

Braun, Electrolux, HP and Sony announce Principles for the Implementation of the EU Waste Directive

3 June 2003: Following the launch of the first pan-European Recycling Platform (ERP) at the end of 2002, the four founding members, Braun, Electrolux, HP and Sony Europe, this week announced their recommendations for the implementation of the WEEE Directive into national legislation. The objectives of these 'Principles for the Implementation of the EU Waste Electrical and Electronic Equipment Directive' are to ensure national legislation remains consistent with the EU directive and to secure economies of scale and operational efficiency. The ERP has also established an operational task force to handle issues relating to procurement, take-back and recycling schemes.

"We wish to ensure that take-back services and waste collection become as efficient as possible in the interests of consumers, the environment and industry," says Hans Korfmacher of Braun, the chairman of the platform. "Our Principles therefore encourage competitive solutions to the recycling of WEEE and the best use of innovative technologies and existing infrastructures."

The WEEE Directive will require producers of electronic products to finance the take-back, treatment and recycling of their products from consumers at end-of-life, from August 2005. The ERP's Principles of Implementation cover the aspects that are most relevant to secure optimisation, consistency and cost efficiency. The main pillars are:

- ?? To implement the principle of individual producer responsibility, established by the WEEE Directive.
- ?? To establish National Registers that record companies placing products on the EU market and their levels of responsibility.
- ?? To develop guidelines on financing for future waste.
- ?? The creation of a common logistics interface to ensure that competitive take-back schemes can operate.

ENDS

Background to the ERP and the WEEE Directive

The European Recycling Platform was set up in December 2002 by Braun, Electrolux, HP and Sony in response to the introduction of the European Union's Waste Electronic and Electrical Equipment (WEEE) Directive. The ERP's mission is to ensure cost effective implementation of the directive, for the benefit of the participating companies and their customers, through innovative waste management strategies and to encourage national implementation of the directive according to a set of core principles, fundamental to the protection of consumers and business, as well as the environment.

The WEEE Directive is a new legal framework within which producers are obliged to contribute or to organise the disposal, recycling or recovery of the goods they market after September 2005. Producers are also obliged to handle the recycling of a proportion, based on their market share year by year, of the waste from products sold before September 2005.