

International E-Waste Day 2019: A pension plan for appliances

Written by APPLiA on 14 October 2019 in Opinion Plus
Opinion Plus

Watch the latest video from APPLiA, explaining how 'circular culture' works and what is needed from policymakers to make it a reality.

For International E-waste Day (14 October), APPLiA follows the life of a coffee machine - one that has been loyal to consumers, but left disappointed with the way some products are treated at the end of their lives.

A number of different key actors, ranging from appliance manufacturers to recyclers, explain how a 'circular culture' could transform the way appliances are designed and recycled, and put forward ways European policymakers can support this transition to a circular economy.

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