



History/Foundation

Environ Association is a nongovernmental and non-profit organization founded in September 2007 by four Producers of electrical and electronic appliances in order to comply with the legal obligations imposed by the WEEE Directive 2002/96/EC, regarding the collecting process, treatment, recycling and non-pollutant disposal of waste electrical and electronic equipment (WEEE).

Environ Association is an approved Producer Compliance Scheme for the purposes of the WEEE Regulations that has reached at the beginning of 2014 425 producers and importers, representing almost 15% market share from the Romanian EEE market, according to the Competition Council.

Environ Association mission is to help Romania concur at the natural capital enhancement, promoting a resource-efficient economy and protect human health, by providing customized solutions in order to implement an efficient integrated WEEE management system, according to the European legislation.

Legal background

European Directive 2002/96/EC has been transposed in national legislation through Governmental Decision no.448/2005 on WEEE, later being abrogated by G.D. no.1037/2010 regarding WEEE.

According to the legislation in force, producers of electric and electronic equipment may fulfill their obligation either acting individually or by joining a collective scheme. Producers are obliged to finance the take-back and ecological treatment and non-pollutant disposal of WEEE, according to their current market share and retailers have to take back WEEE from households free of charge on one-to-one basis.

National Register

In Romania, National Register is managed by ANPM – National Environmental Protection Agency (NEPA), per Ministerial Order no. 1223/2005 regarding the registration and reporting information on WEEE. Producers of electric and electronic equipment have to register at NEPA by filling in a request form with information regarding the estimated quantities that will be put on market during the following year of registration.

Environ Association obtained the WEEE operational license in November 2007 RO – ANPM – DEEE -004/2007, and it is being reauthorized every two years.

Start of operations

Environ Association was established in September 2007 and started the operations regarding the management of WEEE after receiving its license on the 23rd of November, 2007.

WEEE categories covered

Environ Association covers all 10 categories of equipment listed in the Directive 2002/96/EC transposed by G.D. 1037/2010, except for category 5, letter b-f:

1. Large household appliances
2. Small household appliances
3. IT & Telecommunications equipment
4. Consumer equipment
5. Lighting equipment (only luminaires for fluorescent lamps with exception of luminaires in households)
6. Electrical and electronic tools
7. Toys, leisure and sports equipment
8. Medical devices
9. Monitoring and control instruments
10. Automatic dispensers

Members

The founding members of Environ Association are:

- **Network One Distribution** – one of the most powerful groups in the IT industry in Romania, currently being a leading player in the IT&C importers market
- **ABN Systems** – company that acquires and provides electrical, electronic communications and data components, IT and GSM accessories and customized telecommunication solutions
- **SINGER Appliances** – representative office of Singer Appliances Ltd, importing the whole range of Singer products
- **DOMO Retail** – the most dynamic importer and retailer of household appliances and IT&C in Romania, market leader with a large portfolio of national and international brands

There are currently more than 425 active members of Environ Association.

Financing system

Green Tax is the main instrument for financing WEEE collection and recycling processes. The Green Tax is included in the retail price of all new electrical, electronic, and domestic appliances. The value of the Green Tax reflects the real costs of WEEE collection and transport activities and is mainly determined by the recycling potential of the respective electrical or electronic appliance.

Environ members use a specialized reporting platform, audited, and certified with total guarantee of data security - WEB WEEE, in order to report their sales monthly or quarterly and the system issues an invoice based on the quantity put on market for the period declared.

Collection system

Environ Association has developed an e-waste collection and transport system covering 80% from the retail structure in Romania.

The collection network counts about 400 collection points, including retail and schools.

Environ inaugurated in 2011 the first ecological Collection Center that manages 10 different waste streams, EcoRampa, with the purpose of determining citizens to adopt a responsible social behavior by depositing recyclable waste in a collection and sorting center.

Also, in 2013, Environ Association launched the first mobile collection network – Ecobanca, Your Recycle Bank, which now counts 6 mobile collection points for e-waste and batteries, equipped with advanced technology that ensures the traceability of WEEE from delivery to recovery and non-pollutant disposal.

Treatment partners

Environ Association only collaborates with certified companies that are currently involved in the implementation of best available treatment, recovery and recycling techniques (BAT/RT) to ensure human health and high level of environmental protection.

Recycling companies' partners are:

-  **REMATHOLDING**
- 
Green WEEE
ELECTRIC & ELECTRONIC EQUIPMENT RECYCLING

Expected results – amounts collected

Over 4.600 tons collected WEEE in 2013

Over 95% from the collected quantity recycled

Over 25.000 tons collected WEEE since 2007

Treatment and recycling of WEEE with guaranteed traceability and neutralization of collected waste

High expertise guarantees maximum environmental performance

Special features

Environ Association has developed a specialized B2B reporting platform, audited, and certified with total guarantee of data security that provides permanent monitoring of the activities assembly carried out by operators, collectors and recyclers and ensures high quality processes in compliance with all legal requirements regarding environmental protection. The most important advantages are: reduced response time by automatic processing of requests made through the call center, accessible database with real time report generation and optimization of collection routes, of costs involved and reduced carbon footprint associated to the waste transport activity.

Starting with the 1st of May 2014, Environ Association became a member of WEEELABEX, as part of the process of aligning to the European standards regarding the quality of WEEE management system.

Environ Association is currently in the process of implementation of the WEEELABEX standards of performance.

- Environ Association advocates for a conjugate approach and strong cooperation between local and public administration representatives, sanitation operators, recycling industry and collective organizations.
- Environ Association acts proactively in order to prevent the occurrence of WEEE and carries out educational campaigns that promote waste prevention, reuse, recycling and recovery as solutions for minimizing e-waste impact on environment and human health.

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