



THE EUCER COUNCIL GENERAL ASSEMBLY APPROVES THE ACTION PLAN 2025 FOCUSING ON CIRCULAR ECONOMY.

HANS CARPELS, EUCERC PRESIDENT: “A BRILLIANT FUTURE IS AWAITING OUR SECTOR. WE ARE PIVOTAL TO ENHANCE THE EUROPEAN GREEN TRANSITION”

Brussels, 21st November 2024 – The General Assembly of the EuCER Council expressed unanimous approval for the activities carried out in 2024 and for the action plan scheduled for 2025.

This plan includes an international conference to be organised jointly with EuroCommerce in Brussels on the topic of WEEE (Waste from Electric and Electronic Equipment) and the follow up of the cooperation with Manufacturers in order to study and launch a common, open and non-discriminatory Sustainability Rating.

The EuCERC Assembly saw a wide presence of member companies and observers, among them: Ceconomy/Mediasaturn, Coolblue, E-Square, Euronics International, Expert International, FNAC-Darty, Unieuro, and Worten. The three National Associations member Aires, Ancra and Fece were as well participating.

It is impressive to note that the aggregated annual turnover of the companies mentioned above exceeds the staggering figure of € 90 billion.

EuCER Council

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Hans Carpels, President of the EuCER Council, stated:

"A brilliant future awaits the retail sector for consumer electronics over the next years. We will be leading players in the circular economy and in the collection of electronic waste, champions of sustainable practices thanks to a renewed commitment also in the field of the repair and refurbishing of electrical and electronic equipment."

Leaders in the Circular Economy

EuCER reiterates its central role in the circular economy, with a concrete commitment to transforming the electronics sector towards a more ecological dimension.

This ecological transition, which the Council is pursuing proactively and positively, is made possible by the widespread network of consumer electronics retailers, present both in major cities and small towns, as well as online.

These retailers, with their direct contact with consumers, are a key element in implementing the strategies of the European Green Deal.

The 2025 Action Plan

The plan for 2025 involves intensive activity on crucial issues for the sector's future, with a particular focus on electronic waste. The Brussels conference will be a crucial moment for dialogue between experts and sector representatives, aimed at developing innovative and sustainable solutions for the management of electronic waste.

EuCER will be present at all institutional tables and in public discussions, to demonstrate how the network of consumer electronics retailers is a major driver of change, contributing to the sustainable growth of the sector and the implementation of European environmental policies.

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About the EuCER Council

The **European Consumer Electronics Retail Council** (EuCER) is an association founded by Aires, E-Square, Euronics International, Expert International and Unieuro, established as an International Association without Lucrative Purpose and based in Etterbeek (Brussels), 10 Charles-Maurice Wiser Square.

The EuCER Council represents European Retail Groups and Chains operating in the sale of Technical Consumer Goods, such as Major Domestic Appliances, Healthcare Products, and Audio and Video Devices.

The Council constantly participates to the public debate with the main purpose of promoting a clear and non-discriminatory, legal and regulatory framework for the retail sector of consumer electronics and household appliances in Europe, also focusing on the growth and sustainability of the European economy.

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