

Our Course  
Till Date

and  
2023 Review



appliances  
recycling s.a.

Together we can create  
**a better future!**



## CEO's introductory note

“ We work with patience and perseverance and believe that through the active citizen participation we will upgrade our life quality.

”



In **Appliances Recycling S.A.** we work daily towards optimizing the results in all aspects of our activity: the quantities of items collected and the quality environmental characteristics, the recovery targets, the number of affiliated producers, the rate of information and awareness of the citizens. Our main concern is to attain our goals with the lowest average cost, leaving at the same time the smallest possible environmental footprint. Even though we manage the most complex waste stream, we overcome difficulties, thanks to the deep knowledge of the market and the high expertise of our executives and partners. The course of **Appliances Recycling S.A.** in Greece has been very positive, resulting in ranking Greece to the first positions among the European Union countries. The operation of **Appliance Recycling S.A.** is necessary for both the environment and the economy. Apart from saving on natural resources and energy, reducing rubbish and pollution, it

also brings significant benefits for our country, as it contributes to creating new companies and job positions. A necessary condition for the development of **Appliances Recycling S.A.** is to strengthen the collective conscience of the organizations that govern it, especially those of Local Government. Local Government bodies can be a catalyst in its development process. We continue our effort to form a closer collaboration by providing the necessary collection means. Nevertheless, the most determining factor is the state. It is of utmost importance for it to react immediately in order to battle against the phenomenon of illegal traffic of WEEE. There are plenty of challenges. However we will continue to work with patience and perseverance and we strongly believe that through the active citizen participation we will upgrade the quality of our lives.

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**Marios Intzeler**

CEO



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## 1.1 Our Vision

Our vision is to create links between all citizens and bodies by inviting them to participate in a common goal, that is the protection of the environment.

## 1.2 Our Mission

Our mission is to spread the practice of recycling Waste Electrical and Electronic Equipment (WEEE) so that no device is improperly managed.



## 1.3 Our Company

**Appliances Recycling S.A.** is the Collective System of Alternative Management of Waste Electrical and Electronic Equipment (WEEE), approved by the Hellenic Recycling Agency (EOAN) which comes under the Ministry of Environment and Energy.

With 19 years of experience, the company ensures the proper management of WEEE, including lamps and ink and toner cartridges.

The System ensures 91,16% of the total management of WEEE management achieved in Greece. (Eurostat,2021)



## 1.4 National Targets

The primary goal of the company is to achieve the National Target, as set by the European and Greek legislation, as well as to effectively control the cost of WEEE Alternative Management.

According to the EU Directive, as of 2019 the National Goal of State Members is the collection of at least 65% of the average weight of appliances sold in the market in the previous three years.

In 2023, Appliances Recycling S.A. achieved to collect 49,87% of it in Greece.

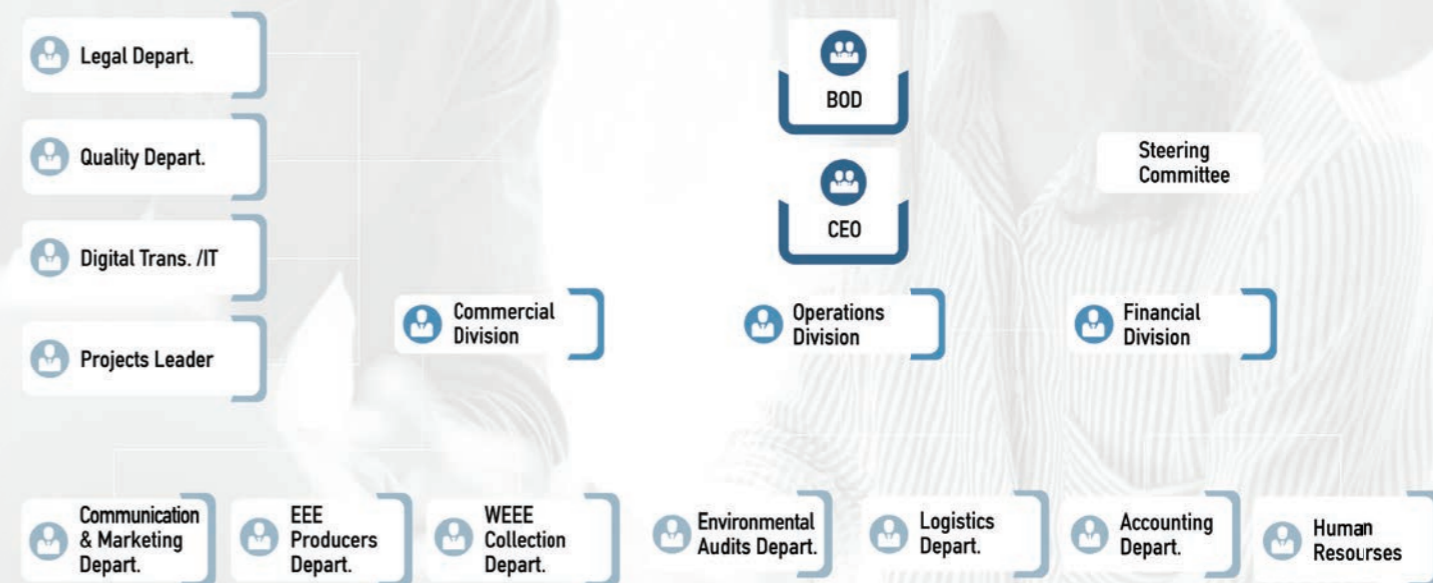
## 1.5 Sharholder Structure

10 of the biggest EEE trading companies participate in **Appliances Recycling S.A.** with a share capital.



## 1.6 Organizational Structure

The company is staffed by a competent and specialized workforce of **38 employees**, allocated in the following departments:



The partners of **Appliances Recycling S.A.** employ more than 1,000 employees of all fields of expertise in transport companies, collection associates and WEEE management units.



## 1.7 Cooperation with International Organizations

**Appliances Recycling S.A.** is a member of the **weeeforum**, the biggest association worldwide for the management of Waste Electrical and Electronic Equipment.

It is also a member of the **EucoLight** association that specializes in the management of lamps and lighting products after the end of their life. Finally, it is a member of the **weelabex**, organization, which has developed strict standards for the conduct of the required WEEE management operations in an environmentally proper manner.



## 1.8 Certifications

We have both organization and know-how.

**Appliances Recycling S.A.** is certified with **ISO 9001:2015** and **ISO 14001:2015**.



## 1.9 Appliances Life Cycle

### Pillars of Activity

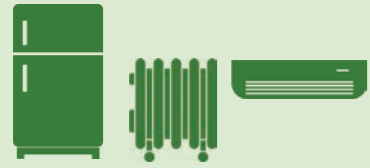
The object of the company is to organize the collection, transport, temporary storage, separation and treatment of WEEE and their components, with the ultimate goal being the removal of substances which are hazardous for the environment and the reintegration of usable materials as raw material in the production of new products.





## 1.10 Categories we manage

**Appliances Recycling S.A.** manages all types of WEEE, including lamps and ink/toner cartridges. Depending on the characteristics of the appliances, the legislation ranks them in **6 different categories**.



Temperature Exchange Equipment



Screens and Equipment containing screens of a surface bigger than 100cm<sup>2</sup>



Lamps



Large equipment  
(any exterior dimension exceeding 50cm)



Small IT and telecommunications equipment  
(no exterior dimension exceeding 50cm)



Small equipment  
(no exterior dimension exceeding 50cm)

## 1.11 Collection Network

The company **cooperates** with more than **12,400 retail stores, companies, organizations, bodies and municipalities**. We have created a network of more than **18,943 collection points** of electrical and electronic appliances, lamps, toner and ink cartridges. We also have containers for the collection of big appliances. During these **19 years** of operation, we have collected and recycled over **901,210 tons** of WEEE.



Small Appliances Bin



Lamp Collection Stand



Ink and Toner Cartridge Collection Box



Container

## 1.12 Transport

After collection, the appliances are transported to the partnering management units through an organized transport network, with **36 affiliated licensed WEEE transport companies** active in Greece.



## 1.13 Affiliated Treatment Operators

**Appliances Recycling S.A.** works with **13 licensed management units**, fully equipped with latest technology machines, which perform operations for the treatment and preparation for reuse of WEEE.



WEEE Treatment Facilities			
AEGEAN RECYCLING	All WEEE categories treatment - except refrigerators, lamps & toner & ink cartridges	Mytilene, Lesvos	●
ECORESET S.A.	All WEEE categories treatment - except lamps & toner & ink cartridges	Aspropyrgos, Attica	● ●
	WEEE sorting and preparing for reuse		●
EDISAK LTD	All WEEE categories treatment - except refrigerators, lamps & toner & ink cartridges	Heraklion Crete	●
HELLENIC RECYCLING CENTER S.A. (EKAN S.A.)	All WEEE categories treatment - except refrigerators, lamps & toner & ink cartridges	Agioi Theodoroi Korinthias	●
HELLENIC FRIDGE RECYCLING S.A. (HFR S.A.)	Refrigerators treatment facility	Agioi Theodoroi Korinthias Sindo	●
ZARMAKOYPIIS THEODOROS (RCPS)	Toner & inkjet cartridges' treatment and preparing for reuse	Mandra, Attica	●
KONSTANTINIDIS BROS S.A.	All WEEE categories treatment - except lamps & toner & ink cartridges	Aspros Kilkis & Avlonas	● ●
HELLENIC ENVIRONMENTAL RECYCLING S.A. (HER S.A.)	All WEEE categories treatment - except refrigerators, lamps & toner & ink cartridges	Larissa, Thessaly	●
POLYECO S.A.	Lamp Treatment	Mandra, Attica	●
XERMES LTD	WEEE sorting and preparing for reuse	Oreokastro, Thessaloniki	●

## 1.14 Environmental, Social and Economic Benefits

A significant contribution to the environment, culture and economy



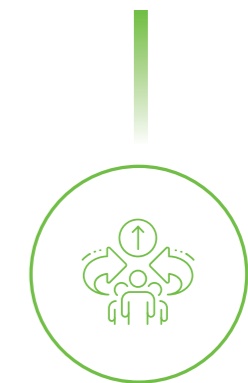
We considerably reduce environmental pollution and rubbish



We save energy & natural resources



We ensure financial benefits for our country, thanks to the recovery of raw materials



We contribute to the progress of our economy, by developing new enterprises and creating new job positions.

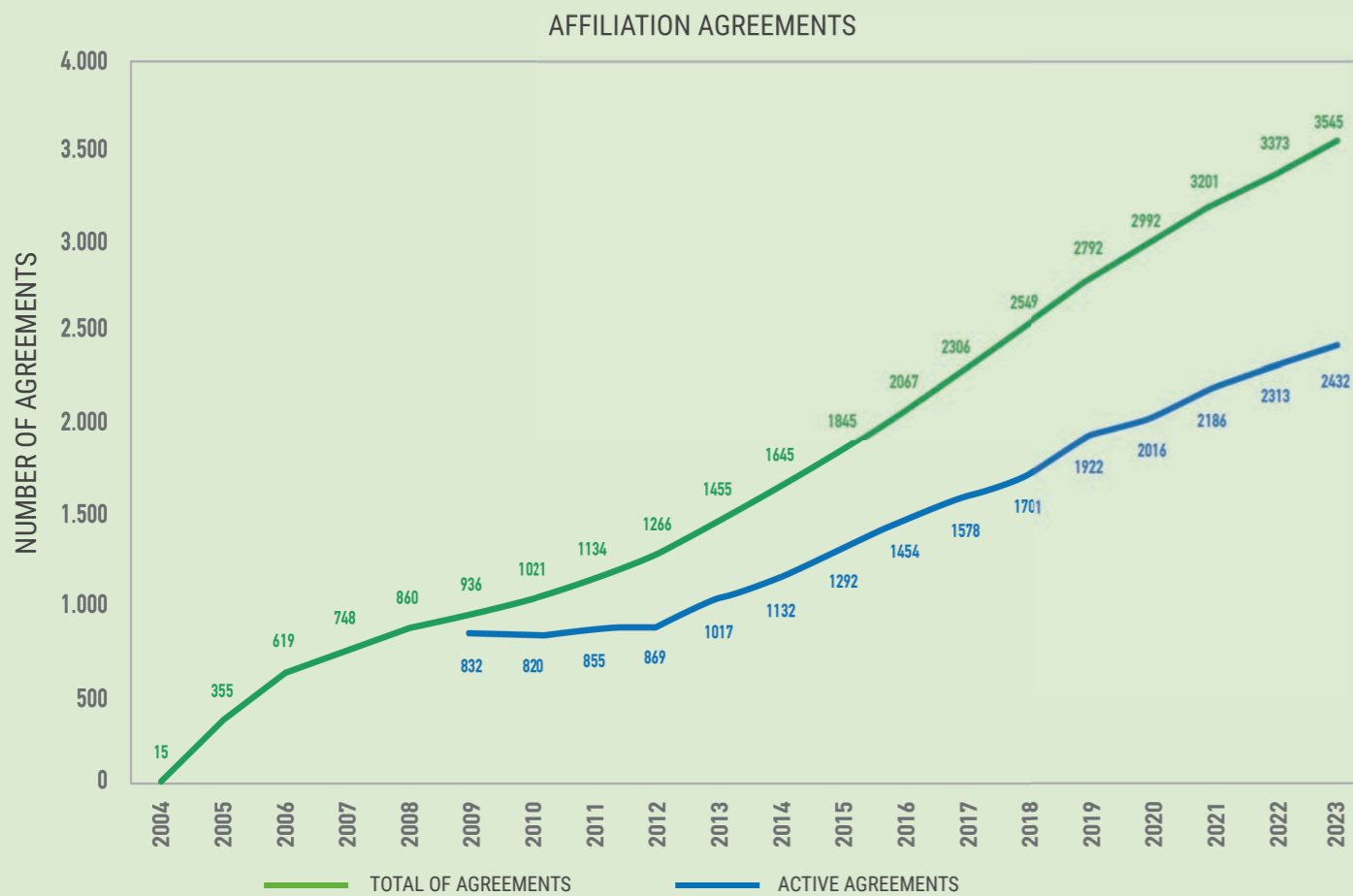


## 2. Review of 2023

### 2.1 Entry Agreements

The revenue of the System comes from the contributions of producers, which are proportionate to the EEE quantities they dispose to the domestic market.

Number of EEE producers who have signed an agreement with the System and their development along time

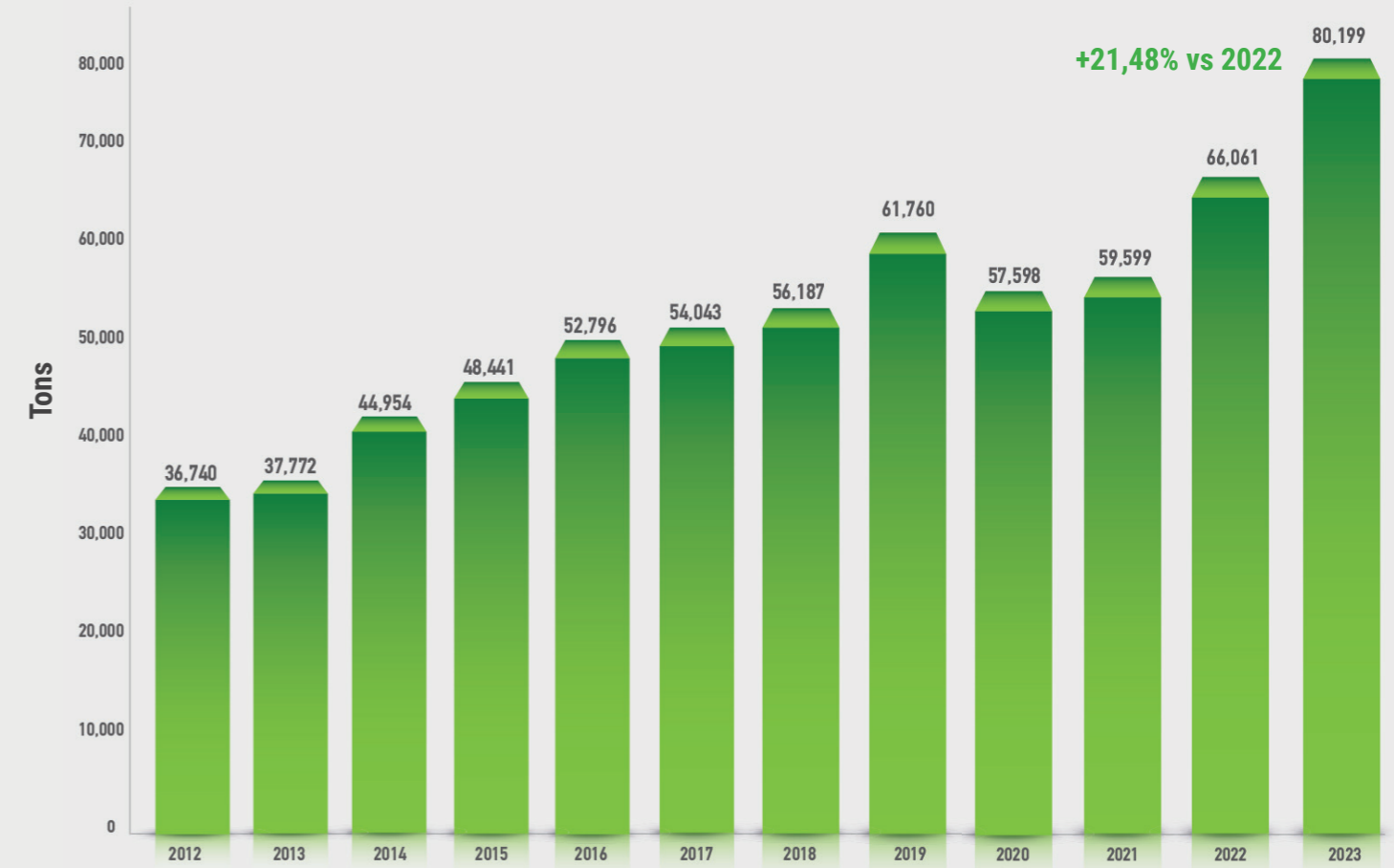


In 2023 the total of signed agreements of our company with enterprises comes to **3.545**.

**2023**  
**+5,1%**  
in relation to 2022

## 2.2 Progress of Collection

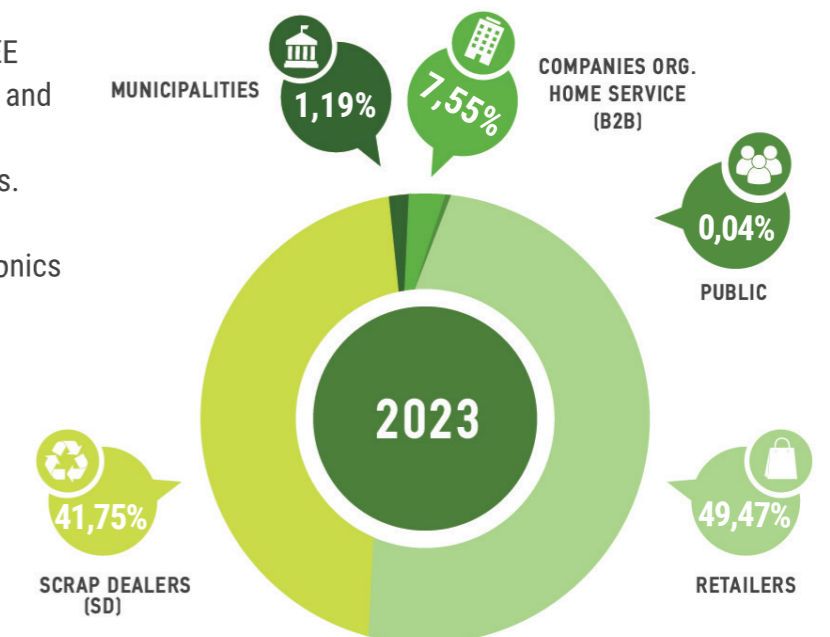
Collection per year 2012 - 2023 (in tons)



## 2.3 Collection Sources

Appliances Recycling S.A. collects WEEE from various sources, such as electrical and electronics stores, scrap metal dealers, companies, organizations, Municipalities.

The contribution of electrical and electronics stores is increasing over time, reaching **49,47% in 2023**.



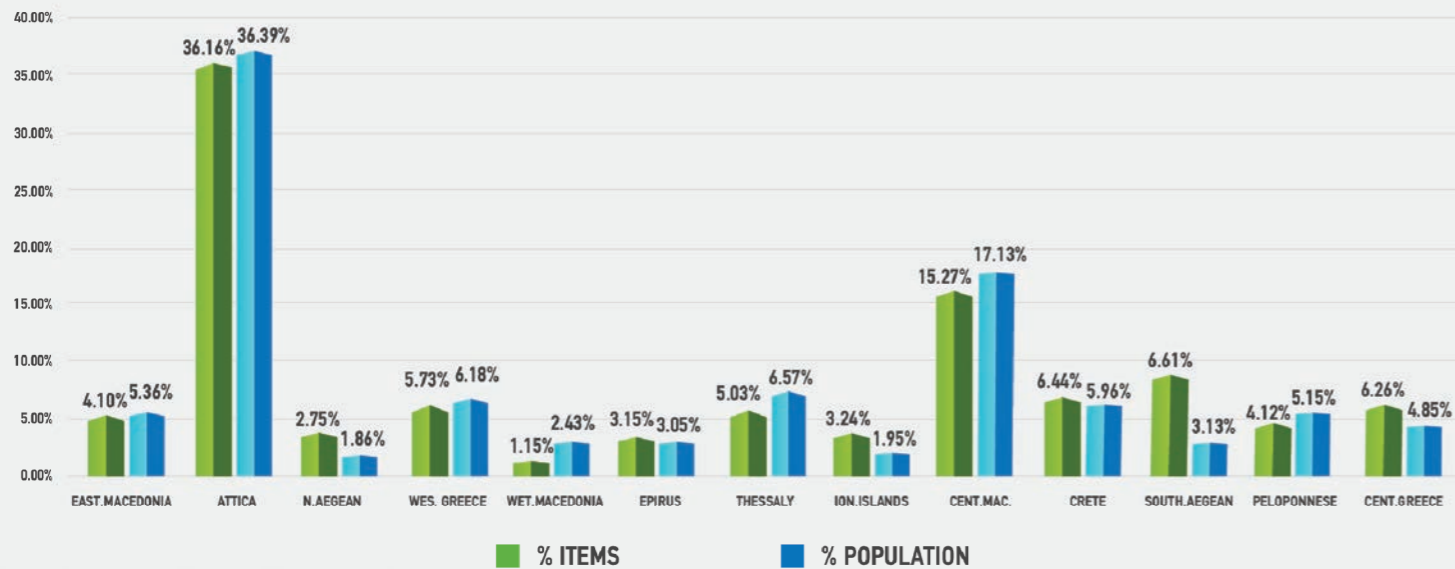


## 2.4 Geographical Coverage

The development of new cooperations and infrastructure aims at geographically covering the activities of **Appliances Recycling S.A.**, so as to cover the needs of WEEE management across the country.

In 2023, the **development of new collection points continued** and the needs of collection and transport are covered to a great extent, especially in remote collection points, where the index of **Appliances Recycling S.A.'s** presence has **significantly increased**.

Collection Means (%) vs Population (%) per Geographical Department 2011-2023



## 2.5 WEEE Treatment

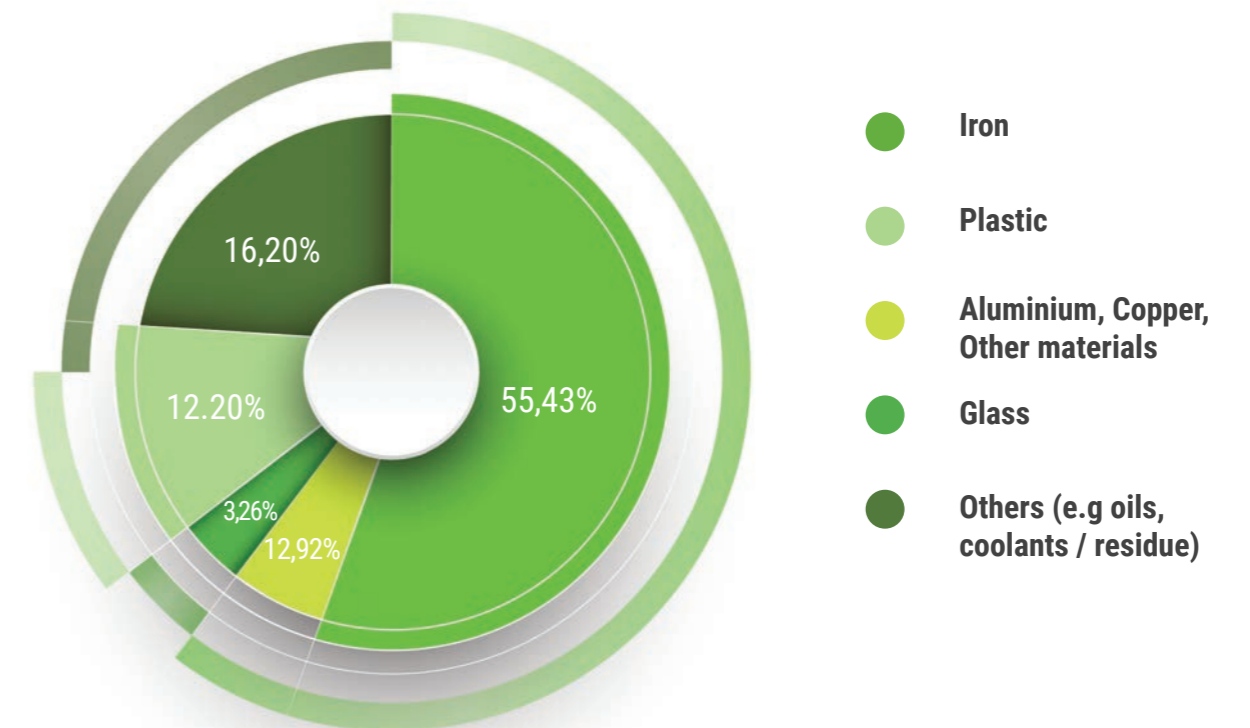
The Total 2023 Recovery Rate for **Appliances Recycling S.A.** was: **94.31%**

**78.379**  
tons  
WEEE



Were treated by the  
**13**  
Affiliated Operators for  
WEEE treatment

Recovered materials (%) 2023



## Recovered Materials

**1.791t**  
of **ALUMINUM**  
recovered



≈ **119M**  
ALUMINIUM  
CANS

**42.513t**  
of **IRON**  
recovered



≈ **6**  
EIFFEL  
TOWERS

**2.733t**  
of **COPPER**  
recovered



≈ **30**  
LIBERTY  
STATUES

## 2.6 Circular Economy

According to the principles of circular economy, we have to wonder whether our appliance is too energy consuming, whether it is still useful or meets our needs, in order to decide to dispose it properly and maybe give it a second life.

We have to consider all these questions before we dispose our appliances, to ensure that they follow the right path, whether for recycling or reuse.



REDUCE



REUSE

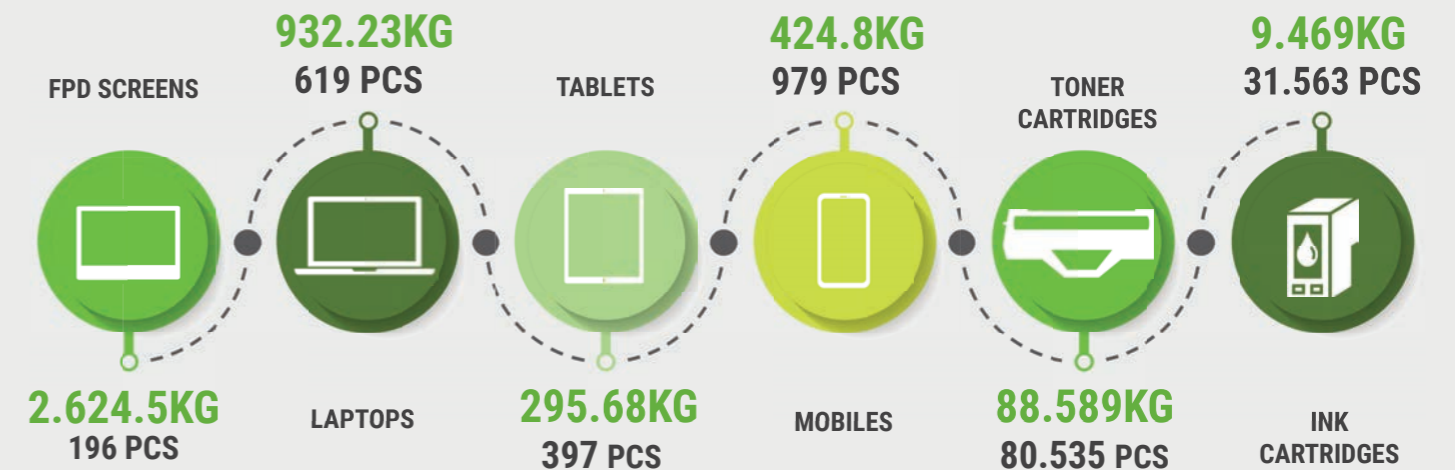


RECYCLE

## 2.7 Reuse

Reuse is the primary process for waste management. For this reason, two WEEE Sorting Centers (SC) were developed in the context of the Life **ReWeee** program, in Attica and Central Macedonia regions, in compliance to the European and National Legislation.

### Appliances Prepared for reuse in 2023



## Actions to Achieve Reuse Goals

- Special collection bins have been placed at 692 points, for separate collection of toner and ink cartridges from other WEEE.
- A pilot program was implemented for the development and installment of dedicated collection bins for the separate collection of WEEE with high reusability potential.

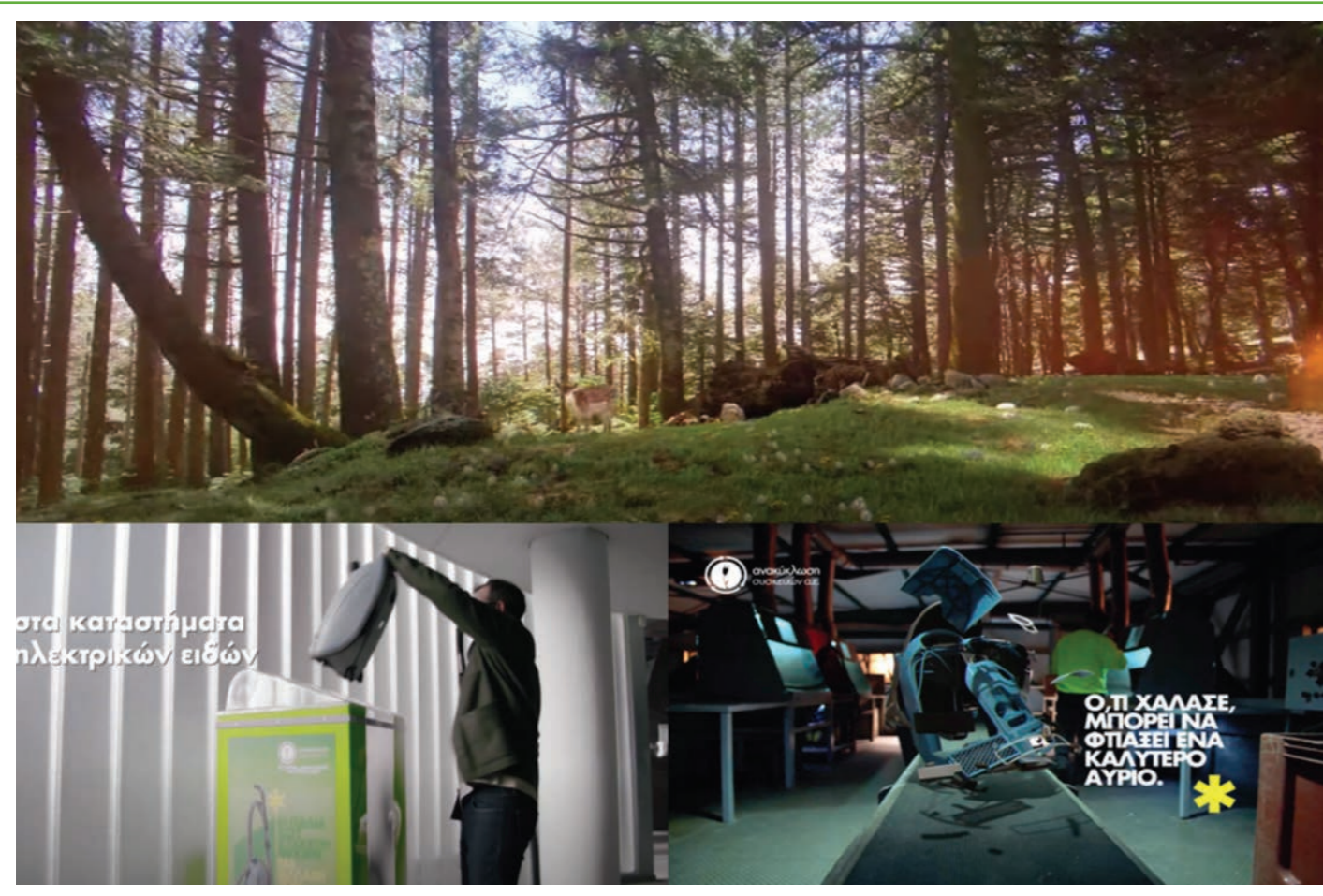


# Awareness Campaign

With a central message

«**TOGETHER WE CAN CREATE A BETTER TOMORROW**»

in its new campaign, **Appliances Recycling S.A.** aimed at raising public awareness by presenting the most powerful and promising device, one that can clean forests, protect the planet and save on raw materials



We are talking about the old **electrical device** which is forgotten in the storage room!

As long as all of us don't keep our old devices at home but recycle them in the right way: Let's take it to the **Appliances Recycling bin**, to electrical stores and Super Markets or visit [electrocycle.gr](http://electrocycle.gr) and find a bin near us.

**Never** in the garbage or in the Blue bins!



Out of Home and Public Transport Advertising



Television



Digital Means



Radio

The campaign includes **360° communication**, with messages to



Cinema



Print Advertising

Creative design by



and the production by





## Exhibitions & Conferences



### VERDE.TEC

Appliance Recycling S.A. welcomed a number of its partners at the 5th international exhibition "Verde.Tec 2023".

The company's executives had the opportunity to inform the visitors of the exhibition, about the activities of the system and to create new partnerships.

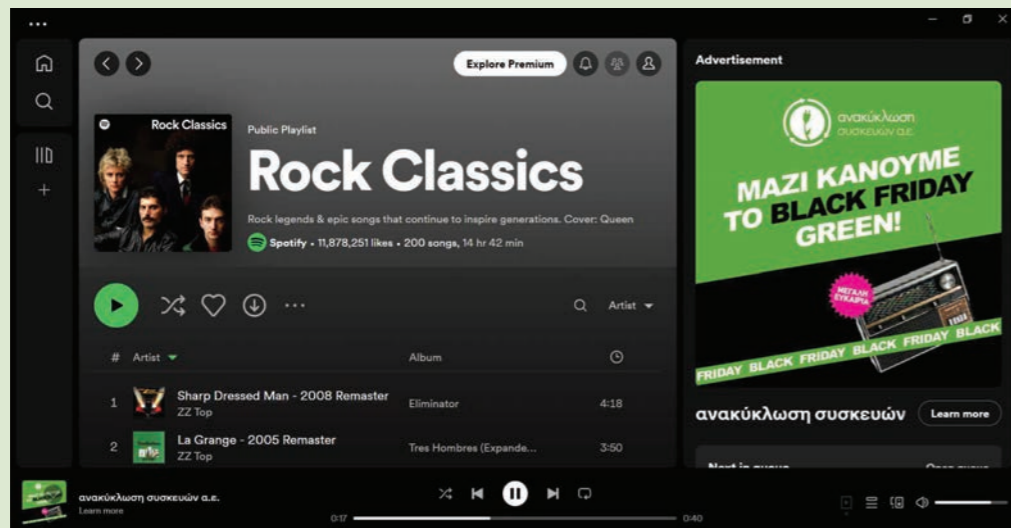


### ECR HELLAS

Appliance Recycling S.A. participated in the 15th ECR Hellas 2023 Conference with the aim to inform the participants of the conference about the services it provides.

## BLACK FRIDAY CAMPAIGN

Appliance Recycling S.A. used Spotify to motivate users of the platform to recycle their electrical appliances after purchases during the Black Friday sales.



## Consumer Activations



The music band "ONIRAMA" entertained the audience with its songs.

## THE MUNICIPALITY OF ATHENS COLLABORATES WITH APPLIANCES RECYCLING FOR A CLEANER CITY!

The Municipality of Athens and Appliances Recycling S.A. encourage the citizens of Athens to recycle their electric & electronic appliances and contribute in a cleaner city, with a music concert, at "Serafeio" Athletics & Community Complex of the

Municipality of Athens. The entrance was secured with the most unique ticket, a small electrical or electronic device!

The show was presented by the actor/comedian Dimitri Makalia.





## Informational Events & Awareness of citizens



## MUNICIPALITIES OF ATTICA

Appliances Recycling S.A., in the context of informing and raising awareness among citizens, was present at central locations in municipalities of Attica.



# FESTIVAL



Bio Festival



Kifisia Flowershow

## FESTIVAL AND EXHIBITIONS

Appliances Recycling S.A. was present at festivals and exhibitions reaching **more than 5.000 citizens.**

# EXHIBITIONS





## X-MAS BAZAAR 2023 ATHENS COLLEGE



## 2ND & 3RD OF DECEMBER 2023

For each small appliance that visitors brought for recycling, they received a **lottery ticket** to win 1 **Nutribullet**.

The two-day bazaar had over **2,500 visitors**, and **80 people** participated in the lottery.



## RECYCLE IT, WITH A CLICK!

Pilot program of home pick-up of small appliances and IT equipment, completely **free of charge**.



you.gr

ACS  
Ta névta, navtoú.

ECOSWEEE



**Appliances Recycling S.A.**, in partnership with **ACS Courier**, make the recycling process of small appliances easier for everyone!

By entering [electrocycle.gr](http://electrocycle.gr), in the "**Services**" category, you can choose the **option of free pick-up** of IT equipment/small appliances (up to 4kg.) from your own place, by simply fixing an appointment with ACS Courier.

Moreover, in the context of creating more collection points, **Appliances Recycling S.A.** bins will be available in **258 stores** of the **ACS network**, throughout the country. The action is implemented within the **LIFE ECOSWEEE** program. (project number 101104443 – LIFE22- PLP-BE-LIFE-ECOSWEEE).

Users of the service that are also members of the youclub, will be rewarded with **10 points** for any device they recycle.



# Educational School Program

During the school year 2022-2023 we visited  
**193 schools**  
and informed about  
**31.295 students and teachers**



Since 2016 that we have launched an educational program in schools all around Greece, more than **80.000** students and teachers have been informed and more than **2.000** presentation have been completed.

The program addresses to students from the third class of Primary School up to the first class of High School.

# Printed and Digital Media Campaign across Greece

In 2023 **Appliances Recycling S.A.** was present with listings in both printed and digital media. It was particularly active in social media in its **Facebook, Instagram, YouTube** and **LinkedIn** accounts.



ΜΙΑ ΚΑΜΕΝΗ ΛΑΜΠΑ ΜΠΟΡΕΙ ΑΚΟΜΑ ΝΑ ΜΑΣ ΔΩΣΕΙ ΤΑ ΦΩΤΑ ΤΗΣ

ΑΡΚΕΙ ΝΑ ΤΗΝ ΑΝΑΚΥΚΛΩΣΕΙΣ

σε έναν κώδο της Ανακύκλωσης Συσκευών, στα καταστήματα ηλεκτρικών ειδών & ηλεκτρολογικού εξοπλισμού.

electrocycle.gr

ανακύκλωση συσκευών α.ε.  
Ό,τι κάλλει, μπορεί να φτιάξει ένα καλύτερο αέριο.

ΜΙΑ ΧΑΛΑΣΜΕΝΗ ΗΛΕΚΤΡΙΚΗ ΣΚΟΥΠΠΑ ΜΠΟΡΕΙ ΑΚΟΜΑ ΝΑ ΚΑΘΑΡΙΣΕΙ

ΑΡΚΕΙ ΝΑ ΤΗΝ ΑΝΑΚΥΚΛΩΣΕΙΣ

σε έναν κώδο της Ανακύκλωσης Συσκευών, στα καταστήματα ηλεκτρικών ειδών & σε επιλεγμένα super market.

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ΑΠΟ ΜΙΑ ΧΑΛΑΣΜΕΝΗ ΤΗΛΕΟΡΑΣΗ ΕΧΕΙΣ ΑΚΟΜΑ ΠΟΛΛΑ ΝΑ ΔΕΙΣ

ΑΡΚΕΙ ΝΑ ΤΗΝ ΑΝΑΚΥΚΛΩΣΕΙΣ

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ΣΕ ΕΝΑΝ ΧΑΛΑΣΜΕΝΟ ΥΠΟΛΟΓΙΣΤΗ ΜΠΟΡΕΙΣ ΑΚΟΜΑ ΝΑ ΥΠΟΛΟΓΙΖΕΙΣ

ΑΡΚΕΙ ΝΑ ΤΟΝ ΑΝΑΚΥΚΛΩΣΕΙΣ

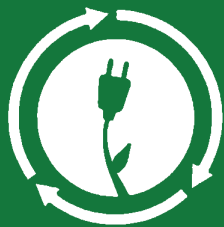
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Ό,τι κάλλει, μπορεί να φτιάξει ένα καλύτερο αέριο.







appliances  
recycling s.a.

## APPLIANCES RECYCLING S.A

Collective Alternative Management System  
Waste Electrical and Electronic Equipment

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