



# ***#BETTER THAN NEW A COLLABORATIVE PROJECT***

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# JOINING FORCES TO PROMOTE REMANUFACTURING

## Ellen MacArthur Foundation & 7 members



Lifecycle care for electronics



Remanufacturing → #Better Than New

- 1 Lack of definition & standard
- 2 Trade barriers
- 3 Perception issues





CE100

# POLICY MAKERS



**A €30 BILLION MARKET IN EUROPE TODAY COULD TRIPLE BY 2030 TO BECOME #1 MARKET GLOBALLY**

**UP TO 98% CO<sub>2</sub> SAVING WITH REMANUFACTURING COMPARED TO SINGLE-LIFE PRODUCTS**



**DESIGNED TO DELIVER PERFORMANCE, NOT WASTE**

**DIGITAL: A GATEWAY TO THE FUTURE OF REMANUFACTURING**



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# CUSTOMERS



**UP TO 98% CO<sub>2</sub> SAVING WITH REMANUFACTURING COMPARED TO SINGLE-LIFE PRODUCTS**

**DESIGNED TO DELIVER PERFORMANCE, NOT WASTE**



**MADE TO LAST: DESIGNED TO BE MAINTAINED FOR MANY LIVES**

# WHITE PAPER: TARGETED RECOMMENDATIONS



"BetterThanNew"  
Designing new products for many lives  
#Remanufacturing

## POLICY MAKERS

1. Align international **definition**
2. Acknowledge the **reduced CO2 emissions and resource efficiency**
3. Introduce remanufacturing **targets** in waste legislation
4. Enforce a **2-year guarantee** on sales of used goods (B2B)
5. Eliminate regulatory **barriers to trade**

## BUSINESSES

1. **Design** future product to enable remanufacturing
2. Reconfigure supply chain to enable **product take-back**
3. Align **staff incentives** to reward value retention
4. Consider a transition from product sales models to **rental or performance models**

<https://www.ellenmacarthurfoundation.org/assets/downloads/BetterThanNew-Reman-White-Paper.pdf>





***THANK YOU***

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