

Please use the Chat function to ask questions

WEEE Ireland Collaboration for E-Circularity

Marking International E-Waste Day
14th October 2021

#ewasteday



International E-Waste Day
Powered by WEEE Ireland



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COLLABORATION FOR E-CIRCULARITY

weeireland.ie

11.30am Part 2: Collaboration for E-Circularity for IEWD;

*A WEEE Ireland open webinar celebrating International E-Waste Day,
highlighting our work with the WEEE Forum sector of excellence*

Programme

- **Welcome and Introduction, *Circular Vision Strategy Launch & new Webinar Series***
MC Elizabeth O'Reilly; Compliance & Membership Manager WEEE Ireland
- **Collaboration for E-Circularity**
Pascal Leroy, Director General, WEEE Forum
- **65% Targets and WEEE Flows,**
Kees Baldé, United Nations University
- **Environmental Fees & Consumer Behaviour**
Elise Finidori, Compliance Executive WEEE Ireland
- **Q&A Feedback and Questions from Attendees to Panel & CEO, Leo Donovan**

1pm finish.....

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**International
E-Waste Day**

This year's International E-Waste Day will focus on the crucial part each of us has in making **circularity** a reality for e-products.

The Coronavirus outbreak has had a perceptible effect on our use of electronics and digital solutions, with people relying on e-products to keep them connected with work colleagues and in their family and social life.

This has not only meant a greater use of technology in the home, it has also led to an **increase in the consumption of e-products.**

In this context it is even more important to make users aware of the options that exist for their end-of-life equipment.



Let's tackle the e-waste challenge together!

AAA!

#allactorsapproach



AAA means all entities that have access to e-waste are subject to minimum legal obligations and collaborate towards responsible WEEE operations.





Circular Vision

WEEE Ireland Circular Economy Strategy

VISION

Transformation of the existing successful WEEE and Waste Battery system in Ireland into a more sustainable model which benefits environment, business and society, embedding a circular ethos across the EEE and battery value chain.



MISSION

To lead the electrical and battery industry in Ireland in a more circular economical model for their extended producer responsibilities as required under the CEWLP, WAPCE and Scheme Approval 2022-2027



OBJECTIVES AND OUTCOMES

WEEE Ireland primary objective is to meet its approval requirements and deliver a compliant and cost-effective Scheme on behalf of its Members.

This new 5-year strategy recognises the transition to be undertaken by the Scheme, its Directors, Management and Executive team to deliver on new a new approval phase of Circular Economy and extended producer responsibility requirements



Mandate



“To date, [EPR] schemes have operated very successfully and have enabled Ireland to reach our domestic and EU recycling targets. They have also successfully contributed to Ireland meeting its overall environmental goals and have diverted substantial amounts of waste from landfill.

We will build on the success of our existing EPR schemes **to capitalise on circularity potential**. Through conditions of the Ministerial approvals under which they operate, we will **shift the existing recycling focus of EPR schemes upwards towards prevention and reuse** to better reflect the objectives of the waste hierarchy....

Through conditions of the Ministerial approvals under which they operate, we **will mandate that all EPR schemes contribute towards a sustainable national funding model for awareness and enforcement ...**

We will require EPR schemes **to formalise the recording of existing reuse practices and expand the development of reuse activity in Ireland** to achieve the objectives of the circular economy.”

(DECC 2020 Waste Action Plan for a Circular Economy)



Our Partners



Members



Collection & Recovery Operators



Retailers



Regulatory & Enforcement Stakeholders



People



Other Schemes & Approved Bodies



Pan European Supporting Framework



We Support



WEEE Flows



Mandatory standards



Available for Collection



Countering Free-riders



All Actors Approach



Not for profit EPR Schemes



What will support a new Circular WEEE & Battery System in Ireland

- **Mandatory handover** from Scrap Metal Sector to Schemes (French Example)
- Consideration of **Available for Collection** in Target Setting for Schemes
- **Producer** Registration requirement in Public Procurement and Grant Funding
- Streamlined Compliance Solutions for **SMEs** to minimise admin and cost burden for all
- **National Communications Forum** to drive awareness in WEEE and other EPR in a cohesive way
- **Data Forum** supported by a national WEEE & Battery data auditing programme on **Schemes & Producers**
- Early review of **future reporting and financing** requirements
 - Battery Regulation impact
units reporting for accuracy, new categories
 - Eco-modulation
 - Necessary Costs
 - Visible Fee



5-year Target Areas – Circular Ambition

- Meet **enhanced** Approval requirements 2022-2027
- 65% Members Share WEEE collection
including documented WEEEflows
- 45% (+) Portable Battery Collection
with consideration for AfC
- 95% annual Member Certification
- Continue **Quality Achievements** of Recovery & Recycling Rates,
Battery Efficiency Rates
- High % Treatment in Ireland
- Minimum number of collection network points
- **New Takeback Solutions**
- Mandatory **EN50625** Standard priority



Circular economy

Strategies

Smarter product use and manufacture

R0 Refuse

Make product redundant by abandoning its function or by offering the same function with a radically different product

R1 Rethink

Make product use more intensive (e.g. by sharing product)

R2 Reduce

Increase efficiency in product manufacture or use by consuming fewer natural resources and materials

Extend lifespan of product and its parts

R3 Reuse

Reuse by another consumer of discarded product which is still in good condition and fulfils its original function

R4 Repair

Repair and maintenance of defective product so it can be used with its original function

R5 Refurbish

Restore an old product and bring it up to date

R6 Remanufacture

Use parts of discarded product in a new product with the same function

R7 Repurpose

Use discarded product or its parts in a new product with a different function

Useful application of materials

R8 Recycle

Process materials to obtain the same (high grade) or lower (low grade) quality

R9 Recover

Incineration of material with energy recovery

Increasing circularity

Linear economy



5-year Target Areas – Circular Ambition

- Lead on development of **Circular EEE & WEEFlows Reporting Programme**
- Focused review of diversion of WEEE & Batteries in municipal bins
- Develop a Documented **Reuse Programme**
- Develop a Documented **Repair Programme**

- Financial stability metrics for Circular development
 - Necessary costs
 - Contingency reserve
 - Clean audit reports

- Incorporate CE **Financial incentives/modulation** into our finance model

- Communication campaigns to encourage **behaviour change**
 - Consumer
 - Collection points
 - Members & Producer
 - Other Stakeholders



5-year Target Areas – Circular Ambition

- Maintain **Majority Market Share** with fair allocation across geographical split
- 3 significant Audit Programmes
 - Producers
 - Operators
 - Scheme Standards
- Streamlined Compliance solutions for **SMEs**
- Develop a **one-stop shop** for WEEE & Battery EPR in Ireland
 - Specific Categories of Batteries (New Regulation)
 - New EEE Technologies
 - Lifecycle focus
 - CE Solutions
- Offer new **CE training and guidance** opportunities to our Members
- **New R&D** focus that supports CE and EPR innovation projects for our Members



FOLLOW YOUR LEAD REGIONAL PRESS, PR & SOCIAL - OCT



National and regional PR campaign calling on families and householders to become 'e-detectives' and follow the leads and plugs in their homes to old and broken, end of life electrical appliances to recycle them for free at their Local Authority Civic Amenity Centre.

Explaining how end-of-life products contain metals and minerals in higher concentrations than primary resources and these resources are the urban mines of the future – so their recycling efforts can have a significant impact on the environment and support a more sustainable, circular economy.

FOLLOW YOUR LEAD REGIONAL PRESS, PR & SOCIAL - OCT



- National and local PR complimented by targeted local/regional press ads listing name/address/tel of every Local Authority Recycling Centre in WEEE Ireland's remit - in local and freesheet community papers
- Further supported through social media posts localised to each county. Assets shared with, tagging Local Authorities for amplification.
- Primary focus on driving WEEE tonnage returns at LA sites; secondary mentions for waste batteries and bulbs with direction to website map for full list of free drop off points.

Circular Innovation



Skillset for a Circular Economy: White Goods Repair training programme



Circular Economy
Skills Initiative

LLLB: leading the charge on lithium battery reuse solutions



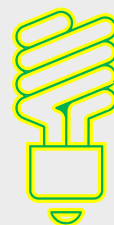


*Recognising the role of repair in a
Circular Economy*

Authorised Repair Agents for WEEE
Ireland Producer Members can
register for listing and are validated
by the Scheme Compliance Team



Save the Date!



30th November 2021

WEEE Ireland Lighting Webinar

- *Partnerships with LAI, AEW, ILR*
- *New Developments – Lighting Europe*
- *Energy Labelling & Ecodesign*
- *Members' Circular Lighting Solutions*
- *Industry Challenges WEEE Q&A*



More Webinar Dates to Follow in 2022

- *Irish WEEE Operations & Flows*
- *WEEE and Circular R&D*
- *Batteries*
- *Reuse & Repair*

<https://www.weeeireland.ie/our-story/close-the-weeeloop/>





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There is 100 times more gold in a tonne of mobile phones than in a tonne of gold



Collaboration for E-Circularity

Pascal Leroy, Director General, WEEE Forum

Pascal Leroy has, for the past twenty years, worked at international level in the field of electronic waste management and policies, first at APPLiA, and since 2007 as Director General of the WEEE Forum.

Pascal is an expert in communication on complex, supra-national environmental legislation and policy, in particular electronic waste recycling, and environmental challenges and of course the pathway to WEEE2025



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65% Targets and WEEE Flows, Kees Baldé, United Nations University

Dr. Kees Baldé is a Senior Programme Officer at the Sustainable Cycles Programme at the United Nations University. He is the focal point for statistics, builds capacity in developing countries, gives policy advice to countries on e-waste, supervises staff and strategically develops the team. He is the main author of the Global E-waste Monitors that he prepared together with the Global E-waste Statistics Partnership.

In the EU, Kees is involved in research projects focusing on circular economy, urban mining and critical raw materials.



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Global vox pop on e-waste



Environmental Fees & Consumer Behaviour

Elise Finidori, Compliance Executive WEEE Ireland

Elise Finidori is a Compliance Executive at WEEE Ireland. She joined the scheme in 2019 after obtaining Master's degrees in Environmental Law from UCC and Pantheon-Sorbonne University in Paris.

Elise works with WEEE Ireland Members to help them achieve compliance. She is also involved in policy related work and has contributed to a number of projects with WEEE Ireland's partners CIRCULÉIRE and the WEEE Forum.



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THANK YOU

Contact us

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