

Jeff Weeks

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Jeff Weeks – Over 17 years of experience with the WEEE Directive from the embryonic stages of its birth (1994), a recognised Industry expert in the field of WEEE. He has held several technical roles throughout his career in addition to providing consultancy support for the former Department & Trade & Industry, as an advisor to The Department for Business Innovation & Skills and as a contributor to strategic R&D projects.

#### Brief history

After 11 years in R&D for the Tube Investments Group, he entered into the Domestic Appliance Industry (General Domestic Appliances then jointly owned by GE / GEC) and was responsible for initiating several R&D projects during this time (e.g. white box & life cycle profitability). Support was provided to develop corporate strategies and a prominent role was held in the GE / GEC take-back initiative, assisting corporate lawyers in the lobbying process, supporting views shared by joint shareholders whilst establishing practical solutions to legislative pressures.

Recognised for his Industry expertise in a number of Producer Responsibility issues, he was appointed as Chairman of the white goods trade association's (AMDEA) environmental Panel. In this role, industry views were carried forward to UK Government & to policy makers at European level. Other Industry sectors were provided with technical & political support too.

Having entered into consultancy in 1999, a number of services were provided as an independent consultant to the public & private sectors, including the former Department of Trade & Industry on matters related to WEEE during the consultation period (analysing > 350 responses), as a consultant / lecturer in Producer Responsibility related to Environmental diagnostics for Cranfield University & to OEM's wishing to implement Eco design solutions. Business successes during this time included participation in funded research under the BIFFAWARD Scheme (Waste catchment Evaluation model for recycling) & the introduction of the UK's first commercial Fridge Recycling plant in March 2002, 6 months ahead of the established waste Industry competitors. He was appointed as the UK Director for the RAL Quality Assurance Association for the De-manufacture of refrigeration equipment containing CFC's (Fridge de-manufacturing standards) shortly afterwards. A number of technical & commercial presentations have since been provided at many Industry events over the years, both in the UK & in other parts of the EU as a recognised industry expert in his field.

In 2005, he joined a new start-up company as its Technical Executive reporting to the CEO, focusing on the commercial business of recycling & providing IT software solutions. This led to the successful development of the company including significant contracts and > £10 Million of investment. The Company now operates as one of the UK's largest Approved Authorised Treatment Facilities, providing Waste Electrical & Electronic Equipment (WEEE) recycling solutions for the UK's largest electrical retailer.

He has since returned to focus on his consultancy business (W E & E Consulting) and has now accumulated many years of business experience predominantly in the private sector progressing through roles in Engineering Research, Product Design & Development, Manufacturing, Quality & Environmental Management, Regulatory Compliance, Standards, Environmental Affairs, Factory Operations, Sales, Marketing, Technology Transfer, Waste Management & Recycling. Jeff remains self-motivated with the knowledge, vision and drive to assess & address many business issues.

Since re-launching his business in 2010 (W E & E Consulting) Jeff has been involved in the following projects:

- a) The Waste Standards Roadmap (known as the Standardisation roadmap, led by the BSI) which is now firmly on the new Government's agenda following the review of waste policy in England 2011.
- b) WRAP funded research into Critical Materials in WEEE (IMT002 Strategic Raw Materials, Recovery Capacity and Technologies)
- c) An assessment of the Industry & the regulator – 10 years after the fridge mountain.