

Circular business initiatives in the consumer interface in Romania

1. Keeping nature clean together !
2. Payment with PET.
3. Each battery counts.





Keeping nature clean together !



KEY FACTS:

- Consumers are encouraged to recycle ecologically used oil and in return, related on the quantity delivered, will receive mineral water or dishwashing detergent,
- The collected used oil is brought by the consumer to the nearest hypermarket, from where it will be transported and recycled into biodiesel by an authorized recycler.
- Almost a year after the launch of the used food oil collection initiative the retailer announces the facts:
 - ✓ **100,000** liters of used oil collected,
 - ✓ **100.000.000.000** liters of water were saved from contamination - the necessary amount of consumption for the inhabitants of Bucharest in 74 years,
 - ✓ **50.000** consumers involved in the project.



Payment with PET

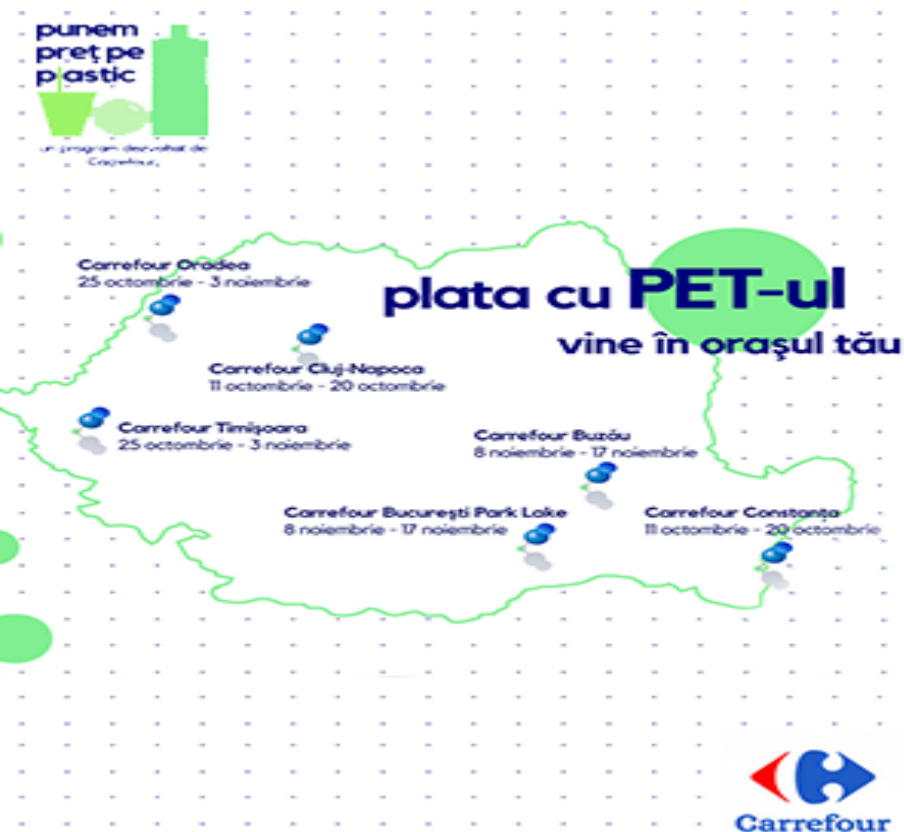
“We Put a Price on Plastic” is a circular economy program aimed at reducing the amount of plastic packaging and introducing plastic into a responsible circuit, through reduction, reuse and recycling,

Customers are able to buy fruits and vegetables from local producers in the partner supermarket in their city, with PET. **Every PET is worth a fruit or a vegetable!**

The retailer turns plastic into currency to encourage consumers to use plastic intelligently through reduction, reuse and recycling.

In the first 3 weeks of the pilot program “Payment with PET” there were:

- ✓ collected over **7.5 tons of PETs**,
- ✓ **more than 3,000 costumers** who visited the stand **received in exchange** over **2 tons of fruits and vegetables** from local producers,





Each battery counts!



- ✓ For every 7 used batteries delivered customers receive 1 new AAA or AAA 1.5V battery
- ✓ Special containers for collecting used batteries can be found at Customer Info, in all of the retailer's physical stores

Recycle:

- ... a single discarded battery poisons almost 4000 liters of water,
- ... batteries contain toxic substances, such as: mercury, lead, nickel, cadmium, lithium, which seriously affect human health,
- ... the substances contained in the batteries dumped as household waste reach the soil and water.



CHALLENGES

for retail industry in relation to circular economy and consumer behavior

- ❑ **Implementing DRS** – deposit refund system - a mechanism for different parties engaged in the consumption chain to organize a system of voluntary return of packaging, disposable or reusable by using a financial guarantee,
- ❑ **Less Plastic** - transposition of the Single-use plastic Directive – in anticipation of the European Commission guidelines defining which single-use products are relevant within the directive the national authorities prepare a range of implementing acts that are to be completed in the following years
- ❑ **Legislative initiative:** *Draft Law establishing the system for promoting the production of energy from renewable sources like biomass, biogas and geothermal energy* - aims to regulate the creation of a support mechanism for the promotion of electricity produced from biomass,