



CIVIC & COMMUNITY ENGAGEMENT

Incentivising Recycling: Fighting Passivity by Reframing the Problem

By Alex McVeigh



INCENTIVISING RECYCLING ALEX MCVEIGH

Introduction

How often have you heard or used the phrase "we can no longer ignore climate change?" Do you believe in it? How easily can you ignore news around it, or how often do you think you excuse your own actions? Could you do more? Do you want to do more? It may sometimes feel hard to escape the vast calls to action or endless space for self-reflection or even just the media putting the issue under scrutiny and into the spotlight. Whether a focus on controversial changes to packaging in supermarkets¹, issues surrounding single use plastics², or the voicing of ongoing concerns surrounding exportation of plastic waste between countries³ – our actions (or inactivity) around waste is moving higher up the agenda and gaining more coverage. More presence in the news or across social media often correlates to more awareness, meaning improved understanding of the issues at the heart of the problem. But do we actually understand the intricacies and complexities linked to waste management? We are told we need to recycle more, live more sustainably, do more and yet reports reveal we are in fact not doing nearly enough.

Currently, 2.01 billion tons of municipal solid waste are generated annually, with 33% not being handled in an environmentally safe manner. Of these 2.01 billion tons, high income countries generate over 1/3, despite only accounting for 16% of the population⁴. Some equally alarming statistics from 2015 show that 79% of plastics end up in landfills, dumps or as litter in the environment. 12% are incinerated and only 9% are in fact recycled⁵. If our current production and waste management trends continue, roughly 12,000 mega (million) tons of plastic waste will be in landfills or in the natural environment by 2050. This represents an increase of 70% in the next 30 years. Not a great picture for indicating a correlation between awareness and action.

Delving deeper into recycling statistics for the UK highlights the Northern Ireland, England, and Scotland recycling rates of household waste are falling behind the 2020 target of 50%, and well below the expectations set by Wales amongst other high performing countries⁶. Germany, Taiwan, and Wales hold the top spots for having exemplary recycling levels mainly due to various policies in place. They are known to have comprehensive schemes to enable recycling to happen, clear performance targets





and policy objectives, good funding for recycling, and distinct initiatives to encourage citizens to recycle. Germany for example has had a deposit return scheme for plastic bottles active since 2003. More recently, countries have experienced a rise in pay-as-you-throw (PAYT) systems for residual household waste with debates ongoing about their effectiveness in improving UK recycling rates, in a bid to reach the ambitious EU 65% recycling target that many governments are hoping to achieve or even exceed.

Amongst all these ongoing efforts and evidence of excellent recycling rates worldwide, there is a lot that can be learned. We are told – and most of us know deep down inside – we need to recycle more, live more sustainably, do more to shift the trajectory we are on. At the moment those who are engaged in the problem feel as though they are calling for help and it is falling on deaf ears. Care for the environment and sustainable living is arguably a sphere where the committed are passionately committed, and the rest trail behind in terms of participation and proactivity. How do you engage the apathetic, when they remain apathetic on an issue as troubling as waste and the environment?

What if we reframed the problem, and instead of focussing on the 'more,' we focussed on getting people to do better? When individuals are encouraged to carry out better, but simple everyday actions, it feels more achievable. When businesses and workplaces feel actions are feasible, they become more invested in seeing them through.

When asked to do more, it emphasises what an individual is already doing isn't enough (discouraging) and can evoke a feeling of the end goal being out of reach ("I simply can't do more"). It addresses the trouble that comes with asking people to do 'more' in that it may be out of their reach. With the right information and tools, it is more often than not completely within reach for us to do better. By doing better you reframe the challenge in someone's mind so they could just be repeating one action but with guidance, encouragement, and feedback – almost like improving through coaching. **You** should do more. **We** can do better. In the context of recycling, this reframing of the problem can be achieved through an improved connection with the objectives (you are not expected to overhaul your life to save the world singlehandedly) and understanding of the outcomes. But as always, a bit of help can go a long way on the journey to behaviour change.



What is the problem?

Homing in on the overall problem, it is fair to say that based on the reality of our global waste problem, that for the sake of our planet there needs to be change. Especially as experts warn we are running out of time, options, and excuses. It is an ongoing debate on where to shift the blame and what is contributing the most to this serious worldwide problem. Is it in the hands of those who create and manufacture unsustainable materials such as non-recyclable plastics? Potentially. Is it a country-specific problem rather than a global concern? Arguably both. These are questions and answers that only touch on part of the story in the same way country-specific recycling legislations, creation of alternative sustainable materials, banning of single use plastics, and circular concepts are only part of the solution. Resolving the issues depends upon collective action and collective commitment, finger-pointing and fragmentation may turn out to be costly distractions. Especially as they dilute focus on some of the bigger hinderances to those tackling the everyday issues.

Beverly Eckerman, Director of AVC WEEECO Ltd, is one of the people navigating those everyday hurdles.

Amidst the specific challenges in waste management and recycling, waste electrical and electronic equipment (WEEE) is one of the fastest growing streams, mainly because it often gets lost or wrongly included in with general waste⁷. AVC WEEECO brings Producer Compliance Schemes (PCS) and Approved Authorised Treatment Facilities (AATF) together in providing turnkey solutions for producers, distributors, local authorities, and business final holders of WEEE. They enable public and private sector organisations to fulfil their legal responsibility arising from UK WEEE regulations, their main objective being generation of awareness of the effects that WEEE is having on the environment.

Currently, WEEE is heavily regulated to reduce the amount that ends up in landfill. Producers of such products (manufacturers, resellers, importers, distributors) are required to comply and register as a producer annually. With this comes strict processes and fines as a result of non-compliance.

Beverly believes that a core issue is the lack of awareness and information on correct disposal. *"Very little is done to incentivise businesses to register with compliance schemes, but also the information just isn't out there to educate and inform the general public on what they can do at an individual level."* She feels that compliance doesn't register as a business priority a lot of the time, instead responsible WEEE management and disposal becomes a chore or extra labour when really the benefits and rewards are in place for proper compliance. It is a problem AVC WEEECO have seen prevalently among online retailers that sell on a variety of platforms such as such as Amazon and eBay⁸.

Beverly reckons the issue stems from the "throwaway society" habits we have all been guilty of at some point or another. Throwing away has become too easy. When your hairdryer breaks it more often than not either sits in a drawer for the rest of time or it goes in the bin since we all too often do not know what to do to get rid of it. Correct WEEE compliance on an individual level involves abiding by rules to not dispose of electrical items in general waste and either going to recycling centres or arranging collections, but unfortunately this frequently tends to be at the back of everyone's mind.

This lack of prioritisation and motivation to recycle becomes clear when looking at the statistics. WEEE targets have been missed for a 3rd consecutive year in the UK⁹. When speaking with Beverly and looking into the future, she feels that the first step is to make recycling and sustainable waste management easier, in terms of accessible collections and ease of receiving the correct information. If the process is not easy, no one will want to partake. Going back to the example of electrical waste, even cables can



be recycled at your local 'tip,' but how many people actually know this? However, she does also think that to be successful recycling needs to be the bigger picture: if people can get on board with recycling plastics, they'll get on board with recycling electrical waste. By beginning to educate on a much broader scale, you can set people and communities on a path towards improving their waste management and recycling habits with every new step they take. WEEECO can see how government advice and the media can be valuable channels for raising awareness and bringing information to the public. When considering and comparing WEEE to other compliance or behavioural issues in the public eye, the lack of awareness becomes apparent. On 1st July 2007 smoking was banned in public spaces in the UK, something that is fair to say is remembered vividly by a vast amount of the population. In that same year, WEEE regulations with the aim of regulating and motivating electrical recycling also came into effect. The difference here was little to no coverage in spite of the fact it was also legislation that would affect almost every individual, community, and business.

It is evident from Beverly's point of view and from analysing the situation overall that any improvement to compliance and commitment will need altered attitudes towards recycling of electronics. Retailers have a large role to play here. Consistent developments to the [Distributor Take Back \(DTB\) scheme](#) are ongoing, where retailers can register and offer like for like exchanges on new for old electrical equipment to consumers. The new phase of this scheme will make it obligatory for large retailers to provide in store take back facilities from January 2021, with the goal of improving retailer responsibility and boosting collection rates by making recycling more convenient for consumers¹⁰. This represents a glimpse of hope for change in the near future, but whether we will see genuine changes to attitudes, is questionable.

It is easy to say that recycling should be easy because it is in everyone's best interest, especially when a lot of the consequences in some way or another affect every one of us. Increased pollution, endangered wildlife as a result of chemical build ups, non-degradable plastics lining our towns and cities, landfill overflows. On a business level, there are plenty of leaders who think investing in recycling is counterproductive on top of their existing costs. This is despite the benefits compliance can bring in terms of attracting high quality talent, staff retention, employee and customer engagement, potential cost savings from sustainable initiatives. Yet, recycling has such a reputation for being additional work, extra taxing, and something that does not fit with the easy everyday life that so many wish to live. This raises the question: how do you incentivise what should so evidently be in one's self interest?



Understanding the problem

Understanding the problem starts with defining success – what exactly do we want to achieve? Getting your friends, family, and co-workers on board with using recycling bins and separating rubbish is great but represents only one partial element. True success can be defined by genuine, meaningful action and changed perspectives, rather than just behaviours for the sake of necessary compliance. As a society, we ideally want to move from simply ensuring compliance with necessary regulations, to having a full commitment to eco-friendly behaviours, and considering how our attitudes and actions affect the world around us.



Standard behaviours.

Ensuring compliance with company regulations and local legislation E.g. Using recycling bins properly.



Moving a step forward towards 'green' behaviours.

Effective waste management, provision of information on correct procedures for recycling and embedding it into your internal messaging. Reduce, reuse, and recycle regulations and practise sustainable marketing.



Full commitment to eco-friendly behaviours.

Complete shift to sustainable processes.

Continuous improvements in waste management, zero waste schemes, monitoring and feedback of methods, integration of technological solutions, reward and recognition incentives, enhancing participation collaboration through bespoke solutions.

Now to get to the crux of it and return to a burning question from earlier that requires a complex answer: why is it so hard to motivate people to recycle? Surely, if it is a good thing to do, it should be easy? The simple version – more effort is required than just throwing everything into a single bin, people already have enough to worry about and recycling tends to be low on the priority list. To give the complex answer, we need to look at a little theory.

The well-known behaviour model of BJ Fogg (B=MAP), highlights that for a behaviour to happen, there needs to be several synchronous events and traits present: motivation, ability, and prompts.

Firstly, there needs to be some motivation to do it. In this case, the motivation may simply be that it is good for the planet to recycle, and typically, people want to do good things where they can. Secondly, ability: behaviours are more likely to happen when the action is easy to do. With recycling, the act of separating materials, examining them to ensure they're being disposed of correctly, and potentially even making trips to special recycling points or centres unfortunately requires more effort than simply using your general household waste bin. Something highlighted by Beverly as an issue as to why businesses don't comply to electronic recycling regulations. Finally, for a behaviour to happen, there needs to be a prompt. This may be setting specific daily alarms for recycling or having post-it note



reminders, at a time you know you will be free. In this instance, the alarm or post-it is the prompt. Over time, if the recycling bin is red, for instance, seeing the colour red might well become associated with recycling and act as a prompt in its own right. However, before this can happen, the prompts need to be deliberate to start embedding that behaviour.

Despite the fact that recycling is a good thing, and that where possible, people desire to do good things, we are subconsciously quick to analyse the cost versus the benefit that recycling can provide. Have you ever asked yourself "Does this go in the recycling bin?" and as a result of not knowing the answer, you put it into general waste? This is a prime example of how naturally, there can be a degree of complexity. At some point you may lack sufficient motivation, despite generally caring about your impact on the environment, there are times where this can be low on the priority list due to a pressing work task for example. Also, without some sort of reminder such as an alarm or post it note, you may be unlikely to carry out that specific recycling task because you have not been prompted to do so. Again, naturally, as humans we are unlikely to carry out a new behaviour without being prompted.

Tackling the Problem

Incentivisation

To summarise the theoretical basis of incentivisation, behavioural and cognitive sciences help us to understand that human actions are based on a mix of conscious and non-conscious processes. Conscious processes being those which an individual is aware of, and non-conscious processes being those that individuals tend to be consciously oblivious to. Interestingly, people are only aware of a very limited subset of psychological processes. It's the influence of these non-conscious processes that is much more important to consider with incentivisation. To put it into perspective, think about a household, and how much more effective it is to introduce increased healthy food options rather than simply telling someone the consequences of an unhealthy lifestyle, with the goal of encouraging them to make healthier choices. This is good way to look at incentivisation in the context of recycling, too.

At WEEECO, Beverly Eckerman can say she has countless real-life experiences where identifying and changing one small behaviour has dramatically impacted the bigger picture. "People pick up on that one small thing, and because they're getting praise and recognition, they work on it and end up making the whole process work better." Incentivisation needs to be about changing the environment to facilitate a behaviour change, rather than attempting to directly change someone's mind and way of thinking. Back to thinking about the 3 basic conditions: motivation, ability, and prompts. When these are established, people are encouraged to get on board with recycling because even when only a small amount of motivation exists, the ease and help of prompts will allow the behaviour to happen. Different motivational strategies can show how exactly this can be done.

Behaviour Model Elements	Strategy	Description	Example
Ability	Environmental restructuring	To make recycling behaviours easier, there shouldn't be too many options to choose from. It should be a clear, distinct process that's easy to follow.	3 different coloured bins for 3 different types. Set collections on fixed days.
	Effective education	People need to be informed of <i>how</i> to recycle properly as well as <i>why</i> to recycle.	Stop the misconception of 'it all just goes to one place to be sorted anyway' in education.
Motivation	Incentivisation with fiscal measures	Make people aware of the direct impact that not recycling can have on them individually, perhaps financially. Or the impact on their community, such as needing a new landfill site.	Use a positive reinforcement such as 'if you do X amount of recycling, your council tax will decrease' rather than a negative reinforcement such as 'if you don't do X amount of recycling, your council tax will increase'
Prompt	Use of persuasive technology	Technological tools and programmes can help to facilitate recycling and promote correct behaviours in citizens.	Use of advanced solutions such as smart bins that alert in real-time when an item is incorrect. Or an app or web solution that can educate, inspire, and engage individuals in recycling effectively.



The Power of Gamification

The third strategy mentioned in the table represents an interesting field: the use of technology to incentivise recycling. Integration of gamification or game elements is proven to aid with behaviour change, and therefore should not go amiss when thinking about recycling incentivisation.

Gamification can be defined as the discipline that uses game elements (typical in video game design) and applies them in non-recreational contexts, with the aim of increasing the degree of commitment (engagement) and fun or enjoyment (user experience) of the participant. It can come into play in a few areas looking back at BJ Fogg's behavioural model.

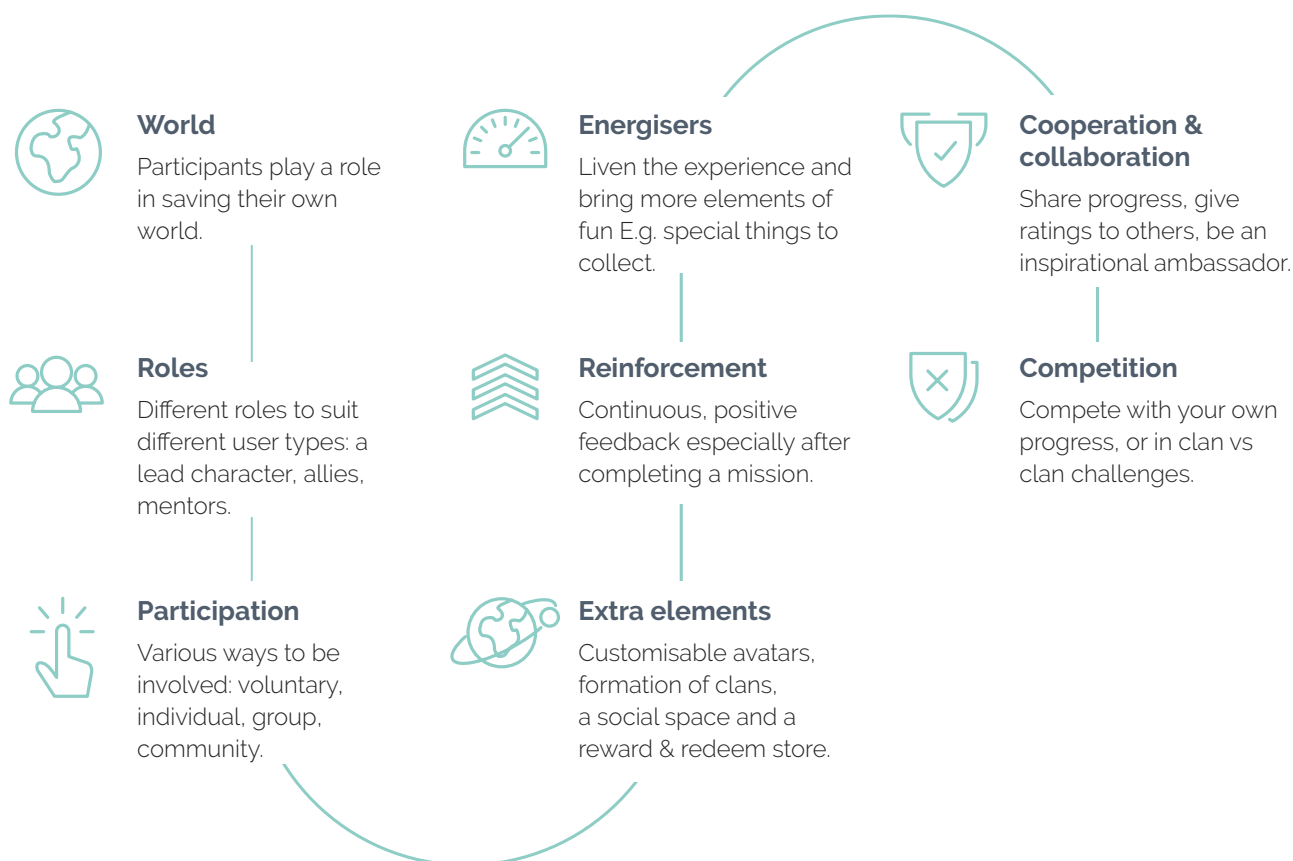
It could be used in a very direct way to improve motivation. For example, as part of an [interactive recycling bank](#) or a [bottle bank arcade](#). The disadvantage here being that such interventions can often be short-lived if the novelty wears off. It can be a great complementary addition to a marketing campaign, but ideally when it comes to recycling, it should be something that makes a real impactful difference.

Other examples of gamification in this field can be seen, such as its use to create fun educational materials that will provide more insight to people about what the importance of recycling is. Games such as [North London Waste Authority's 'Waste or Recycling' game](#) and [Litter Critters](#) can help to educate children about what can and can't be recycled, along with reasons why. Games like Sim City take a more abstract approach by showing players the results of not recycling. This goes towards improving subconscious or conscious awareness, but less towards directly impacting and sustaining behaviours.

Within the space, various games have been developed to see how gameplay and incentives can impact recycling behaviours, for example, [WasteApp](#) was created as part of an Horizon 2020 project to see how simple game mechanics and incentives could improve recycling and waste management in tourists. They found that they could positively impact behaviour towards compliance with different pilot cities' rulings around recycling and waste management. The game simply gives the users points for positive behaviours that can then be converted into physical rewards.



Accounting for different user types by providing different roles, provision of fun and dynamic elements, positive reinforcement and the ability to share, collaborate, and compete are amongst some of what makes an impactful combination of game elements that can create a compelling solution for recycling incentivisation, with behavioural change at its core.



Delving Deeper

Ultimately, Gamification is gradually becoming more of an umbrella term which includes different disciplines and applications of game design, such as the concept of '[Serious Play Experiences](#)', which can help make reality much more attractive and entertaining. These are experiences where fun narratives and game elements can be introduced without losing sight of the serious objectives driving them (for example: incentivising recycling across communities, sustaining interest in learning materials, etc). Often because of the serious nature of such contexts, applying fun elements can significantly enhance motivation, commitment, and participation – resulting in a successful achievement of objectives.

Serious play experiences have the potential to thoroughly motivate people to do something. However, a common, evident problem lies in the fact that people are motivated in different ways, by different things. What works for one person, may not work for another. This is where the [RAMP](#) model can help, as it identifies varying intrinsic motivations and acknowledges different user types.

Relatedness	citizens will have a sense of community, particularly when it is a community action to contribute towards helping their local areas, the environment, wildlife, and in general protecting the planet for a future generation
Autonomy	citizens will be motivated by the control and management of how they contribute and what recycling measures they take
Mastery	citizens will be motivated by a sense of progress as they continue to contribute
Purpose	citizens will associate their behaviour as contributing towards saving their community, and the planet, and this is what will motivate them

When designing new approaches or solutions to problems, it's important to keep in mind that one size does not fit all. This is why considering user and motivation types is valuable, to design a multi-faceted solution rather than a blanket statement. If we think back to the "do more versus do better" dilemma, considering different drives and motivations can help provide different options for people to choose from and focus on in their efforts to do better. It is again a step towards reframing the situation to make people feel they, and their needs, have been thought of and that they are at the heart of the solution – rather than the core of the problem. In the context of recycling, let's have a look at 2 example user types and how their motivations may vary.



Annie: representing an active participant on an individual level

General persona:

An extremely active, social person with a desire to achieve.

In the context of recycling:

She can be seen as an active participant in the context of recycling, considering her general persona. Therefore, her motivations in terms of recycling:

- Influenced by mastery – achieving a sense of progress as she contributes to the cause. Being able to see her progress and what she is contributing to could be a way to address this.
- Her social side makes her motivated by the ability to share her knowledge, and gain positive reinforcement.



John and his neighbouring community: representing recycling on a community level

General persona:

A social community not particularly active or proactive in their approaches

In the context of recycling:

Collectively, they care about a sustainable future, but their actions don't reflect this desire. Motivations in terms of recycling:

- More impacted by relatedness element, of working collaboratively to achieve a goal. Can be addressed through neighbourhood wide schemes, seeing how they are positively impacting the world around them and providing a better future for their kids



The Theory in Practice - How Could a Digital Engagement Solution Help?

Provision of useful and effective recycling facilities, sending out relevant advice and information to households and businesses, and embarking on deposit return schemes are amongst the different ways in which local councils are helping to battle the nationwide recycling problem. The most recent figures for England in 2018/19 show an alarming [0.3% rise](#) in overall recycling levels from the previous year, alongside the waste per person rate staying relatively high. The UK overall is falling behind the target household recycling objective of 50% and despite the efforts of governments and local councils, the role of individuals and communities feeding into and providing the foundations for reaching those objectives cannot be ignored.

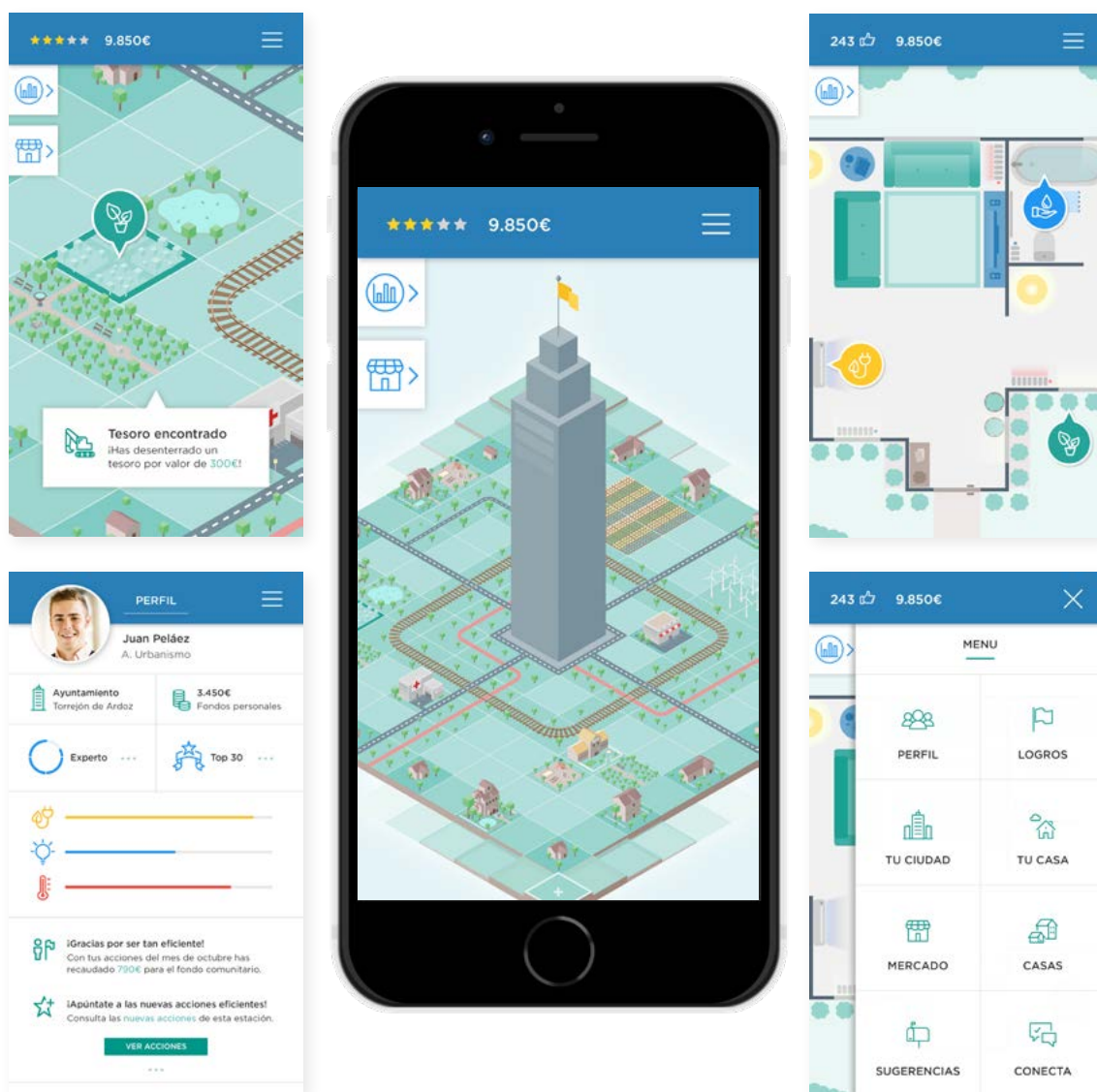
This raises the question: when most traditional methods are failing, how can you get individuals, communities, and businesses on board and engaged in meeting that nationwide target of 50%? The answer could lie in understanding your audience and getting a bit creative.

We have the power and flexibility of technology at our fingertips today, and there are many ways of creating an engaging digital solution to capture people's minds that don't involve "just making an app". Basing the strategy on human behavioural science, coupled with some game elements, a solution could enhance motivation and commitment to a process whilst reinforcing positive behaviours (in this case around recycling), helping to improve the national situation in a lasting, sustainable way.

Let's call the engagement solution, 'Smart Tower,' a virtual universe with a video game aesthetic. Users are tasked with and responsible for building and maintaining a sustainable, modern city through actions such as correctly disposing of electronic waste and repurposing unwanted items. Completion of these types of positive actions earn participants coins which they can then invest into improving the city.

As well as this autonomy (freedom) to build the city however you like, the solution could have different challenges relating to learning new things about recycling, awareness of the impact of certain recycling behaviours, alongside the ability to share on social media. Users subliminally develop new knowledge and behaviours which they can then adapt and apply in the real-world, share their progress, and encourage others to follow suit.





As users grow their eco-city, they receive positive reinforcement through the solution, known to be a contributor to behavioural change. The social element is then reinforced by allowing participants to give each other positive reinforcement and recognition. These rewards and encouragement can take the form of receiving likes, gaining exclusive rewards for their progress, and even the ability to carry out special, exclusive actions such as signing the community tree or naming buildings and monuments.

The solution could be easily integrated into a number of contexts: schools, universities, businesses, local communities, and still have the same impactful benefits for all involved. The opportunities are endless, it could be a way for groups to work together and see how they stack up against others, all working towards the same goal.

The result? Through the dynamic and engaging experience, users heighten their curiosity and commitment to learn and explore, develop improved habits they can then apply in other settings outside of the solution, remain continuously motivated by their sense of progression and accomplishment in this shared environment. A space to learn without 'real world' implications, a boost to awareness on the matter, and a more meaningful connection with the objectives.

Measuring Success

When thinking about incentivising recycling and encouraging new, positive behaviours, it's important to emphasise that the focus needs to be long term. It needs to be an ongoing, sustainable process. And this is why measuring success is so vital.

Step one in measuring success undoubtedly is to understand exactly how success is defined in this context. The overall goal here is to incentivise recycling, but not just to make people use their bin more frequently because they're told to. The ultimate goal is to change behaviours, get people on board and engaged with this problem so that we can tackle it collectively.

To measure success, the solution must be continually monitored, areas to improve addressed, and evolving trends adapted for. Different indicators for success in this case could be as follows:

- Level of participation during the experience.
- Degree in which the participants put the acquired knowledge into practice
- Number of actions carried out by the participants that add value to the experience, e.g. publishing their achievements to social media, sharing updates or hints.
- User evaluation of the proposal by the participants and collaborators.
- Reduction of "general" waste and increasing volume of recycled waste.

What works today, might not work next month, or in 6 months, or in the next year. Keeping on top of the meaning of success when it comes to recycling incentivisation, as well as measuring it, will help to assure that the desired behaviour change is sustainable in the long term.

Where do we go from here?

Beverly Eckerman talks about how she can remember a time of genuine, community-based sustainability. It wasn't that long ago. Things around the house got fixed or reused, be it clothes from your older siblings, leftover food, milk bottles, electrical items, and so on, in part because it was the 'done' thing but also because other options weren't available. As a result, people's actions and approaches naturally benefited individuals, families, and communities. People couldn't afford to simply throwaway, there was a dedication in making things work. We've seen echoes of this recently – upcycling clothing and furniture has become almost fashionable in response to negative connotations around fast fashion and throw away culture. But it also speaks to that drive in all of us. That sense of accomplishment and enjoyment you get from doing something yourself, the natural human need for praise and recognition, the pride you get in posting a before and after photo of your new remodelled chair or table or dress on social media.

The world has changed in the last few years though, and while we're seeing a re-emergence in some of the practical skills of the past, we actually can't and shouldn't enforce a mentality that doesn't quite fit in a time of endless and immediate options, distractions, and possibilities. We have to look ahead to changing behaviours in a way to suit the way many of us interact with the world around us. Guiltting people into changing their behaviour is less powerful than empowering them and showing how they are already on a path to improving. Solutions that encourage healthy lifestyle changes don't

work when they tell users they only managed to run for 10 minutes that day. Instead participants get a huge rush when they're congratulated for managing 10 minutes of jogging and set a challenge to aim for 11 minutes the next day. By reframing the problem and understanding what drives individuals and communities, we stand a better chance at creating solutions that will be adopted, understood, and sustained. There are few areas where a change is required quite so imperatively and urgently than in the space of rescuing the environment from the dangers it faces. Incentivising recycling is just one part of the problem, but it's a huge starting point for individuals and communities and just requires everyday actions and engagement. Focus on doing *better*, not just doing *more*. New tasks and behaviours feel more achievable, and we gain a better connection with the overall objectives. Guidance, encouragement, and feedback will make a world of difference. And consequentially, a positive difference to our world.

With Special Thanks to Beverly Eckerman.

With collaboration from Marta Calderero & Andrzej Marczewski.

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