

ENERGIEAG

Umwelt Service

Wir denken an morgen

**WERT
STATT
8**

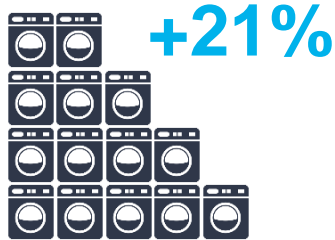
#IMM2021-BRIEFING

**E-WASTE BOX
JOIN THE FIGHT AGAINST
ELECTRONIC WASTE!**



What's the problem with e-waste?

Increase in e-waste over the last 5 years globally



Global E-waste Monitor 2020

People change their smart phone every

2.5 yrs

on average



Huffington Post 2018

233.477t

e-waste in Austria every year



Waste Report 2020

€210m

of precious (and toxic) metals dumped each year



Global E-waste Monitor 2020
Waste Report 2020



50% Recycling
(collection rate compared to e-waste generated)

Waste Report 2020

10kg

e-waste NOT recycled every year per person



Federal Waste Report 2020
Statistik Austria

So, **where** does all this (damn) e-waste go and **why** are we not recycling **more** ?



Q1. Where does all the e-waste go?



Ideally, it goes here...



Community collection



Back to the retailer



... but more often it ends up here...



Stored away "out of sight"



Mixed (residual) waste



Somewhere in the forest



Developing countries

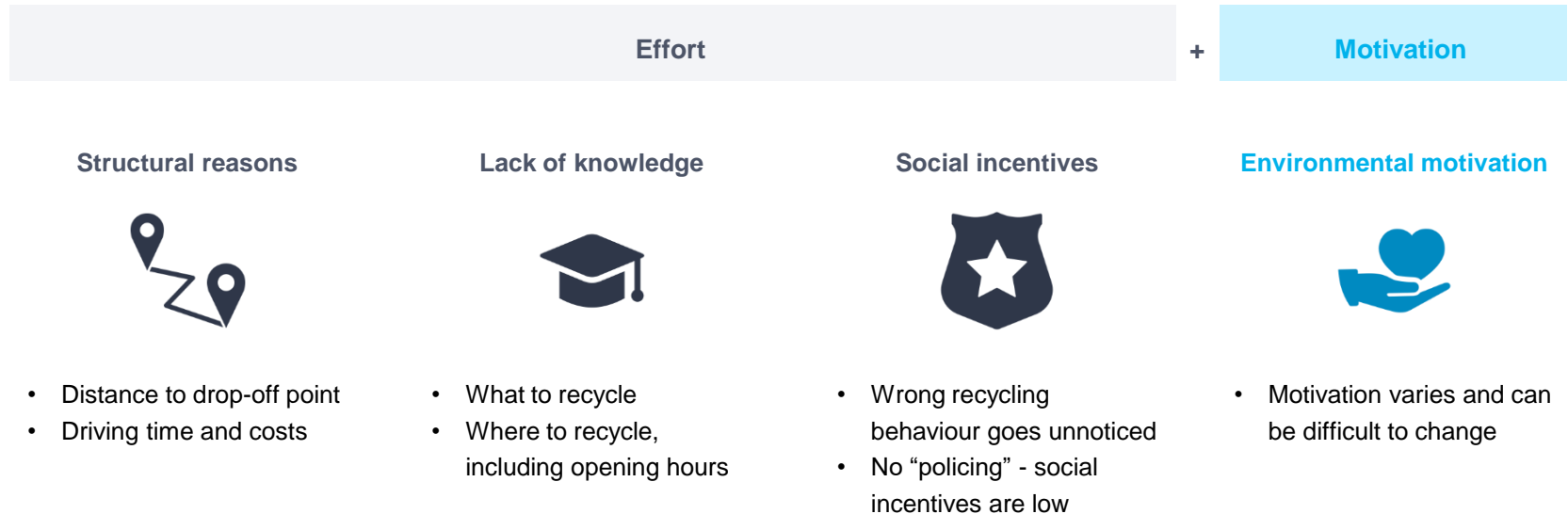
... and this results in:

- ✗ Loop not closed
- ✗ Fires in waste plants
- ✗ Waste of resources
- ✗ Damage to environment
- ✗ Inefficient processing
- ✗ Harm to people's health



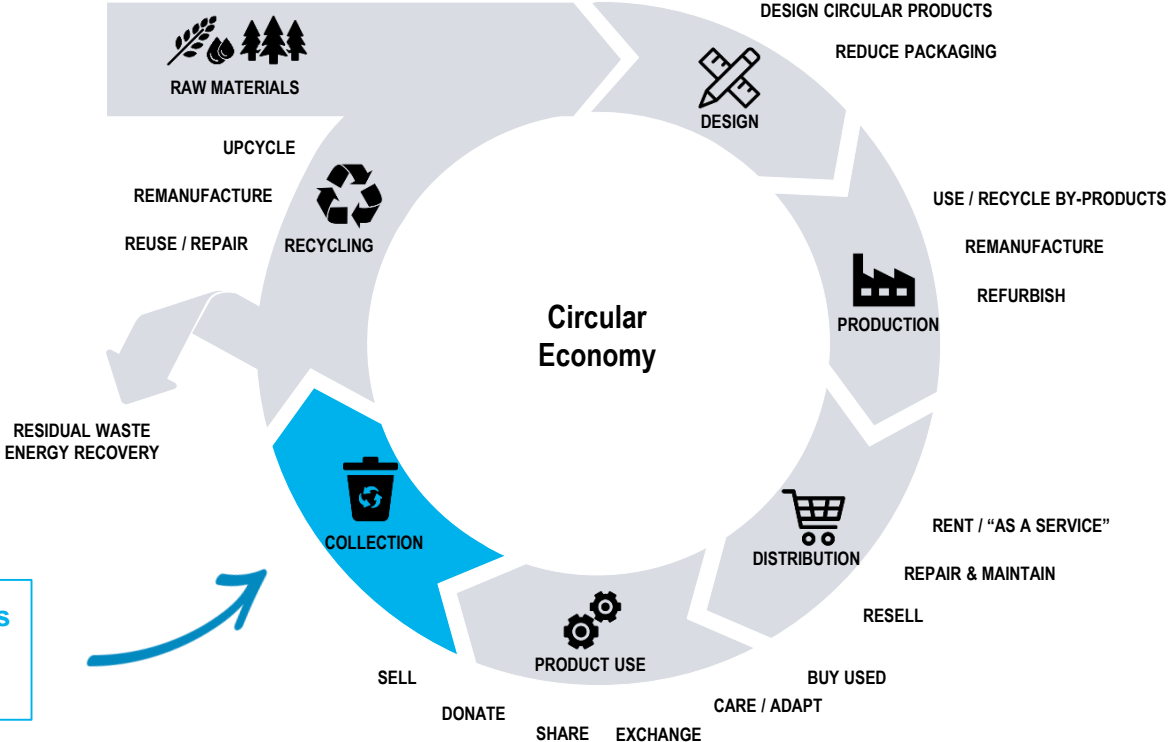
Q2. Why is recycling so difficult?

Factors that influence individual recycling behaviour:



How can we fix this?

There are many parts to the solution in order to create a truly circular economy...



The e-waste box will focus on re-designing the collection experience



We need you!

Design Challenge: How might we design a smart recycling system for the decentralised collection of e-waste "as a service"?



- Convenient location
 - Creative design of the box
 - Smart technologies that improve the customer experience and simplify operations
 - Treatment options – repair, donate, recycle
 - A smooth backend for collection
 - Innovative and fireproof materials
 - Partnerships
 - ...
- + scalable into a network of recycling boxes



AI-based
object
recognition



Fill-level
sensors



Weight
measurement



Temperature
sensors



Impact
visualisation



Rewards and
recognition



Prediction of
waste peak
levels



Automated
on-demand
collection



Why work with us?



Wir denken an morgen



We offer you an opportunity to...



Help protect the **environment** (and improve your karma)



Work with a **motivated team** that makes things happen



Access expert **know-how** and financial **support** with the prototype



Bring in your expertise and have a true **impact**



Start a longer-term **cooperation**

~~MÜSSTE~~
~~SOLLTE~~
~~KÖNNTE~~
~~WÜRDE~~
~~HÄTTE~~
MACHEN!



What you need to do now: Talk to us and register!

Timeline and next steps

