



WEEE RECYCLING

Ilfov county
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1. GENERAL INFORMATION ON THE GOOD PRACTICE

1.1 General information

Region	Ilfov
Country	Romania
Short name of the good practice	WEEE Recycling
Geographical level of implementation (country, region, municipality...)	Intercommunal group – all districts in Romania (including Ilfov)
Target group	Households
Date of implementation/duration	2007 – ongoing
Waste stream (and subcategory)	Large WEEE (refrigerators, TV screens, washing machines, stoves, etc.) Small and medium WEEE (hair driers, microwaves, batteries, etc.)
Legal framework	Directive 2002/96/CE, HG, transposed to national legislation through 448/2005 + HG 1037/2010
Main local instruments involved	CAS Buy back system
Scale (pilot/partially roll out /roll out)	Roll out
Initiator/coordinator	ROREC + ECOTIC Associations
Demography	
Population	364 241 inhabitants
Number of households	116 325 households
Area (km ²)	1 583
Population density (number of inhabitants/km ²)	226
General waste data (Not necessarily related to the GP but to give some background information. Data about the GP should be included under 3.1)	
Year of the following waste data	2012
Sum of all waste streams excl. residual & bulky waste (kg/inhabitant/year) (Use indicator 1 or 2 from the R4R Online Tool)	315.5
Residual waste (including sorting residues) (kg/inhabitant/year) (Use indicator 8 or 9 from the R4R Online Tool)	74.0
Total waste (add up the previous two)	389.5
Sum of all waste streams excl. residual & bulky	19.48 – even if the collection rates increased

waste to DREC (kg/inhabitant/year) (Use indicator 3 of the R4R Online Tool)	during the last years, we still have to work at increasing recycling rates
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1.2 Context

Given the EU target to collect at least 85% of EEE by 2016, Romania was imposed to collect WEEE at least 4 kg / inhabitant. In the last years, Romania managed to collect only approximately 30.000 tonnes of WEEE / year, which represents around 1-1,5 kg / inhabitant. There are discussions at the level of EU Commission to change this rule and apply a percentage of the WEEE sold as a target, given that the rate of purchasing in Romania is much lower than in other EU countries (due to lower incomes, people keep old WEEE more than 5 years in average, so the rate of exchange is slower – WEEE generation is too low to accomplish the target of 4 kg / inhabitant).

To put pressure on EEE producers / importers, the Government approved several laws regarding WEEE management. These laws oblige producers / importers / retailers to assume more responsibilities regarding WEEE management and to keep records of the sold products for at least 10 years.

The retailers are forced by law to practice a “one to one” exchange for all EEE products. When they deliver the client the equipment bought, they have the obligation to take for free, on demand, the WEEE replaced. Who does not comply with this rule, risks penalties of 10.000 to 20.000 RON – which means 2.300 to 4.500 Euros. .

More so, retailers and buyers cannot buy EEE products anymore without asking the seller the proof of the products being registered into the Register of EEE producers.

Given this, 2 associations were registered in 2007: ROREC and ECOTIC, which took over the responsibility from the producer / importer in managing WEEE. They develop annual campaigns in order to increase the rate of WEEE collection and recycling. The incomes to support the collection and recycling costs are guaranteed by the “green stamp” system – a fixed amount that each buyer pays when buying a new EEE. This is stipulated by law.

A study regarding EEE uses in urban areas shows that most Romanian use an EEE product until it breaks down. The study reveals that in Romanian households there are EEE products older than 5 years. More than a quarter of the Romanian have in their homes broken EEE products which they keep, even if they don’t have any intention of repairing them. Nevertheless, the study shows that they would give them up if somebody would give them a good discount to buy a new one or would come to pick them up from their homes.

Introducing the “green stamp” system represents an effective way of informing the consumer of the costs of collecting, treating and recycling WEEE, contributing to a correct WEEE management.

WEEE represents approximately 5-6% of the total amount of waste in a community.

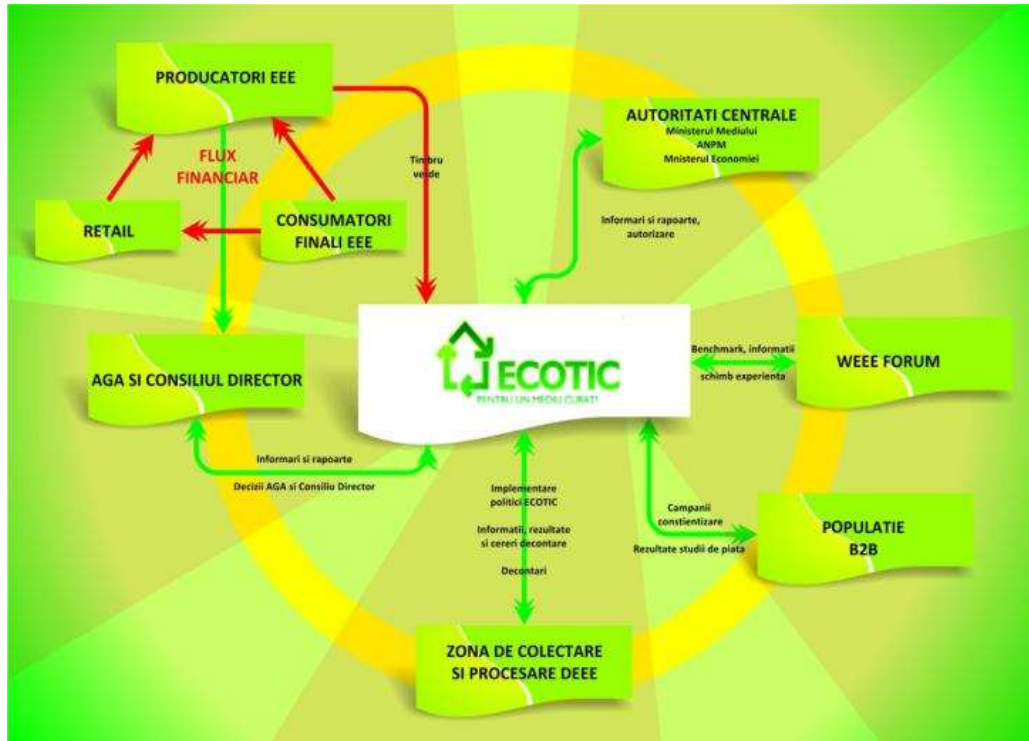
1.3 Short description

This good practice focuses on a better management of WEEE, since the producers / importers are compelled to operate efficient systems of collection and recycling this category of waste. The principles applied are “producer pays” for producers and importers, combined with a “pay as you buy” rule applied to consumers.

ECOTIC and ROREC Associations bring together as members all producers and importers of WEEE product EEE products and were founded in order to take over the responsibility of managing WEEE from these ones. They are non-profit organizations.

These associations’ main activities are:

- ✓ To take over the responsibility regarding WEEE management from all producers that choose to do so, on a contractual basis;
- ✓ To organize WEEE transfer to the treatment, reuse and recycling facilities, by directing the WEEE from the collection points;
- ✓ To identify the most effective solutions, both in ecological and economical terms, in order to manage WEEE in a better way;
- ✓ To organise information and education campaigns for consumers, regarding WEEE management.



ECOTIC Association, founded in 2006 and authorized by the Ministry of Environment in 2007, includes at the present over 400 producers and importers. They first introduced the concept of “green stamp” for all EEE. ECOTIC is a non-profit organization that takes over the responsibility from the producers in order to reach the annual objectives of collecting and recycling WEEE.

At present, ECOTIC has 320 contracts of taking over the responsibility of managing WEEE (which means that those companies have transferred their legal obligations in terms of WEEE management to ECOTIC) and contracts with 26 companies in charge of collecting, transporting and recycling WEEE. ECOTIC reports to the National Agency for Environmental Protection in the name of the companies it represents. It reports the quantities collected and recycled and how the legal objectives were reached.

The organization also offers free consultancy for all producers and importers of EEE products.

ROREC Association has as founding members 10 of the most important European producers and importers that operate in Romania: Amica International GmbH, Arctic S.A., BSH Electrocasnice S.R.L., Candy Hoover Romania S.R.L., Electrolux Romania S.R.L, Gorenje Romania S.R.L, Indesit Company S.P.A., Philips Romania S.R.L, Groupe SEB Romania S.R.L and Whirlpool Romania S.R.L.

ROREC mission is to actively contribute to reach the European objectives for preserving, protecting and improving the environment quality and human health, by using more efficiently the natural resources and ensuring complete services of WEEE management – recycling means reintroducing a major amount of elements in the economy.

The total percentage of raw material recovery from WEEE is 80-90%, namely, iron – 45%; glass – 18%; plastic – 17%; copper – 3%; aluminium – 3%; electronic plates – 4%.

1.4 Objective

The main objective of this good practice is to permanently develop the infrastructure to collect WEEE and to manage it until the end of the process: collection points – collecting operators (companies specialised in picking up the waste from the collecting points and take them to recycling facilities) – treatment and recycling facilities – reselling of the raw materials extracted.

This is made by establishing civic amenity sites (CAS), working with the retailers in implementing buy-back campaigns and contracting collecting, treatment and recycling companies.

Efficient awareness campaigns are extremely important, both at local and national level, through collecting and information campaigns – on the spot collecting campaigns that have as a final goal the increase of public responsibility (e.g. cleaning of the public parks). An essential part is to get collaboration from the public institutions: city halls, schools, etc.

By taking over the responsibility from the producers, these associations have the following objectives:

- ✓ To inform consumers on the WEEE delivery options (to local CAS or to the retailers when they buy new similar products);
- ✓ To collect from the producers / importers the amounts established in order to collect and recycle WEEE;
- ✓ To ensure the management of WEEE from CAS and retailers:
- ✓ To cover the costs of the collection, transport, treatment and recycling;
- ✓ To permanently optimize the processes;
- ✓ To cooperate with the local authorities and with the retail chains in order to reach the collection targets imposed by law;
- ✓ To work with the public authorities responsible for the environmental sector in order to improve the system of collecting – recycling of WEEE and to raise awareness at consumer level regarding their rights and obligations.

1.5 Method used to identify the good practice

This good practice was chosen by analysing the **evolution** of WEEE collection and recycling.

1.6 External factors

This good practice was enforced to overcome challenges linked to illegal dumping or situations when the consumers keep WEEE in their households in unsafe conditions and are not motivated to take it to collection and recycling.

2. IMPLEMENTATION

2.1 Preparation phase

One of the main challenges for the implementation of WEEE recycling was the lack of civic responsibility of the consumers. Even if the law makes it mandatory to collect and recycle WEEE, the lack of information or interest of the population make it difficult to implement.

Therefore, there were identified 2 means of doing it:

- ✓ Implementing buy-back campaigns together with the retailers, in order to encourage the consumers to correctly get rid of their WEEE – this means convincing the producers / importers to come up with appealing offers in terms of discounts;
- ✓ Implementing fix CAS facilities, accessible to the consumers – this means having the support of the local authorities in identifying the locations and operating the service.

As is stated by law, all local authorities are compelled to establish CAS in each community. In large cities the law requires a CAS for every 50.000 inhabitants – for example Bucharest needs 40 CAS.



More than that, the local authorities are compelled to organize collection campaigns once every trimester and they have to communicate the results to the responsible authorities. Also the producers / importers are forced to keep sharp records of the WEEE collection that they make on their own.

Therefore, it was clear that only an aggressive communication of the service can guarantee the success of this initiative.

2.2 Technical implementation

The main steps in implementing this project are:

- ✓ Evaluating the fulfilling of the past legal obligations of the producer / importer on environmental issues;
- ✓ Identifying the waste streams generated by the consumers and the type of needed collectors;
- ✓ Evaluating the collection infrastructure in the area;
- ✓ Drafting the strategy on waste management and the steps of measures to be taken;
- ✓ Implementing the waste management system (communicating with the consumers in order to convince them to recycle);
- ✓ Periodically monitoring of the waste management system;
- ✓ Keeping the statistics with the activity's generated waste (monthly and annual statistics of waste, both generated and delivered for recycling or land filling).

The allocated resources are covered by the "green stamp" policy.

2.3 Communicative implementation

To better communicate the service, the 2 associations established partnerships with other relevant players on environmental market in Romania: exchange of online banners, PR materials in specialised media, membership in CRCA (Resources Centre for Active Citizenship), etc.

At direct marketing level, the associations put together a kit of materials that were spread throughout the local communities, with their support– for example, every year ROREC organizes the campaign “Recycling Patrol”, which is a campaign implemented in all the schools in Ilfov District. In fixed periods of time, the children, under the supervising of their teachers, have to collect as much WEEE as they can, by convincing their families to bring all used WEEE to the designated collection points.





<http://www.patradereciclare.ro>

Another effective means of communication are the buy-back campaigns made together with the producers / importers on their expense. The motivation for them is the increase of sales, so it's a win-win strategy.

2.4 Organisations

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2.5 Key success factors

Two main instruments are of high importance:

- ✓ Communication materials: clear and adapted communication materials have been produced to sum up the main information regarding the WEEE recycling, with both practical information and benefits of the activity at community level;

- ✓ Coordination with local authorities: communication materials are also provided to local authorities and municipalities, so that they can promote the system using their traditional communication methods (municipal bulletins, dedicated brochures, etc.).

Other elements have a major importance, such as communication on the online platform and the registered results that can encourage the consumers to change their behaviour.

2.6 Resources

The costs are covered by the “green stamp” paid by the consumers when they buy the goods. The companies redirect these amounts to the associations they passed over the responsibility, in order to recycle WEEE. The amounts per EEE are: from 1 to 6 Euros for large EEE, from 0,25 to 1 Euro for small EEE, around 0,25 Euro / kg for medical EEE, etc.

3. RESULTS

3.1 Monitoring of the progress of the GP

If we take into consideration only the results registered by ECOTIC, we can have a clear picture of the progress: in 8 years of activity, ECOTIC managed over 55.000 tons of WEEE.

ECOTIC has an infrastructure of over 406 CAS points, in collaboration with the local authorities, retail chains and specialised operators.

The buy-back campaigns represent around 30% of the total WEEE sales in Romania.

An evolution of the EEE versus WEEE on the Romanian market can be seen below, as published by: <http://stiintasiinginerie.ro/wp-content/uploads/2013/12/67-OBLIGA%C5%A2II-%C5%9E-EVOLU%C5%A2IE-%C3%8EN-DOMENIUL-DEEE.pdf>

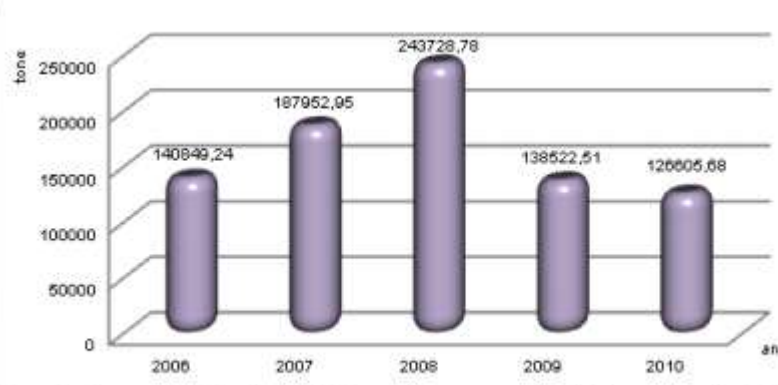


Fig. 1 Evoluția cantității de EEE introduse pe piață în perioada 2006-2010

Graph. 1: The evolution of the EEE quantities sold in Romania from 2006 to 2010.

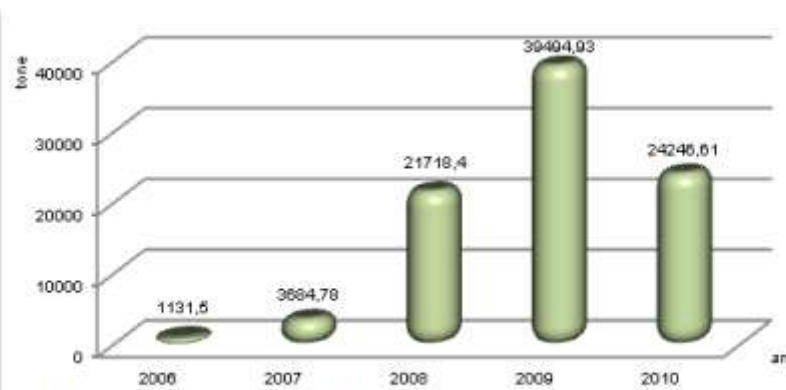


Fig. 2 Evoluția cantității de DEEE colectate în perioada 2006-2010

Graph. 2: The evolution of the collected DEEE from 2006 to 2010.

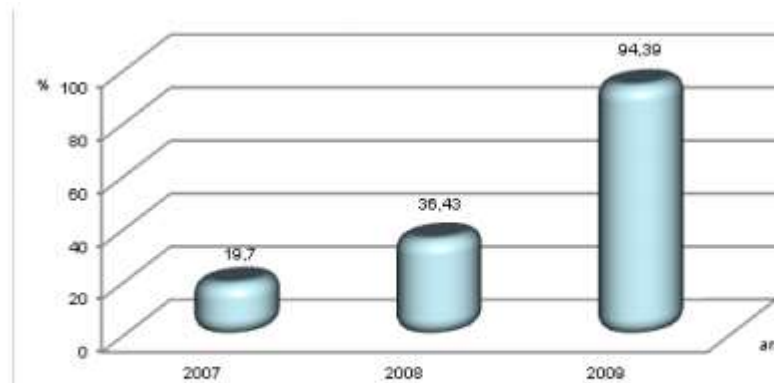


Fig. 3 Evoluția ratei de tratare a DEEE în perioada 2007-2009

Graph. 3: The evolution of DREC from 2007 to 2009..

3.2 Other results

Besides the better management of WEEE and the increase of recycled quantities, this GP sustains the reduction of illegal dumping.

4. LESSONS LEARNED

4.1 Negative effects

One of the most visible negative effect is the one related to the buy-back system.

On one part the retailers have the tendency to use this campaign as a marketing campaign and offer good rates only for the not so well sold products.

On the other part, at consumer level, given that they are offered a discount amount for their used WEEE, they tend to think that they are of some value, so they keep them in their households waiting for a good buy-back offer instead of delivering them to the collection points.

4.2 Challenges

The population's level of interest for improving their WEEE management is generally low. The environmental legislation is generally not known – such as responsibilities and obligations. But the situation changes immediately when they receive penalties from the environmental authorities.

Generally, this is the cross point when the consumers start to show interest about waste management issues and how to improve their practices.

Therefore, a better involvement of the environmental authorities is required to make this GP fully functional and to reduce the waste management faults.

REGIONS FOR RECYCLING

