



## **History**

Red Verde was founded in 2014 by LG electronics Colombia, Whirlpool, Haceb, Mabe, Panasonic, Samsung, Challenger and Indusel. The PRO is not for profit and is run on behalf of producers of electrical and electronic equipment. Red Verde's operations cover 24 of the 32 states of Colombia, directly collecting from 9 main cities of the 32 capitals of Colombia.

## **Legal background**

Law 1672-2013, Decree 284-2018, WEEE National Policy.

## **National Registration Entity**

ANLA. Currently, Red Verde works under voluntary basis.

## **Mission**

Red Verde is the PRO or the collection and environmental management system for home appliances. Nevertheless, we go further working in strategic projects with regards to material and processes research, replacement strategies, education and consumer analysis, as well as the support of national goals with regards to international protocols and commitments. Then, our mission is defined as "To be change managers, connecting people with life on the planet".

## **WEEE Categories**

- Large household equipment – fully covered
- Small household equipment – fully covered
- Temperature Exchange Equipment – fully recovered
- Tools – in project

Expected to extend operations to all home appliances and tools by 2022.

## **Members**

Red Verde had 5 members in 2020 and had collected 193 tons in 2020, considering our partial scope, for the moment.

## **Financing system**

Each producer internalized the operational and administrative costs of Red Verde, so producers finance the system. Moreover, Red Verde has international cooperation funding for some specific projects.

## **Collection System and Treatment partners**

- 9 recycling plants
- 4 WEEE recyclers
- 2 municipal collection points
- A network of more than 223 traditional stores of home appliances.

## **Contact**

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