



History/Foundation

Ecologic is a nonprofit company founded in December 2005 by 13 stakeholders, and supported by both FICIME (Federation for Mechanic and Electronic International Companies) and ALLIANCE TICS (an Information and Communication Technologies Union) Federations. The system has been initiated by 30 producers from large household appliances, IT, office appliances, photo, consumer equipment, and telecommunication.

Legal Background

The directives 2002/95/EC and 2002/96/EC have been transposed into French law on July 22nd 2005, through a decree (decree n°2005-829, July the 20th, 2005) applicable on August 13th 2005. It includes obligations for:

Producers:

- To finance the take-back and the ecological treatment of WEEE according to their current market share for historical WEEE;
- To guarantee the financing of the take-back and treatment of products put on the market after August 13th 2005.

Retailers:

- To take back WEEE from household free of charge on a one-to-one basis.

On a voluntary basis, local authorities and municipalities can organize a selective WEEE collection. On August 9th 2006, EcoLogic obtained an agreement from the French Ministry of Environment and Sustainable Development.

Start of operations

November 15th 2006: Perception of a visible fee.

November 15th 2006: Collection and treatment of WEEE.

WEEE Product categories covered (9 of 10: except category 5 lights)

- Large household appliances
- Small household appliances
- IT and telecommunication equipment
- Consumer equipment
- Electrical and electronic tools
- Toys leisure and sports equipment

- Medical devices
- Monitoring and control instruments
- Automatic dispensers

Financing systems

EcoLogic is financed by a fee levied on producers in respect to their annual household output on the market. This fee is financing the collection, recovery/treatment of the products at their end of lifecycle.

The final consumers pay the fee while buying an EEE. Therefore retailers and wholesalers transfer this fee to the producers. Producers define either their collective or individual scheme and affect the fee to this non lucrative scheme.

EcoLogic represents more than 1000 producers putting on the market each year more than 230000 tons of equipments.

Collection system and Treatment partners

EcoLogic chose 13 operators through a national call for tenders. These operators are being offered contracts. However EcoLogic is continuously improving its operation structure and is continuously searching for partners and local operators in respect to its commitments. EcoLogic operates more than 4000 collection points and has developed a dedicated information system to track all waste from pick up to final treatment.

EcoLogic is developing its network in local authorities, municipalities and retailers and is setting up solutions for B2B activities.

Expected results – amounts collected

EcoLogic has collected and treated 70000 tons of WEEE in 2010.

As EcoLogic provides a customized approach to its clients, it copes with clients expectations and promotes an efficient approach, the integration of the social and local economy in respect the sustainable development principles.

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