

MOL GROUP

SUSTAINABILITY CASE STUDY

PROJECT NAME: Used cooking oil collection campaign

LOCATION: 473 service stations across Slovakia, Hungary, Romania, Croatia and Serbia

DURATION: Since 2011

OUTCOME: 800 tonnes of used cooking oil collected over 5 years, of which 246 tonnes collected in 2016, an increase of 7.5% compared to 2015.



PROJECT DESCRIPTION

1, PROJECT BACKGROUND

The Hungarian population's environmental awareness concerning selective waste collection is below the European average: only 10% selectively collect their waste, and only 1% of these individuals claim that they also collect hazardous waste separately. Although many people are aware that selective collection of waste protects the environment, there are a lot of challenges to disposing of used oil in an environmentally-conscious way and a lack of commitment to doing it.

2, PROJECT HISTORY

Though used cooking oil has been designated a hazardous waste, organized collection has so far only been done in restaurants. However, one single drop of oil can pollute as many as 1,000 liters of water.

In 2011, MOL launched a program to simplify the process of collecting used oil from households. As part of this program, used oil can be dropped off at designated MOL service stations. Collecting used cooking oil across the service station network represents a unique solution to a widespread problem. The cooking oil collected at the stations is converted into bio motor fuel.

It is a legal requirement in the European Union that a minimum proportion of biofuels need to be blended into regular fuels (4.9%). Using waste feedstock-based biofuels is not only required by the EU, but also rewarded by the lawmakers. In addition, reusing waste has both environmental and social benefits, as it contributes to the development a circular economy and does not compete for biomass with food crops.



After launching the used cooking oil collection program in Hungary, similar programs were rolled out in Slovakia, Romania, Serbia and Croatia too.

3, MAIN RESULTS AND OUTCOMES OF THE PROJECT (WHAT CHANGED?)

Since 2011, MOL has organized a communication campaign every year to improve the popularity of this program and to encourage the population to act in a more environmentally-conscious way. MOL's collection initiative is therefore not only innovative and environmentally conscious, but it also serves social and educational purposes and fits the long term business strategy of MOL Group.

Benefits of the project to the community include:

- ✓ making available cooking oil collection points at 473 filling stations across the Group.
- ✓ collecting a total of 800 tons of used cooking oil
- ✓ transforming hazardous waste into an energy source and decreasing its environmental footprint this way

The awareness-raising benefits of the project are clearly visible and measurable:

- › The 2014 communication campaign resulted in a spectacular improvement and positive changes in attitudes. During the first month of the 2014 campaign a record amount of oil (20.2 tons) was collected – nearly 7 tons more than the previous monthly record, since 2011.
- › In 2014, when the campaign was combined with a game in which entrants could win a prize, there were 72% more registrants compared to 2013.
- › The microsite created to promote the campaign in 2014 was visited by four times more individual visitors than the site prepared for the previous year's campaign, and the related video has had more than 55,000 viewers on YouTube.
- › The Happy Oil video won Dolphin Award in the Corporate Media & TV Awards film festival held between in 2016 October. The series comprising 3 animation movies presents absurd situations to show what can happen to used cooking oil kept forgotten at home.
- › In summary, the campaign was successful at mobilizing a consumer group and also in promoting MOL's social responsibility and eco-conscious behavior in general.

Although the used cooking oil program has been designed to reach the general public, encouraging and educating our employees is also of great importance. This is why we have launched this campaign internally as well. We utilize our internal communications channels to reach our employees.

See some pictures from our communications campaigns on the right side of the page.

MOL Hungary recollected and refined approximately 800 tons of biofuel between 2011 and 2016. This activity has some financial benefit, but the non-financial benefits regarding environmental protection and public awareness raising are more significant.

