

COMPANY NAME Revertia Reusing & Recycling		
	SECTOR Electronics	

Revertia offers Waste Electrical and Electronic Equipment (WEEE or e-waste) management services to corporate customers. Revertia services cover handling and removal of e-waste (IT equipment) from customers' premises, treatment and preparation for re-use and / or recycling. Remanufactured equipment is donated or sold in second hand markets.

CHALLENGES

Remanufacturing of electrical and electronic equipment must take priority over recycling. Because waste is produced in a decentralised manner, reaching agreements with collective systems is key to obtaining a certain volume of WEEE that can be repaired and remanufactured.

At the same time, when corporate users of electronic devices in Spain become producers of WEEE, they need a professional waste management service that enables them to comply with the regulations in force in Spain. Moreover, that data protection must be strictly respected in computer equipment.

INNOVATIONS

Revertia's service is innovative in two ways:

- It offers value-added services to the original customers, who are e-waste generators, such as carbon footprint calculation and the ability to donate their old equipment ready for reuse. These actions add value to the companies' CSR.
- It is the first private company in Spain that is authorised to offer a repair and remanufacturing service aimed at preparing EEE for reuse which is a preferable, yet still a minor option in comparison to recycling.

“We want to become a market benchmark in the reuse of WEEE, contributing not only to comply with current environmental legislation but also promoting active corporate social responsibility policies.”

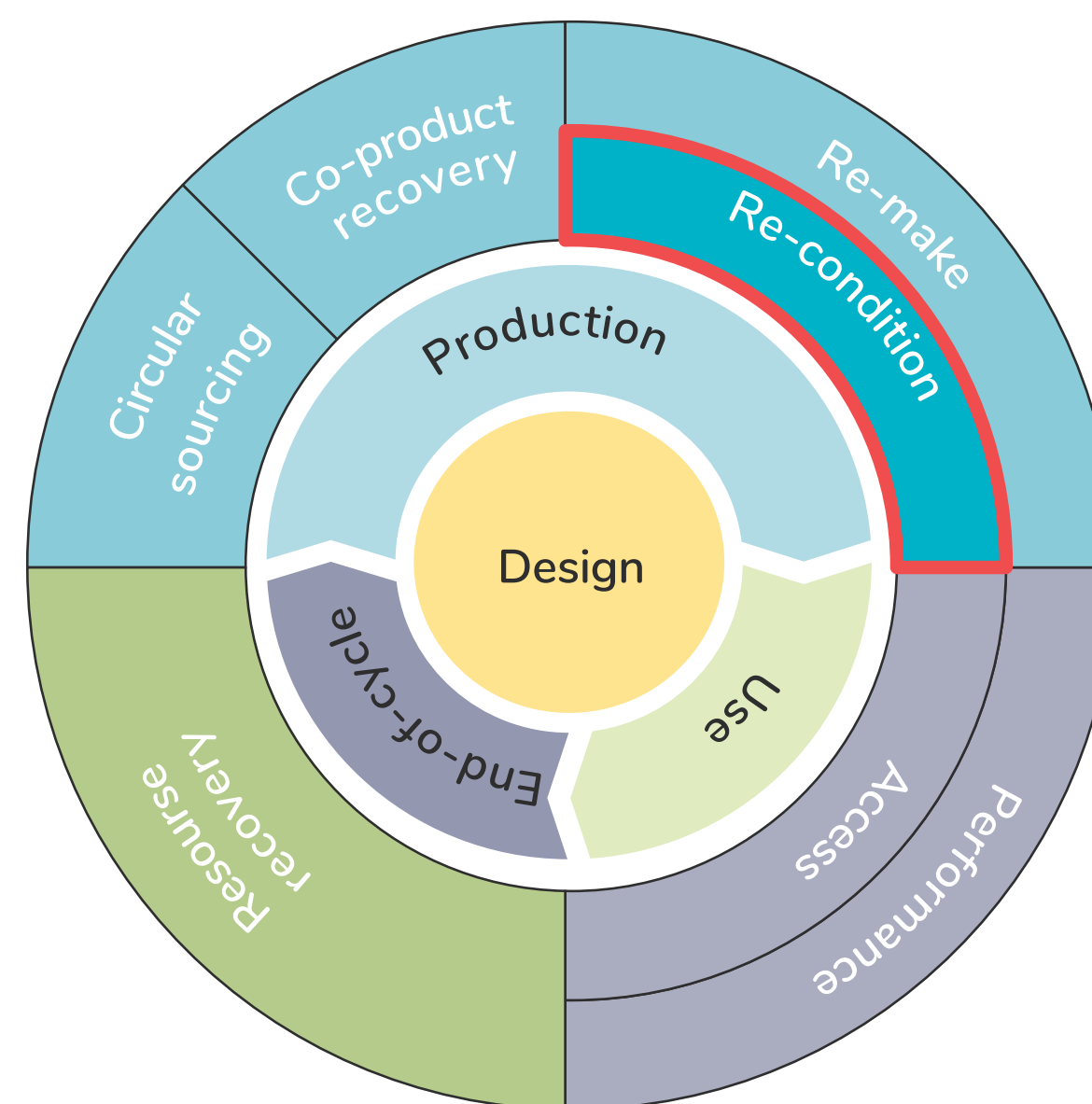
KEY ENABLERS

The preparation for reuse is enabled by company experience and knowledge about the WEEE sector and commitment to the reuse model. It is also favoured by a regulatory framework (Directive 2012/19/EU) which sets objectives for WEEE recycling and reuse.

Paradoxically, as is common in economic activities focused on the end-of-life of products, the growing flow of e-waste is also an enabler of the business model.

“The regulatory framework would be more favourable to our activity if it promoted re-use to a greater extent, and if there was more transparency in collection systems and less bureaucracy.”

CIRCULAR ECONOMY BUSINESS MODELS

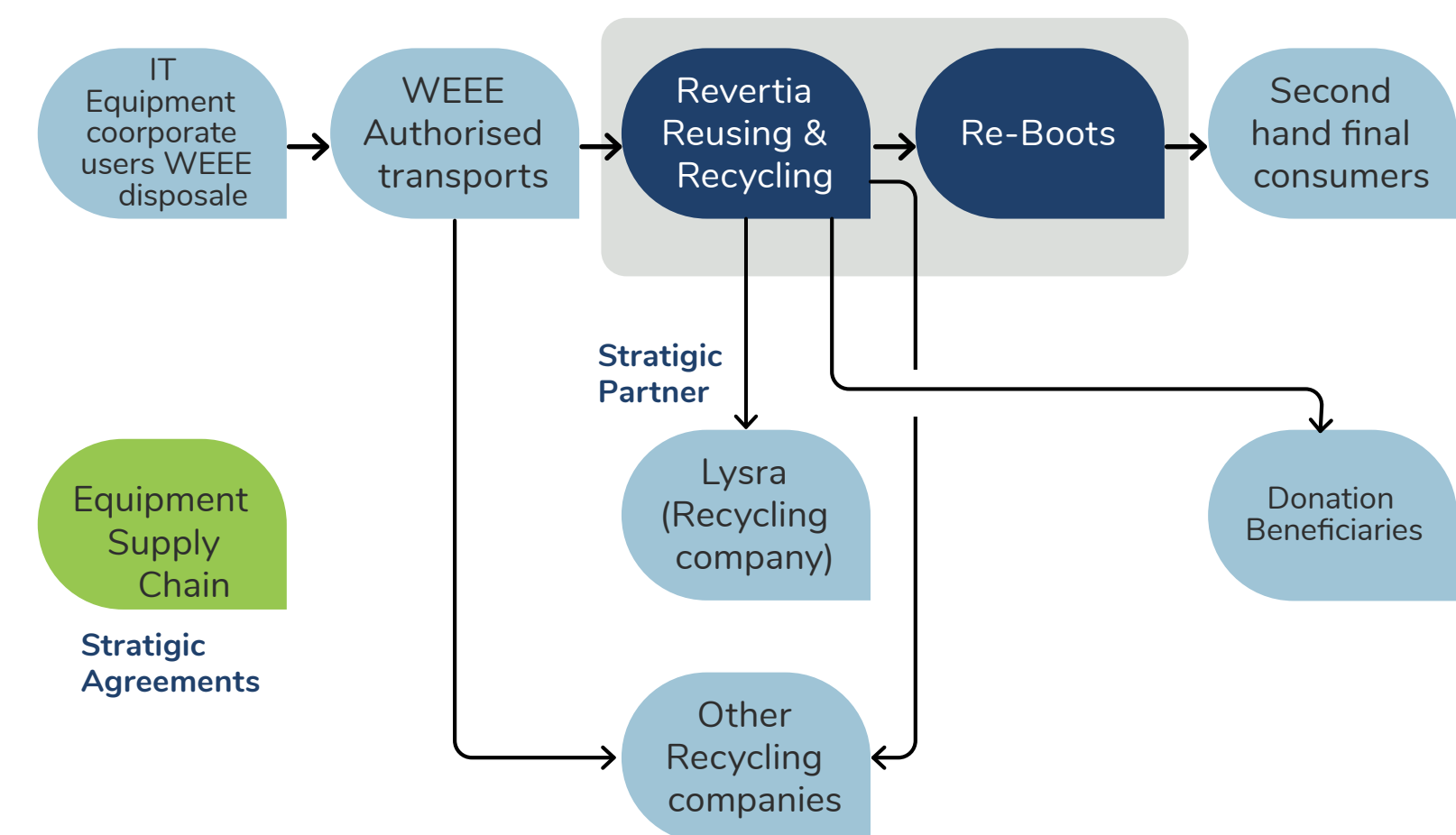


KEY OUTCOMES

Reuse is a preferable option over recycling in terms of environmental impacts. In 2017 Revertia collected 280 tonnes of WEEE and was able to prepare for reuse, 34% of all the IT equipment it collected. That means that Revertia avoided adding 347 tonnes of CO₂ emissions in the atmosphere. This amount equals the CO₂ emitted by a car after driving 2.7 million kilometres.

In terms of socio-economic outcomes, reuse brings an important opportunity for creating employment and giving access to almost like new technological products to broad layers of society.

MATERIAL FLOWS



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