

# **Let's build a strong refurbishment industry**

**for a Greener,  
Stronger and Better  
Europe!**



# Why have we created Eurefas last year ?

## Tackling the climate crisis challenge

- ⇒ 3% of global CO2 Emission comes from Digital sector
- ⇒ **75% comes from the manufacturing** of devices
- ⇒ A refurbished smartphone saves **50kg of CO2 and 164kg of raw materials**

## Improving EU sovereignty

- ⇒ Refurbishment and repair employs **non-relocatable jobs : technical, IA...**
- ⇒ **Local** operators from buy-back to resell : a real **circular economy, improving EU trade-in balance** VS manufacturing processes in Asia

## Help grab a major business opportunity for Europe

- ⇒ Increase of refurbished smartphones market : 200 millions units in 2020, forecast of 400 millions units in 2030. **Up to 15% of total sales** in leading countries. Same trends on other hightech & electrical devices
- ⇒ The emergence of **new business models**, from SMEs to big players
- ⇒ **All retailers** are starting to develop buy-back, repair and resell offers

... and it was time to do it !

### Switching in consumers' habits

**The impact of inflation, awareness of the climate change...**

According to KANTAR RECOMMERCE study :

> **Saving money is the 1st driver** to buy refurbished devices ( from -20% to -70% compared to new devices prices)

> Doing a **“green” gesture** comes 2nd and is progressing over the years

### Politics and policies to tackle this challenge

- Green Deal
- COP21 objectives
- Several Member States initiatives

→ Many regulations are being discussed : *Right to repair, Ecodesign for sustainable products, WEEE take back schemes*

**There was no 100% European lead Association fully-dedicated to electronic devices refurbishment to defend this sector and speak up for its ideas...**

# Who are we ?

## > A Fast growing association

5 refurbishment players  
founded EUREFAS in 2021

re!commerce  
GROUP



ReWare  
The preferred choice in smartphones

TECH2COM  
new again

Foxway

Joined by **15 companies**

Covering **all areas in the EU**, from  
Spain to the Nordics (12 countries)

Olinn  
EQUIPMENT AS A SERVICE

asgoodasnew

Swappie

refurbed

Back  
Market

rebuy

PanzerGlass

Recall  
FIRST HAND

fixfirst

Remarketed.

onfocom  
helping businesses thrive

AfB  
social & green IT

ENJOY  
Equipment as a Service

> Committed to defend Circular Economy - Signing our pledge

> All European companies with HQ in Europe and European  
shareholders

# Our main missions & organisation



## Missions :

- Promote a **virtuous industry** at EU level and participate to all text discussed at commission level
- Create a **safe market** for customers and industrials on social and environmental levels by putting in place clear norms & standards
- Build a greener world by developing & promoting **circular economy**

## Dedicated working group for specific areas

- ❖ **Product Policy**
- ❖ **Label & Standards**
- ❖ **Business Environment**
- ❖ **Communication Membership**

# **What needs to be done in EU to really foster Circular Economy for Electronic Devices ?**

# Implement a **real** right to repair, for all !

A better access to spare parts and repair schemes	Securing independent repairs	Fostering generic spare parts	End part-pairing
<ul style="list-style-type: none"><li>○ Availability on the market for a <b>certain period of time</b></li><li>○ At a <b>moderate price</b> to not hamper repair</li><li>○ Available <b>for ALL professionals, whether OEM agreed/authorised network or not!</b></li></ul>	<ul style="list-style-type: none"><li>○ All needed information should be available to <b>independent repairers</b></li><li>○ For access to those, only the idea of a <b>national register of professionals, managed by National authorities</b> should be implemented</li></ul>	<p>As in medical sector, generic spare parts allow to use parts</p> <ul style="list-style-type: none"><li>○ <b>with the same quality</b></li><li>○ <b>at a lower price</b></li><li>○ that can be produced locally</li></ul> <p>→ Their use should be authorised in regulations → Their Quality should be recognized by authorities</p>	<p>All forms : <b>on hardware and software</b> to avoid :</p> <ul style="list-style-type: none"><li>○ <b>Losing functionalities</b> if operation outside OEM network</li><li>○ <b>Pop-up messages discouraging customers</b></li></ul>

# Boost local supply for a local and circular economy

Today, due to limited EU supply, refurbishers tend **to source products from USA/Asia, which is antagonistic with the essence of circular economy**, which is LOCAL

Refurbishing/reuse is **often confused with recycling**, while they are VERY different and contrary to the Waste Treatment Hierarchy

To change this situation, the EU should :

>> **Prioritize reuse with ambitious targets**, separated from recycling targets

>> Mandate the **effective sorting and dismantling of any used EEE to identify** reusable products and useful recoverable spare parts

>> As millions of devices are sleeping in our drawers, **boosting collection by creating a return bonus** as in automobile sector for **end-consumers, businesses and administrations**





# Give a true choice to customers to turn to green products

- ❖ According to RECOMMERCE KANTAR study, **doing a “green” gesture is the 2nd driver** to buy refurbished products
- ❖ **77% europeans would rather repair** their product than buy a new one (Eurobarometer source)

Create a **real repair Index** taking into account repairability, prices of repair provided by the OEMs

Push **manufacturers to be more transparent on repair solutions** and longevity of products

**Prioritize repair instead of replacement** for new products in warranties

# If you want to join us !



All members are **EU companies** (HQ & shareholders), having a **pragmatic spirit**, willing to **contribute** to the association to do **good for the planet**

All members commit to our [Pledge](#)

→ [contact@eurefas.com](mailto:contact@eurefas.com)



Signing ceremony in Brussels, May 2022



## EUREFAS MEMBERS PLEDGE

### Towards a qualitative electronic device refurbishment sector

*The members of EUREFAS - the European Refurbishment Association commit through the signature of this pledge to undertake the following actions, in order to improve their business models toward the achievement of a qualitative electronic device refurbishment sector and high-quality end-products in Europe.*

1. EUREFAS members commit to enabling a strong circular economy in Europe to fight climate change by reducing e-waste, carbon emissions, over consumption of raw materials and aiming at carbon neutrality (scope 1, 2, limited 3), as well as maximising the reuse of electronic devices by refurbishment.
2. EUREFAS members are European Union headquartered companies who commit to comply with applicable EU and national laws.
3. EUREFAS members aim to engage themselves in recognized certification processes to offer the highest quality to their partners and customers, and in continuous improvement of systems to challenge their businesses.
4. EUREFAS members commit to only using or allowing the use of original or compatible or generic spare parts that have undergone quality control in their electronic devices and refurbishment processes.
5. EUREFAS members commit to ensure consumer's privacy and safety at every step of the refurbishment process.
6. EUREFAS members commit to ensure an optimal customer experience by offering a commercial warranty on any electronic devices sold, and a high quality after sales service.
7. EUREFAS members ensure the full functionality of any electronic device sold, through the testing of a minimum number of points of control including but not limited to, the tests required by a third-party testing provider.

**Thanks for  
your attention**

**[contact@eurefas.com](mailto:contact@eurefas.com)**

