



Ecosystem & Reuse

Focus on household EEE



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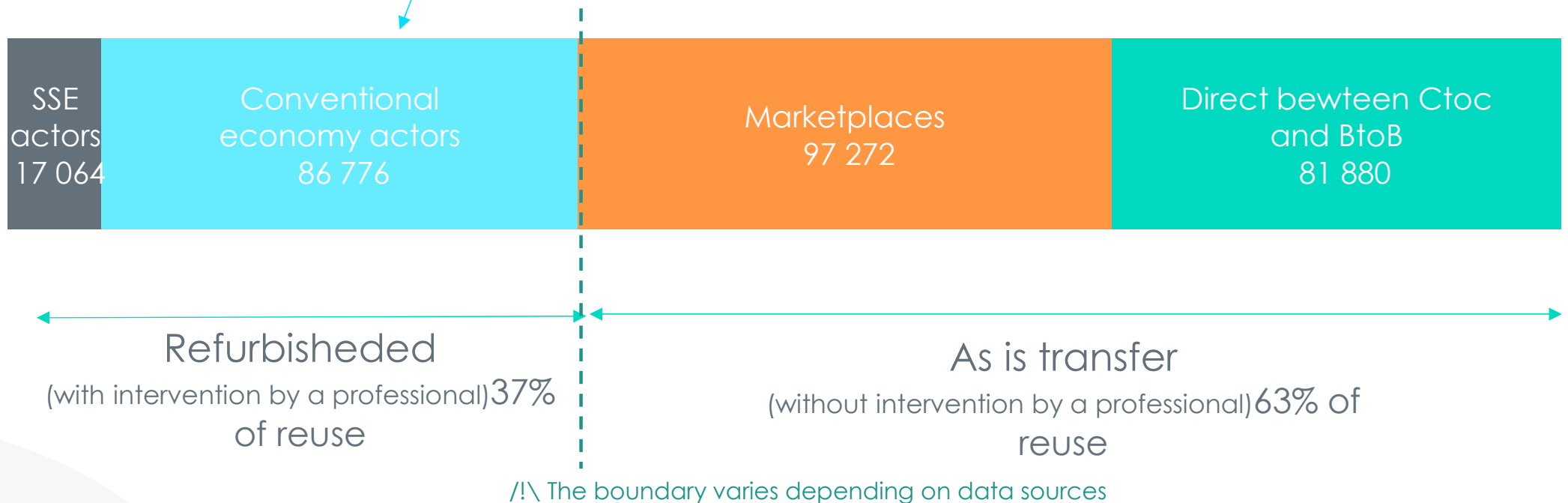
Reuse challenges

Volume-related Challenges of Household EEE Reuse

A significant portion is second-hand/as-is transfers between CtoC and BtoB

 283,000 tons reused in 2023 (16% of new sales)

- Actors from the conventional economy involved in reuse: refurbishers, manufacturers, distributors



 83,7 millions of reused devices

5 main challenges

Access to Quality Supply

- Decline in consumption and recovery
- Drop in donations
- New actor competition
- Issue of preserving collection/storage

Access to Skilled Personnel

- Technician shortages
- High turnover, particularly in social inclusion contracts

Repairability

- Low availability and high cost of spare parts
- Poor access to diagnostic tools and product schematics
- Obsolescence / software locks

Economic Viability

- Fragile and low-profit models
- Competition from low-cost entry-level products
- Need for industrial investment to remain competitive

Demand for Refurbished Products

- Persistent user reluctance

Regulations, Roles, and Obligations of ecosystem

Enjeux réglementaires et contextuels



Reach a reuse/reutilization target of 2% of MSM N-1 (by weight) starting in 2023 (Art. 5.2) – excludes unsold items



Dedicate 5%/year of contributions to SSE actors through the Reuse-Reutilization Fund (Art. 5.3.1)
Allocate €3.5M to complementary actions



Provide used EEE from various collection channels to reuse actors under agreement (Art. 5.4)

Respond to growing demand from actors to access reusable supply (SSE, manufacturers, distributors, startups)

3 reuse goals

1

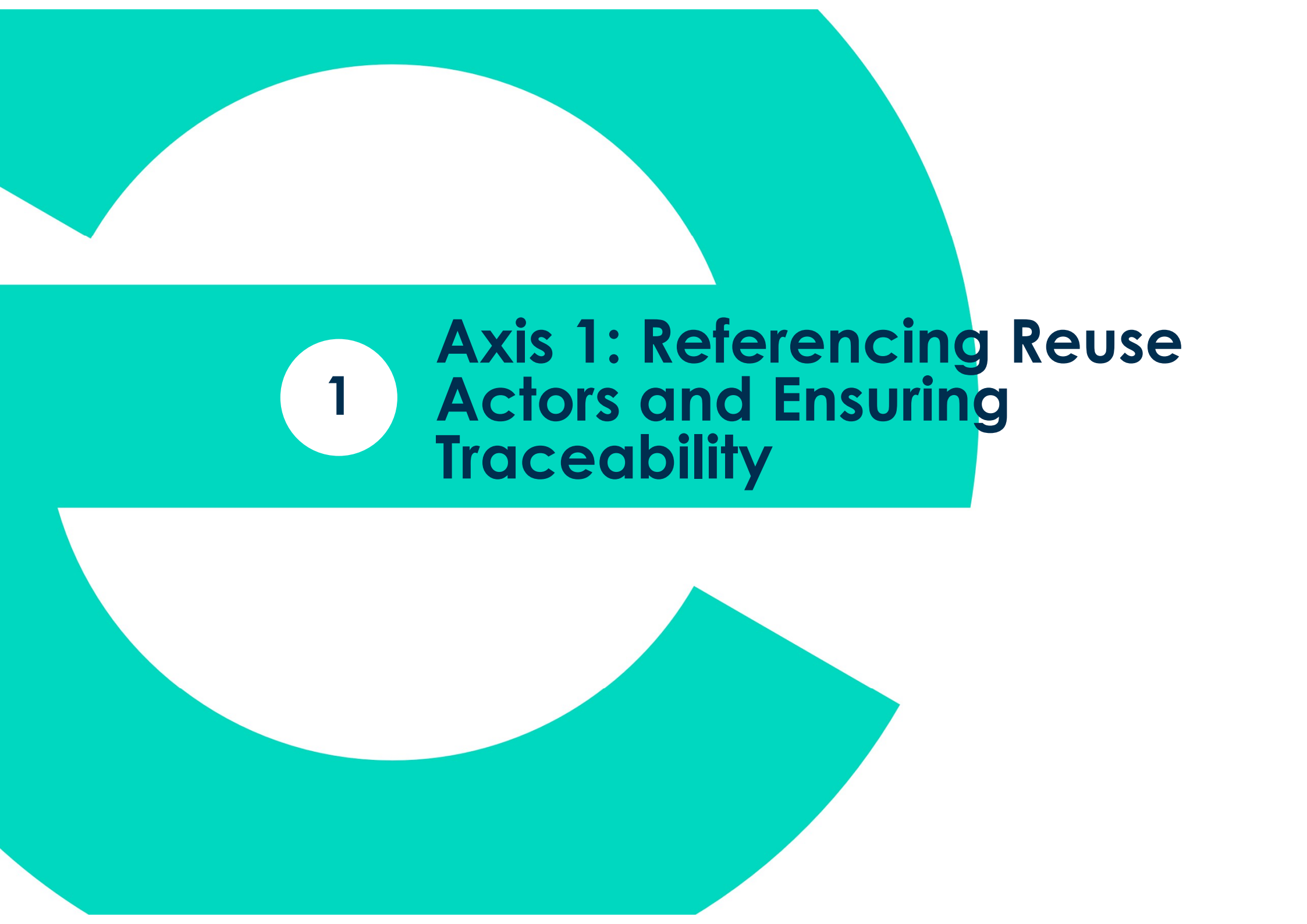
Reference reuse actors and develop traceability/accounting of their reuse

2

Support reuse actors to improve performance and diversify

3

Increase the volume of reusable supply available to reuse actors

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1

Axis 1: Referencing Reuse Actors and Ensuring Traceability

Referencing 3 Types of Reuse Actors

1

SSE reuse actors eligible for the Reuse-Reutilization Fund

2

Member producers
(manufacturers, distributors,
fleet managers) involved in
reuse

3

Refurbishers / waste operators
with reuse activity

Referencing / in contract
Reporting of reused quantities

Reuse Funds : SSE referencing



A historical collaboration since 2006

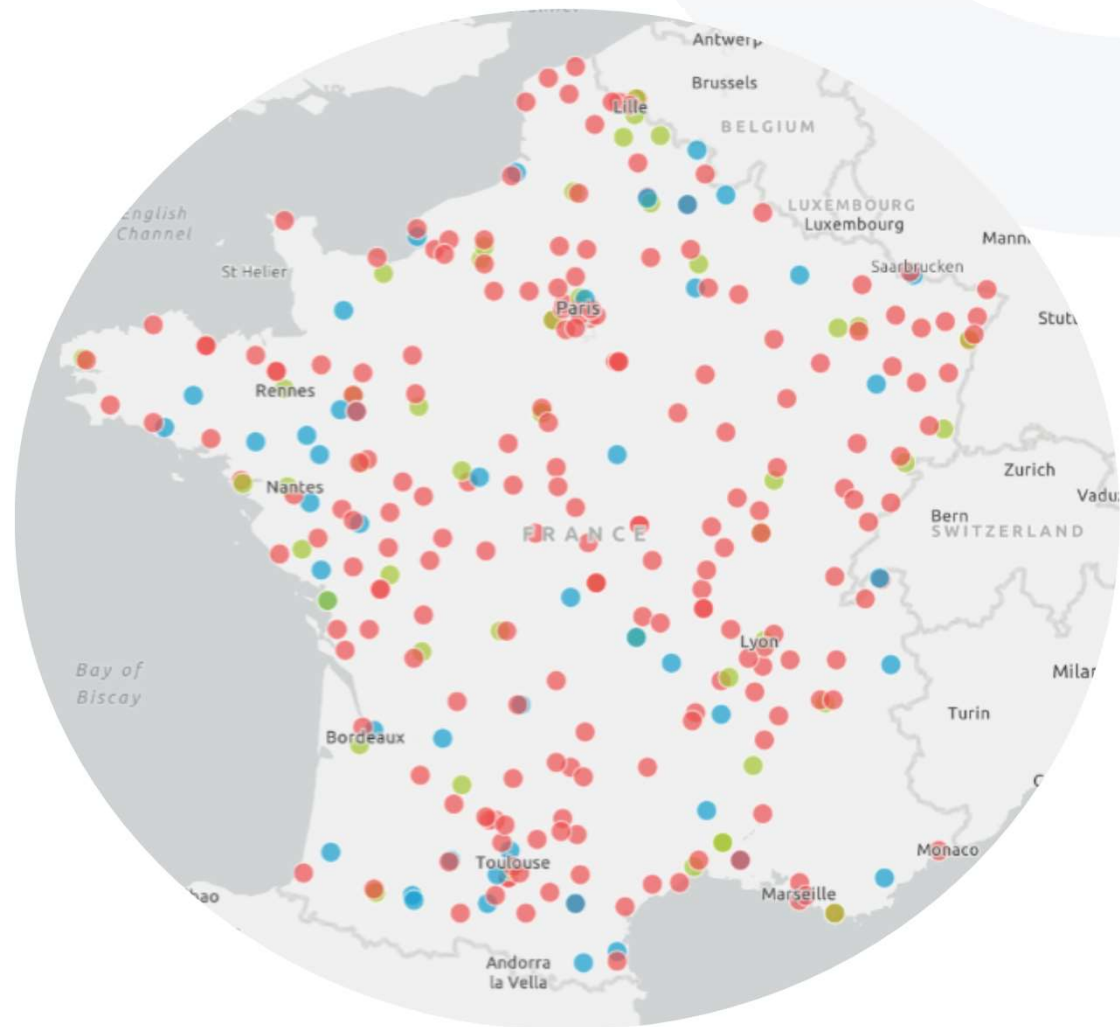


350 structures referenced across France (including overseas territories) for household EEE

- o 43 Envie sites
- o 207 Emmaüs sites
- o 76 new structures since 2022



14 structures referenced for professional EEE and eligible for actual reuse support



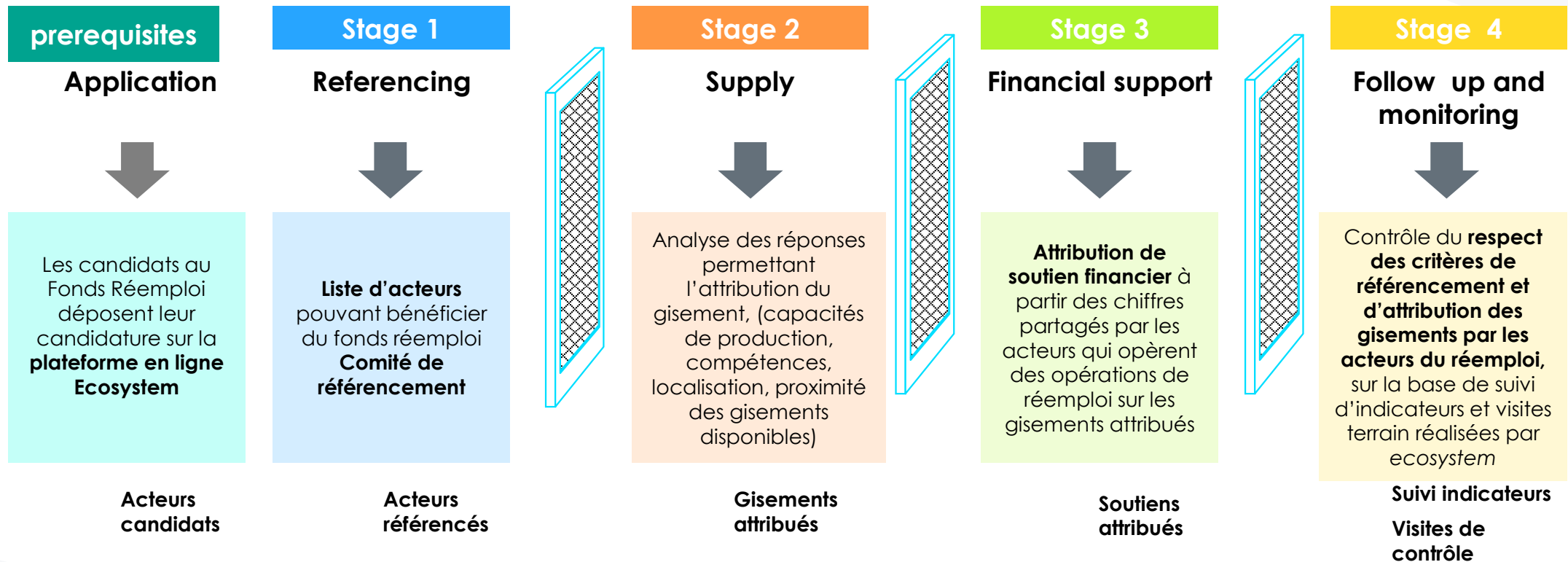
Type

● Emmaüs

● Nouveaux acteurs

● Envie

Reuse Fund Process: From Referencing to Supply Allocation – Four-Step Process



[via] www.ecosystemfondsrr.eco / Admin Rudologia

Financial support:

- Number of reused devices
- Non-reusable tonnage returned to recycling

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2

Axis 2: Reuse Performance and Diversification



Facing new reuse challenges, SSE actors have to

- Industrialize production for competitiveness
- Diversify into other equipment categories
- Collaborate or subcontract with other actors

And ecosystem supports them in particular through calls for projects...

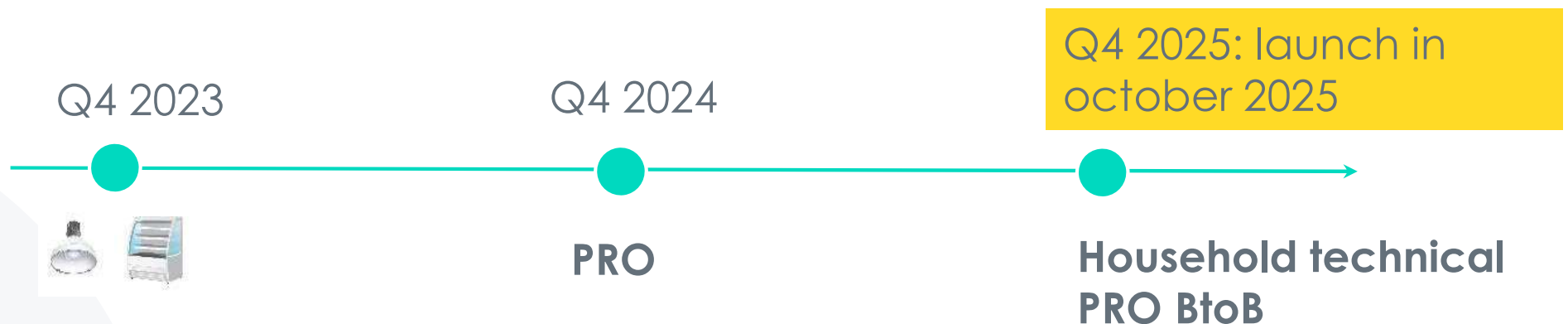
Calls for project

ecosystem Supports These Efforts via Project Calls:

- Upskill SSE actors on EEE Reuse
- Build partnerships between SSE and conventional economy actors
- Foster a sector of excellence in reuse
- Develop high-quality and French-based reuse through innovation

Funding via Reuse Fund

Regular Project Calls :





Eligibility for ecosystem Project Calls



Project must be led by an SSE actor pre-referenced by ecosystem



Alone or in partnership with one or more of the following:
Refurbisher, manufacturer, distributor, dismantler, construction firm, installer, holder
Activity must be based in France



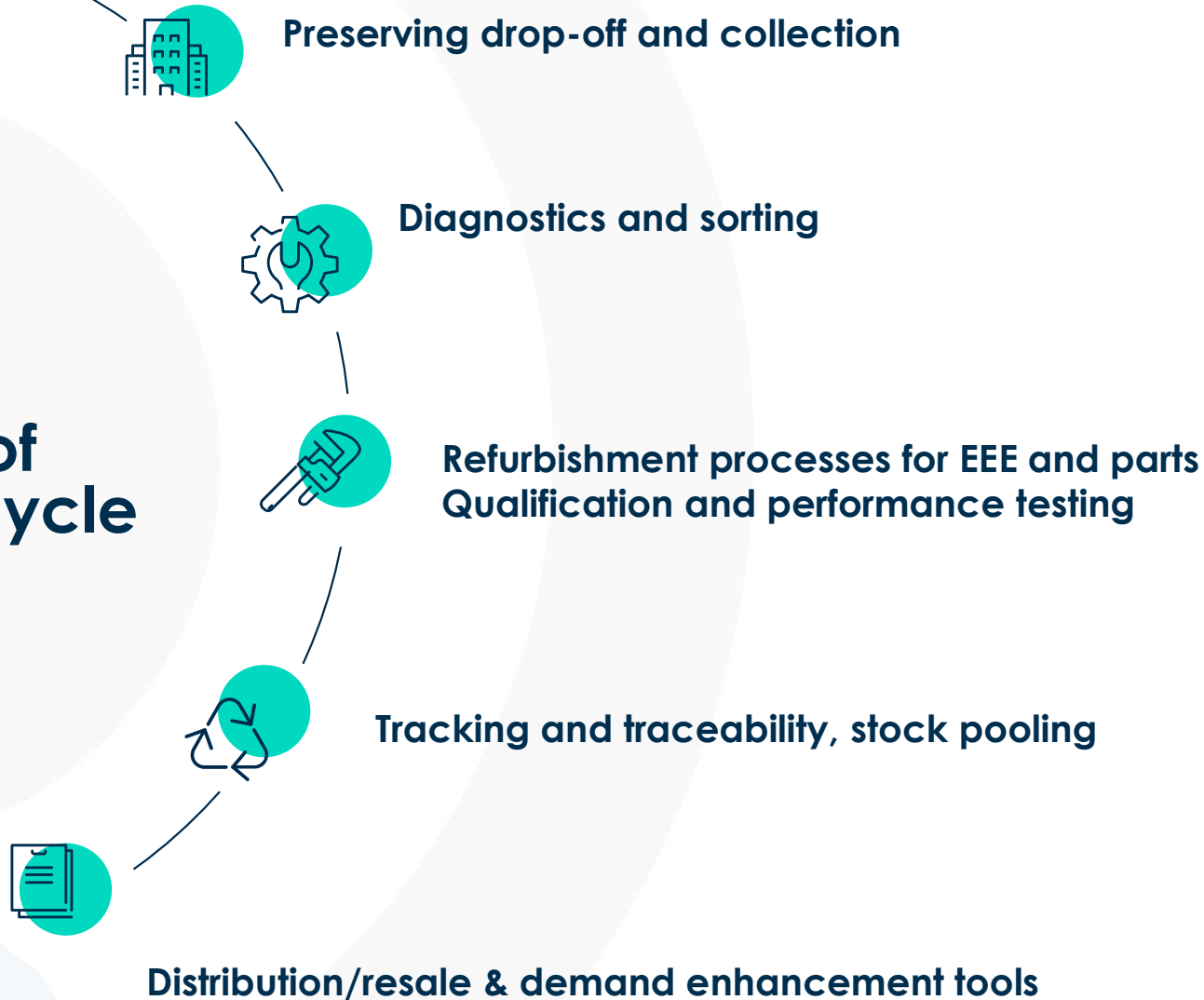
2 types de projects:

- **Seed and Diversification – new projects and partnerships**
- **Development / Industrialization – scale-up after pilots**

* As long as at least one partner can declare actual reuse to ecosystem

Reuse Cycle Stages Covered:

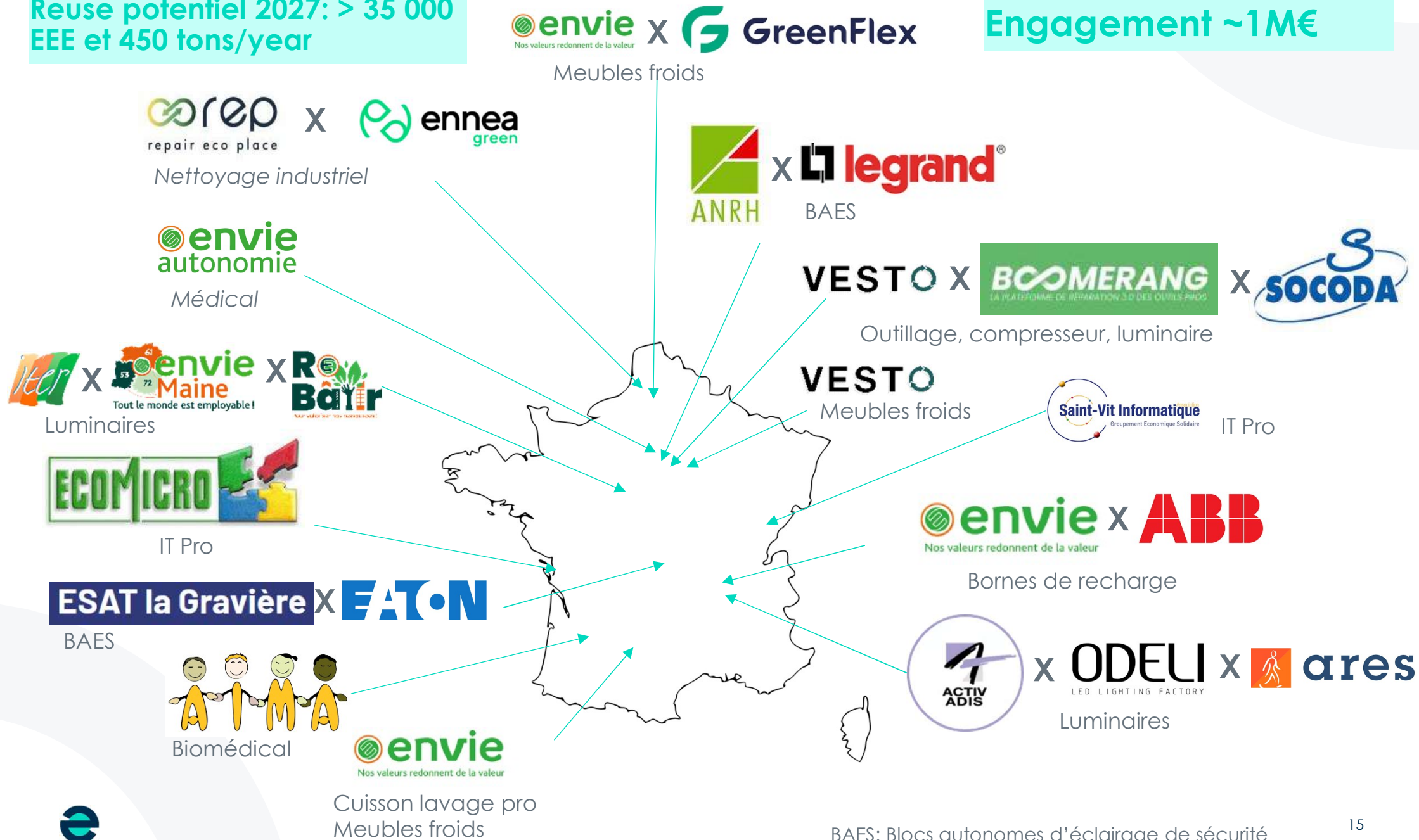
One or
several
stages of
Reuse cycle



Calls for projects BtoB #1 & 2 - 16 winners

Reuse potentiel 2027: > 35 000
EEE et 450 tons/year

Engagement ~1M€



BAES: Blocs autonomes d'éclairage de sécurité

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Axis 3: Access to Supply

Supply of used Household EEE for reuse

From ecosystem WEEE collection



998,100 household appliances made available (35,500 tons) +7% in weight vs. 2023, +17% vs. 2022

- Preserving collection solutions from households



je donne mon **electromenager.fr**



je donne mon **telephone.fr**

- Mandatory Take-back at retailers
- Neighborhood solidarity collections
- Reuse zones in local authorities
- Holders and member producers

3 national hubs (Bercy, Carros, ILOE) to aggregate, sort, and forward reusable large appliances (GEM) to SSE



1,363,500 household appliances / 12,760 tons reused +20% vs. 2023

359,000 via ecosystem availability, 1,004,000 from donations

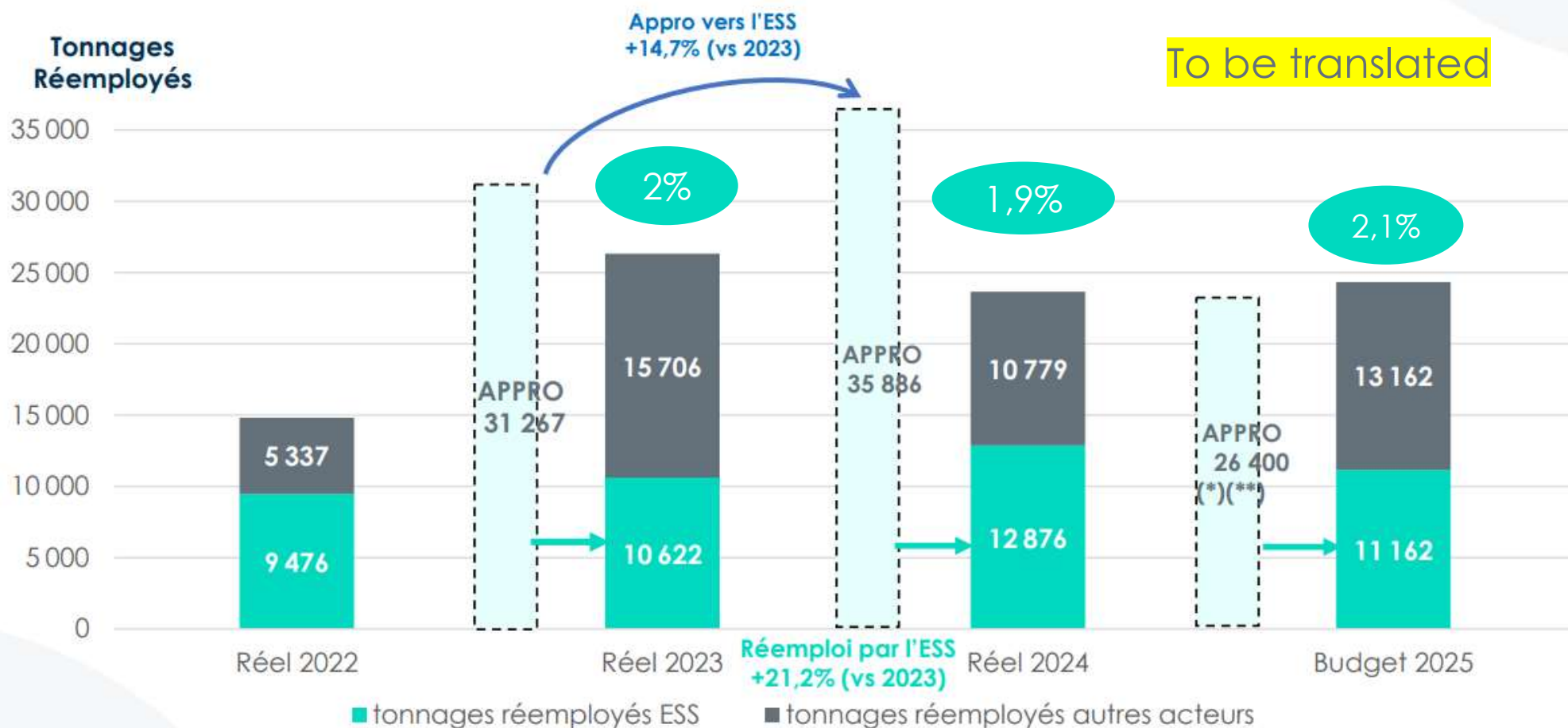


15,3 M€ disbursed to SSE under the Household Fund in 2024



Supply of used Household EEE for reuse

Reuse Rate Target: 2% of POM N-1



(*) La baisse fait suite au départ de United b)

(**) Tonnage appro sur base 2023 + développement JDME (cf schéma directeur)