

# Symposium on Sound Management and Economic Competitiveness in the field of WEEE

## – Sharing European and Japanese experiences –

### Program

13:00~13:05	<p><b>Opening of Symposium</b></p> <p>Opening Remarks by</p> <p>Kazuhisa Matsuda, Director, Office of Sound Material-Cycle Society, Waste Management and Recycling Department, Ministry of the Environment</p> <p>Masafumi Ohki, Director, Environmental Affairs and Recycling Office, Information and Communication Electronics Division, Commerce and Information Policy Bureau, Ministry of Economy, Trade and Industry</p>
13:05~13:35	<p><b>Session 1</b> "The EU WEEE Directive" (Thorsten Brunzema, WEEE expert (former EC official)) <i>Presentation (20 minutes) and Q&amp;A (10 minutes)</i></p>
13:35~14:05	<p><b>Session 2</b> "Germany government policy of Resource efficiency (Circular Economy) and recent topics focusing on WEEE in Germany" (Regina Kohlmeyer, (Federal Environment Agency, Germany)) <i>Presentation (20 minutes) and Q&amp;A (10 minutes)</i></p>
14:05~14:10	(Break)
14:10~14:40	<p><b>Session 3</b> "A series of European Standards (ENs) for collection, logistics and treatment requirements for WEEE" (Andrea Nam, CENELEC (European Committee for Electrotechnical Standardization)) <i>Presentation (20 minutes) and Q&amp;A (10 minutes)</i></p>
14:40~15:10	<p><b>Session 4</b> "Roles of Recyclers and practices of European Standards (ENs) under the framework of WEEE Directive" (Norbert Zonneveld, Executive Secretary of European Electronics Recycling Association (EERA)) <i>Presentation (20 minutes) and Q&amp;A (10 minutes)</i></p>
15:10~15:40	<p><b>Session 5</b> "Recycling Scheme of a WEEE in Japan"</p> <p>(Yuzo Yagai, Deputy Director, Office of Sound Material-Cycle Society and Office of Recycling Promotion, Waste Management and Recycling Department, Ministry of the Environment)</p> <p>(Hideyuki Umeda, Deputy Director, Recycling Promotion Division, Ministry of Economy, Trade and Industry)</p> <p>Q&amp;A <i>Presentation (20 minutes) and Q&amp;A (10 minutes)</i></p>
• 15:10~15:20	
• 15:20~15:30	
• 15:30~15:40	
15:40~16:00	Coffee Break
16:00~16:55	<p><b>Panel Discussion</b></p> <ul style="list-style-type: none"> <li>• Facilitator: Yoshiaki (Yoshi) Ichikawa, Hitachi Ltd.</li> <li>• Panelists: Thorsten Brunzema Regina Kohlmeyer Andrea Nam Norbert Zonneveld Yuzo Yagai Katsumi Fujisaki, Strategic Planning Manager, Corporate Environmental Sustainability Group, Mitsubishi Electric Corporation</li> </ul>
16:55~17:00	<p><b>Closing of Symposium</b></p> <p>Closing address by</p> <p>Kazuhisa Matsuda, Director, Office of Sound Material-Cycle Society, Waste Management and Recycling Department, Ministry of the Environment</p>

## Presenters



Thorsten BRUNZEMA  
Adviser, WEEE expert (former EC official)

Thorsten Brunzema is an expert on recycling, e-waste and producer responsibility. His academic training is in industrial engineering and economics, concluding with a Master thesis on environmental policy. Mr. Brunzema has advised governments in Africa for German Development Cooperation (GIZ), and has worked in the private sector as a consultant for the “The Boston Consulting Group” (BCG). He became an official of the European Commission in 2004, and was in charge of negotiating the new EU WEEE Directive 2012/19/EU. Currently he is in a sabbatical year, spending time in his home country Germany and researching on e-waste policy.



Regina KOHLMAYER  
Federal Environment Agency Germany (UBA)  
Country: Germany. Town: Dessau  
Section III 1.6 Extended Producer Responsibility  
Position: Scientific officer

Regina KOHLMAYER is a scientific officer, working with the German Federal Environment Agency (UBA). The UBA is Germany’s central and scientific federal environmental authority that comes within the remit of the German Federal Ministry for the Environment.

Attached to the section for extended producer responsibility, Regina KOHLMAYER works in the field of the recycling of end-of-life vehicles, waste electrical and electronic equipment (WEEE) and waste batteries. One of her current major tasks is to enhance the recycling efficiency for these three waste streams and, in particular, the recovery of critical metals. She is a member of the Technical Adaptation Committee of the European End-of-Life Vehicles Directive.

She has worked in environmental issues for 18 years, including integrated pollution prevention and LCA.

In 1995, she graduated in environmental engineering at the Technical University of Berlin.

She was born in Berlin (Germany) in 1968.



Andrea NAM  
Programme Manager

Andrea NAM works as programme manager for the European Standardization Committee CEN-CENELEC. She is responsible for maintaining up to date knowledge of the developments within the environmental sector, raising environmental awareness and facilitating the introduction of new initiatives in the European standardization work. Before joining CEN-CENELEC she worked for the Environment Directorate-General of the European Commission where her principal tasks were policy development in the field of chemicals and later the protection of the water environment. In her earlier jobs her focus was on pollution prevention, industrial pollution control, water pollution control and implementation of EU legislation at national level. She holds a M.S. in Chemistry and an M.B.A. in International/Environmental Economics.



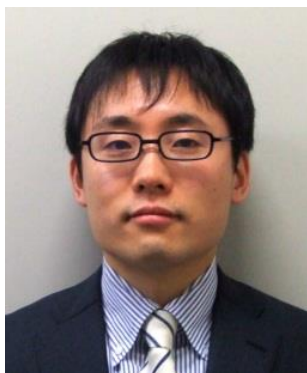
Norbert ZONNEVELD  
Executive Secretary of EERA (European Electronics Recycling Association)

Mr. Norbert Zonneveld is currently the Executive Secretary of the European Electronics Recycling Association (EERA) since 2004. Among others, he has worked as the CEO of MIREC, part of the waste services division of SUEZ, the French-quoted conglomerate. Mr. Zonneveld holds a M.Sc., Biology and Business Administration, from the Wageningen University and Erasmus University. He also serves as partner at GrinwisZonneveld, a business consultant firm based in the Netherland, which provides a wide range of solutions in the recycling fields especially for energy, environment and health sector.



Hideki UMEDA  
Deputy Director  
Recycling Promotion Division  
Ministry of Economy, Trade and Industry

Entering Ministry of International Trade and Industry (currently, Ministry of Economy, Trade and Industry) in 1991. Mainly, he is in charge of international affairs issues and technology promotion policies including Industry, Academia and Government cooperation and standardization. From year 2012, he was in charge of international affairs issues in the field of ICT including e-commerce chapter of EPA/FTA, as a deputy director of Information Policy Division. From July 2014, he has been in the current position.



Yuzo YAGAI  
Deputy Director, Office for Sound Material-cycle Society and Office for Recycling Promotion,  
Waste Management and Recycling Department,  
Ministry of the Environment, Japan

Entering Ministry of the Environment in 2002. He has engaged in domestic waste management, climate change policy, environmental pollution control policy and so on. In 2010, he interned Environmental Protection Agency, Government of USA. From September 2014, he has been in the current position, in charge of review and enforcement on “Fundamental Plan for Establishing a Sound Material-Cycle Society”, “Home Appliance Recycling Law”, “Small Home Appliance Recycling Law” and other recycling laws.

## FACILITATOR



Dr. Yoshiaki (Yoshi) ICHIKAWA

Dr. Ichikawa (Yoshi) is currently, a senior chief engineer, International standardization office at the headquarters of Hitachi Ltd. His international activities include the chair of IEC TC111 (Environmental Standardisation), the chair of ISO TC 268/SC1 (Smart Community Infrastructures), an expert of ISO TC207 (Environmental Management), and Co-chair of GHG WG in WBCSD. He received Dr. Eng. degree in 1987 from the University of Tokyo, Tokyo, Japan. He started working for Hitachi, Ltd., in 1979. He was first engaged in robotics, artificial intelligence, network management. In 2000 he started providing support tools and consulting in the environmental field to top managements of leading companies in Japan. In 2005 he joined in Environmental Strategy Office and provided internal consulting to all the group companies and business divisions mainly regarding ecodesign, global legal compliance. Since 2013, He has been with International standardization office giving advice to international standardization activities throughout Hitachi group. He also teaches at Tokyo City University.