



Co-funded by the
Erasmus+ Programme
of the European Union

EUROPEAN DEVELOPMENT PLAN FOR ENTERPRISES

**FOSTERING MOBILITY OPPORTUNITIES AND
ESTABLISHING THE E·WASTE·R SECTOR ALLIANCE
ON WEEE RE-USE AND RECYCLING BUSINESS
SECTOR IN EUROPE**

The logo for E·WASTE·R. It features a stylized green icon on the left consisting of a circuit board trace that splits into two arrows pointing left and right. To the right of the icon, the text "E·WASTE·R" is written in a bold, sans-serif font. The "E" and "R" are green, while "WASTE" is blue. The dots between the letters are also green.

E·WASTE·R

Warsaw, Poland



MB Recycling Sp. z o.o.

MB Recycling sp. z o. o Przedsiębiorstwo Gospodarki Odpadami spółka komandytowa, ul. Bartosza Głowackiego 4A lok. 15, 25-368 Kielce

Insert your organisations logo and details here



<http://www.ios.edu.pl>

Institute of Environmental Protection – National Research Institute (IEP-NRI)



<http://www.ibe.edu.pl>

Educational Research Institute (IBE)



<http://www.iped.pl>

Institute for Private Enterprise and Democracy (IPED)

Table of Contents

Introduction

1. Background – The Company
2. The internationalization process and the benefit of taking part of the EwasteR Companies Network in Europe
3. Designing and delivering a mobility programme for new entrepreneurs

Introduction

The vision behind EwasteR Project is firmly rooted in the belief that European mobility scheme and European internationalization strategies for Enterprises of WEEE reuse and recycling sector can raise the competitiveness of participating companies, by improving cooperation and opening new business opportunities with foreign partners in the fields of circular economy and market awareness. It also allows to the companies who join in the European Development Plan promoted by EwasteR project to gain knowledge about markets, technologies, methods, and products of similar industries in other EU-countries and to benefit from innovative ideas from a motivated new entrepreneur on their business. In fact, the new entrepreneur, that the companies can host, could have specialised skills or knowledge in an area the participating employers do not master, which could also complement theirs.

Particularly, the European Development Plan for Enterprises of WEEE reuse and recycling sector sets two main goals:

- I. Promote the internationalization of enterprises in Europe by supporting the creation of EU network of companies across Italy, UK, Poland and Cyprus. The plan identifies the related benefits of cooperation and highlights the reasons to improve innovation through partnership network exchanging ideas, experiences and tools. The aim of the plan is to develop the feasibility of the idea and to potentially open the way for a stable European Network of companies working on WEEE reuse and recycling sector. In order to define an internationalization strategy, companies involved will be asked to look at their needs and goals; assess if they are ready for international partnerships; advise EwasteR organisations on how to better prepare for taking part in the EwasteR EU Network ; identify the best way for them to find a partner that matches their needs.
- II. Analyze and develop the opportunities of mobility for aspiring entrepreneurs in the WEEE sector and be part of a group of host entrepreneurs through the Erasmus for Young Entrepreneurs programme. For this purpose, this plan is mainly addressed to employers and companies wishing to: expand their business, or enter other European markets; get in contact with other entrepreneurs; share their knowledge and experience with a new entrepreneur and act as *mentors*. This plan is considering the Erasmus for Young Entrepreneurs Programme as main resource for mobility but its structure is as flexible as open that it can also turn towards other EU opportunities and programmes. Mobility programmes are considered as an opportunity to learn, create successful partnerships with new entrepreneurs and share expertise. By hosting a new entrepreneur the company can get input with innovative views, new skills and knowledge; learns about foreign markets, expands its business opportunities and engages in cross-border activities, without moving from its office; finds innovative solutions to improve its business; discovers potential cooperation opportunities; networks and builds strong relationships, which can be useful for mutual consulting, business referrals, and for finding business partners abroad. The exchange could be the starting point to find new opportunities for the business. This plan envisages and describes the opportunities that the experienced employers can give to the new ones, highlighting the work/learning project, objectives, tasks, responsibilities

and deliverables of the exchange. The goal is to ensure the high quality of the learning experience and overall entrepreneurial collaboration between both, also considering that the experienced entrepreneur must give insight to help ensure a viable business start-up to the new entrepreneur.

The benefits of Mobility across Europe

EwasteR project is based on the idea that international mobility of aspiring entrepreneurs of WEEE reuse and recycling sector delivers unique benefits to the European economy, to the European society and to the companies and individual engaging in this activity.

Economic Benefits

EU mobility and EU network of WEEE companies strengthen their position on the EU market. Through this huge well of opportunities, companies involved can strike new deals and consequently become more prosperous and able to creating new revenues and jobs.

Through the growth of WEEE reuse and recycling enterprises that apply this Plan, the circular economy route across different EU Countries would grow too.

Hosting a new entrepreneur from another EU country, or cooperating with a company based in another country, means to have new contacts that become a bridge between companies and an accessible knowledge on business opportunities in that country.

Social Benefits

Citizens who gain international experience through mobility schemes enrich their own perspectives and become catalysers of international collaboration

The idea of a European Union of “unity in diversity” and of an “ever closer union” finds their full expression in the experience of citizens who have directly tried and gained from the unique international experiences the European framework can offer. Citizens can live for themselves what such values mean in practice and how they apply to them.

International exchanges for individual citizens deliver real benefits for the broader society:

- Having lived in another country, immersed in a foreign culture, allows anybody to come back to his or her country of origin with an enriched practical understanding of the world that can foster openness, recognition and debate.
- Successful tools like the Erasmus for Young Entrepreneurs have already shown that such program foster the formation of mutual understanding and respect.
- People who have gone abroad learn to care for European cultures different from their own and learn what the European values and the connected opportunities mean in practice.

Individual Benefits

In an international world like the one we live in, anybody who has an experience and understanding of working with different cultures and who speaks many languages has a clear professional added value for his or her employer. International professional experience provides a real ground for potential promotions and other work-related awards. EwasteR Project offers individual aspiring entrepreneurs and companies of WEEE reuse and recycling sector the chance to participate in an international exchange program within Europe. From this opportunity, they can reap the benefits of acquiring a rare set of skills and knowledge that would make them very valuable for the sector they work for and for the company they want to start-up:

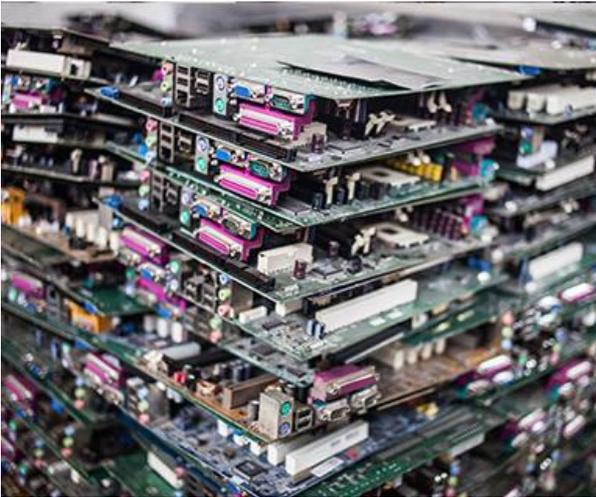
- Working from 1 to 6 months in a company based in another European country, participating companies (as hosting) and aspiring entrepreneurs can experience different cultures and build cultural awareness, improve communication and language skill, build confidence, learn new working styles and build international networks.
- Moreover, the willingness to participate in such scheme will make evident for all the participants the sense of entrepreneurship, initiative and flexibility. The host employer can come to recognize them as a valuable asset to expand the market reach of the company and forge new international allegiances.
- Their newly acquired knowledge of services and products will make them unique experts: they could even have the chance to bring back from their exchanging period some real innovative ideas and concepts for their workplace, start-ups and for its marketable products and services.

Furthermore, Europe as a whole will be strengthened by this project, as participants will become more aware of the added value of a European Single Market and of the underlying European vision.

This process will ultimately help to achieve the EU's 2020 strategic objectives, especially for a smart and inclusive growth.

1. Background – The Company

- *Geographical area of business*



MB Recycling has two processing plants for Waste Electrical and Electronic Equipment and used portable batteries and accumulators with a strategic location in Central Poland in Kielce County, Świętokrzyskie Voivodeship, in south-central Poland. In addition, the company has opened three regional offices - with transshipment and transport fleets - in Warsaw, Gdynia and Chorzów. MB Recycling cooperates with companies all over the world - primarily in Europe, Asia and Africa.

- *Business Goals*

MB Recycling goal is to be one of the most sustainable and quality oriented company dealing with WEEE and waste recycling.

- *Main Activities and Sector*

MB Recycling deals with electro-waste collection, processing and international recycling of recyclable products including electrical, electronic waste, used batteries and portable batteries.

- *Main Target/Customers*

Recycling companies/WEEE companies. MB Recycling is looking for new customers from around Europe.

- *Staff/size (number of employees, features, skills, experiences...)*

45

- *Key experiences developed in the sector*

MB Recycling's businesses specialize in the recycling of waste electrical and electronic equipment, sorting of portable batteries and recycling of alkaline and zinc-carbon batteries. MB Recycling works with companies all over the world - primarily in Europe, Asia and Africa. The current cooperation deals in particular with trading of



materials, consulting and know-how in the field of technology and their application on the Polish or EU market. International activities result in the use of the most efficient processes in MB Recycling plants, as well as the acquisition of expertise and valuable experience. The company provides technological opportunities, approvals and certifications and competitive rates compared to other countries, so MB Recycling provides recycling services for E-scrap and battery recycling for many foreign partners.

The company continues its expansion and is open to cooperation with other foreign entities in the field of trading of materials (buying and selling metals, plastics, E-scrap), implementation of new technologies and development of processing plants. The operation of the company in accordance with the highest standards and standards is confirmed by the certificate of the Environmental Management System ISO 14001: 2004.

2. The internationalization process and the benefit of taking part of the EwasteR Companies Network in Europe

✓ Identifying strategic risks and opportunities

The risk of continuing to operate in a local/national context is competition from other WEEE companies specially big international corporations. Policies such as the WEEE Directive can lead to undesirable negative effects such as the illegal export of WEEE to countries without the capacity to properly handle such wastes and this might affect WEEE companies and is identified as a risk for its development. Social pressure (e.g. fashion), affordability and market forces such as advertising can exert influence on consumers to give up their perfectly functional EEE in favour of newer technology. This is an opportunity for WEEE companies as it means there will always be WEEE for reuse or recycling. MB Recycling taking part in a circular world will benefit as some products will be reuse on a second hand market and the value of that goods is greater than its separate parts obtained during recycling processes.

✓ Analyzing value chain opportunities

Taking part in a network of enterprises working in E-waste/circular economy sector will be an opportunity for MB Recycling as the company is always looking for new contacts and is interested in expanding its business opportunities and in engaging in cross-border activities. MB Recycling is also interested in consulting projects, participation in industry associations, joint grant projects (eg from the EU), research and conferences.

✓ Understanding and choosing business model option

Short-term benefit will be constant flow of WEEE therefore a market for parts and materials. Long-term benefits are related with new contacts on the international markets and therefore a development of the MB Recycling company.

✓ Customer value creation

MB Recycling is using most updated technologies in their recycling plants making sure the offered products are of good quality and making sure the customers are satisfied. Being up to date with EU regulations and technologies guarantees the customers can trust the company. The company continues its expansion and is open to cooperation with other foreign entities in the field of trading of materials (buying and selling metals,

plastics, E-scrap), implementation of new technologies and development of processing plants. MB Recycling business model needs to include more EU contacts and business opportunities.

3. Designing and delivering a mobility programme for new entrepreneurs

MB Recycling is looking for new suppliers of recycled products from Romania. We would like to work with Romanian young entrepreneur who can help our company to identify cooperation possibilities on Romanian WEEE market and help finding valuable contacts. MB Recycling is motivated to learn about foreign markets – especially Romanian, expand its business opportunities and engage in cross-border activities.

MB Recycling can offer professional guidance and mentoring for young entrepreneur in our company. NE can learn a lot of practicalities related to WEEE management including electro-waste collection, processing and international recycling of recyclable products (electrical, electronic waste, used batteries and portable batteries).

MB Recycling offers the exchange for the new entrepreneur lasting 2 months. Preferred period of stay in our company: 08.01.2018 - 09.02.2018 or later on. Desired NE should communicate in English and know Romanian. He should be communicative and have good networking skills. Perfect candidate should also have some experience in WEEE sector or waste management. Some contacts with Romanian waste management companies will be an asset.

- Company/Employer has to act as a coach or mentor of the NE supporting him/her to develop his/her own business in his/her Country
- Company/Employer should be motivated to learn about foreign markets, expand its business opportunities and engage in cross-border activities
- Company/Employer has the chance to interact with entrepreneurs from other Participating Countries and get opportunities to collaborate with them
- Company/Employer has the opportunity to network and build strong relationships, which can be useful for mutual consulting, business referrals, and for finding business partners abroad
- Company/Employer can improve your language skills

Through the work/learning programme, as host entrepreneur, Company/Employer will be expected to fulfil the following tasks and responsibilities:

- Company/Employer must ensure the **high quality of the learning experience** and overall entrepreneurial collaboration with its new entrepreneur, who must gain insight to help ensure a viable business startup;
- Company/Employer is asked to sign an online “Commitment to Quality” document, which ensures the smooth collaboration with the new entrepreneur. Among others, it sets out the objectives of the stay and a proposed plan of activities during the stay.



MB Recycling Sp. z o.o.
<http://www.mbrecycling.pl>



<http://www.ios.edu.pl>

Institute of Environmental Protection – National Research Institute (IEP-NRI)



<http://www.ibe.edu.pl>

Educational Research Institute (IBE)



<http://www.iped.pl>

Institute for Private Enterprise and Democracy (IPED)

FOLLOW US

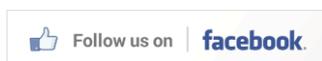


	www.ewaster.eu
	ewaster.eu@gmail.com
	www.facebook.com/EwasteRProject
	@eu_ewaster
	EwasteR Project
	http://bit.ly/2rvlRSL

SECTOR SKILLS ALLIANCE

Further information about the project and the above partners is available at

<http://www.ewaster.eu>



Designing and Testing new management skills for the development of the Waste Electrical and Electronic Equipment Recycling and Re-use System in Europe



Co-funded by the Erasmus+ Programme of the European Union

Project number: 554341-EPP-1-2014-1-IT-EPPKA2-SSA
This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.