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 [C-SERVEES Horizon 2020 project](#)

**Activating Circular Services in the
Electric and Electronic Sector**

c-serveesproject.eu



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European Union's Horizon 2020

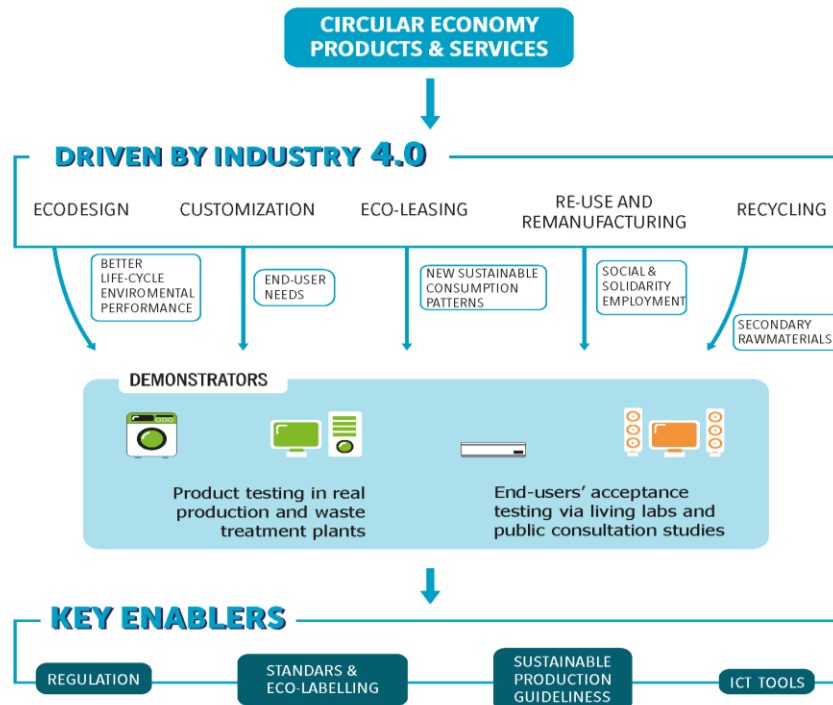
THE ACTUAL SITUATION

WEEE (waste of electrical and electronic equipment) is one of the fastest growing waste streams in the EU, with a generation of more than **12 million tonnes estimated for 2020**. WEEE is a complex mixture of both valuable and hazardous materials and substances. The improvement of WEEE prevention, collection and recovery is essential for developing the circular economy and enhancing resource efficiency. This will require new approaches in the design, manufacturing, use and end of life of electrical and electronic equipment (EEE).

THE PROJECT

C-SERVEES is a four-year project, concluding in 2022, that aims to boost a resource-efficient circular economy in the electrical and electronic (E&E) sector through the development, testing, validation and transfer of new **Circular Economic Business Models (CEBMs)** based on systemic eco-innovative services that include:

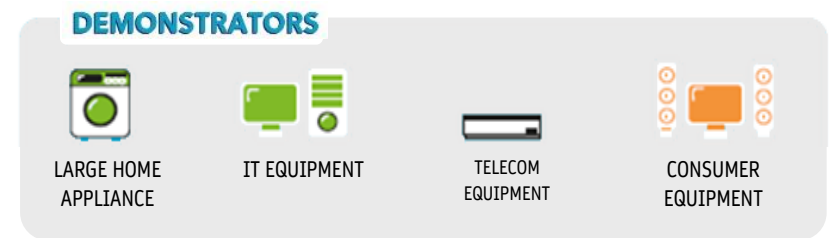
- eco-leasing of EEE,
- product customization,
- improved WEEE management, and
- ICT services to support the other eco-services.



ICT tools relying on QR codes will be developed as the driver of the proposed eco-innovative services to take full advantage of the potential and the synergies between two major revolutions of our time: the circular economy and Industry 4.0.

The project will contribute to transform the E&E sector into circular and 4.0, raising new opportunities for end-users, such as their involvement in the design or their access to a product as a service, and for the social economy.

The **techno-economic, environmental and social viability** of the new CEBMs will be validated through demonstrations dealing with **four target products** each belonging to a different EEE category: large household appliances, IT equipment, telecommunications equipment, and consumer equipment. The products are: washing machines, printers and toner cartridges, access link monitoring equipment and televisions.



THE STAGES OF THE PROJECT



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