

### **Logista Launches New Collection Network for Small WEEE at Local Retail Shops**

#### ***New Program Agreement Signed with MASE to Recover Millions of End-of-Life Electrical and Electronic Devices***

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Logista, Europe's leading distributor of products and services for retail shops, has signed a new Program Agreement with the Italian Ministry of Environment and Energy Security (MASE) to strengthen and expand the national network for the collection and recovery of end-of-life electronic devices. According to the agreement, participating retail shops will accept all types of small WEEE (Waste Electrical and Electronic Equipment), such as mobile phones, chargers, earphones, electric razors, and toothbrushes—defined as “very small WEEE” with external dimensions not exceeding 25 centimeters.

The new network, promoted by Logista, enables consumers to dispose of these electronic waste items free of charge at participating points of sale, with no obligation to make a purchase (“one-for-zero” model). The key strength of the service lies in offering consumers a convenient and responsible way to dispose of WEEE through a widespread network of local retailers across the country.

For businesses, the initiative represents an opportunity to expand their WEEE collection network and offer innovative services, contributing concretely to the enhancement of their environmental sustainability strategies. Logista will provide reusable collection containers and ensure full digital traceability of the process, along with a portfolio of tailor-made services.

This Program Agreement follows the one signed in 2023, which enabled the launch of RECYCLE-CIG—a collection network for electronic cigarettes and heated tobacco devices—across more than 30,000 tobacconists nationwide. To date, approximately 60 tons of end-of-life devices have been collected. This achievement was made possible through collaboration with the Italian Federation of Tobacconists and the WEEE Coordination Center, as well as the “Dove vanno?” communication campaign, conceived and promoted by Logista to raise awareness among retailers and consumers about proper disposal practices. A recent Ipsos survey revealed that 80% of consumers consider the initiative innovative and sustainable.

**Federico Rella**, Vice President and Director of Corporate Affairs at Logista Italia, stated: *“Following the success of our collection initiative for end-of-life electronic cigarettes and heated tobacco devices, launching a new network to collect a broader range of electronic devices offers citizens a tangible opportunity to contribute to environmental protection through a simple and accessible action. For companies involved in the sale of small electronic devices, this new network not only strengthens their sustainability strategy but also expands their offering of innovative services related to WEEE collection and proper disposal. We thank the Ministry of Environment and Energy Security for their trust in this shared journey”.*

# Logista

## About Logista

Logista is the leading distributor to proximity retailers in Europe. In Italy, it has built one of the largest proximity logistics and trade networks and is recognized as an efficient and neutral partner. With more than 90 depots, it supplies 60,000 points of sale throughout the country, guaranteeing the State a revenue of around 15 billion euros per year. Logista is committed to numerous sustainability initiatives designed to minimize the impact of business by considering environment, community and business in a vision of mutual development. Follow Logista Italia on [LinkedIn](#) and learn more on [logista.it](https://www.logista.it)

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