

*Telefonica*



ITU Green standards week

Innovating today for  
a sustainable tomorrow\_

# E-waste in emerging markets, challenges and opportunities

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Hewlett Packard Company

Take Back Regulations Manager



# From this...

“Poisoning the poor – E-Waste in Ghana”  
*Greenpeace 2008*



NIGERIA: Electronic Waste – An Emerging Silent Killer” *Shout Africa 2011*



# To this...

E-waste is a resource



Creates Employment Opportunities



Managed in a safe and environmentally sound manner!



# From this...

Outdoor dumping and landfilling



# To this...

All e-waste collected and treated responsibly



# Extended Producer Responsibility Principle (EPR)

It aims to ensure that businesses who place products on the market take responsibility for those products once they have reached the end of their life.

Solutions should be based on EPR...

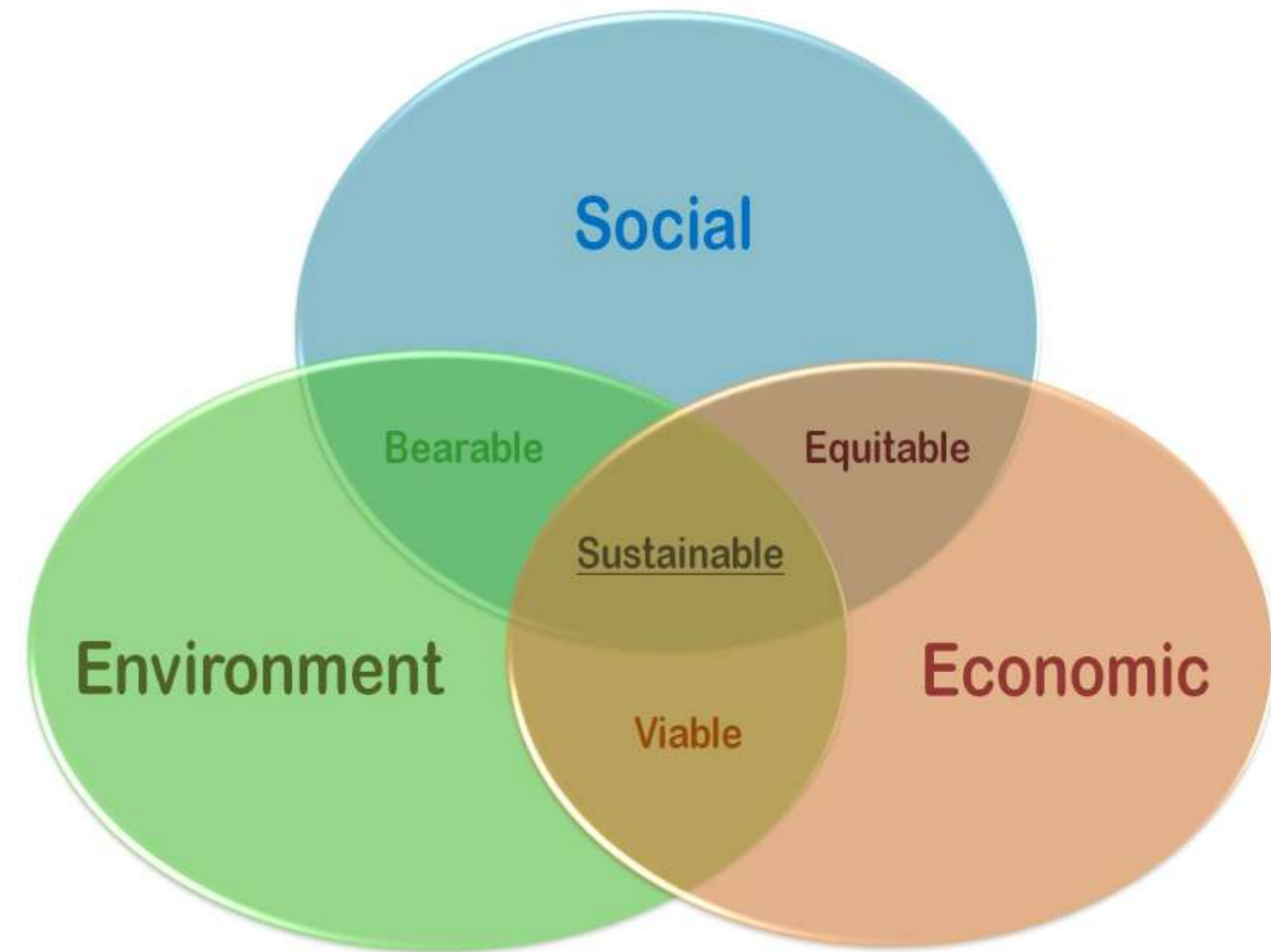


Producers alone cannot prevent this



# Collaboration is essential!

- The solution will revolve around changing mindsets
- Stimulating drivers for sustainable business models to recover value from all e-waste
- Creating markets for fractions of e-waste which currently have no market



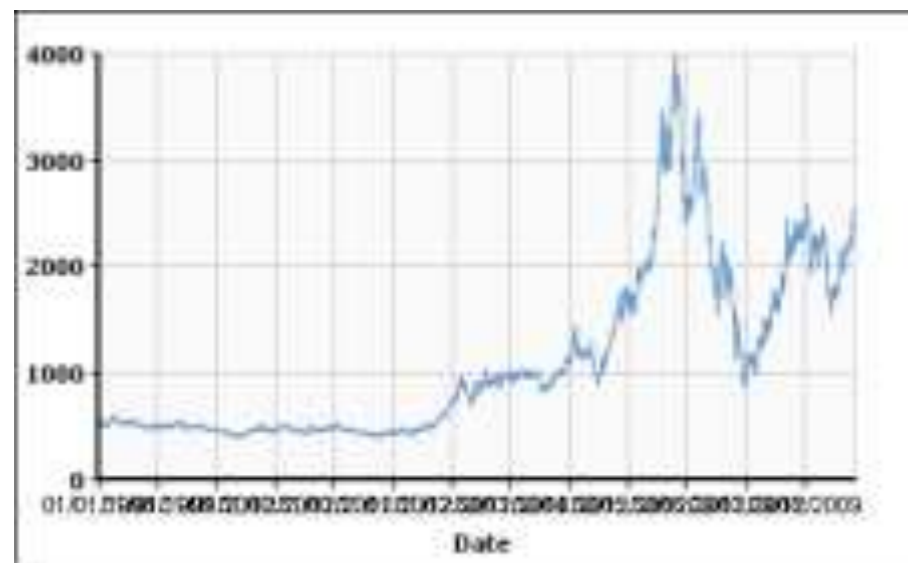
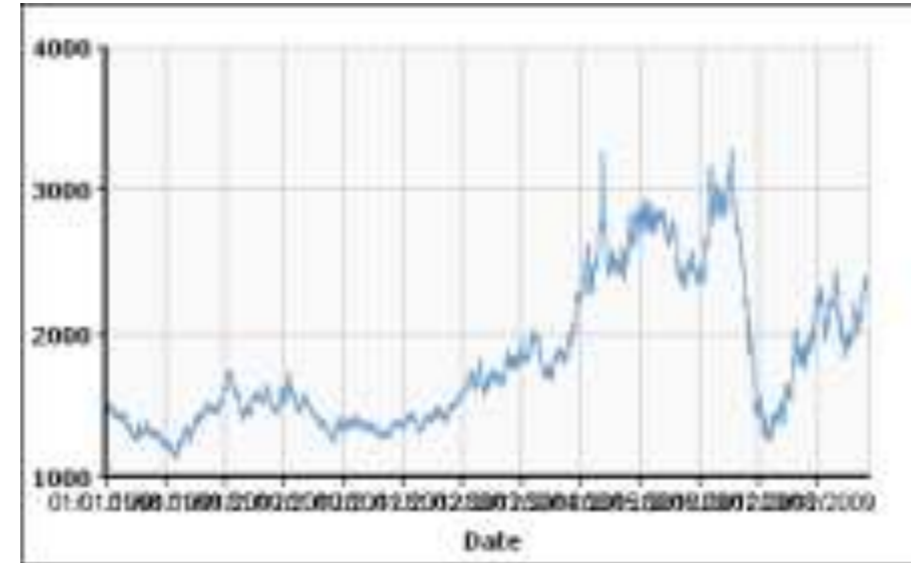
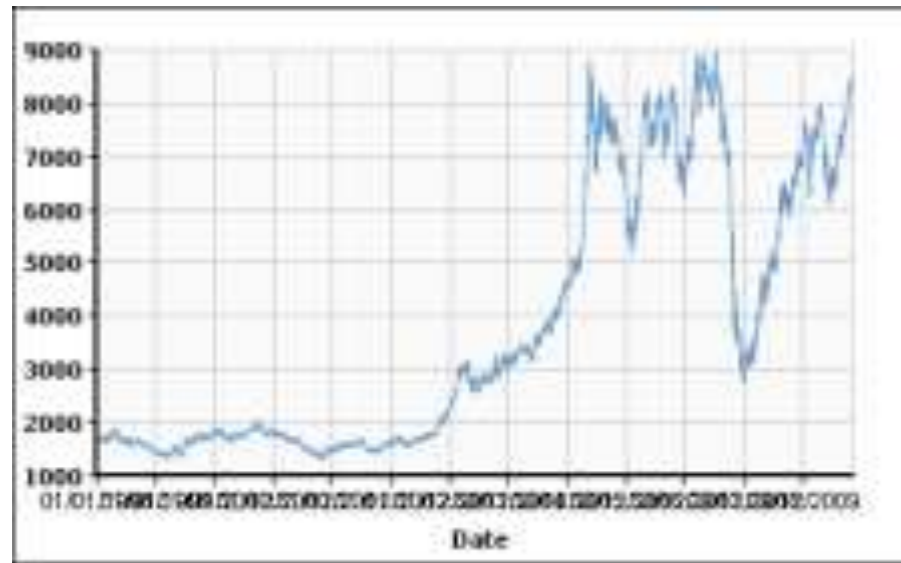
EPR is also about enabling these developments



# E-waste as a resource!

E-waste becomes a resource

## Material Prices



Considered by many as valuable



# Urban mining

Gold in 1ton PC's

Is equivalent to

Gold in 17 tons of ore



*Bleiwass, 2001*



Dragonland Mining



# Urban mining



# WEEE collections in some African countries

Country	Year	E-waste Generated (t/yr)	Thereof Collected (%)
Nigeria	2010	1,100,000	50%
Ghana	2009	179,000	96%

Source: UNEP/SBC/EMPA/Oko-Institute

Collection appears to be high in Africa due to the involvement of the informal sector

**BUT**

High collection rate **does not mean** high material recovery



# So what is going wrong?

## How can we prevent this?

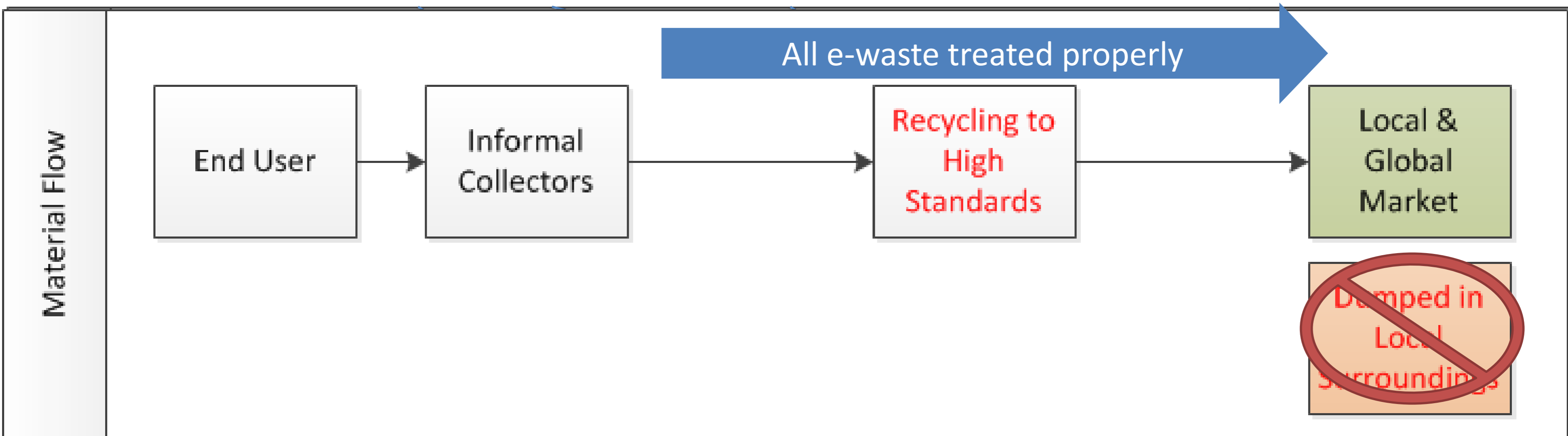


# Three issues about e-waste management today...

Un-safe Techniques  
→ Hazardous

Limited infrastructure  
→ material loss

Non valued fractions dumped



**Solutions need to tackle all three issues**



# Solutions

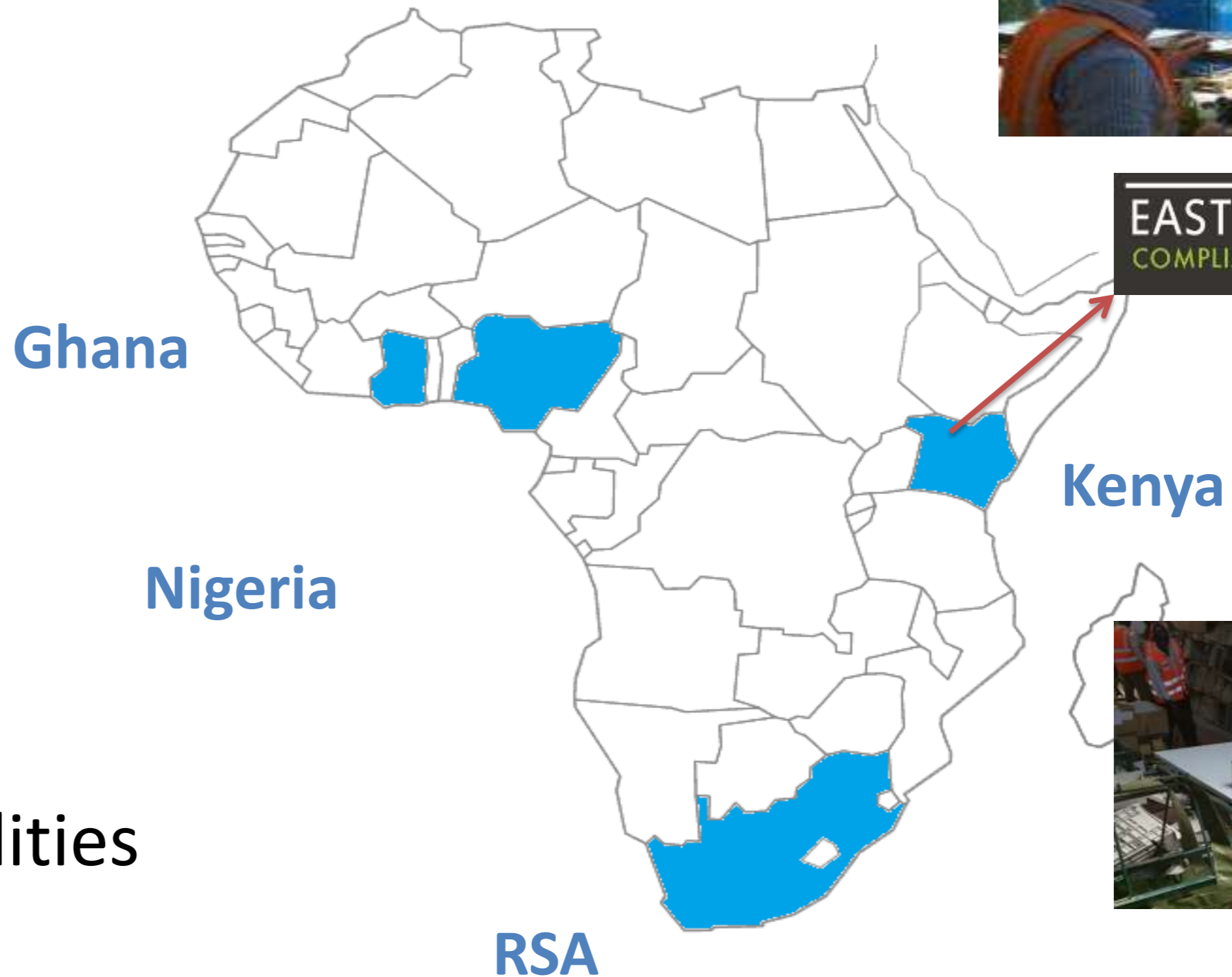
E-waste policy in Africa needs to be approached from a different angle

- Stimulate development of markets
- Involves all stakeholders
- Collection program with informal sector
- Incentives to encourage collection of whole e-waste
- Maximize collection of all materials
- Applying proper standards



# HP's Africa E-waste Program since 2007

- Research
- Education
- Establish recycling facilities





# African Informal E-waste Alliance

## OEMs



The power to do more

PHILIPS

NOKIA  
Connecting People

Working with and supported by



## Recycler Pioneer



Reclaimed Appliances (UK) Ltd  
*Leading, not following*



- Blue print for Africa revolved around key principles
- Engaging with authorities
- **Objectives** : Develop and scale up practical solutions for e-waste management on the ground!

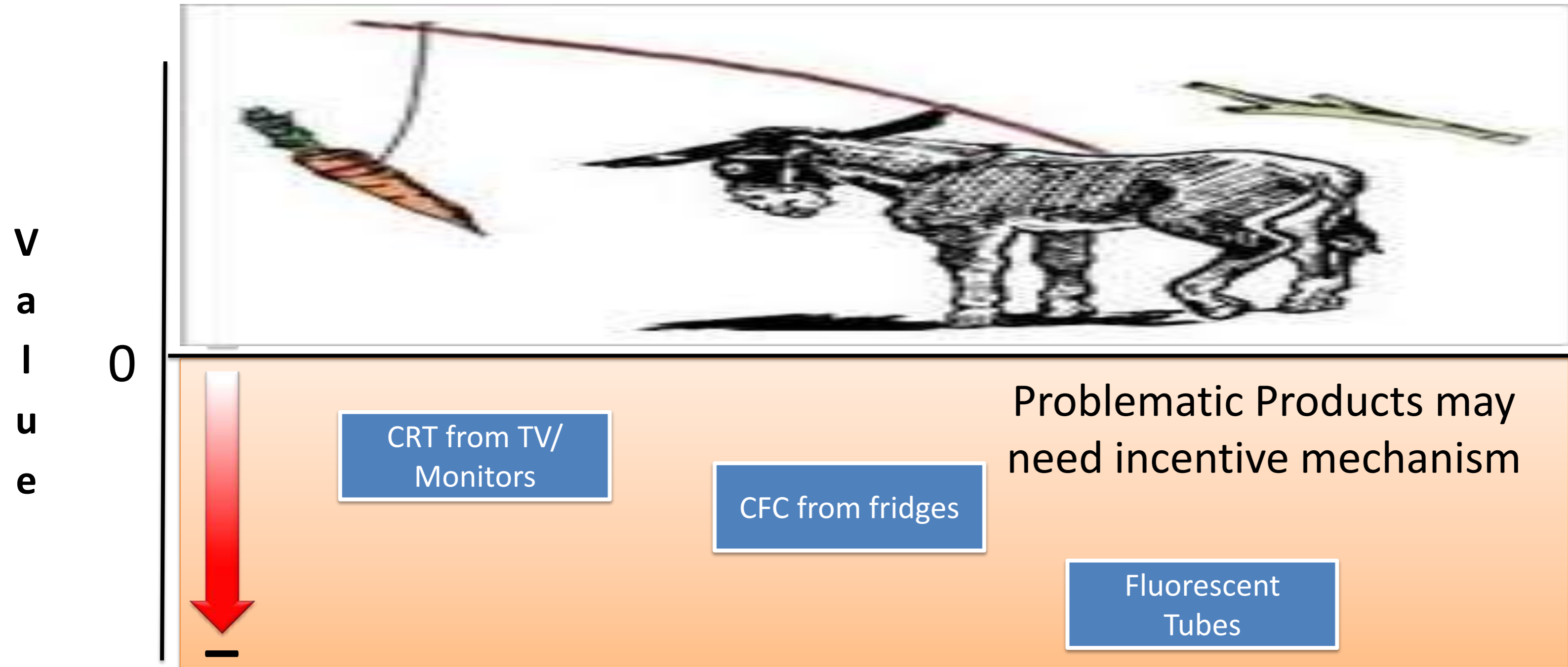


# Key Principles to proper regulation

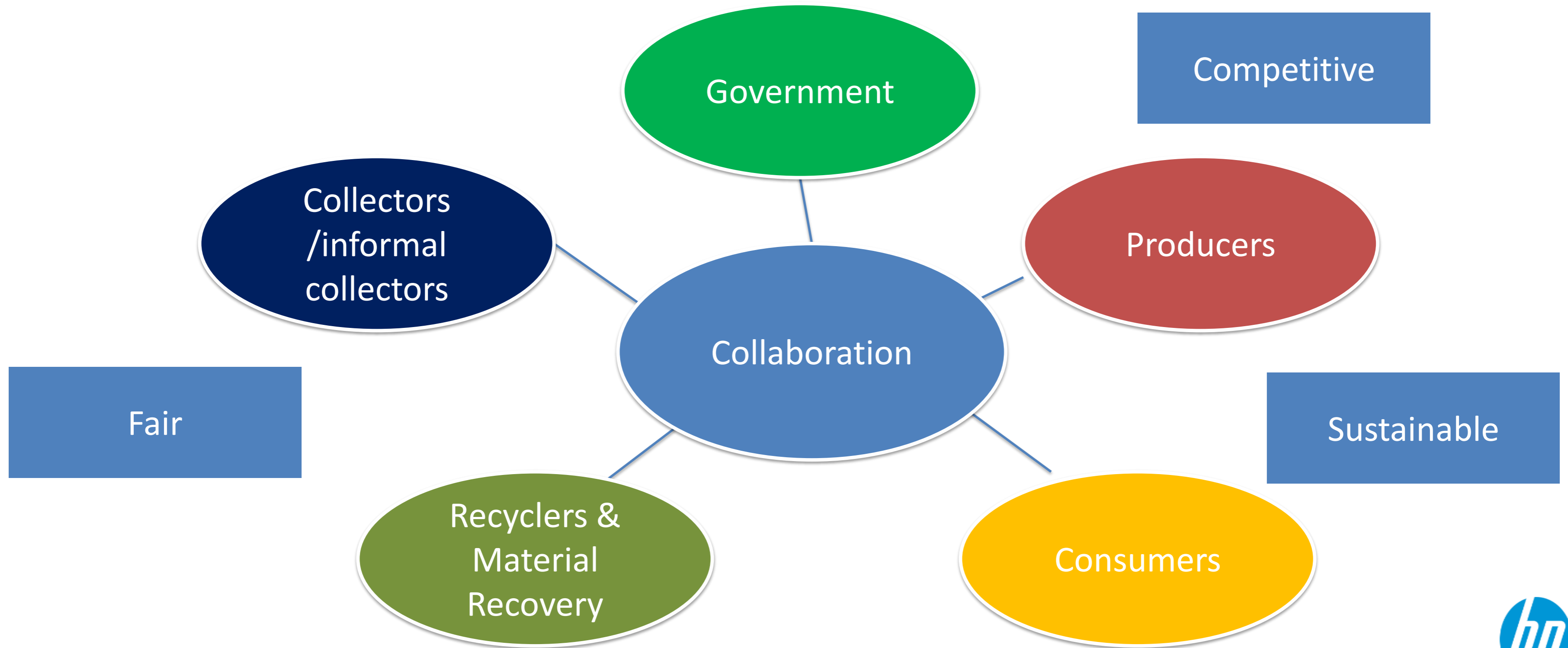
- E-waste = resource → Involvement of the informal sector creates jobs
- Improper treatment is the issue → Need recycling standards
- Enforcement is essential!



Some fractions or products may be 'problematic'. Producers may need to finance an incentive mechanism to ensure they are collected

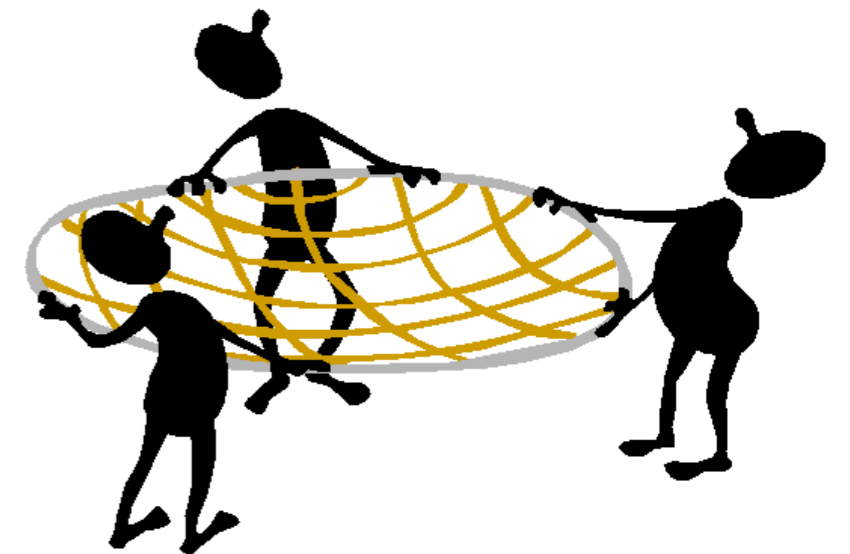


# Producers do not have full control → collaboration is key to enable EPR



# Producer Responsibility when WEEE has a Value?

- Producers have an Important role in creating incentives for the collection of problematic fractions.
- EPR is about creating and stimulating viable competitive markets for e-waste material, recovery and recycling
- Working with stakeholder creating markets at the source of the problem.



# Looking ahead...

Through proper standards,  
mechanisms and enforcement...

...all e-waste will be collected and  
treated by 3<sup>rd</sup> parties as a profitable  
business...

...but we are not there yet...and  
there is much work to do to reach  
this vision...



*Thank you*

*For more information: Visit [hp.com/recycle](http://hp.com/recycle)*

*Or contact [daniel.seager@hp.com](mailto:daniel.seager@hp.com)*

