

E-waste in emerging markets : an opportunity



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Africa : about growth



- 3.6 B population by 2050
- EEE consumption growth rates very high (new & 2nd hand)
- Domestically generated E-waste may exceed EU's by 2018



Very few African countries have e-waste regs

African countries **580m**

Nigeria	160m
Cameroon	20m
Ghana	25m
Kenya	43m
Ethiopia	91m
Uganda	34m
Tanzania	47m
Rwanda	12m
South Africa	50m
Zambia	14m
Egypt	84m

Original "WEEE" countries **413m**

United Kingdom	63m
Germany	81m
France	66m
Austria	8m
Belgium	10m
Denmark	6m
Finland	5m
Greece	11m
Ireland	4m
Italy	61m
Luxembourg	1m
Netherlands	17m
Portugal	11m
Spain	47m
Sweden	9m
Norway	5m
Switzerland	8m



E-waste “basics”

- Rudimentary recycling is the issue



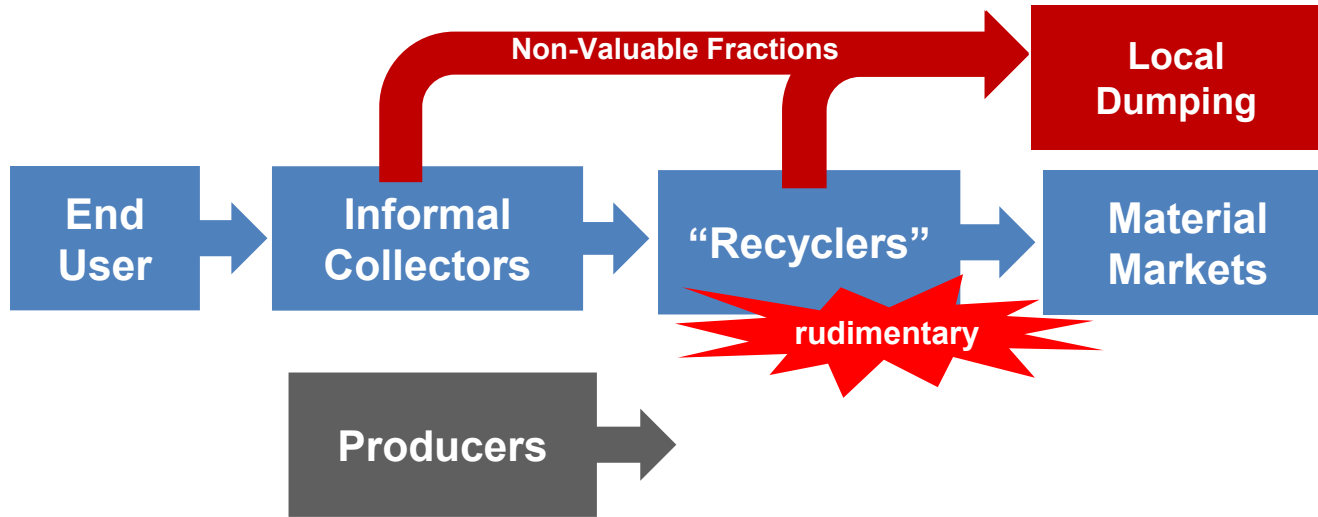
- Collection is NOT a problem



- E-waste has value → can be collected & treated as a profitable business



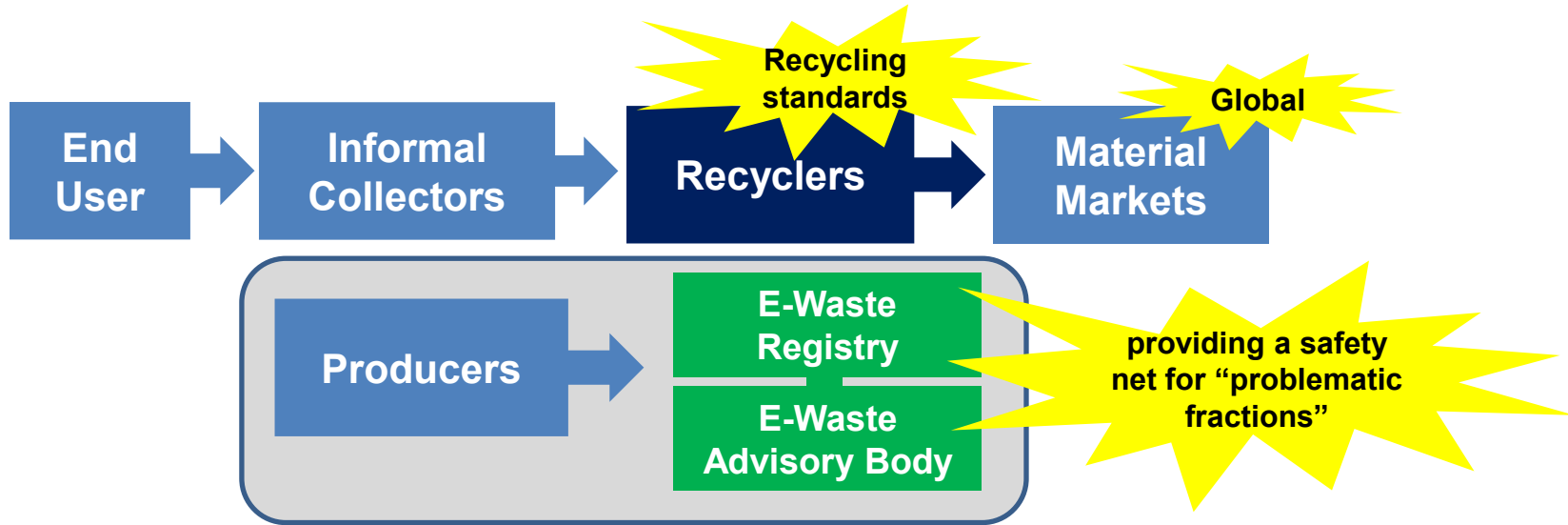
E-waste : current state...



NO connection between “Producers” and the material flows

Informal collectors NOT connected to a formal recycling structure

With Extended Producer Responsibility



Fair & enforced regulation is paramount to stimulate investments by recyclers

Regional approaches are critical to effective solutions deployment

”E-waste solutions Alliance for Africa”



The power to do more

PHILIPS



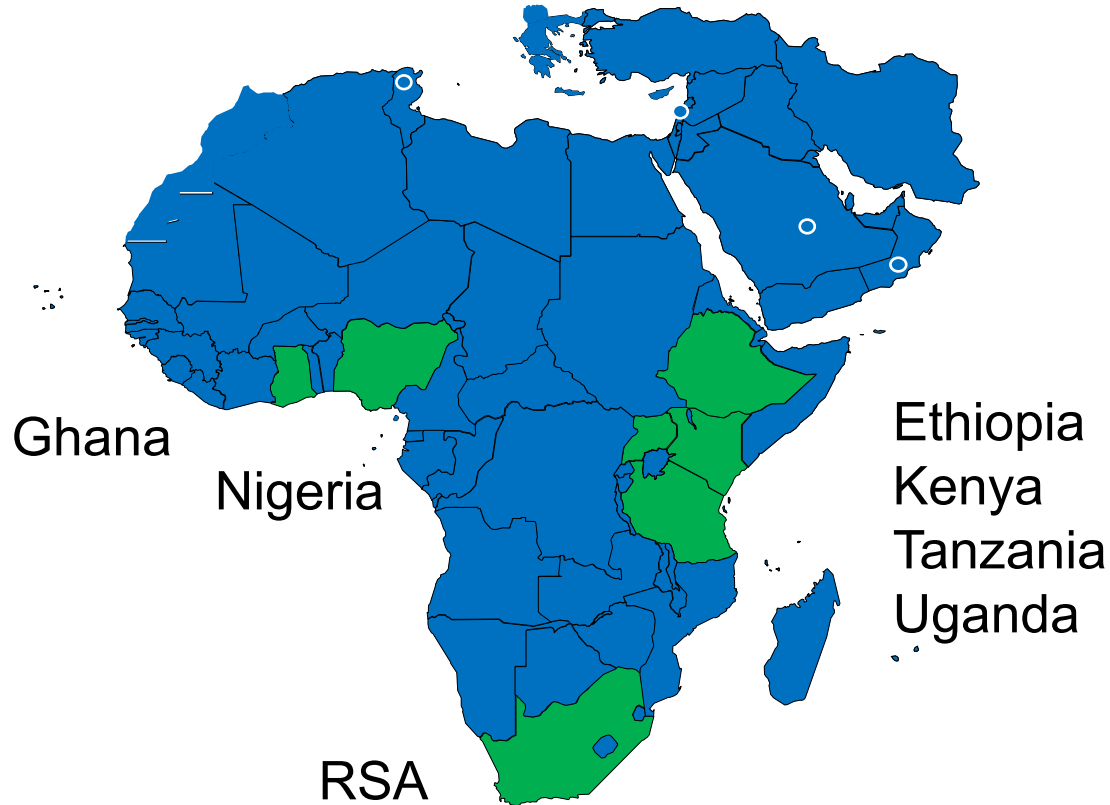
Reclaimed Appliances (UK) Ltd
Leading, not following

NOKIA
Connecting People

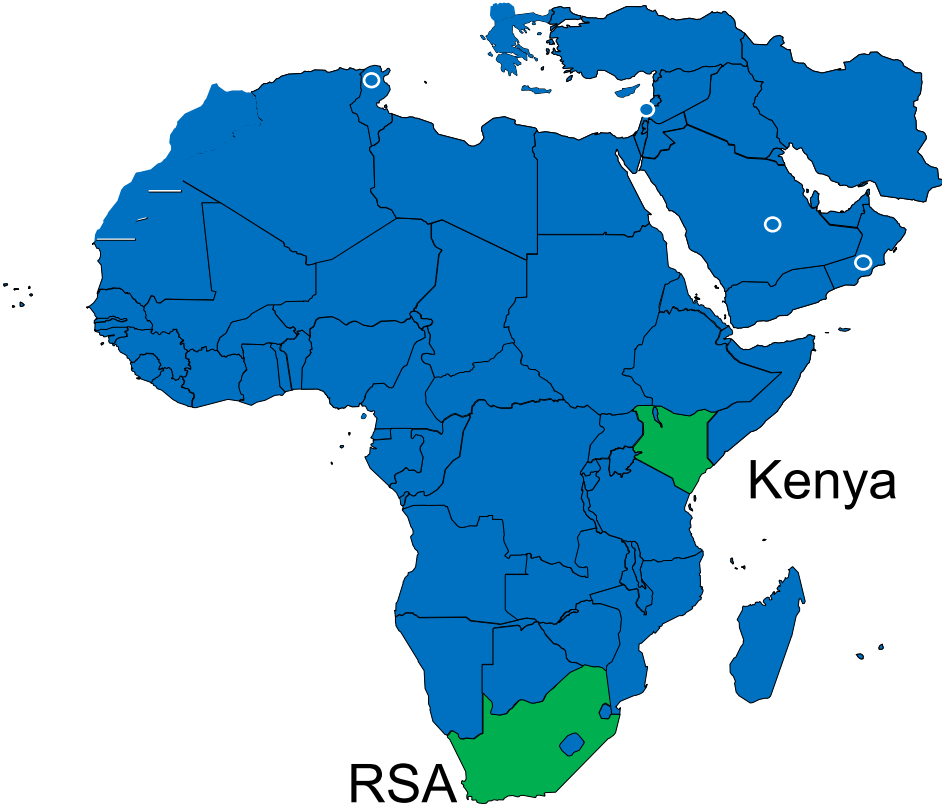
Working with and supported
by



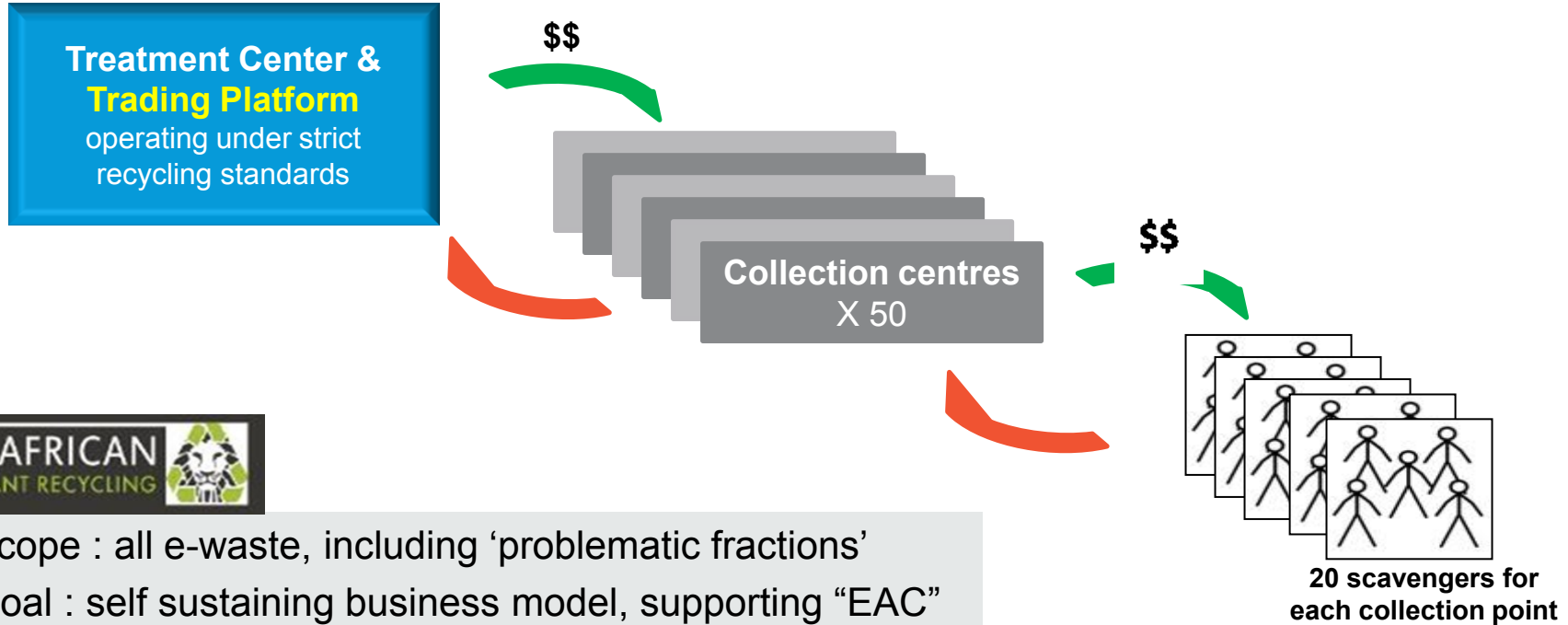
Where does the Alliance act together ?



Where are the Recyclers ?



Deployment in Kenya, a role model



- Scope : all e-waste, including 'problematic fractions'
- Goal : self sustaining business model, supporting "EAC"
- Enabled by draft regulation
- **Creating THOUSANDS of green jobs in Kenya**

Partnerships are essential !

Government agencies and NGOs



Academia and research groups



University of Ibadan



Materials Science & Technology



SOLVING THE E-WASTE PROBLEM

OEMs and Recyclers



The power to do more



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Thank you

