

# EPR and the Impact of Online Sales

## Taking on the challenge of free-riders

BluePoint Conference Centre  
Boulevard Auguste Reyers 80  
1030 Brussels

Wednesday, 13 September 2017



Photo credit: tagove



## Why join this event?

Internet sales are a potential source of deliberate as well as unintentional free-riding. For example, many e-sales platforms and businesses fail to register with producer responsibility organisations in OECD/EU member states even though they are acting as distant sellers. They do not have a warehouse in the markets where the products are sold or distributed, and so getting hold of the responsible person and enforcing the extended producer responsibility obligations can be challenging, to put it mildly. Some businesses are reportedly exploiting flaws in the member states legislation. Sadly, the problem is getting worse. The volume of direct sales to households and businesses from overseas, i.e. not going via a national importer/distributor, as a share of the whole market is going up. And no-one knows exactly what's going on and how to remedy the situation.

The OECD is conducting research on the matter.

In order to anticipate the OECD report and better understand the issues related to EPR and the impact of online sales, a number of informal meetings and conference calls have taken place. This event is an opportunity to collect data and intelligence, identify good practices and learn from each other.

## Who should attend?

The workshop is aimed at individuals who are involved in e-commerce sales in the sector of electrical and electronic equipment:

- Producers
- Producer associations
- Producer responsibility organisations
- E-sales platforms
- Policymakers
- Enforcement agencies
- Customs
- Registers
- Retailers

Members of WEEE Forum and EucoLight, and companies affiliated with members of WEEE Forum and EucoLight, will be granted free access to the event.

For the non-members of WEEE Forum and EucoLight, and for those organisations not member of members of WEEE Forum and EucoLight, a €200 participation fee for the event will be charged while registering to the event. Please, be advised that these tickets will not be refunded in case of cancellation. Nevertheless, we will accept replacements in case an attendee is not able to be present at the event.

## Who has been invited to speak?

- OECD
- European Commission
- Amb3E, WEEE Forum
- Dell
- OVAM
- Recolight, EucoLight
- EPA Ireland
- Ecommerce Europe
- Recupel
- SENS eRecycling
- European WEEE Registers Network
- European eCommerce & Omni-Channel Trade Association, EMOTA
- WEEE Forum
- EucoLight

## Agenda

Wednesday, 13 September 2017

Final

09:30 – 10:00	Registration and coffee	
10:00 – 10:10	Opening remarks	Pascal Leroy
10:10 – 10:40	OECD	Issues around internet sales – Peter Börkey and Mark Hilton
10:40 – 10:50	WEEE Forum & Eucolight	The perspective of producer compliance schemes – Nigel Harvey – Why free-riders among internet sellers are a major headache for WEEE producer compliance schemes
10:50 – 11:10	WEEE Europe	WEEE compliance in the EU – Christian Ludwig
11:10 – 11:30	Dell	The perspective of an electronics manufacturer – Jonathan Perry
11:30 – 12:20	Roundtable and interactive panel discussion, moderated by Pedro Nazareth (Amb3E, WEEE Forum) Panellists: Peter Börkey (OECD), Maria Banti (European Commission), Nigel Harvey (Recolight, EucoLight), Roeland Bracke (OVAM), Jonathan Perry (Dell) and Christian Ludwig (WEEE Europe) Interactive Q&A	
12:20 – 13:00	Lunch	
13:00 – 13:20	Environmental Protection Agency	Enforcement – Michael Owens – The perspective of Ireland
13:20 – 13:40	EMOTA	The perspective of eCommerce & Omni-Channel – Kevin Rodler
13:40 – 14:00	Recupel	Awareness raising – Ruben Van Steenbrugge – The perspective of Belgium
14:00 – 14:20	SENS eRecycling	Product levies and customs – Roman Eppenberger – The perspective of markets outside the EU, Switzerland
14:20 – 15:00	Roundtable and interactive panel discussion, moderated by Nigel Harvey (Recolight, EucoLight) Panellists: Birgit Snoeren (European Commission), Alexander Goldberg (Stiftung elektroalgeräte register, European WEEE Registers Network), Michael Owens (Environmental Protection Agency), Annegret Mayer (Ecommerce Europe), Kevin Rodler (European eCommerce & Omni-Channel Trade Association, EMOTA) and Roman Eppenberger (SENS eRecycling) Interactive Q&A	
15:00 – 15:20	Closing remarks	Marc Guiraud

The OECD report is not meant for wider dissemination.

## Speakers

Maria Banti  
Policy Officer  
European Commission

Michael Owens  
Inspector  
Environmental Protection Agency

Peter Börkey  
Principal Administrator  
OECD

Jonathan Perry  
Producer Responsibility Compliance Consultant  
Dell

Roeland Bracke  
Supply Chain Manager  
OVAM

Kevin Rodler  
Director Quality Management  
European eCommerce & Omni-Channel Trade, EMOTA

Roman Eppenberger  
Technology & Quality Manager  
SENS eRecycling

Birgit Snoeren  
Policy Officer  
European Commission

Alexander Goldberg  
President  
Stiftung EAR, European WEEE Registers Network

Ruben Van Steenbrugge  
External Controller  
Recupel

Marc Guiraud  
Secretary General  
EucoLight

Nigel Harvey  
Chief Executive  
Recolight

Mark Hilton  
Sustainable Business Lead  
Eunomia Research & Consulting Ltd

Pascal Leroy  
Secretary General  
WEEE Forum

Christian Ludwig  
Chief Executive Officer  
WEEE Europe AG

Annegret Mayer  
Head of Department  
Händlerbund

Pedro Nazareth  
Managing Director  
Amb3E