

Berlin, December 7th 2015.

ReUse e.V. was awarded funding by the European Union's Horizon 2020 research and innovation programme. ReUse e.V. shares its longstanding experience for enhancing practical implementation of re-use, remanufacturing and recycling business models.

The recently started project **sustainablySMART** will change the lifecycle of mobile information and communication devices by developing new product design approaches. This includes improved end-of-life performance, re-use and remanufacturing aspects. It is about implementing "design for a circular economy" for smartphones and tablet computers on the product and printed circuit board level. Furthermore, new re-/de-manufacturing processes will improve resource efficiency through:

- optimized sorting capabilities and efficiency
- new disassembly technologies for recovery of re-usable components or better material separation
- high-quality performance testing (batteries) and rework (semiconductors and modules) of re-usable components / modules (creating a market push for re-usable parts through enhanced availability for repair and cascade re-use)

The project will create economic advantage compared to the current end-of-life practices (e.g. shredding) and will contribute to value conservation for a variety of mobile information and communication products. This also considers development of underlying product design, production, testing and remanufacturing technologies. The practical implementation of the business models will be shown in nine case studies.

For ReUse e.V. this project is a great opportunity to shift its original scope from computers (ReUse e.V. was once founded as ReUse-Computer e.V.) to increasingly important mobile information and communication devices.

Moreover, ReUse e.V. will be able to strengthen its research on business model innovation for closed loop economy. The organization will continue to play a vital role as advisor of public bodies as well as industry associations and provide information to legislative processes in favor of resource efficiency and practical implementation of circular economy.

- ReUse e.V. is part of the steering committee of the sustainablySMART project consortium.
- ReUse e.V. is work-package leader for closed loop business models: practical implementation of the developed technologies is enhanced by providing a framework for business model evolution and radically new business models. Technology forecast via patent analysis techniques is supporting this work package.
- The consortium has been granted 7 million € funding by the European Union for achieving the project goals.

Horizon 2020 Research and Innovation Framework Program Explanation

The sustainablySMART consortium will research "Sustainable Smart Mobile Devices Lifecycles through Advanced Re-design, Reliability, and Re-use and Remanufacturing Technologies". The project is part of Horizon 2020, the biggest EU research and innovation programme ever with nearly €80 billion of funding available over 7 years (2014 to 2020).

sustainablySMART Project Partners

17 partners build the project consortium from seven European countries. They work together to push re-use, remanufacturing and recycling on the next level. Partners are manufacturing companies, research institutions and universities. The project is coordinated by **Fraunhofer IZM**. Other partners are

- AT & S Austria Technologie & Systemtechnik AG
- Blancco Oy Ltd.
- Circular Devices OY (Puzzlephone)
- Fairphone b.v.
- Grant4Com
- iFixit GmbH
- Instytut Tele – i Radiotechniczny (ITR)
- Multimedia Computer System Ltd. (MicroPro)
- Österreichische Gesellschaft für System- und Automatisierungstechnik
- PrimeTel PLC
- Pro Automation GmbH
- ReUse e.V. (gemeinnützig)
- RFND TECHNOLOGIES AB
- Semicon Sp. z.o.o.
- Speech Processing Solutions GmbH
- Technische Universität Wien

Project runtime is from September 1st 2015 to October 31st 2019.

About ReUse e.V. (gemeinnützig)

ReUse Association (ReUse e.V.) was founded in 2005 as follow up of a research project at the Institute of Technology of Berlin. ReUse e.V. is committed to sustainability and the necessity of synergies between economic, ecological, regional and social aspects. In this regard, ReUse e.V. contributes to environmental protection, resource savings and sustainability by facilitating the re-use of used electr(on)ic equipment in businesses, communities and public institutions. ReUse e.V. therefore is the organizer of several public workshops and of a series of conferences called 'besser-nutzen Dialog' ['use better dialogue'].

Members are several firms, NGOs and research organizations as well as interested private persons who practically implement the association's goals. Its members represent a large share of the German IT refurbishment market.

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ReUse e.V. (gemeinnützig)

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