



Berlin, 10th September 2024

**CIRCULAR ECONOMY:
RIGHT TO REPAIR, WEEE AND DIGITAL PRODUCT PASSPORT.**

**THE EUCER COUNCIL BRINGS SUSTAINABILITY
UNDER THE SPOTLIGHT AT IFA 2024.**

A conference full of interesting ideas was held today, 10th September, at the Dream Stage of IFA 2024 in Berlin, organized by the EuCER Council in collaboration with EuroCommerce. The event was well attended by representatives of the sector, journalists and a wide range of audiences.

The debate was focused on the most current issues for the consumer electronics sector: right to repair, digital product passport and the collection of electrical and electronic waste, from a circular economy perspective. It was highlighted that there are many opportunities offered by a correct implementation of EU directives on these sensitive issues to promote economic growth and lower the environmental impact.

Ana Maria Jaime, head of sustainability at the MediaMarktSaturn Retail Group, underlined the need for close cooperation between retail and industry, in order to accelerate the adoption of shared practices and enable retailers to raise consumers' awareness.

The intervention of the State Secretary of the Federal Ministry for the Environment, Nature Protection, Nuclear Safety and Consumer Protection was very relevant, highlighting the urgent need to promote the repair of electrical and electronic products, also through economic incentives.

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The aim is to make the economy fully circular and sustainable, reducing e-waste and increasing the lifecycle of products, while providing businesses with the right conditions for operating.

"We are confident that Germany will be a source of inspiration for many other EU Member States in the transposition of directives, which, although complex, are necessary, such as the right to repair. The aim is of course to sell more sustainable products, but we need clear and well-focused rules applying to and enforced by all the operators in the market. I am impressed and very satisfied for this day, which represents a landmark in our environmental strategy. I would like to express my most heartfelt thanks to IFA and to EuroCommerce for having made this high-level and very inspiring conference possible", President Carpels declared.

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