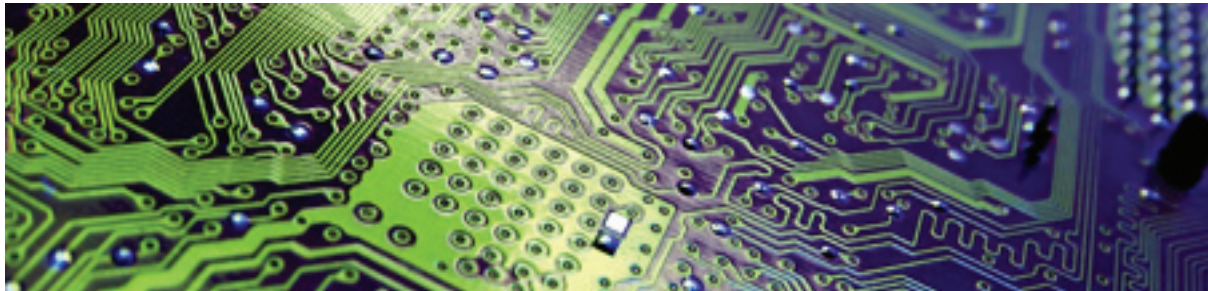




Managing WEEE Compliance Across Europe – Web-based B2B WEEE Compliance Systems

Waste Electrical and Electronic Equipment (WEEE) compliance requirements are different in each EU Member State. ENVIRON's web-based, pan-European WEEE Compliance System for B2B equipment helps cut through the confusion and provides a single system for WEEE collection, recycling and reporting across Europe.



THE WASTE ELECTRICAL AND ELECTRONIC EQUIPMENT (WEEE) DIRECTIVE

The WEEE Directive is having a significant impact on producers of electrical and electronic equipment who face strict new compliance rules for collection, recycling, and recovery of waste equipment in Europe. Manufacturers and importers of electrical and electronic equipment are required to register as a 'WEEE producer' in every Member State where they sell products. Failure to register can prevent products being sold in some Member States.

WEEE PRODUCER REGISTRATION

WEEE compliance requirements are different in each EU Member State. ENVIRON's web-based compliance systems cuts through the confusion and enables manufacturers and importers of business products to have a single system to communicate WEEE collection, recycling, and reporting arrangements across Europe.

WEEE COLLECTION AND RECYCLING OBLIGATIONS

Companies required to register as WEEE producers in a Member State are also required to provide arrangements for collection and recycling of waste equipment arising from product sales in that Member State.

WEEE collection and recycling compliance requirements for products sold to businesses (known as business-to-business or B2B) is fundamentally different from requirements for products sold to households (known as business-to-consumer or B2C).

Producers of B2C products are required to finance collection and recycling of household WEEE deposited at local collection facilities (eg civic amenity centres and high street retailers). In most Member States, the quantity of WEEE that each B2C producer is required to collect

and recycle is calculated based on their market share of new product sales. In practical terms, B2C producers do not have any option but to join a compliance scheme in each Member State. The compliance scheme will organise collections of WEEE from civic amenity sites on behalf of all its member companies.

For producers of B2B products, the situation is quite different. Producers of B2B products are required to provide arrangements for collection and recycling of the waste equipment from the business end-user's premises, using a licensed waste carrier.

B2B producers must provide collection and recycling arrangements for new products they place on the market after August 2005, when these ultimately become waste. This is known as New WEEE.

For old equipment sold before August 2005 (known as 'Historic WEEE'), which the business end-user replaces by buying a new product to fulfil the same function, in almost all EU Member States the producer who sells the new product must finance the costs of collection and recycling of the old equipment regardless of who actually sold the old equipment.

WEB-BASED SYSTEMS FOR COST-EFFECTIVE WEEE COMPLIANCE ACROSS EUROPE

ENVIRON's web-based systems to manage and communicate WEEE collection and recycling arrangements to business end-users are designed to be loaded onto a dedicated area on the producer's website. The website address can be printed on the product below the crossed-out wheelie bin symbol to indicate where business end-users should go to get more information about the B2B producer's collection and recycling arrangements.

Member State	ENVIRON's web-based WEEE compliance arrangements
Austria	✓
Czech Republic	✓
Denmark	✓
Finland	✓
France	✓
Germany	✓
Italy	✓
Ireland	✓
Luxembourg	✓
Netherlands	✓
Poland	✓
Romania	✓
Spain	✓
Sweden	✓
UK	✓

Arrangements for transportation of B2B WEEE from businesses must comply with the EC Waste Framework Directive. The requirement to generate documentation to comply with this Directive is often cited by recyclers and compliance schemes as a reason why the B2B producer should use their collection arrangements. However, ENVIRON's web-based systems enable the B2B producer to provide business end-users with a recycling collection label, which they can easily complete to generate the required documentation themselves.

Most WEEE compliance schemes and recyclers are keen to quote for collection of WEEE from the business end-user's premises because it is an opportunity for them to generate additional revenue. However, in most Member States conventional logistics companies have the necessary waste carrier licences and are very well suited to collect WEEE from business end-users. In this case, involving a third party WEEE compliance scheme or a recycler to arrange collections from business end-users can simply increase administrative costs.

To minimise WEEE collection costs, ENVIRON recommends that B2B producers require the business end-user to pay for transportation of WEEE to the recycler. By showing the business end-user how to contact a licensed carrier to arrange and pay for a WEEE collection, the B2B producer's website saves money on avoided administrative costs.

ENVIRON's web-based approach also provides the B2B producer with flexibility and control of future WEEE recycling arrangements. The producer can change recyclers in individual countries as necessary to take advantage of new recycling technologies that may deliver higher revenue returns for waste equipment.

JOINING LOCAL COMPLIANCE SCHEMES IN OTHER EU MEMBER STATES

Some Member State WEEE regulations make it administratively and financially unattractive for B2B producers to provide WEEE compliance arrangements. In these countries, ENVIRON recommends that producers join a local compliance scheme. ENVIRON can identify suitable local compliance schemes in these countries and can arrange your membership to the recommended schemes.

Used with ENVIRON's web-based WEEE compliance arrangements, producers can communicate the compliance arrangements which they have made in each country as part of their overall WEEE compliance strategy.

BUSINESS BENEFITS

ENVIRON's WEEE web system provide companies with significant business benefits:

- A single corporate solution that can be used to communicate WEEE compliance arrangements in all 27 EU Member States.
- Includes the option to gain further savings by passing collection costs on to business end-users.
- Website address can be printed below crossed-out wheelee bin symbol on the product to signpost end-users and treatment facilities to WEEE information.
- Provides flexibility and control of future WEEE recycling arrangements, enabling companies to ensure that recyclers continue to provide competitive rates for their services, and to change recyclers to take advantage of new recycling technologies and techniques.
- Enables companies to gain a competitive advantage with resellers who import into Member States (and who may have a legal responsibility to register as a WEEE producer and provide WEEE collection and recycling).
- Demonstrates to customers that the company is compliant with the WEEE Directive and has addressed its environmental responsibilities.

CONTACT US

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