

Proposal on Consumers awareness through a European Collection Day

Challenge: The importance of raw materials and the need to optimise collection and recycling activities is increasingly understood by policy makers. However, consumers and citizens often have no understanding of the material they use and consume in their daily life. Too often consumers/citizens do not regard end-of-life products as potential raw materials. They do not see the recycling potential. Recycling starts with improved collection of end-of-life products. Consumers hoard a significant amount of products containing valuable materials and do not always bother to ensure that end-of-life products reach collection points where they will subsequently be directed for recycling. Education is essential.

Proposal: adopt a European day on raw materials which would be declined around different initiatives at local, national and possibly EU level, such as:

- Exhibition on materials used in products
- Overall collection day whereby local authorities would all organise collection of end-of-life products.
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