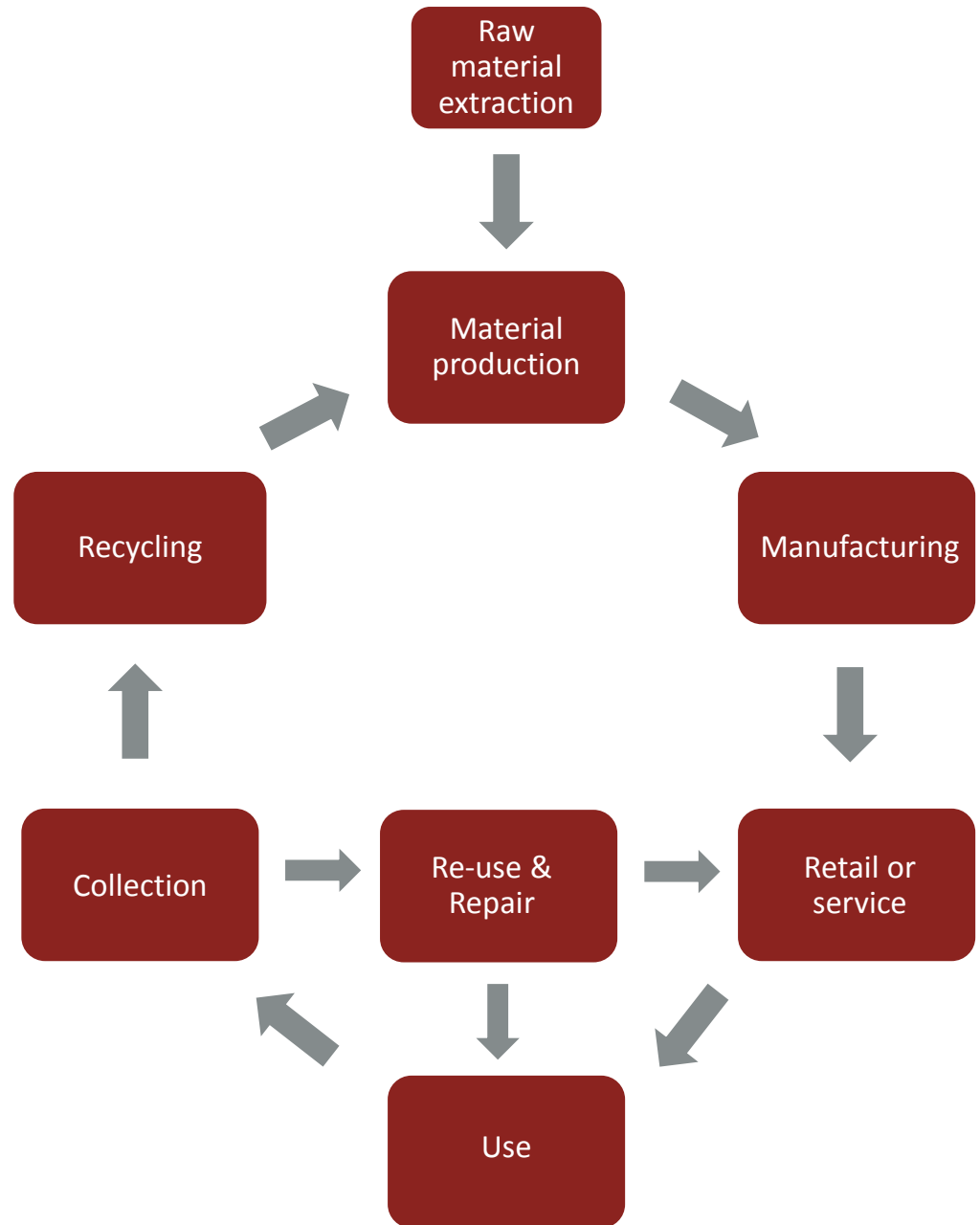


## Electricals Circular Economy

Between now and 2020, WRAP estimates that **electronic waste** in the UK will total **more than 12 million tonnes**.

A quarter of this will comprise of IT equipment, consumer electronics and display screens. This waste will include precious metals with a total estimated **market value of £7bn.\***

In 2011, a total of **1.5 million tonnes** of new electrical and electronic goods were purchased by UK households – and a similar amount disposed of.

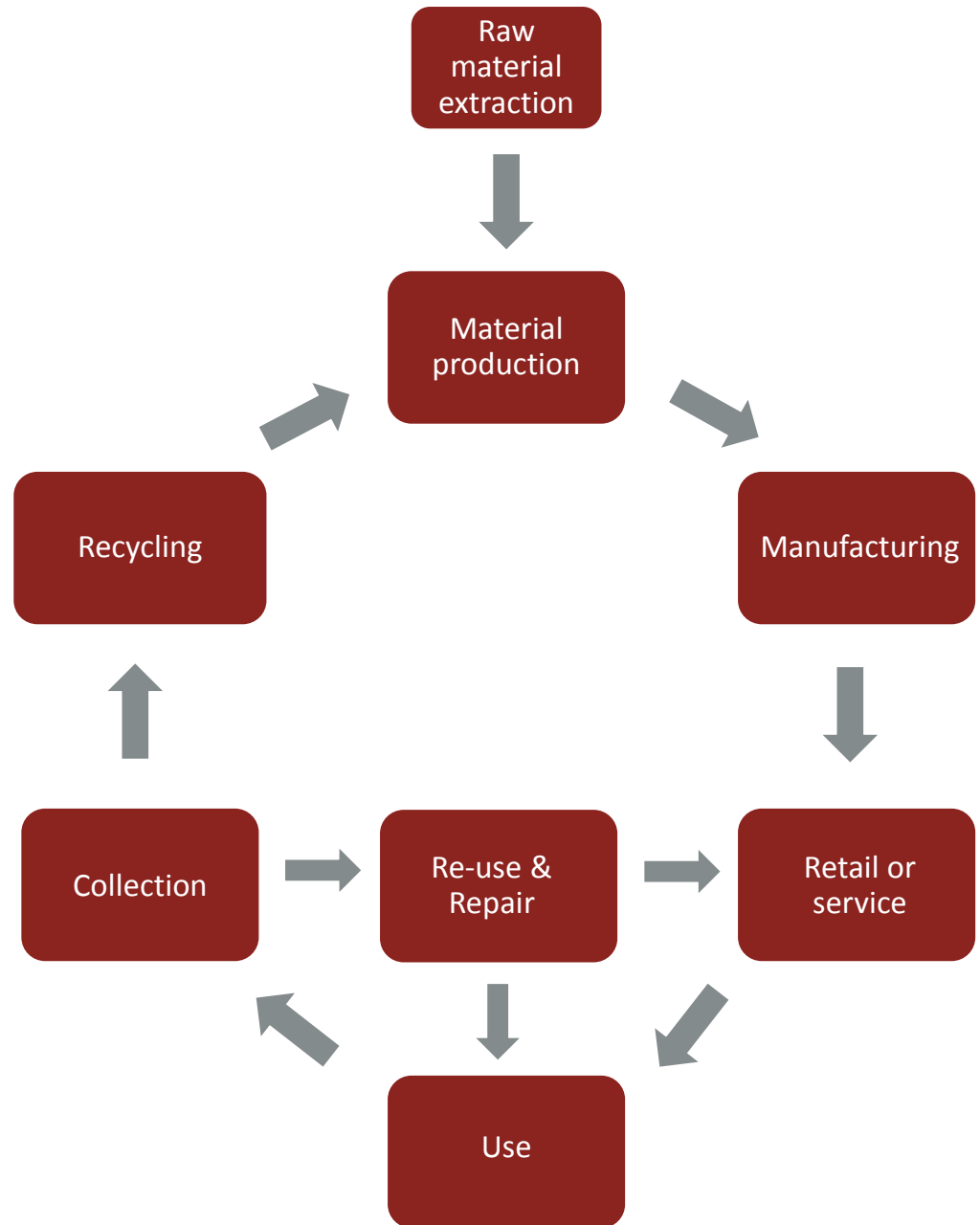


## Electricals Circular Economy

WRAP research estimates that almost a quarter of **Waste Electrical and Electronic Equipment** (WEEE) sent for recycling could be re-used, generating more than **£200 million** in the process.

We work with brands, retailers and manufacturers, as well as local authorities, to develop and design more sustainable products that are recyclable and that use resources more efficiently.

Our **Waste Prevention Loan Fund** supports companies to innovate – by piloting alternative, resource efficient business models – and increase re-use, repair and recovery capacity.

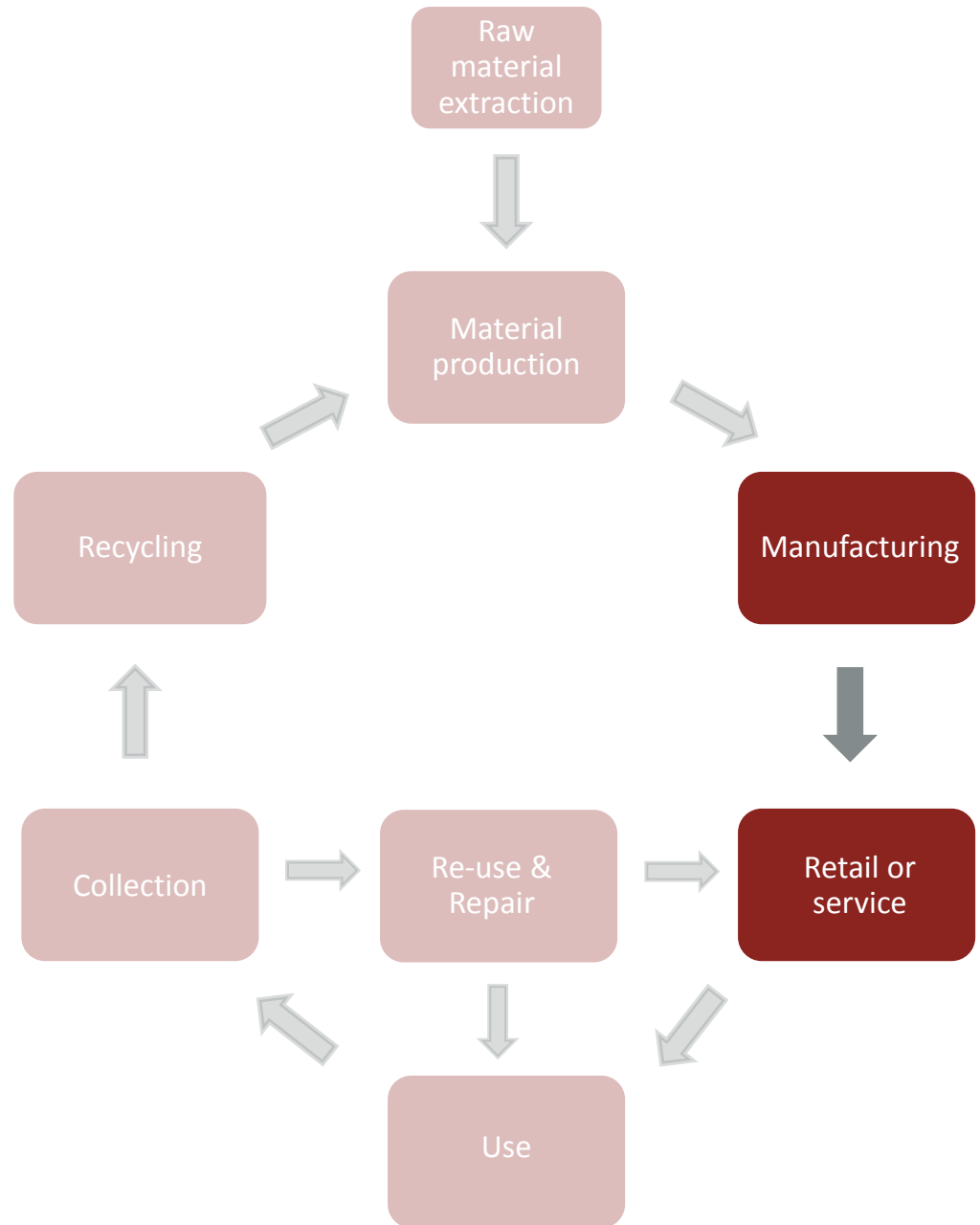


## Electricals Circular Economy

WRAP aims to make resource efficiency an integral part of the design specification process for electrical and electronic products.

Our **Product Design Reviews** and **Buying guides** highlight opportunities for reducing assembly time, material savings and design improvements that increase durability and enable repair.

- Washing Machine review: identified cost savings of **£550,000** and a reduction of **740 tonnes of CO<sub>2</sub>e** (per 100,000 units).
- LCD Television review: identified cost savings of up to **£215,000** and reduction of up to **775 tonnes of CO<sub>2</sub>e** (per 100,000 units).



Find out more at [www.wrap.org.uk/electrical](http://www.wrap.org.uk/electrical)

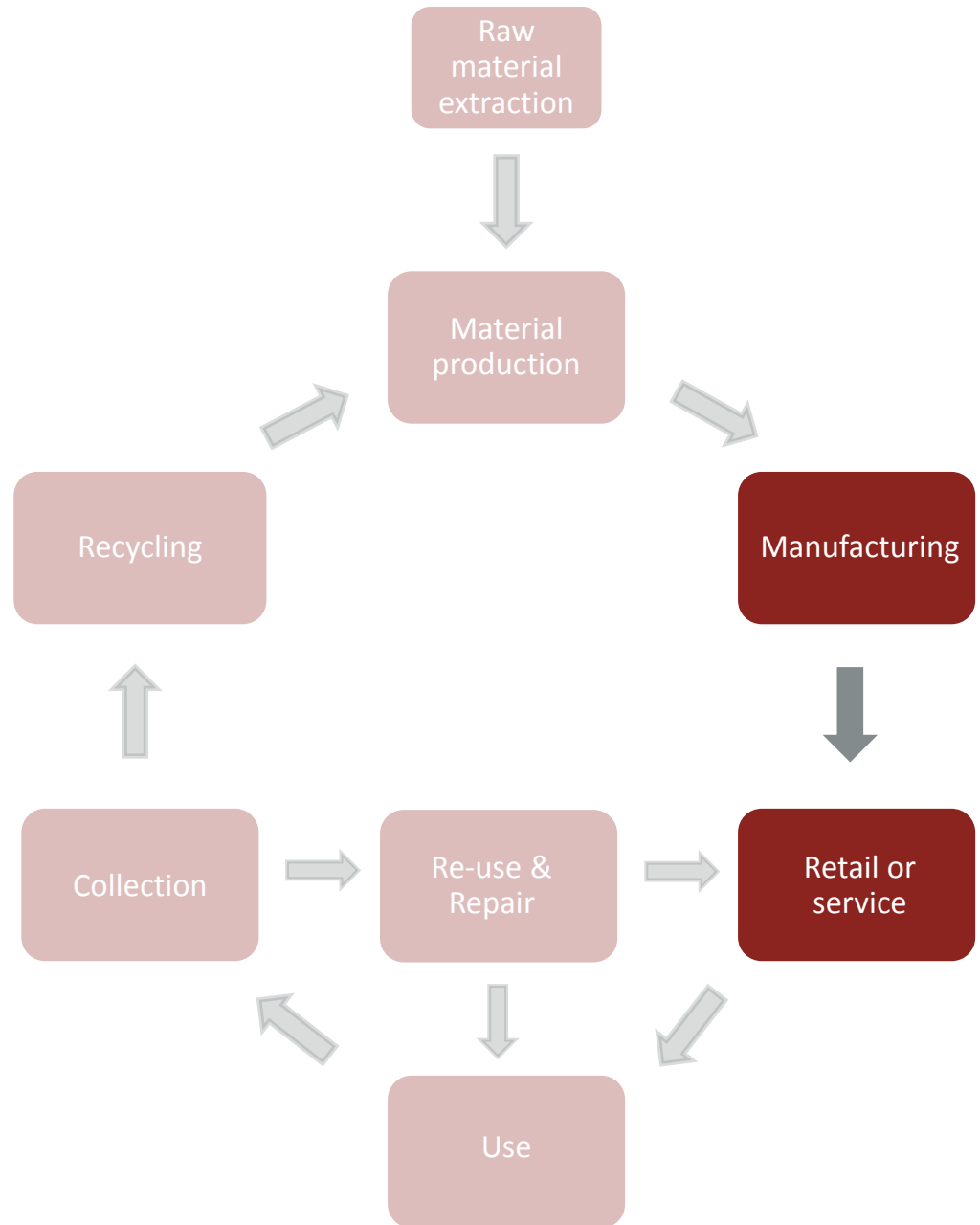
## Electricals Circular Economy

WRAP is helping businesses change the way they work, so that they create more profit while consuming less resource and generating less waste.

The **Electrical Pathfinder Group** is looking to implement changes on key products with emphasis on extending product lifetimes.

Our **Lifetime optimisation tool** helps designers understand the 'optimum life' of their product.

And our **guidance** is helping retailers improve the quality and quantity of WEEE available for recycling.



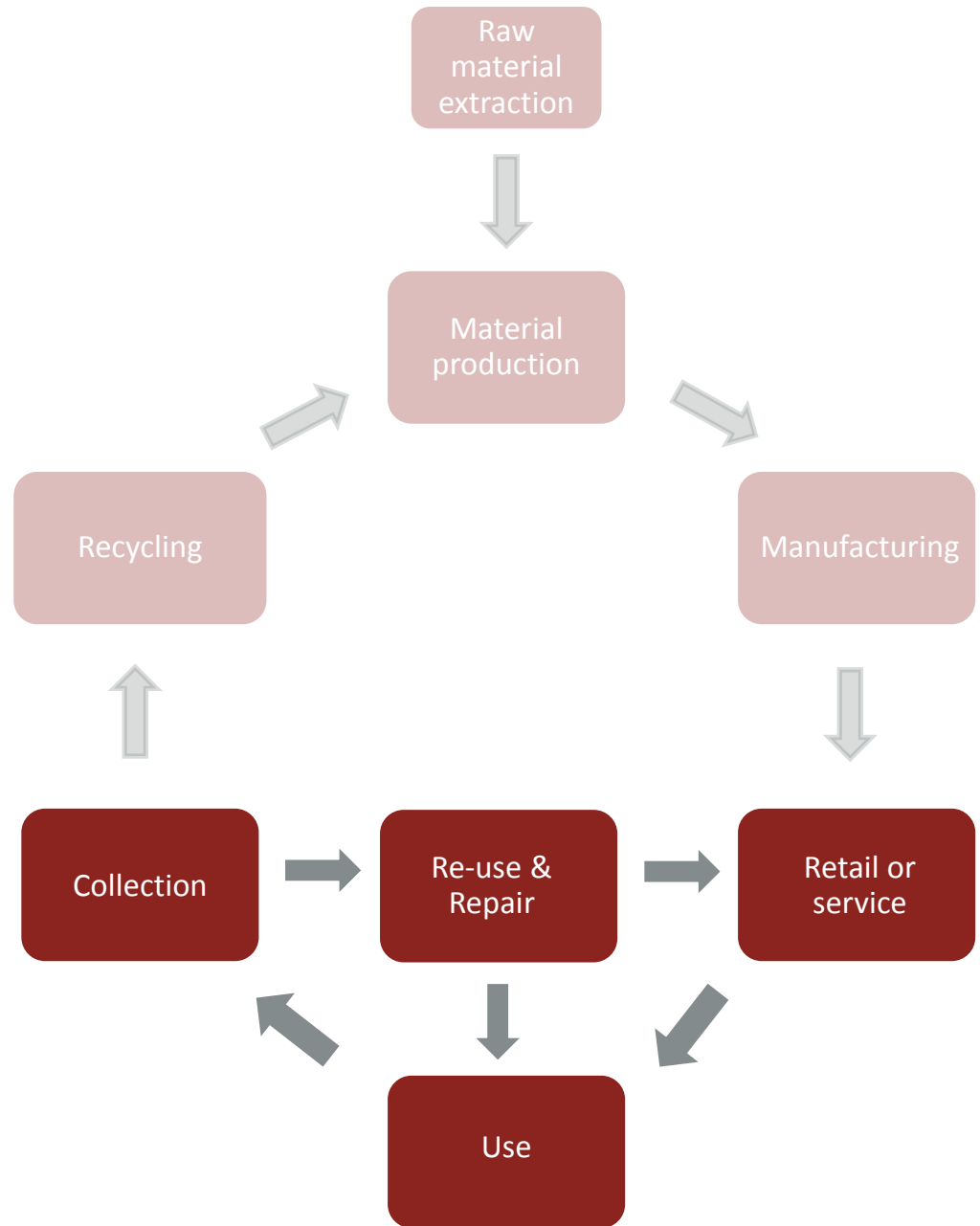
Find out more at [www.wrap.org.uk/electrical](http://www.wrap.org.uk/electrical)

## Electricals Circular Economy

More **than a fifth** of the WEEE taken to household waste recycling centres could be immediately sold on, or repaired and refurbished for resale, bringing financial benefits to those involved.

Our **funding** is helping businesses increase capacity for **re-use and repair** of electrical products.

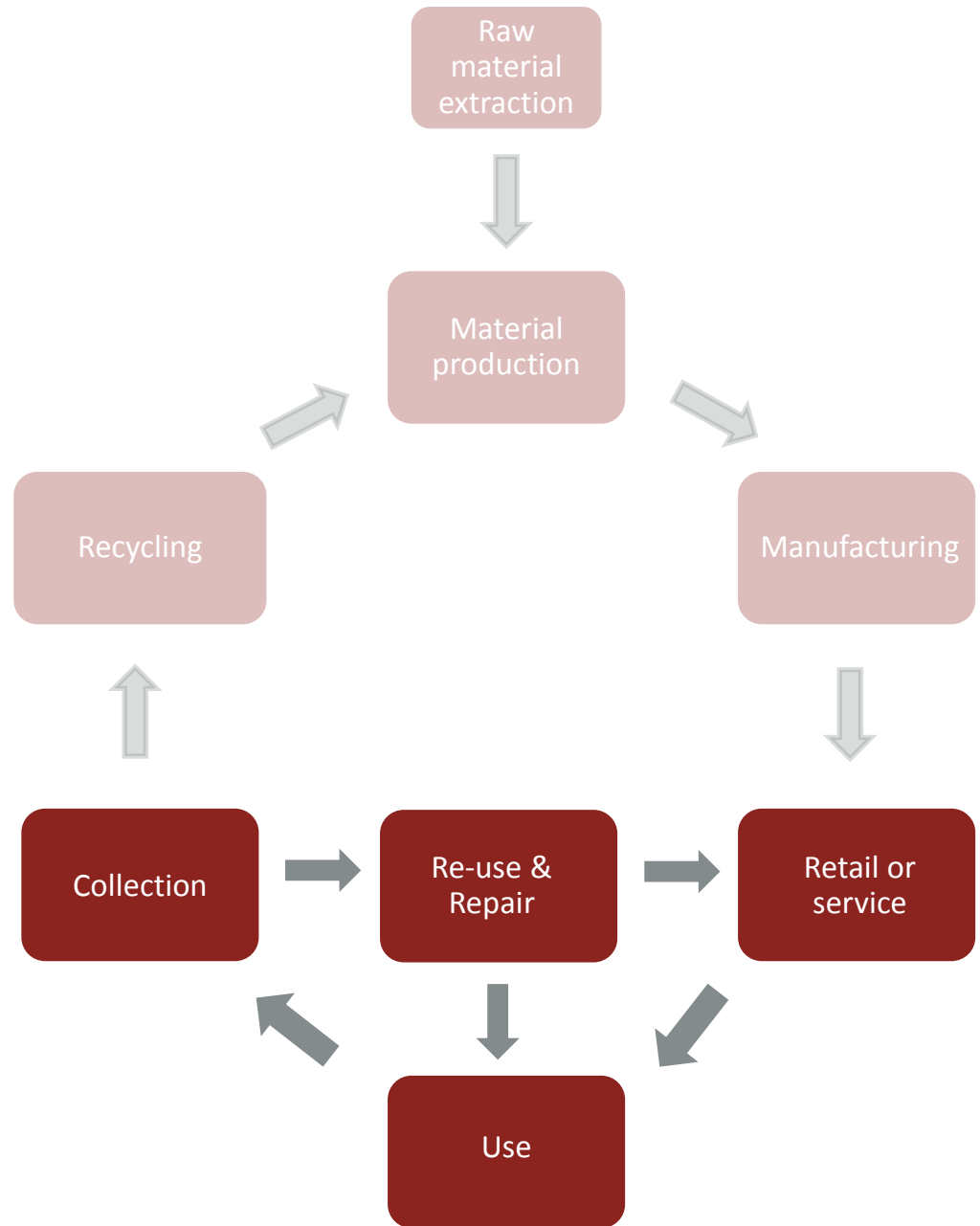
We're encouraging electrical retailers to develop **alternative, resource efficient business models** – such as incentivising trade-in of products for re-use.



## Electricals Circular Economy

WRAP's **re-use electrical protocols** help turn waste electrical and electronic equipment into reusable, fit for purpose products.

The protocols help industry implement consistent standards of performance and support businesses in achieving **British Standards Institution's** specification (PAS 141) for re-use of electrical and electronic equipment.

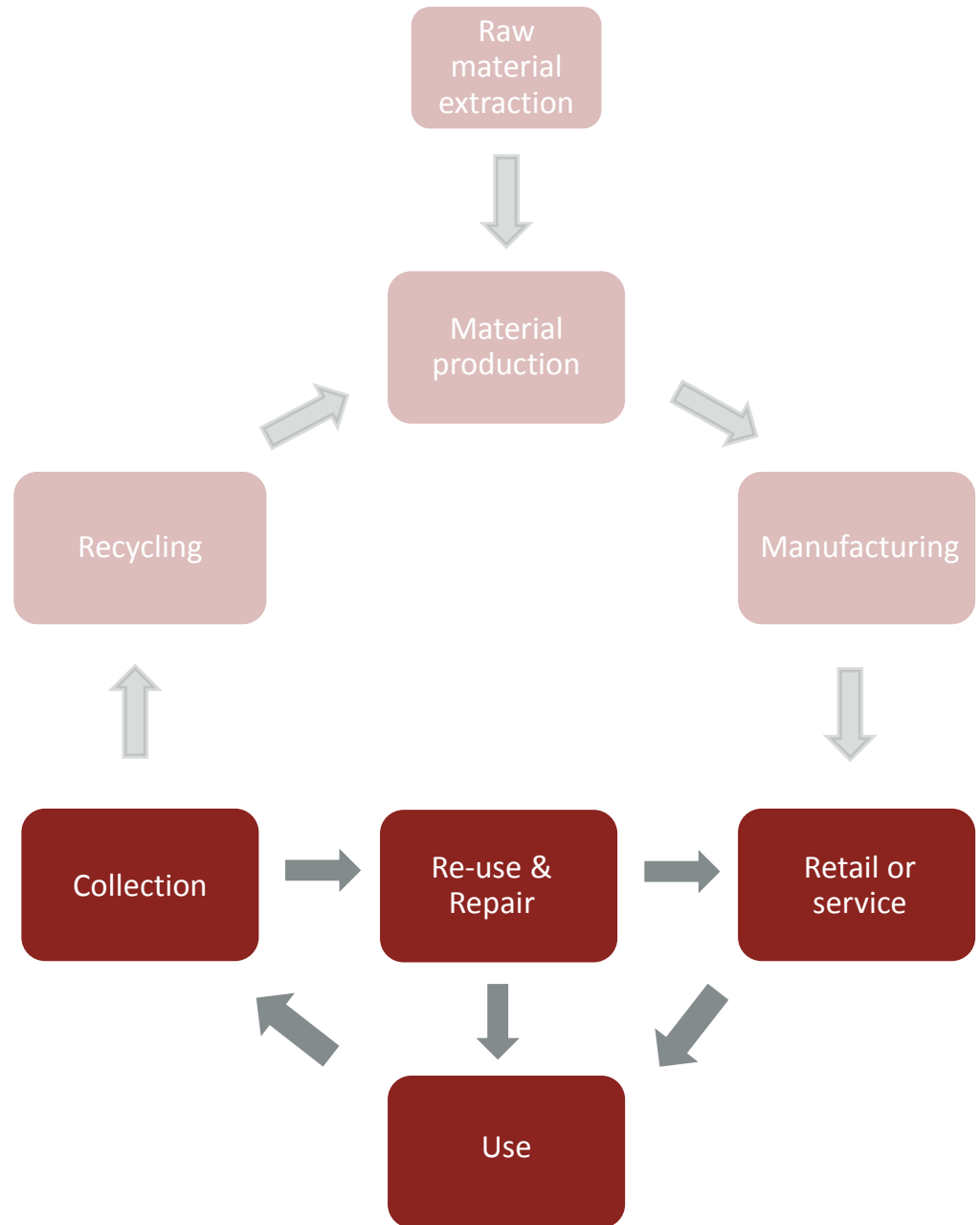


## Electricals Circular Economy

WRAP has produced a suite of guidance to encourage the **collection and treatment** of WEEE to increase the quality and quantity of material available for re-use and repair.

- Treatment of WEEE.
- Collection and handling of LCD screens.
- Re-use and collection systems.
- Ensuring quality re-use collection activity.
- Market flows of electronic products & WEEE materials.

Our **Recycle Now** website helps consumers and businesses to re-use and recycle their electricals after use.



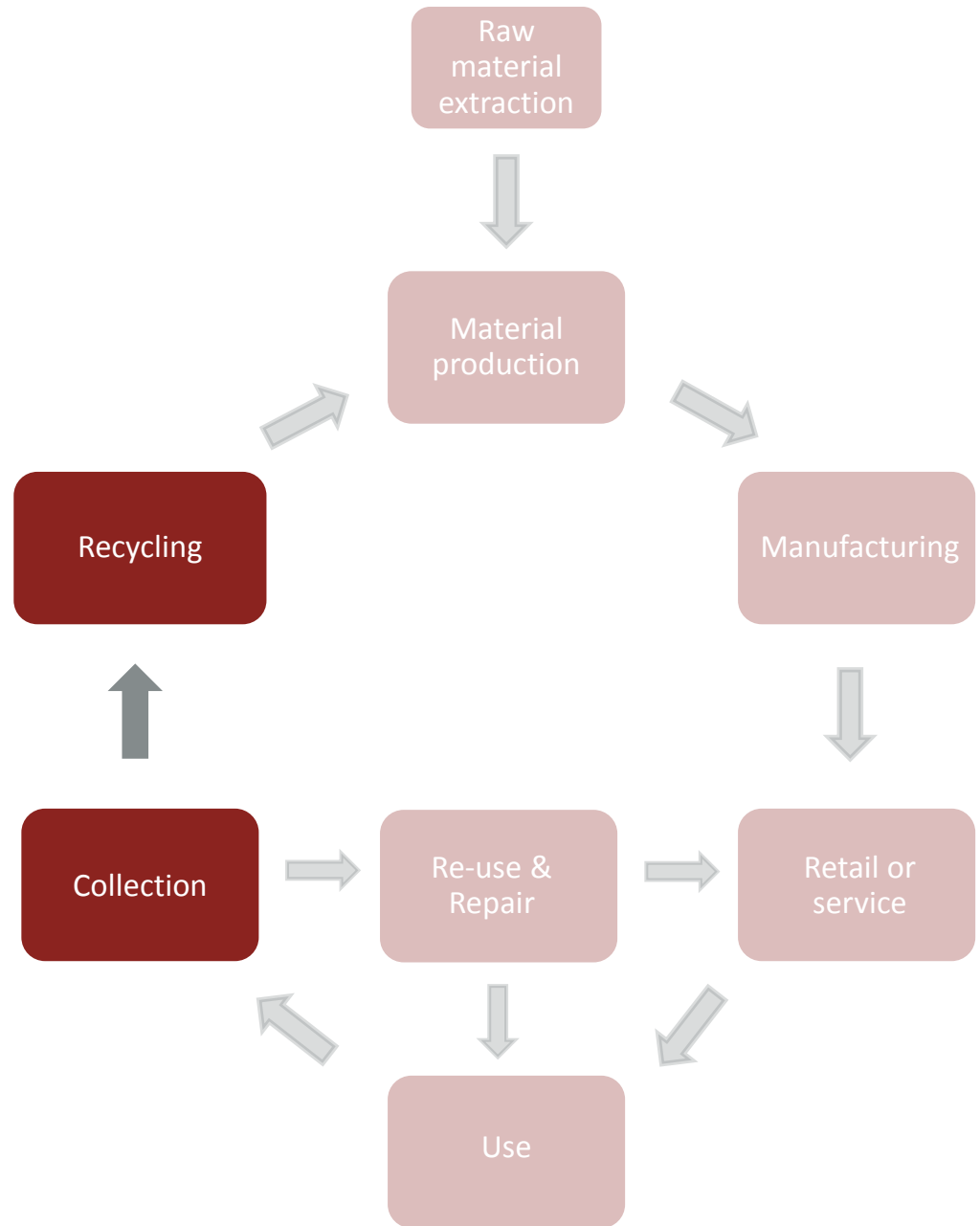
Find out more at [www.wrap.org.uk/electrical](http://www.wrap.org.uk/electrical)

## Electricals Circular Economy

WRAP has shown that effective communications can improve recycling. Raising consumer awareness of WEEE recycling can increase the recycling of small items by **up to 40%**.

Our work stimulates the collection of WEEE from businesses and consumers by encouraging retailers, local authorities and producer compliance schemes to actively promote collection.

- **Kent County Council** increased the recycling of WEEE by **40%**
- **Leicestershire County Council** achieved a **45%** overall increase in small WEEE collections.



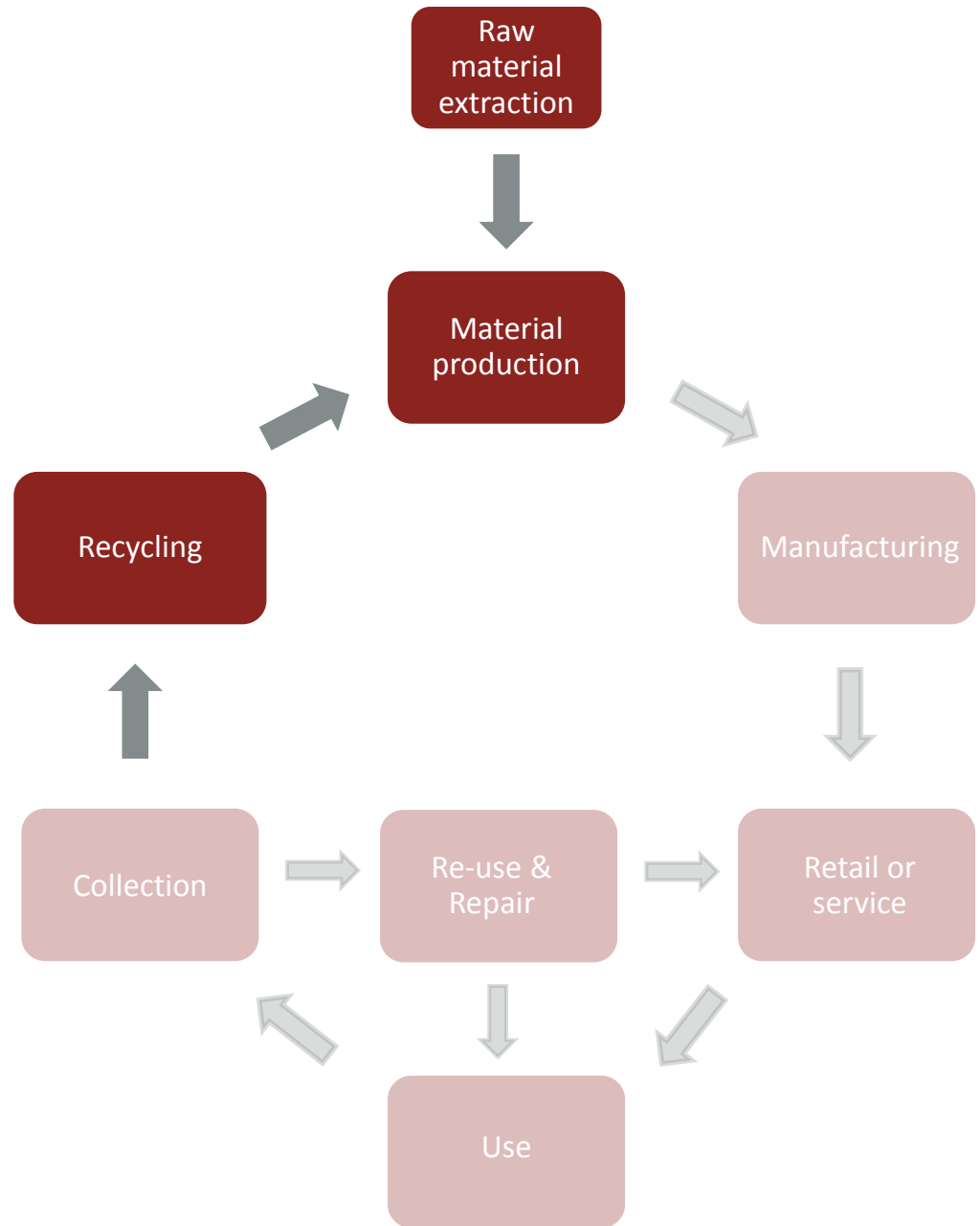


## Electricals Circular Economy

Up to **75% of the gold** used in electrical and electronic products is lost in a conventional WEEE recycling process.

The supply of key resources, such as rare earth metals, is a key strategic risk for manufacturers.

WRAP is trialling different **treatment technologies** and **collection and segregation techniques** to improve the recovery of critical raw materials.



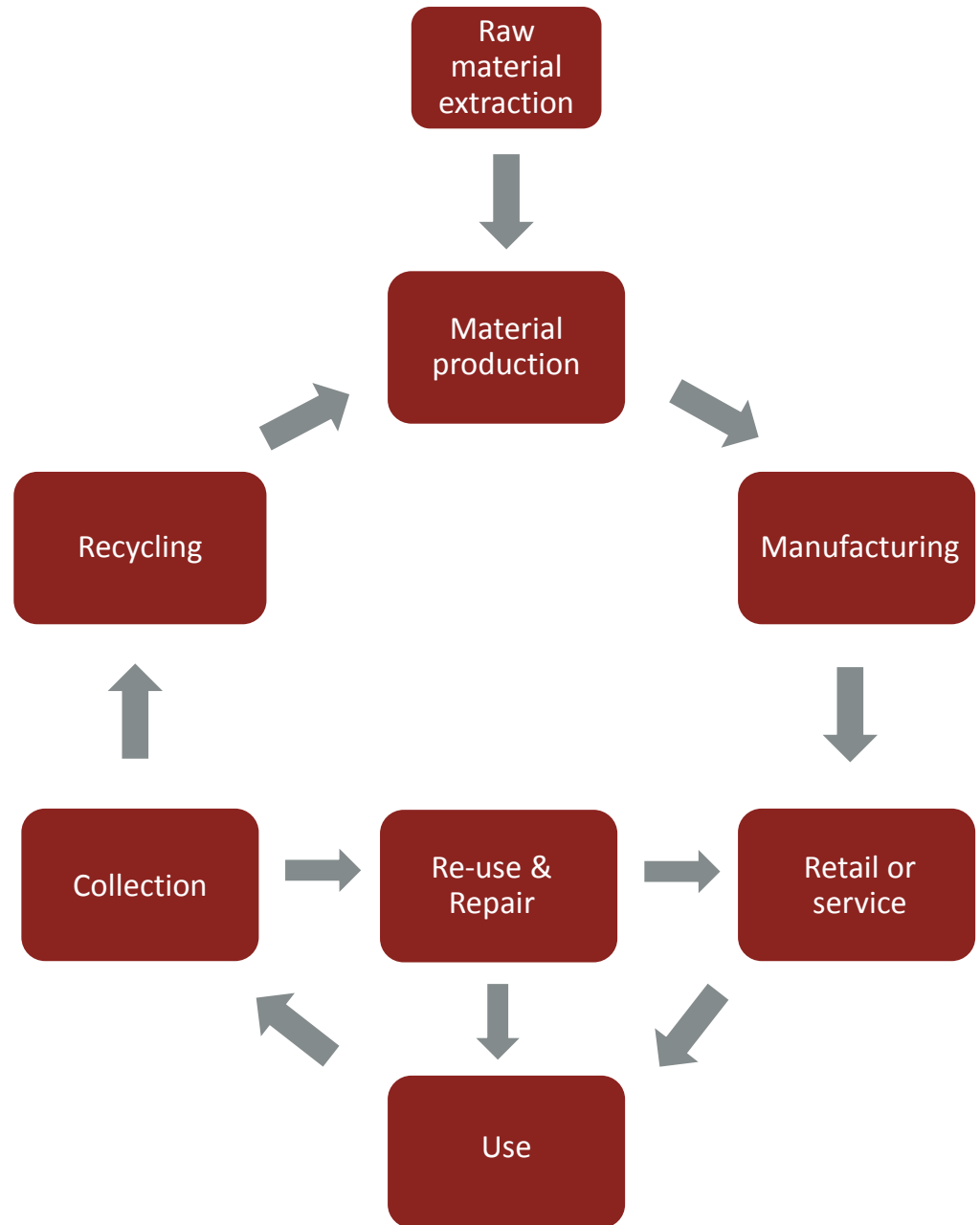
## Electricals Circular Economy

At WRAP, we're thinking about how we can all – consumers, retailers, recyclers, and manufacturers – work together to think about the impact our throw-away lifestyle has on the world's resources.

Our work is helping to improve the way electronic products are designed – prioritising durability and enabling repair to ensure they stay useful for longer.

Raising awareness and increasing consumer confidence in re-used products and supporting investment in re-use and recycling infrastructure will deliver economic growth and social benefits.

The end result would be that we'd be a step closer to the elusive circular, more sustainable economic model.



Find out more at [www.wrap.org.uk/electrical](http://www.wrap.org.uk/electrical)