

# The experience of CYCLAD: cooperation between a municipality and PRO for reaching higher performances

ecosystem is a non-profit collective take-back scheme\* accredited by the French government for WEEE since 2006

**Household WEEE**  
323 M€  
599 k tons  
80 M devices  
2 096 members

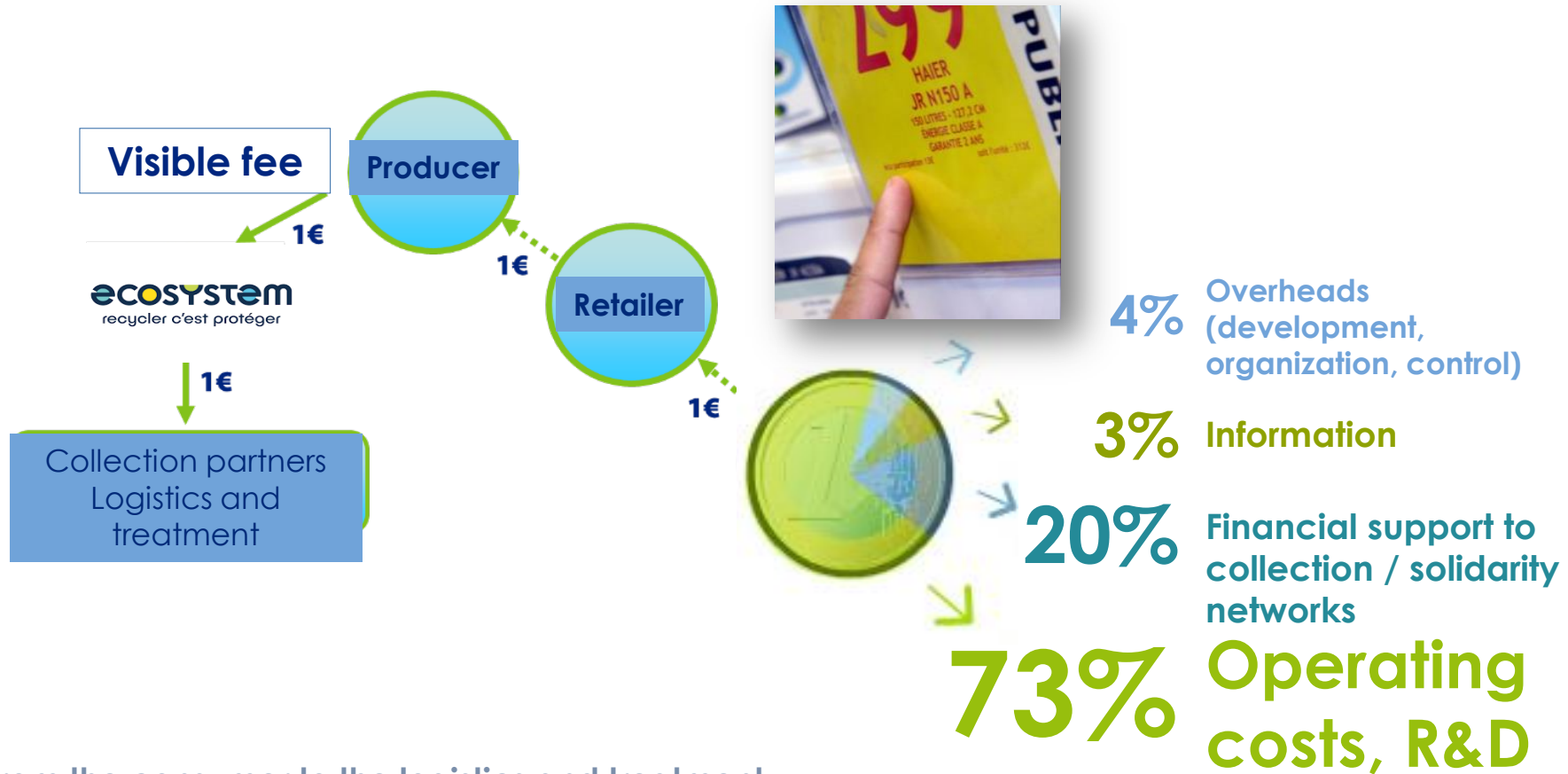


**Lamps**  
23 M€  
5,2 k tons  
58 M lamps  
829 members

**Professional WEEE**  
11 M€  
39 k tonnes  
1 585 members

**Small extinguishers**  
1,2 M€  
203 tons  
22 members

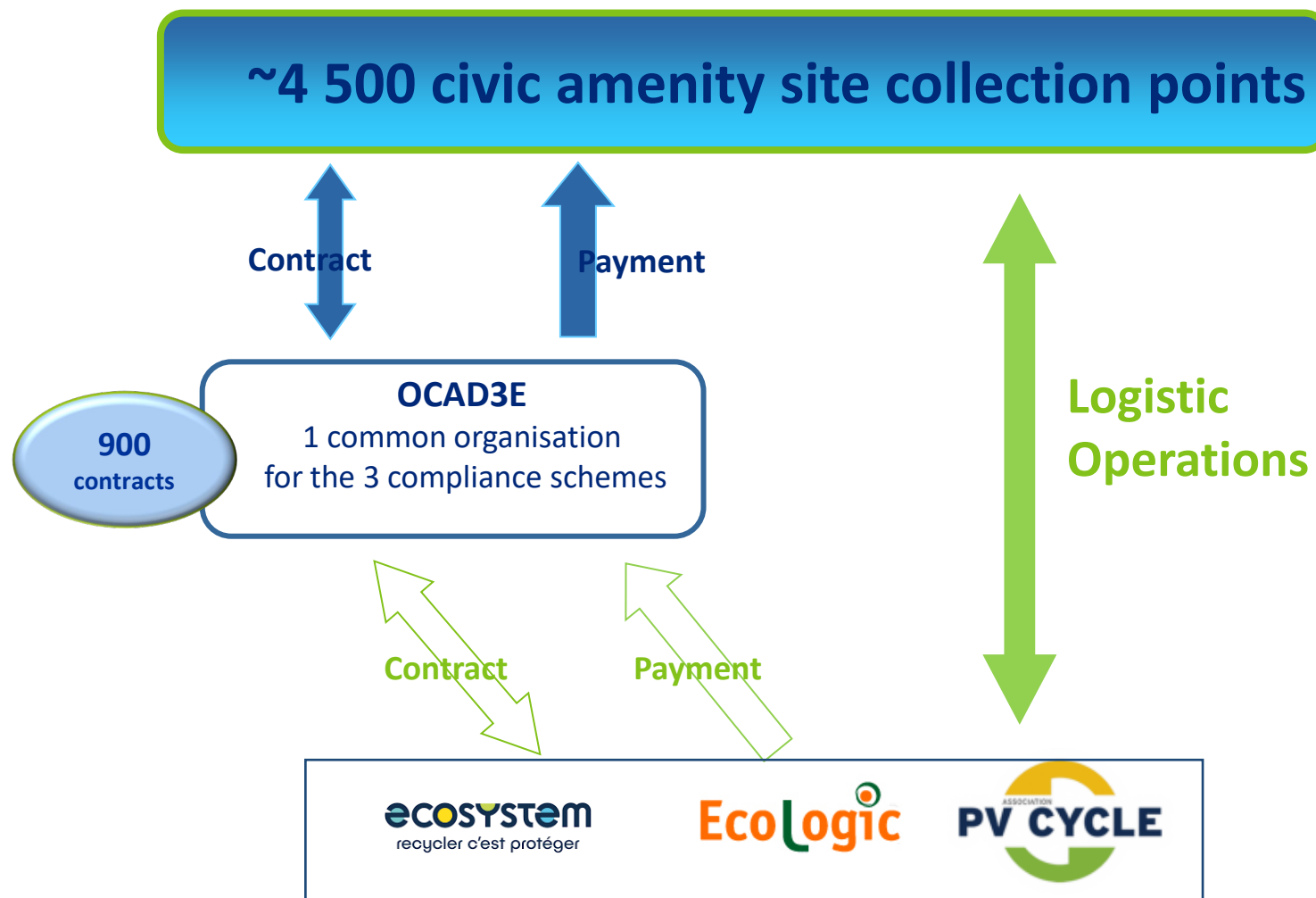
# Visible fee: a global financing plan



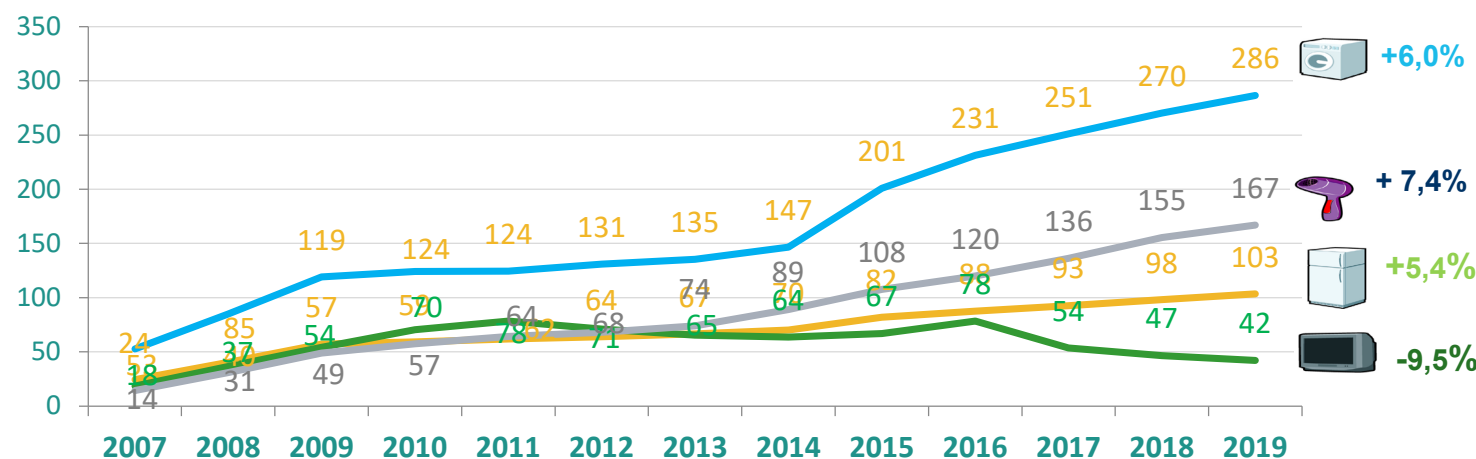
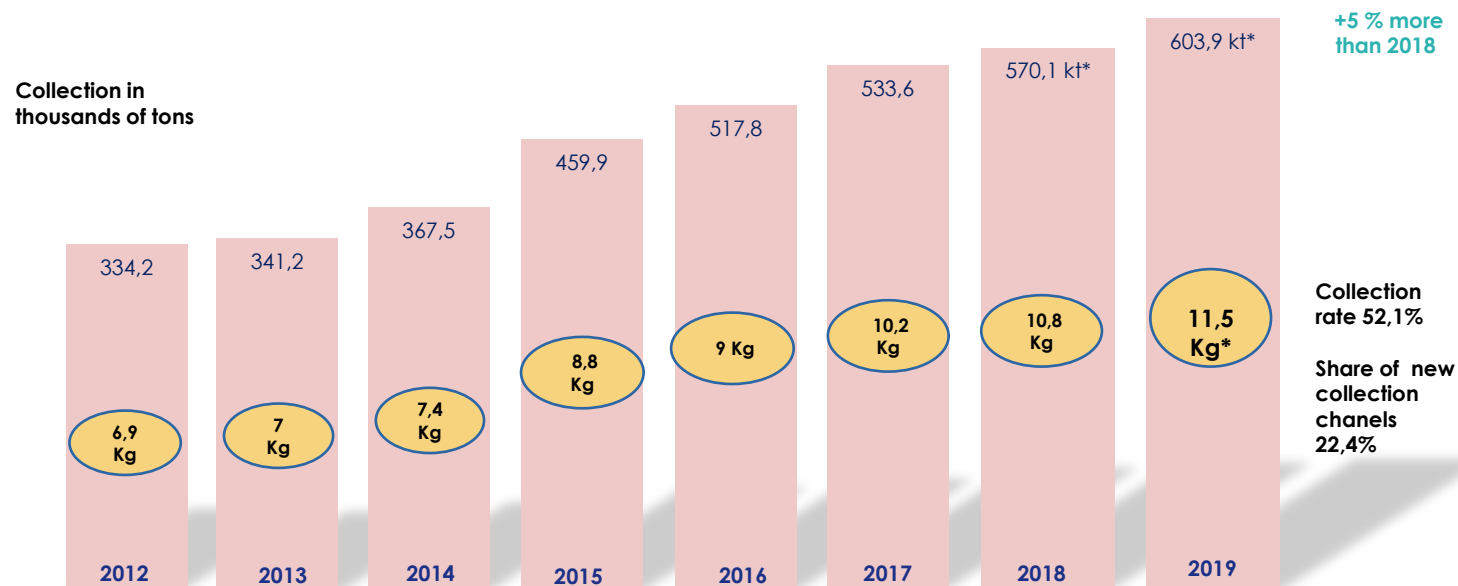
## A virtuous system :

- Same amount from the consumer to the logistics and treatment operator (no margin at any step)
- Educational tool
- Modulation of the fee in order to make producers responsible
- Guarantee of a perennial financing of a general interest scheme

Contracts with municipalities thanks to a dedicated clearing house (OCAD3E)



- **Increasing trend** over last years.
- In 2019 : 603 Ktons of WEEE, i.e. near **5% more than in 2018**.
- 4 categories of WEEE collected (large household appliances cold and non cold; small household appliances and screens) , + lamps.
- A remarkable **upward trend** for the collection of **both large and small appliances**, notably since **2015**, and a gradually **decreasing** of screens.



# Theft of WEEE in France : Estimation of the prejudice

- 15 to 20% of WEEE brought in the civic amenity sites or retailer collection points are stolen before collection\*
- Estimation of both plunder and theft in some regions reach almost 40% of WEEE
- Annual Loss of WEEE because of Theft and plunder is estimated to : 50 000 tons

→ Both environmental and economical prejudice

\* (ADEME study, OCAD3E)



# What's an unsecure WEEE disposal in civic amenity site



Presence of a **vandalized box**




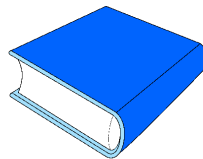
Degraded fence : **Repeating steals**



Looters at the entrance of the site

- **No WEEE marquing**
- **Broken and stolen screens**
- **Stolen fridges without compressors**

# WEEE sector in France : Regulation Actions

1. **Ban on cash transactions** for scrap dealers 
2. **Mandatory « police records »** on every scrap dealer's site 
3. **Taxability** of each transaction
4. **Obligation for any operators managing WEEE to have** a contract with a take-back system company
5. **OCAD3E systematically engages actions** with a dedicated lawyer
  - Since 2010 : more than 400 **lawsuits and nearly 250 judgments**
  - Police agreement to access to a specific timesaving pre-complaint to be filled in online



# Good practices in place to increase collection

More than  
5 000  
audits/year

- **Optimisation of collection frequency**
  - Once, Twice a day and even on Saturday and Sunday
- **Locked and secured shipping containers**
- **Video surveillance on sites (Video protection)**
- **Marking of WEEE allowing traceability**
- **Ergonomic handling tools**
- **Large WEEE storage in a 30m<sup>3</sup> bucket**

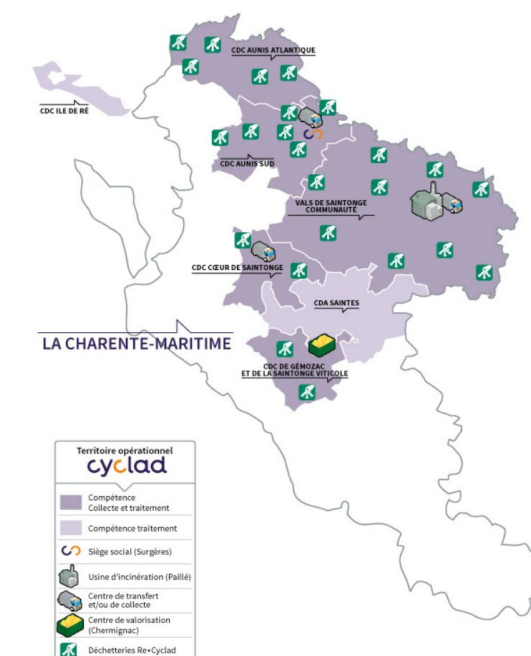


nearly 100  
containers  
installed in  
2019

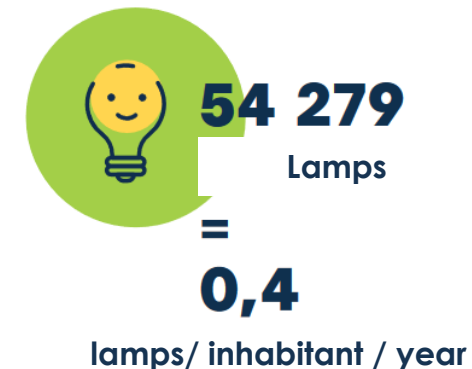
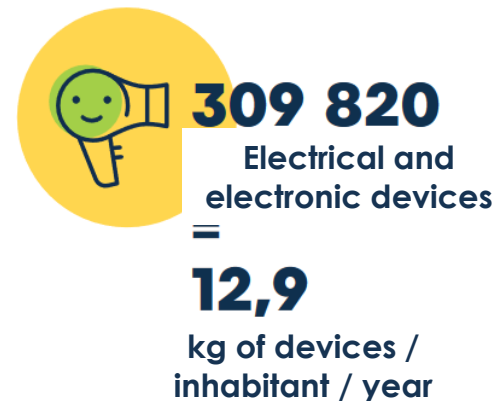
nearly 200  
containers  
repaired  
and  
secured  
since 2018

Tonnage  
Increase 6  
MONTHS after  
installation  
**+30 %**

- Cyclad is the Mixed Syndicate in the northeast of Charente-Maritime.
  - 235 municipalities and 228,000 inhabitants.
  - For waste collection, treatment and final land disposal Cyclad provides services to 6 intercommunalities comprising 188 communes
- **Cyclad is labeled "Zero Waste Territory" by the Ministry of Ecology, Sustainable Development and Energy.**
- The syndicate's formation shows the political will of a rural area to make use of synergies for an efficient waste management in a sparsely populated area.
  - To provide communities with a compendium of good practices, supported by a concrete reality grounded and duplicable.
  - Put into practice the recommendations for deposit safety and fight against theft and looting.
- **Cyclad received in 2019 an award in the exemplary sites project to set up the "safe deposit of WEEE"**



Categories	2015	2016	2017	2018	2019	Progression (%) 2018/2019
Large household appliances cold	454	485	545	620	679	10%
Large household appliances non cold	229	229	258	300	328	9%
Small WEEE & IT	478	508	547	635	675	6%
Screens	248	307	218	207	192	-7%
Lamps	1	2	3	4	5	37%
<b>Total WEEE</b>	<b>1409</b>	<b>1532</b>	<b>1572</b>	<b>1766</b>	<b>1879</b>	<b>6%</b>

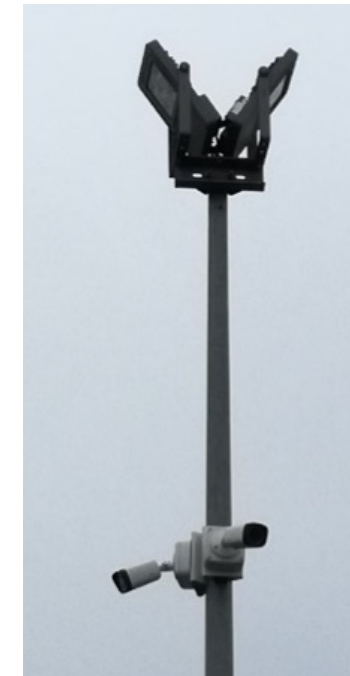


- In 2019 : **1897 tons of WEEE** (equivalent to 309,820 domestic appliances plus 54,279 lamps) in 4 categories
- Regarding 2018 the volume of WEEE collected has increased by **6.4%** (above the national average of 5%)
- Collection **12,9 kg/inhab/year** of cyclad is above the **11,5 kg/inhab/year** for France



## Site protection

- **User control:**
  - No user control
  - Orientation with the agent and users Counting
- **Video surveillance :**
  - Video surveillance internally managed
  - Viewing videos on agent alert
  - Launching on motion detection





## Deposit protection

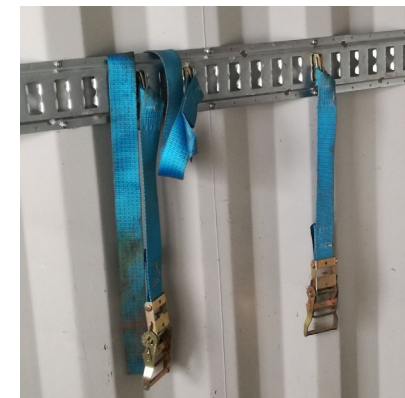
	Large household appliances	Screens	Small WEEE
Storage	On the ground in a secure container	Metal palet box in a secure container	
Closure	Padlock under bell		
Condition	Good, fixed metal ramp		
Marking of the WEEE with regularity			

Innovative idea : system for fixing hot water ballons  
ballons

Overview of WEEE area



container



Hot water ballons  
fixing system



Screens and PAM boxes



- The Circular Economy model is as the heart of the system.
- Cyclad laboratory is positioned as a **project facilitator and a hyphen** between all the actors of the territory ready to embark on a circular economy approach
- A charter will be offered to each user. Everyone will have to give their time and share their skills in exchange for free access at equipment, at the knowledge, at logistic...
- Despite its small size, the Cyclab'Box has great ambitions :
  - **to reduce the waste of consumer goods,**
  - **to make the concept of circular economy accessible to all**
  - **to prepare the recycling centers of tomorrow.**
- For WEEE There are **8 Cyclab'Box** on their sites. These areas allow people to retrieve objects.
- The idea is to implement a temporary "repair coffee":
  - A Social Economy technician specialized in repairing WEEE
  - An electrical connection





- People bring an unworkable WEEE : the **repair by withdrawing pieces** from the stock of WEEE present in the dump or **creation of a piece with mobile 3D printer**.
- If the equipment **is not repairable** : **information where to buy or to have a second-hand equipment**
- The idea is to be part of a huge societal change. They do not just receive WEEE, 3 laboratory workshops (wood, WEEE and food-lab).

-In 2020, They will **allocate a budget of 25,000 euros to deploy 100 actions concerning awareness on different themes**. For WEEE they will test 10 "repair" mobile coffee and will evaluate the effectiveness of this action.

- **The Civic Amenity Site collection points are really in the heart of the sorting gesture of people.**
- This analysis is done upstream. All waste disposal centers are equipped with one or more containers to deposit WEEE. The signage is homogeneous.
- Very good return of people and the guardians of the collection points
- 100% of the facilities have been installed. The rest is to deploy the video protection on the 6 remaining sites (planned this year)
- For all **modernized sites, the attendance has jumped from 15% to 20%.**



Its **objective is twofold** :

Reduce the burial of waste and the waste of consumer goods,

Change the way we look at our objects by giving them a use value and **make our waste a resource**,

- CYCLAD, together with ecosystem being the main PRO in the region **65 % of all collected WEEE** is received at 25 CAS
- Policy recommendations are implemented and three different measures lead to increase WEEE collection quantities and to avoid leakage
  - **Improve security of CAS to prevent theft** (locked containers, camera surveillance and regular police checks)
  - **A legal ban on cash transaction for metals**
  - **Campaigns against misinformation on what happens to WEEE after collection targeting the general public**
- CYCLAD is **one of the highest percentage of WEEE collection** that is generated of the municipalities considered
- CYCLAD **had anticipated the 2020 ANTI-WASTE LAW for a CIRCULAR ECONOMY in France with the setp up of :**
  - New tools to better control and sanction offences against the environment (greater power of the Mayors to fight against littering and illegal dumpsand)
  - Assist citizens in new consumption practices (development of deposit-systems).
  - Change the look at the CAS and prepare the recycling center of tomorrow, which should no longer be just a transit point between the inhabitant and the landfill or recycling center, but **a development center**