

Electrical and Electronic Equipment (EEE) Maintenance Plan.

To accelerate the transition to a circular economy within the electrical and electronic appliances (EEE) industry, the EEE coalition was established in 2023. Partners in this include Miele, BlueMovement, Atag, Peerby, Techniek NL, Applia, Road2Work, TuDelft, Het Groene Brein etc.

Our mission is that electrical and electronic devices in 2030:

1. Last longer. Products are more often offered second-hand, refurbished, or repaired.
2. Be used optimally. Products are shared and properly maintained whenever possible.

We focus on:

- Electrical and electronic devices. Simply put: anything with a plug, or a battery.
- Products for sale by consumers in stores, of these we include the consumption of consumers but also of companies and governments.

In the current process, the EEA coalition was set up and a plan for that coalition was formed through desk research and three workshops. In it, a preliminary Mission for the EEA coalition was formed, different solution directions were determined, and some icon projects were identified. One of these iconic projects is including consumers in the better maintenance of EEE. Consumers will soon know perfectly well how to optimally use and better maintain EEE. The graduation project will be about this icon project.

The idea is to develop 10 maintenance cards for different products. The maintenance card should include motivation for the consumer (how much money and Co2 do you save?) and the maintenance options (perhaps broken down by years, months, weeks). In this we also want to explore creative options such as a QR code that will put moments for maintenance in your calendar. We are pulling together to inventory the most important devices and parts that break down. Some points that have already been mentioned are changing a filter and good explanation of how to use a product. We may be able to use AI for this as well. AI could be trained with existing manuals and maintenance manuals and perhaps generate much more than those 10 cards or even answer questions interactively. We are looking for a student who, based on behavioral research, customer journeys and a host of creative ideas, can properly develop these maintenance cards or find other ways to find how & when we change consumer behavior to better maintain their EEE. Ofcourse everything is easy to discuss and shape to your interest.

If the cards are in place all parties have indicated their contribution. It is important that this is embedded in the customer journey for each party. Forms that came up during the consultation were: Offering it during sales, in the apps, during repair, etc. Parties that may need to join this for communication are: consumers' association, Milieucentraal retailers, manufacturers (Miele), techniek NL, Marktplaats etc.

Interested? Contact: Roos Janssen – roos.janssen@hetgroenebrein.nl