



The WEEE Forum, 15 Years On!

WEEE Forum International Conference 2017

Le Méridien, St Julians, Malta, 26-27 April 2017

Draft

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The WEEE Forum, the voice of thirty WEEE producer compliance schemes in Europe, last year collecting and responsibly recycling to the highest standards 1.88 million tonnes of e-waste, will celebrate 15 years of excellence as a leader in this sector. Malta is the perfect spot for these celebrations because, in the first half of the year, Malta is at the helm of the EU Council of Ministers. A special conference of the WEEE Forum will be held on 26-27 April 2017, in the fringe of a meeting of the Environment Ministers, which will be chaired by Commissioner Karmenu Vella, a Maltese national. The WEEE Forum has been successful in securing the Commissioner's and senior officials' support and participation in the conference. WEEE Malta, our youngest member organisation, has kindly offered to host the conference and we are their distinguished guests.



At a glance

For the past 15-20 years, the producer responsibility organisations in the WEEE Forum have been at the forefront, in Europe and across the world, in turning the extended producer responsibility principle into a workable and effective policy approach. Since 2002 the WEEE Forum compliance schemes have worked on behalf of over 16.000 producers of electrical appliances to collect, recycle and recover to the highest treatment standards more than 17.4 million tonnes of waste electrical and electronic equipment; that's the equivalent of 17.400 Eiffel Towers. In doing so, the WEEE Forum compliance schemes have worked alongside the producers and recycling operators towards the development of a European economy that is more resource efficient and sustainable but further progress needs to be made for a circular economy to become a reality.

Agenda

Day One, Wednesday 26 April 2017

A Resource Efficient WEEE Value Chain in a Circular and Digital Economy

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| 12:00 – 14:00 | Registration |
| 12:30 – 14:00 | Stand-up reception |
| 14:00 | Start of conference |
| 14:00 – 14:15 | Dr Joseph Muscat , the Prime Minister of Malta, will welcome participants to the WEEE Forum International Conference 2017, followed by José Herrera , Minister for the Sustainable Development, the Environment and Climate Change, and Joe Attard , Chief Executive Officer of WEEE Malta.
Jan Vlak , President of the WEEE Forum, will present the WEEE Forum brochure, "15 Years On", with the big numbers and WEEE story. |
| 14:15 – 15:30 | Theme 1: Digitisation and Innovation
Experts predict an increase to 50 billion devices in the Internet of Things (IoT) sphere by the year 2020. The future unveils itself in ways we can never fully comprehend until we look back on it and think, "How did we miss that?". How does digitisation affect the WEEE sector? How can we use digitisation and the Internet of Things to advance circular economy and resource efficiency? Or should we speak of 'Internet of Threats' and cyber security? |
| 14:15 – 14:45 | Keynote: John Higgins , Director General of DIGITALEUROPE |
| 14:45 – 15:30 | Senior Executive Panel: [European Commission] , Valentin Negoita , Helmut Kolba , John Higgins , moderated by [...] |
| 15:30 – 16:00 | Coffee break |



- 16:00 – 18:15 **Theme 2: Circular Economy and Resource Efficiency**
- In this theme, we will discuss the journey made by producers through WEEE 2.0 and the progress toward a Circular Economy package and WEEE 3.0. We will highlight producer responsibility organisations' and Members' achievements alongside issues of greatest concern with key EU policymakers. What progress has the sector made towards a circular economy? What are the different dimensions of a circular economy? We will watch a series of films around real-life circular economy initiatives, such as the use of recycled content in appliances, smart phone dismantling, re-use of components, sustainable production, reparability, share economy, remanufacturing...
- 16:00 – 16:30 Keynote: **Paolo Falcioni**, Director General of CECED
- 16:30 – 16:45 Films around circular economy in practice in the WEEE sector.
- 16:45 – 17:00 Keynote: **Walter Stahel**, Professor, Founder of The Product-Life Institute
- 17:00 – 17:15 Keynote: **Frank Lenderink**, Apple [TBC]
- 17:15 – 18:00 Senior Executive Panel: **Maria Banti**, **Paolo Falcioni**, **Walter Stahel**, **Danilo Bonato** moderated by **Margaret Bates**.
- 18:00 – 18:15 Closing remarks: **Pascal Leroy**

Gala Dinner

- 18:30 – 20:00 Transport from hotel to Gala Dinner at Fort St Angelo (outside, if the weather permits): 10 km from Valletta. Classical string quartet and Jazz Band.
- 20:00 – 23:00 Gala Dinner in the presence of the Commissioner. We will be 'looking back' with **Leo Donovan**, Chief Executive of WEEE Ireland. "The WEEE Forum 2002-2017: 15 years the voice of excellence in WEEE recycling".
- 23:00 End of Day One.

Day Two, Thursday 27 April 2017

EPR Supportive of Green Growth: Opportunities and Challenges

- 08:30 – 09:00 Registration
- 09:00 Start of Day Two
- 09:00 – 09:15 **Karmenu Vella**, EU Commissioner for the Environment
- 09:15 – 09:45 **Philip Morton**, Vice President of the WEEE Forum
- 09:45 – 10:30 "The WEEE Forum, 15 years on". Fifteen years the responsible stewards of e-waste, the voice of excellence in WEEE recycling. Where do we come from? Have we managed to raise the WEEE recycling bar and level



the playing field? What is our model of best practice? An inspiring overview of the journey with testimonials from **Pascal Leroy**, **Petr Novotný**, **Lucía Herreras-Martínez**, **Elizabeth O'Reilly**, [...]

10:30 – 11:00 Coffee break

11:00 – 12:30 Theme 3: Extended Producer Responsibility

In this theme, we elaborate on EPR as a set of laws, programmes and action plans. What lessons have we learned from 15 years EPR principle in the WEEE area? Should we fine-tune the policy? What are the sector's chief concerns and expectations? Has Europe become a Recycling Society? How have we taken on the WEEE challenge? What are the future financial liabilities? What good practices should we be proud of?

11:00 – 11:30 Keynote: **Thomas Lindhqvist**, professor at IIIEE, Lund University, father of the EPR principle

11:30 – 11:45 Keynote: **Alain Grimm-Hecker**, President of Eco-systèmes, the EPR journey in France

11:45 – 12:30 Senior Executive Panel: **Karmenu Vella**, **Philip Morton**, **Thomas Lindhqvist**, **Alain Grimm-Hecker** and **Leo Donovan**, moderated by **Pedro Nazareth**

12:30 – 12:45 Closing remarks: **Jan Vlak**, **Pascal Leroy**

12:45 End of Day Two, Closing of Conference



Le Méridien St Julians



Fort St Angelo

Venue

The International WEEE Forum Conference takes place in “Le Méridien St Julians Hotel & Spa” (see <http://www.lemeridienmalta.com>). Address: 39 Main Street, Balluta Bay, St Julians STJ1017, Malta.

A group rate of €145 for rooms in Le Méridien until 1 March has been secured. After that date, rates will be subject to availability.

Delegations

This conference is 'upon invitation only' and the maximum capacity of the conference room in theatre style is 140. This means that, on average, each WEEE system's delegation consists of approximately 4-5 senior executives. The WEEE Forum secretariat's contingent is 10-15 delegates, and there should also be scope to invite a few journalists.

The entry fee is €875 per delegate. Spouses of conference delegates who only attend the Gala Dinner will pay an extra €125.

In order to ensure the WEEE Forum recovers the cost of the conference and is not exposed to any financial shortfall it is important that we have your support for this event. We respectfully request the co-ordinators of the WEEE system delegations to reply by **1 March** to pascal.leroy@weee-forum.org confirming the number and identity of delegates from your organisation. We will, on the basis of the number of delegates communicated to us, assess whether or not there is scope to add delegates for those who wish to enlarge their delegation to more than four (to balance those that choose to have smaller delegations). The numbers will be firmed up and communicated to each of you by **17 March**.

Once the size of WEEE system delegations is known, we will invite the co-ordinators to register their delegations via the conference website [to be communicated shortly]. Based on the website registrations, the WEEE Forum secretariat will send invoices to the WEEE systems (not to the individual delegates) We respectfully ask the WEEE system co-ordinator to make your financial transaction to the WEEE Forum conference bank account [details to be confirmed] on or, preferably, before 24 March. This will be non-refundable and you are then free to bring up to the number of delegates that you have secured. If one or more members of your delegation is subsequently unable to attend you can substitute as you wish, but don't forget to notify us in case of a replacement, so we can do the necessary name changes.

The team in Brussels is dealing with registration and the agenda, whilst the team of Joe Attard at WEEE Malta is responsible for logistics and service providers.

Tangibles

Each delegate will receive a pack consisting of:

- ☐ Brochure: "The WEEE Forum: 15 years on!", with key figures, trends, patterns, overviews, intelligence... including mission statement: The Voice of Excellence.
- ☐ Programme, agenda and speakers
- ☐ Issues paper: "Issues of greatest importance"
- ☐ Give-away to mark the event
- ☐ Brochures with project information
- ☐ Press release
- ☐ Leaflet: "Who are the WEEE Forum?"



Programme

Wednesday	26 April	All day	<i>Council of Environment Ministers</i>	
		10:00 – 12:30	WEEE Forum workshop Communications	
		12:30 – 14:00	Stand-up reception	
		14:00 – 18:15	Day One of Conference	In the presence of the Prime Minister and Minister of the Environment
		20:00 – 23:00	Gala Dinner	In the presence of the Commissioner, Celebrations of 15th anniversary
Thursday	27 April	09:00 – 12:45	Day Two of the Conference	In the presence of the Commissioner and of senior officials
		12:45 – 13:00	Press conference	
		12:45 – 14:00	Sandwich lunch	
		14:00 – 15:30	WEEE Forum General Assembly (statutory)	
		15:30 – 16:30	WEEE Forum General Assembly (non-statutory)	
		20:00 – 23:00	Dinner	
Friday	28 April	10:00 – 13:00	WEEE Forum Operations Committee	
		13:00 – 14:00	Sandwich lunch	