



This project is co-funded by the European Union and the Republic of Turkey

Technical Assistance for Assessment of Türkiye's Potential on Transition to Circular Economy

EuropeAid/140562/IH/SER/TR

Good Practices Circular Economy Related Applications and Projects in Key Sectors

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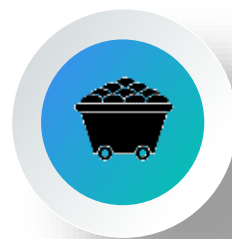
Activity 1.2.2 - Circular Economy Workshops
4th of October 2022, Ankara, Türkiye

Outlines of Work



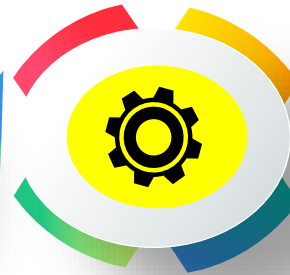
DESIGN

- Standardization
- Ease of Disassembly
- Ease of Maintenance & Repair
- Durability
- Minimization of Hazardous Materials
- Maximization of Efficiency in Transportation
- Increasing Recyclability of Products



RAW MATERIALS

- Reducing Plastic Consumption
- Increasing the Use of Recycled/Recyclable Materials
- Use of Bio-based Materials
- Reducing Chemical Use



PROCESS

- Energy Efficiency
- Renewable Energy
- Water Stewardship
- Zero Waste / Zero Waste to Landfill
- Industry 4.0



PRODUCT

- Energy Efficient Products
- Water Efficient Products
- Products that Prevent Food Waste
- Environmentally Friendly Products
- Products with Social Benefits
- IoT Connected Smart Products
- Upgradability
- Solutions for Persons with Disabilities

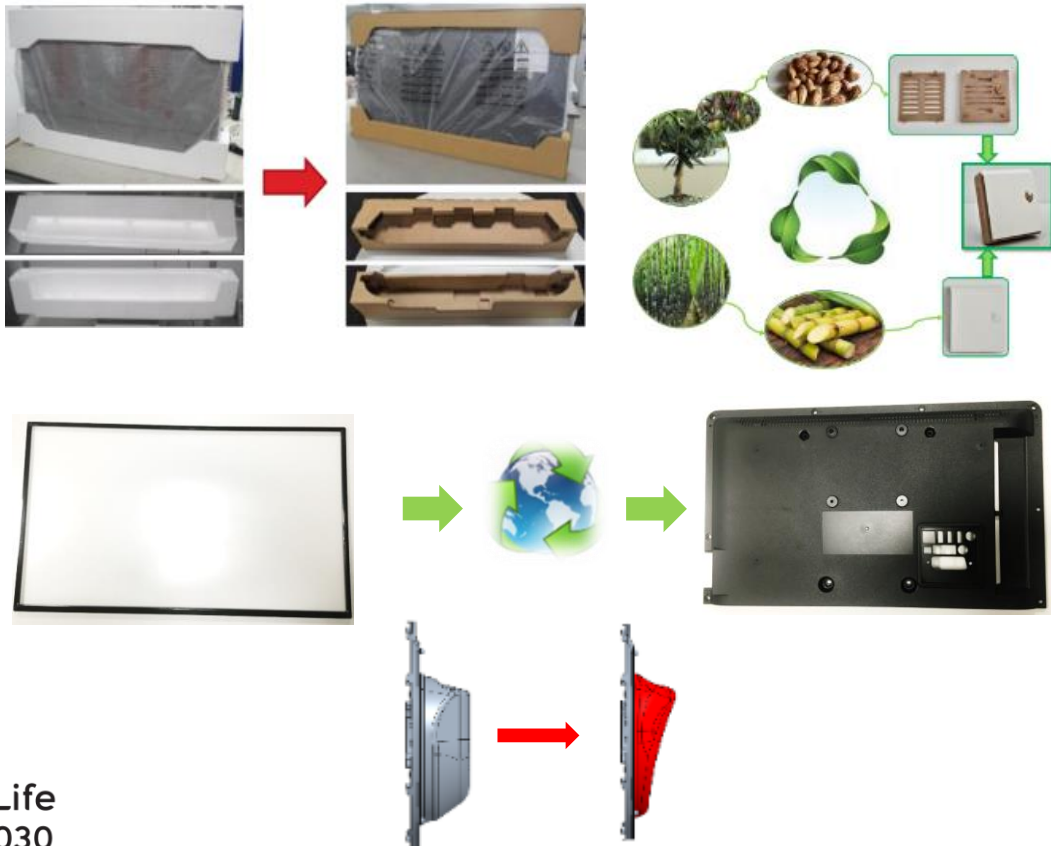


AFTER SALES

- Maintenance/Repair/Extended Warranty
- Refurbishing and Selling Products at VsOutlets in Turkey
- Collection and Recycling of Waste Packaging and Electronic Devices & donating the proceeds to NGOs
- Authorized Services for Persons with Disabilities
- Proactive After Sales Services with Digitalization

Our Work Against Plastic Pollution

- As Vestel Elektronik and Vestel Beyaz Eşya, we exceeded our commitments as of 2021 and **prevented the use of 5,337.5 tonnes of virgin plastics.**
- Instead of petroleum-based plastic raw materials, we use **bio-plastic** materials produced from olive pit waste in our refrigerator and tumble dryer parts.



Our Work Against Deforestation

- As of 2021, **as a first in Turkey**, we use **FSC (Forest Stewardship Council) Recycled certified cardboard** packaging for Vestel branded refrigerators and dishwashers.
- We started to use 100% recycled and recyclable cardboard in the packaging of all Vestel branded home appliances products produced for Turkey at our facilities.
- As Vestel Group of Companies, we **prevented 336,441 trees from being cut** by using a total of **19,791 tonnes of recycled cardboard** in 2021.



Repair - Recovery – Refurbishment (Circular Economy Model)

- In 2021, we refurbished a total of **72,500 products** and we donated 604 of them as part of social support.
- We recovered **30,101 spare parts**.



Incoming Returned Products



Refurbishment – Test Stage



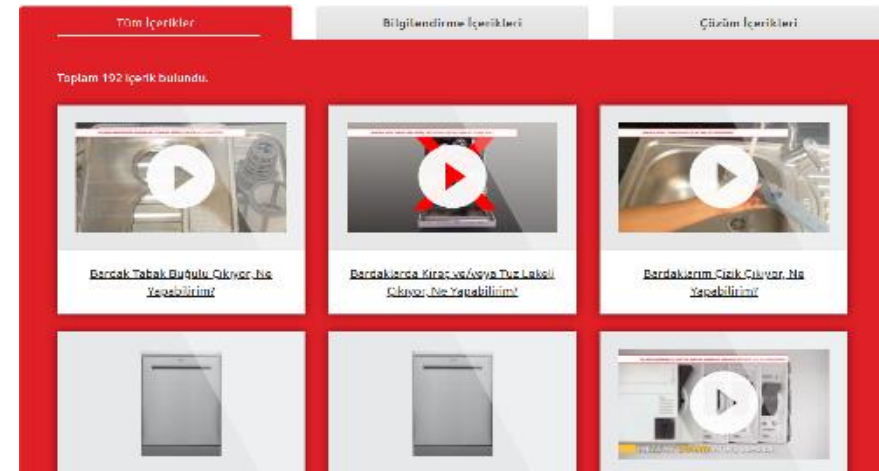
Cleaning & Packaging

Classic Long Life (Circular Economy Model)

- Legislation obliges consumer appliances to have a minimum of 2 years warranty coverage in Turkey.
- We provide a **free 3-year warranty** for the Vestel brand. We provide warranty service to the consumer for up to **7 years**.

Circular Economy – Other Works

- **Collection of Packaging Waste:**
 - **25 tons of packaging waste** was collected in 2021
 - Income obtained from these wastes to be **donated to NGOs**.
- With the **customer support portal**, users can solve their issues by following the content steps without the need for a technician, and benefit from services such as spare parts.
- **Direct sales of spare parts** to the end consumer started in 2021
 - Since authorized service vehicles are not used, a reduction in carbon footprint is also achieved.
- Continuous improvement is made to increase the **recyclability** of our products.
- Vestel Beyaz Eşya is a **zero waste to landfill** company.



Domestic Recycling Project

Tree seed by drone



Proceeds go to NGO



Old product regardless of brand

Customer request

The product is picked up from the customer address

Product is sent to Returned Products Evaluation Center

Product is sent to Licenced Recycling Company and gets recycled





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Thanks for your attention.



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