

European Recycling Platform

Providing E-waste Stewardship Services
to Producers across Europe

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President & CEO

Banff, Alberta, Canada – Sept. 2015



Our History...



ERP Growth Path

ERP set up

2002

2007

2013

2014

ERP is **European leader** in the supply of compliance services with a direct presence in 16 countries and **providing services to a further 32 states.**

Extends its territorial presence to 8 European countries, increasing competition, reducing recycling costs and **treating ever increasing quantities of WEEE.**

Develops **new services** and applies its know-how and international experience in **new territories** (including Turkey, Israel and Sweden).

ERP in Europe



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Platform

Founding Members



Thinking of you



First **Pan – European** organisation offering producer compliance solutions for WEEE (including Photovoltaic Panels), batteries and packaging.



Founded in 2002 to implement the European Union's regulations on the recycling of electrical and electronic waste (WEEE Directive) ERP now manages a consolidated network and has developed vast **international expertise**, expanding its recycling services to include batteries as well as packaging.



ERP's mission is to develop **high-quality, cost-effective recycling services** for the benefit of producer members, consumers and ultimately the environment and society, spreading its European Recycling Culture.

New Shareholder



LANDBELL*

*As of June 2014

Values & Mission

EUROPEAN VISION

Since 2002 we consolidated our operational experience in Europe on managing WEEE, batteries and packaging take-back systems.

OPERATIONAL EXCELLENCE

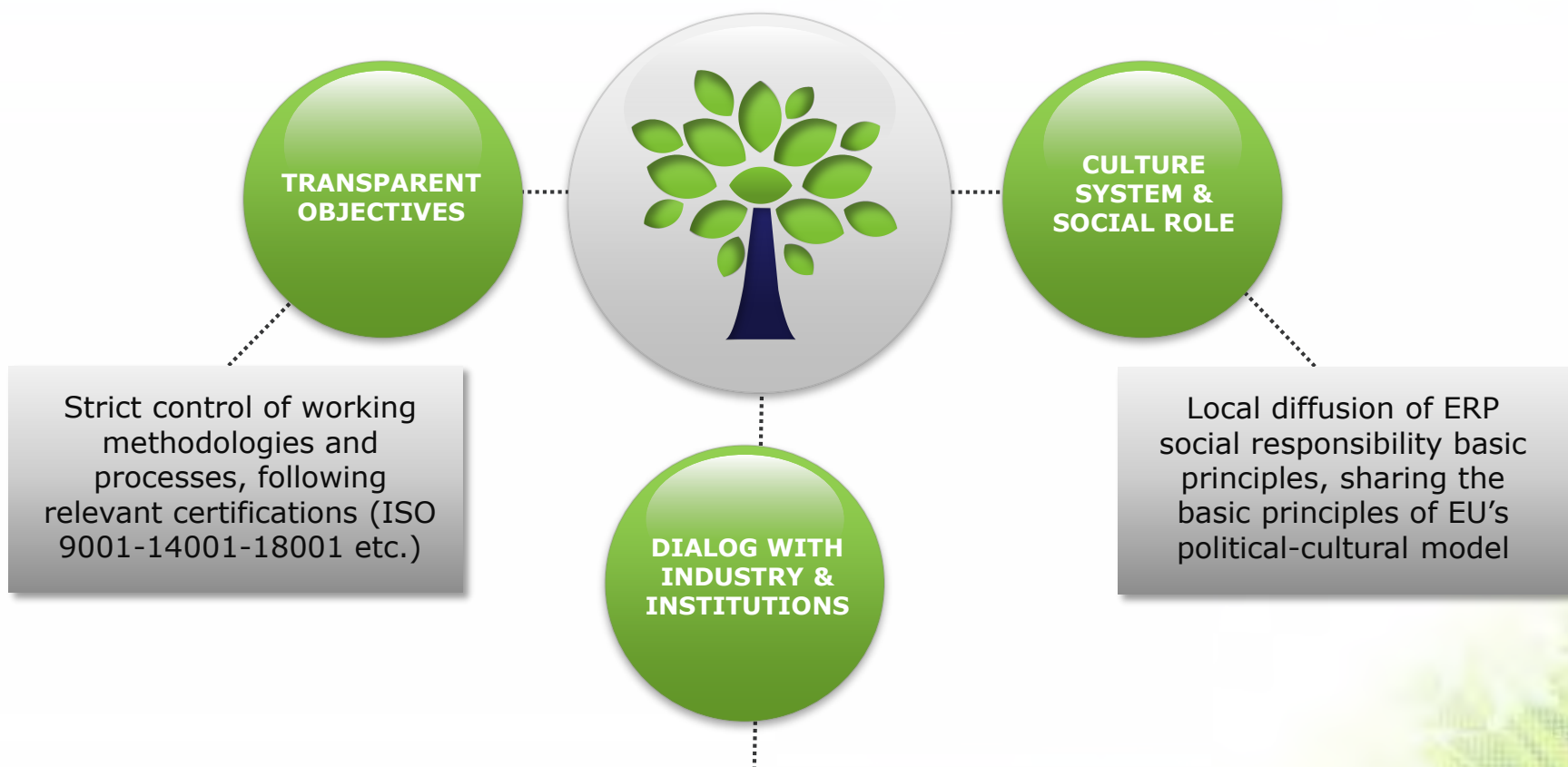
Excellence-driven processes:

- Financial sustainability
- Innovation
- Strict suppliers selection process & KPI monitoring
- WEEELabex EU standard founding member and promoter

STAKEHOLDERS PROTECTION

- Transparency
- Constant alignment with local and EU regulations
- Process optimization
- Operational excellence through increasing efficiencies





ERP supports proactively the regulatory improvements through a constant dialogue with industry and institutions:

- Dedicated resources
- Be a vehicle of the *best practices* adopted in EU (laws simplification, process improvement, governance models)

ERP's commitment to providing the best solutions to its partners is also reflected in the various public education and awareness campaigns it runs, designed to spread the **European Culture of Recycling**



European ERP has behind it a solid management model, a wide and reliable platform with international Best Practice experience.



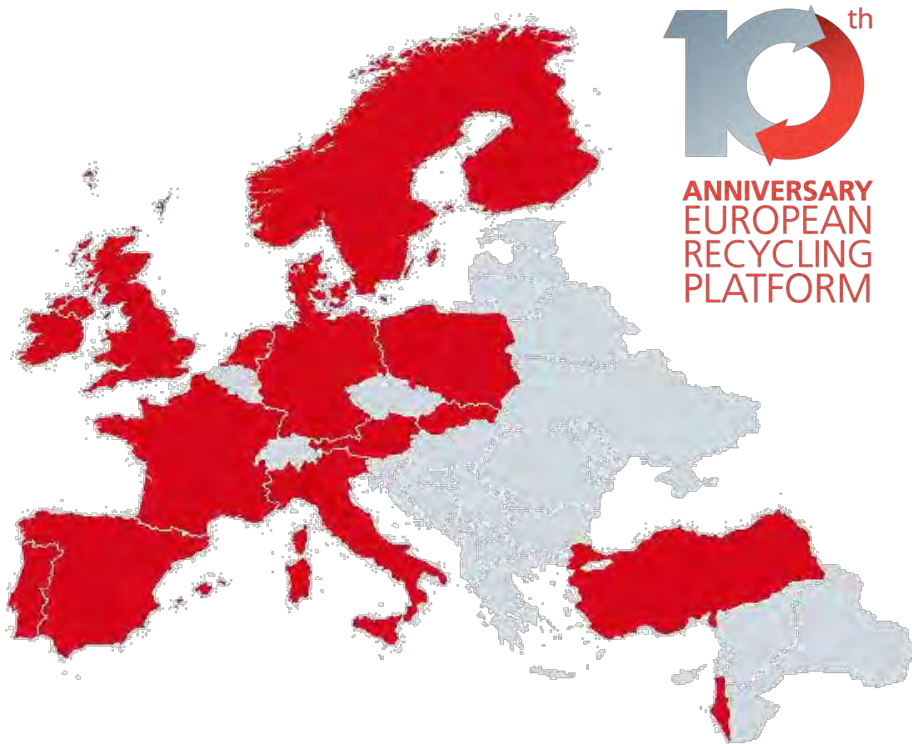
Recycling responsibly guaranteeing sustainability and working within the law to ensure the future of our planet.



Culture not only in the supply of technical-practical information, but also in the education of social and environmental responsibility of the very young to adults.

Quick View...

ERP in Numbers (*)



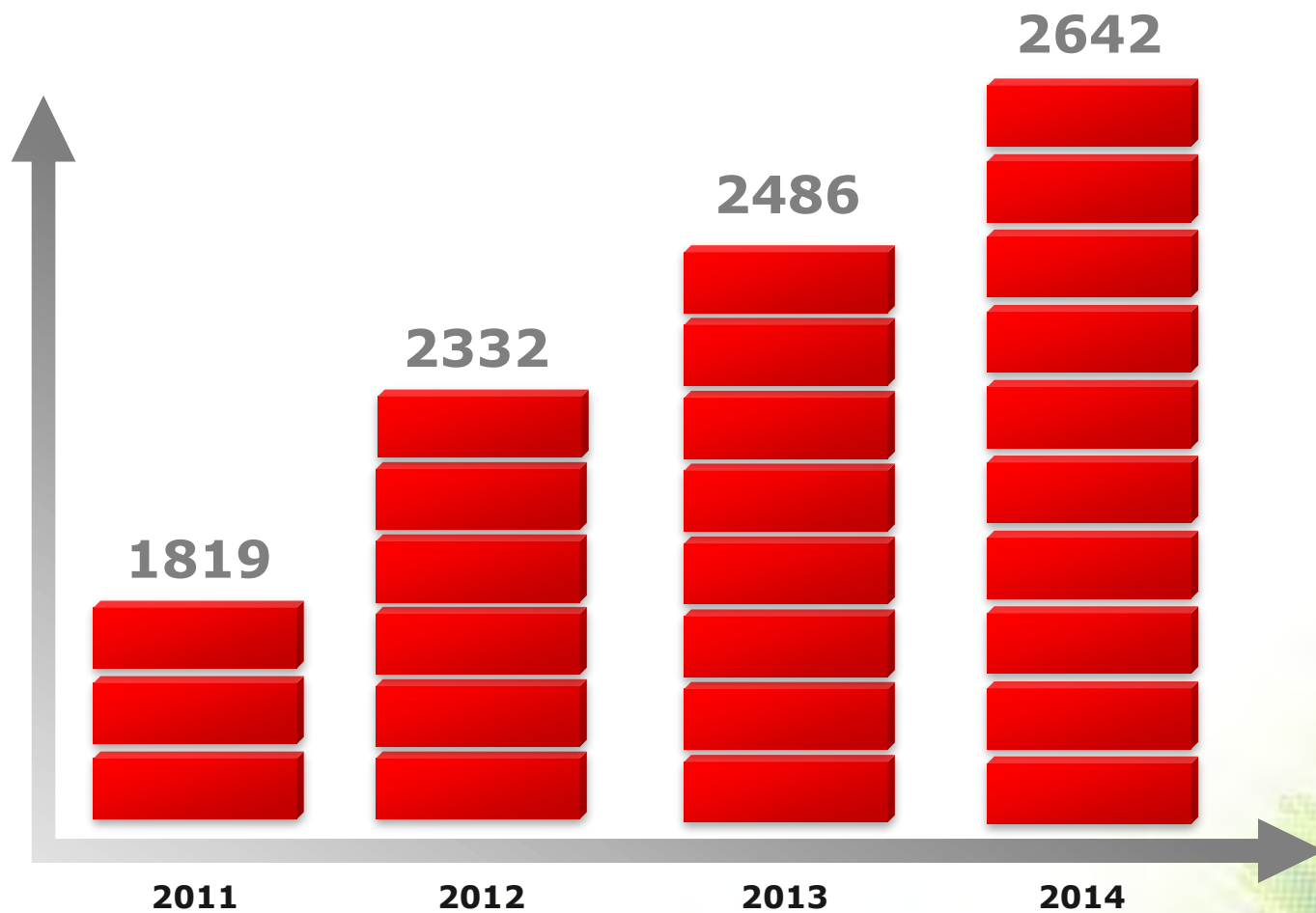
- **Volumes Collected:**
 - Over 2,500,000 tons WEEE cumulated;
 - Over 33,000 tons of waste batteries cumulated.
- **Members:** over 3000 membership agreements and servicing 32 Fortune 500 companies
- **Team:** 95 employees
- **Compliance Schemes:** 17 countries, running 32 over the EU & ME
- **Geographical coverage:** EU + Israel, Norway, Switzerland & Turkey
- **Streams:** WEEE, batteries, packaging, PV panels

(*) Figures refer to April 2015

Members in Europe



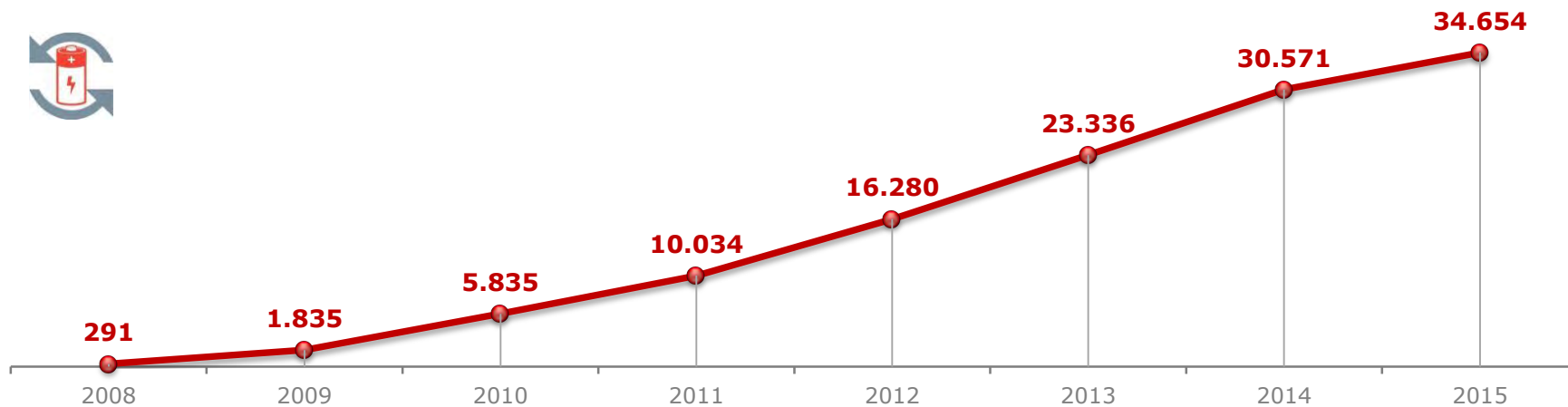
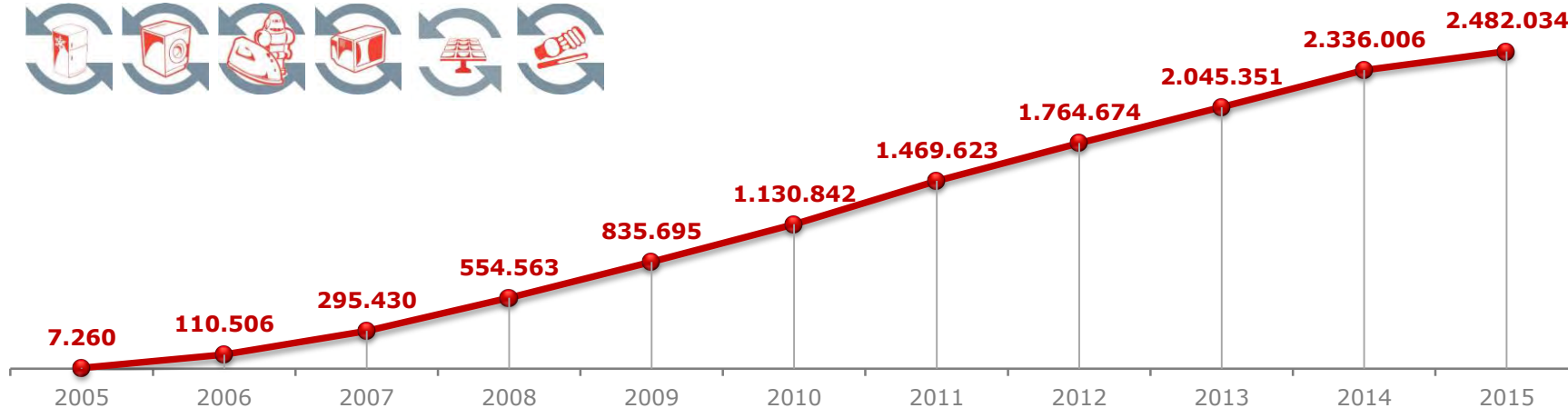
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Waste Tons Collected in EUROPE



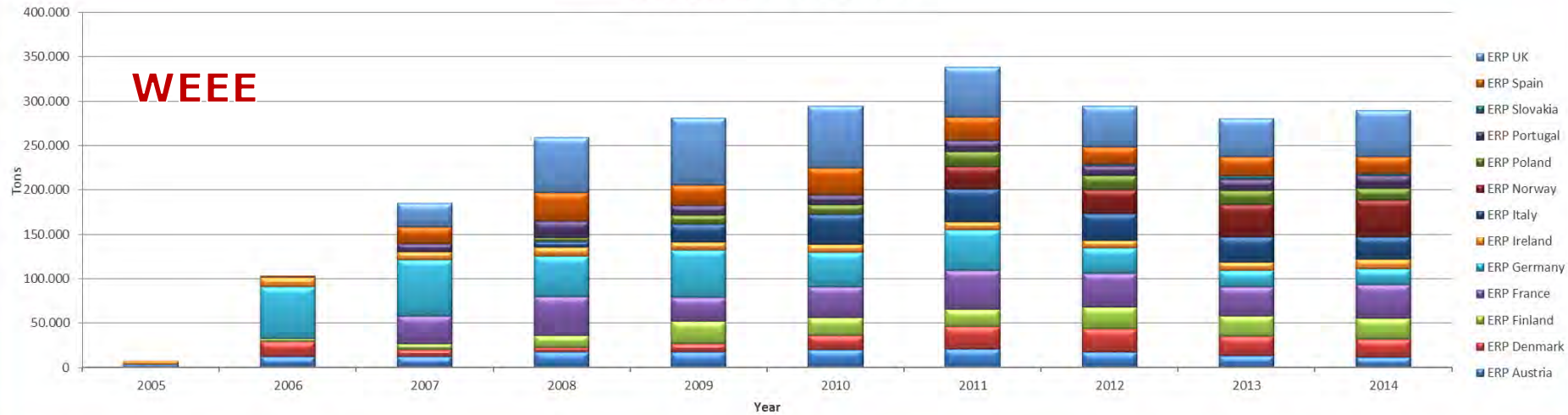
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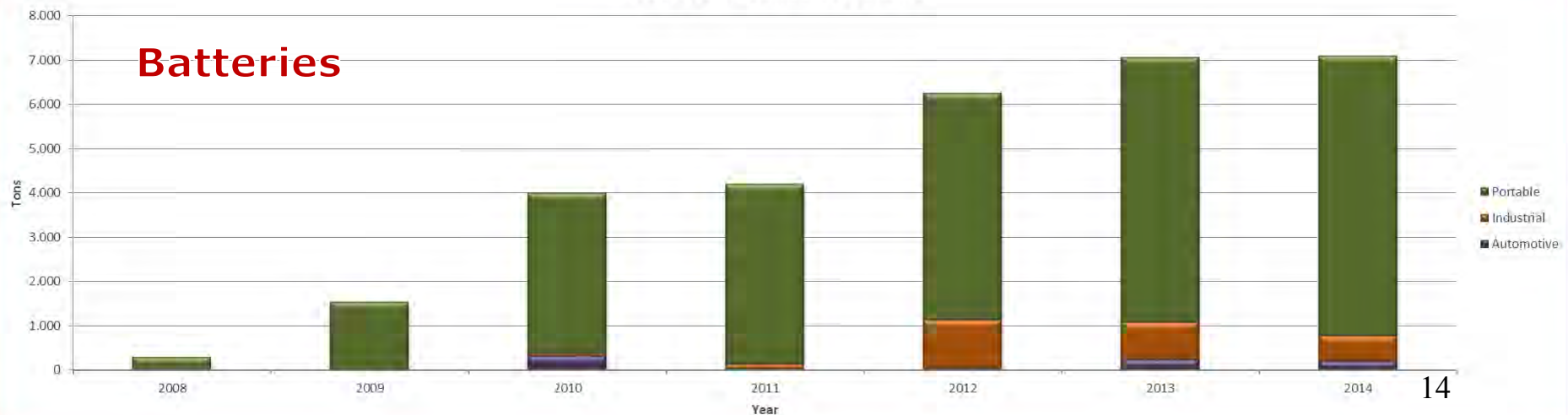
Waste Tons Collected in EUROPE



Yearly ERP Collected Volumes



Yearly ERP Collected Volume



Public Awareness Campaigns and Events



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Activities in schools

Workshops, interactive activities, exhibitions and internal school competitions centred around the correct recycling of WEEE and portable batteries.



ERP Recycling Days

Themed events (Recycling parties, collection days) to educate using 'gamification': WEEE in exchange for free event tickets.



Sponsorships

Sponsoring sport events, concerts and environmental events, able to generate large public attendance.



Ad hoc projects for manufacturers

Organisation of and communication support for special collection events at producers' premises, for example specifically aimed towards the employees.



Conferences and lessons on WEEE and WB

at universities and high-schools.



Co-branding campaigns

to improve Partner brand reputation, visibility and awareness.

Awareness Programmes



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Promote consumer awareness and encourage recycling of WEEE

ERP is constantly seen as unique business case and thought leader by top world business schools and similar

 **Stanford**

 **INSEAD**

 **Bocconi**

 **YALE***



Bocconi



*Center for Industrial Ecology at the School of Forestry & Environmental Studies (F&ES)

Reasons for Success



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Created by producers, run by managers



Ability to adapt business model to market reality



Very dedicated, stable and professional teams



Customer-focus → high customer retention



Constant efficiencies and prices



Transparent open-books policy



Total Supply Chain Quality Control: no compromises



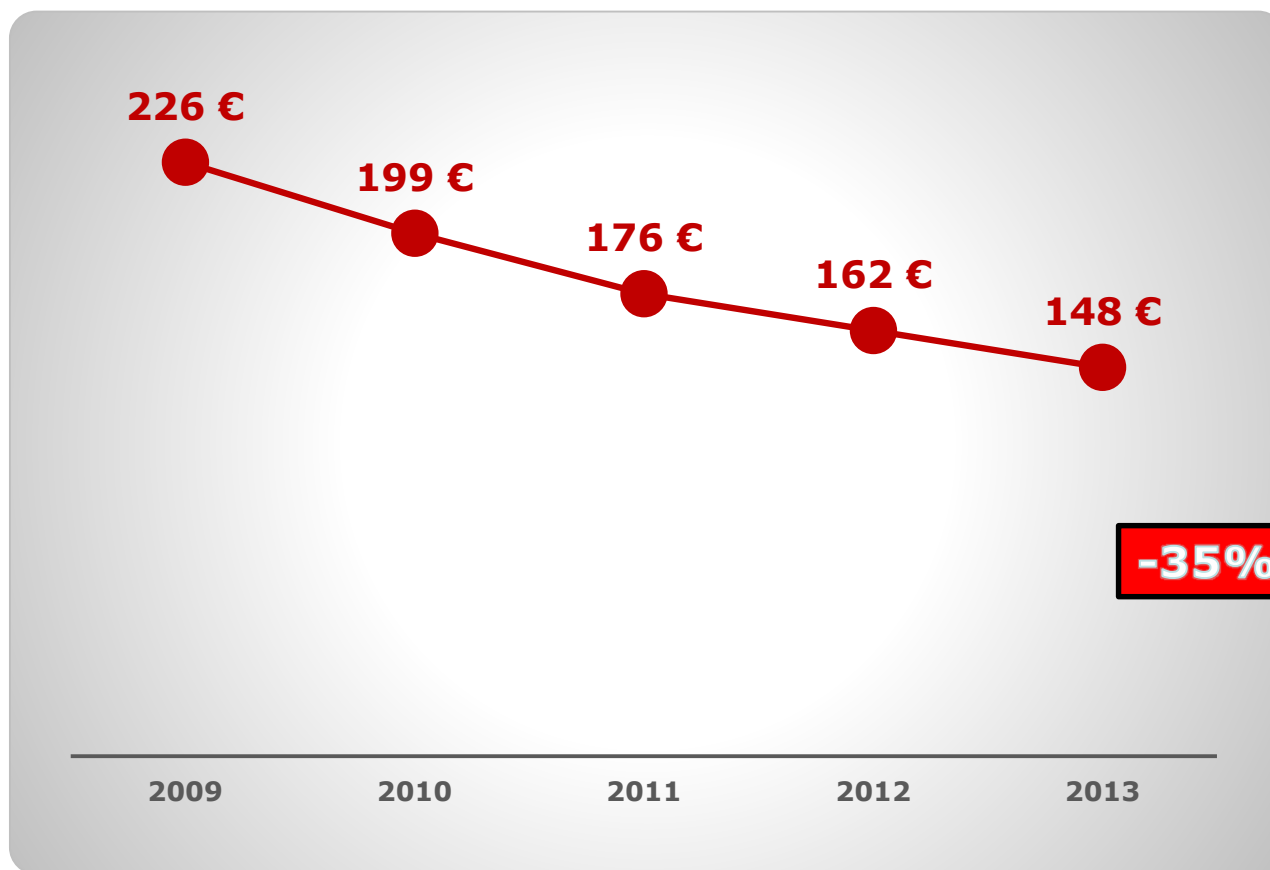
**Preferred choice over Monopoly-style competitors
Fair & trustful partner recognition by Stakeholders**

Delivering Efficiencies to Producers



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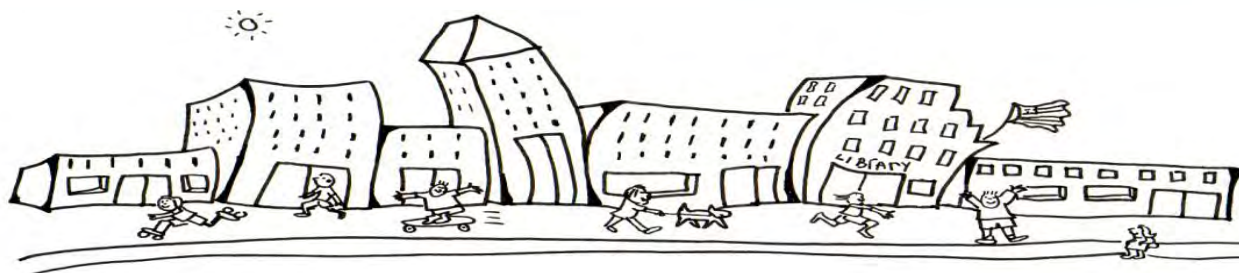
Average Price to Members



WEEE Leakage (slide from 2009)



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33%



Reported as collected and
treated



13%

Landfill



54%



Substandard Treatment inside
and outside EU (Illegal trade to
developing countries)



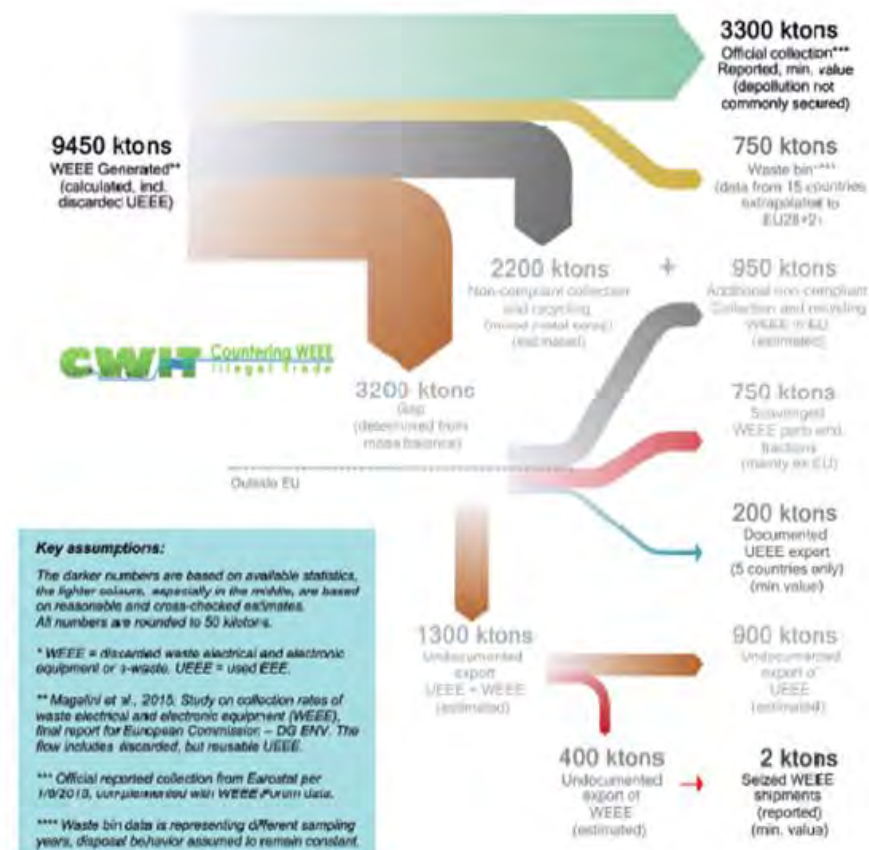
Environmental Damage
Loss of Materials to replace raw materials in the EU
Loss of business opportunity for EU waste industry and related
employment

STOP

Did Anything change in 10 Years?

Latest Business Data:

- 30 to 50 Mton WEEE disposed every year globally!
- Growing 3 to 5% every year!
- Over 50% of collected WEEE is illegally exported to developing countries!
- EU figures from CWIT study just published:



Collection Targets



BEFORE 2015

4 kg/hab

Per person and year



FROM 2016

45%

Of the weight Put
on Market (POM)



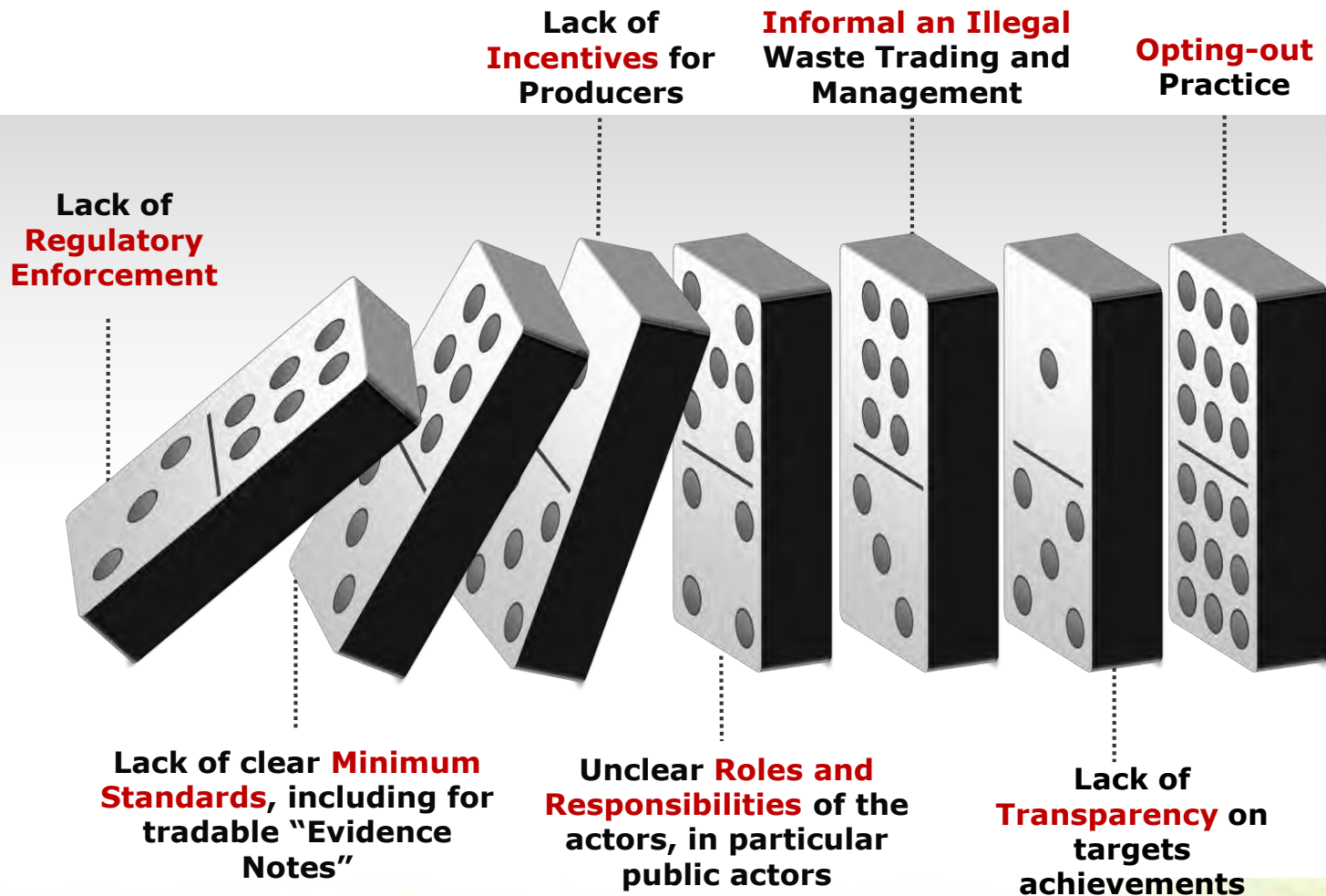
AFTER 2019

65%

Of POM (Optionally
85% of all WEEE)



Known Obstacles to Success



Recommendations

Clear **recycling standards** should be set, against which efficiencies should be sought

Regulators have a clear enforcement **responsibility** vis-a-vis producers, stakeholders and systems

Targets should be explicit, ambitious but achievable

Regulations should take into account the **evolutionary** nature of technology...

Incentives and simplicity for producers

Balancing / clearing mechanisms should be implemented

Clarify **role of stakeholders**: consumers, distributors, municipalities, waste operators...

As producer responsibility is at the core of EPR, producers should have the **freedom** to organize themselves to achieve targets, i.e. multiple compliance solutions

The European Recycling Platform



**European
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謝謝 Danke Thank you Dziękuję Takk
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Gracias תודה Obrigado Grazie Tak Merci
Grazie Merci Dank u Gracias Danke 谢谢
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