

## Survey of our European Remanufacturing Members

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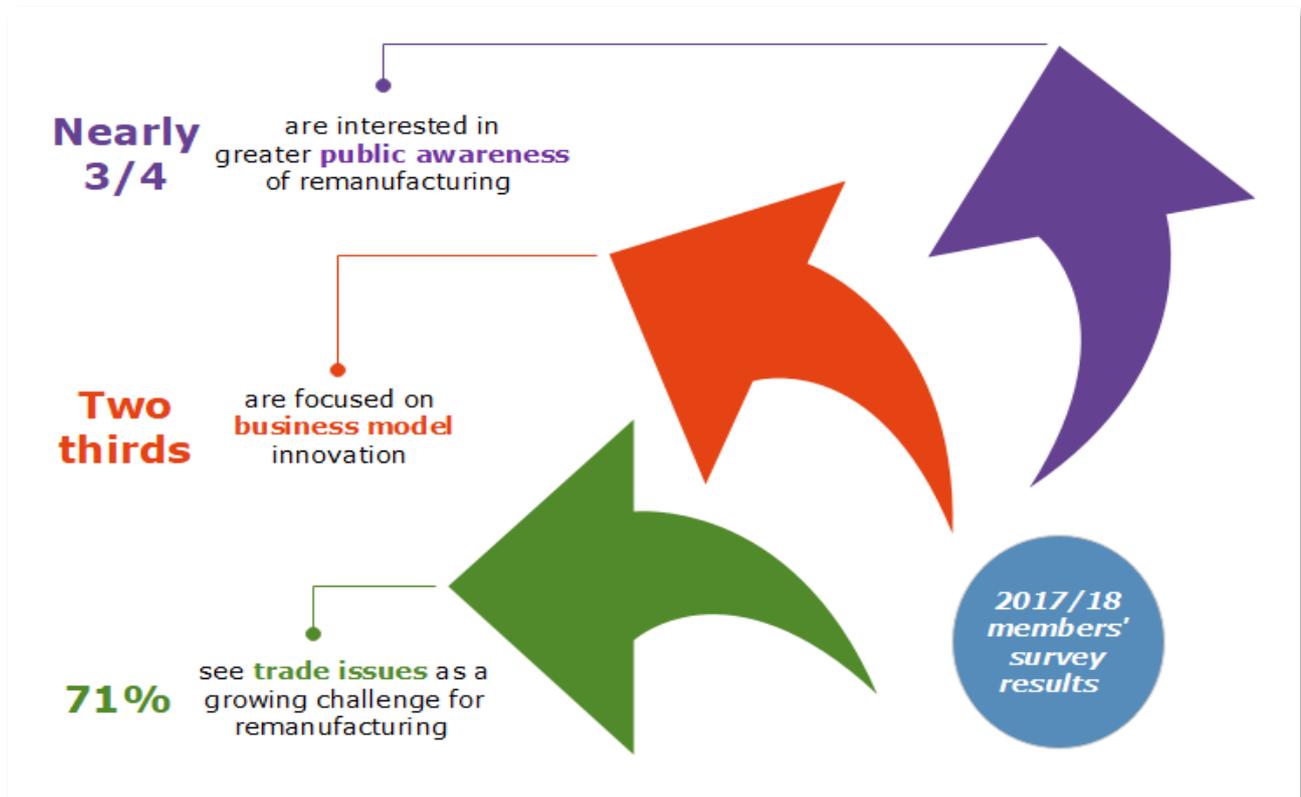
### Global Remanufacturing Day

To mark Global Remanufacturing Day on 12th April, the European Remanufacturing Council has carried out a survey of its members to find out what issues will be at the top of their agenda over the next 12 months.

Our membership represents industries in which products are returned after use to make them better than new through remanufacture, refurbishment and reconditioning. Why 'better than new'? Because, when sold again, they function just like new without the burden of needing more mined materials, or energy to form new metals. Our members' products include imaging equipment, servers and laptops, toner cartridges, electrical and automotive components, aircraft parts and medical devices.



### What our members said



## Awareness

The truth is that, because most remanufacturing is done between businesses, hardly anyone – including policy makers – understands what it is and why it is so vital to the goal of creating a lower CO<sub>2</sub> economy. We need to change this – and our member companies have said so, loud and clear.

To help educate policy makers, remanufacturing was represented at the recent [EU Circular Economy Stakeholder conference](#) where remanufacturing guru Walter Stahel led a [panel discussion](#) with our very own David Fitzsimons. In the coming months there will be many more events like this at which we will promote remanufacturing and its importance within the circular economy.



## Business model innovation

If we are to see life-extended products as a normal part of the economy and in the hands of the man on the street we need to innovate our business models.



We will be at the Ellen MacArthur Foundation accelerator event in Düsseldorf in April to promote remanufacturing business models: a topic which has been attracting great publicity as part of the discussion on how best to thrive within the circular economy. The [research](#) we carried out jointly for the European Commission in 2016 still holds true but there will be more to come this year.

## International trade

DG TRADE is negotiating multiple new free trade agreements, and members have highlighted the importance of including clauses on the trade in cores and remanufactured product. Too often remanufactured products have been overlooked, with the result that barriers to trade have continued even after new free trade deals have been signed. Our members have highlighted the problems with Brazil, Turkey and China in particular.

The growing strength of our single voice for remanufacturers across Europe is supporting the movement at a senior level – and is certainly opening doors.

## Where next?

Our members' survey tells us that there is a long way to go to achieve a circular economy, and further still to reach a point where products are routinely designed for a second life through remanufacturing. Meanwhile, we see growing public concern about product obsolescence and calls for extended producer responsibility.

On this Global Day for Remanufacturing, our member companies at least can say that they have made a start; they have taken a first step on a long journey of creating a new economy in which products last longer by design.

## So, where would we like to see the remanufacturing sector this time next year?

It is clear that the circular economy is continuing to dominate discussions in Brussels, so **a greater awareness amongst policy makers** of the crucial and valuable contribution made by remanufacturing will certainly help with trade barrier discussions and public awareness.

**Greater clarity on the types of remanufacturing business models** will give businesses wanting to innovate a basis to work from, so keep an eye on our case studies, and if you are doing something innovative which deserves a write-up, let us know.

Product obsolescence and extended producer responsibility are hot topics of debate which might trigger further regulatory changes. Businesses that have started to reject single-use disposable products in favour of extending the life of components and whole products will be on the right side of these debates. **We hope to see this recognised.**

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### About Oakdene Hollins:

Oakdene Hollins is a research and consulting business that advises clients on the circular economy and product stewardship. From offices in the UK and Brussels we provide market research and science-based evidence for Government and business clients. The company has managed European knowledge centres on remanufacturing (see [www.remanufacturing.org.uk](http://www.remanufacturing.org.uk) and [www.remanufacturing.eu](http://www.remanufacturing.eu)) and established the European Council for Remanufacturing in Brussels. Oakdene Hollins also manages the award of the European Ecolabel within the UK to companies applying to sell their products within the European single market (see [www.eu-ecolabel.uk](http://www.eu-ecolabel.uk)).



Oakdene Hollins is registered to ISO 9001:2015 and ISO 14001:2015.

### About the Conseil Européen de Remanufacture:

The vision of the European Remanufacturing Council is to triple the value of Europe's remanufacturing sector to €100 billion by 2030. We will bring together businesses from every product sector to share knowledge, and seek changes to policy with the aim of making remanufacturing a normal part of the product life cycle.

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For more information about the CER please visit  
[www.remancouncil.eu](http://www.remancouncil.eu)

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