

integrated  
**WEEE**  
management





# SUMMARY

## General presentation

- Structure
- Members
- Objectives
- Services
- Collection infrastructure
- "Timbru verde"

Environ Association 2007 – 2009

Actions and projects 2010



# WHO WE ARE

Environ Association is a nongovernmental and non-profit organization. Our mission is to take over the responsibilities of the manufacturers and importers regarding the collecting process, treatment, recycling and ecologically safe elimination of used EEE equipments in accordance with G.D 448/2005 (transposing the Directive 2002/96 of the European Commission) and the complementary legislation.

Furthermore, Environ mission is to:

- Generate competition on the Romanian WEEE market, where companies previously had only one choice
- Fight against monopolistic approaches of “ the big players”
- Offer cost-efficient integrated solutions
- Support the partners and members commercial policies

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# WHO WE ARE

Environ Association acts proactively in order to prevent the occurrence of waste electrical and electronic equipment. Environ advocates the reuse, recycling and recovery of such wastes, in order to minimize disposal and the impact on the environment and human health. Furthermore, Environ Association supports all the players involved in the life cycle of the electrical and electronic equipment (manufacturers, distributors, importers, retailers and consumers). Specific support is also offered to the economic agents involved in treating waste electrical and electronic equipment.

Our association cooperates with the central and local authorities, with electrical and electronic equipment manufacturers and distributors in order to develop and implement an operational and competitive WEEE management system. Environ carries out consumer educational campaigns regarding their responsibility to reduce the WEEE quantity and to protect the environment.

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# WHO WE ARE

data and facts

- over **200** members
- over **10.000** tons collected WEEE
- over **95%** from the collected quantity recycled at the highest standards
- efficient WEEE collection and transport system covering **99%** from the national retail structure
- designing and implementing WEB WEEE – the sole B2B software solution at national level that optimize and automates the WEEE collection and transport processes
- nationwide educational campaigns regarding the importance of selective collection of WEEE and awareness programs referring to health damage caused by the substances contained within WEEE. ■



# MEMBERS



# FOUNDING MEMBERS





# OBJECTIVES

Environ Association have the following strategic guidelines

- Promoting nationwide solutions for the collection and treatment of waste electrical and electronic equipment (WEEE), creating an integrated efficient and transparent waste management system
- To develop partnerships with the local public administration authorities in order to achieve a high level of selective collection and decrease the quantity of WEEE disposed as unsorted city waste
- Complying with the WEEE conditions and quotas of exploitation, reuse and recycling set out in the National Waste Management Strategy

- To collect and treat equally all types of WEEE, regardless of the quantities recommended for contracting by the economic agents
- Launching research projects and studies on waste collection, transport, storage, evaluation and treatment and to publish their results
- To carry out educational and awareness programs pointing out the benefits of collecting selectively the WEEE (waste of electrical and electronic equipment)
- To cooperate with similar organizations, companies, non-profit associations, institutions and consumers in order to achieve Environ goals. ■



# SERVICES



## Responsibility transfer

Take – over producers responsibilities

Consultancy / WEEE Management processes audit and control

Support in drawing the registration documents at ANPM (National Environment Protection Agency)

Representation and lobby at the Romanian authorities and Government level.

Lobbying the European institution as the Parliament , Council, MEPs and other national delegations in Brussels

## WEEE collection

Endowment of the municipal collecting points with the appropriate infrastructure

Collecting WEEE from household : tree methods:

Free take –over of the old equipment at the store

Take – over from the municipal collecting point

Fixed data collections

## Logistics

Logistic support all over the WEEE circuit

- collection
- transport
- temporary storage
- capitalization / recycling
- ecologically safe elimination

Drawing the waste transportation documents including ADR transports

Call center – phone support both B2B and B2C

## IT Platform

Specialized WEEE management software platform that integrates:

- stores
- retailers
- collectors
- transport companies
- recycling companies

Easy access data base that generates reports in real time

## Info / Reporting

Developing and implementing information and educational campaigns for the general public in order to stimulate selective collection and emphasize recycling benefits

WEEE surveys and reports

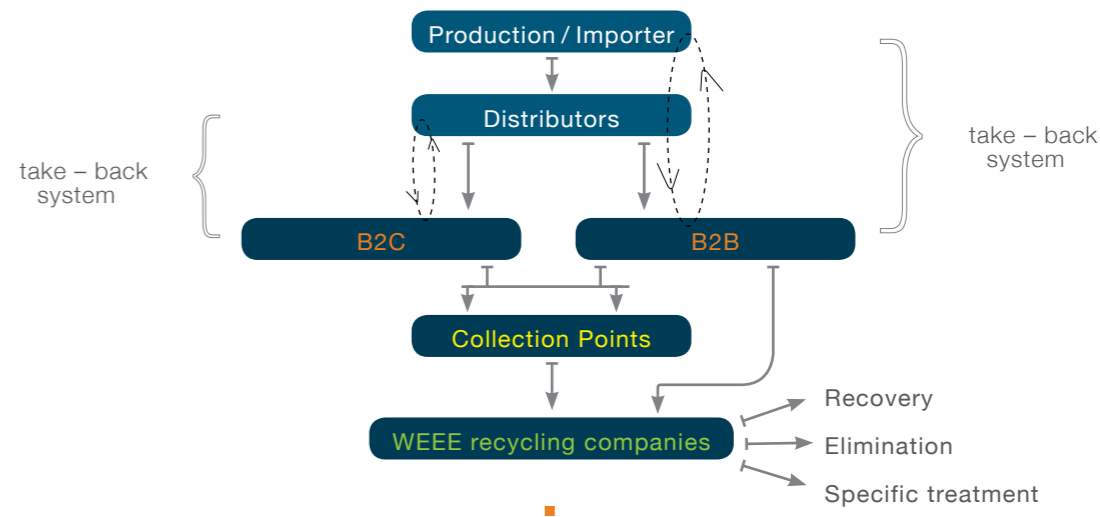
Reports to the Authorities



Scheme WEE operation management system

# COLLECTION

infrastructure





# GREEN MARK

The main financing source for the WEEE management system implemented by Environ Association is the “green mark”. The ‘green mark’ is included in the retail price of all new electrical, electronic and domestic appliances. The value of the “green mark” reflects the real costs of WEEE collection and transportation activities and is mainly determined by the recycling potential of the respective electric or electronic appliance. The tax is also determined by the complexity of the operations regarding the pre-treatment and treatment that have to be done before the appliance gets into the recycling process.



Consumer \* Pays the “Green mark” clearly separated in the price of the product

Retailer \* Pays the “Green mark” to the producer / importer

Producer / Importer \* Collect the “Green mark” from retailers and transfer to the collective Organization

Collective organization \* Collect “green mark” and finance the collection, transport and recycling processes



# ACHIEVEMENTS

- The constant development of the national collection network through investment in infrastructure, namely large and small capacity containers located in towns, cities and urban areas throughout the country, including national and international retail networks : Domo, Carrefour, Auchan, Selgros, Metro, Kaufland, Real, Romstal, Asesoft Distribution;
- Logistic support for collection services enjoyed over 400 national network of retail stores
- Providing with containers the collection network of Remat Holding and the most important sanitation agents in Romania ( Urban, Supercom, Romprest Service, Bratner Veres, AVE Waste România )
- Partnerships with local authorities who are directly involving in waste management through “One Day Collection“ campaigns
- Implementation of a final consumer awareness project with the introduction of a “Recycling guide” at the delivery of any new EEE trough the Association members network.
- Initiate research and studies concerning the collection, transportation, storage, evaluation and treatment of waste
- Conduct educational programs and information / awareness: Marea Debarasare, Miscarea de reciclare, Guerilla Verde, Parteneriat pentru sanatate (Health Partnership)
- Citizens Information Line – Call Center 031 821 DEEE.
- Cooperation with other similar organizations ■



# ACHIEVEMENTS WEB WEEE

- Designing and implementing integrated web platform  
WEEE - business to business software solution for automation of collection and transport of WEEE waste, national premiere



Main features of **Web WEEE** are:

- Reduce response time due to automatic processing of requests made through call-center.
- Automation and simplification of reporting system
- Optimize routes and collection costs involved

The main advantages of integrated management platform WEEE are:

- the Platform integrates all data and actions clearly defining WEEE generating companies, carriers and points of recycling / collection.
- the information is centralized allowing efficient access
- the response times are noticeably reduced
- simplify the reporting system, reports being generated in real time with precise data
- optimize the flow of information between parties
- the acquisition, transport, collection is done in organized manner, respecting the existing legal framework
- optimize the collection routes ■

# 2010 PROJECTS



- Growth rule using Web application WEEE collection nationwide

- Optimizing operating costs in order to generate a visible decrease in taxes

- Strategic partnerships with similar organizations in other countries to enhance internal and external competitiveness

- Lobbying with the intention of influencing decisions in environmental issues made by legislators and officials in the Romanian government.

- Lobbying the European institution as the Parliament , Council, MEPs and other national delegations in Brussels

- Initiating new research projects and studies concerning the collection, transportation, storage, evaluation and treatment of waste

- Implement new educational projects and information / awareness in primary and secondary schools and further the already ongoing (Guerilla Verde, Marea Debarasare and Televiziunea Verde)

- Further development of WEEE Web application by attaching new modules and features including the introduction of WEEE prosecution based GPS EAN codes. ■



*We do not inherit the earth from our ancestors,  
we borrow it from our children.*

~Native American Proverb

ASOCIATIA ENVIRON

88 Aromei Street  
RO-023786, Bucharest 2,  
Phone : +40 21 528 03 68 / 69  
Fax: +40 21 528 03 70  
E-mail: [secretariat@environ.ro](mailto:secretariat@environ.ro)  
Web: [www.environ.ro](http://www.environ.ro)

ASOCIATIA  
**ENVIRON**  
marca înregistrată  
în managementul deșeurilor electronice