

Ecologic 2010



a n n u a l r e p o r t

16 551 812

citizens serviced through

976

waste disposal sites

1 503

distributor collection points

21,5 million

turnover in Euros

16,5%

market share

66 882

Tons of waste electrical
and electronic equipment collected

234 331

tons of material placed
on the market by our members

Tonnage collected by waste stream



Screens

18 413 tons



CFA

11 365 tons



LDA

18 413 tons



SDA

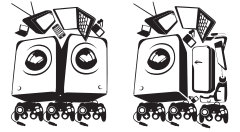
18 929 tons



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Ecologic 2010



The year in overview

June 2010

100th stage of the Recycling Tour de France

September 2010

Creation of interactive partner space on www.ecologic-france.com

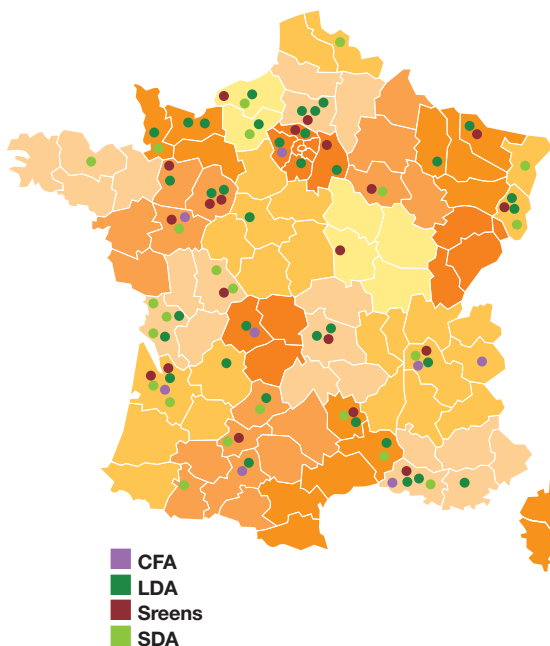
November 2010

Extension of ISO 9001 and 14001 certifications granted
"targets exceeded"

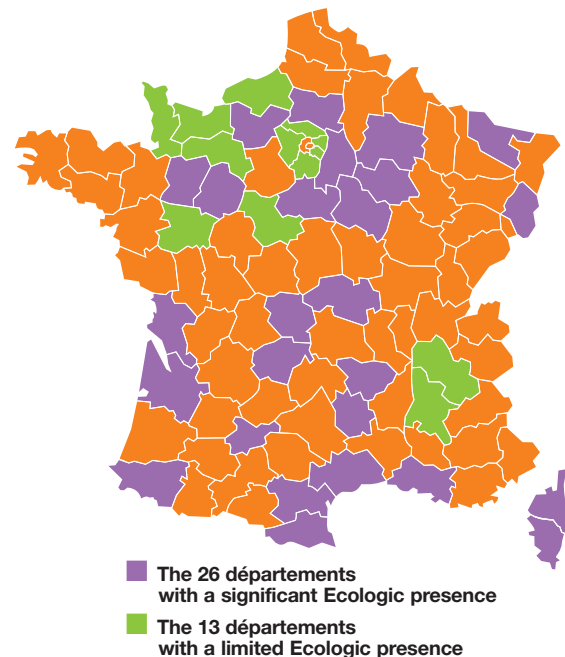
December 2010

Audit of information systems

Distribution of Ecologic treatment centres



976 local authority collection points



Editorial



“

Our overall ambition is for extended tracking, more precise analysis and improved recovery of the materials entrusted to us.”

In 2010, we embarked on the second approval period, taking us up to 2014 and an annual target of 10kg of WEEE collected per capita. For this first year, **with a figure of 6.4kg per capita, the contract is fulfilled.** However, to maintain such rapid growth in our collection rate for years to come, it will be necessary to **deploy new solutions to stem the escape of material into parallel sectors and to better serve more densely populated areas.** There is potential to achieve these goals, if not to exceed our collection targets. Clearest proof of this lies in the disparities noted from one département to the next: Corsica, for example, collected 12kg per inhabitant in 2010, whilst the metropolitan district of Bordeaux managed just 2.6kg. It's our job to identify the reasons behind these variations and where it isn't already in place, implement best practice in both selective collection and the protection of deposited waste. In 2010, our six regional representatives played a significant part in this.

Having set up the collection stream, in 2010 we pressed on with the project to monitor, analyse and optimise the processes of pollution control and recycling. Our overall ambition is for extended tracking, more precise analysis and improved recovery of the materials entrusted to us. It's something the local authorities are fully engaged with but it's also something that goes to the very heart of the WEEE sector.

Society must move towards a circular economy where waste once again becomes a resource. As a take-back system, Ecologic has the opportunity to participate in a process that is ecological and economical as well as civic-spirited.

2010 is also the year that we **implemented the adjusted tariff as a means of instantaneously compensating manufacturers for their efforts in the field of eco-design.** This mechanism, prompted by local authorities and based on very simple criteria is just a first step along the way. Based on results obtained between now and the end of 2011, the tariff will be enlarged or modified with the full support of manufacturers and producers.

René-Louis Perrier
President of Ecologic

Focus

THE RISING PRICE OF RAW MATERIALS

The emergence of high-growth economies in places like China and Brazil, and the shortening life cycle of products have led to an increased consumption of EEE (electrical and electronic equipment). This rise has a major effect on the consumption of the raw materials required to produce these appliances.

Declining resources

EEE is made up of 60% to 80% ferrous and non-ferrous metals. For two principal reasons, world production of these raw materials is not sufficient to respond to the exponential demand of manufacturers: these resources are running out whilst the processes to extract them are energy-guzzling and polluting. This is particularly the case, for example, with the “rare earth” metals comprising scandium, yttrium and the fifteen lanthanides, 95% of world production occurring in China. These metals are the subject of an extraction process that is harmful to the environment yet they are essential to the development of sustainable technologies and renewable energy sources (hybrid cars, photovoltaic panels etc.)

Rocketing prices and malicious damage

This state of affairs encourages a surge in the price of raw materials. The price of copper - traditionally used by the metal exchange in London as a standard value - rose from 2,300 Euros to 6,800 Euros per tonne in April 2011. In France, this huge rise prompted numerous acts of malicious damage and theft from public facilities such as transport and communication infrastructures, as well as from construction sites and again waste disposal centres.

Towards optimisation of WEEE recycling

This problematic once more highlights the strategic importance of recycling as a sustainable alternative to using natural resources. To this day, however, only 18 metals are recycled at a level greater than 50%. Ecologic has been raising awareness amongst the general public as well as businesses and companies of how rare these raw materials actually are and of the importance of WEEE recycling. Committed to enhancing the recovery of the waste entrusted to us, we support our treatment partners in implementing recycling and pollution control processes of ever greater efficiency.

Our actions, indeed those of the whole WEEE sector have initiated a virtuous circle in the environmental, social and economic order.

ECOLOGIC / A COMMITTED TAKE-BACK SYSTEM WITH A CLEAR MISSION

Ecologic is one of four take-back systems in the French WEEE sector. On behalf of member manufacturers and importers, we manage the collection recycling and pollution control of electrical and electronic appliances that have reached end-of-life. As agents for sustainable development, we contribute to limiting the impact of mankind's activities on the environment through pollution control, recycling and re-use.

Pollution control of harmful components for the environmental good

Electrical and electronic components are made up of multiple materials. Some, such as plastic, glass and metals are recyclable. Others, mixed up with toxic substances, present a danger to public health and the environment. These need specific treatment, for example, in the case of PCBs (polychlorinated biphenyls), cadmium, bromide, mercury, lead, refrigerant fluids, etc. The WEEE sector and take-back systems launched their operations in 2006. This made it possible to sort electrical and electronic appliances with a view to isolating individual components and fractions for pollution control and recycling.

In 2010, more than 15,000 tons of pollutant-containing components were extracted by Ecologic then subjected to pollution control in accordance with exacting environmental standards to prevent dispersal into soil, water or atmosphere.

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The potential presence of PCBs in oil-filled radiators has led the take-back systems, at the request of the Department of the Environment, Sustainable Development, Transport and Housing, to implement a dedicated logistics and pollution control plan. Ecologic handled some 15 tons of this kind of equipment in 2010 and requires its operators to monitor this activity separately.

LIST OF HAZARDOUS COMPONENTS

POLLUTANT	TONS
RFB Plastic	1 809
Cables	672
Circuit boards	1 615
Mercury	1,5
Condensers	63
Flat screens	182
Batteries and accumulators	55
CRT	10 802
Toner cartridges	55
Blowing agents (phase 2)	66
Refrigerant gas (phase 1)	8
Refrigeration circuit oils	60
PCB oils	13

A new lease of life for secondary raw materials

With over 1.44 million tons of household appliances delivered across France in 2010, the electrical and electronic equipment market continues to show strong growth in terms of volume. Deposited WEEE is estimated to be around a million tons. In 2010, the entire sector collected 417,000 tons, with Ecologic responsible for 67,000 tons of WEEE.

Manual and mechanical extraction techniques enabled the isolation and recycling of 80% of this material by weight. In most cases, the recycling process enabled recovery of the original quality of components (depolluted glass, steel, copper, aluminium...) and their re-use in new manufacturing channels. Ecologic also ensures that difficult-to-recycle components or those which are too intermixed are put to new and less noble uses than their initial applications.

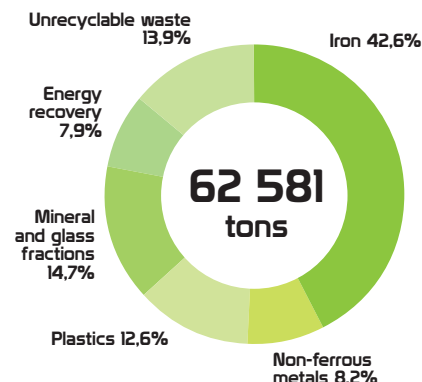
55 000

**55 000 tons
of material recycled**

4 000

**4 000 tons of material
recycled**

Material recycling



Re-use and integration: shared values

In the WEEE sector, re-use of electrical and electronic appliances is just as important a priority as recovery and pollution control. When a circle of re-use is put in place, Ecologic removes from the dismantling process all appliances that can be repaired or reconditioned. Passed to organisations operating in the social economy, this equipment is re-sold at recycling projects or specialist shops.

Social enterprises also partner Ecologic in the dismantling and treatment of WEEE. In 2010, Ecologic consigned to them an ever-increasing quantity of WEEE and social enterprises in fact collected 30% and treated 20% of our total volume of material. In committing ourselves to working alongside social enterprises, we aim to foster a policy of social integration, enabling the employment of several hundred individuals whilst giving them training, experience and a professional qualification.

25%

**25% proportion of
material by weight consigned
by Ecologic to social enterprises
for treatment**



ECOLOGIC / A FULLY OPTIMISED COMMERCIAL OPERATION

Right at the forefront of the sector, Ecologic coordinates every stage of the treatment from collection to final recovery. We have oversight of our partners' activities via a rigorous monitoring programme which relies on a web-based information system and a range of auditing procedures.



Collection

You can't recycle obsolete or end-of-life equipment without first sorting it. To facilitate this all-important step, which calls on the participation of the end users themselves, Ecologic has worked since 2009 on varying the number of collection solutions available.

From starting out with the three options originally defined by the sector (one for one take-back with the retailer, drop-off at waste disposal sites or social enterprise organisations), today we have three further solutions allowing us to access a greater cross-section of the population:

- collection bins placed with our partner outlets (Leroy Merlin, Weldom, Castorama, Brico Dépôt, Bricoman, Décathlon...) allowing take-back with no obligation to purchase;
- voluntary drop-off points, installed in urban built-up areas (test phase in Marseille and Aix-en-Provence, 2010-2011);
- collection system for group housing (currently in testing in Yvelines).

Sorting and storage

Waste is sorted according to stream (refrigerating, non-refrigerating, small mixed appliances, screens) at point of collection (waste disposal, retail sites, etc.) then transported to consolidation centres or processing centres where it is weighed then stored.

Re-use & re-sale

Where possible, appliances still in working order or repairable are put aside for social enterprises. People are also encouraged to pass their equipment to these kinds of organisation for re-use.

Recovery by waste category

	Cat. 1	Cat. 2	Cat. 3	Cat. 4	Cat. 5	Cat. 6	Cat. 7	Cat. 8	Cat. 9	Cat. 10
Material recycled (%)	76%	70%	78%	84%	NS	70%	70%	70%	70%	70%
Material and energy recovery (%)	87%	79%	84%	88%	NS	79%	79%	79%	79%	79%
Thermal destruction (%)	13%	21%	16%	12%	NS	21%	21%	21%	21%	21%

Recovery rates based on waste samples. Data enables comparisons to be made between waste flows and categories

Dismantling and pollution control

Appliances are dismantled and components potentially containing pollutants are isolated. This stage enables the separation of recyclable materials from harmful substances. Components are then grouped together for dispatch to specialist treatment partners.

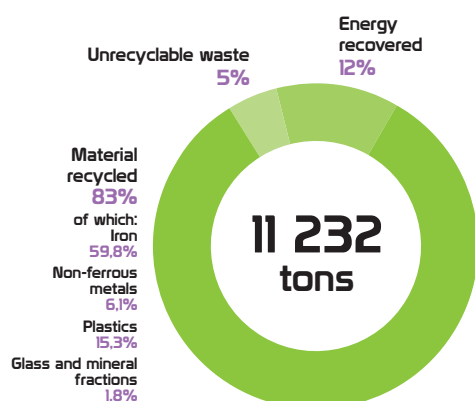
Recovery

Equipment having undergone pollution control is crushed. The various fractions extracted are sent to refining processes to recover the raw materials destined for new manufacturing channels, thereby giving them a second lease of life. Thanks to this stage, waste becomes resource.

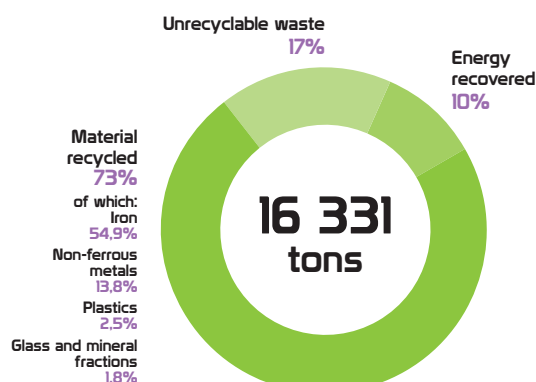
Recovery by waste stream



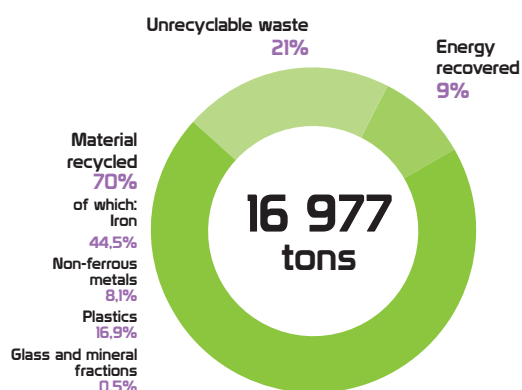
Cooling and Freezing Appliances (CFA)



Large Domestic Appliances (LDA)



Small mixed WEEE (SMW)



Screens



ECOLOGIC /WORKING EVER MORE CLOSELY WITH OUR PARTNERS

Ecologic remains attentive to the needs of its partner organisations. For each of them, we have adapted tools and mechanisms to enhance the reliability of data and information exchange; devise new waste collection solutions so that WEEE sorting becomes instinctive; communicate with citizen consumers to encourage them to take action and start sorting themselves.

Efficiency and support for producers

Since 2005, extended producer responsibility (EPR) has obliged all EEE producers to collect and process all appliances arriving at end of life. Ecologic supports more than 1,000 producers by determining the most efficient solution for waste disposal in accordance with their specific obligations.

We also take on their legal obligations, our teams assisting members with their twice-yearly declarations of material placed on the market and providing advice and ongoing support with respect to regulatory monitoring.

962

962, number
of Ecologic
member producers

CATEGORIES OF ELECTRICAL AND ELECTRONIC HOUSEHOLD EQUIPMENT AFFECTED

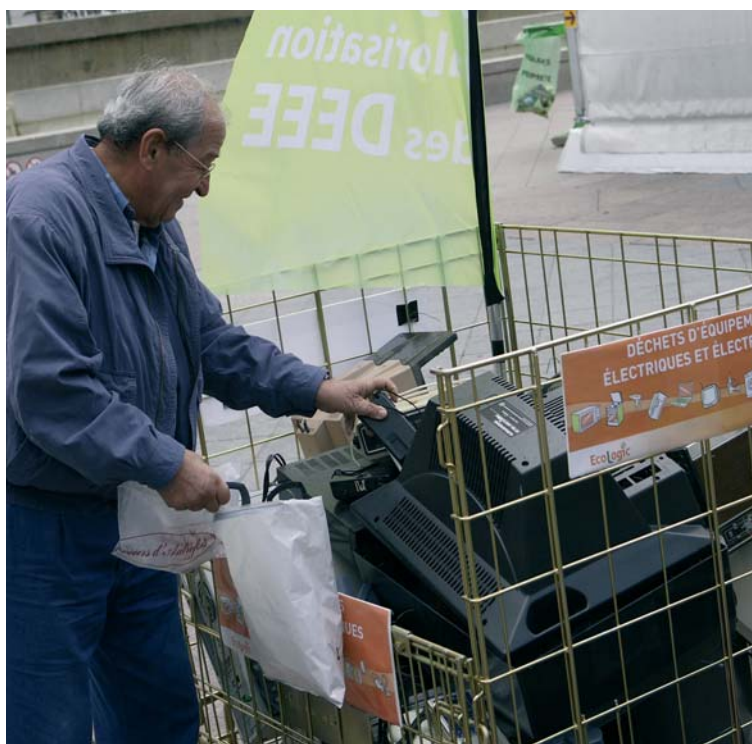
AS DEFINED UNDER SECTION R. 543-172 OF THE ENVIRONMENTAL CODE

Categories	Équipement
Cat. 1	Large household appliances
Cat. 2	Small household appliances
Cat. 3	IT and telecommunications equipment
Cat. 4	Consumer equipment
Cat. 5	Lighting equipment
Cat. 6	Electrical and electronic tools
Cat. 7	Toys, leisure and sports equipment
Cat. 8	Medical devices
Cat. 9	Monitoring and control instruments
Cat. 10	Automatic dispensers

97,7%

97,7%, percentage of
clients satisfied or
very satisfied with the
relationship with their
Ecologic advisors
(information on
declarations, regulatory
monitoring, etc.)

Aviva survey on behalf of Ecologic -
CLIENT SATISFACTION SURVEY
ANALYSIS - October 2010



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CONDITIONS OF COLLECTION

→ LOCAL AUTHORITIES:

Fixed by national agreement with the coordinating body, OCAD3E

→ RETAIL

AND OTHER OUTLETS:

- Minimum collection amount: 200kg (anything short of that quantity is not considered to be consolidated)
- Lead time: max. 72 hours after order placement and scheduling of pick-up
- Financial terms: fee for 'small' collections (200-400kg), collections over 400kg are free indeed attract a payment
- Technical: contents to be made available at an accessible site and sorted according to the four waste streams

Support & advice to local authorities

Due to their network of waste disposal sites, local authorities are a vital link in the WEEE collection chain. In 2010, they represented two thirds of the total national collection. Ecologic plays a part by helping local government technical advisors and environment officers to implement innovative and efficient solutions, notably in making waste sites more secure and improving logistics (e.g. handling collection requests on a case-by-case basis).

But how do we encourage sorting? How do we inform people of the need to sort waste given that certain components present a danger to man and the planet? Ecologic provides efficient and focussed tools to the communications and cleaning departments of local authorities. Foremost amongst them is the on-line 'communication kit' while perhaps the most ambitious is the Recycling Tour de France, a nationwide tour designed to reach out to the public on the streets and get them using temporary waste collection points.

976

976, number of waste disposal sites supervised by Ecologic

306

306, number of local authority partners effectively serving 16 551 812 inhabitants

Raising consumer awareness at retail outlets

Key players in the domain of collection, retail outlets are in a privileged position when it comes to accessing the general public. As part of retailing new products, they are responsible for informing consumers of what becomes of their appliances from the moment of purchase and of their obligation to take-back on a one-for-one basis. Ecologic partners around ten retailers and maintains close relations with them, carrying out a programme of awareness-raising and information as well as facilitating the collection of appliances at retail sites.

Since 2009, Ecologic has deployed more than 360 collection bins at the entrances of partner stores.

This initiative has the two-fold benefit of increasing the collection of small appliances and drawing consumer attention to the issue of WEEE sorting.

ECOLOGIC /SERVING THE SECTOR

For Ecologic, the sorting and processing of WEEE is far more than a statutory assignment. It's a vocation, a partisan engagement. All our initiatives are aimed at preserving the planet's resources, from monitoring the efficiency of waste processors to the application of continuous improvement to all our activities. It is through our involvement alongside local authorities and the general public, as well as with treatment partners, retailers and manufacturers that we have been able to contribute in just a few years to the emergence of a recycling sector that is rigorous, innovative and exemplary.

Developing an operational sector

The management of waste collection and processing operations lies with the take-back systems responsible for monitoring the activities of their treatment partners. Ecologic is responsible for the pollution control and recovery of 16.5% of equipment collected selectively. If producers and manufacturers are legally liable for the fate of their products, it will be impossible to do anything without involving the end users, tasked with sorting their old equipment to ensure it joins the correct processing stream.

Ecologic market share by EEE

	2010 in %
Cat. 1 - Large household appliances	10,07
Cat. 2 - Small household appliances	19,11
Cat. 3 - IT and telecommunications equipment	40,18
Cat. 4 - Consumer equipment	21,19
Cat. 5 - Lighting equipment	-
Cat. 6 - Power tools	25,79
Cat. 7 - Toys, leisure and sport equipment	33,46
Cat. 8 - Medical equipment	44,37
Cat. 9 - Monitoring and control instruments	23,82
Cat. 10 - Vending machines	89,07

Ecologic is a significant player across all categories and particularly well represented in categories 3 and 8.



Protecting deposited waste

Ecologic gets involved with local authorities by helping them install collection devices adapted to address their own particular set of problematics, for example, protection against WEEE theft, support in choosing specific sorting and storage bins and improved logistics to reduce collection delays. A working group, OCAD3E, was founded to exchange and arrive at solutions to the problem of looting and a dedicated compensation scheme has been set up as incentive to local authorities which develop mechanisms to protect waste deposits at their disposal sites..

Raising public awareness

To foster and encourage waste sorting, Ecologic intervenes on several levels, above all with citizen-consumers, informing them of their obligations but also of the importance of processing the components in their old appliances. Certain components are particularly harmful to human health and indeed the Earth if not put through a pollution control process but there is another reason: the preservation of our natural resources. The pace of evolving technologies has an unceasing effect of accentuating the rate at which electrical and electronic appliances are consumed. Ecologic's role is not to hold up the course of progress but to rally behind the use of renewable materials in the manufacture of these items of equipment. Ecologic also brings its experience to bear via testimony in specialized blogs.

4 039

4 039, number of Ecologic collection points (inc. local authorities, retailers, social enterprises and others)

Waste collection sites Increased collection and increased security



In the Eastern Pyrenees, Ecologic has been working with local authorities as a committed and responsible partner for the implementation of high-performance protection systems.

It is estimated that nearly 50% of WEEE actually fails to reach the waste treatment operator. It is in this region, particularly hard-hit by the theft of raw materials, that Ecologic recently developed in partnership with the municipalities a number of solutions to protect waste deposits and improve collection volumes.

In Perpignan, the presence of dog-handlers has quadrupled amounts collected and processed. Each waste disposal site in the area has a sealed shipping container to protect the sought-after WEEE. In the Narbonne region, a system of twice-weekly pre-collections has been implemented to capture equipment from small waste sites and consolidate it at centralised waste disposal sites. At Aix-en-Provence, they fell on the option of a video surveillance system linked to a security firm.

"A presence on the ground is indispensable" explains Thomas Deshoulières, Operations Manager for the South-East region. At Ecologic, the six regional operations managers are tasked with facilitating communications between local authorities and treatment partners and additionally with providing advice based on our know-how in the areas of optimized logistics and waste protection. "We are facilitators one minute, mediators the next..." adds Thomas "In the Voiron region, the daily collection contains 100% genuine WEEE and this greatly assists the pollution control process. With a presence at all major events (Perpignan's Festival of Waste Sorting, the Festival of the Sun at Aubagne...), we are also approached to set up temporary recycling facilities and we make every effort to prioritise to re-use."



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Metrics at the service of efficiency

So as to monitor conformity of waste processor declarations and check on operational performance, Ecologic carries out a series of specialised audits on an annual basis.

This enables us to surround ourselves exclusively with the best treatment partners and to ensure quality in the sector we are guiding onwards. We are also ISO registered for continuous improvement in our processes.

PROCESS AUDITS

Objectives : To monitor the functioning and quality of operations for each treatment partner. To develop Ecologic's own quality assurance programme whilst respecting statutory obligations.

Methodology : Carried out by external auditors, the process audits help us determine the level of engagement of treatment partners vis-à-vis environmental regulations, health and safety at work, management tools, and of course compliance with Ecologic processes.

94 audits were carried out in 2010, to which we can add the 95 audits carried out in 2009.

SAMPLING AUDITS

Objectives : Monitor the composition of each WEEE flow (refrigerating, non-refrigerating, screens, small mixed appliances) according to the 10 categories of equipment (large household appliances, small household appliances, IT and telecommunications equipment, lighting equipment, power tools, etc.) Feed into statistics for the WEEE sector on a national and European level.

Methodology : Ecologic samples a quantity of WEEE (several tons) from each flow to determine volumes for each category of equipment. These audits form part of a contractual obligation for each of Ecologic's treatment partners.

36 audits were carried out in 2010.

CHARACTERIZATION AUDITS

Objectives : Monitoring recycling, recovery and disposal rates for each WEEE flow. Evaluating operational quality and performance to check conformity with targets set.

Methodology : Ecologic isolates a WEEE consignment at one of its treatment partners and checks the weight of fractions coming from the dismantling process to ensure given outcomes from the waste processor's industrial solution. Each fraction (material subset) issuing from the process is then tracked to monitor its final destination (recycling, energy recovery, disposal).

73 audits conducted in 2010.

Monitoring operations

The treatment of waste which is as potentially diverse as WEEE requires expertise and strict monitoring.

Ultimately responsible for the processing outcomes of its treatment partners, Ecologic researches with them areas for improvement and efficiencies in their operation. Throughout the year, we organize audits at waste treatment centres and processors to monitor performance, contract compliance and the quality of their activities. There are three main audit processes deployed: process audits, sampling audits and characterization audits. This array of audit mechanisms allows us to exercise rigorous controls over all of our treatment partners. Furthermore, in 2009 we developed information systems to ensure complete traceability of all waste collected and we continued to enhance the system throughout 2010. It allows us to monitor the recycling, recovery and disposal rates achieved. Periodic meetings with treatment partners are also organized to evaluate their processes and performance and these occasions are used to establish action plans for optimizing operations.

94

94, number of sites audited by Ecologic in 2010.

Pooling competencies

Further to government re-approval of Ecologic in December 2009, our teams undertook to continue improving the WEEE sector by working with other take-back systems on projects of mutual interest. In 2010, we also became heavily involved with OCAD3E, the coordinating organisation of the WEEE sector, taking part in the drafting of a guide on eco-design; the implementation of a tool for measuring the carbon footprint of activities in the sector; the analysis of the life cycle of certain WEEE, as well as research into levels of PCBs in certain components. Ecologic also piloted a working group for the creation of a database linking all waste collection points in France (extended to incorporate batteries and accumulators).

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ECOLOGIC, A PLAYER IN THE EUROPEANWEEE SECTOR

During the year, Ecologic has participated in OCAD3E working groups and actively contributed to debates on the development of the sector in the economic sphere, as well as the ecological and social. Our Communications and R & D teams are specifically involved in the following projects:

- PCBS STUDY
- YELLOW BIN STUDY
- NATIONAL WEEE DAY
- LIFE CYCLE ANALYSIS
- CARBON EMISSIONS IMPACT
- DATABASE PROJECT
- MEASURING POLLUTION CONTROL
- MULTILINGUAL GUIDE
- SOCIAL EMPLOYMENT INDICATORS

Tracking and Reporting New information system

In 2010, Ecologic developed new information systems with a view to providing an even more robust data tracking strategy in 2011.

Even two years ago, Ecologic was equipped with a high-performance tool for managing the traceability of all waste consignments entrusted to us. This extranet was made available to local authorities (to arrange their pick-up requests) and waste processors (to enable real-time tracking of requests), allowing automatic coordination of each step in the treatment chain. Practical, fast and secure, it has become in the course of a few years an indispensable tool in waste management, praised far and wide by all its users.

Bertrand Reygnier, Head of R & D and Optimization explains: "In 2010, the extranet, always essentially focussed on the processing of data, came of age. Ecologic sought to give it a new lease of life, assimilating it into a broader, higher specification system. A technical audit by an external firm laid the foundations for this new software tool assuring its role as a mainstay in Ecologic's future performance. This new information system, under development in 2011, is set to play a strategic part in Ecologic's decision-making processes. »



ECOLOGIC / AGENT FOR BEHAVIOUR CHANGE

How can we raise greater awareness of the WEEE problematic amongst the general public? What steps can we take with producers and manufacturers to promote eco-design? In 2010, Ecologic implemented a number of measures aimed at raising producer awareness and encouraging the citizen-consumer to adopt more sustainable behaviours.

Hand in hand with users of electrical and electronic equipment

For Ecologic, the 'education' of consumers is vital to the proper functioning of the sector. Our communication campaigns are aimed above all at informing the citizen consumer of the pollution their electrical appliances can cause at end-of-life if not properly treated or recycled, as well as showing them the steps they can take. WEEE sorting is a relatively recent problem but it is a problem that is often persistently misunderstood by the populace. For several years, Ecologic has opted to directly address users via the Internet, with the goal not of pointing the finger at those who fail to sort their waste but of empowering them to take corrective action.

Education in the service of sorting waste

Since 2008, the Recycling Tour de France has amply illustrated the possibilities, giving Ecologic teams the opportunity to galvanize a whole region around a major environmental issue, as well as local authorities the chance to have their voice heard on the subject. The particular success of these encounters lies in the presence of diverse stakeholders from the waste sorting chain – residents, retailers, waste processors, associations, etc. In 2010, the eco-podium put in an appearance at more than 30 local authorities, widening its network year on year. On top of this, Ecologic devises new communication tools every year specifically to assist local authorities with awareness raising amongst their inhabitants, for example, the animated film 'Le recyclage, ça marche'.

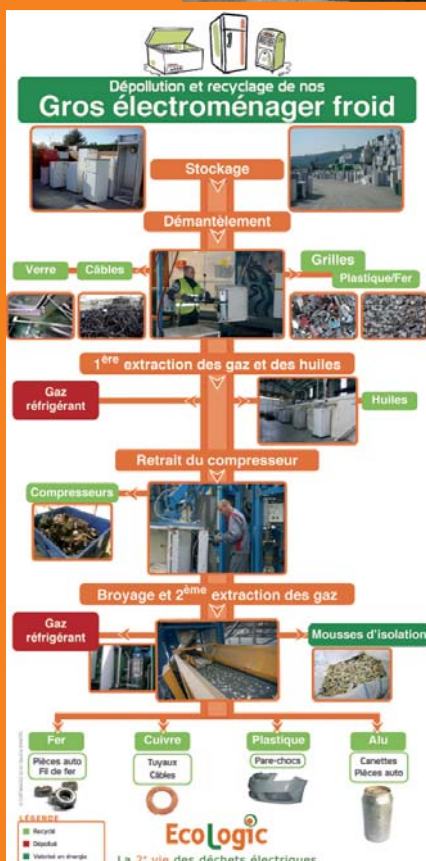
FOCUS

"Simply talking about WEEE and giving clear explanations of what's at stake with pollution control via populist means such as films and diagrams seems to be the best way of getting all parties involved. Ecologic has opted for a presence on all the major communication hubs but above all, it is on the ground where we can really get in touch with citizen-consumers, precisely in the places where they live and the places where they consume."

Valérie Henriet,
Communications Officer

Recycling Tour de France

An eco-podium, Ecologic promotional staff, a travelling exhibition, a dismantling workshop and temporary waste collection points.



Local authority communication kit

Posters, pre-prepared articles, exhibition boards made available via the website:
<http://www.ecologic-france.com>.

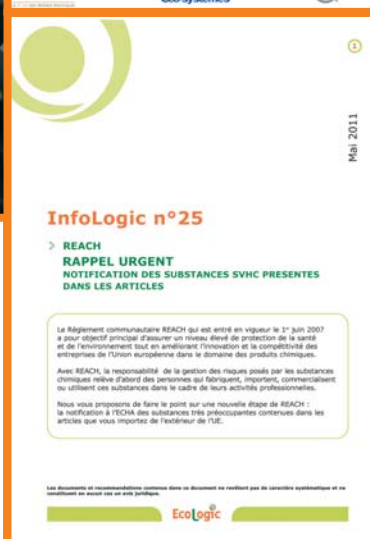


Weeebzine

Quarterly newsletter for the WEEE community, available at www.ecologic-france.com and mailed to all Ecologic partner organisations. Content channelled to influential blogs. 89% of readers 'very satisfied'.

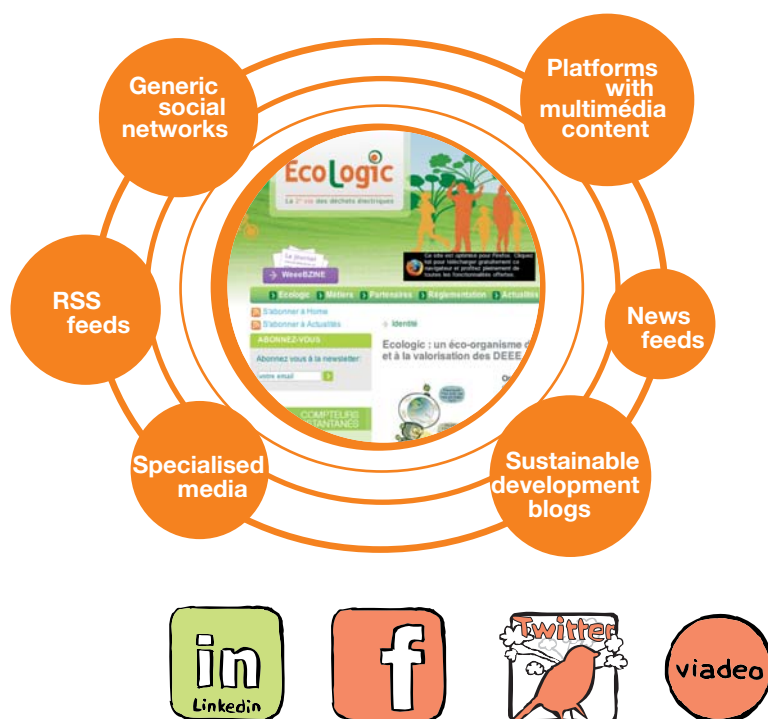
The DEEEglingués campaign

A fun and educational roadshow deployed at retail outlets in participating towns (21 – 28 May 2011), with distribution of recycling bags and badges.



Infologic

Monthly newsletter with regulatory monitoring sent to all members.



Ecologic weaves its web

Engaging with people on an individual level requires direct contact and Ecologic is constantly developing its Internet platform. Less than a year on from its inception, this has become one of the reference points on WEEE with feature articles, forums, twice-yearly webzines and more. In choosing to extend its web presence (YouTube, Facebook, Twitter, Dailymotion, etc.), Ecologic again reinforces its readiness to prioritize direct communication methods going straight to the heart of its user base.

This approach is complemented by the active participation of Ecologic in the 'DEEEglingués' project. Coordinated from within OCAD3E and in accordance with commitments made under the government re-approval of take-back systems, this project is jointly conceived and realized by Ecologic, Ecosystèmes, ERP and Recylum. Based on the same principles as the Recycling Tour de France, the DEEEglingués campaign relies on the expertise of each individual take-back system.

Facilitating collection

In 2008, Ecologic came up with a fourth collection solution for EEE consumers: bespoke collection bins installed at the entrances to our DIY specialist partner outlets. 250 collection bins were placed across Leroy Merlin, Castorama, Brico Dépôt et Weldom (newly signed up) stores in 2010, bringing the total number of installations to 610. This new device brings a whole new dimension of visibility and accessibility to WEEE recycling, opening up the one-for-one take-back option to one-for-zero. It also has the major advantage of capturing the small appliance flow, which is generally under-represented in the sector.

1 850

1 850, the tonnage collected from retail outlets





Eco-design takes into account the use of secondary raw materials in the manufacturing of new products.

Producing differently

One of the founding principles of EPR (Extended Producer Responsibility) is the fostering of improved product design from the point of view of environmental impact at end-of-life. Already hard hit by additional environmental costs, producers will tend to have more incentive to reduce them. But this mechanism currently suffers from two main failures:

- the price signal sent out is too low;
- the return on any investment in eco-design is cumulative over the course of the product's commercial lifespan and is only realized several years (more than 5) down the line.

It thus proves to be incompatible with companies whose decision-making models do not extend beyond three years. As a result and at the instigation of the authorities, a 'bonus/penalty' system linked to eco-design has been built in from the second half of 2010. The simple criteria of the presence or absence of pollutants will directly determine the level of environmental contribution and it is as yet too early to draw any conclusions on the efficiency of this measure.

The eco-design working group under the auspices of OCAD3E is charged with evaluating and progressing the use of this differentiation mechanism.

Active participation

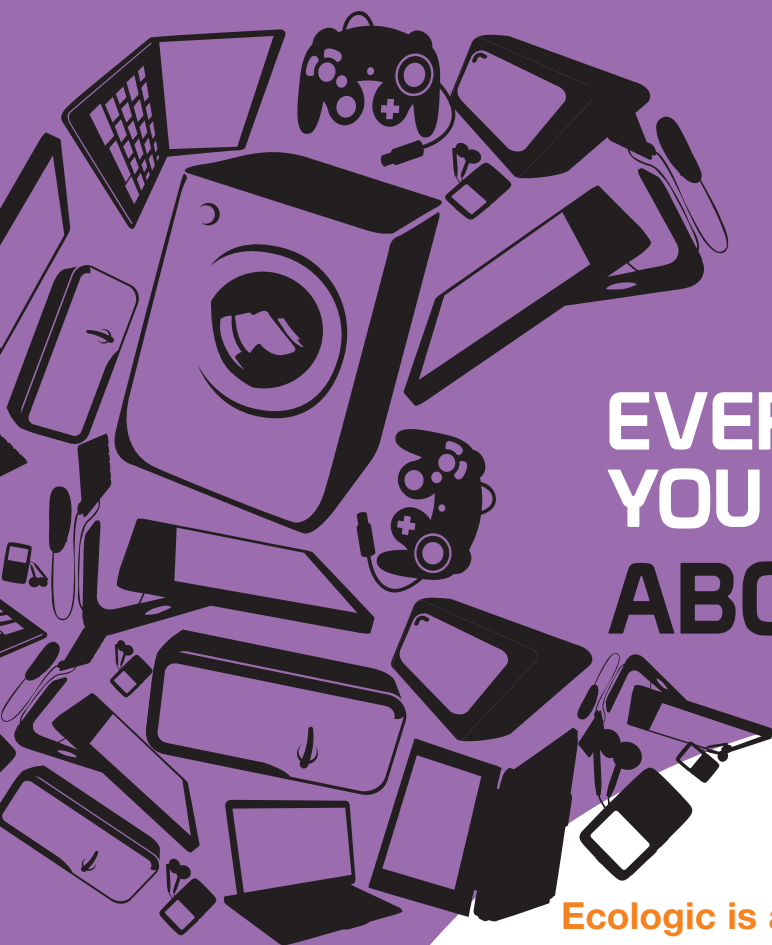
Our own teams participate in a number of working groups which look at consolidating European best practice so that every stage in the life of an appliance, from design through to recycling via logistics and transport, has as limited an impact as possible on our environment. Throughout the year, our Research and Development team has participated prominently in OCAD3E workshops and WeeeForum meetings. One of the projects it piloted has resulted in the definition of common criteria for the analysis of greenhouse gas emissions accruing from the activities of take-back systems. Compiled using a specially developed software tool, the resulting data (on types of vehicles used, tonnage transported, mileage covered, the impact of purchasing communication materials, etc.) has led to the establishment of a carbon footprint standard that will be released in 2011.

FOCUS

WEEELABEX: the arrival of a European standard

This is an all-European project, inaugurated in 2009 and due to be finalised in 2012, part-financed by the European Commission under the LIFE programme. One of the objectives of the WEEELABEX project is to implement a methodology for checking conformity at WEEE logistics and treatment sites across Europe. In time, every player in the WEEE sector – both in Europe and beyond – will be able to access the services of certified providers guaranteeing that they meet the complete range of WEEELABEX standards.

For more info, visit
www.weee-forum.org



EVERYTHING YOU NEED TO KNOW ABOUT ECOLOGIC

Ecologic is a simplified joint-stock company

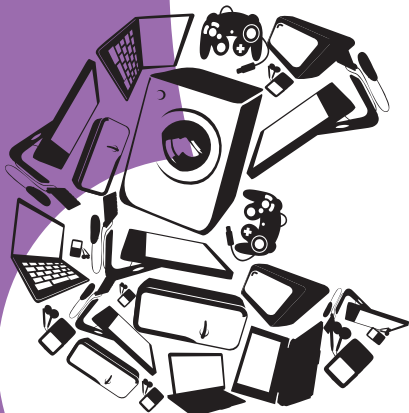
founded in December 2005 at the behest of 30 EEE producers and supported by the professional bodies, Ficime and Alliance TICS. Shareholders include: Aisin, Brother, Daewoo, Epson, Ficime Conseil, Fujifilm, Kodak, Lexmark, Peekton, Pioneer, Sagem, Sharp.

Ecologic is a government-approved take-back system

(by ministerial decrees NOR DEVP0650379 A of 9th August 2006 and NOR DEV 0928850 A of 23rd December 2009). Its stated mission is to organize and arrange the collection and treatment of WEEE on behalf of its EEE producer membership. It is non-profit making and pays no dividends to its shareholders.

Ecologic was the first take-back system in the WEEE sector to achieve ISO 14001 and ISO 9001 certification.

This dual quality certification testifies to our simultaneous commitment to systems of environmental and quality management.





July 2005 Transposition under French law of European directive 2002/96/CE setting out the financial responsibilities of EEE producers.

December 2005 Ecologic founded.

August 2006 Government approval of Ecologic as a take-back system.

2008 Operational tracking system developed with local authorities and treatment partners. Creation of a dedicated Extranet.

November 2009 ISO 9001 et ISO 14001 certifications renewed.

December 2009 Ecologic re-approved by the French authorities for a period of 5 years.

July 2010 Implementation of adjusted tariff taking into account eco-design.

December 2010 Introduction of standard metrics for pollution control and recovery.



Key Statistics

Over 16.5 million inhabitants serviced

More than 300 local authority partners

Over 66 000 tons collected

Around 1 000 local authority collection points

Approximately 1 000 member producers

16.5% market share

21.5 million Euro turnover



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Ecologic is your preferred partner in the implementation of WEEE collection solutions. We have scaled up our communications in 2010 to give more visibility to our shared commitments on the environment, sustainable development and regulatory obligation.



La 2^e vie des déchets électriques



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