Re-use in France

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Re-use in France

- Eco-systèmes and WEEE in France
- Eco-systèmes re-use initiatives
- Key success factors for efficient re-use activities
- How communication can promote re-use?
Producers
- Non profit simplified stock company, made up of 34 shareholders (manufacturers and retailers)
- 2,311 producer members representing 75.9% of the EEE put on market (1 million tons)

Collection and re-use
- 11,800 collection points collecting 369,000 tons of WEEE (~52 million units)
- National partnership for re-use with Social Economy

Treatment
- A national network of logistic and waste treatment companies (sites)
- Average recycling rate: 80%
- R&D financial support: flat screens treatment, plastic sorting, and strategic metals
Collection forecast : Eco-systèmes 2020 Business Plan

Tons x 1000


Détenteurs IT
Broyeurs
Récupérateurs
Collecte proximité
Emmaus
Distributeurs
CL

657 Kt
65%

Tons Collection ratio

341 Kt
37%

369 Kt
34%

402 Kt
40%

37%
A fin mars avance de 7 553 tonnes sur le budget 2015

Données au 8 avril 2015 – hors tonnages ré-allotissement CL au 1er janvier 2015
Eco-systèmes strong commitment for re-use

- Some Eco-systèmes founders already supported re-use for many years (Envie since 30 years)

- In 2006 all Eco-systèmes shareholders decided to commit strong initiatives to develop re-use in France
  - National agreements signed with Envie and Emmaüs in 2006
Commitment in waste prevention

» Eco-design promotion
  - Assisting producers in their eco-design activities including end of life

» Reuse promotion
  - Communication to consumers to promote reuse of EEE

» Preparation for Reuse
  - Developing and diversifying the preparation for reuse of WEEE activities
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Implementation of re-use centers in France

Number of workshops

Emmaüs: 16
1 300 people working for re-use

Envie: 32
44 stores
1 000 people working for re-use

Others: 6
2% of WEEE collected by Eco-systèmes are re-used

369,500 T. collected

- Donation to Social Economy: To Emmaüs 24,400 T.
- Retailers: 108,000 T. To Envie 22,400 T.
- Municipalities: 223,000 T.
- Shredders & Metal collectors: 13,700 T.

Eco-systèmes in France
- 76% put on the market
- 98% of re-used volumes
- 99% of re-use financing

Sorting
- Reuse of EEE: 359,858 appliances recovered = 4,450 T. reused
- Reuse of WEEE: 69,255 appliances recovered = 3,645 T. reused

Recyclers under Eco-systèmes contract

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Large Household Appliances are the main re-used products

Distribution (weight)
- MDA: 61%
- Refrigeration: 27%
- TV: 7%
- Small WEEE: 5%

Distribution (number of appliances)
- MDA: 64%
- Refrigeration: 21%
- TV: 10%
- Small WEEE: 5%
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Success factors: regulation and network organisation

- An ambitious national regulation
  - from the WEEE Directive to the French accreditation process
  - a transparent financing (visible fee, control and reporting)

- A large network of actors (retailers, municipalities, reuse centers)
  - allowing product selection as close as possible of consumers
From the WEEE Directive to the French accreditation

**WEEE 1**
- French transposition (July 2005)
- Legal accreditation from Public Authorities (September 2006 – 3 years) December 2009 – 5 years

**WEEE 2**
- European Directive (2012/19/UE)
- French transposition (August 2014)
- Legal accreditation from Public Authorities (December 2014 – 6 years)
The French accreditation includes Reuse and Social and Economy actors

- Public Authorities gives an accreditation to systems complying with the specifications asked by the French Ministry of Ecology justifying to be in good capacities (operationally and financially) to ensure a proper collection and treatment of domestic WEEE on the whole national territory
  - The accreditation is given for a 6-years period

- Main specifications – the candidate shall:
  - **Encourage waste prevention (especially the re-use activities with social economy actors)**
  - Contribute to the development, smooth running and sustainability of the WEEE scheme
  - Inform and communicate to the consumers
  - Guarantee environmental-friendly and respectful to the health pick-up and treatment
  - Make sure that the system promotes employment and professional integration
Key conditions to succeed in re-use activities

- **A supply of good quality**
  - Direct supply from consumers
  - Agreement with retailers, (23% of their MDA and Refrigeration WEEE are pointed to Reuse actors)

- **A careful selection of products**
  - Sorting upstream
  - Easy to reparer (quality, access to spare parts, reparability, …)
  - Energy classification

- **A second hand EEE market analysis**
  - Select the good location

- **A reinforced support to employees**
  - Management, training, social support, …
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Eco-systèmes Service Platform

1. Select your product
2. Does it still work?
3. Your post code

Parmi toutes nos solutions, découvrez nos 5500 meubles verts

Besoin de vous débarrasser d'un appareil?
1. De quel appareil s'agit-il?
   Cliquez sur l'appareil de votre choix

2. Fonctionne-t-il encore?
   Oui  Non

3. Votre code postal  93330
   TROUVEZ LA SOLUTION
Eco-systèmes Service Platform

**Prevention or recycling : eco-systemes.fr helps you to choose**

- Recycle
- Give
- Exchange

Your product still works, what do you want to do?
Eco-systèmes Service Platform

If you decide to **give** your product

- Advice to identify the possibility to re-use the product
If you decide to **give** your product

- You have to bring it to selected location
- You contribute to a social activity
Eco-systèmes Service Platform

- I can give my appliance to a solidarity collection point

Weekly ultra local initiatives with Emmaüs and the municipalities

Social and Solidarity collection point
What happens if I want my appliance to be recycled?
Thank you to our shareholders for their commitment

Producers manufacturers

Atlantic  BaByliss  BEKO  BRANDT FRANCE  B/S/H/
COGIA  DeLonghi  E/F  FRANKE  gorenje  GROUPE CANDY-HOOVER
PHILIPS  SAMSUNG  SMEG  STIEBEL ELTRON  Whirlpool

Producers retailers

Auchan  BUT  Carrefour  PRO&Gie  Conforama  cora
Darty  GROUPE Casino  EURONICS  Ex&Co  H.T.M.
LEROY MERLIN

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… thank you!
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