



Deliverable D5.1

# Conclusions and recommendations report

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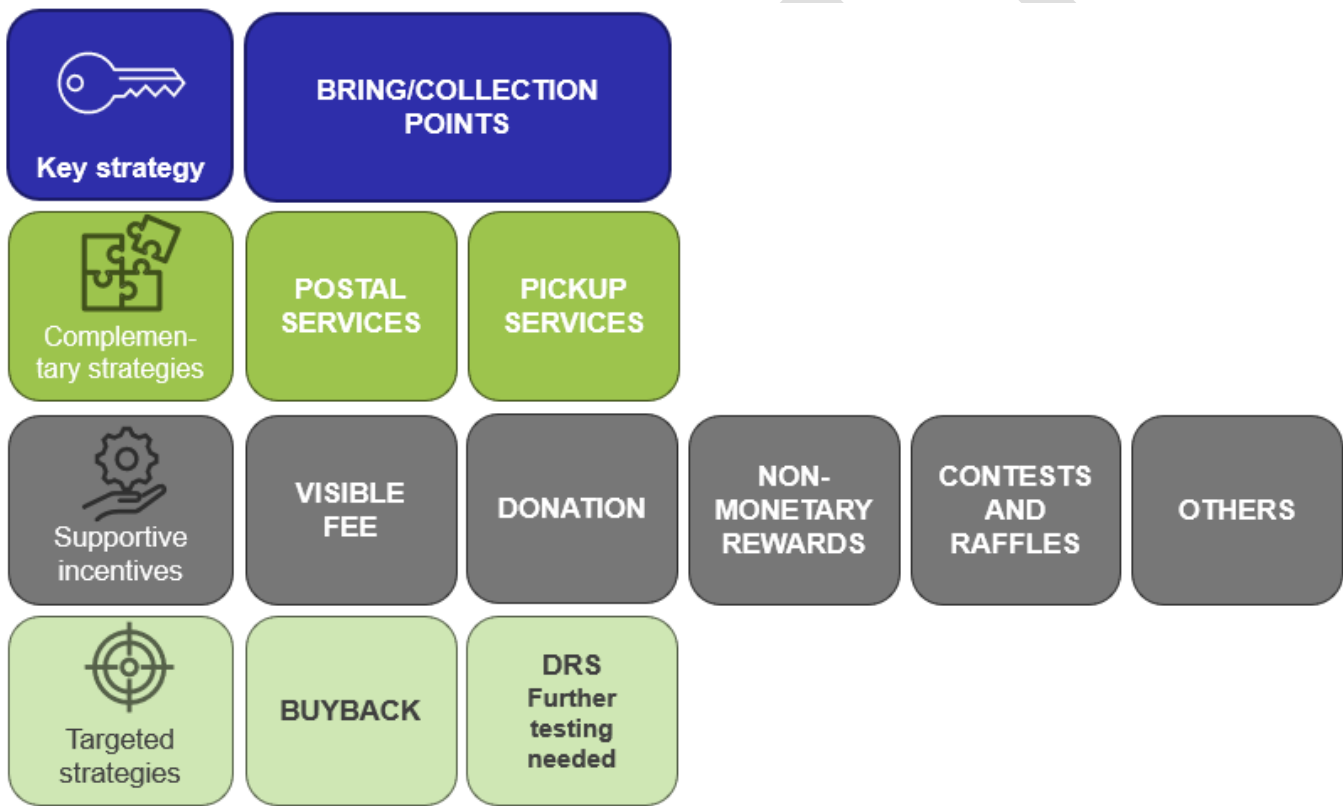
# 1 Conclusions and Recommendations

## 2 8.1 Incentive strategies

3 This section provides the key conclusions and recommendations of the report based on the different types  
4 of incentive strategies tested in the project.

### 5 8.1.1 High level conclusions

6 Out of the findings from the 20 pilots implemented, the various incentives strategies have been classified  
7 in four categories as per the below figure.



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*Figure 1 – Classification of incentive strategies*

10 **Key strategy:** The most successful collection strategies leaned towards convenience in the form of  
11 **collection points** as the most frequently utilized collection methods. Enhancing collection points should  
12 remain a priority for takeback programmes. Collection points must be strategically selected based on  
13 factors such as visibility, traffic, and accessibility, as not all locations will be effective.

14 **Complementary strategies** include **postal services** and **pickup services** to organizations and serve as  
15 additions to the collection point network. Unlike postal services, the pickup service operates on a request  
16 basis, involving a pickup request and a dedicated waste transporter rather than integration into an existing

17 postal system. Expanding postal and pickup services could become increasingly essential, especially with  
18 the rise of online shopping, where WEEE and waste battery take-back could be integrated into EEE/battery  
19 home-delivery services. However, such specific setting would require further testing to assess practical  
20 implementation and functionality.

21 Those three so-called “convenience” incentives are the keystone of the small WEEE and portable  
22 battery collection. According to the consumer survey carried out in the framework of the project  
23 (see D2.2 for more information), municipal collection centres and specific bins in cities represent  
24 the most recognized disposal method and a well distributed network of collection points appears  
25 as a strong incentive for consumers. However, collection at retail is less known among consumers,  
26 highlighting the need for extra information from the consumer side, and extra work with retails to  
27 make existing points further known and used, and expand this modality (i.e. potential exists).  
28 Convenience-based incentives for consumers/businesses through easy accessibility and facilitated  
29 services are crucial for successful collection rates. Incentives that minimized the logistical burden  
30 were effective in encouraging participation. Simplicity for consumers is instrumental, as complex  
31 processes involving overly detailed registration or device analysis appear to deter participation.  
32 These strategies require proactivity by participants but were made accessible with reliable partners  
33 like post offices or retail points. However, convenience incentives alone did not always guarantee  
34 success, if the collection points used are not visible enough, or have low traffic (i.e. not all collection  
35 points are good collection points), as demonstrated by the failure of using parcel lockers despite  
36 the ease of access.

37 **Supportive incentives** are measures designed to enhance waste collection efforts by raising awareness  
38 about proper waste management, increasing the visibility of the initiative, serving as a nudge to motivate  
39 consumer participation, or increasing the trust in the collection initiative.

40 **Visible fee** as a mean to raise awareness on compliance fees, has shown promise in increasing  
41 consumer awareness and encouraging responsible recycling behaviour, with positive feedback  
42 from pilots in Ireland and Italy. However, its successful implementation requires consistent  
43 application across the industry, a strong take-back system at retail collection points, and legal  
44 enforcement to ensure all producers participate. thi

45 **Donation** (also called social incentives) tied to charitable contributions proved to be highly  
46 effective. Campaigns have capitalised on the emotional appeal by linking recycling efforts with  
47 much-loved charities. The initiatives have highlighted the importance of conceiving of recycling as  
48 a dual-benefit activity, where participants can contribute to a meaningful social cause while  
49 addressing environmental concerns. Interestingly, these programmes have proven effective for  
50 both individual consumers and businesses.

51 **Non-monetary reward** such as provision of voucher, concert place, sport equipment can  
52 effectively supplement other strategies. However, their high cost makes them unsustainable in the  
53 long term, limiting their use to one-off initiatives.

54 **Contest and raffles** involving benefits to schools or local communities was an effective incentive.  
55 It requires strong support from engagement campaign to raise awareness and generate excitement

56 **Other** types of incentives such as secure data deletion, open book accounting help enhancing trust  
57 among participants. Contribution to compliance to CSR can also be an extra incentive to companies  
58 which comes at no cost for the program implementer.

59 **Targeted strategies** refer to incentives that can (potentially) be used to attract specific types of waste.

60 **Buyback** is seen as an easy solution to generate immediate consumer interest. However, the cost  
61 per tonne collected is unsustainably high, suggesting that such monetary incentive is effective for  
62 short-term engagement. In addition, the type of equipment collected will depend on the financial  
63 amount offered to the consumer, often restricting PRO-led buyback to low value items while high  
64 value item is attracted by existing second-hand markets.

65 **Deposit Return System** was not tested enough to collect evidence about the success or potential  
66 of this incentive. While a more extensive timeline would be needed to fully evaluate the potential  
67 effectiveness of a DRS, many challenges were identified during the pilot, such as difficult alignment  
68 of the DRS with long lifespan appliances and unnecessary economic pressure on customers.

## 70 8.1.2 Collection points

71 Providing collection points is a key activity of PROs in the EU to increase collection of WEEE and waste  
72 portable batteries from consumers. Such collection points are typically located at recycling centres, shops,  
73 or dedicated collection bins.

74 Four specific means or services were tested under this strategy – including street collection, e-vapes  
75 collection points, parcel lockers and mobile collection - as detailed below.

### 76 8.1.2.1 Street collection

77 Only one pilot implemented street collection: [Street container by ZEOS in Slovenia \(ongoing\)](#). To gain  
78 further insight into the topic and collect countries' experiences and stakeholder's view, a specific  
79 discussion was organized on "Innovative containers" during the course of the project (Pilot Committee 5 -  
80 see description in [section 5.4](#)).

81 Conclusions:

- 82 - By increasing the number of containers for collection, the volumes of collected items can be
- 83 increased. The continual collection growth with no further incentive added shows that using street
- 84 containers has become a social normality for consumers. For many people, the convenience and
- 85 the ability to dispose of unwanted items is enough of an incentive.
- 86 - Successful collaboration with municipalities and local service providers is a key factor in choosing
- 87 effective locations for the bins and ensuring high foot traffic. Collaborating with larger retailers to
- 88 place bins nearby would also enhance collection rate.
- 89 - Leveraging historical data for optimized collection routes enable more cost-effective and efficient
- 90 logistics operation.
- 91 Such programs must be promoted at local level using a variety of media and modalities (e.g.
- 92 messages on utility bills).
- 93 - Containers themselves represent a large part of the investment and require specific attention. They
- 94 must be secured against theft and fire risk. Several PROs in various countries are using such
- 95 containers, and exchange of experience and good practices must be promoted.
- 96 - Clear and simple guidelines must be affixed on the container itself to ensure consumers are making
- 97 a proper use of them and not throwing other types of waste.
- 98 - Expanding the network of collection points can enable synergies with other waste streams (e.g.
- 99 collect other types of waste in the same container, create container groups, etc.), and integrate
- 100 rather easily in the existing collection logistics.

101 Recommendations:

<b>Overall assessment</b>		<b>Street collection in strategic places is a recommended strategy that has proven efficient in many countries</b>	
		<b>Provisions</b>	<b>Responsible actors(s)</b>
<b>Requirements</b>	<ul style="list-style-type: none"> <li>- Strengthen and optimize the number of collection containers in high-traffic, secure and easily accessible locations to encourage participation and normalize the behaviour. Carefully evaluate the number of collection points to strike a balance that ensures sufficient coverage to boost collection rates while avoiding excessive costs or environmental impact.</li> <li>- Work closely with municipalities, local service providers, and large retails to choose effective locations for the bins with high (foot) traffic.</li> </ul>	PROs, municipalities, local service providers, retailers	

	<ul style="list-style-type: none"> <li>- Install suitable bin in terms of fire safety, theft safety, size, and logistics. If necessary, liaise with other PROs already using such containers to get advice.</li> </ul>	
<b>Support policies</b>	<ul style="list-style-type: none"> <li>- Implement the necessary legal measures to facilitate the placement of containers in optimal locations.</li> </ul>	MS policy makers
<b>Support measures</b>	<ul style="list-style-type: none"> <li>- Use historical data to optimize collection routes for a cost-effective and efficient logistics operation.</li> <li>- Organize local promotion and affix clear and simple guidelines on the container itself to ensure proper use by consumers.</li> <li>- Create synergies with other types of waste to minimise logistics cost and maximise convenience for citizens.</li> </ul>	PROs

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103 *8.1.2.2 E-vapes collection point*

104 Two project pilots looked specifically at the issue of e-vapes: [Vapes Collected in Retail Stores by Electrão](#)  
 105 [in Portugal \(new\)](#) and [Be a vape recycler by SENS eRecycling in Switzerland \(ongoing\)](#).

106 Conclusions:

- 107 - While the two pilots are considered successful, a number of common points and differences can  
 108 be noted.
- 109 - E-vapes, as a “new” type of product, are reaching their end of life in large quantities, however not  
 110 being collected through official collection channels, and consumers are not necessarily aware that  
 111 they are considered WEEE.
- 112 - Overall, the network of e-vapes collection points at retail stores established in the two countries  
 113 provided a suitable solution for consumers to return their used vapes. Collaboration with retailers  
 114 was essential in both pilots.
- 115 - In Switzerland, the program originates from the government which helped the system to be set up  
 116 quickly and with the support of producers. In Portugal, on the other hand, the program was directly  
 117 initiated by the PRO and required incentivising retailers to get their participation in the pilot.
- 118 - The Swiss pilot placed a strong emphasis on and invested substantial funds in awareness raising  
 119 activities (financed through the contribution levied by producers and importers) while in Portugal, it  
 120 was recognized that the pilot would have been more successful with a large-scale awareness  
 121 campaign which was not possible due to legal restrictions related to communication campaigns for  
 122 tobacco and tobacco-related products.

123 Recommendations:

<b>Overall assessment</b>	<b>Establishing e-vapes collection points is a highly recommended strategy</b> considering the current challenge posed by this specific type of waste (low collection, low awareness, short lifespan, dedicated selling points)	
	<b>Provisions</b>	<b>Responsible actors(s)</b>
<b>Requirements</b>	<ul style="list-style-type: none"> <li>- Establish a strong e-vapes collection points network, including retail stores.</li> <li>- Educate consumers on proper disposal of e-vapes.</li> <li>- Producers to support, communicate and implement the program in their channels through retailers.</li> </ul>	PROs, producers, retailers
<b>Support policies</b>	<ul style="list-style-type: none"> <li>- Take necessary measures to ensure producers and importers of e-vapes comply with their obligations to collect all types of used e-vapes under the Extended Producer Responsibility (EPR) scheme.</li> <li>- Enact favourable regulatory conditions for awareness campaigns related to e-vapes management to improve public outreach and program participation.</li> <li>- Consider adding a specific chapter or reference to the quantity of vapes that can be transported under the European Agreement concerning the International Carriage of Dangerous Goods by Road (ADR regulations) to help allay fears.</li> </ul>	EC / MS policy makers
<b>Support measures</b>	<ul style="list-style-type: none"> <li>- Ensure retailer's support in the establishment of new e-vapes collection points, as well as in related promotion and awareness raising activities.</li> <li>- Encourage eco-design to make components (such as batteries) more accessible for removal to facilitate dismantling and reduce safety risks.</li> <li>- Formalise e-vapes safe handling and collection protocols into a Standard or Operating Procedure endorsed by vape manufacturers and battery recyclers to reassure industry and partners to get involved with the scheme.</li> </ul>	EC / MS policy makers, PROs, retailers  EC / MS policy makers  PRO

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125 *8.1.2.3 Parcel lockers*

126 Two pilots initially aimed at using parcel lockers for small WEEE and waste portable battery collection,  
 127 namely [Parcel Locker by ERION in Italy \(new\)](#) and [Recycle it with a Click! by Appliances Recycling in](#)  
 128 [Greece \(new\)](#).

129 Conclusions:

- 130 - In the two pilots, the parcel locker ended up not being used. In Italy this was due to safety concerns,  
 131 such as fire hazards and contamination risks, and legal restrictions as the postal service is not an  
 132 authorized waste collector. In the Greek pilot, it was decided to use courier service points instead  
 133 of parcel lockers as they are significantly preferred as customer support service compared to parcel  
 134 lockers.
- 135 - The creation of new collection bins at service points such as postal service also show limited  
 136 results. Integrating waste collection into locations that consumers frequent regularly and for longer  
 137 periods, such as grocery stores, may yield better results. This shows the importance of selecting  
 138 collection points that are effective, instead of opting for many collection points with low activity, the  
 139 latter will simply increase costs without a matching or corresponding result in exchange.

140 Recommendations:

<b>Overall assessment</b>	<b>The use of parcel locker is not a recommended general strategy due to the safety concerns and legal restrictions which prevent the use of lockers and the limited results</b>  Further testing could explore the potential of using parcel lockers as a method for online retailers to manage one-for-one returns of small items.	
<b>Provisions</b>		<b>Responsible actors(s)</b>
<b>Requirement</b>	The creation of <u>new collection points</u> requires the following: <ul style="list-style-type: none"> <li>- High foot traffic and frequent use locations, such as EEE/battery retail, food stores, big working facilities (e.g. big factories, public buildings, universities, etc.). Collection points need to be located where consumers are already visiting frequently and spending time rather than relying on sporadic visits to parcel lockers or post offices.</li> <li>- Effective blending of communication channels, both online and offline channels, are needed to effectively reach a diverse audience. Physical engagement, such as in-person promotional events or educational staff, could help bridge the gap between awareness and action.</li> </ul>	
<b>Support policies</b>	<ul style="list-style-type: none"> <li>- Consider providing more flexibility in the setup of non-professional waste collection areas at facilities whose core business is not waste management. In some instances authorities require a waste management permit that prevents the facilities to place a container for the use of workers or customers.</li> </ul>	
<b>Support measures</b>	<ul style="list-style-type: none"> <li>- Visibility of collection points, by using communication campaigns and showing their presence in search engines and official local registers.</li> </ul>	



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8.1.2.4 Mobile collection

Two pilots implemented a mobile collection: [Collection of Small WEEE and Batteries in Haarlem via a Recycling Truck by OPEN Foundation/Spaarnelanden in the Netherlands \(new\)](#) and [Mobile Collector by ZEOS in Slovenia \(ongoing\)](#).

Conclusions:

- The presence of a mobile collection truck in high-traffic areas or locations with little alternative waste collection options, such as rural areas, increases visibility and encourages participation as it serves as a tool for raising awareness. However, the convenience alone does not always guarantee significant uptake, especially if multiple collection options already exist.
- Effective awareness campaigns, including local media partnerships, are crucial for increasing engagement and participation.
- The ability to collect a wide range of waste types, including difficult or hazardous materials like WEEE, batteries, and chemicals, enhances the success of these initiatives. Separating different waste streams at the source using dedicated containers also improves collection quality.
- The operational costs of mobile collection trucks can be high, particularly when there are synergies with other types of waste and especially hazardous waste, which may require additional safety measures and handling. The inability to predict the amount of waste collected on any given day can further strain resources, leading to inefficient operations if the turnout is lower than expected. Efficient planning, minimizing overheads, and ensuring well-coordinated logistics are key for the sustainability of these services.
- The mobile collection truck combined with good communication for visibility is particularly effective in rural areas where access to other waste collection services is limited. In these contexts, it provides a crucial service that would otherwise be unavailable.

Recommendations:

Overall assessment	Mobile collection is recommended in areas with limited waste collection and logistic service available but minimum traffic to ensure its effectiveness	
	Provisions	Responsible actors(s)
Requirement	<ul style="list-style-type: none"><li>- Collaborate with local governments, environmental organizations, and community groups to raise awareness about the mobile collection service. Work with local media (radio, newspapers, social media) to advertise collection</li></ul>	PROs, waste collection organisation

	<p>dates, locations, and the importance of proper waste disposal.</p> <ul style="list-style-type: none"> <li>- Determine optimal collection hours, with flexible scheduling to accommodate working residents, including weekends or evenings, to maximize participation. Analysing previous study of the dynamics of the targeted areas is advisable.</li> <li>- Strategically position the truck in easily accessible locations - such as grocery store parking lots, public transportation hubs, and residential areas - ensuring the locations are compliant with local zoning and traffic regulations.</li> <li>- Ensure the truck and staff adhere to health and safety regulations, especially when handling hazardous waste such as batteries and chemicals.</li> <li>- Ensure that staff operating the mobile collection truck are well-trained in handling hazardous waste, customer service, data security (for ICT equipment), and emergency protocols (e.g., fire or chemical spills).</li> <li>- Design trucks with secure storage compartments and containers tailored for different types of waste.</li> </ul>	
<b>Support policies</b>	<ul style="list-style-type: none"> <li>- Flexibility from local governments for authorising the service and assigning appropriate locations.</li> </ul>	Local authorities
<b>Support measures</b>	<ul style="list-style-type: none"> <li>- Develop efficient routes and schedules to ensure the truck visits high-traffic areas and underserved locations (such as rural areas). Use data-driven tools to predict demand and optimize collection times based on local needs and patterns.</li> <li>- Ensure strict procedures for secure data deletion when collecting personal data-containing devices from consumers.</li> </ul>	PROs, collectors

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167 **8.1.3 Postal services**

168 Three pilots implemented the postal service strategy destined to individual consumers: [Recycle it with a](#)  
169 [Click! by Appliances Recycling S.A. in Greece \(new\)](#), [Jedonnemontelephone.fr by Ecosystem in France](#)  
170 [\(ongoing\)](#), and [Recycle the ones that ring no more by ZEOS in Slovenia \(new\)](#).

171 In addition, [AFM Téléthon by Ecologic in France \(ongoing\)](#) offered postal service to any organisation, [Be](#)  
172 [a vape recycler by SENS eRecycling in Switzerland \(ongoing\)](#) and [Bring your old mobile / tablet / laptop](#)  
173 [to Altex by ECOTIC in Romania \(new\)](#) offered the service specifically to retailers.

174 Conclusions:

- 175 - Postal service can be a low-cost option and have a positive environmental impact if integrated in  
 176 the established use of national postal services as it does not need any additional vehicles on the  
 177 road for collection.
- 178 - The strategy strongly relies on postal service's / courier's commitment and staff knowledge of the  
 179 strategy. Many postal services are seeking new business opportunities beyond their traditional  
 180 operations, creating an opening for PROs to engage in dialogue and explore potential  
 181 collaborations.
- 182 - One of the major challenges reported concerns the legal restriction on WEEE and battery collection  
 183 and transport via postal services. In some countries like France, the law facilitates the shipment of  
 184 waste for certain purposes (e.g. in view of preparation for reuse), while in others it is forbidden but  
 185 granted an exemption by the Ministry of Environment for the pilot's purpose (e.g. in Greece).
- 186 - In addition, postal service requires proper product packaging and storage to avoid fire and  
 187 damages to appliances, especially in view of reuse/preparation for reuse activities.
- 188 - All pilots provided free of charge postal service; it is unclear whether a pay postal service would  
 189 work.

190 Recommendations:

Overall assessment		Postal service is a recommended strategy as complement to the collection point network	
		Provisions	Responsible actors(s)
Requirements	<ul style="list-style-type: none"> <li>- Establish strong collaboration with a reliable and extensive postal service to integrate the collection process into existing logistics infrastructure, minimizing additional costs.</li> <li>- Inform and provide guidance/training to postal service staff on their contribution and obligations to the program. The front-line staff must be fully informed and aware of the program and on the potential outcomes of their actions to understand the importance of their role. Training should include mitigation and management of fire risks.</li> <li>- Raise awareness of the service to users of postal services and potential users of the initiative.</li> <li>- Provide consumers or organisations with prepaid envelopes/boxes appropriate for the safe shipment of WEEE.</li> </ul>	PRO, postal service	
Support policies	<ul style="list-style-type: none"> <li>- Harmonize European regulations on small U/WEEE and batteries transportation and collection.</li> <li>- Update national policies to support the integration of courier services into waste management systems, ensuring environmental and staff safety and online retailers'</li> </ul>	EC / MS policy makers	

	involvement in take-back schemes. This is especially important as it is required by the European Directive that any retailers, thus also online retailers, must offer free collection of WEEE to consumer (with specific conditions depending on the size of the retail and the type of equipment).	
<b>Support measures</b>	<ul style="list-style-type: none"> <li>- Provide complementary incentives to consumers and organisations, including especially data deletion certificates, traceability of the device and contributions for charity.</li> <li>- Provide guidelines for the safe removal of lithium batteries, if applicable to minimize risk of fires</li> </ul>	PRO

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192 **8.1.4 Pickup services**

193 Three pilots implemented pickup service for companies/organizations: [Pickup by Recupel in Belgium](#)  
 194 [\(ongoing\)](#), [Redoit by RENAS in Norway \(ongoing\)](#), [AFM Téléthon by Ecologic in France \(ongoing\)](#).

195 The [Recycle it with a Click! by Appliances Recycling S.A. in Greece \(new\)](#) offered pickup service to  
 196 individual consumers.

197 Conclusions:

- 198 - The selection and identification of the waste source (i.e. business) was key. These pilots show the  
 199 usefulness of running studies characterising WEEE flows.
- 200 - Considering the cost incurred, pickup services are most suited for companies with larger waste  
 201 quantities than for individual consumers.
- 202 - The pilots in Belgium and Norway targeting companies were designed to address an identified,  
 203 pressing need among organizations that previously lacked a free solution for disposing their  
 204 equipment.
- 205 - The quantity of equipment collected remain low but there is potential for improvement.
- 206 - The equipment collected is usually of better quality and thus more suited for preparation for reuse  
 207 activities.

208 Recommendations:

<b>Overall assessment</b>	<b>Pickup service is a recommended strategy</b> , especially for collective sources of WEEE that other existing collection services may not cover, such as companies, schools, retirement homes etc.	
	<b>Provisions</b>	<b>Responsible actors(s)</b>

<b>Requirement</b>	<ul style="list-style-type: none"> <li>- Identify collective sources of WEEE that are not sufficiently covered by existing collection services (e.g. through WEEE flows studies, market surveys etc.).</li> <li>- Assess organisations' need for pickup service and evaluate the potential volume of WEEE generated to determine the economic viability of establishing a pickup program.</li> <li>- Leverage existing infrastructure, such as transporters, collection centres, and recycling facilities, to improve efficiency and cost-effectiveness. Pickup services are more likely to be sustainable and cost-efficient in high density regions.</li> <li>- Facilitate pickup request (e.g. clear and simple instructions for users, manage requests through online and phone platform, set minimum information to be provided, etc.) and supply suitable containers.</li> </ul>	PROs, waste transporters, and other waste logistic operator
<b>Support policies</b>	<ul style="list-style-type: none"> <li>- Establish a clear and equitable framework for PROs by granting them the right to manage specific categories of WEEE. This would prevent competition with scrap and metal dealers, ensuring WEEE is processed in line with environmental and circular economy objectives.</li> <li>- Set minimum collection conditions to ensure unmixed WEEE channels and prevent collection of WEEE mixed with scrap.</li> <li>- Harmonize reporting obligations. Create consistent documentation and reporting requirements for PROs, scrap dealers, and other entities handling WEEE. This would ensure transparency, reduce administrative burdens on PROs, and level the playing field.</li> </ul>	EU / MS policy makers
<b>Support measures</b>	<ul style="list-style-type: none"> <li>- Develop a dedicated marketing campaign and targeted outreach strategy to raise awareness and engage more small and medium-sized enterprises (SMEs).</li> <li>- Facilitate the safe handling and packaging of waste by making the transporters responsible during the pickup on-site or by providing user-friendly guidelines.</li> <li>- Offer a secure data deletion process to address SMEs' data privacy concerns when donating IT equipment. Detailed data deletion reports further enhance credibility and builds confidence in the system.</li> <li>- Provide open book accounting to participants to increase financial transparency, building trust, and enhancing credibility in the system.</li> </ul>	PROs, waste transporters

210 **8.1.5 Visible fee**

211 Two pilots implemented the visible fee strategy: [Visible fee by WEEE Ireland in Ireland \(new\)](#) and [Visible](#)  
 212 [fee by ERION in Italy \(new\)](#).

213 Conclusions:

- 214 - According to both pilots and the consumer consultation carried out in the framework of the project,  
 215 consumers have a positive perception of the visible fee.
- 216 - Awareness about eco fees showed to be promising, particularly in educating consumers about  
 217 recycling costs and encouraging responsible behaviour.
- 218 - The way of raising awareness about the eco fee in both pilots focused on communication  
 219 campaigns that may deviate from an ordinary implementation of a visible fee which often rely on a  
 220 simple separate display of the eco fee on price tag or purchase receipt. In case of implementing a  
 221 visible fee, such active communication campaign would be necessary, at least in the first years of  
 222 implementation.
- 223 - The implementation poses challenges in a competitive EPR system where eco fees vary between  
 224 consortia and products and brands and can be paid in different ways, either per unit or per kilogram,  
 225 by the producers affiliated within a same consortium. Thus, its feasibility may depend on its  
 226 implementation being kept generic.
- 227 - The challenges faced by the two pilots in establishing a consistent application of visible fees,  
 228 indicate a need for broader industry collaboration or mandatory system to fully leverage this  
 229 mechanism.
- 230 - The implementation of the visible fee relies on strong collaboration from retail that will oversee  
 231 displaying the compliance fee and associated information to consumers at the point of sale or  
 232 during purchase. This may require additional resources for both, mass and small retailers.

233 Recommendations:

<b>Overall assessment</b>	<b>Visible fee is recommended as a mean to increase transparency and consumers' awareness and commitment</b> , subject to the existence of a strong collaboration from retailers and awareness campaign explaining the environmental value of the fee	
	<b>Provisions</b>	<b>Responsible actors(s)</b>
<b>Requirements</b>	<ul style="list-style-type: none"> <li>- Establish collaboration of all types of retailers (i.e. mass, small, online sellers and marketplaces) to display information about eco fees.</li> <li>- Engage in a strong communication campaign about the eco fee. Besides making the fee visible, it is important to provide explanation of its environmental value to consumers.</li> </ul>	PRO, retailer

	Tailoring the messaging to align with local consumer behaviour and cultural norms could improve the effectiveness of the campaign.	
<b>Support policies</b>	<ul style="list-style-type: none"> <li>- Consider mandatory visible fees for all or specific categories of EEE.</li> <li>- Consider special rules for ensuring the collaboration and support from all types of retailers (including on-line and marketplaces).</li> <li>- Take additional enforcement measures to ensure level playing field in the implementation of the visible fee.</li> </ul>	EC / MS policy makers
<b>Support measures</b>	<ul style="list-style-type: none"> <li>- After a few years of implementation, evaluate the level of awareness of the consumers about the eco fees and how the visible fee has affected collection rates and consumer behaviour.</li> <li>- Consider combining visible fee with additional incentives adapted to local consumer preferences and infrastructure capabilities.</li> </ul>	PRO, retailer

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235 **8.1.6 Donation (charity)**

236 Five pilots used charity donation as main incentive strategy: [Lacollecte.tech](#) and [AFM Téléthon](#) both by  
 237 Ecologic in France (ongoing), [Jedonnemontelephone.fr by Ecosystem in France \(ongoing\)](#), [Recycle for](#)  
 238 [Good by WEEE Ireland in Ireland \(ongoing\)](#), and [School competition by ZEOS in Slovenia \(ongoing\)](#). The  
 239 [Exchange Corners by ZEOS in Slovenia \(ongoing\)](#) also included the possibility to donate equipment to an  
 240 NGO.

241 Conclusions:

- 242 - The donation incentive adds a layer of emotional value and is effective in creating a community-  
 243 driven action where participants feel they are contributing to both environmental and social causes.  
 244 This strategy can be effective in capturing attention and raising awareness, but it is essential to  
 245 maintain a communication focus on the long-term benefits of proper waste management, including  
 246 environmental protection and resource conservation.
- 247 - In the donation model, the cost of collections is seen as loss-leaders by some pilots, but they do it  
 248 for the social impact the scheme offers the community in generating donations or raising awareness  
 249 or community spirit. The model and amount of the donation can be adapted to improve the financial  
 250 viability of the initiative
- 251 - Donation consisted in either a monetary payment to a specific charity based on the amount of  
 252 waste collected, or the donation of ITC devices, contributing to bridging the digital device and  
 253 extending life of device via reuse/repair/refurbishment.

254 - The choice of the charity organisation is an important factor in triggering participation. In addition,  
 255 giving the possibility to the consumer to choose the charity he wants to support can further improve  
 256 the model.

257 Recommendations:

<b>Overall assessment</b>	<b>Donation is recommended as a supplementary incentive to create social and environmental awareness in the community and draw attention to a waste collection initiative</b>	
	<b>Provisions</b>	<b>Responsible actors(s)</b>
<b>Requirement</b>	<ul style="list-style-type: none"> <li>- Incorporate donation-based incentives into waste collection programs to enhance community engagement and foster both environmental and social impacts.</li> <li>- Collaborate with reputable and relatable charitable organizations to inspire trust and maximize participation.</li> <li>- Ensure to maintain a communication focus on the long-term benefits of proper waste management.</li> </ul>	PROs, charity
<b>Support policies</b>	<ul style="list-style-type: none"> <li>- Consider providing tax-incentives to individuals and organisations making a donation to a public interest organization as part of WEEE and battery takeback schemes.</li> </ul>	MS policy makers
<b>Support measures</b>	<ul style="list-style-type: none"> <li>- Offer possibility to participants to choose the charity they want to donate to.</li> <li>- Ensure convenience of disposal by making several locations available for collection (e.g. schools, retailers and supermarkets, newsagents, offices and businesses, public buildings and health facilities, etc.) and/or offering postal service for relevant equipment.</li> </ul>	PRO

258

259 **8.1.7 Non-monetary rewards**

260 Seven pilots used non-monetary reward as incentives, among which 3 provided vouchers: [Deposit Return System by ERION in Italy \(new\)](#), [Bring your old mobile / tablet / laptop to Altex by ECOTIC in Romania \(new\)](#), and [Recycle for Good by WEEE Ireland in Ireland \(ongoing\)](#). ["Recycle it with a Click!" by Appliances Recycling S.A. in Greece \(new\)](#) used reward points on retail membership card (monetary reward for next purchase). [School competition by ZEOS in Slovenia \(ongoing\)](#) organized a concert for the winning schools. 265 The [Exchange Corners by ZEOS in Slovenia \(ongoing\)](#) allowed to exchange one working appliance for another. Finally, [Lacollecte.tech by Ecologic in France \(ongoing\)](#) used tax-reduction for companies.



267 Conclusions:

- 268 - Similar to donation, non-monetary rewards can be effective in capturing attention over the short
- 269 term, but it is essential to maintain a communication focus on the long-term benefits of proper
- 270 waste management, including environmental protection and resource conservation.
- 271 - The main type of reward used were vouchers which are especially convenient for individual
- 272 consumers and which are easier to implement for retailers as part of their existing system (e.g.,
- 273 avoid cash movements).
- 274 - However, the high cost of the voucher-based model makes it less scalable and financially
- 275 unsustainable in the long term.
- 276 - Concert organisation or sport equipment can also be interesting for specific organisations such as
- 277 schools, but it could also apply to e.g. retirement homes.
- 278 - Reward to companies: tax incentives can be powerful tools to reward companies.
- 279 - Innovative offers, such as the exchange of used equipment (as done in the Exchange corner pilot)
- 280 are interesting in terms of long-term goal (i.e. reduce consumerism and excessive use of resources)
- 281 but would require more time and promotion to become a new habit of consumers.

282 Recommendations:

<b>Overall assessment</b>	<b>Non-monetary reward is recommended as a supplementary incentive to other strategies</b> for a limited period of time and subject to a thorough assessment of the cost-effectiveness	
	<b>Provisions</b>	<b>Responsible actors(s)</b>
<b>Requirements</b>	<ul style="list-style-type: none"> <li>- Ensure the prizes are relevant and appealing to the target audience (e.g., school-aged children).</li> <li>- Ensure that the value of non-monetary rewards, such as vouchers or prizes, is compelling enough to justify the effort involved in returning items while also manageable in terms of costs to allow the system to be affordable.</li> <li>- Implement caps on the number of rewards per person (if applicable) to encourage broader participation and prevent a small group from monopolizing the incentive. For instance, limiting the number of vouchers per individual helps to spread participation across a larger group, ensuring that more people are motivated to participate.</li> <li>- Keep the reward process straightforward and transparent. Complex procedures can discourage participation, so it's important to make the redemption process easy and user-friendly. Ensure that the reward system is efficient and does not have bugs or delays that could frustrate participants.</li> </ul>	PROs

	<ul style="list-style-type: none"> <li>- Continuously monitor the effectiveness of non-monetary rewards and adjust as needed. Track participation rates and collect feedback to ensure the incentives remain attractive and appropriately tailored to the target audience. If a specific reward proves ineffective, consider modifying it or testing new types of rewards.</li> <li>- Ensure to maintain a communication focus on the long-term benefits of proper waste management.</li> </ul>	
<b>Support policies</b>	<ul style="list-style-type: none"> <li>- Consider tax incentives for individuals and organisations that donate to a charitable organisation as part of take-back schemes for WEEE and batteries.</li> </ul>	MS policy makers
<b>Support measures</b>	<ul style="list-style-type: none"> <li>- Incorporate friendly competition, especially in educational or community settings (such as schools or local groups), to amplify the impact of rewards.</li> </ul>	PROs

283

284 **8.1.8 Contests / Raffles**

285 Two pilots used contest / raffle as incentive in schools: [Recycle for good by WEEE Ireland in Ireland](#)  
 286 [\(ongoing\)](#) and [School competition by ZEOS in Slovenia \(ongoing\)](#).

287 In addition, [Recycle the ones that ring no more by ZEOS in Slovenia \(new\)](#) added a raffle as an extra  
 288 incentive to raise participation during the pilot implementation. However, as this did not have a significant  
 289 impact on engagement, no conclusive findings could be drawn.

290 Conclusions:

- 291 - The two pilots implementing school contest, with a combination of non-monetary prizes and  
 292 donation incentives appeared very successful in terms of community participation and tonnage  
 293 collected.
- 294 - This success highlights the value of integrating educational elements and making the campaigns  
 295 more engaging for younger audiences.
- 296 - School competition is also a good way to collect items in good condition that can be prepared for  
 297 reuse.

298 Recommendations:

<b>Overall assessment</b>	<b>Contests / Raffles in school environment is a recommended strategy</b> to boost UEEE, WEEE and battery collection while educating the younger generation on the environmental impacts of such waste
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Provisions		Responsible actors(s)
<b>Requirement</b>	<ul style="list-style-type: none"> <li>- Ensure that school contests include educational content to engage students meaningfully. Contests should not only focus on collecting WEEE and batteries but also raise awareness about recycling and sustainability, making the learning process fun and interactive.</li> <li>- Foster a sense of friendly competition among schools or groups within schools. Recognizing and rewarding the efforts of teams or classrooms that collect the most WEEE or batteries can encourage more widespread participation.</li> <li>- Involve a large number of schools.</li> <li>- Make the campaign yearlong as WEEE and batteries waste are not necessarily generated every month.</li> <li>- Keep the contest rules simple and ensure that the process for collecting, reporting, and redeeming rewards is clear and easy to follow.</li> </ul>	PROs, schools
<b>Support policies</b>	<ul style="list-style-type: none"> <li>- N/A</li> </ul>	
<b>Support measures</b>	<ul style="list-style-type: none"> <li>- Distribute educational material.</li> <li>- Publicizing the results and celebrating achievements can further motivate students to participate.</li> <li>- Ensure storage capacity at school is sufficient and organize removal of the devices collected accordingly.</li> <li>- Consider coupling the contest / raffle with other incentives (e.g. charitable donations or non-monetary prizes). This approach enhances the sense of social responsibility and can increase participation, particularly when students see the broader impact of their actions.</li> <li>- Engage teachers and parents in the contest to create a collaborative effort. This can be done by offering incentives for teachers who guide their students through the process or involving parents in the collection process, making it a community-wide effort.</li> </ul>	PROs, schools



### 8.1.9 Other types of incentives

Five pilots used other types of incentives, in particular three provided and communicated about the secure deletion of personal data: [Collection of Small WEEE and Batteries in Haarlem via a Recycling Truck by OPEN Foundation/Spaarnelanden in the Netherlands \(new\)](#), [Jedonnemontelephone.fr by Ecosystem in France \(ongoing\)](#), [Redoit by RENAS in Norway \(ongoing\)](#). The later also provided open book accounting.

305 In addition, [Lacollecte.tech](#) and [AFM Téléthon](#) both by Ecologic, France (ongoing) considered the  
 306 compliance with CSR as incentive.

307 Conclusions:

- 308 - The three types of other incentives tested by pilots – namely secure data deletion, open book  
 309 accounting and CSR compliance – all contribute to enhancing the transparency in the WEEE and  
 310 battery collection process for consumers and organisations.
- 311 - Consumers are often concerned with the safety of the personal data in their IT and other  
 312 equipment. That is one of the key reasons for hoarding U/WEEE at home. Consumers can also be  
 313 reluctant to share personal information required to participate in certain pilots, such as bank  
 314 account details and Value Added Tax (VAT) numbers in order to get a buyback. Such concern may  
 315 prevent consumers from participating to such programme.
- 316 - Organizations, especially companies, are also concerned with data safety and may be reluctant to  
 317 forward their equipment for prepare for reuse activities.
- 318 - Providing consumers and enterprises with incentives that address their specific concerns, such as  
 319 the assurance of secure data deletion and the ability to receive detailed compliance reports help  
 320 mitigate the perceived risks and increase participation in collection programs.
- 321 - Companies that integrate WEEE donation into their CSR goals contribute to social and  
 322 environmental causes, boosting both community involvement and their own corporate reputation.

323 Recommendations:

<b>Overall assessment</b>	<b>Other types of incentives favouring secure data deletion, financial transparency, CSR compliance are recommended</b> to foster engagement of consumers and organisations in take back schemes	
<b>Provisions for secure data deletion</b>		<b>Responsible actors(s)</b>
<b>Requirement</b>	<ul style="list-style-type: none"> <li>- Inform consumers/organizations about the destiny of the equipment they are disposing and the handling of their personal data.</li> <li>- Provide a reliable and transparent data deletion process for ICT equipment collected, including detailed certificates or reports of data erasure by certified operators.</li> <li>- Similarly, when collecting personal information in the course of a pilot/program, inform consumer about the purpose and intended use of the data collected, as well as the security measures in place to protect it.</li> </ul>	PROs, repair / reuse / remanufacturing / recycling centres
<b>Support policies</b>	- N/A	

<b>Support measures</b>	- Develop guidance materials (leaflet, videos, etc.) explaining how to remove personal data and bring the equipment back to manufacturing status.	PROs
<b>Provisions for CSR compliance</b>		
<b>Requirement</b>	<ul style="list-style-type: none"> <li>- Encourage companies to integrate WEEE and battery recycling into their CSR strategies. By demonstrating the environmental and social benefits of recycling, businesses can fulfil their CSR obligations while positively impacting their reputation.</li> <li>- Consider engaging with social economy entities for donation or re-use of appliances, and green procurement as other ways of supporting CSR.</li> </ul>	PROs, companies  Companies
<b>Support policies</b>	- N/A	
<b>Support measures</b>	- Provide companies with the tools to report back on the end destinations and environmental impact of donated/recycled items, which can be shared internally with employees and externally with stakeholders	PROs, companies
<b>Provisions for accounting transparency</b>		
<b>Requirement</b>	- Implement open book accounting to provide clear visibility into allocation of funds within the WEEE and battery collection process.	PROs
<b>Support policies</b>	- N/A	
<b>Support measures</b>	- Provide donors (both individuals and businesses) with clear and transparent reporting on where their donated items end up and how they are processed. This could include providing end-of-life details or certifications that ensure the items are recycled responsibly. Transparency in handling donations will foster trust and encourage continued participation.	PROs

324

### 325 8.1.10 Buyback – Direct payment (monetary)

326 Two pilots implemented a buyback for consumers, namely [Bring your old mobile / tablet / laptop to Altex](#)  
327 [by ECOTIC in Romania \(new\)](#) and [Recycle the ones that ring no more by ZEOS in Slovenia \(new\)](#).

328 In addition, one pilot provided monetary incentive to retailers: *Vapes Collected in Retail Stores* by Electrão  
329 in Portugal (new).

330 Conclusions:

- 331 - Implementing buyback program on-site at one retail shop with staff support requiring minimal  
 332 consumer effort and a fixed-amount voucher proved more successful than using a multi-step  
 333 process involving an online assessment, postal service, and contracts and potential buyback (with  
 334 or without raffle as an extra incentive). The one-site pilot collected 12.5 times more WEEE in a  
 335 single day than the pilot using postal service in five-month. This emphasizes that consumers prefer  
 336 instant rewards, simple participation process where they do not have to share extra personal  
 337 information nor sign any contract, and accessible retail locations. Consumers also seem to be quite  
 338 receptive to an incentive with fixed amount, so that they can decide for themselves which devices  
 339 are worth returning.
- 340 - In some countries (e.g. Slovenia), competition is strong in the second-hand market - especially for  
 341 higher value items (recent smartphone, tablets, laptops) - limiting the impact of such pilot/program  
 342 by PRO offering less interesting prices. Other actors (producers, online marketplace specialized in  
 343 repair and refurbishment, consumer-to-consumer markets) might already offer such buyback  
 344 (including with free post shipment) at more attractive conditions.
- 345 - The two pilots agreed that buyback is a good strategy to stimulate consumers to stop hoarding  
 346 obsolete equipment, although the type of equipment collected will depend on the financial amount  
 347 offered to the consumer.
- 348 - Buyback is a costly strategy which limit its long-term implementation..
- 349 - Ultimately, PRO-led buyback with limited redemption costs may be effective in attracting low value  
 350 items, while more valuable items are often diverted to the existing second-hand market. In this  
 351 context, the second-hand market can play a complementary role to that of PROs by managing  
 352 UEEE and extending the lifespan of certain appliances.

353 Recommendations:

<b>Overall assessment</b>	<b>Buyback is not recommended as a general collection strategy by PROs but can be a possible option to attract specific types of WEEE for a given time</b> This strategy is not cost-effective enough for long-term implementation by PROs, and other actors are already running similar programs that divert more valuable U/WEEE from improper collection schemes.	
<b>Provisions</b>		<b>Responsible actors(s)</b>
<b>Requirements</b>	<ul style="list-style-type: none"> <li>- Assess the market and competitive landscape as other actors (producers, online marketplace specialized in repair and refurbishment) might already offer buyback at more attractive conditions in the country.</li> <li>- Tailor financial incentives based on the age and functionality of targeted devices. Higher incentive can encourage collection of more valuable items, while</li> </ul>	PROs

	<p>minimum incentives can still encourage collection of older non-functioning items (not valuable, not captured by existing market).</p> <ul style="list-style-type: none"> <li>- Limit the duration of buyback programme due to the associated costs.</li> </ul>	
<b>Support policies</b>	<ul style="list-style-type: none"> <li>- Require second-hand market entities to report on volumes and activities to clarify WEEE flows and fill data gaps at national, EU, and global levels (see <a href="#">section 8.2.2</a> for further information).</li> </ul>	EU / MS policy makers
<b>Support measures</b>	<ul style="list-style-type: none"> <li>- Test different buyback amounts to find the most cost-efficient option depending on the type of UWEEE the programme aims to attract.</li> <li>- Combine the buyback with other unique value propositions (e.g. guaranteed data wiping services, premium environmental claims etc. )</li> </ul>	PROs

354

### 355 8.1.11 Deposit Return System

356 Only one pilot project tested the DRS: [Deposit Return System implemented by ERION in Italy \(new\)](#). The  
357 pilot did not manage to draw conclusive results on the success of this strategy, but analysed some relevant  
358 aspects of the implementation. To gain further insight into the topic and collect countries' experiences and  
359 stakeholder's view, a specific workshop was organized during the project (see description in [section 5.4](#)).

360 Conclusions:

- 361 - DRS is the most contended strategy, quite strongly criticised by several stakeholders who  
362 emphasize a series of issues, as compiled below. The EEE and battery markets and value chains  
363 have different dynamics compared to other types of waste like packaging for which DRS has been  
364 tested and is currently implemented in several countries.
- 365 - Compared to waste packaging, WEEE are not commonly discarded improperly, making the impact  
366 of a DRS on these items less significant.
- 367 - EEE and portable batteries have higher and very different values compared to packaging. The  
368 implementation of a DRS would require setting appropriate deposit amounts for each type of EEE  
369 and batteries that are both effective incentive for consumers and simple to understand, which may  
370 result in the consumer having to pay a high deposit. A high deposit combined with the long lifespan  
371 of these products would certainly lead to financial management complexity and a problem of money  
372 accumulation. The longer the lifetime, the greater the risk that consumers will not reclaim the  
373 deposit adding unnecessary economic pressure to consumers.

- 374 - It was also argued that different deposit amounts among EU countries could lead to “deposit  
375 tourism” where EEE and battery would be bought in countries with the lowest deposit amount but  
376 returned in countries with the highest deposit amount. To address this issue, either the deposit  
377 amount should be standardized, or country-specific markings should be implemented.
- 378 - EEE and portable batteries are also more often bought online than packaging. Implementing a  
379 DRS on those products would require ensuring online retailers are part of the system to avoid  
380 putting all the burden on physical retailers. However, establishing a DRS for online retailers would  
381 pose challenges including logistical complexity in managing cross-border returns and increased  
382 costs for infrastructure, shipping, and compliance. Customer experience may be negatively  
383 impacted by cumbersome return processes, while fraud risks and safety concerns with hazardous  
384 materials add further operational difficulties. Additionally, data management and reporting  
385 requirements would create significant administrative burdens.
- 386 - Stakeholders also emphasized the risk to reduce the number of collection points already in place -  
387 especially through retailers - since the current network of collection points would become obsolete  
388 as DRS may require specific installation (including cash and/or voucher to get the money back).  
389 The administrative and financial burden associated with DRS would likely add more pressure to  
390 small retailers.
- 391 - The different types and characteristics of WEEE (varying recycling costs, processing requirements,  
392 and market values) would require different DRS financial business models with different money  
393 flows.
- 394 - It would be worth further testing the implementation of a DRS system with short lifespans and safety  
395 concerns (such as e-vapes), and/or higher concentration of critical raw materials (CRMs) to assess  
396 whether the potential benefits could justify the major investments and infrastructure needed to  
397 make it work. Before any implementation, an impact assessment of the DRS would be essential,  
398 including an evaluation of the costs (including cost pressure to consumers), benefits, results, legal  
399 requirements, fraud risk, ICT and behavioural consequences.
- 400 - Overall, there is currently a lack of information regarding the actual efficiency of DRS in increasing  
401 the small EEE/WEEE and portable battery collection. Only few concrete examples of countries  
402 applying DRS to such good are available (Austria 1991-2005, South Korea 1992-2002), and this  
403 system has not been renewed.

404

405 Recommendations:

Overall assessment	<b>DRS is not recommended for all EEE/WEEE categories and batteries due to the high complexity of implementation</b> , varying product lifespans, and differing market
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	<p>dynamics, which could lead to financial and logistical challenges, consumer inconvenience, and the risk of creating an inefficient or burdensome system.</p> <p>It is however recommended to carry out a specific study and/or pilot test over a longer period of time the implementation of DRS for specific categories of products with shorter lifetime and higher risk of littering, such as e-vapes<sup>1</sup>.</p>	
	<b>Provisions</b>	<b>Responsible actors(s)</b>
<b>Requirements</b>	<p>The implementation of a pilot test for specific type of waste shall meet the following requirements:</p> <ul style="list-style-type: none"> <li>- Ensure necessary support by producers.</li> <li>- Ensure necessary cooperation by a network of retailers</li> <li>- Ensure sufficient implementation time so that the deposit can be linked to a specific sold product.</li> <li>- Develop and test the DRS system across different stores and companies to identify challenges and solutions to the case where a consumer buys a product in one store and bring it back to another retailer. It will be necessary to develop a system that works across all stores selling appliances and batteries, capable of handling refund requests even years after purchase.</li> <li>- Test different deposit amounts depending on the type and cost of the product. The deposit value should be carefully balanced to account for factors like low cost, deposit impact, and product lifespan.</li> <li>- The system should be designed to clearly identify products with a paid deposit without relying on receipts or linking deposits to individual consumers, thus supporting the second-hand market.</li> <li>- The system should also ensure the identification of products on which a deposit has been paid to prevent refunding deposits for non-eligible items, which would lead to higher costs for retailers and manufacturers.</li> <li>- Monitor evolution over time and assess the risk of generating large funds unused due to improper disposal and hoarding.</li> </ul>	PROs, producers, retailers
<b>Support policies</b>	<ul style="list-style-type: none"> <li>- Take necessary measures to require producers/importers and retailers to contribute to the pilot.</li> </ul>	EC / MS policy makers
<b>Support measures</b>	<ul style="list-style-type: none"> <li>- Financial and administrative support to all involved stakeholders (including producers/PROs, retailers) for the test implementation in several countries.</li> <li>- Engage a promoter to guide customers through the process and answer questions.</li> </ul>	<p>EC / MS policy makers</p> <p>PROs, retailers</p>

<sup>1</sup> Such “real-time” pilot could not be implemented within the ECOSWEEE project due to the short duration of the project and difficulties engaging with e-vapes producers.

- |  |   |  |
|--|---|--|
|  | <ul style="list-style-type: none"><li>- Train store staff on checkout procedures and product eligibility.</li><li>- Offering multiple return options such as drop-off points at various retailers or home collection services and integrating the return process with existing municipal or retailer collection programs could provide greater flexibility.</li></ul> |  |
|--|---|--|

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DRAFT

## 8.2 Other factors influencing the collection

The previous section provided key recommendations regarding the adoption and implementation of targeted incentive strategies to improve the collection of U/WEEE and waste portable batteries.

The assessment of the pilots revealed that, while incentives can stimulate participation, they are never the sole driver of success. The effectiveness of pilots is influenced by several factors, including the duration of the initiative, the role of retailers, existing infrastructure, consumer engagement strategies, and geographical and legislative contexts. The factors that are important in a scheme vary based on the type of EEE being collected, whether there has been any similar type of service before and the demographic being targeted (both in terms of age, education and if it is B2B or B2C).

The following section outlines overarching conclusions and recommendations related to these factors that apply across different incentive strategies (i.e. are not incentive-dependent).

### 8.2.1 Role of consumers

Small WEEE and batteries are often disposed of by consumers in mixed residual waste or hoarded in their households. According to the consumer consultation carried out in the framework of the project (see [section 5.1](#) for more information), on average across the 7 countries surveyed, over 12% of respondents reported discarding these items in general waste bins, with disposal patterns varying by product type (components such as cables are more likely to end up in the general waste bins than batteries or small household appliances). In addition, several studies<sup>2</sup> indicate that the reasons for hoarding broken or functioning items include notably the prospect of repair, the wish to keep a back-up, the possibility of reusing spare parts, the sentimental value/emotional attachment, but also the lack of information of where to recycle them, or the lack of incentive.

The project has demonstrated that consumers respond well to various incentives; however, it is crucial to ensure that the public does not become dependent on these incentives. Rather than being seen as rewards for single actions, incentives should be framed as tools to foster lasting behavioural change.

Key recommendations to consumers		Responsible actors(s)
Requirements	- Always dispose WEEE and batteries at designated collection points, i.e. at municipal collection centres,	Consumers

<sup>2</sup> Ipsos APEME, 2022. Project WEEE Flows Toolkits Portugal 2022. Quantitative report; GBD Research and Ecotic, 2022. Habits of Romanian population regarding small e-waste 2022.

	<p>participating retail shops, or other facilities specifically set up for safe disposal.</p> <ul style="list-style-type: none"> <li>- Dispose of WEEE and unused EEE and waste batteries by participating in take-back schemes. Municipalities, PROs, manufacturers, and retailers offer take-back programs for old electronics and batteries, which help ensure the items are collected and recycled responsibly.</li> <li>- Trust the professionals of the sector (especially regarding data deletion) to allow more preparation for reuse. Accredited preparation for reuse organisation, remanufacturers, refurbishers provide trusted services of data deletion.</li> <li>- Donate/dispose for re-use working electronics. If an electronic device still works but is no longer needed, consider donating it to schools, charities, or individuals in need or extending its life through other re-use destinations.</li> <li>- Educate and influence others. Raise awareness and encourage family, friends, and colleagues to responsibly dispose of their small WEEE and batteries. Inform them about existing initiatives.</li> </ul>	
<b>Support measures</b>	<ul style="list-style-type: none"> <li>- Provide tracking apps that allow consumers to monitor the recycling journey of their WEEE and receive regular updates.</li> </ul>	PROs

432

433 **8.2.2 Role of retailers<sup>3</sup>**

434 The pilot activities have underscored the crucial role retailers play in specific strategies, including collection  
435 points, DRS, visible fees, and certain buyback and non-monetary rewards programs. For instance, the  
436 Visible fee pilot in Ireland and the Buyback pilot in Romania both benefitted from effective retailer  
437 collaboration, where visibility at retail locations boosted collection, and provided extensive collection  
438 network.

439 However, the project activities have also highlighted significant gaps in the involvement of retailers in the  
440 collection of small WEEE and waste batteries.

441 From a legal perspective, the WEEE Directive is considered too weak on retailer’s obligations and  
442 countries have different interpretations in their national transposition leading to a lack of harmonization at  
443 EU level. Indeed, some countries (e.g. Ireland, the Netherlands) rely intensively on retailers’ network, while

<sup>3</sup> Note: the term “retailer” in this report corresponds to the term “distributor” defined in the WEEE Directive as “any natural or legal person in the supply chain, who makes an EEE available on the market” (which includes producers) and in the Battery Regulation as “any natural or legal person in the supply chain, other than the manufacturer or the importer, who makes a battery available on the market”.

444 other countries do not (e.g. Slovenia). In addition, there is a certain level of uncertainty on who should be  
 445 considered distributors/retailers. For instance, installation companies (e.g. for heating system) are  
 446 distributors of equipment but often do not consider themselves as retailer and thus do not apply the WEEE  
 447 Directive or corresponding national legislation.

448 Many retailers currently lack the knowledge, commitment, and/or resources to fully fill-in their role and  
 449 obligations. Especially, online retailers sometimes bypass their obligations. For many retailers, increasing  
 450 take-back quantities is primarily a means of meeting legal obligations. Efforts to exceed these  
 451 requirements are often viewed as undesirable due to the additional administrative costs involved and  
 452 strong market competition. If the administrative and financial burden associated with the collection of small  
 453 WEEE and waste batteries is deemed to outweigh the economic gain of selling EEE and portable batteries,  
 454 some retailers could even decide to cease their obligations by stopping to sell those products, resulting in  
 455 a loss of point of sale and point of collection. This is especially true for batteries which often represent a  
 456 very small share of their business.

457 Yet, retailers, including online retailers, have the potential to provide consumers with a broad and  
 458 convenient collection network and awareness raising, and enhancing their role requires coordinated efforts  
 459 from various stakeholders.

460 The buyback pilots have underscored the important role of the second-hand market in managing  
 461 appliances that retain value and are still functional. This role should be viewed as complementary to the  
 462 activities of PROs rather than competitive. However, the impact of the second-hand market remains  
 463 difficult to quantify. Introducing additional responsibilities, such as mandatory reporting of their activities,  
 464 could provide valuable insights into the existing flows of UEEE and WEEE, helping to better understand  
 465 their contribution to the circularity of EEE.

<b>Recommendations to strengthen and clarify retailers' involvement in small U/WEEE and waste portable battery collection</b>		<b>Responsible actors(s)</b>
<b>Requirements</b>	<ul style="list-style-type: none"> <li>- Stay informed and up to date on retailer's roles and legal responsibilities under Article 5.2 of the WEEE Directive and Article 62 of the Battery Regulation. Be aware of national legislation that may amend or supplement these obligations.</li> <li>- Proactively engage into awareness raising activities and inform consumers purchasing small EEE and portable batteries of the possibility to return U/WEEE or waste portable batteries. This information should be provided at the point of sale, in a clear and visible way, or, in the case of online sales, through information provided with the offer.</li> <li>- Invest in developing consumer-friendly take-back methods for WEEE and collaborate more closely with PROs to</li> </ul>	Retailers, second hand shops

	<p>improve collection rate, not limiting only to achieving legal target.</p> <ul style="list-style-type: none"> <li>- Establish agreements with PROs to offer customers easily accessible recycling options for appliances unsuitable for resale (e.g. integrated in retail/second hand shop website).</li> <li>- Report on the activities carried out, volumes managed and destination of such volumes. Currently some retailers report to PROs with whom they have set agreements.</li> <li>- Engage in the use of reverse logistics whenever possible.</li> </ul>	
<b>Support policies</b>	<ul style="list-style-type: none"> <li>- Clarify the definition of distributor/retailer (Article 3 of the WEEE Directive).</li> <li>- Clarify, reinforce and harmonize retailers' obligations across Member States (Article 5.2 of the WEEE Directive) by adopting standardized EU regulations.</li> <li>- Clearly outline the obligations of online retailers regarding the one-to-one return principle.</li> <li>- Clarify retailers' reporting requirements and strengthen accountability. Define mandatory reporting obligations for retailers, including online sellers, to ensure transparency and compliance with collection duties. Require detailed reports on the volumes of waste collected and the specific measures implemented to facilitate effective take-back systems.</li> <li>- Require private second-hand markets to report volumes of collected and processed items to assess the impacts of their activities on UEEE life extension and WEEE generation calculations.</li> <li>- Allow flexibility in waste and shipment policies for widening the use of reverse logistics</li> </ul>	EC, MS policy makers
<b>Support measures</b>	<ul style="list-style-type: none"> <li>- Establish direct communication with retailers participating in take back schemes to facilitate collaboration, adapt to their needs, and ensure continued engagement.</li> <li>- Introduce specific terms in the contracts with the retailers that ensure clarity of obligations and highlight the benefits of a high engagement.</li> <li>- Monitor retailers' implementation of their obligations and offer support and remedial actions if needed.</li> <li>- Consider providing financial, administrative, and infrastructural support to retailers, such as: <ul style="list-style-type: none"> <li>o Punctual financial assistance to offset part of the collection costs based on waste volumes. This may be required in the absence of a legal obligation to retailers to contribute to collection resources.</li> <li>o Administrative support to streamline the reporting and monitoring of waste volumes collected.</li> </ul> </li> </ul>	PROs

	<ul style="list-style-type: none"> <li>○ Dedicated, secure containers for small WEEE and battery collection.</li> <li>○ Free collection services like postal or pickup options.</li> <li>○ In-store communication materials to raise consumer awareness.</li> <li>○ Training for staff or promoters to guide consumers and answer questions and improve smooth operation of the initiative.</li> </ul>	
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466

467 **8.2.3 Infrastructure**

468 The implementation and assessment of the pilot have demonstrated the importance of having sufficient  
 469 and well-designed collection infrastructure. Establishing a collection network through cooperation with all  
 470 relevant actors, such as retailers and municipalities, is essential for any collection initiative to succeed.  
 471 However, simply increasing the number of collection points without considering how they can add value  
 472 or efficiency to the collection will not lead to success. Infrastructure must be "smart" and tailored to the  
 473 needs of the system.

474 Success in scaling collection and recycling systems depends a great deal on the current state of  
 475 infrastructure. Countries with poor infrastructure will face slower and more resource-intensive  
 476 implementation.

477 Infrastructure for collection and recycling should be viewed and planned at the Member State level,  
 478 acknowledging that Member States have varying levels of existing infrastructure that require different  
 479 levels of investment and support. The establishment of a minimum infrastructure requires significant long-  
 480 term investments that should be supported by long-term arrangements between national and local  
 481 governments, PROs, and operators (collecting and recycling facilities).

<b>Practical recommendations for the implementation of small WEEE and waste portable battery minimum infrastructure</b>		<b>Responsible actors(s)</b>
<b>Requirements</b>	<ul style="list-style-type: none"> <li>- Ensure all actors work together to define and establish a minimum infrastructure for WEEE and battery collection and recycling across the EU. This should be a clear, measurable standard that ensures consistency and effectiveness across Member States.</li> <li>- Investment should be directed towards creating strategically placed, efficient, and user-friendly collection points. This should be part of a long-term infrastructure plan that includes cooperation from retailers, municipalities, and other stakeholders.</li> </ul>	All actors

	<ul style="list-style-type: none"> <li>- Monitor and assess infrastructure implementation to adapt needs over time.</li> </ul>	
<b>Support policies</b>	<ul style="list-style-type: none"> <li>- Consider defining a framework for minimum infrastructure for collection and recycling in the future waste legislation that ensures consistent and efficient systems across the EU, considering the varying levels of infrastructure in different countries.</li> </ul>	EC
<b>Support measures</b>	<ul style="list-style-type: none"> <li>- Conduct a gap analysis to evaluate the disparity between current infrastructure and the desired infrastructure in each Member State, including a cost assessment for the required investments.</li> <li>- Promote collection and logistic standards and good practices at existing collection points (e.g. suitable opening hours, proper separation of waste and receptacles, staff training, security and safety measures etc..)</li> </ul>	<p>EU / MS policy makers</p> <p>EU / MS policy makers, PROs, operators</p>

482

483 **8.2.4 Collection**

484 According to the assessment of the different pilots, some general conclusions can be drawn with regards  
 485 to collection of small WEEE and batteries.

486 Top performing pilots in terms of "kg collected per month" are the ones who have been going on for longer  
 487 period, through cumulative and sustained efforts. This showcases that time plays a crucial role in allowing  
 488 a scheme to develop processes, refine logistics, and establish social norms for collection. Long-running  
 489 initiatives, also benefit from familiarity and trust, creating habits in consumers, leading to repeated and  
 490 consistent contributions.

491 There are still untapped sources of waste that may be identified through market surveys and national flows  
 492 studies, as an example B2B schemes appeared to provide significant tonnages in the pilots.

493 Offering participants various motivations and methods to engage consumers have proved useful for  
 494 obtaining a high performance in collection. Nonetheless, from the pilots assessed it was clear that  
 495 incentives alone are not enough. Different types of incentives presented different advantages and  
 496 disadvantages as previously detailed.

497 In all pilot initiatives, the role of retailers had an important impact on the operationalization of the scheme.  
 498 In some cases, retailers provided physical spaces for device drop-offs, facilitated consumer engagement,  
 499 and supported logistical operations. In other cases, instead, the lack or delay in retailers' collaboration  
 500 hindered the successful implementation of the pilot. In any case, incentives can be an 'add on' but their  
 501 success is often reliant on a functioning and prominent infrastructure in place.



502 High-traffic location visibility was key to the success of some pilots. For instance, street containers, placed  
 503 in public locations, leveraged convenience and visibility, resulting in substantial contributions. Also, the  
 504 use of multiple collection channels provided flexibility, contributing to broader participation, together with  
 505 the permanency of placement of collection points.

506 Finally, for several pilots, the national legislative context played a key factor in the set up and execution of  
 507 the pilot, and, in some pilots, regulatory flexibility allowed the program to operate without additional legal  
 508 hurdles. The same applies for geographical and regional characteristics which must necessarily be  
 509 considered when considering replication of any strategies used in the pilots.

<b>Practical recommendations for the implementation of small WEEE and waste portable battery initiatives</b>		<b>Responsible actors(s)</b>
<b>Requirements</b>	<ul style="list-style-type: none"> <li>- Design collection schemes with sustained timelines to allow for the refinement of logistics, establishment of social norms, and building consumer trust.</li> <li>- Ensure that there is a functioning and prominent infrastructure in place, with necessary partnership with all relevant actors, including: collectors, transporters, repair, refurbishment and distribution centres, recyclers and treatment facilities. Where possible, leverage existing contracted partners and build synergies with other waste streams (especially small WEEE and portable battery streams).</li> <li>- Minimise logistical burden to facilitate accessibility to collection services. Avoid complex processes involving overly detailed registration, device analysis, etc.</li> <li>- Leverage contracted logistics partners for on-site packaging and transportation to minimize the burden on participants while ensuring high-quality collection outcomes.</li> <li>- Combine multiple collection methods and incentives carefully designed to reach the targeted audience and increase flexibility. Consider regional and national legislative, geographical, and behavioural factors to tailor the approach and avoid legal or logistical barriers.</li> </ul>	PROs, waste management partners
<b>Support policies</b>	<ul style="list-style-type: none"> <li>- Implement supportive or flexible national regulatory framework. Examples include facilitating the integration of courier services into waste management systems, or relaxing regulatory conditions for awareness campaigns related to e-vapes management.</li> </ul>	EU and/or MS policy makers.
<b>Support measures</b>	<ul style="list-style-type: none"> <li>- Complement incentives with robust awareness campaigns and targeted outreach.</li> <li>- Run market surveys to understand consumer’s habits and motivations.</li> </ul>	PROs

- Run studies to identify gaps in the existing collection network and potential sources of WEEE and UEEE.

510

511 **8.2.5 Cost efficiency**

512 Cost efficiency varied widely, with some pilots achieving sustainable outcomes while others incurred  
 513 prohibitively high expenses. In general, longer running initiatives, were able to leverage pre-existing  
 514 infrastructure and logistics routes, reducing incremental costs. New pilots, to the contrary, often struggled  
 515 to achieve cost efficiency due to limited time to build awareness, refine operations, and scale collection  
 516 volumes. Also, some pilots showed good results when balancing high-quality collections with cost  
 517 efficiency. Targeting businesses allowed for larger volumes of WEEE per collection point, reducing  
 518 logistical costs. Government support was also an important contributing factor.

519 Direct payments and vouchers have proved to tend to escalate costs, especially when targeting low-weight  
 520 items. Such models are financially unsustainable when they do not achieve a significant scale. Also,  
 521 initiatives targeted to lower weight items such as mobile phones or small IT devices, despite of the high  
 522 collection numbers, struggle with cost efficiency due to the low weight or lower value of the waste collected.

523 Another aspect emerged from the analysis was the necessity of balancing convenience with cost. Whilst  
 524 pick up services are convenient for consumers, they entail higher costs than traditional methods, due to  
 525 increased time and labour associated with maintenance of the infrastructure, handling and packaging.  
 526 These can be mitigated when it is possible to leverage existing networks and partnerships. Other initiatives,  
 527 such as reliance on postal services, although convenient for participants, contributed significantly to  
 528 operational expenses. Collection of low-value items can inflate costs without significantly impacting reuse  
 529 or recycling outcomes.

530 Finally, in the donation model, the cost of collections is seen as loss-leaders by some pilots, but they do it  
 531 for the social impact the scheme offers the community in generating donations or raising awareness or  
 532 community spirit.

Recommendations to improve cost efficiency		Responsible actors(s)
Requirements	<ul style="list-style-type: none"> <li>- Focus on integrating new initiatives with pre-existing logistics networks and infrastructure to reduce incremental costs and improve cost efficiency over time.</li> <li>- Design programs that balance consumer convenience with operational efficiency, such as limiting pickup services to high-value or high-volume collections while exploring</li> </ul>	PROs

	partnerships to mitigate costs associated with postal or labour-intensive solutions.	
<b>Support policies</b>	- Ensure fair competition by enforcing free riding practices that can be substantial in certain type of selling channels (e.g. online) and products (e.g. e-vapes, lamps, etc.)	EU / MS policy makers
<b>Support measures</b>	- Make use of digital systems to track the quantity and type of WEEE collected and their treatment process to optimize logistics in WEEE and battery management.	PROs

533

534 **8.2.6 Engagement and awareness raising**

535 High engagement alone did not necessarily lead to high collection results. Some pilots reached large  
536 numbers of people but collected very small quantities, pointing to a lack of behavioural impact.

537 Promising results in terms of engagement were achieved by pilots employing diverse communication  
538 channels. For instance, stronger outcomes were achieved by the adoption of a mix of strategies to target  
539 younger demographics through TikTok, YouTube, influencers, posters, and digital and interactive screens.  
540 Another successful pilot which managed to effectively engage families and communities, combined social  
541 media, regional and national coverage, and school outreach. Likewise, the combination of traditional  
542 means such as TV and radio with digital advertising (e.g. digital banner ads etc) yielded very good results.

543 The content of the message makes a difference in terms of engagement. Pilots leveraging emotional  
544 storytelling to appeal to participants' sense of empathy and charity motivated people to contribute. Also,  
545 transparency about where devices ended up helped in reinforce trust and engagement. In some pilots,  
546 partnership with well-known brands proved quite useful to attract engagement.

547 Furthermore, a number of pilots showcased the potential importance of ensuring alignment with target  
548 audience habits and behavioural patterns.

549 Finally, as previously outlined, retailer support was a significant factor in engagement success. On-site  
550 training for retail staff allowed them to guide consumers effectively and answer questions, ultimately  
551 improving participation rates and smooth operation of the pilots.

<b>Recommendations to increase awareness and engagement of consumers in the collection of small WEEE and waste portable battery</b>		<b>Responsible actors(s)</b>
<b>Requirements</b>	- Design a focused engagement campaign based on a thorough understanding of the target audience.	PROs, municipalities, retailers, media

	<ul style="list-style-type: none"> <li>- Design campaigns that emphasize altruistic behaviour rather than dependence on incentives to sustain long-term engagement.</li> <li>- Collaborate with stakeholders - such as municipalities, retailers, local media and local communities - to amplify the reach of campaigns and integrate them with new collection strategies.</li> <li>- Focus on simple, consistent messages and leveraging diverse communication channels, including digital and non-digital platforms.</li> <li>- Partner with media outlets and provide clear communication on the fate of collected WEEE to build trust and consumer interest.</li> </ul>	local communities
<b>Support policies</b>	<ul style="list-style-type: none"> <li>- Reassess communication restrictions for specific product categories, such as e-vapes, to enable effective awareness-raising campaigns.</li> </ul>	MS policy makers
<b>Support measures</b>	<ul style="list-style-type: none"> <li>- Provide tracking apps that allow consumers to monitor the recycling journey of their WEEE and receive regular updates.</li> </ul>	PROs

552

553 **8.2.7 Reuse and avoided waste**

554 With regards to reuse and avoided waste, many pilots faced several constraints related to the age and  
555 poor conditions of the devices collected. Pilots have struggled with reuse, for instance, of IT equipment or  
556 mobile phones hoarded by consumers for many years, so that once the items were collected, they were  
557 too old to be repaired or had no market value. In addition, damaged WEEE caused by carelessly dropped  
558 items in the containers was frequently collected. This also negatively affected reuse rates as only small  
559 fractions were suitable for this purpose. Finally, challenges faced by pilots concerning the reuse were also  
560 related to the possibility of attracting high-quality items in an already well established and competitive  
561 market.

562 The assessment found that key enablers in reuse performance for some pilots included reference to  
563 rigorous reusability standards (EN 50614), centralized refurbishment centres, and targeted collection of  
564 high-value items like laptops and tablets. In other pilots improved reuse quality was achieved through  
565 partnerships with local reuse centres, which ensured that equipment was assessed on-site, and viable  
566 items were processed for reuse. Such direct collaboration significantly enhanced the reuse potential  
567 compared to conventional waste processing.

<b>Practical recommendations to improve reuse of small UEEE</b>	<b>Responsible actors(s)</b>
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<b>Requirements</b>	<ul style="list-style-type: none"> <li>- Focus collection efforts on items with higher reuse potential and market value.</li> <li>- Minimize damage during collection.</li> <li>- Collaborate with specialised local reuse/refurbishment centres for on-site assessments and immediate processing of viable items, improving reuse outcomes.</li> <li>- Centralize repair and refurbishment activities to streamline processes and ensure expertise in handling various devices.</li> </ul>	PROs, reuse / refurbishment centres.
<b>Support policies</b>	<ul style="list-style-type: none"> <li>- Introduce measures and requirements to ensure that reuse and refurbishment centres receiving UEEE can report their collected, refurbished, and discarded quantities, to ensure clarity regarding the amounts of waste avoided and generated and contribute to existing WEEE and battery flows.</li> </ul>	MS policy makers
<b>Support measures</b>	<ul style="list-style-type: none"> <li>- Adopt rigorous reusability standards (e.g. EN 50614) to assess the condition and reusability of collected items, ensuring consistent evaluation criteria.</li> <li>- Raise awareness among consumers about the value of donating functional or lightly used items instead of hoarding or disposing of them carelessly.</li> <li>- Promote the use of informative platforms such as the i4r platform<sup>4</sup>, and databases with repair protocols and instructions.</li> </ul>	Reuse / refurbishment centres. PROs

568

569 **8.2.8 Value of materials in collected U/WEEE**

570 Calculating the value of recovered materials presented significant challenges across the pilots. Due to a  
571 lack of complete or standardized data, any estimated value calculations were broad approximations based  
572 on available information, and assumptions were made where necessary. For some pilots, particularly those  
573 involving multiple EEE categories, the precise breakdown of materials was either incomplete or varied in  
574 quality (see D4.1 Impact assessment for detailed information, methodology and results).

575 The analysis of potential value from recovered materials highlights both opportunities and limitations in the  
576 current state of WEEE recycling. While the presence of valuable precious metals like gold, silver, and  
577 palladium within end-of-life devices is evident, the practical recovery rates remain constrained by  
578 technological, logistical, and economic challenges. The potential economic value of recovered precious  
579 metals, while significant in hypothetical scenarios, often remains unrealized due to high operational costs,  
580 such as labour-intensive disassembly and the energy demands of extraction processes. This disconnects

<sup>4</sup> <https://i4r-platform.eu/>

581 between theoretical value and practical recovery underscores the need for innovation in recycling  
 582 technologies.

583 Mobile phones, for instance, contain economically valuable metals such as gold and palladium, yet the  
 584 complexity of recycling these components limits full material recovery. Even pilots with high collection rates  
 585 showed limited reuse and recovery of valuable materials due to the heterogeneity of devices and the  
 586 inefficiency of existing recycling processes.

587 Recommendations for improved recycling are out of the scope of this report. However, some good  
 588 practices at the collection stage would support an improved material recovery from EEE/WEEE.

<b>Recommendation to enhance and standardize collection and sorting to improve material's homogeneity</b>		<b>Responsible actors(s)</b>
<b>Requirements</b>	<ul style="list-style-type: none"> <li>- Use technology, such as smart bins or automated categorization systems, to improve sorting accuracy and reduce contamination.</li> <li>- Implement training programs for staff at collection points to correctly handle and sort WEEE, preserving the integrity of valuable materials.</li> <li>- Share data on collection performance to improve transparency and align with regulatory expectations.</li> </ul>	PROs, sorting centres.
<b>Support policies</b>	<ul style="list-style-type: none"> <li>- Establish unified guidelines for WEEE collection across Member States to ensure consistency and improve the quantity and quality of materials collected.</li> <li>- Develop a categorization system for WEEE at collection points to reduce contamination and support efficient downstream processing.</li> </ul>	EU and MS policy makers
<b>Support measures</b>	<ul style="list-style-type: none"> <li>- Establish digital systems to track the quantity and type of WEEE collected at each point, helping to identify trends and optimize collection strategies.</li> <li>- Promote the use of tools for monitoring and obtaining data on the composition and fate of WEEE, components and materials thereof, like WF-RepTool<sup>5</sup>.</li> </ul>	PROs

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<sup>5</sup> <https://www.wf-reptool2.org>

