

# How can we reach the new WEEE collection targets?

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## Proceedings

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# 1. Introduction

## **Pascal Leroy – WEEE Forum**

The WEEE Forum speaks for 39 producer compliance schemes that, every year, collect about 2.000.000t of WEEE. Directive 2012/19/EU has introduced ambitious new WEEE collection targets. The key question is: How do we reach them? What measures need to be put in place to bring them within reach? What can we learn from initiatives in different parts of Europe?

## **Françoise Bonnet – ACR+**

The resource efficiency roadmap is about self-sufficiency, especially concerning precious metals. This is an important subject for the new Directive. EPR Club aims to contribute to the implementation of this goal. The success of it, more especially collection target, is by benchmarking and by involving all stakeholders concerned.

# 2. Household WEEE generated in Italy

## **Giorgio Arienti – ECODOM**

*A report authored by the University Nations University (UNU) “Household WEEE generated in Italy” is available on the [WEEE Forum website](#).*

Currently 4 kg per habitant is collected in Italy, but the European objective for the next years is huge. In 2016, 45% of the EEE put on the market (POM) will have to be collected and will be 65% in 2019 or 85% of WEEE generated. Compared to other European countries, Italy is weak in terms of WEEE collection.

### *UNU Keys*

UNU have done a general categorization of the different types of WEEE: C&F, Large Household Appliances (LHHA), Screens, Mixed (the different categories). UNU also made a very deep categorization with 55 UNU Keys in order to have a deep understanding of the situation.

The 3 fundamental pillars of the studies are: POM, Stock and Life-time profiles.

- POM  
B2C and B2B with evolution of these two markets according to the consumption
- Stock  
According to the categories of WEEE, EEE can be in used or not in use and/or not working. In total, more than 20 kg per inhabitant is stock not in use and/or not working
- Life-time profiles  
With differences according to the type of WEEE and also according to the life-time evolution of the product with the time. For instance, probably the new equipment lifespan is shorter than the older.

Three-quarters of WEEE generated per year and per inhabitant (approximately 16 kg) is lost somewhere in Italy.

The question is what are the citizens doing with their WEEE? They can give it to the retailer, to the municipalities, give them for reuse (friend, second-hand shop) and there are also bad habits. As seen in figure 8, WEEE flows in Italy are complicated and have many stakeholders, legal as illegal. Very relevant information from this chart is that 7.2 kg is collected from municipal collection points and 4 kg from retailers, so 11.2 kg per inhabitant is collected.

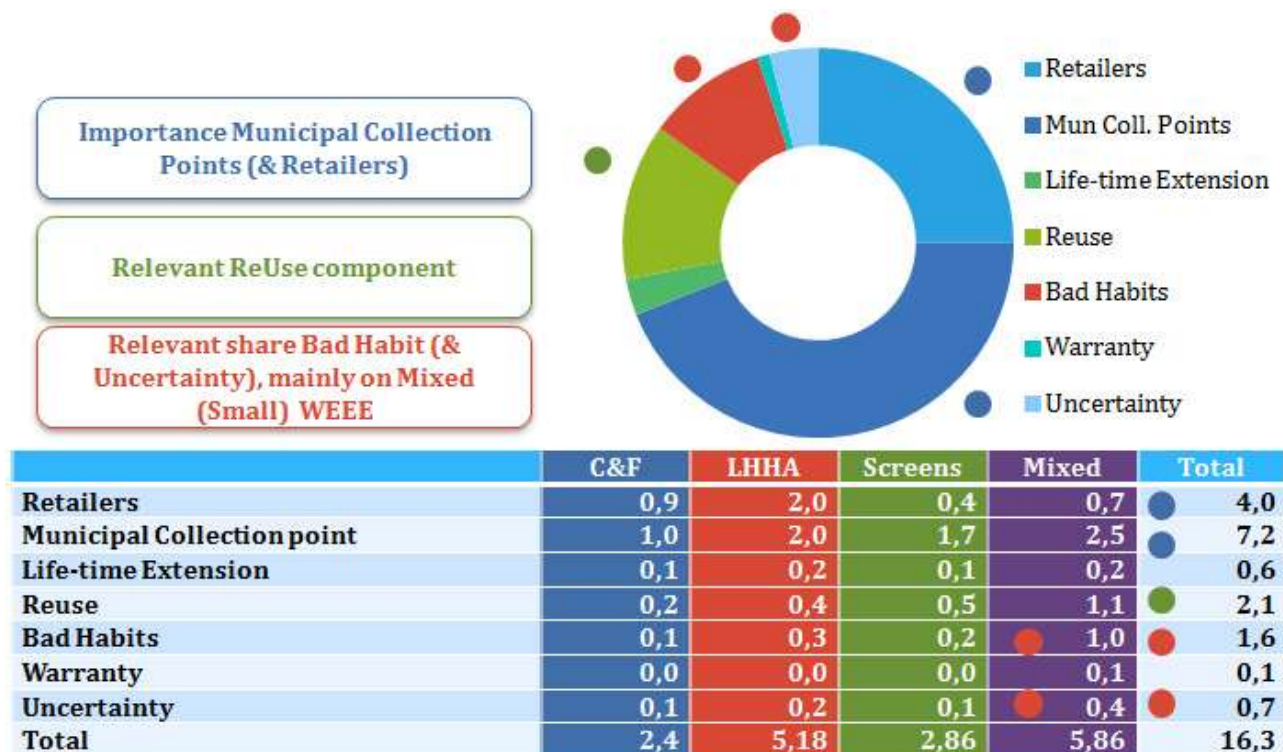


Figure 1. WEEE flows in Italy in 2011.

### 3. How can we reach the new WEEE collection targets?

Filippo Bernocchi – ANCI

#### *The association and the Italian context*

Around 8 000 municipalities are ANCI members, but a large part is small town with less 5 000 inhabitants. The problem of waste management of a city is very different from a village, and according to the Italian law, each municipality has the same responsibility for waste management. ANCI's main goals are to represent and safeguard the municipalities' interests.

#### *Responsibilities of municipalities*

Urban solid waste management is the municipality's responsibility. Regulations are specified to regions which make the management more complicated. The municipal collection point (MCP) is a main stakeholder in the WEEE management.

**Table 1. Responsibilities and duties of household WEEE.**

<b>Responsibility / duty</b>	<b>Who is responsible?</b>
Separate collection & set up of collection points	Municipalities / companies delegated by them
Free of charge delivery	Municipalities (delivery from retailers) Retailers (one-to-one take back to consumers)
Pick up & treatment of collected WEEE (from Municipal Collection Points and from mass retailers collection points)	EEE producers
Setting up of treatment and recovery system for collected WEEE	EEE producers
Enrollment in the National Registry & annual communication of amount of EEE put on the market	EEE producers
Information (to citizens & consumers)	Municipalities / Companies delegated by municipalities (to citizens & customers) Retailers (to customers)

*Problems*

- North and South Italy  
74% of municipalities do not have a MCP in the Italian Southern regions compare to only 17% in the Northern regions
- Suffering of a lack of infrastructures and bureaucracy
- Lack of public information to citizens: People do not know what to do

According to these main Italian weaknesses, Italy currently collects about 4 kg of WEEE per inhabitant and per year. Italy has a challenge in terms of future collection on order to achieve the WEEE directive for the next years.

In order to be successful, Italy has to adopt a new approach that makes collection of WEEE easier, enhances cooperation among stakeholders and also makes citizens actors by improving their awareness.

Key success points are:

- Regulations: clear definition of roles and responsibilities, promote co-operations and avoid bureaucracy
- Information: communication and education campaigns, benefits of proper treatment, "how to do"
- Collection systems: 1 against 0, street containers, home collection, involvement of other actors such as McDonald's or schools.
- Finance: by a new "visible fee" as municipalities do not have enough funds and retailers cannot collect for free

## 4. Vision of specialist retailers

### **Davide Rossi – AIRES**

*AIRES represents 8 major distributors of electrical and electronic equipment. Currently, AIRES shows a change in terms of type of WEEE and also an evolution in terms of type of shops. The traditional old Italian family shop tends to disappear. 2.3 million pieces of WEEE have been collected from consumers in 2012.*

#### *Key points*

- Mandatory collection 0 : 1 basis
- Costs and financing  
Encourage the producer to finance the collection cost of household. Retailers have to be part of collection activities without any mandatory compensation.
- New collection targets  
New devices are often lighter than the previous one, which help to achieve the percentage target of POM. Online-sales need a framework.
- WEEE recycling fee  
In Italy, taxes for the consumer are seen in a bad light. A “visible fee” will need to have clear functions and being controlled.

#### *Open issues today*

- The system is not financing household collection.
- Costs for retailers are, in any case, too heavy.
- The WEEE consortiums (created by producers) are financed by consumers for the collection from distributors and from ecological platforms. The collected WEEE are subsequently delivered to final treatment
- The whole system is therefore remarkably asymmetric. Producers have commitments but also many possible actions and leverage to increase their level of performance and create values/savings. Distributors are only obliged to give execution to laws and rules decided by others.
- The programme Protocol between *Centro di Coordinamento RAEE*, ANCI and Distribution is the best possible instrument, giving the starting conditions. A complete change of perspective must be enhanced.

#### *Need for improvement*

- Reaction to the decrease of WEEE collection, cooperation and synergy among all stakeholders, up to social responsibility for consumers. All equipment need to be collected
- Household collection must be financed through reimbursement to retailers
- Incentives in order to encourage “official” WEEE network
- Law and rules need to be simplified
- Transparency : CDC RAEE (the body for the co-ordination of the WEEE handling) must be open to representatives of EEE Distribution and Retail

#### *Expectations and proposals*

- Optimize the use of the new Directive
- Create a road map with identified actors (pivots) to work together easily and with transparency in the interest of the environment and consumer.

## Inter-active panel discussion

**Davide Rossi, Filippo Bernocchi, Giorgio Arienti, Daniel Seager**

*Approximately 50€/t is given to the municipalities; this collection cost is the first issue. The second issue is about quality, it is important to collect everything and not simply do "cherry pick" valuable WEEE.*

- Where is the black market and who is behind it? The UNU report has not studied the black market and is more based on what people say.

In Italy, there are more than 200 authorized recycling plans and some of them exist only on paper in order to receive grants or trade e-waste without any checking.

- How do you enforce and survey a market?

Enforcement is not an Italian word and so not realistic. We need to find solutions to play in a leveled field. In Italy, it is difficult to determine black vs white market.

In Sweden, facilities are of very high quality and controlled but not for the transport, which is exactly the contrary in Italy.

- By introducing new innovation and funding, do you think the collection targets could be achieved?

It is difficult to give a forecast; this is linked to the crisis. Transparency and setting barriers about WEEE are needed.

## 5. The processors' view on registers and clearing houses

**Phär Oscár – Stena Metall**

*The Stena Metall Group is part of the Stena sphere. They are located all around Europe and recycle different e-waste with a range of different processes, that amount to 300 000 t of WEEE.*

### **WEEE I**

WEEE 1 refers to the situation of today: There are no clearing houses in some countries, which is problematic. Current clearing houses have limited "how do we treat" as they are more based on mathematics.

As G. Arienti said, there is a gap between what is officially collected and what is happening to e-waste. There is not only white market (official) versus unofficial market commonly called black market. There are also between the two a lot of grey markets with different shades. Examples of WEEE 1 are given in figure 9.



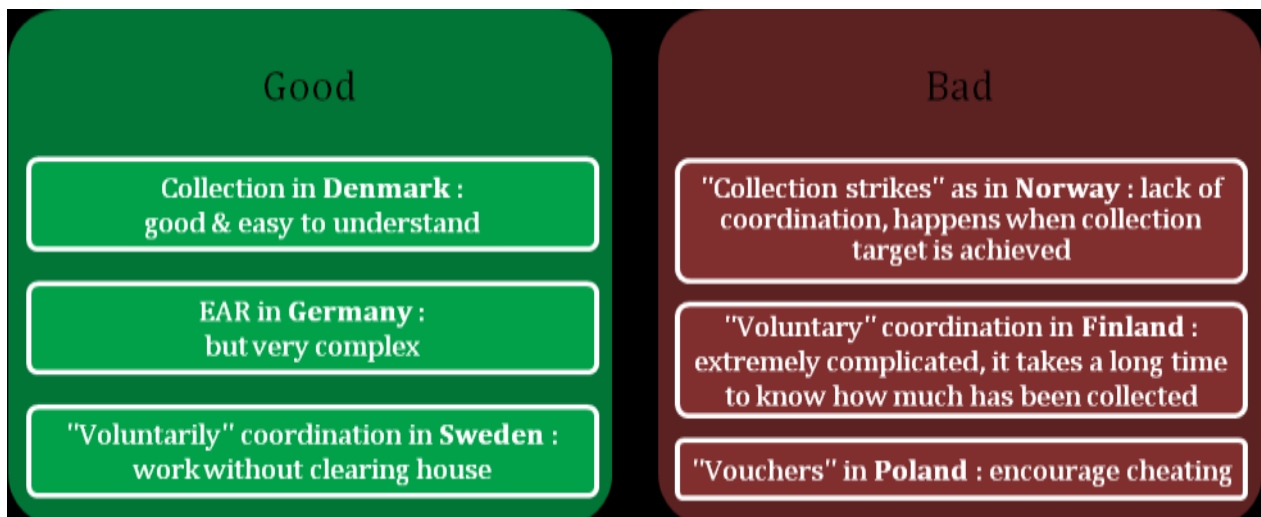


Figure 2. Examples of WEEE 1.

## WEEE II

Hopefully, WEEE II will be better than WEEE I for all stakeholders of the WEEE community. All collected waste should be registered. National registers in WEEE II were clearing houses in WEEE I.

### Registers WEEE II

- Independent from recyclers, producers, compliance schemes, etc.
- POM registration : makes collection calculation and recycling rates calculation easier
- Registration of collection (regardless the source)
- Registration of treated WEEE (at least theoretically would make disappear the illegal trade)
- Only certified recyclers can report
- Export
- Exceptions might occur

## 6. The role of clearing houses in enforcement policies

**Christian Brabant and Pierre-Marie Assimon** – Eco-systèmes

*In France, OCAD3E is a non-profit private company owned equally by the four take-back systems (Eco-systèmes, Ecologic, European Recycling Platform and Recylum) and is accredited by the government for five years.*

*95% of municipalities signed a contract with OCAD3E. OCAD3E is working with the municipalities about contracts and provision of financial support for collection. The French clearing house also equalizes compliance schemes' operation according to their different market share. OCAD3E coordinates general interest subjects regarding WEEE (consumer survey, WEEE arising survey...).*



### How to secure WEEE flows

The four main initiatives already in place are based on:

- Regulation
- Legal actions
- Financial support to municipalities
- Operational actions

7 kg of WEEE per inhabitant per year is collected currently. In order to go further a full range of actions have to be done.

Governmental initiatives are supporting regulation changes and improvements. In fact, a legal framework is composed of four pillars:

1. *Ban on cash transactions of all metal-bearing materials*  
Beyond this point police control has to be done, which is more difficult
2. *Mandatory "police records" on every scrap dealer's site*  
When illegal scrap dealers take them they will not be nicely recycled.
3. *Taxability of all transactions*
4. *Operators are not allowed to treat WEEE from selective collection without having a contract with a take-back system*  
French decree from 2012, visible fees

### Clearing house initiatives

OCAD3E systematically engages legal actions to support municipalities from theft. Since 2010, OCAD3E have engaged legal actions on 90 lawsuits and 30 judgments (for receiving stolen goods). The clearing house gives a financial support to municipalities and additional revenues to the one who enforce measures to secure WEEE.

All these measures have a measurable effect with a fast growth of good practice since 2012.

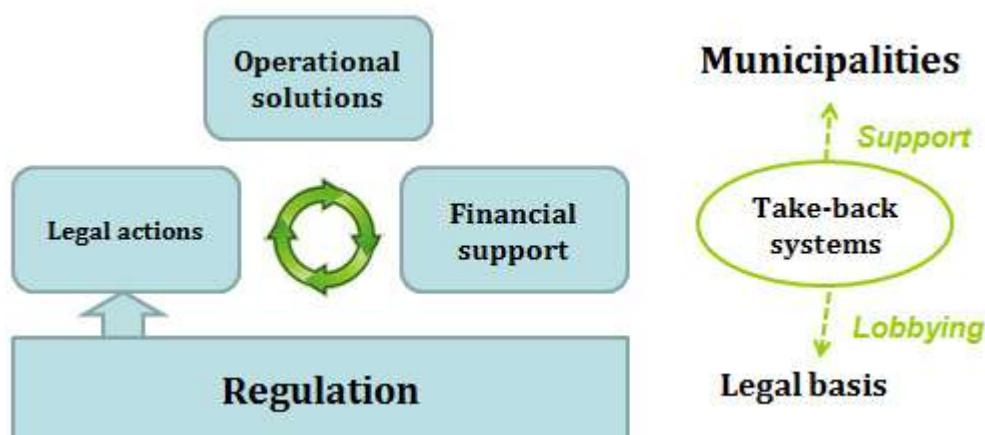
### Take-back system initiatives

A range of operational solutions are available, they are concrete in order to protect WEEE at collection points level. Dedicated small household appliances collection is an efficient solution for small and rural municipalities. Video surveillance on sites or marking of WEEE allowing traceability are other examples of take-back system initiatives.

### Conclusion

This complete range of initiatives has to be implemented jointly in order to be efficient (figure 10). Take-back systems and clearing houses will help to achieve the collection rate of the municipalities. These initiatives are still growing and must be fostered by the government and in coordination with the police. In Europe, a harmonized set of actions could dramatically improve national enforcement.

Figure 3. Initiatives working in synergy.



## Inter-active panel discussion

**Phär Oscár, Christian Brabant and Philip Morton**, moderated by **Jean-Pierre Hannequart**

*Different countries implies different systems. At country level, even local authorities have different ways of managing e-waste.*

- The Directive requires the implementation of the waste hierarchy. The first level is prevention, it concerns lifetime of products and reuse. However, during this seminar we have not yet spoken about reuse or prevention. For instance, where are the statistics concerning reuse from the previous Italian study?

For Oscár, the answer is very simple, as recycler we do not want to be directly involved with reuse. Moreover, from his experience, it is extremely expensive to take apart reusable pieces of WEEE.

Brabant says that Eco-systèmes promotes reuse with Envie and Emmaus. Eco-systèmes is encouraging the consumer to give his product to these two different organisations. Whatever is reusable or repairable will be resold and will not go back to Eco-systèmes for recycling.

In December 2012, a new communication campaign was launched to demonstrate to the customer what they have to do with their own WEEE. Reuse is promoted when WEEE is still working.

- There is no target concerning prevention. The Directive's target concerns reduce then reuse and finally recycling. How are you trying to apply it?

According to Christian Brabant, Eco-systèmes is promoting reuse. It is not against the recycling business to promote reuse. Moreover, people buying second hand products will not buy them if they have to pay the full price. There is so no competition with the new equipment market.

Phär Oscár agrees with Brabant and adds that reuse from B2B is probably very important but badly documented. For this main reason, it is hard to give an estimation of reuse.

- From a retailer point of view, we do not have the expertise to prepare for reuse, what should we do?

According to Oscár, no need to reuse as it is not that environmentally-friendly.

Michal Len from RREUSE, representing the social economy network, says that RREUSE works in co-operation with retailers and recyclers. RREUSE have the expertise to prepare for reuse and sorting. These tasks create social jobs and low skilled employment which has a huge social value. After all the different processes, "WEEE" becomes EEE and are safe to be put back of the market with warranty. Weights of WEEE put back on the market are easily tracked.

The waste hierarchy is very important and need to be implemented in the law. Sadly, there is no or only few actions towards prevention (reduction and reuse) as recycling is promoted.

There is a need for more coordination and harmonization concerning controls, policy and so on.

From all the elements discussed in the Italian debate, do we need to develop it nationally or at WEEELABEX level? The relation between fees and taxes, administration costs have to be clarified.

## 7. Concluding remarks

### Philip Morton – REPIC

Philip Morton, Managing Director of REPIC, the biggest producer compliance scheme in Britain, does not think he has the best WEEE system. The important thing to remember is how different all of WEEE Forum members are. Another important thing is that the system needs an inclusive perspective in order to solve the problem rather pushing the problems to someone else.

All members need to try to find the best for all the different systems. There are differences and difficulties in infrastructures, the best answer can be “mandatory co-operation”.

Unofficial WEEE can be well treated. That means, there is no necessary bad treatment rate but there is bad counting rate. The question is how can we include unofficial well treated WEEE back in the system? We should try to maximize what we do.

According to P. Morton, the target is critical, it drives all the activities; it means drag more tons, which is indirectly tracking illegal exports.

*“This is the only thing we have to get right but it is the one thing we have the ability to get wrong.”*

No needs to choose another nationality as all of us are European but we have to be inspired by the best practices from different countries.

**A big thank you to all the speakers and to everyone for attending this seminar on “How can we reach the new WEEE collection targets”?**



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