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Inducing flows of products for value retention processes in consumer electronics

Workshop of the G7 Alliance for Resource Efficiency on Value Retention Policies

Pierre-Marie Assimon – 19 november 2019

ecosystem, collective scheme accredited to manage WEEE in France

- Private company taking obligations of EEE producers within **Extended Producers Responsibility**
- **Non-for profit**
- **Accredited** by French public authorities
- Main **mission of general interest**: coordinate collection, de-pollution and recycling of EEE in end-of-life

Household WEEE
296 M€
570 k tonnes
75 M devices
2 096 members

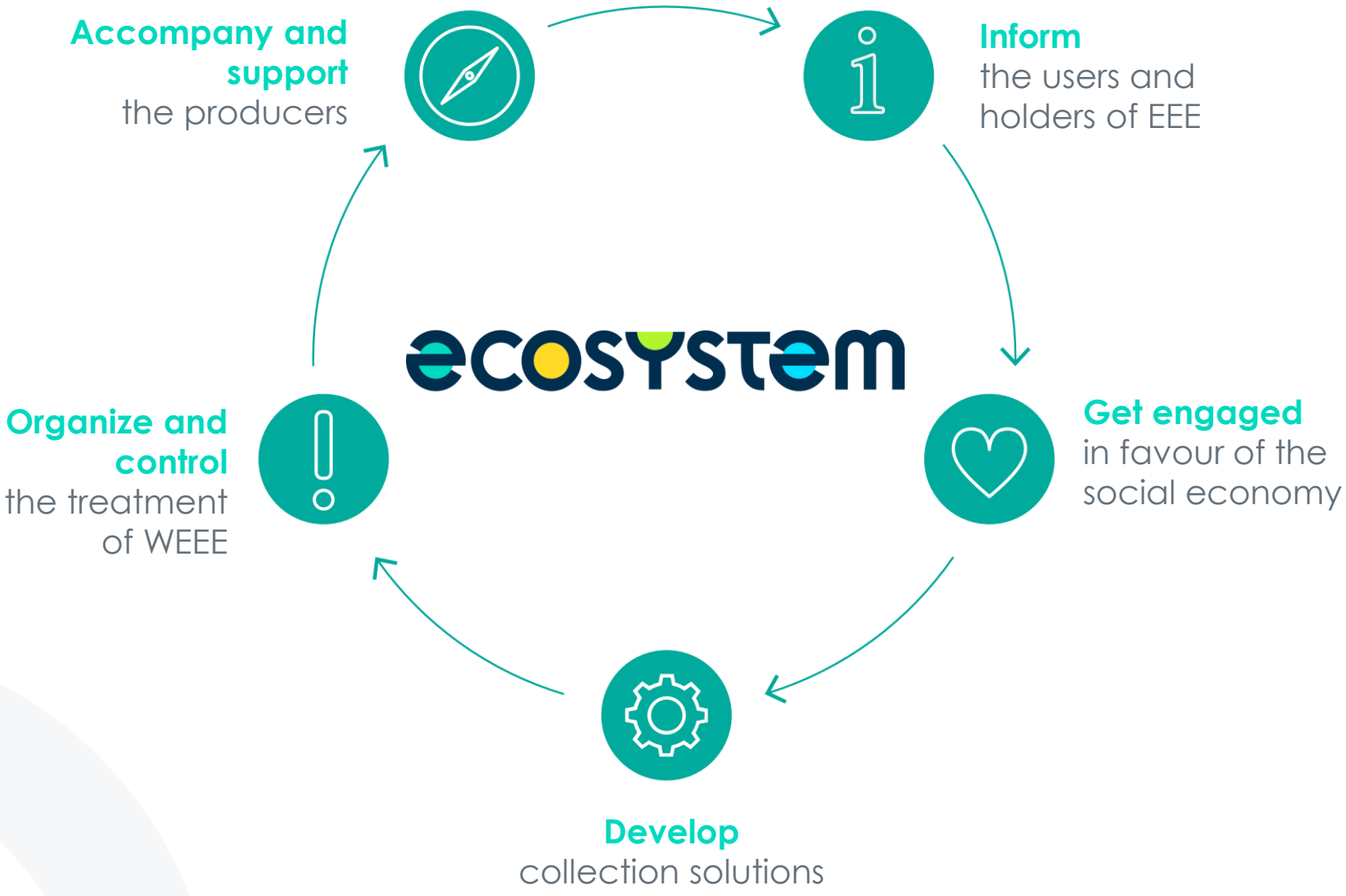
Lamps
23 M€
5 k tonnes
49 M lamps
829 members

Professional WEEE
11 M€
34 k tonnes
1 585 members

Small extinguishers
1 M€
203 tonnes
22 members

2018 figures

A circle of stakeholders and solutions



Our approach to tackle the collection of old phones

- **A very specific product with a strong attachment**
  - A small product in our hands or pockets all day long, from 10 to 90 years old
  - Our instant access to the Internet
  - Contains all our contacts, photographs, music, videos, agenda…
  - Emotional value

  → many structural obstacles to their collection at end-of-life: personal data management, "it can still be useful"…

- **The statement: a changing market and changing practices**
  - Evolution of sale channels (1 smartphone out of 2 sold in other channels than phone operators)
  - New actors emerging in repair, remanufacturing, market places to put in relation seller/buyer

- **Our approach: on-going with return on experiment to bring out mobile phones from our drawers**
  - Propose a national coverage of the solutions
  - Simple solutions for consumers-citizens with guarantee of deleting personal data
  - Optimize the costs

Our solutions to collect phones and small electronics

1. Collection in urban areas for social and solidarity

- Saturday mornings, in partnerships with municipalities
- In 2017, 43 collection events dedicated to mobile phones
- Guarantee of traceability (bar code + accounting of phones via a dedicated app)
- Phones sent to Ateliers du Bocage, Social Economy actor
- All phones are checked according to a code of conduct (deletion of personal data…), non reusable ones are recycled
- Learnings: seniors are the main bringers, basic and rather old phones

~4200 phones collected

les ateliers du bocage

Our solutions to collect phones and small electronics

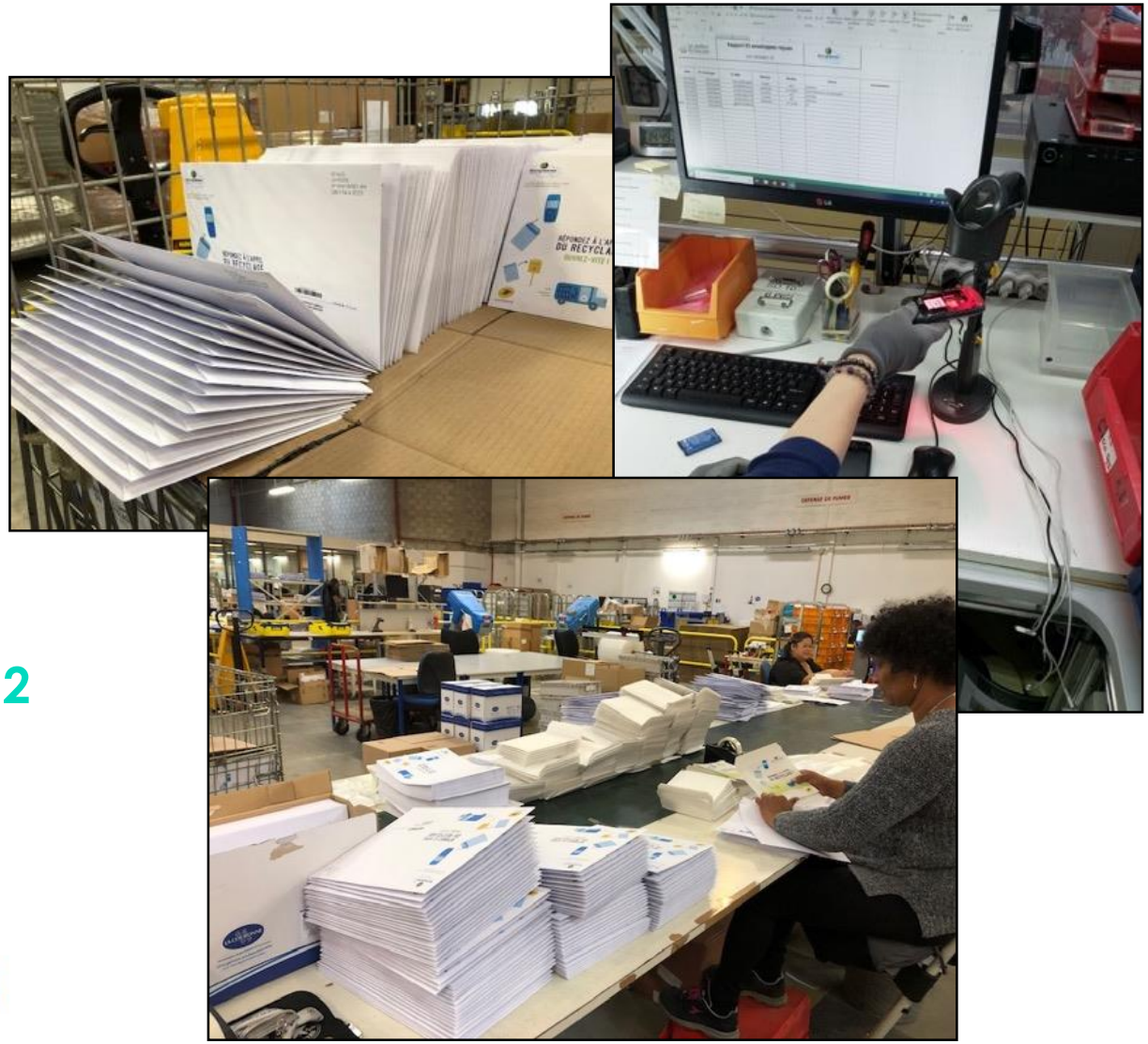
2. Raising awareness in festivals and professional fairs

- Solidays: millennials and young public
- Pollutec: telephony village

Our solutions to collect phones and small electronics

3. Pre-paid envelopes: test in Auvergne Rhône-Alpes region

- Experiment in 2018-2019
- In 2 months: 1000 reusable phones, 6000 to recycle
- The "givers" ask for traceability



~7000 phones collected in 2 months

les ateliers du bocage

LA POSTE

Our solutions to collect phones and small electronics

4. Pre-paid envelopes: extension to the national level

les ateliers du bocage

LA POSTE

https://www.jedonnemontelephone.fr/

How to amplify? A systemic and dynamic approach

A bench of complementary solutions is needed

- **Innovative and dedicated collection solutions**
  - Prepaid **envelopes**
- **Collective practical solutions**
  - Business **directory** of actors
- **Raising awareness in a positive way**
  - On the same model as in Japan: collecting Olympic medals for Paris 2024
  - Launch of the campaign: end 2019- beginning 2020

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Thank you

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