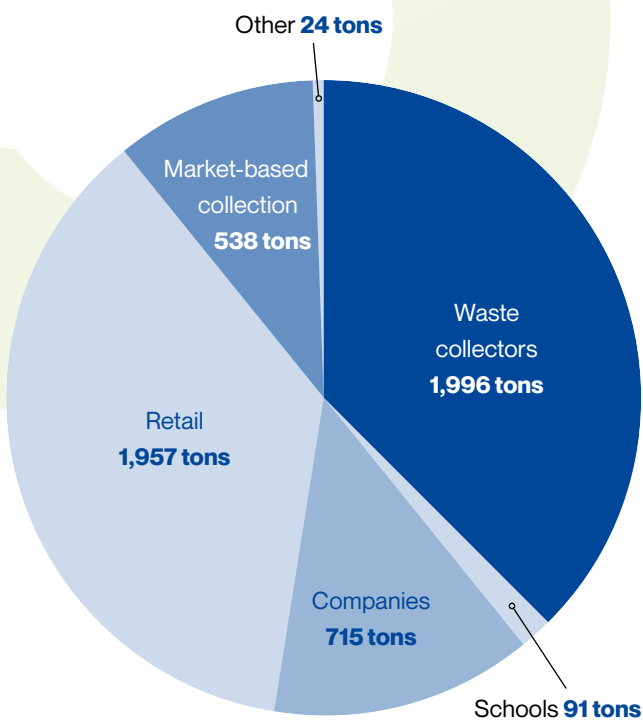
1,763 producers and importers affiliated

12,676 tons of batteries placed on the market (Put-on-Market, PoM)

COLLECTION

5,321 tons of batteries collected

COLLECTION RESULTS PORTABLE BATTERIES BY CHANNEL



NUMBER OF BATTERY STORAGE BOXES IN 2024

Consumers **37,650** boxes
Business **1,000** boxes

legebatterijen.nl
462,000 VIEWS

Consumers could go to one of the **28,345 Wecycle drop-off points**

Consumers most often dispose of batteries via **the Wecycle collection bins in stores**

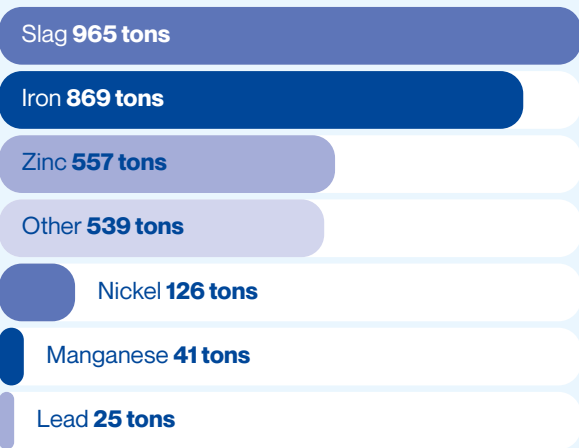
74% of consumers are aware that improper disposal of batteries can cause fires



Over **6,100** children reached with the educational theatre show

RECYCLEN

METAL RECOVERY*



RESULTS



* Estimate based on 2023 recycling results.

E-bike Batteries

This factsheet presents the key facts and figures for 2024.
Want to know the stories behind the numbers? Read our summery.

ON THE MARKET

169 affiliated producers and importers
with Stichting EPAC

1,694 tons of e-bike batteries brought on
the market (Put-on-Market, PoM)

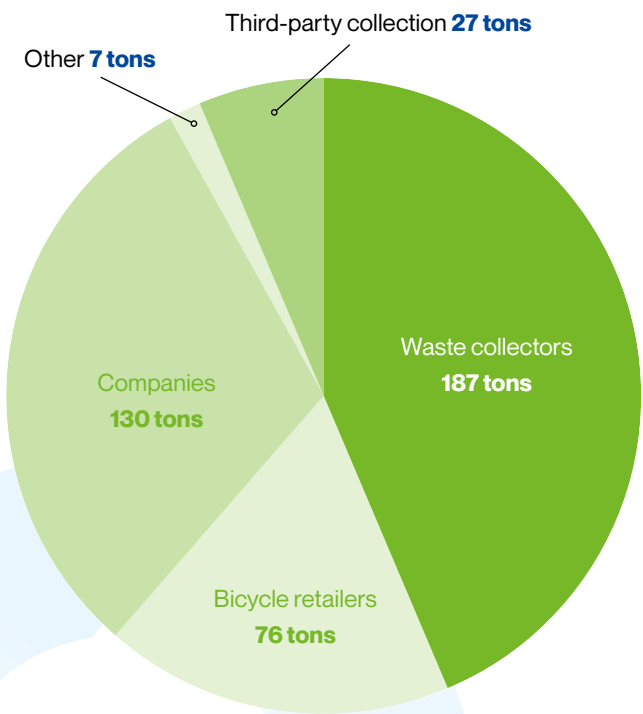
legebatterijen.nl
462,000
VIEWS

In 2024, there were
1,895
collection points
for used e-bike
batteries

COLLECTION

427 tons of e-bike
batteries collected

COLLECTION RESULTS BY CHANNEL



RECYCLING

METAL RECOVERY

Carbon **51 tons**

Aluminium **38 tons**

Iron **37 tons**

Copper **26 tons**

Nickel **24 tons**

Other **22 tons**

Manganese **14 tons**

RESULTS

75% Achieved Recycling Rate
NICKEL-CADMIUM Legal Target 75%

66% Achieved Recycling Rate
OTHER Legal Target 50%

