

Our Course  
Till Date

and  
2024 Review



**YEARS**  
**TOGETHER WE CAN CREATE**  
**A BETTER FUTURE**



appliances  
recycling s.a.

Together we can create  
**a better future!**



## CEO's introductory note

" We work with patience and perseverance and believe that through the active citizen participation we will upgrade our life quality.

"



In **Appliances Recycling S.A.** we work daily towards optimizing the results in all aspects of our activity: the quantities of items collected and the quality environmental characteristics, the recovery targets, the number of affiliated producers, the rate of information and awareness of the citizens. Our main concern is to attain our goals with the lowest average cost, leaving at the same time the smallest possible environmental footprint. Even though we manage the most complex waste stream, we overcome difficulties, thanks to the deep knowledge of the market and the high expertise of our executives and partners. The course of **Appliances Recycling S.A.** in Greece has been very positive, resulting in ranking Greece to the first positions among the European Union countries. The operation of **Appliance Recycling S.A.** is necessary for both the environment and the economy. Apart from saving on natural resources and energy, reducing rubbish and pollution, it

also brings significant benefits for our country, as it contributes to creating new companies and job positions. A necessary condition for the development of **Appliances Recycling S.A.** is to strengthen the collective conscience of the organizations that govern it, especially those of Local Government. Local Government bodies can be a catalyst in its development process. We continue our effort to form a closer collaboration by providing the necessary collection means. Nevertheless, the most determining factor is the state. It is of utmost importance for it to react immediately in order to battle against the phenomenon of illegal traffic of WEEE. There are plenty of challenges. However we will continue to work with patience and perseverance and we strongly believe that through the active citizen participation we will upgrade the quality of our lives.

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**Marios Intzeler**

CEO

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### 1.1 Our Vision

Our vision is to create links between all citizens and bodies by inviting them to participate in a common goal, that is the protection of the environment.

### 1.2 Our Mission

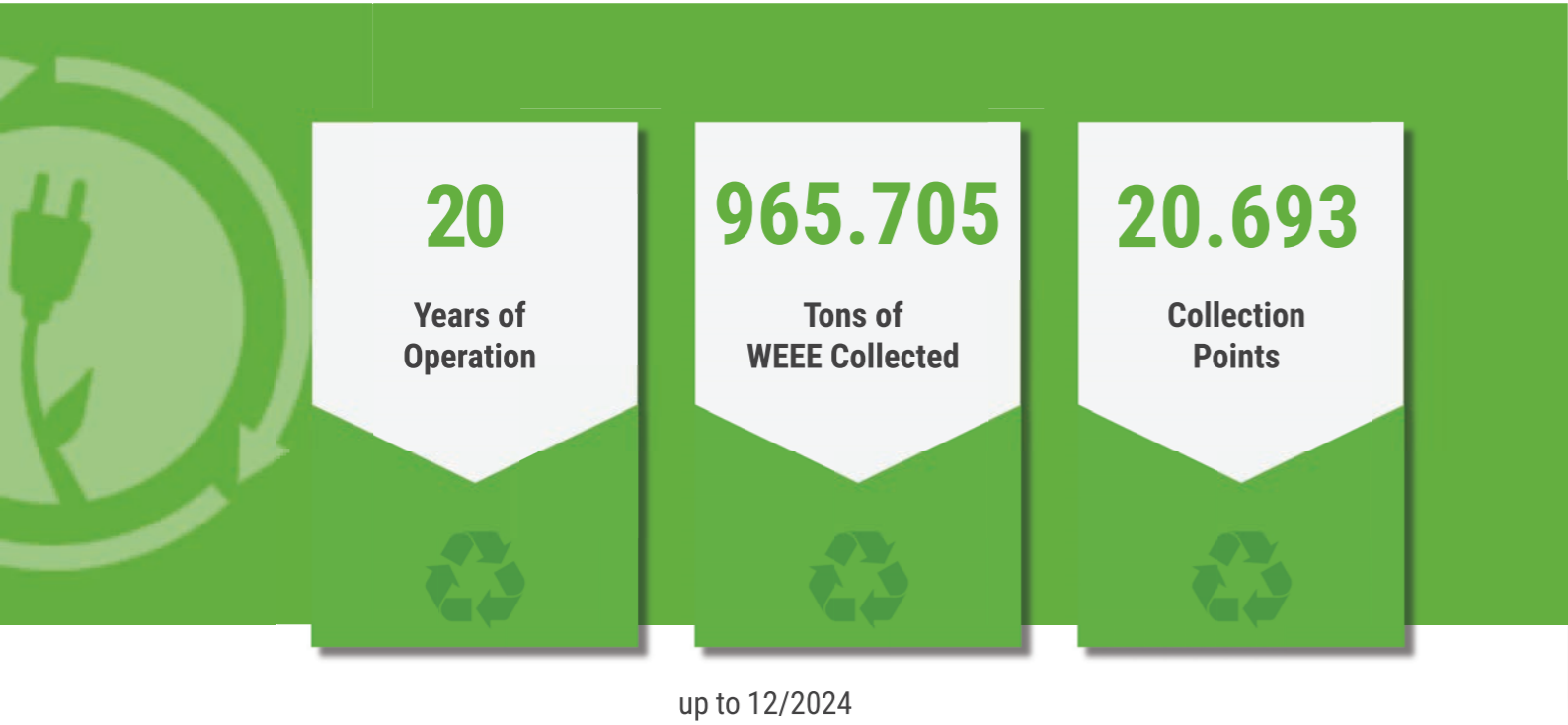
Our mission is to spread the practice of recycling Waste Electrical and Electronic Equipment (WEEE) so that no device is improperly managed.

### 1.3 Our Company

**Appliances Recycling S.A.** is the Collective System of Alternative Management of Waste Electrical and Electronic Equipment (WEEE), approved by the Hellenic Recycling Agency (EOAN) which comes under the Ministry of Environment and Energy.

The company, with **20 years of experience**, has collected over **965 thousand tons** of waste, thanks to its **20,963 collection points**.

The System ensures **94%** of the total management of WEEE management achieved in Greece. (Weeeforum, 2023)



### 1.4 National Targets

The primary goal of the company is to achieve the National Target, as set by the European and Greek legislation, as well as to effectively control the cost of WEEE Alternative Management.

According to the EU Directive, as of 2019 the National Goal of State Members is the collection of at least 65% of the average weight of appliances sold in the market in the previous three years.

In 2024, **Appliance Recycling S.A.** achieved a 38% collection rate of WEEE, relative to average weight.

### 1.5 Sharholder Structure

10 of the biggest EEE trading companies participate in **Appliances Recycling S.A.** with a share capital.



- Robert Bosch Single-Member S.A., • BSH Home Appliances S.A., • G.E. Dimitriou S.A., • Feilo Sylvania Greece S.A.,
- Fujitsu General South East Europe S.A., • Ledvance Single-Member Lighting S.A., • Philips Hellas Home Appliances Single-Member S.A.
- Siemens S.A. for Electrotechnical Projects and Products, • Signify Hellas S.A., • European Appliances Greece S.A.

### 1.6 Organizational Structure

The company is staffed by a competent and specialized workforce of **41 employees**, allocated in the following departments:



The partners of **Appliances Recycling S.A.** employ more than 1,000 employees of all fields of expertise in transport companies, collection associates and WEEE management units.

# 1.7 Cooperation with International Organizations

Appliances Recycling S.A. is a member of the **weeeforum**, the biggest association worldwide for the management of Waste Electrical and Electronic Equipment.

It is also a member of the **EucoLight** association that specializes in the management of lamps and lighting products after the end of their life. Finally, it is a member of the **weelabex**, organization, which has developed strict standards for the conduct of the required WEEE management operations in an environmentally proper manner.



# 1.8 Certifications

We have both organization and know-how.

Appliances Recycling S.A. is certified with **ISO 9001:2015** and **ISO 14001:2015**.



# 1.9 Appliances Life Cycle

## Pillars of Activity

The object of the company is to organize the collection, transport, temporary storage, separation and treatment of WEEE and their components, with the ultimate goal being the removal of substances which are hazardous for the environment and the reintegration of usable materials as raw material in the production of new products.



# 1.10 Categories we manage

**Appliances Recycling S.A.** manages all types of WEEE, including lamps and ink/toner cartridges. Depending on the characteristics of the appliances, the legislation ranks them in **6 different categories**.



# 1.11 Collection Network

The company **cooperates** with more than **13,000 retail stores, companies, organizations, bodies and municipalities**. We have created a network of more than **20,693 collection points** of electrical and electronic appliances, lamps, toner and ink cartridges. We also have containers for the collection of big appliances.

During these **20 years** of operation, we have collected and recycled over **965,000 tons** of WEEE.



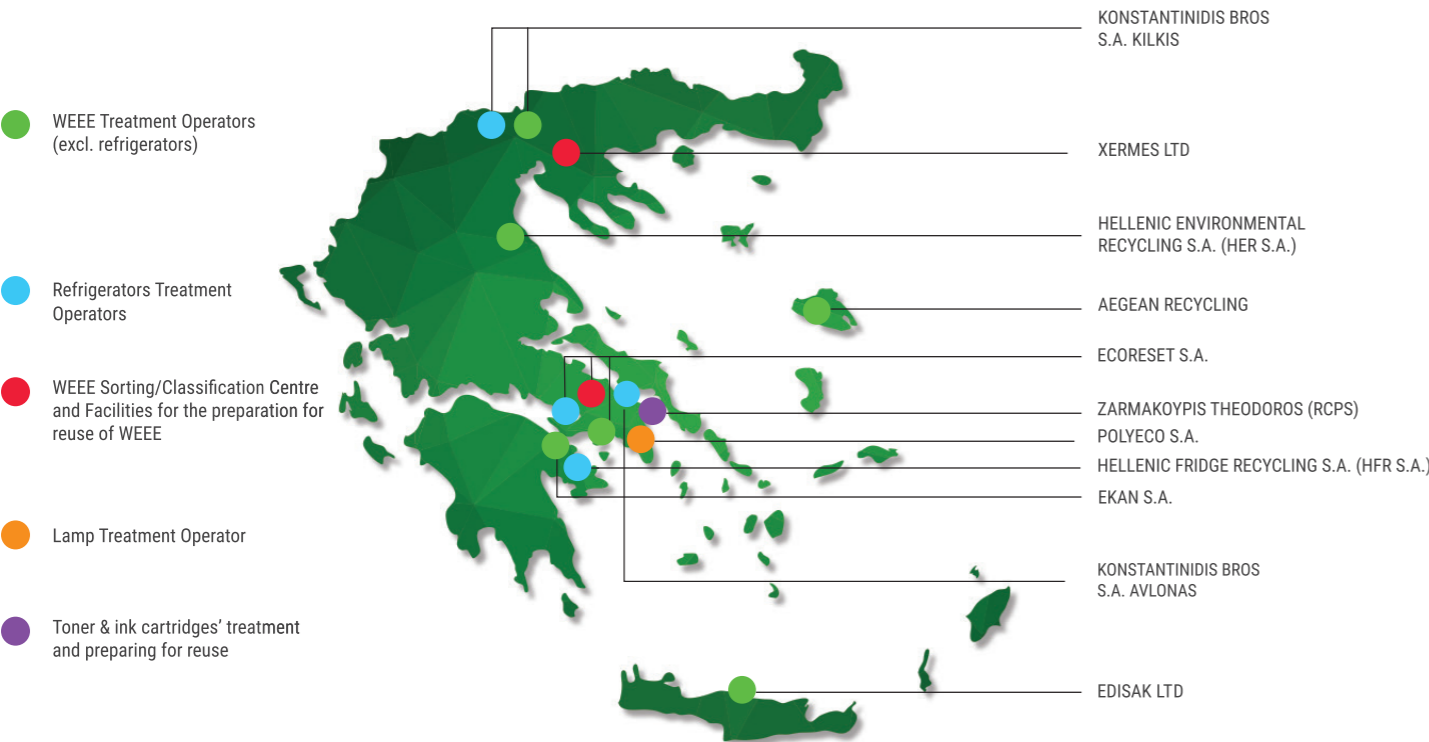
# 1.12 Transport

After collection, the appliances are transported to the partnering management units through an organized transport network, with **34 affiliated licensed WEEE transport companies** active in Greece.



# 1.13 Affiliated Treatment Operators

Appliances Recycling S.A. works with 13 licensed management units, fully equipped with latest technology machines, which perform operations for the treatment and preparation for reuse of WEEE.



WEEE Treatment Facilities			
AEGEAN RECYCLING	All WEEE categories treatment - except refrigerators, lamps & toner & ink cartridges	Mytilene, Lesvos	<div></div>
ECORESET S.A.	All WEEE categories treatment - except lamps & toner & ink cartridges	Aspropyrgos, Attica	<div></div>
	WEEE sorting and preparing for reuse		<div></div>
EDISAK LTD	All WEEE categories treatment - except refrigerators, lamps & toner & ink cartridges	Heraklion Crete	<div></div>
HELLENIC RECYCLING CENTER S.A. (EKAN S.A.)	All WEEE categories treatment - except refrigerators, lamps & toner & ink cartridges	Agioi Theodoroi Korinthias	<div></div>
HELLENIC FRIDGE RECYCLING S.A. (HFR S.A.)	Refrigerators treatment facility	Agioi Theodoroi Korinthias	<div></div>
		Sindo	
ZARMAKOYPIIS THEODOROS (RCPS)	Toner & inkjet cartridges' treatment and preparing for reuse	Mandra, Attica	<div></div>
KONSTANTINIDIS BROS S.A.	All WEEE categories treatment - except lamps & toner & ink cartridges	Aspros Kilkis & Avlonas	<div></div>
HELLENIC ENVIRONMENTAL RECYCLING S.A. (HER S.A.)	All WEEE categories treatment - except refrigerators, lamps & toner & ink cartridges	Larissa, Thessaly	<div></div>
POLYECO S.A.	Lamp Treatment	Mandra, Attica	<div></div>
XERMES LTD	WEEE sorting and preparing for reuse	Oreokastro, Thessaloniki	<div></div>

# 1.14 Environmental, Social and Economic Benefits

A significant contribution to the environment, culture and economy



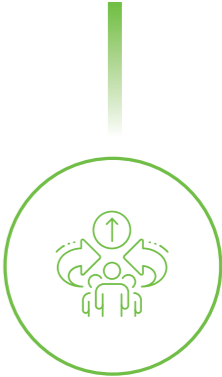
We considerably reduce environmental pollution and rubbish



We save energy & natural resources



We ensure financial benefits for our country, thanks to the recovery of raw materials



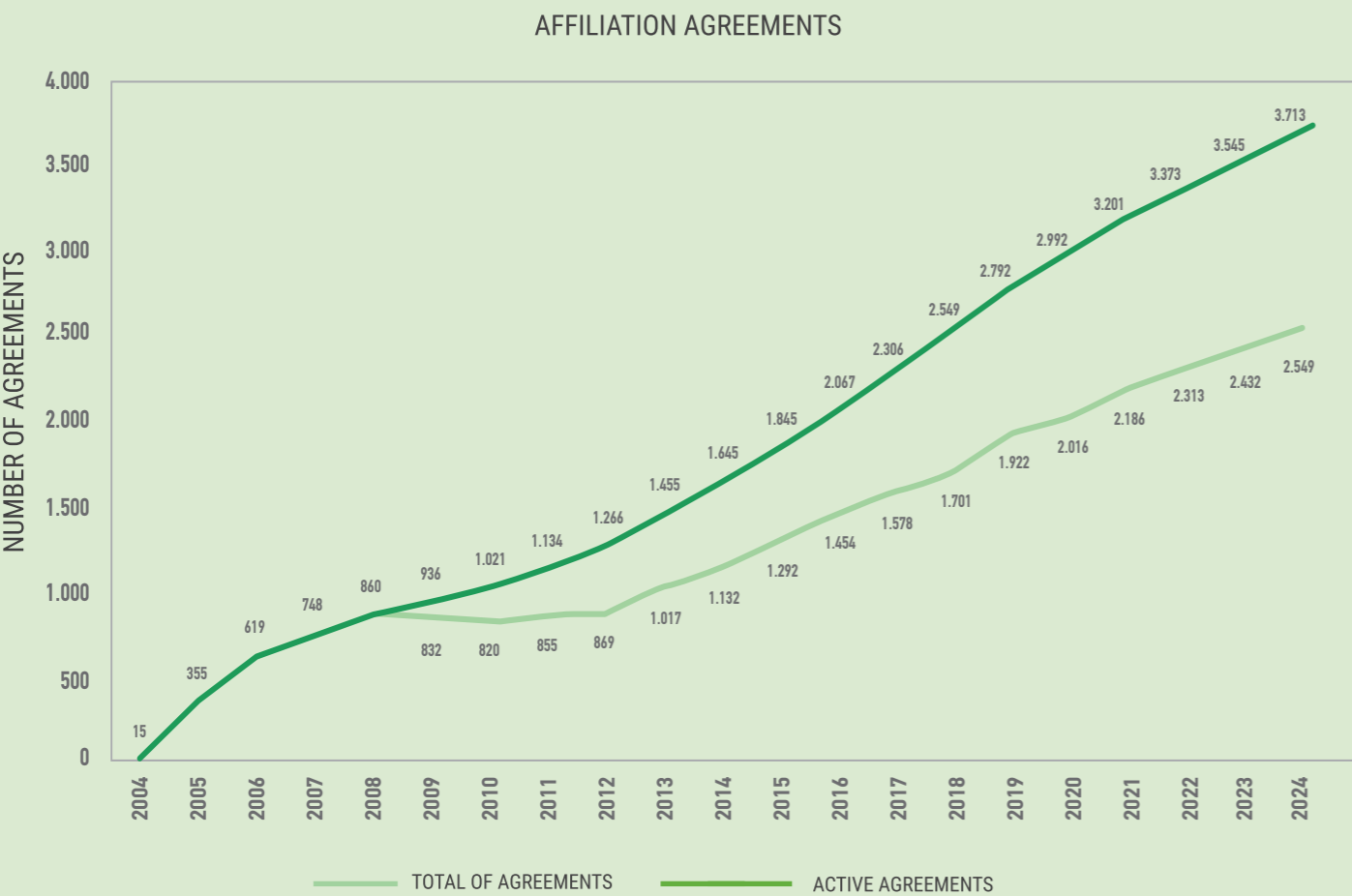
We contribute to the progress of our economy, by developing new enterprises and creating new job positions.

## 2. Review of 2024

### 2.1 Entry Agreements

The revenue of the System comes from the contributions of producers, which are proportionate to the EEE quantities they dispose to the domestic market.

Number of EEE producers who have signed an agreement with the System and their development along time

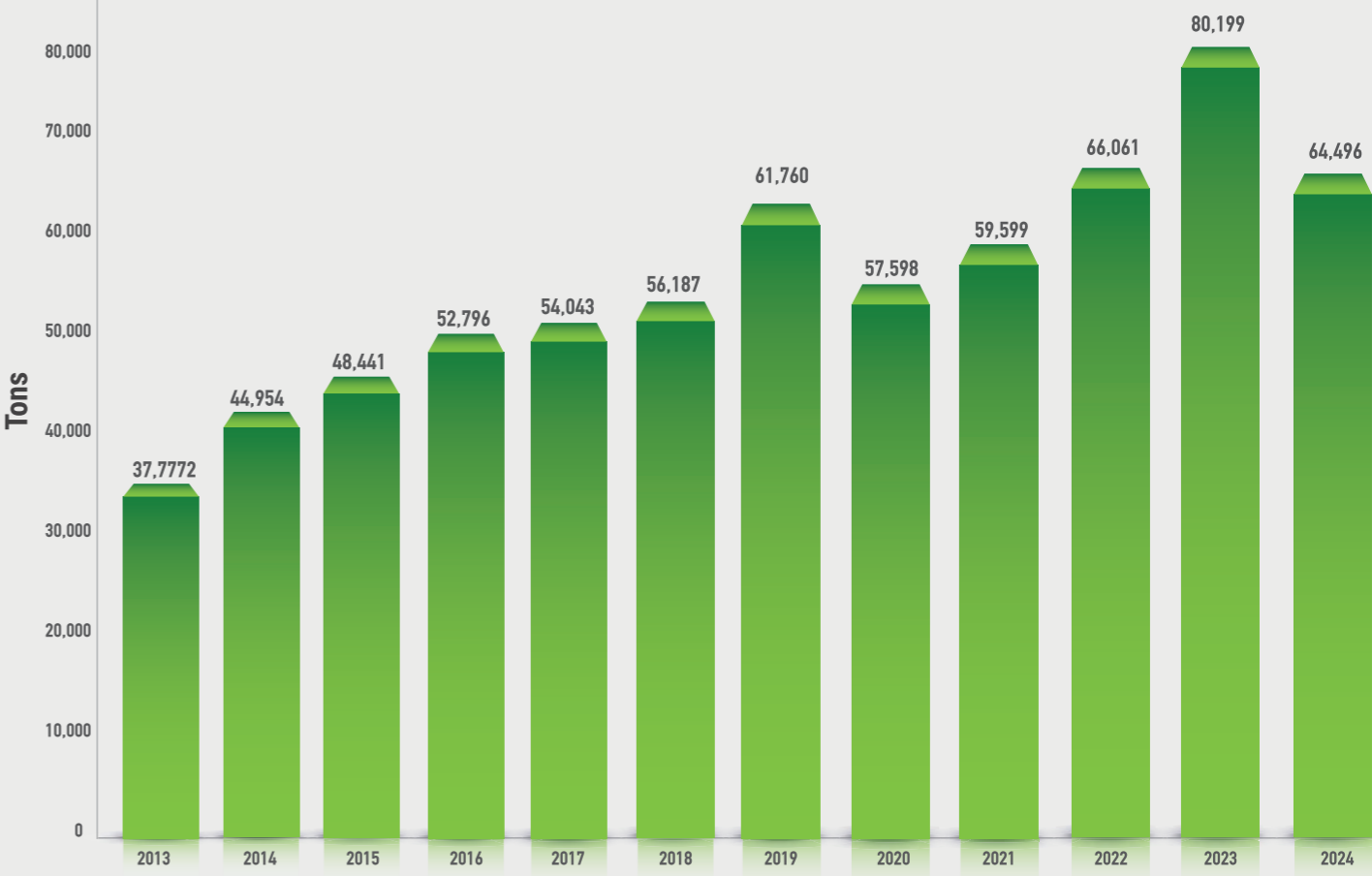


In 2024 the total of signed agreements of our company with enterprises comes to **3.713**.

2024  
**+4,7%**  
in relation to 2023

## 2.2 Progress of Collection

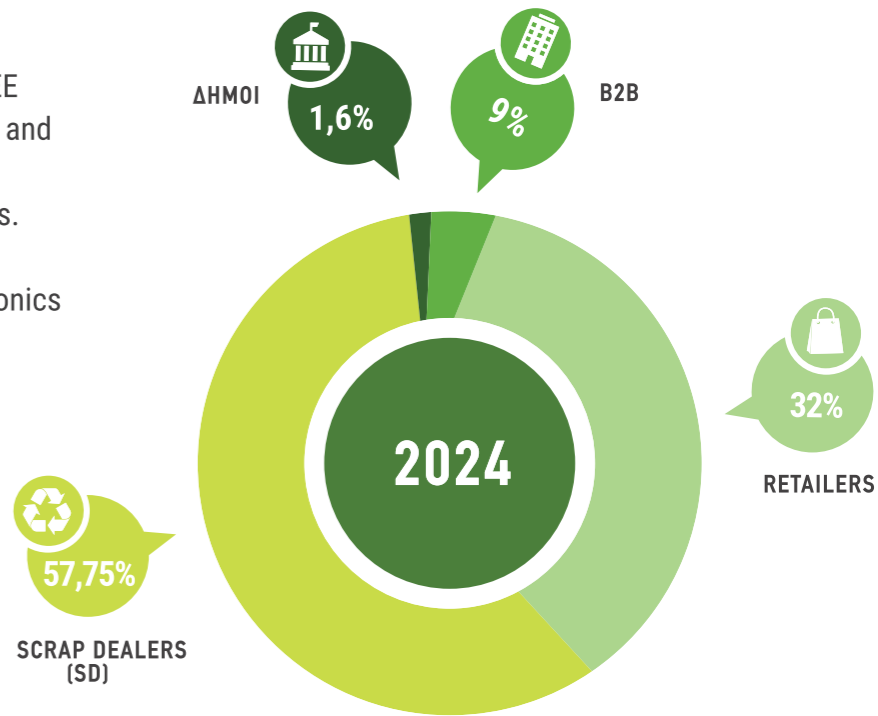
Collection per year 2013 - 2024 (in tons)



## 2.3 Collection Sources

**Appliances Recycling S.A.** collects WEEE from various sources, such as electrical and electronics stores, scrap metal dealers, companies, organizations, Municipalities.

The contribution of electrical and electronics stores is increasing over time, reaching **-19,6% in 2023**.



# 2.4 WEEE Treatment

The Total 2024 Recovery Rate for Appliances Recycling S.A. was: 94.31%

Were treated by the

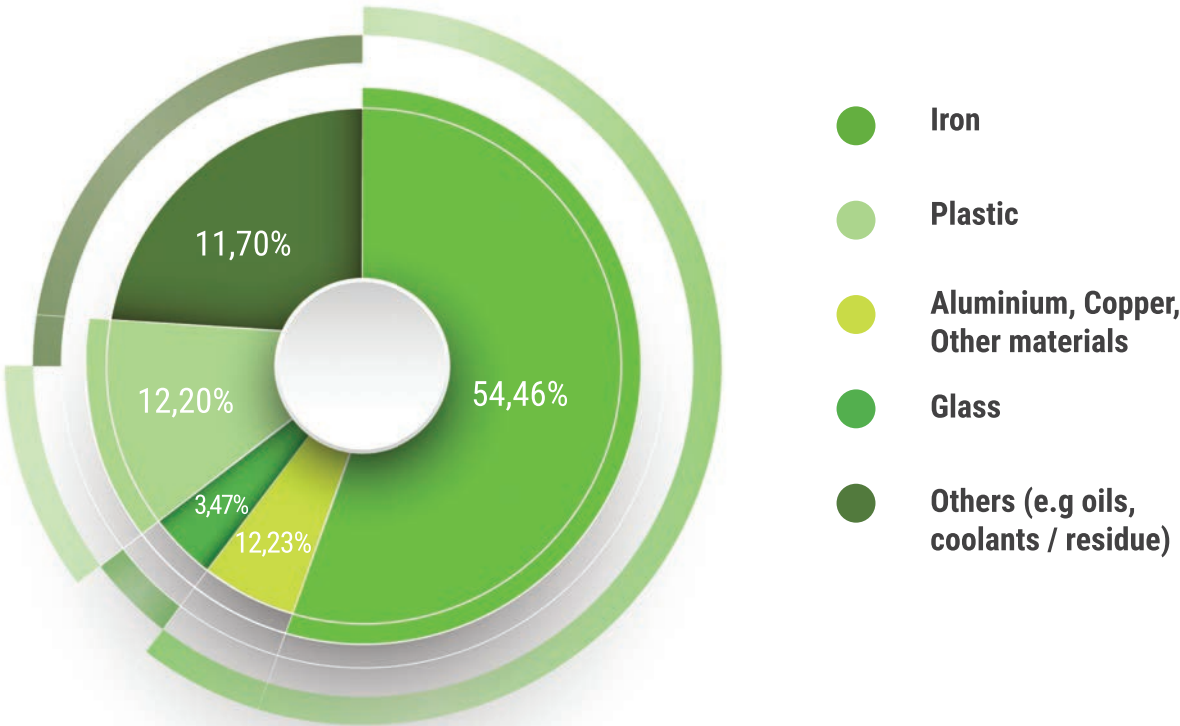
13

Affiliated Operators for WEEE treatment



75.299  
tons  
WEEE

Recovered materials (%) 2024



# Recovered Materials

1.462t  
of ALUMINUM  
recovered



≈ 119.904.143,1  
ALUMINIUM  
CANS

39.704t  
of IRON  
recovered



≈ 5,4  
EIFFEL  
TOWERS

9.582t  
of COPPER  
recovered



≈ 106,5  
LIBERTY  
STATUES

## 2.5 Circular Economy

According to the principles of circular economy, we have to wonder whether our appliance is too energy consuming, whether it is still useful or meets our needs, in order to decide to dispose it properly and maybe give it a second life.

We have to consider all these questions before we dispose our appliances, to ensure that they follow the right path, whether for recycling or reuse.



REDUCE



REUSE

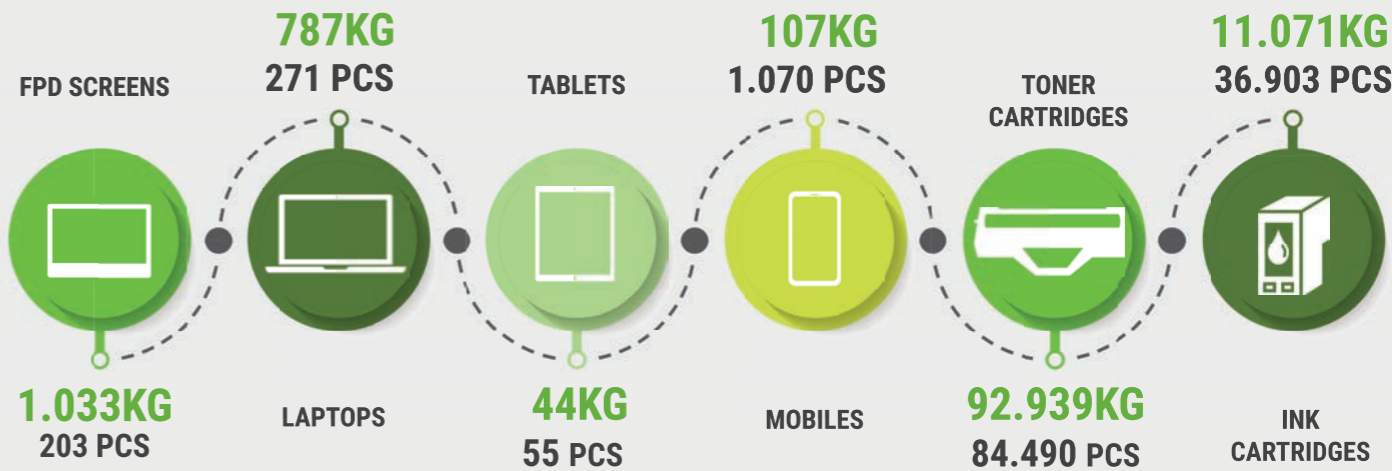


RECYCLE

## 2.6 Reuse

Reuse is the primary process for waste management. For this reason, two WEEE Sorting Centers (SC) were developed in the context of the Life ReWeee program , in Attica and Central Macedonia regions, in compliance to the European and National Legislation.

### Appliances Prepared for reuse in 2024



## Actions to Achieve Reuse Goals

- The installation of additional specialized collection units at 665 locations for separate collection of toner and ink cartridges from other WEEE.
- A pilot program was implemented for the development and installment of dedicated collection bins for the separate collection of WEEE with high reusability potential.

# Awareness Campaign

With a central message

«**TOGETHER WE CAN CREATE A BETTER TOMORROW**»

in its new campaign, **Appliances Recycling S.A.** aimed at raising public awareness by presenting the most powerful and promising device, one that can clean forests, protect the planet and save on raw materials



We are talking about the old electrical device which is forgotten in the storage room!

As long as all of us don't keep our old devices at home but recycle them in the right way: Let's take it to the **Appliances Recycling S.A. bin**, to electrical stores and Super Markets or visit [electrocycle.gr](http://electrocycle.gr) and find a bin near us.

**Never in the garbage or in the Blue bins!**



Advertising on Mass Transportation in Athens and Thessaloniki



Television



Digital Means



Radio



Cinema

The campaign includes  
**360° communication,**  
with messages to



Print Advertising

Creative design by



and the production by



# Consumer Activations



## THE MUNICIPALITY OF ATHENS COLLABORATES WITH APPLIANCES RECYCLING FOR A CLEANER CITY!

In 2024, a specially designed Recycling Van of **Recycling Appliances** was created in collaboration with a partner and reached many neighborhoods of the city.

Actions were carried out in cooperation with **4 municipalities of Attica and the Municipality of Agrafa**, reaching over **3,000 citizens**.



## Informational Events & Awareness of citizens



## MUNICIPALITIES OF ATTICA

**Appliances Recycling S.A.**, in the context of informing and raising awareness among citizens, was present at central locations in municipalities of Attica.



# FESTIVAL



Korai Square, Athens



## FESTIVAL AND EXHIBITIONS

The company, in collaboration with the Municipality of Athens, on the occasion of Recycling Day, was present at Korai Square, where it informed numerous citizens about the recycling of electrical appliances.

Additionally, it was present in Kifisia once again this year, as part of the Flower Exhibition, where it informed the exhibition visitors about collection points and the possibility of collecting large appliances from home.



Kifisia

# EXHIBITIONS



# X-MAS BAZAAR 2024 ATHENS COLLEGE



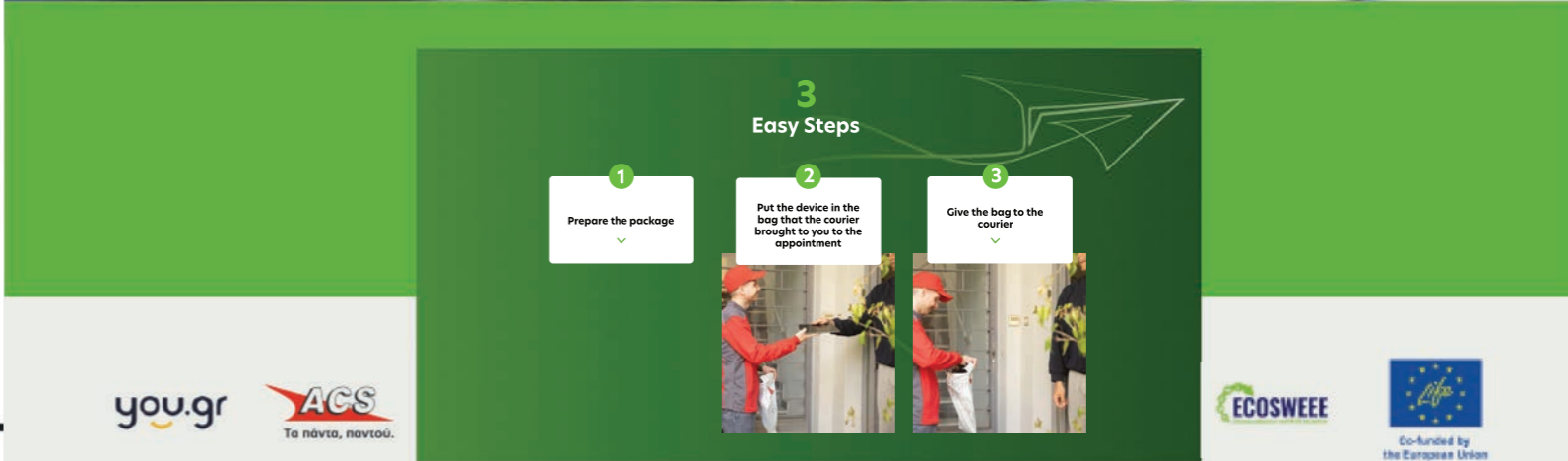
## 7 & 8 OF DECEMBER 2024

Students, parents, and friends of the College were informed during the first weekend of December about the recycling of electrical appliances, while they 'played' by virtually recycling through the application created by **Appliance Recycling S.A.** More than **1,500 students and parents** engaged with the information team.



**RECYCLE IT,  
WITH A CLICK!**

Pilot program of home pick-up of small appliances and IT equipment, completely **free of charge**.



**Appliances Recycling S.A.**, in partnership with **ACS Courier**, make the recycling process of small appliances easier for everyone!

By entering [electrocycle.gr](http://electrocycle.gr), in the **"Services"** category, you can choose the **option of free pick-up** of IT equipment/small appliances (up to 4kg.) from your own place, by simply fixing an appointment with ACS Courier.

Moreover, in the context of creating more collection points, **Appliances Recycling S.A.** bins will be available in **256 stores** of the **ACS network**, throughout the country. The action is implemented within the **LIFE ECOSWEEE** program. (project number 101104443 – LIFE22- PLP-BE-LIFE-ECOSWEEE).

Users of the service that are also members of the youclub, will be rewarded with **10 points** for any device they recycle.

# HungryBins... they are the most hungry bins!

In the context of enhancing its nationwide collection network, **Appliance Recycling S.A.**, with the support of **Eurobank**, introduced the **Hungry Bins**—outdoor containers for disposing of electrical and electronic devices. These are the company's new bins, merging **art** and **e-waste recycling**. Each bin features one of eight unique designs by street artist **SAME84** (produced by **elcproductions**), showcasing playful creatures “devouring” small electrical and electronic devices, including mobile phones, tablets, toner and ink cartridges.

Thanks to their robust construction, these bins have been placed outdoors—especially in squares and high-traffic public areas—across nine municipalities in Greece: Attica, Kalamaria, Larissa, Katerini, Trikala, Serres, Kozani, Kordelio-Evosmos, and Giannitsa. They offer citizens a 24-hour solution for conveniently disposing of electrical appliances. Additionally, two bins are located inside Eurobank's facilities in Nea Ionia and Piraeus for the bank's staff.



Each **Hungry Bin** has 3 separate openings:

Small electrical & electronic appliances (e.g. coffee makers, toasters, speakers, keyboards, handheld vacuums, headphones), mobiles & tablets, and toner & ink cartridge containers.

## Educational School Program

During the school year 2022-2023 we visited

**193 schools**

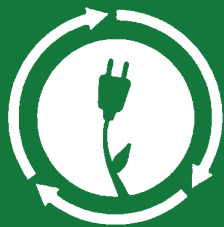
and informed about

**100.000 students and teachers**



Since 2016 that we have launched an educational program in schools all around Greece, more than **180.000** students and teachers have been informed and more than **2.600** presentation have been completed.

The program addresses to students from the third class of Primary School up to the first class of High School.



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recycling s.a.

## APPLIANCES RECYCLING S.A

Collective Alternative Management System  
Waste Electrical and Electronic Equipment

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