



European
Commission

RUN

The reuse of notebooks and similar devices



Collected notebooks
before refurbishment

The recycling of electronics is more and more common. However the devices are generally scrapped for metals with a low recovery rate, and all of the currently non-recyclable parts are wasted in the process. The project sought to implement an alternative reuse scheme. A new system for collection, refurbishment and distribution of notebooks was designed. It grants used notebooks a 'second life', avoiding the environmental and resource costs associated with the production of new ones.



Circular economy

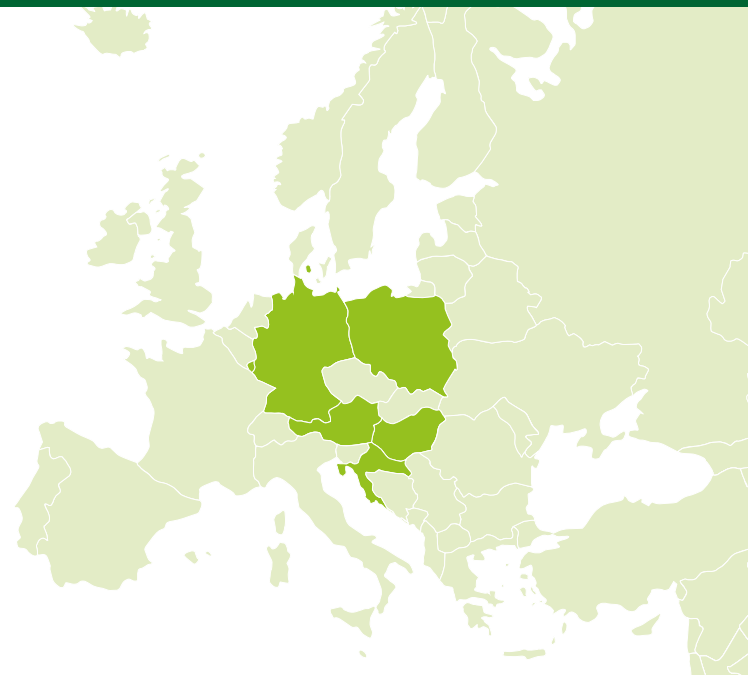


Electronics

The major innovative feature lies in exploiting a previously unutilized waste stream - devices which would otherwise be recycled conventionally or remained unused by their owner. Whereas existing refurbishment and reuse schemes revolve around large corporations as the source of electronics, thanks to streamlined leasing contracts the project focused on private households and small and medium enterprises (SME). The fragmented nature of this segment presented a special challenge in terms of logistics, which the project successfully overcame while implementing an economically viable system.

Dr. Brüning Engineering UG led a consortium of 8 partners acquiring EU funding between 2014-2017. Thanks to a dissemination and transferability plan, the business concept has spread to 3 additional EU countries since the project's conclusion.

- **Service available in Germany, Poland, Austria, Croatia, Hungary**
- **Focused on the B2C sector**
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ECO-innovation
WHEN BUSINESS MEETS THE ENVIRONMENT

Environment
& Climate
Action

Commercialisation results & areas of success

-  3000 devices refurbished in 2019 with annual growth of 20%
-  Annual turnover: €<0.5 million
-  Expected revenues in 5 years: €<0.5 million
-  Expected market share in 5 years: 10%
-  Economically, socially and environmentally sustainable business
-  62+ collection locations
-  Social element: refurbished devices are available to a low-income audience; refurbishing centers offer temporary employment to the unemployed
-  Free of charge parcel delivery in Germany
-  Complete service package for the customer and certified data erasure for the donor
-  Based on the type of notebook, more than 200 kg of CO₂ saved per refurbished device



Launched in 2008, the Eco-innovation initiative was part of the EU's Entrepreneurship and Innovation Programme (EIP), set up to support innovation among SMEs and to improve their competitiveness. It was included in the EIP's annual work programmes.

The eco-innovation initiative bridged the gap between research and the market. It helped good ideas for innovative products, services and processes that protect the environment become fully-fledged commercial prospects, ready for use by business and industry. In doing so the initiative not only helped the EU meet its environmental objectives but also boost economic growth.

The LIFE programme has financed green innovation and clean tech solutions since its start in 1992. One of today's key priorities for LIFE is to support close-to-market projects delivering innovative environmental solutions, ensuring that they are sustainable and capable of being widely taken up by society in general, and the economy in particular.

The Close-to-market initiative's aim is to help and assist the LIFE projects with market potential to develop towards successfully maintaining project results via commercialisation and upscaling of the proposed innovative solutions.

LIFE can help you to sustain and thrive even after the end of the LIFE project.

HOW TO APPLY FOR LIFE FUNDING

The European Commission organises annual calls for proposals. Full details are available at <https://ec.europa.eu/easme/en/life> <https://ec.europa.eu/easme/en/section/life/life-close-market-projects>

LEARN MORE

-  ec.europa.eu/life
-  LIFE programme
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