

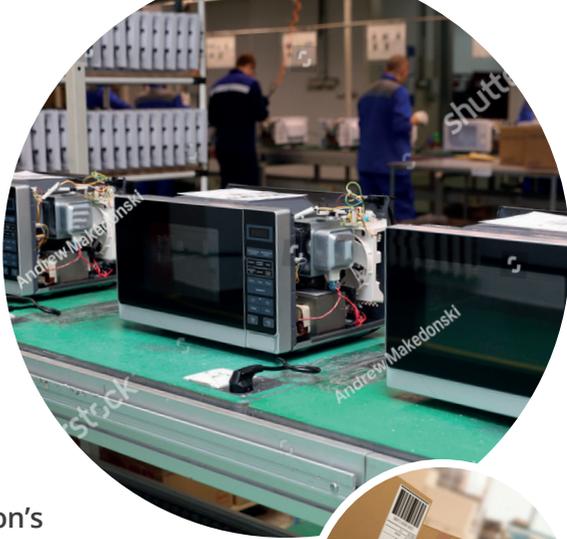


# Appliances bringing home the circular economy

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**AMDEA**

The Association of Manufacturers  
of Domestic Appliances



## Leading role

The home appliance industry contributes nearly £12bn annually to the economy and is a committed partner in delivery of the nation's circular economy ambitions.

To support the sustainability of the UK's 28 million households - each relying on a washing machine, fridge and freezer, oven, hob and microwave along with many small appliances - the industry has already made significant progress.

## Circular achievements

Having greatly improved energy and water efficiency during appliance use, the appliance sector is increasingly utilising recovered materials in production, investing in and delivering repair and refurbishment infrastructure, and contributing to recycling products and packaging across the country.



## AMDEA's seven policy recommendations

To further speed the process and support the appliance industry in bringing the circular economy to all homes:

- 1 Incentivise householders to repair** by lowering VAT on spare parts and labour.
- 2 Encourage a new generation of professional repairers** by fully allocating employers' Growth and Skills Levy contributions to more flexible, employer-driven, apprenticeships.
- 3 Promote co-ordinated consumer messaging** on reparability with the responsible stakeholders, product groups and neighbouring markets.
- 4 Lead the technology leap** by enabling UK business to engage in the establishment of an efficient and simplified regulatory framework, avoiding duplication across departments to ensure timely compatible international regulations.
- 5 Strengthen the 'Repair or Replace?' evidence base** by employing robust scientific methodology to identify when replacement by efficient, new technology becomes preferable to repair.
- 6 Put safety first** by providing sufficient powers and resources to UK regulatory enforcement officers to deter unsafe spare parts being marketed online and on the high street.
- 7 Keep consumer prices down** by revising the dual burden of the Plastic Packaging Tax and the Packaging Extended Producer Responsibility which adds complexity and cost, risking price increases for consumers.



To discuss any of these proposals further  
please contact AMDEA CEO Stefan Hay:  
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Learn more at **[amdea.org.uk](https://amdea.org.uk)**

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