

The Distributor Take Back Scheme - Consumer Information Obligations



The DTS – Consumer Information Obligation

As a member of the Distributor Take Back Scheme (DTS), your business made a financial contribution toward the development of the UK's network of Waste Electrical and Electronic Equipment (WEEE) collection facilities. By making this contribution, your business will not be required to offer instore collection of waste electrical items (until at least December 2009).

The only remaining requirement placed on DTS members is that you need provide information regarding WEEE to your customers, as defined in paragraph 33 of the UK WEEE Regulations.

Network of WEEE collection facilities

As DTS operator, Valpak Retail WEEE Services Ltd have also committed to compiling and maintaining the register of all WEEE collection points (known as Designated Collection Facilities – DCFs) throughout the UK. This network now includes most sites in all counties of the UK, and it is to these DCFs that DTS members will direct their customers.

Consumer Information Obligations – what is required of DTS members?

DTS members will need to be able to advise their customers of the existence of WEEE regulations and most importantly the availability of DCFs in the way that they best see fit for your business. It is envisaged that most members will do this in part by promotion of Valpak's recycling brand, www.recycle-more.co.uk, which includes everything that the public need to know about recycling their WEEE, including:

- the requirements of the UK to minimise the disposal of WEEE to landfill and to achieve high levels of collection of WEEE for environmentally sound treatment
- the public's role in contributing to the reuse, recycling and other forms of recovery of WEEE under the regulations
- the potential effects on the environment and human health as a result of the presence of hazardous substances in EEE
- the meaning of the crossed out wheeled bin symbol

All retailers are also required to proactively promote the WEEE recycling message, and as a minimum this is expected to include some detailed printed material instore (which may or may not be available for customers to take away from store). Some ideas of how this may be achieved include:

- Posters
- 'On demand' fact sheets to show customers (perhaps printed on card or laminated to avoid damage)
- Addition to existing point of sale information
- Flyers (to take away from stores)
- Receipt / receipt wallet information

In addition, provision of other consumer awareness materials will assist you in meeting your CIOs. This may include some or all of the following;

- a link from your website
- point of sale information e.g. example use of the recycle-more.co.uk branding on plastic bags or till receipts
- display of your compliance certificate
- use of window stickers
- promotion of the recycle-more brand on printed material such as sales material, catalogues or advertisements.

In addition, you will also need to make sure that your shop staff members are able to advise members of the public who request information as to the whereabouts of DCFs and the importance of recycling.

The Vehicle Certification Agency (VCA – the body appointed by the Government to enforce distributor obligations) and the Department for Business, Enterprise and Regulatory Reform (BERR – the Government department



responsible for overseeing the implementation and operation of the WEEE regulations) have defined their minimum expectations relating to CIO, which are described in the fact sheet entitled “Waste Electrical and Electronic Equipment - instore information expectations”. These expectations apply common sense through the acknowledgment of differences between retailers, and whilst you will not be required to display standardised posters instore, at all times you will be expected to provide sensible promotion of the recycling message both through both written material and store staff at all times. There is flexibility as to how you do this, but Valpak are always interested to assist with any ideas that you may have best inform your customers.

Valpak assistance relating to Consumer Information Obligations

In the DTS members area of the Valpak website, you will find information relating to your CIO. Starting with this overview, the information provided also includes:

- fact sheets for both store managers and till staff
- detailed information of what membership of the Distributor Take Back Scheme means
 - a legal overview to sit alongside your compliance certificate
- assistance with Corporate Social Responsibility (CSR) declarations
 - a range of information and example statements
- a list of facts about WEEE for you to use where appropriate
- imagery for production of your own marketing material; for example you may wish to promote your membership of the DTS and CSR actions on;
 - catalogues
 - receipts
 - plastic bags
 - websites
 - CIO case studies
- a map of the local area around your stores and the facilities that exist

Valpak have also produced window stickers to demonstrate your compliance with the UK WEEE regulations through the DTS, and to promote the recycle-more.co.uk brand. These are available free of charge by writing to info@valpak.co.uk.

www.recycle-more.co.uk

Valpak’s recycle-more website and associated branding advises users as to the collection of all types of recyclable material including WEEE items. Promotion of this website is an easy and efficient way to meet much of your CIO as it is available to you to promote free of charge. Valpak’s assistance in meeting your CIO will focus on use of the [recycle-more.co.uk](http://www.recycle-more.co.uk) website.

If your competitors are not a member of the DTS

When buying a new product, all customers must have at least one free WEEE recycling route available to them that has been provided by the retailer who is selling them the new product. Members of the DTS are deemed to have provided this free collection mechanism for their customers by funding improvements of the UK’s DCF network through their membership fees. This in turn assists in collecting increased volumes of WEEE at CA sites throughout the country.

Distributors who are not members of the DTS must, at the point of sale, offer and advertise an equivalent collection facility for customers purchasing all types of products that they sell. Where either goods are delivered or take back is not available at a specific physical location that is suitably convenient to the consumer, the retailer may choose to offer free collection on delivery or develop a suitable network of collection facilities. Non-DTS members may also choose to offer alternative systems, such as post back, or pay for couriers.

All retailers, whether members of the DTS or otherwise, have a CIO. In the case of non-DTS members, this obligation must include details of the specific collection facilities that they are providing.