



### Joint Action Project

# Circular Economy: Recycling Data Transparency

This project, led by WRAP, explored technologies that establish end-to-end data transparency to address the environmental and health hazards if Waste from Electrical & Electronic Equipment (WEEE) is not recycled correctly. The project conducted interviews across twenty organizations including local authorities, recyclers, and retailers/manufacturers to identify data transparency challenges and potential technology solutions.

## Results

Survey respondents indicated

- Strong support for data transparency in WEEE recycling, though this is often blocked by data sensitivity concerns
- Key benefits of transparency: improved recycler compliance, public understanding, and recycling rate calculations
- Weight data is commonly collected and shared, though further research is needed into how data is shared
- Positive reception to the proposal of a data portal and AI solutions for tracking materials and product recognition
- Negative reception to the proposal of barcode tracking for vehicle loads, which were deemed impractical

## The big picture

The Climate Pledge launched a series of collaborative projects to help tackle some of the planet's biggest climate change challenges alongside the best in the business. These joint action projects bring signatories together to enable and scale a solution that aligns with the pillars of the Pledge and leads to measurable results.

Learn more at [theclimatepledge.com/jointaction](https://theclimatepledge.com/jointaction).

## Why this project matters

- WEEE presents environmental and health hazards if not recycled appropriately
- Data transparency within WEEE recycling is crucial for understanding actual recycling rates and achieving a more circular economy