



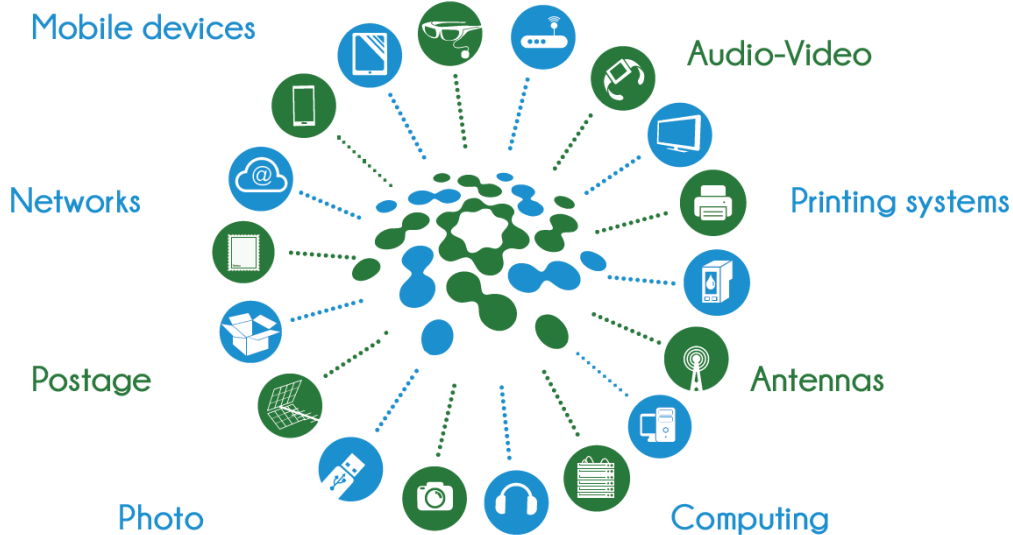
**AFNUM**

Alliance Française des Industries du Numérique

**French digital industry trade association**



**Connected Objects**



## THE EUROPEAN LEVEL : A NEED FOR OUR INTERNATIONAL INDUSTRY

### ECODESIGN DIRECTIVE

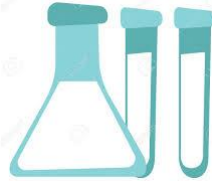


### WASTE DIRECTIVES



WEEE, Batteries, Waste  
framework directive...

### SUBSTANCES REGULATIONS



RoHS, REACH...

### PARALLEL WORKS ON GOING



CEN/CENELEC  
Standardization works,  
JRC studies, EUNOMIA  
guidelines...



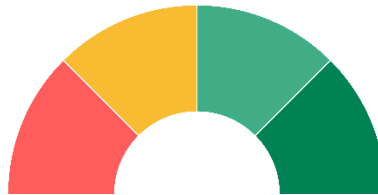
## IN THIS CONTEXT, FRANCE IS A DRIVING FORCE

### 3 ILLUSTRATIONS

**A NATIONAL TOOL  
BECOMING EUROPEAN :  
MODULATED FEE**



**A NATIONAL TOOL BUILT  
ON EUROPEAN WORKS :  
REPAIRABILITY SCORING  
SYSTEM**



**A BRAND NEW NATIONAL  
INITIATIVE ON MOBILE  
PHONES COLLECTION**



## A NATIONAL TOOL BECOMING EUROPEAN : MODULATED FEE

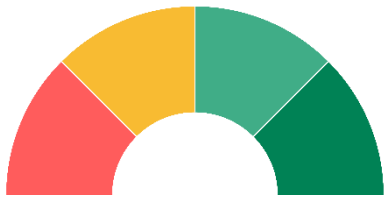


*Define criteria to differentiate  
the financial contributions paid  
by producers to their EPR  
schemes, based on best practices*

- This tool was created in France in 2010 for households EEE, now applied in 5 EPR sectors in France, and will concern 11 sectors eventually
  - *French criteria include spare parts availabilities criteria, or dismantling criteria*
- This tool was added at the european level in the Waste Framework directive revised in 2018 (article 8)
- This tool is now under discussions in the European Commission guidelines being written by EUNOMIA

Now the tool is a European one, the criteria have **to be harmonized between Member States** to avoid distortions and provide consistent incentives and rewards to manufacturers

**A NATIONAL TOOL BUILT  
ON EUROPEAN WORKS :  
REPAIRABILITY SCORING  
SYSTEM**



- French repairability scoring system is being developed since June 2018
- Thanks to :

**CEN/CENELEC standardization :**  
vocabulary, list of common tools...

**ECODESIGN regulations :**  
list of spare parts, resource efficiency requirements...

**JRC studies :** how to calculate the number of steps to dismantle...

we are trying to create a pragmatic and reliable system that can be controlled by the public authorities.

The system has to be solid, reliable and controllable, and **European tools and methods help to secure it.**

As soon as Europe creates its own index, France should align.

## A BRAND NEW NATIONAL INITIATIVE ON **MOBILE PHONES COLLECTION**



**Observation** : *mobiles phones "sleep" in the drawers of our fellow citizens and only a few % of available mobile phones are collected*

What we decided to do :

- bring stakeholders together in a collaborative and participatory process (1)
- fill a clear gap in both qualitative and quantitative knowledge (2)
- identify and propose levers for action to increase the collection rate (3)



**Study of the French mobile phone market and stock in order to sustainably increase their collection rate**

A BRAND NEW NATIONAL INITIATIVE ON MOBILE PHONES COLLECTION



(1) The first step was **to identify the main actors** to determine their interest in participating in this study and their desired level of involvement.

The following **two entities** were created:



A BRAND NEW NATIONAL  
INITIATIVE ON **MOBILE**  
PHONES COLLECTION



(2) Then the model was developed in several stages:

- The **inventory phase** :
    - collect all the available information,
    - establish the mapping of mobile phone flows and stakeholders,
    - analyse the regulatory framework, and its impact on the terminology used in the sector,
    - **identify international best (and worst) practices** and compare France to other OECD countries as part of a benchmark analysis.
  - The **investigation phase** :
    - consolidate the first version of the model developed during the inventory phase,
    - collect market data from the different stakeholders,
    - **conduct a survey of 1,000 consumers**
- Leads to develop a **detailed flow model, on the basis of which**
- quantified indicators could be produced,
  - and a qualitative analysis of the French mobile phone ecosystem.

NB : As this is the first construction of such a detailed and dynamic model for mobile telephony in France, it still involves a number of uncertainties that are detailed in the study.

- **Future updates of the model will make the data more reliable and accurate**
- **Create a platform in the form of an Observatory.**



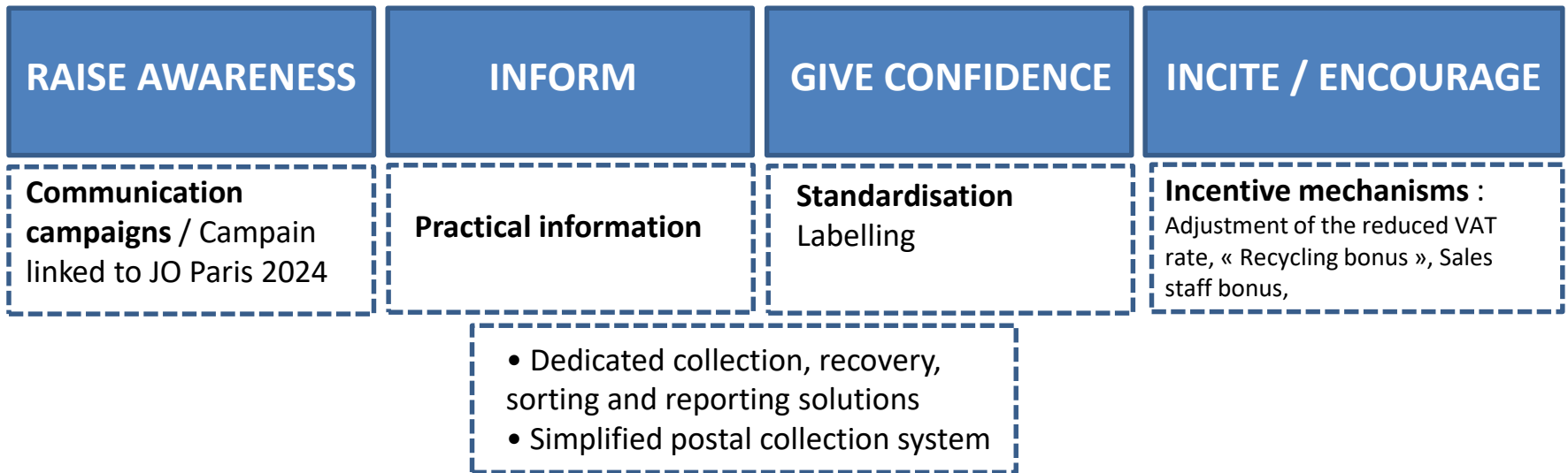


## Quantitative observations :

- Between 24 and 26 million new mobile phones are put on the market each year.
  - The “hibernating stock” is **estimated between 54 and 113 million devices**.
  - **5 to 9 million mobile phones are reused each year** through exchanges between individuals or through professionals of the reuse ecosystem.
  - **Less than half a million** of the mobile phones disposed of, are being managed through the approved end-of-life channel.
  - France is comparing well to other countries, particularly in the reuse sector, and is clearly a pioneer in organizing stakeholders.
  - There is **no single solution to address the collection challenge**, but rather **a combination of operational measures**, which require the implementation of structural measures.
    - Deposit systems in particular appeared to be cumbersome to set up for inconclusive effects in terms of collection and did not address the problem of the hibernating stock in the drawers.
- Finally, the stakeholders organization involved in this study is **unique and has not been identified elsewhere**.



### (3) Proposed drivers for action



*See ecosystem presentation for practical examples and concrete measures*