

# **Study of the French mobile phone market for a sustained increase of collection rates**

**Swiss Recycling – Circular economy platform**

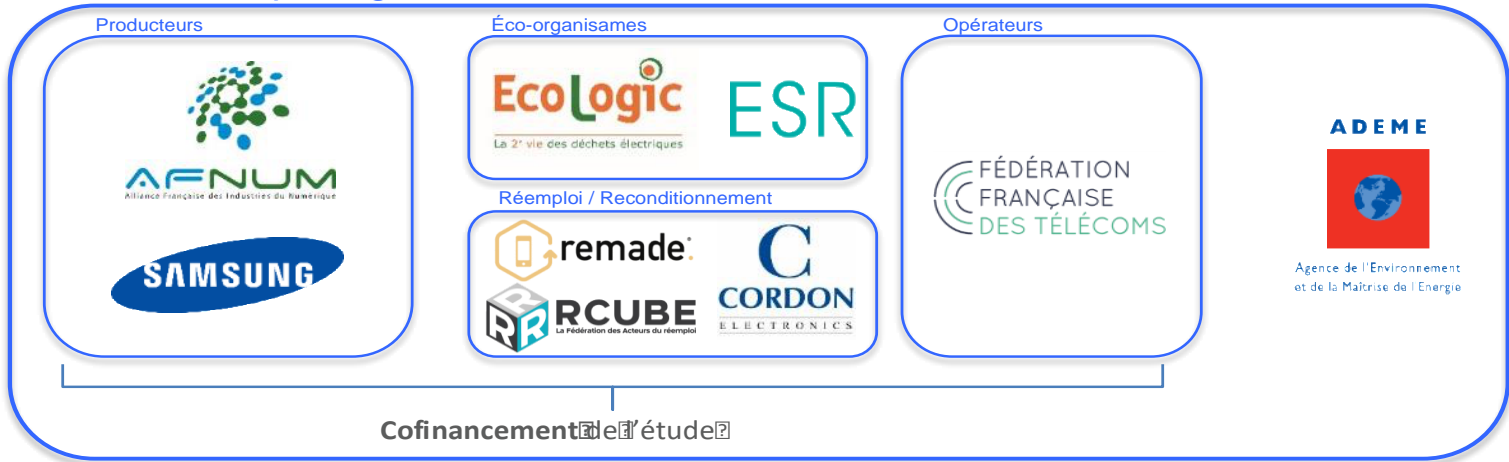
**Bern, 18th August 2020**

- **Mobile phone circular economy context:**
  - Recycling: very low collection rates vs. other EEE categories
  - Reuse: very strong growth of professional reuse (> 10% of mobile phone sales)
- **Legal framework: French Circular Economy Roadmap:**
  - In preparation of the Circular Economy Law
  - Ministry requests the take-back schemes to study the feasibility of a financial mechanism to increase the recycling and reuse rates of mobile phones → risk of a deposit system
  - In parallel, NGOS, politicians are publishing incomplete and contradictory information and data → need to better understand the sector, qualitatively and quantitatively
- **Stakeholders**
  - Not specifically organized for this sector
  - “Tensions” between reuse and recycling
  - Need for collaboration

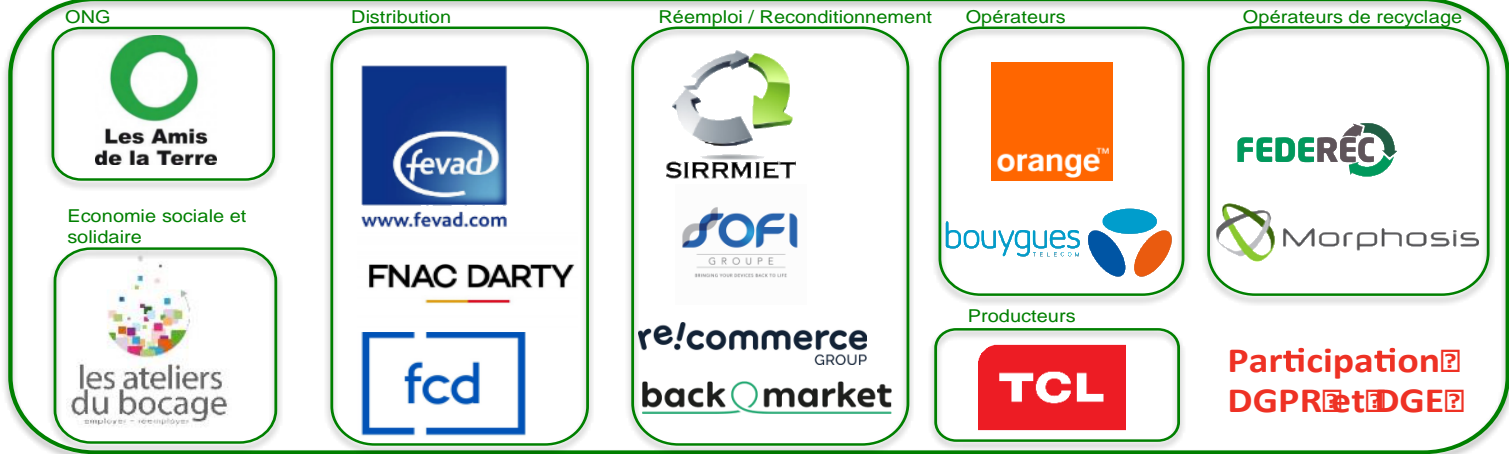
- Major stakeholders of the sector (producers, reuse, take-back schemes, operators) joined hands and decided to co-fund a study with the objectives:
  - Gather the actors of the sector around a collaborative and participative process
  - Acquire the necessary knowledge by mapping and quantifying the flows
  - Identify a propose concrete recommendations allowing to meet recycling and reuse targets in the Circular Economy Roadmap

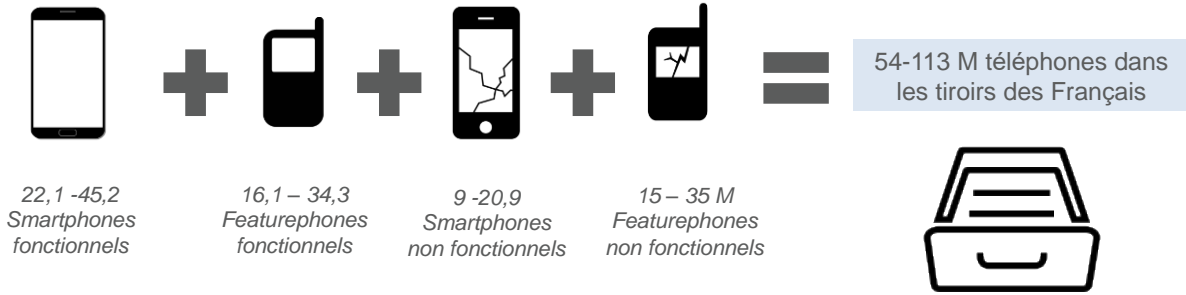
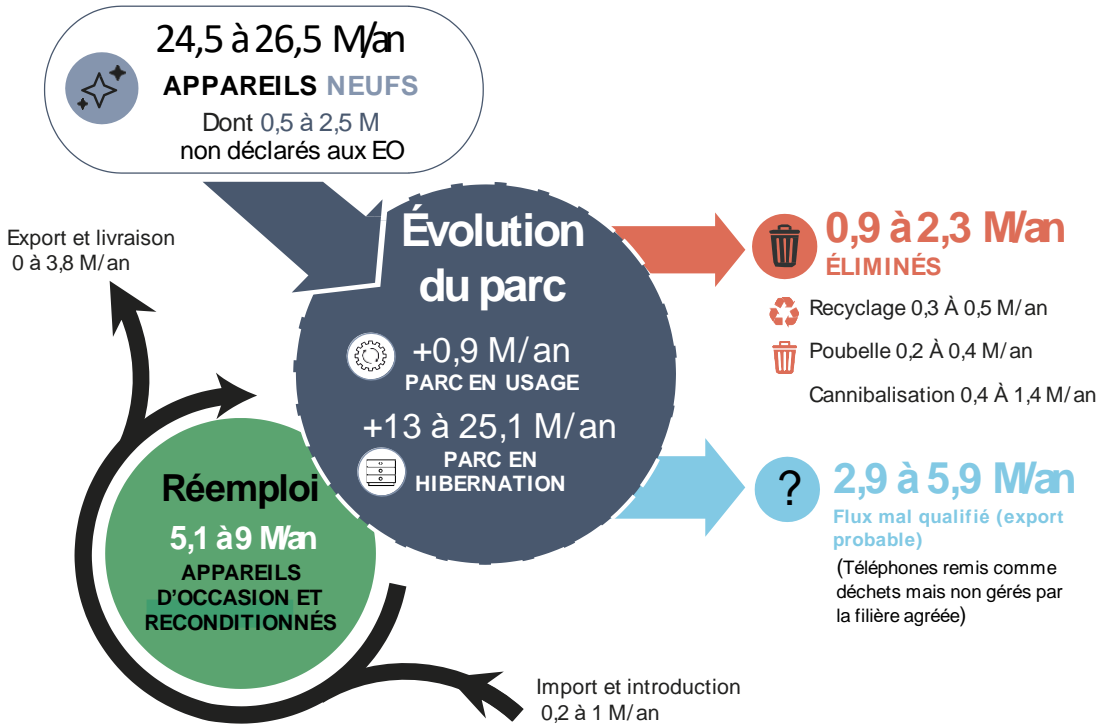
# A participative stakeholder process

## Comité de pilotage



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- Generally speaking, the **potential** for recycling and reuse of phones is **largely under-exploited** → The phones in hibernation are an important and growing stock for both recycling and reuse
- The **legal framework is not adapted**, and the **incentives are missing** for a maximal collection of high value products like mobile phones
- The sector is **not structured to specifically tackle** increased collection rates for mobile phones
- Transboundary movements are difficult to track
- **Consumers are confused** re. the options they have for the end-of-life of their phones
- **Professional reuse** is directly competing with C2C trading

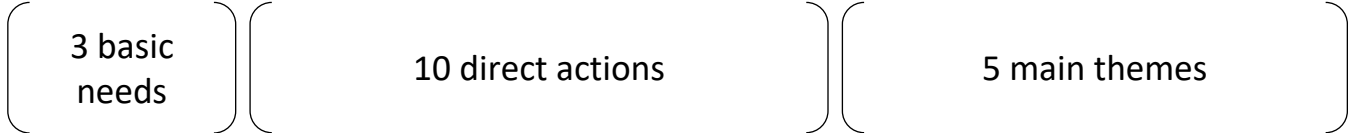
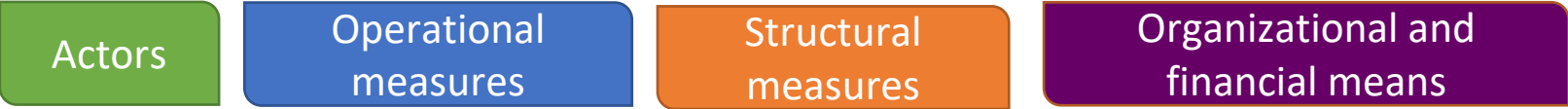
- Objectives:

- ensure end-of-life phones are diverted to quality reuse and recycling processes
- avoid hibernation
- exploit the huge stock in peoples drawers

- How:

- develop a consumer-oriented value proposition
- combine structural and operational measures
- ensure organizational and financial measures enabling a circular economy for mobile phones

# A systemic roadmap



<b>Consumers</b> Stock in use of mobile phones	Awareness & communication	<ul style="list-style-type: none"> <li>• Listing of collection points and service providers</li> <li>• Practical information</li> <li>• Promotion of innovative techs</li> </ul>	Practical information and consumer engagement	Economic viability	Sustained stakeholder commitment	Stakeholders to the mobile phone sector	
	Incentives	<ul style="list-style-type: none"> <li>• « Scrapping premium »</li> <li>• Bonus for salesmen</li> </ul>	Communication campaigns				Incentive mechanisms
	Trust & convenience	<ul style="list-style-type: none"> <li>• Quality lable for reuse</li> </ul>	Standardising the sector				Common collection system
		<ul style="list-style-type: none"> <li>• Common collection system for recycling and reuse</li> <li>• Generalisation of mail-back collection</li> </ul>					



# In conclusion: what about Switzerland?

- **Similarities with France:**

- Circular economy context for mobile phones is pretty much the same as in France
- Stakeholder pressure is very similar

- **Main differences France:**

- The legal context is very different
- The size of the market is much smaller (critical size?)
- Average purchase power is higher

- **Key questions for discussion:**

- Is there an interest / a need for a structured approach in Switzerland?
- What are the strengths and weaknesses of the Swiss system?