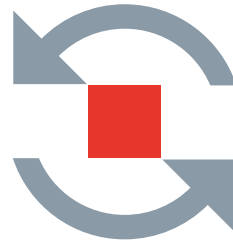


A Compliance Tale

Many of you will be familiar with the WEEE regulations in Ireland, which require producers who place electrical and electronic equipment on the market to provide for the collection and treatment of these goods when they are disposed of by the consumer. ERP is one such approved compliance scheme. Untangling what the Irish regulations mean for your company can be a difficult exercise; when a company expands into other European territories the challenges are magnified.



European Recycling Platform

AT the end of 2015, a US-based tech company launched a market changing product across Europe. As well as getting the right product to the right market at the right time, the company needed to think about how legislation affected them in each country and whether they were on the right side of it! According to a report produced by Deloitte in 2014, the EU has over 250 pieces of producer responsibility legislation spanning everything from batteries to electronics.

The company discovered that the WEEE regulations, which govern the end-of-life of electronic products, gave more than one member of staff a headache. The legalese was difficult to understand and how exactly did it apply to their operations? And this was just for Ireland. Further digging then revealed that they would need to join a compliance scheme in all the EU countries where the product was

sold, which could mean up to 28 contracts just for WEEE. Factoring in the countries where the company also had an obligation for packaging and batteries potentially increased the complexity to 100 contracts!

The realisation soon came that juggling so many contracts - with different compliance schemes; different regulatory, funding and reporting arrangements; and different languages - would take a significant amount of time, training, and resource allocation.

EUROPEAN COMPLIANCE WITH LOCAL PROXIMITY



Once the proposal was accepted, the dedicated point of contact:

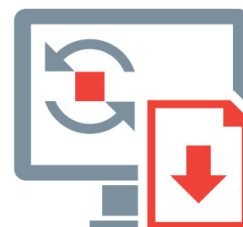
- Prepared registration documents country by country and coordinated approval
- Kept the client up to date on progress by country
- Set up country by country reporting schedules with email reminders
- Worked with all our European offices to organise recycling

If your company operates in more than three European countries, ERP offers compliance for WEEE, batteries and packaging through our EuropePlus solution. EuropePlus simplifies the process of registering and reporting across multiple countries and provides one main point of contact for up to 32 countries. International compliance is thus led by one agreement with transparent pricing and no hidden fees.

As the only organisation offering compliance all over Europe, we were uniquely positioned to help, so we:

- Met face to face with the company to identify how we could overcome their compliance challenges
- Assigned a dedicated point of contact
- Harnessed our European-wide network to gather country by country requirements
- Presented a European-wide compliance proposal along with transparent fees

COMPLIANCE FOR WEEE, BATTERIES & PACKAGING



AVAILABILITY OF IT TOOLS FOR REPORTING PURPOSES

To find out more, please contact ERP Ireland at ireland@erp-recycling.org or on +353 (0)1 6624040 or check out our website at www.erp-recycling.ie