



RENAS

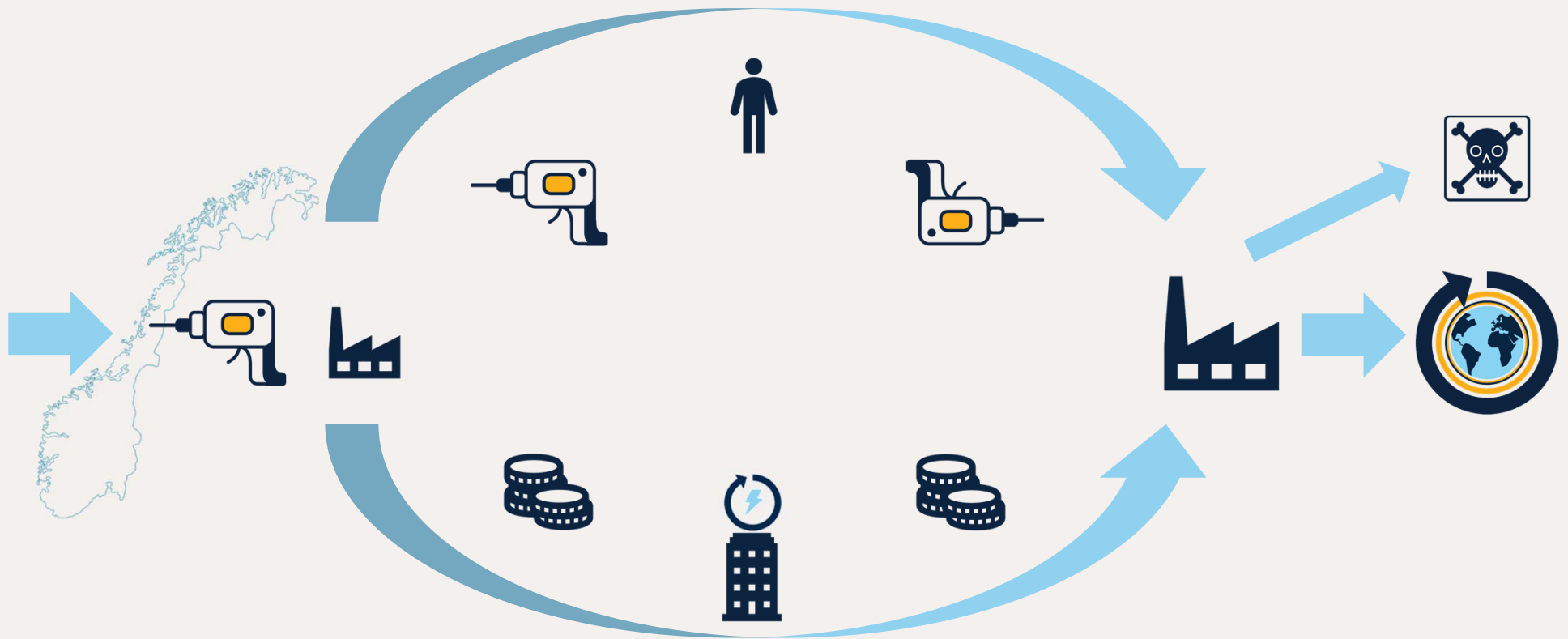
Norges ledende EE-returselskap

RENAS

- Extended Producer Responsibility (EPR) – take back scheme for EE-waste (EU WEEE Directive)
- Established 1997 by two industry associations as a non-profit company
- **Our mission:** Make it easy to take environmental responsibility
- RENAS will help build the principles of circular economy, which includes increase demand and use of recycled materials



The EPR model



EPR

- «Polluter pays» principal
- A tool for the authorities that works, and easily transferable to other product types
- Adapted in the EU, Canada, Australia, New Zealand and countries on every continent
- A system for handling environmental toxins and unwanted substances, and controlled recycling processes



«WORK IT»

- Municipality (publicly) owned company
- Facilitate meaningful jobs for people with disabilities
- Funded by public money
- Operates only locally
- More than 300 similar companies in Norway



RedoIT

Why:

- Increase environmental benefits by catching «lost» resources in everyday electronics containing sensitive data and valuable materials
- Focus on and target specific product type (phones, iPads, laptops, etc)
- Circular economy

Challenge:

- Getting consumers and small businesses to turn in old electronic devices with sensitive data
- Building a secure, trustworthy and certified supply and value chain
- Handling (deleting / returning) sensitive data



RedoIT

RENAS and WorkIT concept

- Combines environmental, social and governance (ESG) values
- Social entrepreneurship
- Think local and act national

