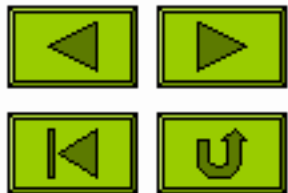




WEEE-Directive National Implementation





N

NL

A



WEEE-NA-Core Group

Presentation for the

CECED- EOL

Task-Force

Meeting in Brussels 31.5.2001

Helge Aamotsbakken

Martijn Muijser; Willem Canneman

Manfred Müllner

Aamotsbakken/Muijser; Canneman/Muellner

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Agenda

- **A: WEEE-NA Core-Group (N, NL, A)-Vision**
- **B: WEEE-NA Core-Group (N, NL, A)-Goals**
- **C: WEEESystem-Principles**
- **D: WEEESystem- Planning**
- **E: WEEESystem Project/Procedure**





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WEEE-NA Core-Group (N, NL, A)-Vision





WEEE NA-Core-Group Vision

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- **Act as a**

- Consultancy Group
- Advisory Group

for the European industry

- **Activities:**

- Lobbying (support for CECED office, if necessary)
- Planning phase
- Implementation (negotiation) phase





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WEEE NA-Core-Group Goals





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WEEE-NA-Core-Group Goals

- **Assist National Associations (NA)**
 - Establishing WEEE-systems
- **Deal with operational issues**
 - Technical questions (e.g., standards of treatment, recycling)
 - Logistics (e.g., regional logistics centers)
 - Financing (e.g., structure of fees, implementation of visible fees)
 - Administration (e.g., structure of a collective scheme)
 - Controls over spending (e.g., monitoring WEEE-services)
- **All based on „as cost-effective as possible“**

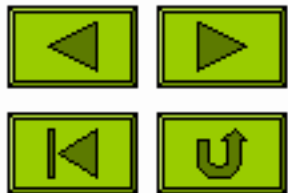




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Collective WEEE System Principles





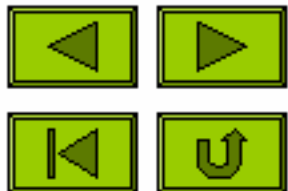
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Collective WEEESystem-Principles

- Large volumes
- Low unit costs (economies of scale)
- No sorting within the same product category (e.g., by retailers and municipalities)
- Participating producers are controlled via mutual responsibilities





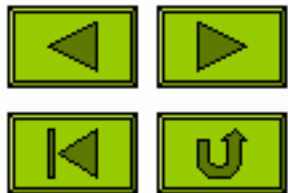
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Collective WEEESystem-Principles

- Lowest possible costs for consumers
- Large volumes recycled
- Large environmental benefits
- Homogeneous information of consumers
- Cost-effective
- Easier identification of "free-riders"

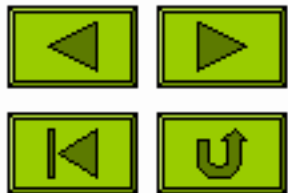




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Collective WEEE System Planning





Planning-
phase



Collective WEEE System Issues

- 1. Legal/organisational structure 
- 2. Participating Companies 
- 3. Collection and logistics 
- 4. Treatment and recycling 
- 5. Funding (fees) 
- 6. Controlling of costs 
- 7. Monitoring 
- 8. Public Affairs 
- 9. Research & Development 
- 10. Taxes, accruals 





Legal
Structure of
the
collective
system



Collective WEEE System Planning (1)

- Legal basis (WEEE Dir.-National WEEEDecree-Licence for operation)
- Legal form
 - **foundation**, limited liability company etc. not for profit
- Ownership & Voting rights
 - e.g. **national association** and/or companies (importers)





WEEESystemP
articipation



Collective WEEESystem Planning (2)

- Participating Companies
 - Regulations
 - Application form
 - Membership confirmation
 - Regulation for foreign-based companies
 - Procedure for restitution in case of export
 - procedure for acquisition
 - procedure for monitoring
 - VAT procedure for foreign member companies
 - procedure for administration





Collection &
Logistics
procedure



Collective WEEESystem Planning (3.1)

- **Survey of the existing WEEE-collection infrastructure (municipalities, retailers)**
 - **Regional collection centers or collection points(municipalities)**
 - **Collection services on demand (from retailers & municipalities)**
 - **Capabilities of transporters & transporting means/units (same size)**
 - **Regional contracts (regions are defined in the contracts)**





Collection &
Logistics
procedure



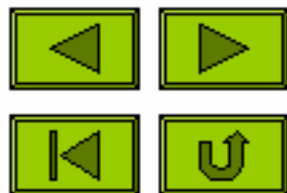
Collective WEEE System Planning (3.2)

- Prerequisites for logistics companies
 - economically sound (financing the containers), technical standards, technical capability
 - monitoring, reporting experience
- Call for a tender (competition)
- Negotiation phase
- Contracts





Treatment &
Recycling
Technical
issues
procedure



Collective WEEE System Planning (4)

- Survey of the existing WEEE-treatment infrastructure (recycling, dismantling....)
- Prequalification for recycling companies
 - economically sound,
 - Quality standards - (e.g. ISO 9000), technical standards , technical capability
 - license (compliance with the national law)
 - monitoring, reporting experience
- Call for a European tender
- Negotiation phase
- Contracts (for Refrig., large White G.; TV, small EE-Appliances)





Funding-
(fees)

Financing of
the
collective
system



Collective WEEE System Planning (5.1)

- Principles for WEEE fees:
 - visible (all steps through the distribution chain)
 - based on **new units sold** or weight
 - distinction between large and small appliances in the level of fees according to the costs
 - minimise internal subsidizing between product groups
 - payment to a pool
 - Distinction of product groups (avoiding complexity of fee administration from industry to retailers)
 - **competition elements?**





Funding-
(fees)

pool-system



Collective WEEE System Planning (5.2)

- Payment to a non profit-pool - Pro`s:
 - "1:1" relation between market data and income
 - minor administration costs in percentage of the income (2-3 %)
 - no dispute on orphanised products
 - consumer pays directly ;no influence on profit & loss of producers/importers
 - easier to administer and control
 - collective publicity
 - research & ecodesign incentives
 - less room for misbehaviour concerning financing obligations/responsibilities



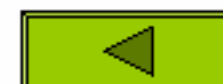


**Controlling
of Costs of
collective
system**



Collective WEEE System Planning (6)

- **Evaluation of upcoming costs before implementation ("process-costing")**
 - all services defined in the WEEE-system
 - technical & quality standards
 - reporting (information obligations: collection & recycling figures; membership report; financial & environment report)
 - electronic data management (d-base for member companies; d-base retail; d-base collecting service system (orders for collecting are centralised); invoice control system)





Monitoring
in a
collective
system



Collective WEEE System Planning (7)

- Participants (producers/importers)
- Contracted companies (collectors, transporters, recyclers)
- Process of invoicing WEEE fees
- Identification of "free-riders"
- Verification of WEEE volumes/statistics
- Environmental goals (collection & recycling)





WEEESystemP
ublic affairs &

Public
Relations



Collective WEEESystem Planning (8)

- POS-Materials
(brochures, posters, cards, folders...)
- General public information (System, fees)
- Environmental information (e.g. recycling technology...)
- Public (media) campaign to influence & motivate citizens / consumers
- to inform and influence stakeholders
(participating companies, retailers, national government, media, NGO`s...)





Research &
Development



Collective WEEE System Planning (9)

Consideration of ecodesign

- parameters for ecodesign
 - including different production processes and recycling processes (materials, substances, components)
- Ecodesign Award !



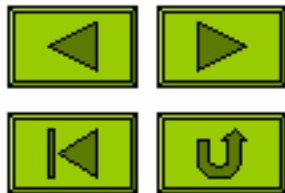
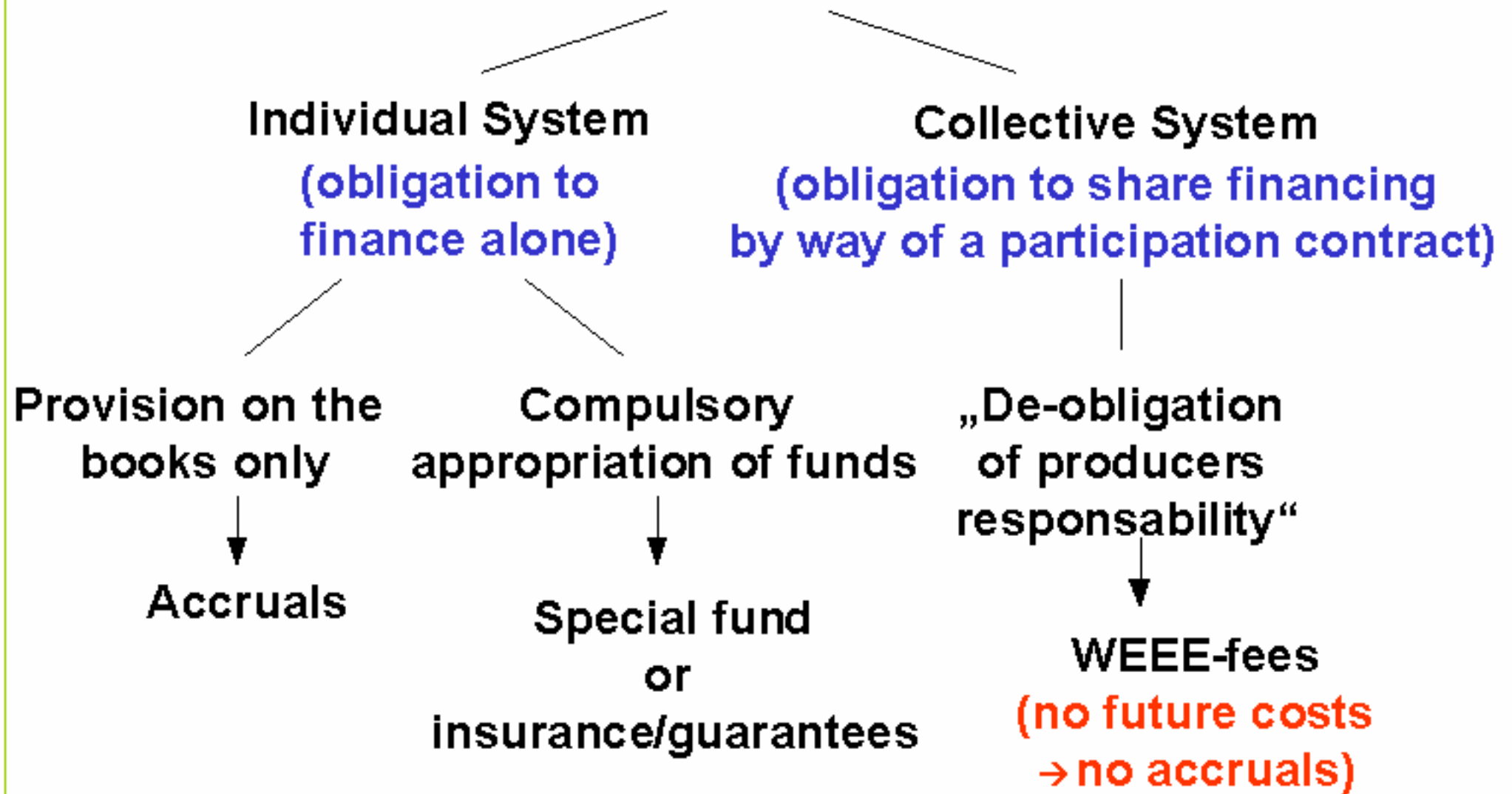


Collective WEEE System Planning (10.1)



Taxes/
accruals in a
collective
system

Decision by Producer on System





Taxes/
accruals in
an individual
systems



Collective WEEE System Planning (10.2)

Setup of Historic Waste -Accruals

- Accruals are only necessary in individual systems!
 - for all historic waste which is „probable“ to be taken back from year 5 onwards (so for sales before EU effective date only if useful life is more than 5 years)
 - at a single point in time (not step by step – no transition period under GAAP)





Collective WEEE System Implementation/Procedure





WEEESystem
European
principles



Collective WEEESystem- Implementation/Procedure

- **NAC-Decision to recommend European principles for WEEE-system-implementation within CECED; Sept-2000**
- **Put it on the agenda of the EOL TF 31 May 2001**
- **Presentation of this Concept at the CECED GA- June 2001**
 - **Definition of the future WEEESystem-implementation at Member States level**
 - **Scope/scale/budget/timescale**





WEEESystem™
Waste &
See™-Group
(A,N,NL)



Collective WEEESystem

- Cooperation with other WEEE-systems
 - Nationally (other product groups- industry sectors)
 - Internationally (e.g., distance selling)





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Collective WEEESystem Project/Procedure

Thank you for your attention!

Helge/Martijn; Willem/Manfred