



# ABOUT THE NVMP ASSOCIATION

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## IDENTITY AND MISSION

*The NVMP Association works on behalf of manufacturers and importers to organise the collection and recycling of waste electrical and electronic equipment (WEEE) and low-energy light bulbs (collectively referred to as 'e-waste').*

*The NVMP Association (Netherlands Association for the Disposal of Metal and Electrotechnical Products) was founded in 1999 as the collective representative of six product associations that represent the e-waste interests of various branches in the electrotechnical industry, namely:*

- Brown Goods Association (SBG)
- LightRec Association (SLR)
- Association for the Recycling of Metal and Electrical Products (SMR)
- Association for the Processing of Central Ventilators (SVCV)
- Association for the Disposal of Electrical Tools (SVEG)
- White Goods Association (SWG)

These associations boast more than 1500 manufacturers and importers as members.

### Aim

The NVMP is a non-profit organisation. Its aim is to collect and responsibly recycle products its members bring to market once these products have reached their end-of-life.

In the medium term the NVMP Association intends to double the 110 million kilogram **collection volume** attained in 2011. This ambition is based on collection of 85% of all e-waste in the Netherlands.

The NVMP strives to attain the highest possible **recycling result** through further improvement of the processing process and through innovation in recycling technology. The ultimate aim is to recover more material for use in new products and prevent toxic substances from entering the environment.

### Implementation organisation

**Wecycle** organises the collection and environmentally sound recycling of e-waste under contract with the NVMP Association. Wecycle, also a non-profit organisation, performs a management role and involves a large number of parties in the processing process. The product associations joined in the NVMP Association finance the process and all the research and communication initiatives carried out in connection with it.

The processing process is organised as follows:

- Wecycle has established contracts and agreements with retailers, municipalities, installers, charity shops and other parties that collect or receive e-waste.
- Wecycle organises the transport and sorting of the collected e-waste.
- Wecycle has certified companies specialised in the recycling of certain types of appliances or components recycle the e-waste.

### Supporting activities

The NVMP Association and Wecycle regularly commission **research** to provide additional insight into the e-waste situation and to gain knowledge that will enable improvement of the processing process. Some examples are studies concerning ownership of electronics, the life cycle of appliances, waste streams, (legal and illegal) export of e-waste, the material composition of products and the possibilities for recovery of critical raw materials.

NVMP and Wecycle carry out active **communication** to further the objectives:

- Publicity campaigns and actions to encourage consumers to turn in waste appliances and lamps separately. Recent campaigns and actions have mainly been focused on convincing people not to dispose of small appliances and lamps with their general waste.
- Communication with the government and stakeholders concerning the processing of e-waste in order to share and form new ideas, with the aim of improving the collaboration and raising the collective effort. Cooperation among all the actors in the chain is essential in order to be able to achieve the NVMP Association objective: responsible processing of all e-waste.

### NVMP and Wecycle seek active collaboration with:

- government organisations, trade associations and companies in the Netherlands
- other recovery organisations in the Netherlands, such as ICT~Milieu and Stibat
- sister organisations in other countries and the European WEEE Forum
- enforcement, customs and police agencies (specifically for dealing with illegal transport)

## Results

**Collection volume:** Wecycle collected 110 million kilograms of e-waste in 2011. That is 3% more than during the preceding year.

Over the past four years the volume has increased by nearly 50%.

**Share of e-waste:** It is estimated that Wecycle collects 30% of all the e-waste produced annually in the Netherlands.\* Together with ICT~Milieu, the national collection system for computer and telecom equipment, the share comes to 32%.\*

**Recycling result:** In 2010, 80% of the raw materials in the e-waste was recovered for use in new products. An additional 15% was incinerated for generation of energy; 5% of the processed volume is residual waste.



## Costs and benefits

Responsible processing of electric appliances and low-energy light bulbs costs money. The logistical process of collection, transport and sorting, in particular, is expensive. The costs and yields of the recycling vary by product group. On one hand there is the sale value, which can be considerable for washing machines with a stainless steel drum or boilers containing a copper plate. On the other hand there are the costs of recycling, which can be considerable when complex separation techniques are involved, and the costs for removing toxic substances such as CFCs from refrigerators or mercury from fluorescent lamps. The recycling of CFC-containing refrigerators and CRT televisions is, in fact, a loss-making activity. When all the product groups are taken together, the costs of recycling are nearly covered by the revenue from the materials recovered during the process.

In 2010, Wecycle spent €31 million to organise the collection and recycling. That amounts to 29 eurocents per kilogram.

### The costs are broken down as follows:

|   |              |
|---|--------------|
| Logistics (collection, sorting and shipment):             | 12 eurocents |
| Logistics (compensation to municipalities and retailers): | 10 eurocents |
| Processing of sorted e-waste:                             | 1 eurocent   |
| Awareness-raising (publicity campaigns):                  | 2 eurocents  |
| Overhead (organisational costs):                          | 4 eurocents  |
| Total costs per kg:                                       | 29 eurocents |

The costs are borne by the product associations. Until recently, these costs were funded with a disposal fee that was added to the bill when a new appliance was purchased.

*[\* based on waste stream study UNU 2011: 23.8 kg WEEE Generated/head of population compared to the estimated collected quantities: Wecycle + ICT-Milieu 2011: 7.5 kg/head of population]*

## For more information

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