
A large number 3 is formed by clumps of green grass growing out of a dark, textured asphalt surface. The grass is vibrant green and appears to be growing in a pattern that outlines the number 3. The asphalt is dark grey with some lighter, reddish-brown speckles.

# International WEEE Workshop April the 3-d, 2012





Legal basis of waste  
electrical and electronic  
equipment recycling in the EU  
and U.S.

Producers responsibility for  
recycling electronic waste

Kuusakoski

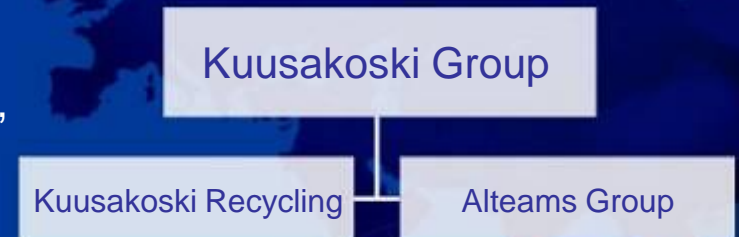
Mr Risto Pohjanpalo

Director Communications and ,Corporate Relations



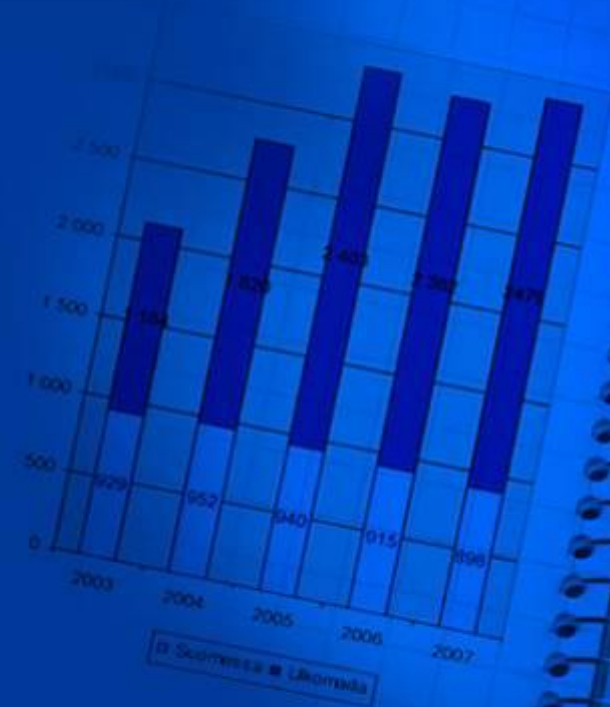
# Kuusakoski Group

- Established 1914
- The leading recycling company in northern Europe
- One of the largest refiners and suppliers of recycled metals in the world
- Recycling services for companies, municipalities, farmers and consumers
- The materials generated in the recycling service are refined mainly for industrial use as raw material and energy
- A forerunner in developing and manufacturing recycling and environmental technology solutions



# Family business in solid, careful growth

- Turnover 2011
  - 2011 977,8 M€
- Personnel
  - 2011 3225
- WEEE material
  - 2011 200.000 tons
- Total material flow 2.5 million tons per year



# EU and Environmental Legislation

- Environmental issues and coordination of legislation is very important in EU
- Since 1990s there have been lot of new legislation of environment issues
- The main rules
  - Every Member State should have same kind of legislation and rules
  - EU Member States must take care of their own waste
  - Strict rules for transporting waste (Basel Act)

# Producers Responsibility

- Important in EU legislation
  - Those who manufacture or imports new products must also take care of end of life services (re-use, recycling, recovery)
  - Producer is:
    - » Manufakturer
    - » Importer
  - End of life services must be free of charge for end user
  - Collection network, easy to use and must have geographical relevance

# Producers Responsibility legislation

- EU has established several Producers Responsibility legislation directives
  - ELV 2004 (End off Life Vechiles)
  - **WEEE 2005**
  - Batteries and Accumalators 2007
- Producers Responsibility is one of the keypoints in EU enviromental legislation



# WEEE Directive 2002/96/EC

- Come to Force 13.8.2005
- All Member States must implimate WEEE directive
- Member States shall drawn up a register of producers
- Different legislation for B2C and B2B electronics
- Different rules for "old WEEE" put on the market before 13.8.2005



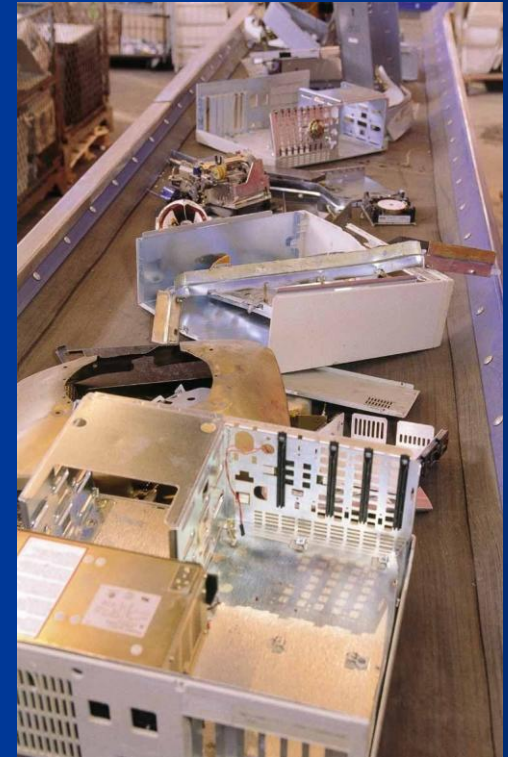


# WEEE material categories

- WEEE material is split to 10 categories
  - Large household appliances
  - Small household appliances
  - IT and telecommunications equipment
  - Consumer equipment
  - Lightning equipment
  - Electrical and electronic tools
  - Toys, leisure and sports equipment
  - Medical devices
  - Monitoring and control instruments
  - Automatic dispensers

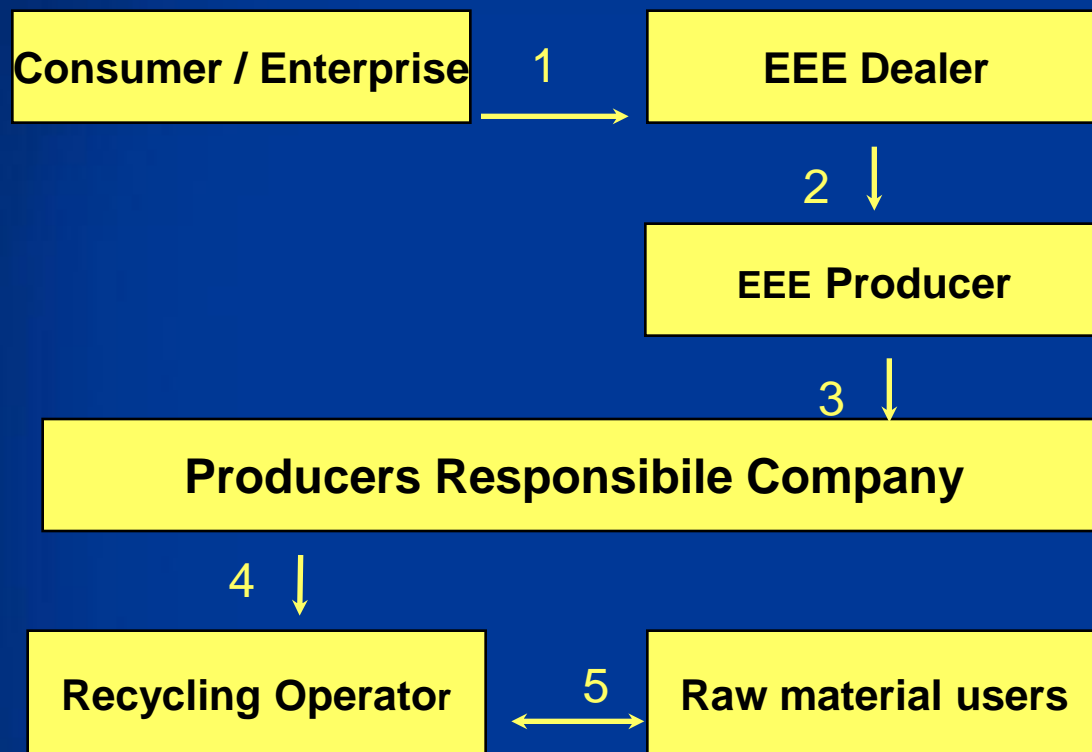
# WEEE Directive main targets

- Reducing the amount of WEEE going to landfills and reducing the hazardous substances content of EEE
- Very strict rules how to treat WEEE material
- Targets for reuse , recycling and recovery in each category
  - Large household appliances 75 % reuse/recycling and 80% recovery
- Targets for collection 4kg/person (B2C equipment)





# How the system works ( \$ )



1. Eco fee when consumer buys new equipment
2. Eco fee when Dealer buys equipment from Producer
3. Producer pays to PRC for handling the system
4. Operator sends the bill for services
5. Raw material value +/-



# How the system works (Finland and Sweden)

- Finland
  - 5 Producers Responsible Companies
  - Collective network and collection points
  - 450 collection points
  - Most collection points handled by municipalities
  - 5-7 operators (Kuusakoski biggest treats 50 % of material flow)
  - WEEE collected 10-11 kg / person





# Producers Responsibility System

- Sweden
  - One Producers Responsibility Company (Elkretsen)
  - Collective network
  - 600 collection points
  - 6-7 operators (Kuusakoski market leader 50 %)
  - WEEE collected 16 kg /person
  - **World Record** (same level in Norway and Denmark)



# What next....

- EU
  - The “recast” of WEEE directive
  - New targets
  - 45 % must be collected of material put on the market 2016
- U.S.
  - Landfill ban for WEEE
  - Most states have established new legislation
  - Legislation follow the footsteps from EU



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A large, vibrant green number '1' is growing out of a dark, textured asphalt surface. The grass is thick and healthy, contrasting sharply with the grey and black pavement.

**Kuusakoski makes the world greener**

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